



Logo Application Guidelines
2/4/16

All electronic files can be downloaded at:
www.ptpracticepro.com/art

Practice Pro™

Logo Application Guidelines

The logos

The main logo should be used whenever possible. The condensed version is to be used where horizontal space or visual prominence are issues.

Main logo



Condensed logo



Practice Pro™

Logo Application Guidelines

The Practice Pro Logo

The Practice Pro™ logo should be reproduced from the original electronic files or the samples in this book only. The original electronic files should be placed on a master CD, web directory or other reliable read-only media for general usage.

The logo should be used as a mark only and never to replace the words “practice pro” in body or headline copy.

Trademark

The issue of ownership of a mark is an important one for your business. Generally copyright is established at the time the mark is created. To further protect our mark from infringement or misappropriation, it should always be displayed with the Trademark (tm) symbol accompanying it. The Trademark serves as a notice of claim of ownership, and when properly documented, helps establish first use.

We recommend using the Trademark on all future logo applications. If you so choose to formally register the logo with the U.S. Patent and Trademark Office, the trademark would then change to a Registered mark (®).

Practice Pro™

Logo Application Guidelines

The Practice Pro Logo

The Practice pro logo contains a mark with 9 squares. The color sequence should always remain the same as the original.

The Slogan

In the words “PRACTICE PRO” the type consists of the Myriad Pro typeface, semibold, in small caps treatment. In the slogan, “The Total Practice Solution” the type consists of Myriad Pro regular. The second part of the slogan “| For Success” consists of Myriad Pro Semibold Italic, both parts of the slogan are set in standard ‘Title Caps upper and lowercase treatment where the first letter of each word is capital.

Logo Typestyles and Typefaces

Myriad Pro is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly for Adobe Systems. The typeface is best known for its usage by Apple, Inc. replacing Apple Garamond as Apple’s corporate font since 2002. Myriad is easily distinguished from other sans-serif fonts due to its special “y” descender (tail) and slanting “e” cut.

You can reasonably expect other graphic agencies or designers to have the Myriad font families.

When using other type with the logo such as on business systems and signage, the acceptable typefaces are any font from the Myriad family, including light, regular, condensed, italic, bold and semi-bold faces. The font was chosen for its’ classic and simple appeal and because it is distinctly simple and clean.

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Semi Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Bold Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ - Myriad Pro Bold Italic

Practice Pro™ Display Ad Guidelines

Acceptable Typestyles

In order to achieve a consistent image and to build brand awareness of Practice Pro™, all display advertisements should follow these basic guidelines.

All advertisements will use the brand. The Myriad Pro family of typestyles will be used. This may include light, regular, condensed, italic, bold and semi-bold faces.

This typestyle was chosen for its' classic and simple appeal, and because it's just slightly more playful than traditional Helvetica or Arial fonts.

Ad Type Layout

Major Heads: **Myriad Pro Bold**

Subheads: Myriad Pro

Body Copy: Myriad Pro

Practice Pro™

Display Ad Guidelines

Pointers

Body copy should always be set in Myriad Pro. The overall weight of the type will allow the elements that you do **set in Bold** to stand out. Never set an ad completely in bold as it is very difficult to read. Body copy should never be smaller than 8pt..

Headline copy should be set in at least 14pt. **Myriad Pro Bold.**

Here are some rules of thumb about when to use italic versus regular type. Think about what you're selling. Italic type has a tendency to look fast, exciting and full of life. When you want to catch someone's attention, the italic typeface lends itself well, as long as it's not over-used. Regular type has a more stable, established look. If you are advertising something very serious in message or concept, you will probably want a more serious-looking typestyle, and therefore avoid italics.

Attention Getters

Reversing type is a good way to draw attention to a certain element. But you should always reverse type that is bold. If the ad is to appear in newsprint or a newspaper, keep in mind that newsprint does not accept large areas of pure black ink very well. The paper is too porous. It would be best to keep reverses to a minimum, using them just as an element to highlight specific information.

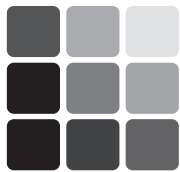
About negative space (aka white space): Less copy and fewer elements is definitely more—especially in a newspaper or other news journals. If you look at more publications, trade magazines, or newspaper, there tends to be a lot of information and graphics. To achieve an ad that really stands out, you need to use negative space effectively. A message or graphic with a lot of negative space around it tends to draw the eye inward, and makes the viewer want to focus on the center piece.

Full Color or
four-color process



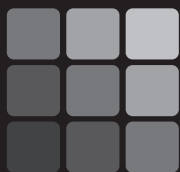
PRACTICE PROTM
The Total Practice Solution | *For Success*

Grayscale
or newsprint



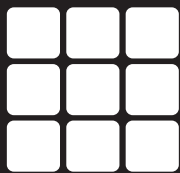
PRACTICE PROTM
The Total Practice Solution | *For Success*

Grayscale
or newsprint
in reverse.



