

smile source

Brand Guidelines

January 2024



Primary Logo

The identity has been carefully crafted using typography that is clean, simple, and modern.

This document is an overview of the elements of the identity and a guide for their application. Following these guidelines will ensure the protection and strength of the Smile Source brand.

The primary logo is the brand’s main identifying mark and should be used on all core application, including stationary, digital platforms, and branded collateral.

COLORWAYS

The primary logo can be applied in a variety of colorways using tones from the approved brand palette. Examples of appropriate contrasts are demonstrated on the subsequent pages.

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Logo With Mark

A version of the logotype with the mark has been developed. It may be used interchangeably with the primary logotype.



Mark

Designed to be used in conjunction with the logotype and to supplement the identity on print collateral, social media, app icons, browser icons, etc.

01 SCALING + SPACING

The mark should be scaled proportionally. Give it ample clearspace when positioning it next to other graphic elements.

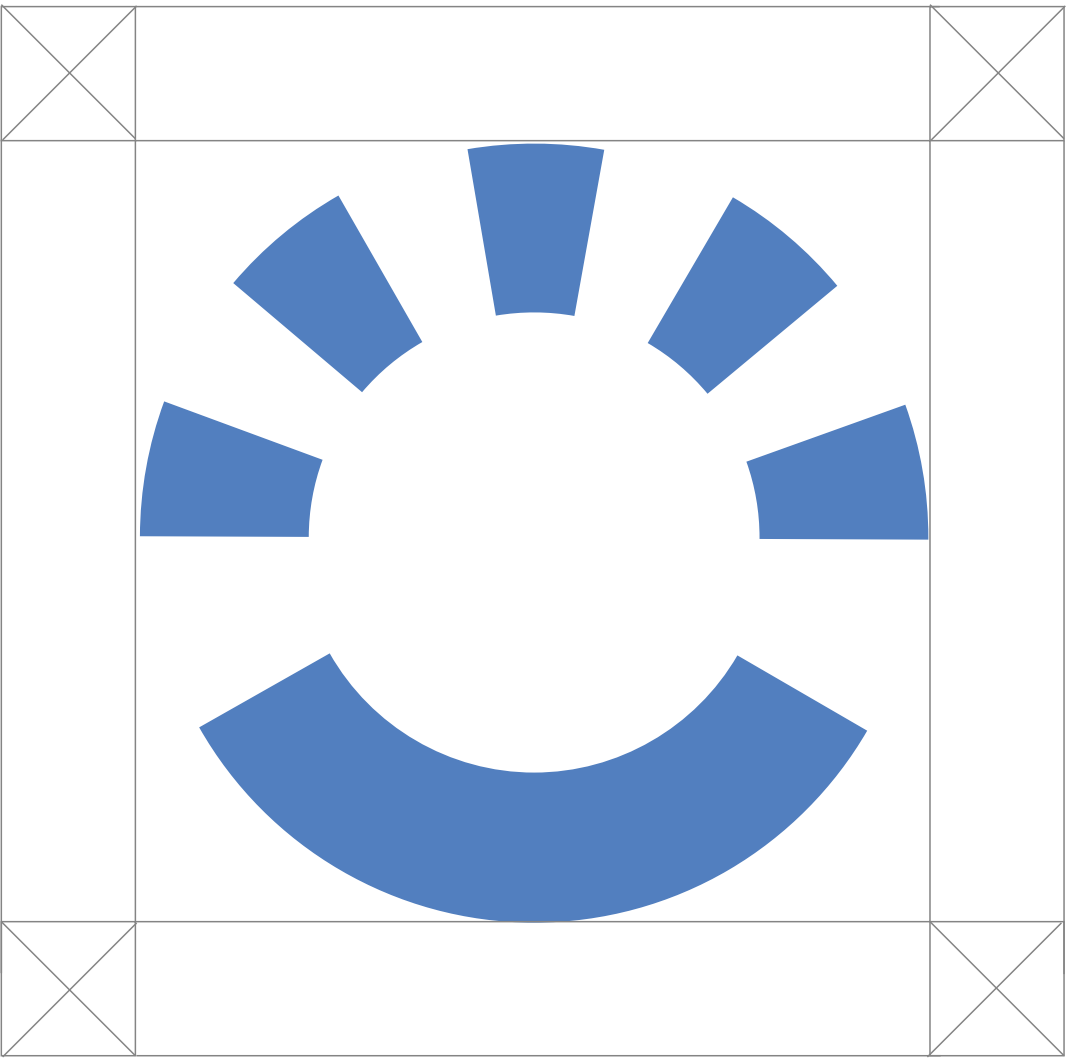
02 MINIMUM SIZE

The mark should not be used any smaller than .5” height

03 USAGE

Use only the artwork provided when using the main identity, scaling proportionally, and never distort, rotate, or alter the mark.

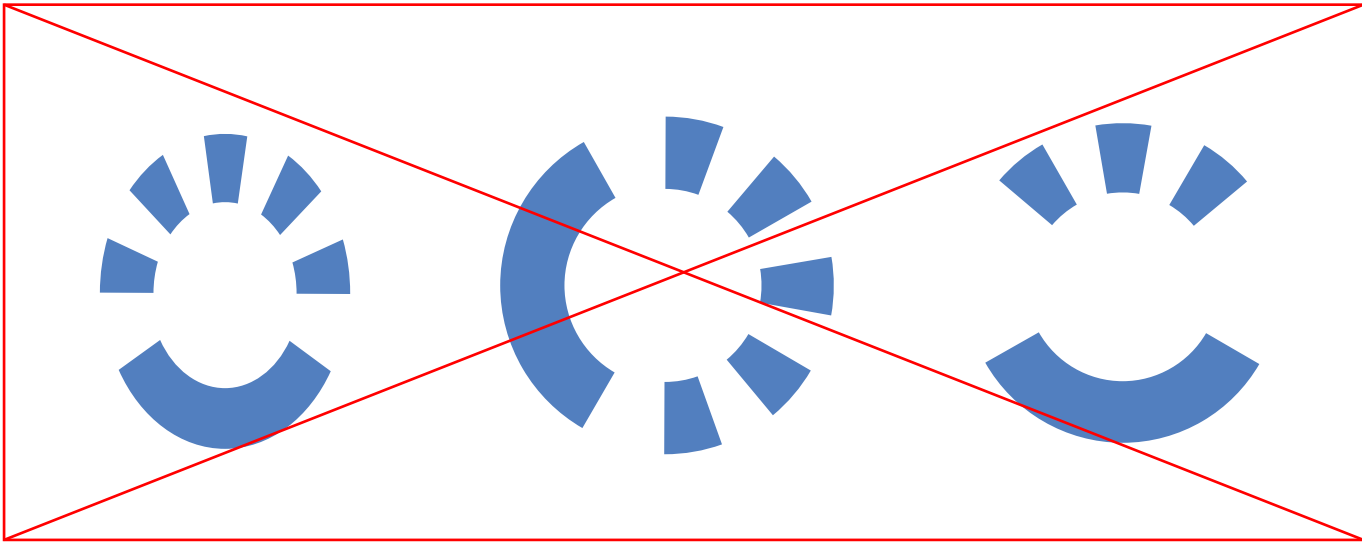
01



02



03



Best Practices

Below are application guidelines for the main identity.

01 SCALING + SPACING

The logo should be scaled proportionally. It should always have the same amount of clearspace around it as the height of the logo itself.

02 MINIMUM SIZE

The primary logo should not be used any smaller than .375” height

03 USAGE

Do not modify the letterspacing nor manually type the logotype. Use only the artwork provided when using the main identity, scaling proportionally, and never altering the spacing, substitute non-brand fonts, or add effects.

