



**Corina Dunlap** ND, MS

*Naturopathic Women's Health*

BRAND GUIDELINES

# Hello!

This document was created to aid in communicating the Corina Dunlap brand guidelines to partners and people who may work for the brand on future endeavors. Corina needs to ensure that her brand maintains a consistent look and feel no matter where it's seen. This requires a strict dedication to standards. This guide is provided to keep the brand focused and to maintain the integrity of the Corina Dunlap Brand.

\*If there are ever any questions as to best practices when creating something for the brand, feel free to contact the designer with any questions. Contact info is at the back of this document.

# Logo Usage

# Corina Dunlap

## **The Corina Logotype**

The preferred way to use the Corina Logotype is in the Elderberry\* color-way over a white/light [solid] colored background or on Eucalyptus\*.

If the logo must be placed on a dark background, then it is preferred the Corina Logotype be used in Eucalyptus. Best if used on an Elderberry background, but a solid dark color is fine.

In some cases it may not be appropriate or possible to use the color options for the logo. At these times, it is acceptable to use either the white or black version of the Corina Logotype.

\*See Logo Options or Color Usage sections.

# Corina Dunlap

1. Elderberry

# Corina Dunlap

2. Eucalyptus

# Corina Dunlap

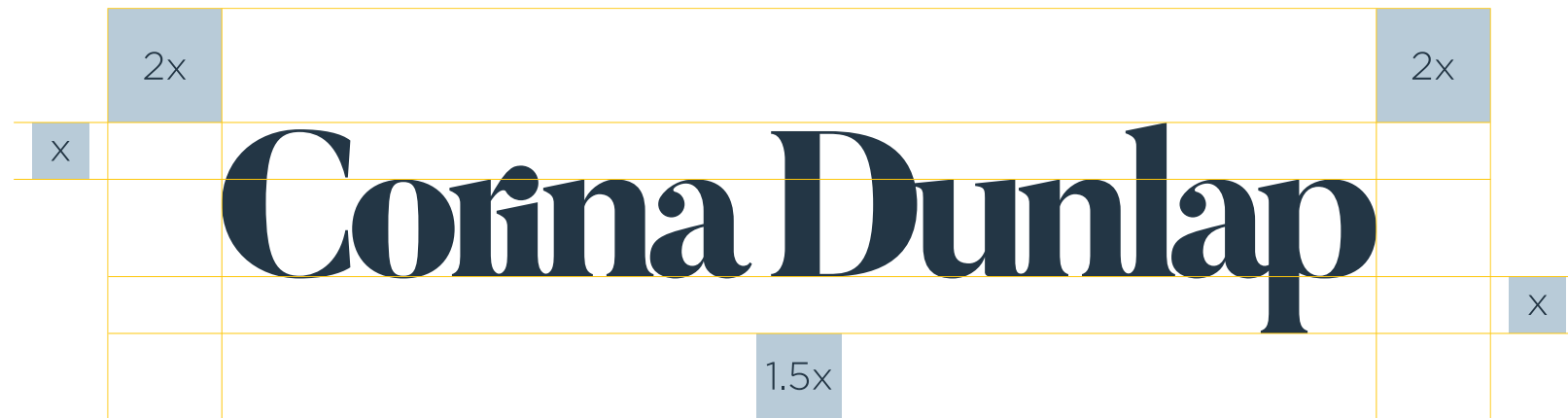
3. Black

# Corina Dunlap

4. White

## Logo Options

These are the only acceptable color options for the Corina Logotype. All other color uses are off-brand and should be avoided at all cost.



## Logo Spacing

This diagram illustrates the required clearance space for the Corina Logotype. Please maintain this space around the logo to maximize visual effectiveness. Nothing should intrude into this specified area.

**Corina Dunlap** ND, MS  
*Naturopathic Women's Health*

### ***\*\*The Exception\*\****

The one exception to the spacing rule is when using the Corina Logotype & Tagline Lockup. This logo and tagline combo come as a grouped vector, but use should be limited and the lockup should not be considered a logo alternate.

