



PRYORHEALTH

PLASTIC SURGERY • MEDICAL SPA • WELLNESS • SKIN CARE

LOGO

The logo is the most important identifying factor of a brand—it should provide instant recognition, brand awareness and affinity. It is imperative that the appearance of the logo remains consistent.



THE LOGO

The full Pryor Health logo is comprised of our icon and wordmark. Combined, they provide instant brand recognition.

The icon is a beautiful mermaid ascending from the depths, transforming into the best version of herself.

Uncommon and elusive is her beauty. Uniquely herself in identity, she is strong and independent. Unburdened by her past, she rises with the confidence to face the future with the utmost confidence.

The wordmark utilizes Josefin Sans in Bold and Light for the brand name and Regular for the subheading.

This font is modern and progressive, with precise angles and symmetrical composition.



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LOGO VARIATIONS



LOGO SEALS



Use only the approved digital files. Do not attempt to redraw or recreate any element of the logo.

REVERSED LOGO

When the Inline Logo is used on top of the Pryor Health Fade Overlay or on top of branded photos, the white reversed version should always be used.



Use only the approved digital files. Do not attempt to redraw or recreate any element of the logo.

REVERSED LOGO SEAL

When the Seal Logo is used on top of the Pryor Health Fade Overlay or on top of branded photos, the white reversed version should always be used.



Use only the approved digital files. Do not attempt to redraw or recreate any element of the logo.

ONE COLOR LOGOS

The Pryor Health One-Color Logo should only be used when a single color is available to reproduce the logo, such as one-color printing or embroidery.



Use only the approved digital files. Do not attempt to redraw or recreate any element of the logo.

MONOCHROMATIC LOGOS

The Pryor Health Monochromatic Logo should only be used when there are no colors available to properly reproduce the logo, such as one-color black and white printing.



Use only the approved digital files. Do not attempt to redraw or recreate any element of the logo.

FADE & REVERSED ICON USE

The Pryor Health Fade and Reversed Icons may be used on their own to identify the brand within communications, both internally and externally.



Use only the approved digital files. Do not attempt to redraw or recreate any element of the logo.

ONE-COLOR & MONOCHROMATIC ICON USE

The Pryor Health One-Color and Monochromatic Icons may be used on their own to identify the brand within communications, both internally and externally.



Use only the approved digital files. Do not attempt to redraw or recreate any element of the logo.

INLINE LOGO CLEAR SPACE/SIZE

Clear Space

Clear Space

In order to preserve the integrity of the various logos, it is important that no other type, logos, or other graphic elements infringe on their space. The minimum clear space around the Pryor Health Inline Logo is equivalent to 1/3 of the height of the logo.



Minimum Size

The minimum size of the Inline Logo for print applications is 1.5 inches wide. For digital applications, the minimum size is 170 pixels wide.

Minimum Size



Minimum print size 1.5 inches wide.

Minimum digital size 170 pixels wide.

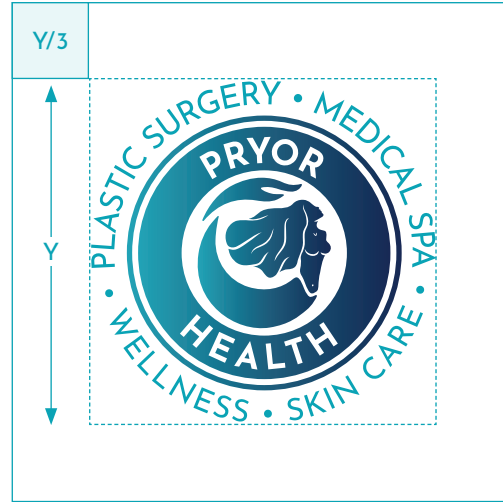
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LOGO SEAL CLEAR SPACE/SIZE

Clear Space

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In order to preserve the integrity of the various logos, it is important that no other type, logos, or other graphic elements infringe on their space. The minimum clear space around the Pryor Health Seal Logo is equivalent to 1/3 of the height of the logo.



Minimum Size

The minimum size of the Seal Logo for print applications is 1 inch. For digital applications, the minimum size is 120 pixels wide.

Minimum Size



Minimum print size 1 inch wide.
Minimum digital size 120 pixels wide.

Use only the approved digital files. Do not attempt to redraw or recreate any element of the logo.

LOGO MISUSE

The Inline Logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.



NO
Do not use the wordmark by itself without the accompanying icon.



NO
Do not change the appearance of the logo into two different colors.



NO
Do not apply a gradient to the logo, icon or wordmark.



