



LOGO STANDARDS & FILE GUIDE

Overall, the Central Connecticut Dermatology brand is intentionally clean and organized. All logos/graphics have been carefully artisan crafted. Do not alter their appearance, proportions or colors, and do not attempt to recreate them with other fonts.

The icon is made of typographic glyphs which reflect the practice's initials, and its football shape was designed to evoke an academic feel. The logotype utilizes a modern, humanist, sans-serif typeface, and the color palate is inspired by the region's hills and rivers.

Use the logos/graphics as displayed in this document, over solid or gradient backgrounds and avoid using them over photos or patterned backgrounds. Logos/graphics for light backgrounds are best for printing and on screen use. AI and PDF logo files contain fully scalable vector-based art.

Safe minimum use sizes are 2½" wide (print) and 178px wide (screen) for preferred logos, 1¾" wide (print) and 126px wide (screen) for tall logos, and 3" wide (print) and 220px wide (screen) for wide logos.

COLOR PALATE



Navy (PMS 2755)
C: 100, M: 100, Y: 26, K: 27
R: 33, G: 18, B: 97



Teal (PMS 562)
C: 95, M: 35, Y: 64, K: 19
R: 0, G: 1108, B: 99

BRAND FONTS

Ubuntu Font Family

ABCDEFGHIJ abcdefghij 1234567890 *ABCDEFGHIJ abcdefghij 1234567890*
ABCDEFGHIJ abcdefghij 1234567890 *ABCDEFGHIJ abcdefghij 1234567890*
ABCDEFGHIJ abcdefghij 1234567890 *ABCDEFGHIJ abcdefghij 1234567890*
ABCDEFGHIJ abcdefghij 1234567890 *ABCDEFGHIJ abcdefghij 1234567890*

COLOR LOGOS/GRAPHICS



Preferred Color Logo

File Name: CCD-PC | Extensions: AI, PDF, PNG



Tall Color Logo

File Name: CCD-TC | Extensions: AI, PDF, PNG



Icon Only Color

File Name: CCD-IC | Extensions: AI, PDF, PNG



Wide Color Logo

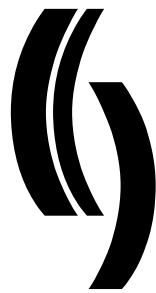
File Name: CCD-WC | Extensions: AI, PDF, PNG

BLACK LOGOS/GRAPHICS



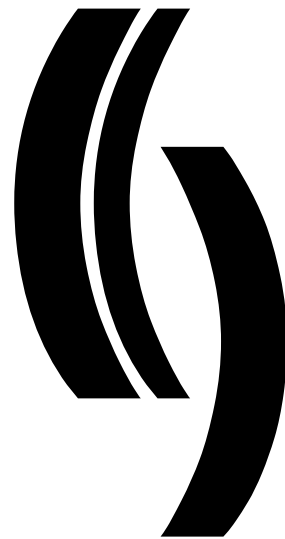
Preferred Color Logo

File Name: CCD-PB | Extensions: AI, PDF, PNG



Tall Color Logo

File Name: CCD-TB | Extensions: AI, PDF, PNG



Icon Only Color

File Name: CCD-IB | Extensions: AI, PDF, PNG



Wide Color Logo

File Name: CCD-WB | Extensions: AI, PDF, PNG

WHITE LOGOS/GRAPHICS



Preferred Color Logo

File Name: CCD-PW | Extensions: AI, PDF, PNG



**Central
Connecticut**
DERMATOLOGY

Tall Color Logo

File Name: CCD-TW | Extensions: AI, PDF, PNG



Icon Only Color

File Name: CCD-IW | Extensions: AI, PDF, PNG



Wide Color Logo

File Name: CCD-WW | Extensions: AI, PDF, PNG