

BRAND GUIDE

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 LOGO TYPE

02 COLOR PALETTE

03 TYPOGRAPHY

04 GRAPHIC ELEMENTS

01 LOGOTYPE

The background features a dark teal gradient. Overlaid on this are several large, overlapping, rounded shapes. One shape is a medium teal color, another is a slightly lighter teal, and a third is a vibrant red-orange color. These shapes overlap in the bottom right quadrant of the image.

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

The background features a dark teal gradient. Overlaid on this are several large, overlapping curved shapes. A large, lighter teal shape curves from the bottom left towards the center. A smaller, bright red shape overlaps the bottom right corner of the lighter teal shape. Another large, medium teal shape curves from the top right towards the center, overlapping the other shapes.

COLOR PALETTE

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

#6B35F7

#121212

#FFFFFF

#EFF0F4

#AAB0B8

03 TYPOGRAPHY

The background features a dark teal gradient. Overlaid on this are several large, overlapping curved shapes. A large teal shape curves from the bottom left towards the center. Another teal shape curves from the bottom right towards the center. A red shape is positioned at the bottom right, overlapping the teal shapes.

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 Rr 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 Rr 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 Rr 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 Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

04 PATTERN

The image features a dark teal background. On the left side, the text '04 PATTERN' is displayed in a bold, sans-serif font. The '04' is white, and 'PATTERN' is a lighter teal color. On the right side, there are three overlapping, curved shapes: a large teal shape at the top, a medium teal shape below it, and a red shape at the bottom right corner.

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.



GUIDE HEALTH CARE

100% Support

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

CONTACTS

- Location / City
- phone (xxx) xxx-xx-xx
- email mexicodental@gmail.com
- [http:// mexicodental.com](http://mexicodental.com)

mexicodental.com

UNIFORMS



COVER LINKEDIN

The image shows a LinkedIn profile cover for 'Mexico Dental'. The cover features a teal and red abstract background with a circular logo containing a stylized tooth. The text 'LOREM IPSUM DOLOR SIT AMET, CONSECTETUR' is displayed in white on the teal background. Below the cover, the profile name 'Mexico Dental' and industry 'Human resources' are visible, along with a bio, location, and contact information. The right sidebar shows a 'People' section with three placeholder profile pictures. The top navigation bar includes icons for Home, My Network, Jobs, Messaging, Notifications, and Me.

in [Search Bar]

Home My Network Jobs Messaging Notifications Me

**LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUR**

Mexico Dental
Human resources

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

City, Country · [Contact info](#)

5,000 followers · **500+** connections

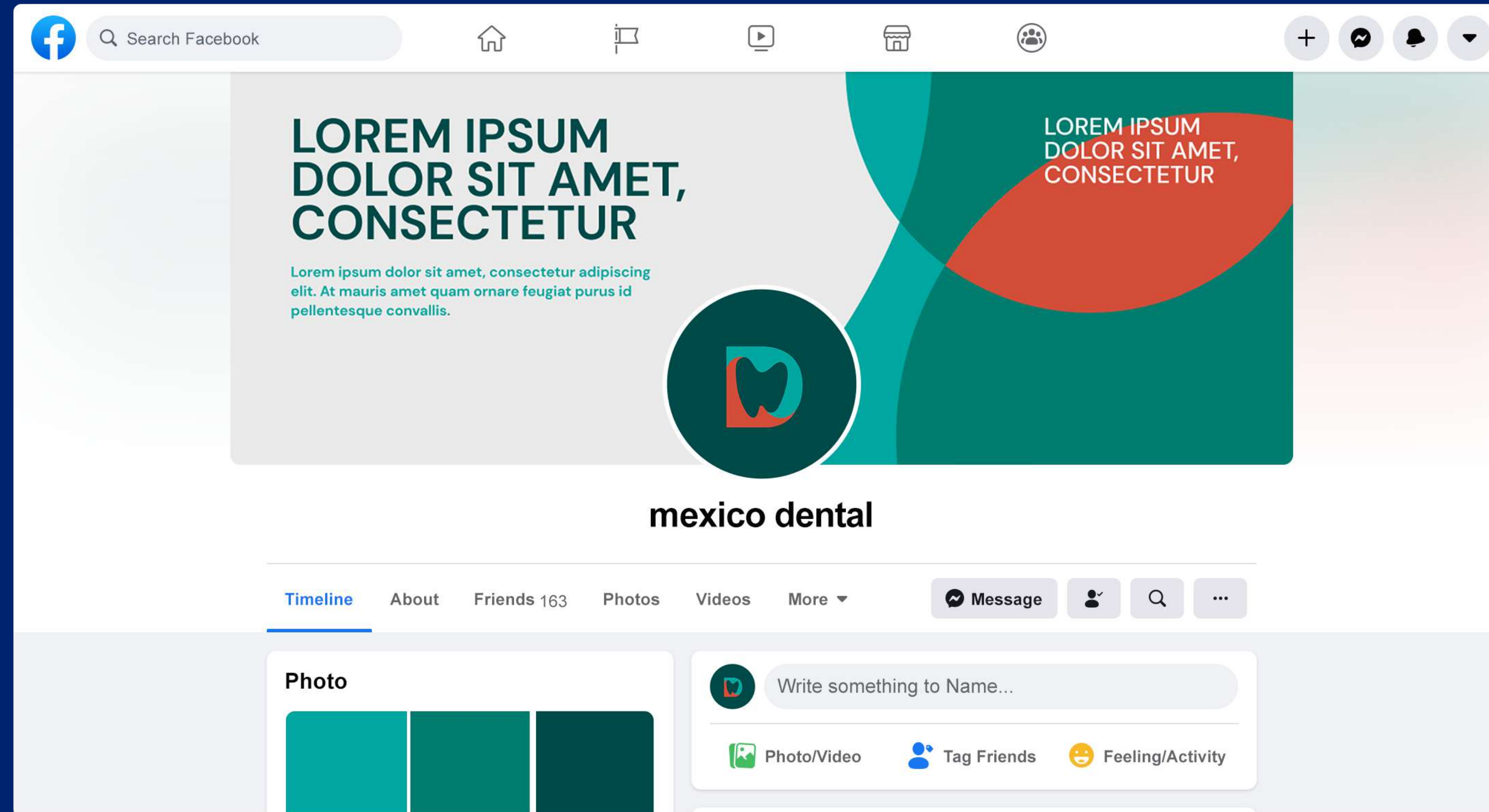
People

- [Profile Picture]
- [Profile Picture]
- [Profile Picture]

Lorem ipsum dolor

Lorem ipsum dolor

COVER FACEBOOK



**YOUR HEALTH IS OUR
MAIN CONCERN!**
WHAT WE CAN DO FOR YOU

**100%
Support**
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.


 **mexico
dental**



 phone number
 Location / City

This banner features a dark teal background with abstract teal and red curved shapes. The main headline is in large white bold font. Below it is a sub-headline. The '100% Support' section is in white bold font with a small paragraph of placeholder text. The logo and contact information are in the bottom left.

**100%
Support**
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

**YOUR HEALTH
IS OUR MAIN
CONCERN!**
What we can do for you

 **mexico
dental**

 phone number
 Location / City

This banner features a dark teal background with abstract teal and red curved shapes. The '100% Support' section is in white bold font with a small paragraph of placeholder text. The main headline is in large white bold font. Below it is a sub-headline. The logo and contact information are in the bottom left.

SERVICES WE OFFER

WHAT WE CAN DO FOR YOU



phone number
Location / City

100% Support
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SERVICES WE OFFER

WHAT WE CAN DO FOR YOU

- ✉ email address
- ☎ phone number
- 📍 Location / City



100% Support
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

VISUAL GUIDE

The background features a dark teal gradient. On the left side, there are two overlapping curved shapes: a larger teal one and a smaller red one. The text 'VISUAL GUIDE' is centered in the upper half of the image.

