



# Community Smiles Dental

*caring. serving. advocating.*



## Brand Standards Guide



## This document is a series of branding guidelines.

The logo guide was developed to provide clear design guidelines for uniform application of the Community Smiles Dental brand across marketing platforms.

The identity is not just the logo. It's a distinct design strategy composed of various components that work together to create the comprehensive Community Smiles Dental visual style. It is essential to follow the guidelines in order to achieve strong and consistent application of the identity and create awareness and recognition of the brand wherever we communicate.

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The logo is the key component of the brand and the most visible part of the identity. The logo must be used as outlined below and cannot be altered in any way.



# Community *Smiles* Dental

*caring. serving. advocating.*



Full Color



Reversed



White



Black



Dark Purple

The logo mark is a secondary component of the brand and should be used when the logo would be illegible or constrained. The mark must be used as outlined below and cannot be altered in any way.



Full Color



Reversed

## Identity

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A file is identified by its extension: logo.png, logo.eps, logo.jpg, etc. Here's a guide to exactly what each of these files formats are and when they should be used.

## File Types

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**When it comes to logos, having the right file type to use for a specific purpose — from a business card to a billboard — is important.**

### **PNG – Portable Network Graphic**

PNG files can be used for almost any digital purpose, but are not suitable for print. The PNG file type has a transparent background and is used when placing a logo onto a colored background or image.

**Pros:** Small files maintain quality – text is clearly legible and not pixelated like with smaller JPEG files. The background is transparent – no white box outline when placing a file. Everyone can view these.

**Cons:** Larger file sizes than JPEGs that can slow load times on web. Only uses RGB color, so not suitable for any printed files.

**Best Used For:** Optimized for screens – ideal for PowerPoint, web icons, an email graphic with text, digital placement of logos.

**File Tips:** PNGs can be emailed but should not exceed 2 MBs. For web use, they should not exceed 500KBs and should be used primarily for text based graphics or icons.

### **JPEG – Joint Photographic Experts Group**

JPEG (.jpg) files are the most common file type. They are raster files, meaning the quality of the image decreases as the file size decreases. They are useful because they are compressed and therefore can be shared and uploaded easily.

**Pros:** JPEGs are lightweight files that load fast and can vary in size. They are viewable on almost any program and the most common file type.

**Cons:** A JPEG loses its quality when saved multiple times, which compromises the image. It can become pixelated or grainy easily.

**Best Used For:** All applications. Can be used to print or web – Word documents, PowerPoints, email signatures, photos, etc.

**File Tips:** High quality JPEGs will be measured in MegaBytes (MBs) or GigaBytes (GBs) and will be great for printing, but will slow down email and web and increase document sizes. For everyday use, 1MB or less is easy to add and email without issue.

### **PDF – Portable Document Format**

PDF files are another Adobe file format. They're commonly used for documents, but they can also preserve Illustrator-editing capabilities, meaning they can be modified in the same way an AI file can.

**Pros:** Keeps all formatting regardless of what device it is displayed on. You can create documents and share them without losing the original design. They can be password protected and have e-signature capabilities.

**Cons:** You need a PDF reader installed to view it, but it's free to install and view. It's difficult to edit PDF files and is not free.

**Best Used For:** Final documents that are being sent to a client or to print or for online forms and resources.

**File Tips:** PDF files are perfect for corporate documents. They are easily downsized and emailed, great for printing, and viewable by everyone.

## Identity

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## File Types

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**When it comes to logos, having the right file type to use for a specific purpose — from a business card to a billboard — is important.**

### AI - Adobe Illustrator

Adobe Illustrator is the industry standard for creating artwork and therefore the program in which your logo was originally created. Illustrator produces vector artwork, the easiest type of file to manipulate.

**Pros:** AI files are typically small file sizes with unlimited resizing ability. This makes the AI format perfect for logos and icons.

**Cons:** Unless you have an Adobe Creative Cloud subscription, you will be unable to open this file type.

**Best Used For:** Because AI files have unlimited resizing, they can be used for everything from billboard graphics to pen designs. Typically used for logos, icons, embroidery, or any illustration.

