

SmileDirectClub Brand Guidelines



Introduction.

Our brand is our company’s most valuable intangible asset. It gives people a reason beyond price and function to choose SmileDirectClub’s products and services over other brands that offer similar functionality and benefits at a similar price.

A brand is built over time by many things. Yes, by marketing communications, but also by the experience people have with our products, services, and people. So, every team member has an important role to play in building, and safeguarding, our brand.

This guide introduces you to our brand. It contains guidelines, rules, and examples for representing the SmileDirectClub brand in marketing communications and elsewhere. But the spirit and intent of these guidelines should be internalized and practiced by each of us.

Josh Chapman, Global Chief Brand Officer
John Sheldon, Chief Marketing Officer
Bruce Henderson, Chief Creative Officer

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Our brand.

01

Our brand.

01

The tools in this guide are only a small part of what forms our brand. Our products, our services, and every interaction that people have with us shapes how people perceive our brand.

About brands

What is our brand? A brand is defined by the space it occupies in people’s minds. Simply put, our brand is the sum total of what people think, know, and feel about SmileDirectClub.

About consistency

The most important factor in establishing and reinforcing a brand is consistency. If all of us communicate with the same words, visuals, and values, then our brand will be clear and unique. Creating the right associations in the minds of consumers and partners requires a unified effort, but it is well worth it. Because a distinct, clear brand results in trust, loyalty, and business growth.

About you

You have an impact on our brand every day – whether it’s setting a price point, answering a customer call, or reviewing a contract. Use this guide as a starting point for understanding the spirit of the brand and applying that spirit to the important work you do each day.

About this guide

In this guide you will find rules that define how we communicate as a brand: our look and feel in visuals, and our tone and manner in language. You’ll also find useful guidance for applying individual components like our logo, colors, and fonts. These are critical tools we use to differentiate and build our brand. And while not all of us will use these tools on a daily basis, each of us should understand the principles behind them and avoid violating the rules that define our visual and voice guidelines.

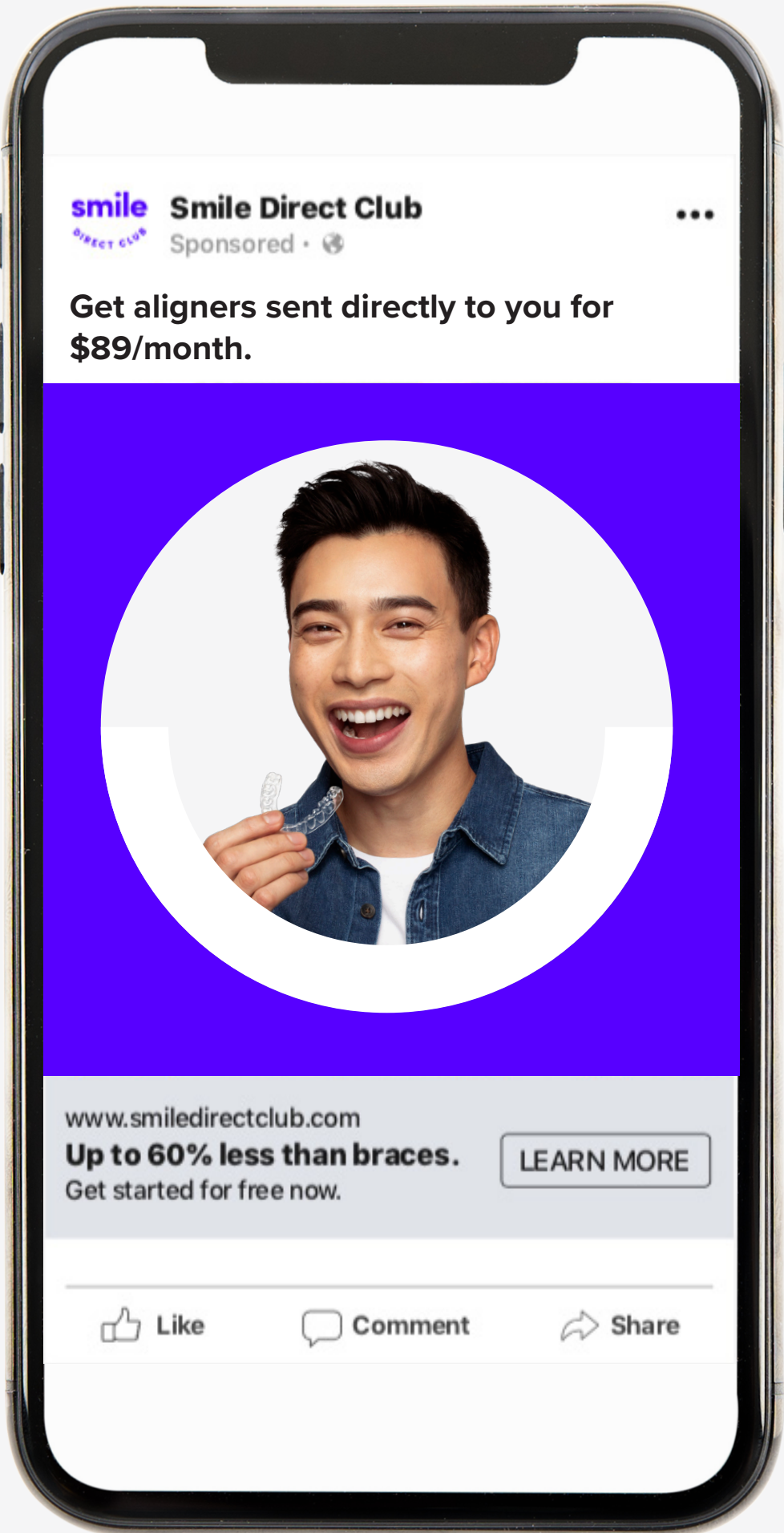
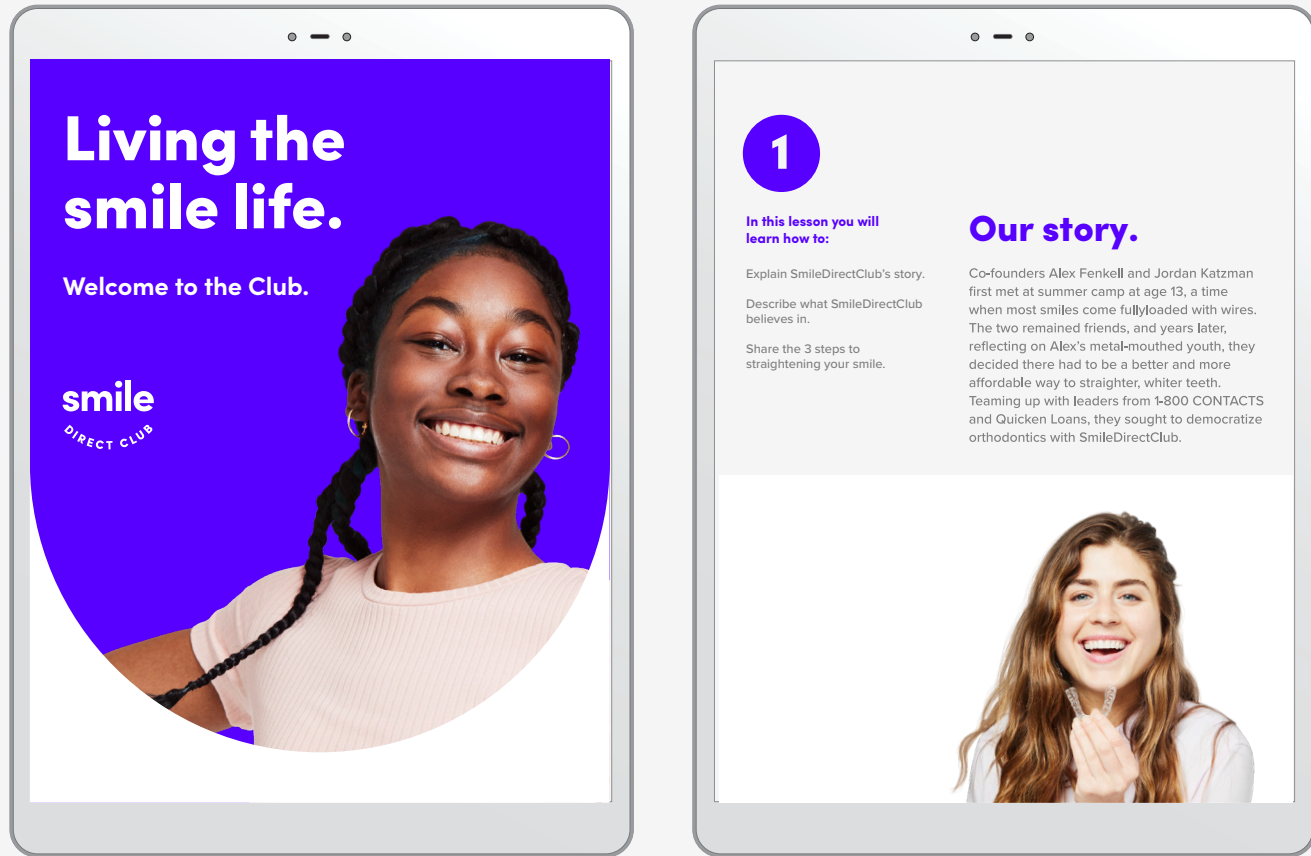
Our brand.

Choose smile.

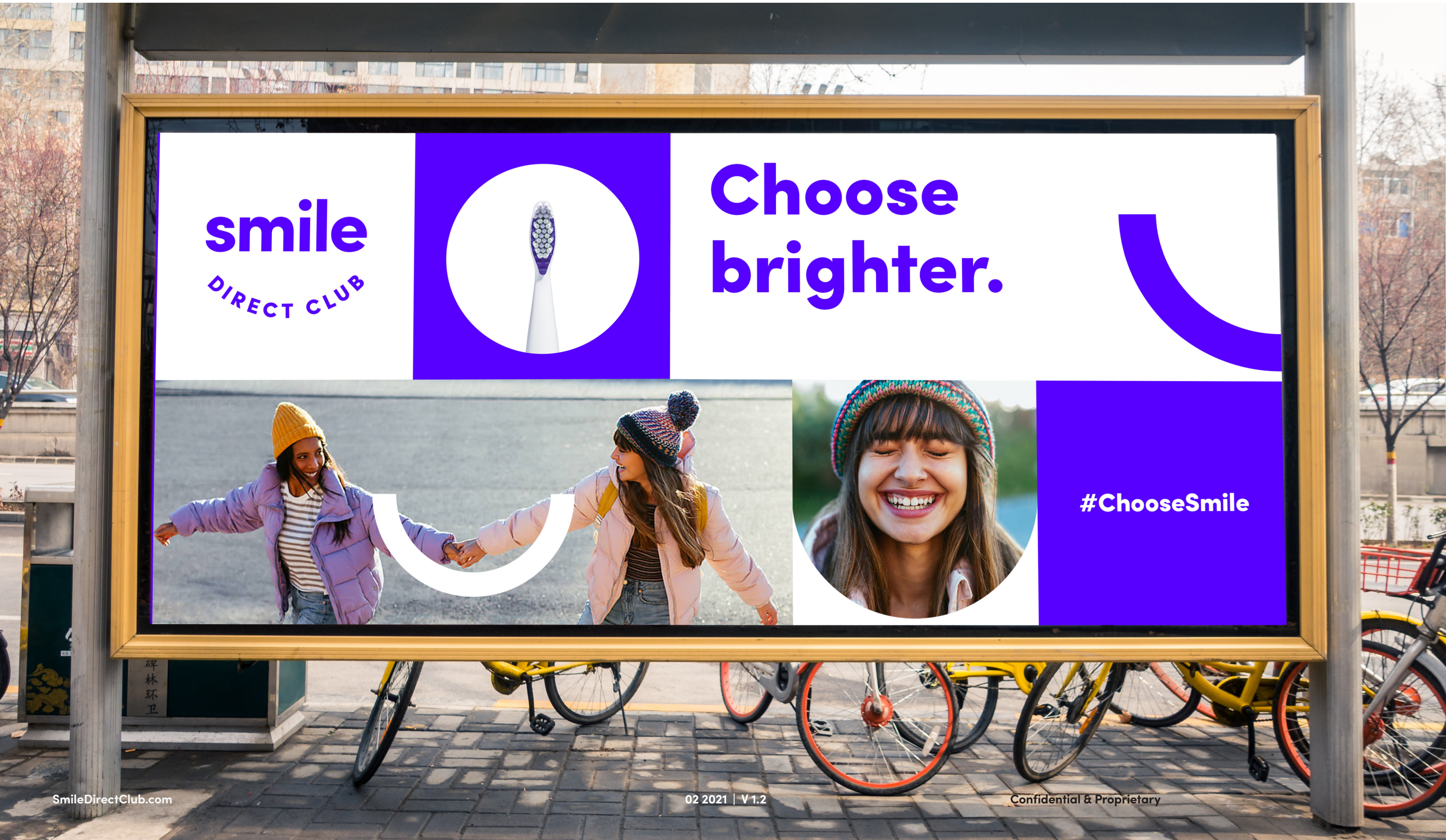
smile
DIRECT CLUB



Our brand.



Our brand.



Brand strategy.

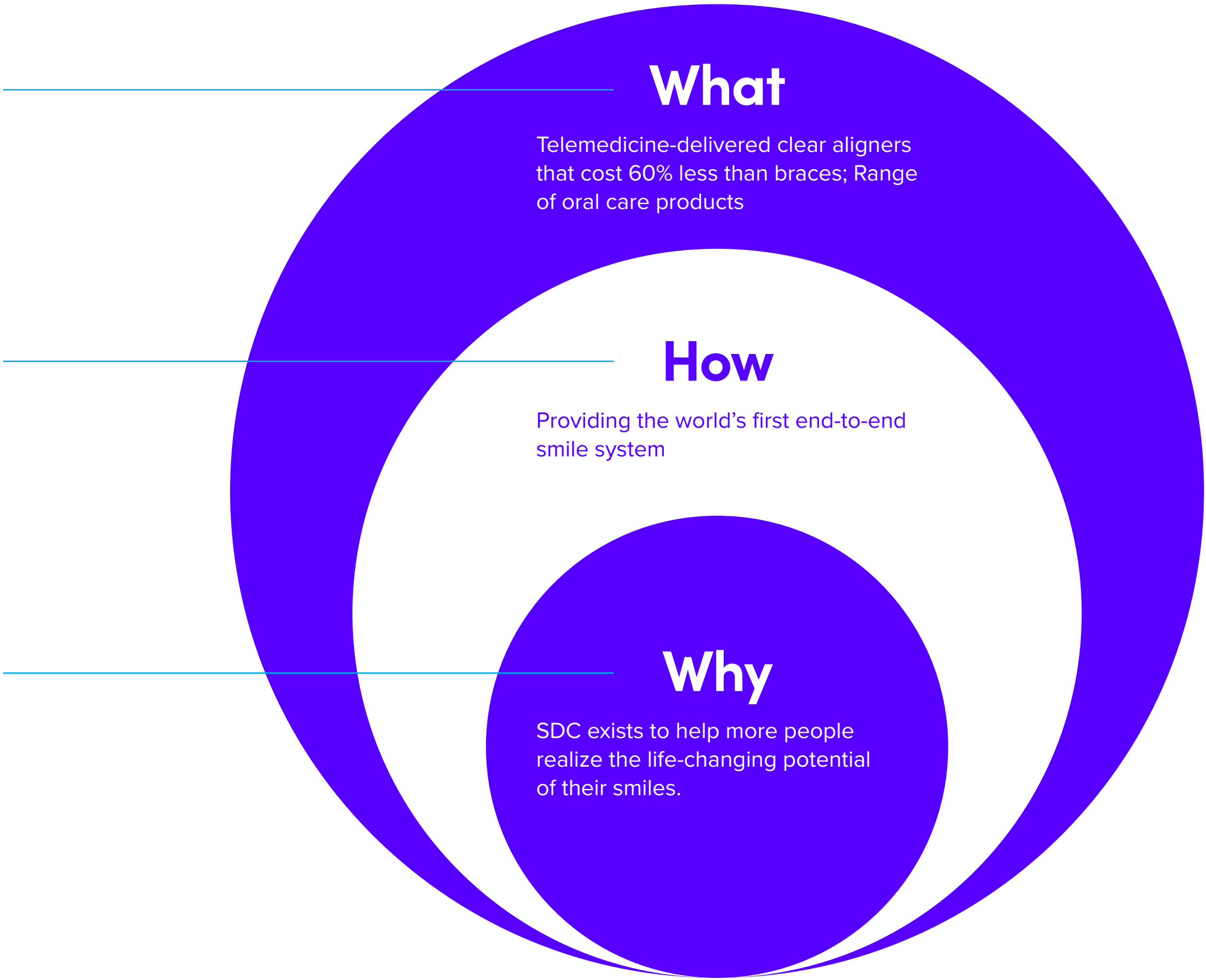
02

Brand purpose framework.

To build a great brand, we must help people understand why we do what we do.

Most companies can tell you what they make and sell, and how they do what they do. Truly innovative and influential companies communicate why they do what they do. Because the “why” is what captures the hearts and minds of people.

- What**
The products we sell or the services we offer.
- How**
These are the things that make SmileDirectClub special or set us apart from the competition.
- Why**
The reason SmileDirectClub exists; our purpose, cause, or belief.



Brand purpose.

Our brand purpose (our Why) is the reason SmileDirectClub exists.



Brand story.

Every smile is full of potential.

We believe that smiles are beautiful. And powerful. Smiles let people communicate and connect in ways that words alone can't do.

We also believe that every smile is full of potential. It can express happiness, confidence, optimism, or love. It can offer a warm welcome, wish a fond farewell, acknowledge agreement, or even help land a job.

More importantly, smiling is a mood elevator that can make anyone feel better about themselves and the world around them. Because science has proven that the simple act of smiling releases feel-good substances like serotonin and dopamine in the brain.

But a smile is only as good as a person's desire to use it. And that's why we invented a range of products that make it easier for people everywhere to straighten, whiten, and clean their teeth.

In fact, we're the first company ever created just to help more people get, and maintain, a smile they love, forever.

Because we've found that once a person loves their smile, they share it more. And that, in turn, often gives them a new perspective. One that transforms their life and their world in many positive ways.

At SmileDirectClub we do everything we do for one reason: to help more people realize the life-changing potential of their smiles.

Brand visual elements.

03

Brand visual elements.

The relationship of the brand elements to each other creates a look and feel that is uniquely SmileDirectClub.

To communicate the visual language of the brand, a core understanding of the brand elements is required. The logotype is the primary element of the visual identity; however, other components play an important role in establishing the brand’s visual style and language.

Our brand elements

Logo

Color

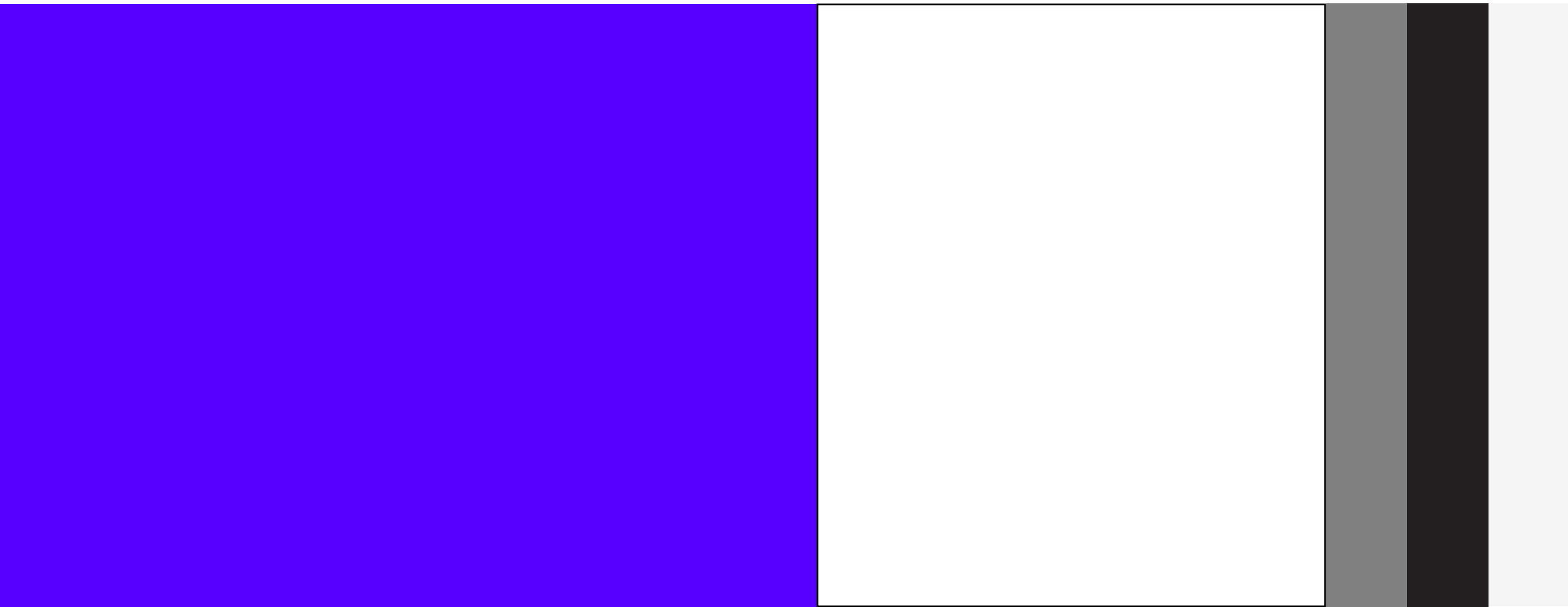
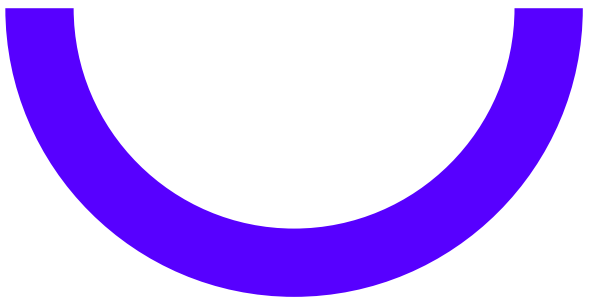
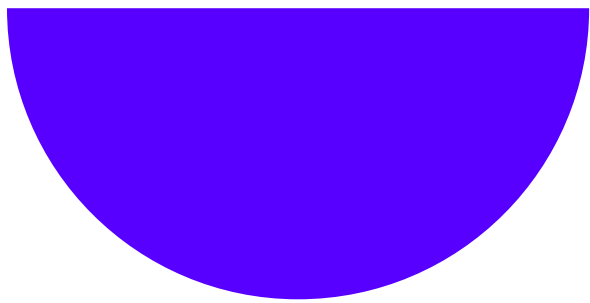
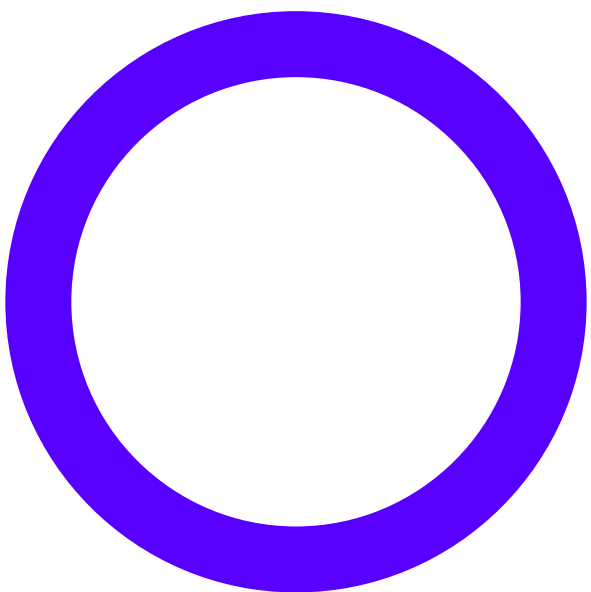
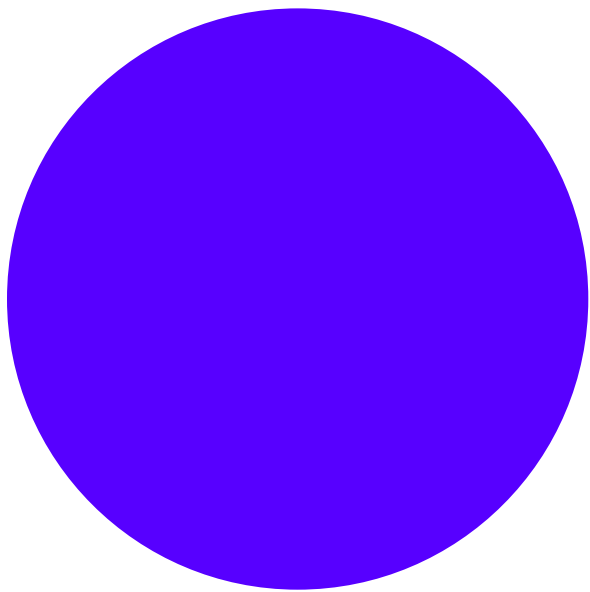
Typography

Smile shapes

Photography

Elements overview.

smile
DIRECT CLUB



Logo.

smile
DIRECT CLUB

Logo clear space and scale.

Our logo is the most visible representation of our brand and appears across all communications.

The logo is a complete graphic element, and the letterforms have a fixed relationship to one another. They should not be modified or altered.

Clear space
The area is defined by using the cap height of the word “smile” within the logo. Minimum clear space from the logo is equal to “x” on all sides. More space is always preferred, when possible.

Scale
This is the minimum size for our logo. Never make the logo smaller, as that will compromise its quality and legibility.

Digital
On the web the minimum size of the logo is 55 pixels in height. There is no maximum reproduction size of the logo.

Print
The SmileDirectClub logo has been designed to reproduce at a minimum height of 35 pixels for print.

Trademark
A trademark is added to the logo when used in any print material but not required in digital, film, or broadcast materials.

Clear space



Trademark

Scale



Digital
Minimum Height
55 pixels



Print
Minimum Height
35 pixels

X = cap height of the “l” in “smile”

Logo placement.

The preferred logo placement for general communications is in the lower left corner of composition.

Logo may be centered for end cards if it is the only element present in the frame.

The relationship of logo to typography is very important in communicating the brand effectively. The ratio of logo size is based on a 12- and 24-column grid system.

9:16
1 column left margin | **4 column logo**
15-20 column headline | 1 column right margin.

16:9
1 column left margin | **4 column logo**
10 column headline | 1 column right margin.

1:1
1 column left margin | **3 column logo**
10 column headline | 1 column right margin.

9:16



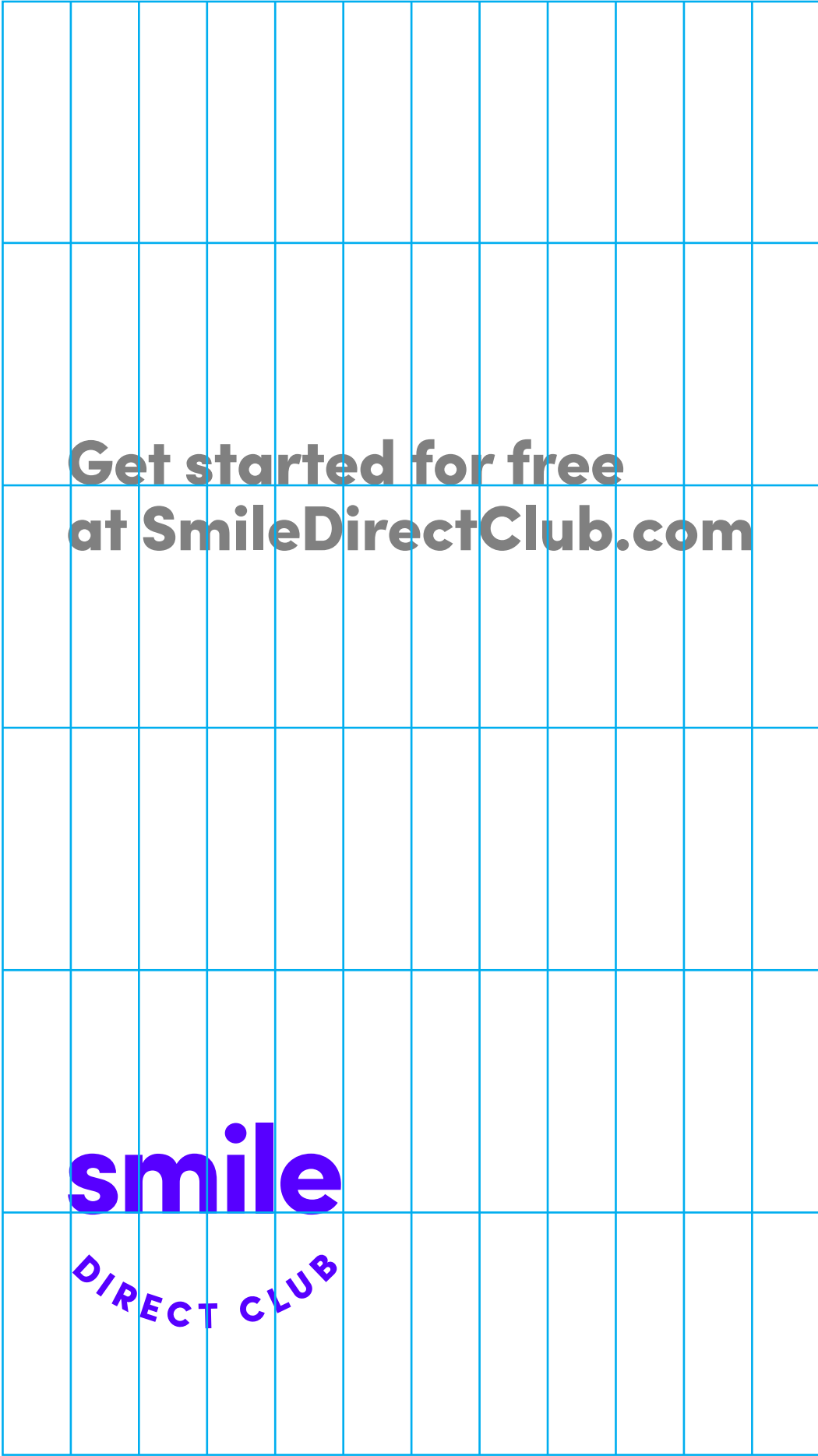
Min	Max

logo size:
In layout our logo should be between 2 and 4 columns wide depending on the composition

1:1



16:9



Logo.

One-color reverse



One-color positive



One-color reverse



Secondary logotype, or wordmark.

The secondary logo or wordmark is used when the environment doesn't allow for our primary logo to be present or visually prominent.

We also use it when paired with a sub-brand or service offering.

Clear space
The area is defined by using the cap height of the word “Smile” within the logo. Minimum clear space from the logo is equal to “x” on all sides. More space is always preferred, when possible.

Scale
This is the minimum size for our logo. Never make the logo smaller, as that will compromise its quality and legibility.

Digital
On the web the minimum size of the logo is 55 pixels in height. There is no maximum reproduction size of the logo.

Print
The SmileDirectClub logo has been designed to reproduce at a minimum height of 35 pixels for print.

Clear space



X = cap height of the “i” in “Smile”

Scale

SmileDirectClub
Partner Network] **Digital**
Minimum Height
55 pixels

SmileDirectClub
Partner Network] **Print**
Minimum Height
35 pixels

Wordmark and sub-brands.

The wordmark is a key element of our visual identity.

Maintain a consistent visual hierarchy for sub-brands and internal program lockups while using simple and descriptive names.

Primary lockup

- 1. Sub-brand name is scaled to a maximum 75% of the length of the wordmark but must not exceed -15% of the cap height in SmileDirectClub
- 2. Use Sofia Black font
- 3. Use initial caps for sub-brand
- 4. Characters' cap height (point size) is equal to x-height of "Smile" in logo.

Primary lockup

Wordmark

Sub-brand



Sub-brand
The sub-brand title is scaled to a maximum of 75% of the length of the wordmark.

Wordmark logo placement.

The preferred wordmark logo placement follows the rules of our primary logo.

The relationship of logo to typography is very important in communicating the brand effectively. The ratio of logo size is based on a 12- and 24-column grid system.

9:16
1 column left margin | **4 column logo**
15-20 column headline | 1 column right margin.

16:9
1 column left margin | **4 column logo**
10 column headline | 1 column right margin.

1:1
1 column left margin | **3 column logo**
10 column headline | 1 column right margin.

