



DR. KARIN AYER
house call pediatrics

BRAND GUIDELINES

BRAND GUIDELINES

CONTENTS

About	3	Color palette	8
Master logo	4	Brand application	9-10
Logo variations	5	Designer contact	11
Logo usage	6	Glossary	12 - 13
Typography	7		

DR. KARIN AYER

Dr. Karin Ayer provides preventative and acute/sick medical care to Wichita Falls area children in the convenience of their own homes with complete transparency in fees. She allows the child to be the focus of the well visit and engages the patient and parent individually. Dr. Ayer herself is a parent, and understand that your time is valuable.



BRAND GUIDELINES
MASTER LOGO



DR. KARIN AYER
house call pediatrics

BRAND GUIDELINES

LOGO VARIATIONS



Long



Iconography



Submark

BRAND GUIDELINES

LOGO USAGE



Always allow a minimum space around the logo. That margin space is defined as the same height and width as the medical cross in the logo.



Always place the logo on backgrounds that do not compete with it.
Always scale the logo proportionately.

The Logo

The logo is the “face” of the brand. Consistent use of the logo is essential to maintaining a clear and easily recognizable identity across all marketing channels and media forms.

The visual characteristics of the logo are:

- Timeless
- Sophisticated
- Modern

This guide is intended to provide standards for logo treatments and illustrate how they can be applied in different situations.

BRAND GUIDELINES
TYPOGRAPHY

MINERVA MODERN

Logo font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?<>

Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Museo Sans 100

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?<>

Regular

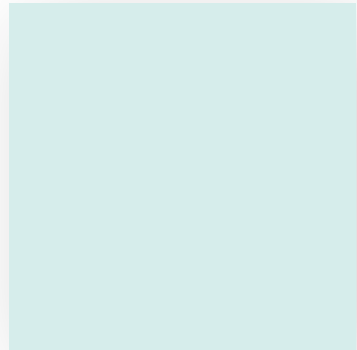
Semiotics aesthetic freegan pour-over

jianbing. Artisan blog retro neutra.

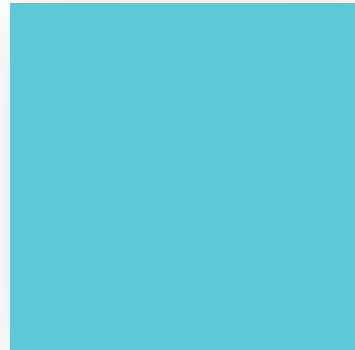
BRAND GUIDELINES

COLOR PALETTE

Primary



HEX # D4F3EE
R212 G243 B238
C15 M0 Y8 K0



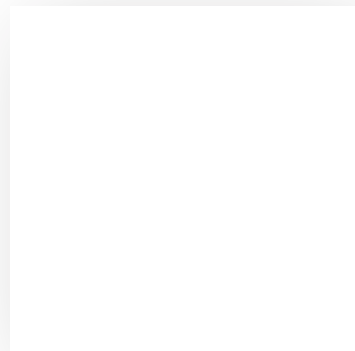
HEX # 59CDDC
R89 G205 B220
C57 M0 Y15 K0



