



BRAND STYLE GUIDE

THOMAS EYE GROUP

mission statement

The mission of Thomas Eye Group is to improve the quality of people's lives by compassionately providing a lifetime of outstanding eye care.

THOMAS EYE GROUP

introduction & about us

INTRODUCTION

Thomas Eye Group continues to increase their brand across the Metro Atlanta area. With nine locations and counting, the Thomas Eye Group brand requires a consistent and distinct outline allowing for all materials to be accurately created as new collateral and content are created.

Throughout this style guide, you will not only find logos and color codes, but an outline that will provide a distinct and professional overview for Thomas Eye Group design.

ABOUT US

Thomas Eye Group (TEG) is a leading eye care practice in the state of Georgia. With locations across Metro Atlanta, TEG continues to care for thousands of patients ranging in age from infants to seniors in their efforts for optimal eye health.

Founded in 19xx, Thomas Eye Group services include comprehensive eye exams, glasses, contact lenses, LASIK, as well as medical, surgical and cosmetic services.

LOGO STUDY

PRIMARY LOGO

The Thomas Eye Group logo has two orientations, horizontal and vertical. The **primary logo** is horizontal and is to be used on the majority of collateral pieces. This is the most prominent use of the logo and unless otherwise noted, this is the logo to be used most consistently.

SECONDARY LOGO

The **secondary logo** is the vertical logo. This orientation should only be used when needed due to the shape and size of the collateral being printed or in a situation where all other logos are set up in a vertical orientation.

INVERTED LOGOS

The **inverted logos** will be used when on a background that is not suited for the primary Thomas Eye Group logo. A black background or a green background would call for the use of the inverted logo. This is only to be used sparingly and when the original/primary logo is not suitable for visibility reasons.

Incorrect Uses Of The Logo:

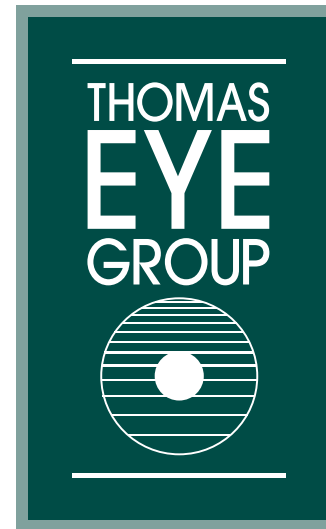
The Thomas Eye Group logo shall only be used in the horizontal or vertical orientation. The logo should NOT be tilted, angled or otherwise changed in shape to accommodate any design style. This will compromise the integrity of the logo and skew brand recognition.

LOGOS

primary + secondary logos



PRIMARY LOGO



SECONDARY LOGO

**Use primary logo when space permits throughout all branded material.
Use the secondary logo sparingly, in order to maintain a strong + consistent brand recognition.*

LOGOS

logo variations



LOGO VARIATIONS

**Use only brand colors and design assets with the logo. The logo should not be converted to alternate colors than what is provided. Maintain strong contrast with the logo background color to ensure best readability.*

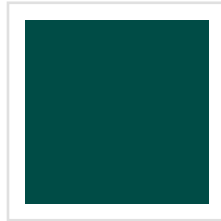
COLOR OUTLINE

Thomas Eye Group's primary colors will consist of green, gray and black. These colors will be used for the logo, website, marketing collateral and more. Green is the color mainly used and will be seen most frequently throughout the design and branding of the practice. In an effort to keep a clean look, the proposed shades of green in the color wheel will be used throughout the marketing material to keep a monochromatic look and feel.

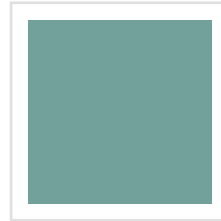


PALETTE

primary + secondary swatches



HUNTER GREEN
#004C45
CMYK: 95, 47, 67, 42
RGB: 0, 76, 69
Pantone 3302 C

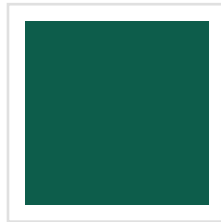


SEAFOAM GREEN
#719F9A
CMYK: 59, 24, 40, 1
RGB: 113, 159, 154
Pantone 624 C

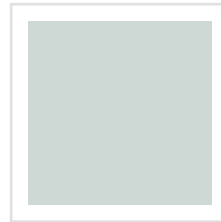


COOL GRAY
#EAEBE6
CMYK: 7, 4, 7, 0
RGB: 234, 235, 230
Pantone Cool Gray 1 C

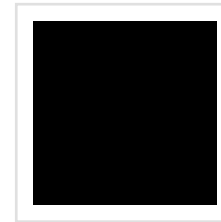
PRIMARY PALETTE



FOREST GREEN
#055E4C
CMYK: 89, 39, 72, 32
RGB: 5, 94, 76
Pantone 561 C



LIGHT GREEN
#CED9D6
CMYK: 18, 8, 14, 0
RGB: 206, 217, 214
Pantone 4176 C



BLACK
#231F20
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
Pantone 419 C

SECONDARY PALETTE

COLOR APPLICATION

PRINT: For printing, it is best to use the CMYK colors. If you are printing a large run + using minimal colors, it is recommended to use the Pantone Matching System (PMS) spot colors.

WEB: For web use, it is recommended to use the RGB or HEX color values. It is important to note that each color might appear differently on various computers/devices, due to inconsistent monitor color calibration.

TYPOGRAPHY OUTLINE

The font used on Thomas Eye Group collateral is incredibly important. With patients ranging from all ages, it is imperative that regardless of age, clients can clearly and easily read the verbiage we place on any marketing piece. The fonts proposed in the style guide provide three different options which have been vetted and used overtime. By committing to the fonts provided and only using these throughout all collateral pieces, the brand will be able to stay consistent and provide an optimal reading experience for all ages.

Font Families Included:

Gotham: Thin, Thin Italic, Extra Light, Light, Book, Medium, Medium Italic, Bold, Bold Italic, Italic, Black

Gotham Narrow: Extra Light, Light, Book, Medium, Bold. Bold Italic, Black

Chronicle Display: Extra Light, Extra Light Italic, Light, Light Italic, Roman, Italic, Semibold, Bold, Bold Italic, Black

TYPOGRAPHY USAGE

brand typefaces

PRIMARY

Gotham Book

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z
0 1 2 3 4 5 6 7 8 9

SECONDARY

STEELFISH REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BODY COPY

Chronicle Display Roman

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**Each font also includes each font family (Thin, Medium, Italic, Bold, etc.), these are just the primary styles used.*

PATTERNS

illustrated pattern designs to be used in branded collateral

The collateral patterns we will use at Thomas Eye Group are ever evolving. However, we wanted to create a small array of options we can use on social media, collateral pieces and other locations which might need to have some sort of themed background. These patterns will be used sparingly and only when necessary.

