



*Dr. Shonah Finlay*  
Doctors EyeCare Grande Prairie

*Brand Guidelines*

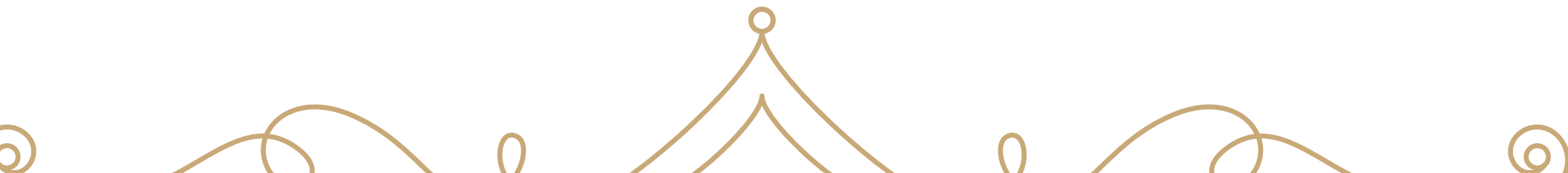
## Created By

nine10 Incorporated  
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A complete guideline for working with the  
Doctors EyeCare Grande Prairie brand.

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# About This Guide

## What is this guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

## What is a brand?

A brand, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

## The Importance of Consistency

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

## How To Use This Guide

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

## Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

## Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.

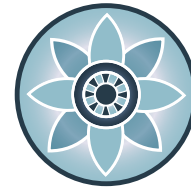
# Logo Versions & Usage

# Main Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

Our brand has a simplified version of the icon that is meant to be used for imprinting only (i.e. embroidery.)



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Full Colour - Light Backgrounds

## Logo Colour Versions



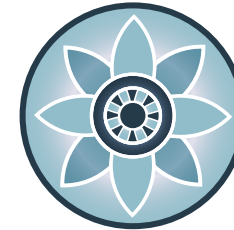
# Secondary Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the secondary versions of our logo which are to be used when the main logo doesn't fit.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

Our brand has a simplified version of the icon that is meant to be used for imprinting only (i.e. embroidery.)

## Logo Colour Versions



*Dr. Shonah Finlay*  
Doctors EyeCare Grande Prairie

Full Colour - Light Backgrounds



Full Colour - Dark Backgrounds



Grayscale



100% Black



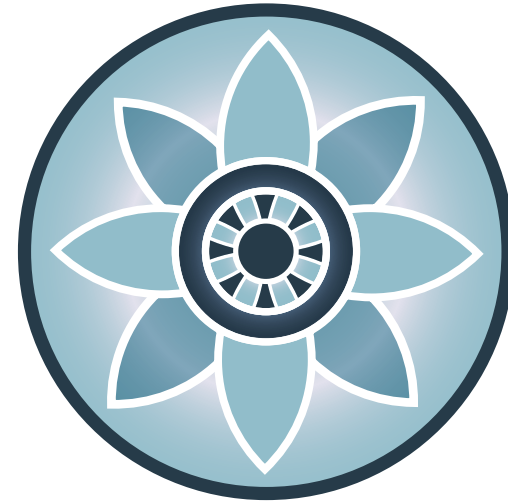
100% White

# Isolated Icon

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the isolated versions of our logo which can be used as an alternate to the main logo where appropriate.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

Our brand has a simplified version of the icon that is meant to be used for imprinting only (i.e. embroidery.)

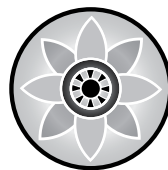


Full Colour - Light Backgrounds

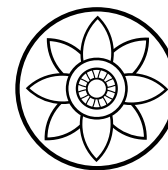
## Logo Colour Versions



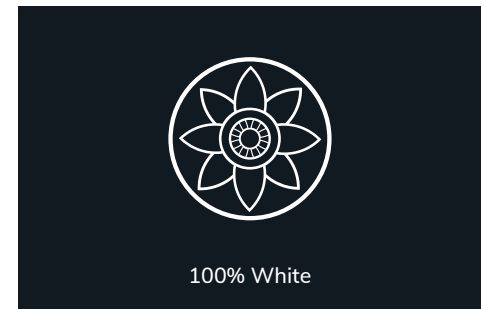
Full Colour - Dark Backgrounds



Grayscale



100% Black



100% White

# Logo Fitting, Sizing & Spacing

## Fitting & Spacing

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be  $\frac{1}{4}$  the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo)



## Sizing

The logo should never be displayed smaller than 0.5" high in print, and no smaller than 150 x 150 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.





