



**FAMILY DENTISTRY**

BRAND GUIDE

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PRACTICE CAFE | 1.888.575.2233 | [practicecafe.com](http://practicecafe.com)

LOGO

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PRIMARY



COLOR REVERSED



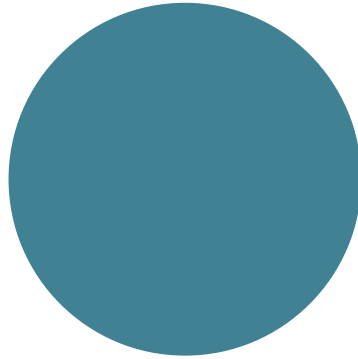
ALTERNATE



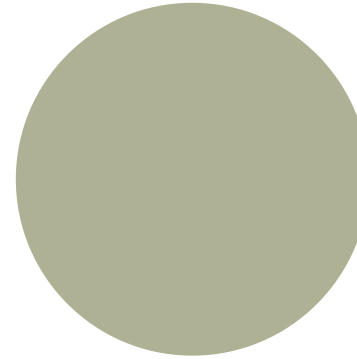
# COLOR PALETTE

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## PRIMARY



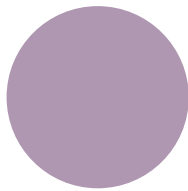
CMYK: 79/42/36/0  
RGB: 65/128/148  
HEX: #418094  
PMS: 7697C



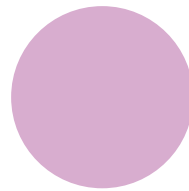
CMYK: 34/23/46/0  
RGB: 175/178/147  
HEX: #AFB293  
PMS: 5793C

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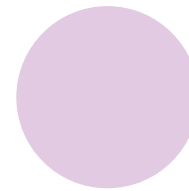
## SECONDARY



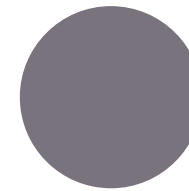
CMYK: 33/42/15/0  
RGB: 175/150/177  
HEX: #AF96B1  
PMS: 666C



CMYK: 13/35/1/0  
RGB: 216/173/207  
HEX: #D8ADCF  
PMS: 7437C



CMYK: 9/21/0/0  
RGB: 225/202/226  
HEX: #E1CAE2  
PMS: 524C



CMYK: 55/51/39/9  
RGB: 121/115/126  
HEX: #79737E  
PMS: 7653C



TYPEFACE

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PRIMARY

**P22 Corinth**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

**Copperplate Gothic 33BC**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

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WEB SAFE

**Amaranth Bold: Header**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

**Titillium: Body**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9



# GRAPHIC ELEMENTS & PATTERNS

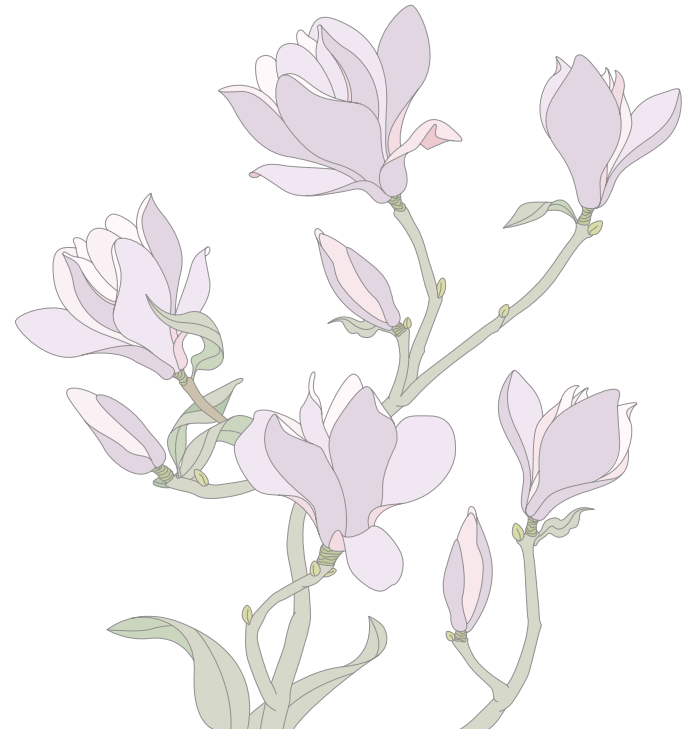
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## GRAPHIC ELEMENTS



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## PATTERNS AND TEXTURES



STOCK PHOTOGRAPHY

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DEMOGRAPHICS: 69% WHITE, 23% BLACK, 4% HISPANIC

*Photos with an outside setting, preferably with flowers and/or greenery works best.*

