Style Guide

HuFriedyGroup
The Best In Practice

Style Guide

Contents

Welcome

Welcome to the *HuFriedyGroup Style Guide*. The purpose of this guide is to provide clear, distinct direction for Hu-Friedy writers and designers on how to create content that aligns with our company approach to style and voice, whether for the web, apps, ads, catalogs, or interoffice communication.

Brand story

Our mission is, "To improve lives by advancing dental performance…smile after smile." (2021) We build relationships with dental professionals throughout their careers, beginning when they are students. We provide new products and opportunities for them to deliver the best care to their patients. We design, manufacture, and distribute superior instruments and products to over 100 countries. Our documentation and imaging should reflect that same dedication to superior performance.

Tone of voice

Our tone of voice should convey our innovative spirit and our dependable connection within our industry.

Logo guidelines

Adhere to the following guidelines when constructing the HuFriedyGroup logo.

Logo construction and clear space

Use the font, colors, and weights listed in the following table when constructing the logo lettering.

- The font size of the slogan "The Best in Practice" must be 3.375 times smaller than the "HuFriedyGroup" font size.
- Total width and height of the dot triangle should be no larger than the cap width and height of the H used.
- Minimum logo size should be 63 pixels wide/0.875 inch wide/2.2225 centimeters wide.

Table 1. Logo construction lettering characteristics

	HuFriedyGroup	The	Best	in Practice
Font	Arial	Arial	Arial	Arial
Color	#000000	#00B2E2	#EE2B37	#00B2E2
Weight	Bold	Regular	Regular	Regular

Horizontal lockup

Use horizontal lockup where space permits.

- Clear space around the logo is equal to the cap width of the H used.
- Where space is limited, clear space can be reduced to half the cap width of the H used. See the following examples.

Figure 1. Logo horizontal lockup grid

Figure 2. Logo horizontal lockup

Vertical lockup

Where horizontal space is limited, use a vertical lockup.

The space between the lines of characters is half the cap width of the H used. See the following examples.

Figure 3. Logo vertical lockup grid

2

Figure 4. Logo vertical lockup

Partnerships

Adhere to the following guidelines when pairing the HuFriedyGroup logo with a partner logo.

- Clear space between logos is equal to twice the cap width of the H used.
- Clear space around the logos is equal to the cap width of the H used.
- Place a bar character between logos.
- Where space is limited, space around the logos can be reduced to half the cap width of the H used, but spacing between logos will still be twice H. See the following examples.

Partner horizontal lockup

Where space permits, pairings with a partner logo should use horizontal lockup.

Figure 5. Logo with partner horizontal lockup grid

3

Figure 6. Logo with partner horizontal lockup

Partner vertical lockup

Where horizontal space is limited, use a vertical lockup.

- The space between the lines of characters is half the cap width of the H used.
- Clear space around the logos is equal to the cap width of the H used.
- Place a bar character between logos.
- Where space is limited, space around the logos can be reduced to half the cap width of the H used, but spacing between logos will still be twice H. See the following examples.

Figure 7. Logo with partner vertical lockup grid

Figure 8. Logo with partner vertical lockup

4

Logo placement

Logo placement depends on the type of communication and use, such as signage with limited space, app icons, and social icons.

- Place the full logo in both the upper left and lower right of all web pages and on sale sheets 8.5" × 11" in size.
- Place the full logo only in the upper left corner on sheets less than 8.5" × 11" in size.
- Inside catalogs, place the full logo in the upper left corner of the left page and in the lower right corner of the right page.
- For interoffice communication within HuFriedyGroup, place the Hu icon in the upper right corner of each page.

App and social icons

App and social logo icons are an exception to the clear space rules and are sized optically to best fit each shape.

