Logo

Primary Dr. Ida Rolf Institute Wordmark Logo (main logo for use on promotional materials both digital and print)

Dr. Ida Rolf Institute® Dr. Ida Rolf Institute

Dr. Ida Rolf Institute



Primary Dr. Ida Rolf Institute Wordmark Logo with Tagline

Dr. Ida Rolf Institute

We hold to higher standards

Dr. Ida Rolf Institute®
We hold to higher standards

Dr. Ida Rolf Institute®
We hold to higher standards



Logo Lockup with Little Boy Mark and Tagline (alternate logo which includes the little boy mark)









**If using a JPG file, please place over a white or black background or a primary branding color (listed below). Otherwise, please use PNG or EPS files to place over any colors of choice since their transparent backgrounds allow it.

Elements

Tagline

We hold to higher standards®

Typography



Neue Haas Grotesk Roman in sentence case for headlines

Neue Haas Grotesk Bold in sentence case for subheadings

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[Neue Haas Grotesk is a purchased typeface. Arial Regular may be used as an alternative typeface.]

Color Palette

Primary Colors (these are the brand hero colors)





CMYK 25/55/69/0 RGB 195/130/95 HEX #c3825f

CMYK 85/35/44/11 RGB 23/122/129 HEX #177a81

Secondary Colors (to be used as accent colors only)





CMYK 57/95/45/44 RGB 86/26/64 HEX #561a40

CMYK 100/0/11/84 RGB 0/54/72 HEX #003648





CMYK 22/0/13/0 RGB 197/230/224 HEX #c5e6e0

CMYK 50/40/20/100 (80%) RGB 0/0/7 HEX #000007

External Collateral

Business Cards







Graphic Pattern



Print





