



**BRAND GUIDE**

## LOGO



## VARIATIONS



## DESCRIPTION

The logo features two mirrored shapes, interlocking with a gap between them. These teeth are stylized, showing our modern and artistic approach to dentistry. The gap between the teeth form an 'S' in the negative space. The 'S' shape represents the 'S' in the words 'Smile' and 'Systems'.

## USAGE



We want to avoid low contrast applications where the text or logo is lost in the background. The mark can be used individually. Both horizontal and vertical orientations can be used depending on the application. When written it should always be **Smile Systems**.

## 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/smilesystems1](https://facebook.com/smilesystems1)

This is the main facebook page for Smile Systems. This page is dentist, not patient facing.



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

This is a facebook group for patients interested in the 3 on 6™ treatment option offered by Smile Systems and its associated providers.



[@smile\\_systems](https://instagram.com/smile_systems)

This is the official instagram handle of Smile Systems. People following this page are mostly dental professionals.



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

This is a patient facing YouTube channel of Smile Systems. Content here is largely published for the purpose of informing patients about dental implants and 3 on 6™ related treatment.



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

This is a doctor facing YouTube channel of Smile Systems. Content here is largely published to educate doctors about becoming 3 on 6 providers and for other educational purposes.



[linkedin.com/company/smile-systems/](https://linkedin.com/company/smile-systems/)