Corina Logotype & Tagline Lockup

# Typography

**Gotham Black**

GOTHAM LIGHT

*Hoefler Text Italic*

Mercury Display Roman

## **Type Options**

Typography is a key element in communicating a unified personality for the Corina Dunlap Brand. We have selected a sophisticated typographic combination to speak for the brand. These typefaces when used properly and in tandem with their counterparts will work to carry the brand across all touch points and communications. However, if used improperly or if substituted for other typefaces or fonts, the typography can work against the goals of the brand.



# Gotham Black

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn Oo**

**Pp Qq Rr Ss Tt Uu Vv**

**Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

GOTHAM LIGHT

(ALL CAPS)

A B C D E F G H I J K L M

N O P Q R S T V W X Y Z

1 2 3 4 5 6 7 8 9 0

## Headers

Gotham Black has been selected as the typeface for strong, bold headers. As shown and used in this document, the Gotham Black headers are to use caps at the beginning of each word and lower case letters for the remainder of each word. Generally, Gotham Black Headers should be used with body copy at a 2 1/4:1 scale, meaning the Gotham Black Header should be 2.25 times larger than the point size of the body copy. For example, this body copy is a 16 pt. size typeface and the header above is using a 36 pt. size typeface. This isn't a hard rule, but a general guideline you can use to achieve proper typographic hierarchy and contrast.

Gotham Light has been selected for use as an alternate to Gotham Black as a headline typeface. The Corina Dunlap Brand aims to achieve a vibe of being bold and strong while maintaining an elegant, professional femininity. In order to achieve this balance, Gotham Light can step in as a lighter, more graceful header when necessary. An example of an appropriate instance for using the Gotham Light typeface could be if copy is being used on top of a bright, colorful photograph. The colors and visual chaos of the photo might call for a more nuanced and calm typographic contrast—an excellent reason to try Gotham Light!

*Although quite elegant and professional,  
the Corina Dunlap Brand has a playful,  
fun-natured vibe that is warm and light.*

*—Hoefler Text Italic*

## *Hoefler Text Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm*

*Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz*

*1 2 3 4 5 6 7 8 9 0*

## **Sub-heads, Quotes, Call Outs & More!**

Selected for use as a sub-header, Hoefler Text Italic is a sophisticated and colorful italicized typeface. Outside of its use as a sub-header, Hoefler Text Italic should be used minimally and only for moments that need an extra flair. Call-outs that need that added attention, quotes that need to stand on their own outside of body copy, perhaps type over imagery—these are the moments that Hoefler Text Italic is waiting for!

As a general rule when using Hoefler Text Italic as a sub-header, the point size should be 1.625x the body copy.

## Mercury Text G1 Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

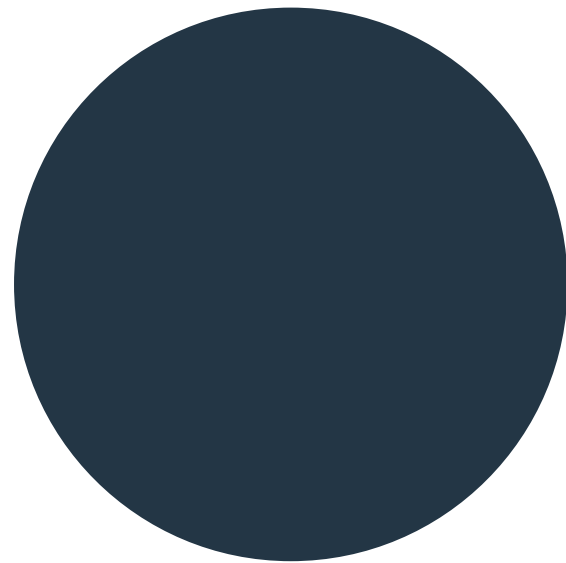
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

