



Per mentis
geðlækningar

BRAND IDENTITY | STYLE GUIDE

This document will provide the basic rules
for using our corporate identity when
creating any materials.

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A style guide (or manual of style) is a set of standards for the writing and design of documents, either for general use or for a specific publication, organization or field.

A style guide establishes and enforces style to improve communication. To do that, it ensures consistency within a document and across multiple documents and enforces best practice in usage and in language composition, visual composition, imagery and typography.

Most style guides are revised periodically to accommodate changes in conventions and usage. The frequency of updating and the revision control are determined by the subject matter.

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As the primary visual identifier for the company, the logo is used in all development, promotional, marketing and outreach materials including, but not limited to, print, apparel and online communications.

The logo is the instantly recognizable symbol and focal point of our brand. That's why it's so important to use the logo exactly as specified in these guidelines. Use only the provided files of the logo.

Our logo is a combination of the graphic element and wordmark. All logo elements should stay together to best represent our brand.

LOGO



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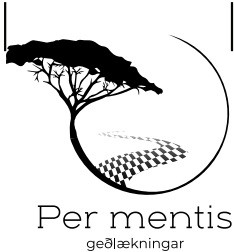
Sizing & Clear Spaces

The logo can be scaled only proportionally. Refer to the provided .ai files for the right ratio and dimensions. The minimum size of the logo should be not less than indicated here.

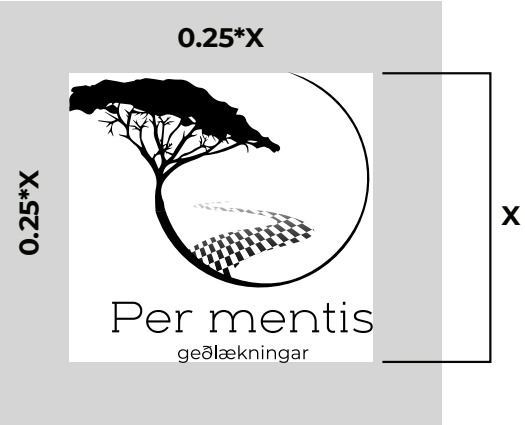
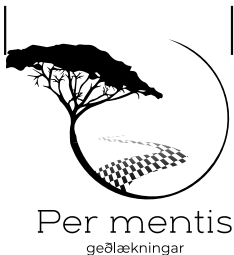
In order to give our logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. The distance of clearance should be equal to at least a quarter of the logo's height.

This gives the logo prominence and ensures that it will not be obscured or diminished by other surrounding elements.

1,18" / 30 MM (MIN. SIZE IN PRINT)



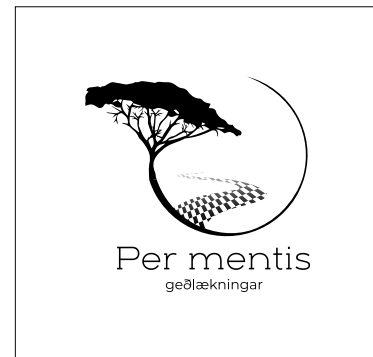
85PX (MIN. SIZE ONSCREEN)



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Acceptable Logo Usage

Always use the logo on white background. The logo should stay visible on the images. Try to place the logo on the most free area of the image. If the image is too busy and makes the logo unreadable use a solid white color plate behind the logo.



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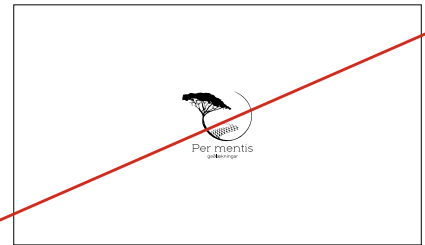
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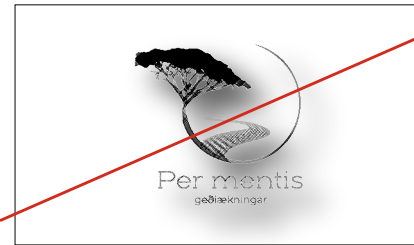
Improper Logo Usage

