



BRAND TOOLKIT

REV 03.14.22

 **STANDARD
BARIATRICS®**

PRIMARY LOGO

Using logos consistently creates strong brand recognition. The logo is the primary vehicle for visually expressing the brand.

A / PRIMARY LOGO

B / **CLEAR SPACE** ensures the logo is legible and prominently featured. Clear space must appear around the entire logo both vertically and horizontally equal to the height of the "H" in Hydrotech. To showcase the logo correctly, there must always be clear space around it. Clear space is the amount of space that must be kept clear of all extraneous elements such as text, symbols or other graphics.

C / **MINIMUM SIZE** for the logo is .25" high.



LIMITED COLOR LOGOS

The Standard Bariatrics logo must always be used correctly and consistently. Deviation from proper usage diminishes the strength of the brand.

A / When the logo is placed on a dark colored background, the logotype should reverse to white.

B / When placing a logo over a photo, select a simple area so that the logo has plenty of clear space around it.

C / When budget limits color and the primary logo can't be used, solid black can be used.

A /



B /



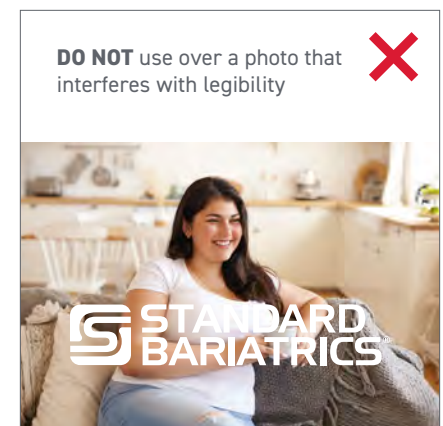
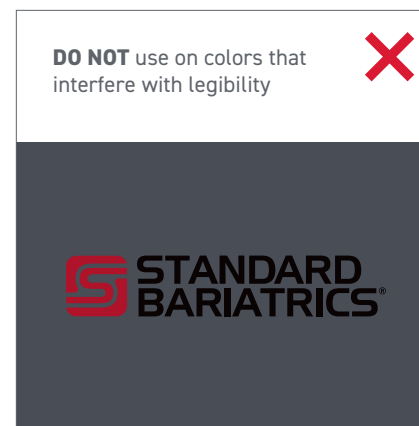
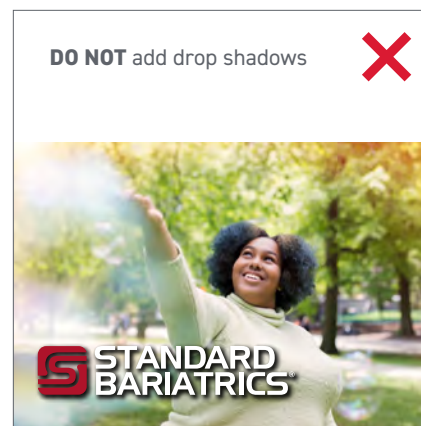
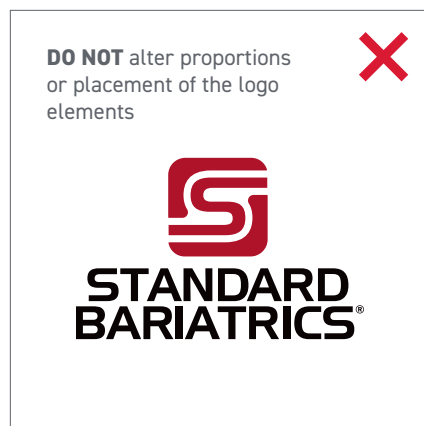
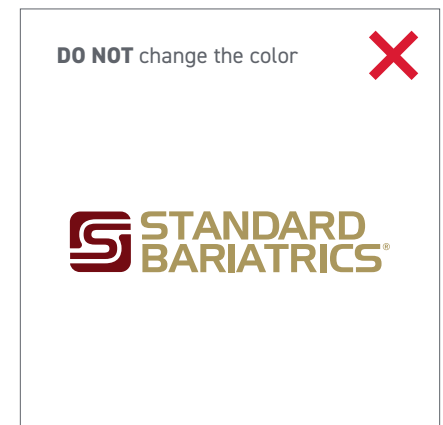
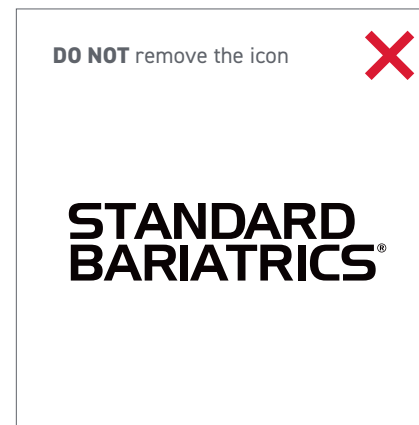
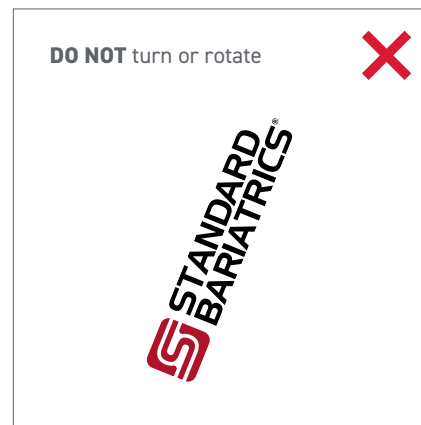
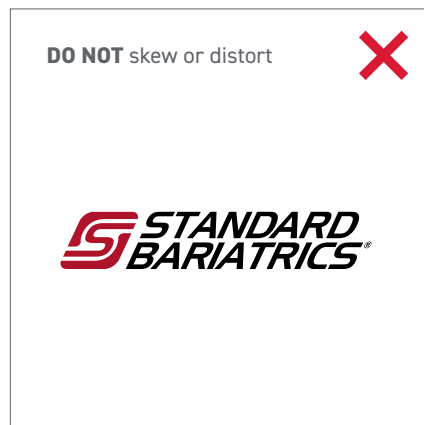
C /



