

Brief

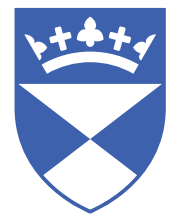
I'm looking for a logo that incorporates the words 'Staff Development for Medical Educators' that can be used on marketing materials (flyers, posters, leaflets, header on newsletters etc).

The logo will represent the various development opportunities for healthcare staff who are involved in teaching medical students and doctors in training (the majority of the people we are targeting are doctors).

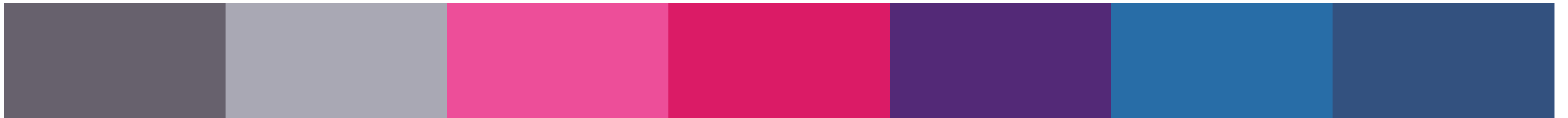
The logo should be able to sit alongside the University of Dundee logo and the NHS Tayside logo and not clash.

I think the colour scheme 'Verve' in Microsoft office might be a good fit (see image below), but open to suggestions! I'd like there to be a colour scheme associated with staff development that means that the materials associated with it are recognisable.

Any more info you need, give me a shout. Thank you!



University
of Dundee



Staff Development
for **Medical** Educators

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Additional Colours

Block colour 1

Pantone 427c

CMYK: 8,4,9,10

RGB: 221,217,214

#ddd9d6

Core colour

Pantone 2726c

CMYK: 83,67,0,0

RGB: 67, 101, 226

#4365e2

Highlight colour 1

Pantone 710c

CMYK: 0,85,52,0

RGB: 255,98,100

#ff6264

Highlight colour 2

Pantone 7480c

CMYK: 82,0,72,0

RGB: 1,209,124

#01d17c

