



Dental Group

BRAND VISUAL GUIDELINES

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Brand visual guidelines are an owner's manual on how to use the brand and its elements. These guidelines will be referenced by everyone who touches the brand, internally and externally. The purpose of this guide is to provide a protocol for using the brand elements (logo, typography and colors) to keep the brand looking good across all channels of communication.



LOGO

Your logo is more than your name – it represents what you stand for and signals how you differ from your competitors.

This section provides the rationale behind the design of your logo and guidance on applying it effectively. Consistent use of your logo builds brand recognition across all your touchpoint and distinguishes you from your competitors.



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LOGO INTRODUCTION

The clean and friendly contemporary font promotes confidence, technology, and your forward-thinking approach.

The embedded tooth mark is a modern interpretation of Leixir — a rich mosaic of backgrounds, talents and skill sets. It also represents each location throughout your lab network, with its centerpiece being your team as its heart.



The colors have been chosen to stand out in your competitive landscape yet fit firmly in category.

Dental Group

The words Dental Group are smaller to draw more attention to your type of business and drive faster recognition.

CLEAR SPACE & MINIMUM SIZE



ON PRINT



2.5 inches wide
on print



.5 inches wide
on print

ON SCREEN



185 pixels wide
on screen



40 pixels wide
on screen

COLOR VERSIONS OF THE LOGO

FULL COLOR LOGO
Positive logo version



WHITE LOGO WITH
MULTICOLOR TOOTH
Reverse logo version



ALL WHITE LOGO
Reverse logo version



LOGO IN ENVIRONMENT

When using the logo in environmental contexts, use either of the Leixir reverse versions.



When using the logo in environmental contexts, if over medium color or photography with a busy background, you may add a light white square behind copy, then use the primary logo.



LOGO IN ENVIRONMENT

When using the logo in environmental contexts, use either of the Leixir reverse versions.



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LEIXIR DENTAL GROUP | BRAND VISUAL GUIDELINES



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THE LOGO MARK

Leixir's mosaic tooth symbol is the main focal point of the logo. In instances where the primary logo with text can not be used, the mosaic tooth symbol could be used by itself in the brand's color palette or in black/white/dark purple.



Solid color -
Leixir's dark purple



Multi color -
Leixir's brand color palette



Use this version of the
mosaic tooth symbol on
dark background

LOGO MISUSE

X



Do NOT change the logo colors, delete or replace any of the elements.

X



Do NOT add embellishments like drop shadows, strokes, embossing, etc. to the logo.

X



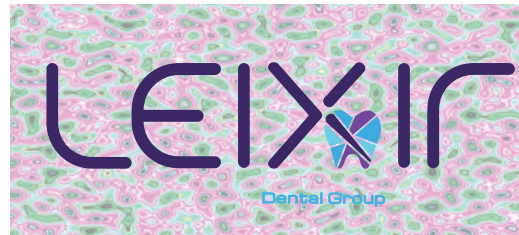
Do NOT change the logo orientation, or reposition elements within the logo.

X



Do NOT stretch or squeeze the logo to distort the proportions.

