# Dominion™ SURGICAL

## BRAND GUIDELINES

Dominion Brand Guidelines ©2026

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Dominion™
SURGICAL

# TYPOGRAPHY: Inter (Blue Background)

**ALTERNATIVES:** Roboto, Helvetica Now

## 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

## INTER SEMIBLOD (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

## INTER 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**

Inter Medium

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

# TYPOGRAPHY: Inter (White Background)

**ALTERNATIVES:** Roboto, Helvetica Now

## 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



## INTER SEMIBLOD (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

## INTER 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**

Inter Medium

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

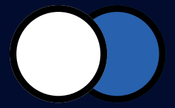
# TYPOGRAPHY: Inter (Dark Background)

**ALTERNATIVES:** Roboto, Helvetica Now

## TITLE/H1 FONT

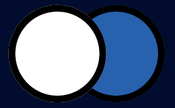
Print/Doc:28 px
Web:36 px

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



## INTER SEMIBLOD (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

## INTER 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**

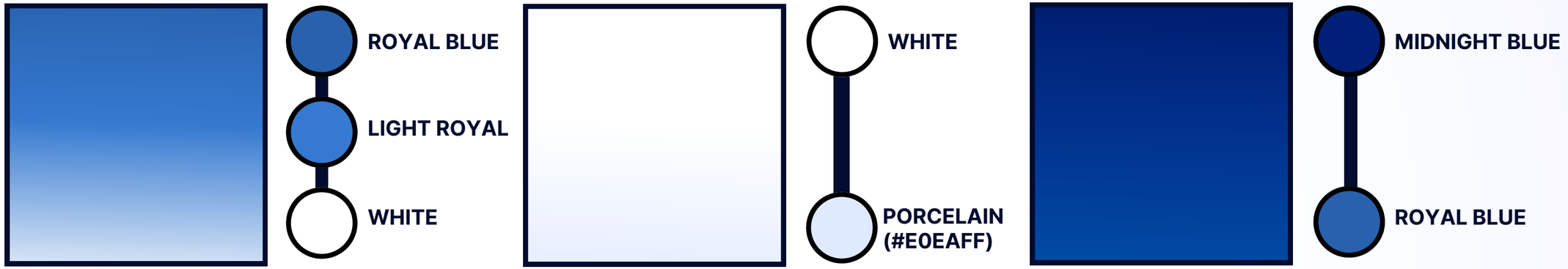
Inter Medium

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

# COLORS: Acceptable Use

| | ROYAL BLUE | LIGHT ROYAL | DARK NAVY | PORCELAIN | TURQUOISE | MIDNIGHT BLUE |
|---|---|---|---|---|---|---|
| | Hex Code #2861ad<br>CMYK 89% 65% 0% 0%<br>RGB 40-97-173 | Hex Code #3578d0<br>CMYK 78% 51% 0% 0%<br>RGB 53-120-208 | Hex Code #030b2e<br>CMYK 93% 86% 49% 66%<br>RGB 3-11-46 | Hex Code #e9f1fe<br>CMYK 7% 2% 0% 0%<br>RGB 233-241-254 | Hex Code #80f7ff<br>CMYK 40% 0% 8% 0%<br>RGB 130-254-244 | Hex Code #002078<br>CMYK 86% 27% 56% 7%<br>RGB 0-133-122 |
| **COLOR TYPE** | **PRIMARY** | **PRIMARY** | **NEUTRAL** | **NEUTRAL** | **COMPLIMENT** | **DECORATIVE** |
| **HEADINGS** | With White BG | With Black BG | Yes | Yes | No | No |
| **BODY COPY** | No | No | Yes | Yes | No | No |
| **LINKS** | No | No | No | No | Yes | No |
| **BACKGROUNDS** | Yes | No | Yes | Yes | No | Yes |
| **ELEMENTS** | Yes | Yes | Yes | Yes | Buttons/CTAs | Yes |

# GRADIENTS: Acceptable Use




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

# LOGO: Acceptable Use Color Variations




(LIGHT ROYAL BLUE ON DARK)




(WHITE ON ROYAL BLUE)




(ROYAL BLUE ON WHITE)

# LOGO: Variations (Royal Blue on White)









### FAVICON

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.

### STANDARD SQUARE

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 )

### STANDARD HORIZONTAL

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

# LOGO: Variations (White on Royal Blue)









**FAVICON**

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.

