



Brand Identity Standards Guide

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Section 1: Brand Identity



1.1 Corporate Logo

Primary Logo & Icon

The Dermira logo & icon lies at the heart of our identity. Each mark telegraphs the essence of our brand in visual form. Its dynamic nature establishes our new tonality, anchoring our look and feel.



Primary Logo



Icon



1.2 Logo Clear Space

Clear Space

Clear space requirements are provided to preserve the integrity of the Dermira logo. Clear space is the area immediately surrounding it.

This area must remain clear of elements that might compromise logo legibility. No graphics, type, photography or illustrations should violate the clear space.

The “O” (degree) provides the basic measurement of the proportion system that determines the clear space.



Minimum Size

To ensure it's legible, the logo must be used in printed and electronic media at a height no smaller than 0.21" or 20 pixels.



HELPFUL HINT:

What's the best resolution?

At 100% Size	dpi (dots per inch)
High Quality Print	300 dpi
Online and Monitor Viewing	72–96 dpi

1.3 Incorrect Logo Usage

The logo must be used as provided by Dermira with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.



1. Do not change the colors.



2. Do not isolate parts of the logo.



3. Do not stretch or alter its proportions any which way.



4. Do not attach text or graphics to create a new logo.



5. Do not crowd the it with content.



6. Do not apply a visual effect, including, but not limited to drop shadows and animations.



7. Do not place it on a complex, textured or patterned background that makes it difficult to see.



8. Do not use the logo text by itself.

1.4 Colors

Primary Palette Starry Night



PRINT	SCREEN DISPLAY
PMS: 7698 C	RGB: 65/116/160
CMYK: 86/52/33/9	HEX: #41748d

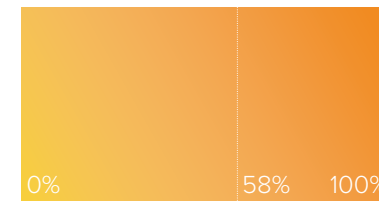


PRINT	SCREEN DISPLAY
PMS: 144 C	RGB: 237/139/0
CMYK: 4/48/90/0	HEX: #f38b00



PRINT	SCREEN DISPLAY
PMS: 129 C	RGB: 243/208/62
CMYK: 1/13/72/0	HEX: #f3d03e

Primary Gradient



Secondary Palette



PRINT	SCREEN DISPLAY
PMS: 7527 C	RGB: 214/210/196
CMYK: 15/13/21/0	HEX: #d6d2c4



PRINT	SCREEN DISPLAY
PMS: 2218 C	RGB: 114/176/189
CMYK: 56/16/23/0	HEX: #71afbc



PRINT	SCREEN DISPLAY
PMS: 424 C	RGB: 11/115/114
CMYK: 57/47/48/14	HEX: #717271

NOTE: If you're printing this page in-house, beware: color accuracy can vary greatly from printer to printer (just as it does from screen to screen). Don't make any color decisions based on a potentially unfaithful color printout.

1.5 Typography

For Corporate Collateral

Preferred basic text font for use in all applications.

Proxima Nova Font Family

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For Website & Campaign

Preferred font for use in top level headlines and all website HTML text.

Work Sans Font Family

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

System Font

For use when the preferred fonts (Proxima Nova, Work Sans) cannot be used and in the Microsoft Office Suite (Word, PowerPoint) and some screen-only cases.

Arial Font Family

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Contact

For more questions and information on the proper use of the Dermira identity, please contact:

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