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

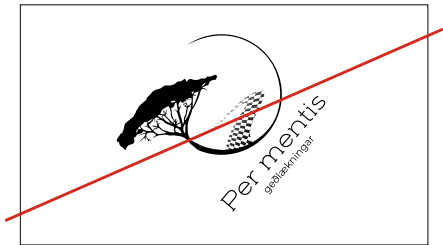
TOO SMALL



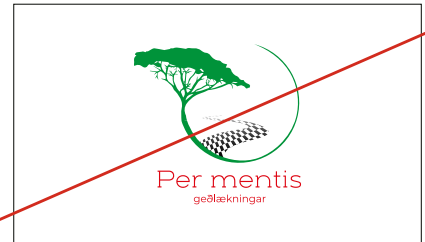
ADDED EFFECTS



ROTATION



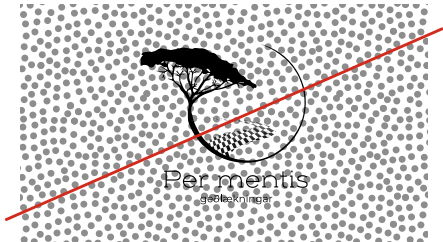
WRONG COLOR



DISPROPORTIONATE SCALING



ILLEGIBLE ON A BACKGROUND



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Primary Palette

Here are the colors that we use in our corporate materials. Using consistent colors in our visual communications across print and web strengthens our identity.

These are the key colors of our brand that we use for the logo and primary branding and design elements, color blocks, titles and other important elements.

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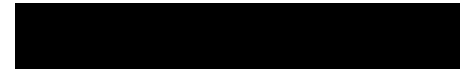
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C 0 R 255 G 255 B 255
HEX: #FFFFFF
M 0
Y 0
K 0 PANTONE:
none



C 60 R 0 G 0 B 0
HEX: #000000
M 50
Y 50
K 100 PANTONE:
Black 6 C

Secondary Palette

The following colors may be used to complement the primary palette. Consider their use for additional elements, secondary color blocks, backgrounds, infographics, color accents, highlights and auxiliary UI/UX elements.



| FOR WEB USE #EFF3F5 | FOR WEB USE #D6CEC5 | FOR WEB USE #C2C9C7 | FOR WEB USE #85929A | FOR WEB USE #4A5459 |
|---|--|--|---|---|
| Red 239 | Red 214 | Red 194 | Red 133 | Red 74 |
| Green 243 | Green 206 | Green 201 | Green 146 | Green 84 |
| Blue 245 | Blue 197 | Blue 199 | Blue 154 | Blue 89 |
| FOR PRINTING USE: C 8 M 3 Y 4 K 0 | FOR PRINTING USE: C 18 M 17 Y 22 K 1 | FOR PRINTING USE: C 28 M 16 Y 21 K 1 | FOR PRINTING USE: C 51 M 33 Y 31 K 11 | FOR PRINTING USE: C 68 M 51 Y 47 K 40 |

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Our font is pre-selected. Use this font for all corporate texts. Use different styles of the font for different parts of text and elements on website and printed materials. Our corporate typeface is Montserrat. Clean, distinctive and legible, it is available in a variety of weights.

Montserrat Bold _____
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? / " ' | **

Montserrat Light _____
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? / " ' | \

| | |
|----------------------------------|----------------------------------|
| Montserrat Regular _____ | Montserrat Medium _____ |
| abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| 1 2 3 4 5 6 7 8 9 0 | 1 2 3 4 5 6 7 8 9 0 |
| ! @ # \$ % ^ & * () ? / " ' \ | ! @ # \$ % ^ & * () ? / " ' \ |

Note: The font sizes mentioned here are not the strict instruction. They are put just to show the proportions between the different text elements in the layout.