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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 )

**STANDARD HORIZONTAL**

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

# LOGO: Variations (Royal Blue on Dark)









**FAVICON**

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.

**STANDARD SQUARE**

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 )

**STANDARD HORIZONTAL**

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

# LOGO: Variations (Black on White)









**BLACK LOGO (EXCEPTION USE ONLY)**

The black logo should only be used in limited circumstances where the primary versions are not suitable. These exceptions include budget print materials where printing costs or technical limitations prevent the use of color, official documents such as contracts or legal forms where color is not permitted, and fax or photocopies to ensure visibility and legibility when reproduced. In addition, the black logo may be used decoratively as a silhouetted background design, functioning as a subtle watermark or secondary design element.

# PRODUCT LOGO: Acceptable Use Color Variations




(LIGHT ROYAL BLUE ON DARK)




(WHITE ON ROYAL BLUE)




(ROYAL BLUE ON WHITE)

# PRODUCT LOGO: Variations (Royal Blue on White)









### FAVICON

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.

### STANDARD SQUARE

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 )

### STANDARD HORIZONTAL

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

# PRODUCT LOGO: Variations (White on Royal Blue)









**FAVICON**

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.

**STANDARD SQUARE**

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 )

**STANDARD HORIZONTAL**

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

# PRODUCT LOGO: Variations (Royal Blue on Dark)









**FAVICON**

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.

**STANDARD SQUARE**

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 )

**STANDARD HORIZONTAL**

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

# PRODUCT LOGO: Variations (Black on White)









**BLACK LOGO (EXCEPTION USE ONLY)**

The black logo should only be used in limited circumstances where the primary versions are not suitable. These exceptions include budget print materials where printing costs or technical limitations prevent the use of color, official documents such as contracts or legal forms where color is not permitted, and fax or photocopies to ensure visibility and legibility when reproduced. In addition, the black logo may be used decoratively as a silhouetted background design, functioning as a subtle watermark or secondary design element.

