

SEPT 18, 2023
GSM 01.2

Graphic Standards Manual



Dr. Peter
Centre



Our identity
is more than
just a logo.

The provided specifications offers guidance to creative teams in the development and production of compelling visual communications.

VISUAL IDENTITY

- 1.1 Primary Logo
Full Colour
- 1.2 Primary Logo Variations
Full Colour
Applicable Backgrounds
- 1.3 Secondary Logo
Flat Colour
- 1.4 Secondary Logo Variations
Flat Colour
Applicable Backgrounds
- 1.5 Secondary Logo
Halftone
- 1.6 Secondary Logo Variations
Halftone
Applicable Backgrounds
- 1.7 Secondary Logo
Single Colour
- 1.8 Secondary Logo Variations
Single Colour
Applicable Backgrounds

LOGO AND ICON USAGE RESTRICTIONS

- 2.1 Protective Space
and Minimum Size
- 2.2 Improper Use

COLOR PALETTE

- 3.1 Primary Colours and
Primary Colour Gradients

TYPOGRAPHY

- 4.1 Primary Typeface, Display Typeface
and Basic Type Styles

CONTACT INFORMATION

- 5.1 Direct Inquiries
General Inquiries
-

PRIMARY LOGO
POSITIVE | FULL COLOUR



The primary logo is the 'default' version of this visual identity, and is the most immediate representation of the Dr. Peter Centre brand.

It is a valuable corporate asset that must be used consistently in the proper and approved forms.

PRIMARY LOGO VARIATIONS | FULL COLOUR
APPLICABLE BACKGROUNDS



ON WHITE BACKGROUNDS AND
UP TO A GRAY-VALUE OF 20%



FROM A GRAY-VALUE OF 20%
AND HIGHER



ON PRIMARY GREY



ON BLACK

The primary logo can be applied with all the specified brand colour variations, and brand colour backgrounds.

SECONDARY LOGO
POSITIVE | SOLID COLOUR



The solid colour version of the logo is consisting of matching Pantone colours, and is only to be utilized if the primary logo does not apply.

Possible applications: Textile reproduction, embroidery

SECONDARY LOGO VARIATIONS | FLAT COLOUR
APPLICABLE BACKGROUNDS



ON WHITE BACKGROUNDS AND
UP TO A GRAY-VALUE OF 20%



FROM A GRAY-VALUE OF 20%
AND HIGHER



ON PRIMARY GREY



ON BLACK

The secondary logo can be applied with all the specified brand colour variations, and brand colour backgrounds.

SECONDARY LOGO
POSITIVE | HALFTONE



The halftone version of the logo is only to be applied if the primary logo can not be utilized, due to production imitations.

Possible applications: Metallic foil reproduction, signage

PRIMARY LOGO VARIATIONS | HALFTONE
APPLICABLE BACKGROUNDS



ON WHITE BACKGROUNDS AND
UP TO A GRAY-VALUE OF 10%



ON BLACK

The secondary logo can be applied with all the specified brand colour variations, and brand colour backgrounds.

PRIMARY LOGO
POSITIVE | SINGLE COLOUR



The single colour version of the logo is only to be applied if the primary logo can not be utilized, due to production imitations.

Possible applications: Engraving, cut-outs, signage

PRIMARY LOGO VARIATIONS | SINGLE COLOUR
APPLICABLE BACKGROUNDS



ON WHITE BACKGROUNDS AND
UP TO A GRAY-VALUE OF 20%



ON ALL PRIMARY COLOUR GRADIENTS



ON PRIMARY GREY



ON BLACK

The secondary logo can be applied with all the specified brand colour variations, and brand colour backgrounds.

CLEAR SPACE
PRIMARY LOGO | ICON



THE HEIGHT OF THE NEGATIVE
SPACE INSIDE THE ICON IS
THE MINIMUM CLEAR SPACE
ALL-ROUND THE LOGO

MINIMUM SIZE
PRIMARY LOGO | ICON



0.4375 INCHES
IN HEIGHT MINIMUM



0.25 INCHES
IN HEIGHT MINIMUM



THE HEIGHT OF THE NEGATIVE
SPACE INSIDE THE ICON IS
THE MINIMUM CLEAR SPACE
ALL-ROUND THE ICON

To be sure our logo and icon is always clearly recognizable they must be seen as separate from the other visual material that surround it.

Other graphics and text, the edge of a photograph, as well as the edge of the page must be kept at least a minimum distance away.