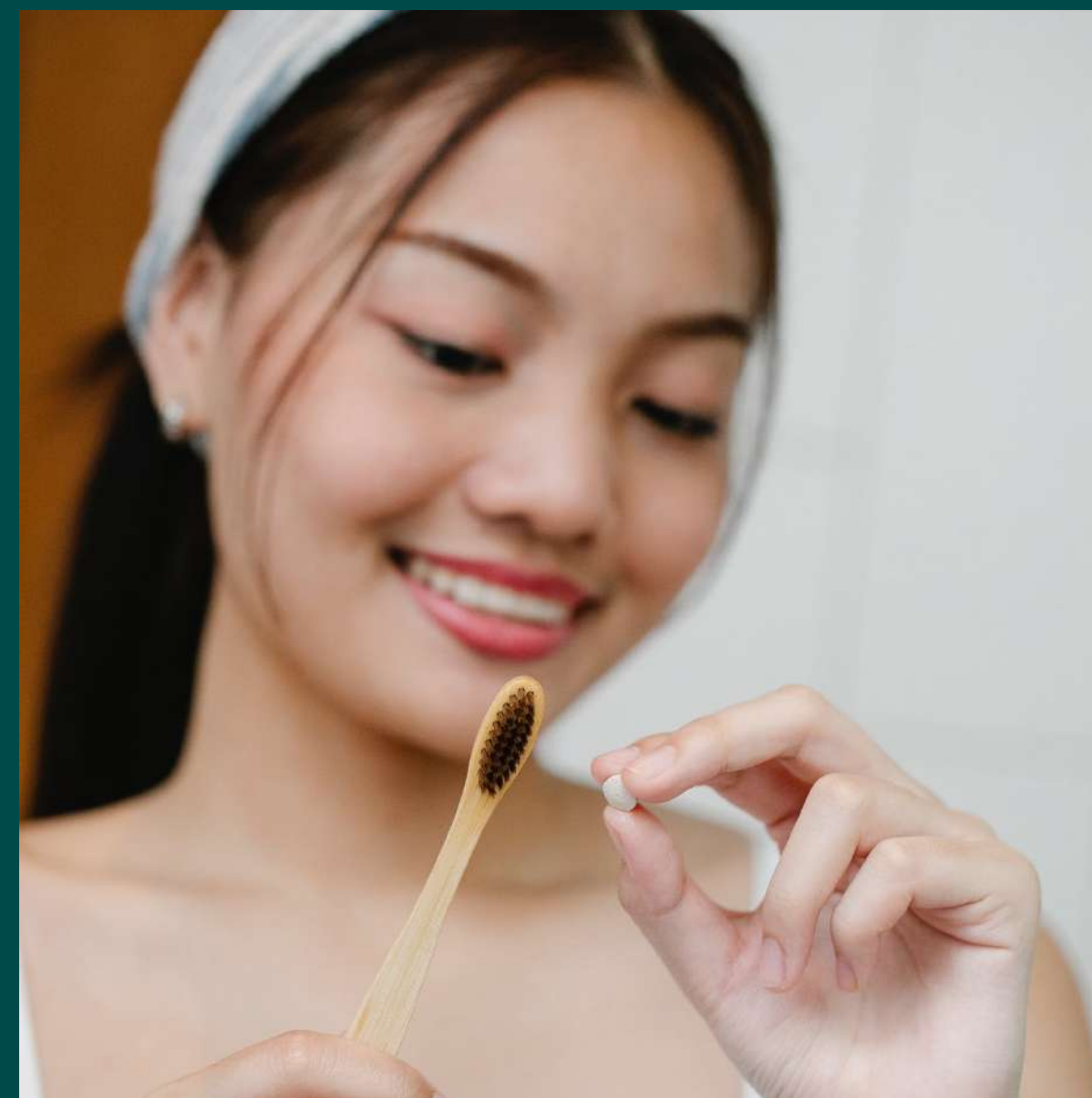
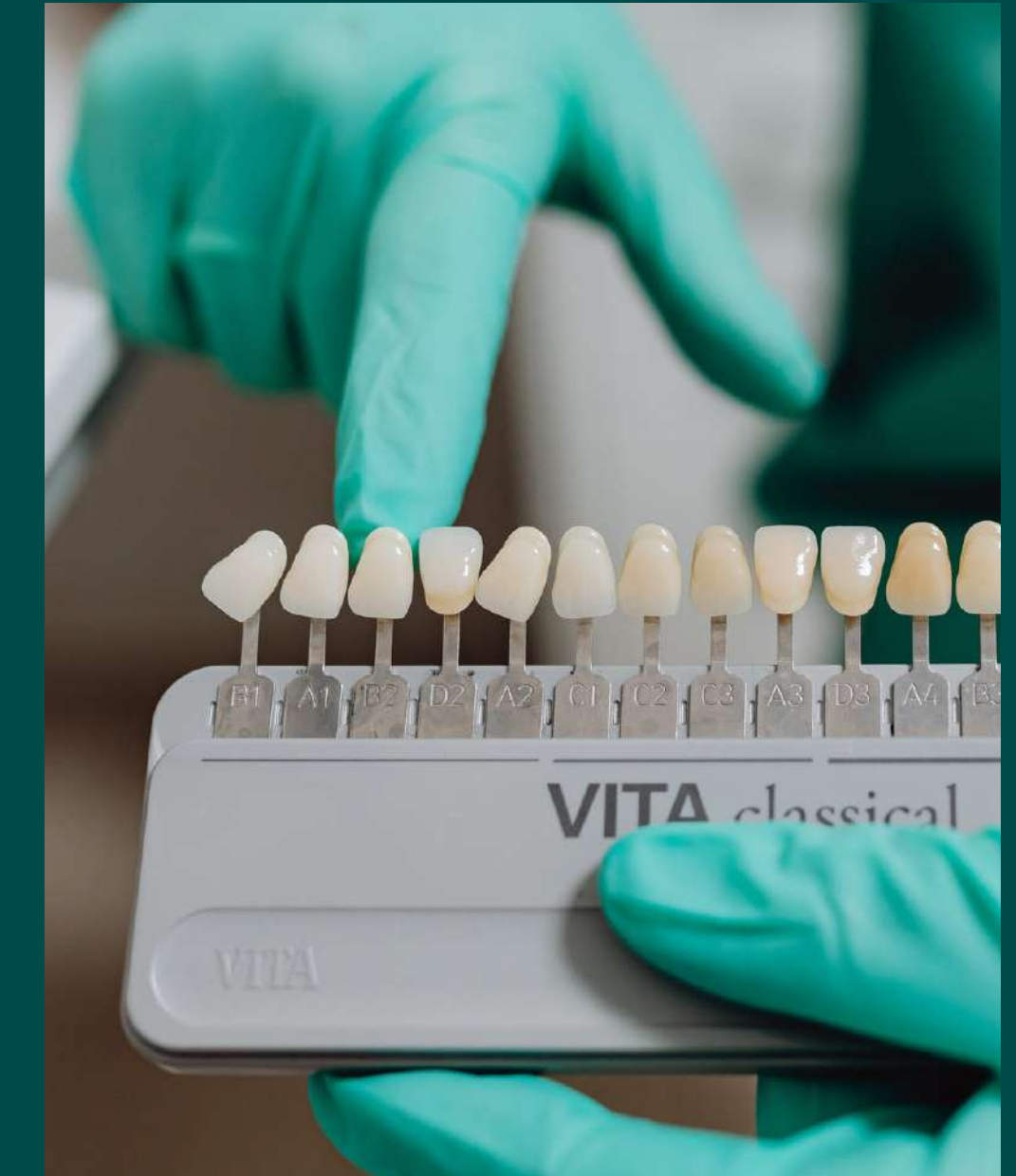
IMAGE USE GUIDELINES

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 cliché 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 overretouched