PRACTICE PROTM
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Black-and-white
or spot color
in reverse.




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Practice Pro™


Logo Application Guidelines

Negative Space

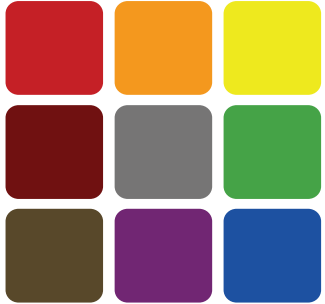
Below, the pink shaded areas indicate the minimum required negative space around the logo. Nothing should infringe the negative space around the logo, including page edges, booklet gutters, etc.

 = negative space (white space)



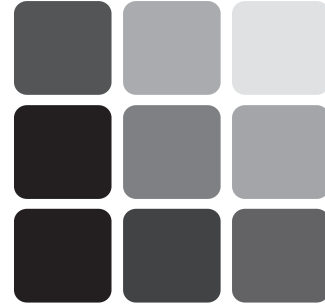
SPACERS: T 

Full Color or
four-color process



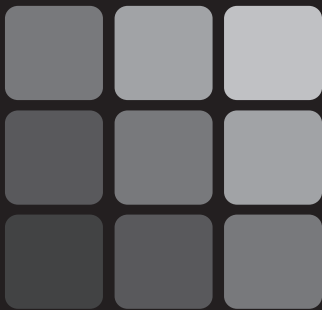
PRACTICE PROTM
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Grayscale
or newsprint



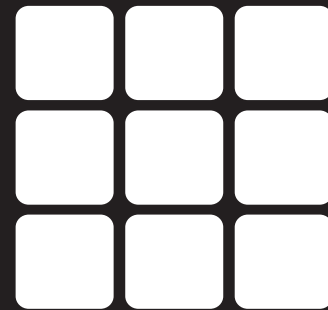
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Grayscale
or newsprint
in reverse.



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Black-and-white
or spot color
in reverse.




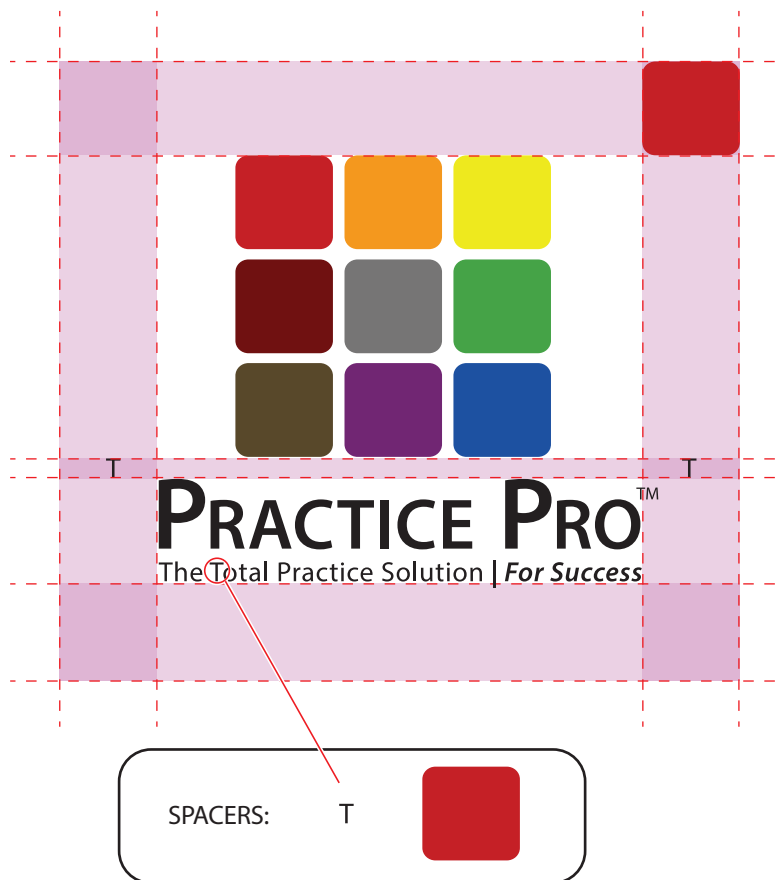
PRACTICE PROTM
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Practice Pro™ Logo Application Guidelines

Negative Space

Below, the pink shaded areas indicate the minimum required negative space around the logo. Nothing should infringe the negative space around the logo, including page edges, booklet gutters, etc.

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Practice Pro™ Logo Application Guidelines

Improper Treatment

The logo should be displayed on a white background when possible. Black backgrounds are acceptable, yet not preferential. The logo should always be displayed without any changes, embellishments or graphic treatments. Do not apply any effects to the logo.

Below are some examples of improper and unacceptable logo treatments.





www.ptpracticepro.com