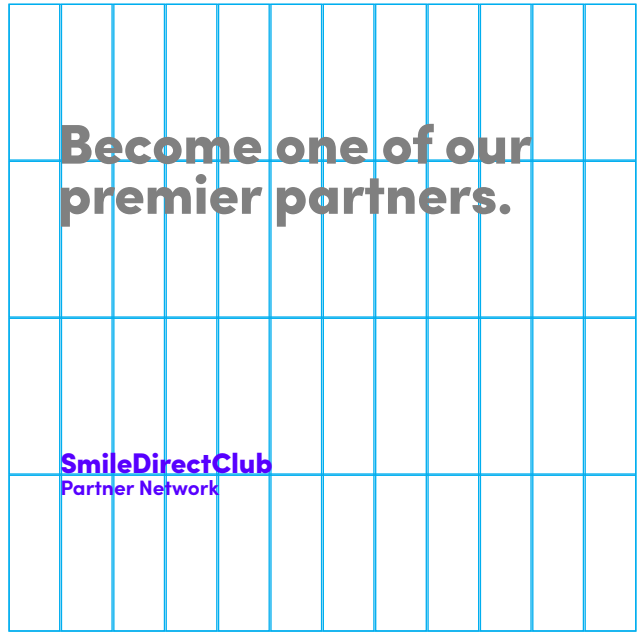
9:16



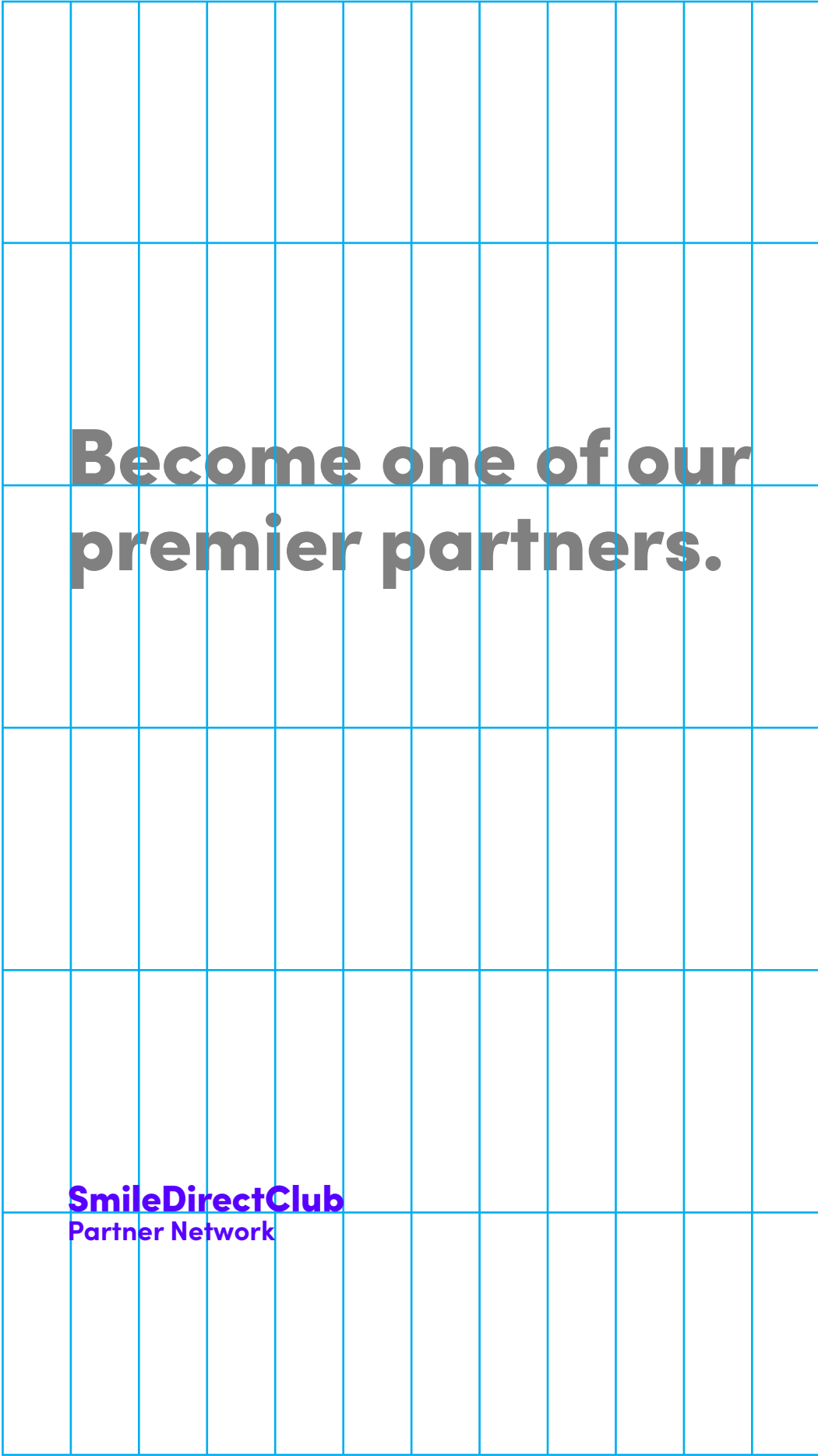
Min	Max

logo size:
In layout our logo should be between 2 and 4 columns wide depending on the composition

1:1



16:9



Logo misuse.

The logo is the key element of our visual identity. It should not be modified, distorted, or altered in any way.

Examples of logo misuse:

- 1. Do not distort the logo in any way.
- 2. Do not use colors outside of the brand colors.
- 3. Do not add elements to the logo.
- 4. Do not add effects to the logo.
- 5. Do not create a new lockup.
- 6. Do not place logo over a smile, face, or important moment.

1. **X**



2. **X**



3. **X**



4. **X**



5. **X**



6. **X**



Logo and partnerships.

Aligning partnership logos should follow clear space rules in layout. The separating line between logos can be created using a 1pt rule. Always default to SmileDirectClub color palette when there is a limited color use.

Partnership lockup



Logo or symbol height equal to the height of the SmileDirectClub logo.

Logo lockup misuse.

Examples of logo lockup misuse:

- 1. Do not alter the SmileDirectClub logo.
- 2. Do not use colors outside of the brand colors.
- 3. Do not add taglines or copy to the logo.
- 4. Do not scale the partner logo larger than the SmileDirectClub logo.
- 5. Do not alter the logo orientation.
- 6. Do not pair the logo with partner product.

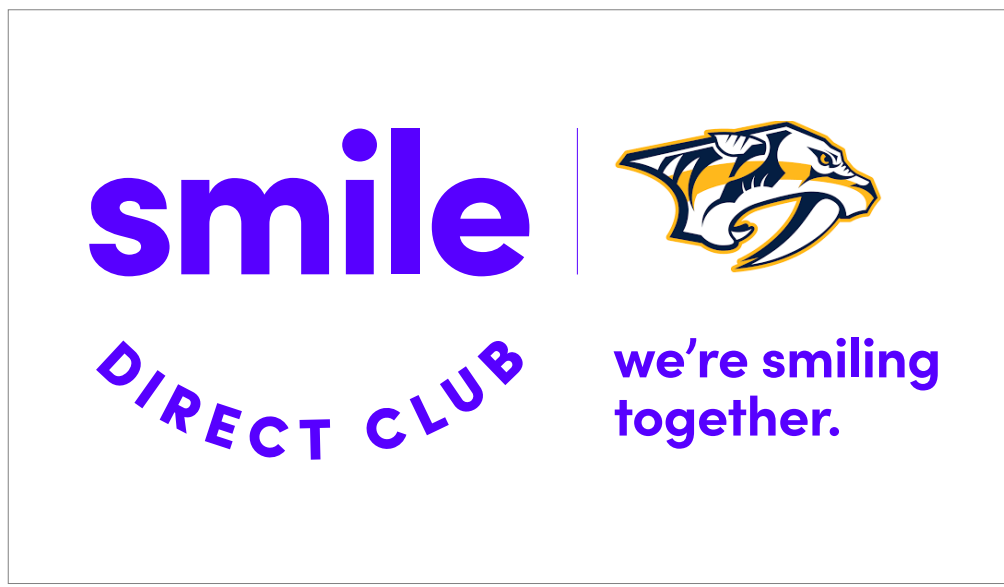
1. **X**



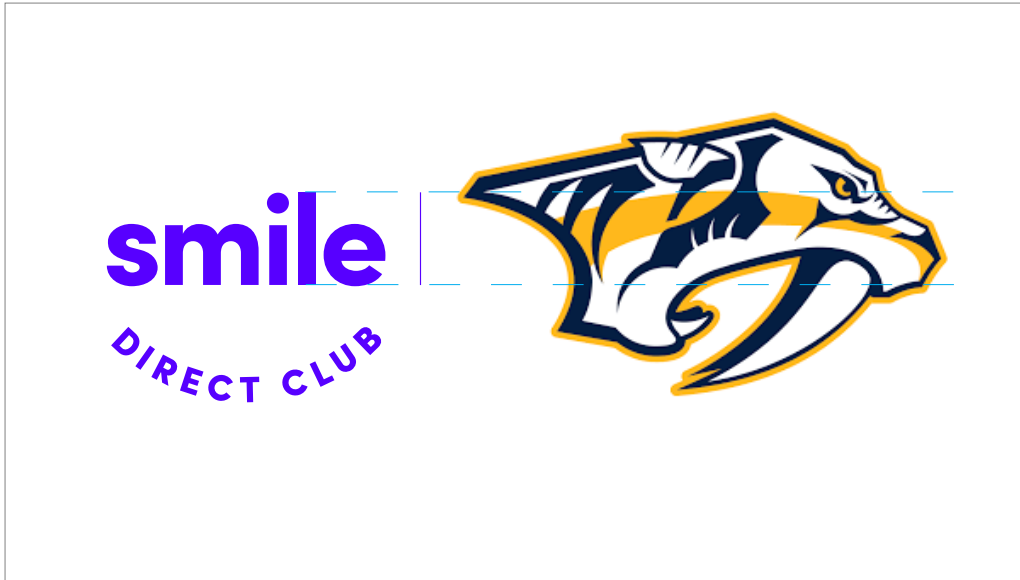
2. **X**



3. **X**



4. **X**



5. **X**



6. **X**



Logo and social icons.

App icons are individually designed based on specifications. They are an exception to the clear space guidelines and are sized to best fit each shape. In the case of social icons, the clear space should be no smaller than the width of the “s” in the word “smile.” Align the logo center vertically and horizontally within the icon shape. “DIRECT CLUB” is eliminated for extreme small scale only. Always lead with SmileDirectClub blurple.

Note:
Icons less than 100px x 100px use the single word “smile” icon.



Trademark symbol with logo and wordmark.

The usage of the trademark symbol plays an important role in protecting our brand.

The use of the trademark symbol is always defined as a percentage of the width of the logo size and should scale appropriately, aligned to the top and right side of our logo.

Logo
The trademark (TM) symbol for our primary logo is scaled at 5% of the width and aligned to the top-right of the primary logo.

Wordmark
The trademark (TM) symbol for our wordmark logotype is scaled at 3% of the width, and aligned to the top-right of the wordmark logo.

Print
A trademark symbol is required on the first or most prominent usage of the logo on any printed material, single- or multi-sided.

Digital and Broadcast
A trademark symbol is not required on digital content but can be used where applicable.

Body Copy
A trademark symbol is required in the first instance of the brand or product name in copy but is not required thereafter.

Note:
When the minimum size of the logo or wordmark is smaller than the minimum height requirement with the trademark symbol, an un-trademarked logo may be used.

Primary logo



Trademark
Logo width: 200pt
Trademark width: 10pt



Print
Minimum Height
75 pts

Wordmark



Trademark
Logo width: 300pt
Trademark width: 9pt



Print
Minimum Height
40 pts

Body copy

Doluptatur dolore aut volupta. Cuptia sunt mils ipsaesunto ventur min etn voluptaque. **SmileDirectClub**™ a trademark is required in the first instance of the brand or product name. **SmileSpa**™ quntisque volum eum bisit imit. Officit quatur **bright on**™ ature lab inulpaverem net ipid enimus ature voluptatur fugitiae.

Brand color.

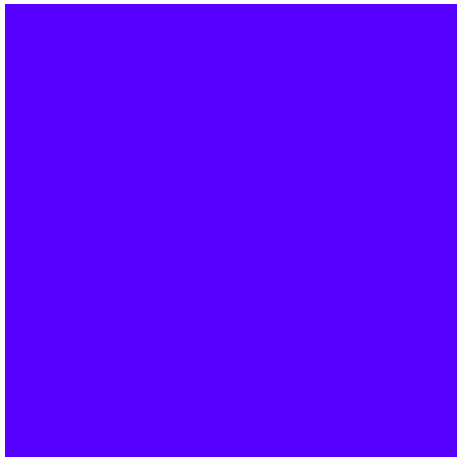
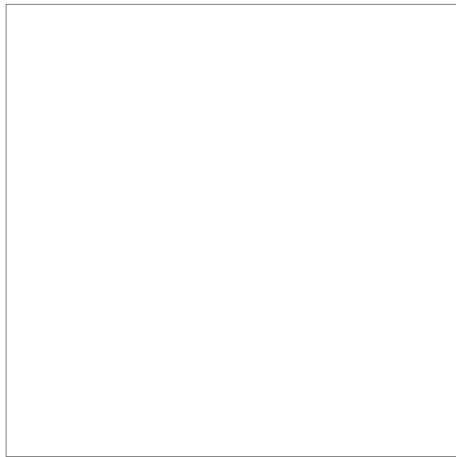
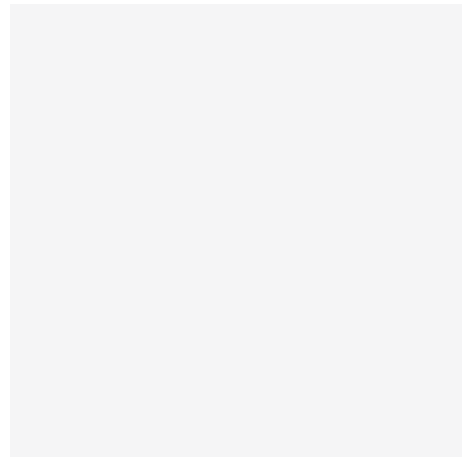
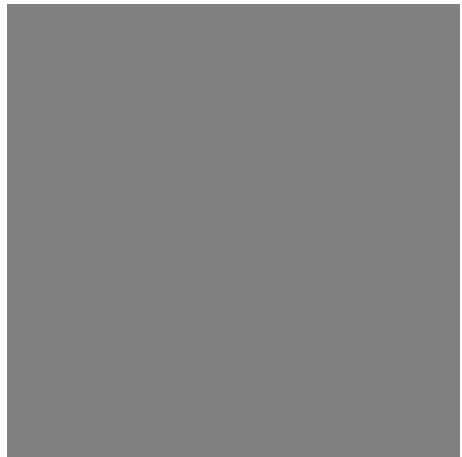
Brand color.

SmileDirectClub is a digital-first brand, which means that our initial expression of color is RGB and HEX.

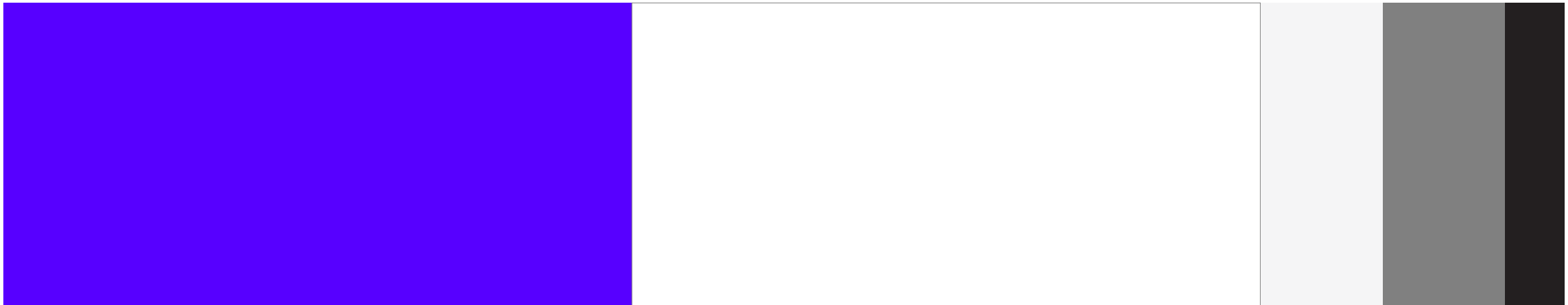
Lead with blurple
Blurple is the key brand color; it’s active and full of optimism. Blurple and white should be used as the main canvas colors across all print and digital media. Light gray is used for backgrounds. Gray should only be used for text. Colors are never used as tints.

Digital
Use the RGB breakdown or HEX value for screen applications to minimize variation of colors; screens will vary in hue and density across platforms. The blurple is especially unique in its digital formulation, as it is difficult to match as a 1:1 in other color spaces.

Print
Use the CMYK breakdown for print. Do not use color references or values from files that have been converted automatically between color modes.

Blurple RGB 87/0/255 CMYK 84/90/0/0 PMS 2098 C HEX 5700 FF	White RGB 225/225/225 CMYK 0/0/0/0 HEX FFFFFFFF	Lt Gray RGB 245/245/245 CMYK 0/0/0/5 HEX F5F5F5	Gray RGB 128/128/128 CMYK 52/43/43/8 PMS Cool Gray 8C HEX 808080	Black RGB 0/0/0 CMYK 0/0/0/100 PMS BLACK C HEX 000000
				

Proportion of use



Color misuse.

Examples of color misuse:

- 1. Do not use low-contrast color combinations.
- 2. Do not create gradations.
- 3. Do not use colors outside the brand palette.
- 4. Do not use tints of brand colors.
- 5. Do not use dark gray for backgrounds.
- 6. Do not use color effects.

1. **X**



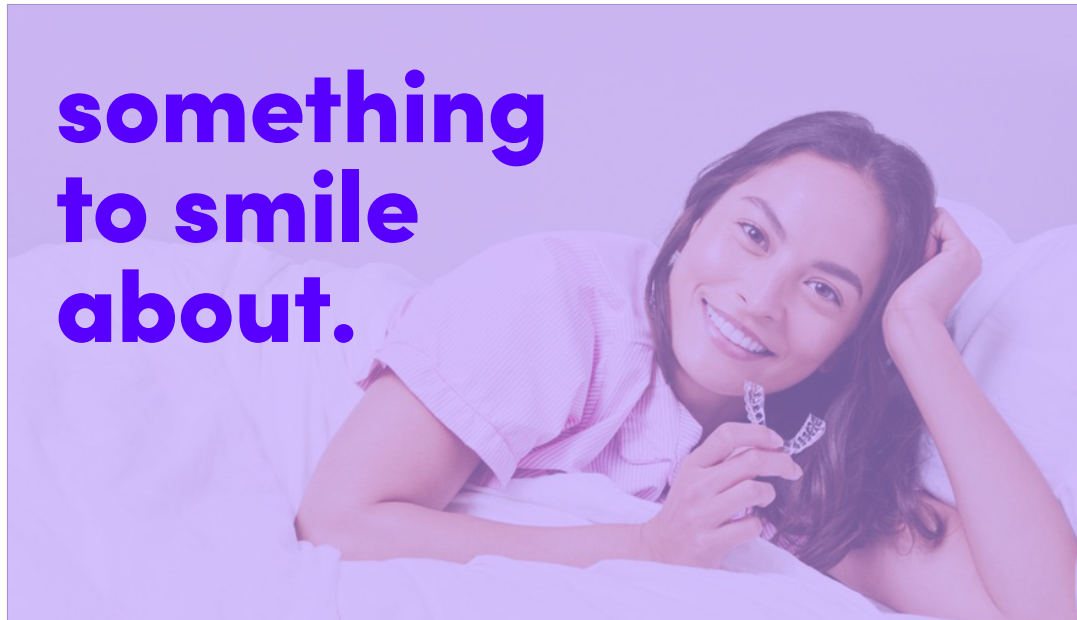
2. **X**



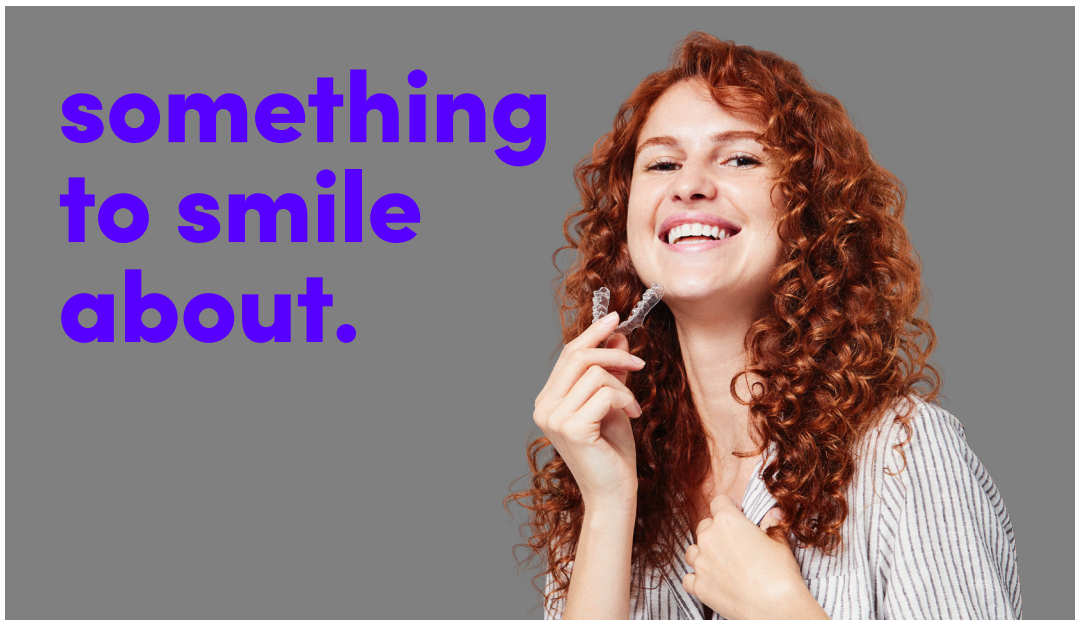
3. **X**



4. **X**



5. **X**



6. **X**



Typography.

Fonts.

The typographic treatment is as much a part of the brand as the logo and the color palette.

Because our typography helps identify our brand, it’s important to use our fonts and typography with purpose.

Primary

Sofia Pro

Sofia Pro is a geometric sans serif that has the ability to feel bold, fun, approachable, or utilitarian at any given moment.

Sofia Pro is used as SmileDirectClub’s headline font and may be used across digital, broadcast, and print communications as well as environmental contexts.

Secondary

Proxima Nova

Proxima Nova is a geometric sans serif with humanist characteristics and proportions. This hybrid conveys a modern openness, emotion, and approachability.

Proxima Nova’s texture and proportions make for an ideal body copy typeface and may be used across digital, broadcast, and print communications.

Systems

Arial

Arial should be used in situations where we cannot ensure all users or recipients of a digital application will have access to Sofia Pro and Proxima Nova, such as in an email or shared Microsoft Office documents.

Primary

Sofia Pro

Sofia Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&\$

Sofia Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&\$

Sofia Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&\$

Secondary

Proxima Nova

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&\$

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&\$

Systems

Arial

Arial Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&\$

Arial Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&\$

Typography use.

Succinct, short headlines are set in sentence case with end punctuation. The SmileDirectClub type style is left-justified paragraph style.

SmileDirectClub headlines

Our conversational headline style brings the brand’s optimism and energy to life and is a key element in the visual system. With bold visual impact, Sofia Pro Black is ideal for use in headlines in a large point size. Adequate clear space should surround the copy for easy legibility.

Desktop/Print

Set in Sofia Pro Black, sentence case. Tracking is -10 pts, additional kerning may be necessary. Leading should be 2pt more than font size. 70pt text would have 72pt leading; 60pt text would have 62pt leading; and so on.

Digital/Web

Set in Sofia Pro Black, sentence case. Tracking is -10 pts, additional kerning may be necessary. Line height should be 110% larger than the font size.

This is a headline in Sofia Pro Black at 70/72pt.

This is a headline in Sofia Pro Black at 60/62pt.

This is a headline in Sofia Pro Black at 42/44pt.

Typography use.

A hierarchy of text sizes and styles ensures accurate communication.

Always maintain consistent sizes for similar types of copy across an application.

Display/Headlines
Sofia Pro Black is our primary font for display and headline text. Headlines are set in sentence case, aligned flush left, never right aligned, centered, or justified. Use minimal leading (+2 pt). Headline size should be a minimum of 12 pts larger than the body copy.

Subheads
Sofia Pro Bold is used for subheads. Subheads are set in sentence case, aligned flush left. Use minimal leading (+2 pt).

Body copy
Body copy and bullets should be set in Proxima Nova Regular with consistent size and leading. Proxima Nova Bold may be used within body copy to highlight key words and phrases. Body copy is aligned flush left, ragged right. Use minimal leading (+4 pt). A full line space is used between paragraphs.

Caption copy
Proxima Nova Bold is used for captions. All caption text is aligned left and set in sentence case. Use minimal leading (+2 pt).

Call-to-action copy
Proxima Nova Bold is used for CTA copy and is set in uppercase and aligned flush left. CTA copy may be centered within a navigation bar or button.

Display/Headlines
Sofia Pro Black
Size: 72pt/74pt
-10 tracking

Subheads
Sofia Pro Bold
Size: 42pt/44pt
-5 tracking

Body copy
Proxima Nova Regular
Size: 16pt/20pt
0 tracking

Caption copy
Proxima Nova Bold
Size: 12pt/14pt
0 tracking

Call-to-action copy
Proxima Nova Bold
Size: 16pt
50 tracking

Headlines are always in Sofia Pro Black.

Subhead copy should appear in Sofia Pro Bold in sentence case.

Body copy is set in Proxima Nova Regular, doluptatur dolorem aut volupta. Cuptia sunt mils ipsaesunto ventur min etn voluptaque. **Proxima Nova Bold** is used to highlight a key phrase within body copy. Huider quntisque volum eum bisit imit. Officit quatur seque ipicae ature lab inulpaverem net ipid enimus ature voluptatur fugitiae. Eaque ature quae hillo inventore veritatis et quasi architect vitae dicta sunt.

- Veritatis niciatis unde omnis iste natus error voluptatem accusantium.
- Doloremque laudantium totam rem aperiam beatae vitae.
- Inventore veritatis et quasi architecto beatae vitae dicta explicabo.

Captions appear in Proxima Nova Bold. Sum quiderit auditia audit vollam que. Pore voluptin ipiti dis autem ei illab ium abore. Seiumquae ri ipsandi ut la dolore est aperibus.

LEARN MORE

Spacing
The spacing between the headline and subhead is the same as the point size of the subhead.

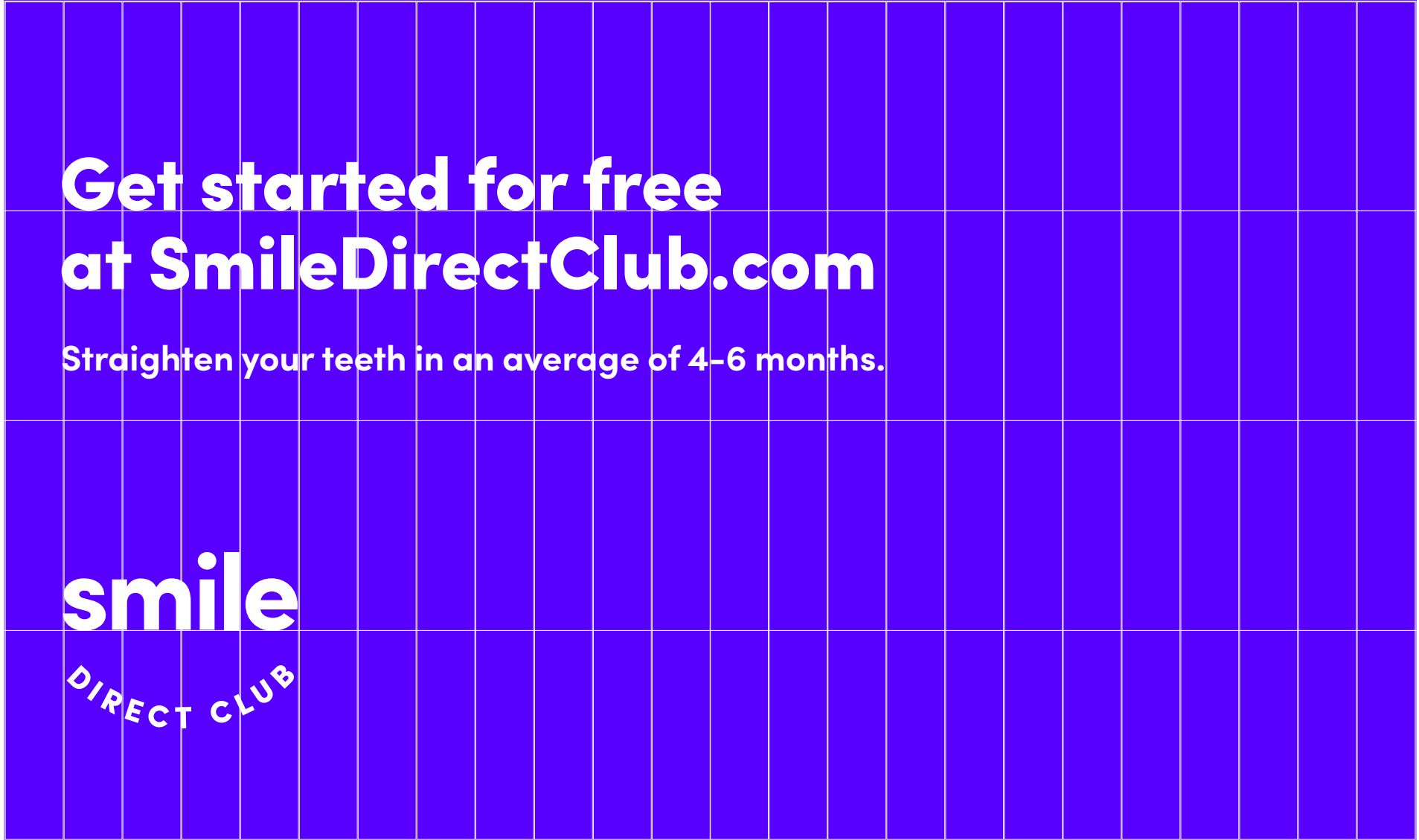
When the subhead isn't present, the spacing between the headline and body copy is the same size as the cap height of the headline.

Typography use.

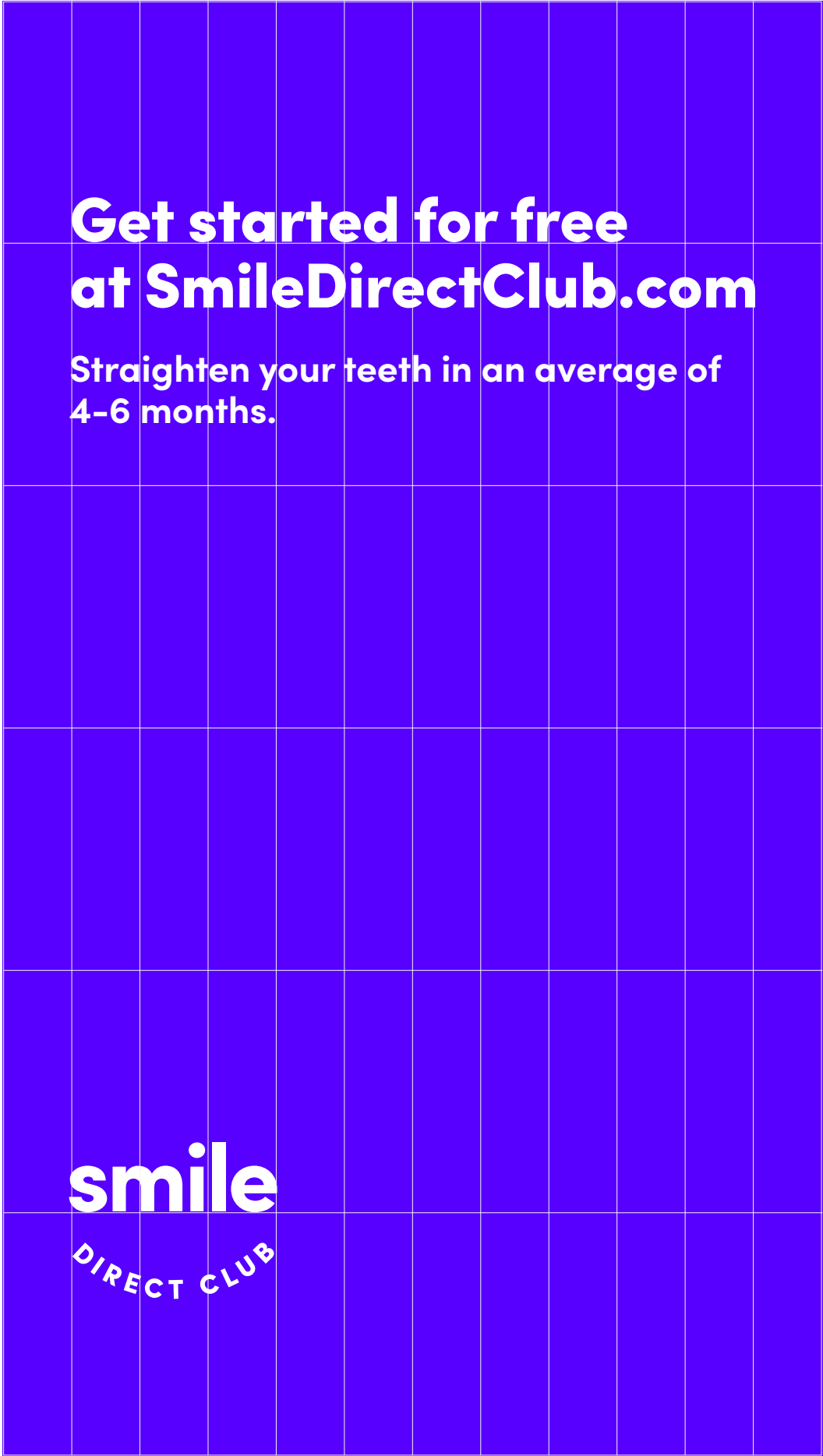
The preferred placement for headlines is at the top of a layout, flush to left margin.

Copy should appear within the top half of the layout and aligned to the baseline of the first copy line.

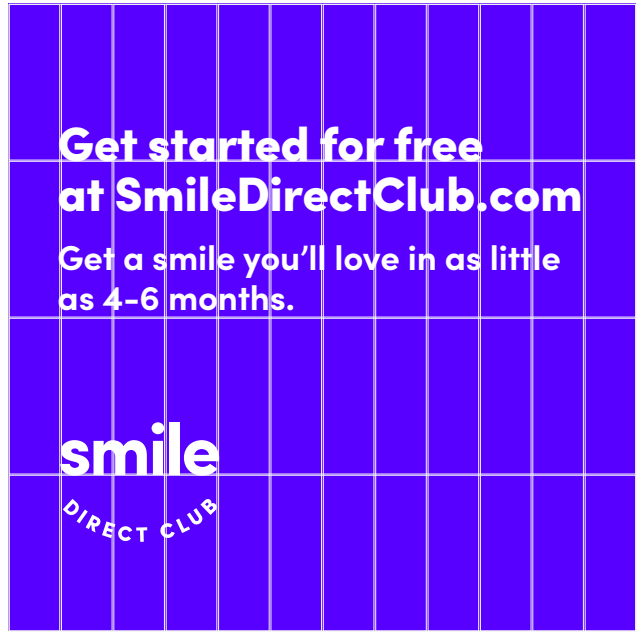
16:9



9:16



1:1



Digital typography.

Create layouts using combinations of our brand elements. Establish a hierarchy of elements using placement, scale, and proportion.

Display/Headlines
Sofia Pro Black is our primary font for display and headline text. Headlines are aligned flush left, never right aligned, centered, or justified. Use minimal leading (+2 pt). Headline size should be a minimum of 12 pts larger than the body copy.

