JANUARY 19

DENTAL GROUP hospitadent

VISUAL IDENTITY GLOBAL DESIGN PRINCIPLES

BRAND GUIDELINE

CONTENTS

ABOUT US

LOGO

DIGITAL PRINCIPLES

COLOUR

TYPO GRAPHY

GRAPHIC ELEMENTS

CONTACT

LOGO

BRAND DESIGN

LOGO CONSTRAINTS

LOGO VERSIONS

LOGO COLOURS

LOGO PLACEMENT

CROPPING THE HOSPI-SMILE

BRAND DESIGN

Logo:
Dental Group Hospitadent Logo comprises of the Dental Group Hospitadent wordmark + the Hospitadent Smile symbol.

Logo With The Motto:
Logo with the slogan will be this way.

DENTAL GROUP hospitadent

Logo

DENTAL GROUP hospitadent
Bütün işimiz diş

Logo With The Motto

LOGO CONSTRAINTS

Safe Area:
A safe area has been specifically developed to allow maximum clarity and legibility of the logo. The image right represents the exclusion area required around any application of the logo.
No type or graphic elements should intrude into this space.

Minimum Size:
The size of the logo depends on the measurements of the collateral where the logo is placed. The primary logo may be applied no smaller than 4 mm high in print or 12 pixels high for digital application.

SMILE UNIT

MINIMUM SIZE

Minimum size is determined by the height of the logo ('H')

H: 12 px for digital
H: 4 mm for print

LOGO VERSIONS

Primary logo:
Our Primary usage of the Dental Group Hospitadent Logo comprises of the Hospitadent wordmark + the Dental Group Hospitadent Smile
This version should be used wherever possible and always only on a white background.

Secondary logo:
The second usage version of the with the other colours.

Primary Logo

Secondary Logos

Single colour version - Positive on white
For exceptional use i.e. black and white printing and simplified online forms.

Single colour version - Negative on black
For exceptional use i.e. black and white printing and simplified online forms.

LOGO COLOURS

The table to the right outlines the correct specifications to be used to achieve Dental Group Hospitadent Logo Dark Blue and Dental Group Hospitadent Logo Light Blue depending on the final output method.

HOSPİTADENT DARK BLUE	HOSPİTADENT LIGHT BLUE
PANTONE **7693 C**	PANTONE **Process Cyan C**
CMYK C. 100 M. 70 Y. 29 K. 14	CMYK C. 100 M. 0 Y. 0 K. 0
RGB R. 0 G. 72 B. 118	RGB R. 0 G. 159 B. 227
WEB #004876	WEB #009fe3

H. Dark Blue

H. Dark Blue

H. Light Blue

MOTTO & SLOGAN

MOTTO TR
BÜTÜN İŞİMİZ DİŞ

SLOGAN TR
BİZ GÜLÜMSETMEYİ SEVİYORUZ!

MOTTO RU
Вся наша работа заключается в красивых улыбках

SLOGAN RU
Мы хотим чтобы вы улыбались

MOTTO FR
NOUS VISONS À VOUS FAIRE SOURIRE!

SLOGAN FR
CROQUEZ LA VIE AVEC UN BEAUX SOURIRE!

MOTTO ENG
WE LOVE TO MAKE YOU SMILE!

SLOGAN ENG
KEEP CALM AND;
PUT ON YOUR NEW SMILE!

MOTTO DE
IHRE ZÄHNE SIND UNS WICHTIG!

MOTTO FL
UW TANDEN, ONZE SPECIALITEIT

MOTTO AZ
BİZ GÜLÜMSƏTMƏYİ SEVİRİK!

SLOGAN AZ
BÜTÜN İŞİMİZ DİŞ

MOTTO AR
نحن نحب أن نجعلك تبتسم

LOGO PLACEMENT

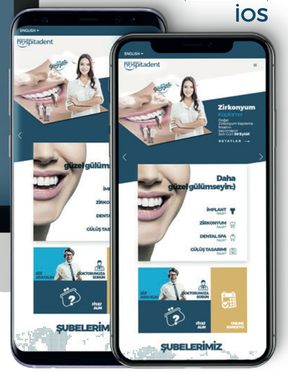
Online and printed logo will be used as follows.

