

Brand Standards & Guidelines



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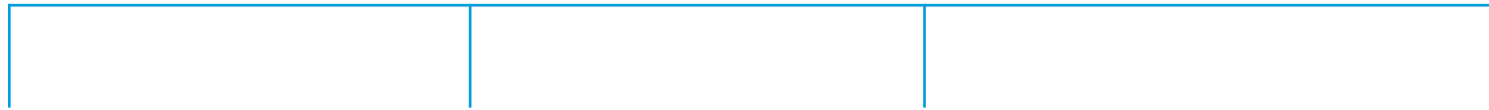
For questions regarding correct use of the Spokane Eye Clinic and affiliated brand imagery, please contact:

Carsyn Kniss

Marketing & Public Relations Coordinator

509.227.5741

ckniss@spokaneeye.com



The graphic element of the Spokane Eye Clinic logo design consists of a circular form of thick-to-thin lines that radiate around a central point. The form is reminiscent of the iris and pupil of an eye, but is not a literal representation. A line enters into the circles from the right side, and stops at the center of the image. This line represents the surgical aspect of the clinic. It symbolically represents the work that is done to improve a patient's vision and optical health.

The name is displayed in a very clean, professional modern font. Positioned to the right of the symbol, the type provides a visual counterpoint to the circular logo mark. The previously described horizontal line extends into the name to form the top of the 1st letter.

The visual impression of this logo is professional, clean and technological. The circular elements communicate the

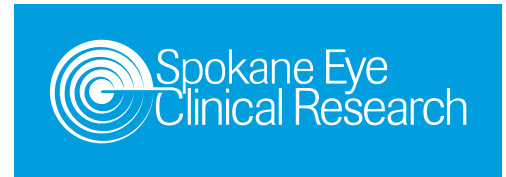
message of complete and comprehensive eye care, while the varying line thicknesses create an interesting visual pattern and can represent the different layers inherent in the eye. The image communicated is high-tech and modern, but still feels friendly. The color combination is clinical, yet soothing—a nice combination for patients.

The brand image presents Spokane Eye Clinic as high-quality and comprehensive. The design is intended to appeal to men and women (particularly aging baby boomers) needing to improve their vision and optical health, as well as appeal to family doctors and other referral sources.

The design quickly communicates a message that is easy to recognize, memorable, and visually appealing for use online, and in printed materials, advertising, signage, and other branding and informational materials.

A brand family was developed for Spokane Eye Clinic that includes the organization brand and entity brands for:

- Spokane Eye Clinic
- Spokane Eye Surgery Center
- Spokane Optical
- Spokane Dry Eye Center
- Spokane Eye Clinical Research



FULL COLOR

BLACK & WHITE

REVERSED

CLEAR SPACE REQUIREMENTS

The Spokane Eye Clinic logos are to be used within specific clear space requirements.

To properly use each logo in print and online applications, ensure that no other element is located closer than the "S" cap height to any aspect of the logo.

Attention to this clear space requirement will maintain the graphic integrity of each logo and will reduce visual competition or clutter with other graphic elements.

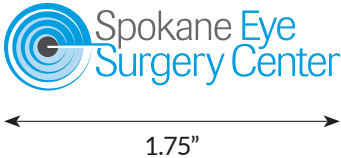


The clear space requirement also applies to the following logos:



LOGO MINIMUM SIZING

When using the Spokane Eye Clinic logos for high-resolution offset printing or on-screen (website, TV monitor, digital display), the minimum width of the logos is as follows:



HORIZONTAL LOGO

A special horizontal, one-line version of the logo is reserved for specialty applications. With a bolder, condensed wordmark this logo version should only be used when necessary, specifically building signage.



TYPOGRAPHY

The primary font for use with Spokane Eye Clinic branding and visual communication materials is Lato.

When Lato is not available (as in email applications), the Arial font family may be substituted.

Lato Light
AaBbCc0123

Lato Regular
AaBbCc0123

Lato Italic
AaBbCc0123

Lato Medium
AaBbCc0123

Lato Semibold
AaBbCc0123

Lato Bold
AaBbCc0123

Lato Heavy
AaBbCc0123

Lato Black
AaBbCc0123

IMPROPER LOGO USAGE

Never modify, append or use the Spokane Eye Clinic logo outside of its original designed format. The examples on these pages show improper uses of the logo.