# LOGO USAGE: Backgrounds

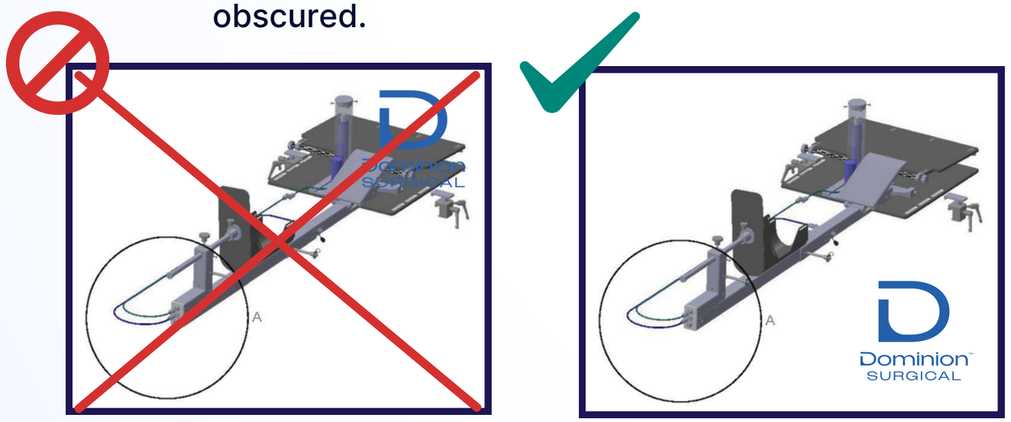
**ACCEPTED BACKGROUND COMPOSITIONS:**




**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.

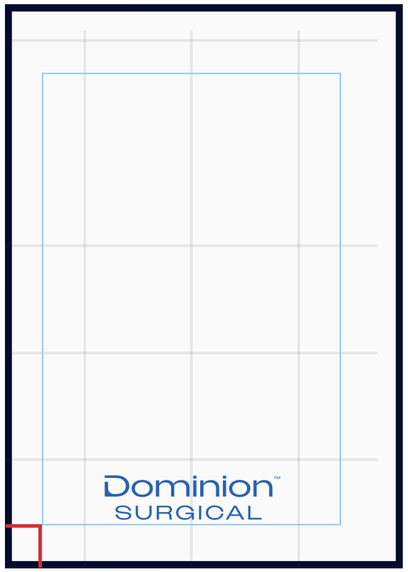



**DO NOT:** Place the logos on a background with low readability. (visit webaim.org contrast checker)



# LOGO USAGE: Social Media

## 9:16 AND OTHER VERTICAL MOBILE DEVICES

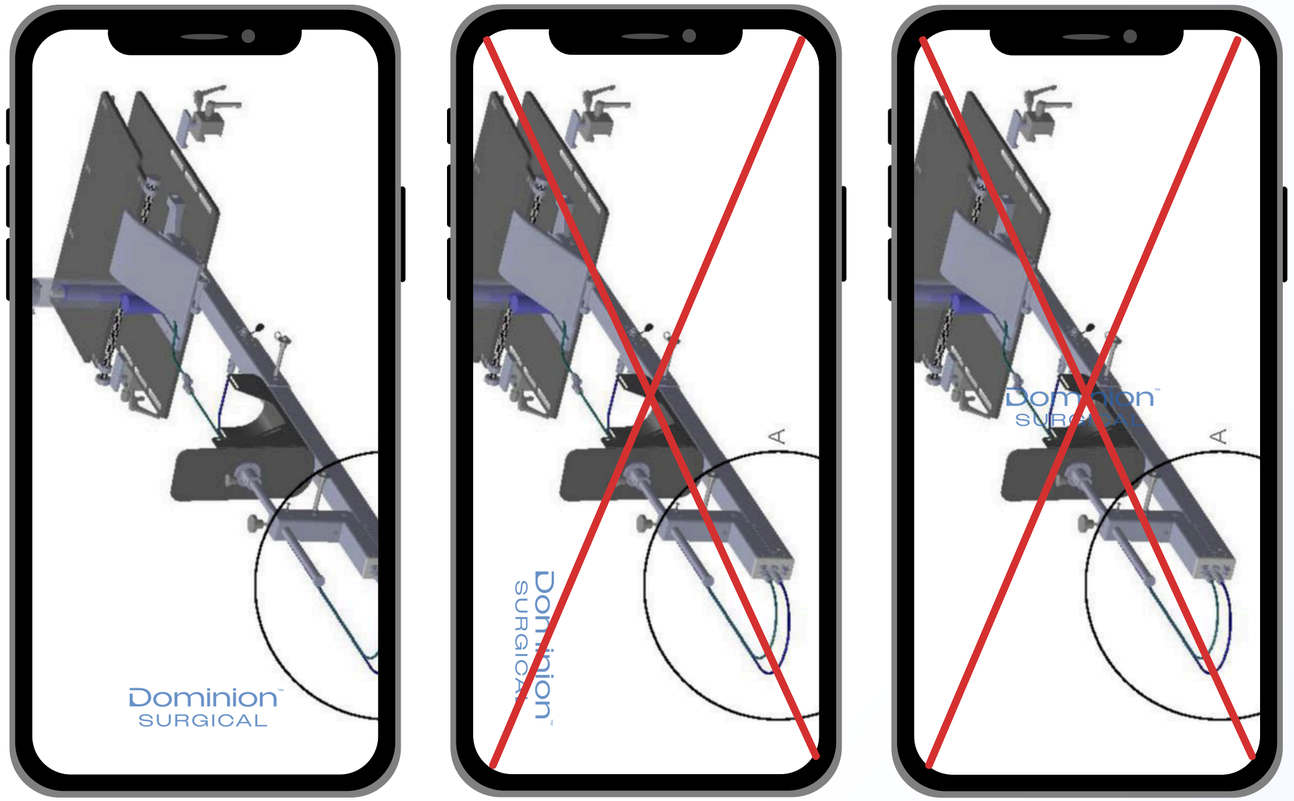



**MARGINS**

At least 10% screen width

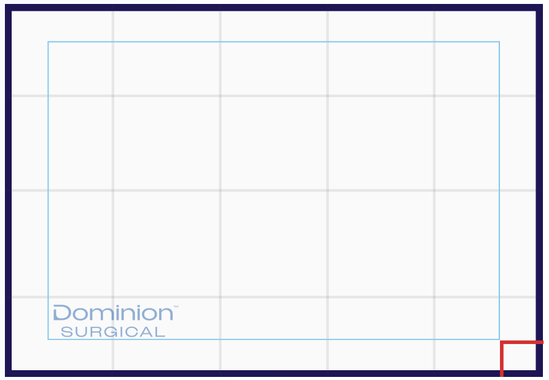
## VERTICAL SOCIAL MEDIA

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



