



Brand Guidelines

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Font family: Gotham  
Gotham Bold  
Gotham Medium

## Interlock Word mark

Primary logo to be used initially on any communication before any Variations.



- PMS 533C
- PMS 278C
- PMS Cool Gray 7



- Black
- 50% Black



- PMS 533C
- PMS 278C

## Interlock Icon

Doherty Coaching “D” & “C” interlocked to show unity and growth by cooperation and progression.

To be used as highlights, bullet points and points of interest. Can be utilized alone for signage and anywhere the full logo is already prominently displayed.



- PMS 533C
- PMS 278C
- PMS Cool Gray 7



- PMS 533C
- PMS 278C



- Black
- 50% Black

## Interlock Tagline

Tertiary mark to be utilized with corresponding message. Should only be used when “Learn and Grow” is the message of the content. Can be used as a secondary mark in any communication that primary mark has already been established.



- PMS 533C
- PMS 278C



- Black
- 50% Black

## Unacceptable Uses



Primary logo color scheme cannot be altered.



All marks must remain as originally on baseline, no rotation.



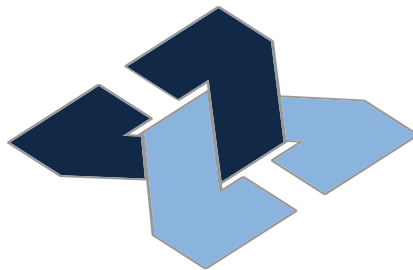
Elements of logo must remain in proportion to the original.



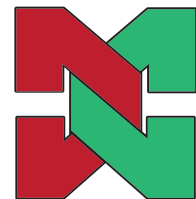
Elements of logo must remain in proportion to the original.



Lockup cannot be rotated.



Lockup cannot be disproportionately skewed.



Lockup cannot be independently colored.



Lockup cannot be rotated.



Lockup cannot be modified in any way.