

Jennifer Brokaw MD Brand Guidelines

These guidelines outline the general rules when using Jennifer Brokaw MD's brand assets and showcasing the company's content.



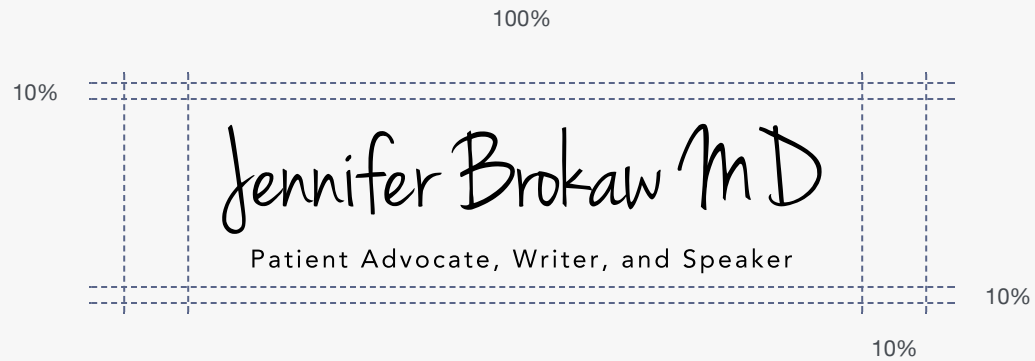
Jennifer Brokaw MD

Patient Advocate, Writer, and Speaker

Section 2.

Jennifer Brokaw MD Logo

This is our standard logo. Make sure you give our logo enough padding so it remains clearly visible.



Section 3.

Brand colors

Jennifer Brokaw MD
Patient Advocate, Writer, and Speaker

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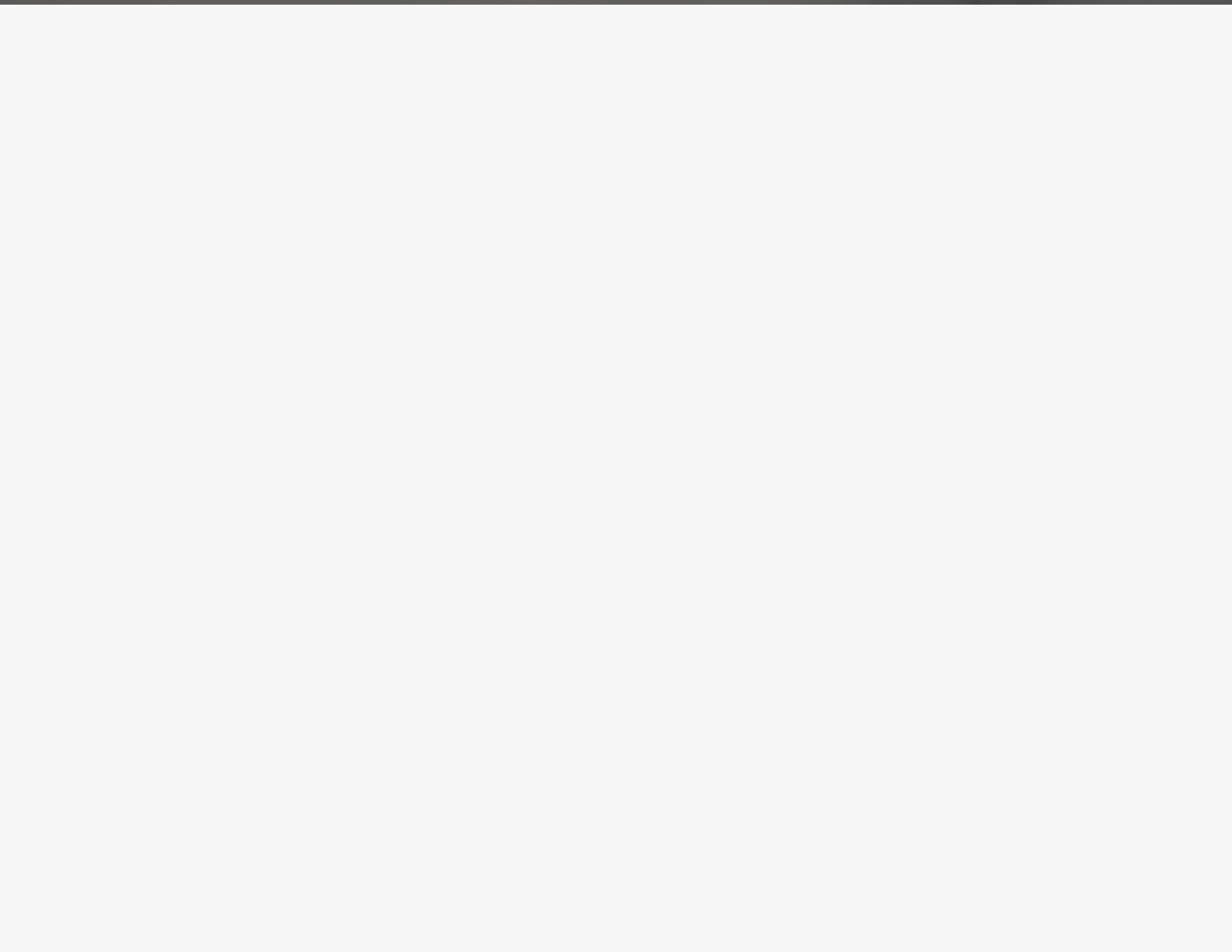
Section 4.