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

**FLUORIDE & DECAY
PREVENTION**

Patient Education

Option 1

Our Services

**COSMETIC
PROCEDURES**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Senectus semper a curabitur

Option 2

**HOW TO FLOSS
YOUR TEETH**

Patient Education

Option 3

**HOW TO FLOSS
YOUR TEETH**

Patient Education

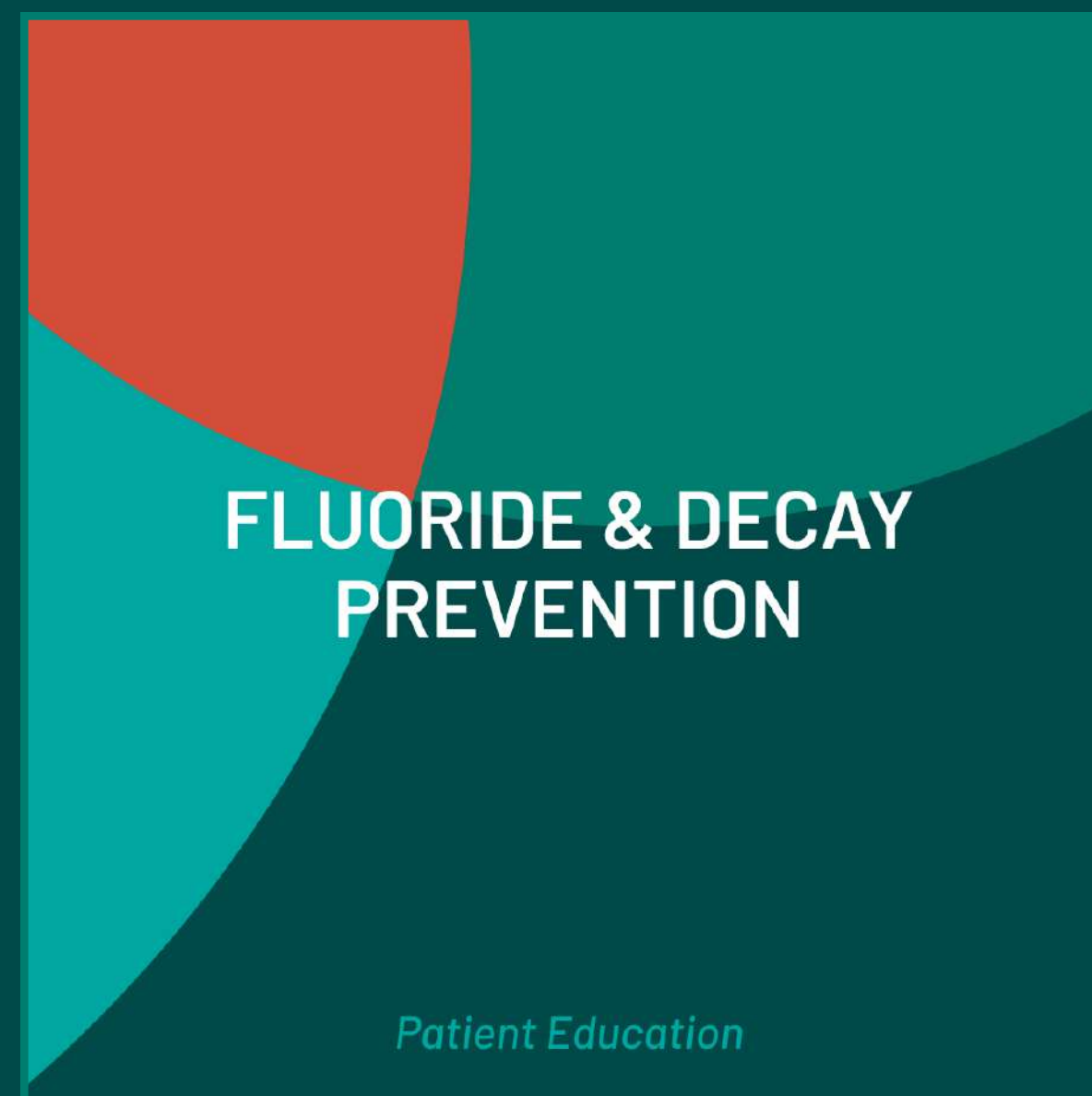
Option 4

ELEMENT 2