**File Tips:** This is the file you send to a printer or designer. It is the original file used to create JPEGs or PNG files. It should not be used for other applications.

### EPS - Encapsulated PostScript

EPS files are vector format and are considered the best choice for high-resolution printing. They can be resized easily without loss of quality, making them ideal for small or large formats.

**Pros:** Easy to resize and can be used on large and small printed materials. Can be added to Word documents and presentations like a JPEG.

**Cons:** Not everyone can view these, but most will open in Adobe Acrobat like a PDF file would. EPS files are not used for web but instead would be converted into PNGs.

**Best Used For:** Large or small print applications. EPS files are used for logos, icons, embroidery, or any illustration.

**File Tips:** This is the file you send to a printer or a designer. As a vector file, it can only be edited in Adobe Illustrator.

### SVG - Scalable Vector Graphic

SVG files are developed for the web using mathematical formulas rather than individually colored pixels on the page. SVG files will always be crisp and maintain quality.

**Pros:** A lightweight file, playable on all major media players and streamable online.

**Cons:** Not a very popular file type and typically only used by the web / design / video community. Can only be opened with Adobe Illustrator or the Windows Operating System.

**Best Used For:** Only used for web applications to get clean, crisp logo files or icons.

**File Tips:** This is a file used by web developers and is not needed for other applications.

## Identity

## Logo Types

Below are your logo types: Regular, Reversed, White, Dark Purple, and Black. Each logo type is meant to be used for a different purpose.

**The logo must be instantly recognizable in all applications. Wherever possible, the full color or reversed logo should be used.**

### Full Color Logo

This is the preferred version of the logo. It should be used on a white or very light background.



### Reversed Logo

For use in applications where the full color logo would not be legible. For example, when placing the logo on a colored background.



### White Logo

For use in one color applications or where the full color or reversed logo would not be legible.



### Dark Purple Logo

For use when the logo can only be printed in one color.



### Black Logo

For use when color printing is not available, such as newsprint.



**Always treat the Community Smiles Dental logo respectfully. It is the cornerstone of our brand and should always be consistent, in all applications.**

**Common Mistakes to Avoid:**

Please do not stretch, crop, use any background that impairs visibility, or modify the logo in any way.



**DO NOT** change the color of the logo.



**DO NOT** stretch or distort the logo.



**DO NOT** add to additional elements.



**DO NOT** outline the logo in any way.



**DO NOT** add any effects to the logo.



**DO NOT** use the logo on a background that affects legibility.



**The background must never affect the legibility of the logo. The following are examples of acceptable uses.**

#### Acceptable Applications:

The full color, reversed, and white logos on backgrounds that provide enough contrast.

#### Full Color Logo

Should only be placed on white or a tint of purple. Any other colors will compete with legibility.

#### Reversed Logo

Should be placed on the dark purple used in the brand and must NOT be placed on secondary colors.

#### White Logo

Should be used where the full color or reversed logo cannot be used – oranges, greens, blues or secondary colors.





**The following are examples of unacceptable uses:**

**Unacceptable Applications:**

None of these examples follow the rules of the brand or provide enough contrast between logo and background color.



**The clarity and legibility of the Community Smiles Dental logo in terms of scale and space is important to consider to maintain its integrity.**

### Exclusion Zone



It's important that the strength of our logo is not impaired or crowded by other content. We use the height of the word 'Dental' to calculate the minimum clear space required around the logo. Please do not allow text or graphic elements to flow into the area around the logo, shown here in gray.

### Minimum Size

Clarity and legibility in terms of scale is also important to consider. As a guiding principle we do not use the full logo with tagline any smaller than 2 inches in length. At any size smaller than 2 inches, the tagline becomes illegible.



2" wide is the smallest we can reduce the full logo with tagline.



For anything smaller than 2", we drop the tagline.



Even at 1", the logo without the tagline is clear.

