MarketDental

Creating A Positive Impression

Branding and Visual Identity Standards Guide
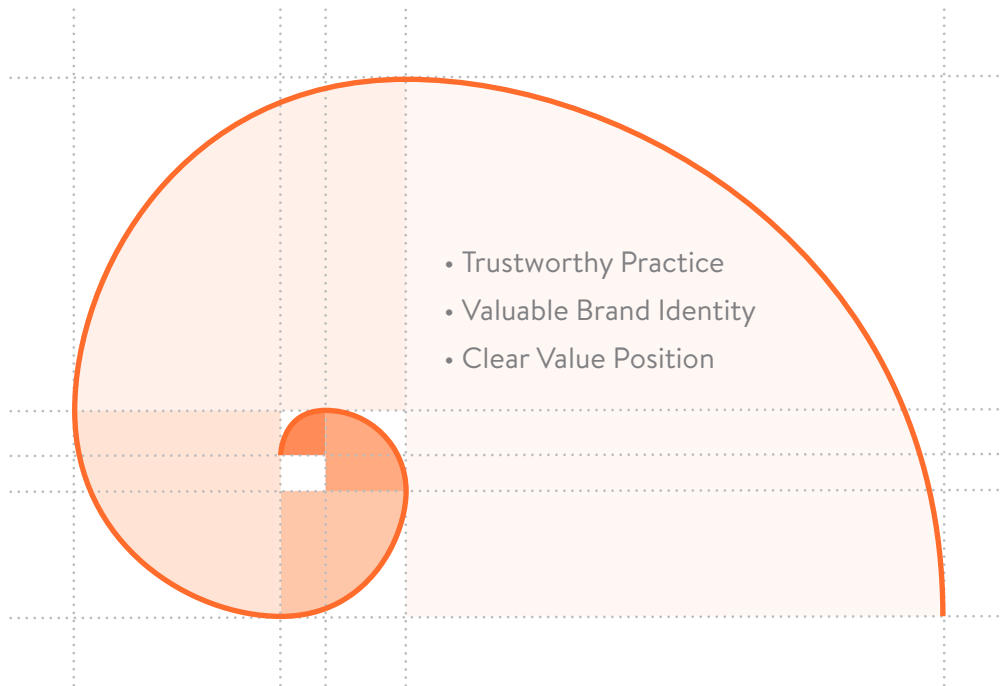
Prepared for:

POP DENTISTRY / Dr. Lisa Popp

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1.0 Introduction

This guide serves as a reference to maintain and ensure consistent use of our graphic identity.
It is important to accurately convey the brand at every audience touchpoint.
Adherence to proper usage must be enforced both externally and internally.

For further information, or to receive logo files,
please contact MarketDental at info@marketdental.com

Positive Impression Spiral

- Trustworthy Practice
- Valuable Brand Identity
- Clear Value Position

Components

2.0 Corporate Colour Palette

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Spot	Pantone 213 C	
CMYK	0 97 10 0	
RGB	243 23 131	
HEX	#F31783	

Spot	Pantone Blue 0821 C	
CMYK	46 0 8 0	
RGB	119 220 238	
HEX	#77DCEE	

Spot	Pantone 375 C	
CMYK	45 0 100 0	
RGB	152 205 39	
HEX	#98CD27	

Spot	Pantone 158 C	
CMYK	0 69 99 0	
RGB	243 112 32	
HEX	#F37020	

Spot	Pantone 7408 C	
CMYK	4 26 100 0	
RGB	245 188 11	
HEX	#F5BC0B	
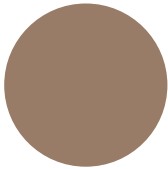
Spot	Pantone 7504 C	
CMYK	38 48 59 10	
RGB	152 124 103	
HEX	#987C67	
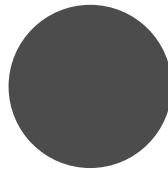
Spot	Pantone 7540 C	
CMYK	0 0 0 70	
RGB	76 76 76	
HEX	#4C4C4C	

Spot	N/A	
CMYK	0 0 0 0	
RGB	255 255 255	
HEX	#FFFFFF	

Selection Criteria

|	
Natural	Sophistication
Organic	Quality
Bright	Vivid
Light	Brilliant
Modern	Intense
Contemporary	Strong
Competence	Bold
Confidence	Glowing
Cleanliness	Rich

Colours

The logo uses two primary corporate colours. You may use these colours to further strengthen the brand.

