



# 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®
5	100%	2146 C
49	89%	
147	5%	
	0%	

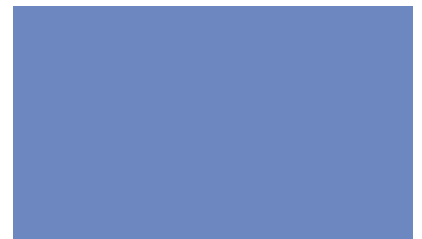
## Secondary Colors:



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

## 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.

## Main Logo



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.

## Compact Icon



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

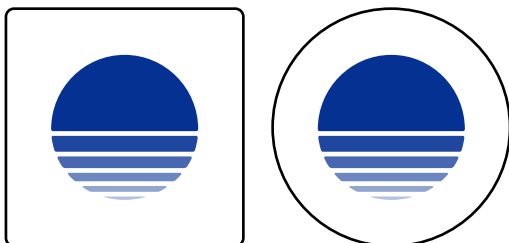
## Alternate Versions



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



Avoid rendering the logo in one color.



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



Avoid using any elements of the logo independently.



Avoid distorting or rearranging elements of the logo.



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

The logo for kesem DESIGN is presented within a solid black rectangular background. The word "kesem" is written in a bold, lowercase, sans-serif font. Below it, the word "DESIGN" is written in a smaller, uppercase, sans-serif font, with each letter spaced out evenly.

**kesem**  
DESIGN

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Intended for use by  
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Florida Dermatology Specialists  
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