Online

Desktop

Android

ios

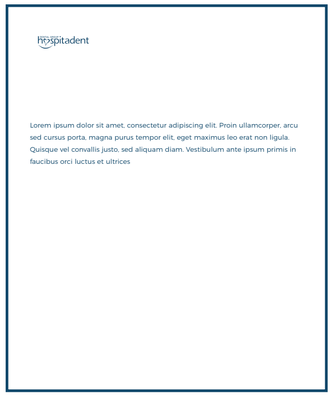


Social Media

with white area

Print

with white area



CROPPING THE HOSPI-SMILE

The Hospi Smile if will be cut
it will be used as follows.

DIGITAL PRINCIPLES

APP ICON

AVATAR

E-SIGNATURE

APP ICON

Dental Group Hospitadent app
logo will be used as follows.

Primary Color Usage

Secondary Color Usage

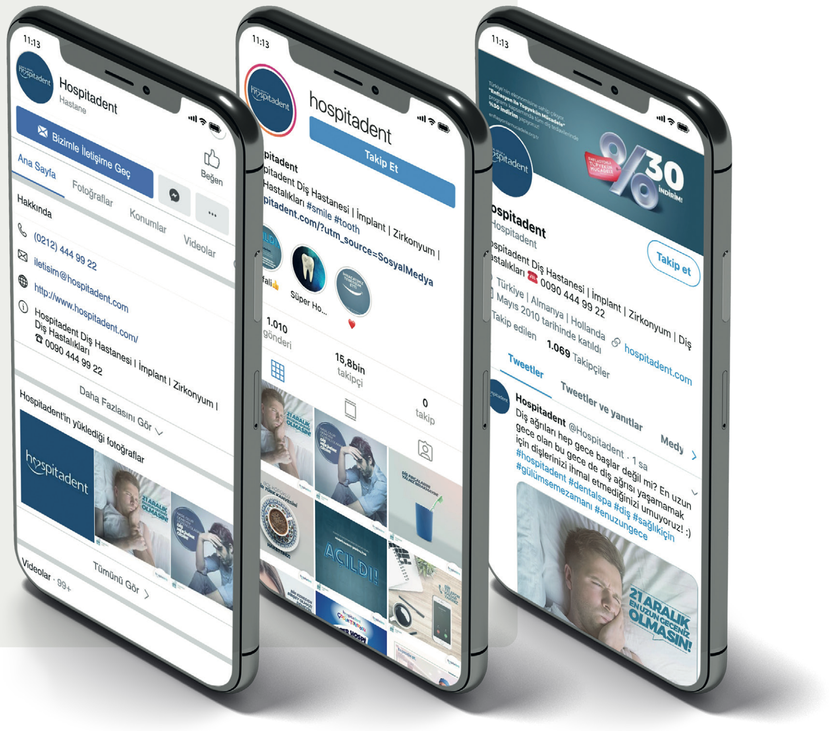
AVATAR

Dental Group Hospitadent social media avatar will be used as follows.