H1

Montserrat Bold 24pt

H2

Montserrat Regular 14pt

Quote

Montserrat Medium 10pt

H3

MONTERRAT BOLD 8PT ALL CAPS

Text

Montserrat Light 12pt

Subtitle

Montserrat Bold 12pt

Menu

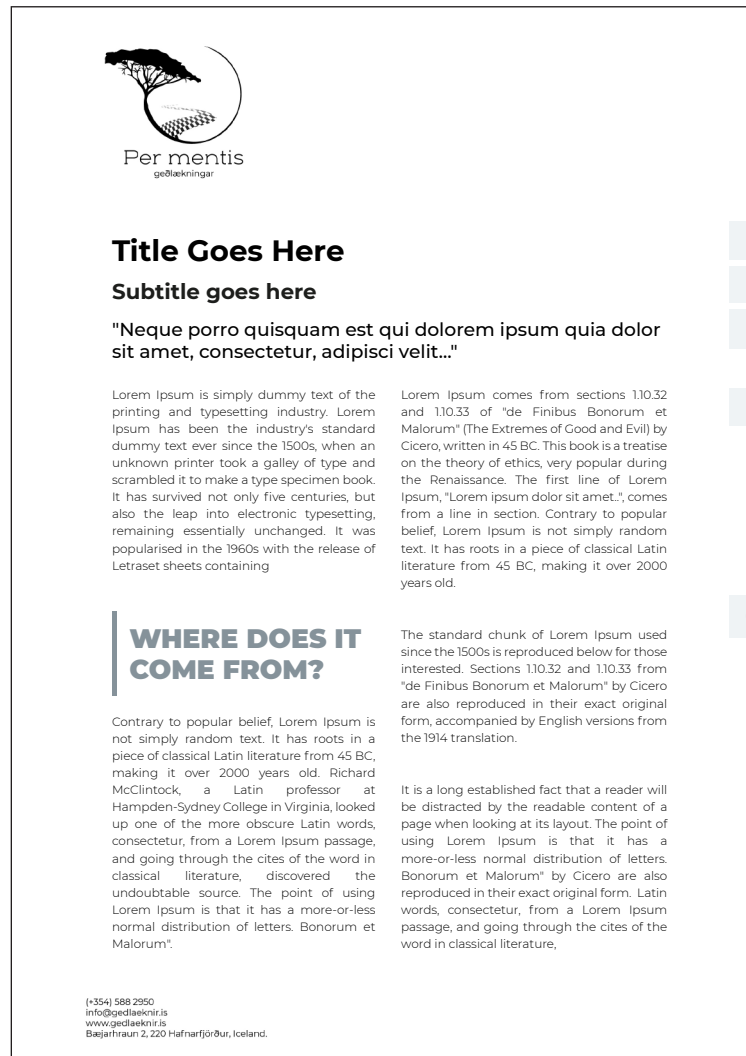
MONTERRAT MEDIUM 8PT ALL CAPS

Tag

MONTERRAT BLACK 10PT ALL CAPS

Article Structure

Here is an example of how the typography rules work in a sample article.



The sample article layout includes a logo at the top left, a main heading, a subtitle, a quote, two columns of Lorem Ipsum text, a section titled 'WHERE DOES IT COME FROM?', and contact information at the bottom.

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Title Goes Here

Subtitle goes here

"Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit..."

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing

Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet.", comes from a line in section. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

WHERE DOES IT COME FROM?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters. Bonorum et Malorum".

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters. Bonorum et Malorum" by Cicero are also reproduced in their exact original form. Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature,

(+354) 588 2950
info@gedlaekmir.is
www.gedlaekmir.is
Bæjarhraun 2, 220 Hafnarfjörður, Iceland.

Main Heading: Montserrat Bold 24 pt

Subtitle: Montserrat Bold 14 pt

Paragraph introduction: Montserrat Medium 14 pt

Paragraph: Montserrat Light 12 pt

Callout: Montserrat Black 20 pt All Caps

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Business Card

Our corporate materials were created in our corporate style and allow us to tell who we are. Please take a look at how all of the rules mentioned before apply to designs of our corporate materials.



