



NOORDA COLLEGE

of OSTEOPATHIC MEDICINE





08

Brand Elements

Find rules guiding the appropriate usage of typography and color schemes for your brand's marketing efforts.

Introduction

After all the work you've put into creating and building your brand, you want to make sure it's used cohesively as it heads out in front of your customers. Following these guidelines will ensure your logo is used in the way it was intended—keeping your brand consistent and professional.

04

Logo Mark

Your main logo and its variations will help your audience quickly and easily identify with the brand on marketing material, the web and other products.

11

Applications

Use these application examples to guide the usage of your logo and brand in mediums like print, digital and outdoor spaces.

Main Logo

The logo is the main visual touch-point of the brand. Use its various applications for every branding opportunity (e.g., official publications and promotional and collateral pieces).



NOORDA COLLEGE
of OSTEOPATHIC MEDICINE

Safe Area

Do not place any visual elements (e.g., graphics, typography, etc.) within the safe area defined here as the height of the N part of the icon.





Variation 1

The logo may be stacked in this manner.

NOORDA COLLEGE
of OSTEOPATHIC MEDICINE



Variation 2

When appropriate, the icon can be used alone for simplification or in various applications that are ill-suited for the main logo.

Solid Color

Some applications, such as printing, may require the logo to be used in a single solid color.



NOORDA COLLEGE
of OSTEOPATHIC MEDICINE

Reversed Logo #1

When appropriate, the logo can be reversed out of a solid brand color or non-complex backgrounds.



NOORDA COLLEGE
of OSTEOPATHIC MEDICINE

Reversed Logo #2

When appropriate, the logo can be reversed out of a solid brand color or non-complex backgrounds.



NOORDA COLLEGE
of OSTEOPATHIC MEDICINE

Incorrect Usage

A few rules are necessary to maintain the integrity of your brand and logo. Avoid skewing, distorting or scaling the logo in any way. Avoid using background colors or images that reduce the contrast of the logo. Here are a few unattractive examples.



Primary Typeface (Titles and Subtitles)

Aa

Adobe Garamond Pro Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*#@+<>%\$()/[]{}°©&

Aa

Adobe Garamond Pro Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*#@+<>%\$()/[]{}°©&

Secondary Typeface (Body Copy)

Aa

Proxima Nova Light
abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789*#@+
<>%\$()/[]{}°©&

Aa

Proxima Nova Regular
abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789*#@+
<>%\$()/[]{}®©&

Aa

Proxima Nova Bold
abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789*#@+
<>%\$()/[]{}®©&



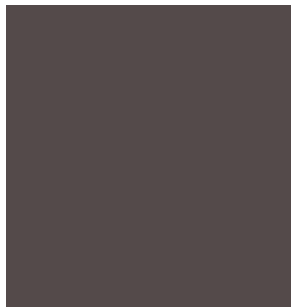
NOORDA COLLEGE

of OSTEOPATHIC MEDICINE

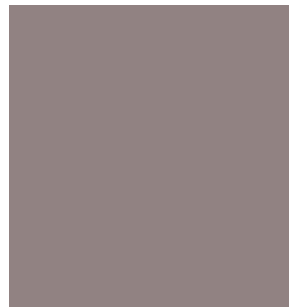
Main Brand Colors



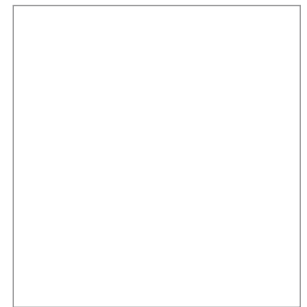
RGB 184 102 75
CMYK 22 68 74 8
#B8664B
Pantone 167



RGB 85 75 75
CMYK 60 61 57 37
#554B4B
Pantone 171-16 U



RGB 146 129 129
CMYK 44 46 42 6
#928181
Pantone 4116 CP



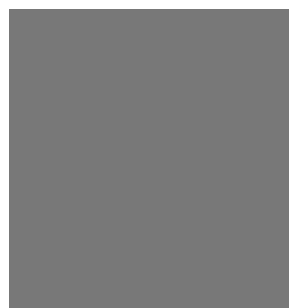
RGB 255 255 255
CMYK 00 00 00 00
#FFFFFF
Pantone 11-061 TCX



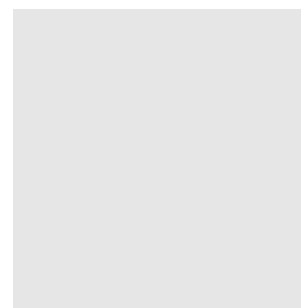
RGB 202 197 219
CMYK 19 20 4 0
#CAC5DB
Pantone P 99-10 C