Do not add drop shadow



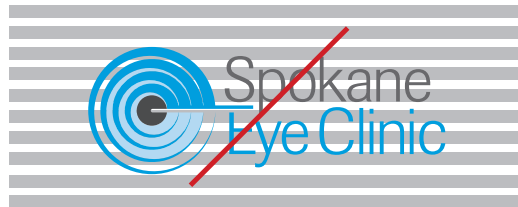
Do not outline logo



Do not distort the logo artwork by stretching it to fit an area



Do not place logo on patterned, dark colored blocks or distracting backgrounds



Do not change the logo color(s) from those specified



Do not use low-resolution (.jpg or .tif) logo artwork in printed application



Do not place the logo on photographs or other textured or distracting backgrounds



Do not break apart the logo artwork



PRIMARY COLORS

 <p>BLUE EYES PMS</p> <p>UNCOATED 299 U</p> <p>COATED 7689 C</p>	<p>CMYK</p> <p>UNCOATED C. 90 M. 16 Y. 0 K. 0</p> <p>COATED C. 90 M. 16 Y. 0 K. 0</p>	<p>RGB</p> <p>R. 0 G. 147 B. 215</p> <p>Hex. 0093d7</p>	 <p>PUPIL BLACK PMS</p> <p>UNCOATED 433 U</p> <p>COATED 432 C</p>	<p>CMYK</p> <p>C. 0 M. 0 Y. 0 K. 85</p>	<p>RGB</p> <p>R. 57 G. 52 B. 41</p> <p>Hex. 4d4d4f</p>
 <p>LIGHT BLUE EYES PMS</p> <p>UNCOATED 299 U 30%</p> <p>COATED 7689 C 30%</p>	<p>CMYK</p> <p>C. 27 M. 5 Y. 0 K. 0</p>	<p>RGB</p> <p>R. 204 G. 225 B. 239</p> <p>Hex. b4d9f3</p>	 <p>SPOKANE GRAY PMS</p> <p>UNCOATED 433 U 85%</p> <p>COATED 432 C 85%</p>	<p>CMYK</p> <p>C. 0 M. 0 Y. 0 K. 72</p>	<p>RGB</p> <p>R. 102 G. 102 B. 102</p> <p>Hex. 696a6d</p>
 <p>MEDIUM BLUE EYES PMS</p> <p>UNCOATED 307 U</p> <p>COATED 2185 C</p>	<p>CMYK</p> <p>C. 100 M. 38 Y. 17 K. 2</p>	<p>RGB</p> <p>R. 0 G. 118 B. 165</p> <p>Hex. 0076A5</p>	 <p>DARK BLUE EYES PMS</p> <p>UNCOATED 3015 U</p> <p>COATED 7692 C</p>	<p>CMYK</p> <p>C. 100 M. 45 Y. 0 K. 45</p>	<p>RGB</p> <p>R. 0 G. 85 B. 135</p> <p>Hex. 005587</p>