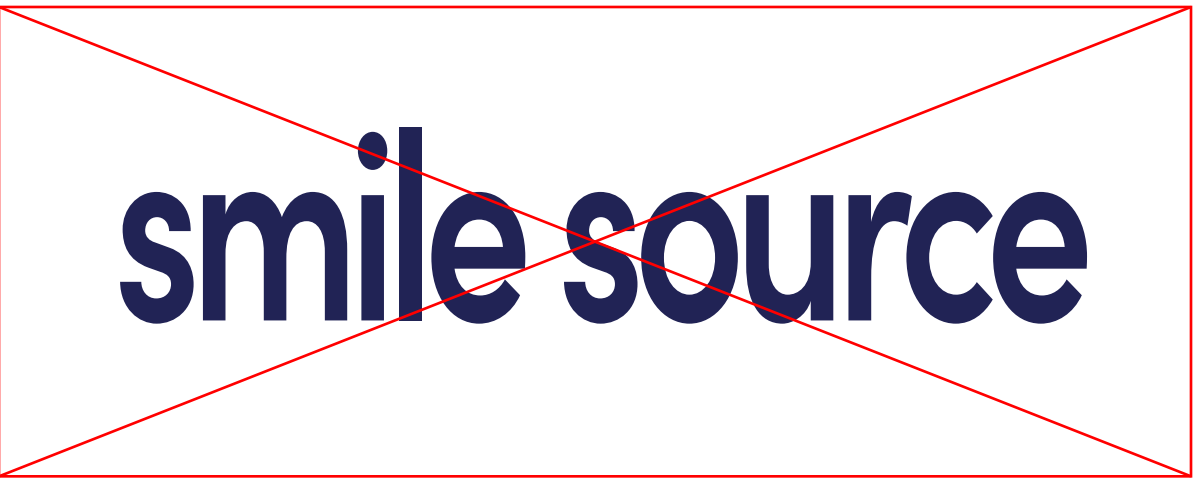
01



02

smile source] 0.375"

03





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Primary Palette

Use this guide for proportional usage of brand colors in application. When designing for print use either the CMYK or Pantone color values. If the design will solely be viewed on screen, like a presentation, use the RGB values listed and ensure the document is set to an RGB color space. For use on the web, use the HEX values provided.

The Smile Source palette employs calming blue tones that evoke a sense of trust and credibility while indirectly referencing the medical industry. The palette also utilizes yellow, salmon, and teal to brighten up the system and make it feel fun and approachable, to accurately represent the vibrant Smile Source community.

<div>Navy #212355 R33 G35 B85 C100 M96 Y36 K32 PMS 2766 C</div>			<div>Light Blue #527fbf R82 G127 B191 C71 M46 Y0 K0 PMS 660 C</div>
<div>Yellow #fdbcll R253 G188 B17 C1 M28 Y99 K0 PMS 1235 C</div>	<div>Salmon #f26f57 R242 G111 B87 C0 M71 Y67 K0 PMS 7416 C</div>	<div>Teal #009885 R0 G152 B133 C83 M16 Y56 K2 PMS 3285 C</div>	<div>White #ffffff R255 G255 B255 C0 M0 Y0 K0</div>

SMILE SOURCE

Typography

Two typefaces have been chosen to represent the brand voice. Do not use typefaces other than those shown here.

Poppins should be used for all headlines and subheader text. Mulish should be used for body copy.

BRAND DEVELOPMENT

PRIMARY TYPEFACE

Poppins

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

WEIGHTS

Semibold

DOWNLOAD

<https://fonts.google.com/specimen/Poppins>

SECONDARY TYPEFACE

Mulish

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

WEIGHTS

Regular

DOWNLOAD

<https://fonts.google.com/specimen/Mulish>

Brand Imagery

Photography should showcase diversity, brightly lit spaces, smiling faces, and a sense of community. Photos should be shot in either professional settings such as conferences/corporate gatherings, office spaces, dental offices, or on colored backdrops. When photography dental environments, the emphasis should be placed on the practitioner instead of the patient. Photos should incorporate bright pops of color that compliment the brand palette.

Here are some suggested stock photos for use:
<https://www.istockphoto.com/collaboration/boards/-pCVmvB48kmCJ9fkHB2ITQ>