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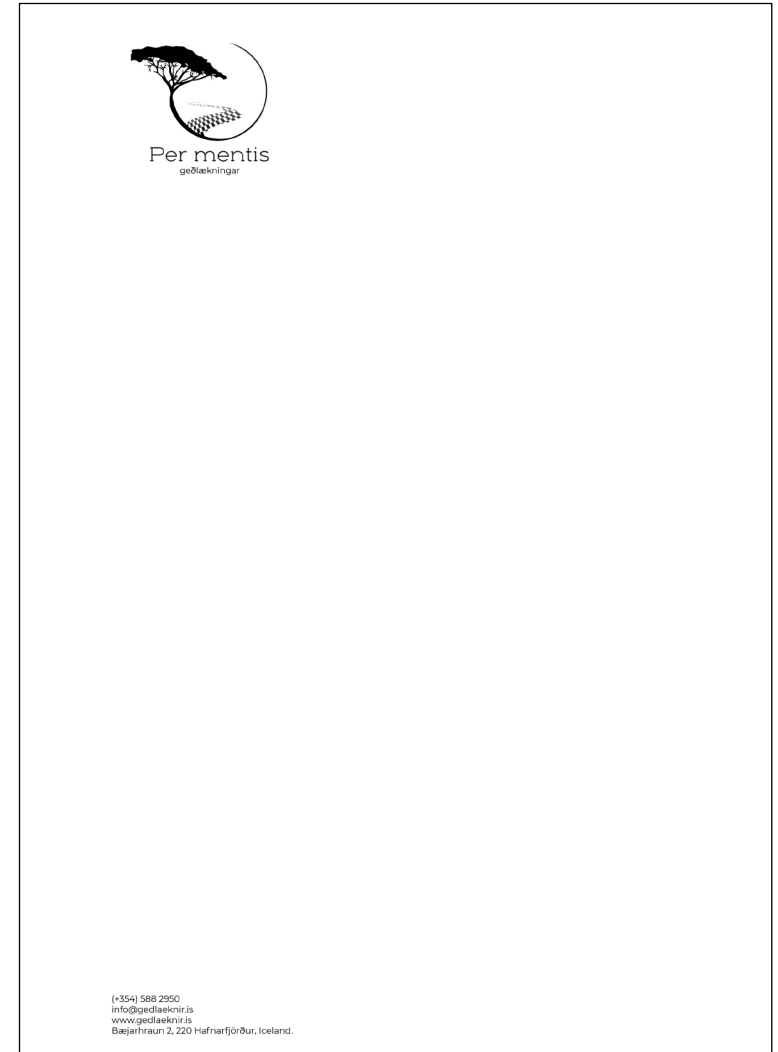
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Letterhead

All corporate materials should be very clean, clear and sharp.



