

# Style Guide

Consider these guidelines a tool to help you make the right choices when using your brand identity. This guide will walk you through what to do and what not to do with the logo, color palette, typography, and other graphic elements of your brand.

On the following pages, every brand element is presented individually to showcase the detail and depth of the various pieces that create the sum of your holistic brand identity. Each page provides explicit instructions and rules for application, placement, and usage. Wherever possible, visual examples are shown to help illustrate these rules.

In order to maintain a consistent voice and aesthetic, we invite you to review these guidelines when adapting your brand to new concepts, contexts, and/or applications.

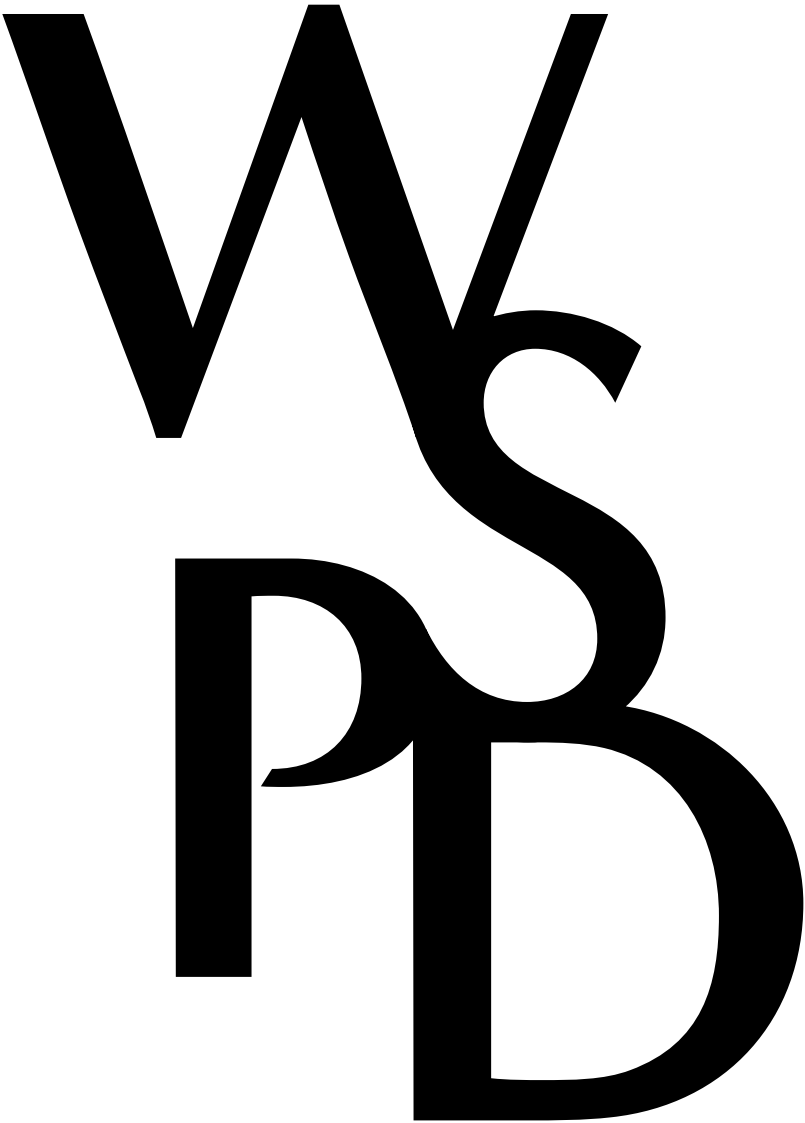
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Branding designed by Lovably  
in New York City

Should you have any questions  
regarding usage or placement of the  
your brand, please feel free to email  
[hello@lovably.com](mailto:hello@lovably.com).

# Logomark



The Washington Square Park Dental logomark is a custom typographic logo, designed and crafted specifically for your brand.

Never alter or recreate the mark.

Included in your Brand Identity Package are three variants — Black, White, and Color — each set in two file formats: SVG and PNG.

SVG is a vector format well suited for print and digital applications at any size or resolution.

PNG is a raster-graphics format well suited for digital images and graphics, especially those intended to be shared online. It should never be used for print applications.

