

# chiropractic economics

**Chiropractic Economics** was founded in 1954, Chiropractic Economics is a chiropractic magazine that has focused on bridging the gap between what doctors of chiropractic learn about healthcare and what they need to know as entrepreneurs who command successful, thriving practices. We are the top-rated resource for chiropractic news, marketing, consulting, financial planning, attracting and retaining patients, and motivating and managing employees.

## Story / Point of View

**Core Values:** Empower chiropractic entrepreneurs by leading them to success in the practice of holistic health care with evidence-based, authentic tools and information.

**Brand Personality:** The voice of leading thought leaders and business experts who share their insights on health, wellness, and practice success.

**Target Audience:** We provide information for practicing chiropractors, with a focus on office management, patient relations, personal development, financial planning, legal, clinical and research data, and wellness and nutrition.

## Print Logos



Logo - CMYK



Logo - BW



Logo - REVERSE  
(Grey Box Not To Be Used.)



Logo - Horizontal

## Online Logos



Logo - RGB



Logo - Horizontal

Logo - FAV

## Typography

### Whitney Bold (Headlines, Byline & Subhead)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

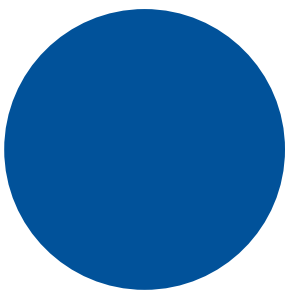
### Whitney Book (Deck)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

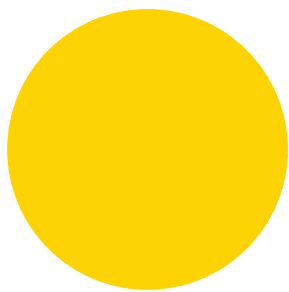
### Minion Pro Regular (Paragraph copy)

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abcdefghijklmnopqrstuvwxyz

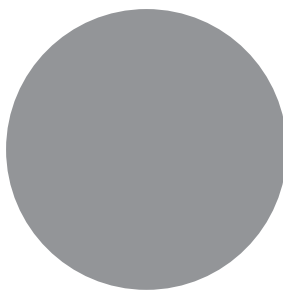
## Color Palette



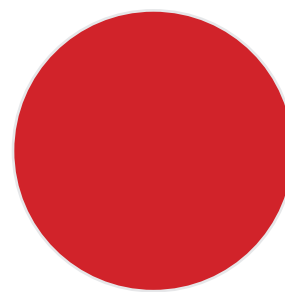
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Pantone: 287



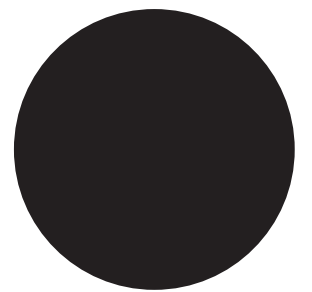
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#939598

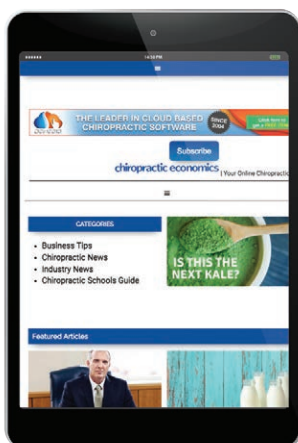


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R205,G23,B25  
#cd1719



C0,M,Y,K100  
R0,G0,B0  
#000000

## Types Of Imagery



## Slogan

Building Better Practices

## Other Related Brands

