mexico dental

BRAND GUIDE

GLEKEL'

Industry
Dental

Location
USA & Mexico

Year
2022

Scope of work
logotype, brand mark, colors, typography, graphic elements, image guide, social media templates

ABOUT THE PROJECT

Mexico Dental is a dental clinic in Mexico that helps U.S. citizens get quality, reliable and affordable treatment.

01 LOGOTYPE
02 COLOR PALETTE
03 TYPOGRAPHY
04 GRAPHIC ELEMENTS

01 LOGOTYPE

MAIN LOGO

The primary logo is the main graphic that represents your business and is used most often

COLOR COMBINATION

Each brand logo lockup has several colour variations for use on different background types, tones, and colours.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

purple background

blue background

white background

black background

SAFE AREA

A ‘clear zone’ is defined around the logo to help maintain balance and clarity.

Within the Blue Road logo, the width of the ‘R’ is used to determine the minimum amount of space between the logo and other graphic elements, type or margins.

02 COLOR PALETTE

COLOR PALETTE

Фирменный цвет — яркий фиолетовый. Остальные цвета служат как дополнение к фиолетовому.

03 TYPOGRAPHY

PRIMARY FONT

The main font for
DM Sans headers

BARLOW

Weights:	Example:
Black	**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll** **Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww** **Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**
Bold	**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll** **Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww** **Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SECONDARY FONT

The main font for
Hind typewriter

Hind

Weights:	Example:
Black	**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll** **Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww** **Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**
Bold	**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll** **Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww** **Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

