



THE CENTER FOR

**Mind-Body
Medicine**

Brand Identity Guidelines

2022

2.0 Logo

2.2 Primary Logo

These guidelines provide the information for maintaining the integrity of our brand and the consistent impact of the CMBM logo. These guidelines control the logo's use in all applications.

The CMBM logo may only be used exactly as specified herein on digital applications, print materials, all communication files, email, advertising, and social media, solely for the purpose of promoting CMBM services and products.

Our primary color is Sea Green but the logo may be rendered in any of the color combinations specified in section 3.1.

In the event that a logo is needed for a black and white publication or sponsorship, you may use the Black Olive and White logo for those purposes only.



2.3 Clear Space and Minimum Size

CLEAR SPACE

To enhance the legibility and impact of the CMBM logo, always allow a minimum clear area on all sides of the logo equal to the height of "X" as shown here.

MINIMUM SIZE

To ensure the greatest possible legibility and impact, do not use the CMBM logo at a width less than 120 pt for print and 90 px pixels for digital.

Maintain minimum clear space on all sides of the logo, logomark and logotype. Minimum clear space is the height of X.



MINIMUM SIZE - Print



MINIMUM SIZE - Web (72 dpi)



2.4 Incorrect Usage

DO NOTS

A strong identity depends on consistent presentation. Misuse of the logo may lead to brand confusion or dilution of our brand equity in the marketplace.

Follow these simple rules when using the CMBM logo on branded communications:

- **Do not** rotate, stretch, slant, condense or alter the logo in any way.
- **Do not** alter the colors.
- **Do not** enclose the logo within a holding shape.
- **Do not** use the full color logo on colored backgrounds outside the official color palette; in general knock out the logo on color backgrounds.
- **Do not** adjust the size proportions of brand mark and wordmark parts of the logo.
- **Do not** recreate the logo using a the brand font or a different font, use only official artwork.

