



**Texas
Association of
Orthodontists**



01 CORPORATE

Seamlessly blends the rich heritage of Texas with a modern corporate aesthetic, capturing the essence of orthodontic excellence within the Lone Star State.



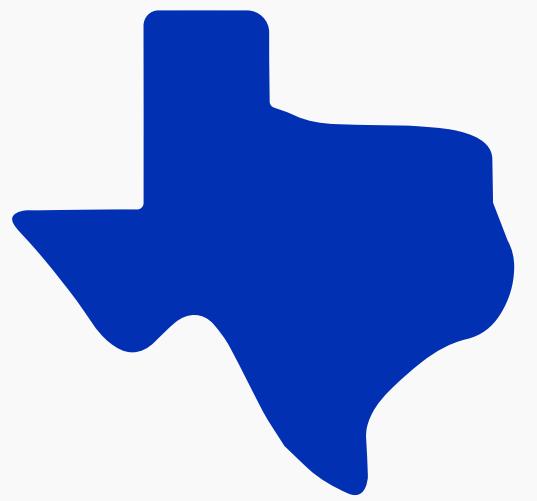
**Texas
Association of
Orthodontists**

KEYWORDS

Institutional Patriotic Explicit

SEMIOTICS

THE TEXAS STATE



Serving as a powerful symbol of the association's deep roots within the region.

THE SHOOTING SMILE



A dynamic representation of a smile, radiates positivity and joy. Simultaneously, the star pays homage to the iconic Star of Texas,

THE ACRONYM

TAO

stands tall and strong beside the Texas outline, exuding professionalism and a sense of identity.

COLOR



Alamo Red

#E53832

RGB

229 - 56 - 50

CMYK

4% - 93% - 89% - 0%



**Bluebonnet
Navy**

#0230B3

RGB

2 - 48 - 179

CMYK

98% - 87% - 0% - 0%



**Steel
Gray**

#DIDIDI

RGB

209 - 209 - 209

CMYK

17% - 13% - 13% - 0%



The color system
celebrates the union of
Texas heritage, patriotism,
and dental excellence.

SHAPES

The gentle curvature of round corners, reminiscent of the iconic Texas state, we find unity between our commitment to excellence and our proud Texan roots.

Bold and unwavering, solid color shapes embody the institution's completeness



TYPE

FONT NAME

GILL SANS

REGULAR

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

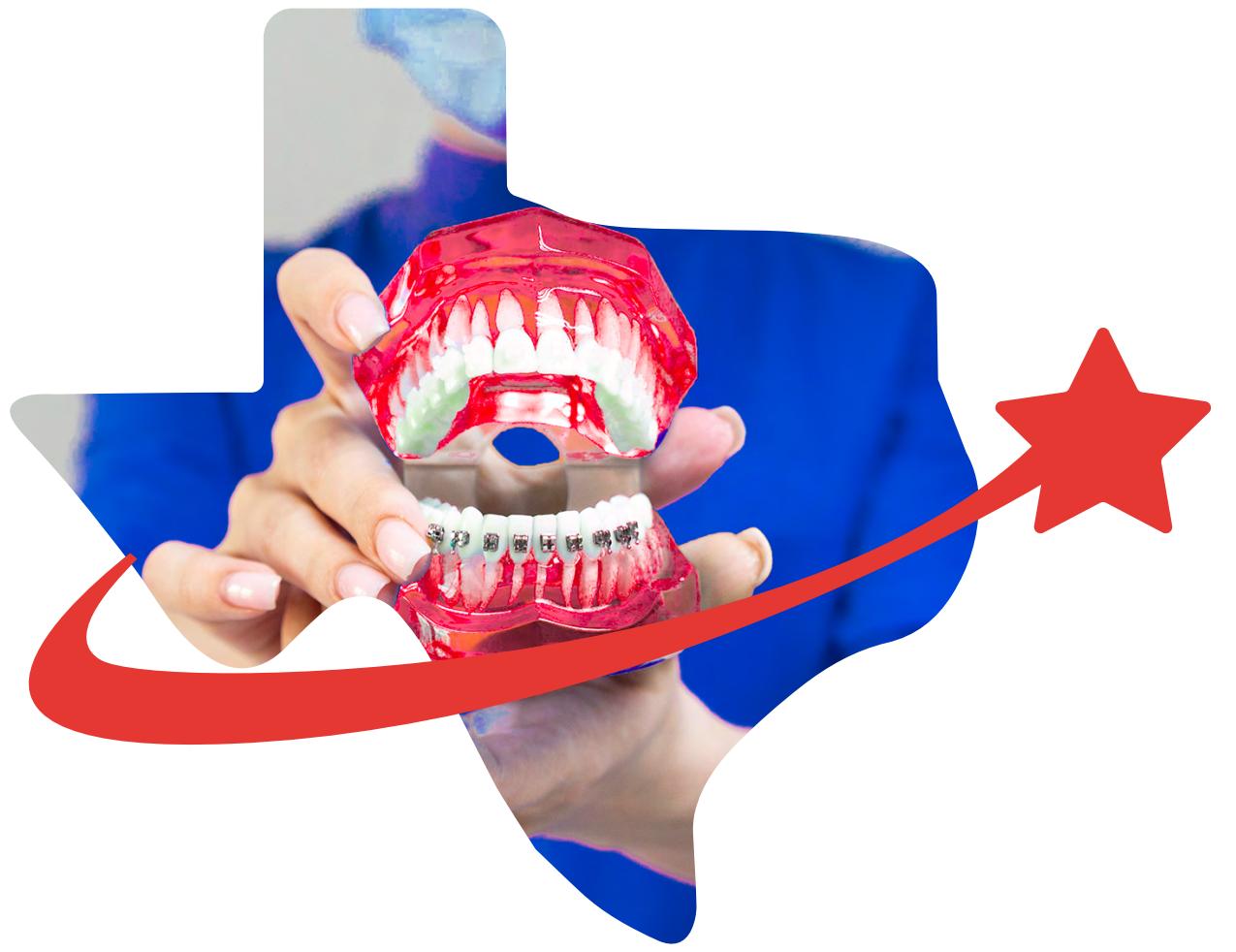
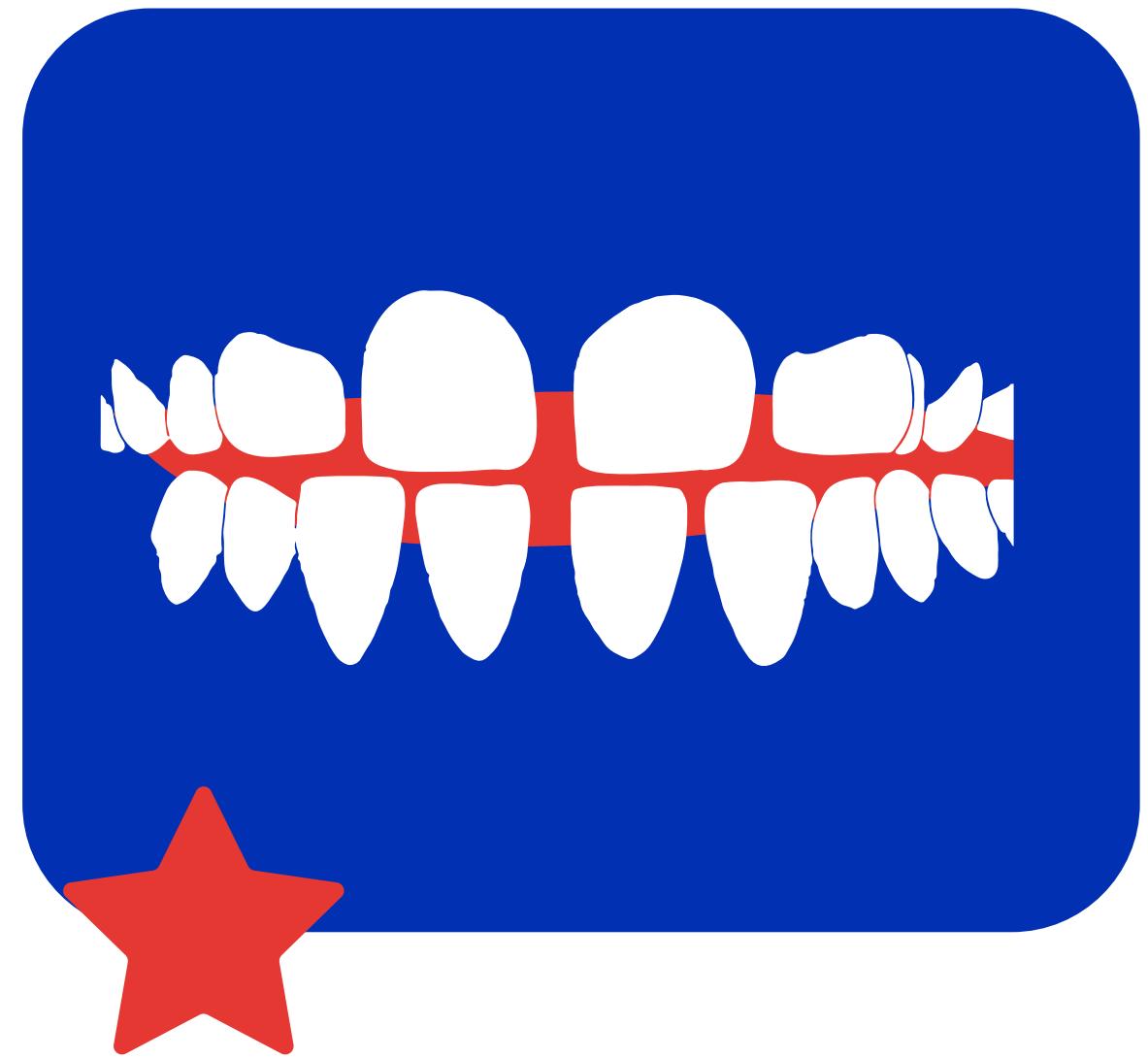
BOLD