The secondary colour palette is provided to complement but not dominate the primary colours. For example, it might be used in a subhead, tagline or perhaps a graphic detail.

The Pantone spot colours (coated) along with the process and equivalent HEX and RGB values are provided to allow colour matching in web applications.

3.0 Reproduction

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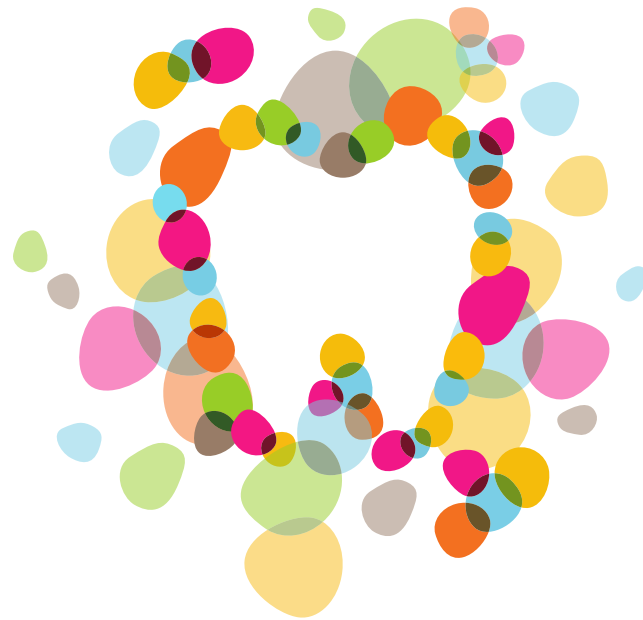
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Info

Graphics (icons) representations will share a common look and styling leading to a particular artistic style that provides consistent brand conception.
It is preferable to use the full colour version of the identity wherever possible.
When colour reproduction is limited, use the one colour or the black and white versions.

Artwork

EPS files should be used for all printed materials. EPS file format is appropriate to give to printers, graphic designers, web deisgners, sign makers, etc. You will not be able to open this file.
It can scale without degrading quality as large as needed. JPG / PNG files may be used for office purpose, websites, and other electronic media.
It will have a white background. Do not scale this file larger, as the quality will degrade. You may scale the file smaller if needed.
The difference between PNG file type and JPG is that it will have a transparent background and therefore can be used on colored backgrounds.

4.0 Typeface / Typography

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About Brandon Text font family

Brandon Text is the companion of the famous Brandon Grotesque type family. It has a higher x-height than the Grotesque version and is optimized for long texts, small sizes and screens. This sans serif type family of six weights plus matching italics was designed by Hannes von Döhren in 2012. Influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility. Brandon Text has a functional look with a warm touch and works perfectly together with Brandon Grotesque. It is manually hinted and optimized for screens, so it will be a good choice for Websites, eBooks or Apps.

