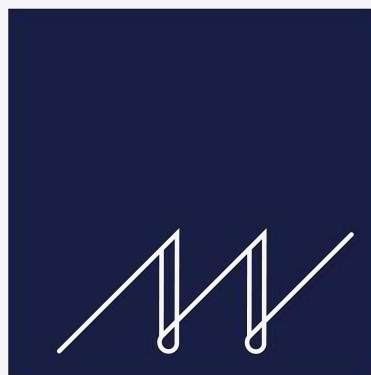




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W E L C O M E T O



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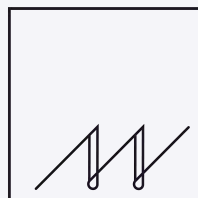
PRIMARY LOGO



The **primary logo** should always be used, so long as the design is not compromised (if so, use an alternate logo or wordmark). Do not alter the primary logo by changing colors, moving elements, or stretching beyond the original ratio.

Clear space is defined by the cursive M in Messenger. It exists around the logo to ensure legibility and impact. Make sure no other elements encroach on this buffer.

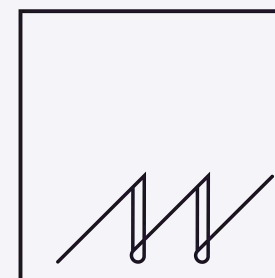
SECONDARY LOGOS



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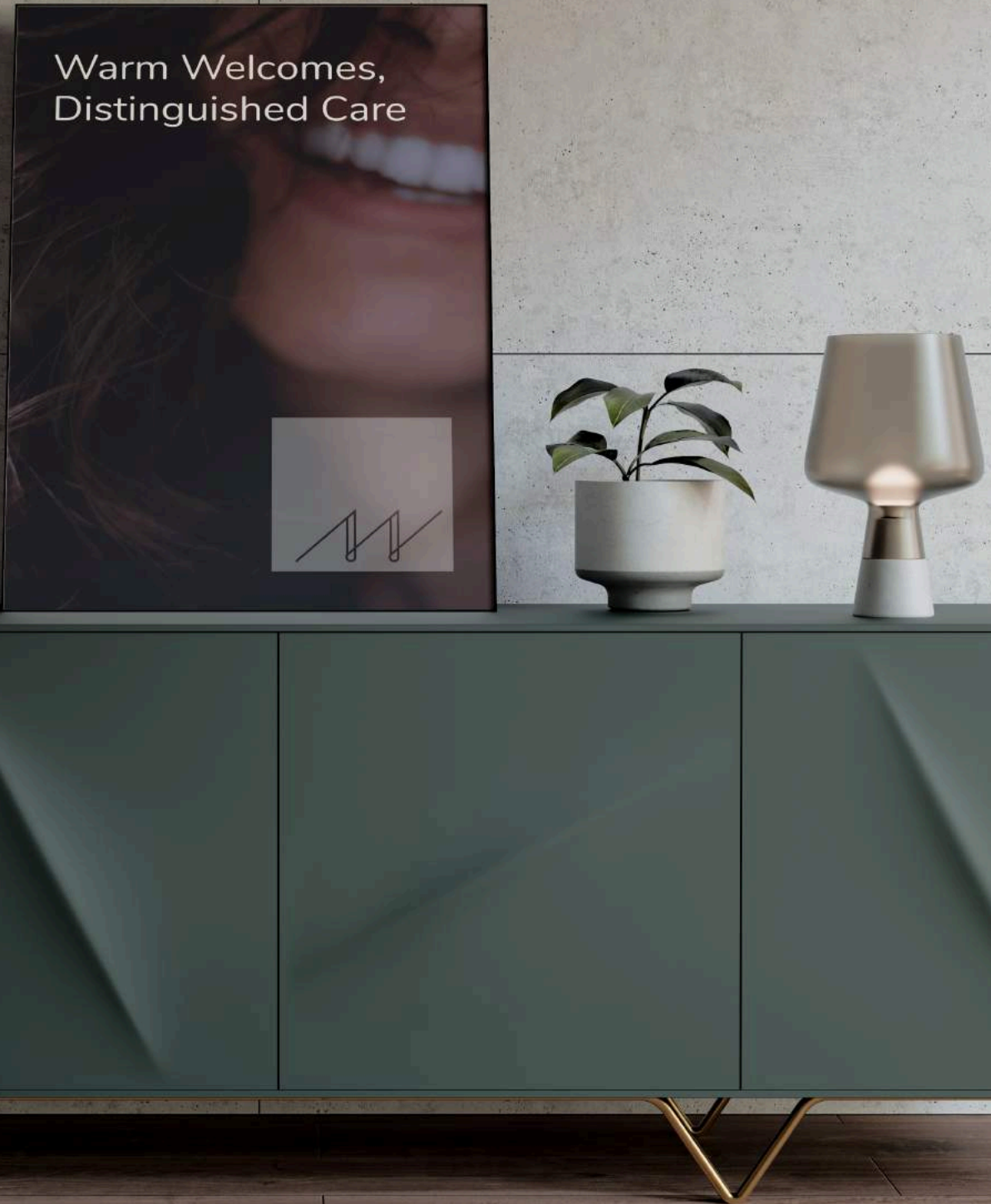


