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1. Colour

Main Palette

- **RGB 5195 222**
  - CMYK: 68 0 13 0
  - #05C3DE

- **RGB 33 196 102**
  - CMYK: 72 0 82 0
  - #21C466

- **RGB 253 198 19**
  - CMYK: 1 22 98 0
  - #FDC613

- **RGB 208 38 30**
  - CMYK: 12 98 100 3
  - #D26E

- **RGB 230 53 123**
  - CMYK: 3 93 22 0
  - #E6357B

Secondary Palette

- **RGB 51 17 0**
  - CMYK: 50 78 79 75

- **RGB 227 99 104**
  - CMYK: 67 65 77 0

- **RGB 227 97 85**
  - CMYK: 67 65 77 0

- **RGB 253 111 68**
  - CMYK: 71 78 0

- **RGB 256 185 137**
  - CMYK: 8 15 47 0

- **RGB 241 153 104**
  - CMYK: 24 63 0

- **RGB 246 181 187**
  - CMYK: 35 14 0

- **RGB 249 219 209**
  - CMYK: 15 13 0
2. Typeface

Mikado
by Hannes von Döhren

Alternate letters, ligatures, arrows, fractions and an extended character set to support Central and Eastern European as well as Western European Languages.

abcdefghijk
Imnñnopqrstuvwxyz

!@#áñ/&*(_?-->.

ABC1234567890
The base grid for the logo construction.
4. Scale + Proportions

Logo scale, proportions and protective space for the horizontal and vertical versions.

Minimum sizing.
BAED and Doctors of BC logo alignment.

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Isotype and logotype can be used independently for certain applications (see 8. Inspiration section).

5. Isotype + Logotype

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6. Versions

For background colours that blend with the logo, a white stroke should be used.
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7. Do’s + Don’ts

**Don’t** use the logo without the white stroke on black background or colours that blend with the isotype (Red/yellow/brown).

**Do’s**

When utilizing the logotype alone, choose from the five different colours from the main palette.

**Don’t** modify the colour of the type in this version. The text should be blue or white.
Don’t modify the position or proportions of the logo.

Don’t modify the layout of the isotype (kids faces).
Stickers with the isotype and logotype.

8. Inspiration

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Dear Mr. Patrick Higgins,