# Wordmark

# WASHINGTON SQUARE PARK DENTAL

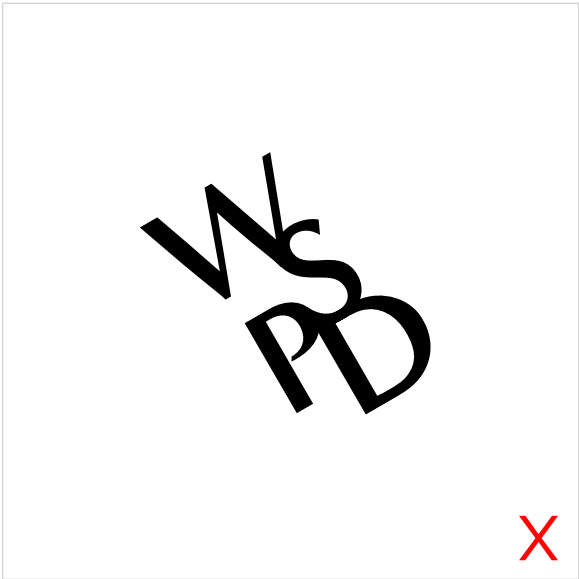
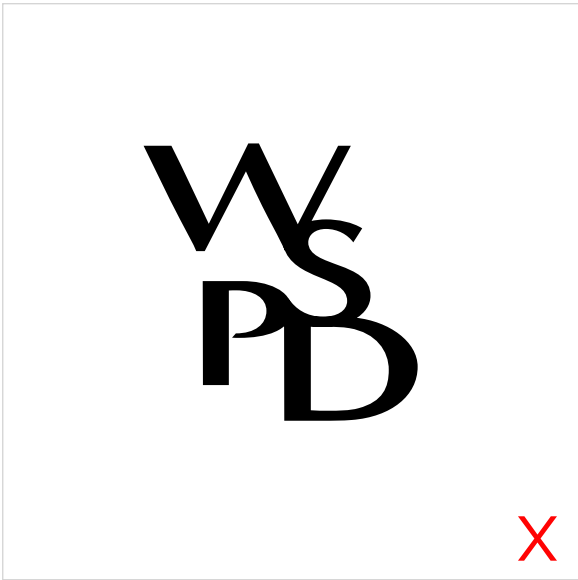
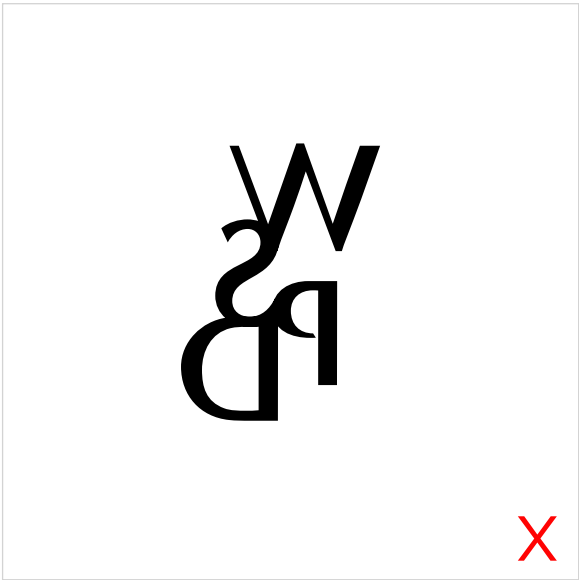
A wordmark has also been prepared and is included in your Brand Identity Package in all styles and formats previously outlined on Page 4.

This version should be used separately from the logomark for contexts in which Washington Square Park Dental's name is needed.

It may be used in the same layout as the logomark but never directly alongside the logomark.

See the "Brands In Use" section on Page 15 for examples of proper wordmark placement.