Square

Circle

SMILE UNIT

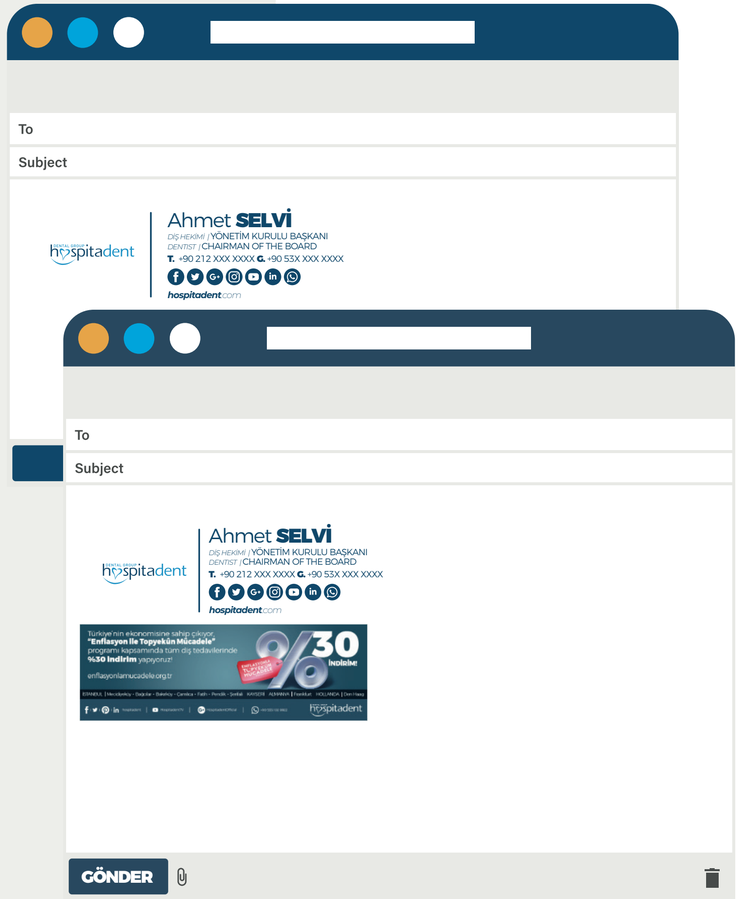


E-SIGNATURE

Dental Group Hospitadent e-signature will be used as follows.

E-Signature

E-Signature with banner



COLOUR

PRIMARY COLOURS

SECONDARY COLOURS

ASSISTANT COLOURS

PRIMARY COLOURS

Our primary colours will be Dental Group Hospitadent Dark Blue, Dental Group Hospitadent Light Blue and Hospitadent Orange.

HOSPITADENT
DARK BLUE

PANTONE
7693 C

CMYK
C. 100
M. 70
Y. 29
K. 14

RGB
R. 0
G. 72
B. 118

WEB
#004876

HOSPITADENT
LIGHT BLUE

PANTONE
Process Cyan C

CMYK
C. 100
M. 0
Y. 0
K. 0

RGB
R. 0
G. 159
B. 227

WEB
#009fe3

HOSPITADENT
ORANGE

PANTONE
1365 C

CMYK
C. 0
M. 36
Y. 76
K. 0

RGB
R. 255
G. 181
B. 72

WEB
#ffb548

SECONDARY COLOURS

Our secondary colours will be
Dental Group Hospitadent Dark Grey
and
Dental Group Hospitadent Grey

HOSPİTADENT
DARK GREY

PANTONE
426 C

CMYK
C. 76
M. 64
Y. 58
K. 72

RGB
R. 36
G. 39
B. 42

WEB
#24272a

HOSPİTADENT
LIGHT GREY

PANTONE
427 C

CMYK
C. 22
M. 14
Y. 16
K. 0

RGB
R. 207
G. 210
B. 211

WEB
#cfd2d3

WE'RE SPEAKING WITH THE GREAT TYPOGRAPHY

PRIMARY FONT

SECONDARY FONTS

PRIMARY FONT

Our primary font will be
“Montserrat Family”.

MONTSERRAT FONT FAMILY

MONTSERRAT BLACK
Black 48 Pt

MONTSERRAT BLACK ITALIC
Black Italic 48 Pt

MONTSERRAT EXTRA BOLD
Extra Bold 40 Pt

MONTSERRAT EXTRA BOLD ITALIC
Extra Bold 40 Pt

MONTSERRAT BOLD
Bold 35 Pt

MONTSERRAT BOLD ITALIC
Bold 35 Pt

MONTSERRAT MEDIUM
Medium 30 Pt

MONTSERRAT MEDIUM ITALIC
Medium Italic 30 Pt

MONTSERRAT REGULAR
Regular 24 Pt

MONTSERRAT LIGHT
Light 20 Pt

MONTSERRAT LIGHT ITALIC
Light Italic 20 Pt

SECONDARY FONTS

Our secondary font will be
“Snooker Script Family”.

We will use “Calibri” for mail and
presentations.