# Proper Logo Usage

## How To Use Our Logo

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

## A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

				
<p><b>CORRECT USEAGE                      DO NOT STRETCH                      DO NOT SQUISH                      DO NOT ROTATE</b></p>				
				
<p><b>DO NOT RECOLOUR                      DO NOT ADD GRADIENTS                      DO NOT CHANGE FONTS                      DO NOT MODIFY                      DO NOT ADD SHADOWS</b></p>				

# Logo File Formats



## File Format Chart

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	●				
Professional Printing & Signage	●	●	●			
Working with Professional Designer	●	●	●			
Print Advertising	●	●				
Merchandise		●				
Social Media				●	●	
Microsoft Word				●	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			●	
Working with Professional Website Designer	●	●			●	
DIY Website Design				●	●	
Web Animation & Multimedia		●			●	●
Video Production		●			●	
3D Modelling & Drafting	●	●			●	

Ideal Format
  Alternative / Sometimes Required



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Doctors EyeCare Grande Prairie



# Brand Colours

# Colour Palette

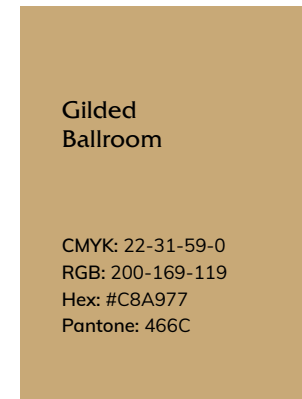
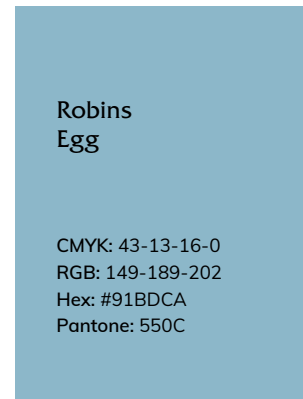
The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials,

please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

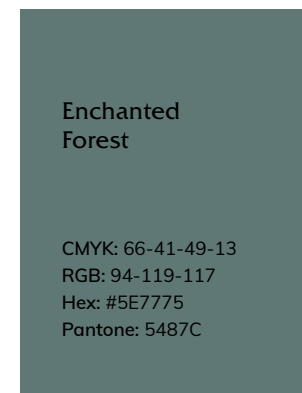
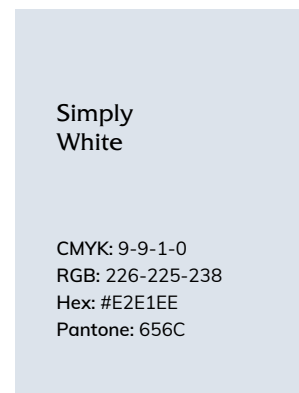
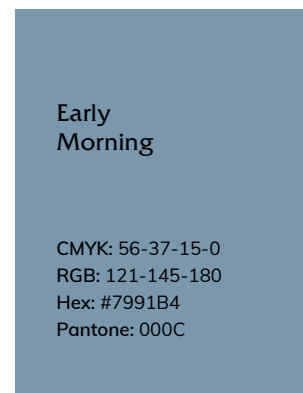
Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relevant media. Consistency is vital to effective brand recognition.

Do not use any other/unauthorized colours.

## Main Colours



## Secondary Colours



# Brand Typography

# Heading Font

Friz Quadrata Regular

Our brand uses a specific font for headings in print and online. Friz Quadrata is used for headings. It's usually displayed in a larger font size than the sub-headings and significantly larger font size than the body text. Only use the font in the weight that is specified.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09

# Sub-Heading Font

Mulish Variable (500)



Our brand uses a specific font for sub-headings in print and online. Mulish Variable is used for sub-headings. It's usually displayed in a smaller font size than the headings and larger font size than the body text. Only use the font in the weight that is specified.

