

Our patients deserve the best.

The Tuck Chiropractic Brand Book

Version 1.2 - November 2016



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We are here to help patients live with more freedom and less pain.

THE TUCK BRAND

The Tuck Chiropractic Brand is professional and deeply human. We find pride in taking time with each patient, approaching each case with care and expertise. Whenever patients or potential patients encounter us, we want them to feel valued, cared for, secure and excited about the future. Our patients have come to trust us to deliver real results and our brand should reflect that sense of trust in every situation.

ABOUT THE GUIDES

Simplicity and Attention to Details invoke Quality. Standardization and Repetition establish Trust.

The guides in this book have been painstakingly created to preserve the quality of the Tuck brand. Do not succumb to the temptation to deviate from the simplicity, clean lines and clean typefaces presented in this manual.

If you stray from these simple guides out of creative curiosity, boredom or fear of blending in, the Tuck Brand will suffer.

Typography

Titles

FONT	Open Sans Light
SIZE	~40pt
LEADING	1.25X
KERNING	Optical
COLOR	Tuck Navy

Tuck Chiropractic titles are purposefully large, friendly and easy to read. It's one visible way that Tuck Chiropractic can reinforce their goal of partnering with and serving patients at every level. Titles should be used to set the primary message or purpose of a page or piece of collateral. Titles may be justified left, center or right depending on the type of work being presented.

Leading should be 1.25x greater than font size. For example, a 40pt Title should usually have a leading value of 50pts.

Headings 1

FONT	Open Sans Light
SIZE	~24pt
LEADING	1.25X
KERNING	Optical
COLOR	Tuck Navy

Utilizing the same basic font styles as titles, the first style of headings are used to separate and identify major sections of content. Generally speaking, headings should be kept short and should introduce readers to content immediately following.

Leading should be 1.25x greater than font size.

HEADINGS 2

FONT	Open Sans Bold
SIZE	~12pt
LEADING	1.5X
KERNING	Optical
TRACKING	200
COLOR	Tuck Gold

Headings of the second style are used to separate and identify sub-sections of content. Generally speaking, the second style of headings should be kept very short, usually 1-3 words in overall length. ALL CAPS SHOULD BE USED FOR THIS STYLE.

Leading should be 1.5x greater than font size.

Paragraph & Body Text

FONT	Open Sans Reg
SIZE	10-12pt
LEADING	1.5X
KERNING	Optical
COLOR	Tuck Navy

For ultimate readability, keep your body paragraphs at a height between 10pt and 12pt, with a leading value 50% greater than the font height. To arrive at these numbers, simply choose your paragraph font height and multiply that number by 1.5. Round to the nearest point.

Example: A 12pt paragraph font should have a leading value of 21pts.

Doctor Names

FONT	Lora Regular
SIZE	~14pt
LEADING	1X
KERNING	Optical
COLOR	Tuck Navy

Whenever possible, Tuck Doctor Names should be presented in Lora Regular typeface. Instances include signature areas for correspondence, signage, name tags. This typeface is used sparingly to keep the integrity and standard of quality preserved for the Tuck Chiropractic brand.

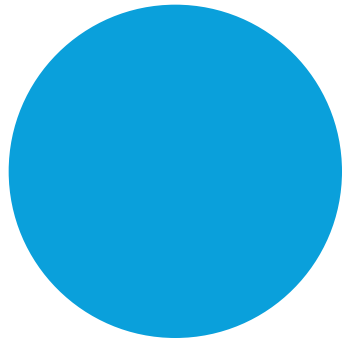
Leading should be equal to font size.



As a general rule, when multiple paragraphs are used, all styles should have a space between paragraphs equal to the font size. For example, for the Tuck Paragraph and Body Style of Text, sized to 12pts, a space of 12pts should be used between each paragraph break.

Colors

PRIMARY BRAND COLORS



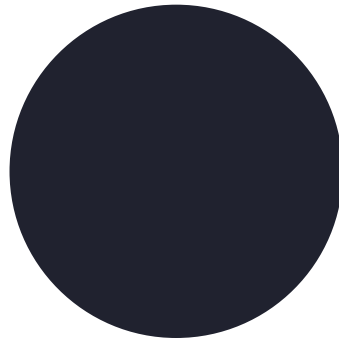
Tuck Blue

PMS 2191 C

RGB 10 160 219

HEX #00A0DB

CMYK 77 14 0 0



Tuck Navy

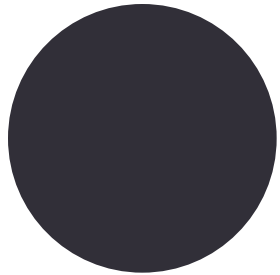
PMS 7547 C

RGB 32 34 47

HEX #20222F

CMYK 99 74 31 84

SECONDARY BRAND COLORS



Tuck Midnight

PMS 7547 C (95%)