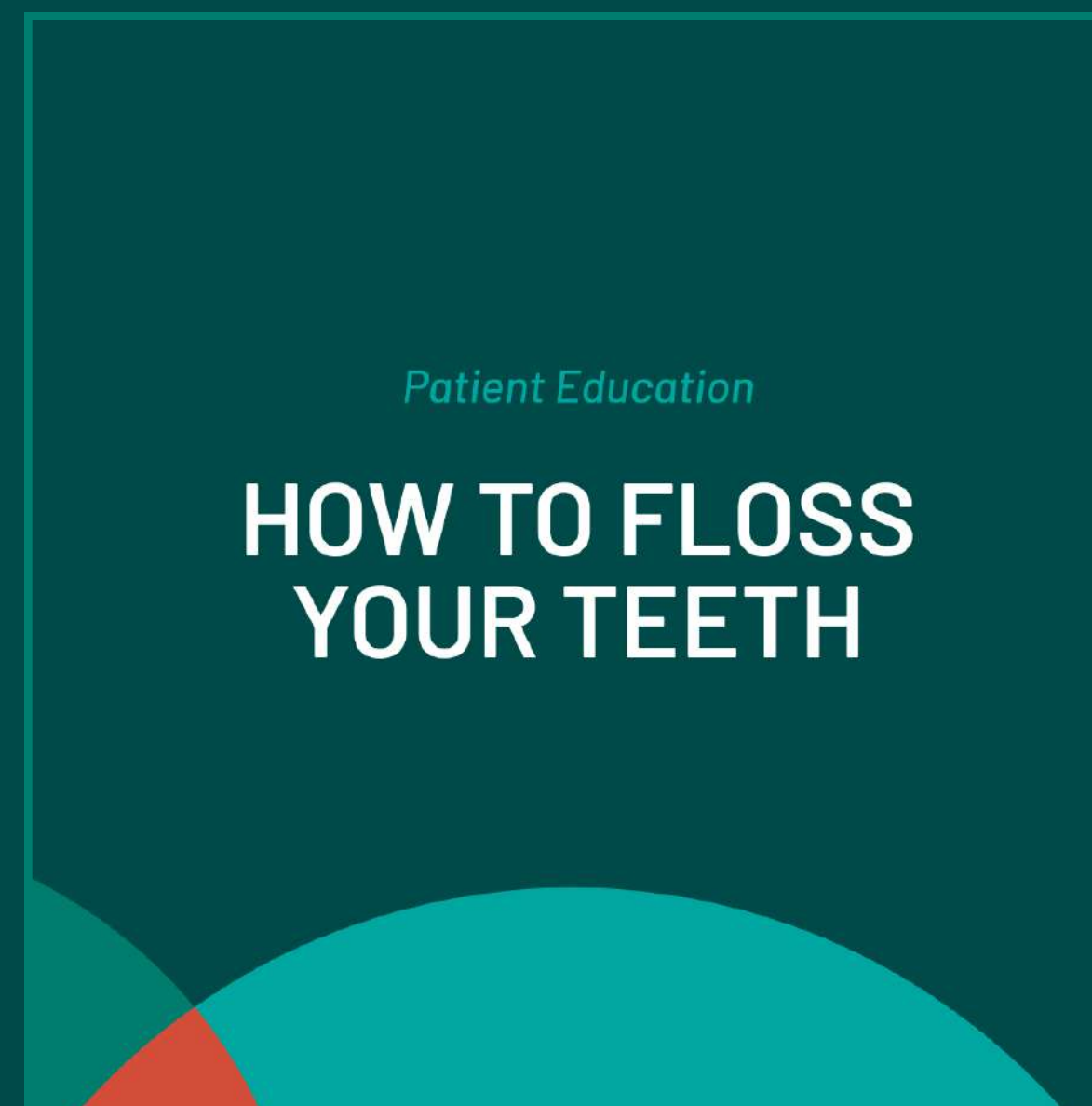
TEXT & GRAPHIC ELEMENTS

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

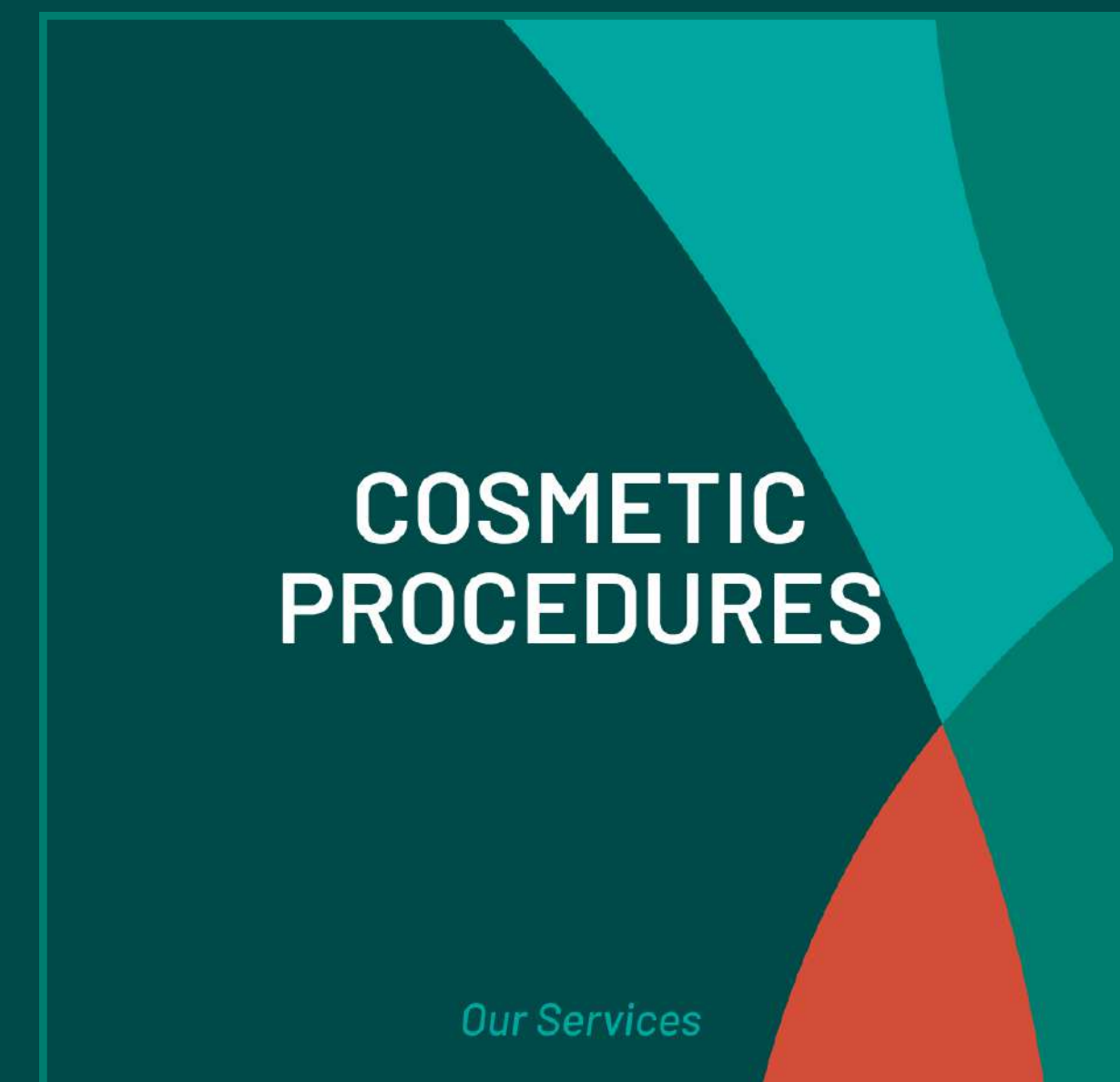
We have created a few examples for usage, but you can create your own templates with similar patterns to get the best result.



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



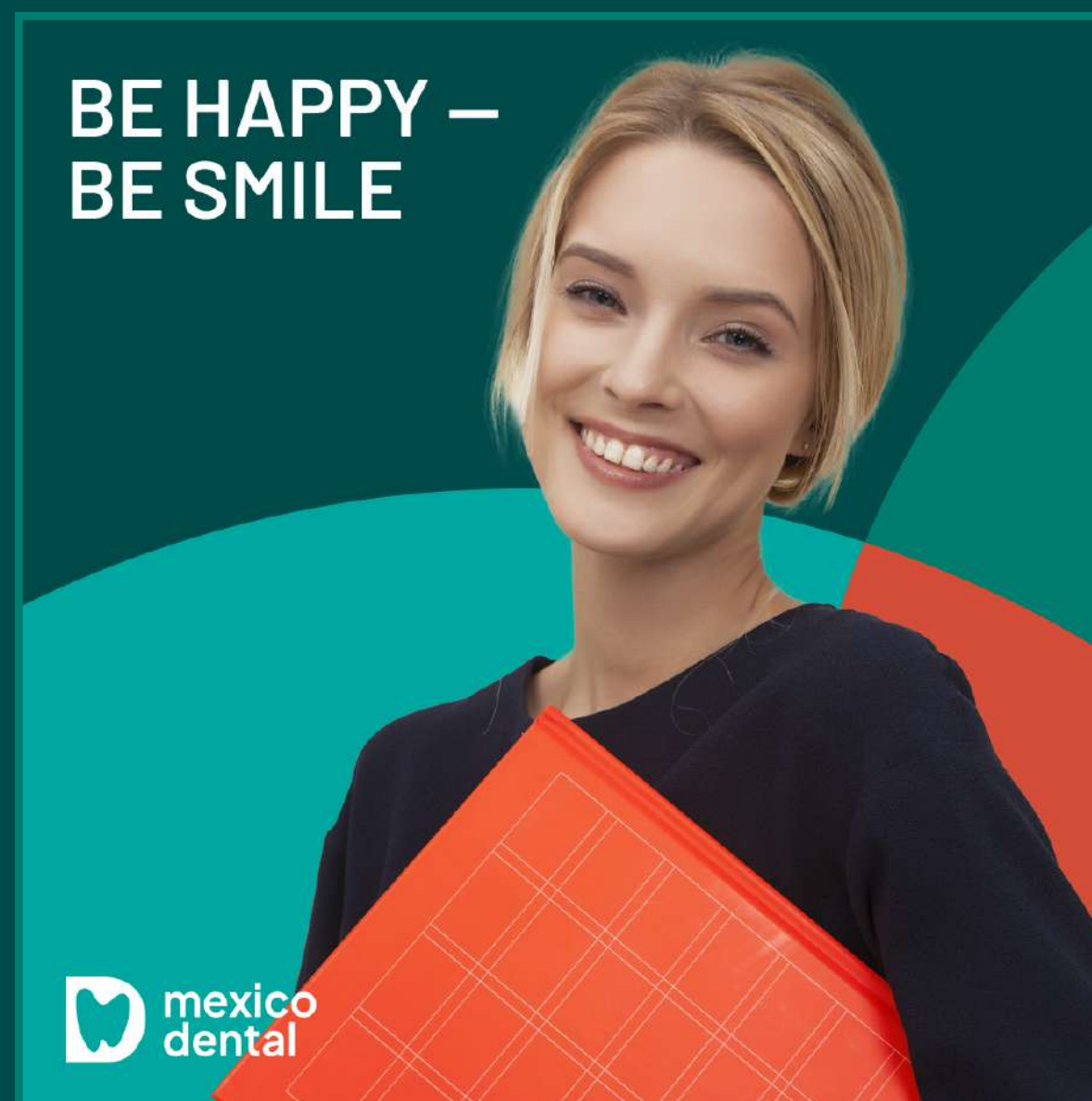
Option 3

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.

