

# Brand Guidelines

Version 1.0 - April 2021



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# 1. Brand strategy

## 1.1

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# Positioning

We design inventive solutions to simple and complex challenges. We deliver unparalleled accountability, industry-leading quality, and peace of mind. We support with attentive, compassionate customer service that goes above and beyond expectations.

# Design. Deliver. Support.

## 1.2

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### Brand mission

**Partner with dentists and organizations to evolve the business of dentistry by enabling growth and maximize efficiency.**

## 1.3

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### **Brand propositions**

- 1 Business insights and analytics
- 2 Proactive service
- 3 Genuine accountability
- 4 Flexible, scalable solutions
- 5 Smart technology
- 6 Training and education
- 7 Guidance through industry shifts

## 2. Logo

## 2.1

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# Introduction

Our new logo is comprised of two abstract shapes resembling the letter D that intersect. The left side of the mark resembles an L for “Lab.” The space within the intersection creates a window that represents our forward-looking vision and unlimited possibilities.





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## 2.2

# Usage guidelines

To ensure that the logo is legible and identifiable, a clear space surrounding the lockup and a minimum display size are recommended.

### Clear space

The area that is free of text, graphics, or the edge of a page or screen around the logo is called clear space. Because of the strength of our icon more clear space is required top and bottom vs left and right. See the example spacing here.



### Digital application

The minimum size of the logo is 60 pixels for on-screen viewing such as a website.



### Print application

The minimum size of the logotype is 0.75" for print.



## 2.3

### Correct use

The positive logo should be used whenever possible. It is acceptable to use on a light color or white background, or an image background if there is minimal contrast and the color value is neutral. For other cases, use the inverse or one color white logo.



Full color logo on white or light color background



Inverse logo should be used on dark image or solid color backgrounds



One color white logo should be used on a solid brand color background.



One color black logo should only be used in instances where color is specifically prohibited or infeasible.

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## 2.4

### Incorrect use

It can be easy to misuse the logo when implementing across marketing materials. For reference, here are some ways that the logo should not be used. Refer to the previous page for examples of the correct usage of the logo. Always use approved logo artwork files.



Do not rotate the logo



Do not disproportionately scale or stretch the logo



Do not change the typeface of the logo



Do not change the color of the logo or add borders, drop shadows, or other effects to the logo



Do not place logo on unapproved background colors



Do not place the logo over a complex background

# 3. Color palette

## 3.1

# Specifications

Shown below are the technical specifications for our brand color palette. When it is appropriate and technically feasible, colors may be used as tints in increments of 20%. In print, Pantone (PMS) colors should be used whenever possible.

<b>Innovation Orange</b>	100%
HEX: FF7B00	80%
RGB: 255 / 123 / 0	60%
CMYK: 0 / 64 / 100 / 0	40%
PMS: ???	20%

<b>Precision Grey</b>	100%
HEX: A1AAB4	80%
RGB: 161 / 170 / 180	60%
CMYK: 38 / 27 / 23 / 0	40%
PMS: ???	20%

<b>Explorer Slate</b>
HEX: 2E4057
RGB: 46 / 64 / 87
CMYK: 86 / 71 / 44 / 34
PMS: ???

<b>Sonic Blue</b>
HEX: 2E8CFF
RGB: 46 / 140 / 255
CMYK: 71 / 44 / 0 / 0
PMS: ???

<b>Polish Teal</b>
HEX: 13F2D1
RGB: 19 / 242 / 209
CMYK: 57 / 0 / 32 / 0
PMS: ???

<b>Scaler Grey</b>
HEX: 6B7882
RGB: 107 / 120 / 130
CMYK: 62 / 46 / 40 / 9
PMS: ???

# 4. Typography

## 4.1

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# Brand typeface

Azo Sans has been selected as the primary brand typeface. It is clear and modern, and conveys our position of leadership in the industry.

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### Azo Sans

AaBbCc  
012345

## 4.2

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### Fallback typeface

Only when the brand typeface is not available, or when using programs or computers with restrictive font sets, the default system font that can be used is Verdana.

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#### Verdana

**AaBbCc**  
**012345**



## 4.3

# Type hierarchy

A clear hierarchy of information is necessary for clear, telegraphic communication. There should be a dramatic contrast in size between body copy and headlines. There should be as much differentiation as possible between each level of hierarchy. Below is an example of how typography can be used.

## Headline shown in sentence case Azo Sans Bold

### Headline

Azo Sans Bold  
Size: 24 pt.  
Leading: 25 pt.

### Subhead in Azo Sans Regular

### Subhead

Azo Sans Regular  
Size: 10 pt.  
Leading: 12 pt.

Lorem ipsum dolor sit amet, consectetur adipis cingle elit utel nisl augue, blandit sed mauris vel, rutrum elel egestas magnase. Vestibulum sit amet nunc eget sem eleifend venenatis fusce a dolor id lectus lortis ultrices eget ac lectus. Vestibulum ante ipsum pris in faucibus rutrum elel elit utel nisl augue, blandit sed mauris vel, orci luctus et ultrices posuere cubilia.