RGB 49 47 56

HEX #312F38

CMYK 74 70 55 56



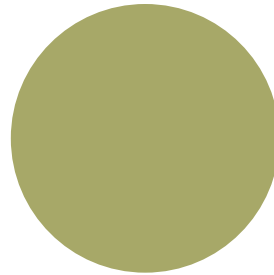
Tuck Cream

PMS 454 C (60%)

RGB 237 236 226

HEX #EAE8DE

CMYK 6 4 11 0



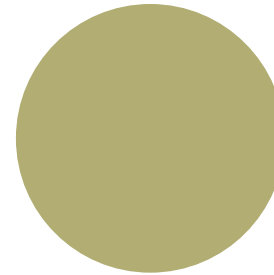
Tuck Olive Gold

PMS 5777 C

RGB 167 168 104

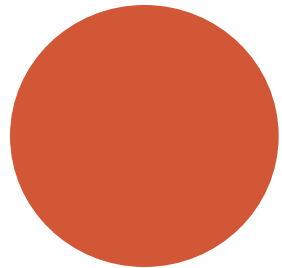
HEX #A7A869

CMYK 37 25 71 1



Tuck Metallic Gold

PMS 10113 C



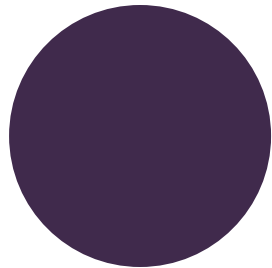
Tuck Scarlet Tanager

PMS 7417 C

RGB 210 87 55

HEX #D25737

CMYK 1 83 85 0



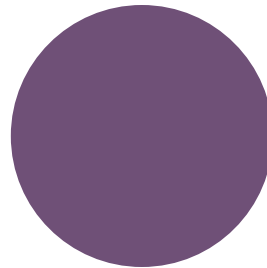
Tuck Eggplant

PMS v C

RGB 64 42 76

HEX #402A4C

CMYK 74 90 36 42



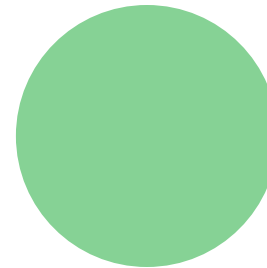
Tuck Lilac

PMS 525 C (80%)

RGB 111 80 119

HEX #624A6F

CMYK 67 80 36 4



Tuck Green

PMS 2255 C

RGB 134 210 149

HEX #7DD487

CMYK 43 0 49 0

Logo

ABOUT

For years, the Tuck Chiropractic Logo has been presented across western Virginia and has become recognized for chiropractic care.

The new Tuck Chiropractic logo has been slightly revised to increase clarity, readability, balance. It prioritizes the Tuck name and exudes professionalism.

Original



New Version



Whenever possible, the primary logo should be presented on a white background. When a dark background is necessary for impact or higher visibility, the primary logo should be used with "Tuck Navy".

Primary Logo - presented on white



Secondary Logo - presented on white



Primary Logo - presented on Tuck Navy



Secondary Logo - presented on Tuck Navy



Logo

USAGE & INTEGRITY

The Tuck Chiropractic Logo is the primary tool used to represent the Tuck brand. Because of this, we ask that great care be taken when presenting the logo. Guard the integrity of the logo as you would guard the integrity of our reputation.

Minimum Size



As a general rule, the Tuck Logo should never be presented in an area less than 1" wide and .345" tall.

Clear Space for Primary Logo



Clear Space is the space that is required around the outside of the Tuck logo. All other graphic and text elements should be kept outside of the Clear Space zone.

To determine the amount of clear space needed around the primary logo, allow space equal to descriptions outlined below:

TOP & BOTTOM Equal to the height of "u" in "Tuck"

RIGHT & LEFT Equal to the width of "u" in "Tuck"

Clear Space for Secondary Logo



To determine the amount of clear space needed around the secondary logo, allow space equal to descriptions outlined below:

TOP Approximately 75% of the letter "u" in "Tuck"

RIGHT & LEFT Equal to the distance from the leading serif's edge to the right-most stem of the letter "u" in "Tuck"

BOTTOM Equal to the height of "u" in "Tuck"

Incorrect Logo Usage



Do not stretch or alter our logo in any way.



Do not change any colors in our logo.



Do not place our logo over complex, colorful, inappropriate or high contrast imagery.



