

SoWA

ORTHODONTICS

LOGO VARIATIONS



SoWA
ORTHODONTICS

The horizontal logo variation features the word 'SoWA' in a large, bold, sans-serif font. The 'So' is orange and the 'WA' is dark blue. A small, light blue semi-circle is positioned inside the 'o'. Below 'SoWA', the word 'ORTHODONTICS' is written in a smaller, orange, all-caps, sans-serif font.

Horizontal



SoWA
ORTHODONTICS

The stacked logo variation features the word 'SoWA' in a large, bold, sans-serif font. The 'So' is orange and the 'WA' is dark blue. A small, light blue semi-circle is positioned inside the 'o'. The word 'ORTHODONTICS' is written in a smaller, orange, all-caps, sans-serif font, arched over the top of 'SoWA'.

Stacked



SoWA

The wordmark (icon) logo variation features the word 'SoWA' in a large, bold, sans-serif font. The 'So' is orange and the 'WA' is dark blue. A small, light blue semi-circle is positioned inside the 'o'.

Wordmark (Icon)



So
WA

The alternate logo variation features the word 'SoWA' in a large, bold, sans-serif font. The 'So' is orange and the 'WA' is dark blue. A small, light blue semi-circle is positioned inside the 'o'.

Alternate



SoWA
ORTHODONTICS

A mockup of the horizontal logo variation. The logo is printed on a white card, which is placed on a solid orange background. The card is slightly tilted, and the logo is centered on its surface.

TYPOGRAPHY AND ASSETS

DM Serif Text

Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Font

Poppins SemiBold

Subheadline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font

Poppins Regular

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Complementary Font



COLOR PALETTE

#DB8361

#DD7861

#4C5F61

#EDD2C0

#A4D1DB

#93A9A0

PANTONE®
486 C

PANTONE®
7416 C

PANTONE®
7545 C

PANTONE®
719 C

PANTONE®
629 C

PANTONE®
5635 C

BRAND APPLICATIONS



OFFICE PHOTOS