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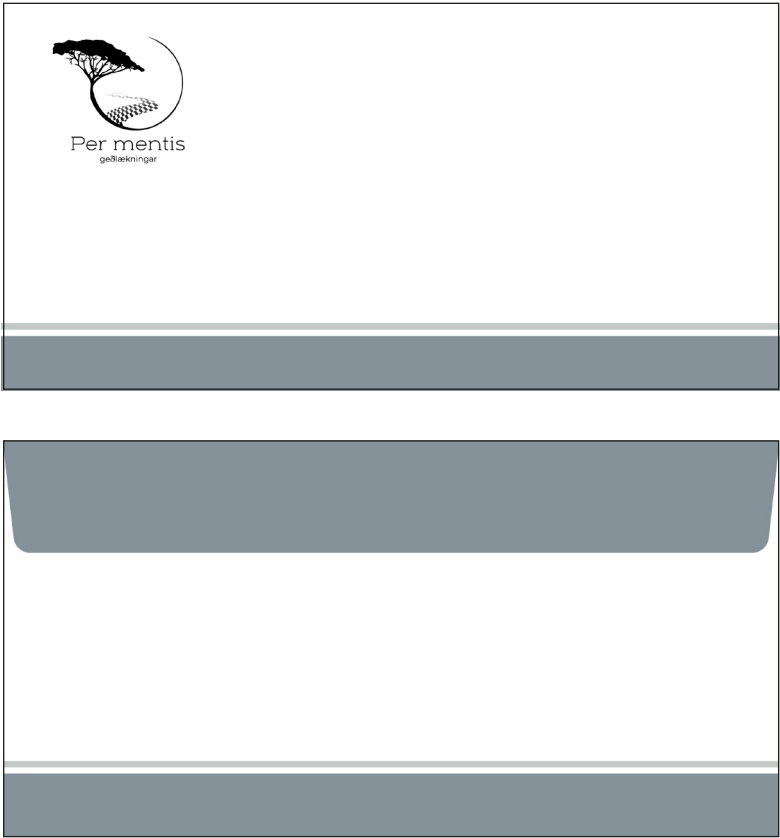
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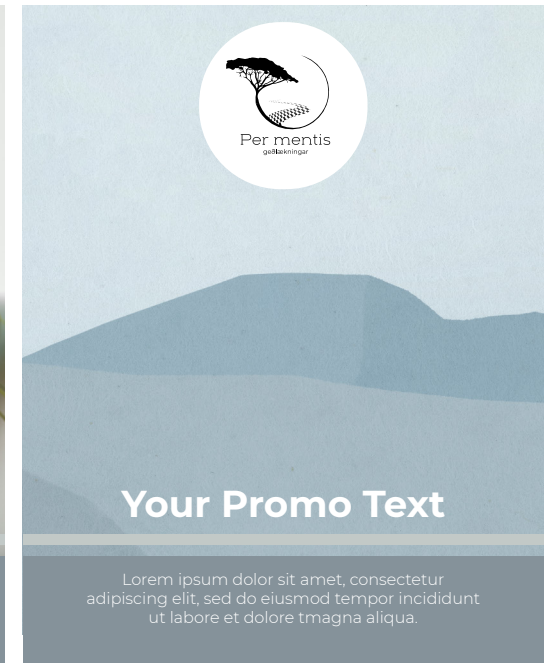
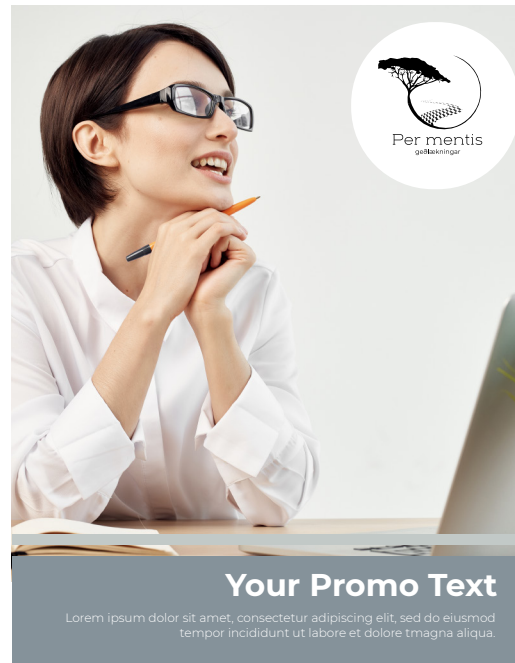
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Imagery

We prefer to use high quality photos, stock images and custom graphics that reflect what we are doing and related to our business. Always remember to respect copyrights for any images you select to be associated with the brand or to be used with our logo.

All the images can be used at their own or with our branding and logo. Ensure that logo and text on the picture are well seen and readable. See the examples of how we combine our branding with images.



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Corporate style and color rules apply to all texts, headers, tables, charts and diagrams. Use our presentation theme (.potx or .thmx file) to quickly prepare presentations since it has pre-defined color, font schemes and branding. All the same corporate colors and fonts are used in presentations.

The image displays a collection of 10 presentation slide thumbnails arranged in a grid. Each slide features a corporate logo in the top left corner and a 'CLICK TO EDIT' instruction with a subhead line placeholder. The slides include: a title slide with 'PRESENTATION NAME' and 'For: Customer Name'; a 2x2 grid of key titles with placeholder text; a list of 8 topics; a slide with a large image of a doctor and three circular callouts; a slide with a large image of a woman and a paragraph of placeholder text; a slide with a large image of a woman and a list of three bullet points; a slide with four circular images and four key titles; and a slide with four key titles in rounded rectangular boxes.

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