SNOOKER SCRIPT FAMILY - CALIBRI

Snooker Script Regular - Medium - Bold - Light
48 Pt

Calibri

48 Pt

#HASHTAG

#gülümsemezamani
#sağlıkiçin

GRAPHIC ELEMENTS

PRINTED DOCUMENTS

SIGNAGE

STAFF UNIFORM

PROMOTIONAL MATERIALS

PRINTED DOCUMENTS

BUSINESS CARD

Dental Group Hospitadent business card will be used as follows.

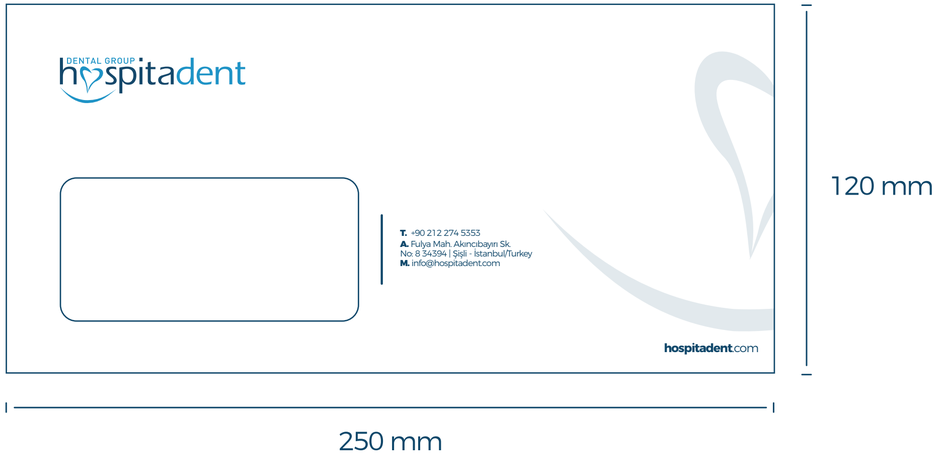
Material Properties;

300g Mat Coated Paper
Embossing Logotype.

PRINTED DOCUMENTS

LETTERHEAD&COMPANY ENVELOPE

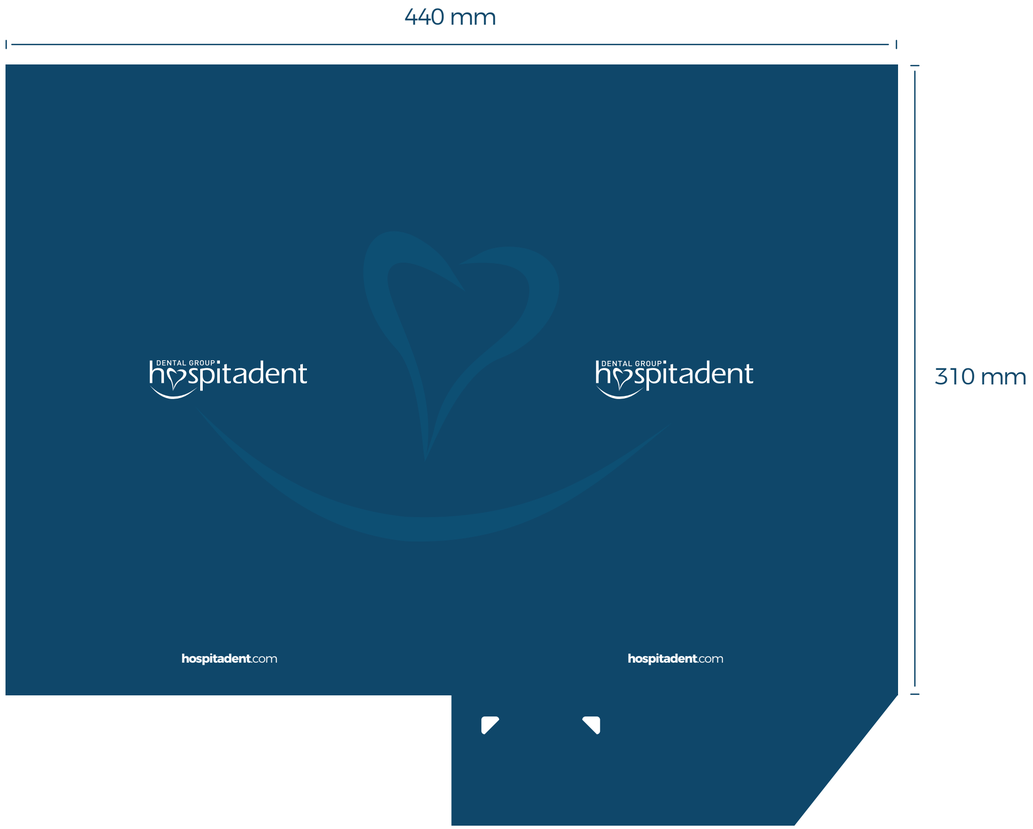
Dental Group Hospitadent letterhead and company envelope will be used as follows.