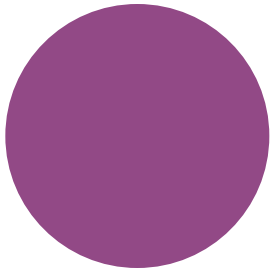
SAMPLES OF IMPROPER USE
PRIMARY LOGO | ICON



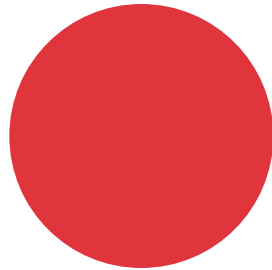
Always use the official master artwork files issued by Dr. Peter Centre to reproduce the visual identity components.

Do not modify or add to the original logo or icon graphics, nor create your own version of it.

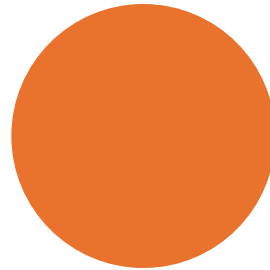
PRIMARY COLOURS



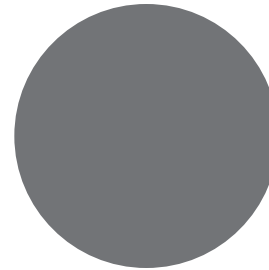
LILAC
C 50 / M 85 / Y 20 / K 0
R 146 / G 74 / B 134
PMS 2593C / 513U
HEX 924A86



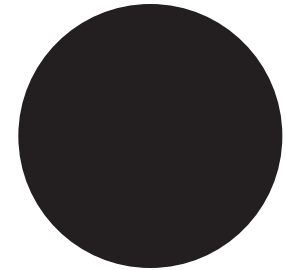
NOOTKA ROSE
C 7 / M 93 / Y 80 / K 0
R 224 / G 56 / B 62
PMS 185C / 185U
HEX E0383E



ORANGE
C 5 / M 67 / Y 95 / K 0
R 232 / G 116 / B 44
PMS 716C / 152U
HEX E8742C



GREY
C 0 / M 0 / Y 0 / K 67
R 115 / G 117 / B 119
PMS COOL GRAY 8C / 8U
HEX 737577



BLACK
C 0 / M 0 / Y 0 / K 100
R 0 / G 0 / B 0
PMS BLACK C / U
HEX 000000

PRIMARY COLOUR GRADIENTS OF LOGO ICON



PRIMARY COLOUR GRADIENTS FOR COLOUR BACKGROUNDS



Our visual identity is composed of a number of core colours that come together to create a distinctive look and feel.

RECOMMENDED TEXT TYPEFACE

FAKT PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
apcdefghijklmnopqrstuvwxyz 123456789

FAKT PRO BLOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
apcdefghijklmnopqrstuvwxyz 123456789

FAKT PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
apcdefghijklmnopqrstuvwxyz 123456789

RECOMMENDED DISPLAY TYPEFACE

NEXA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
apcdefghijklmnopqrstuvwxyz 123456789

NEXA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
apcdefghijklmnopqrstuvwxyz 123456789

NEXA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
apcdefghijklmnopqrstuvwxyz 123456789

RECOMMENDED BASIC TYPESTYLES

LARGE HEAD

Lorem ipsum dolor

LARGE TEXT (CALL-OUT)

Lorem ipsum dolor liberum nuitimar das imatinerin
eprehend in voluptate azuras facilis liberum.

BODY COPY WITH HEAD

LOREM IPSUM DOLOR

Lorem ipsum dolor liberum in reprehenderit in voluptate velit dignis qui azure blandint-
sad quis praese luptatumadis quodis maxim placeat facer poimu omnis dasid voluptam
lorem ipsum dolor liberum in reprehenderit in voluptatiem aigue voluptate velit dignis
qui azure dolor etis deseru moi aest laborum.

BODY COPY WITH SUBHEAD

LOREM IPSUM DOLOR

Lorem ipsum dolor liberum in reprehenderit in voluptate velit dignis qui azure blandint-
sad quis praese luptatumadis quodis maxim placeat facer poimu omnis dasid voluptam
lorem ipsum dolor liberum in reprehenderit in voluptatiem aigue voluptate velit dignis
qui azure dolor etis deseru moi aest laborum.

Please visit our website:
www.drpeter.org

Dr. Peter Centre
1110 Comox Street
Vancouver, BC
Canada V6E 1K5

info@drpeter.org

Phone 604.608.1874
Fax 604.608.4259