



LOGO GUIDELINES

Main Logo

There are 2 logos for GEN EYE TCM. 1st is the logo that uses white solid color as the background and the 2nd is using gradient color background.



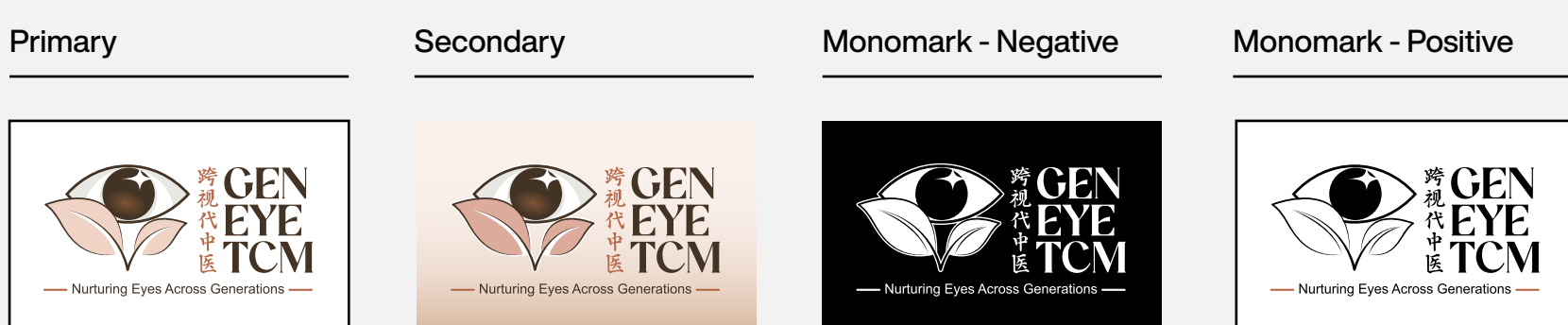
1st main logo on white.



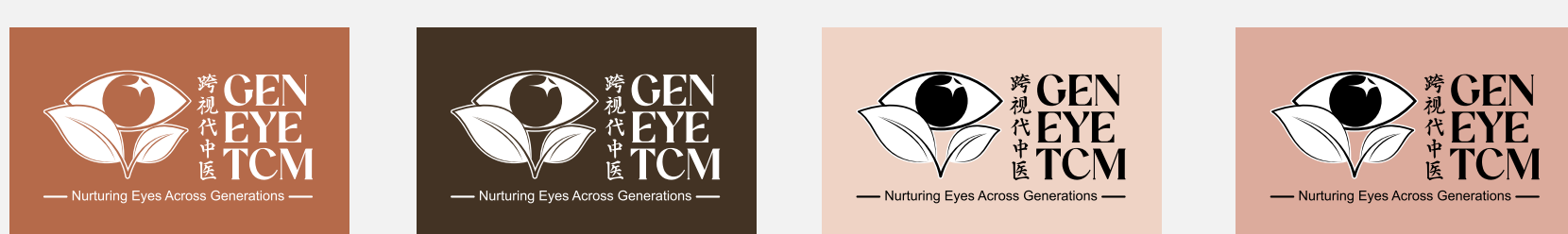
2nd logo on gradient color. Use this logo only using this gradient color as the background, don't change the color. It can be used as corporate sign, social media banner, name card, etc but don't modify. For the flexibility please use the logo on white.

Primary Logo Marks

There are 4 main logo options that can be used.



Monomark - Example Usage



Logo Variation



Logo Variation Monomark Example



Typeface & Font Usage

Aa
Meditative
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0123456789
!@#\$%^&*()-_+=
:;<.>?/~
The quick brown fox jumps over the lazy dog

Aa
Arial
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0123456789
!@#\$%^&*()-_+=
:;<.>?/~

汉仪新蒂语文体

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0123456789
!@#\$%^&*()-_+=
:;<.>?/~
The quick brown fox jumps over the lazy dog