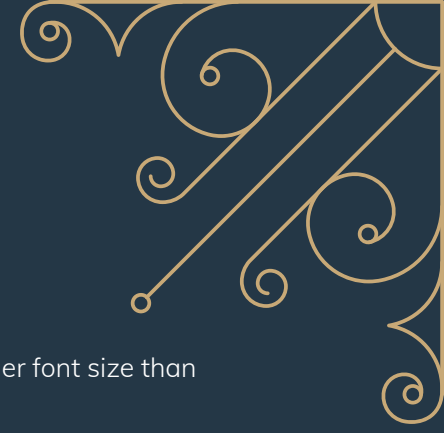
**Aa**

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09



# Body Font

Mulish Light



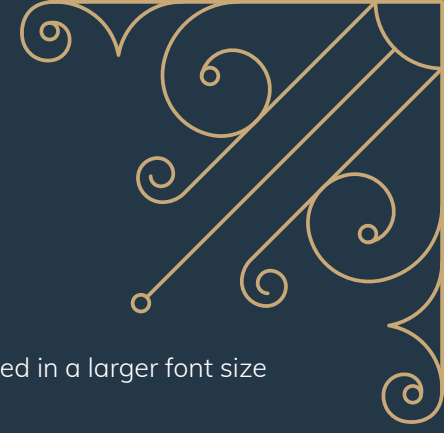
Our brand uses a specific font for body text in print and online. Mulish Light is used for body text. It's usually displayed in a smaller font size than headings and sub-headings. Only use the font in the weight that is specified.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09

# Decorative Font

*Parisiennne Regular*



Our brand has an additional decorative font. Parisienne is used for adding decoration to marketing materials. It's usually displayed in a larger font size than the body text and usually the headings as well.. Only use the font in the weight that is specified. Use this font sparingly

*Aa*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09*

# Alternative Fonts

## Using Our Fonts

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases.

The official fonts are always preferred and recommended. Do not use these fonts if you are able to use the official fonts.

**Aa**

### Headings: Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!#\$\$%&()[]

**Aa**

### Sub-Headings: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!#\$\$%&()[]

**Aa**

### Body: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!#\$\$%&()[]

# *Decorative Font Example*

## **Heading Font Example**

### **Sub-Heading Font Example**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris sodales urna bibendum magna suscipit hendrerit. Proin sed mattis felis, interdum aliquam tortor. Praesent a aliquet ipsum. Integer vel condimentum tellus. Nam pellentesque fermentum erat, id elementum risus fermentum id. Integer quis sem sit amet lacus elementum varius. Nullam ac dapibus quam, sit amet fringilla massa. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

# Graphic Assets

# Backgrounds

## Pattern

The geometric leaf pattern ties into the geometric design of the logo. This graphic asset can be used as a background throughout various marketing materials. Do not use any of the gold ornamental graphic elements over top of this background.