SECONDARY COLORS

Adult / General Eye Care

SANDSTONE PMS

UNCOATED
4745 U

COATED
480 C

CMYK

UNCOATED
C.0 M.22 Y.25 K.10

COATED
C.0 M.26 Y.26 K.17

RGB

R. 168
G. 150
B. 136

Hex. A89688

Pediatric Eye Care

MELON PMS

UNCOATED
141 U

COATED
1365 C

CMYK

UNCOATED
C.0 M.20 Y.77 K.0

COATED
C.0 M.27 Y.70 K.0

RGB

R. 231
G. 170
B. 77

Hex. E7AA4D

Lasik / PRK

AQUA PMS

UNCOATED
630 U

COATED
631 C

CMYK

UNCOATED
C.57 M.0 Y.16 K.0

COATED
C.63 M.0 Y.10 K.0

RGB

R. 124
G. 192
B. 204

Hex. 7CC0CC

Dry Eye Clinic

TEALY CAT PMS

UNCOATED
563 U

COATED
563 C

CMYK

UNCOATED
C.78 M.13 Y.48 K.0

COATED
C.52 M.0 Y.25 K.7

RGB

R. 33
G. 163
B. 150

Hex. 21a396

Cataracts

MINT PMS

UNCOATED
579 U

COATED
2260 C

CMYK

UNCOATED
C.27 M.0 Y.41 K.0

COATED
C.27 M.0 Y.41 K.0

RGB

R. 189
G. 222
B. 171

Hex. bddeab

SECONDARY COLORS



LAVENDER PMS

UNCOATED
5295 U

COATED
5295 C

Glaucoma

CMYK

UNCOATED
C. 31 M. 27 Y. 12 K. 0

COATED
C. 30 M. 27 Y. 12 K. 0

RGB

R. 177
G. 175
B. 196

Hex. B3B0C4



MOSS GREEN PMS

UNCOATED
611 U

COATED
7759 C

Retina Disease

CMYK

UNCOATED
C. 5 M. 3 Y. 100 K. 10

COATED
C. 7 M. 5 Y. 100 K. 20

RGB

R. 169
G. 158
B. 60
Hex. A99E3C



FRESH GREEN PMS

UNCOATED
2300 U

COATED
2300 C

Plastic Surgery and Cosmetic Services

CMYK

UNCOATED
C. 35 M. 0 Y. 100 K. 0

COATED
C. 36 M. 0 Y. 74 K. 5

RGB

R. 135
G. 173
B. 78

Hex. 87AD4E



DUSTY BLUE PMS

UNCOATED
2156 U

COATED
2156 C

Spokane Eye Surgery Center

CMYK

UNCOATED
C. 50 M. 20 Y. 9 K. 0

COATED
C. 51 M. 23 Y. 11 K. 0

RGB

R. 165
G. 131
B. 137
Hex. 8BA6C1

SECONDARY COLORS



CLEMENTINE PMS

UNCOATED
2019 U

COATED
7577 C

Glasses and Contacts

CMYK

UNCOATED
C.0 M.52 Y.91 K.5

COATED
C.0 M.64 Y.84 K.0

RGB

R. 192
G. 110
B. 61

Hex. C06E3D



BURGUNDY PMS

UNCOATED
492 U

COATED
492 C

Cornea Disorders

CMYK

UNCOATED
C.33 M.69 Y.55 K.13

COATED
C.28 M.89 Y.76 K.25

RGB

R. 148
G. 51
B. 55
Hex. 943337



SUNSHINE PMS

UNCOATED
1215 U

COATED
2004 C

All Diseases and Disorders

CMYK

UNCOATED
C.0 M.7 Y.70 K.0

COATED
C.0 M.7 Y.70 K.0

RGB

R. 240
G. 196
B. 81

Hex. F0C451



LILAC PMS

UNCOATED
514 U

COATED
2066 C

Clinical Research

CMYK

UNCOATED
C.18 M.52 Y.0 K.0

COATED
C.10 M.60 Y.0 K.7

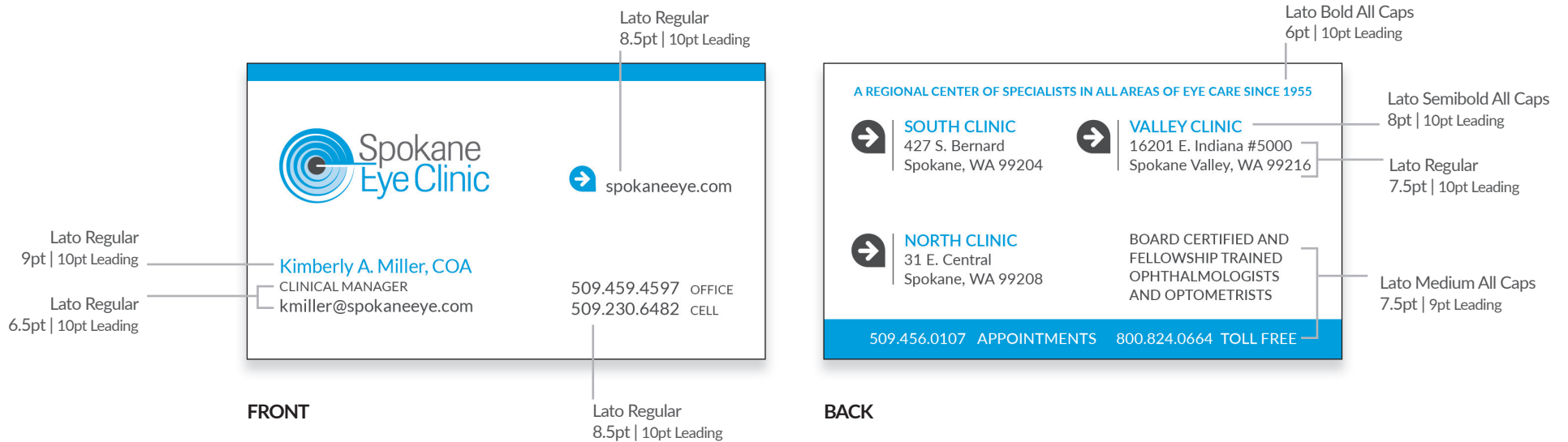
RGB

R. 165
G. 110
B. 174
Hex. A56EAE

BUSINESS CARD


Business card examples using the logo are shown on this page. Do not modify the business card layout, element placement, or size of names and contact information.