Aa

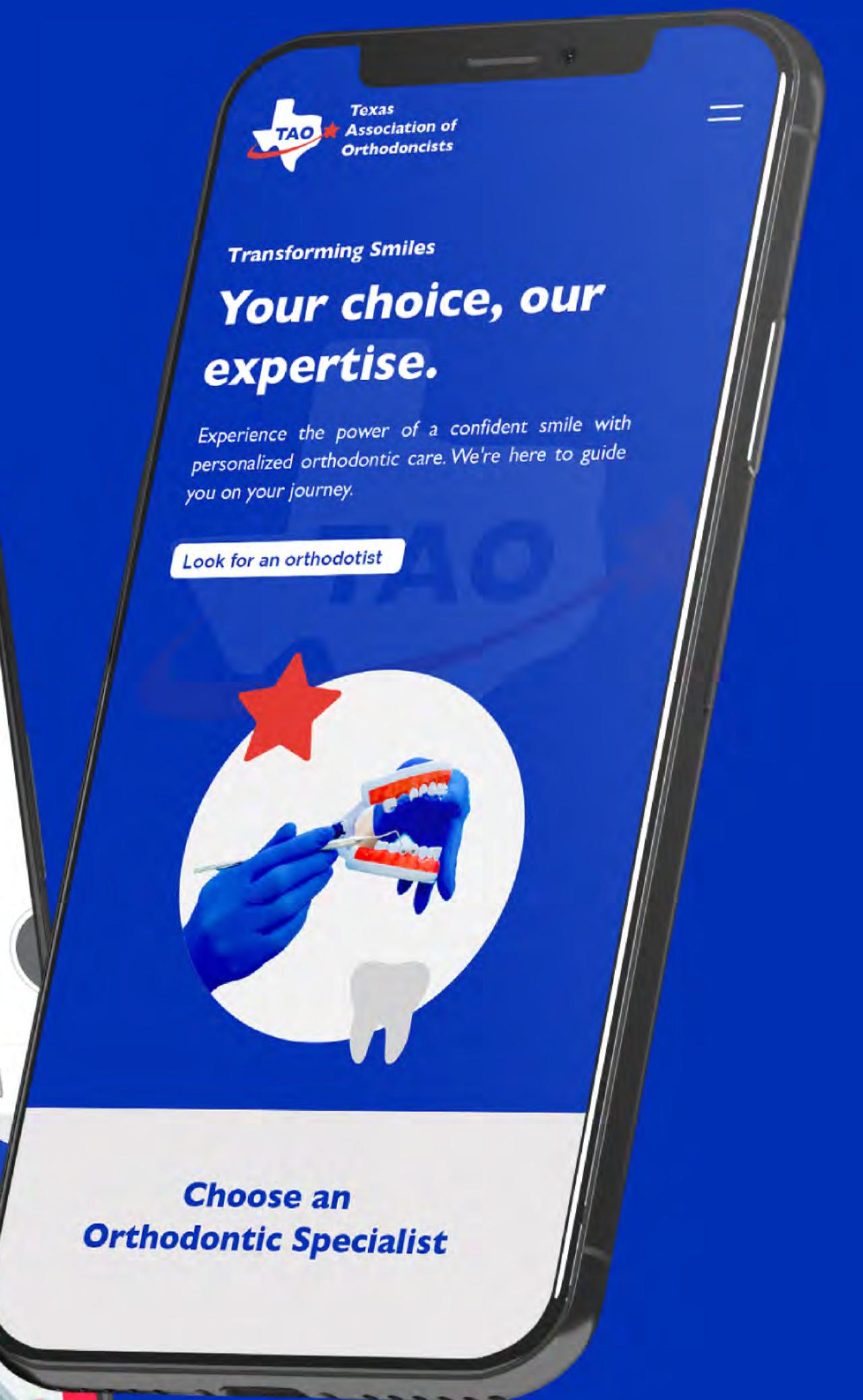
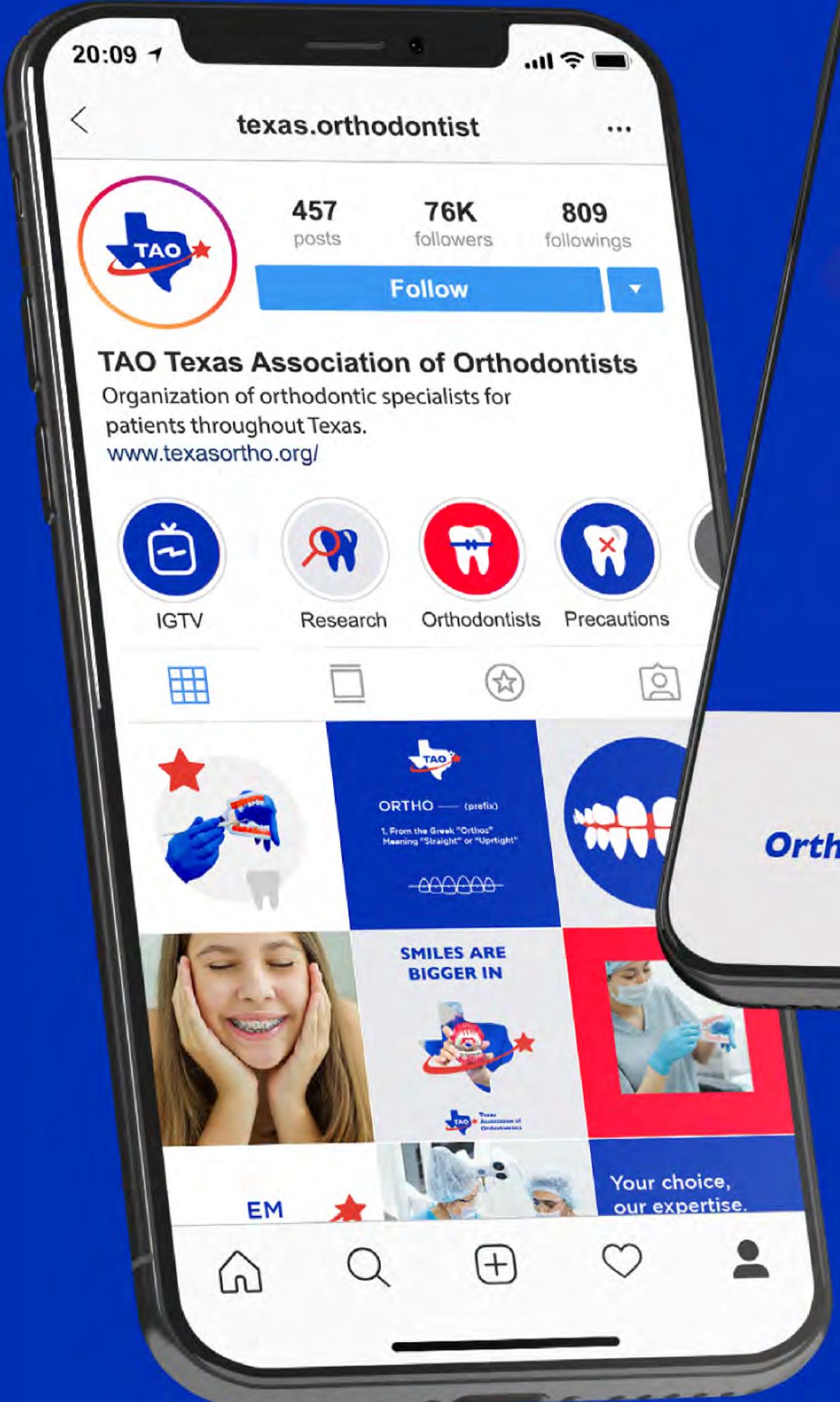
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

ELEMENTS









Texas Association of Orthodontists

Transforming Smiles
Your choice, our expertise.

Experience the power of a confident smile with personalized orthodontic care. We're here to guide you on your journey.

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Guiding Your Smile Journey:
We're Here to Help You Shine!

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Experience matters.

Why Choose an Orthodontist

- Smile Expertise**
- Smile Expertise**
- Cutting-edge Techniques**

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TEXAS ASSOCIATION OF ORTHODONTISTS

EMBRACE YOURSELF

Experience the power of a confident smile with personalized orthodontic care. We're here to guide you on your journey.

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#MakeTexasSmile

Making Texas Shine, One Smile at a Time

Texan Ortho Buzz

Our Latest News

- 01** [The True Purpose of Straightening Your Teeth: Beyond Cosmetic Enhancement](#) August 3, 2023
- 02** [Embrace Your Smile Transformation: Why Summer is the Perfect Time to Start Orthodontic Treatment](#) August 3, 2023
- 03** [Traveling Smiles: Your Summer Vacation Guide with Braces from the Texas Association of Orthodontists](#) August 3, 2023

Unlock Smiles:
Join the Texan

Your Name

Your Email



**Can I use my clear aligners
as whitening trays?**



**TEXAS
ASSOCIATION OF
ORTHODONTISTS**



02 **FRIENDLY**

Seamlessly blends the rich heritage of Texas with a modern corporate aesthetic, capturing the essence of orthodontic excellence within the Lone Star State.



KEYWORDS

Institutional Patriotic Explicit

SEMIOTICS

THE SHOOTING STAR



Serving as a powerful symbol of the association's deep roots within the region.