### Body

Azo Sans Regular  
Size: 10 pt.  
Leading: 13 pt.

Learn more about us

### Button

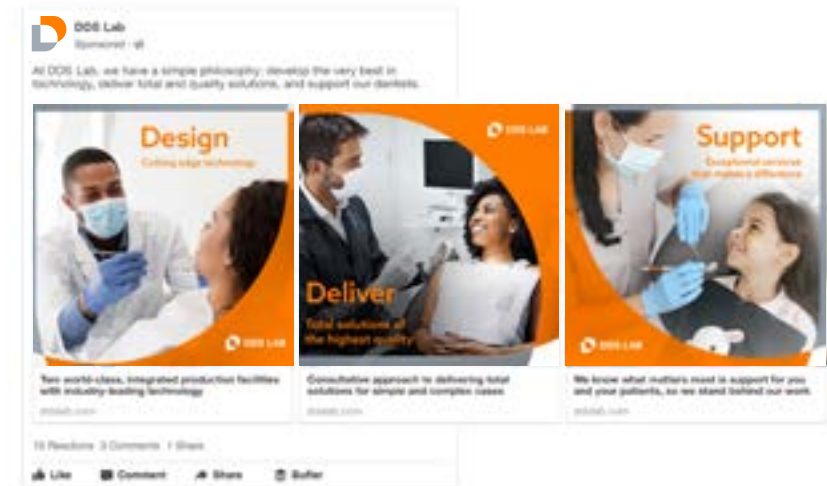
Azo Sans Medium  
Size: 8 pt.  
Leading: 10 pt.

# 5. System graphic

## 5.1

# Overview

Our primary system graphic element is the DDS Lab Framing Device, shown in the examples below. It's inspiration comes from our logo, and the device is used to emphasize key subjects in our photography and typographic elements in our design.



## 5.2

# Application

The DDS Lab Framing Device should be used on pieces that are designed to create maximum visual impact. It should be used sparingly and deliberately. It is not appropriate for use in content-heavy, functional, or technical cases.

### The asset

The DDS Lab Framing Device is a flexible asset that can be used at various sizes and scales. It can also be used in varying percentages of transparency in order to let some of the framed photography be seen.



### Applying the asset

The DDS Lab Framing Device should be used to highlight key elements of focus, such as the subject of a photograph or a headline. It can be used expressively and boldly. It should never overlap typography or our logo, though it may overlap photography.



# 6. Grid system

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## 6.1

# Principles

Our grid system can best be illustrated by using this page of our guidelines as an example. Content should be aligned to the grid so that our communications feel organized and clear. This rigor will convey our position of leadership in the industry.

Our grid system is composed of a 12-column grid with 6 main columns, each subdivided into two columns for finer layout adjustments and requirements. Though there may be exceptions, the aim is for all elements to speak to the grid.

## 6.2

# Application

Our grid should be applied to the majority of communications, both internal and external. Our logo, typography, infographics, photography, and the DDS Lab Framing Device should all fit within our grid.



# 7. Infographics



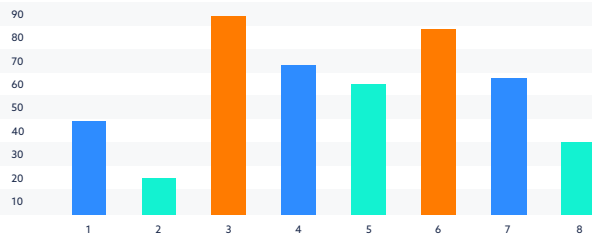
# 7.1

## Charts and graphs

Clean, simple data and infographics can be created using our brand color palette and typography. To highlight key information, use Blue as an accent color. Otherwise, use Berry, Grey, and Purple in various shades.

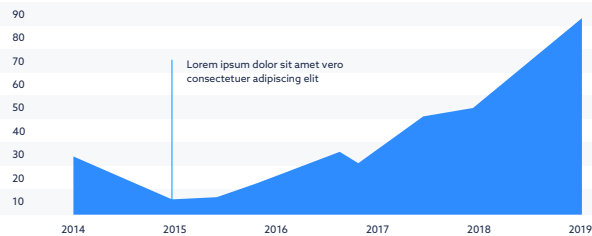
### Lorem ipsum dolor

● Lorem ipsum ● Lorem ipsum ● Lorem ipsum



### Lorem ipsum dolor sit amet

● Lorem ipsum



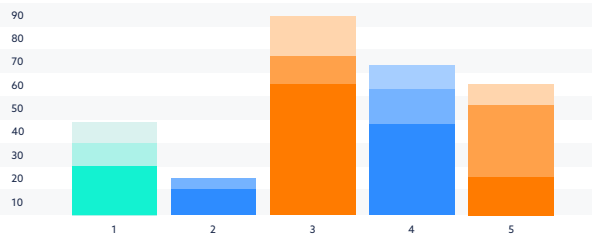
### Lorem ipsum dolor

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● Ipsum dolor  
● Dolor lorem  
● Lorem dolor



