

# Stonebridge Chiropractic Graphic Standards



## The Logo

Consistent use of the approved logomark is critical to the effectiveness of any corporate mark. This mark has been carefully designed to represent the quality and innovation of Stonebridge Chiropractic and should be accurately and consistently reproduced.

Always safeguard the logo. Refrain from additions, deletions, transposition of elements, or manipulations of any kind such as spinning, skewing or stretching.

## Version Control

The default horizontal logo is the primary mark and should be used almost exclusively. For certain applications, the square logo may be used where space prohibits the wider sample.

Font  
Family

Chalet

Chalet New York Nineteen Sixty

Chalet London Nineteen Sixty

Chalet Paris Nineteen Sixty

## 1-COLOR BLACK



## 2 COLORS



**PANTONE**  
298

## RGB COLOR

■ 33 | 171 | 255  
■ 65 | 65 | 65

## 4-COLOR PROCESS

■ C70 M14 Y0 K0  
■ C68 M62 Y58 K46

## DEFAULT APPLICATION



## ON BLACK

## PANTONE

■ 298  
■ WHITE

## RGB COLOR

■ 33 | 171 | 225  
■ 255 | 255 | 255

## 4-COLOR PROCESS

■ C13 M0 Y100 K0  
■ C0 M0 Y0 K70



## GREY ALTERNATIVE

