brand guidelines
No College department, club or organization may use the Palmer crest, or any other Palmer logo, without written permission from Marketing & Communication.

CLEAR SPACE: Clear space (X) is the minimum distance around the logo that must be void of any text and/or imagery. This will protect the logo from any distractions within the layout. This same spacing applies for logos with taglines as well.

X = HEIGHT OF “P”

MINIMAL SIZES: Below are the minimal sizes for both horizontal and vertical Palmer logos for print and digital respectively. When using a logo with a tagline, be sure to make it large enough so that the tagline is legible. If that isn’t possible, a logo version without a tagline should be used.
There are horizontal and vertical versions of the logo with respective color uses. Use the logo that's appropriate and the color combination that's best suited for the layout.

**HORIZONTAL**

**PRIMARY LOGO:**
PMS 269 / PMS 118  
**SECONDARY LOGO:**
PMS 118  
**TERTIARY LOGO:**
BLACK

**SECONDARY LOGO:**
PMS 269  
**TERTIARY LOGO:**
WHITE

**VERTICAL**

**PRIMARY LOGO:**
PMS 269 / PMS 118  
**SECONDARY LOGO:**
PMS 118  
**TERTIARY LOGO:**
BLACK

**SECONDARY LOGO:**
PMS 269  
**TERTIARY LOGO:**
WHITE
Use a logo with the tagline whenever possible. There are several combinations of logos with taglines, so use the one that works best for the space allotted. **When using a logo with a tagline, be sure to make the tagline large enough so that it’s legible.**

*The Trusted Leader in Chiropractic Education®*
Contact the Marketing & Communication Department if you have questions about the appropriate logo to use for a project. Following are examples of the Palmer Chiropractic Clinics logo and the Palmer Center for Chiropractic Research logo. Both have a horizontal and vertical version and the same considerations as the College logo are applied to their use:
To achieve a strong visual identity, the Palmer logo must be used accurately and consistently. Below are a few examples of incorrect logo usage. In general, **don't** redraw or otherwise recreate any elements, colors or spacing within the logo, and always consider legibility when placing the logo within a layout.
color palette

**PRIMARY COLORS:** Most prominent colors to be featured. Can be secondary to white.

FOR PRINT  
PMS: 269  
CMYK: 80, 98, 5, 27

FOR DIGITAL  
RGB: 82, 45, 109  
HEX #: 4d3069

FOR PRINT  
PMS: 118  
CMYK: 31, 44, 100, 8

FOR DIGITAL  
RGB: 172, 134, 46  
HEX #: ac8400

**SECONDARY COLORS:** These are the main supporting colors and should be the second most visible color to the primary color.

FOR PRINT  
CMYK: 77, 96, 19, 0

FOR DIGITAL  
RGB: 99, 54, 129  
HEX #: 633681

FOR PRINT  
CMYK: 17, 37, 100, 1

FOR DIGITAL  
RGB: 212, 161, 41  
HEX #: d4a129

FOR PRINT  
CMYK: 55, 100, 30, 0

FOR DIGITAL  
RGB: 140, 43, 109  
HEX #: 8c2b73

FOR PRINT  
CMYK: 93, 29, 27, 0

FOR DIGITAL  
RGB: 0, 140, 170  
HEX #: 008caa

FOR PRINT  
CMYK: 89, 18, 54, 0

FOR DIGITAL  
RGB: 0, 152, 140  
HEX #: 00988c

**GRADIENTS:** Gradients are created using a uniform blend of the secondary colors.

**PURPLE TO MAGENTA**  
**MAGENTA TO BLUE**  
**PURPLE TO GREEN**

**NOTE:** In order to meet ADA compliance regulations, please refer to [http://webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker) when making color decisions for text on the website.
fonts

PRIMARY

Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

Knockout
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NOTE: The fonts listed above represent their respective families. All weights and sizes, excluding condensed versions, are available options. Garamond is available on all computers. Arial is an appropriate default font for Open Sans.
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