COLOR COMBINATION

The main color combination of how you can use text on the background

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

04 PATTERN

PATTERN

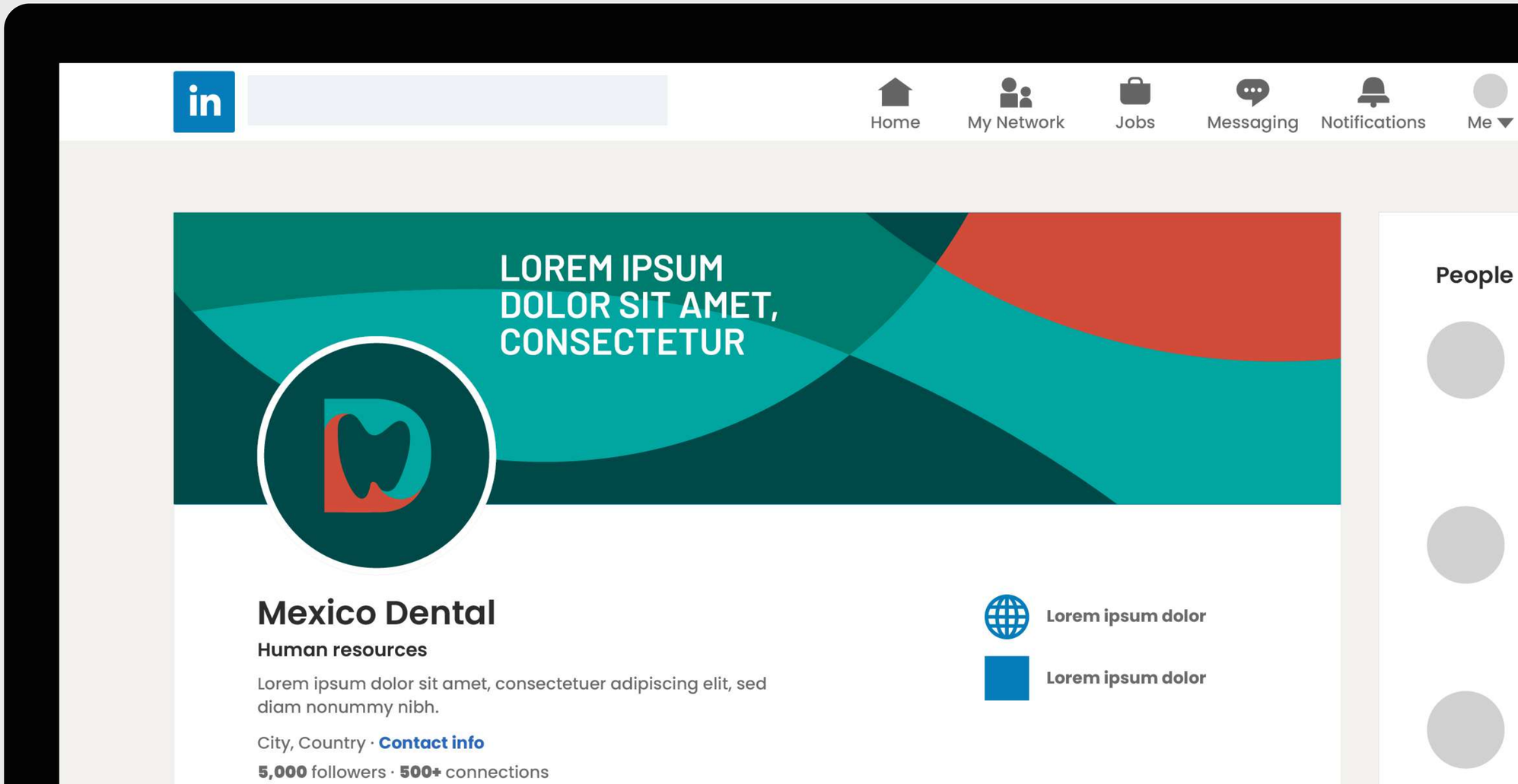
BUSINESS CARDS

UNIFORMS

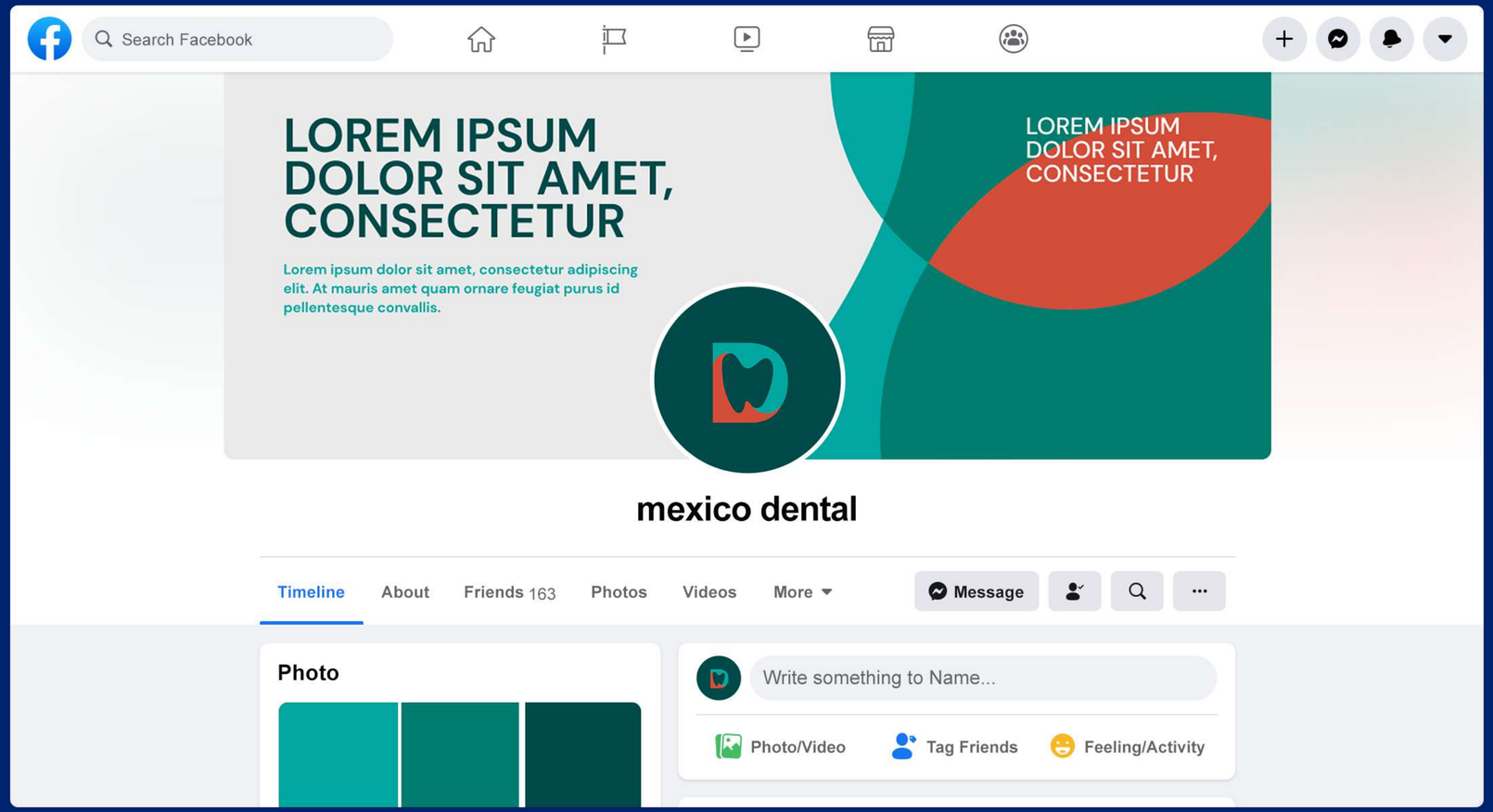
LOREM IPSUM
1
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna arcu quam diam eu pharetra ut scelerisque et.
2
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna arcu quam diam eu pharetra ut scelerisque et.
3
Adipiscing adipiscing nunc, purus aliquam. Fermentum, arcu, in ultrices parturient posuere nec.
SERVICES WE OFFER
What we can do for you
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Amet netus suscipit eleifend cursus commodo et mi. Dictum at condimentum ultrices et commodo at lorem phasellus. At odio porta quam sed at viverra vitae amet. Dui quis tellus orci, enim mollis id tincidunt et.
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.
1
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna arcu quam diam eu pharetra ut scelerisque et.
2
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna arcu quam diam eu pharetra ut scelerisque et.
3
Adipiscing adipiscing nunc, purus aliquam. Fermentum, arcu, in ultrices parturient posuere nec.
mexico dental
GUIDE HEALT CARE
100% Support
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
mexicodental.com
CONTACTS
Location / City
phone (xxx) xxx-xx-xx
email mexicodental@gmail.com
http// mexicodental.com