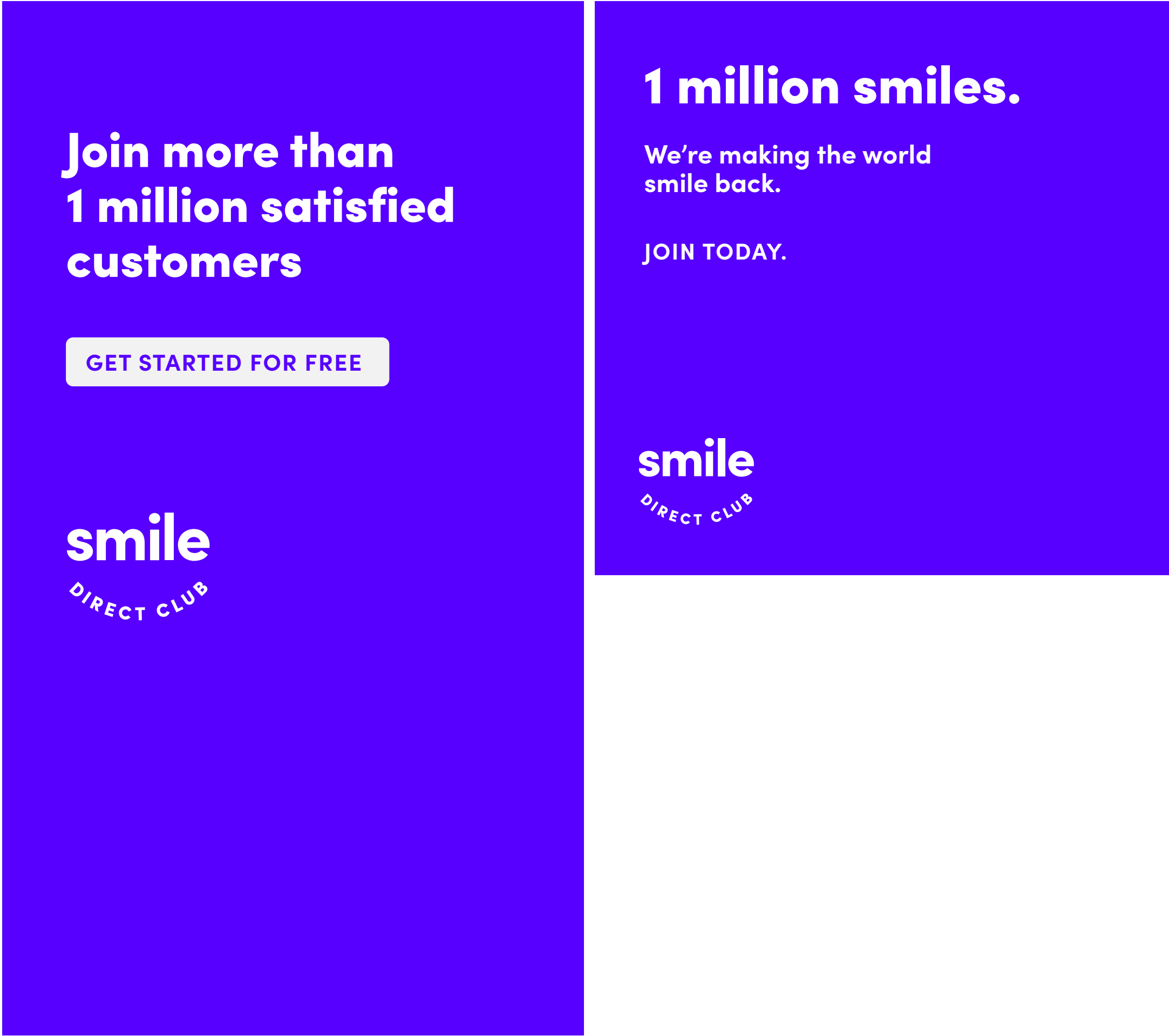
CTA buttons:
Are displayed in all caps, displayed in a button container or as stand-alone copy.

Headline
Placement at the top.
Flush left alignment.
Sofia Pro Black.
Type size: 88/96 pt
Tracking: -5

CTA
Sofia Pro Bold.
All caps.
Type size: 44pt
Tracking: 50
Corner radius: 14px

Logo
Logo position
at bottom.

Clear space
Clear space margins
should be reserved
for various platforms.



Typography guidance.

Examples of misuse of typography style:

- 1. Do not use all caps for body copy.
- 2. Do not use Sofia Pro Black for body copy.
- 3. Do not forget to use contrast in pt size.
- 4. Do not use Sofia Pro Light or italics for headlines.
- 5. Do not use excessive leading.
- 6. Do not use fonts not approved for the brand.

1. **X**

**dolor site amet peressed
quat autate totas officit.**

BISIT IMI, OFFICIT QUATUR SEQUE SUS IPICAEPRAE ELAB
INULPA UT VEREM NET IPID ENIMUS VOLUPTUR FUGITIAE.
DOLUPTATUR ABOREDLOREM AUT RE VOLUPTA CUPTIA
SUNT MIL IPSAESUNTO MIN.

2. **X**

**dolor site amet peressed
quat autate totas officit.**

**Bisit imi, officit quatur seque sus ipicaeprae lab inulpa
ut vere net ipid enimus voluptatur fugitiae. Doluptatur
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ventur min.**

3. **X**

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Bisit imi officit quatur seque sus ipicaeprae et lab inulpa
ut verem net ipid enimus voluptatur fugitiae. Doluptatur
abore dolorem aut re volupta cuptia sunt mil ipsaesunto
ventur min enimus.

4. **X**

*dolor site amet peressed
quat autate totas officit.*

Bisit imi officit quatur seque sus ipicaeprae et lab inulpa
ut verem net ipid enimus voluptatur fugitiae. Doluptatur
abore dolorem aut re volupta cuptia sunt mil ipsaesunto
ventur min enimus.

5. **X**

**dolor site amet peressed
quat autate totas officit.**

Bisit imi officit quatur seque sus ipicaeprae inulpa et lab

inulpa ut verem. Net ipid enimus voluptatur sunt fugitiae.

Doluptatur a aboredolorem aut re volupta.

6. **X**

**dolor site amet peresed
quat autate totas officit.**

Bisit imi officit quatur seque sus ipicaeprae et lab inulpa ut
verem net ipid enimus voluptur fugitiae. Doluptatur a abore
dolorem aut re volupta cuptia sunt mil ipsaesunto.

Composition grid.

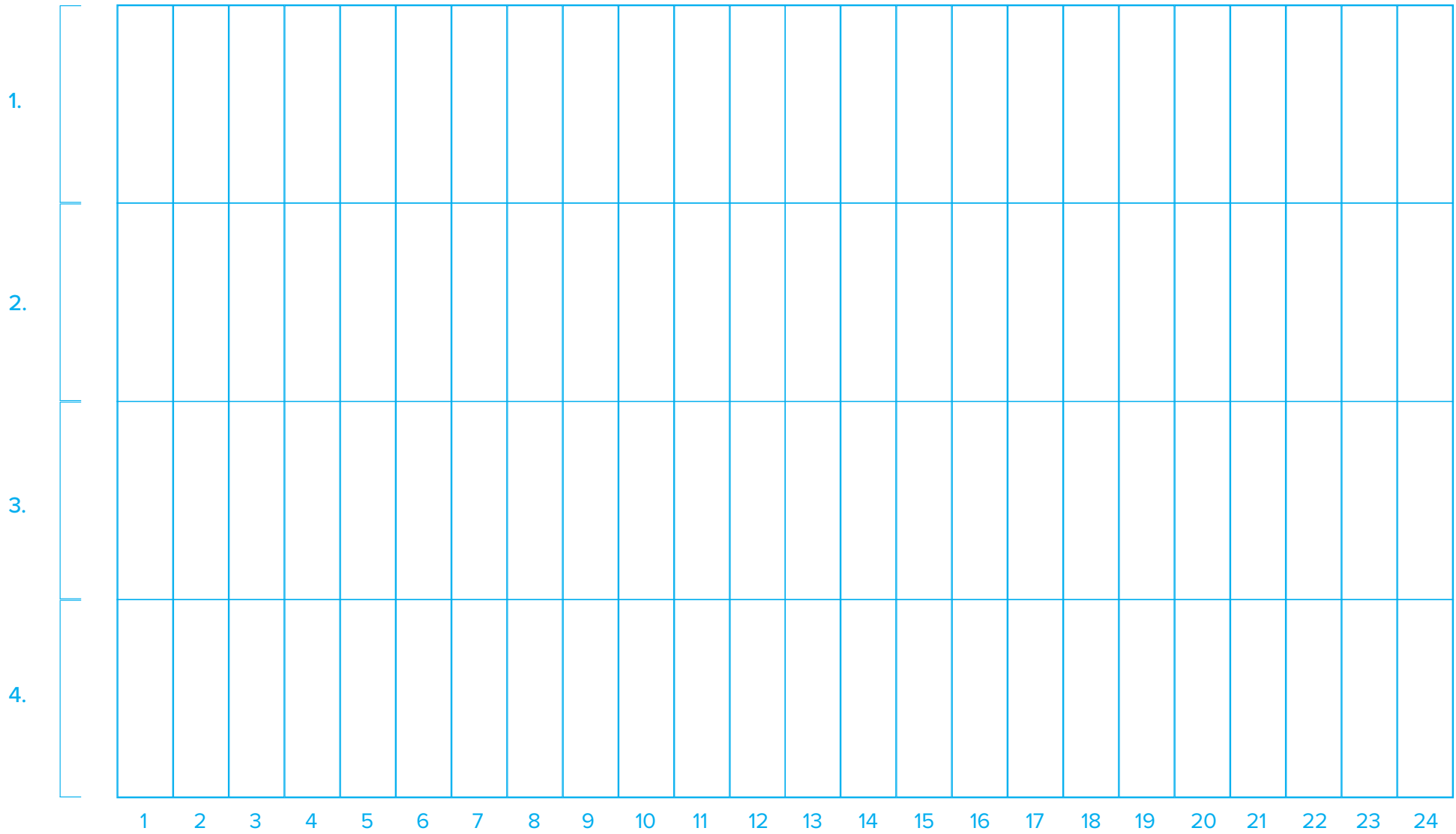
A grid is a useful tool in any design system to organize information and provide a visual hierarchy.

The primary grid system is based on a 12-column, 4-row grid. Increments of 12 columns are used for large format and layouts with complex content.

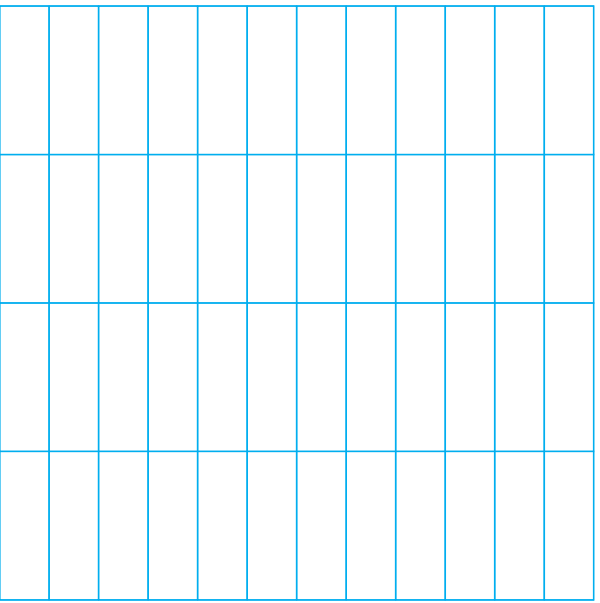
- 1. Divide the layout area vertically into 12 columns.
- 2. Establish outer margins as .5” or 36pts.
- 3. Create vertical and horizontal center guides used for placement of smile shapes and logo.
- 4. Consider constructing layouts in areas of 4 rows where the upper 2 rows are used for typography and the lower 2 rows are used for the logo and branding.
 - A. Headline
 - B. Subheadline
 - C. Body copy or CTA
 - D. Logo
- 5. Vertical layouts that scale to 9:16, an additional 2 rows are added. Any canvas beyond a 9:16, add rows in increments of 2, always keeping the number of rows even.

Note:
Margins are in addition to the grid. The grid should be applied within the margins depending upon what canvas you are designing for.

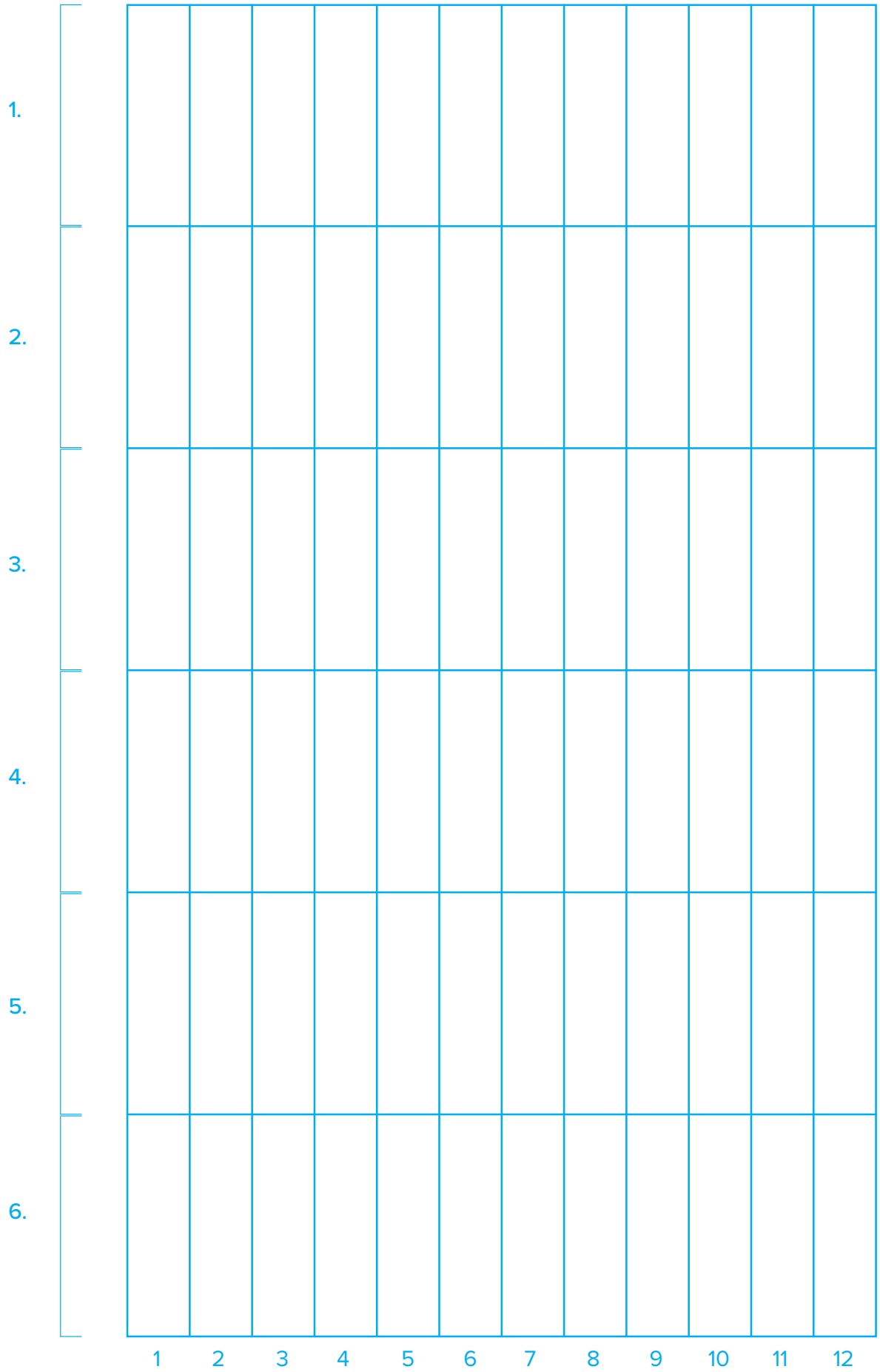
24 column | 4 row | 16:9



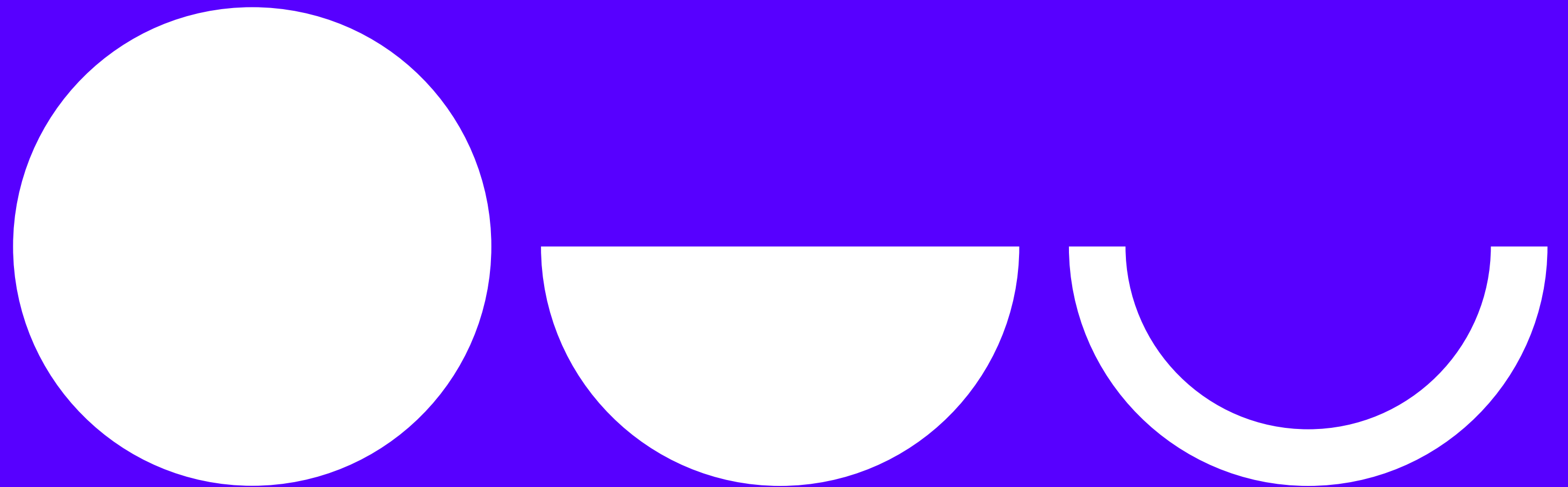
12 column | 4 row | 1:1



12 column | 6 row | 9:16

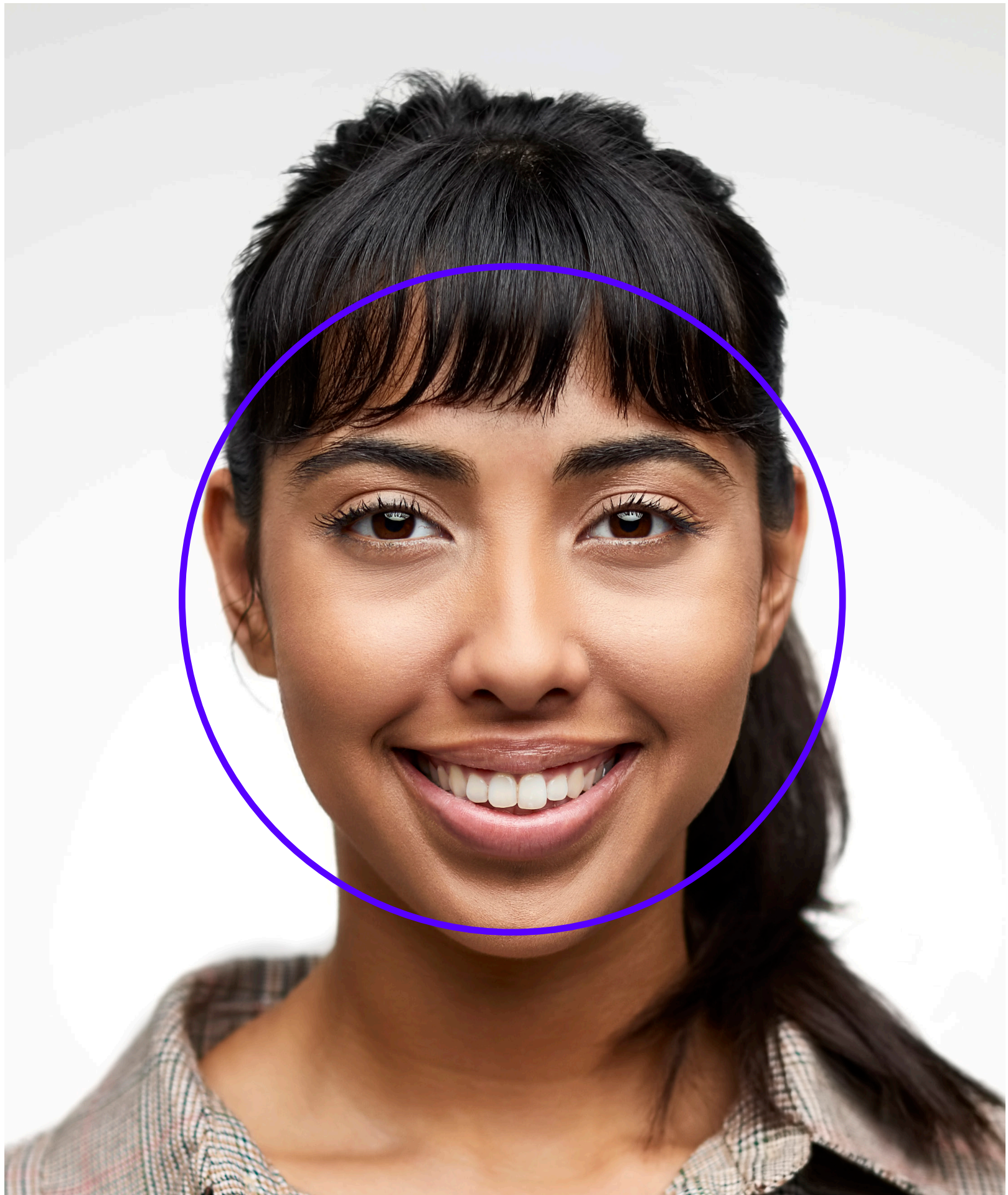


Smile shapes.



Smile shapes.

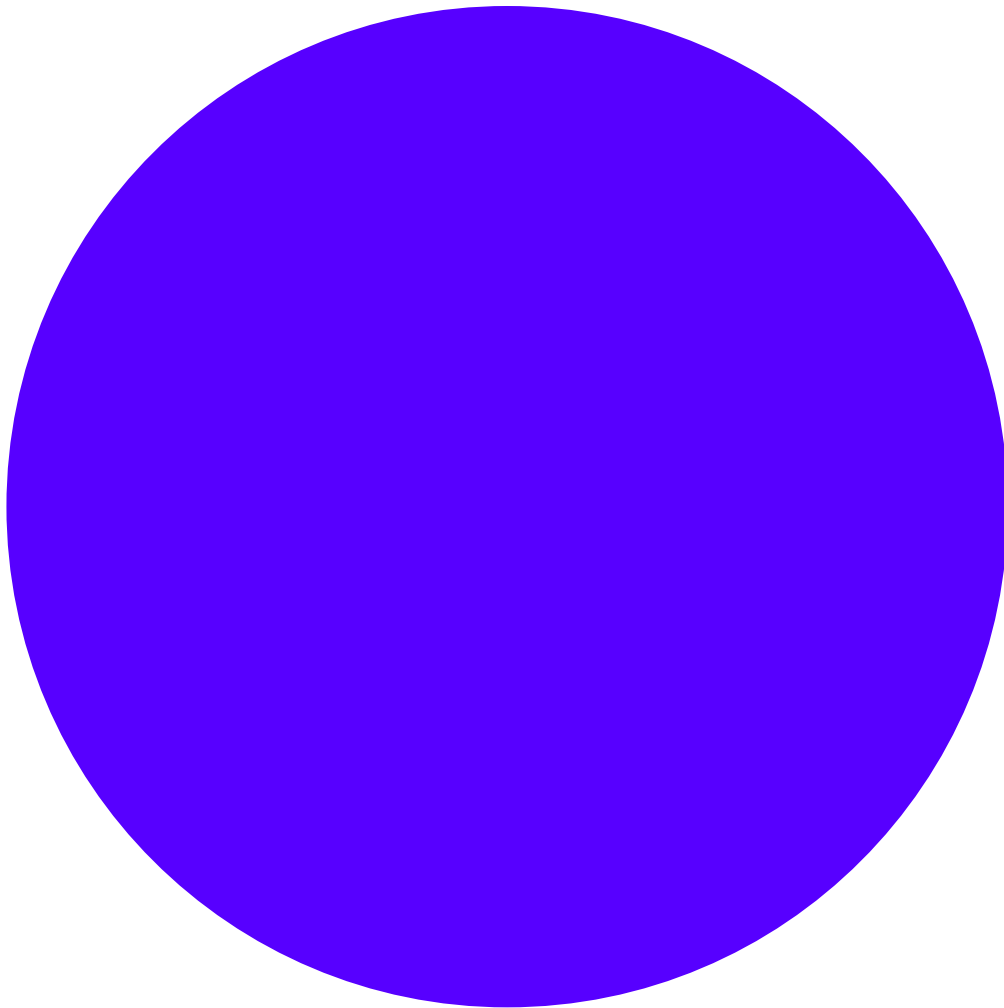
Our system of smile shapes is centered around the circular shape of the human face.



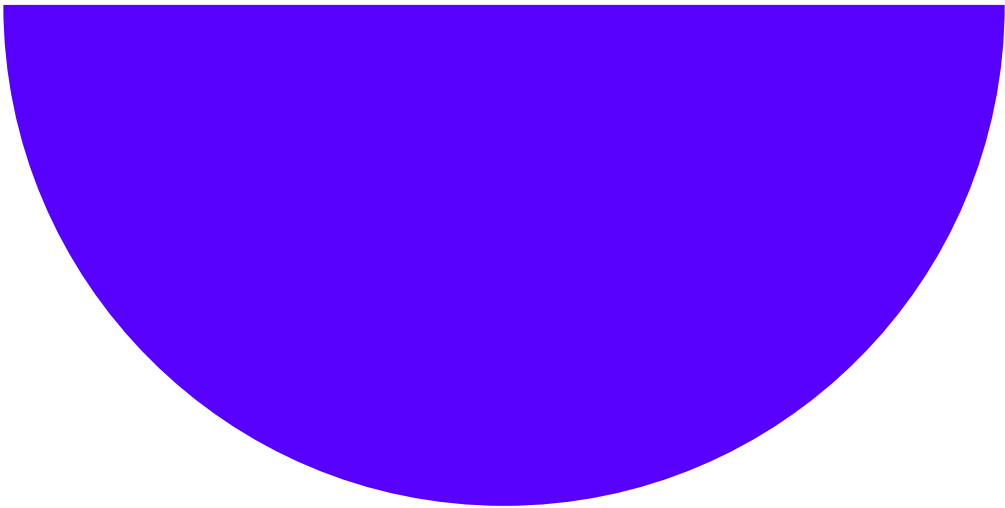
Smile shapes.

We derive our system of smile shapes from the perfect geometric form of a circle.

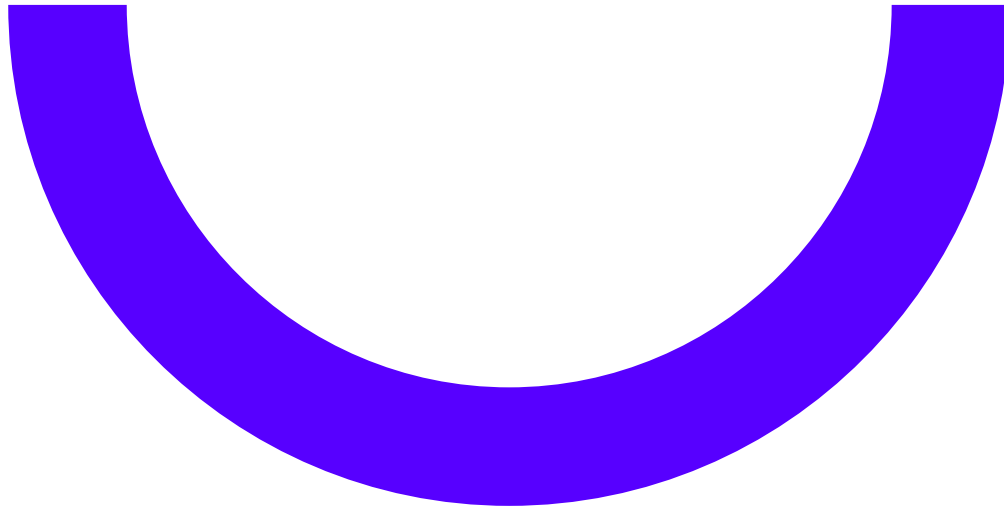
Smile circle.



Smile arc.



Smile icon.



Smile icon.



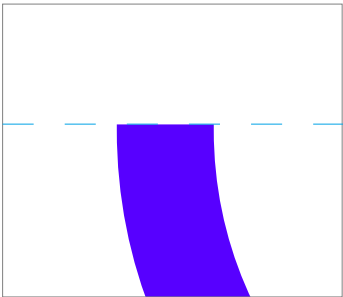
Smile icon format.

The smile icon is our primary smile shape. It is used as an expressive element, always anchoring the brand back to the potential of the smile.

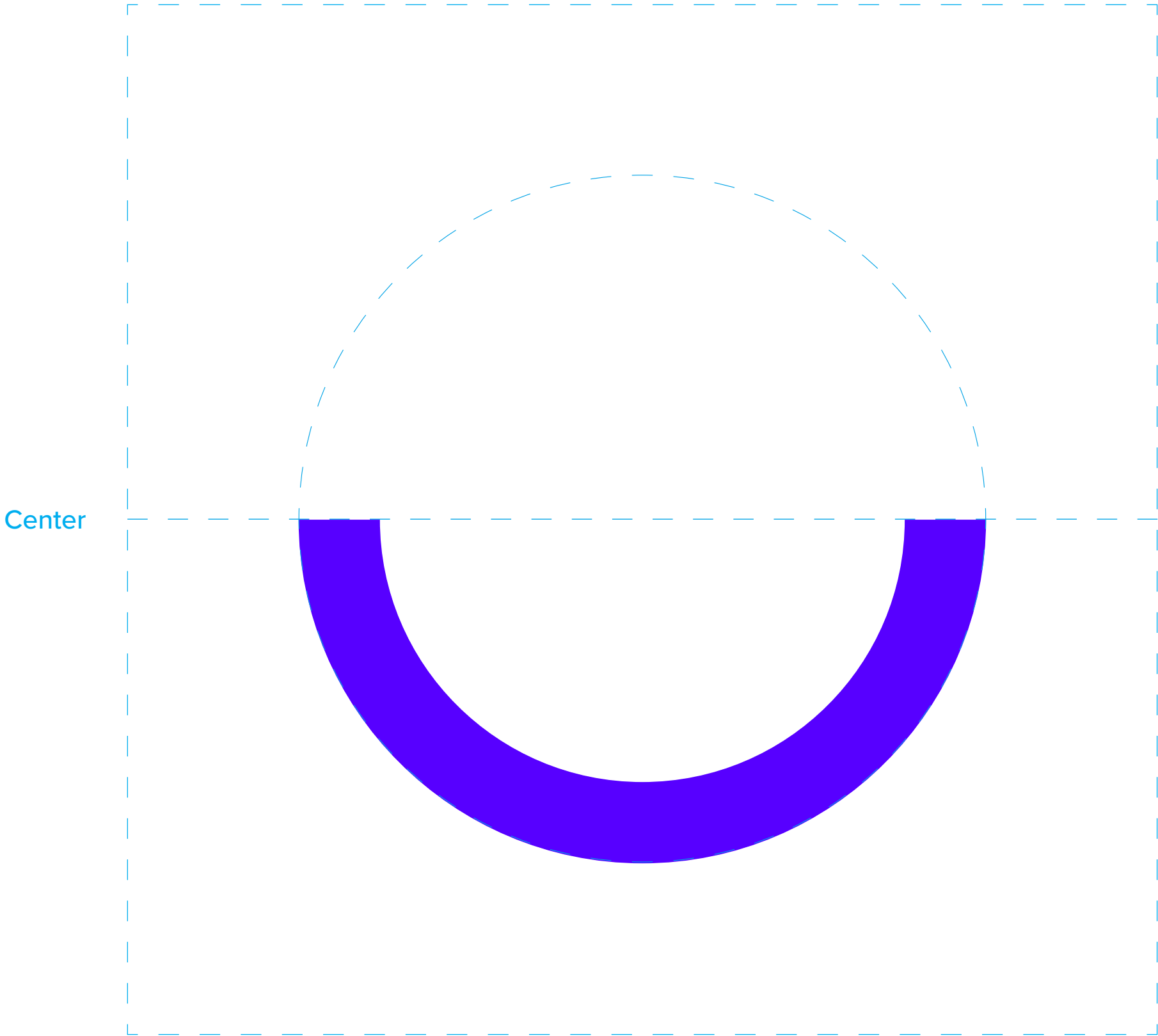
Smile icon format
The smile icon is always formed from the use a full half circle.
Radius is always 180 degrees and never gestural or skewed.
The smile icon should never be positioned upside down.

Smile icon primary scale
Thickness of the smile icon is based on a 164px wide half circle with a 22pt stroke weight. The thickness of the smile icon should always scale proportionally in width to the grid and never change in weight.

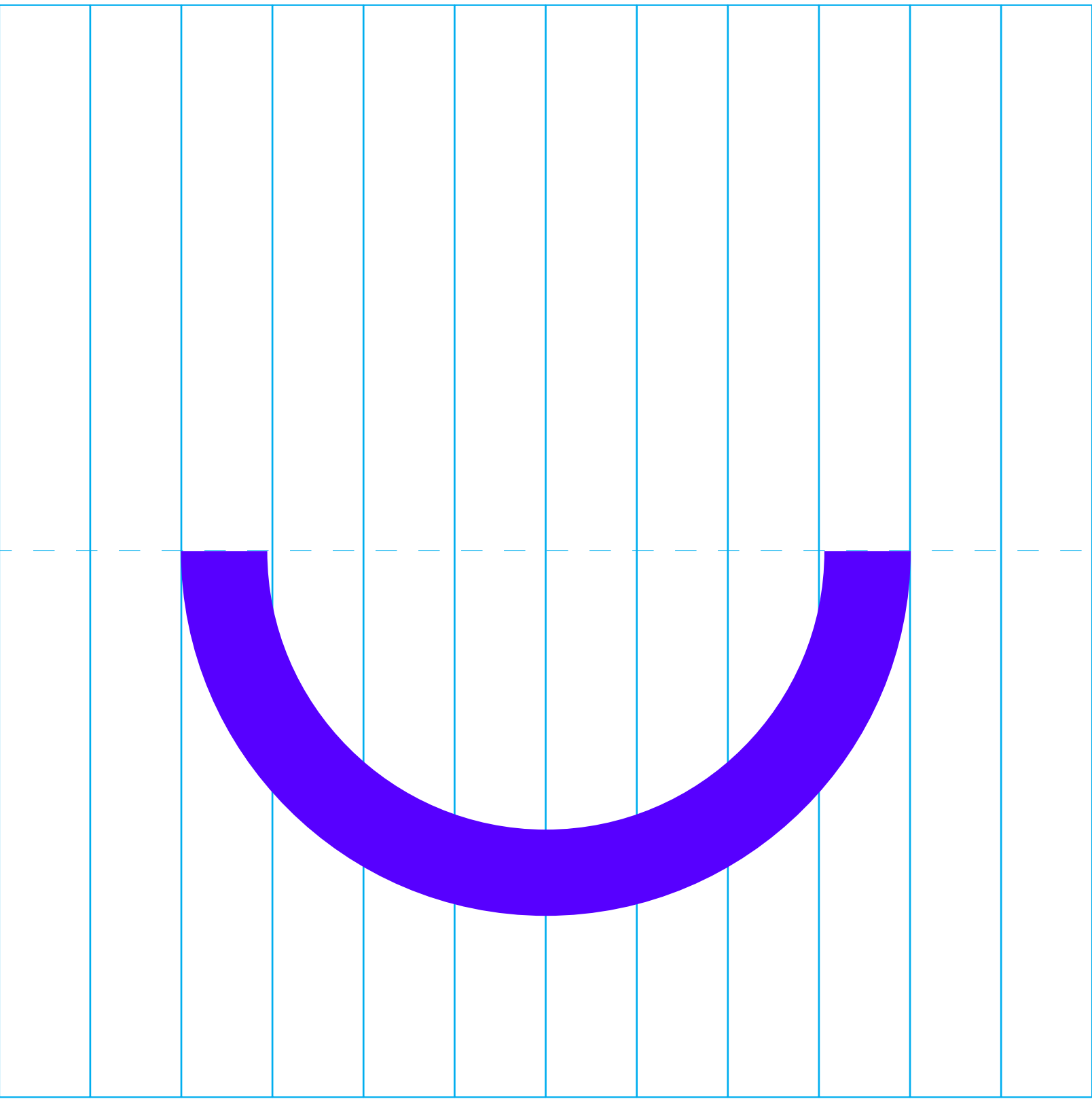
Note
The end or cap of the stroke is always straight and even with horizontal center of circle.



