



what's inside

1. brand positioning

intro	01
core dna	02
self expression	03
proposition	04

2. visual identity elements

intro	05
primary logos	06
secondary logos	07
clear space	08
colour	09
typography	10
don'ts	11

3. applications

stationary	12
uniforms	13
trade booth	14

4. social media material design

marcom templates	15
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branding
positioning

i have my
smile and i am
living and loving
my life!

core dna
experteeth
spirit
confidence

I am...

living and loving
my life

I feel...

confidence, proud,
part of a family,
putting me in a
good place for my
future, will change
my life for the
better, excited and
hopeful

I get...

beautiful smile,
orthodontics with real
doctors to manage my
smile outcome,
advanced technology,
straight teeth

**brand value
proposition**

leading orthodontic
network creating
beautiful smiles for
confident, brighter
futures



visual identity
elements

**the docbraces guidelines
and visual identity
system are intended to
create a design language
with which to express the
brand personality**
creating beautiful smiles
for confident, brighter
futures



primary logo (horizontal)



docbraces

primary logo (stacked)



docbraces
icon





primary colours



PANTONE 7703
CMYK 84 21 18 0
RGB 0 153 189
vinyl tbd



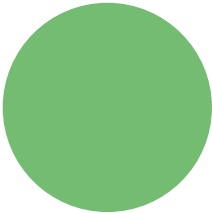
PANTONE N/A
CMYK 0 0 0 100
RGB 35 31 32
vinyl tbd

colour icon applications

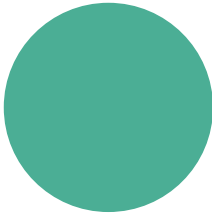
three color variations of the docbraces icon exist to accommodate different applications, the preferred icon treatment is blue on a solid white background (example A)



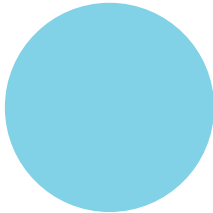
secondary colours



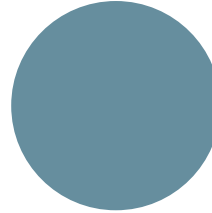
PANTONE 2464
CMYK 53 0 67 0
RGB 120 189 112



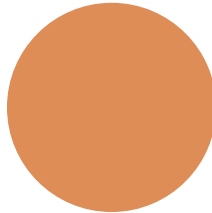
PANTONE 2459
CMYK 62 0 50 0
RGB 85 175 146



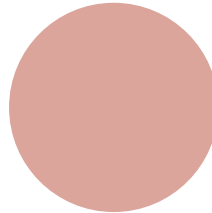
PANTONE 636
CMYK 50 0 20 0
RGB 120 205 209



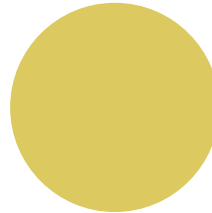
PANTONE 2178
CMYK 72 30 37 12
RGB 70 132 140



PANTONE 2432
CMYK 0 47 72 0
RGB 248 155 88



PANTONE 2444
CMYK 0 36 30 0
RGB 220 165 156



PANTONE 459
CMYK 5 3 64 4
RGB 222 205 99

gilroy

**gilroy is used for all print, signage
and environmental applications**

docbraces utilizes four weights
BOLD, SEMI BOLD, MEDIUM & REGULAR

gilroy bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

gilroy semi - bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

gilroy medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

gilroy regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

muli

muli is used for digital only (free google font)

docbraces utilizes four weights
EXTRABOLD, SEMIBOLD, REGULAR & LIGHT

muli extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

muli semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

muli regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

muli light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

docbraces | don't's

the don't examples also apply
to the vertical logo and icon

don't alter colours



don't adjust size relationships



don't adjust distance relationships



don't fade colours



don't place logo on unapproved colours





applications



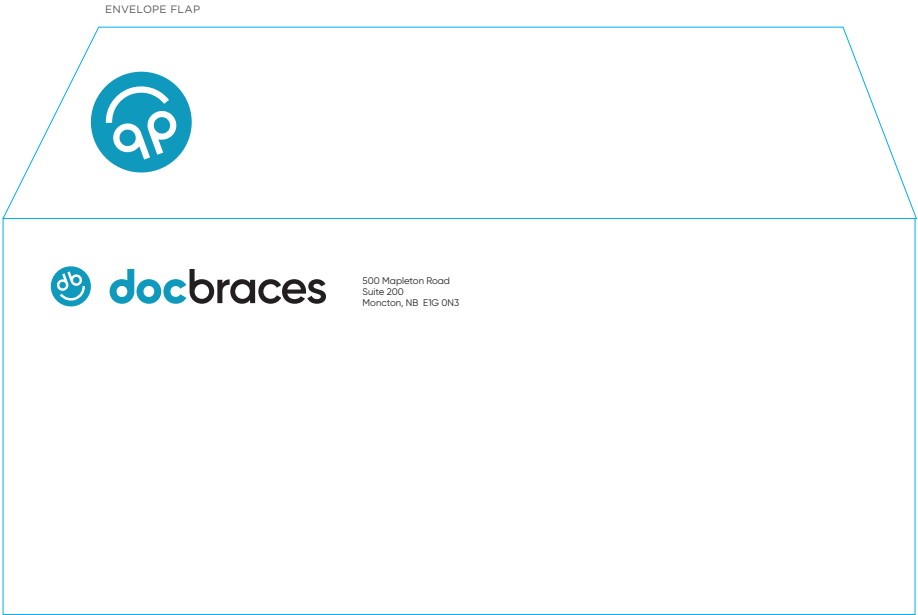
LETTERHEAD



BUSINESS CARD FRONT



BUSINESS CARD BACK



ENVELOPE FRONT

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EMAIL SIGNATURE

tbd









social media