LOGO MISUSE

Incorrect use of the Standard Bariatrics logo will compromise its integrity and effectiveness.

Although these Don'ts represent every misuse, they reflect situations to avoid. To ensure correct reproduction, always begin by reviewing these guidelines.



COLOR PALETTE

A brand's color palette is a key component to its overall visual identity.

PRIMARY

RED

PMS 187 CP
CMYK 7 / 100 / 82 / 26
RGB 174 / 19 / 42
HEX AE132A

BLACK

PMS PANTONE BLACK CP
CMYK 63 / 62 / 59 / 94
RGB 0 / 0 / 0
HEX 000000

WHITE

PMS WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF

SECONDARY

BRIGHT RED

PMS 186 CP
CMYK 2 / 100 / 85 / 6
RGB 218 / 26 / 50
HEX DA1A32

DARK GRAY

PMS COOL GRAY 11 CP
CMYK 44 / 34 / 22 / 77
RGB 52 / 55 / 65
HEX 343741

GOLD

PMS 4515 CP
CMYK 13 / 19 / 62 / 28
RGB 170 / 152 / 94
HEX AA985E

DEEP RED

PMS 1815 CP
CMYK 16 / 97 / 86 / 54
RGB 115 / 12 / 18
HEX AE132A

MEDIUM GRAY

PMS COOL GRAY 9 CP
CMYK 30 / 22 / 17 / 57
RGB 95 / 99 / 106
HEX 5B5E67

LIGHT GRAY

PMS COOL GRAY 3 CP
CMYK 8 / 5 / 7 / 16
RGB 199 / 201 / 199
HEX C7C9C7

TYPOGRAPHY

To create and maintain a consistent look throughout all marketing materials, the same families and styles of typography should be used at all times.

DIN 2014

Primary Typeface

DIN 2014 has a broad range of weights allowing for design flexibility.

DIN 2014 was designed by Vasily Biryukov. To purchase, visit [ParaType](#).

Light
Regular
Demi
Bold
Extra Bold

CALIBRI

Alternate Typeface

It is an acceptable alternative in Microsoft applications, such as PowerPoint or Word. Please don't use this typeface for any other purpose.

Calibri was designed by Luc(as) de Groot and published by Ascender. It is a Microsoft font.

Regular
Bold

CONTACT INFORMATION

For answers to specific questions about the Toolkit, or to access logos or photography for Standard Bariatrics, please contact the Marketing Communications Team:

marketing@standardbariatrics.com

