PALMER
College of Chiropractic

The Trusted Leader in Chiropractic Education®

brand guidelines

The Palmer College of Chiropractic logo, crest and tagline are protected by registered trademark (®).

No Palmer College department, club, organization, or outside business 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"
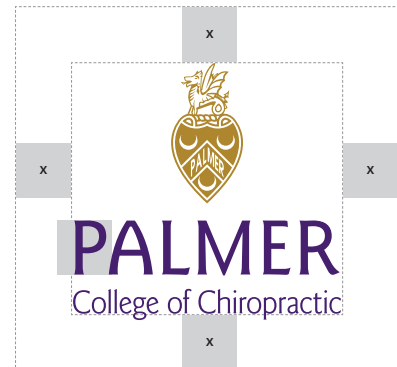
MINIMAL SIZES: Below are the minimal sizes for both horizontal and vertical Palmer logos for print and digital respectively. **When using a logo with a tagline, be sure to make it large enough so that the tagline is legible.** If that isn't possible, a logo version without a tagline should be used.

.75" HEIGHT
125 PX

1.7" HEIGHT
250 PX

logo | **VARIATIONS**
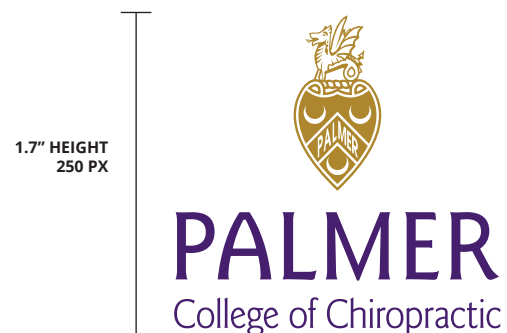
There are horizontal and vertical versions of the logo with respective color uses. Use the logo that's appropriate and the color combination that's best suited for the layout.
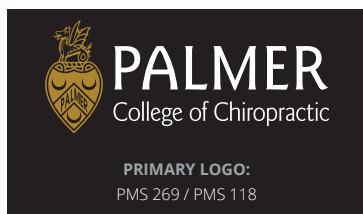
HORIZONTAL

PALMER
College of Chiropractic

PRIMARY LOGO:
PMS 269 / PMS 118

PALMER
College of Chiropractic

SECONDARY LOGO:
PMS 118

PALMER
College of Chiropractic

TERTIARY LOGO:
BLACK

PALMER
College of Chiropractic

PRIMARY LOGO:
PMS 269 / PMS 118

PALMER
College of Chiropractic

SECONDARY LOGO:
PMS 269

PALMER
College of Chiropractic
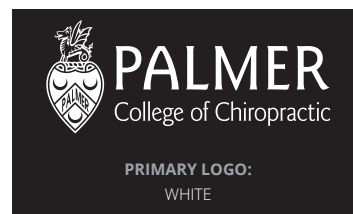
PRIMARY LOGO:
WHITE

VERTICAL
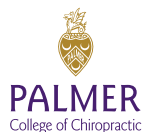
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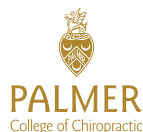
PRIMARY LOGO:
PMS 269 / PMS 118

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SECONDARY LOGO:
PMS 118

PALMER
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TERTIARY LOGO:
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SECONDARY LOGO:
PMS 269

PALMER
College of Chiropractic
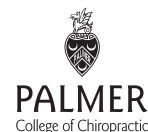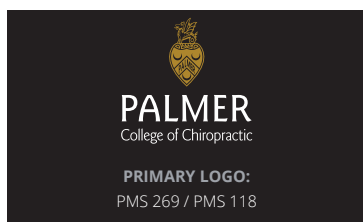
PRIMARY LOGO:
WHITE

logo | **TAGLINE**

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.

DON'T

Never rotate, slant or skew
the logo or tagline.

DON'T

Never squeeze, stretch or distort
the logo or tagline.

Never adjust approved colors
within the logo or tagline.

Never change the proportions or
spacing of the elements within the logo.

Estem
nobit
parum-
qui acilit
laccupta-
mus eos
sed modipictem rempor accabo. Itas doluptae
nonecta temquos dolupta esequunt resto ro et

Never encroach on safe space of logo.
Maintain proper spacing.

Never place the positive logo
over a dark background.

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, 115
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** when making color decisions for text on the website.

fonts

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. **Adobe Garamond is an appropriate default font for Garamond. Arial is an appropriate default font for Open Sans.**

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