Smile icon format



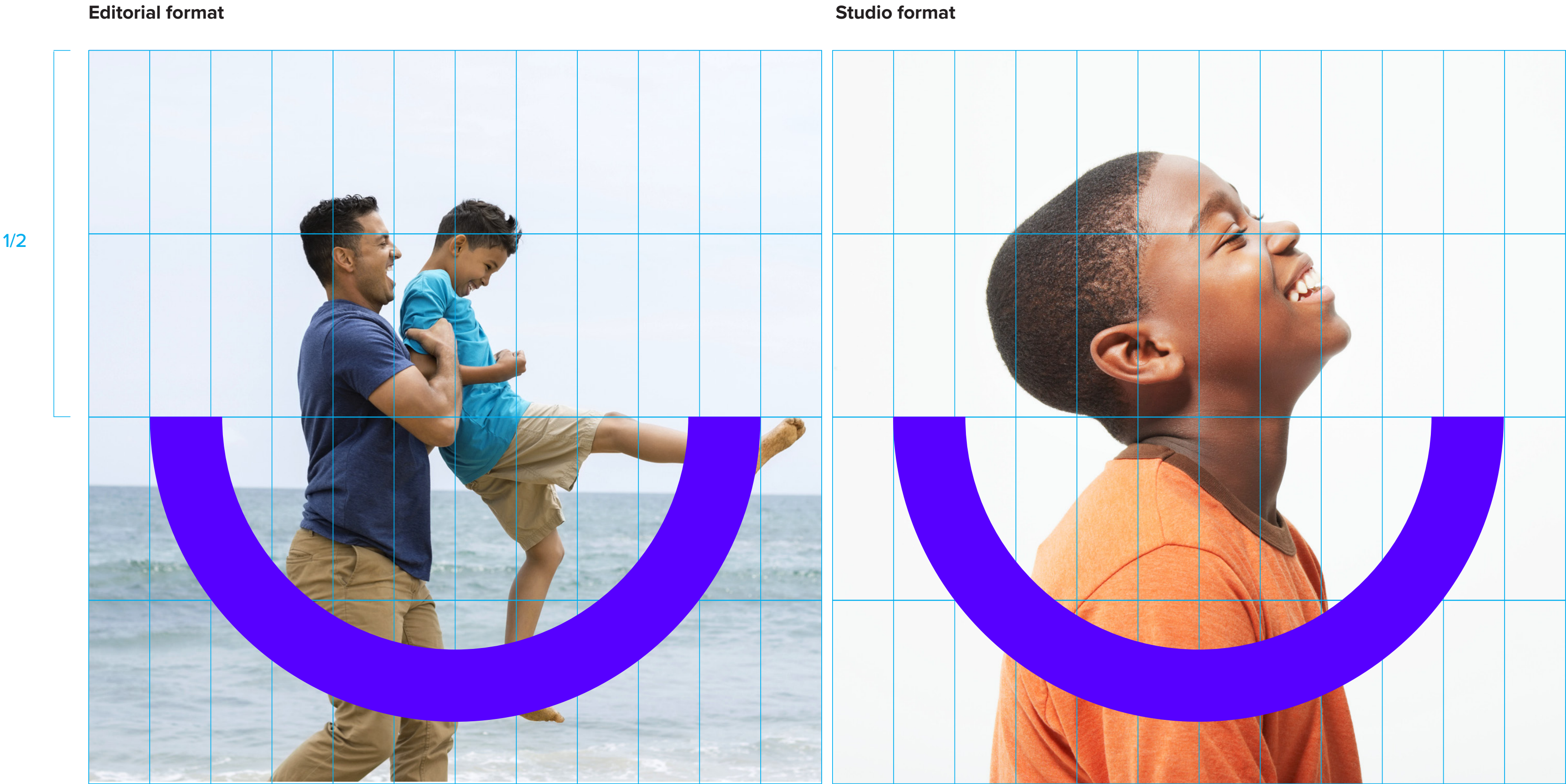
Smile icon primary scale



Smile icon w/photography.

The smile icon is generally centered horizontally on top of photography. The top of the smile icon should hang parallel from the vertical center line.

- Editorial format**
The focal point of the image should appear within the top 1/2 of the frame above the smile icon.
- Studio format**
When using studio photography, the smile should appear above the smile icon.



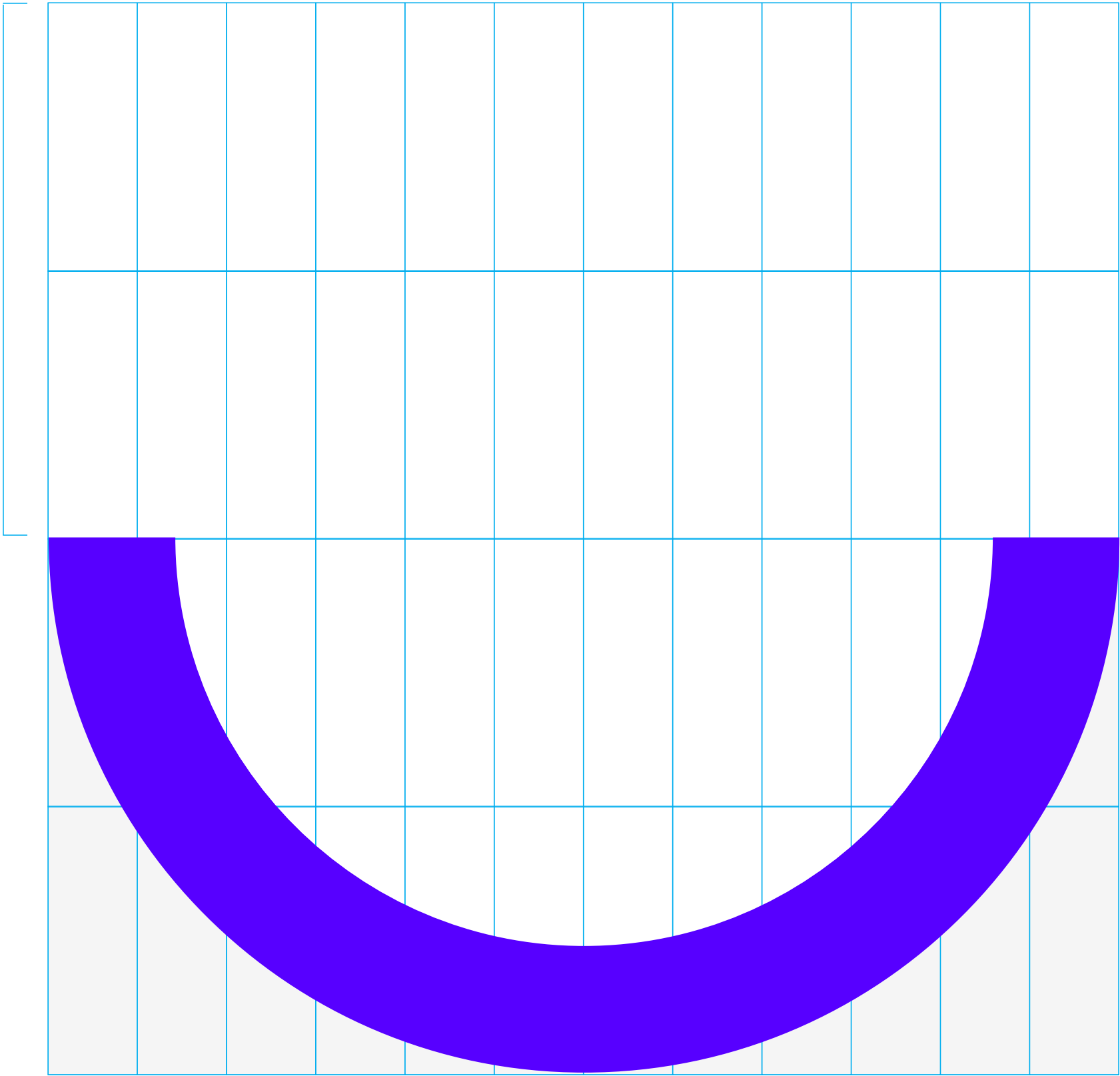
Smile icon as frame.

The smile icon can be a successful framing device providing a strong focal point.

Position faces and smiles above the smile icon horizon. It is useful in creating section dividers or borders in digital format. The focal point of the image should appear above the smile icon, preferably in the upper 1/2 of the frame.

1/2

Smile icon as frame

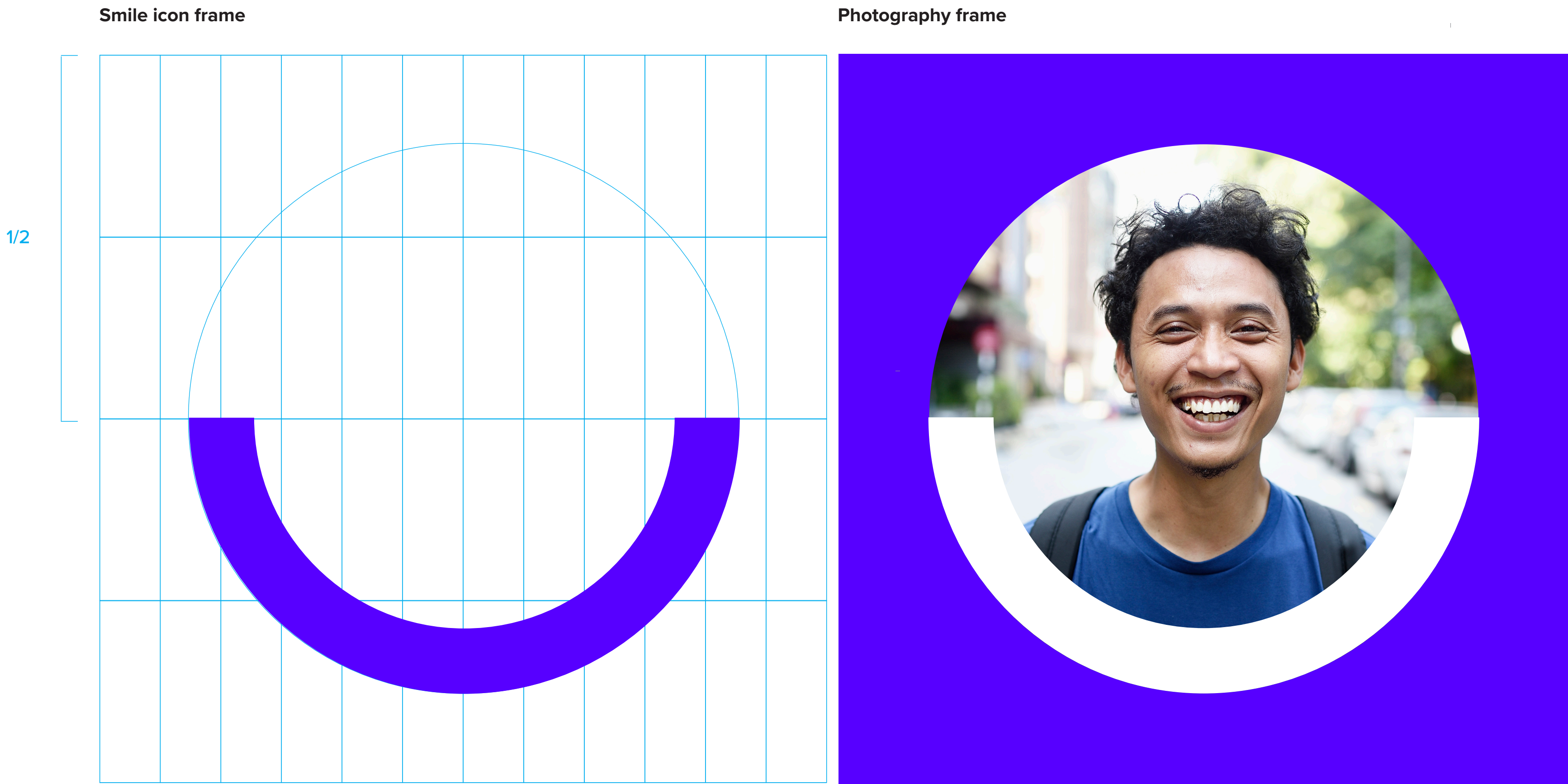


Framing photography



Smile icon w/circle.

The smile icon can be a successful framing device when combined with a sphere or circle. Always place the icon flush to the interior of the circle at bottom.



Smile icon crop.

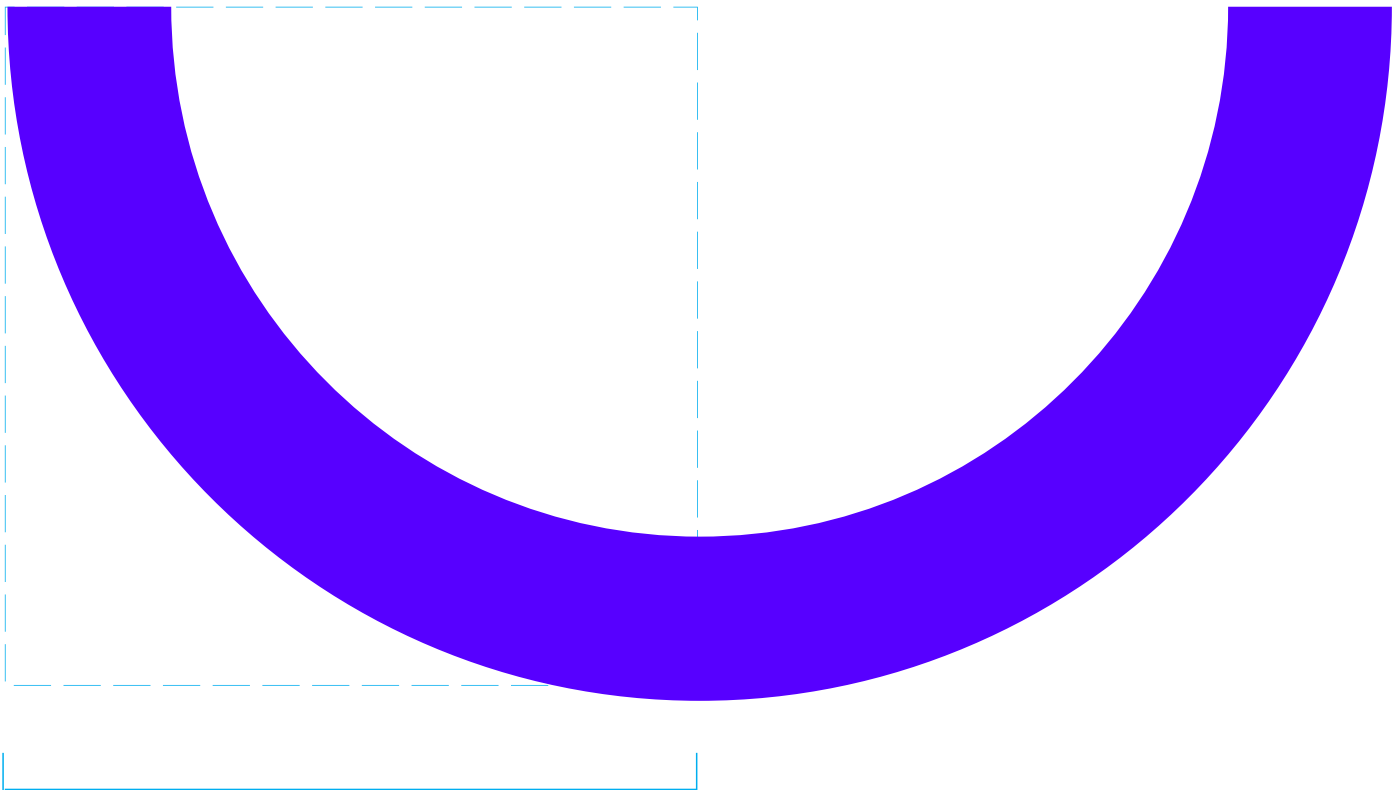
The smile icon can be cropped and used as a graphic while continuing to reference a smile.

Smile icon crop
The preferred crop is exactly 50% of the smile icon from midpoint to either end. It should be cropped from the left or right, but never in the middle.

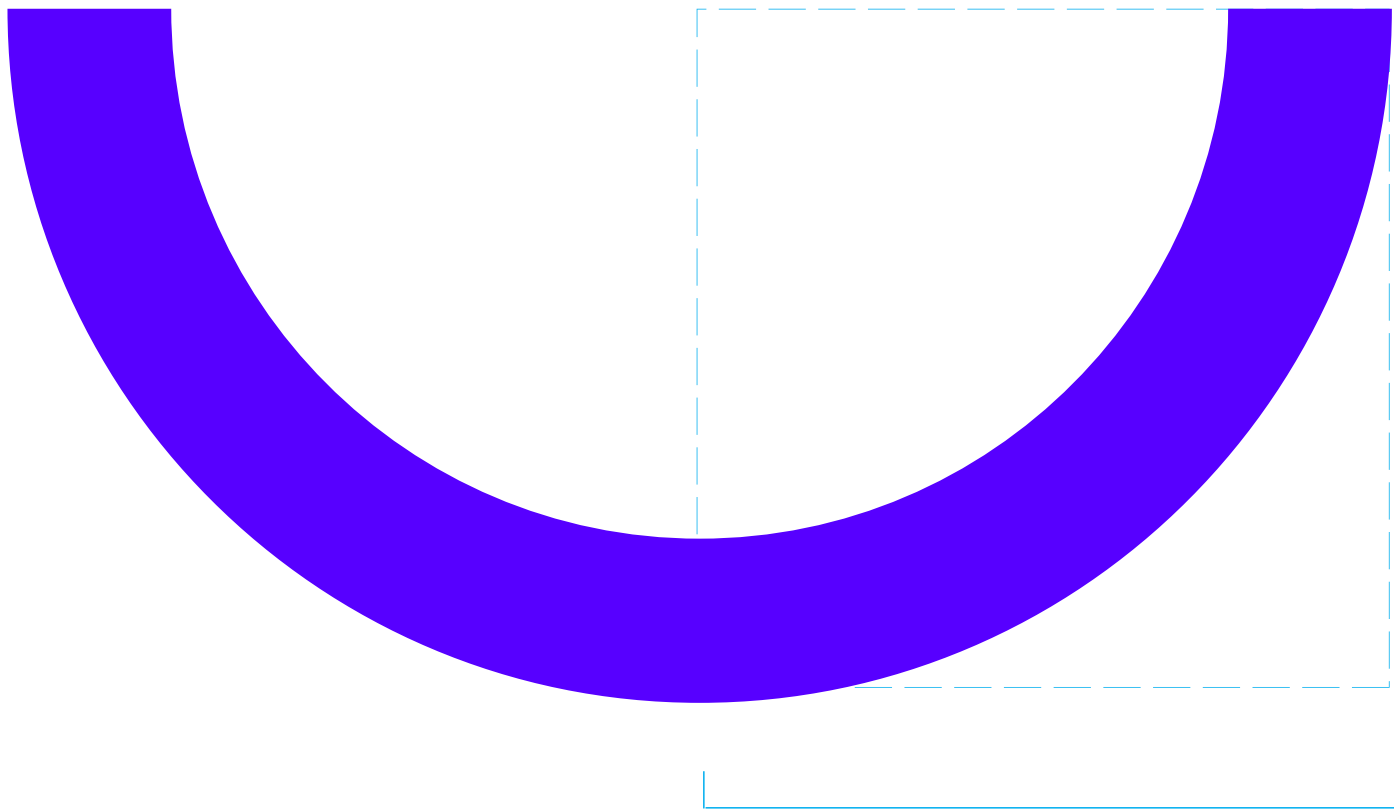
Crop placement
The preferred placement is to bleed off edge of frame, vertically centered or below.

Crop misuse
Do not crop more or less than 50% of the smile icon.
Do not crop from the middle of the icon.

Smile icon crop



Preferred 50% crop

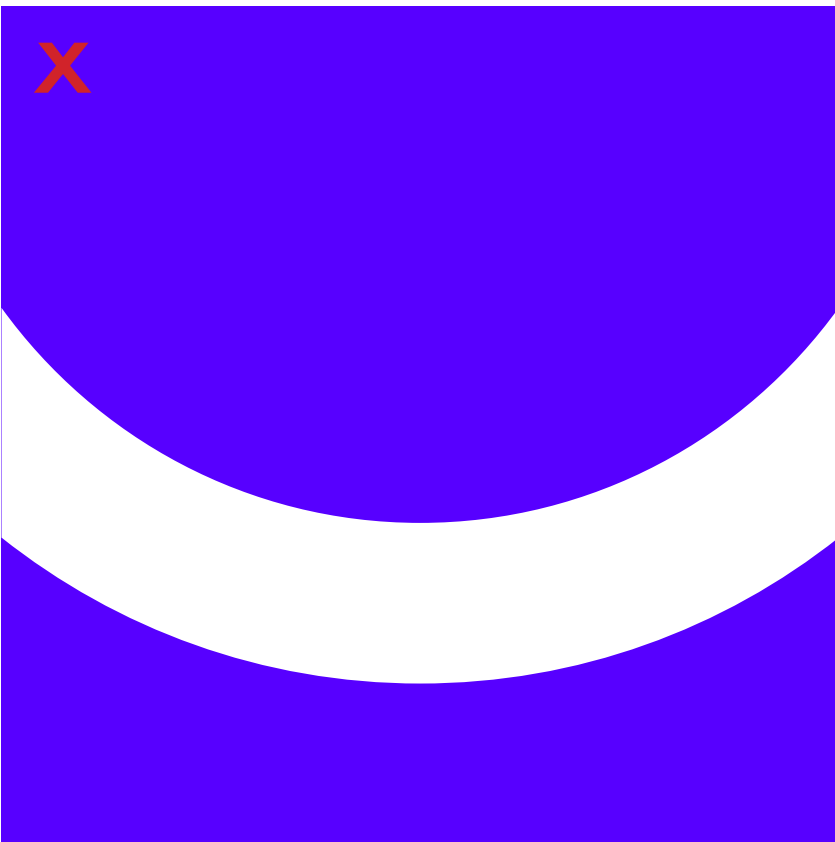
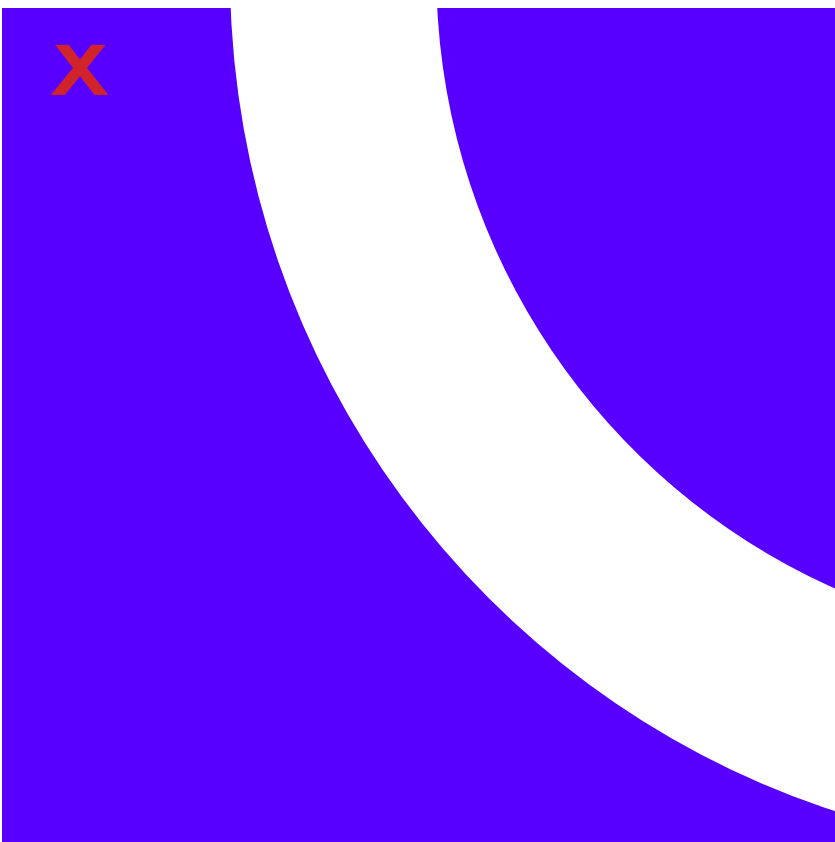


Preferred 50% crop

Preferred crop



Crop misuse

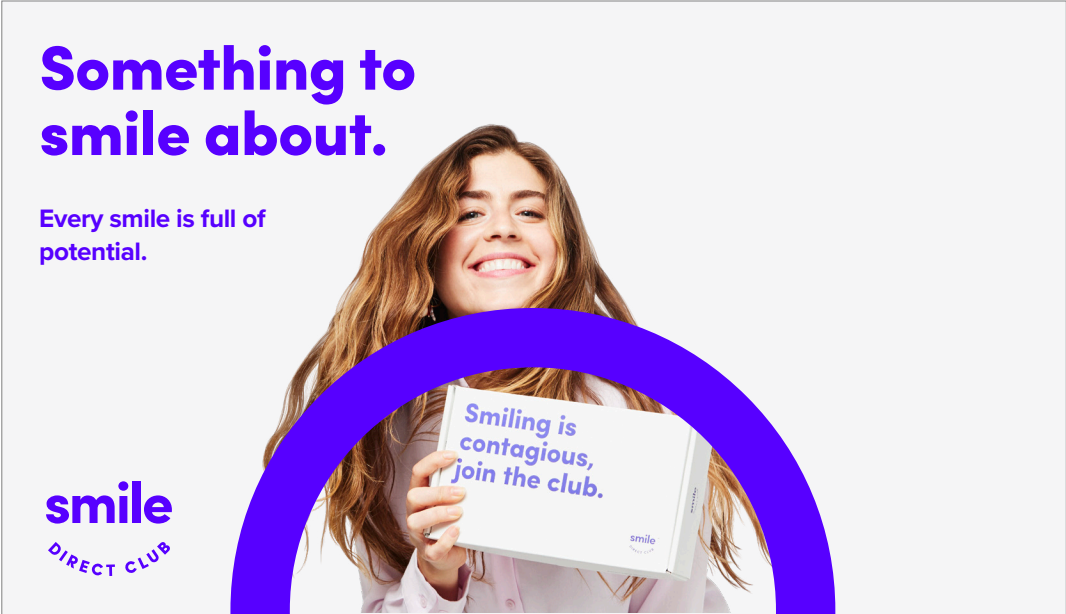


Smile icon misuse.

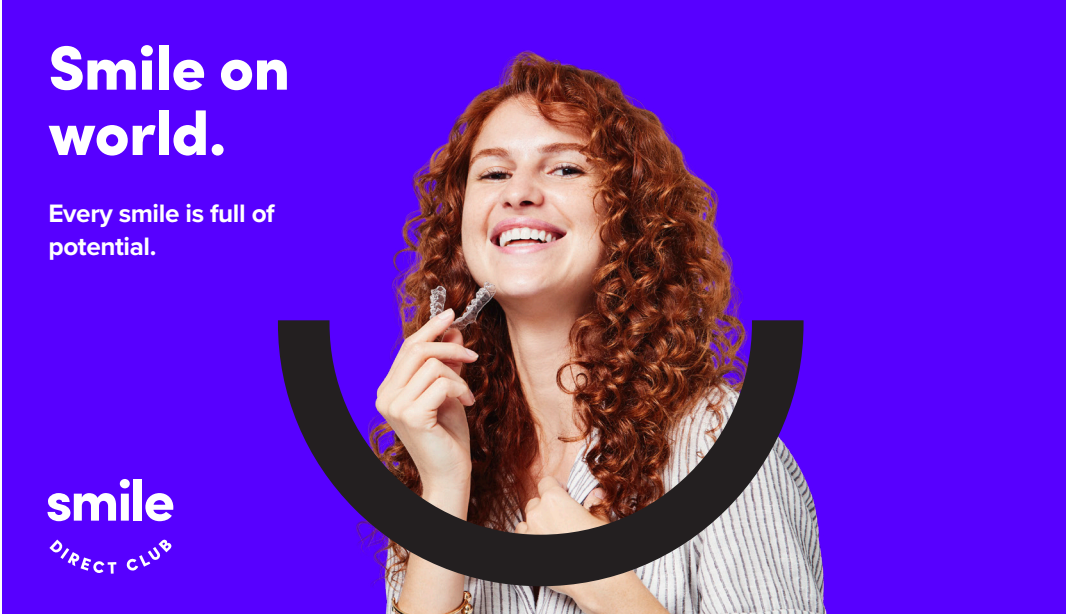
Examples of misuse of the smile icon:

- 1. Do not place the icon upside down.
- 2. Do not use black for the smile icon.
- 3. Do not distort or skew the smile icon.
- 4. Do not add anything to the smile icon.
- 5. Do not use extreme crop of the icon.
- 6. Do not use outline of the smile icon.

1. **X**



2. **X**



3. **X**



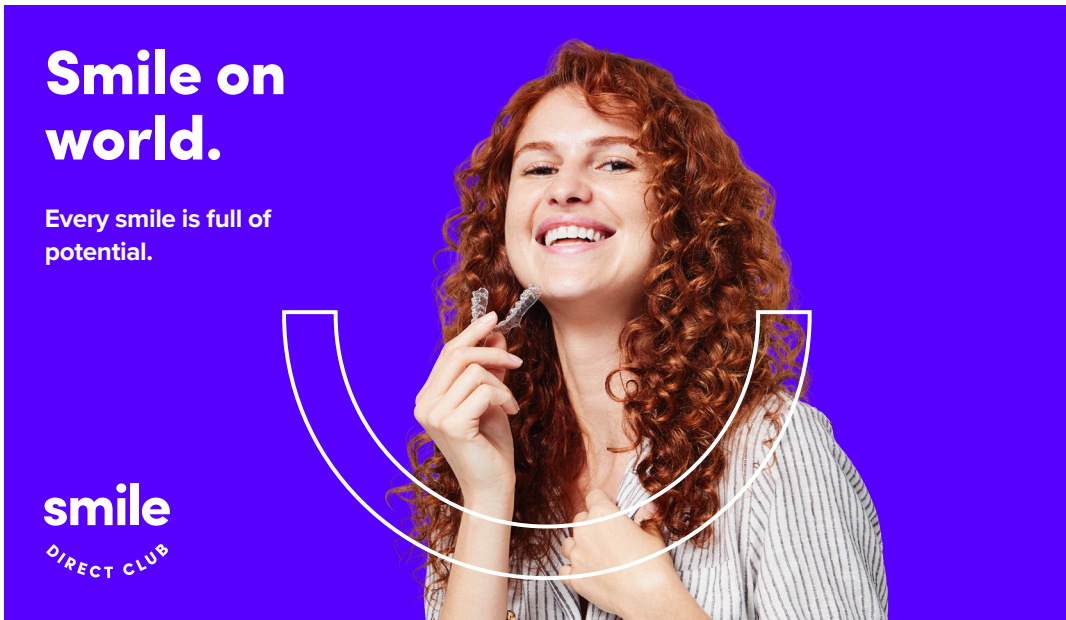
4. **X**



5. **X**



6. **X**



Smile icon in use.



Smile icon in use.



