

Corporate Identity Guidelines



These guidelines set the foundations of logo and corporate identity usage for «Mental Dental» company and also give instructions and recommendations about brand visuals of the business.

Logo. Overview

During the brand development the emphasis was made on a friendly, positive and fresh looking visual image — graphical metaphor of a smiling person consisting of capitalized «M» & «D» letters.

The main brand purpose is to initiate a visual dialogue with a client by delivering the positive messages of fun, friendly and inviting atmosphere on one hand and the company's reliability on the other.

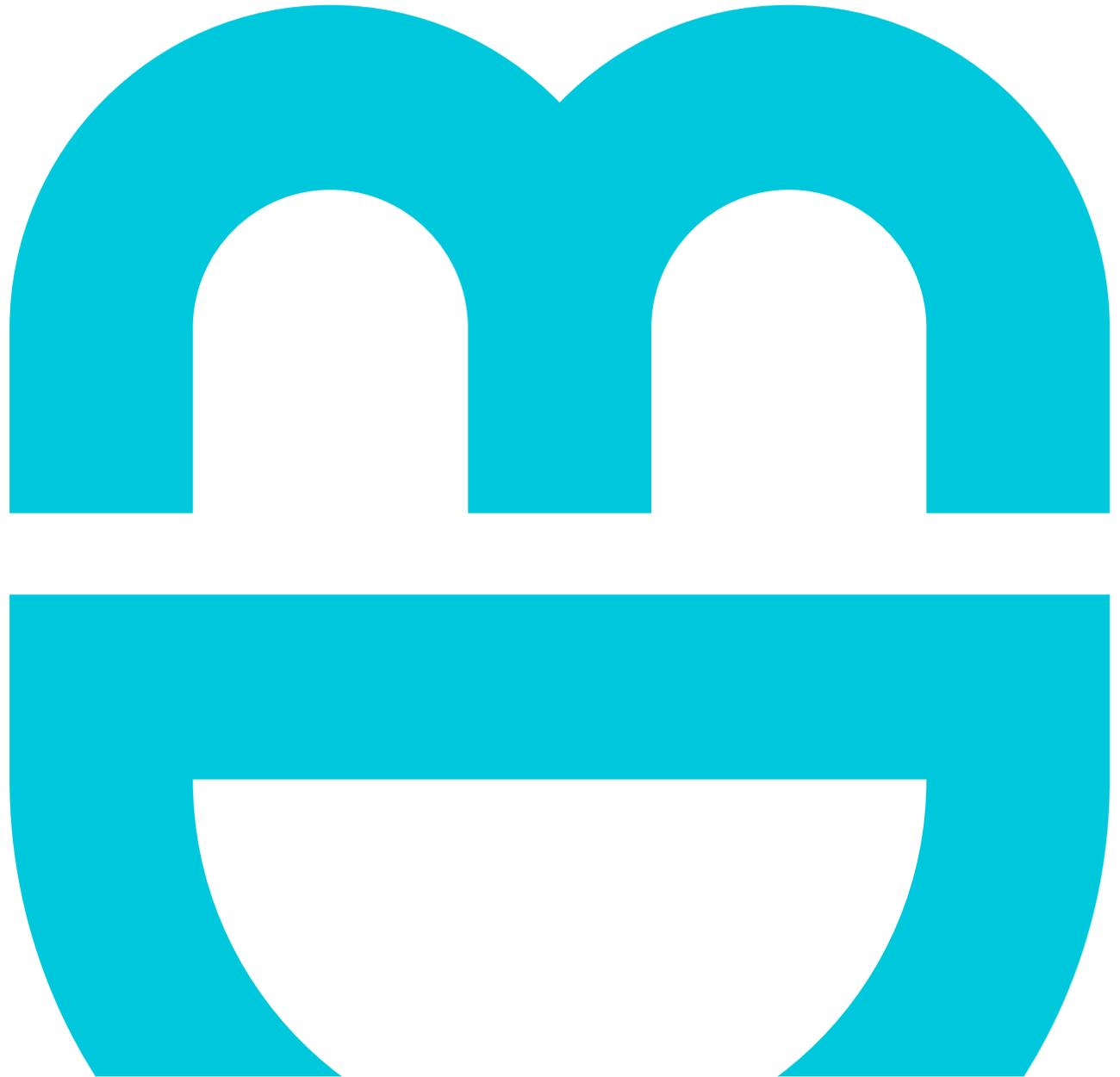


Logo. Sign

The graphical logo element follows a simple 2 to 1 ratio rule in terms of lines width to the text part.