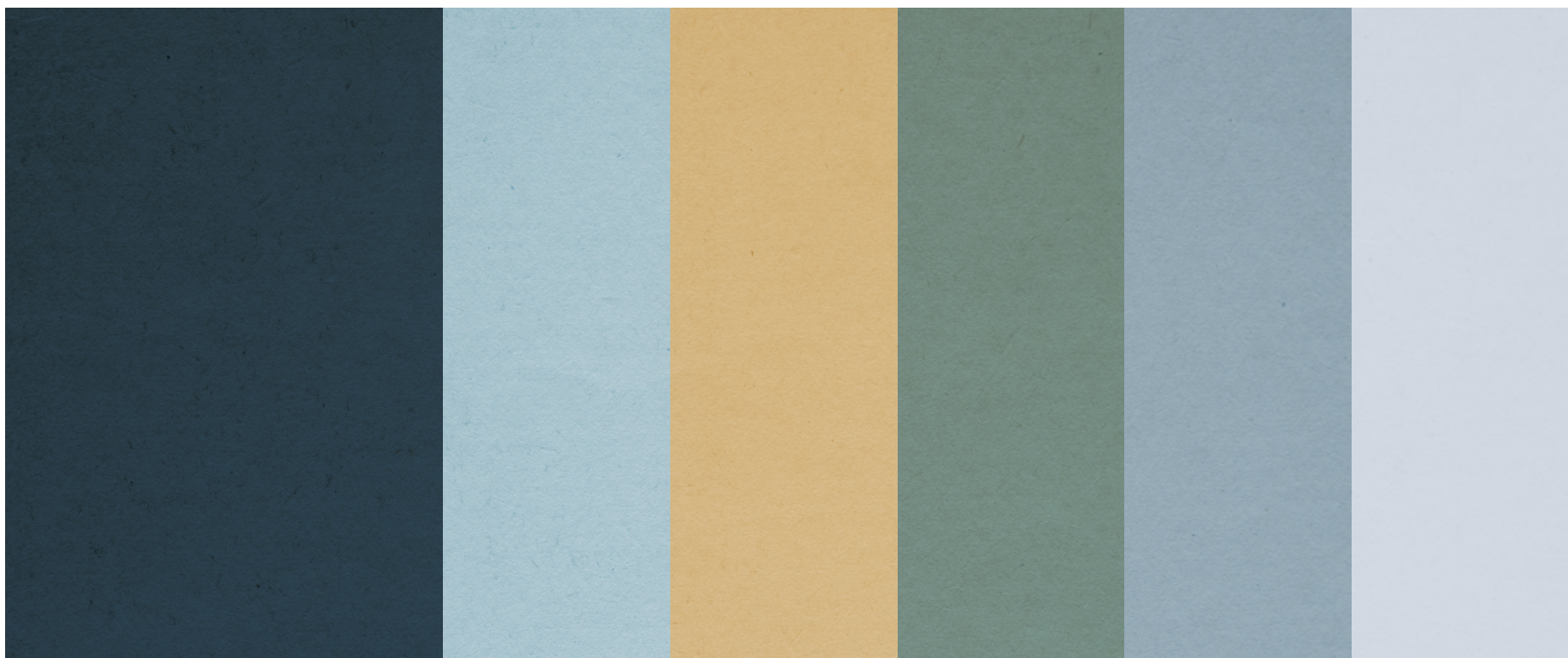


# Backgrounds



## Texture

The vintage paper texture can also be used as a background in marketing materials. It can be used in the following brand colours. Ensure there is correct contrast in the text when putting type directly on the background (i.e. don't use dark blue text on the dark blue texture). The decorative graphics can be used overtop of this background.

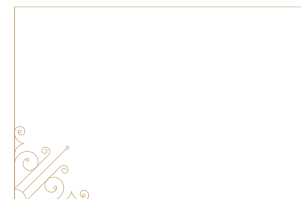
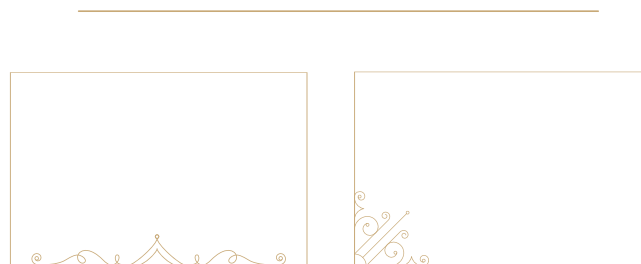


# Decorative Elements



## Element Name

These decorative elements are delicate and have an antique feel to them. They can be used as frames and embellishments on marketing materials. Use the straight line to construct frames with the other pieces. There are 4 premade frames that can be used in graphics. When creating a custom frame ensure the straight line is in alignment with the embellished element you choose. These can be used in any brand colour, but primarily use them in gilded ballroom.





# Iconography

## Main Icons

These icons literally represent the main services offered by Doctors Eye Care. These icons are simple and descriptive of the services. These can be used decoratively on the website or social media posts. Additional icons may be created using the following guidelines: In Adobe Illustrator, open the working file. Duplicate the existing artboards. Create a circle sized 298x298 pixels. Using a 0.75pt stroke in gilded ballroom to construct the icon.