# LOGO USAGE: Media

## 16:9 AND OTHER HORIZONTAL DEVICES

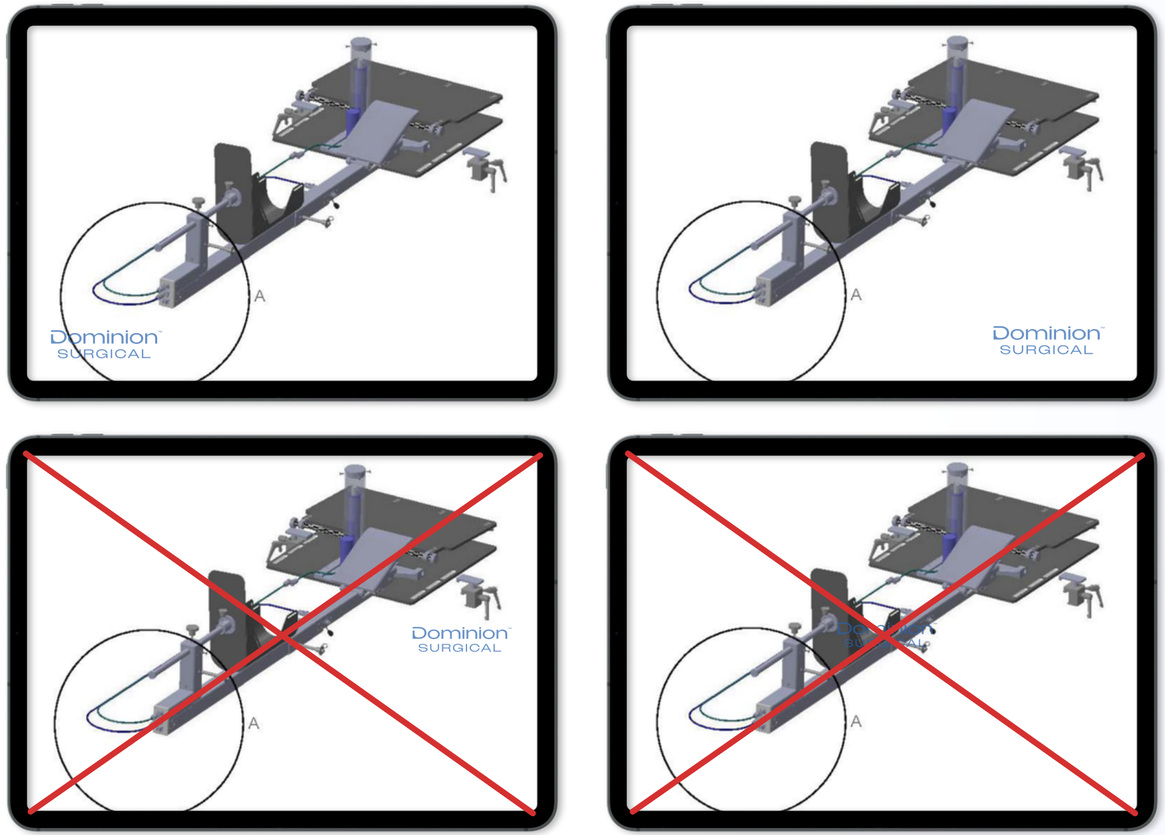



### MARGINS

At least 10% screen width

### DIGITAL ASSETS

Universal logo, 50% opacity with difference blending style, bottom left or right of the screen.



# IMAGERY:  Acceptable Use

## SEMI-REALISTIC 3D RENDERINGS




## HEAVILY STYLIZED 3D RENDERINGS




## STOCK IMAGES



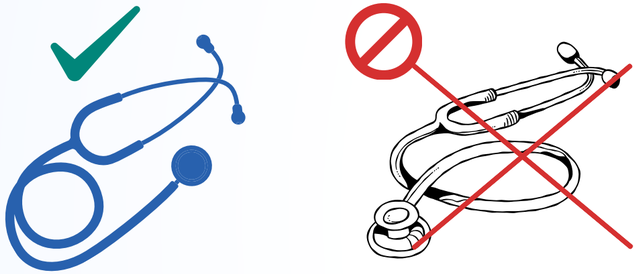

## CARTOONS & ILLUSTRATION




# ICONOGRAPHY: Acceptable Use

## SOLIDS

Avoid outlined focused iconography.

