

# TAGLINE

## APPLICATIONS

The tagline can be used in green or reversed. Black may be used if no other colour options are available.

2 LINES GREEN

**Medically trained.  
Naturally focused.™**

2 LINES REVERSED

**Medically trained.  
Naturally focused.™**

1 LINE GREEN

**Medically trained. Naturally focused.™**

1 LINE REVERSED

**Medically trained. Naturally focused.™**

## MINIMUM SIZE

Minimum sizing should be followed in order to ensure legibility of the tagline.

2 LINES

**Medically trained.  
Naturally focused.™**

.875"

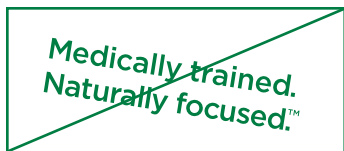
1 LINE

**Medically trained. Naturally focused.™**

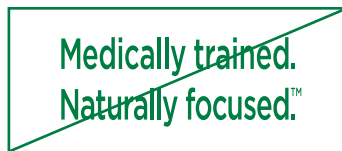
1.75"

## RESTRICTIONS

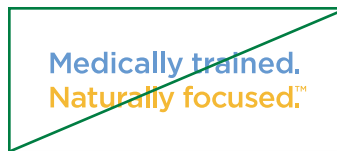
Care must be taken to ensure the integrity of the tagline through proper usage. Improper usage will result in weak brand presence and poor recognition.



**DO NOT** rotate or angle.



**DO NOT** stretch or distort.



**DO NOT** change the colour.



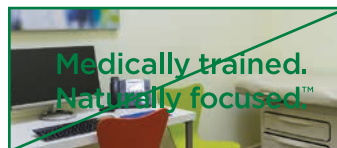
**DO NOT** outline or apply any other effects.



**DO NOT** apply to backgrounds with insufficient contrast.



**DO NOT** alter the shape.



**DO NOT** apply on top of a complex image.



**DO NOT** apply additional imagery as part of the tagline.

## COLOUR



PANTONE 7732  
C89/M0/Y96/K30  
R0/G124/B47  
Hex 007C2F



WHITE  
0  
R255/G255/B255  
Hex FFFFFFFF

## TYPEFACE

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## TRADEMARK

The following trademark line is to be used wherever the tagline appears. Exceptions include instances where space is limited ie: Business cards.

The line can be set with the font Helvetica Neue Condensed or Light Condensed.

TM - Trademark of Canadian Association of Naturopathic Doctors