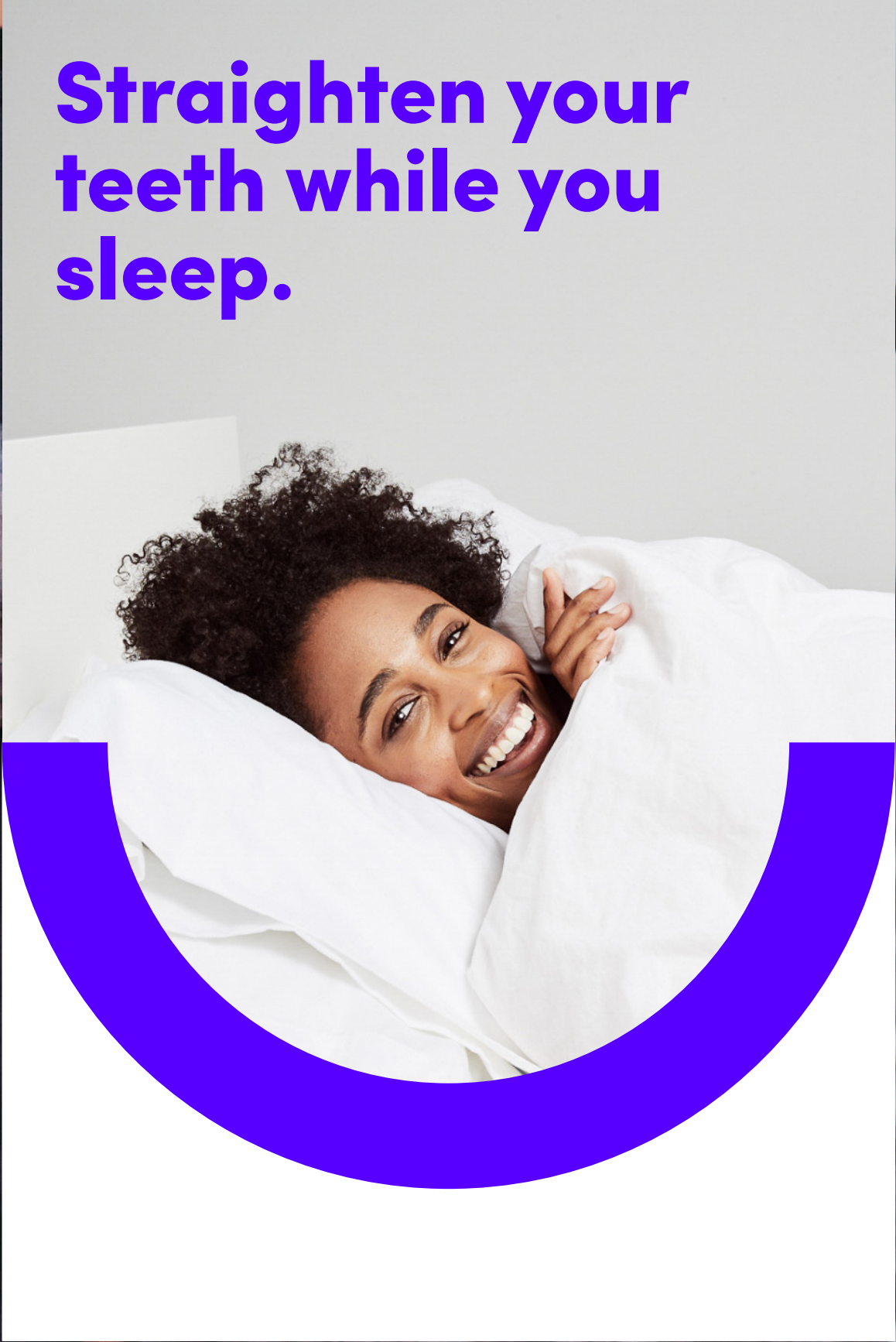
smile
DIRECT CLUB

**Choose
smile.**



smile
DIRECT CLUB

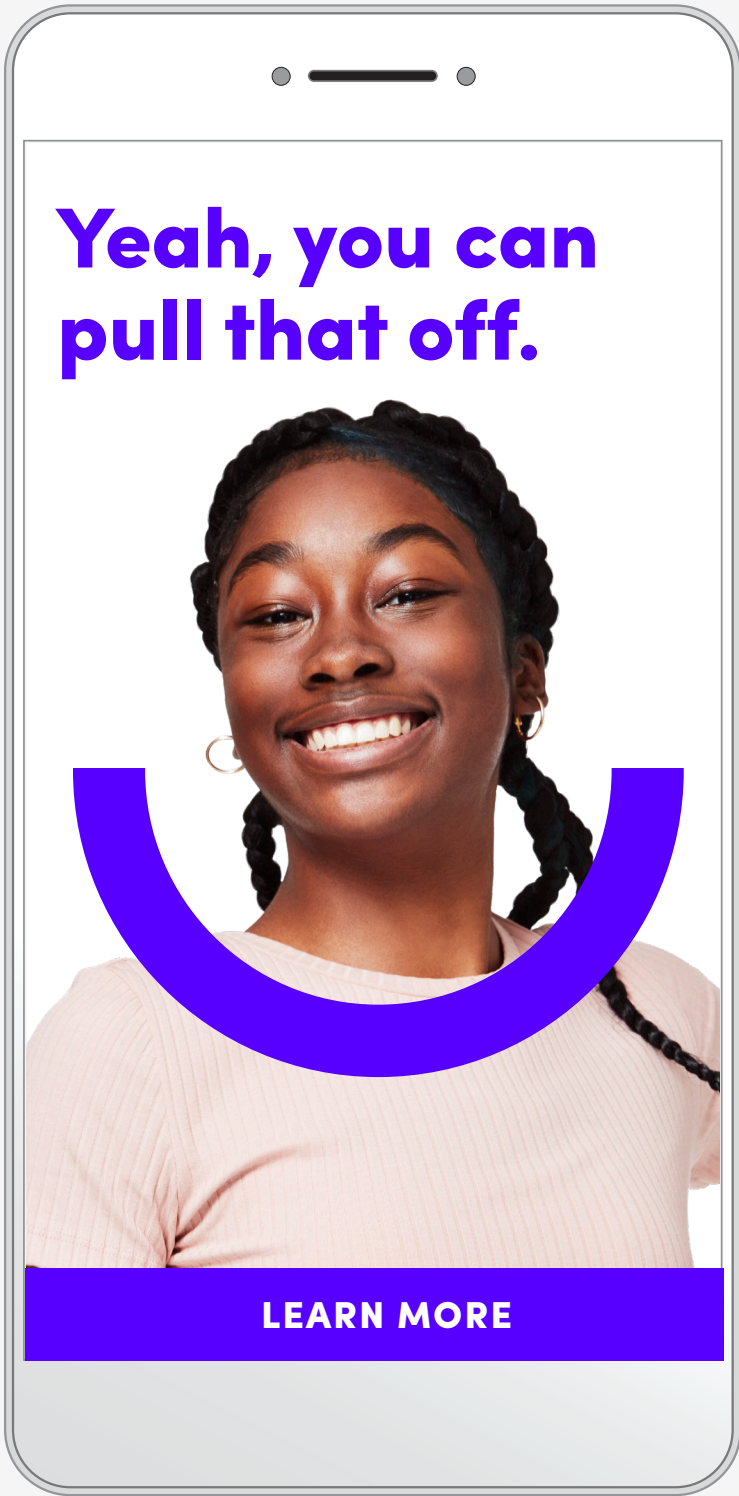
**Straighten your
teeth while you
sleep.**



**New York.
Singapore.
Montreal.
Sydney.
Berlin.
Madrid.**

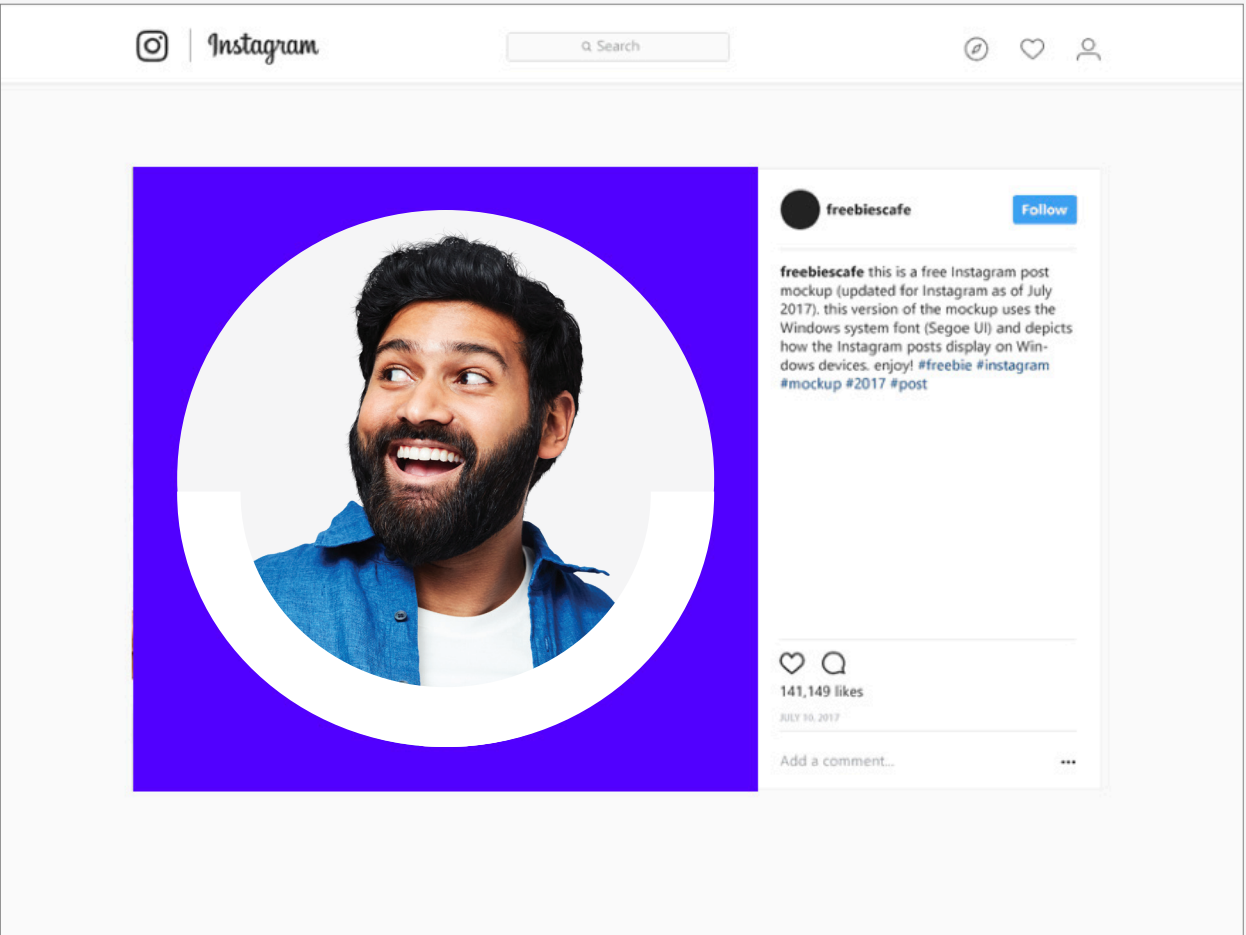


Smile icon in use.

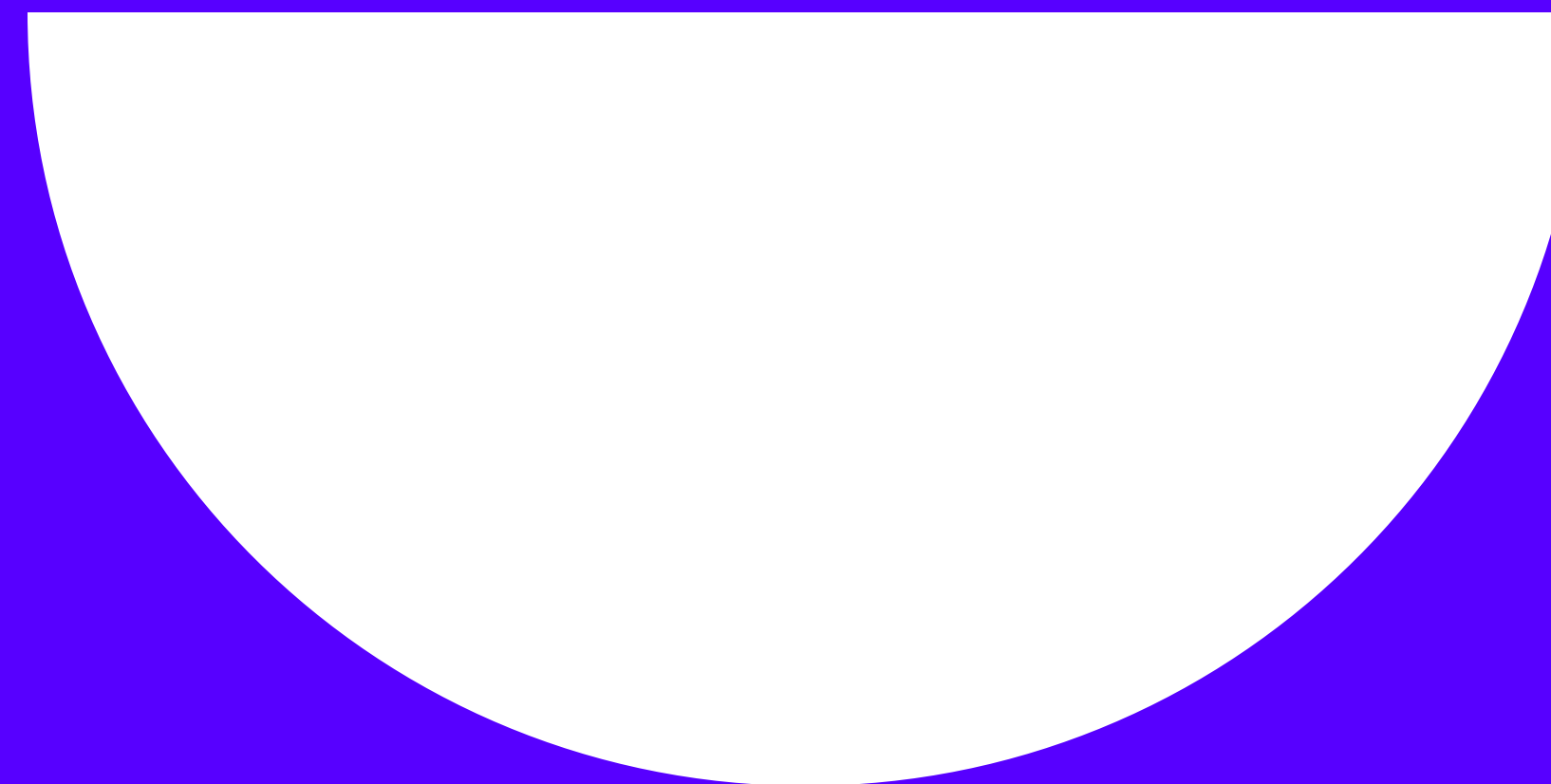


Wähle ein
lächeln.

smile
DIRECT CLUB



Smile arc.

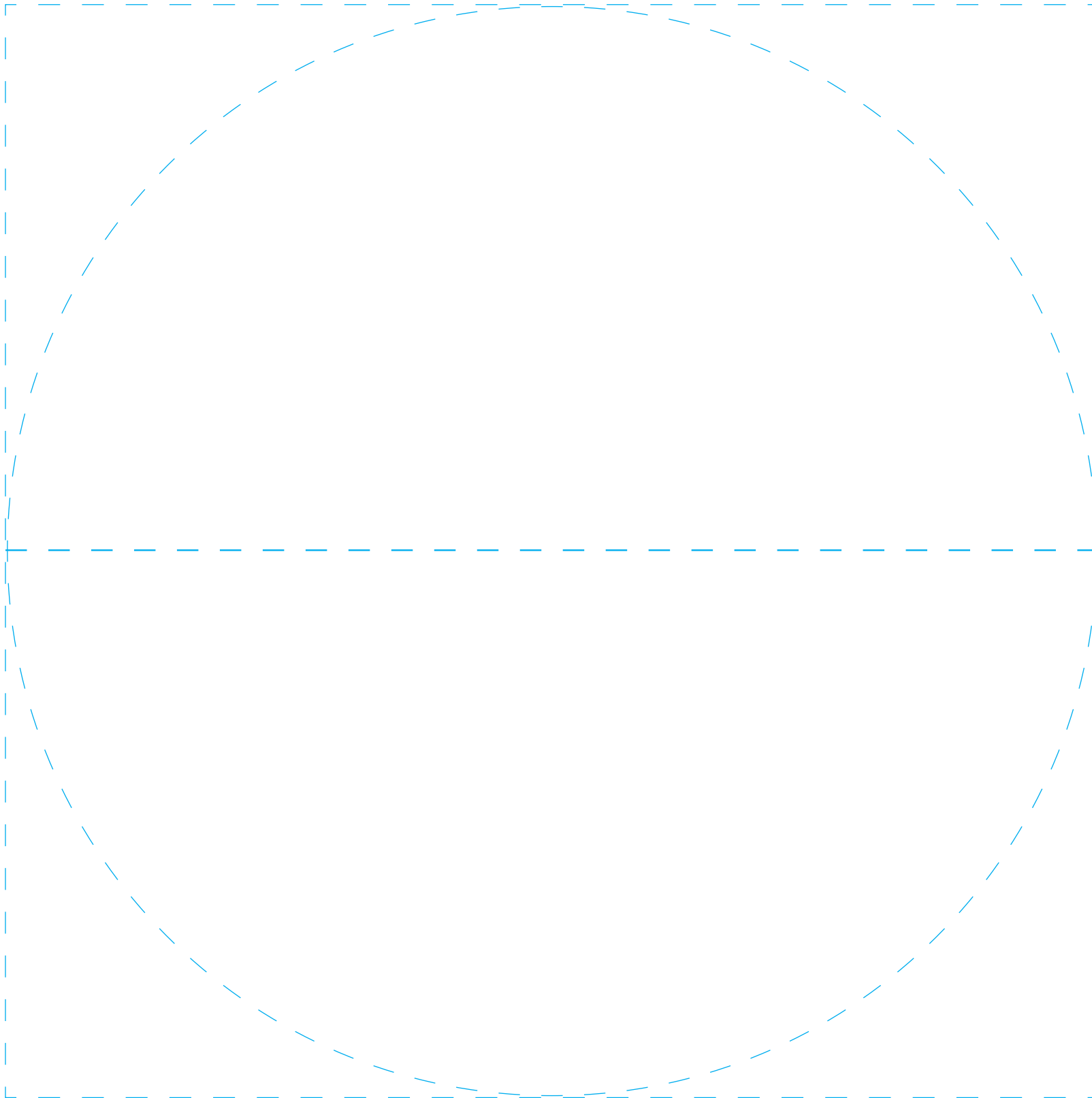


Smile arc format.

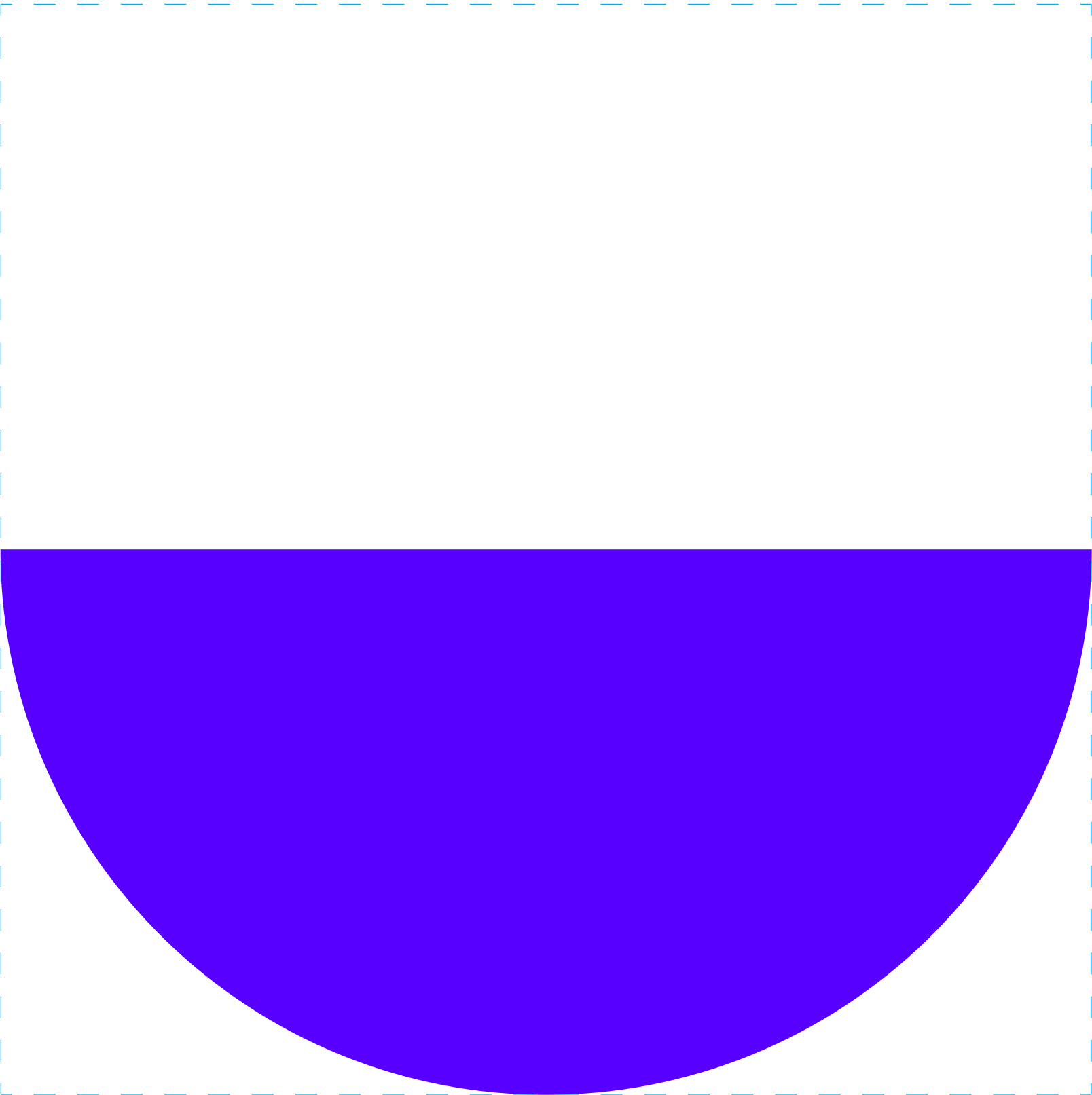
The arc is a graphic form used for motion transitions and section dividers.

It is always a perfect arc, never gestural. The radius of the arc should never change.

Smile arc format



Solid smile arc

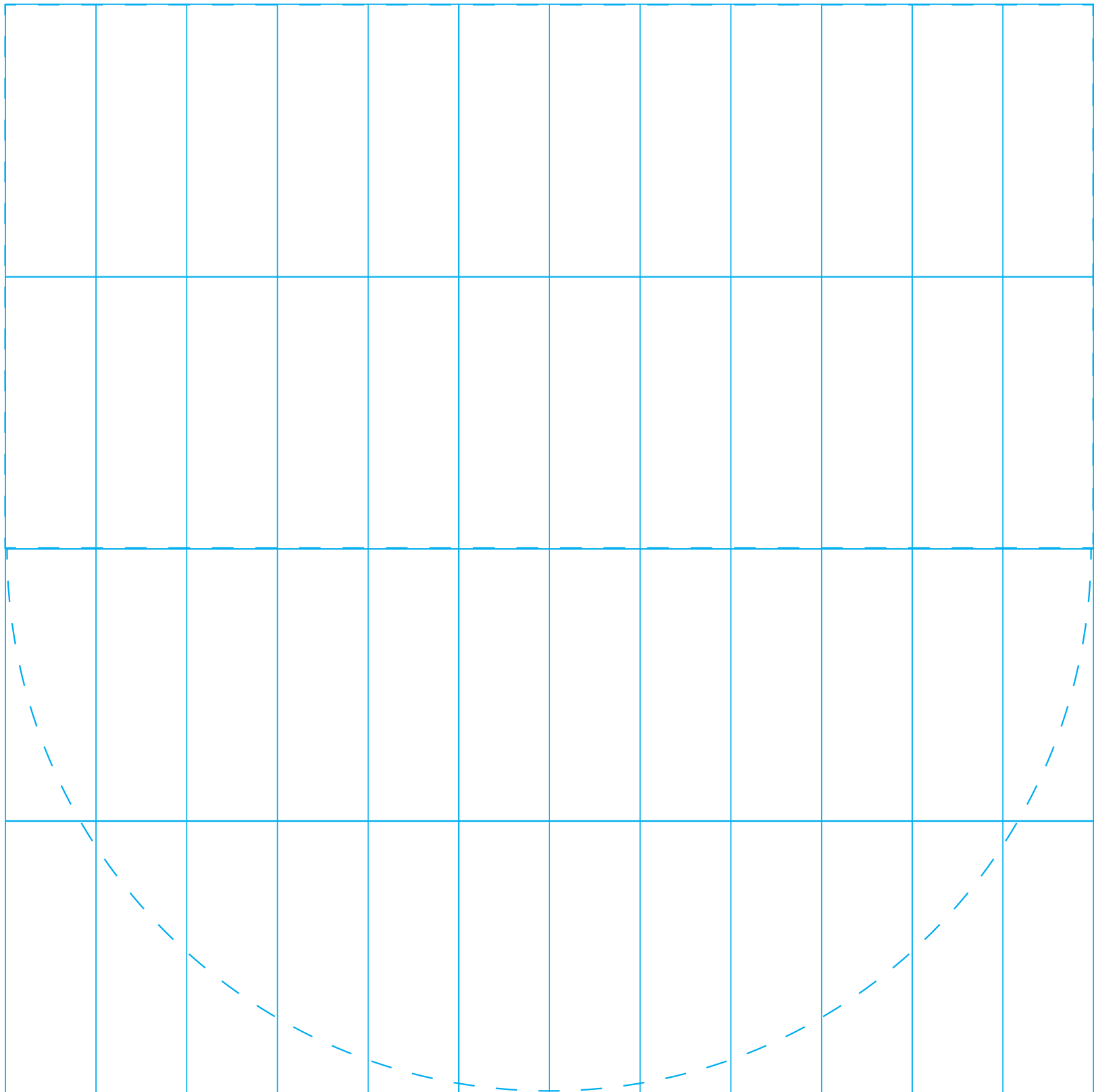


Smile arc border.

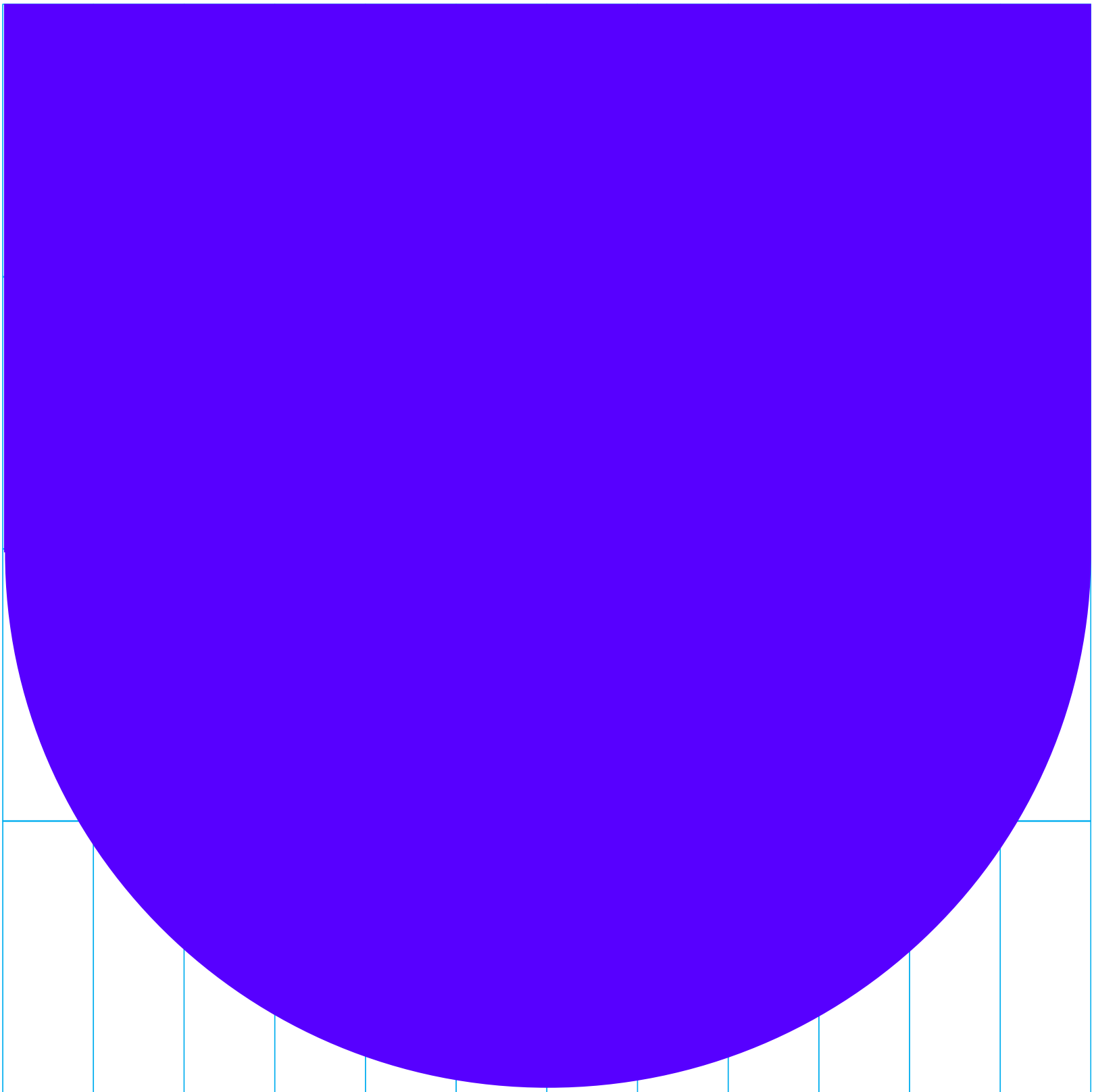
The smile arc border is a variation of the smile arc. It is a graphic tool used as a container, and for motion transitions and section dividers.

The smile arc border is a variation of the smile arc. It is always a perfect arc, never gestural. The arc border should never face upward.

Smile arc border format



Smile arc border



Smile arc w/photography.

The smile arc is a good tool to highlight or showcase imagery.

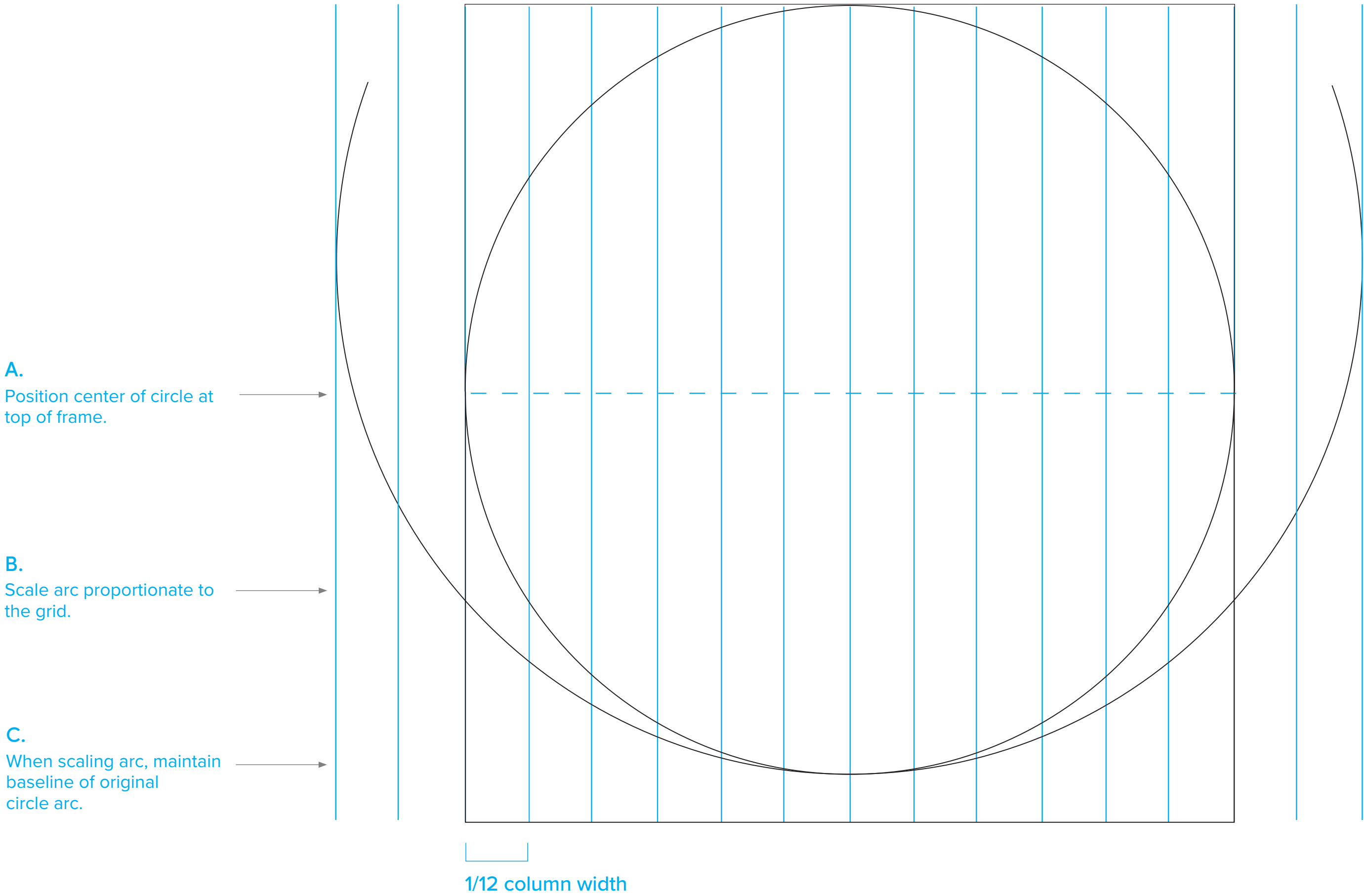
Smile arc as window



Smile arc in motion.

The smile arc is a graphic form that can be scaled to accommodate various formats.

- A. Using a 12-column grid, position the center of a geometric circle at the top of the horizontal frame.
- B. The arc should scale proportionally to the grid, always aligning to the center column.
- C. Maintain the baseline of the original circle position.



Smile arc in use.

**Straighten
your teeth while
you sleep.**



smile
DIRECT CLUB



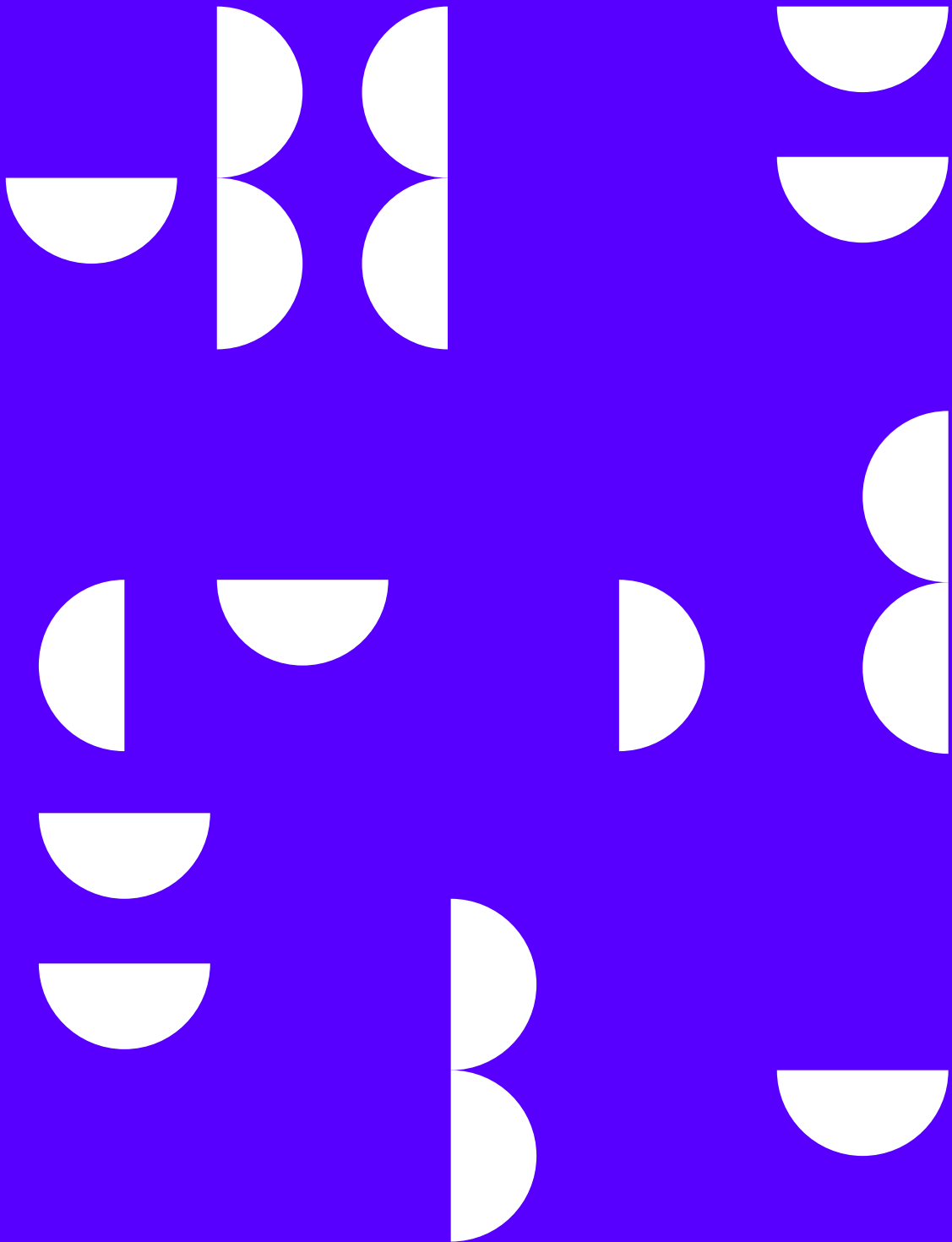
smile
DIRECT CLUB

**Straighten
your teeth while
you sleep.**

SmileDirectClub Nighttime Aligners™.



smile
DIRECT CLUB



smile
DIRECT CLUB

Smile arc in use.