CONTACT  
LENSES



COMPREHENSIVE  
EYE EXAMS



EMERGENCY  
EYE CARE



DRY EYE  
THERAPY

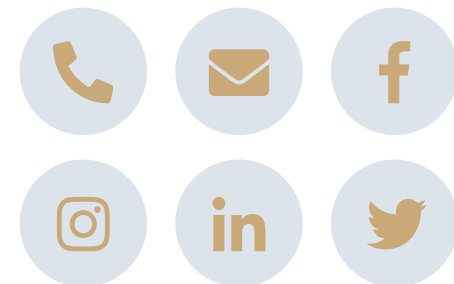
## Contact Icons

These icons are for use on the web using a premade icon font from FontAwesome. Set the background to be circular in the appropriate brand colour for the background type it's being placed on. All icons should be set to the gilded ballroom colour.

For Light Backgrounds



For Dark Backgrounds



# Brand Photography

# Photography Rules

## Custom Photography

**Whenever possible invest in professional photography.** An investment at the outset can generate a library of images that can be re-used year-round in marketing materials.

**Do not use stock images to represent a “real” part of our business.** Pictures of our staff, our community, and our products are things that people can easily recognize. Use real pictures to represent the real parts of our business.

## Image Quality

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

## Technical Quality.

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high-resolution photos.

**Never scale up a photo to fit** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

## Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

- **Guideline #1** - Use stock photography that tells a story. Our ideal client loves romance novels, so pick images you can construct a story around.
- **Guideline #2** - Use images that directly reference eye care and various treatments. Ensure these images are medically accurate if depicting a condition or treatment.
- **Guideline #3** - Use photos of medical equipment sparingly in marketing materials. Reserve technical images for the website primarily.
- **Guideline #4** - Never use stock photography to inaccurately represent an eye condition or treatment.
- **Guideline #5** - Never use stock photography to showcase actual members of the DEC team or our offices.
- **Guideline #6** - If featuring a specific product, ensure you have acquired high quality imagery from the manufacturer.

# Examples & Editing

## Stock Photo Examples

As seen here there is a mix of photos that are a direct reference to eye care and storytelling photos. Included is a sample of a headshot of Dr. Finlay. Ensure her photos look inviting and friendly.

## Editing & Treatments

Use photo editing to enhance the blue colour in photos and to soften the lighting.

On Instagram use the Hudson filter set to between 40-60%

On Canva use the following filter code:  
6e575e7f6400640c



# Print Templates

# Business Cards

## Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

All cards should be printed on quality stock.

