



dentistry on unley

Quality care for every individual



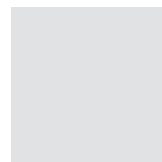
PMS 397C



PMS 424C



70%
PMS 424C



20%
PMS 424C

Client: Dentistry on Unley

Job Description: Practice Identity

Stage: Concept Presentation 06

Date: 8.01.11

Job No:

Concept: 1

NB: This is a screen proof of your artwork, and as such, is an Indication of the colours only, **NOT** a colour accurate proof. Should colour matching be required, please contact LDA.

If you are happy with the above artwork and wish to proceed please sign and fax to 02 9880 9311 or email back.

Approval Confirmation Signed _____



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Breakdown of colour



PMS 397

20% PMS 424

PMS 424

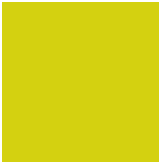
dentistry on unley

70% PMS 424


20% PMS 424

Quality care for every individual

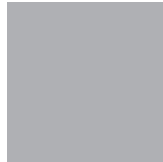
PMS 424



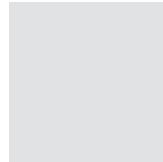
PMS 397C



PMS 424C



70%
PMS 424C



20%
PMS 424C

Client: Dentistry on Unley
Job Description: Practice Identity
Stage: Concept Presentation 06

Date: 8.01.11
Job No:
Concept: 2

NB: This is a screen proof of your artwork, and as such, is an Indication of the colours only, **NOT** a colour accurate proof. Should colour matching be required, please contact LDA.

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Dentistry on Unley Logo Style Guide

Full colour reproduction



Colours



PANTONE 397C
CMYK C10 M1 Y98 K15



PANTONE 424C
CMYK C30 M22 Y19 K53



70% PANTONE 424C
CMYK C21 M15.5 Y13.5 K37



20% PANTONE 424C
CMYK C6 M4.5 Y4 K11

Type Face - Primary

Myriad Bold Italic - (Dentistry on Unley)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Walbaum Italic - (tagline)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Type Face - Secondary (body text font)

Myriad Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Glossary

Colour terms:

Pantone (PMS Colour) - Allows for accurate colour matching across all mediums. Logos used in 2 colour out-put such as offset printing, screen printing and other areas of print where the solid colours are used.

CMYK - For colour printing using 4 colour process printing (Cyan, Magenta, Yellow & Black) ie off-set printing, magazine/newspaper advertisements and some forms of signage output.

RGB - Used to match pantone colour to screen colour. Logos used digital documents ie microsoft word, websites, flash banner ads

File Formats:

JPEG/TIFF/PNG - High quality pixel based images

EPS/PDF - High quality vector image - can be scaled to any size



LDA

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Arrawatta Dental Centre Logo Style Guide

Greyscale reproduction



Colours



100% BLACK



80% BLACK



60% BLACK



20% BLACK

Type Face - Primary

Myriad Bold Italic - (Dentistry on Unley)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Walbaum Italic - (tagline)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Type Face - Secondary (body text font)

Myriad Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Glossary

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