## Identity

Specifications for all colors are shown below, including specifics for printing (CMYK and Pantone) and for use on computer monitors (RGB and HEX Codes).

## Brand Colors

**Color is an integral part of our identity. Our brand color palette should be used for all communications.**

### Community Smiles Dark Purple

Spot Pantone® 280C  
 CMYK C100 M85 Y0 K39  
 RGB R1 G33 B105  
 HEX #012169

### Community Smiles Purple

Spot Pantone® 2725C  
 CMYK C73 M68 Y0 K0  
 RGB R104 G91 B199  
 HEX #685BC7

### Community Smiles Dental Orange

Spot Pantone® 151C  
 CMYK C0 M54 Y100 K0  
 RGB R255 G130 B0  
 HEX #FF8200

### Community Smiles Dental Lavender

Spot Pantone® 2715C  
 CMYK C52 M47 Y0 K0  
 RGB R139 G132 B215  
 HEX #8B84D7

### Community Smiles Blue

Spot Pantone® 312C  
 CMYK C92 M0 Y12 K0  
 RGB R0 G169 B206  
 HEX #00A9CE

### Community Smiles Lime Green

Spot Pantone® 375C  
 CMYK C40 M0 Y98 K0  
 RGB R151 G215 B0  
 HEX #97D700

### White

CMYK C0 M0 Y0 K0  
 RGB R255 G255 B255  
 HEX #ffffff

### Community Smiles Dental Light Green

Spot Pantone® 367C  
 CMYK C37 M0 Y77 K0  
 RGB R164 G214 B94  
 HEX #A4D65E

**Our brand uses two primary typefaces — Nunito Sans and Rooney Sans. Nunito is a well balanced sans serif typeface. Rooney Sans is a rounded sans serif typeface that gives copy a warm and inviting feel.**

#### **Nunito Sans Regular**

This is our standard font weight and preferred version for body text and bulleted lists across all applications.

Regular

#### **Nunito Sans Bold**

This style used to highlight a call to action section or to bold a key word in copy.

Bold

#### **Rooney Sans Bold**

This style provides a strong contrast to Nunito Sans Regular and Bold and is our preferred version for subheadlines.

Bold

#### **Rooney Sans Heavy**

This style is used for the main headline on all applications. Its rounded corners and thick weight are perfect for giving emphasis.

Heavy

#### **Important Font Information**

1. Nunito Sans and Rooney Sans should be used for all documents where possible.
2. Nunito Sans is an Adobe Font and a Google Font – meaning it can be downloaded and shared across the organization. It also easily translates to the web. A desktop version can be downloaded [here](#).
3. Rooney Sans is only an Adobe font – meaning only those with an Adobe Creative Cloud account have access to it unless additional licenses are purchased. It can be accessed [here](#).
4. If sharing the documents with external groups, send the document as a PDF or image file.
5. On web applications, Nunito Sans can be used and Nunito in place of Rooney Sans.
6. Trebuchet is Community Smiles secondary font if Nunito Sans cannot be used. For example: Word documents or spreadsheets.
7. For standard text, make it 11pt in size.

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**Typography is a key part of our brand. To create a consistent recognizable tone of voice in text, follow the guidelines below.**

#### **Capitalization**

Our main headlines and calls to action are always in sentence case to accentuate the rounded forms in Rooney Sans.

Our short subheadlines and lists are always set in APA Title Case.

#### **Text Alignment**

Wherever possible, align text left. Location addresses may be centered over left aligned (ex: see locations on sell sheet).

#### **Leading (Line Spacing)**

For standard text at 11pt font, leading should be set to the standard 13.2pt. Ample space between lines creates greater legibility.

#### **Other Font Usage Notes**

**A main headline looks like this.**

**Subheadlines Look Like This**

Text is aligned to the left.

Leading for standard 11pt copy should be set to 13.2pt. Proper space between lines makes copy easier to read.

- We use the oxford comma. (ex: Through programs, training, and education, we empower families).
- When using the word 'and' in body copy, subheadlines, and headlines, it should always be spelled out. In short bulleted lists an ampersand symbol '&' can be used.

