

These are recommended general guidelines. Specific tactics/projects may dictate deviations from these recommendations. However, logo, typography, and color usage should be strictly adhered to in order to build and maintain a consistent brand image.

Allergist logo and tagline



Find an allergist. Find *relief*. PMS 3015

Whenever possible, the Allergist logo should always be used with the tagline, "Find an allergist. Find *relief*."

Minimum size for logo and tagline



Black logo and tagline



White logo and tagline



Allergist branding elements in use



Here's how a brochure front panel might look. The logo and tagline should always be used on the lightest blue (PMS 2707). If used in yellow (PMS 130), the Web address should always be used on dark blue (PMS 3015). The circles in this logo mark can be used as a background element or watermark. A vector graphic of this element can be found on the disk.

Allergist typography

Allergist print materials utilize the entire Avenir font family.

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Avenir 35 Lite

Avenir 35 Lite Oblique

Avenir 45 Book

Avenir 55 Roman

Avenir 45 Book Oblique

Avenir 55 Oblique

Avenir 65 Medium

Avenir 65 Medium Oblique

Avenir 85 Heavy

Avenir 85 Heavy Oblique

Avenir 95 Black

Avenir 95 Black Oblique

Allergist colors

Pantone

CMYK

RGB

Web

130

0 35 100 0

238 164 38

eea426

293

86 53 1 0

53 87 161

3557a1

3015

94 40 7 0

0 98 167

0062a7

2915

59 10 5 0

108 170 211

6caad3

2707

20 3 1 0

205 225 241

cde1f1

Allergist CMYK build colors: these builds are NOT direct conversions from PMS to CMYK; please use these specified CMYK formulas.