Style Guide

COLOR GUIDE

#F2D021 #D9AA1E #DA831A #A66009

HEX #36B6AA | 3258 C

HEX #1E8FA2 | 315 C

HEX #BCC453 | 585 C

#005E7A | 7707 C

#4D2A7E | 267 C

#14158F | 2738 C

LOGO VARIATIONS

Primary (Circular)

Secondary (Horizontal)

Alternate (Stacked)

TYPOGRAPHY

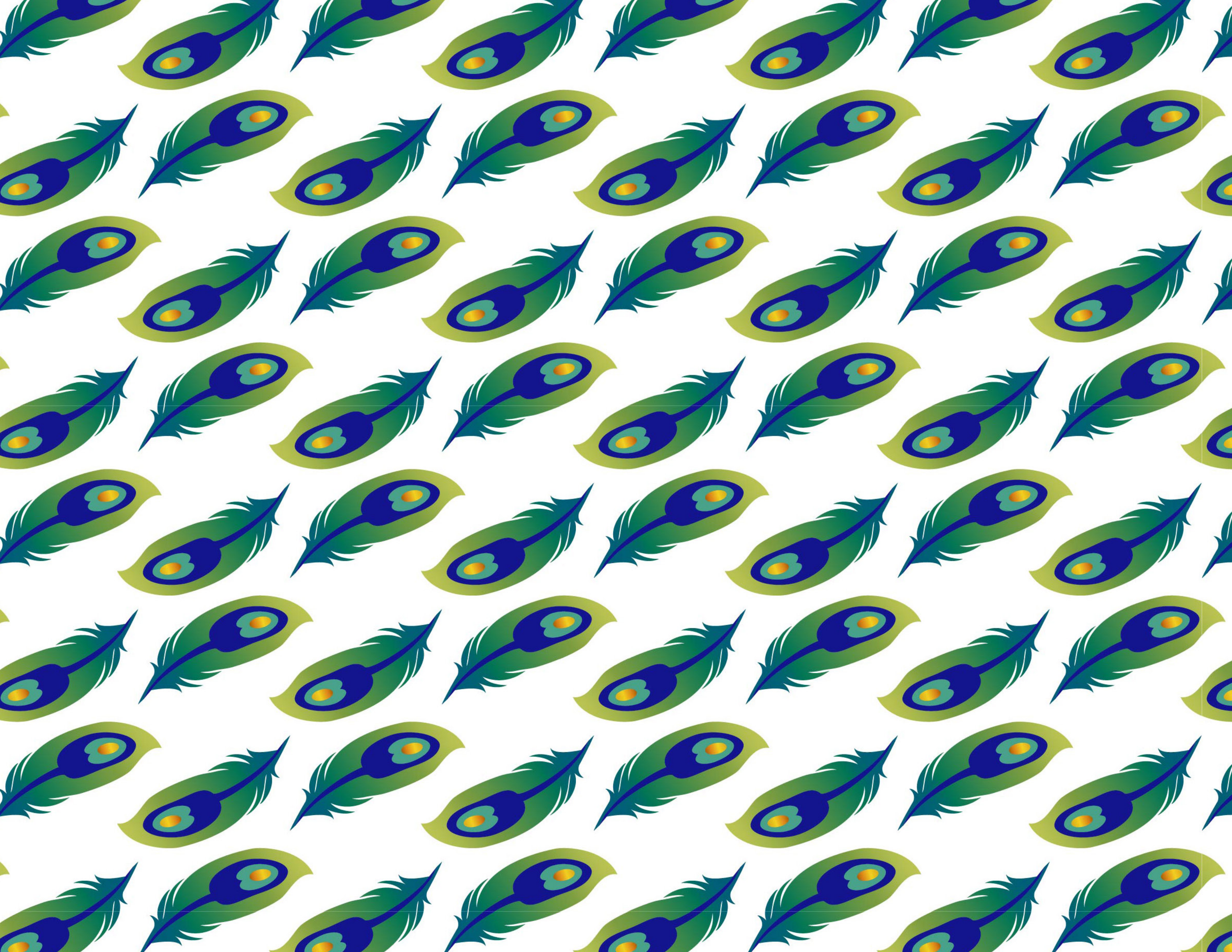
The Headline	The Subheadline	Body copy
Aa	Aa	Aa
Pinyon Script	Barlow Medium	Barlow Regular

LOGO LAYOUTS

Never change the color of the logo.

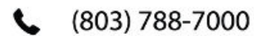
Never change, stretch, or distort the form of the logo.

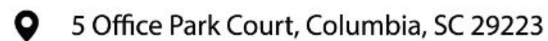
Never place the logo on a busy or distracting backgorund.



BUSINESS CARD

Mallory Scott DMD, MSD
Orthodontist





LETTER HEAD

(803) 788-7000 IndigoSmiles.com
4233 Devine Street, Columbia, SC 29205
5 Office Park Court, Columbia, SC 29223

MM/DD/YY

Dear Patient

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Mallory Scott DMD, MSD
Orthodontist

REFERRAL PAD

Mallory Scott DMD, MSD

(803) 788-7000 IndigoSmiles.com
4233 Devine Street, Columbia, SC 29205
5 Office Park Court, Columbia, SC 29223

Patient Name ______________________ **Date** __________

Date of Birth ____________ **Referred by** ______________

Areas of Concern:

- ☐ Crowding
- ☐ Openbite
- ☐ Impacted Teeth
- ☐ Overbite
- ☐ Early or Interceptive Treatment
- ☐ Spacing
- ☐ Crossbite
- ☐ Pre-prosthetics
- ☐ Overjet
- ☐ Missing Teeth
- ☐ Orthognatic Surgery
- ☐ Space Maintenance
- ☐ Other ______________

Dental History:

- ☐ Date of last cleaning and checkup __________
- ☐ Panoramic radiograph is available
- ☐ Restorative work needed

ENVELOPE