

# Kingston Ophthalmic Training Centre

## LOGO DESIGN OPTION 1

# 1

### DESIGN GUIDELINES

#### Keywords

Ophthalmology  
Healthcare  
High-tech  
Education



#### Design Elements

Eye shaped  
Clean / Sterilized  
Pale / Soft  
Squared / Digital shapes  
Sans Serif Typography  
Simple / Direct / Efficient

### COLOR PALETTE



### THE LOGO



Kingston  
Ophthalmic  
Training  
Centre

### ADDITIONAL FORMATS



### APPLICATION EXAMPLES



# Kingston Ophthalmic Training Centre

LOGO DESIGN OPTION 2

# 2

## DESIGN GUIDELINES

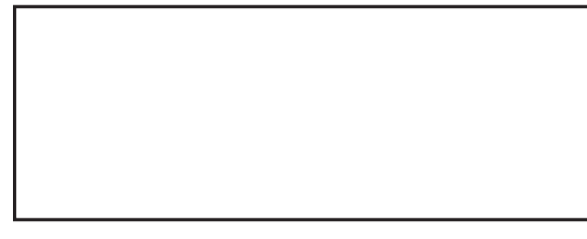
### Keywords

Ophthalmology  
Healthcare  
High-tech  
Education

### Design Elements

Eye shaped  
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## COLOR PALETTE \*Sciences Centre colours



## THE LOGO



Kingston  
Ophthalmic  
Training  
Centre

## ADDITIONAL FORMATS



## APPLICATION EXAMPLES



# Kingston Ophthalmic Training Centre

LOGO DESIGN OPTION 3

# 3

## DESIGN GUIDELINES

### Keywords

Ophthalmology

Healthcare

High-tech

Education



### Design Elements

Eye shaped

Clean / Sterilized

Pale / Soft

Squared / Digital shapes

Sans Serif Typography

Simple / Direct / Efficient

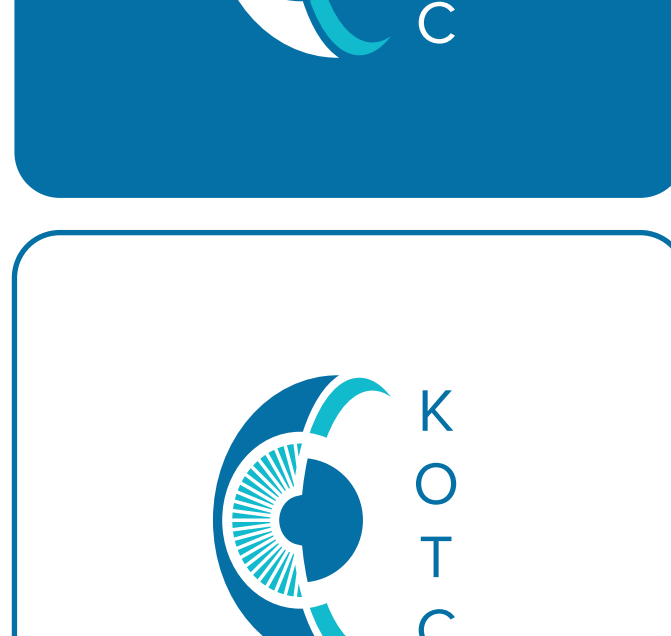
## COLOR PALETTE



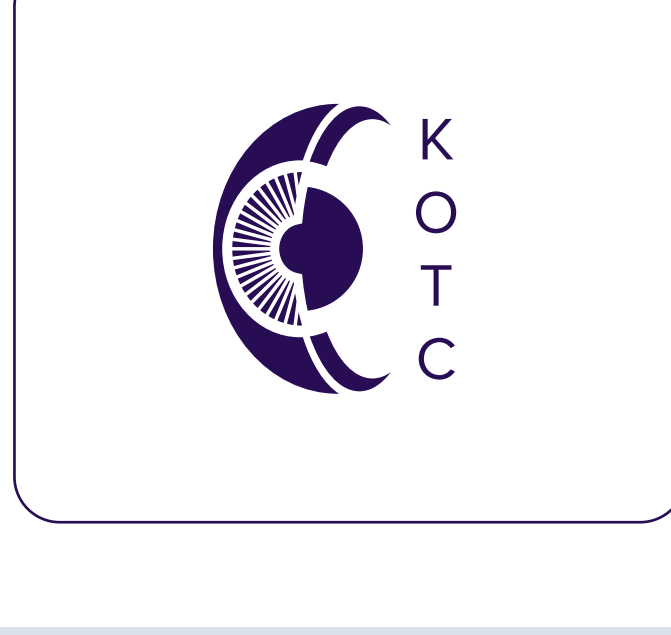
## THE LOGO



## ADDITIONAL FORMATS



## ADDITIONAL FORMATS \*Sciences Centre colours



## APPLICATION EXAMPLES



# Kingston Ophthalmic Training Centre

LOGO DESIGN OPTION 4

# 4

## DESIGN GUIDELINES

### Keywords

Ophthalmology

Healthcare

High-tech

Education



### Design Elements

Eye shaped

Clean / Sterilized

Pale / Soft

Squared / Digital shapes

Sans Serif Typography

Simple / Direct / Efficient

## COLOR PALETTE



## THE LOGO



## ADDITIONAL FORMATS



## ADDITIONAL FORMATS \*Sciences Centre colours



## APPLICATION EXAMPLES