TN | 32 weeks

Hank

Sunt in culpa officia deserunt mollit anim est laborum.

Choose smile



LA | 28 weeks

Helen

Eculpa officia deserut mollit anim est sunt inol anim est aborues.

Choose smile



PA | 34 weeks

Harry & Hanna

Deserunt mollit anim est labor trumunt in culpa officia.

Choose smile

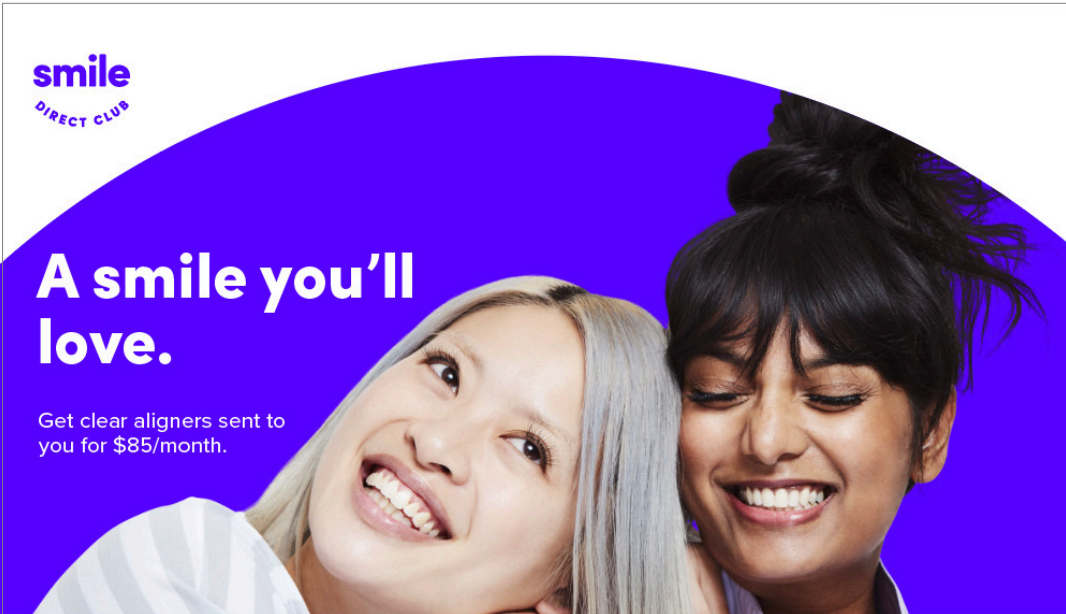


Smile arc misuse.

Examples of misuse of the smile arc:

- 1. Do not place the arc upside down.
- 2. Do not crop the arc.
- 3. Do not outline the arc.
- 4. Do not skew the arc radius.
- 5. Do not use as an exaggerated window.
- 6. Do not place over a product or face.

1. **X**



2. **X**



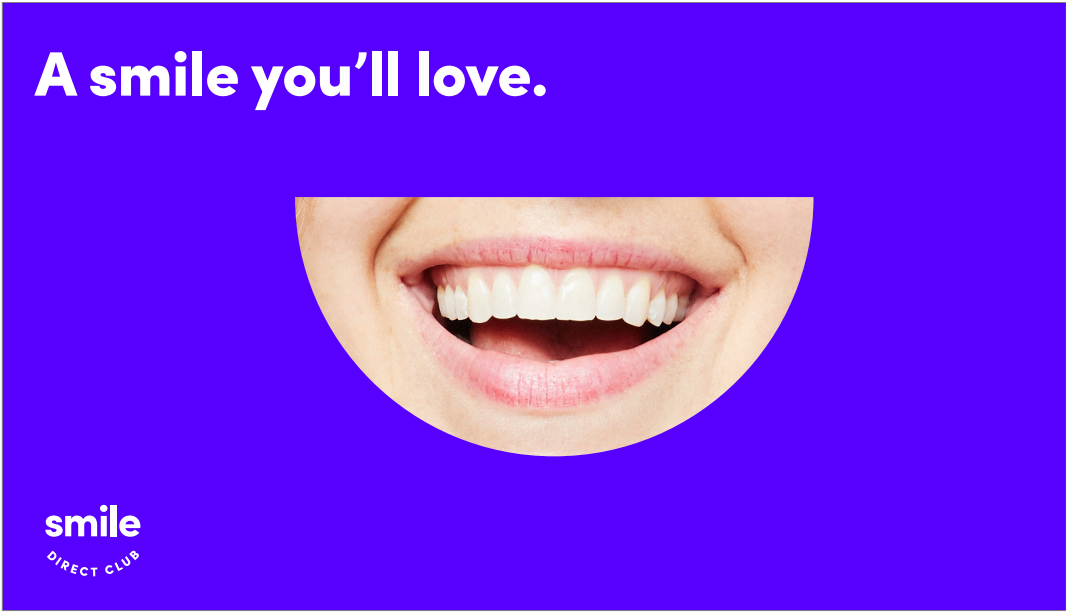
3. **X**



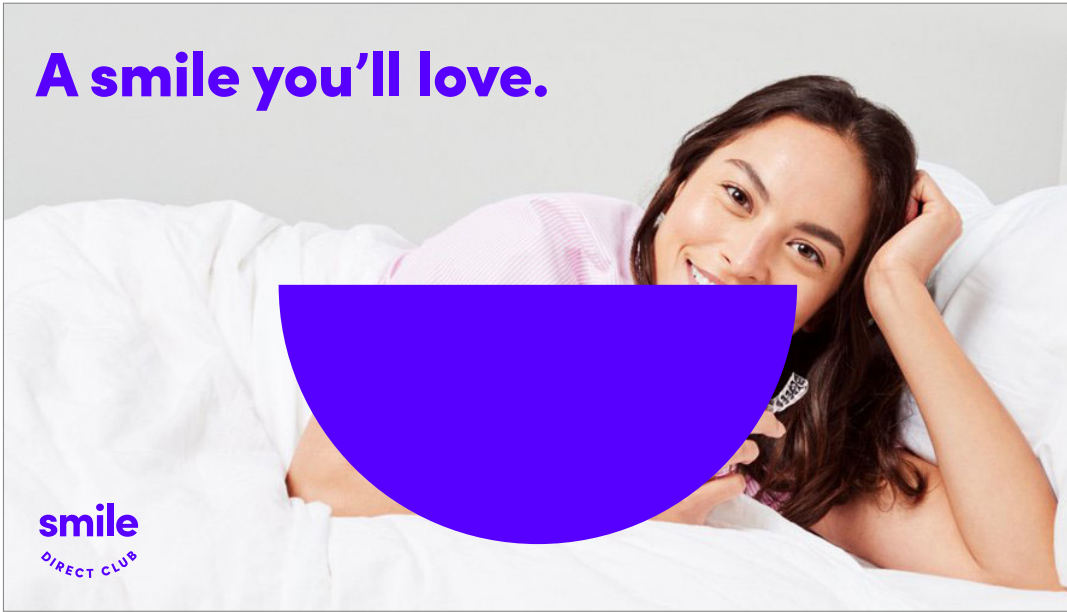
4. **X**



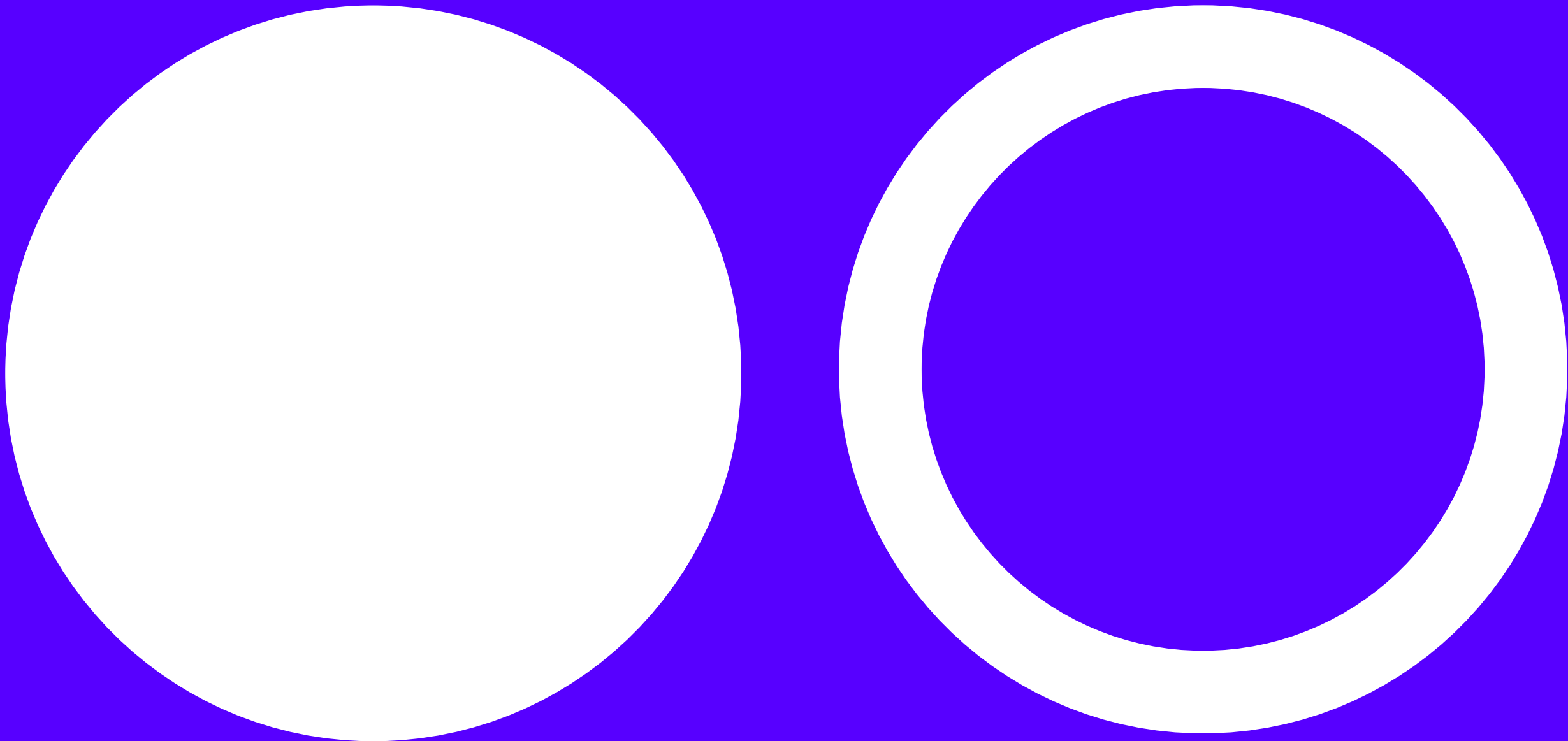
5. **X**



6. **X**



Smile circle.

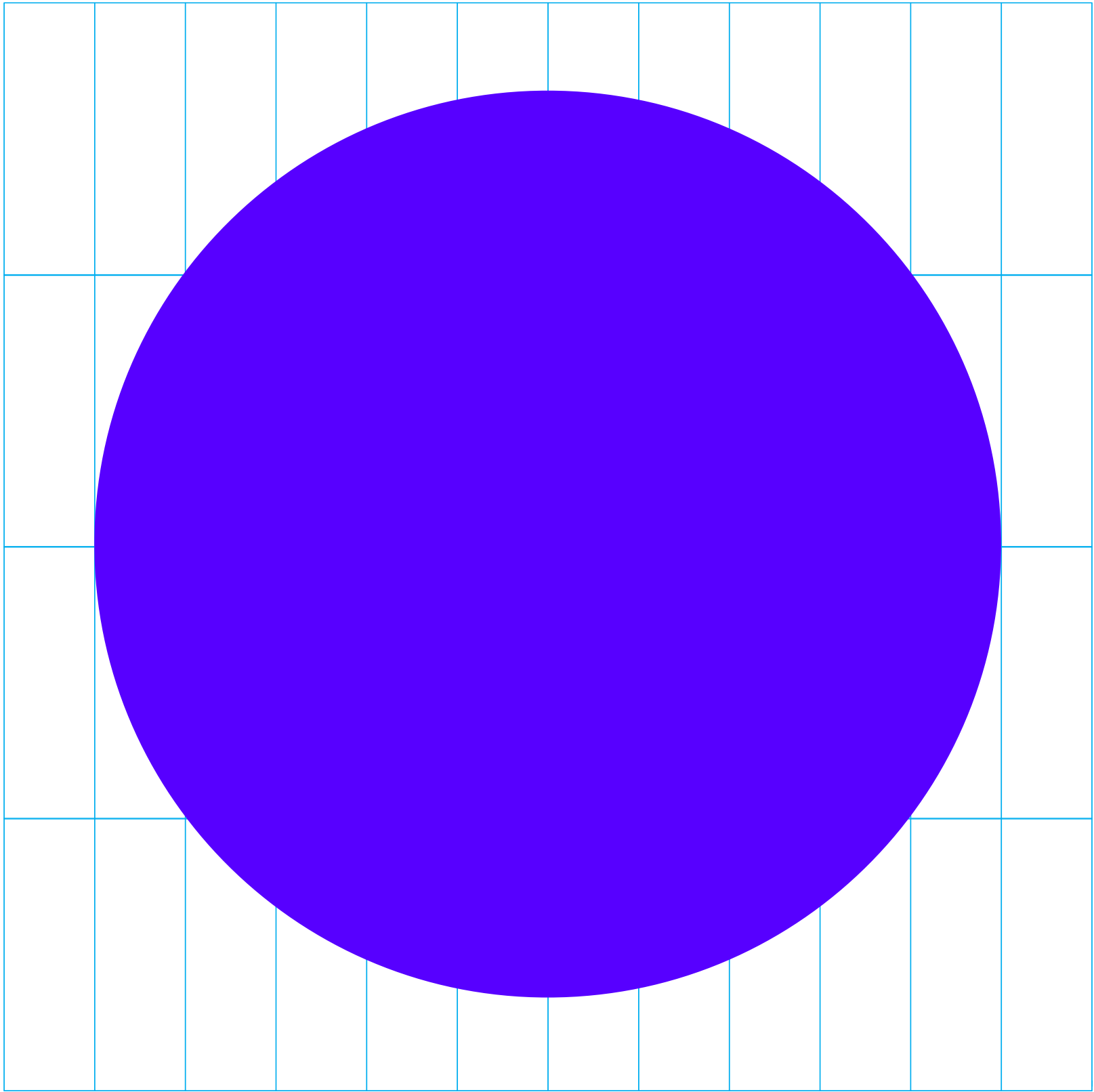


Smile circle.

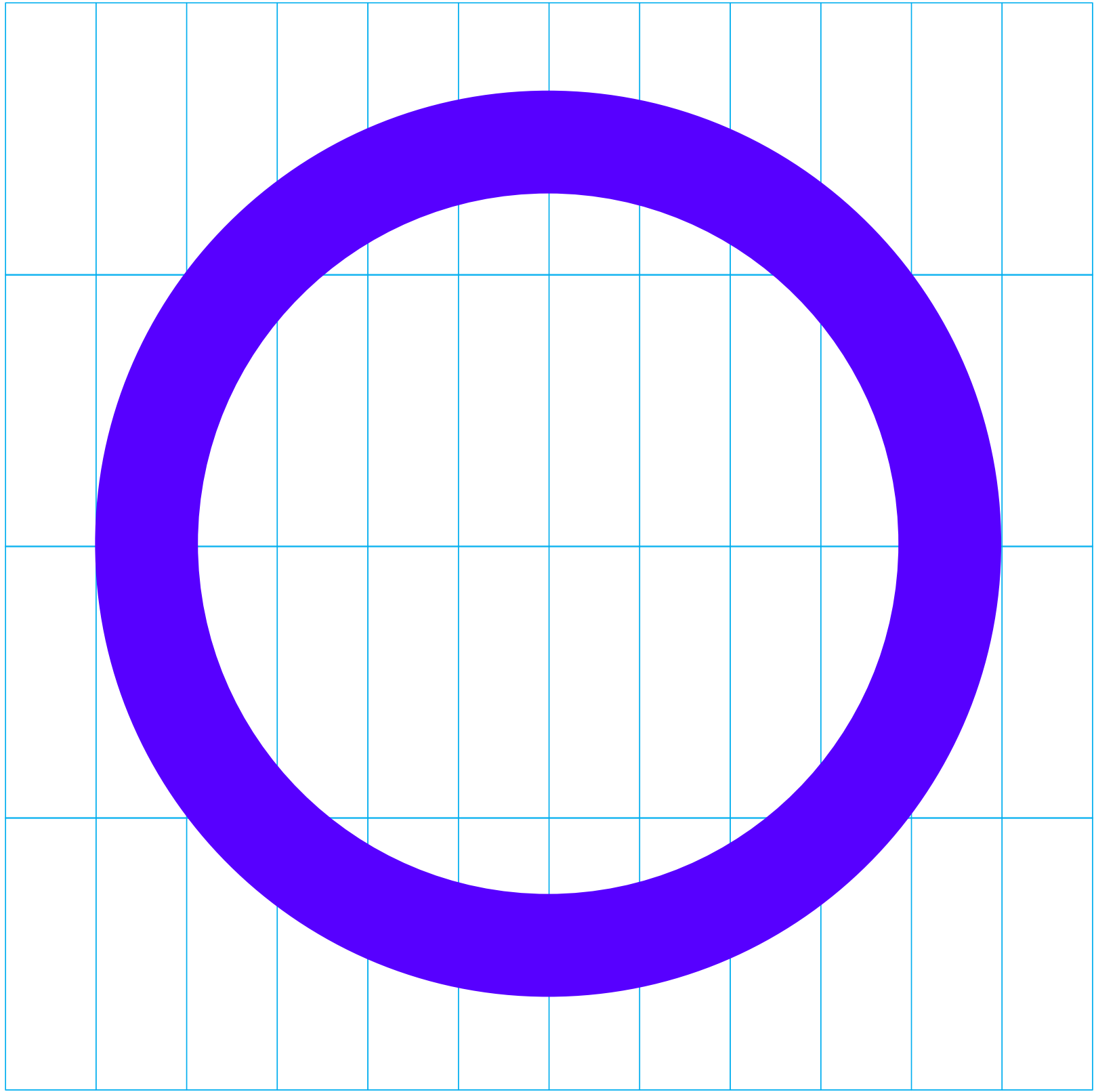
The smile circle is a smile shape that is always a perfect geometric circle.

It is never oval or gestural. It can be used as a solid fill and also as a frame with a stroke consistent with the smile icon.

Smile circle fill



Smile circle frame



Smile circle with photography.

The smile circle frame is a core shape that is always a perfect geometric circle.

It is never oval or gestural. Consistent with the smile icon, the stroke weight is based on the same proportions as the smile icon at 164px wide with a stroke weight of 22pt.

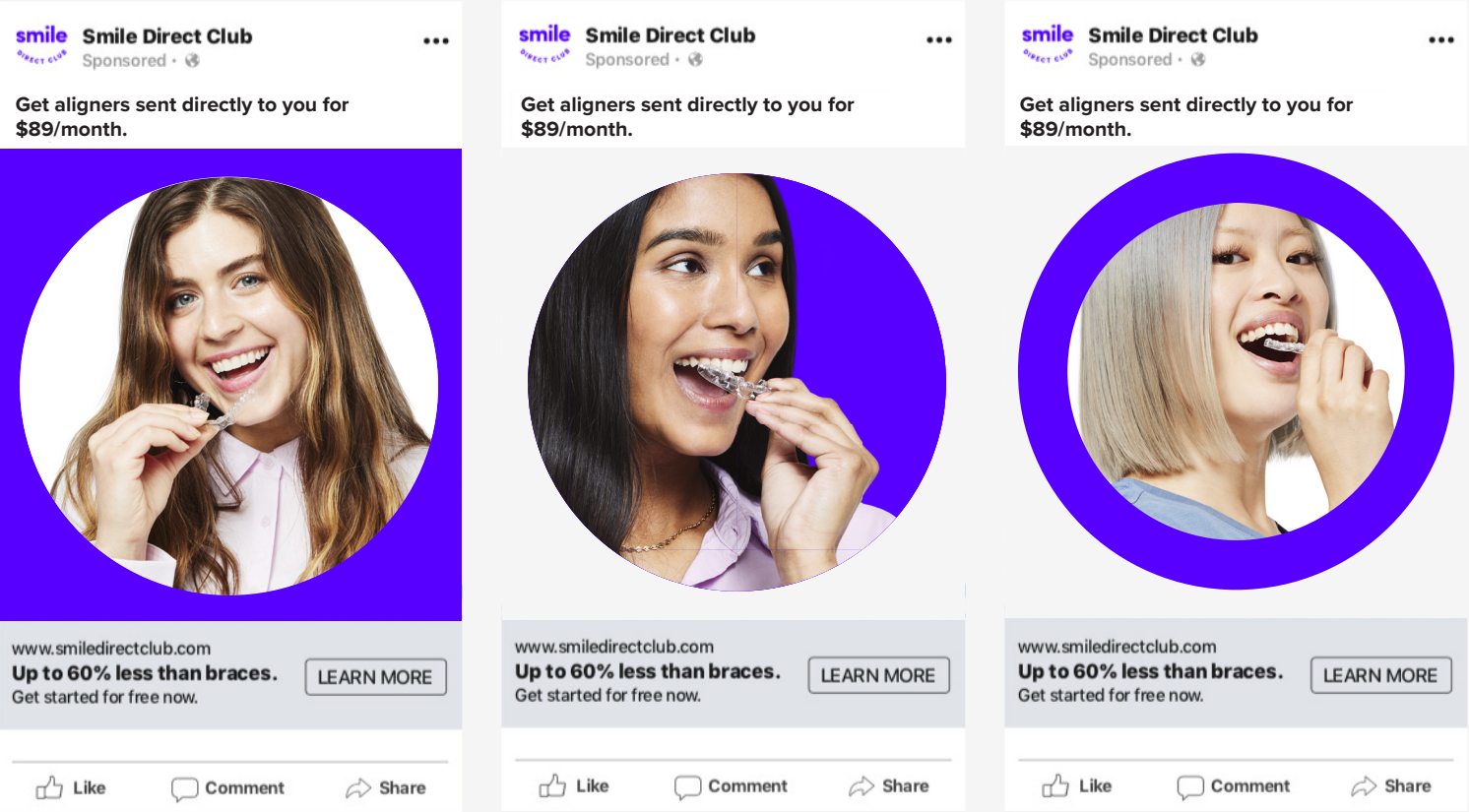
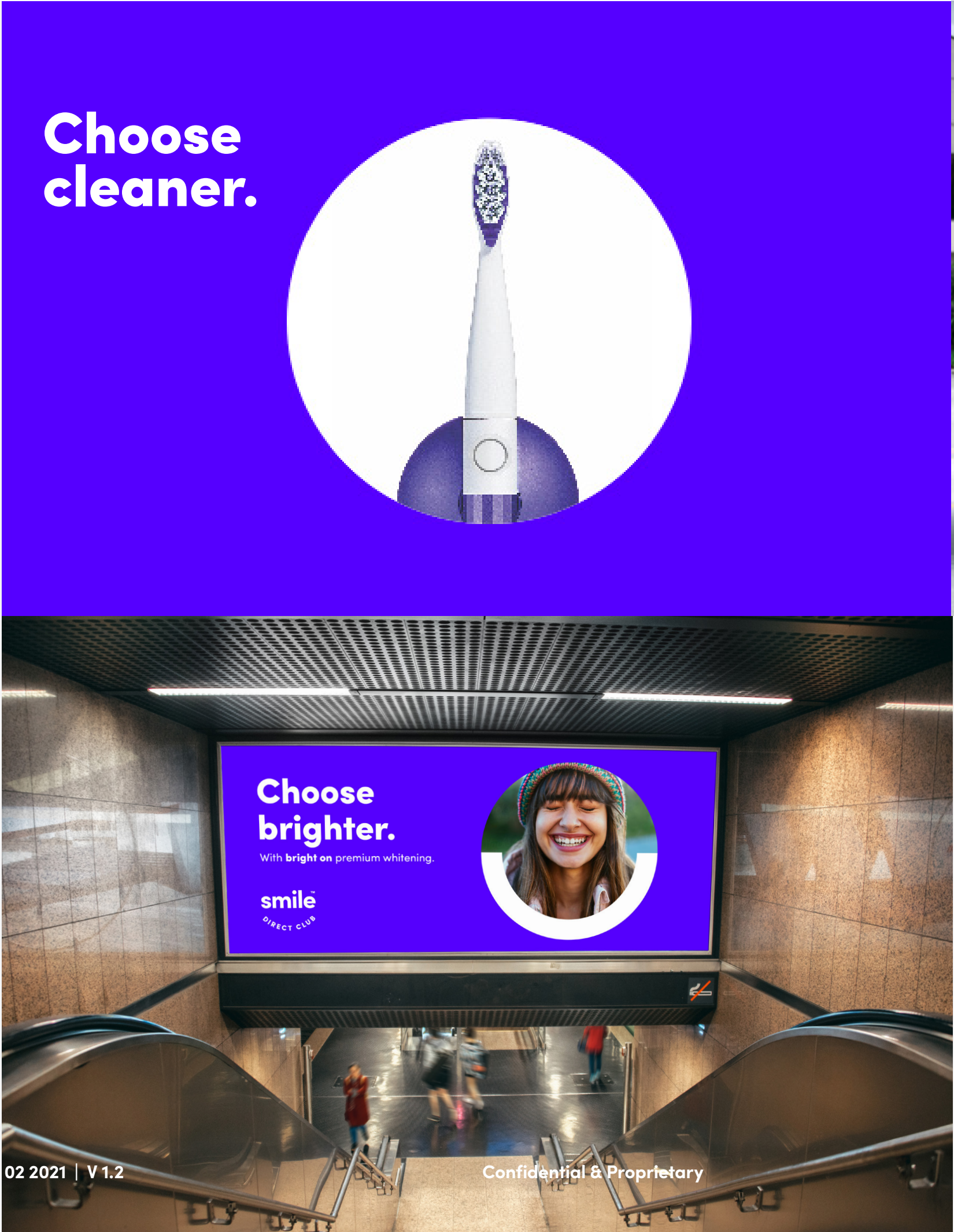
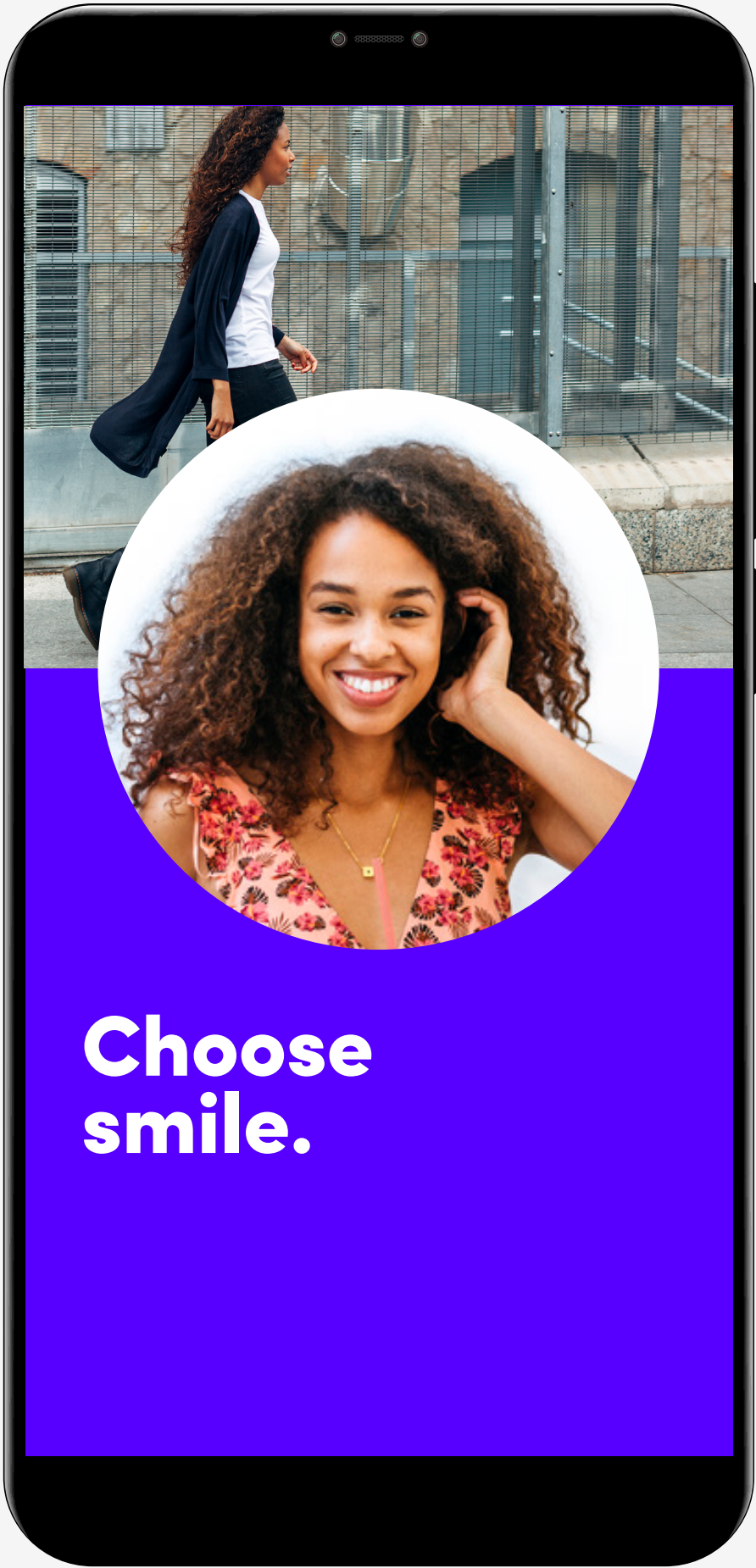
Smile circle frame



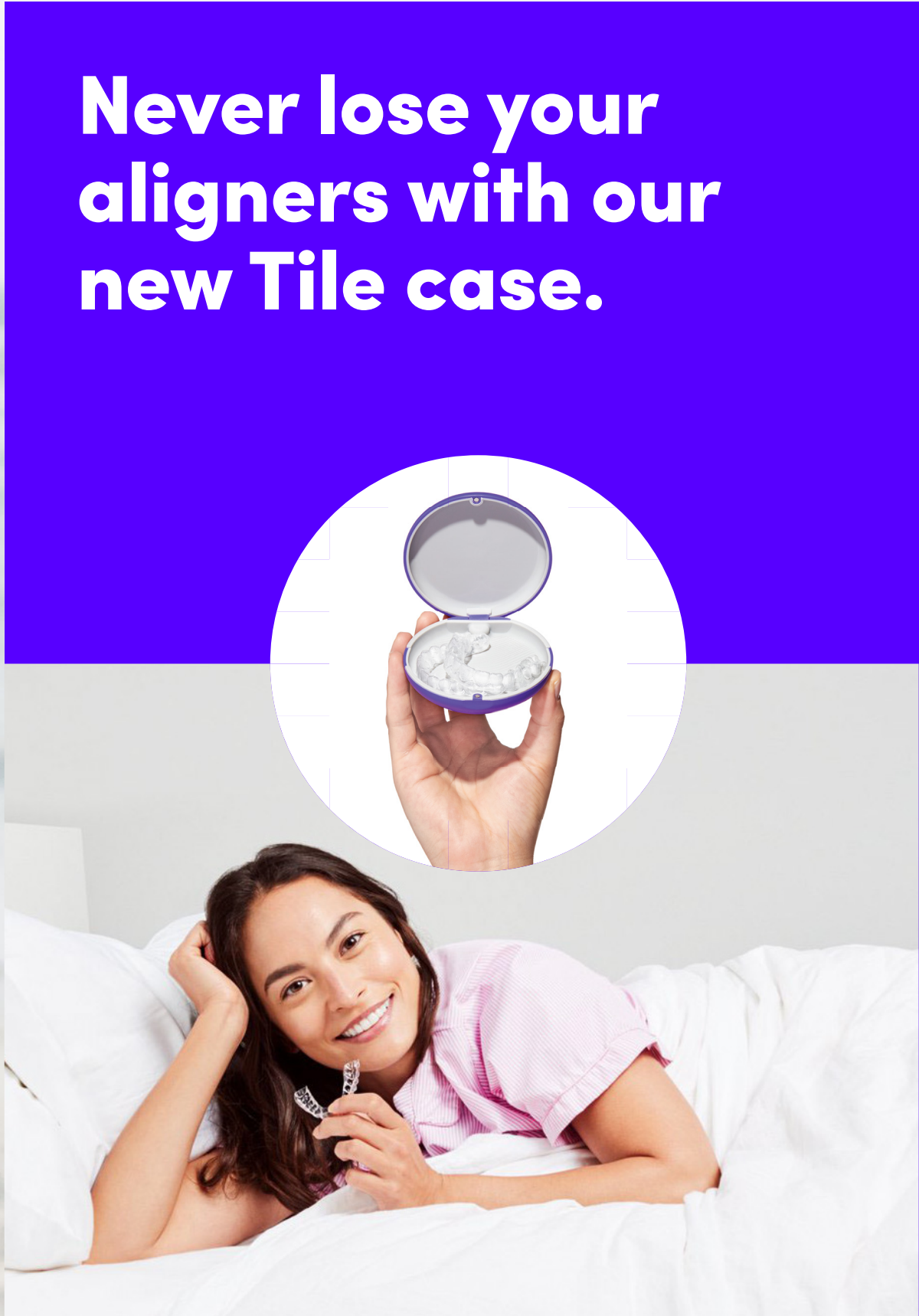
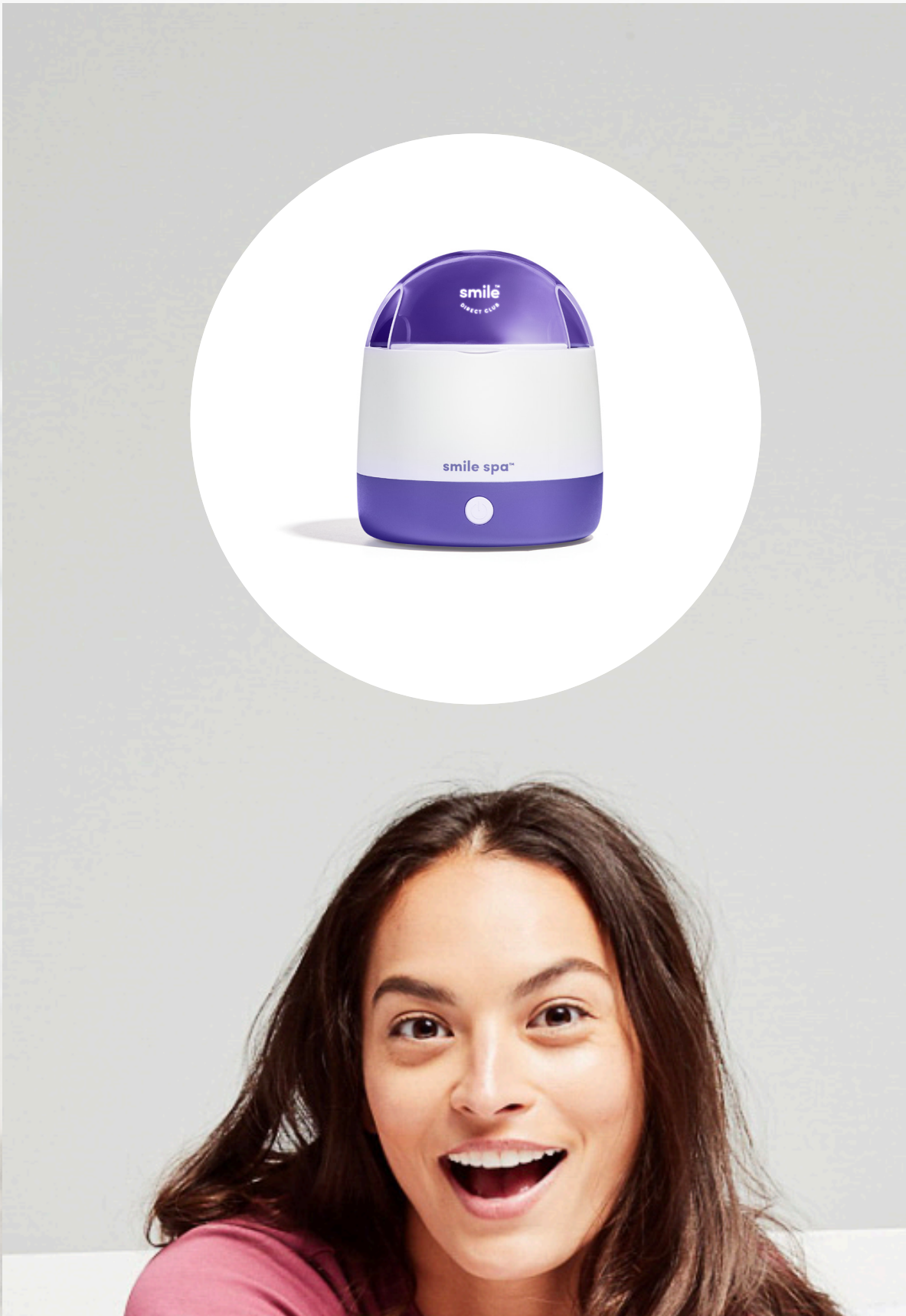
Smile circle frame with image



Smile circle in use.