THE SMILE



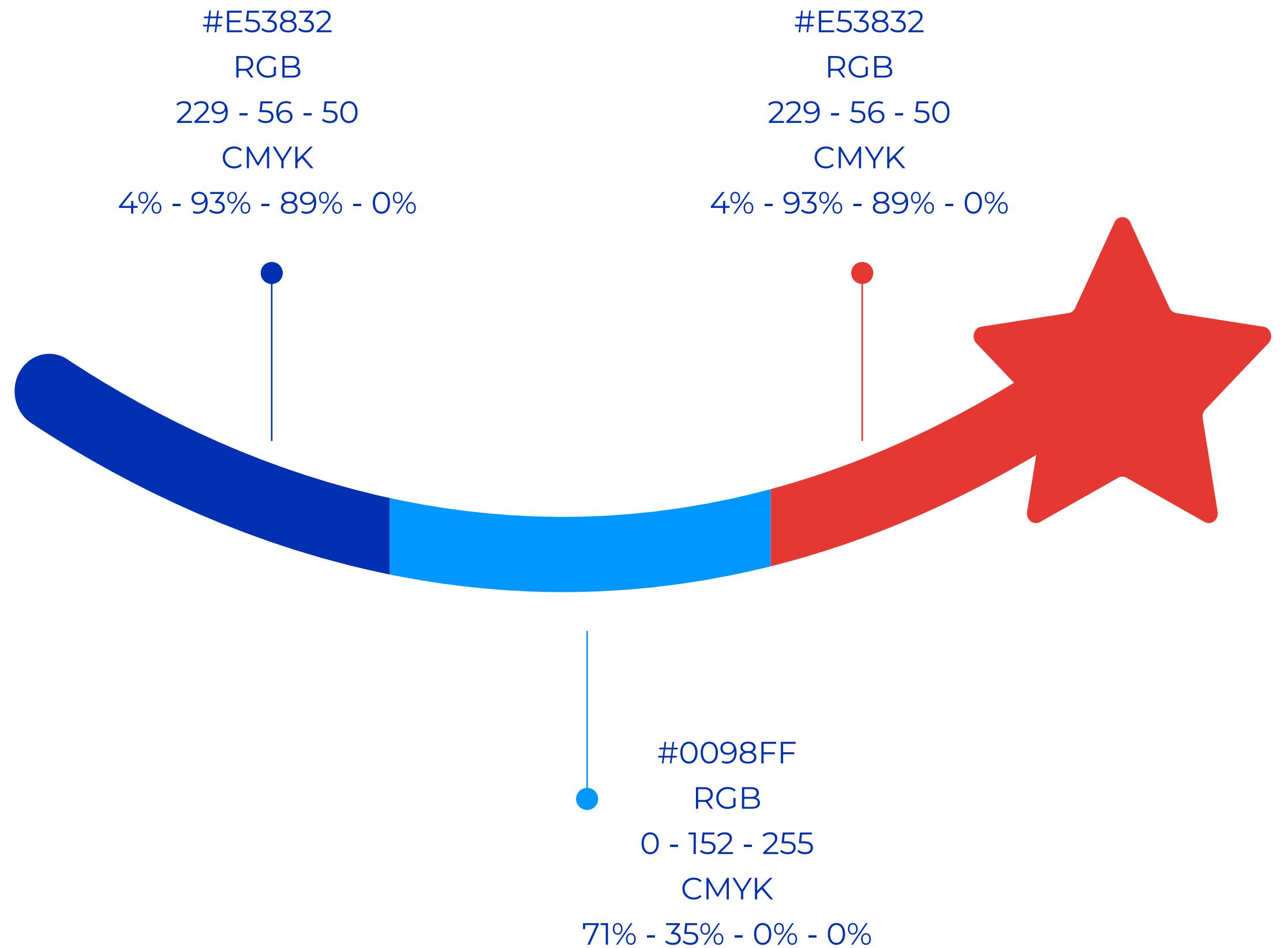
A dynamic representation of a smile, radiates positivity and joy. Simultaneously, the star pays homage to the iconic Star of Texas,

THE LONE STAR



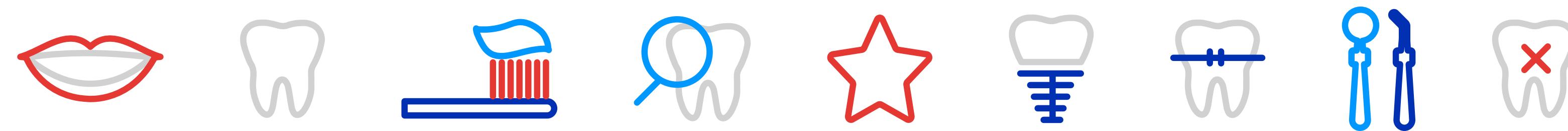
stands tall and strong beside the Texas outline, exuding professionalism and a sense of identity.

COLOR



Beyond the bold strokes of patriotic red and blue, we introduced a third hue: a blend between cyan and blue representing medical innovation.

S H A P E S



Beyond the bold strokes of patriotic red and blue, we introduced a third hue: a blend between cyan and blue representing medical innovation.

