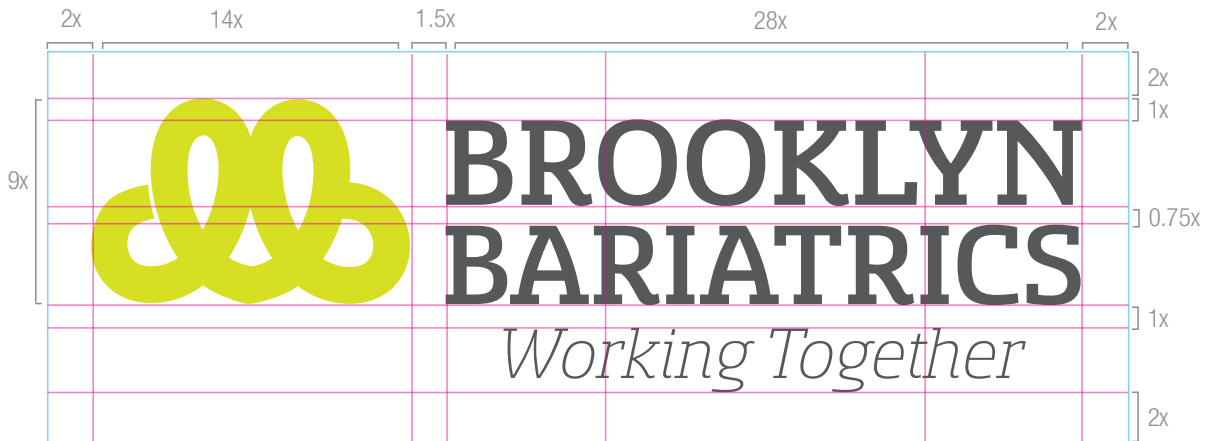


**Primary Logo**



Blue indicates **Clear Space**. The blue area must be kept free of other elements. Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the lowercase letters, known as the 'x-height').

**ALTERNATIVE LOGO VERSIONS**

**Secondary Logo Style**



Blue indicates **Clear Space**. The blue area must be kept free of other elements. Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the lowercase letters, known as the 'x-height').

**Minimum Logo Width**



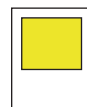
**Social Profile Images**



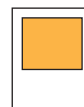
**Website Favicon**



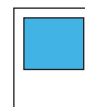
**Colors**



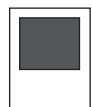
**Pantone 388C**  
C15 M0 Y80 K0  
R224 G231 B53  
HTML #E3E935



**Pantone 1365C**  
C0 M34 Y76 K0  
R255 G181 B73  
HTML #FFB549



**Pantone 298C**  
C67 M2 Y0 K0  
R65 G162 B230  
HTML #41B6E6



**Pantone 425C**  
C48 M29 Y26 K76  
R84 G88 B90  
HTML #54585A

**FONTS USED IN BRAND**

**Sancoale Slab Normal Medium**

1234567890 !@£\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Sancoale Slab Norm Light Italics**

1234567890 !@£\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**DONT ABUSE YOUR LOGO**



**BROOKLYN BARIATRICS**

DON'T CHANGE ELEMENT POSITION



**BROOKLYN BARIATRICS**

DON'T STRETCH OR DISTORT



Brooklyn Bariatrics

DON'T CHANGE FONTS/COLOUR



**BROOKLYN BARIATRICS**

DON'T STRETCH ELEMENT SIZE