



**NORTH DALLAS
DENTAL GROUP**

GENERAL • COSMETIC • IMPLANT

TABLE OF CONTENTS

Welcome to your brand style guide that will help you keep your brand cohesive and consistent as you grow over the years. It's in your hands now. We trust you. Mostly. Like 99%. Hence the guide.

PAGE	03	_____	WELCOME
PAGE	04	_____	WHAT YOU HAVE AND WHY YOU HAVE IT
PAGE	05	_____	FREQUENTLY ASKED QUESTIONS
PAGE	06	_____	ARTWORK + VISUAL ELEMENTS
PAGE	07	_____	LOGO VARIATIONS AND LOCK-UPS
PAGE	08	_____	DOS + DON'TS OF YOUR LOGO
PAGE	09	_____	COLOR VARIATIONS
PAGE	10	_____	COLOR PALETTE
PAGE	11	_____	FONT PAIRINGS
PAGE	12	_____	STYLE DIRECTION
PAGE	13	_____	SIGNAGE
PAGE	14	_____	END

GETTING TO KNOW YOUR NEW BRAND

Welcome to your new look. It rocks. Just look at it! We know the sheer volume of files can be a bit overwhelming, but this guide will help you understand exactly what you have and when to use it.

WHAT YOU HAVE & WHY YOU HAVE IT

Let’s get into the super cool folder sitting before you. What you’ll see when you open it up is...another folder. And then a few more. Each are added intentionally depending on where you want your brand to live.

THE LOGOS

LOGO

This folder holds the formats of your main logo.

LOGO MARK

This folder holds the icon created to coordinate with your logo.

LOGO TYPE

This folder holds the logo with only your name and no icon.

ALTERNATE LOGO

Not everyone has this folder, but if you have another logo option, you’ll find it here.

THE COLORS

BLACK

These are the basic files to use if you’re printing something in black and white.

FULL COLOR

These files can be used where appropriate on either a dark or light background.

WHITE

These are the basic files to use if you’re designing on a dark background.

THE FORMATS

DIGITAL (RGB)

These logos will be used for anything that will be on a screen. RGB (Red, Green, Blue) are the colors that televisions and monitors use to make all the colors your eye sees. If you’re putting it on a screen, use these logos.

PRINT (CMYK)

These versions (Cyan, Magenta, Yellow, Black) will be used for most of your printing needs. CMYK are the colors printers use to make all the colors in the print process. If you’re printing something, use these logos.

THE FILES

.EPS

These are vector files that can be scaled to any size without losing resolution. You could make your logo the size of the Empire State Building and it would still be crisp and clear. These will be the most requested files if you are outsourcing any kind of printing.

.PDF

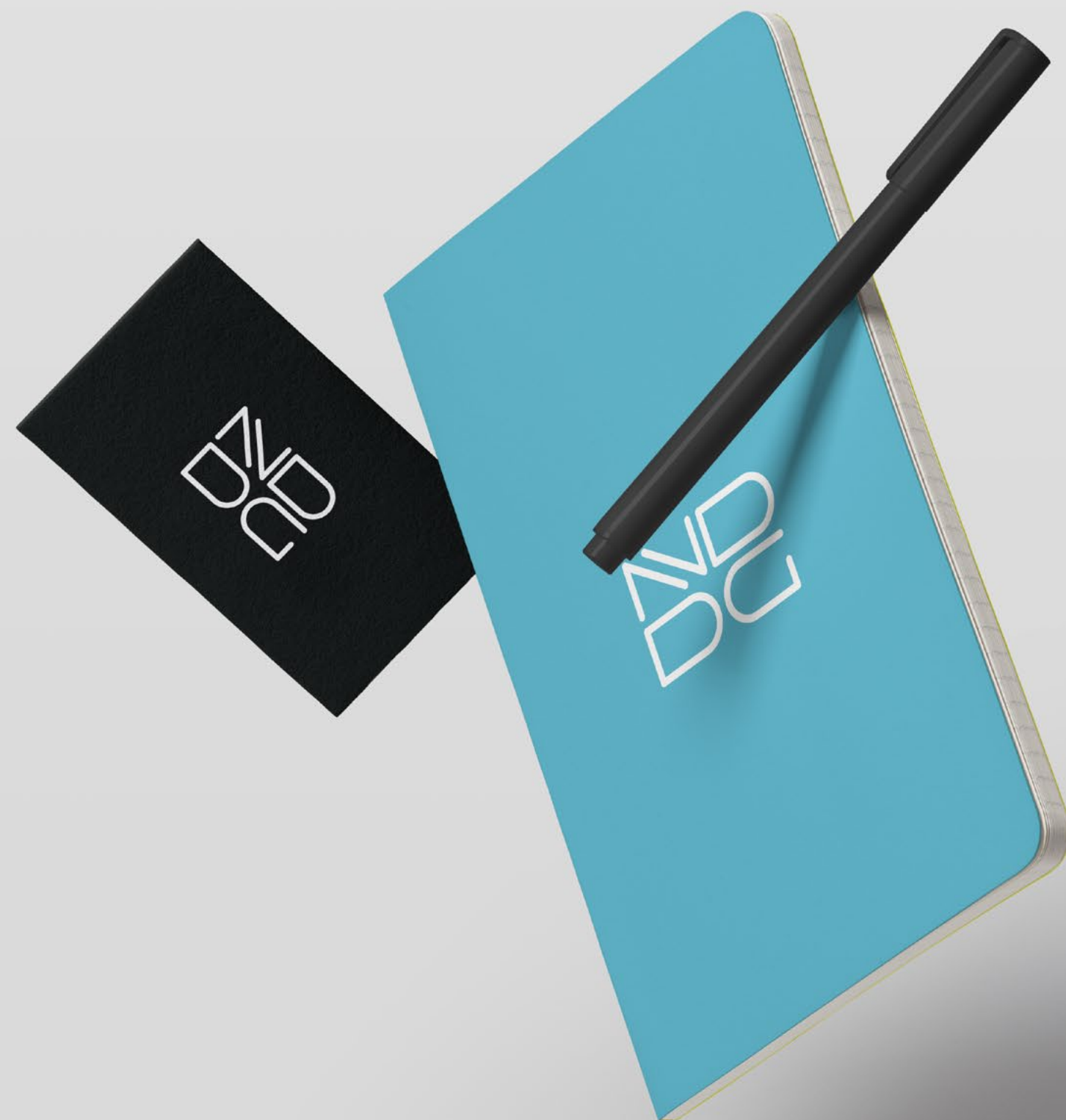
These are also vector files, just in a different file type.