The sign can be used as a standalone element without the text part.

The colour of the sign can be either corporate aquamarine or white on coloured backgrounds.



Logo. Typography

The unique, bespoke typography was developed for the logo. Its geometry and overall mood support and elaborate the graphical sign.

The typography can also be used as a standalone brand id asset.

The colour of the text part can be either corporate navy or white on coloured backgrounds.

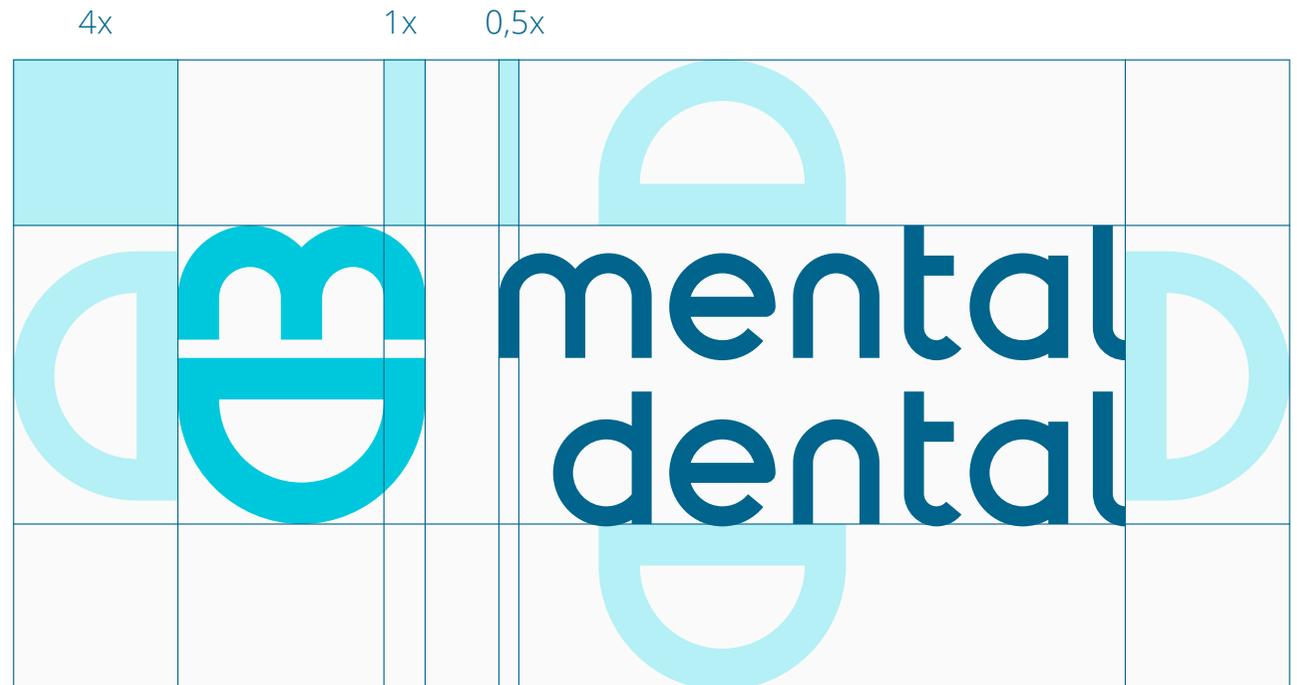
mental
dental
me

Logo. Spacing

The empty space gap is defined by imaginary «D» from the sign.