Follow the styles provided in the business card digital file. When using the website URL, do not use the “www” prefix.



PHYSICIAN BIO CARD

BOARD CERTIFIED AND FELLOWSHIP TRAINED
OPHTHALMOLOGISTS AND OPTOMETRISTS



SOUTH CLINIC
427 S. Bernard
Spokane, WA 99204

NORTH CLINIC
31 E. Central
Spokane, WA 99208

VALLEY CLINIC
16201 E. Indiana #5000
Spokane Valley, WA 99216

A REGIONAL CENTER OF SPECIALISTS
IN ALL AREAS OF EYE CARE SINCE 1955

Appointments

509.456.0107 ALL LOCATIONS
800.824.0664 TOLL FREE
509.747.2635 FAX

Lato Regular
9pt | 10pt Leading



Lato Regular
6.5pt | 10pt Leading

Lato Regular
9pt | 10pt Leading

Lato Semibold
14pt

Lato Regular All Caps
13pt | 17pt Leading

FRONT

Krista I. Kinard, M.D.

Dr. Kinard joined the staff of Spokane Eye Clinic in July 2014. She graduated cum laude from Eastern Washington University with a Bachelor of Science degree in Biology. Prior to attending medical school, she worked as a Cytogenetic Technologist at Sacred Heart Medical Center. On moving to Salt Lake City, she worked as a lab specialist studying Long QT syndrome.

She received her medical degree from the University of Utah School of Medicine where she was elected to the Alpha Omega Alpha Medical Honor Society.

Dr. Kinard completed a preliminary year in Internal Medicine at the University of Utah School of Medicine and her Ophthalmology Residency at the John A. Moran Eye Center. She continued her education at the Moran Eye Center where she completed a fellowship in Neuro-Ophthalmology. During her residency and fellowship at the Moran Eye Center, she also pursued additional training in Orbital Ultrasound with Dr. Roger Harrie, and Ocular Electrophysiology with Dr. Donnell Creel.

Dr. Kinard is a member of AAO, NANOS, AMA, ISCEV, and ASCRS.


Her professional interests include diagnosis and treatment of Neuro-ophthalmologic issues, orbital ultrasound, electrophysiology, general ophthalmology including small incision cataract surgery, and advanced technology intraocular lenses. In addition to working at the Spokane Eye Clinic she is an adjunct professor at the University of Utah School of Medicine and an Emeritus faculty at the University of Washington School of Medicine Department of Ophthalmology. Being a native to the area, she has returned to Spokane to start her practice at the Spokane Eye Clinic.

Lato Medium
15pt

Lato Regular
8.5pt | 11pt Leading

BACK


LOBBY POSTERS




PATIENT PORTAL


The Spokane Eye Clinic is proud to offer our patients the latest in secure access to their health care team!

