



Florida
Dermatology
Specialists
Logo Style Guide

Brand Colors

“Pigment Blue” (main)



HEX: #053193

RGB: 5, 49, 147

CMYK: 100% 89% 5% 0%

PANTONE®: 2146 C

RGB	CMYK	PANTONE®

Secondary Colors:



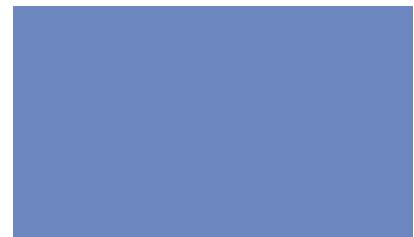
HEX: #20479F

PANTONE®: 7685 C



HEX: #4767B0

PANTONE®: 7683 C



HEX: #6D87C0

PANTONE®: 7682 C



HEX: #92A5D1

PANTONE®: 7681 C



HEX: #B4C1E0

PANTONE®: 2127 C

Fonts

Tondo

**Quick foxes jump nightly above wizards.
Two driven jocks help fax my big quiz.
Pack my box with five dozen liquor jugs.
A quivering Texas zombie fought republic linked jewelry.
Back in June we delivered oxygen equipment of the same size.
We promptly judged antique ivory buckles for the next prize.**

Logo

Main Logo



Florida
Dermatology
Specialists

The Florida Dermatology Specialists wordmark should be the primary logo used. No elements of the wordmark are to be used independently of one another.

Spacing



When using the logo, keep at least one x-width ($\frac{1}{3}$ logo height) of padding on all four sides.

Alternate Versions



The white wordmark should be used as a corner watermark on photos and videos.



The black wordmark should be used on print materials only when multi-color printing is unavailable.

Icon

Compact Icon



The FDS icon should be used when space is limited and secondary advertising.

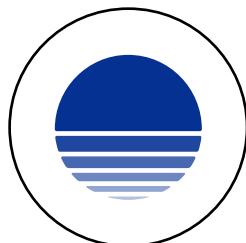
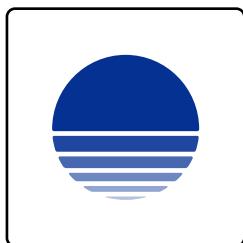
Alternate Versions



The white icon should be used as a corner watermark on photos and videos.

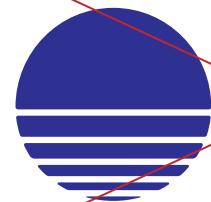


The black icon should be used on print materials only when multi-color printing is unavailable.



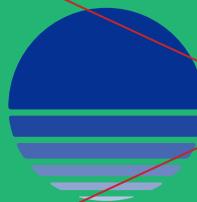
The standalone sunset icon may be used as a profile picture on social media.

Considerations



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Avoid rendering the logo in one color.



Florida
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Avoid placing the full-color logo on a
non-white background.

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Avoid using any elements of the logo
independently.

Florida
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Avoid distorting or rearranging elements of the
logo.



DO use the transparent white logo on any
non-white backgrounds.



Style guidelines by

Aaron Simons

Intended for use by

Richard Krathen

Florida Dermatology Specialists

2022