

Welcome

BRAND GUIDELINES

Dr. Gajender
Ahlawat

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Logo
Intro

Dr. Gajender
Ahlawat

Dr. Gajender Ahlawat

BRAND GUIDE

03

Primary Variations

Regular

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Inverted

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Outline

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Inverted Black

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Breathing Space



Do &
Don't



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Colour Palette



HEX #2A58A8
RGB 42, 88, 168
CMYK 91, 73, 0, 0



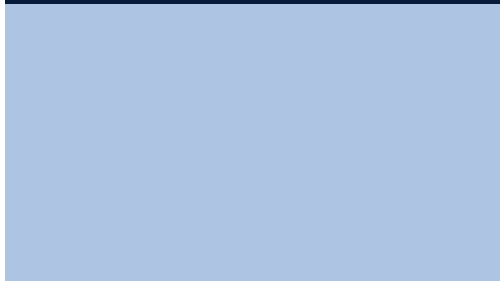
HEX #1D4589
RGB 29, 69, 137
CMYK 100, 85, 15, 3



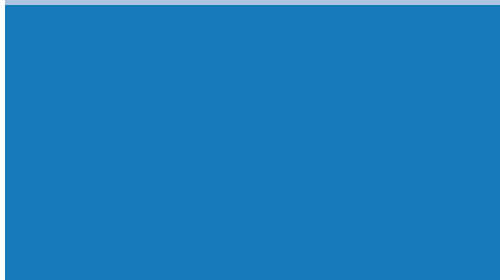
PRIMARY LOGO COLOUR



HEX #081E3C
RGB 8, 30, 60
CMYK 100, 87, 46, 43



HEX #AFC6E1
RGB 175, 198, 225
CMYK 30, 14, 2, 0



HEX #137BB7
RGB 19, 123, 183
CMYK 85, 45, 6, 0

Brand Fonts

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

3D
View

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Lets
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