TYPE

FONT NAME

MONTSE R R A T

REGULAR

Aa

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

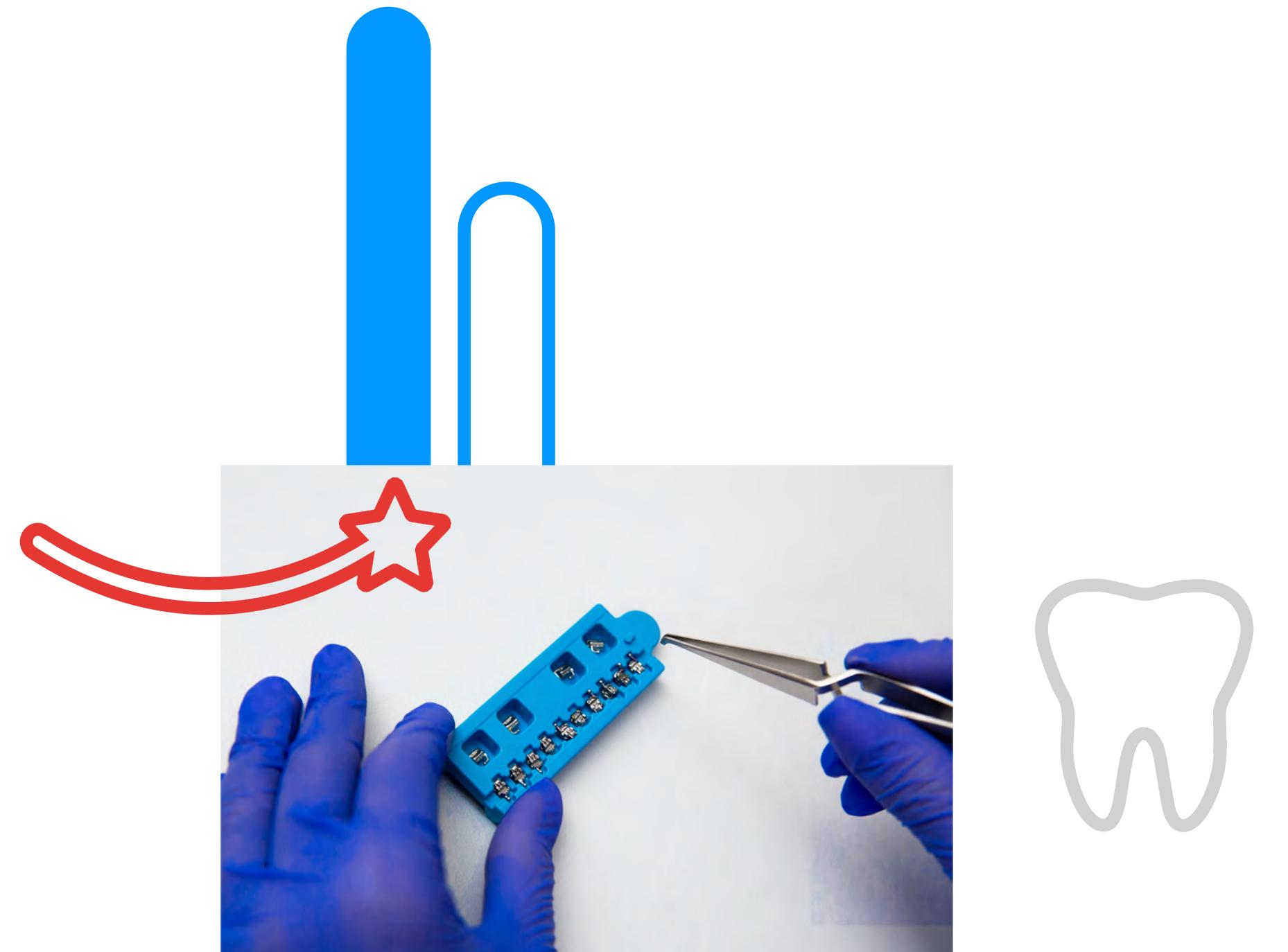
BOLD

Aa

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

ELEMENTS







