



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



GENERAL BRAND GRAPHICS



H may be used alone
as an accent graphic

Hinman®

Hinman®

Hinman®

Hinman®

The Thomas P. Hinman Dental Meeting

Hinman®
The Distinction of Excellence

Hinman Dental Meeting

Hinman®
THE THOMAS P. HINMAN DENTAL MEETING

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

A banner for the 112th Thomas P. Hinman Dental Meeting. The background is a teal and blue geometric pattern. On the left, the word "Hinman" is written in a large, white, cursive script. To the right of the script, the text "112th Thomas P. Hinman Dental Meeting" is written in a white, sans-serif font. Below this, in a smaller white sans-serif font, is "Dr. William H. Rousseau, General Chair & Dr. Slade W. Lail, President". At the bottom right, in a white sans-serif font, is "March 20-22, 2025 | Atlanta, Georgia". A small registered trademark symbol (®) is at the bottom right of the banner.

112th Thomas P. Hinman Dental Meeting

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

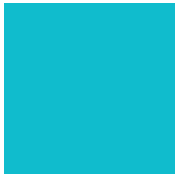
March 20-22, 2025 | Atlanta, Georgia

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

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

MAIN FONT FAMILY

Cervo Neue (all weights)

Light

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

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

Regular

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

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

Medium

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

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

Bold

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

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

2025 SHOW ONLINE SAMPLES