Do not use graphic effects (such as drop shadows or glares) on our logo.



Do not rearrange, re-size or redistribute the elements of our logo in any way.



Do not recreate the elements of our logo or use a different typography in place of our standard typography.



Do not present our logo in gray scale or as a watermark design through digital methods.



Do not rotate our logo at all.

Logo

SPECIAL USAGE

When faced with limitations in size, visibility and production types, use these rules to keep the Tuck brand aligned and respected.

Circle Enclosure versions of our logo will need to be used for certain web-based and social profiles and avatars.

Circle Enclosures



When using our logo in a limited context such as circular avatars and/or profile images, use the circle enclosure logo in our logo pack.

For dark or medium gray backgrounds, use our circle enclosure logo presented on white.

The logo above has been shown with the guiding geometry. This is for reference only. Please do not attempt to rebuild the Tuck Chiropractic Logo in any way.

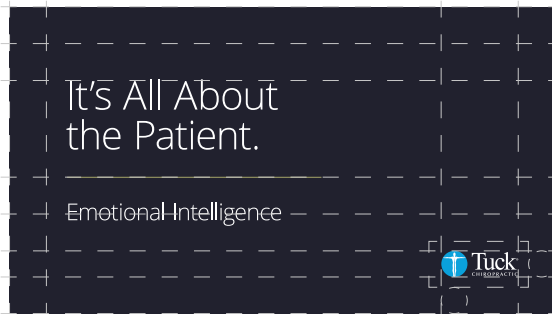


For white or light gray backgrounds, use our circle enclosure logo presented on Tuck Navy.

Some applications may require you to upload a square image. If this is the case, be sure to use the circle enclosure logo with a square background.

The logo above has been shown with the guiding geometry. This is for reference only. Please do not attempt to rebuild the Tuck Chiropractic Logo in any way.

Logos Paired with General & Corporate Layout

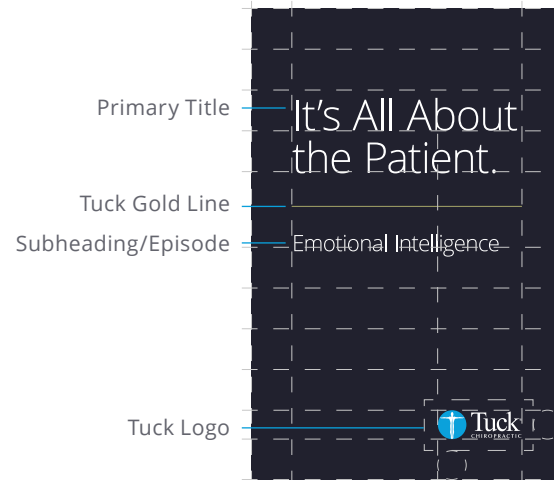


When using our logo with introduction titles, general slides or corporate digital communication, stick to simple layouts:

Primary Titles should be large and follow the look and feel of all other Tuck titles.

Titles and Subtitles, Episodes or Lesson Titles should be divided by one thin separator line colored Tuck Gold. (Titles should be presented approximately 1.75x larger than Subtitles.)

Our Tuck Logo should be placed in the bottom right corner of the layout with the default clear space plus the height and width of the Tuck circle icon.



Do not succumb to the temptation to deviate from the simple appearances, clean lines and clean typefaces presented in this manual. If you stray from these simple guides out of creative curiosity, boredom or fear of blending in, the Tuck Brand WILL suffer.

Remember:

Simplicity and Attention to Details invoke Quality.
Standardization and Repetition establish Trust.

Imagery

DOCTORS & STAFF

Doctor profile images are among the most important ways that potential patients connect with our brand. Great care should be taken when planning, taking, editing and posting images. The following rules apply to all uses of doctor profile photography including uses for web, print and motion media.

Style & Subject Positioning



Aim for a blend of lifestyle and portrait photography: Location (or “On the Job”) Portrait Photography is best. Doctors should be presented as approachable, friendly and professional.

Have subjects always make eye contact with camera for main profile images*. Ask for pleasant, relaxed or relieved smiles.

Pure lifestyle and journalistic photography can be used to document community involvement and family life.

Example above is for style, lighting and subject positioning only. Imagery for Tuck Chiropractic Clinic should usually be in color format unless otherwise noted.

Incorrect Style and Positioning



Never use profile images where doctors or staff appear stiff, rigid or intensely serious.

Never use profile images where doctors or staff appear to have exaggerated or fake smiles.



Never use overly “artistic”, “glamour” or moody photography for Tuck doctor and personnel profile images.



Technical Notes:

Shoot with a semi-shallow depth of field. Make backgrounds recognizable in context, but never in focus or distracting.