No graphical elements of any brand designs should overlay the logo area.

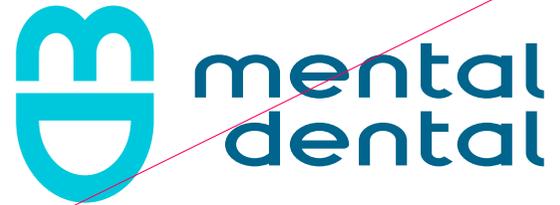
When the graphical sign used separately as a standalone element this rule can be neglected, for example for vehicle livery.



Logo. Incorrect Usage

The following are examples how the logo should not appear.

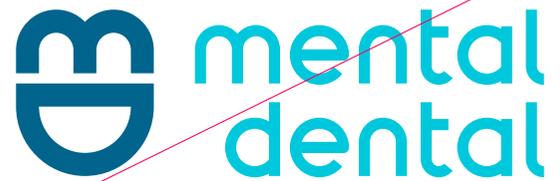
Do not edit proportions between the sign and the lettering



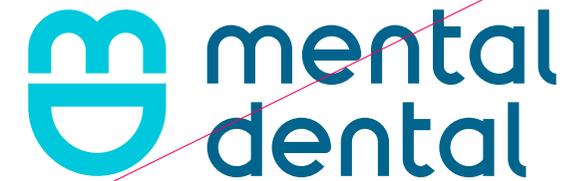
Do not change the position of the sign and the lettering



Do not colour the elements randomly



Do not align the lettering on the left



Brand Fontface

The Open Sans font family was opted for as the main brand font solution.

The «regular» version is used for the main text while the «bold» version is used for headings.

The font family is an open source and can be obtained from the following link:
fonts.google.com/specimen/Open+Sans

A b c

A b c

Colour Palette

The default background brand colour is white. The brand assets follow the corporate navy and aquamarine.

The darker shade is better to use for text, while the lighter is for graphics.

In case of using the monochrome background, for example for aquamarine t-shirt, the printing should only be white. For a white t-shirt the full-coloured version is possible.

All the colours are already in print mock-ups provided separately.

