



curio museum design

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BRANDING & IDENTITY

Logo & Branding Final
Nashua Riverfront Dentistry
February 10, 2020



main logo



indigo violet
RGB: 38 33 63
HEX: 26213f
CMYK: 90 93 44 48



dusk
RGB: 110 99 132
HEX: 6e6384
CMYK: 52 53 18 3

secondary design



river
RGB: 15 163 214
HEX: 0fa3d6
CMYK: 68 18 4 0



dawn
RGB: 149 212 239
HEX: 95d4ef
CMYK: 34 0 0 0



main logo font: BOSTON
secondary font: LAS VEGAS

NOTE: Web developers and printers may adjust colors as needed. (Different font weights and background colors may require slight changes to hex colors. Paper stock or print calibration may require adjustments to the CMYK formula. This guide gives a good visual for calibration.)

WASHUA RIVERFRONT DENTISTRY

Complete Family-Focused Care



Print mockup



Complete Family-Focused Care

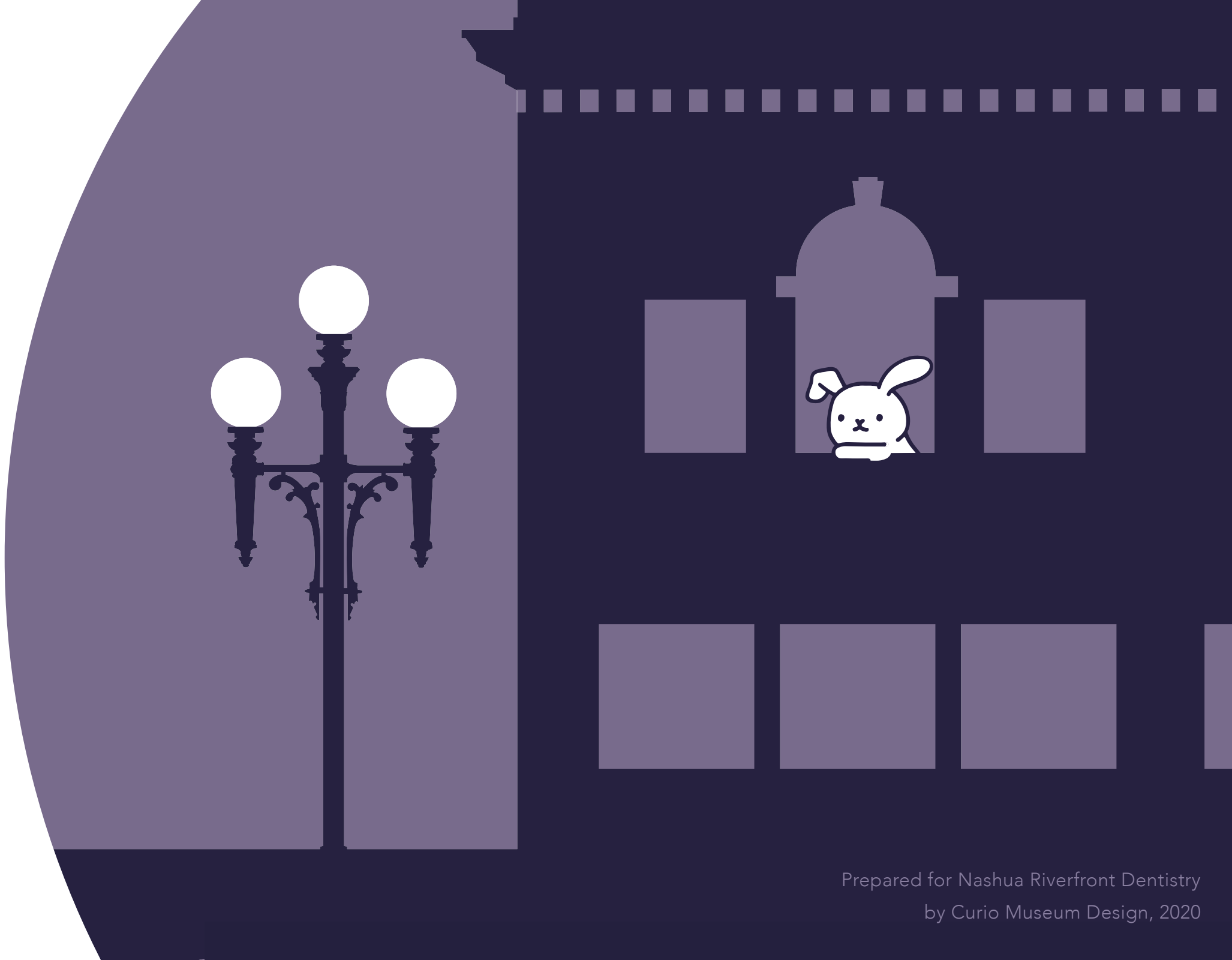


NASHUA
RIVERFRONT
DENTISTRY

Horizontal layout option



Print mockup



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