## Body Copy

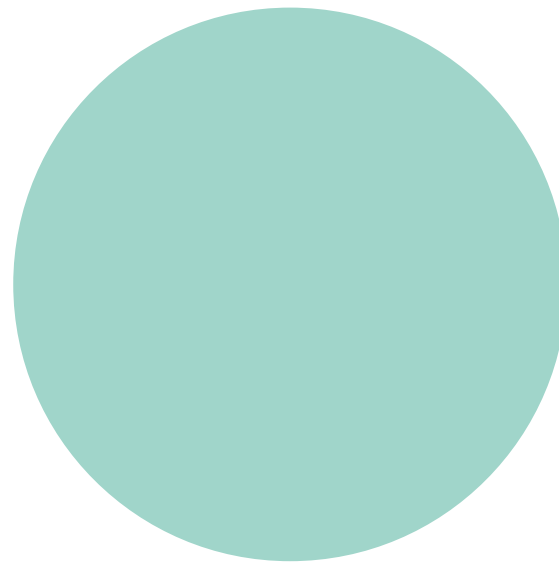
Mercury Text G1 Roman has been selected for use in body copy. Lengthy pieces of type like sentences, paragraphs and other chunks of copy require a legible and capable workhorse. The name of our workhorse is Mercury Text G1 Roman. Like the other typefaces used for the Corina Dunlap Brand, Mercury Text G1 Roman is a typeface designed by the Hoefler & Co. Type Foundry which fits stylishly and seamlessly into our family of typographic options.

# Color Usage



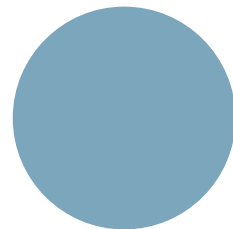
### Elderberry

<b>C:</b> 73%	<b>R:</b> 37	<b>Pantone</b>	<b>Web</b>
<b>M:</b> 45%	<b>G:</b> 55	7546 C	#253746
<b>Y:</b> 24%	<b>B:</b> 70		
<b>K:</b> 66%			



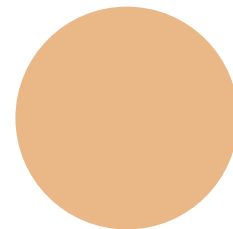
### Eucalyptus

<b>C:</b> 30%	<b>R:</b> 161	<b>Pantone</b>	<b>Web</b>
<b>M:</b> 0%	<b>G:</b> 214	565 C	#A1D6CA
<b>Y:</b> 18%	<b>B:</b> 202		
<b>K:</b> 0%			



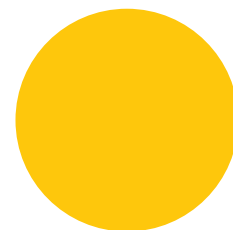
### Chicory

<b>C:</b> 43%	<b>R:</b> 123	<b>Pantone</b>	<b>Web</b>
<b>M:</b> 9%	<b>G:</b> 167	7695 C	#7BA7BC
<b>Y:</b> 8%	<b>B:</b> 188		
<b>K:</b> 8%			



### Grapefruit

<b>C:</b> 0%	<b>R:</b> 231	<b>Pantone</b>	<b>Web</b>
<b>M:</b> 25%	<b>G:</b> 183	720 C	#E7B78A
<b>Y:</b> 38%	<b>B:</b> 138		
<b>K:</b> 2%			