HEX # 1E4BA8
R30 G75 B168
C95 M80 Y0 K0

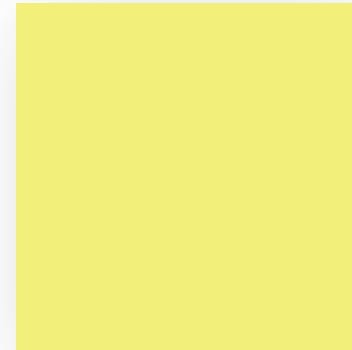


HEX # 31395B
R49 G57 B91
C88 M80 Y39 K30



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0

Secondary



HEX # F7F775
R247 G247 B117
C6 M0 Y65 K0



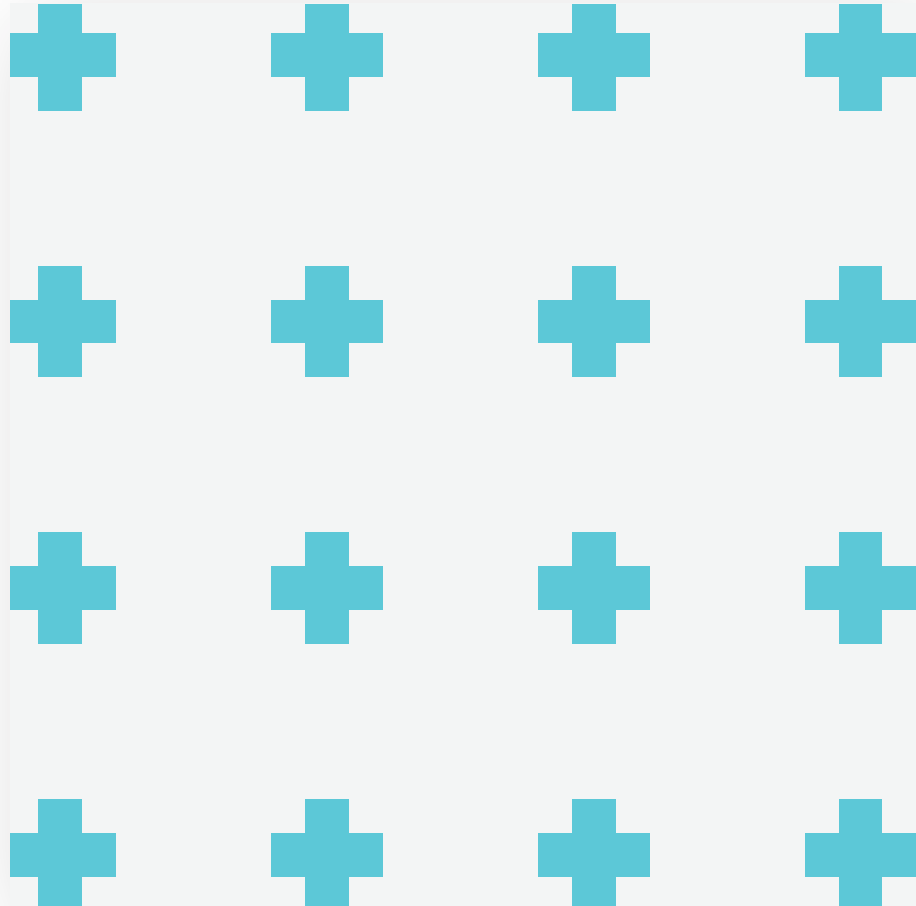
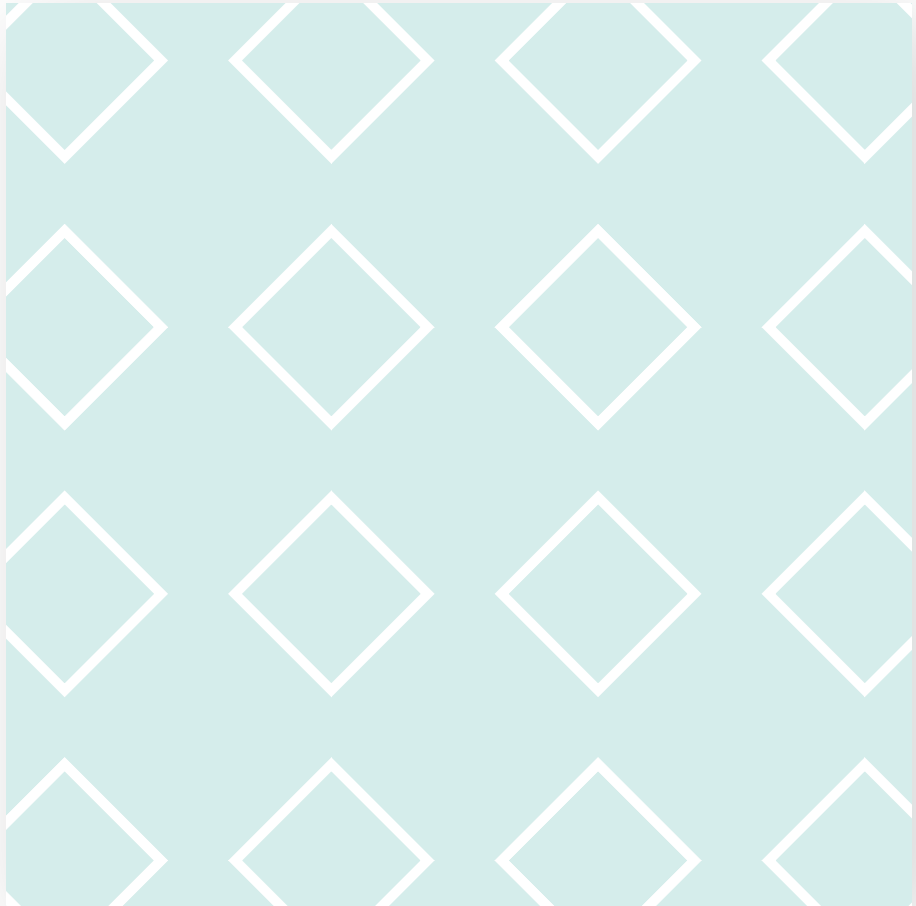
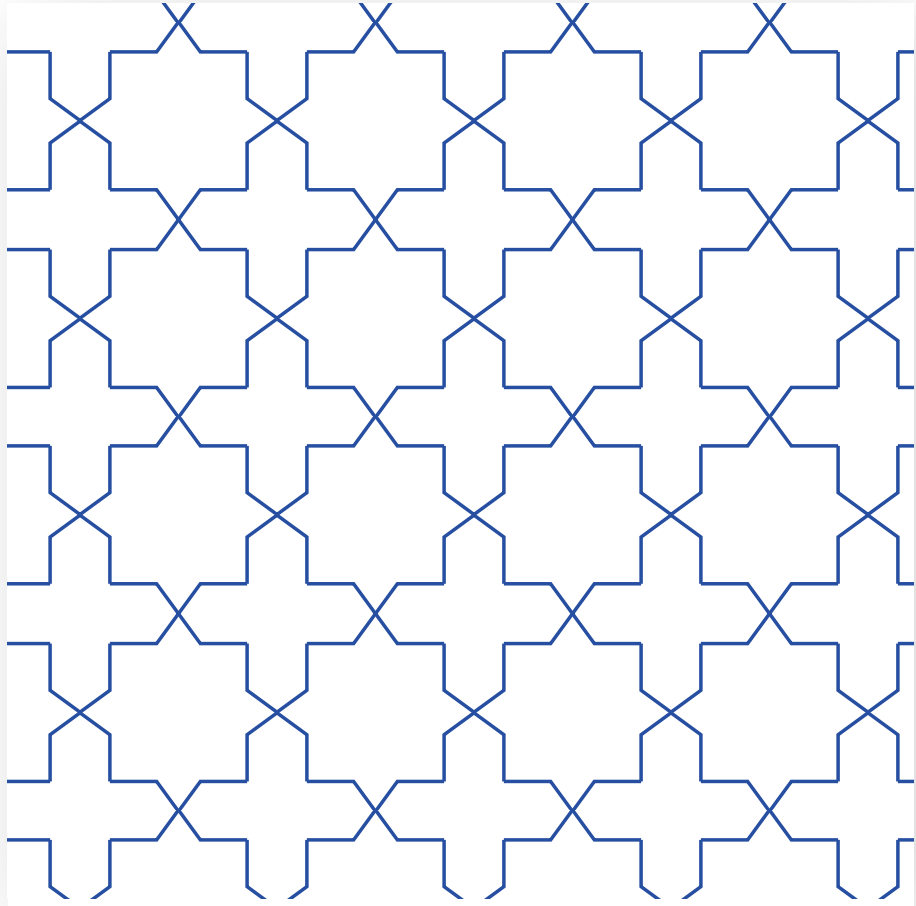
HEX # 4AC2A6
R74 G194 B166
C65 M0 Y45 K0

Color Examples

In color, the Dr. Karin Ayer logo should most often appear as the full color icon and typeface with HEX #1E4BA8 and HEX 59CDDC.

Black and white or grayscale printing is also acceptable as long as adequate contrast is allowed to maintain logo visibility.

PATTERNS



BRAND GUIDELINES
BRAND APPLICATION



BRAND GUIDELINES

BRAND APPLICATION



CONTACT YOUR DESIGNER



Design by Erin Kimbell



Erin Kimbell

Contact me

ebkimbell@gmail.com

Contact me

Logo design, Brand identity, Graphic Design, Hand Lettering + Calligraphy, Wedding Suite Design

Instagram

[@lupineletters](https://www.instagram.com/lupineletters)

BRAND GUIDELINES

GLOSSARY

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

BRAND GUIDELINES

GLOSSARY

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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house call pediatrics

Brand guidelines

www.drayerpediatrics.com