

Brand Guidelines



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**



Family

We serve with a holistic awareness of families' diverse needs and an attitude that treats everyone as part of the SRDIC&FP family. We aim to help everyone, from babies to grandparents.



Integrity

Honest treatment plans and a focus on high-quality experience—not speed or money—is how we build relationships.



Professional

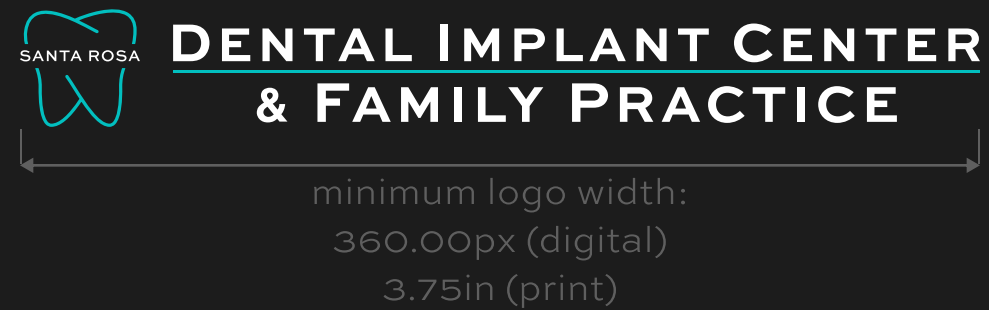
Through our many years of experience, along with a commitment to continuing education, we can provide the care and service you would expect from a medical provider.

BRAND VALUES

A brand is nothing without a foundation, just like a building needs one. In this case, our values carry the brand's weight, setting the tone for our interactions and driving our business intentions.



DENTAL IMPLANT CENTER & FAMILY PRACTICE



PRIMARY LOGO

SRDIC&FP's primary logo is a lockup combining the wordmark with subtle line art representing a tooth (and subliminally, an "N", for the founders last name). The design embodies the practice's professionalism with a sense of modern and ease. Its simplicity is a consideration of the practice's longevity and therefore, its aesthetic is timeless.

In that regard, the location of the city name in the logo allows for the possibility of an office move or any additional offices being opened up in other cities.

A



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**

minimum logo width:
320.00px (digital)
2.75in (print)

DENTAL IMPLANT CENTER & FAMILY PRACTICE

SECONDARY LOGOS

SRDIC&FP's secondary logos can be used as alternatives to the primary logo if the primary logo is not deemed to fit within the parameters of the asset. In other words:

1. Secondary logos are never to be used along side/adjacent to the primary logo.
2. If the primary logo does not seem to fit the asset/space orientation visually (e.g. square, landscape, portrait), the secondary logo may be used.

***CONDITION:**
Secondary Logo B can only be used on things such as shirts, where one side can have the secondary logo B and the other side has the full lockup i.e. printable objects that have multiple sides where at least one of the sides contains the full logo lockup.

B*



minimum logo width:
0.75in (print)



'Other cities' mockups



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**

LOGO APPLICATION

Color usage for the logos is straightforward:

1. Primary logo used should either be the white words or the black words (with the teal tooth), dependent on background color (i.e. use whichever creates optimum contrast).
2. IF there is an asset/output that requires only one color, all black or all white can be used, dependent on background color.

Logos cannot be modified in any way in regards to color, rotation, and effects.

When resizing, logo must be uniformly scaled (i.e. constrain proportions).

Family First

In a laoreet purus. Integer turpis quam, laoreet id orci nec, ultrices lacinia nunc. Aliquam erat volutpat. Curabitur fringilla in purus eget egestas. Etiam quis.