Smile circle in use.

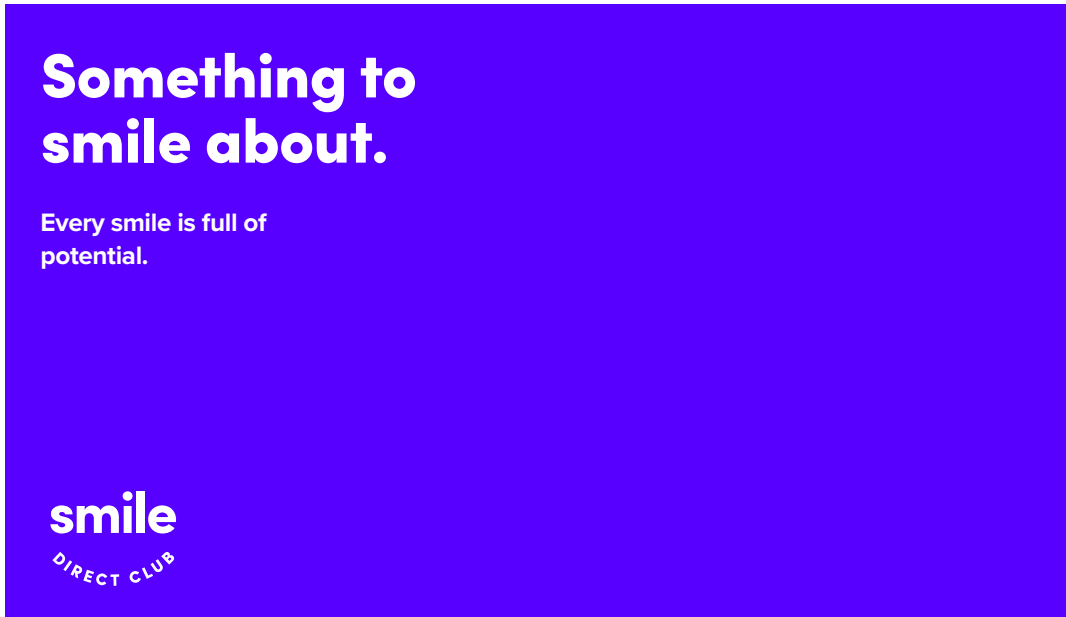


Smile circle and frame misuse.

Examples of misuse of the smile circle:

- 1. Do not crop the circle.
- 2. Do not combine circle shapes.
- 3. Do not outline the circle.
- 4. Do not use as exaggerated window.
- 5. Do not place over product or face.
- 6. Do not skew the circle radius.

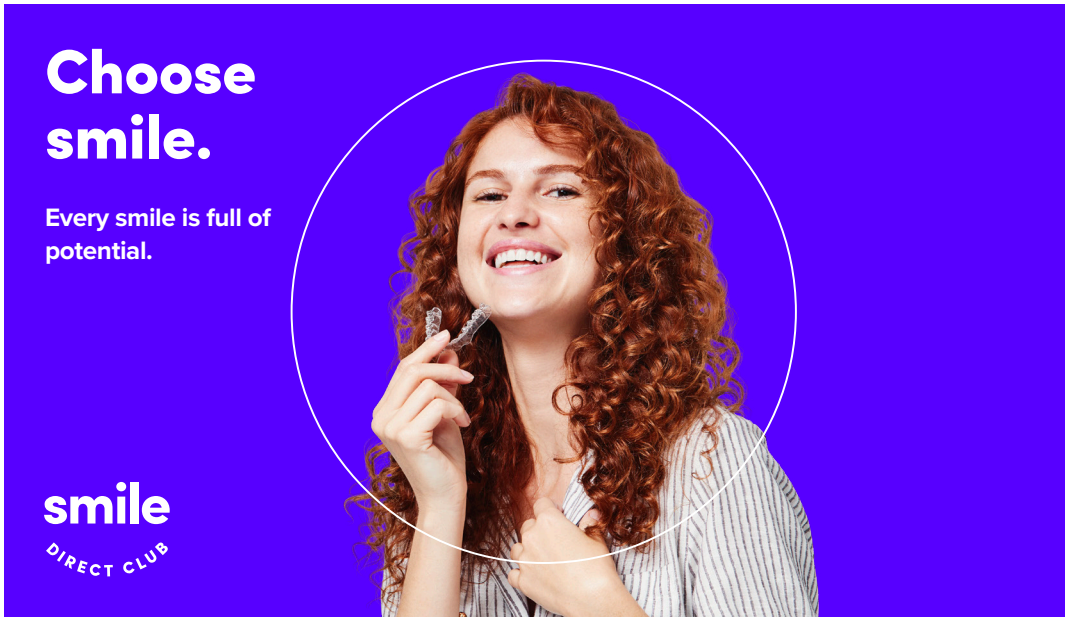
1. **X**



2. **X**



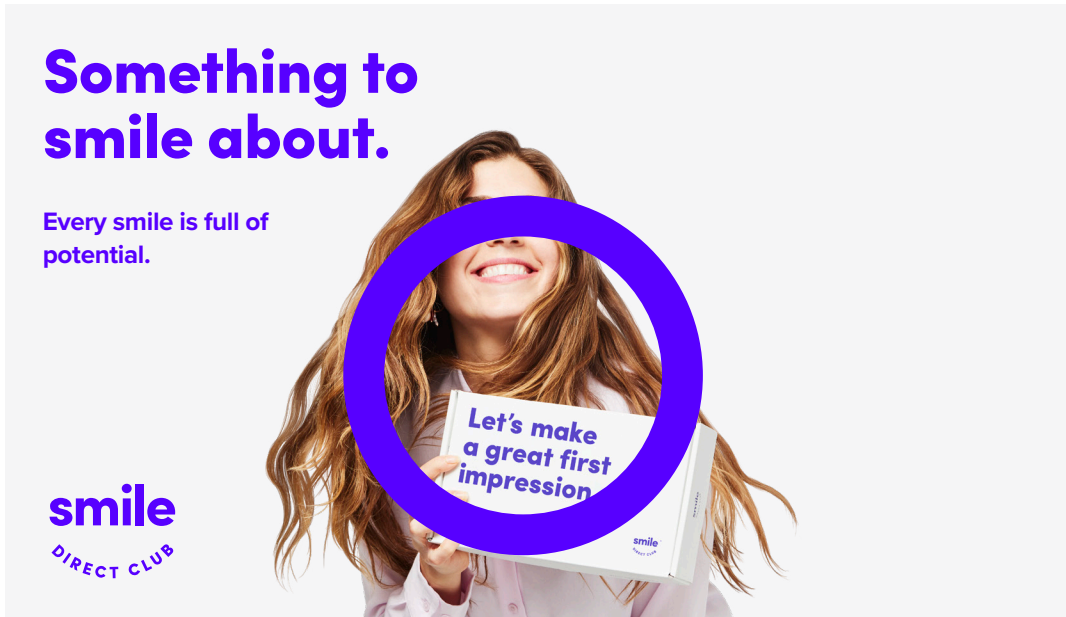
3. **X**



4. **X**



5. **X**



6. **X**



Photography.

04

Photography.

Visually compelling photographs play an important role in our brand identity.

They provide a forward-looking perspective and inspire optimism and accomplishment. For every photograph, aim to promote a smile. Feature a wide range of people to reflect our global community.

Photography is critical to the brand – whether people or product – consistent, clear, compelling images are central to our expression. They tell engaging stories, provide proof that our products work, explain how the products work, and communicate our personality and values. Our brand has three main types of photography:

Editorial.
Studio.
Product.

Editorial.

Studio.

Product.



Genuine smile.

Whether shooting editorial, studio, or product photos with people, we want to capture genuine smiles that are not posed, or fake looking. A genuine smile expresses real emotion.

We celebrate all kinds of smiles.

We love shy smiles, happy smiles, gummy smiles, and big toothy smiles. But there is a difference between a genuine smile and a fake one. Work to capture genuine smiles.

Capture the unguarded moment, or the moment in between.

A camera pointed in a person’s direction can create a very unnatural moment. When photographing people, look to capture unguarded moments, or moments in between. In between a punchline and a full reaction, or in between a breath and a belly laugh.

Learn to recognize genuine smiles and to tell the difference between them and the more forced variety.

Fake smile



Posed smile



Genuine smile



Editorial photography.

People in real environments caught in genuine, expressive moments invite emotional connection. We celebrate how smiles connect people, open doors, and express our inner selves.

Editorial photography

This image group is up close and personal. Images are candid and realistic. Capturing a candid moment can add warmth and personality.

The subjects are confident, full of energy, and engaged. They express the potential of their best lives. That’s the spirit of our brand.

Real people in real settings that aren’t just backdrops. These environments provide context and texture that make the smiles at the heart of them more relatable.

Our photos show real people in everyday contexts. They might be looking into the camera or going about their lives, but they always look comfortable and natural in their surroundings.



Editorial photography guidance.

- 1. Avoid use of forced or unnatural cropping.
- 2. Avoid use of desaturation.
- 3. Avoid use of color overlays or treatments.
- 4. Avoid use of vast environments.
- 5. Avoid use of lens flare or backlit imagery.
- 6. Avoid use of unusual angles or aerial views.
- 7. Avoid use of motion blur effect.
- 8. Avoid obscuring subject or busy enviroment.
- 9. Avoid blown-out lighting.
- 10. Do not use black-and-white images.
- 11. Avoid shooting through reflective surfaces.
- 12. Avoid distracting reflections.

1. **X**



2. **X**



3. **X**



4. **X**



5. **X**



6. **X**



7. **X**



8. **X**



9. **X**



10. **X**



11. **X**



12. **X**



Studio photography.

Studio portraits and close-ups of people show our confidence. Portraits feature a wide range of people. Their ages, races, genders, and smiles reflect our customers around the world.

Studio portraits

Confident, evocative images inspire emotion in the viewer. Think of this type of photography as a “hook” to get the audience’s attention.

Focus on non-staged, casual poses. Models need to appear relaxed and natural.

Bold use of close-up and personal portraits allows for an inviting expression of confidence and optimism.

Compositions should be kept simple and clean to highlight the subject. Use of negative space in the image moves the eye quickly to the expression.



Studio photography guidance.

- 1. Avoid use of unnatural lighting effects.
- 2. Avoid blown-out lighting.
- 3. Avoid creating a fantasy or false composition.
- 4. Avoid use of exaggerated poses.
- 5. Do not overstyle or prop.
- 6. Avoid use of stylized backdrops.
- 7. Do not use harsh lighting and shadows.
- 8. Do not use color overlays or tints.
- 9. Avoid manipulated or evocative smiles.
- 10. Avoid use of awkward angles or aerial views.
- 11. Do not use forced expressions.
- 12. Do not use black-and-white images.

1. **X**



2. **X**



3. **X**



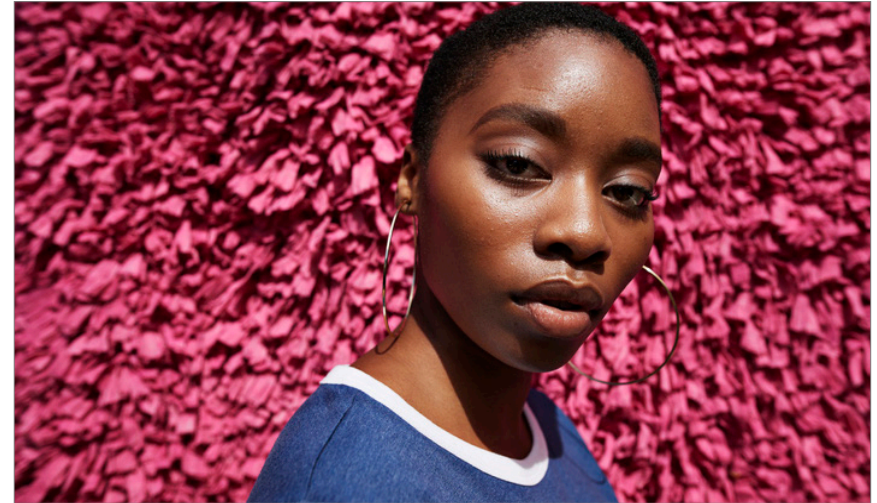
4. **X**



5. **X**



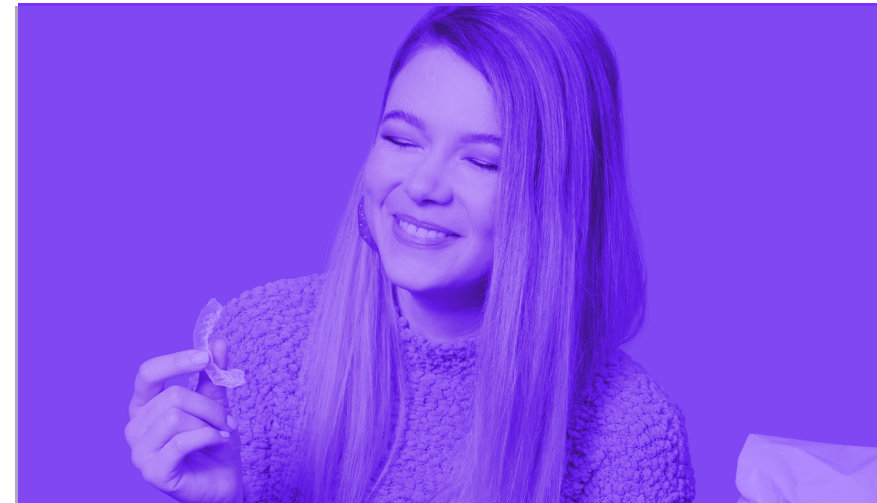
6. **X**



7. **X**



8. **X**



9. **X**



10. **X**



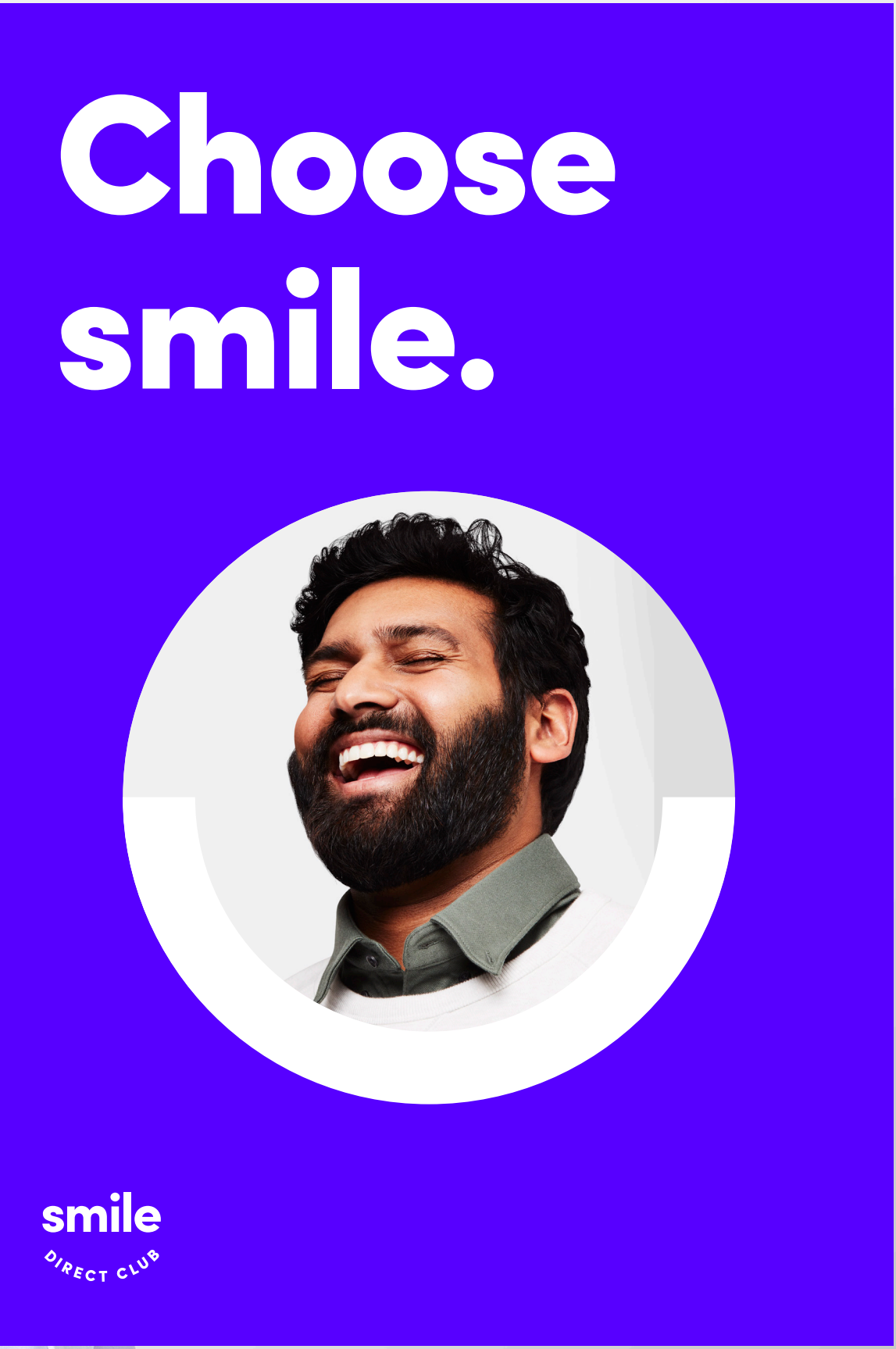
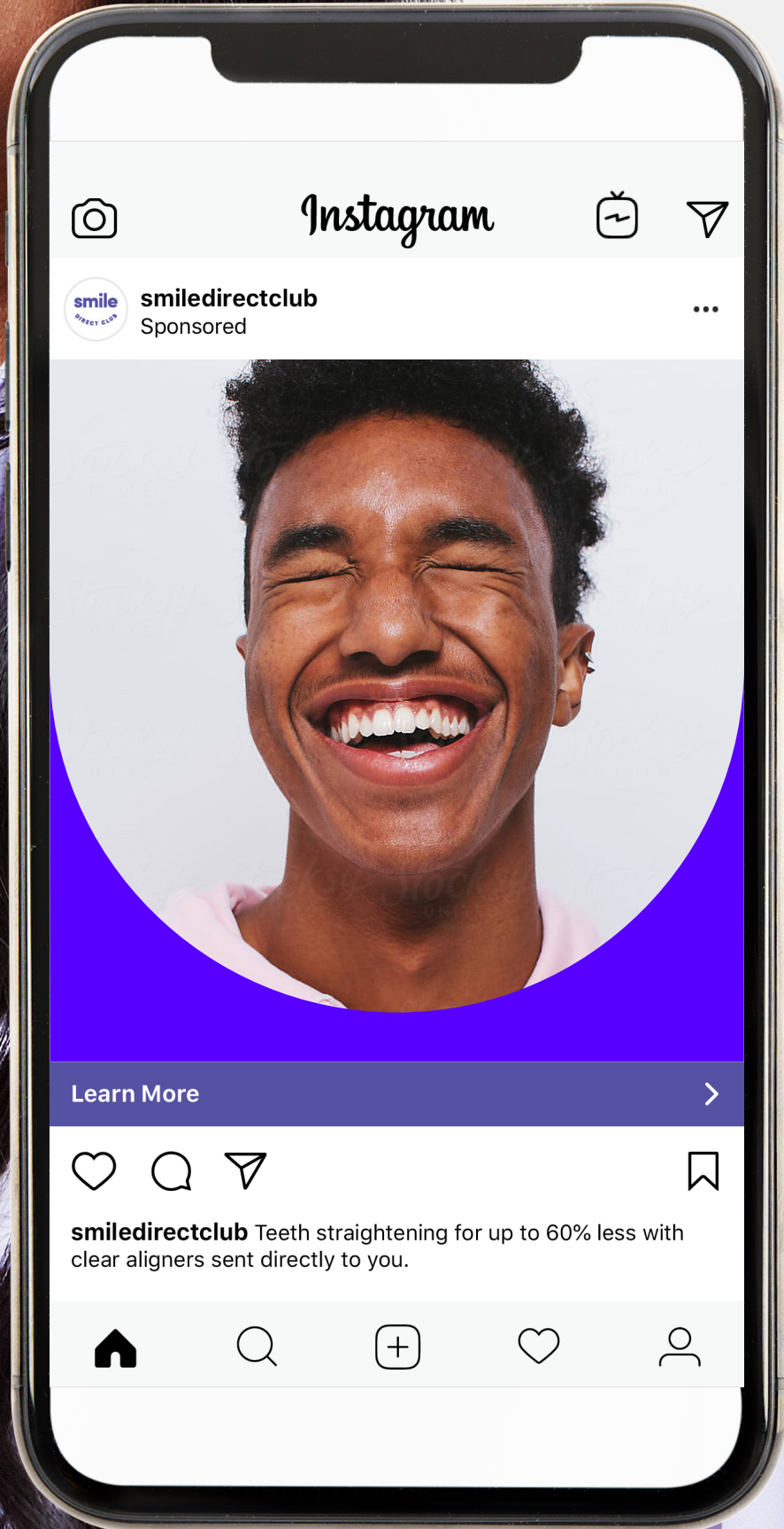
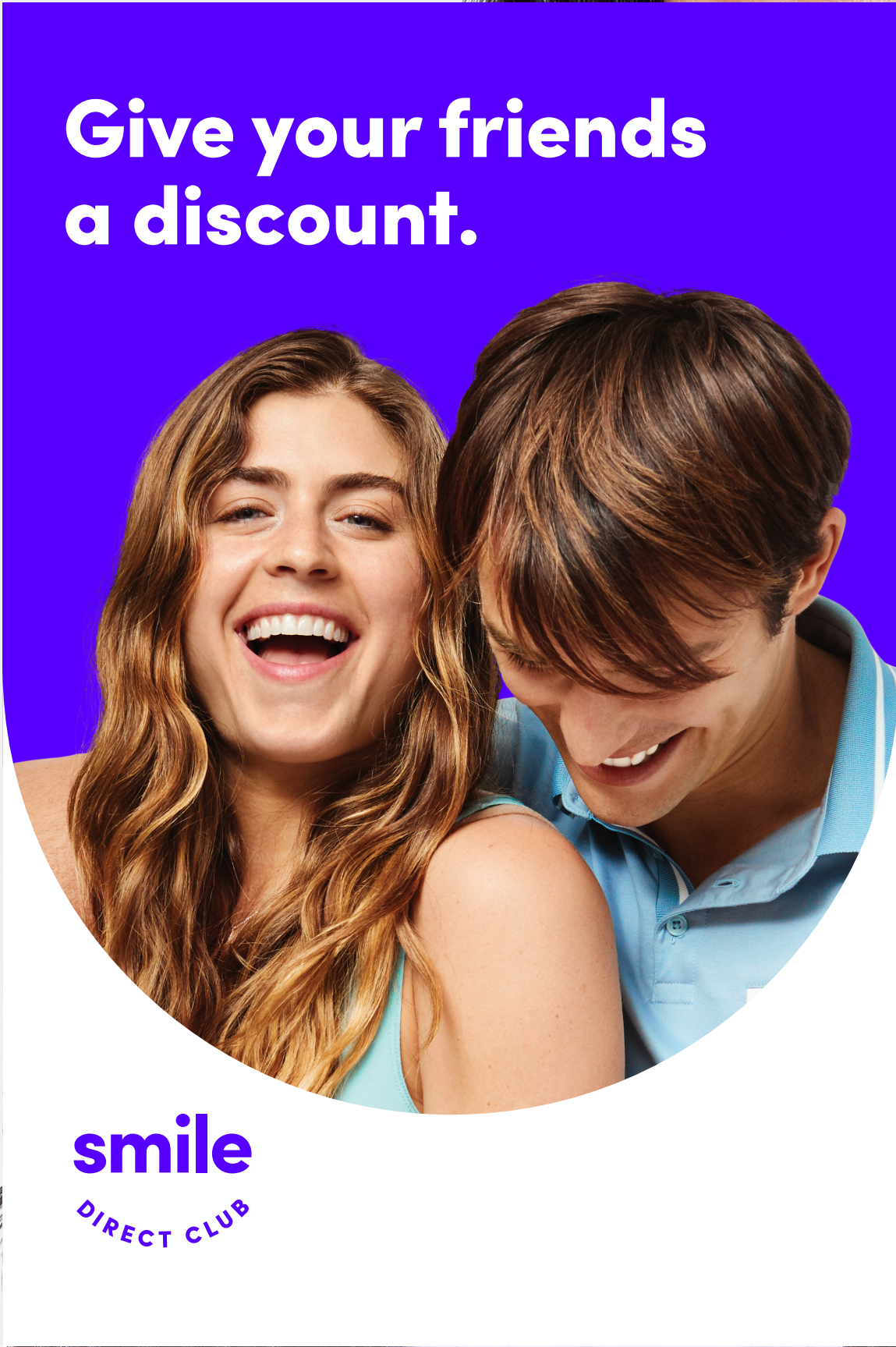
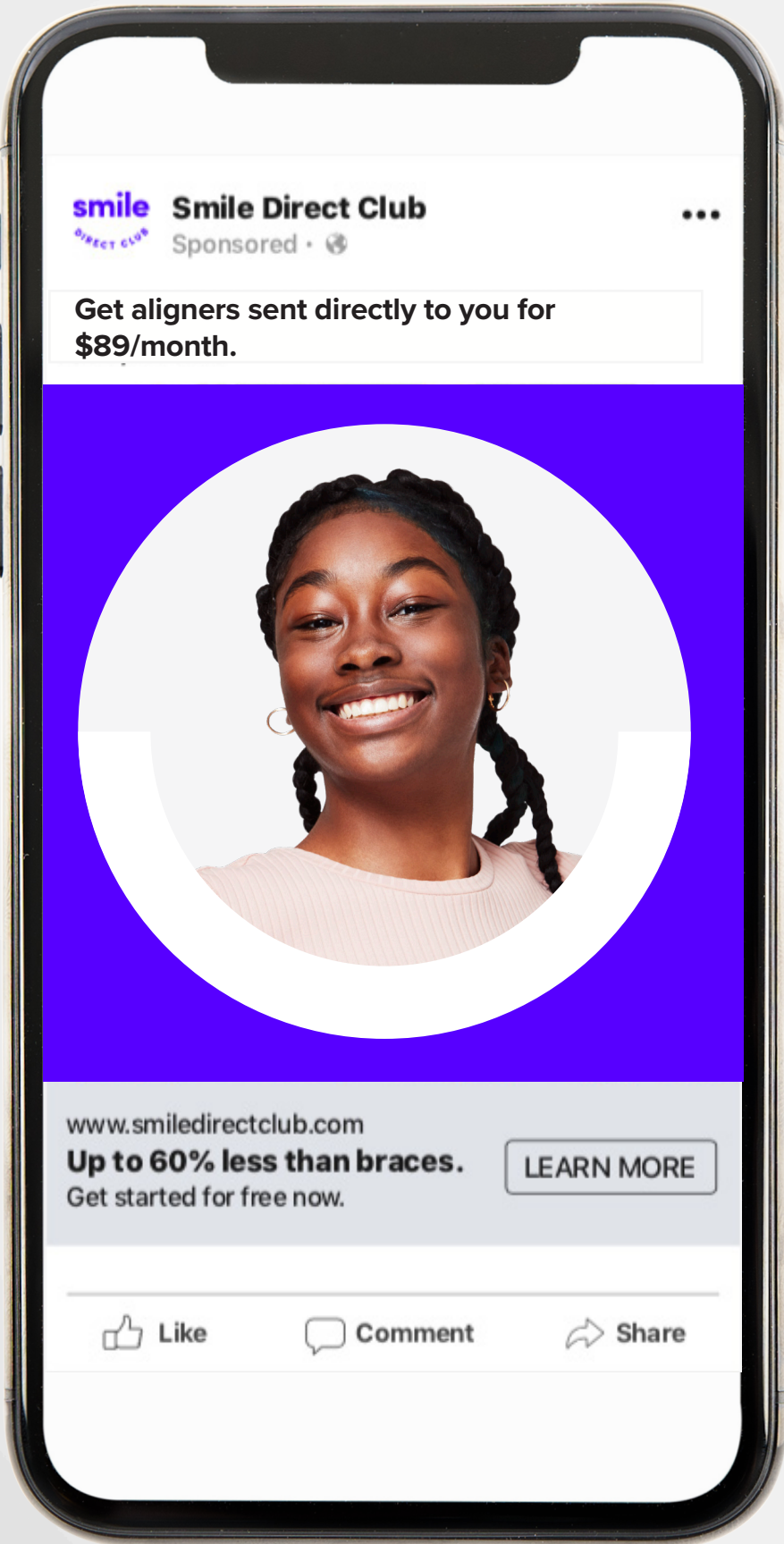
11. **X**



12. **X**



Studio photography in use.



Studio with product photography.

Promote the relationship between people and products in a straightforward and authentic way.

People with products

Images show the relationship between people and the functional benefits of our products in a straightforward, simple way.

People are not intended to look like professional models. Pose subjects in a candid way so they look comfortable in their surroundings.

Imagery should have simplistic and clean compositions. Wardrobe, backgrounds, and simple props should complement the use of the SmileDirectClub color palette.



Studio with product photography in use.

Choose
straighter.
Choose
cleaner.
Choose
brighter.

smile
DIRECT CLUB



smile
DIRECT CLUB



smile
DIRECT CLUB



smile
DIRECT CLUB

Choose
smile.

smile
DIRECT CLUB

Studio background.

Whether shooting original photography or selecting stock imagery for purchase, we base our decisions on a common set of attributes described below.

Color

Please shoot or select photos using our brand colors, blurple, white, and light gray.

Focus

Focal depth should always be considered with clear intent. Perspectives may range from 3/4 view to close-up.

Lighting

Lighting should feel natural, with ample contrast.

Style

Shoot the models in a way that conveys energy and personality. Shots should never be overly staged or processed. Expressions should be genuine.

People

Models are diverse in age, race, and lifestyle and are contemporary. Smiles are engaged with camera.



Photography series.

Using a series of imagery is an interesting tool for creating a deeper narrative or purposeful storytelling. Varying scale can be engaging as captured authentic moments.

Example 1



Example 2



Photography casting.

We love smiles. Especially real smiles from real people.

Our audience is anyone with teeth who would like to straighten, or clean, or whiten those teeth. So, when casting talent for photography or videography, consider how we can represent the broadest range of people.