- Clear space around the exterior of the icon shape is equal to the cap width of the H used.
- Where space is limited, clear space can be reduced to half the cap width of the H used.
- App and social icons should only use black and white colors. See the following examples.
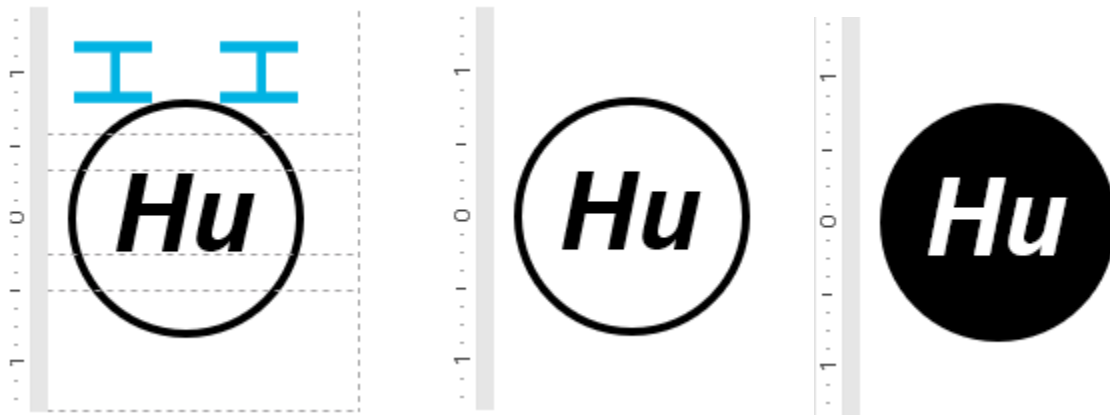

Figure 9. Logo social icons

Imagery

Adhere to the following types of graphical, icon, and photographic imagery.
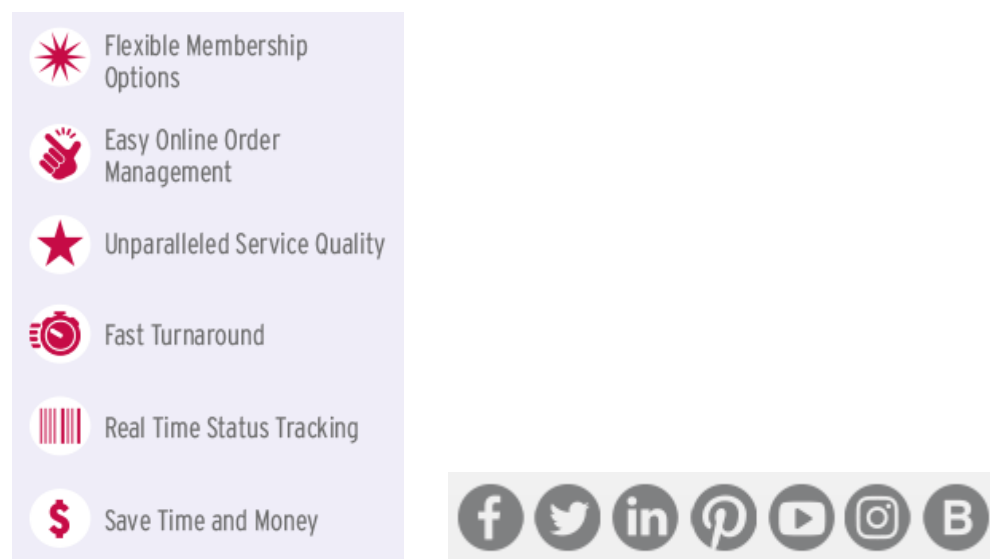

Figure 10. Acceptable graphical imagery

Figure 11. Acceptable icon imagery

Figure 12. Acceptable photographic imagery

- Photographs of products should always have a white background, unless shown in a clinical setting.
- When composing photographs in a clinical setting, colors in the clinical environment should be as close as possible to the HuFriedyGroup color palette, listed in the following tables.

Color palette

Core colors

Use the core colors from the logo listed in the following table.

Table 2. Acceptable HuFriedyGroup logo colors

Color Code	HuFriedyGroup	Logo blue	Logo red
RGB	51, 51, 51	0, 178, 226	238, 43, 55
Hex	#000000	#00B2E2	#EE2B37
CMYK	0% 0% 0% 80%	100% 21% 0% 11%	0% 82% 77% 7%

Secondary colors

You may also use the secondary colors listed in the following table.

Table 3. Additional acceptable colors

Color Sample	RGB	Hex	CMYK%
	239, 237, 248	#EFEDF8	4, 4, 0, 3
	149, 149, 210	#9595D2	29, 29, 0, 18
	119, 115, 182	#7773B6	35, 37, 0, 2
	75, 158, 164	#4B9EA4	54, 4, 0, 36
	185, 227, 226	#B9E3E2	19, 0, 0, 11
	125, 192, 79	#7DC04F	35, 0, 59, 25
	75, 202, 129	#4BCA81	63, 0, 36, 21
	194, 232, 255	#C2E8FF	24, 9, 0, 0
	149, 203, 252	#95CBFC	41, 19, 0, 1
	241, 241, 241	#F1F1F1	0, 0, 0, 5
	127, 128, 129	#7F8081	2, 1, 0, 49
	51, 51, 51	#333333	0, 0, 0, 80
	198, 12, 70	#C60C46	0, 94, 65, 22

Typography

Use the font, sizes, weights, and colors in the following table to represent hierarchy.

