

DR. TIM RAUCH, DDS, INC.

BRANDING STYLE GUIDE

CREATED BY FOXXR, INC.



Logo Usage and Sizes



Website/Email Template logo
447x80



Email Signature logo
209x35



Dr. Tim Rauch, DDS
You Smile, We Smile

Social Media Logo
600x600

Fonts and Typography

Font family: Martel

Google font link:

<https://www.google.com/fonts/specimen/Martel>

Usage: Headings/title, subheadings

Grumpy wizards
make toxic brew for
the evil Queen and
Jack.

Extra-Light 200

Grumpy wizards make toxic brew for

Extra-Light 200

Font family: Pontano Sans

Google font link:

<https://www.google.com/fonts/specimen/Roboto>

Usage: subtitle, content, links, footer, text

Grumpy wizards make
toxic brew for the evil
Queen and Jack.

Thin 100

Grumpy wizards make toxic brew for the ev

Thin 100 Italic

Fonts and Typography

Heading
5.8rem or 58px

→ About Us

We do things a bit differently, and that's the way we like it!

Sub-heading
4.4rem or 44px

→ Our Team

Paragraph text
1.8rem/18px

Partim orba seductaque. Porrexerat mutata:
caelum viseret locoque rudis. Homini tollere
Occiduo onus origo zonae iapeto inminet nu
Deducite usu montibus igni tegit dixere cam
nulli.

→ Our Story



Color Palettes



#ff8403

Used in CTAs and form buttons



#7bcc01

Used in secondary background and links



#00ace4

Used as primary background and headings color



#000000

Used in content and normal text