## Caring. Serving. Advocating.

When communicating externally, everything we write counts. We create a ripple effect across our Community that starts with oral health. These targets shape our behavior, our decisions, and the personality or tone we convey in our writing:

### **Pediatric Parents**

We focus on families and bringing dental care back into focus as an important health care need. We connect them with resources, write as if we're talking face-to-face, and provide the education and compassion they need.

### **Donors**

We write in a tone that's knowledgeable, determined, and direct. We focus on cultivating a trust in our mission and a strategy to increase our influencers and ambassadors.

### **Community Partners**

We are clear, confident, and connected. We focus on educating them on the scope of services, communicating our processes and policies, and providing outcomes and solutions to those we serve.

### **How does our tone of voice sound?**

- Polished and professional, but not without warmth
- Compassionate but not soft, speaking from a place of strength
- Confident in your words, but not egotistical in your relationships
- A force to be reckoned with, while sticking up for the underserved
- A story that is about so much more than dental care
- Bright and colorful, without being too childlike
- All on the same page with marketing and fund development vocabulary

**Photos are an essential element that help visually tell our story to our target markets.**

### Lifestyle Imagery

Portrays the individuals we serve and our services:

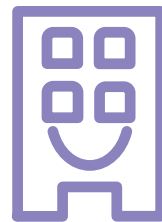
- Authentic
- Inviting
- Bright
- Caring



### Icons

Graphical elements that directly tie back to the friendly shapes in the logo:

- Simple
- Happy
- Whimsical
- Clean



## This example shows how to achieve a clear hierarchy of information on a sell sheet.

### Grid Based Layout

The layouts of all marketing materials are based on a grid system that divides up the space in horizontal and vertical sections. This allows various content blocks that can be filled with copy, photos, or illustrations that all relate to the brand.

### It's important to maintain a balance as seen here:

- A dark purple square is offset by a white body copy section.
- Purple blocks appear in the bottom left and upper right corners.

**Community Smiles Dental**  
*caring. serving. advocating.*

**Waukesha**  
210 NW Barstow Street  
Suite 305  
Waukesha, WI 53188  
(262) 522-7645

**Menomonee Falls**  
N81 W15062 Appleton Avenue  
Menomonee Falls, WI 53051  
(262) 522-7645

**Intro headline goes here and looks like this.**

**Subheadline Style Here**  
Cullorum anduntis volupicem remqui as aruntias cuptasped quam, volorem exerestrum fugitate des veribusanis aut ea quunt earciliqui.

**Subheadline Style Here**  
Cullorum anduntis volupicem remqui as aruntias cuptasped quam, volorem exerestrum fugitate des veribusanis aut ea quunt earciliqui.

**Subheadline Style Here**  
Cullorum anduntis volupicem remqui as aruntias cuptasped quam, volorem exerestrum fugitate des veribusanis aut ea quunt earciliqui.

**Subheadline Style Here**  
Cullorum anduntis volupicem remqui as aruntias cuptasped quam, volorem exerestrum fugitate des veribusanis aut ea quunt earciliqui.

**Subheadline Style Here**

- od eum hitaturuidebit, conest vero
- te occusanimin et adis exeribus, omnis
- volupta tiberferunt proropudae porrumet
- ea prenis quunt viti officilit dolora doluptiat

**Call to action or next step goes here, and should look like this.**  
Visit [CommunitySmiles.org](http://CommunitySmiles.org) for eligibility.

The logo should always be prominently placed.

Body copy follows the structure outlined in previous sections:

- Main headline
- Subheadlines
- Body copy
- Call to action

Other relevant copy can be added to content blocks (ex: the locations are added to the purple block, which makes them feel more prominent).

- **Photos used should compliment the main points/focus of the copy.**

**This example shows how to achieve a clear hierarchy of information on a sell sheet.**

**Grid Based Layout**

The grid is meant to shift to best fit the material. On the back of the sell sheet, more space is needed for body copy. To keep consistency in the branding, a place for purple blocks, photos, icons and the balance of dark purple and white are still present.