Table 4. Typography settings

Style	Font	Size	Weight	Color
Title	Arial	56pt	Regular	#333333
Subtitle	Arial	28pt	Regular	#333333
Heading 1	Arial	24pt	Regular	#00B2E2
Heading 2	Arial	20pt	Regular	#333333
Heading 3	Arial	18pt	Bold	#333333
Heading 4	Arial	16pt	Regular	#00B2E2
Heading 5	Arial	14pt	Bold	#333333
Heading 6	Arial	13pt	Bold	#00B2E2
Body	Arial	12pt	Regular	#333333
Caption	Arial	10pt	Italic	#333333

Representative typography samples are shown in the following figure.
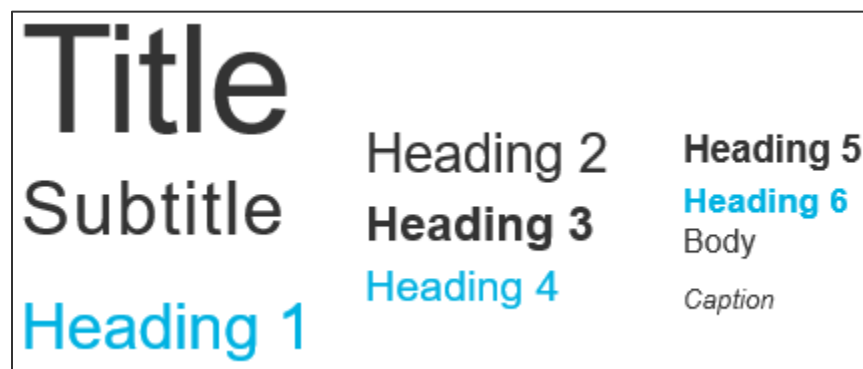

Figure 13. Typography samples

White space and margins

Adhere to the following guidelines for the use of white space, including margins.

- Leave one line of white space directly above a table caption and below a table, directly below a figure caption and above a figure, and between paragraphs.
- If the paragraph directly preceding a table or figure is only one line long, do not leave a blank line between the two.
- Do not insert a blank line between the last item in a list and the beginning of the next paragraph, table, or figure.
- Margins for an 8.5" x 11" page are one inch on all sides.
- Margins for a magazine page are 0.25" on all sides.

Hu

- Margins for web pages are calculated based on a grid setup. See the following full-bleed grid setup illustration and instructions.
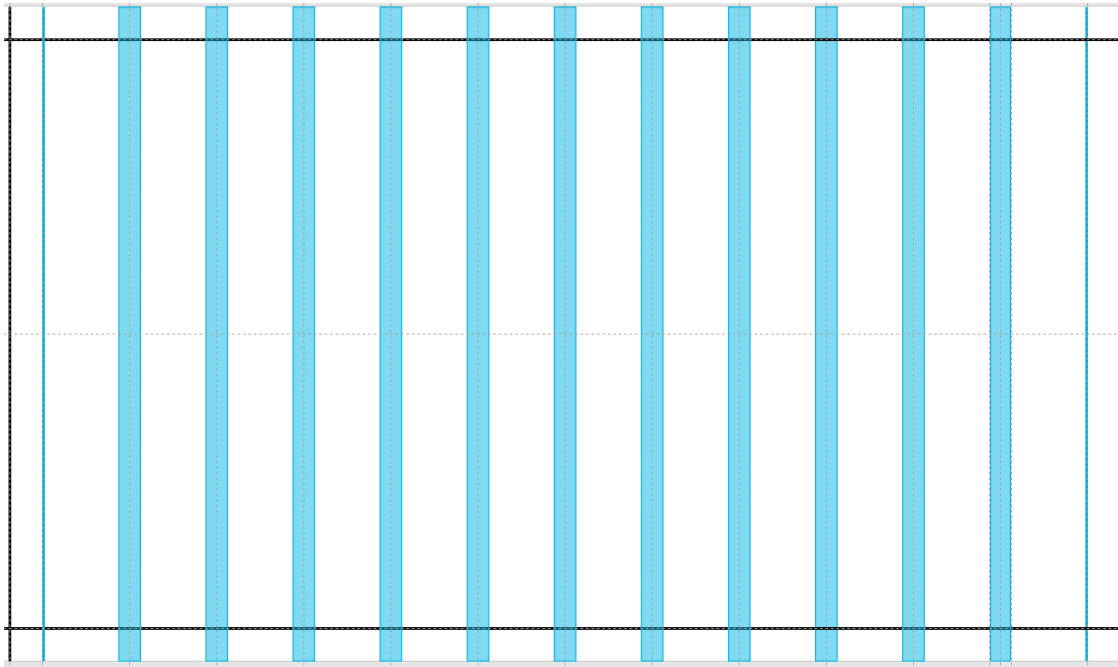