NO
Do not change the logo color or tone outside of what is specified in the color section of this guide.



NO
Do not stroke, outline or create a keyline around the logo.



NO
Do not change the typeface or otherwise recreate the wordmark. Only use the provided files.



NO
Do not transform, distort or warp the logo in any way.



NO
Do not rotate the logo.



NO
Do not add drop shadows to the logo for contrast or any other reason.

LOGO MISUSE

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Do not add drop shadows to the logo for contrast or any other reason.

COLOR

Color is one of the most important and identifying aspects of a brand. Consistency is key.



COLOR PALETTE

Studies show that color alone can increase brand recognition and affinity by 80%. Pryor Health's colors are vital in keeping the brand recognizable and consistent across all channels.

Pryor Health Fade

The Pryor Health Fade is comprised of two colors fading into each other. These two colors are called Pryor Health Teal and Pryor Health Blue.

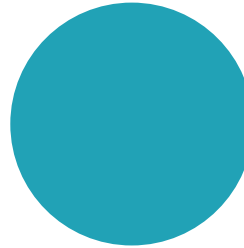
Pryor Health Blue

Pryor Health Blue is the primary color used, as in the brand name from the logo and for main headlines.

Pryor Health Teal

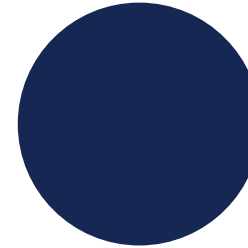
Pryor Health Teal is the secondary color used, as in the sub-brand name from the logo and for and sub titles.

Pryor Health Teal



HEX: #10a3b6
C77 M16 Y26 K0
PANTONE: 7710

Pryor Health Blue



HEX: #002a59
C100 M90 Y35 K35
PANTONE: 2768



Pryor Health Fade

TYPE

The fonts used within a brand serve an important purpose for visual recognition as well as implying style and tone.



TYPE

Josefin Sans Bold

We use Josefin Sans Bold in ALL CAPS as our primary typeface for headlines—the same font the logo is based on.

Josefin Sans Regular

We use Josefin Sans Regular in ALL CAPS for smaller headlines and short statements such as the sub-brand.

Josefin Sans Light

We use Josefin Sans Light in ALL CAPS for the secondary word “HEALTH” in the inline logo only.

DON'T

The word “Pryor Health” is never to be typed using all caps unless the text where it appears is in all caps “PRYOR HEALTH.”

Josefin Sans Bold 40pt

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$\$%

Josefin Sans Regular 20pt

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$\$%

Josefin Sans Light 20pt

ABCDEFGHIJKLMN
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1234567890!@#\$\$%

BRAND IMAGERY

Captivating photographs are one of the strongest ways to instantly connect with new and existing customers and bring about brand affinity and awareness.

