

# Gentle Care Family Dentistry

Rev 1.3.24

## Logo Standards

In order to maintain a strong, unified brand for Gentle Care Family Dentistry it is important to adhere to established logo standards. The logo should only be used in the following formats.



Full color logo (Blue, Green and Gray)

## Other Logo Formats

The logo may be used white against dark backgrounds or black.



White against dark background



White against dark background



Black

## Primary Color Palette

	<b>Gentle Care Blue</b> C85 M45 Y5 K0 R10 G123 B184 #0A7BB8		<b>Gentle Care Green</b> C86 M28 Y52 K7 R0 G132 B127 #00847F
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## Secondary Color Palette

	<b>Black</b> C75 M75 Y75 K100 R0 G0 B0 #29382E		<b>Dark Gray</b> C75 M64 Y48 K34 R63 G71 B85 #3F4755
	<b>Medium Gray</b> C65 M47 Y34 K7 R102 G119 B138 #66778A		<b>Light Gray</b> C19 M10 Y11 K0 R202 G212 B216 #CAD4D8
	<b>Light Blue</b> C27 M6 Y4 K0 R181 G214 B232 #B5D6E8		<b>Dark Blue</b> C100 M74 Y41 K30 R5 G62 B92 #053E5C

## Corporate Typeface

**Noto Sans** (available from Google Fonts) is the primary typeface for all print and digital materials that are branded as Gentle Care Family Dentistry.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9  
! @ & ? # \$

For instances where Noto Sans is unavailable, **Arial** may be used as the default 'Device' font.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! @ & ? # \$