PRINTED DOCUMENTS

BAG ENVELOPE&POCKET FOLDER

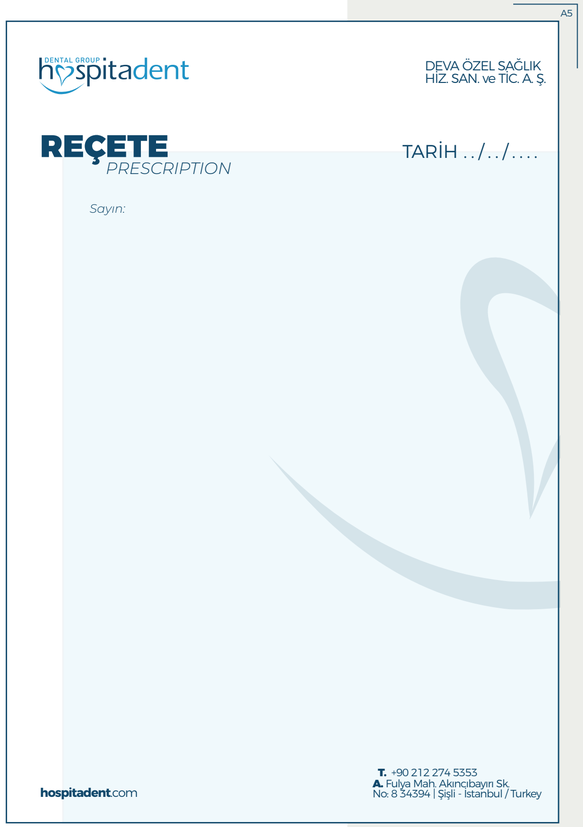
Dental Group Hospitadent bag envelope and pocket folder will be used as follows.