TEXAS
ASSOCIATION OF
ORTHODONTISTS

Category B

Dr. Alyson Jeng

Member ID: 234575

Group ID: 46

Group B: 02

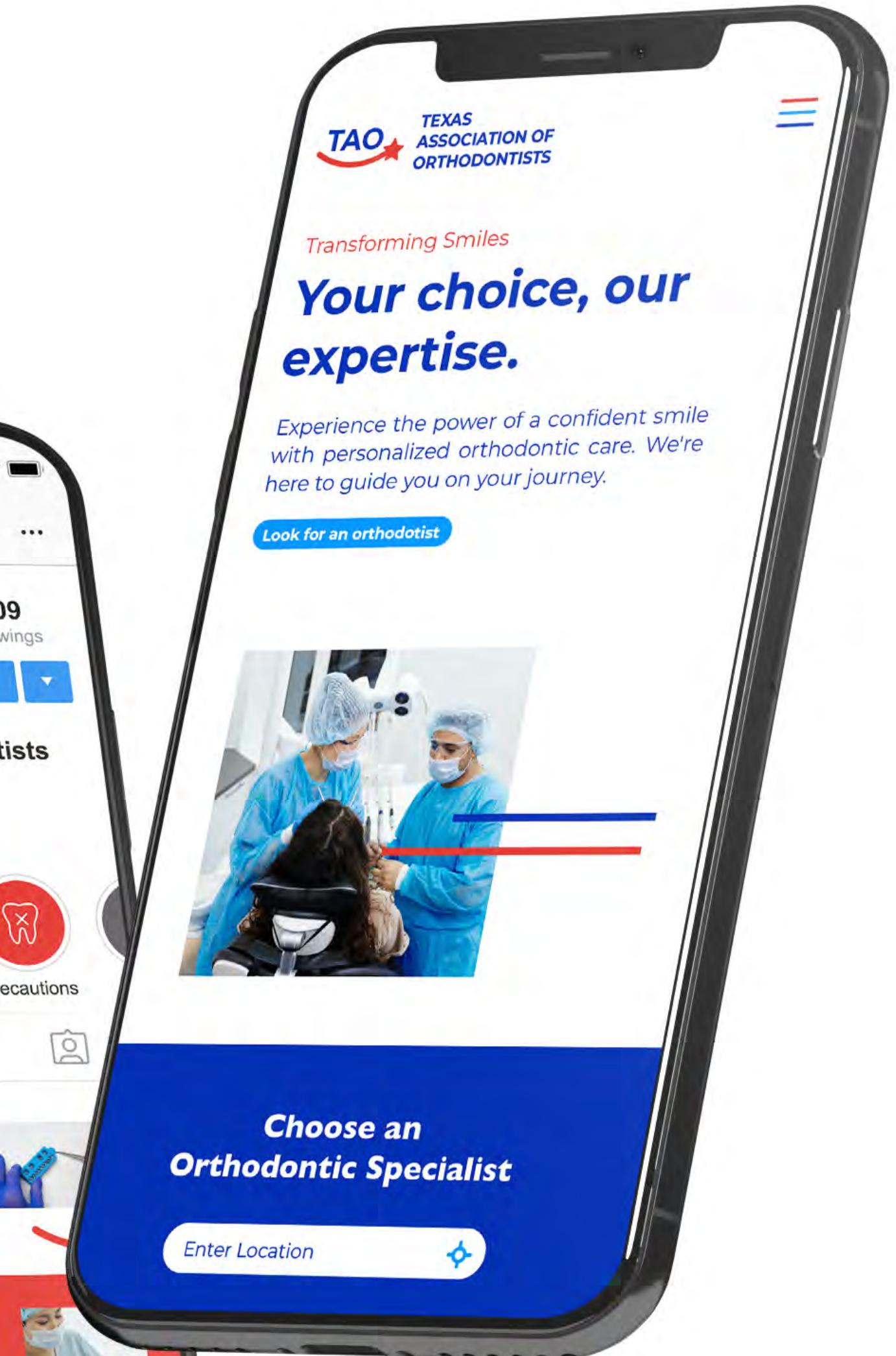
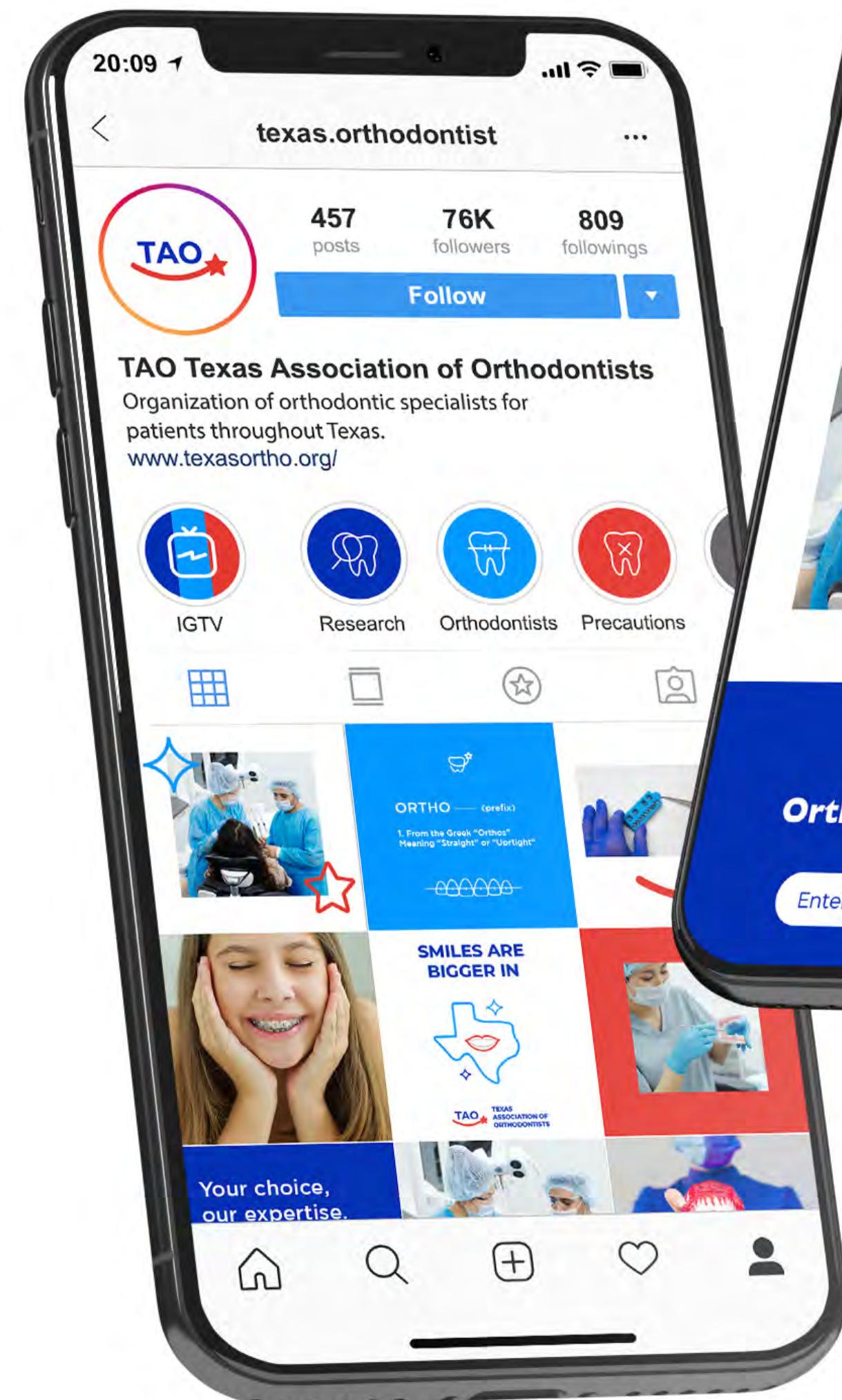
Location: Austin Texas