UNIFORMS

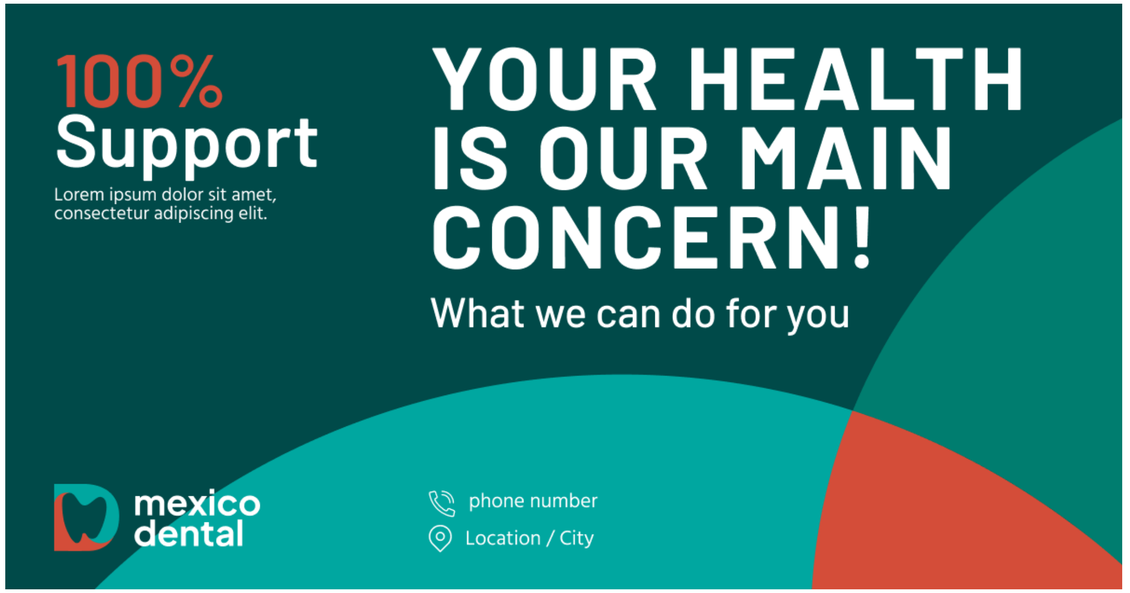
COVER LINKEDIN



COVER FACEBOOK



TEMPLATE BANNER 1200 X 628



TEMPLATE BANNER 1200 X 1200

VISUAL GUIDE

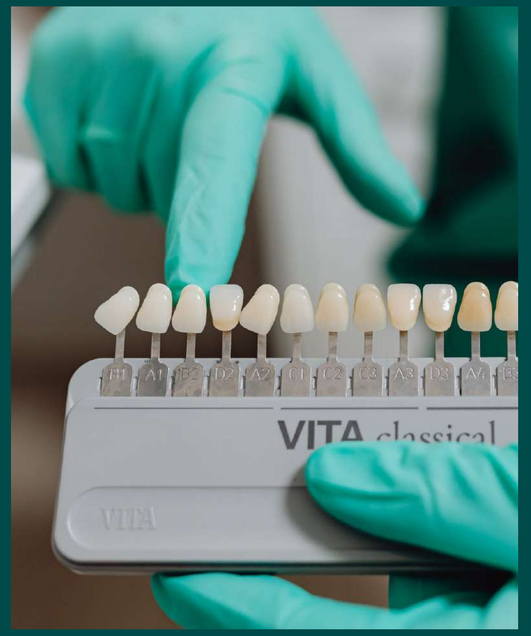
IMAGE USE GUIDELINES

It is recommended to choose modern and high quality images. Portraits should look stylish with neutral clean backgrounds. Dentistry materials and processes should be neutral, clean and gentle

All images with people should be with realistic emotions, not staging. It is better to use a calm, soft palette, not bright with colorful aggressive shades. The idea is to show healthy people in their everyday life with real emotions, smile, laughing or doing their everyday routine.

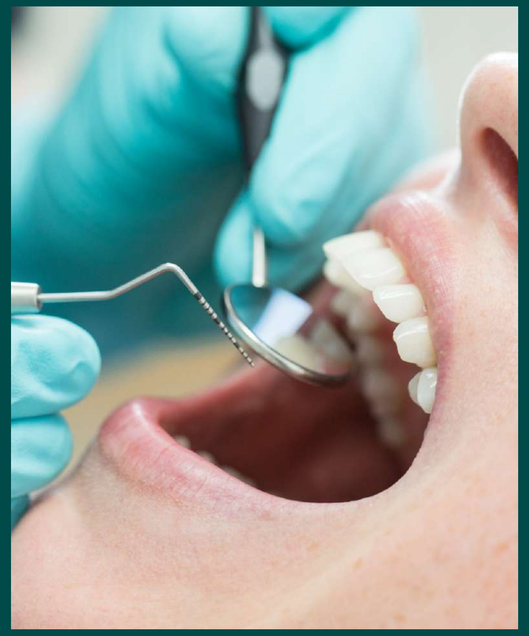
Ask yourself - how healthy and beautiful smiles change people's lives? Why should people care about their teeth?

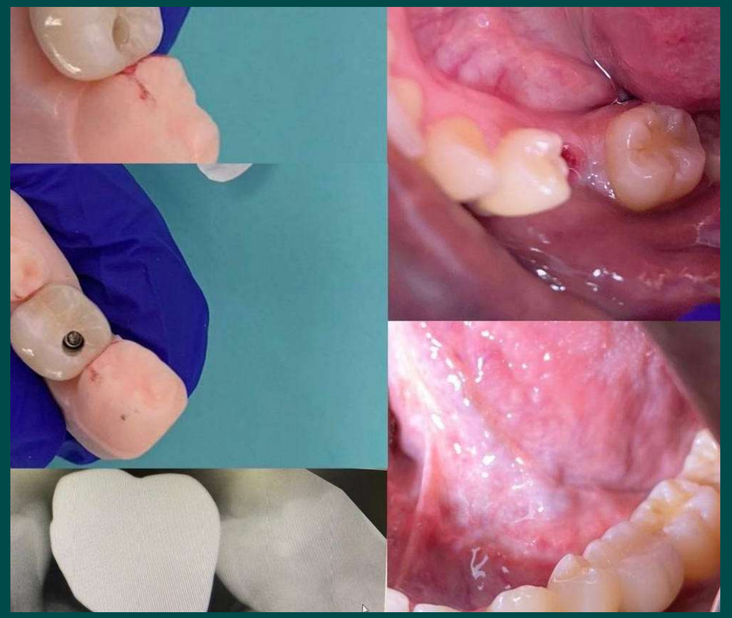
You can add some lifestyle images too, like food recipes, daily healthy routine, etc.



INAPPROPRIATE CHOICE OF IMAGES

It is forbidden to use cliche stock photos with fake emotions, surgeries images, photos with blood or illness. People should not wear old-fashioned clothes and pose for photos.
Photos should not be overloaded with details and should be without any additional filters and overretouchered