Download
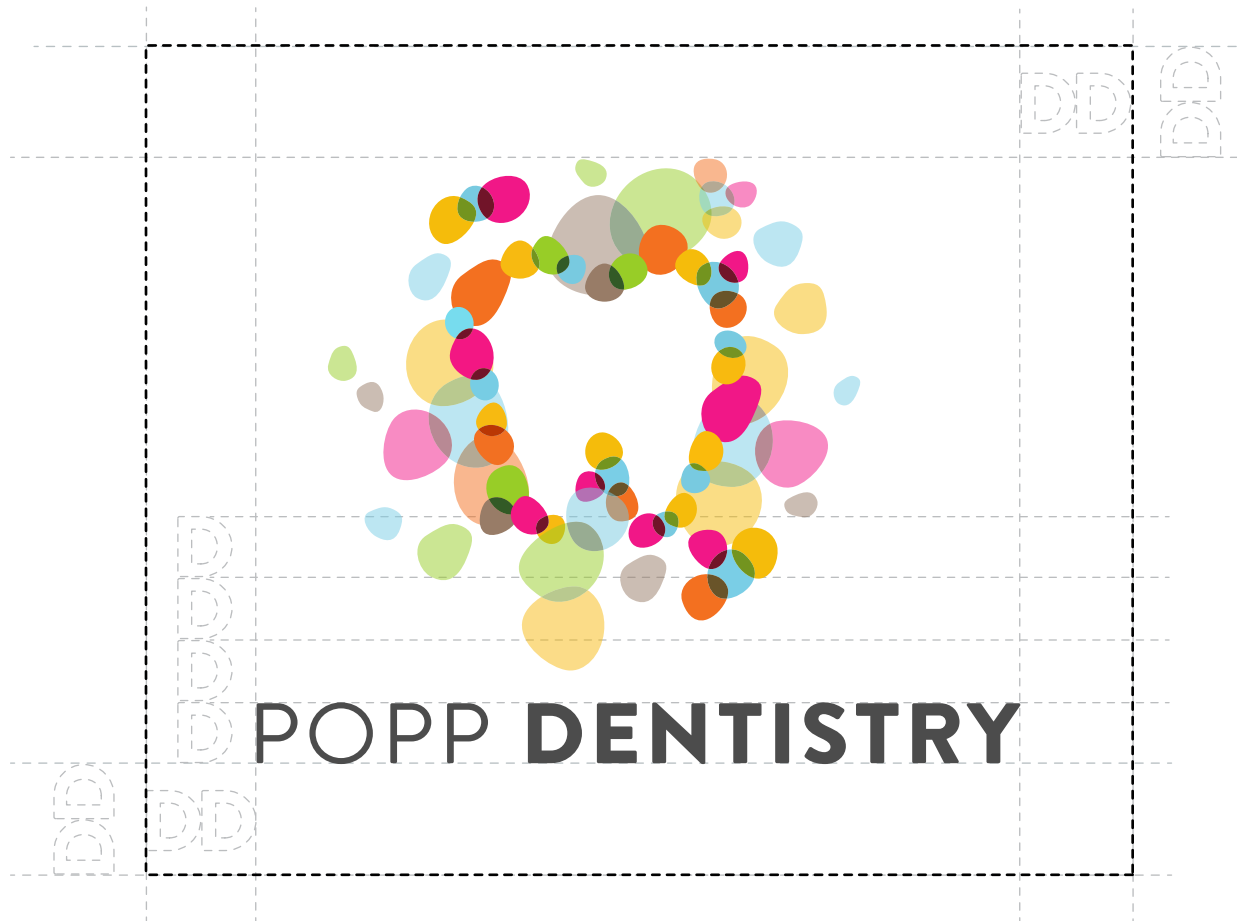
If you want to use the logo font elsewhere, it is available for download at:

myfonts.com/fonts/hvdfonts/brandon-text/

Brandon / Regular

POPP

Brandon / Black

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5.0 Logo Dimentions

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Space

When using the logo, always provide "clear" or "white" space around it. This will allow for greater readability and clarity.
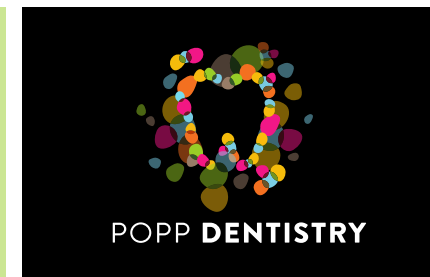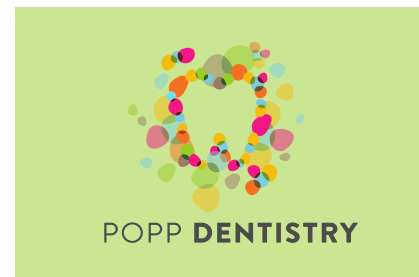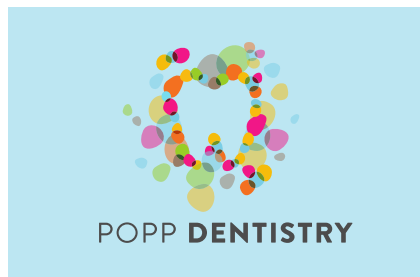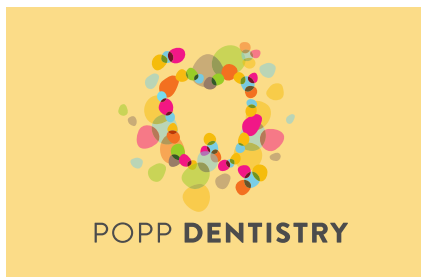
Allow double "D" height distance all around the logo.

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6.0 Alternative Logos

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The logo must remain as a single unit at all times. Elements of the logo cannot be removed, altered or modified.

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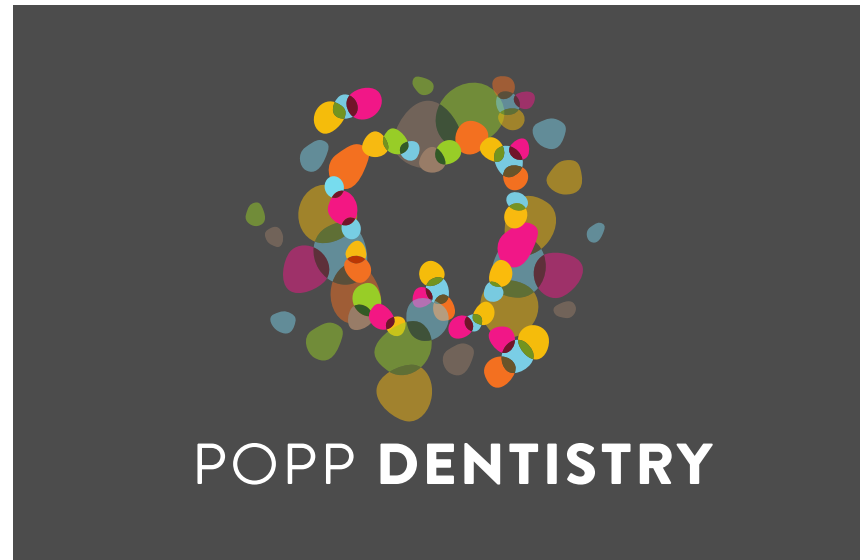
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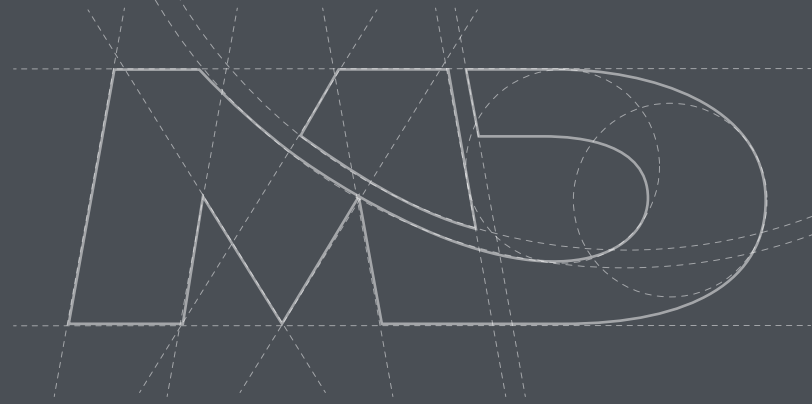
Let's get in touch. We want to hear from you!