

# 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:

**Andria McGregor**

Marketing Director  
270-467-9549 | Internal ext. 9549  
mcgregora@ggclinic.com

# Graves Gilbert Clinic Brand Cheat Sheet

## Correct and Incorrect Usage



Correct usage



3 color and full color



Black



White/reverse



White/reverse over image



Incorrect usage



Brand colors in wrong configuration



Non-brand color



Rotated



Stretched, squished or misshapen



Difficult to read over image