Contact: 757 767 8765

Start Date: 01/03/2007

nu8763Bd





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Experience the power of a confident smile with personalized orthodontic care. We're

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Search

Experience matters

Why Choose an Orthodontist



Smile Expertise

Lorem ipsum dolor sit amet, consectetur adipiscing elit,



Smile Expertise

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Cutting-edge Techniques

Lorem ipsum dolor sit amet, consectetur adipiscing elit,



TEXAS
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OF
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Guiding Your Smile Journey:
We're Here to Help You Shine!

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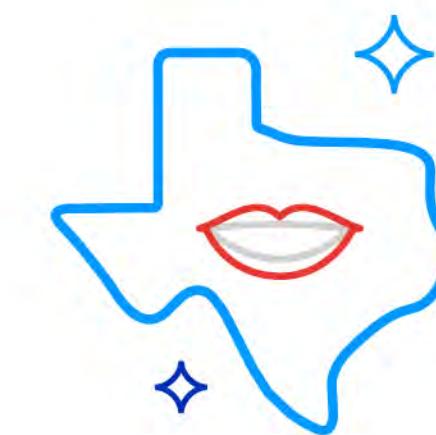
**EM
B R A C E
Y O U R S E L F**

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August 3, 2023



Unlock Smiles:
Join the Texan
Ortho Community

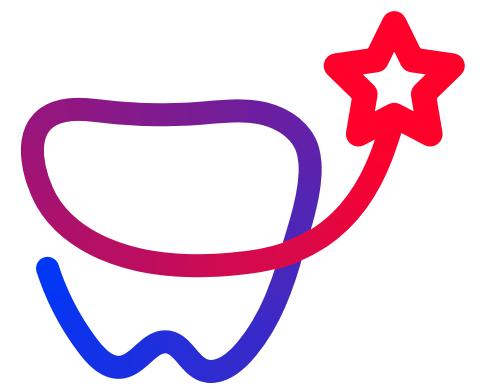
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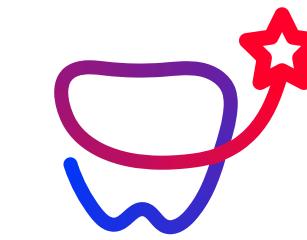
Subscribe



The top half of the slide features the TAO logo with the tagline 'WE KEEP TEXAS SMILING'. Below the logo is a circular image of a person's mouth wearing clear orthodontic aligners. A blue speech bubble at the bottom contains the text 'Can I use my clear aligners as whitening trays?' with two small blue sparkles on either side.



TEXAS
ASSOCIATION OF
ORTHODONTISTS



03 MODERN

Seamlessly blends the rich heritage of Texas with a modern corporate aesthetic, capturing the essence of orthodontic excellence within the Lone Star State.



KEYWORDS

Vibrant Contemporary Simple

SEMIOTICS

THE
TOOTH



The core of every
radiant smile.

THE
BRACES /
SMILE



Signifies the presence of
braces, while simultaneously
mirrors the natural
curvature of a smile.

THE
LONE
STAR



The iconic
emblem of
Texas.

