

Graves Gilbert Clinic Brand Cheat Sheet

Graves Gilbert Clinic logo

Horizontal version (preferred)



Stacked version (secondary)



B/W versions



The horizontal logo is the preferred configuration. The stacked, secondary logo is an option when horizontal space is limited. Use black when color isn't an option, or white when presenting the logo on a dark background.

Logo Clear Space



The Graves Gilbert Clinic logo should always be surrounded by a clear space equal to the height of the wordmark's G. Make sure to keep any design elements outside of the logo's prescribed clear space. Simple backgrounds and colors are exceptions to this rule.

Color Palette

Pantone 301

hex #003976
r-0 | g-66 | b-130
c-100 | m-70 | y-0 | k-30

Pantone 307

hex #0074bb
r-0 | g-116 | b-188
c-90 | m-50 | y-0 | k-0

100% Cyan

hex #00adef
r-0 | g-174 | b-239
c-100 | m-0 | y-0 | k-0

Pantone 635

hex #91d8f7
r-145 | g-216 | b-247
c-40 | m-0 | y-0 | k-0

Pantone 192

hex #ed3059
r-237 | g-23 | b-78
c-0 | m-100 | y-63 | k-0

Questions?

If you have questions about the Graves Gilbert Clinic brand standards or would like help using them, please contact:

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Correct and Incorrect Usage

 **Correct usage**

 **Graves Gilbert Clinic** 3 color and full color

 **Graves Gilbert Clinic** Black

 **Graves Gilbert Clinic** White/reverse



 **Graves Gilbert Clinic** White/reverse over image

 **Incorrect usage**

 **Graves Gilbert Clinic** Brand colors in wrong configuration

 **Graves Gilbert Clinic** Non-brand color

 **Graves Gilbert Clinic** Rotated

 **Graves Gilbert Clinic** Stretched, squished or misshapen
 **Graves Gilbert Clinic**

 **Graves Gilbert Clinic** Difficult to read over image