MUDGIL DERMATOLOGY

Brand Design Guidelines // UPdated March18

WE SEEK TO DESIGN A CONSISTENT VISUAL LANGUAGE FOR EVERY INTERACTION YOUR CUSTOMERS WILL HAVE WITH YOUR BRAND.

The following guidelines are issued to help instruct members who may be concerned with the productions of visuals elements for Mudgil Dermatology. This presentation establishes standards which should be followed to preserve the aesthetic of the brand.

ICON.

NEGATIVE ICON.

The negative icon is to be used when placed upon any surface / color darker than 50% gray.

TITLE.

The primary title utilizes the company name in the custom "Mudgil" typeface centered above the selected service in Garamond (available via Adobe Typekit)

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ICON AND TITLE LOCKUPS.

The primary lockup gives precedent to the large icon however the secondary lockup may be used when scale makes the type illegible. In these scenarios, first question whether the use of the icon is necessary at all. If not: revert to using the primary title only.
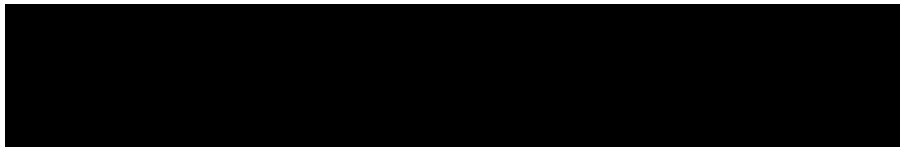
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COLOR PALETTE.

The following pallete includes color profiles for web use
(RGB & HEX), digital printing (CMYK) and offset print (PMS)

BLACK
For Web (RGB) : R0 G0 B0
For Web (Hex) : #000000
For Print (CMYK) : C0 M0 Y0 K100
For Offset (PMS) : 100% Black

WARM GRAY
For Web (RGB) : R157 G152 B144
For Web (Hex) : # 9d9890
For Print (CMYK) : C41 M35 Y41 K2
For Offset (PMS) : Warm Gray

GREEN
For Web (RGB) : R192 G186 B94
For Web (Hex) : #c0ba5e
For Print (CMYK) : C14 M4 Y100 K16
For Offset (PMS) : PMS 7765

SECONDARY COLOR PALETTE.

Use these colors ONLY in scenarios which require use of an accent color or as a reference to the larger Mudgil Practices.
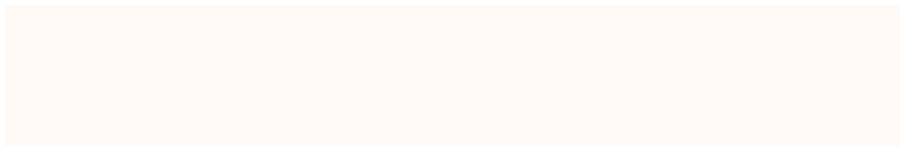
ORANGE
For Web (RGB) : R255 G173 B91
For Web (Hex) : #FFAD5B
For Print (CMYK) : C0 M29 Y72 K0
For Offset (PMS) : 1365

LIGHT ORANGE
For Web (RGB) : R255 G251 B244
For Web (Hex) : #FFFBF4
For Print (CMYK) : C0 M1 Y3 K0
For Offset (PMS) :

HEADER TYPOGRAPHY.

Headers are to be set in the custom typeface designed specifically for Mudgil Practices. For additional copies of the custom "Mudgil" font family contact jeff@theUPstudio.com

MUDGIL BOLD

ABCDEFGHIJKLMN OPQRSTUVWZ

MUDGIL LIGHT

ABCDEFGHIJKLMN OPQRSTUVWZ

SUBTEXT TYPOGRAPHY.

Subtexts and body copy are to be set in Adobe Garamond. The entire font family is available via Adobe Typekit for both web and print use.

ADOBE GARAMOND

ABCDEFGHIJKLMNOPQ RSTUVWZabcdefghijklm nopqrstuvwxyz

CONTACT UP.

Feel free to contact the up studio for the design of any additional brand elements or if any additional questions arise about the use of these guidelines.

THE UP STUDIO
Architecture, Interior, and Brand Design

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