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The **wordmark** is simply the text of the primary logo. Use the wordmark in instances where height and detail are restricted, such as website navigation bars.

The **icon only** mark can be used in instances where the main brand has already been introduced, such as office swag or web icons, or for more decorative purposes.





DR. NICOLE MESSENGER
DENTIST

T: (123) 555-1234
M: info@messengerdentistry.com
W: www.messengerdentistry.com

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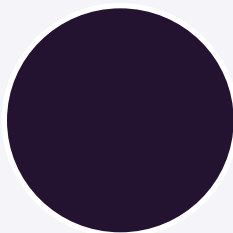
DR. NICOLE MESSENGER
DENTIST

COLOR PALETTE

**NAVY**

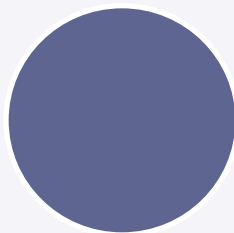
#181E44

R: 24 G: 30 B: 68
C: 65 M: 56 Y: 0 K: 73
PMS: 275 C

**PLUM**

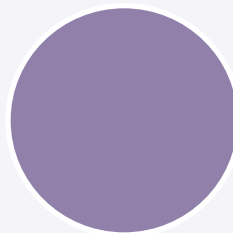
#231331

R: 35 G: 19 B: 49
C: 29 M: 61 Y: 0 K: 91
PMS: 2695 C

**LILAC**

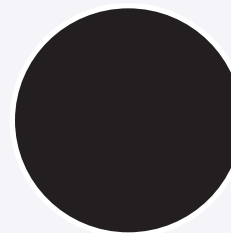
#5E6590

R: 94 G: 101 B: 144
C: 35 M: 30 Y: 0 K: 44
PMS: 7668 C

**WISTERIA**

#9180AA

R: 145 G: 128 B: 170
C: 15 M: 25 Y: 0 K: 33
PMS: 5285 C

**ONYX**

#231F20

R: 35 G: 31 B: 32
C: 0 M: 11 Y: 9 K: 86
PMS: NEUTRAL
BLACK C

Color compliments, builds, and personalizes a logo, without dictating the full design. Use these colors individually or in harmony.

The full black or full white logos can be used against any of the primary colors as a background.

FONTS

Castledown

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use **Castledown** for primary but short headings in print and web.

Nunito

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use **Nunito** for longer headings, subheadings, body text, and all other typographic needs. Use Nunito in situations where Castledown would be illegible or distracting, especially in font sizes lower than 24pt.

TAGLINE

Warm Welcomes, Distinguished Care



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The **tagline** serves as a brand's catchphrase. If desired, use the tagline in conjunction with the logo when the design serves as an educational piece, such as a website, brochure, or direct mailer.

When presented with the logo, the tagline should be written in Nunito underneath the primary logo (a copy of this logo + tagline combo is included in the logo files library). When included in web or print copy, the tagline should match the paragraph style.



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