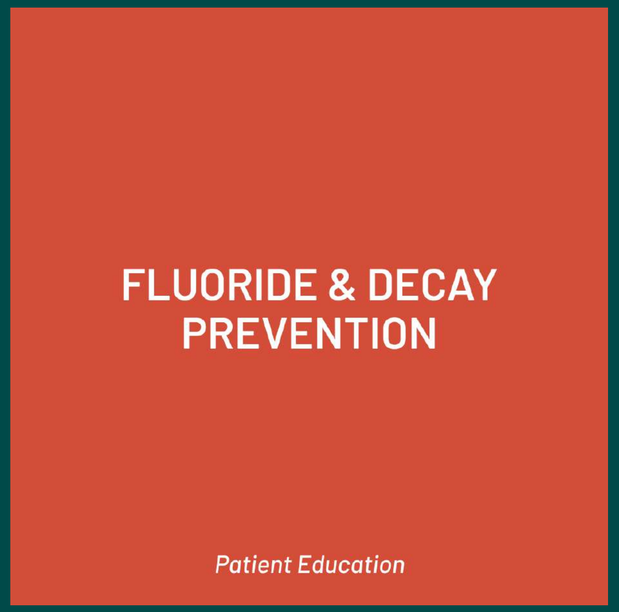




INSTAGRAM TEMPLATES

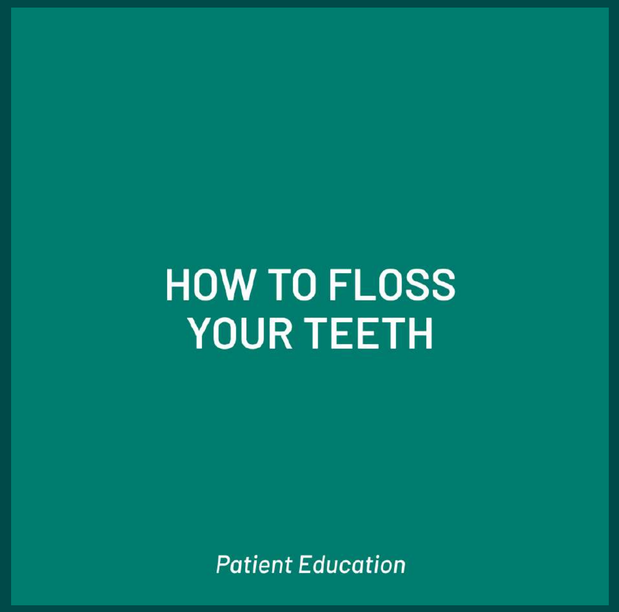
ELEMENT 1
TEXT & COLOR BACKGROUND

Use this option with a color clean background with text when you need to add only simple thoughts, notes or important topics. This minimalistic style will help to avoid overloading with detail in your social media feed. Also it attracts the attention to the main message

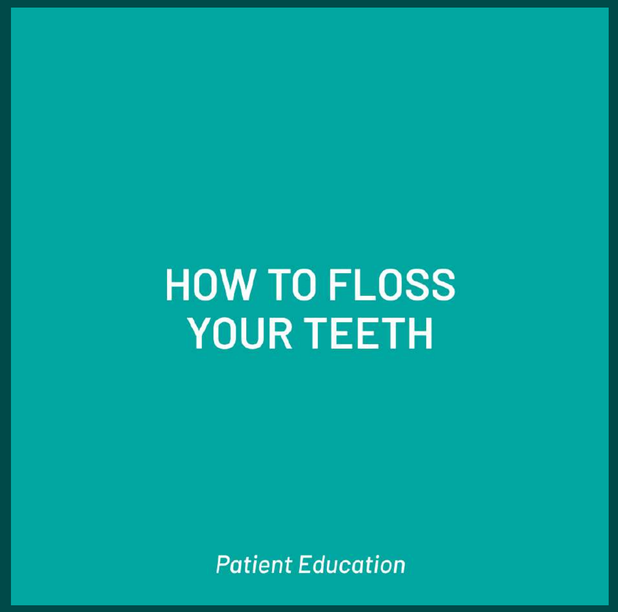


Option 1

Option 2



Option 3

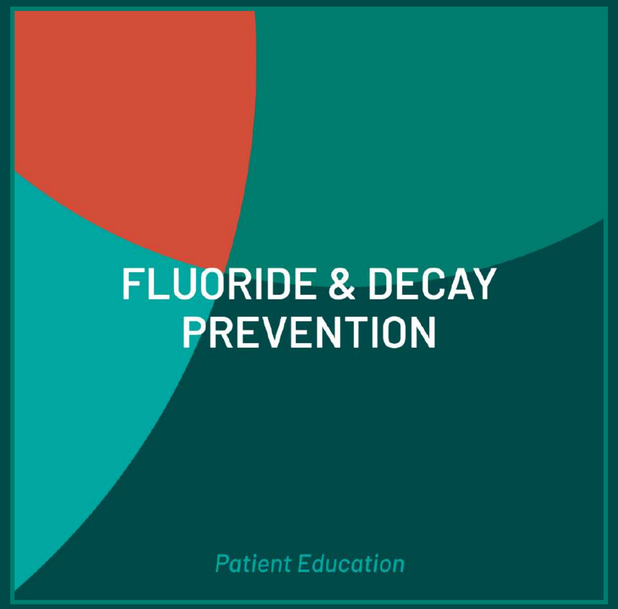


Option 4

ELEMENT 2
TEXT & GRAPHIC ELEMENTS

This option consists of branding graphic elements. It is catchy and colorful. You can use it for important messages and topics, as we can do with the option 1

We have created a few examples for usage, but you can create your own templates with similar patterns to get the best result.



Option 1

Option 2

Option 3

ELEMENT 3
TEXT & PHOTO BACKGROUND

You can use any image as a background with text elements. The text's position can be flexible, depending on the picture

Also, optional you can add other elements, like a logotype

Option 1

Option 2

Option 3

ELEMENT 4

TEXT & PHOTO & GRAPHIC ELEMENTS

You can combine all available elements to get bright and unusual banners. Here you can use simple images for background and images without background with graphic elements.

But be careful! Don't use these examples too much to don't get a too bright Instagram grid.

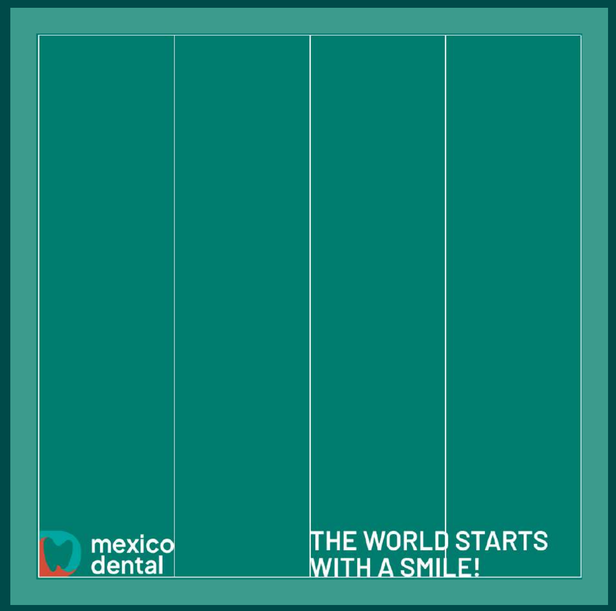
Option 1

Option 2

Option 3

GRID SYSTEM
COLUMNS AND SAFE AREA

If possible, try to save the geometric position of the elements to get simple and balanced design layouts.