Business Card Front



Business Card Back



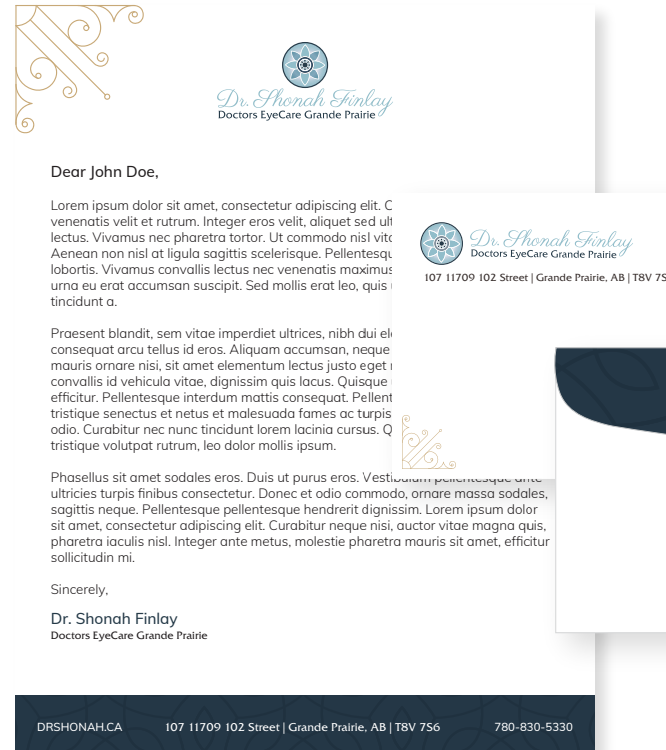
# Letterhead & Envelopes

## Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

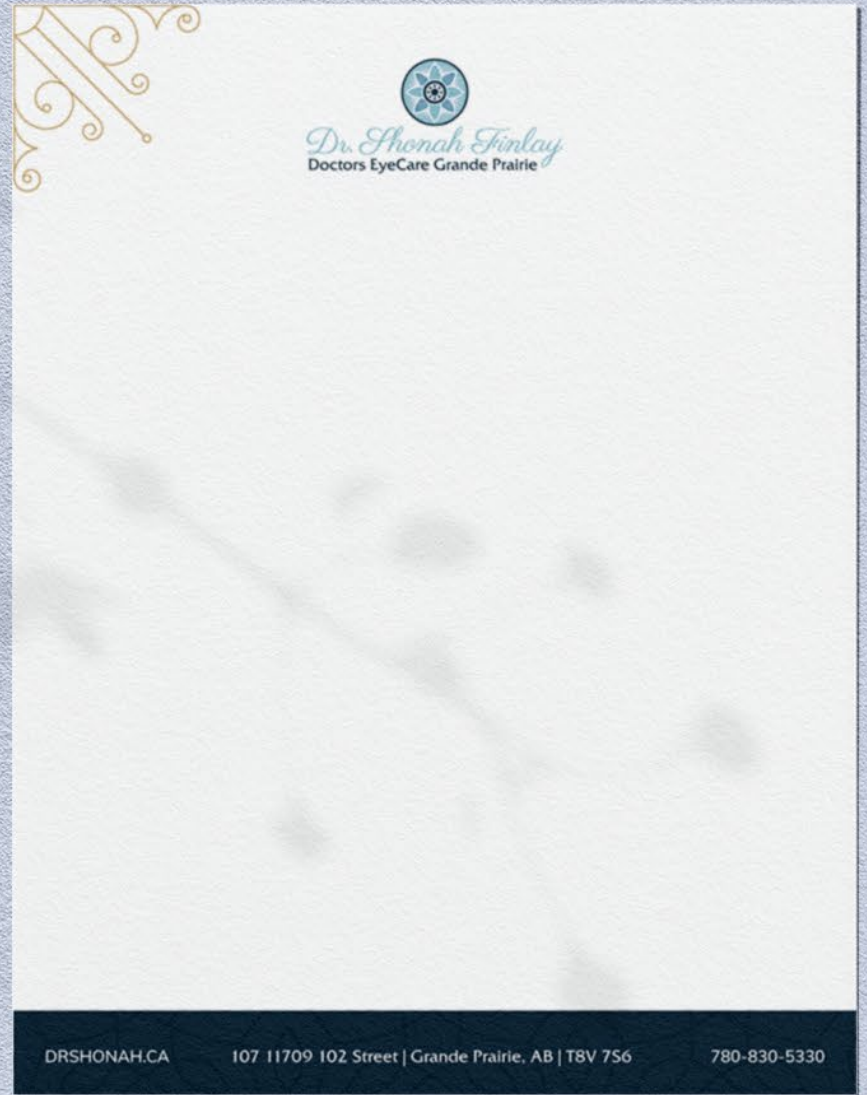
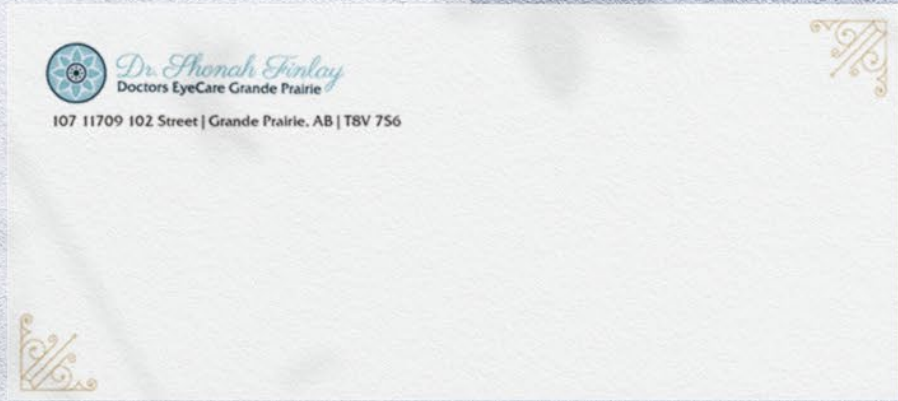
Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be used, refer to the alternative fonts on pg 18.