PRINTED DOCUMENTS

PRESCRIPTION

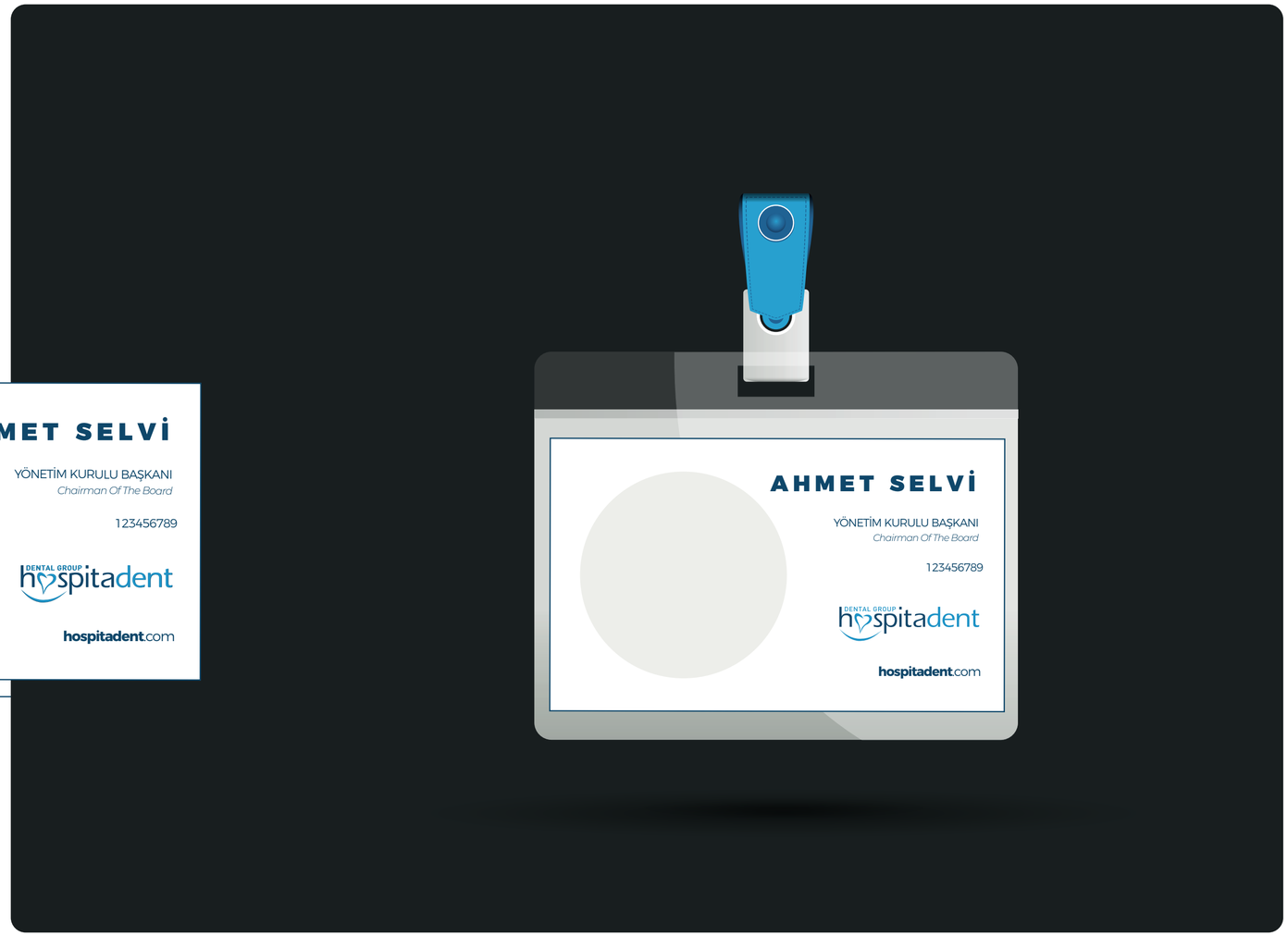
Dental Group Hospitadent prescription will be used as follows.



PRINTED DOCUMENTS

STAFF ID CARD

Dental Group Hospitadent staff id card will be used as follows.



PRINTED DOCUMENTS

TABLE FLAGS

Dental Group Hospitadent table flag will be used as follows.

*The table flag will be apply according to size.

PRINTED DOCUMENTS

FLAGS

Dental Group Hospitadent flags will be used as follows.

*The flags will be apply according to size.

PRINTED DOCUMENTS

GREETING CARD&INVITATION

Dental Group Hospitadent greeting card and invitation will be used as follows.

PRINTED DOCUMENTS

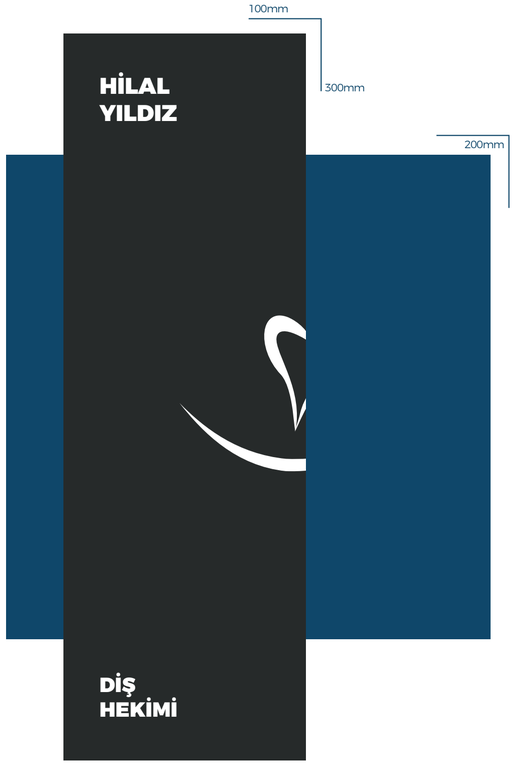
BADGE&STICKER

Dental Group Hospitadent badge and sticker will be used as follows.