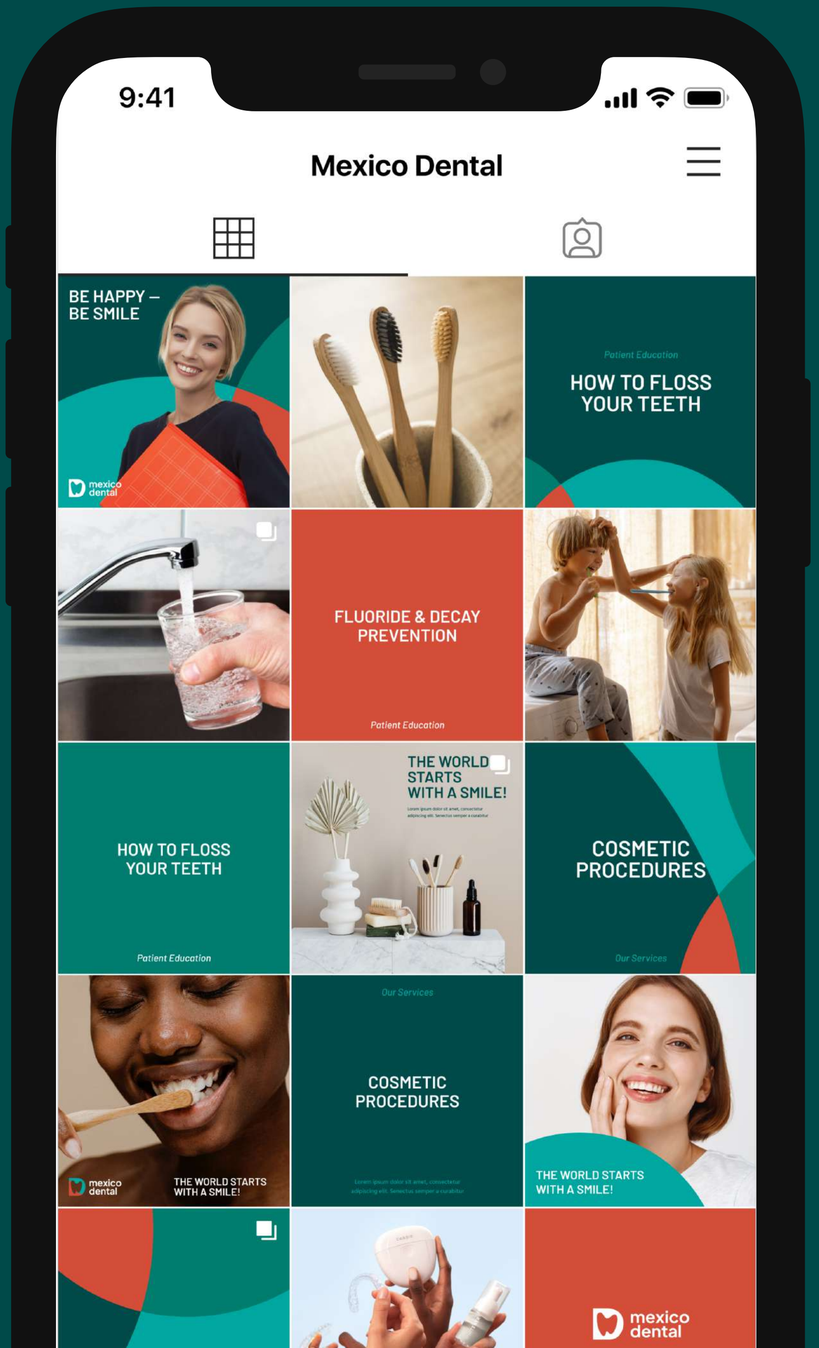


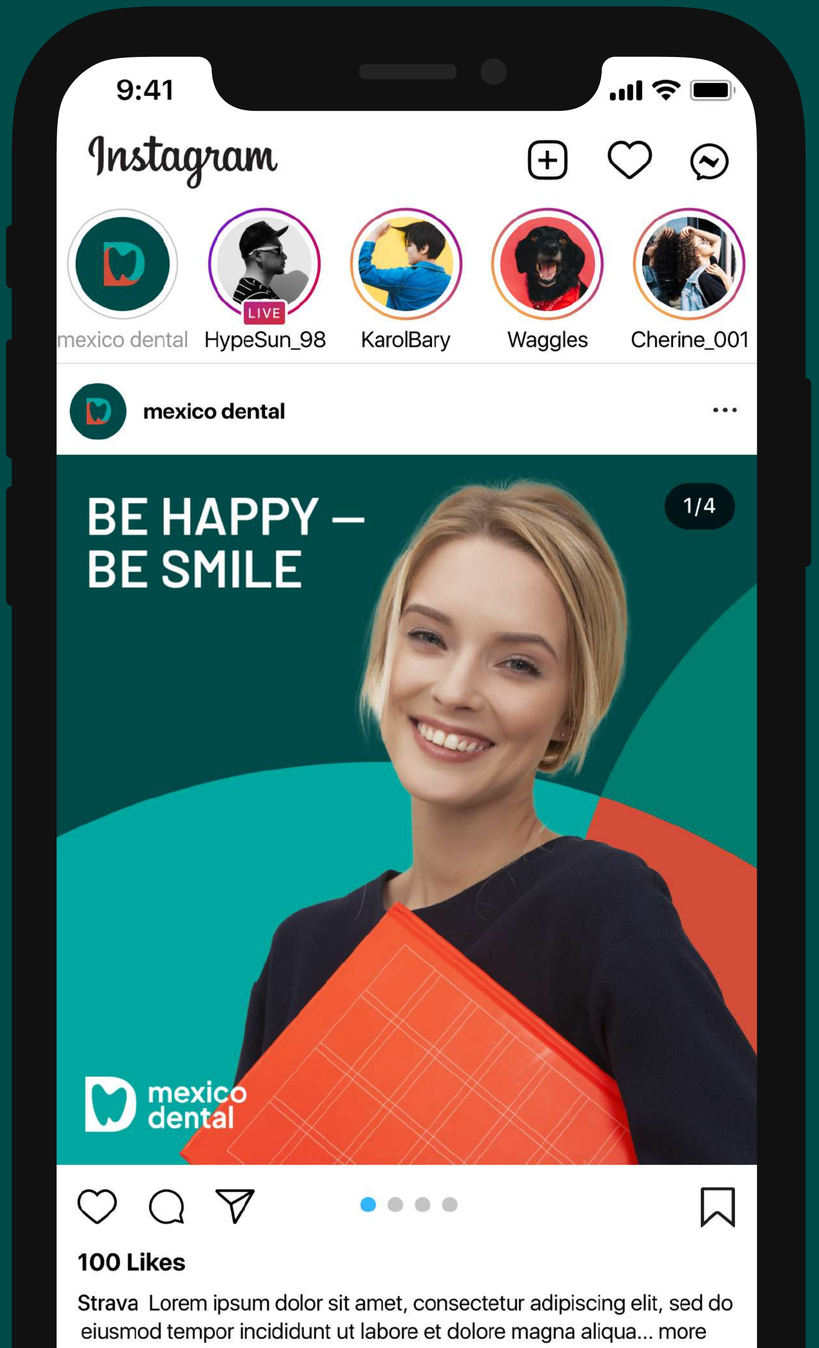
Grid example

Bad usage

Good usage

