Specialty Eye Associates

Style Guide

Brand Colors

"Vision" (main)

#5388B4

#384F67
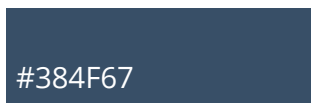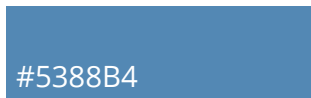
HEX: #88B8D5
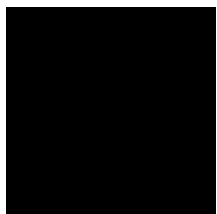RGB: 136, 184, 213
CMYK: 30% 11% 0% 16%

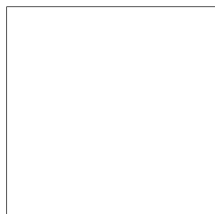## "Lens" (accent)

HEX: #CFCFCF
RGB: 207, 207, 207
CMYK: 0% 0% 0% 19%

Black   White

Fonts

Open Sans (main)

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.

Open Sans Regular is the primary font used on all communications. Different weights may be used to show emphasis.

Open Sans Condensed (secondary)

Quick foxes jump nightly above wizards.
Two driven jocks help fax my big quiz.

Open Sans Condensed Bold may be used in menus and secondary titling.
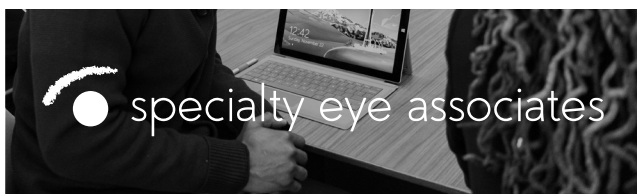
Main Logo (lockup)

The lockup of the Specialty Eye Associates icon and wordmark should be the primary logo used. The wordmark is not to be used independently.
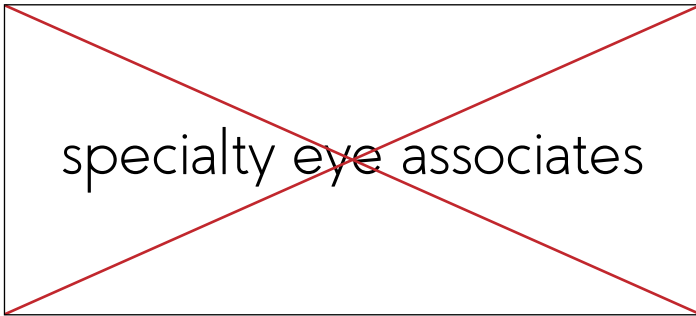
Spacing

When using the logo, keep at least one "eye-circle"-width of padding on each side.
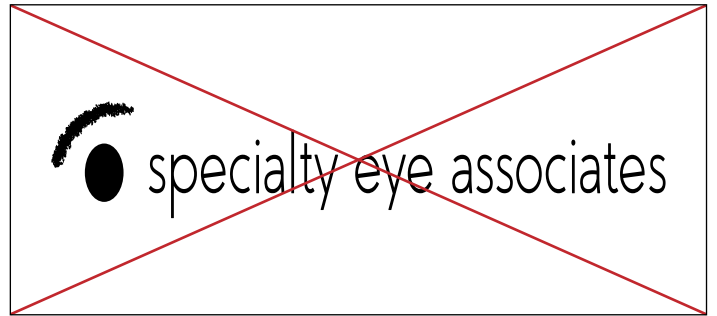
White Version

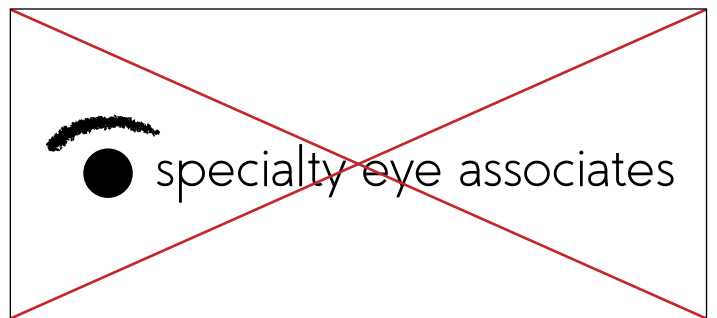The white lockup should be used as a corner water-mark on photos and videos.

