

Form Branding

In an effort to keep visual consistency across all of Liberty Oral & Facial Surgery’s collateral, please allow the following branding examples to inform your design decisions. For further instruction, refer to the collateral which has already been designed and approved, or call Minute Press for consultation.

Minute Press: 208.765.6258

LOGOS



Color Logo

- Used for full color forms.
- Placed in the upper right corner.
- 2.25” wide



Black Logo

- Used for black and white forms.
- Placed in the upper right corner.
- 2.25” wide

FONTS

Headers

PT Sans Narrow, in Liberty Blue, placed in the upper left corner. Always 30pt size.

SUBHEADERS

Avenir Black in Liberty Blue, all caps. Sized as needed.

Regular Body Copy

Avenir Book in black. Used in less condensed documents at an appropriate size

Condensed Body Copy

PT Sans Narrow in black. Used for space efficiency in more condensed documents.

COLORS

TEXT



(Liberty Blue) C96 M67 Y16 K2

Black: K0

ACCENTS



C8 M1 Y0 K1

C20 M3 Y0 K2



K8

K50