SIGNAGE

DOOR SIGNAGE

Dental Group Hospitadent door signage will be used as follows.



SIGNAGE

SIGNAGE GUIDANCE

Dental Group Hospitadent signage guidance will be used as follows.

*The boards will be apply according to size.

SIGNAGE

SIGNBOARD&WALL SIGNBOARD

Dental Group Hospitadent signboard and wall signboard will be used as follows.

*The signboards will be apply according to size.

STAFF UNIFORM

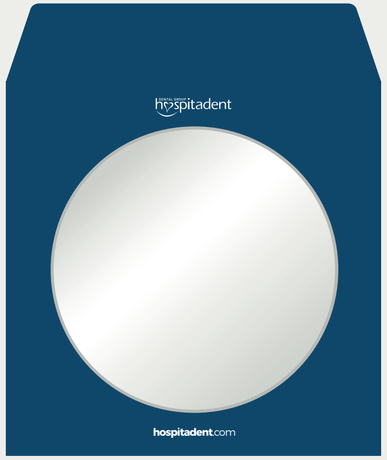
Dental Group Hospitadent staff uniform will be used as follows.

*The uniform logo will be apply according to size.
Min Size:
H: 4 mm for print

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.

CD



CD COVER

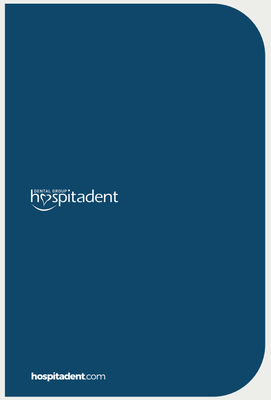
MUG

USB STORAGE

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.

NOTEBOOK

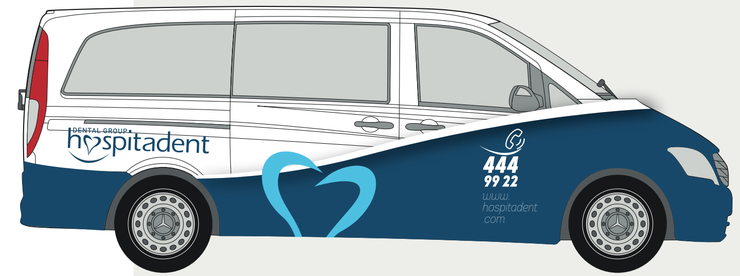


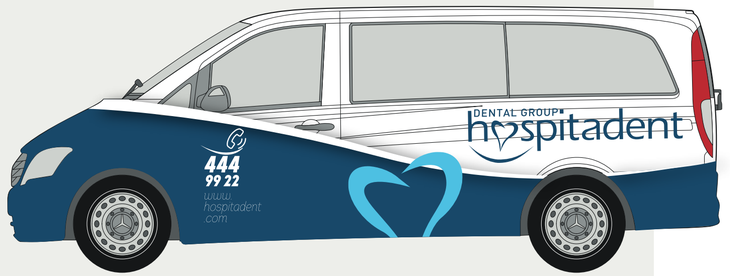
PEN

*The notebook logo will be apply according to size.

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.





*1:30 Size

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.

DENTAL GROUP hospitadent

İSTANBUL • Mecidiyeköy • Bağcılar • Bakırköy • Çamlıca • Fatih • Pendik • Şerifali • KAYSERİ • ALMANYA • Frankfurt • HOLLANDA • Den Haag

HEAD OFFICE

A. Fulya Mah. Akıncıbayırı Sk. No: 8 34394 | Şişli - İstanbul/Turkey

T. +90 212 274 5353

hospitadent.com

DENTAL GROUP
hospitadent