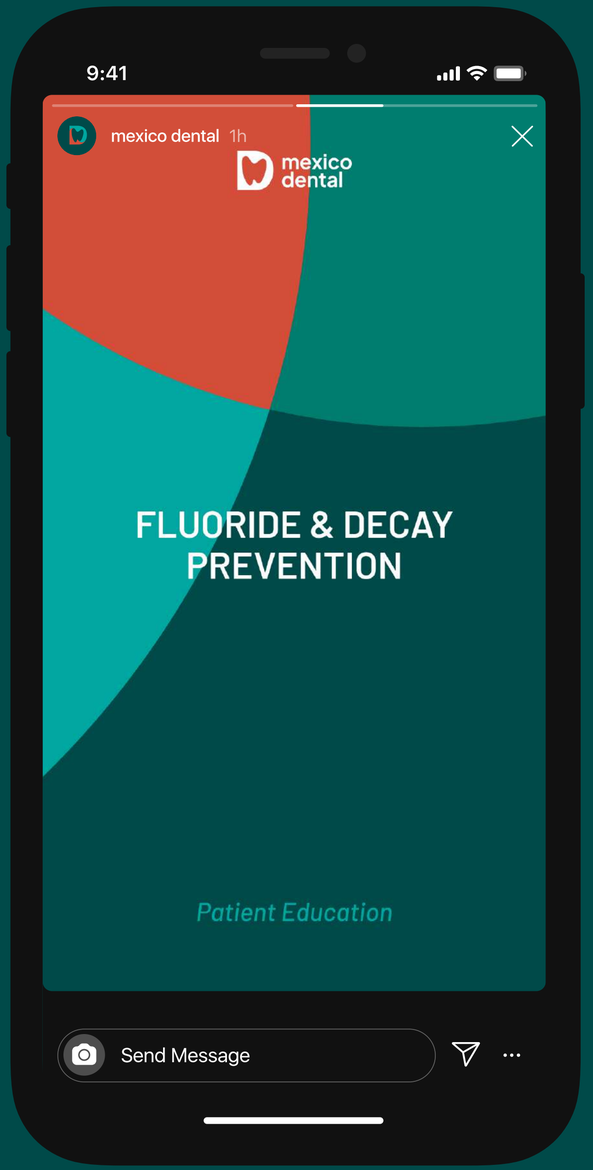
VISUALIZATION
EXAMPLE OF USAGE

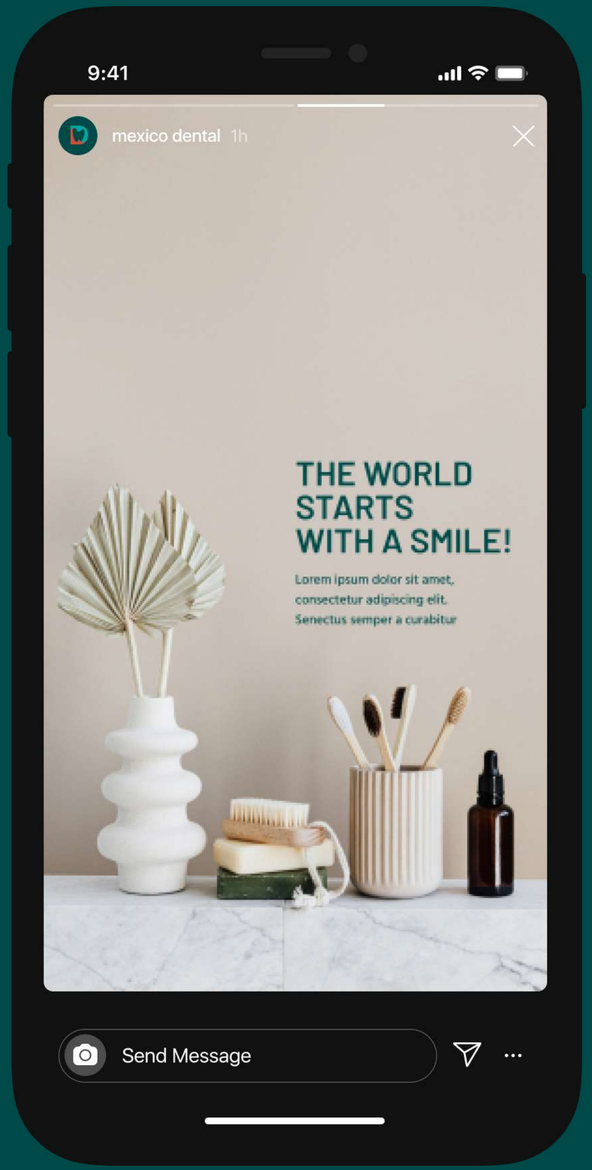