Image backgrounds

When overlaying over an image, add a black overlay with 50% opacity.

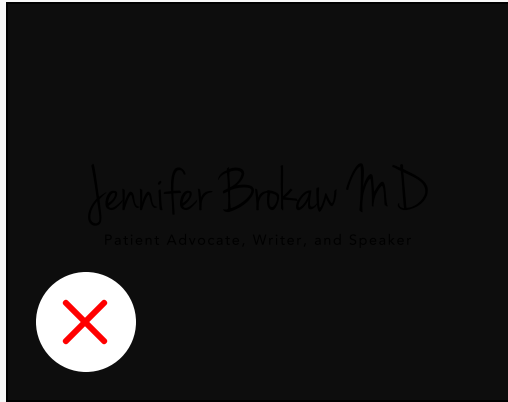
Jennifer Brokaw MD

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Section 5.

Unacceptable uses



Similar background color

Avoid background colors with low contrast

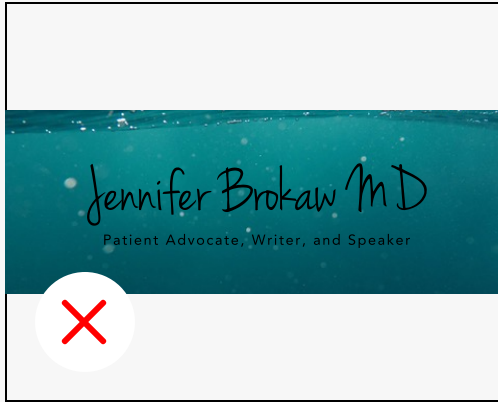
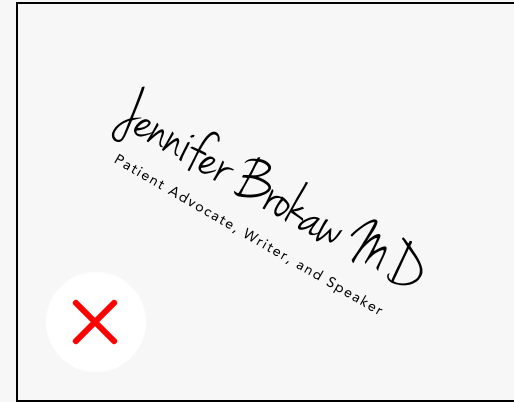


Image with low contrast

Make sure to add a black overlay with 50% opacity.



Angled

Please don't rotate the logo.



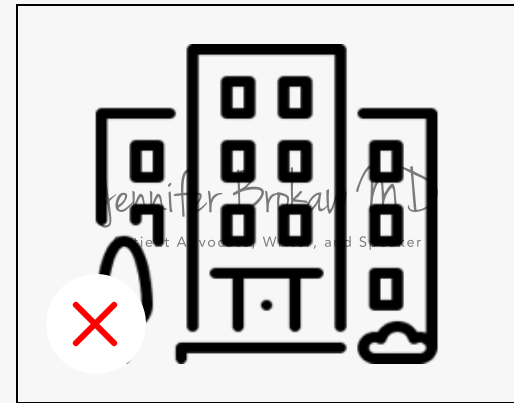
Cropping

Your logo is beautiful, don't cut it off.



Don't get run over

Be sure to leave plenty of space around your logo



I can barely see it

Don't make it semi-transparent.

Section 6.

