

STYLE GUIDE



DR. NUZUM
"Vitality For Life"

Brand Colors:

**Primary
Color**

PMS: 7737 C
C:51 M:4 Y:100 K:0
R:141 G:190 B:63
Hex: 8DBE3F

**Blend
Color**

PMS: 555 C
C:84 M:23 Y:99 K:9
R:38 G:136 B:67
Hex: 8DBE3F

Gradient

**Headline
Color**

PMS: 431 C
C:70 M:58 Y:43 K:20
R:83 G:92 B:108
Hex: 535C6B

**Text
Color**

PMS: Cool Gray 6 C
C:31 M:29 Y:28 K:0
R:166 G:168 B:171
Hex: A6A8AB

Page Titles

Font: Ghostlight
Weight: Regular

Colors: Primary or Headline

Headlines

Font: Open Sans
Weight: Semibold

Colors: Primary or Headline

Content

Font: Open Sans
Weight: Regular

Colors: Headline or Text



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One-Color Official Logo:



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Official Symbol:

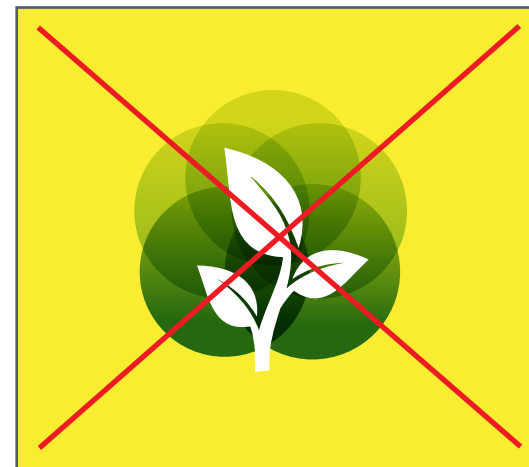
Yes!



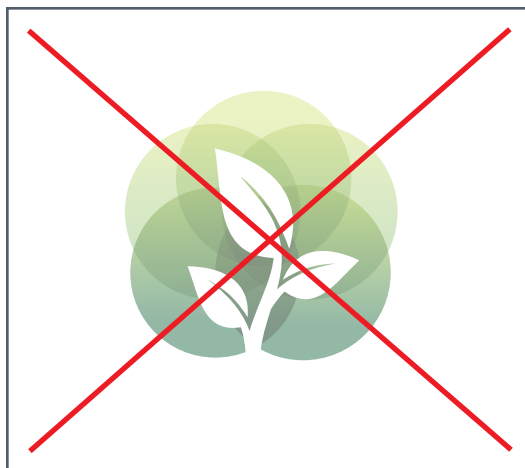
No - Needs Margin



No - Solid Colors



No - Pictures



No - Washed Out



No - Cropped

One-Color Official Symbol:

Yes!



No - Needs Margin



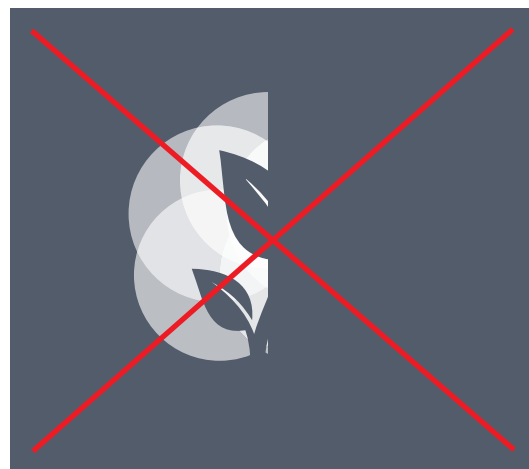
Yes - Solid Colors



Yes - Pictures



No - Washed Out



No - Cropped

Logo/Symbol Spacing:

1 Letter Height of Padding



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