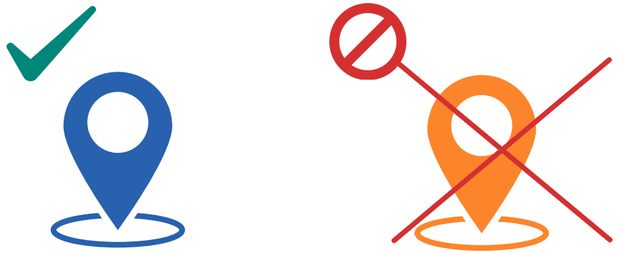


## COLOR PALETTE

Prioritize our primary and decorative color palette ->



(Refer to page 03)



## SIMPLICITY

Avoid over-complicated iconography.



## GRADIENTS

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



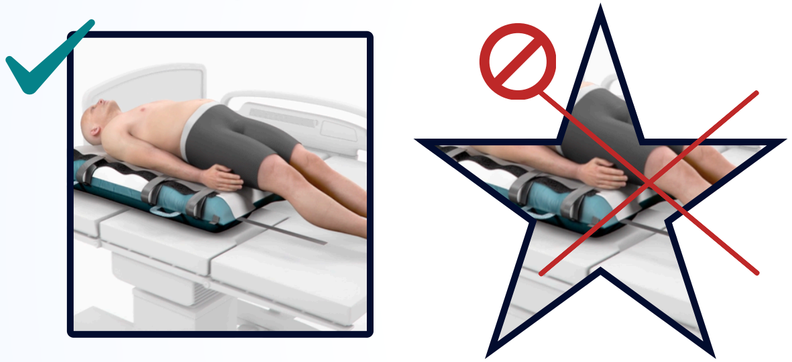
(Refer to page 04)



# SHAPES &  & DECORATIVE: Acceptable Use

## IMAGE FRAMES

When an image needs to be framed use a circle

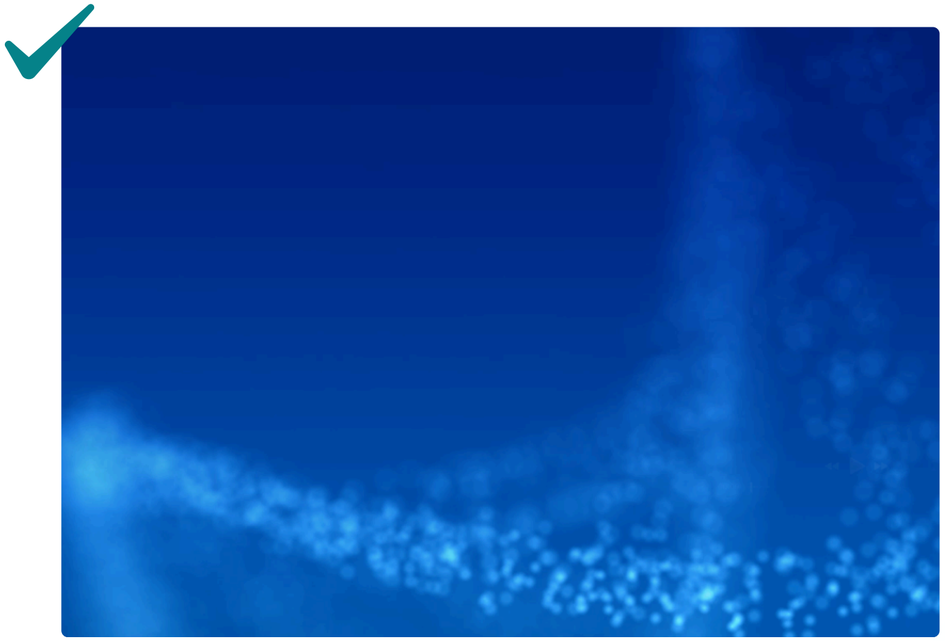


Rounded corners 25px allowed on CTA buttons.
0-5px round at 90 on clickable elements.



## DECORATIVE ELEMENTS

Particle visuals can be used with our accepted color palette.



# Dominion™ SURGICAL

## BRAND GUIDELINES

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