# Placement

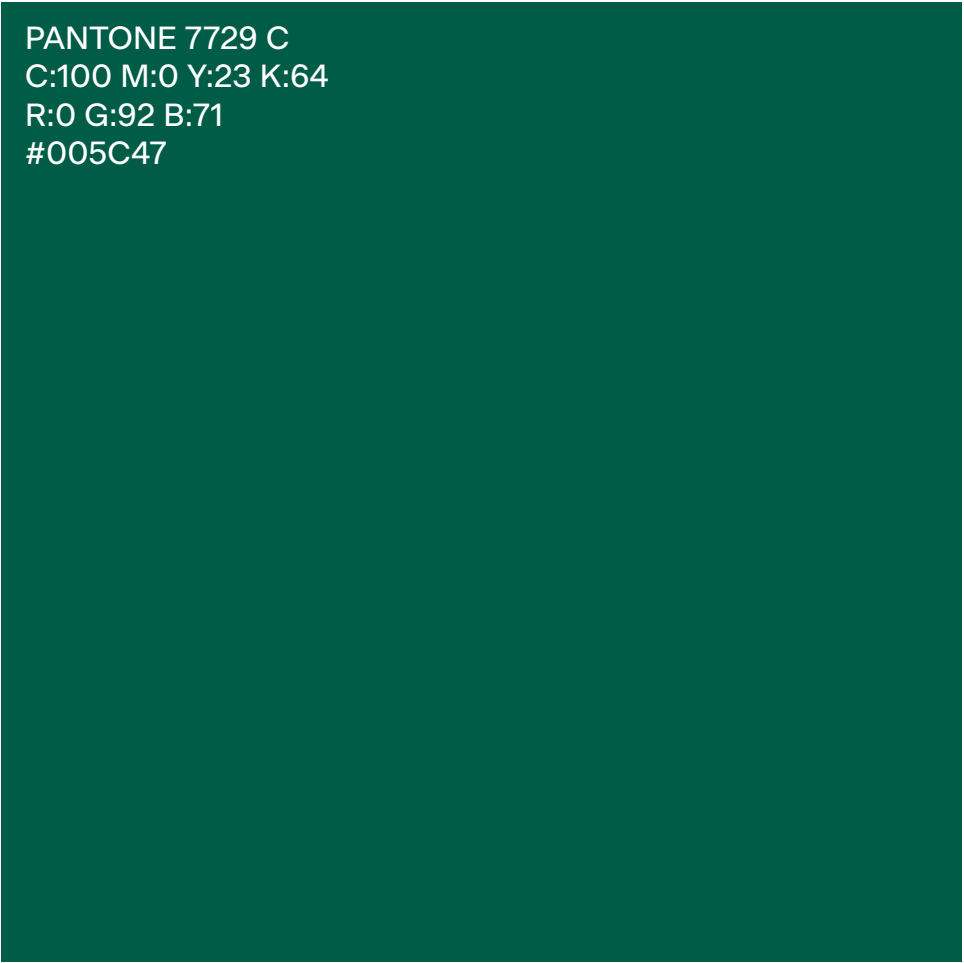


We encourage you to become familiar with the correct placement of the logomark, as displayed in the various examples above.

Never flip, distort, stretch, or rotate the wordmark. Never fill with off-brand colors or use in direct combination with the wordmark.



# Color Palette



This is the exclusive color palette for the Washington Square Park Dental brand.

For use in digital applications, use the specified HEX (#-----) color codes. For printing, use PANTONE or CMYK.



The logomark should be set in color when placed atop a white or light green background.

In certain scenarios, such as atop dark green, solid black, or certain images, the mark may appear in solid white.

Never allow the mark to appear atop any color not specified in the brand color palette.

# Typography

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

Large Headings

Minerva Modern, Bold  
T26 Digital Type Foundry  
Available for purchase at [fonts.adobe.com](https://fonts.adobe.com)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

# Brands In Use



A business card template has been designed and is included as a Photoshop PSD file in your Brand Identity Package.

Only names and titles should be changed when preparing cards. For boutique printing services, please contact Lovably.





A letterhead template has been designed and is included as a PDF file in your Brand Identity Package.

For optimal balance and legibility, we recommend carefully setting your margins and typography to correspond with the specifications provided.

Margins

Top	2.6 in
Bottom	1 in
Left	1 in
Right	1 in

Typography

Font	Futura PT
Weight	Book
Size	11 pt
Leading	13 pt
Tracking	0

# Conclusion

Your brand is a primary point of connection with your customers and the world, making it one of your most valuable assets.

We design our brands to last a lifetime, but consistency of usage and execution is absolutely essential in making this goal a reality.

It is with great pride and care that we hand this brand off to you. As our beloved client, we trust your judgement and are confident that you will handle your new identity with the utmost care and attention to detail.

Cheers from New York City,  
Lovably

For all branding or usage questions or concerns, please contact Lovably.

hello@lovably.com  
212.417.0188

9a - 5p  
Monday - Friday

lovably.com  
@lovably

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