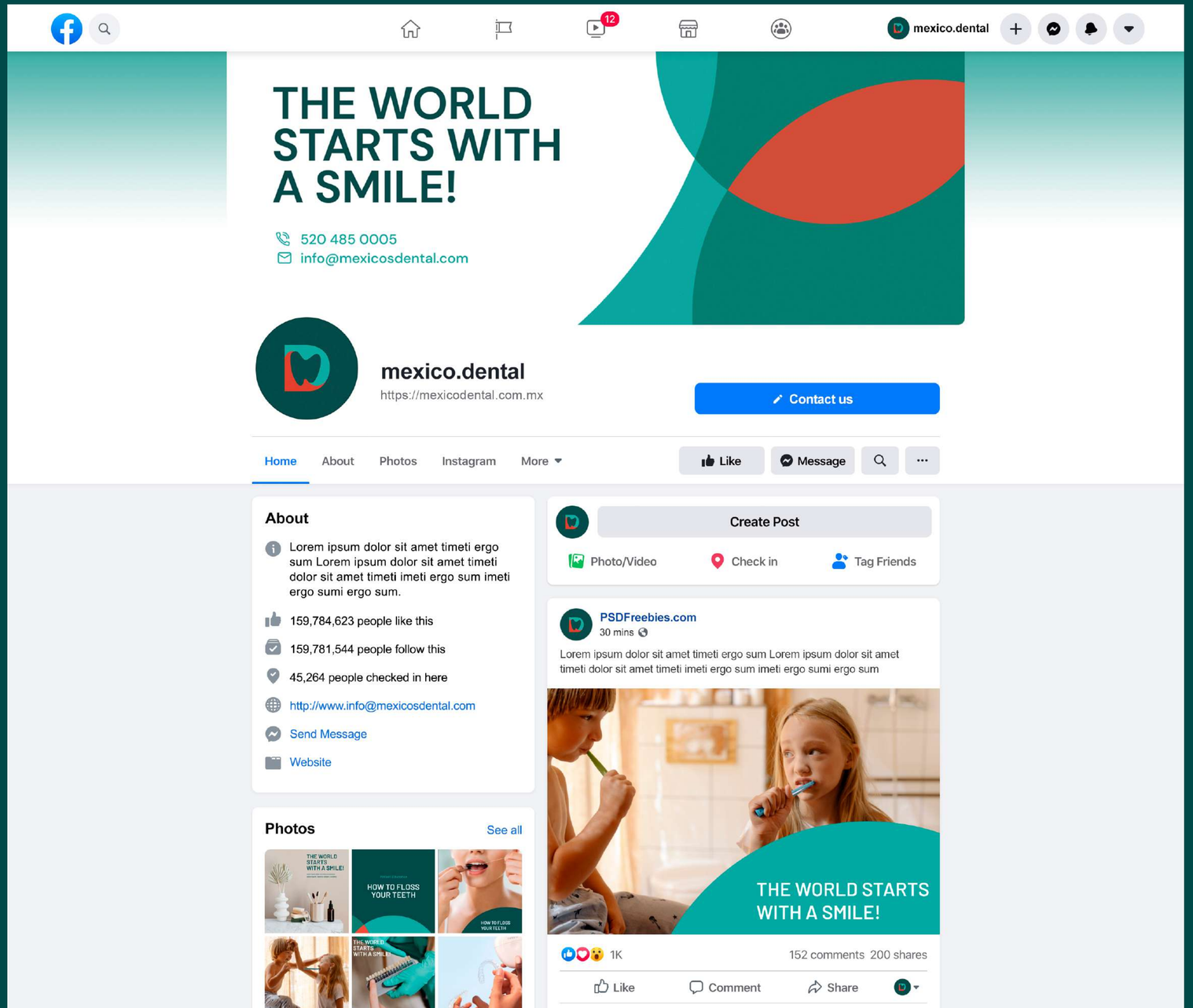
1080X1920
STORIES SIZE

The banners may be resized for Instagram Stories if needed.