**The logo and contact information are set as a footer element.**

Space is provided to highlight key data and bullet listings. When using charts and graphs, additional colors from the logo including orange, green, and blue may be brought in.

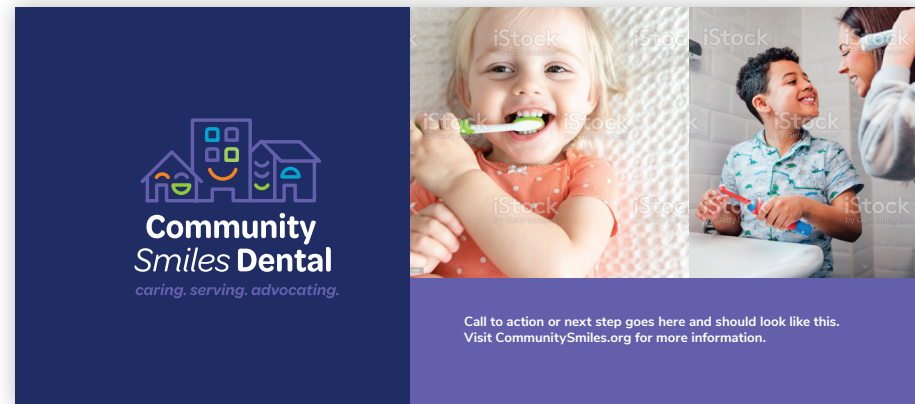
- **Space for a key message or takeaway is placed in a purple content block.**
- **All elements on the page follow the type heirarchy standards set and have adequate white space around them to make the sell sheet feel clear and easy to follow.**

## The following are examples of all elements of the brand working together for social media.

The reversed logo is placed at the left or right on dark purple. This allows us to use the grid pattern to include body copy, photos, and icons, just like in the sell sheet sample. Cover graphics are the perfect place to include the full logo with tagline.

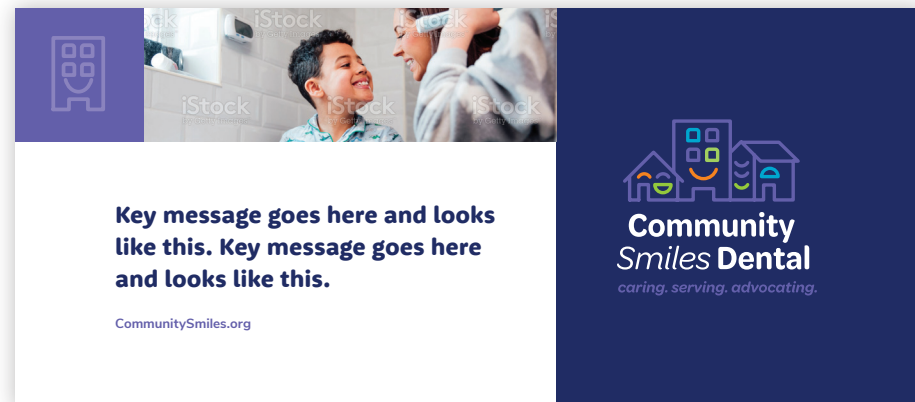
**A call to action including the web address should be included on general branding social graphics.**

Lifestyle imagery is used to relate to our Facebook audience.



**Social graphics can be changed up frequently to keep pages feeling fresh.**

In this example, the focus is on including a key message or headline and the web address. To keep brand consistency, a photo and icon are also included but the focal point remains on a large key message.



### The following are examples of all elements of the brand working together on business cards.

A variety of business card designs have been created for all positions in the organization.

Back designs feature options that include both locations OR an appointment card specific to each location.

Front designs feature full contact information, web address, and the full logo.

Because the logo is smaller than 2 inches, the tagline has been removed.

Business cards should be updated based on specific team member need, but layout should remain intact to keep brand consistency.

#### Back Designs



#### Front Designs