### Letterhead



### Envelope







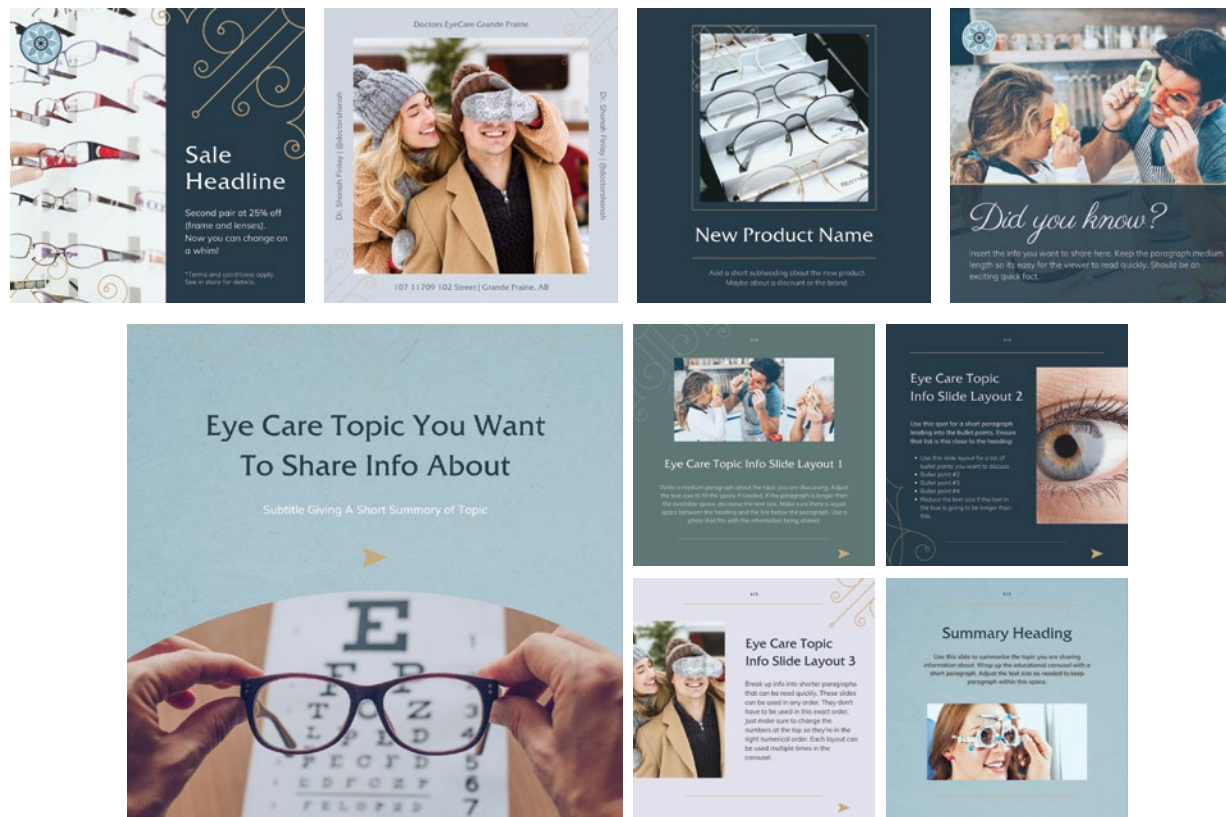
# Digital Templates

# Social Media

## Canva Templates

Our Canva Brand Kit contains all of our branded assets and custom branded templates for using on social media. Here is a sample of our custom branded templates. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media.

Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.



# Email

## Signature Template

A custom template has been created in Canva for email signatures. This signature should be used in all email communications from Doctors EyeCare Grande Prairie.

The template can be customized with information about each individual employee, including their name and contact information.