- Check your health history record
- Send messages to staff
- Print glasses prescriptions
- Request medication renewals
- Pay your bill online




 Call our Patient Portal Hotline at 509-459-4594

11x17



**LOOK GOOD
FEEL GOOD**

We offer top quality eyeglass frames and contacts from reputable manufacturers. Our staff will help you every step of the way ensuring a comfortable and functional fit.



11x17



**50% OFF YOUR SECOND
PAIR OF LENSES**

Buy two pairs of glasses and get 50% off your second pair. Stop by our optical shop today!

*Restrictions may apply



18x24

BUILDING SIGNAGE



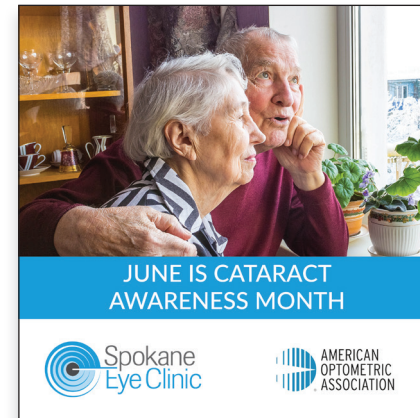
INSTAGRAM GRAPHIC STANDARDS



Primary images should utilize screened pattern as brand element unless there is a clear subject.

Headers and subheads are Lato Medium no larger than 60pt and should be contained in a blue container that is 15% of the parent document height.

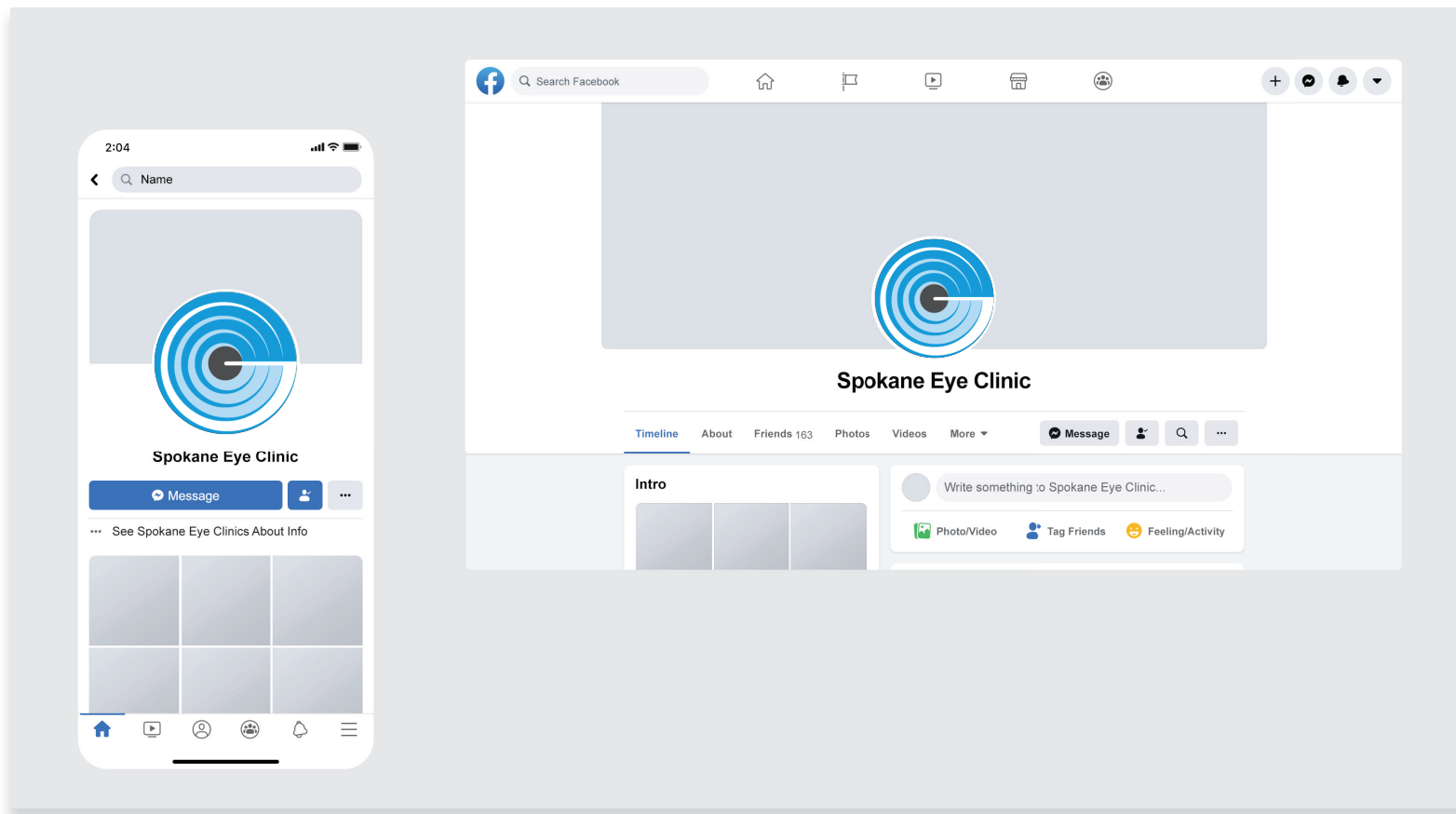
Every post should have a white footer bar that is 25% of the parent document height.