- 1. Always cast to achieve diversity of race, ethnicity, age, body type, and other factors.
- 2. Refer to territory-specific customer profiles where relevant. This may override the default requirement for diversity.
- 3. Look for naturally expressive faces that hint at a deeper story.
- 4. Cast people with interesting, memorable features. We celebrate the broad spectrum of humanity, so don't look for model-like perfection.
- 5. Do not feature team members unless highlighting their specific function.



Photography considerations.

Elements of imagery that should be considered.

- 1. Invite the expression of confidence and optimism.
- 2. Imagery that focuses on the main person or product from the story or content.
- 3. People in lively moments full of energy and conveying a positive emotional impact.
- 4. Real moments with real connections that people make. No forced or posed-looking expressions or actions.
- 5. Scenes should capture the fewest number of elements required to convey the story.
- 6. Avoid cluttered or visually busy elements that distract from the subject.
- 7. Environments should capture our global presence and customized nature.
- 8. Subjects should be engaging with others or their environment, not just posing in front of it.
- 9. Coordinate locations, backgrounds, and wardrobe to establish a visual simplicity.
- 10. Use negative space in the image to draw the eye quickly to the main focus.

Does the image feel authentic and honest?

Images shouldn’t look as if they are posed, use special effects, or use filters. Lighting should be even and natural.

Does the image reflect our brand positioning of potential and optimism?

Editorial images should capture an optimistic moment or expression. Real people connecting with each other, living their lives in real places.

Does the image tell a story about a person? If editorial, does the place add to that story?

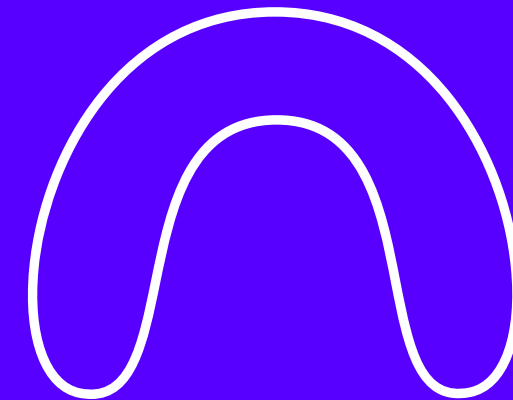
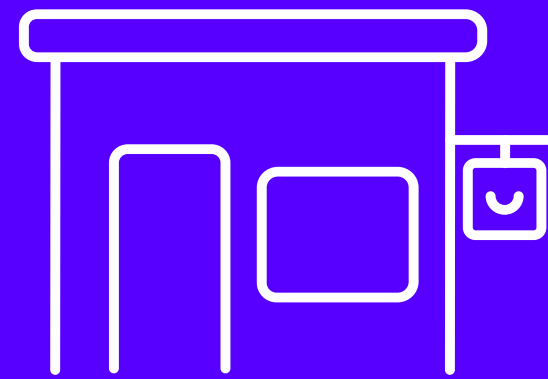
Images shouldn’t feel generic. Each image should have character and personality. Environments and settings should feel warm and honest, never sterile or cold.

Does the image feel real?

Images should include something that makes them feel “not perfect.” Whether that is someone blinking in the shot, the children’s bed isn’t made, or there is takeout on a work desk.

Icons.

05



Icons.

Icons can be useful in a variety of media and applications as a visual expression of information.

As with any brand element, visual consistency is important in iconography. Icons should be purposeful, simple, and expressive.

Purposeful.
Simple.
Expressive.

Icons.

An icon should function as a visual cue that helps users identify features, navigation, actions, or key information.

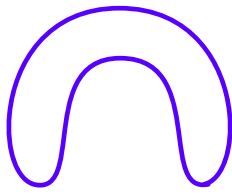
This set of icons represents the different touchpoints of the consumer journey. When using icons as a design element, use one of the icons from this set.

If your specific need is not represented in this set of icons and a new icon needs to be created, team members must seek approval from senior creative leadership (Group Creative Director or above) before designing a new icon.

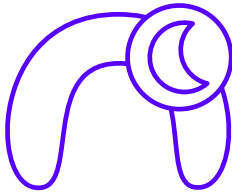
Usage

Icons should be used sparingly as visual support when describing a thing, function, or idea. Icons can be used in CRM, DX, collateral, and packaging.

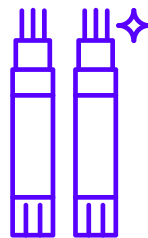
Icon set.



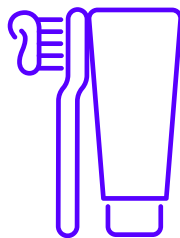
Aligners



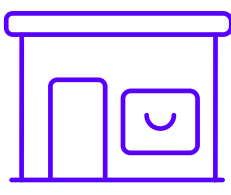
Nighttime Aligners



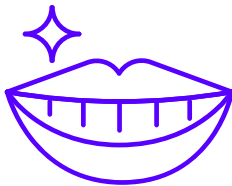
Whitening



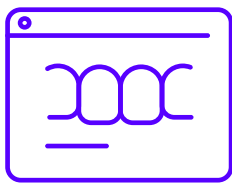
Brush and paste



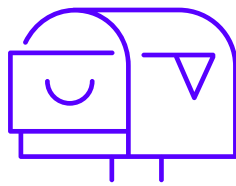
SmileShop



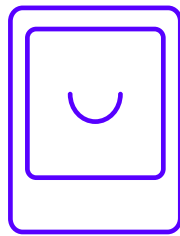
Smile (how it works)



Treatment plan



Aligners/kit shipped



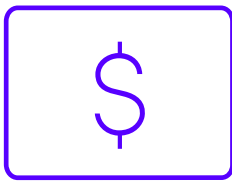
Photos



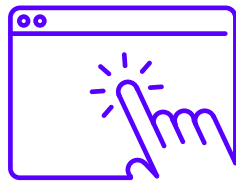
Fast-track impression kit



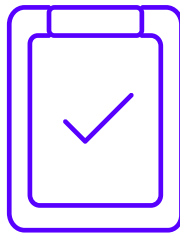
Calendar



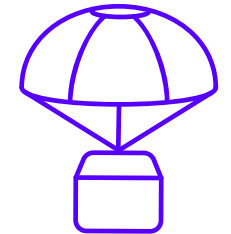
Money



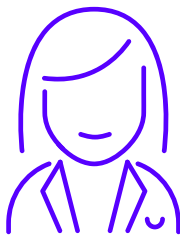
Easy online



Doctor approval



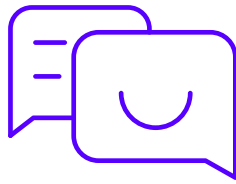
Aligners shipped



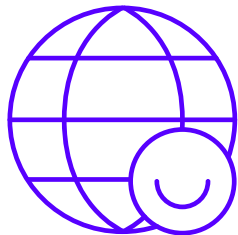
SmileGuide



Dentist/Orthodontist



Communication



Global smiles



Tooth

Creating icons.

Follow the icon creation process when making any new icon.

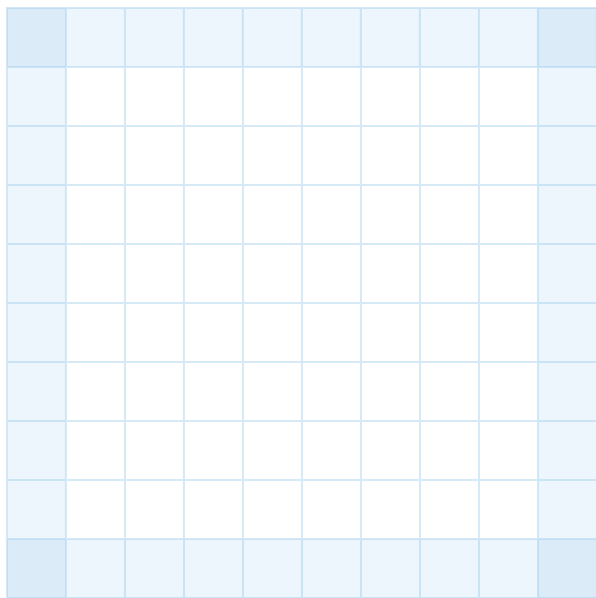
Icon creation process:

- 1. Always start with a 300x300 pixel artboard.
- 2. Artboard gridlines are set at 30px horizontal and vertical breakpoints.
- 3. Leave 30px for padding.
- 4. Use our circle, vertical, horizontal, and full-frame keyline to maintain consistent visual proportions in icons.
- 5. Start with simple, non-dimensional geometric shapes.
- 6. Icons should be created with a flat perspective.
- 7. Use lines only, do not fill or shade.
- 8. Use a 2-pixel radius for rounded corners.
- 9. Use one consistent line weight with rounded caps and joints.
- 10. Line weight should not exceed 5 pts.
- 11. Use details and decorations sparingly.
- 12. Use line breaks sparingly when showing overlapping objects.
- 13. Purposely communicate an object, idea, or action.
- 14. Icons are always one color (blurple, or white when on a blurple background).
- 15. Approved icon should be exported as an .eps for print (PMS 2098) and .svg for web (#5700ff) types with strokes outlined.
- 16. Icon naming convention: SDC_ICN_Name_number.svg.

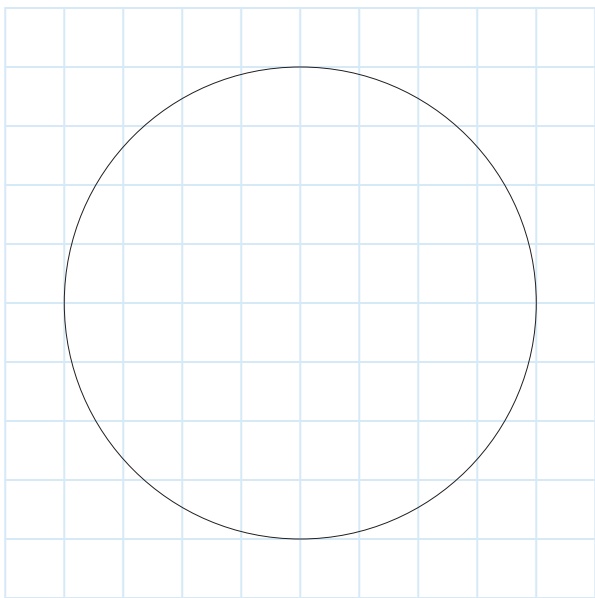
Note:

Team members must seek approval from Sr. Creative leadership before designing a new icon.

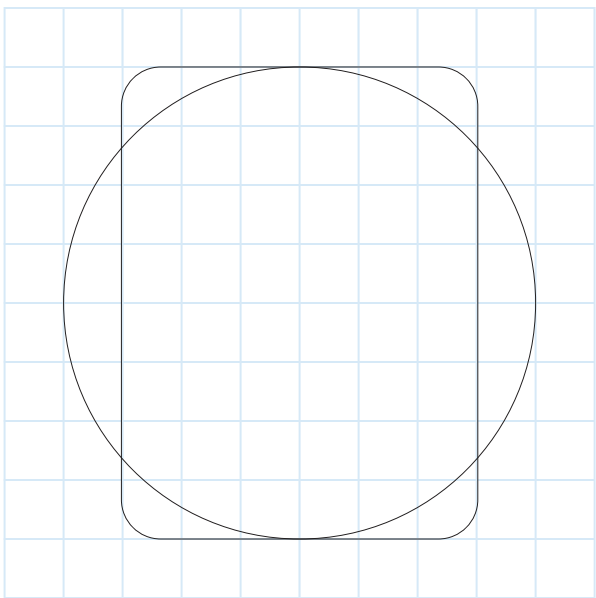
Icon creation



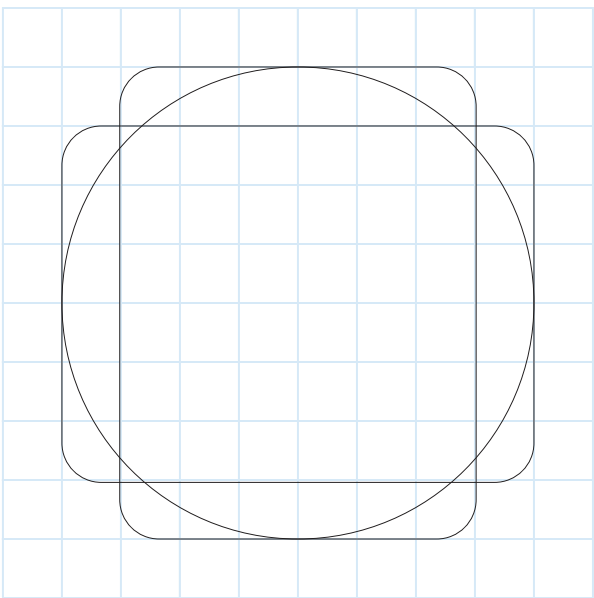
Grid
300px artboard
30px gridline breakpoint
30px padding



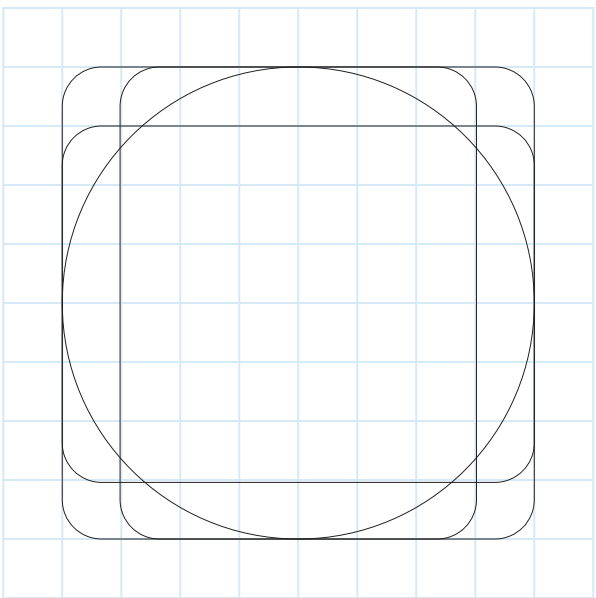
Circle keyline



+Vertical keyline



+Horizontal keyline

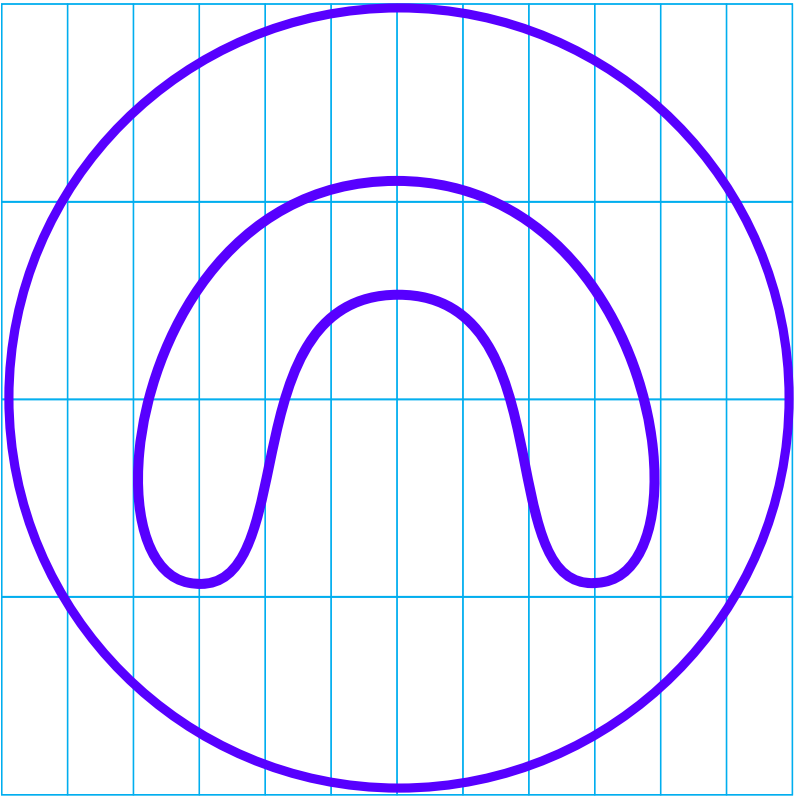


+Full-frame keyline

Icons set in frame.

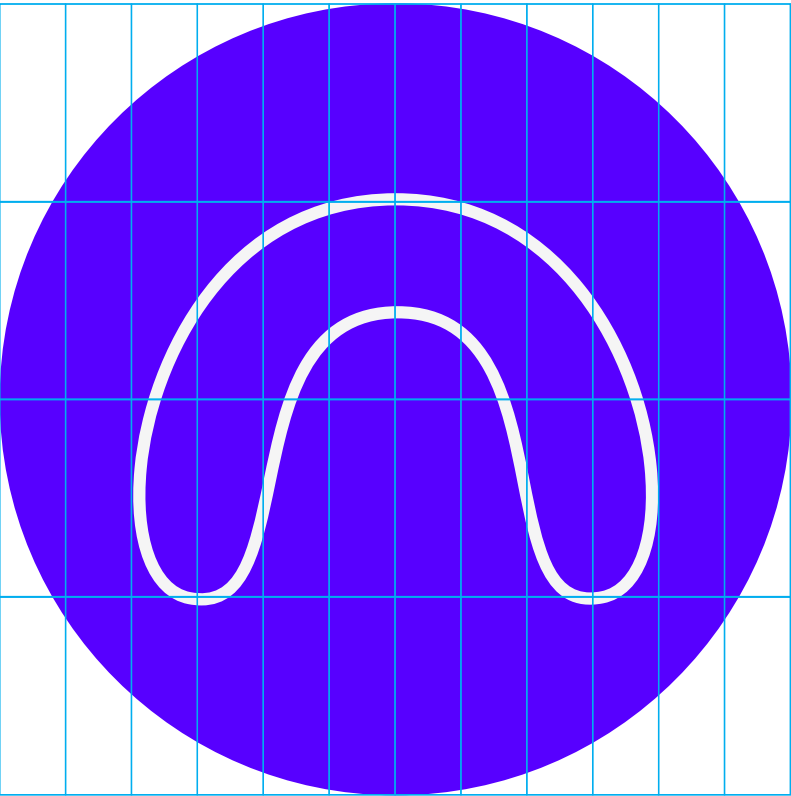
To create consistency in layouts, consider using icons in a frame when more than one icon is represented.

Frame with stroke



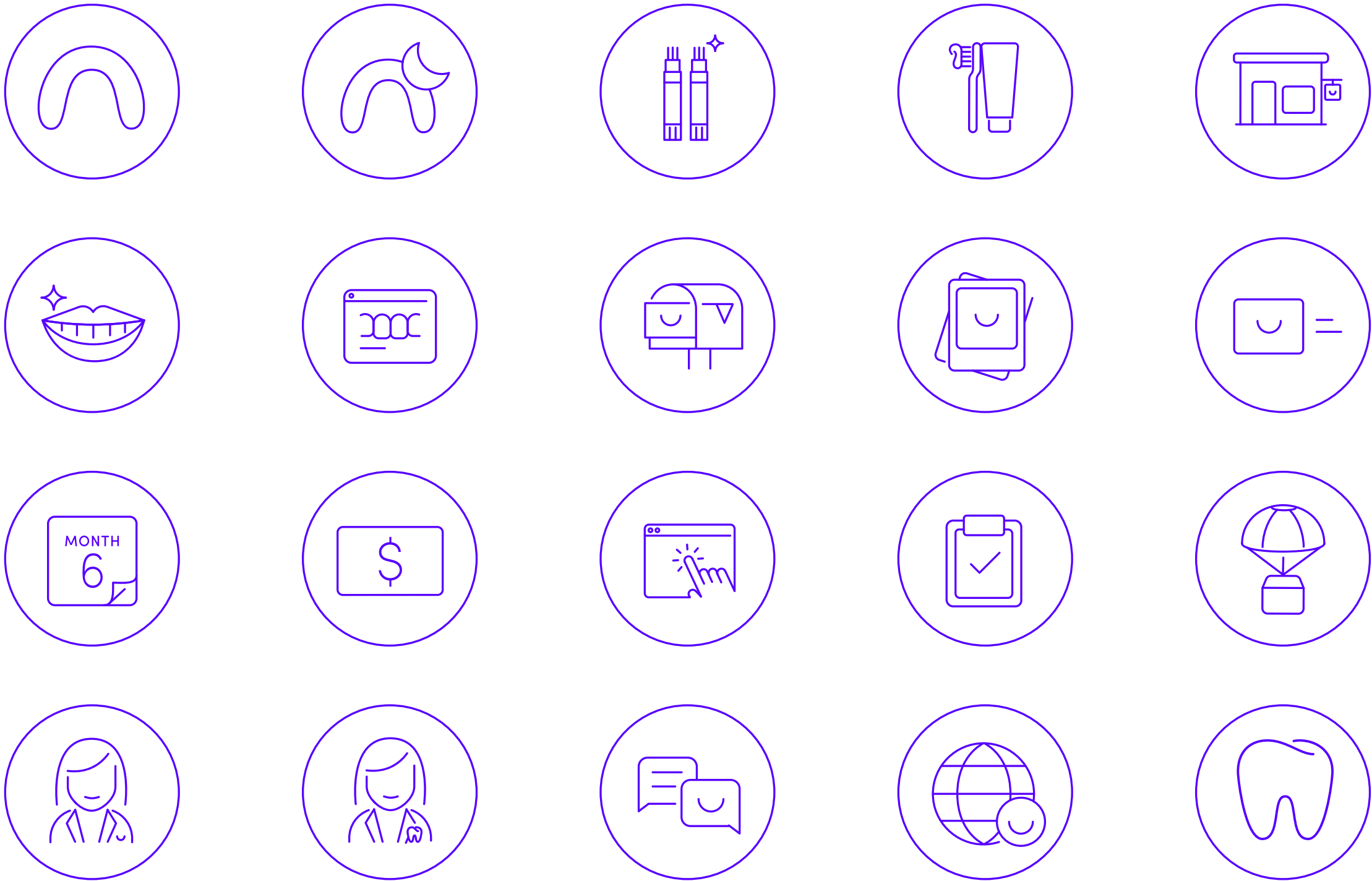
Margin within the frame
Margin within the circle frame is based on two columns of space.

Frame reversed

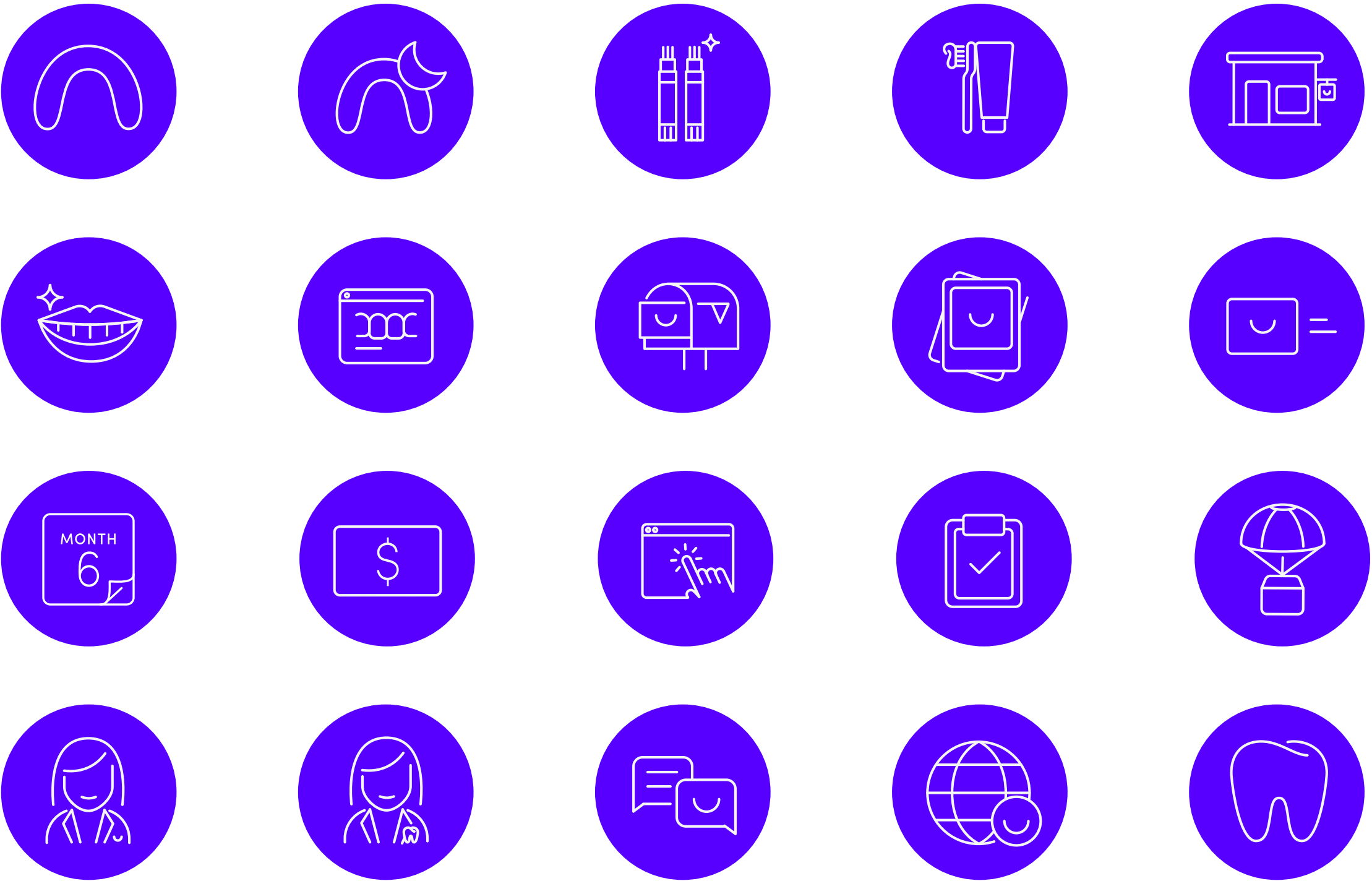


Icons set in frame.

Icon set in frame with stroke



Icon set in frame solid

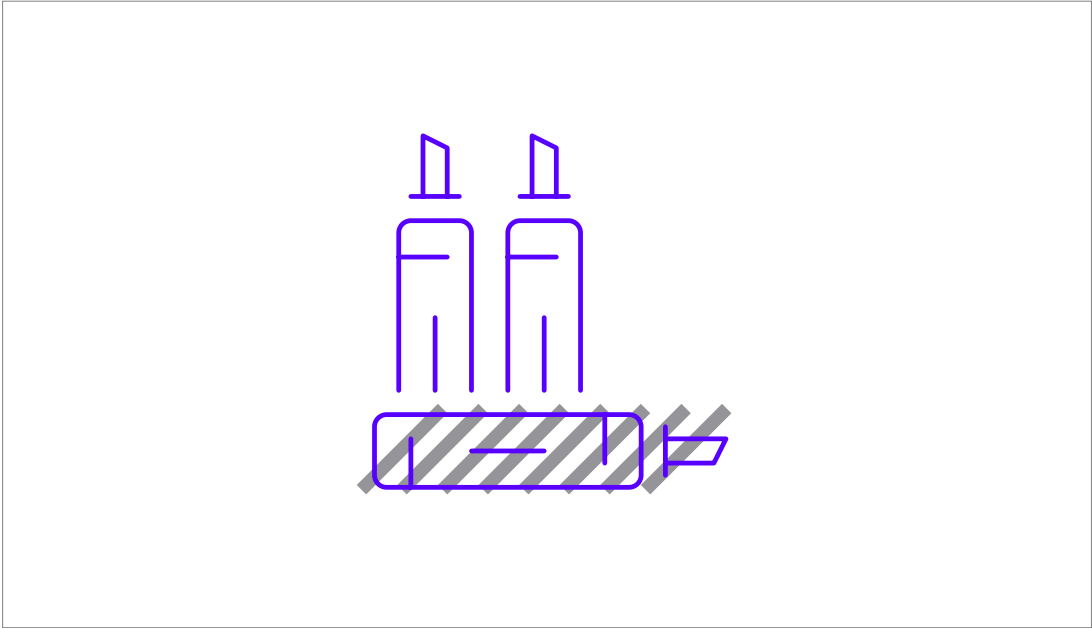


Icons misuse.

Examples of misuse of icons.

- 1. Do not add shading or patterns.
- 2. Do not use 3D form or high detail.
- 3. Do not use colors not in the SDC palette.
- 4. Do not use drop shadows or effects.
- 5. Do not add to product or images.
- 6. Do not use different line weights.

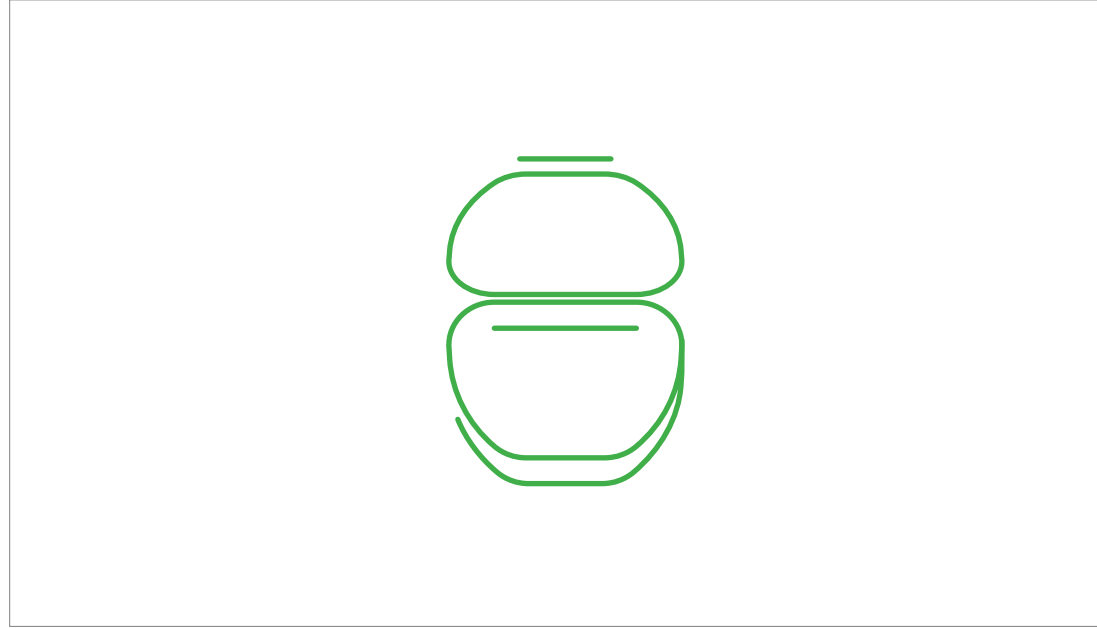
1. **X**



2. **X**



3. **X**



4. **X**



5. **X**



6. **X**



Brand voice.

06

Brand voice.

Bringing SmileDirectClub to life in words.

Persona
How our brand values become part of our personality.

Tone
How our personality translates into tone and manner.

Language
The way we use words.

Persona
Supportive
Approachable
Optimistic
Clever

Tone
Reassuring
Warm
Empowering
Motivational
Playful

Language
Encouraging
Simple
Positive
Smart

Brand voice.

Warm and empowering.

**That smile looks
good on you.**

Smart.

**There’s a new smile
in town – yours.**

Universal.

1 million smiles.

Brand voice.

How it comes to life.

The examples to the right are meant to illustrate the tone and manner of our copy in practice. Our voice is simple, clear, and optimistic.

Headlines

Ready. Set. Smile.

Here’s even more to smile about.

Everyone deserves a smile they love.

Get a smile you love for 60% less than braces.

Packaging

Open for a lifetime supply of confidence.

Ready. Set. Smile. Join the Club.

Let’s make a good first impression.

Explanatory copy

Each set of aligners in your smile plan is shipped to you at one time in one big, blurple box.

No more waiting for monthly shipments. You’ll have the tools you need to get a smile you’ll love.

Reasons to believe (RTBs)

No braces. No monthly office visits. No paying a fortune.

Get a smile you’ll love in as little as 4–6 months.

60% less than braces.

Calls to action (CTAs)

Take the free 30-second Smile Assessment.

Get started today.

Order your impression kit at SmileDirectClub.com

Brand voice.

What we want to accomplish.

Own the smile

We are SmileDirectClub. Smiles are at the heart of everything we do. Our voice should convey the inherent warmth and friendliness of a smile in each communication, whether written or spoken. The way we speak and what we say should work to continually build ownership of the smile.

Provide support and encouragement

We provide support to our customers in a conversational, optimistic tone of voice. We want to be there for them when they need us with useful information and genuine words of encouragement. We speak with empathy and from actual experience; many of us have gone through aligner treatment and use our oral care products and wish to help others realize the potential of their smiles. As such, when we use humor in language and storytelling, we always seek to laugh with – and never at – people.

Establish credibility

We are the category leader in doctor-directed aligner therapy, a pioneer in teledentistry and telehealth, and experts in 3D manufacturing. We were also the first company in the world to have a line of products that help people get –and maintain – a smile they love forever. We have the dental, technology, and manufacturing experience to speak with authority, and the confidence to do so in a plain-spoken way.

Be transparent

We think like the customer and work to anticipate their needs. We tell people when things are going to be hard or unpleasant to set clear expectations. And we’re there for them to provide needed reassurance to give them the motivation to overcome challenges. We say what we mean, and we mean what we say.

Emphasize quality

We want people to understand the high quality of our products and why we are able to offer them at such affordable prices. We do this best by focusing on customer benefits and real-world results. We always reference our products and the way they are made in simple, accessible terms, and use results and actual customer stories to support our quality claims.

Brand voice.

What we should avoid.

Medical terms

Medical language can feel cold and inaccessible. It also doesn't feel approachable or supportive, which are key elements of our brand. When we need to emphasize credibility, we say what we need to say simply and use customer stories and real-world results to help provide credence.

Complexity

In conveying details about our products it's best to not complicate the story with back-end details. People are generally much more interested in product features and real-world benefits than how products are made. For instance, most people are more interested in knowing that our aligners can give them a smile they love in 4–6 months for 60% less than braces than knowing that their molds are 3D printed.

Puns and hollow positivity

As a global brand, we strive to avoid English language puns, as they don't translate into other languages. We should also avoid hollow positivity and saccharine, overused general affirmations (Love yourself and share kindness with others! You are enough!). We do this in order to preserve credibility and integrity as a brand, and also to stay focused on what we actually deliver.

Brand voice.

Words matter.

Some words we use

Customers
We
Access
Journey
Smile
Aligner
Nighttime Aligner
Affordable
Team members

Some words we avoid

Patients
Malocclusion
Perfect
Cheap
Scan shop
Outpatient
Invisible aligner
Cheese!
Employees

Need help?

If you are having trouble using this guide, have questions about approvals, etc., email:

brandguidelines@smiledirectclub.com