**Employee Name**

**Job Title | Doctors EyeCare Grande Prairie**

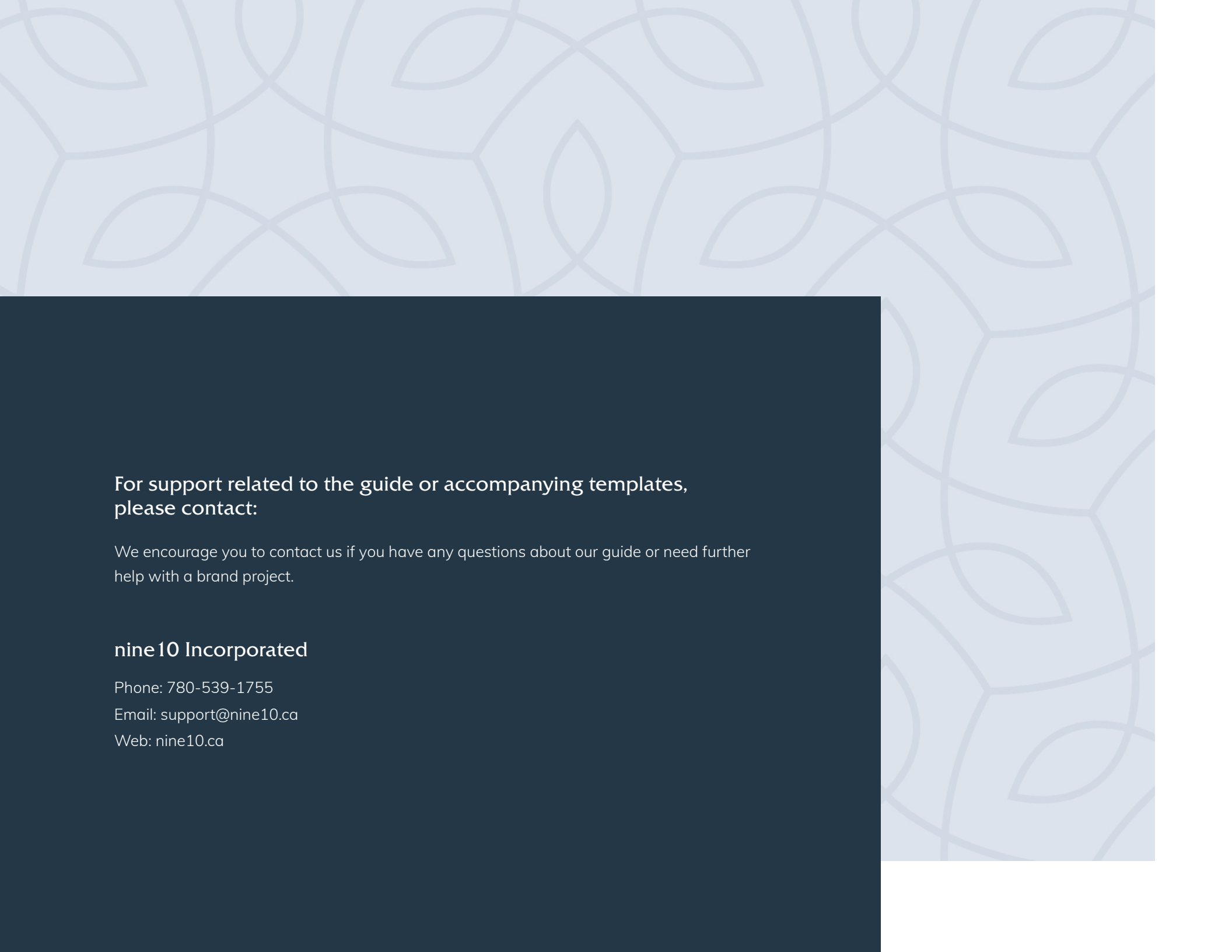
Email: [employee@doctorseyecaregp.ca](mailto:employee@doctorseyecaregp.ca)

Phone: 780-830-5330 | Fax: 587-905-8020

#107 11709 102 Street | Grande Prairie, AB | T8V 7S6



**VISIT OUR WEBSITE: [DRSHONAH.CA](http://DRSHONAH.CA)**



**For support related to the guide or accompanying templates,  
please contact:**

We encourage you to contact us if you have any questions about our guide or need further help with a brand project.

**nine10 Incorporated**

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Web: [nine10.ca](http://nine10.ca)