If using headers on an image with a subject don't use screened pattern. Ensure header isn't overlaid over subject.

SOCIAL MEDIA PROFILE PICTURES

Use of the logo's icon on it's own is allowed for the profile picture on various social media sites (Facebook, Instagram, etc.) Ensure that the whole icon fits in the frame, and that no parts of the border encroach on the logo.

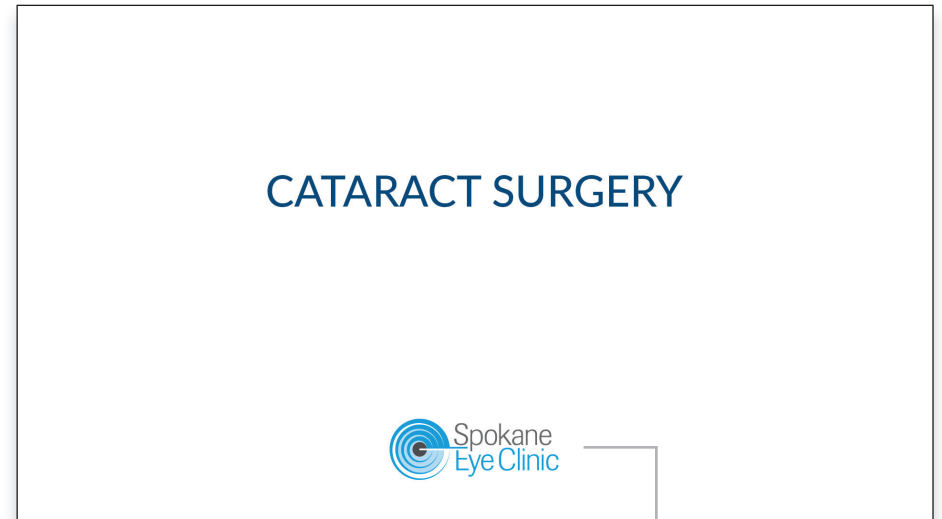


VIDEO • TITLE / TRANSITION SLATES



Titles should be Lato Medium in Dark Blue Eyes #005587 and no larger than 65pt with 0 kerning applied.

Use patterned background over the lighter blue #b4d9f3



Logo should always be centered and 85px from bottom of slate container.

VIDEO • LONG FORMAT VIDEO TREATMENT



Rory T. Allar, MD
GLAUCOMA AND CATARACT SPECIALIST



The Spokane Eye Clinic logo should be featured in the bottom right hand corner of the screen with the correct margin applied.

See pages 3 & 4 for reference.

Names are displayed in Lato Medium 30pt with titles and credentials in Lato Medium 30pt with small caps styling applied. Both use the Dark Blue Eyes #005587.

For long format videos that feature testimonials or information features there should be a white screened bar (90% opacity) with a height of 200px.