X

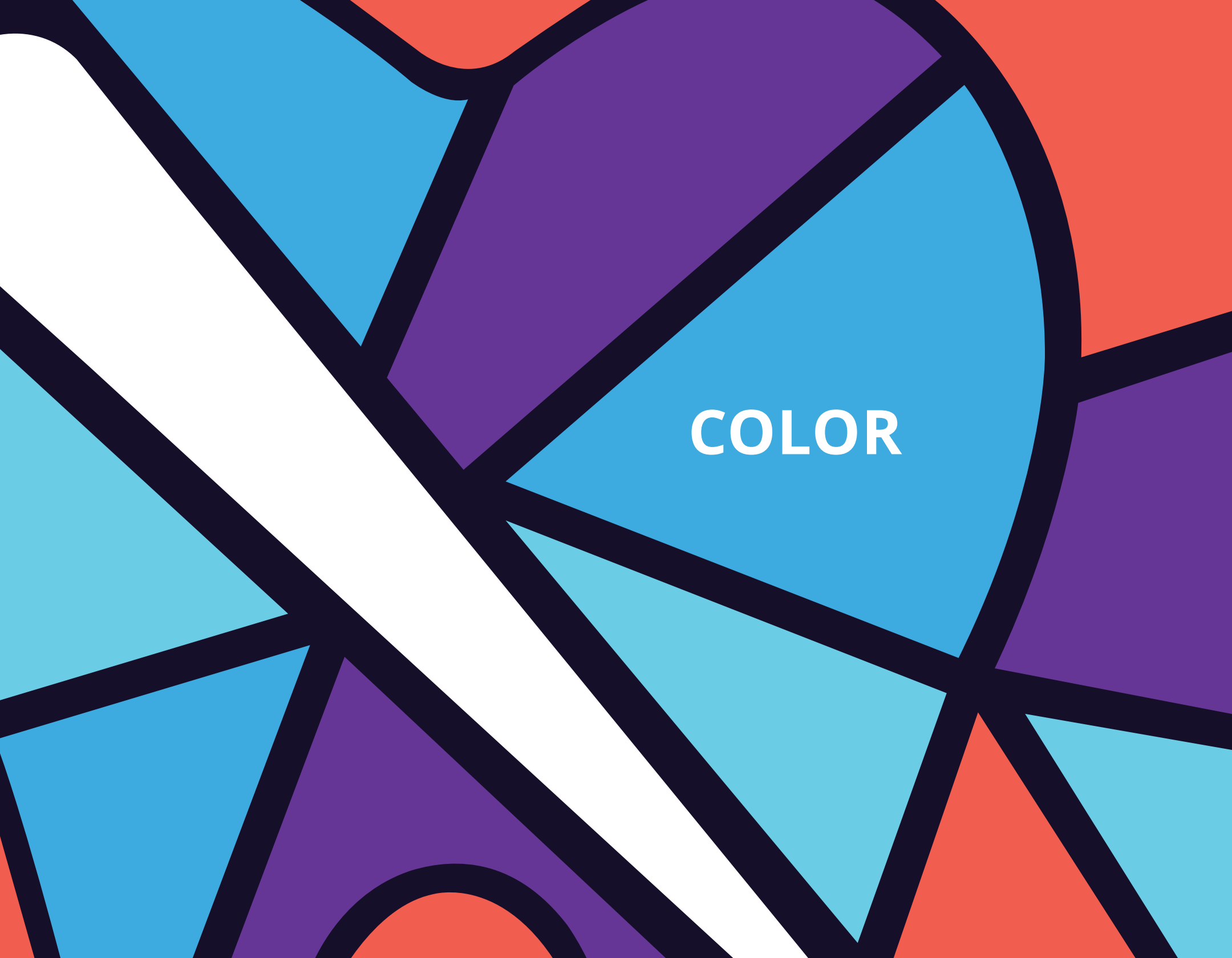


Do NOT use the logo on backgrounds that are too cluttered.

X



Do NOT sit the logo on clashing colors.



COLOR

COLOR PALETTE

This color combination reflect your values.

Leixir's purple reflects confidence and a steady hand. It is a healing color linked to serenity. Leixir's Blues evokes growth and the sense of forward movement, renewal, and equilibrium.

The other colors compliment the primary purples and blue and create opportunities to stand out in the competitive landscape.

Always use the values as provided; do not rely on computer-generated eyedropper values. We have created custom CMYK formulas for printing. When printing uncoated or in different conditions, work with your vendor to achieve the best color match.

PRIMARY COLOR PALETTE

PANTONE 511 CMYK: 41 62 0 60 RGB: 60 39 102 HEX #3c2766	PANTONE 5125 CMYK: 33 67 0 40 RGB: 102 51 153 HEX #663399	PANTONE 646 CMYK: 71 24 0 12 RGB: 66 170 224 HEX #42aae0
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SECONDARY COLOR PALETTE