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**



**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**

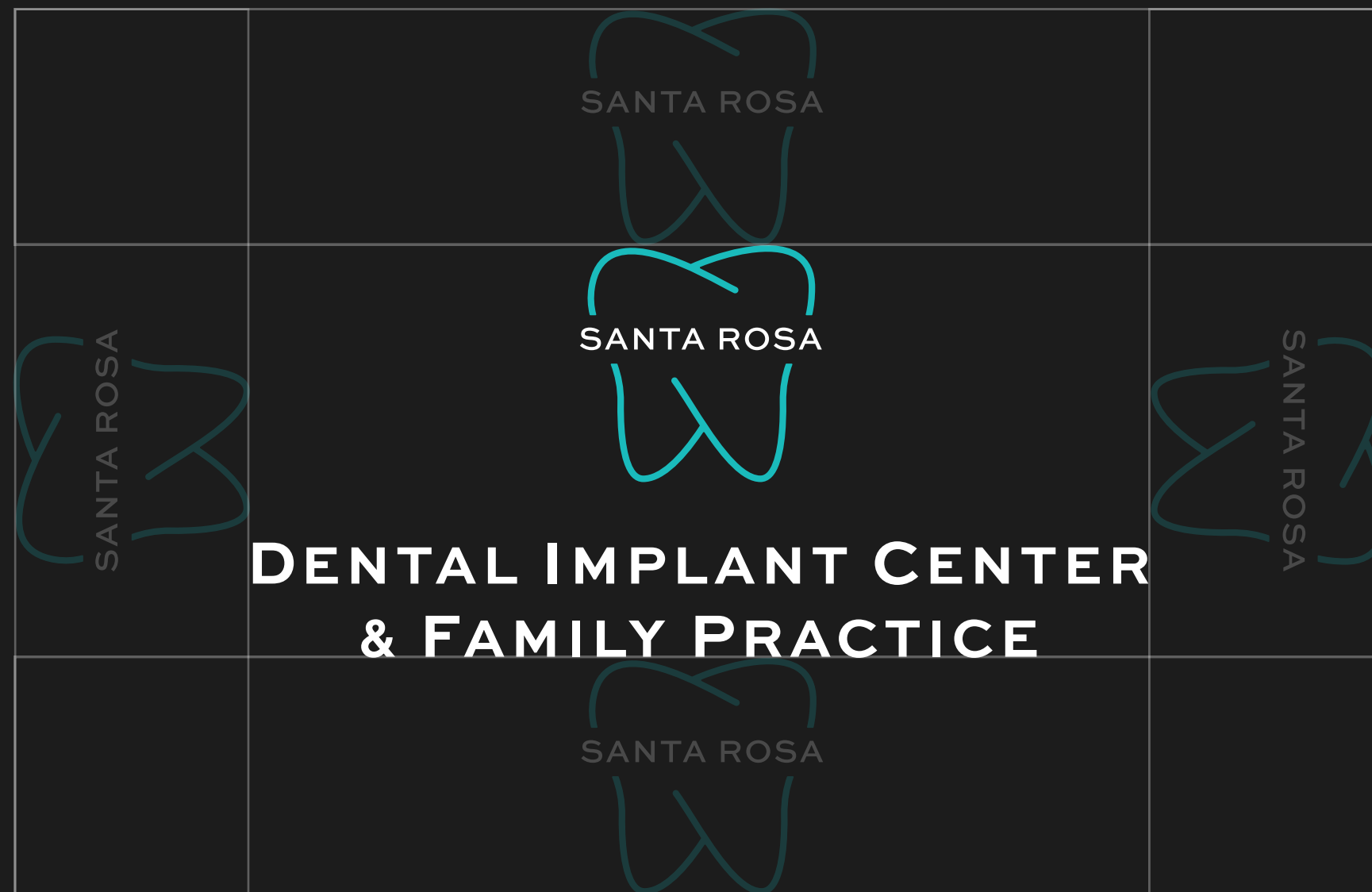
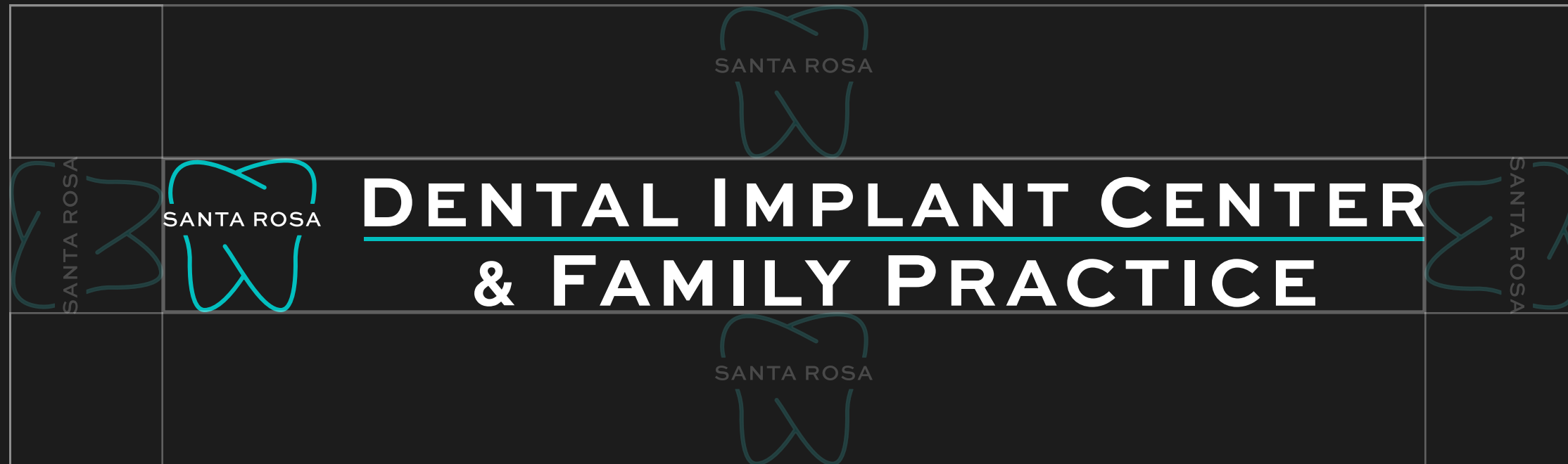