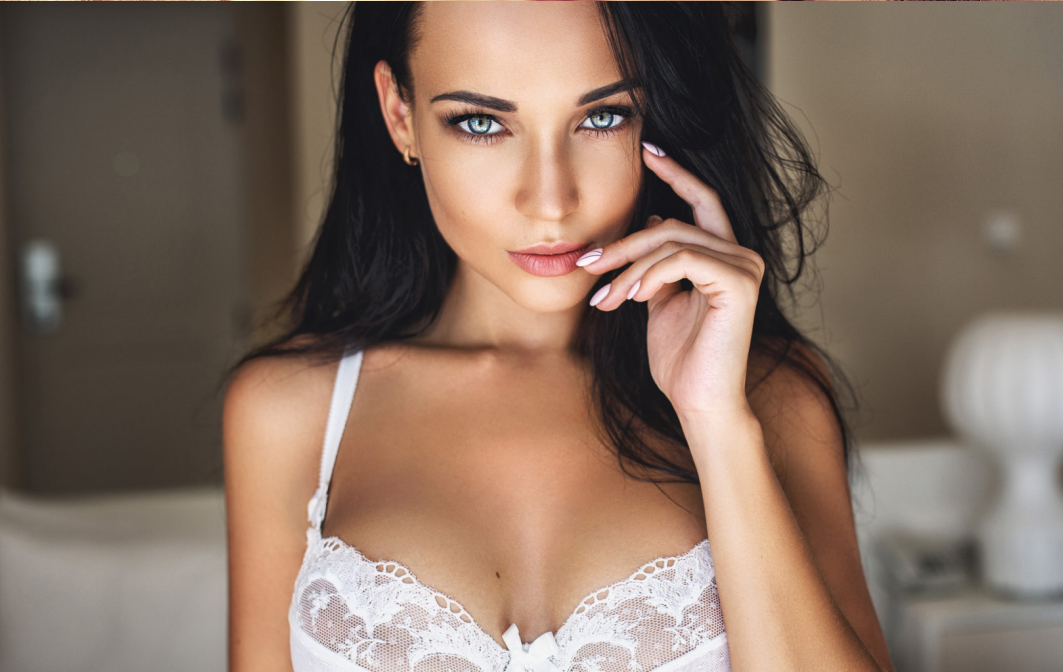














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EMAIL SIGNATURE

Unified email signatures are an essential way to maintain brand communication and ensure the right information is given to anyone who receives emails from us.

Landon Pryor, MD FACS | Founder & Plastic Surgeon
815.977.4403 | lprior@pryorhealth.com



*Privacy Notice

PRINTED ASSETS

LANDON PRYOR, MD FACS

Founder & Plastic Surgeon

815.977.4403

lprior@pryorhealth.com

www.pryorhealth.com



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LONDON PRYOR, MD FACS
 Founder & Plastic Surgeon

815.977.4403
 lpryor@pryorhealth.com
 www.pryorhealth.com



Tibusam
 etur, nesequati no

www.pryorhealth.com | info@pryorhealth.com
 O: 815.977.4403 | F: 815.977.5796
 5995 Spring Creek Rd., Rockford, IL 61114

IN-HOUSE UNIFORMS

Another key way to further establish brand presence is in the uniform colors. Bright and bold, colorful and confident—constant, subliminal brand reinforcement.



COLORS

There is the possibility to have multiple color uniforms utilizing the Pryor Health Blue and the Pryor Health Teal.

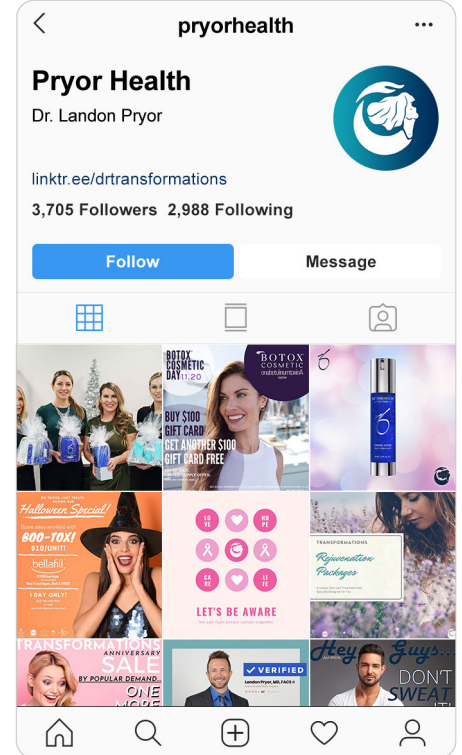
White versions are shown as an alternative and could best be used by doctors, aestheticians and nurse practitioners.



SOCIAL MEDIA



PROFILE PICS



PROFILE HEADERS



The image shows a Facebook profile header for 'Pryor Health'. The header features a circular profile picture on the left, a large cover photo on the right, and a navigation menu on the left. The cover photo is a close-up of a woman's face with the Pryor Health logo and text overlaid. The navigation menu includes 'Home', 'Shop', 'About', 'Photos', 'Video', 'Posts', and 'Events'. The cover photo area includes a 'Like' button, 'Follow' button, 'Share' button, and a 'Contact Us' button. Below the cover photo is a 'Create Post' section with a text input field and a 'Write a post...' prompt. On the right side, there is a 'Community' section with a 'See All' link and statistics for likes and follows.

Pryor Health
@pryorhealth

Home

- Shop
- About
- Photos
- Video
- Posts
- Events

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Like Follow Share ...

Contact Us

Create Post


Write a post...

Community [See All](#)

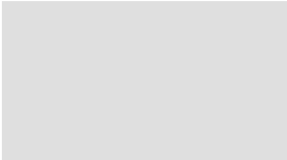
- Invite your friends to like this Page
- 2,698 people like this
- 1,542 people follow this

PROFILE HEADERS

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**Pryor Health**
1,240 subscribers SUBSCRIBED 1.2K 🔔

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Video title line one, title line two and, this is line three...
Name · 2.1K views · 20 minutes ago
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Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus...

RELATED CHANNELS

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-  **Name**
[SUBSCRIBE](#)
-  **Name**
[SUBSCRIBE](#)

Uploads ▶ [PLAY ALL](#)