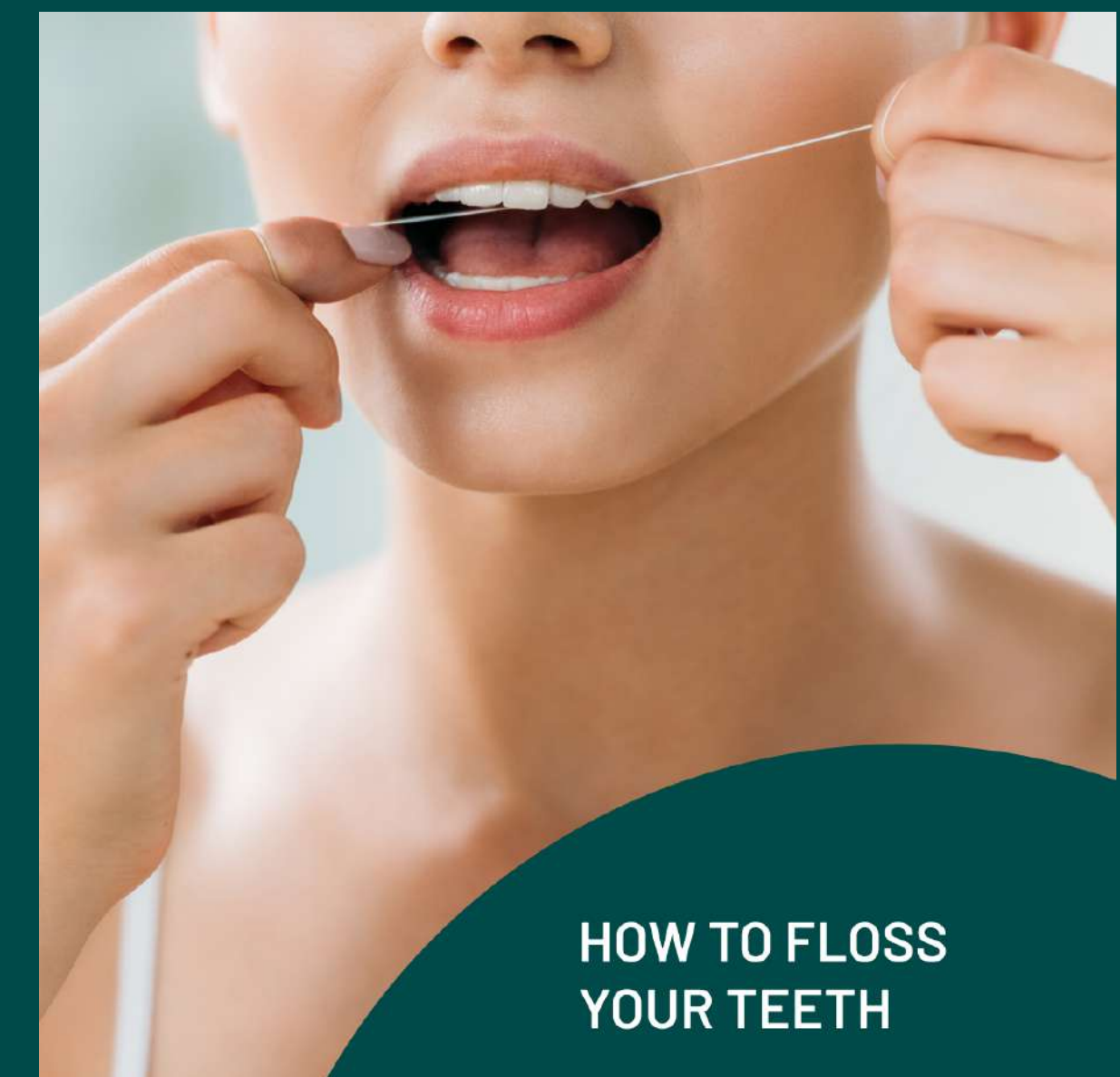
But be careful! Don't use these examples too much to don't get a too bright Instagram grid.



