



LEWISBURG

ORTHODONTIC
ASSOCIATES

Style Guide | 2024

LOGO VARIATIONS



Circular



ORTHODONTIC
ASSOCIATES

Primary



LEWISBURG ORTHODONTIC
ASSOCIATES

Alternative



Secondary



Brandmark

TYPOGRAPHY AND ASSETS

Instrument Sans Bold

Primary Font | Headline



Instruments Sans Medium

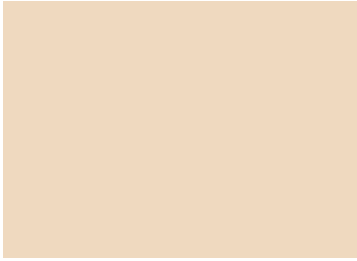
Secondary Font | Subheadline

Varela Round Regular

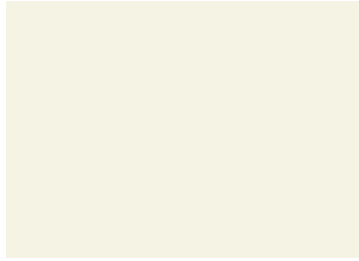
Complementary Font | Body copy



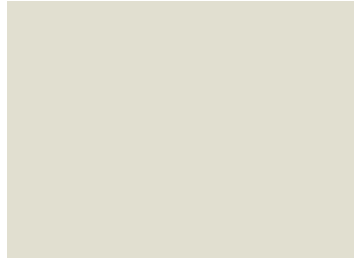
COLOR PALETTE



#efd9c0



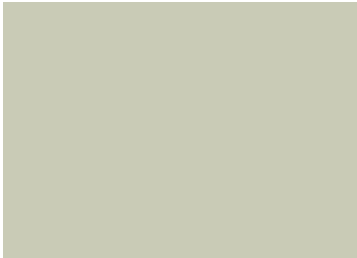
#f4f1e1



#e2dfdo



#1f4f37



#c9ccb6



#gfb7ba



#383838