**DENTAL IMPLANT CENTER
& FAMILY PRACTICE**

PHOTO BACKGROUND

Background imagery can be used instead of the aforementioned background color options, given that there is enough contrast for the logo to stand out clearly without logo effects (such as a drop shadow).

TIP:
A subtle gradient overlay on the background image can be used in the area behind the logo to increase contrast, if needed.

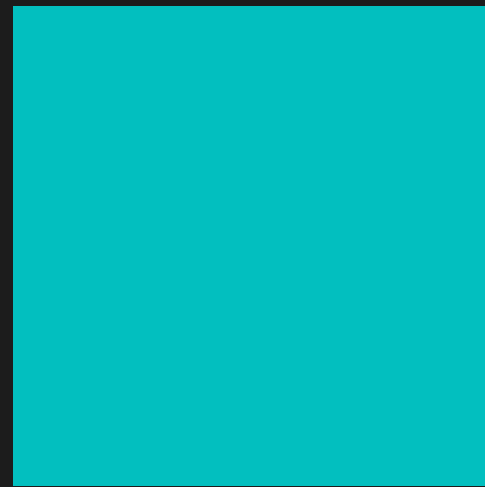


CLEAR SPACE

Clear space around the logo is incorporated to ensure other graphic elements such as other logos or copy do not minimize the full effect of the SRDIC&FP logo.

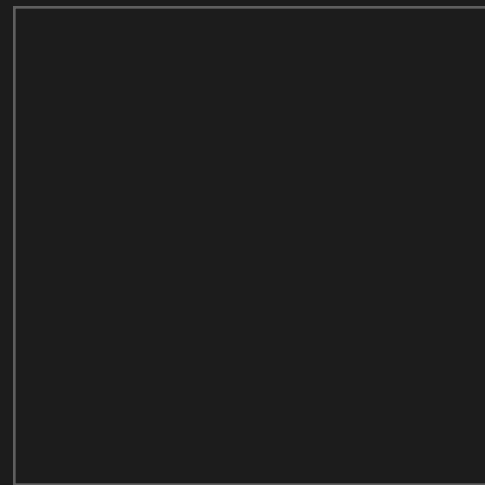
Minimum clear space around the logo equals the height of the tooth lockup (icon + [city name])—the height of the tooth lockup ‘clear space’ is equal to the tooth lockup in the respective logo.