Option 1



Option 2

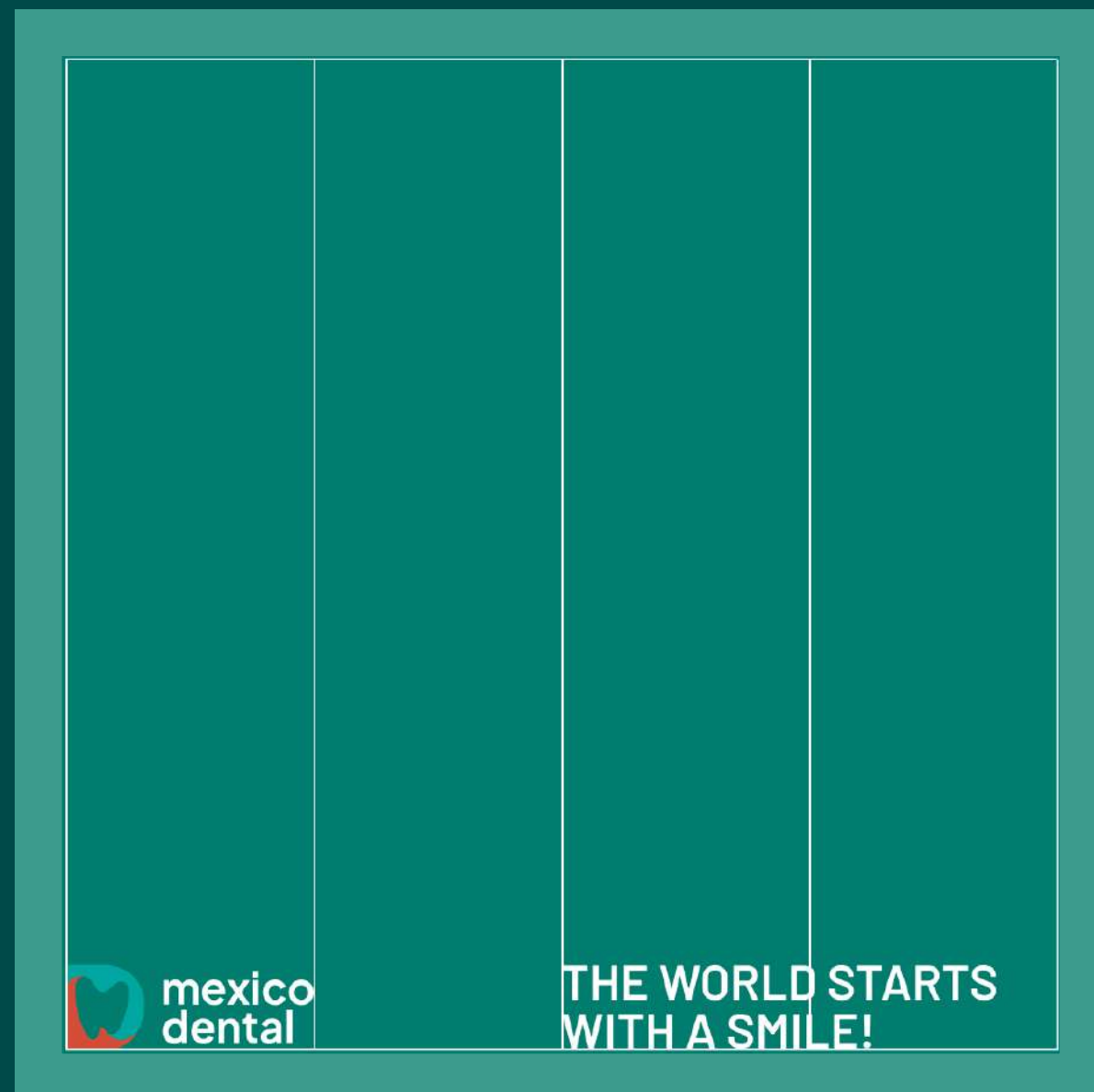


Option 3

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

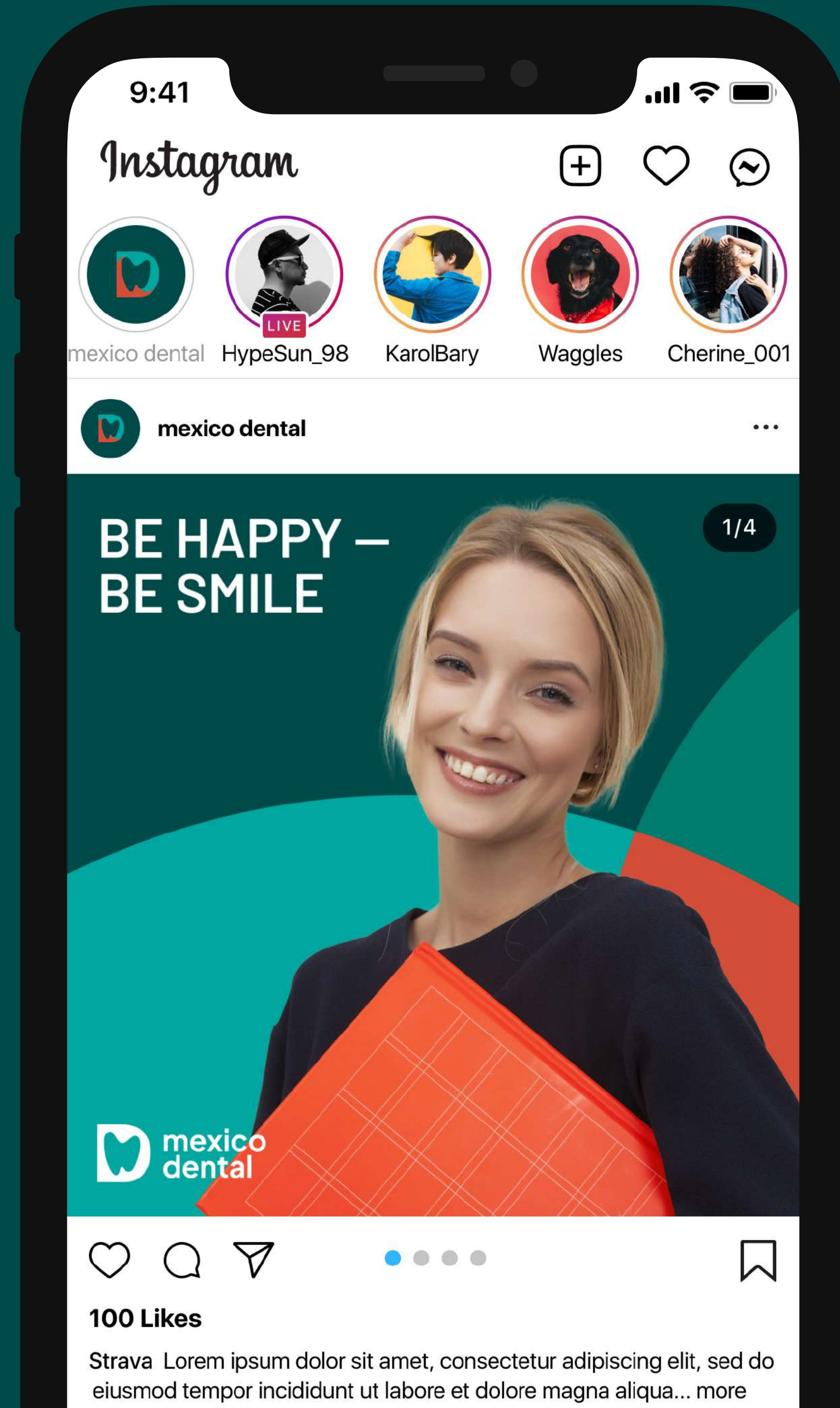
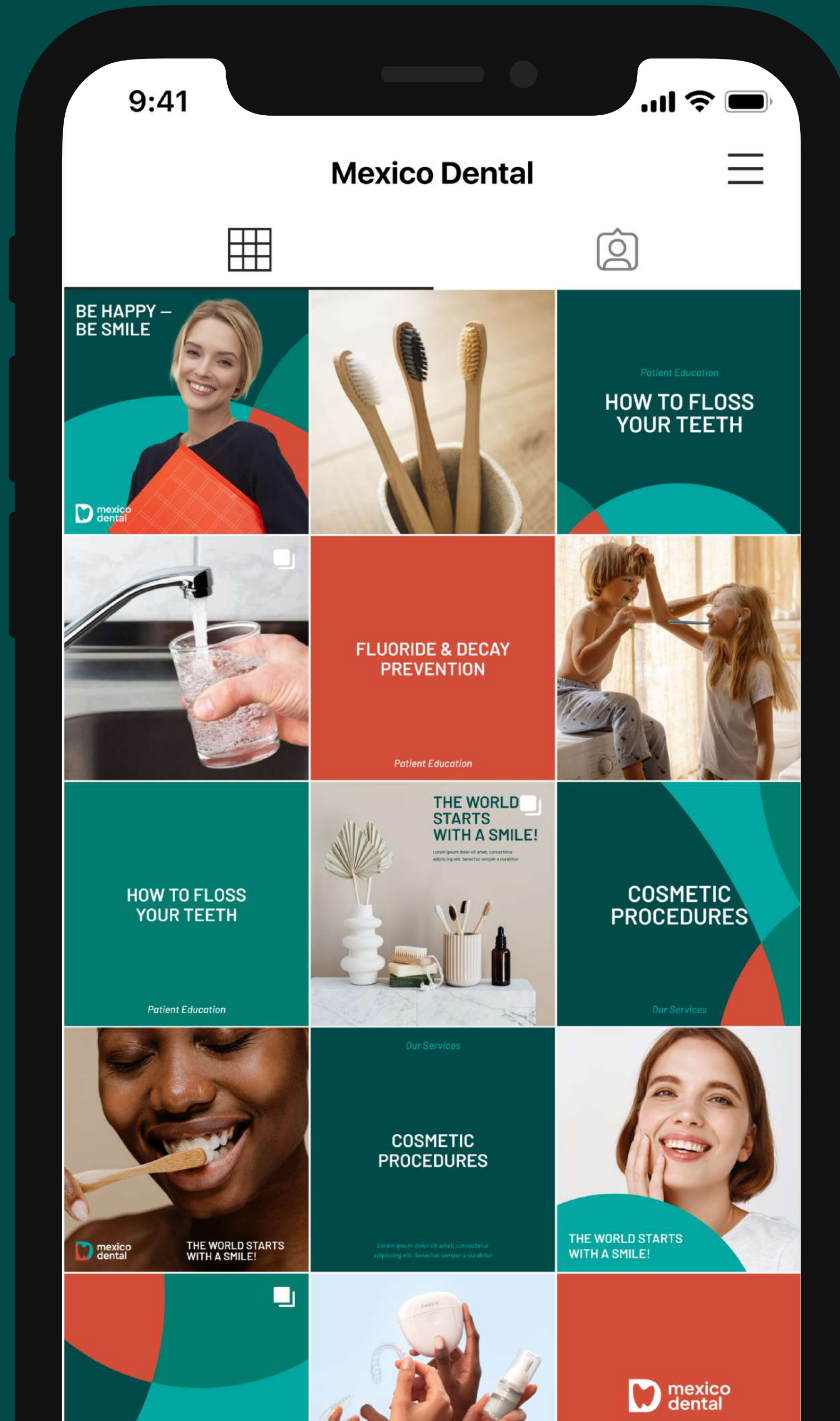