Figure 14. Full-bleed grid setup

Full-bleed grid setup instructions

1. Define columns. Determine the number of columns that will work best, then divide the width by that number. In the image above, we used 12 columns.
2. Define margins. Top and bottom margins should be 5% to 15% of the total width. Left and right margins should be 3% to 10% of the total width.
3. Define gutters. Gutters should be 2% of the total width. A gutter will be centered on each column grid line.

Headers and footers

Adhere to the following guidelines for the construction of headers and footers.

- Headers should include the company icon logo on the right and the document title, subtitle, chapter, or section on the left.
- Footers should include the page number on the right and the copyright symbol, the year written, and the company name on the left.

Hu

Style and grammar guidelines

The following table contains specific grammar guidelines with examples. In general, consult the *Merriam-Webster.com Dictionary* and the APA *Style and Grammar Guidelines* webpage.

Table 5. Grammar guidelines

Case	Guideline	Example
Abbreviations	• Place the abbreviation of an uncommon term in parentheses after the first use of a term • Punctuate Latin abbreviations as if they were spelled out	• Cementoenamel junction (CEJ) • e.g., i.e., vs. (unless in the title of a court case, where it should be v.)
Capitalization	• Capitalize a job title or position preceding a name, but not after a name or when used alone • Capitalize personal names that appear within concepts and conditions • Use sentence case to capitalize the first word of a heading, subtitle, figure note; the first word of a table column heading, entry, and note; after a colon, em dash, or end punctuation in a heading; nouns followed by numerals or letters; proper names	• President Washington, vice president • Freudian theory • non-Hodgkin's lymphoma • Style Guide: A primer • Example 5
Hyphenation	• Follow hyphenation guidelines for compound words in the *Merriam-*	• Mother-in-law • High-anxiety group

Hu

Case	Guideline	Example
	Webster.com Dictionary. • Hyphenate compound adjectives that are not in the dictionary. • Do not hyphenate words with prefixes and suffixes.	• preexisting, prosocial, underappreciated
Italics and quotation marks	• Italicize titles of books, periodicals, reports, webpages, and other stand-alone works in a reference list • Do not Italicize the title of a book series • Do not use Italics for emphasis • Use quotation marks around the title of a periodical article or book chapter when used within the text and around a coined or invented expression	• *The Essential Deming: Leadership Principles from the Father of Quality* • the Harry Potter series • W. Edwards Deming, in his work, "Quality, Productivity, and Competitive Position" • Deming refers to the "Shewhart cycle" in his system.
Lists	• If there is a list contains other lists, use a semicolon between the primary list items • To draw more attention to items in a list, use lowercase letters in parentheses instead of numbers • If items in a list are complete sentences, use end punctuation.	• That depends on a person's exposure to higher education, other viewpoints, and interpersonal experiences; their socioeconomic status, physical health, and mental wellness. • That depends on a person's (a) level of education, (b) socioeconomic status, and (c) health.
Numbers	• In general, use words to express	• There are five categories.

Case	Guideline	Example
	numbers zero through nine, and use numerals to express numbers 10 and above • Spell out numbers that begin a sentence • Spell out common fractions and certain universally accepted phrases • Use numerals to express numbers that immediately precede a unit of measurement, mathematical functions, uncommon fractions, decimals, percentages, ratios, percentiles, times and dates (including approximations), ages, scores and points on a scale, exact sums of currency • Use numerals to represent a specific place in a series, when the number comes after the noun. Also, capitalize the noun (except the words page and paragraph). When the number comes before the noun, use the general guidelines.	• There are 30 types of scalers. • Fifteen suspects have been arrested, but 12 more are still at large. • Separate out one third. • He won by a two thirds majority. • There were the Twelve Apostles. • 2-mg dose, 4 cm • Divided by 3 • 1.68 • 20% • 8:1 ratio • 4th percentile • 5 minutes, 7 days, approximately 3 hours, 5:15 a.m., 6 p.m. (or 6:00 p.m.) • 3 years old, 3-year-olds, 21-year-old adults • On a 4-point scale, he scored a 4 • $50 dollars • Step 9, Question 1, Table 3, Row 6, page 10 • The ninth step, first question, third table, sixth row, 12th grade, 20th question

Case	Guideline	Example
Punctuation	- Use a serial comma before the conjunction when listing three or more items. - Use one space after punctuation at the end of a sentence	- To my parents, W. Edwards Deming, and god. - Is this the end? This is the end.

