



Tableau Data Doctor



Branding Guidelines

This document outlines the guidelines you should follow when using the Data Doctor logo and branding your Data Doctor practice. Generally speaking, when designing materials, we recommend using clean and simple styling, colors and typeface.


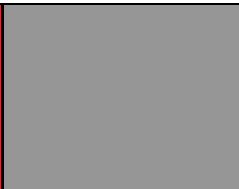
Data Doctor Logo

You may use this logo in all promotional and training materials for your Data Doctor practice.



Data Doctor Color

Do not change the color of the Data Doctor logo. Recommended colors for Data Doctor are included below.

	
CMYK: 11.93.74.2	CMYK: 0.0.0.41
RGB: 203.51.59	RGB: 150.150.150
Hex: #cb333b	Hex: #969696

Typeface

We recommend using the BentonSans family of fonts or Arial if you do not have access to BentonSans.



Tableau Data Doctor



Rules to remember

Never use the Tableau Doctor logo. Only the Data Doctor logo should be used as your Data Doctor event is uniquely tailored to the needs of your organization.

You may not change the color of the Data Doctor logo.

Please do not place your Data Doctor logo on other colors or on photographic, patterned, or illustrative backgrounds.