



**3 THREE<sup>TM</sup>  
ON SIX**

**BRAND GUIDE**

## LOGO



## VARIATIONS



## DESCRIPTION

The logo features a number 3 and 6 overlapping along with the written text to the right. We want to avoid low contrast applications where the text or logo is lost in the background. When written, the preferred way is **3 on 6™** with spaces between the characters and the trademark sign at the end. An acceptable but less common variation is **Three on Six™**. It should not be written as **3on6** or **3-on-6**.

## USAGE



## COLOR GUIDE

Primary and alternate shades

#326A85

**RGB:** 50, 106, 133  
**CMYK:** 84, 51, 33, 9  
**PANTONE:** 7699C

#193543

**RGB:** 24, 53, 67  
**CMYK:** 90, 68, 52, 48  
**PANTONE:**

#65C7CF

**RGB:** 98, 199, 207  
**CMYK:** 57, 0, 20, 0  
**PANTONE:** 325C

#C7E8ED

**RGB:** 199, 232, 237  
**CMYK:** 21, 0, 6, 0  
**PANTONE:**

Secondary

#D8D82E

**RGB:** 217, 216, 44  
**CMYK:** 19, 4, 97, 0  
**PANTONE:**

#414141

**RGB:** 65, 65, 65  
**CMYK:** 68, 61, 60, 47  
**PANTONE:**

## TYPOGRAPHY

### Avenir Next Bold

Our standard font of choice for body text is Avenir Next (Regular). We prefer a dark value that isn't black, such as #414141 or #193543. Headings are also generally in the Avenir family. The text should have more vertical leading than normal, allowing for more space between the lines and easier legibility.

Exceptions to the typography rules can be made, especially in applications such as social media post or other designs meant to catch attention and not be a standard informative copy.

## SOCIAL MEDIA



[facebook.com/3on6page](https://facebook.com/3on6page)

This is the main facebook page for 3 on 6™. Advertising for the treatment are done under this page, meaning the page followers are mostly current or interested patients.



[facebook.com/groups/3on6community](https://facebook.com/groups/3on6community)

This is the facebook group for patients interested in 3 on 6™ dental treatment.



[@3on6\\_smiles](https://tiktok.com/@3on6_smiles)

This is the main TikTok account for 3 on 6™. This profile should be mostly patient facing.



[@3.on.6](https://instagram.com/3.on.6)

This is the official instagram handle of 3 on 6™. People following this page are mostly individuals interested in receiving dental treatment.



[@SmileSystems3on6](https://youtube.com/SmileSystems3on6)

This is the official YouTube channel of 3 on 6. It is a patient facing channel featuring content design to educate about dental implants and the 3 on 6 treatment concept.