Alternative Colors

RGB	rgb(0, 0, 0)
HEX	#000000
HSL	hsl(0, 0%, 0%)
CMYK	cmyk(0%,0%,0%,100%)

undefined (Light Variant)

RGB	rgb(51, 51, 51)
HEX	#333333
HSL	hsl(0, 0%, 20%)
CMYK	cmyk(0%,0%,0%,80%)

undefined (Dark Variant)

RGB	rgb(26, 26, 26)
HEX	#1a1a1a
HSL	hsl(0, 0%, 10%)
CMYK	cmyk(0%,0%,0%,90%)

Dark Grey

RGB	rgb(34, 34, 34)
HEX	#222222
HSL	hsl(0, 0%, 13%)
CMYK	cmyk(0%,0%,0%,87%)

White

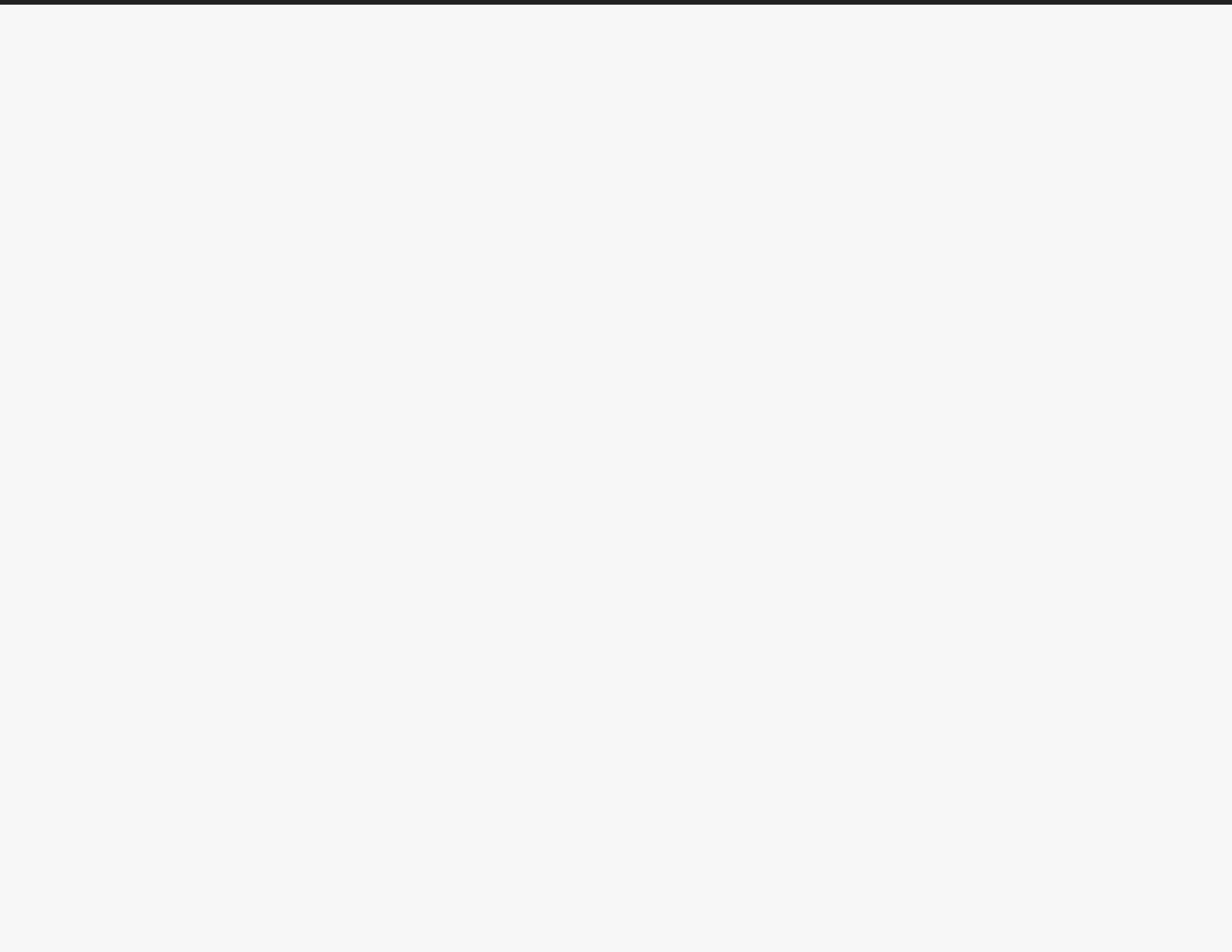
RGB	rgb(255, 255, 255)
HEX	#ffffff
HSL	hsl(0, 0%, 100%)
CMYK	cmyk(0%,0%,0%,0%)

Section 7.

Typography

Jenna Sue
Main Font

Avenir
Slogan Font



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Your turn.

This logo was made with Logojoy. Logojoy makes it easy and fun to create a logo that you'll be proud of.

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