



EASTERN OKLAHOMA
EAR, NOSE & THROAT, Inc.

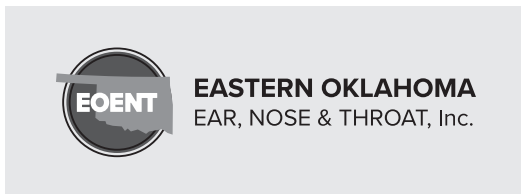
Branding Guidelines

A guide to consistency in marketing across multiple print platforms and digital media.

Customized for: Eastern Oklahoma Ear, Nose and Throat
by Fuel Medical Group

The Eastern Oklahoma Ear, Nose and Throat logo comes as stacked or horizontal. The primary color option is the preferred choice, but other colors can be used when approved.

Additionally, the Eastern Oklahoma Ear, Nose and Throat ‘Seal’ can be used as a standalone design element.



The primary fonts are used in most print material and online advertising. These font choices do not prevent designers from using a display typeface for advertising, and in some cases, online content will have to use a different font.

Proxima Nova

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&*()

Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()


Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

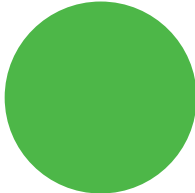
The primary colors are key indicators of the EOENT brand. Black is most often used for typography, while primary and secondary colors can be used for backgrounds and design elements.

Additionally, the tone of the colors can be adjusted to create more depth within design elements as well as combined to create gradients when appropriate.

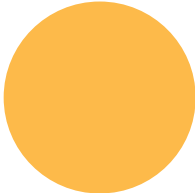
Primary



C:100 M:40 Y:0 K:0	C:100 M:40 Y:0 K:69
R:0 G:125 B:197	R:0 G:51 B:90
Hex: #007dc5	Hex: #00335a



C:71 M:0 Y:100 K:0
R:76 G:183 B:72
Hex: #4cb748



C:0 M:30 Y:81 K:0
R:253 G:186 B:74
Hex: #fdb4a



HEADER & FOOTER

Standard business cards and letterhead are included with the package, with the letterhead designed to accommodate all Fuel EDGE documents.