Bad usage



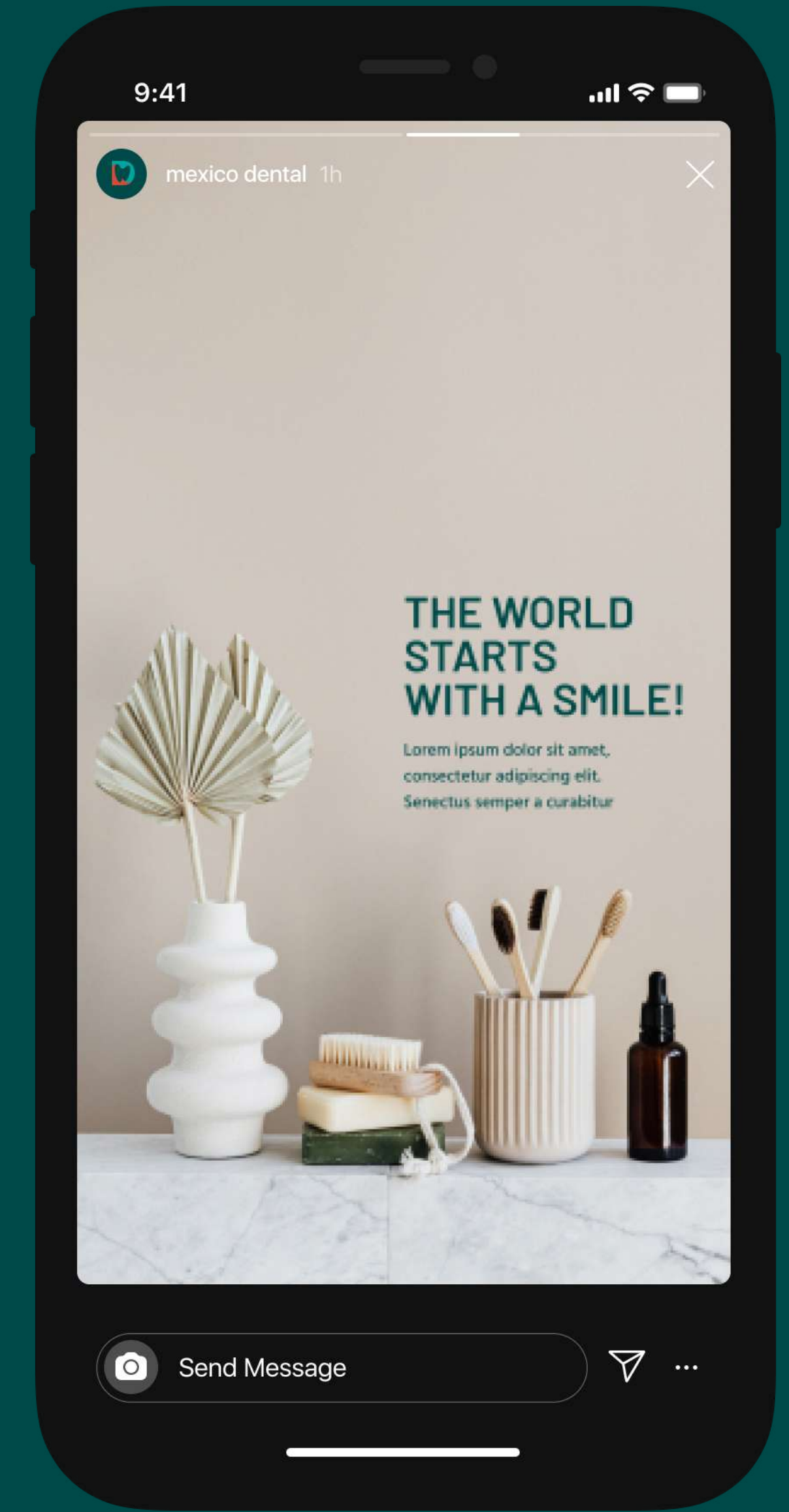
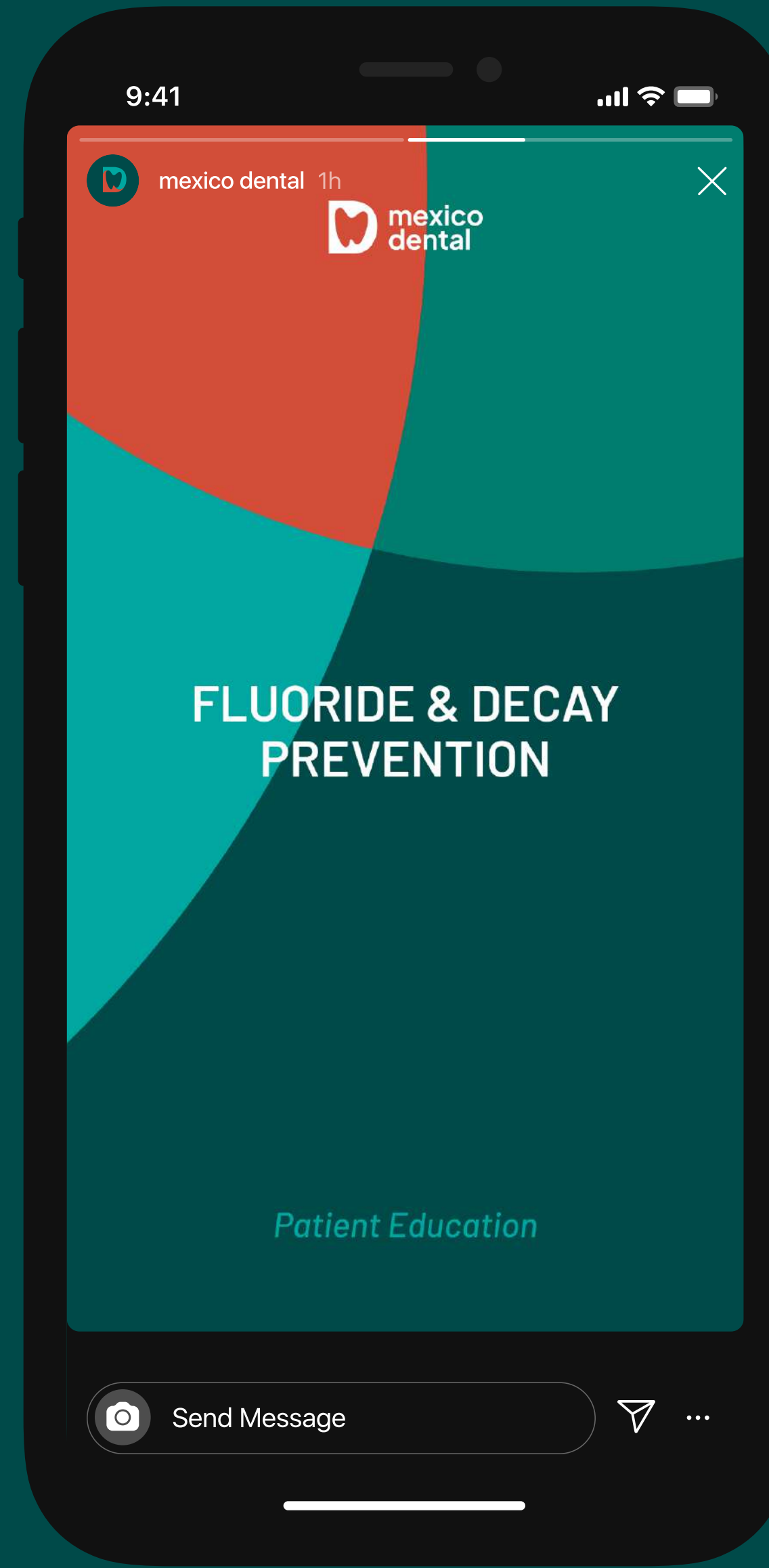
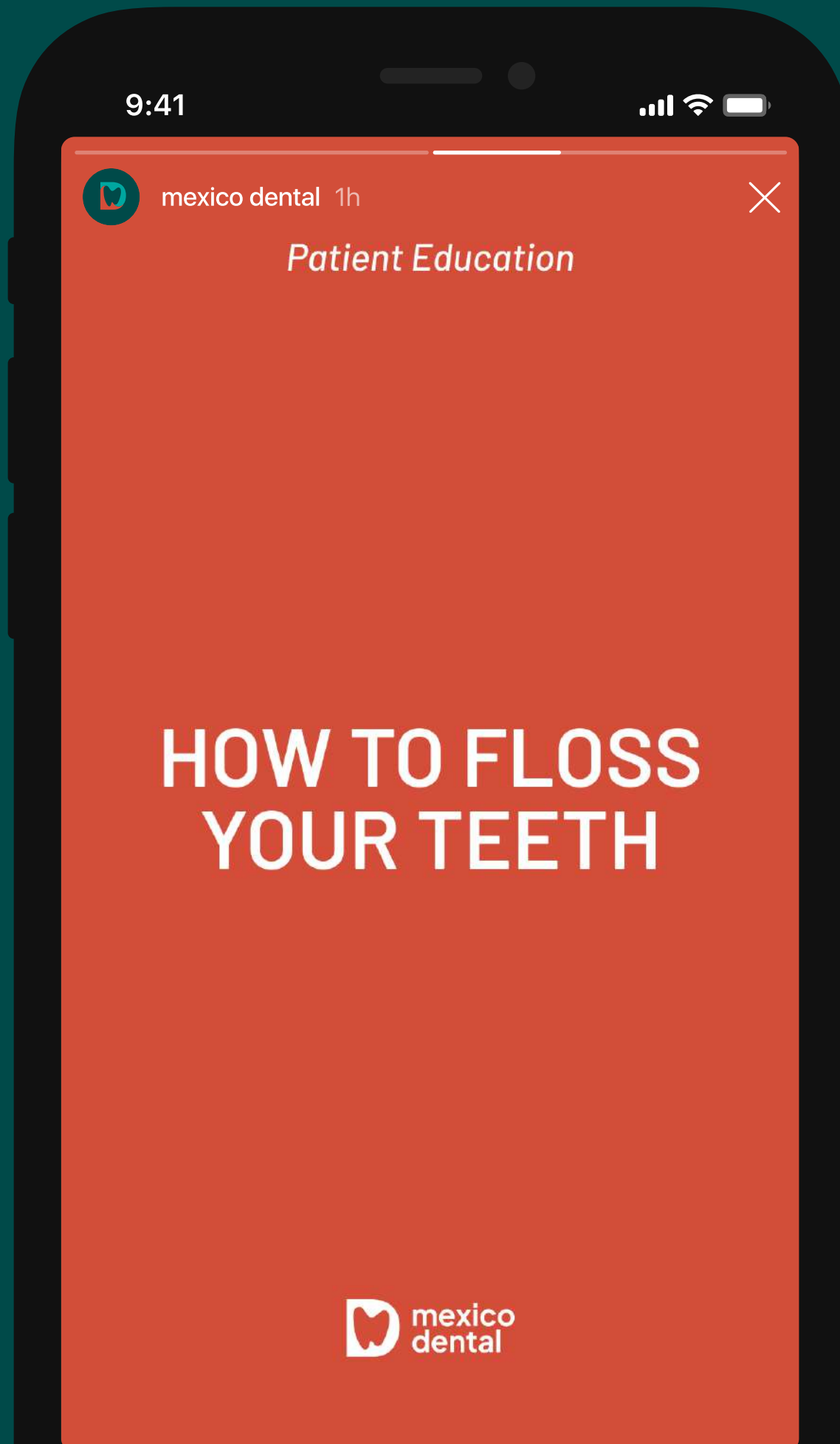
Good usage