Company abbreviations and trademarks

The following list includes abbreviations and trademarks used in HuFriedyGroup communication and documentation.

- AIRFLOW® technology
- CHG = Chlorhexidine Gluconate
- Environdent™
- GBT = Guided Biofilm Therapy®
- Harmony™ scalers and curettes
- IFU = Instructions For Use
- Implacare® II scalers
- IMS Infinity Series™ cassettes
- IMS Signature Series Tubs™
- IMS Signature Series® cassettes
- IMS® = Instrument Management System cassettes
- IP&C = Infection Prevention and Control
- Piezon® technology
- SDS = Safety Data Sheets
- SWERV^{3}® magnetostrictive scaler
- XTS® composite instruments

Summary

Adhering to the principles in this guide will ensure that writers and designers produce communications with a reliably recognizable HuFriedyGroup Style. A style that consistently reinforces our innovative spirit and a dependable connection to how the best in practice perform.

Glossary

AIRFLOW®: air polishing machine that uses air and water to remove plaque and other soft deposits from teeth

cap width: the width of the capital form of a letter in a given font

chlorhexidine gluconate: refers to an antimicrobial mouthrinse

clear space: a specific amount of space that a logo must have on all sides, no matter where it is used

Environdent™: an instrument recycling program

full-bleed: printing from one edge of the page to the other without the standard borders, resulting in no visible margin

Guided Biofilm Therapy®: a therapeutic approach to plaque removal, oral hygiene instruction, and home care

gutters: are the spaces between columns in a layout

Harmony™: ergonomically designed instruments to reduce operator hand fatigue and injury

hierarchy: the relative importance of ideas and how they interconnect, represented visually with different heading formats

Implacare®: instruments designed for use around dental implants

IMS Infinity Series™: instrument cassettes designed to increase exposure to steam during sterilization

IMS Signature Series Tubs: plastic, enclosed instrument carrying cases

IMS Signature Series®: the original instrument management system instrument carriage and sterilization cassettes

IMS®: instrument carriage and sterilization cassettes

Instructions For Use: lists information about the use and safety precautions for a product

lockup: the final form of a logo with all of its elements locked into their relative positions

magnetostrictive: a material that converts electromagnetic energy into mechanical energy

Piezon®: piezoelectric ultrasonic scaler that does not use magnets and is therefore safe to use in patients with pacemakers and other sensitive medical devices

Safety Data Sheets: include chemical properties of a product and potential health hazards and precautions

SWERV3®: magnetostrictive ultrasonic scaler

typography: the style and appearance of printed matter

white space: the areas of a page without print or pictures

XTS®: non-stick instruments for placing composite filling material

Q

S

T

U

X

References

American Psychological Association. (2020). *Style and Grammar Guidelines*. Retrieved from https://apastyle.apa.org: https://apastyle.apa.org/style-grammar-guidelines

Hu-Friedy Mfg. Co., LLC. (2021). *About*. Retrieved 01 12, 2021, from https://www.hu-friedy.com/about

Merriam-Webster. (2021). *Dictionary by Merriam-Webser*. Retrieved from The Merriam-Webster.com Dictionary: https://www.merriam-webster.com/

Microsoft. (2020, 11 24). *Welcome - Microsoft Style Guide*. Retrieved from Microsoft Docs: https://docs.microsoft.com/en-us/style-guide/welcome/

Rosebrook, D. (2020, 01 02). *Design Principle: Guides, Gutters, and Grids - Compass of Design*. Retrieved from Medium: https://read.compassofdesign.com/guides-gutters-and-grids-2ce6092fc3de

Uber. (2021). *Uber Brand*. Retrieved from brand.uber.com: https://brand.uber.com/guide

Wikipedia contributors. (2020, 12 29). *W. Edwards Deming*. Retrieved from Wikipedia: https://en.wikipedia.org/wiki/W._Edwards_Deming#Works