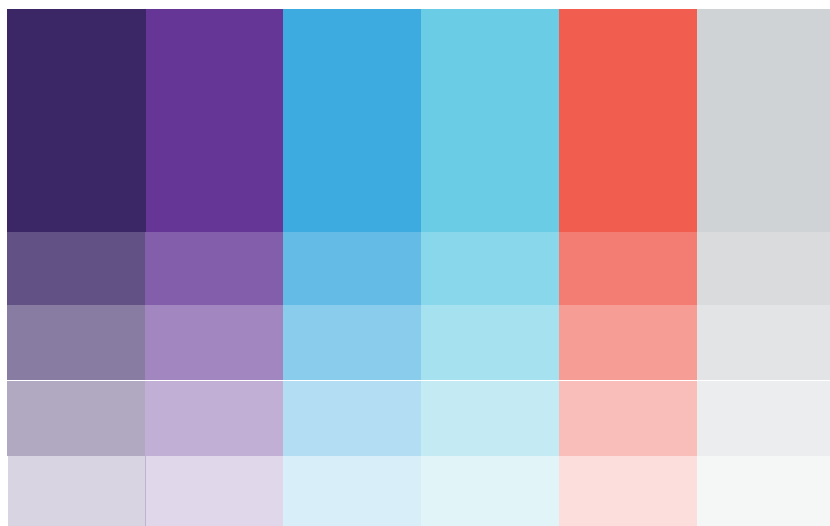
PANTONE 284 CMYK: 52 10 0 10 RGB: 110 205 229 HEX #6ecde5	PANTONE 7416 CMYK: 0 61 67 5 RGB: 241 94 80 HEX #f15e50	PANTONE Cool Gray 3 CMYK: 2 1 0 16 RGB: 209 211 214 HEX #d1d3d6
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COLOR USAGE

Dark purple is your resting color. Blues are also most often used as a predominant color of the brand. Peach and gray are supporting colors used as either in background design or to highlight information, and used minimally. Below on the right is a chart with vertical lines that models how often the colors in our palette should appear across your collateral.

Additionally, the tone of each color, as shown below, on the left side, can be adjusted to create more depth within design elements and touch points.