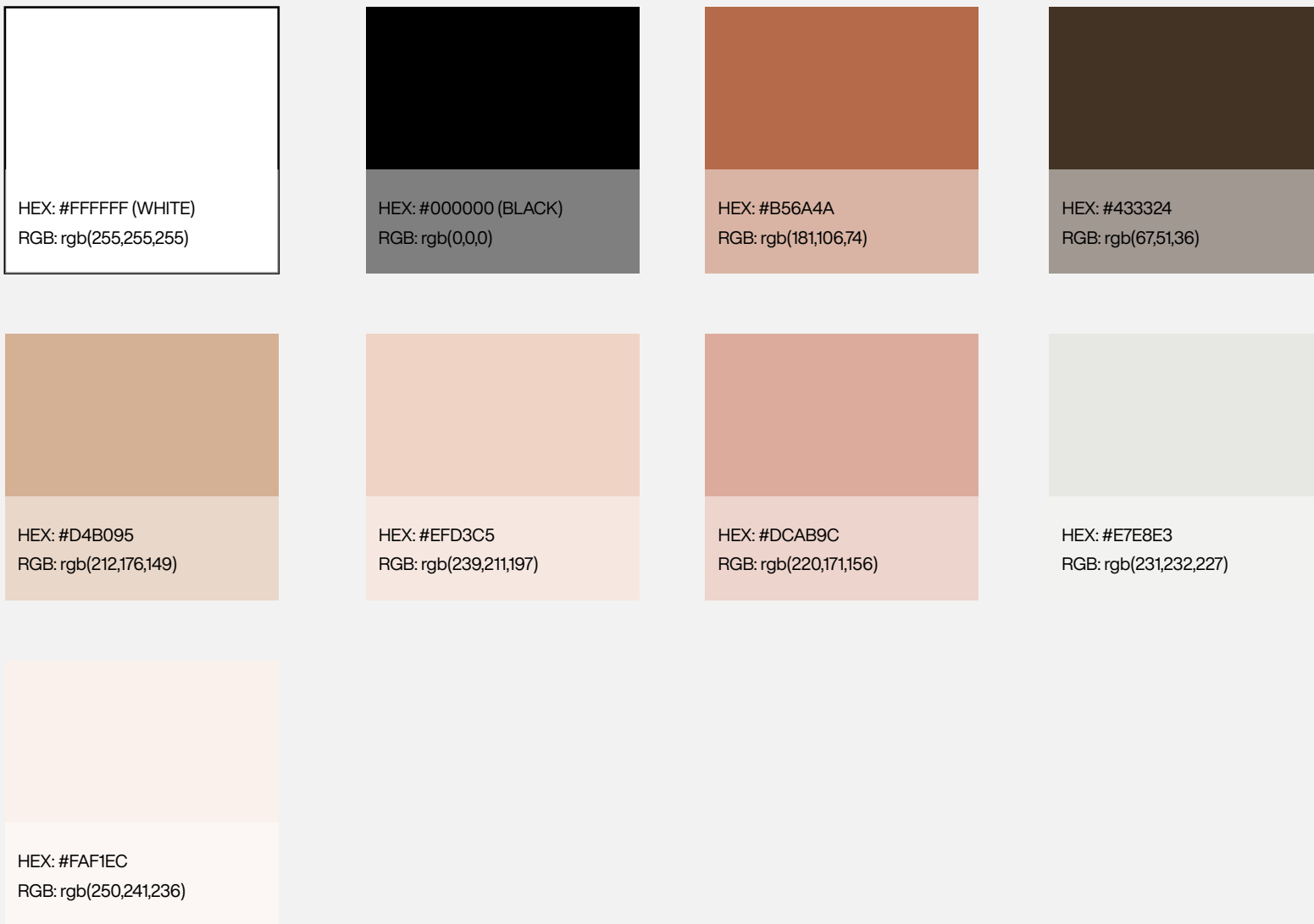
WORDMARK: **GEN EYE TCM** ————— Meditative Font
CHINESE TEXT: **跨视代中医** ————— 汉仪新蒂语文体
SLOGAN: Nurturing Eyes Across Generations ————— Arial Font

Typeface & Font Size

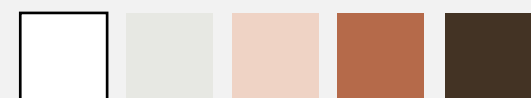


Above is the font size information, if need to adjust the size please adjust all the elements together (symbol and text to get the correct size ratio).

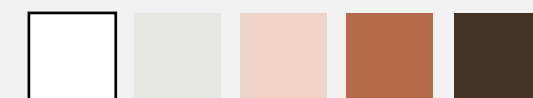
Brand Colors



Main Logo Colors:



Secondary Logo Colors:



Gradient Background Colors:

