ATREON
ORTHOPEDICS

BRAND GUIDELINES

ATREON ORTHOPEDICS Brand Guidelines ©2026

TABLE OF CONTENTS

02 Typography

03 Colors

04 Gradients

05 Logo Variations

08 Product Logos

09 Logo Usage

13 Imagery

14 Iconography

15 Shapes & Decorative

16 Contact Information

ATREON ORTHOPEDICS

TYPOGRAPHY (PRIMARY)

TITLE/H1 FONT

Print/Doc:28 px
Web:36 px

Letter Spacing: 0
Line Spacing: 1.25



H2	*H3*	H4	H5	H6
Print: 16px,	14px,	12px,	12px,	12px
Web: 28px,	26px,	24px,	22px,	20px



Body Copy
Print/Doc:12 px
Web:18 px



CENTURY GOTHIC SEMI-BOLD (All caps)

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

CENTURY GOTHIC BOLD (All caps)

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

Century Gothic Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

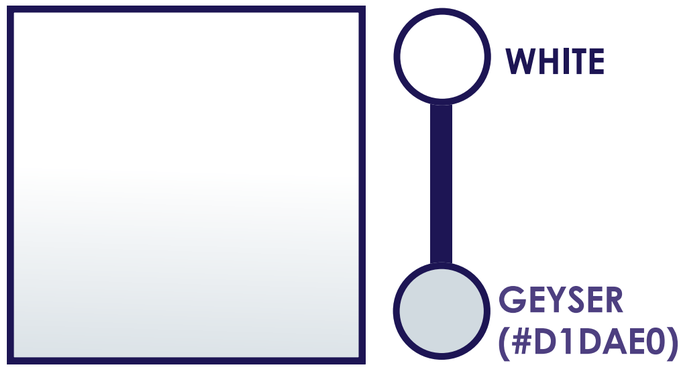
ALTERNATIVES: Monsterrat Regular, Avenir Light, Raleway

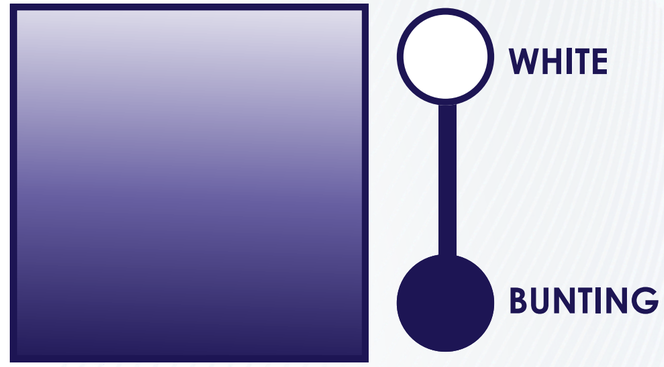
COLORS

	BUNTING	VICTORIA	AFFAIR	HIBISCUS	BLUE LAGOON	BLUE CHILL	WHITE
	Hex Code #1d1554 CMYK 100% 100% 32% 34% RGB 29-21-84	Hex Code #4d3f80 CMYK 84% 88% 18% 5% RGB 77-63-128	Hex Code #6f4a83 CMYK 66% 82% 20% 5% RGB 111-74-131	Hex Code #be2873 CMYK 24% 97% 27% 1% RGB 190-40-115	Hex Code #058289 CMYK 86% 32% 44% 6% RGB 5-130-137	Hex Code #0fa39a CMYK 79% 13% 45% 1% RGB 15-163-154	Hex Code #FFFFFF CMYK 0% 0% 0% 0% RGB 255-255-255
COLOR TYPE	**PRIMARY**	**DECORATIVE**	**DECORATIVE**	**ACCENT**	**SECONDARY**	**SECONDARY**	**NEUTRAL**
HEADINGS	H1 / Titles	No	No	No	H2 - H6 (Light BGs)	H2 - H6 (Dark BGs)	With Dark BG
BODY COPY	Yes	No	No	No	No	No	With Dark BG
LINKS	No	No	No	Yes	No	No	No
BACKGROUNDS	Yes	No	No	No	No	No	Yes
ELEMENTS	Yes	Yes	Yes	buttons/CTAs	Yes (Light BGs)	Yes (Dark BGs)	Yes

GRADIENTS (ACCEPTABLE USE)







COLOR TYPE	LOGO & DECORATIVE	DECORATIVE & NEUTRAL	DECORATIVE & NEUTRAL
HEADINGS	(Decorative optional)	With dark bgs (decorative optional)	No
BODY COPY	(Decorative optional)	With dark bgs (decorative optional)	No
LINKS/CTAS	No	No	No
BACKGROUNDS	Yes	Yes	Yes
ELEMENTS	Yes	Yes	Yes

LOGO VARIATIONS (STANDARD)







STANDARD HORIZONTAL

The horizontal logo includes the full brand name “ATREON ORTHOPEDICS” in a horizontal format. This logo is best for Web headers, letterheads, banners and landscape media.

STANDARD VERTICAL

The square logo is crafted specifically for when the logo needs to fit within a square space format. This logo is best used for social media profiles, or printed merchandise like (badges, stickers & patches)

MARK

Ideal for square logo application in instances where the available space is too limited for text legibility, or when the brand name has been already mentioned, or for a simplified background element or favicon.

LOGO VARIATIONS (LIGHT BG)



BLACK & WHITE

Best use for Budget Print materials, official documents, Fax or photocopies. It can also be used as a silhouetted background design for web or presentations.



COLORED SOLID

Best for colored apparel involving Embroidery branded merchandise or laser etching. It can also be used in placement of the gradient logo if it needs to be optimized for web size.



COLORED GRADIENT

Ideal for digital media applications like website graphics, social media app icons, and digital presentations. Perfect for enhancing video content, including intros and outros.

LOGO VARIATIONS (DARK BGS)





SOLID WHITE

The Solid White Logo should be used exclusively on dark backgrounds. While light backgrounds are typically preferred, dark backgrounds can be utilized sparingly for decorative contrast.



LOGO VARIATIONS (PRODUCT LOGOS)













COLORED GRADIENT

Ideal for digital media applications like website graphics, social media app icons, and digital presentations. Perfect for enhancing video content, including intros and outros.

BLACK

Best use for Budget Print materials, official documents, Fax or photocopies. It can also be used as a silhouetted background design for web or presentations.

SOLID WHITE

The Solid White Logo should be used exclusively on dark backgrounds. While light backgrounds are typically preferred, dark backgrounds can be utilized sparingly for decorative contrast.

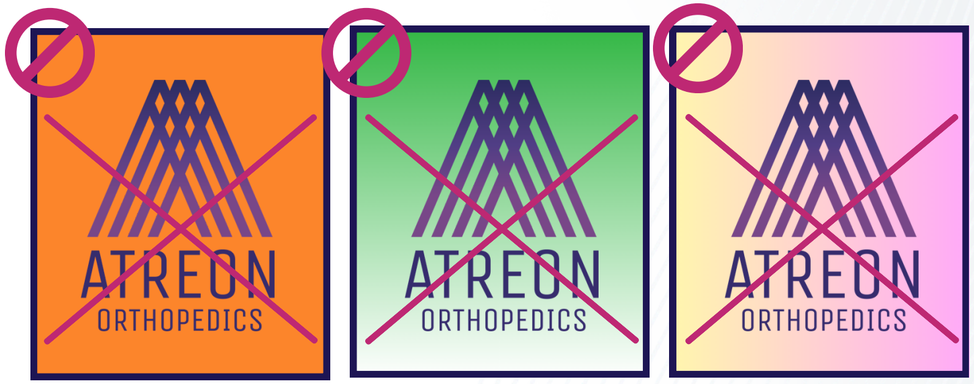


LOGO USAGE (COLORED LOGOS)

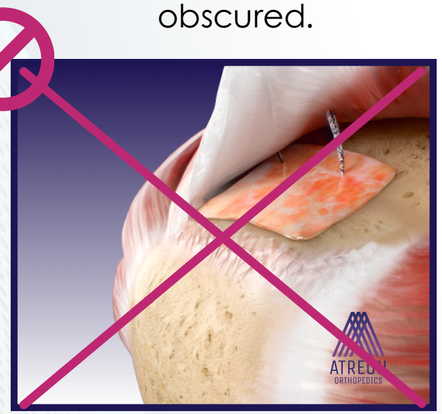
ACCEPTED BACKGROUND COMPOSITIONS:



DO NOT: Put the logos on a solid background color that is not in the accepted background compositions shown.

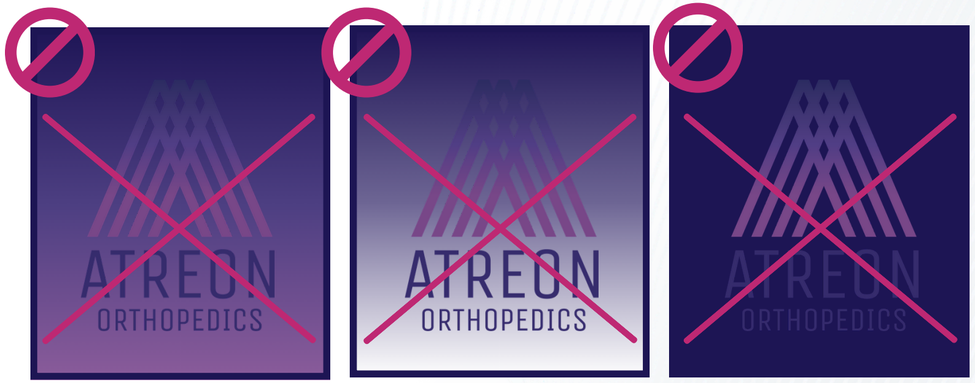


DO NOT: Position the logos on a photo where they appear obscured.





DO NOT: Place the logos on a background with low readability.

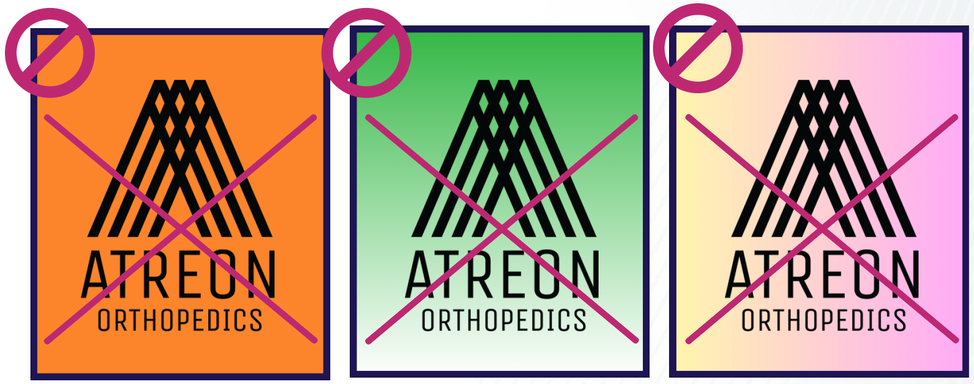


LOGO USAGE (B&W LOGOS)

ACCEPTED BACKGROUND COMPOSITIONS:



DO NOT: Put the logos on a solid background color that is not in the accepted background compositions shown.



ACCEPTED BACKGROUND COMPOSITIONS:



DO NOT: Place the logos on a background with low readability.



LOGO USAGE (IN SOCIAL MEDIA)

9:16 AND OTHER VERTICAL MOBILE DEVICES

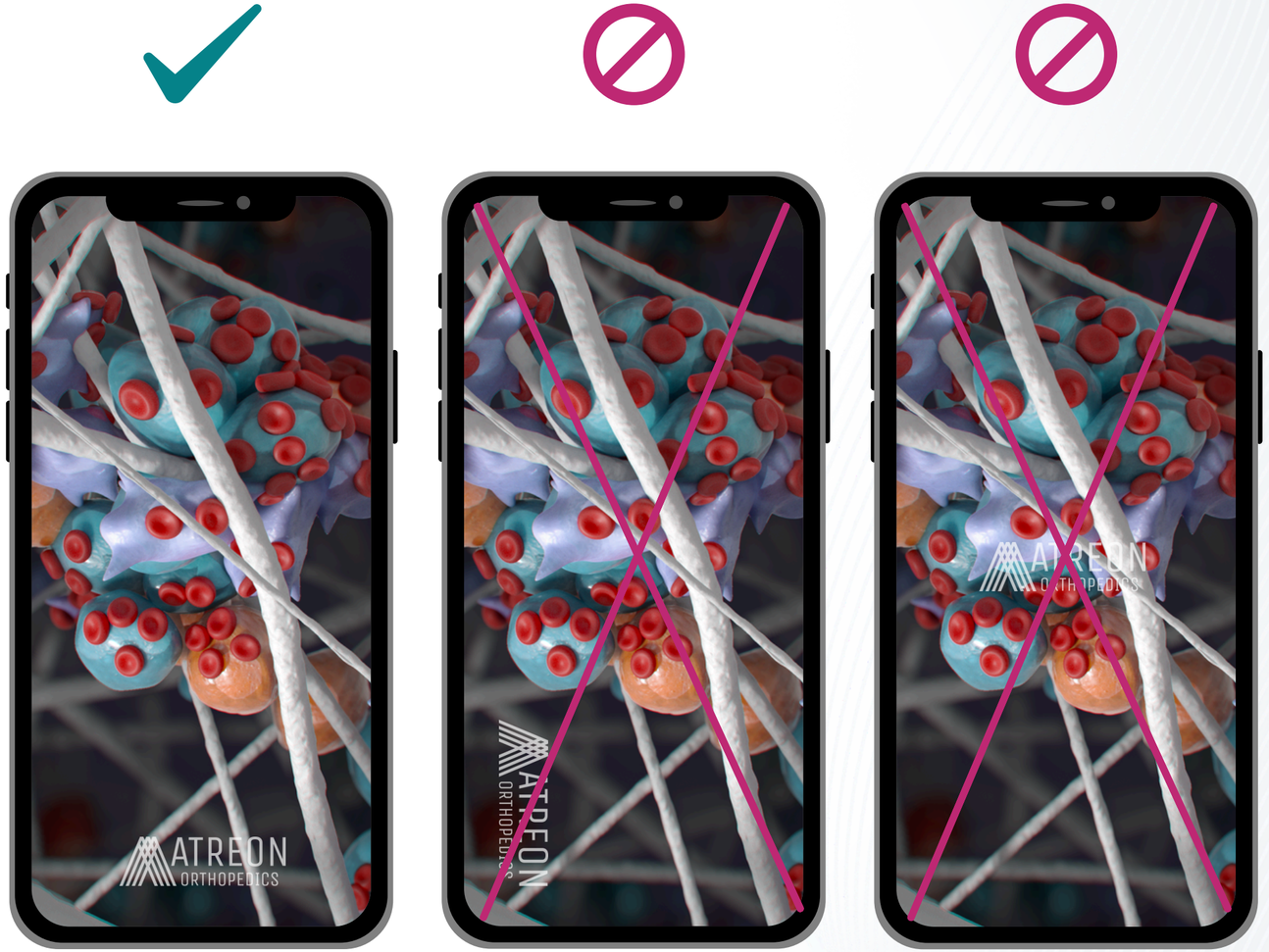


MARGINS

At least 10%
screen width

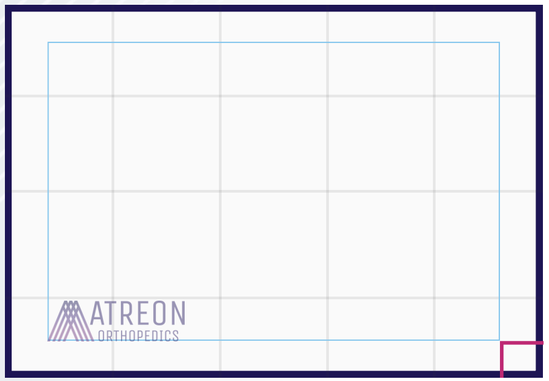
VERTICAL SOCIAL MEDIA

Horizontal logo, 50% opacity (Videos)
with difference blending style,
bottom centered of phone screen.



LOGO USAGE (IN MEDIA)

16:9 AND OTHER HORIZONTAL DEVICES



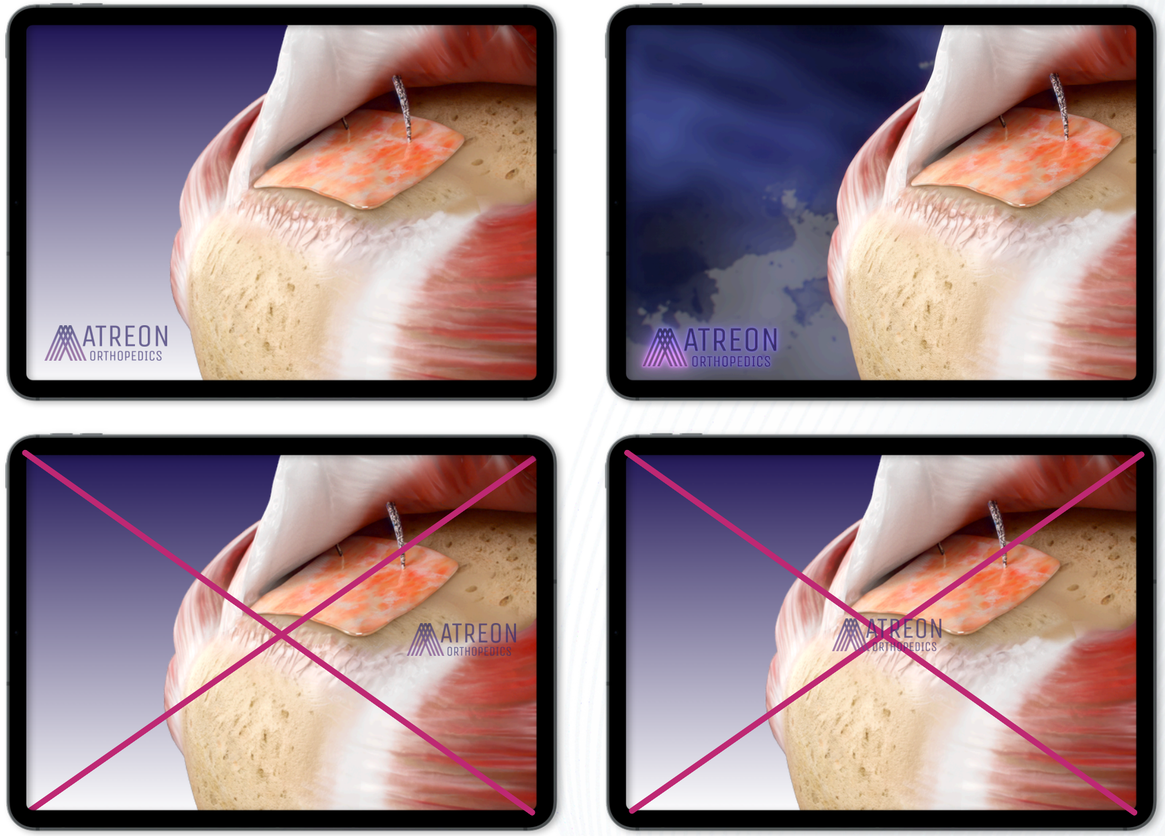
MARGINS

At least 10% screen width

DIGITAL ASSETS

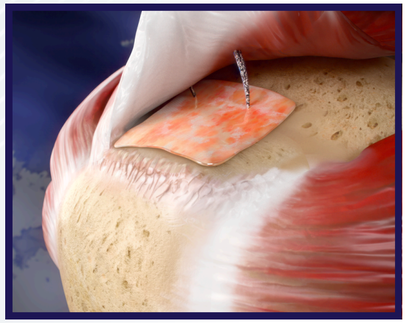
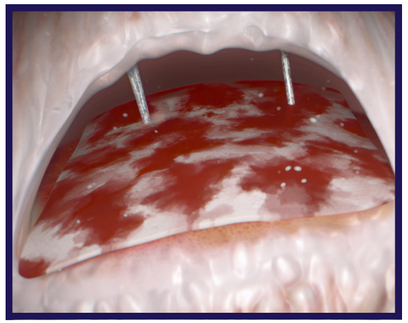
Universal logo, 50% opacity with difference blending style, bottom left or right of the screen. Additional projection glowing logo animation available to use.

(Projection glowing logo animation)

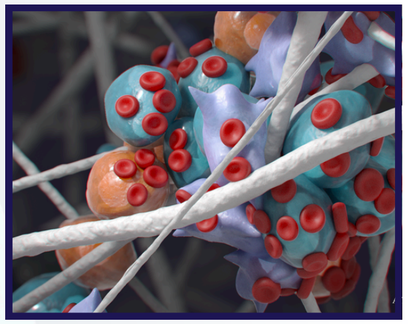
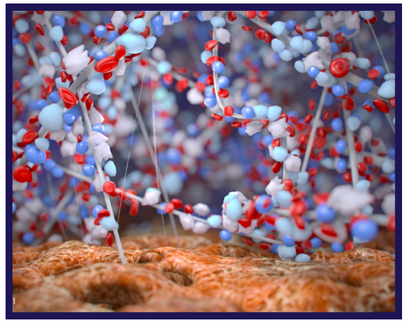


IMAGERY (ACCEPTABLE USE)

SEMI-REALISTIC 3D RENDERINGS

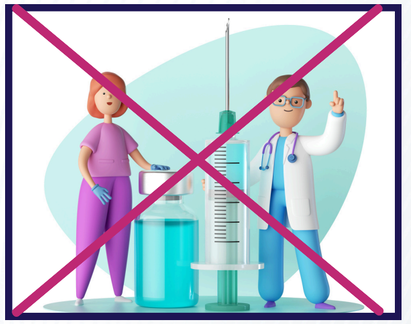
HEAVILY STYLIZED 3D RENDERINGS

STOCK IMAGES




CARTOONS & ILLUSTRATION

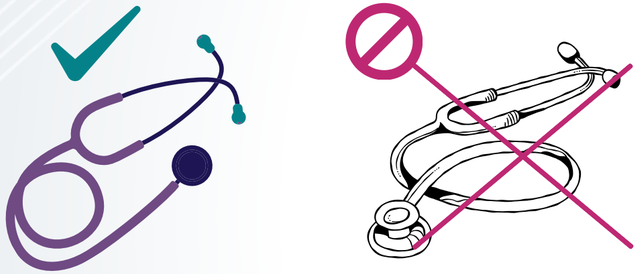



ICONOGRAPHY (ACCEPTABLE USE)

When custom icons are used, these are the general guidelines that should be followed.

SOLIDS

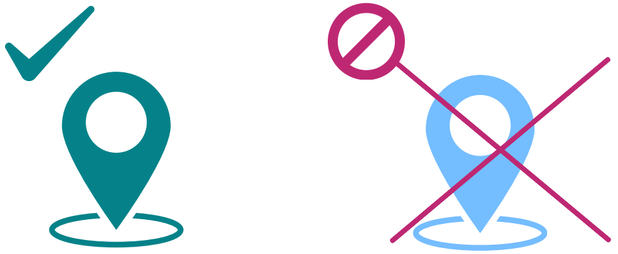
Avoid outlined focused iconography.



COLOR PALETTE

Prioritize our primary and decorative color palette ->





SIMPLICITY

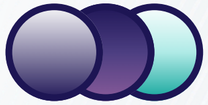
Avoid over-complicated iconography.



GRADIENTS

If a gradient is incorporated, prioritize our accepted gradient combinations.



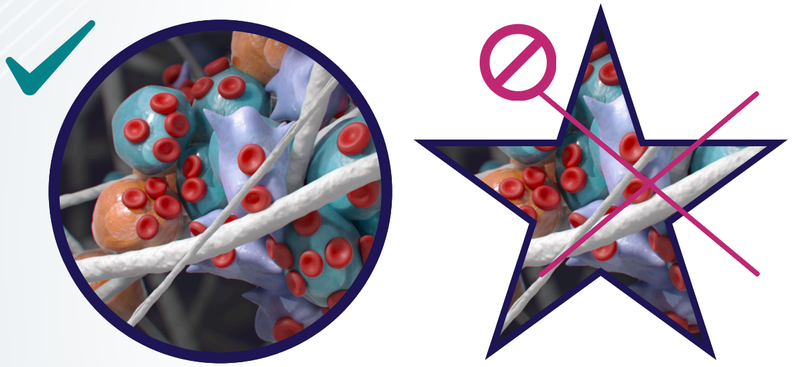


SHAPES & DECORATIVE (ACCEPTABLE USE)

When custom icons are used, these are the general guidelines that should be followed.

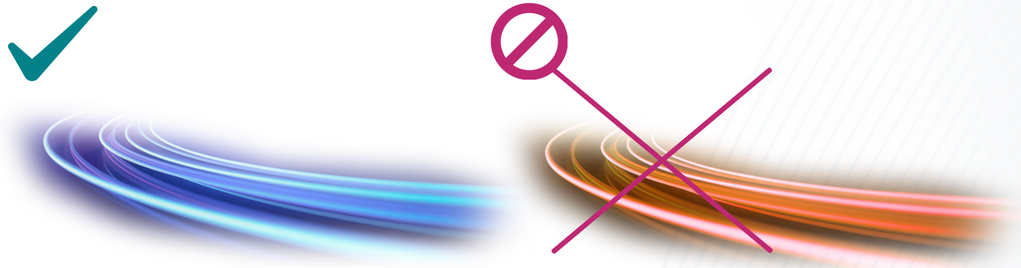
IMAGE FRAMES

When an image needs to be framed use a circle



DECORATIVE ELEMENTS

Energy elements can be used with our accepted color palette.



Rounded corners (20px round at 90º) on buttons



Aesthetic lines can be used sparingly as decorative elements.



CONTACT INFORMATION

WEBSITE
atreonortho.com

LOCATION
5164 Blazer Pkwy,
Dublin, OH 43017 United States

PHONE NUMBER
(614) 429-1471

EMAIL
info@atreonortho.com

ATREON ORTHOPEDICS