

External

Brand Guidelines



Drummond's Name

Drummond Group, LLC → Drummond Group → Drummond

Drummond is the brand.

While the legal name is Drummond Group, LLC (often shortened to Drummond Group), the word Group in a company name brings to mind enterprise-sized organizations with many different companies under their umbrella; or smaller businesses trying to present themselves as larger than the whole of their parts.

The word group also conveys anonymity, which is something the People of Drummond are not.

- ✓ Use only Drummond in any communication when referring to the company.
- ✓ Only use Drummond Group, LLC in legal documents or disclaimers.
- ✗ Do not use "The" when referring to the company or a company product/service (e.g., The Drummond Group is, or The Drummond FHIR Client App testing program. Instead be more direct Drummond is, or Drummond's FHIR Client App testing program...).

Logo

Master Logo

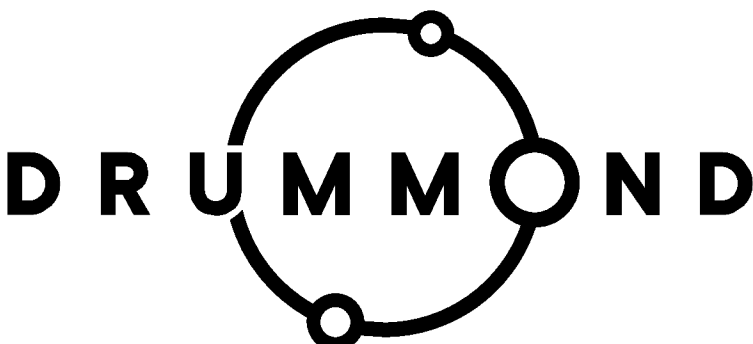
Our new logo has a simple, modern, clean look that sets Drummond apart from our competition. The full color logo is our primary brand mark, and should be used for stationery, signage, marketing communications, merchandise, and third party use.

In specific instances where legibility is a concern, the black or white version of our logo can be used as an alternate.

Full Color



Black



Full Color Negative



White



Logo

Clear space and sizing

Clear space is the area surrounding our logo must be kept free of any text or graphic elements. By leaving space around the logo, we ensure it stands out in all of our communications.

For a consistent presentation of the brand it is important to maintain a security area around the logo to protect it from other text, borders, graphics, or illustrations. Not respecting the security area affects legibility, impact, and will degrade the impact of our logo over time.

The security area that must be maintained around the logo is “x” which is equal to the height of the “O” in DRUMMOND as illustrated below.

Minimum size
It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

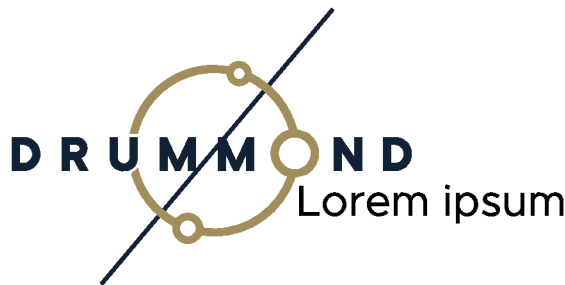


Logo Improper Use

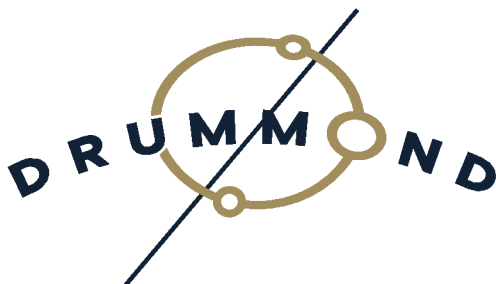
Any alterations to our logo diminish its integrity, and will erode the equity of our brand. The following examples are some specific “do not’s” for our logo.



Do not alter the logo colors in anyway.



Do not lock-up text to the logo.



Do not alter the logo shape in anyway.



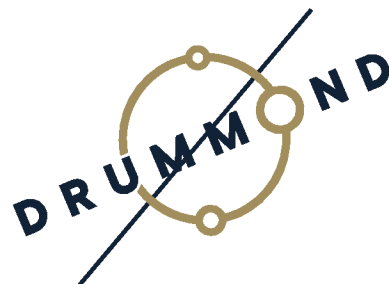
Do not add elements or shadows to the logo.



Do not place the logo in a holding shape.



Do not outline the logo.



Do not rotate the logo.



Do not change the relationship of the logo components.



Do not stretch the logo.



Do not put full colour or black only logo on a colored background.



Do not put full colour reverse or white only logo on a light background.

Questions



Email marketing@drummondgroup.com if you have any questions.