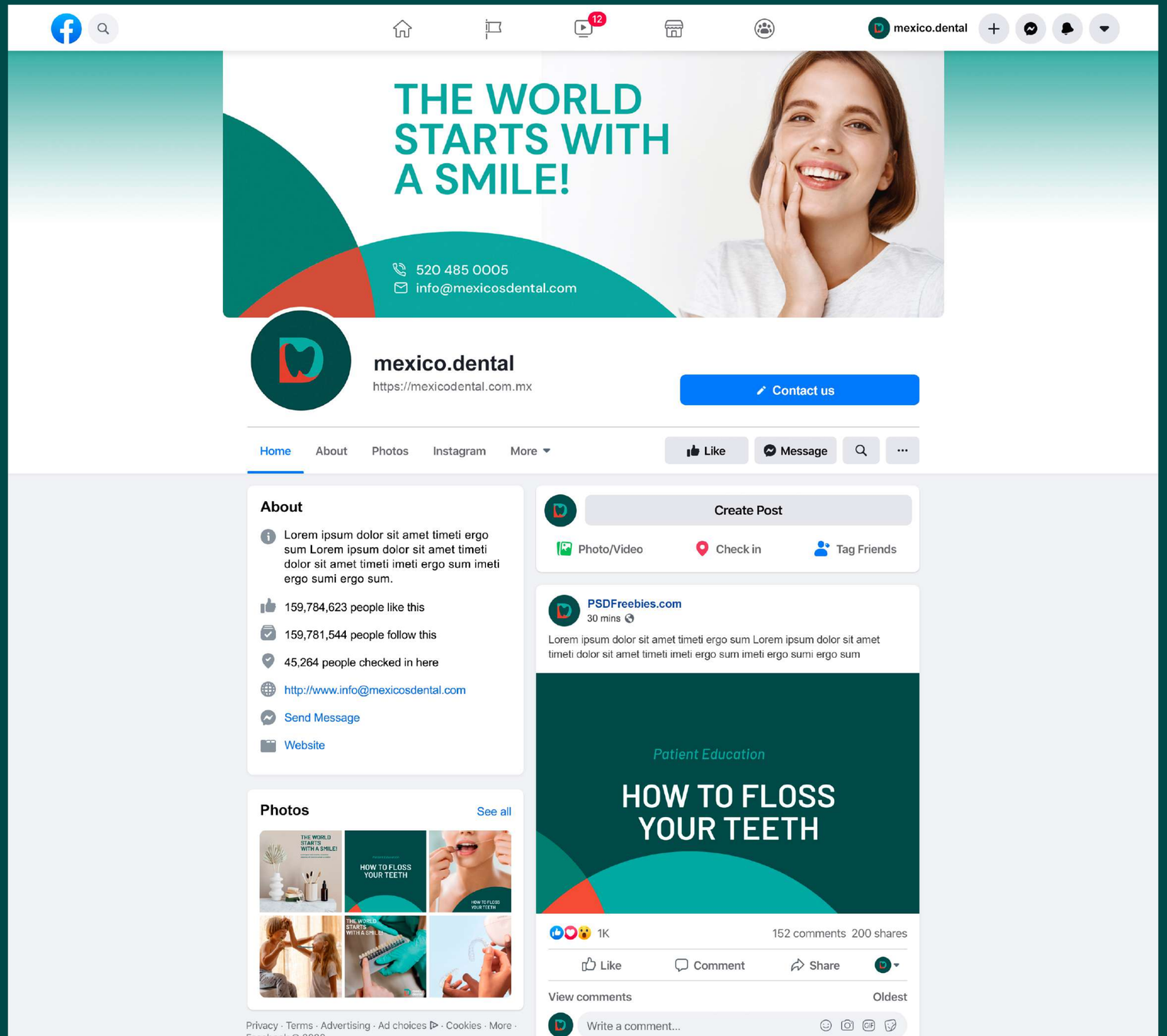




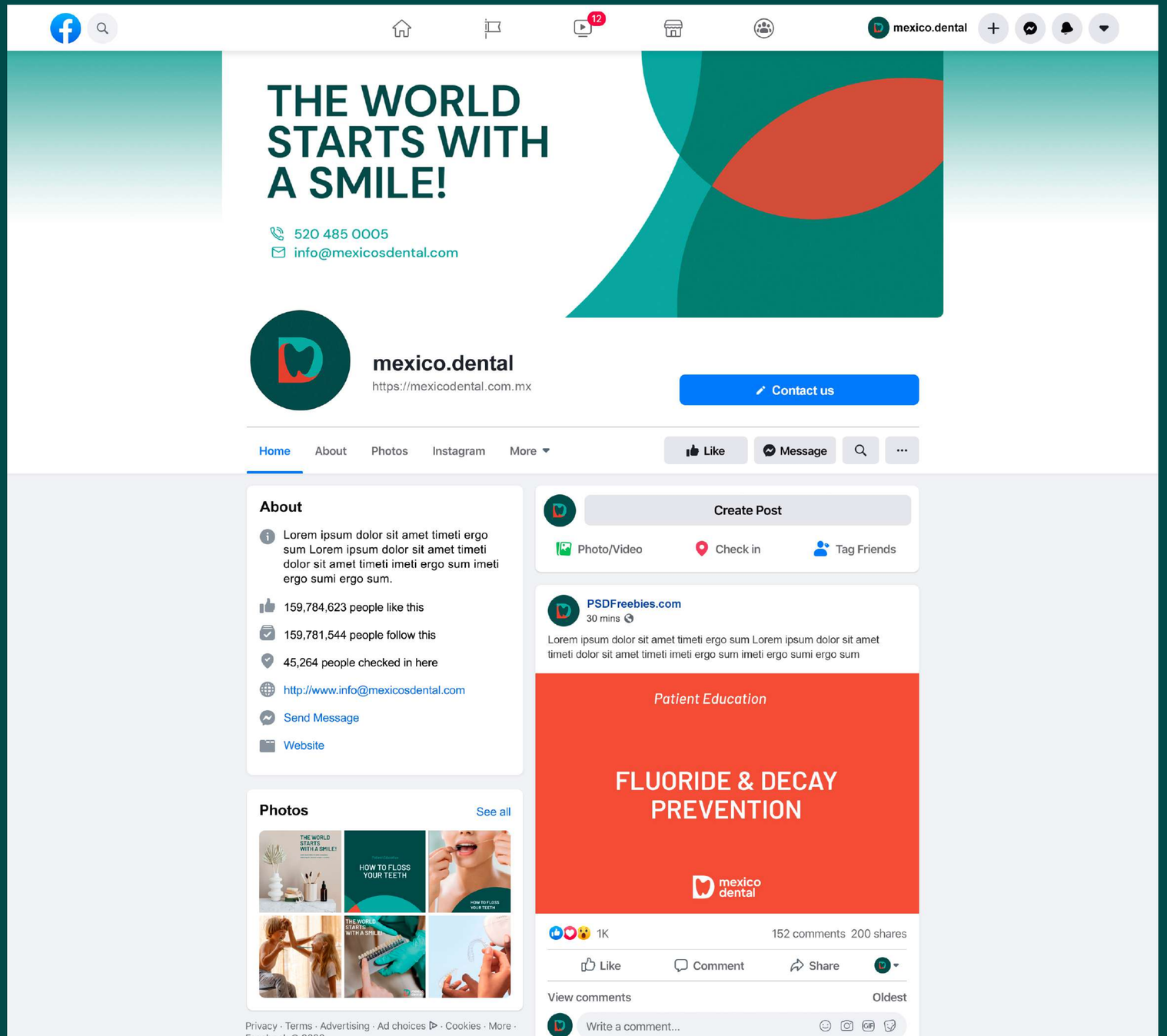
FACEBOOK
COVER & POST



FACEBOOK
COVER & POST



FACEBOOK
COVER & POST



THANK YOU