



LIFESTYLE DENTAL CARE  
// BRANDING GUIDE  
// WONDERIST AGENCY  
// AUGUST 2019

WELCOME TO



Love Your Reflection, Share Your Smile

PHILIPPE JEAN, DDS • MARGATE, FL

## PRIMARY LOGO



The **primary logo** should be used as much as possible, so long as the design is not compromised. It is distinguished by the waves, the wordmark, and the mirror graphic. If the primary logo cannot be clearly deciphered in any given design, use an approved alternate logo or wordmark, as outlined in the following page. Do not alter the primary logo by changing colors, moving elements, or stretching beyond the original ratio.

**Clear space** is defined by the height and width of the "L" in the logo's "Lifestyle." It exists around the logo to ensure legibility and impact. Make sure no other elements encroach on this buffer.

## SECONDARY LOGOS



**L**<sup>i</sup>FESTYLE  
DENTAL CARE

The **icon** can be used in small areas, such as website favicons and in social media.



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The **tagline logo** features the wordmark with the practice's byline (tagline). These can be useful for projects that establish the initial presence of the brand, such as on signage or a website masthead. The black, white, and color variations can all be used, as well as the vertical stack variation if the space is more vertically oriented.

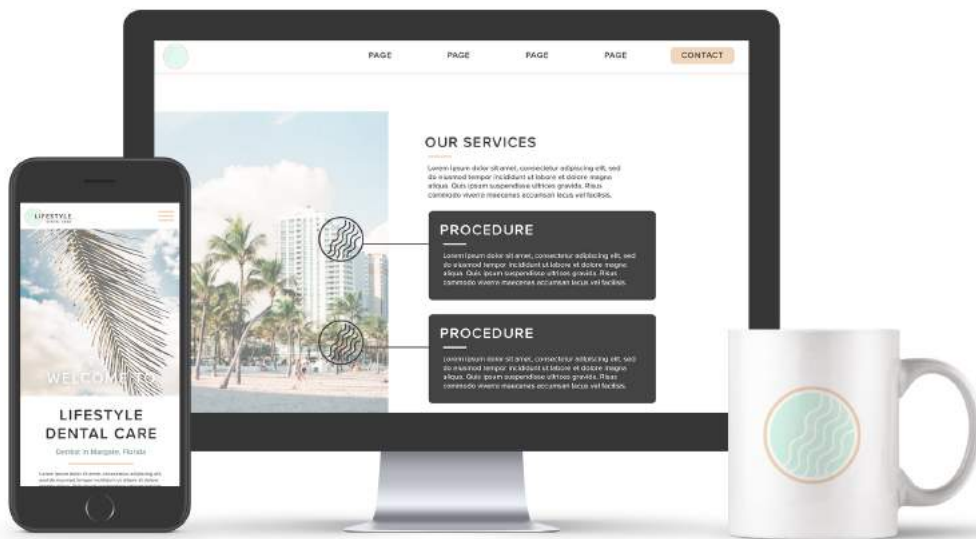
**L**<sup>i</sup>FESTYLE  
DENTAL CARE

The **wordmark** is simply the practice name shown in the fonts specified for this brand. This can be used where the full primary or horizontal stack logo disrupts the overall design, such as in text-focused documents.

The **vertical stack logo** can be used in projects where width space is limited, such as a vertical banner or Google display ad.



The **wave and mirror accents** can be used to enhance the branding without overtly using the logo, such as for website backgrounds and stationery.





LIFESTYLE  
DENTAL CARE

123 Address St  
City, State ZIP

\_\_\_\_\_ has an appointment scheduled  
on \_\_\_\_\_ at \_\_\_\_\_  
This time has been reserved exclusively for you.  
Please give us 48 hours notice if you wish to ar-  
range a change of appointment.

123 Address, Suite #XX, City, State, XXXXX  
(XXX) XXX-XXXX • email@email.com • website.com

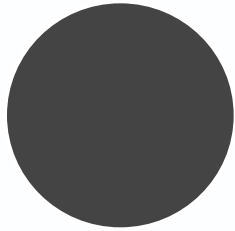
see you soon

LIFESTYLE  
DENTAL CARE

Philippe Jean, DDS • 123 Address, City, State, ZIP • (XXX) XXX-XXXX  
email@email.com • website.com



## COLOR PALETTE



**CHARCOAL  
BLACK**

#444444

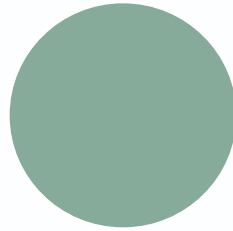
R: 68 G: 68 B: 68  
C: 58 M: 44 Y: 44 K: 37  
PMS: 446 C



**WHITE**

#FFFFFF

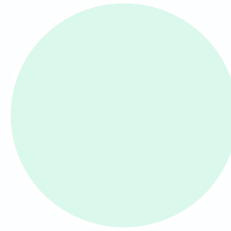
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0  
[NO PANTONE]



**BAY  
LEAF**

#86AB9B

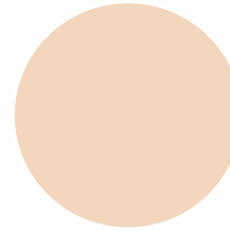
R: 134 G: 171 B: 155  
C: 46 M: 15 Y: 28 K: 3  
PMS: 5575 C



**SEAFOAM  
GREEN**

#DAF8EB

R: 218 G: 248 B: 235  
C: 15 M: 2 Y: 6 K: 0  
PMS: 9520 C



**SANDY  
PEACH**

#F2D7BD

R: 242 G: 215 B: 189  
C: 6 M: 14 Y: 19 K: 1  
PMS: 475 C

**Color** compliments, builds, and personalizes a logo, without dictating the full design. Use these colors individually or in harmony.

The full black or full white logos can be used against any of the primary colors as a background.

## FONTS

**Proxima  
Soft**

**SemiBold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890

Use **Proxima Soft SemiBold** for headings and subheadings in web and print.

**Proxima  
Soft**

**Regular**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890

Use **Proxima Soft Regular** for large bodies of copy in web and print.

## TAGLINE

# Love Your Reflection, Share Your Smile



The **tagline** serves as a brand's catchphrase.

If desired, use it in conjunction with the logo when the design serves as an educational piece, such as a website, brochure, or direct mailer.

When presented with the logo, the tagline should be written in Proxima Soft Regular. When included in web or print copy, the tagline should match the paragraph style.





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