While artificial light should almost never be used for lighting subjects, reflectors and diffusers could be highly beneficial depending on the time of day and location.

Imagery

DOCTORS & STAFF

To arrive at the desired style for Tuck doctor and staff profile images, special care should be taken with setting up the shot.

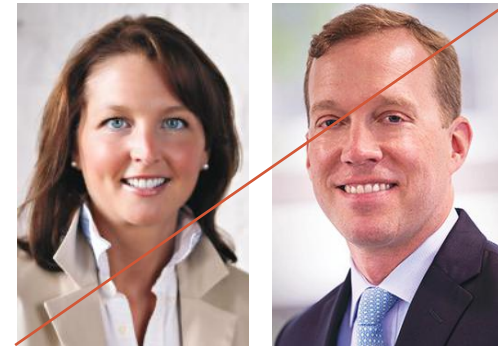
Follow these simple guides for lighting and backgrounds.

Lighting



Use indirect, reflected, or slightly diffused natural light only. Look for environments that will give soft, fast shadows: showing depth, but never black on the face.

Incorrect Lighting



Avoid artificial light including overhead fluorescent lights and flash photography.

Backgrounds



Try to show real-world, open backgrounds.
(Ex: Office Spaces, Outdoors.)

Incorrect Backgrounds



Never use profile images with busy or noisy backgrounds.

Never use profile images where the background is equally in-focus with the foreground.



Never use profile images with artificial backdrops, drapes or props.

Imagery

CLINICS

Our clinics are the central representation of the environments we wish to create for our patients. When taking photographs of our clinics, take great care to present them in the best way possible.

Use Good Real Estate Photography

Principals

- 1** Choose a good time of day and year. Use this quick rule: Shoot when the grass is green, the sky is blue, the property is fully lit and the sun is out of the direct line of the shot.
- 2** Make sure the landscaping is well-kept and clean up clutter. (Seasonal decor, temporary signs, stickers, etc.)
- 3** Take pictures on an angle, but keep walls and vertical lines straight.
- 4** If Identity or signage is present, try to show that in the clinic's picture.
- 5** Keep cars and other distractions out of close shots.
- 6** Consider using HDR photography to combine the best exposures for ultimate presentability.
- 7** Take pictures with plenty of room for cropping to various crop ratios (4x3, 16x9, etc.)



Examples of Bad Clinic Photography



Never show the primary vertical lines of a clinic at an angle or leaning.

Avoid showing a clinic in deep shadow.

Never show our clinics with unkept landscaping or clutter of any kind.

Never use bad angles to present our clinics.

Avoid taking pictures on extremely cloudy days.

Avoid showing cars in close up views of clinics.

Imagery

ADVERTISEMENTS & GENERAL PHOTOGRAPHY

Any photography used for the Tuck brand should embody the high quality, hope and professionalism we carry in our day to day operations.

It's crucial to grasp the main objective of our imagery:

We show heroes in their quests because we want our audience to know that they matter. Their goals and dreams are important. They are the heroes on a noble quest. We are here to champion them on and help them live life with less pain and more freedom.

When choosing photography, make sure the image matches these criteria:

- | | | |
|----------|--|---|
| 1 | It Exudes HIGH QUALITY. | Our images should be high resolution and show depth of field (the subject of the image should be focus and everything else should be out of perfect lens focus) .

Our images should have deep, rich tones (deep purples, greens, dark browns, golds or navy) and should be excellent in composition. |
| 2 | It Shows HEROES & Champions on REAL QUESTS. | Our images should feel like real life with a cinematic quality. The goal is to capture real heroes doing real things in a beautiful way. We want our audience to see themselves in these images and feel better about their own dreams and goals in the process. |
| 3 | It Has a Tone of HOPE, Promise and Nobility. | Tuck imagery is about inspiration and providing our audience with a glimpse of the future. Our images should convey optimism and potential. |
| 4 | It Celebrates HEALTH and Healthy Lifestyles. | Outdoor images, exercise, healthy food, physical activity, family time and healthy practices should be held in high esteem. |

Examples of Tuck Worthy Images



Not this



Never use “white-out” obvious stock photography. Instead, show real people in real situations. Natural lighting and lens depth of field.



Never use generic concept images or widely used collages. Instead show objects in the real world. (Ex: Food being prepared, served or enjoyed.)



Avoid using obviously staged images. **Avoid** images showing artificial or disingenuous expressions. Instead, choose images with genuine, realistic character.



Avoid using images with staged and coordinated outfits (other than sports teams and franchises). Instead, show the nobility of individuals living their life.

This





Tuck[®]
CHIROPRACTIC