



LOGO MEMO

Client Name: Tiber Health
Project Name: Tiber Health Logo
Date Released: 4/25/2017
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TIBER



TIBER

HEALTH

TIBER HORIZONTAL LOGO PACKAGE

4 files in .EPS format (vector) in White, PMS colors, CMYK, Black/White]
3 files in .JPEG format- (Black/White,CMYK,RGB)
2 files in .PNG format for web use (White, and RGB)
1 file in .PDF format- (CMYK)

Total files: 10

TIBER VERTICAL LOGO PACKAGE

4 files in .EPS format (vector) in White, PMS colors, CMYK, Black/White]
3 files in .JPEG format- (Black/White,CMYK,RGB)
2 files in .PNG format for web use (White, and RGB)
1 file in .PDF format- (CMYK)

Total files: 10

TIBER LOGO COLORS



Tiber Navy

PMS: PANTONE 7546 C

CMYK: c:91 m:71 y:48 k:42

RGB: R:29 G:56 B:75

#1E384B

TIBER "T" ICON

1 file in .EPS format (vector) in RGB

2 files in .PNG format for web use (White, and RGB)

Total files: 3

TIBER LOGO FONTS

Primary Font:

Portrait Medium for the word: "TIBER"

Uppercase Gotham Light for the word: "HEALTH"



BRAND STYLESHEET

TIBER COLOR PALETTE

Highlighter Lime
#CFDB00

Current Teal
#00ACBD

Tiber Navy
#1E384B

Vitruvian Grey
#99A5AD

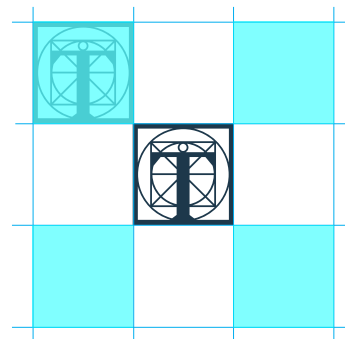
Marble
#F2F2F2



Primary Brand Color

SPACING & ALIGNMENT

Leave at least the space of one "T" icon between the logo and other logos / visual elements





BRAND STYLESHEET

DO'S AND DON'T'S

DON'T change the colors of the logo or use different colors for elements.



DON'T give the logo a 90's drop shadow!



DON'T use the color version of the logo over photos



DON'T attempt to reproduce the logo using Portrait Medium or a different font. The Portrait Font has been customized for purpose of this brand and will **not** yield the same the design by type-setting alone.



DO'S

DON'T distort, stretch or crop parts of the logo! Please!



DO use the WHITE version of the logo over photos, make sure the photo is not too light.



DON'T outline the logo icon or letterforms.



DO use the black and white version for faxes and photocopy-prone documents.