Considerations

specialty eye associates

Avoid removing any elements of the logo.

specialty eye associates

Avoid distorting the logo.

specialty eye associates

Avoid using the logo in any color.
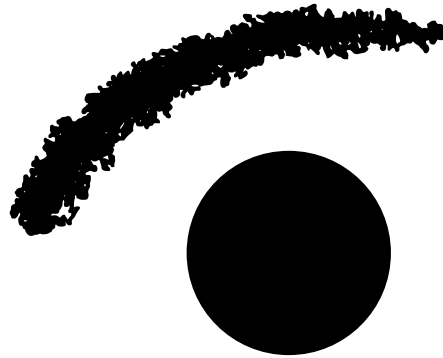
specialty eye associates

Avoid rearranging any aspect of the logo.
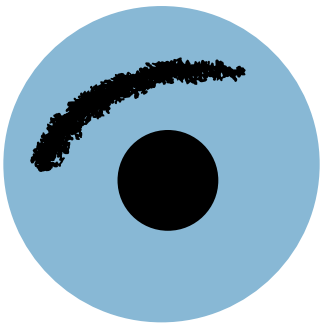
specialty eye associates
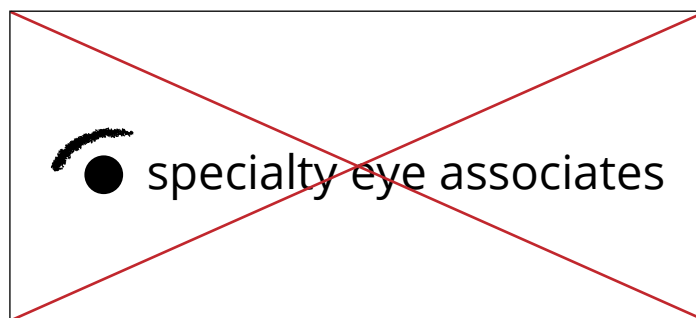
Avoid replacing the wordmark with text.

Eye Icon

The standalone eye icon should be used in profile pictures and secondary advertising.

Alternate Versions

This version should be used when profile pictures are cropped to circles.
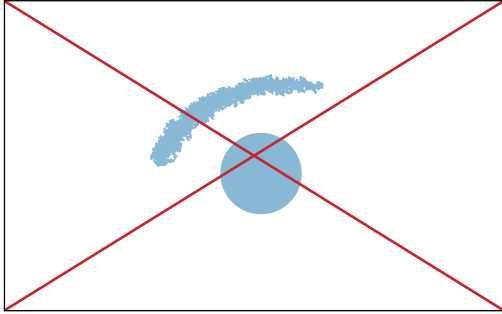
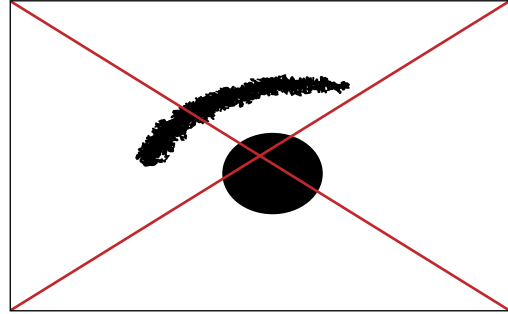This version should be used when profile pictures are cropped to squares.

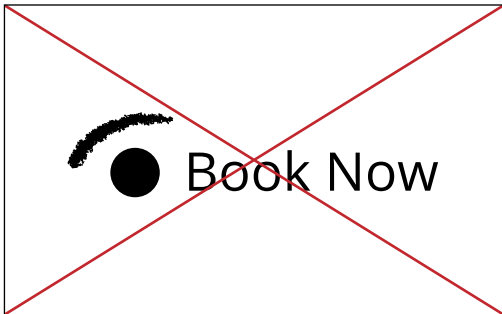The one-color white icon should be used as a corner watermark on photo and video advertisements.
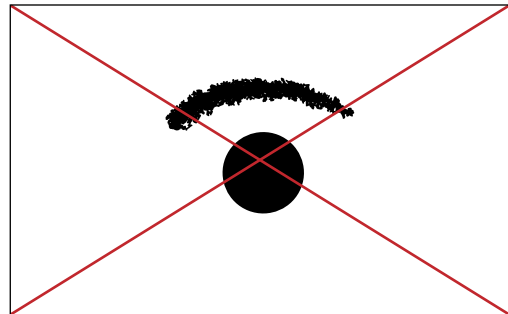
Considerations

Avoid using the icon in any color.

Avoid distorting the icon.

Avoid pairing the icon with additional text.

Avoid rotating the icon.

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D E S I G N

Style guidelines by
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Intended for use by
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Specialty Eye Associates
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