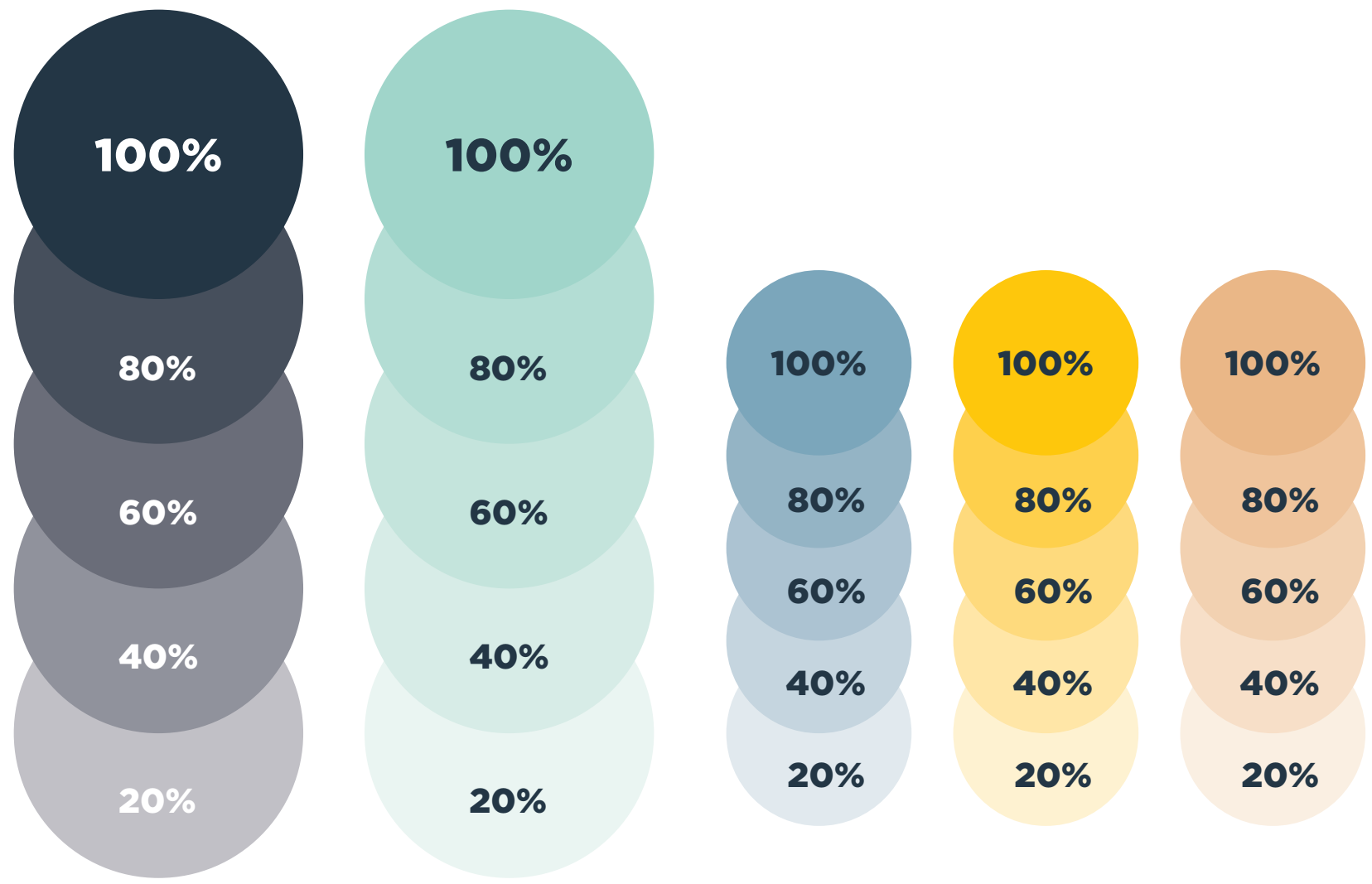


### Chamomile

<b>C:</b> 0%	<b>R:</b> 255	<b>Pantone</b>	<b>Web</b>
<b>M:</b> 12%	<b>G:</b> 198	7548 C	#FFC600
<b>Y:</b> 98%	<b>B:</b> 0		
<b>K:</b> 0%			

## Color Options

These are the colors that represent the Corina Dunlap Brand. Elderberry and Eucalyptus being the primary brand colors, should be used more heavily than the secondary color options. The secondary color options may be used individually or in tandem (carefully) along with the primary colors. These secondary options serve a role as highlighting colors or colors that break up an otherwise static color space. Please be sure that whatever color you are using, that you use the correct color space for the medium you are using it in. Always Pantone or CMYK for print, RGB for digital or hex # for web.



# Color Tints

The brand colors should generally be used at the full richness of the prescribed color. It is ok in some cases to tint the colors by adding white. These are the acceptable tints for use with the Corina Dunlap Brand.

(The “Hello!” at the front of this document is a 60% tint.)

*Thanks!*

nstang42@gmail.com for any design or brand execution related questions.