.PNG

These files are on a transparent background and cannot be scaled to any size. Most computer programs and other internet applications love this file type and will embrace them with a loving hug. This will be most used on a day-to-day basis.

.SVG

These vector files are for web developers although they can also be used for digital files.



FREQUENTLY ASKED QUESTIONS

You are welcome to reach out to the Account Manager assigned to your project to help with specific questions on your finalized project, but here are a few questions we hear most.

WHY AREN'T THERE ANY BACKGROUND COLORS ON MY LOGO FILES?

The logo files provided are intended to go on top of a background or image, much like the cherry on top of a sundae or the icing on a cake. Because they're that good.

WHY AREN'T THERE .JPG FILES? I NEED .JPG FILES!

Friends don't let friends use .JPEG files for their logo and we're your friend. So, trust us. We've given you the much better .PNG files for most of your day-to-day needs.

I HAVE SOMEONE HELPING ME WITH A DESIGN PROJECT, WHAT SHOULD I SEND THEM?

You should be sending (this here) Brand Style Guide and all the logo files to anyone working on signage, collateral, or supplemental materials that will represent your brand.

ARTWORK + VISUAL ELEMENTS

These are custom designs, curated patterns, or otherwise intentionally selected additions to support your visual brand. They can be used in print, online, via social media, or in the office itself.

ICONS


Show your audience details matter like social media icons or visual representations of services



LOGO VARIATIONS + LOCK-UPS

These are the logo combinations you can use depending on the space available or responsive design preference. They can be used in print, online, via social media, or in the office itself.