RGB 74 74 74
CMYK 66 59 57 39T
#4A4A4A
Pantone 10454 C



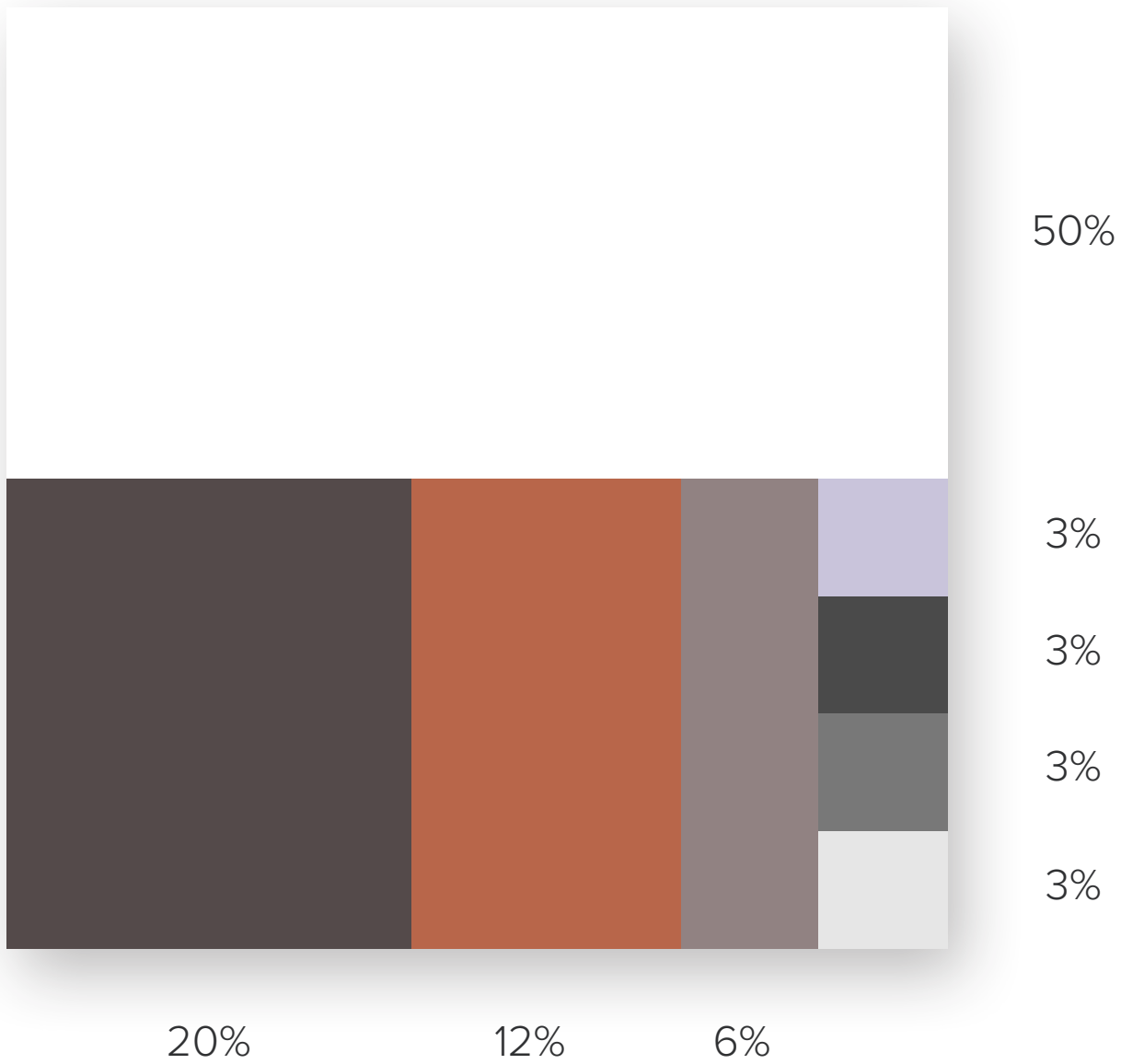
RGB 120 120 120
CMYK 54 46 45 11
#787878
Pantone 18-4015 TCX



RGB 230 230 230
CMYK 8 6 7 0
#E6E6E6
Pantone 11-4800 TCX

Brand Color Hierarchy

In general, try to apply these percentages of color to marketing and other brand materials. Exceptions can be made in certain circumstances.





Applications

Each application option should be exercised with care. Make sure the word-mark and logo aren't obstructed with busy backgrounds or patterns.





NOORDA COLLEGE
of OSTEOPATHIC MEDICINE