COLOR TINTS



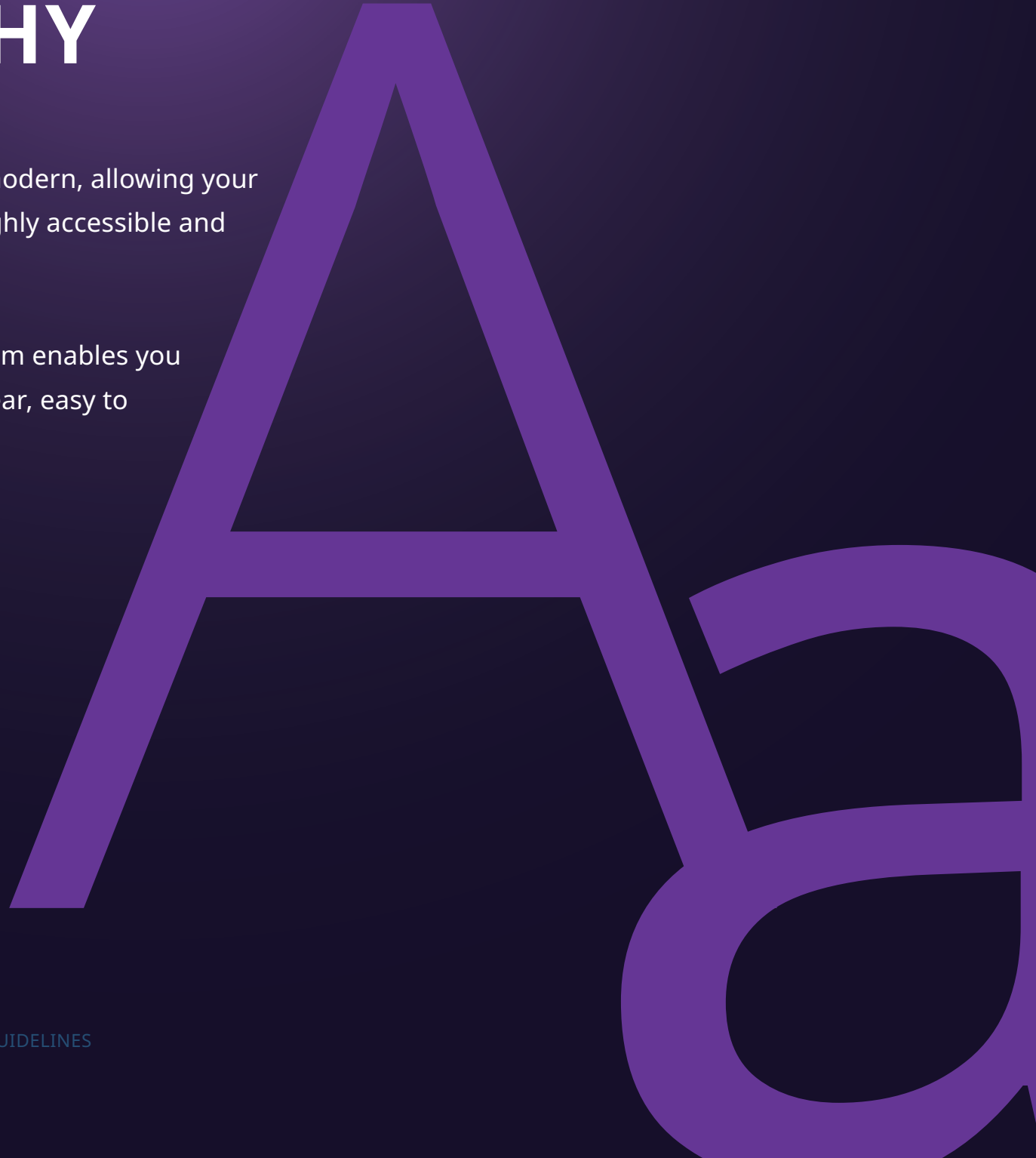
COLOR USAGE



TYPOGRAPHY

The typography system is clean and modern, allowing your written communications to appear highly accessible and engaging.

Familiarity with your typography system enables you to design communications that are clear, easy to read, and cohesive.



TYPEFACE

NOTO SANS

Contemporary, clean and easy to read, Noto Sans is your main typeface and should be used about 90% of the time.

NOTO SANS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

NOTO SANS

LIGHT

REGULAR

BOLD

DEFAULT SYSTEM TYPEFACE

When Noto Sans is not available or may not be supported (such as when creating PowerPoints to be accessed on a variety of computers), use your default system typeface, Open Sans, instead.

OPEN SANS

TYPEFACE

MICHROMA

Modern, futuristic and pairs well with Noto Sans. This font has character widths and stem weights perfectly formed to fit today's digital screens.

Michroma is considered your secondary font and we recommend ONLY using it for headers, subheads, stats and some CTAs.

MICHROMA

MICHROMA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

TYPE USAGE

It is important to use the typography system consistently. Follow the designations to the right to understand the requirements regarding sizing, spacing, and alignment.

The logo should never compete with the text for attention.

Headline, title, or other display copy is set prominently large.

All caps may be applied sparingly, such as to subheads and by-line.

Body copy is left-aligned and smaller than the headline. Lines are not excessively long.

Important numbers should be set large to bring attention to display data.

Caption copy should be set very small but still legible.



SUMMARY BRIEF

Changing Smiles

SED UT PERSPICIATIS UNDE OMNIS

Us autatem pedios atur aut occulli quodipicim idi tem facero qui sequo occulparum quati occabora quae. Itatectis dolest, utemo vernatur, si uta auta vellant. Idus rehendel ius quam accullam.

SED UT PERSPICIATIS UNDE OMNIS

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SED UT PERSPICIATIS UNDE OMNIS

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68%

Us autatem pedios
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DESIGN ELEMENTS

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LEIXIR DENTAL GROUP | BRAND VISUAL



FILE FORMATS EXPLAINED

Raster - made up of lots of little dots (pixels)

JPG Joint Photographic Experts Group

- Rich colors, Typically used for photographs and complex images
- Can be scaled to around 130% before you can see the loss of quality
- Color info is lost every time you open and re-save the image
- Does not support transparency (the ability to see through an image and decipher the background behind it)

WHERE TO USE

Typically used for high quality photography and other images where color variances are important.
Can also be used for low resolution online images at 72 dpi. NOT recommended for logos and line art.

PNG Portable Network Graphics

- Created as an alternative to the .gif file format
- Supports transparency
- Cannot be scaled over its pixel width

WHERE TO USE

For internet use, NOT made for print.
Used best for graphics and online to create a crisper look.

FILE FORMATS EXPLAINED

VECTOR - made up of fancy math equations

EPS **Encapsulated Postscript File**

- Typically used for logos and illustrations and can be scaled to any size without losing quality. Supports transparency

WHERE TO USE

For print. Large scale format printing such as signage/banners, posters, etc.

AI **Adobe Illustrator**

Layered working file that is editable and can be scaled in Adobe Illustrator (native file format)

WHERE TO USE

For print. Large scale format printing such as signage/banners, posters, etc.

PDF **Portable Document Format**

In some cases, vector elements such as logos and illustrations, as well as text can be pulled from PDF files. PDF is a digital version of hard copy print out.

WHERE TO USE

Generally used for emailing documents, and high/print quality files to be printed digitally.



If you have any questions about this guidelines document and its use, please contact the Leixir Marketing team at damian.vonfrank@leixir.com