LOGO



NORTH DALLAS
DENTAL GROUP

LOGO MARK



LOGO WITH TAGLINE



NORTH DALLAS
DENTAL GROUP

GENERAL • COSMETIC • IMPLANT

LOGO ALTERNATIVE



NORTH DALLAS
DENTAL GROUP



DOS AND DON'TS OF YOUR LOGO

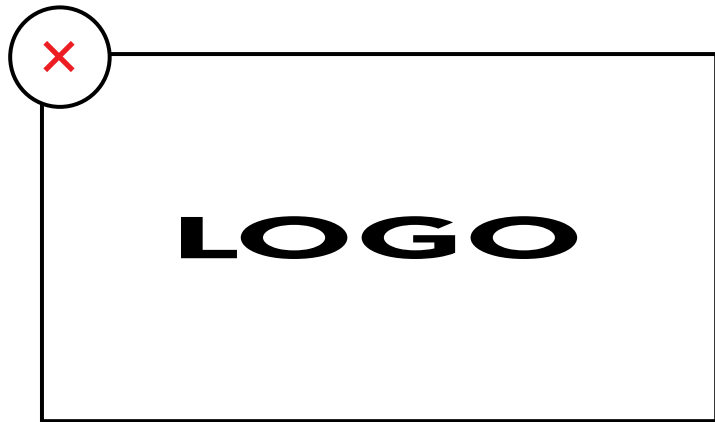
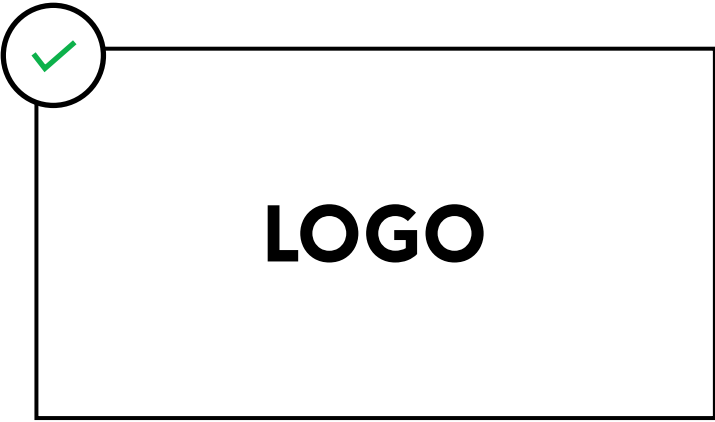
We've laid out a few guidelines to help you keep your logo looking great across the board without compromising the design. Friends don't let friends stretch their logo, so remember we're here for you.

PLEASE DO:

- Use the logos we've provided for you in various colors
- Use the "primary logo" as the priority and others as secondary
- Leave space around the logo to keep it from appearing cluttered
- Make sure the background chosen helps the logo stand out
- Note the minimum sizing, alignment, and margin when using

PLEASE DON'T:

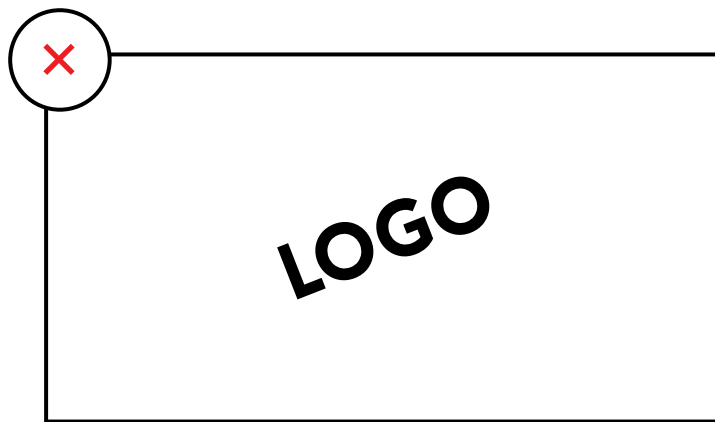
- Try to adjust, change, or edit the files on your own or with a friend
- Rotate, stretch, skew, or squish the logo or any alternative mark
- Use incorrect file types on incorrect mediums (see page 02)
- Add elements, coloring, or effects to the final logo files
- Use the previous logo, branding, or colors in conjunction with your files



Do not stretch or skew logo.



Do not use colors outside of brand color palette.



Do not rotate the logo.



Do not add additional elements to logo.



Do not change character spacing in the logo.



Do not add bevel, drop shadow or other text effects.

COLOR VARIATIONS

Ta-da! Below you'll find your official brand colors in the appropriate gradients to keep your brand consistent online and in tangible print materials, each with the codes needed for different formats.



COLOR PALETTE



PELOROUS

HEX: #5BB5CC
RGB: RGB 91, 181, 204
CMYK: CMYK 61, 10, 16, 0
COATED: PANTONE 4157 C
UNCOATED: PANTONE 631 U

FONT PAIRINGS

We want to set you up for success in bringing that tone of your main logo into the other spaces of your brand and font choice is an important place to start, our team strongly recommends the options below.

HEADING #1

MONTERRAT SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY TEXT

PT SANS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

STYLE DIRECTION

Here are a few visual styles we think your brand can embody well in the visual world we’re living in

CONTENT DIRECTION/PHOTOGRAPHY

CLASSIC + COMMERCIAL PHOTOGRAPHY: CAN REPRESENT A LIGHTER, LESS SERIOUS ATMOSPHERE



**EXTERIOR SIGNAGE & ENVIRONMENTAL
BRANDING (INTERIOR SIGNAGE)**



Our team is SO excited for you and your new brand to make it in the world on your own. We hope this guide helps answer your questions and brings you confidence in implementing the investment you made with us everywhere else. We believe in you. We're on your team. We can't wait to see where this brand takes you.

STUDIO
EIGHTY EIGHT