



*Hinman*®

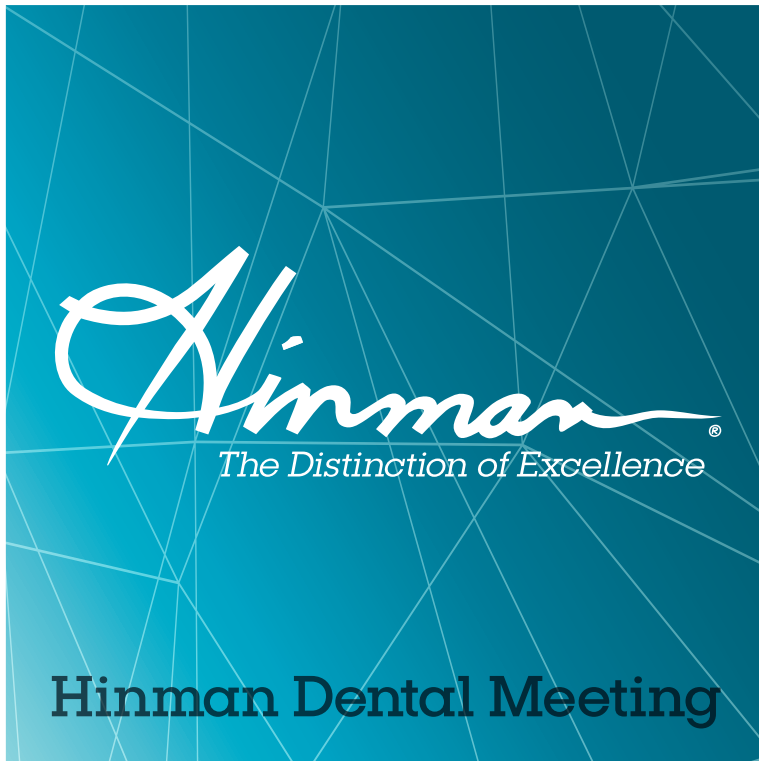
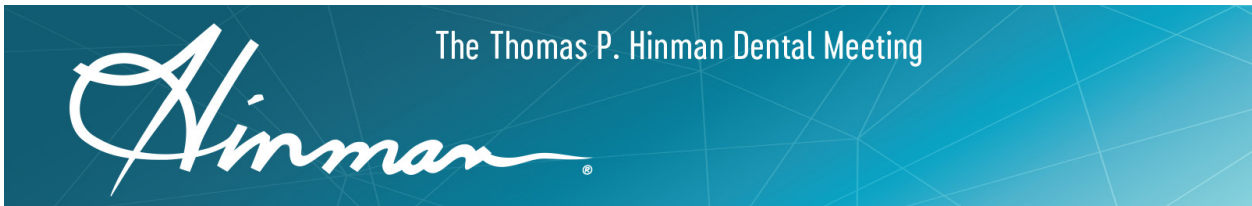
2025 **BRANDING GUIDELINES** FOR  
112th Thomas P. Hinman Dental Meeting

TM

GENERAL BRAND GRAPHICS



H may be used alone  
as an accent graphic



SPRING & DOWN SOUTH



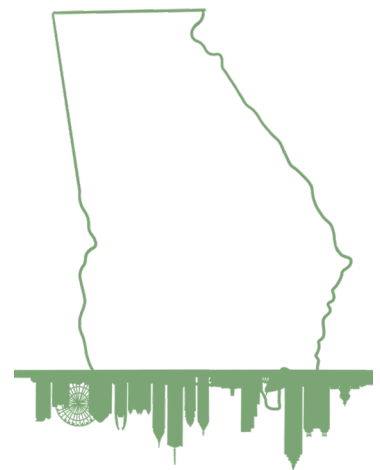
112th Thomas P. Hinman Dental Meeting

Dr. William H. Rousseau, General Chair & Dr. Slade W. Lail, President

March 20-22, 2025 | Atlanta, Georgia

*Hinman*®

# 2025 SHOW THEME & GRAPHIC ELEMENTS



SPRING  
DOWN  
SOUTH

## GENERAL BRAND COLORS



hex: 10bccd  
R16 G188 B205  
PMS 121-6



hex: 0099a  
R0 G153 B170  
PMS 121-16



hex: 0066a9  
R0 G102 B169  
PMS 7684

## 2025 SHOW COLORS



hex: 006881  
R0 G104 B129  
C100 M0 Y15 K50



hex: 85c988  
R133 G201 B136  
C50 M0 Y62 K0



k= 100  
black

## 2025 SHOW FONT

ATORGE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ABCDEF GHIJK LMNOP QRSTUVW XYZ

## MAIN FONT FAMILY

Cervo Neue (all weights)

Light

ABCDEF GHIJK LMNOP QRSTUVW XYZ

abcdefghijklmnopqrstu vwxyz

Regular

ABCDEF GHIJK LMNOP QRSTUVW XYZ

abcdefghijklmnopqrstu vwxyz

Medium

ABCDEF GHIJK LMNOP QRSTUVW XYZ

abcdefghijklmnopqrstu vwxyz

**Bold**

**ABCDEF GHIJK LMNOP QRSTUVW XYZ**

**abcdefghijklmnopqrstu vwxyz**

2025 SHOW ONLINE SAMPLES