Aquamarine

RGB 0 200 220

CMYK 71 0 16 0

Web #00c8dc

Navy

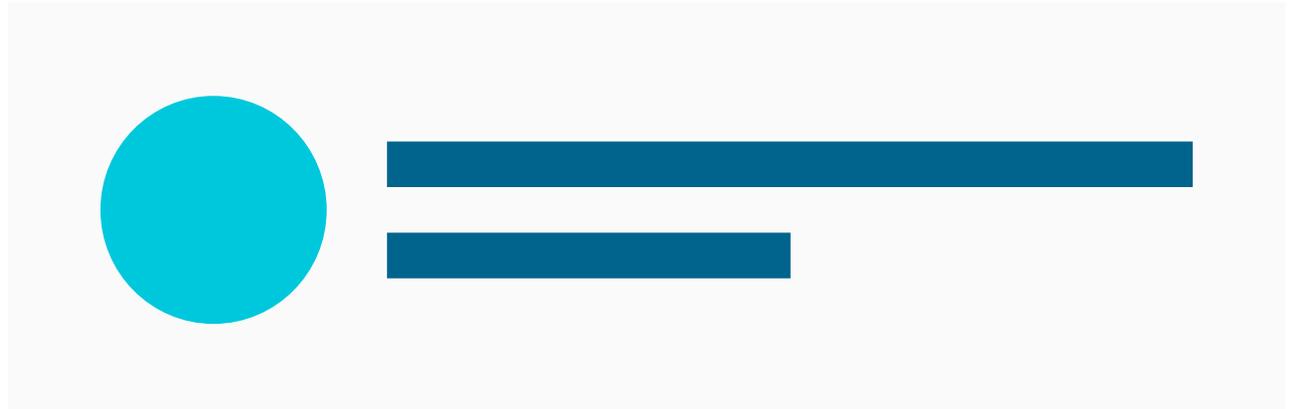
RGB 0 100 140

CMYK 100 62 26 7

Web #00648c

Harmony

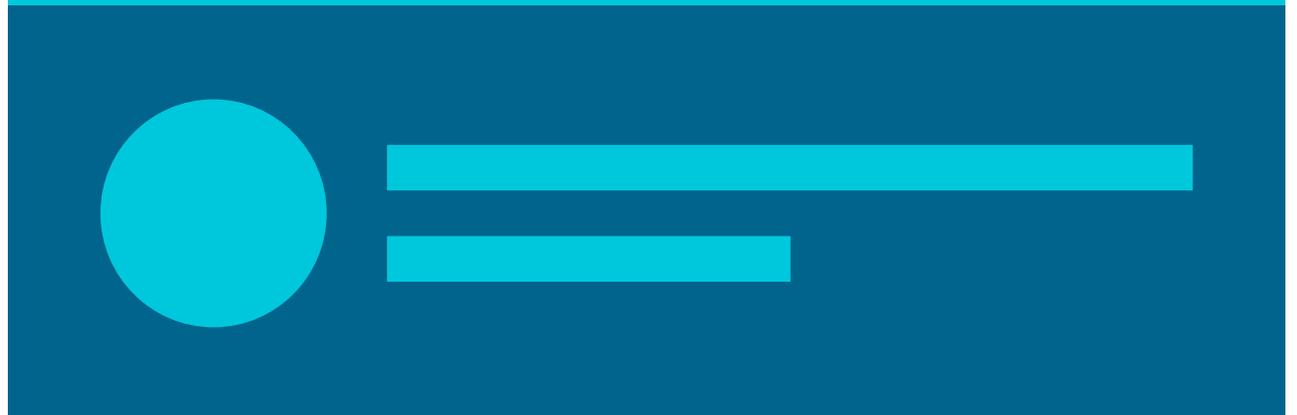
The main full-coloured brand style.



The preferred monochrome version.



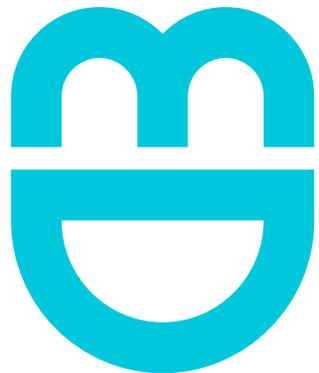
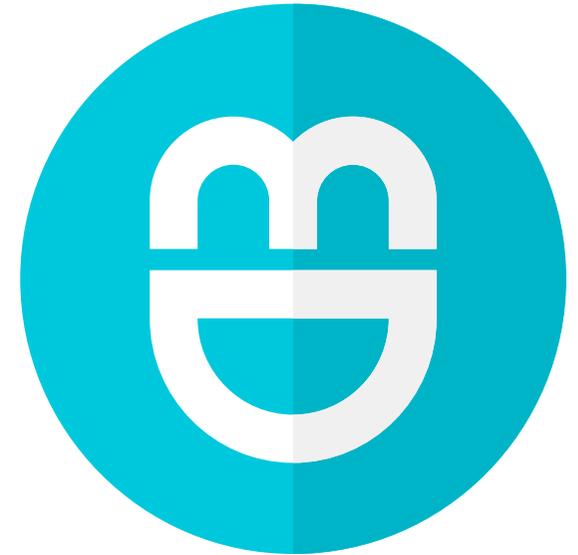
The rare, but possible version.



Iconography

Icons should be light, not overloaded with graphical effects and should always be the same weight and proportions.