Primary



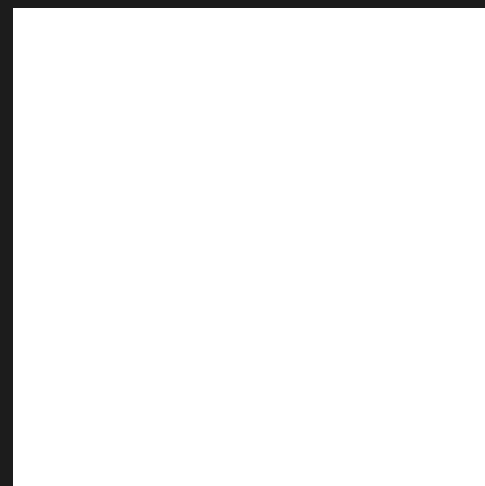
TEAL

Hex: 02BFBF
RGB: 2-191-191
CMYK: 71%-0%-31%-0%



BLACK

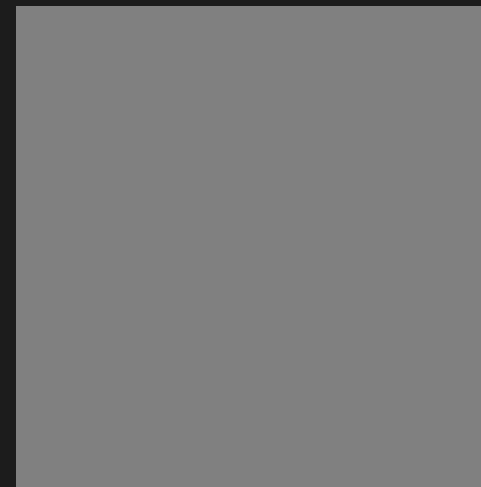
Hex: 1C1C1C
RGB: 28-28-28
CMYK: 72%-66%-65%-77%



WHITE

Hex: FFFFFFFF
RGB: 255-255-255
CMYK: 0%-0%-0%-0%

Secondary



MEDIUM GRAY

Hex: 808080
RGB: 128-128-128
CMYK: 52%-43%-43%-8%



DARK TEAL

Hex: 03827e
RGB: 3-130-126
CMYK: 86%-30%-52%-8%

COLOR PALETTE

Color works hand-in-hand with the logo and any other graphical element chosen to communicate the brand's message.

Like the logo, the color palette is simple. Black, Dark Gray, and White are used to ground the palette, providing a sense of stability and professionalism.

With this foundation, the sole accent color Teal reflects the vibrant character of the founders and the intent to evoke qualities of calm, openness, and rejuvenation.

Header 1 Sweet Sans Pro Bold

Header 2 Sweet Sans Pro Bold

Header 3 Sweet Sans Pro Medium

HEADER 3 (CAPS) SWEET SANS PRO MEDIUM

Body Sweet Sans Pro Light

Always sentence case
(Upper and lowercase).

Leading and Tracking varies
per asset

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet.

Alternate Header

Header (Display) Kepler Std Bold Display

Header (Print) Kepler Std Bold

TYPOGRAPHY

The typography selection is primarily one typeface: Sweet Sans Pro. In some cases, Kepler Std Bold can be used as an alternate Header font in combination with Sweet Sans Pro for the body copy.

Sweet Sans Pro provides versatility through different font options. Its wide/open style with inspiration from classic engraver's lettering allows for legibility in small and large sizes.

Kepler Std Bold, a varying width serif font, adds a touch of character if necessary in larger copy such as headers.