

dental health centre

dhc



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cosmetic and family dentistry

Colour version

dental health centre

d h c



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cosmetic and family dentistry

Black or single colour version

dental health centre

d h c



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cosmetic and family dentistry

Grayscale version

dental health centre

d h c



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cosmetic and family dentistry

Black or single colour version with “white” around tooth family

dental health centre

d h c



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**cosmetic and family dentistry**

Reverse version (added weight to text)

## LOGO USAGE GUIDE

### How to calculate your logo's free space.

In order to command the space it's in, every logo needs to have some free space around it.

Therefore never have anything touching the logo, overlapping the logo or place the logo on distracting backgrounds.

No matter what size the logo is used at, the free space around the logo is the equivalent of the total width of the letter "h" from the dhc monogram.



The smallest size the logo can be used at is **two and a quarter inches wide including free space**.

This will ensure that the text is still legible.

The widest component of your logo is the horizontal line.

The highest component is the top of the letter "d" of the word "dental".

The lowest component is the bottom of the letter "y" of the word "dentistry".

**To ensure consistency and your logo is retained by the viewer you should avoid the following:**

Never separate, omit or re-organize individual elements within the logo.

Never change the scale of individual elements within the logo.

Never substitute fonts in the logo.

Never re-create the logo.

There are many things that get done to logos that diminish their power and integrity.

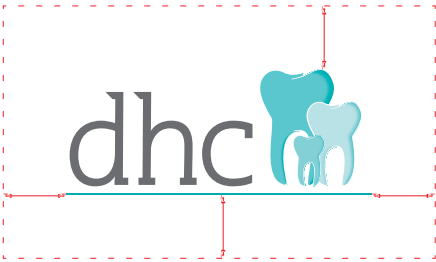
If you need assistance or one of the supplied versions do not fit your requirements, please send an email to [organics@designtreefrog.com](mailto:organics@designtreefrog.com) and we will gladly help you.

# Proper usage

## Actual minimum size



## Variant for building signage only



## Some examples of improper usage

