MOUNTAIN VIEW ORTHODONTICS

Style Guide | 2025

LOGO VARIATIONS

MOUNTAIN VIEW
ORTHODONTICS

Secondary

MOUNTAIN VIEW
ORTHODONTICS

Black & White

MOUNTAIN VIEW
ORTHODONTICS

Primary

MOUNTAIN VIEW
ORTHODONTICS

Alternative

Brandmark

TYPOGRAPHY AND ASSETS

Amaranth

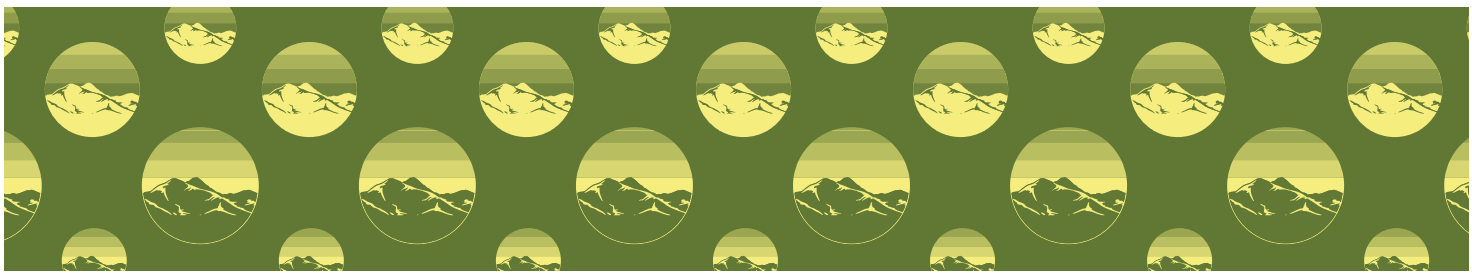
Primary Font | Headline

Lato Bold Italic

Secondary Font | Subheadline

Lato Regular

Complementary Font | Body copy



COLOR PALETTE

#f6892e | 715 C

#f89e55 | 804 C

#f4d07f | 7403 C

#f6ef7e | 393 C

#617834 | 5763 C

#949599 | Cool Gray C