COLOR

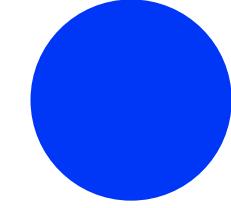
#E53832

RGB

0 - 54 - 246

CMYK

87% - 74% - 0% - 0%



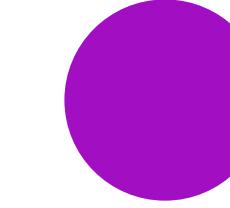
#E53832

RGB

162 - 14 - 165

CMYK

51% - 89% - 0% - 0%



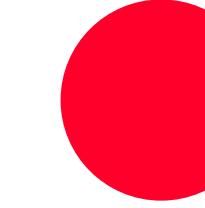
#E53832

RGB

229 - 56 - 50

CMYK

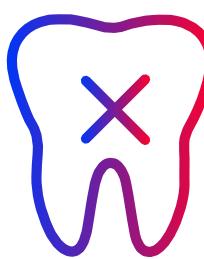
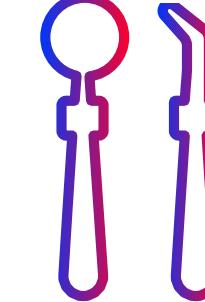
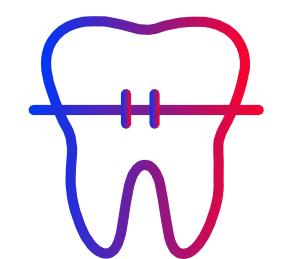
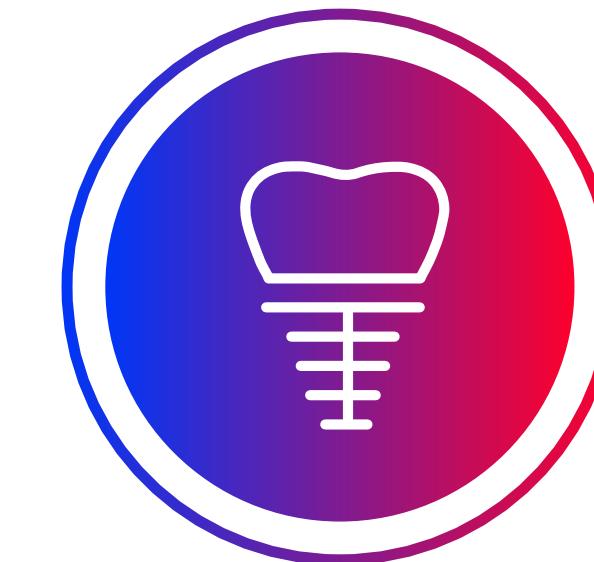
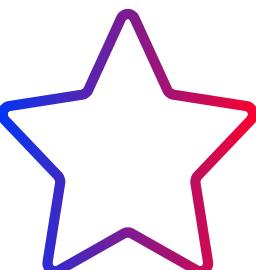
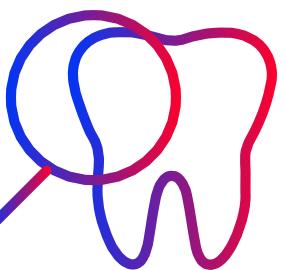
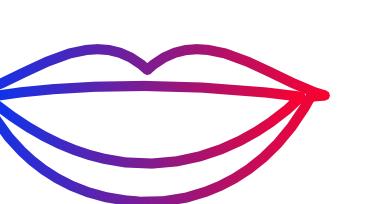
4% - 93% - 89% - 0%



The gradient, seamlessly merging the hues of dynamic red and electric blue, they mirror the evolution of dental care while paying homage to our Texan heritage. where tradition finds itself entwined with modernity, creating a visual narrative that's as vivid as it is forward-thinking.

SHAPES

The iconography is crafted with a medium outline that elegantly transitions through the distinctive gradient of the branding



TYPE

FONT NAME

GOTHAM

BOOK

Aa

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

BOLD

Aa

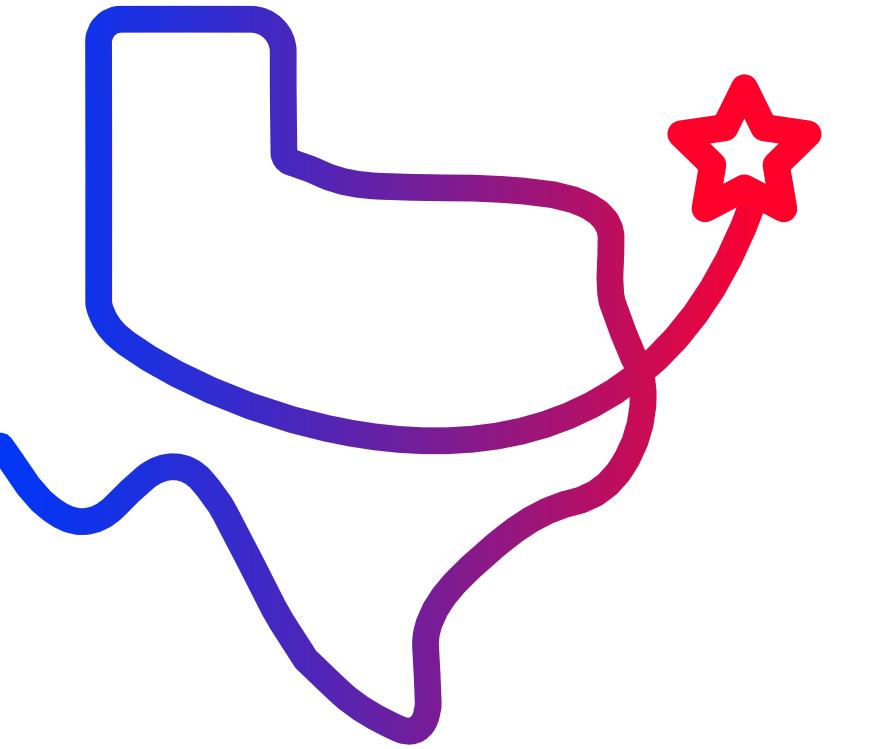
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O P Q R S T U V W X Y Z