VISUALIZATION EXAMPLE OF USAGE



1080X1920 STORIES SIZE

The banners may be resized for Instagram Stories if needed.



FACEBOOK COVER & POST

The image shows a Facebook profile page for 'mexico.dental'. The cover photo features the text 'THE WORLD STARTS WITH A SMILE!' in large, bold, dark green letters. Below the text are contact details: a phone icon with '520 485 0005' and an email icon with 'info@mexicosdental.com'. The profile picture is a circular logo with a stylized tooth in teal and red. The name 'mexico.dental' and the URL 'https://mexicodental.com.mx' are displayed. A blue 'Contact us' button is located to the right of the profile information. Below the profile section is a navigation bar with 'Home', 'About', 'Photos', 'Instagram', and 'More'. To the right of the navigation bar are buttons for 'Like', 'Message', and a search icon. The 'About' section on the left contains placeholder text and statistics: '159,784,623 people like this', '159,781,544 people follow this', and '45,264 people checked in here'. It also includes a website link 'http://www.info@mexicosdental.com' and buttons for 'Send Message' and 'Website'. The 'Photos' section shows a grid of six images, including the cover photo and other dental-related images. The main post area on the right features a 'Create Post' button and options for 'Photo/Video', 'Check in', and 'Tag Friends'. Below this is a post from 'PSDFreebies.com' with a video thumbnail showing a boy and a girl brushing their teeth. The video has a teal overlay with the text 'THE WORLD STARTS WITH A SMILE!'. The post shows 1K reactions, 152 comments, and 200 shares, with buttons for 'Like', 'Comment', and 'Share'.

THE WORLD STARTS WITH A SMILE!

520 485 0005
info@mexicosdental.com

mexico.dental
https://mexicodental.com.mx

Contact us

Home About Photos Instagram More

Like Message

About

159,784,623 people like this
159,781,544 people follow this
45,264 people checked in here
http://www.info@mexicosdental.com
Send Message
Website

Photos See all

Create Post

Photo/Video Check in Tag Friends

PSDFreebies.com
30 mins

THE WORLD STARTS WITH A SMILE!

1K 152 comments 200 shares

Like Comment Share

FACEBOOK COVER & POST

The image displays a Facebook profile for 'mexico.dental'. The profile picture is a circular logo with a stylized tooth. The cover photo features a smiling woman and the text 'THE WORLD STARTS WITH A SMILE!' along with contact information: '520 485 0005' and 'info@mexicosdental.com'. The 'About' section includes placeholder text and statistics: 159,784,623 likes, 159,781,544 followers, and 45,264 check-ins. A 'Photos' section shows a grid of images, including the cover photo and a post titled 'HOW TO FLOSS YOUR TEETH'. The post itself is a video or image with the text 'Patient Education' and 'HOW TO FLOSS YOUR TEETH'. The post has 1K reactions, 152 comments, and 200 shares. The bottom of the page shows a comment input field.

FACEBOOK
COVER & POST

mexico.dental
https://mexicodental.com.mx

THE WORLD STARTS WITH A SMILE!
520 485 0005
info@mexicosdental.com

About
Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum.
159,784,623 people like this
159,781,544 people follow this
45,264 people checked in here
<http://www.info@mexicosdental.com>
Send Message
Website

Photos See all

HOW TO FLOSS YOUR TEETH
Patient Education

1K reactions 152 comments 200 shares

Like Comment Share

Write a comment...

FACEBOOK COVER & POST

The image shows a Facebook profile page for 'mexico.dental'. The cover photo features the text 'THE WORLD STARTS WITH A SMILE!' in large, bold, teal letters, with a graphic of a tooth and smile below it. The profile picture is a circular logo with a teal and red tooth design. The page includes navigation tabs for Home, About, Photos, Instagram, and More. A 'Create Post' section is visible, along with a post from 'PSDFreebies.com' featuring a red background with the text 'Patient Education' and 'FLUORIDE & DECAY PREVENTION'. The post has 1K likes, 152 comments, and 200 shares. The footer contains links for Privacy, Terms, Advertising, Ad choices, Cookies, and More.

THE WORLD STARTS WITH A SMILE!

520 485 0005
info@mexicosdental.com

mexico.dental
https://mexicodental.com.mx

Contact us

Home About Photos Instagram More

Like Message

About

159,784,623 people like this
159,781,544 people follow this
45,264 people checked in here
<http://www.info@mexicosdental.com>
Send Message
Website

Photos See all

FLUORIDE & DECAY PREVENTION

1K likes 152 comments 200 shares

Like Comment Share

View comments Oldest

Write a comment...

THANK
YOU

glekeL'