

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"

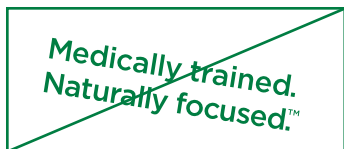
1 LINE

Medically trained. Naturally focused.™

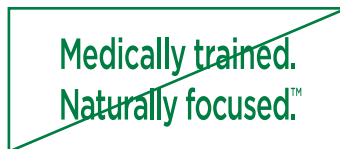
1.75"

RESTRICTIONS

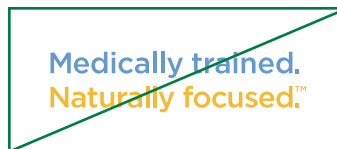
Care must be taken to ensure the integrity of the tagline through proper usage. Improper usage will result in weak brand presence and poor recognition.



DO NOT rotate or angle.



DO NOT stretch or distort.



DO NOT change the colour.



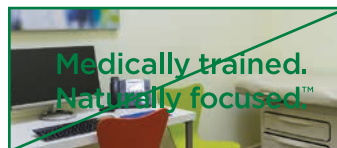
DO NOT outline or apply any other effects.



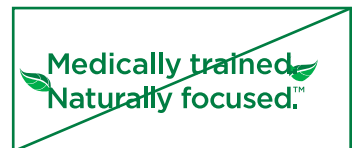
DO NOT apply to backgrounds with insufficient contrast.



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