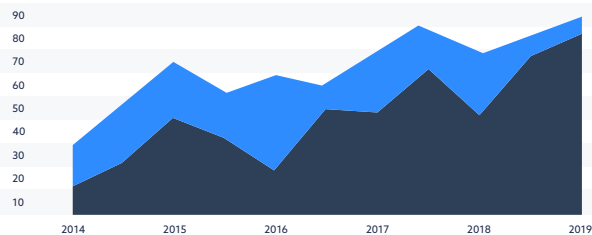
### Lorem ipsum dolor sit amet

● Lorem ipsum ● Lorem ipsum ● Lorem ipsum



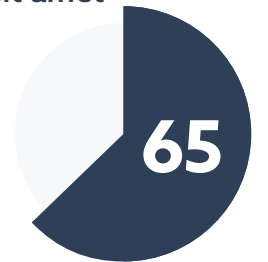
### Lorem ipsum dolor

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### Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nislut aliquip ex ea commodo consequat.

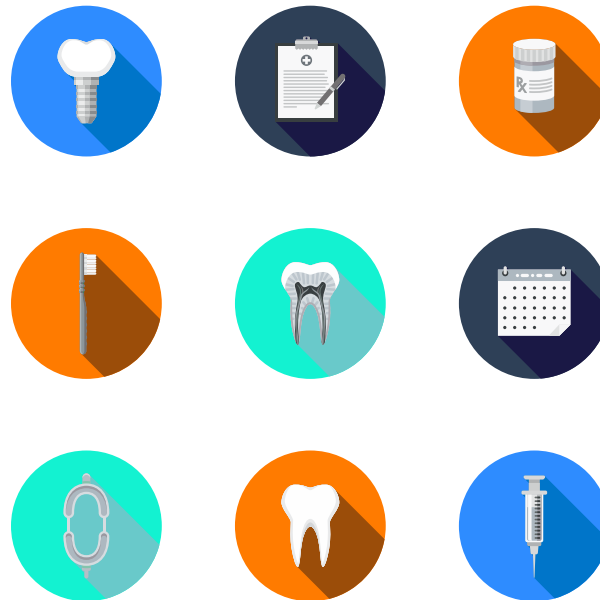


## 7.2

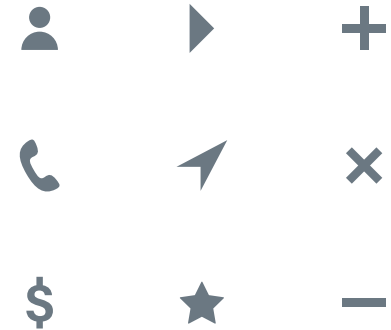
# Iconography

Two different styles of icon styles have been developed for our brand: descriptive icons are used when describing various concepts or ideas, while functional icons should be used primarily in user interface design. When creating new icons, ensure that they are constructed in a similar fashion and are simple and iconic.

### Descriptive



### Functional



# 8. Photography

## 8.1

# Photographic style

Our photography should always tell a clear and straightforward story, supporting headlines and text to enhance the reader's understanding of a communication's primary message or a service's value proposition. The images we choose and how we use them in our materials should feel fresh, authentic, and natural, not staged or clichéd.



### Spontaneity

Photographs should feel candid, unposed, and immediate, capturing people engaged in real-life activities, not looking at the camera.



### Crop

Framing a photograph in an unexpected and unusual way can make an image feel more engaging by playing with scale and negative space.



### Color

Images should be bright and filled with natural light whenever possible, and should be mostly desaturated.



### Subjects

It is important to portray a diversity of gender, age, and ethnicity to celebrate the diversity of our team and the communities we serve.

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## 8.2

# Incorrect use

Below are examples of incorrect use of photography. These are images that may be readily available from stock photo agencies, but they do not embody our brand strategy and are not a part of our visual identity.



Don't pick photography that doesn't tell a story or relate our services or brand.



Don't use images that show outdated technology.



Don't choose photography that is obvious, banal, or overused.



Don't choose photography that features a person looking directly at the camera.



Don't use imagery that's technical or diagrammatic.



Avoid composite images, or images with graphic overlays.



Avoid industry clichés or oversimplification.



Don't use images that are graphic or surgical.

# 9. Implementation

## 9.1

# Visual identity examples



## 9.2

# Assets nomenclature

The following nomenclature system has been developed to help identify and easily locate the various graphic files. Always use the reproducible electronic art that has been provided for download.

## ddslogo\_rgb\_full-color.ai

Profile	Color configuration	File type
<b>RGB</b> For digital use	<b>Full-color</b> For light background use cases	<b>AI</b> Adobe Illustrator file (vector)
<b>CMYK</b> For print use	<b>Inverse-color</b> For dark background use cases	<b>EPS</b> Encapsulated PostScript (vector)
	<b>White</b> For 1-color use	<b>JPG</b> Non-vector image file
	<b>Black</b> For 1-color use	<b>PNG</b> Non-vector image file (transparent background)
		<b>SVG</b> Vector files for digital use



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## Thank you

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For all inquiries regarding marketing and communications,  
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