



SENTAC

**THE SOCIETY FOR EAR, NOSE, & THROAT
ADVANCES IN CHILDREN**

OUR LOGO

- Each element chosen with meticulous dedication to SENTAC's mission
- Modernizes our organization while preserving SENTAC's history
- Highlights multidisciplinary nature of our organization
- Ensures our brand is represented accurately and consistently



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COLOR GUIDELINES



SENTAC

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SENTAC Blue

Preserves our
heritage

#044274

Light Azure

Wisdom &
Excellence

#37718E

Cyan Blue

Communication &
Connection

#5CD1CA

Crimson

Leadership &
Courage

#9B0606

Orange

Passion & energy

#F86624

Yellow

Innovation &
Future

#FFCB47