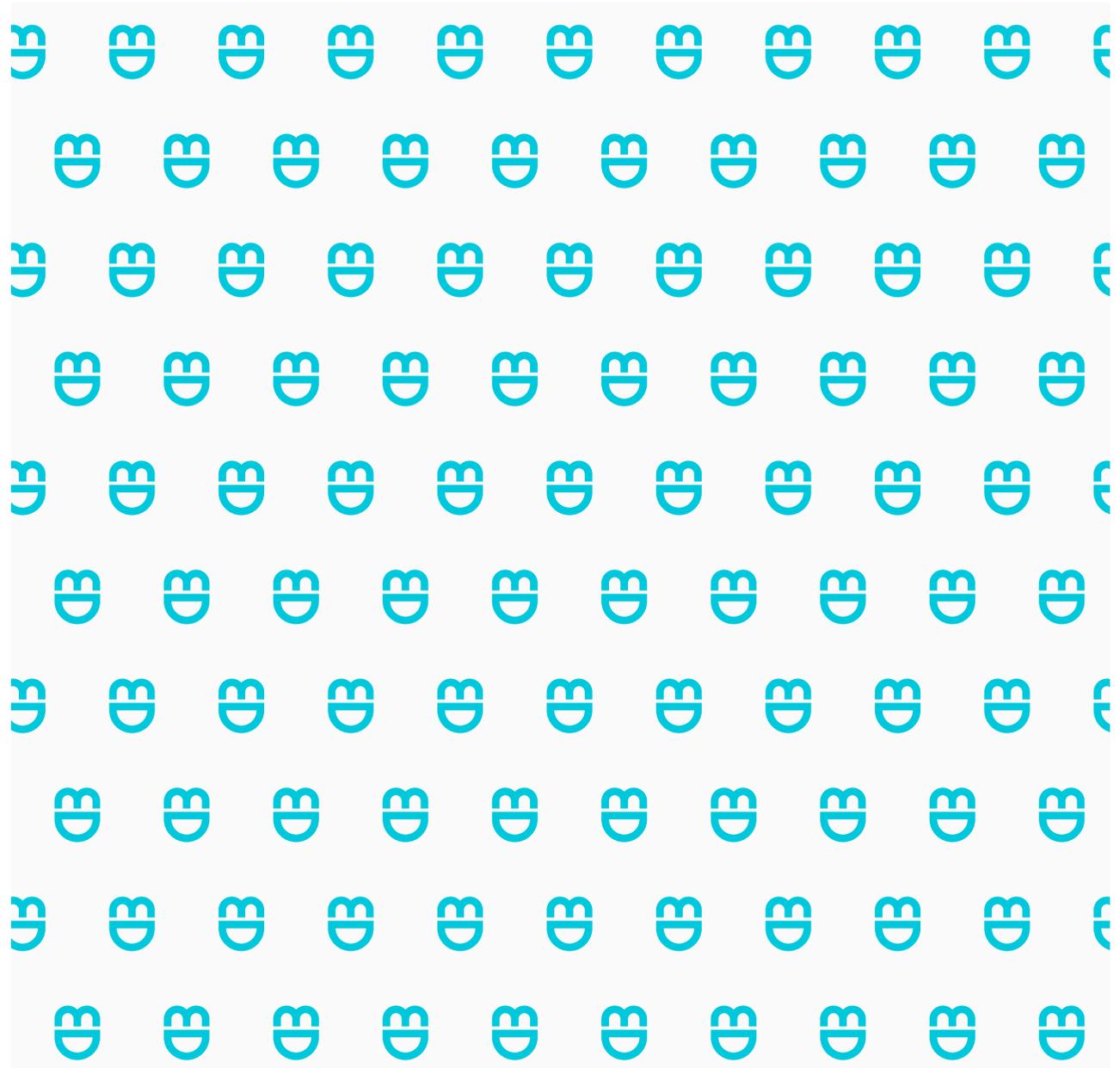
These are some examples to be used for general purposes.



Graphical Pattern

The pattern is formed by the logo graphic sign. Pattern can be used in any brand colour.

It is appropriate for some inner / flip side of different corporate ID assets or for some product wrapping materials.



Stationery

The stationery is to be done with offset or silk-screen printing — the choice is to be done by a print house.

It is also not forbidden to use embossing or lacquering.



[mental-dental-blank.ai](#)

[mental-dental-card.ai](#)

[mental-dental-pen.ai](#)