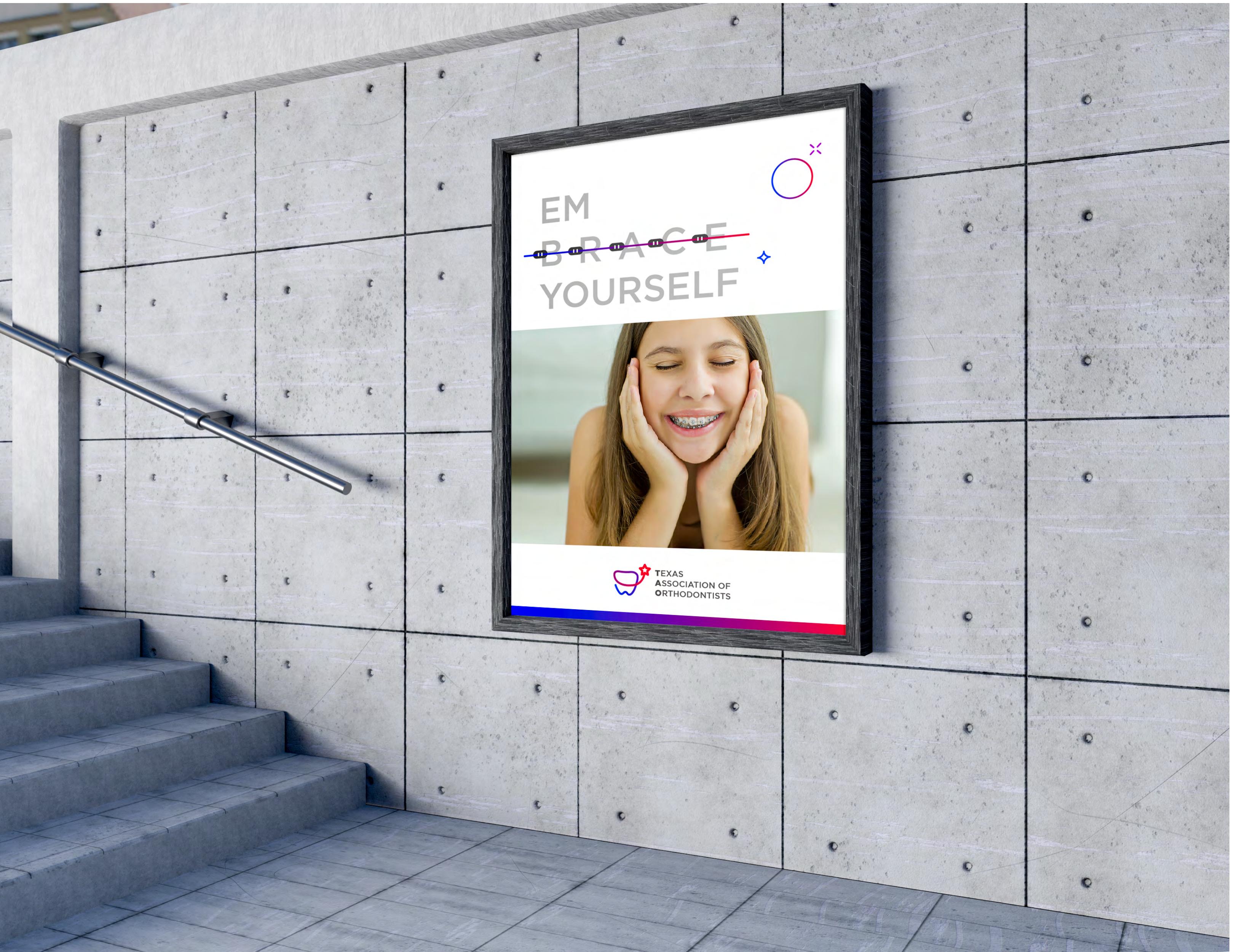
This typographical selection adds a contemporary touch that resonates with our progressive approach.

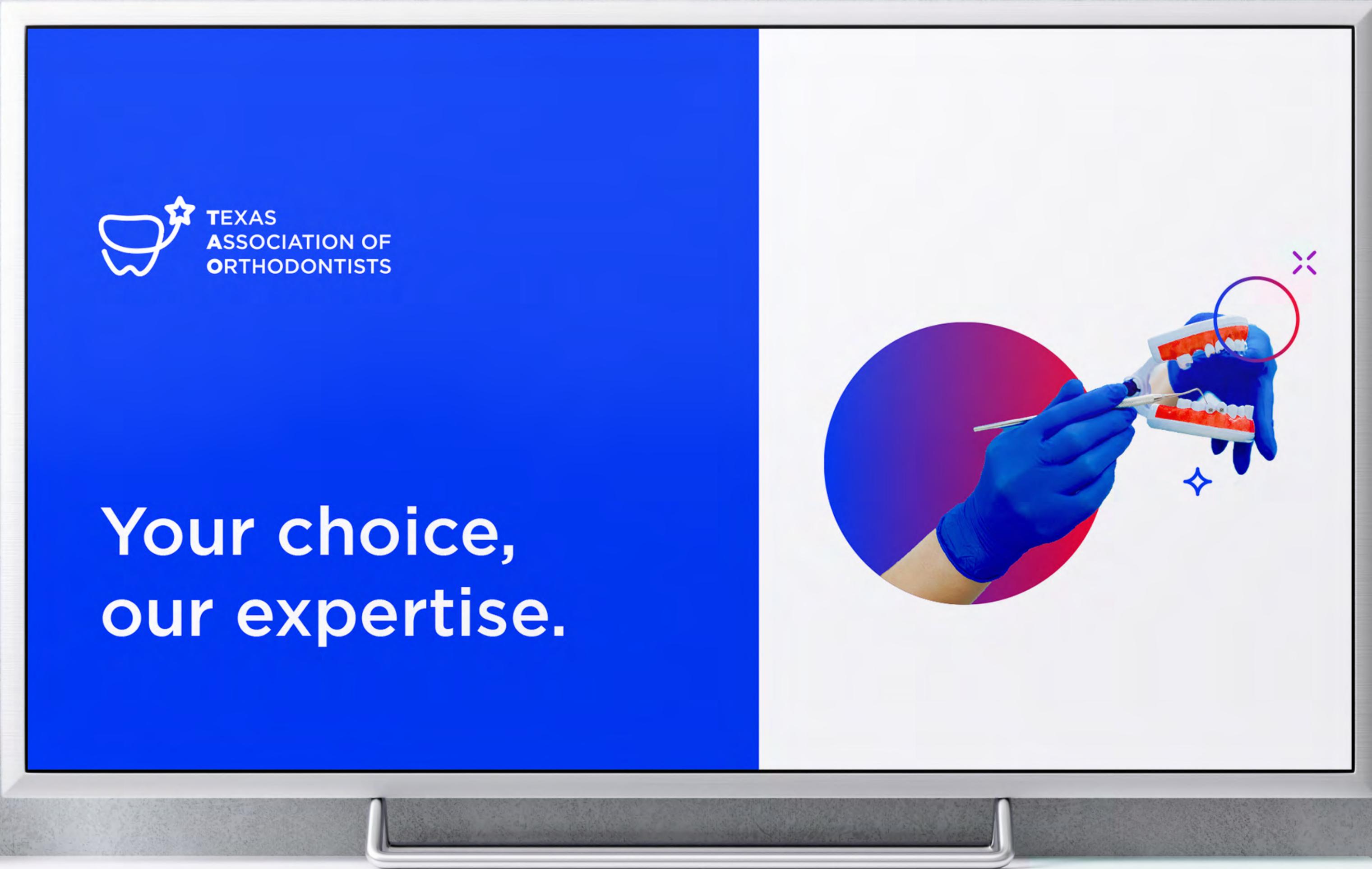
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o p q r s t u v w x y z

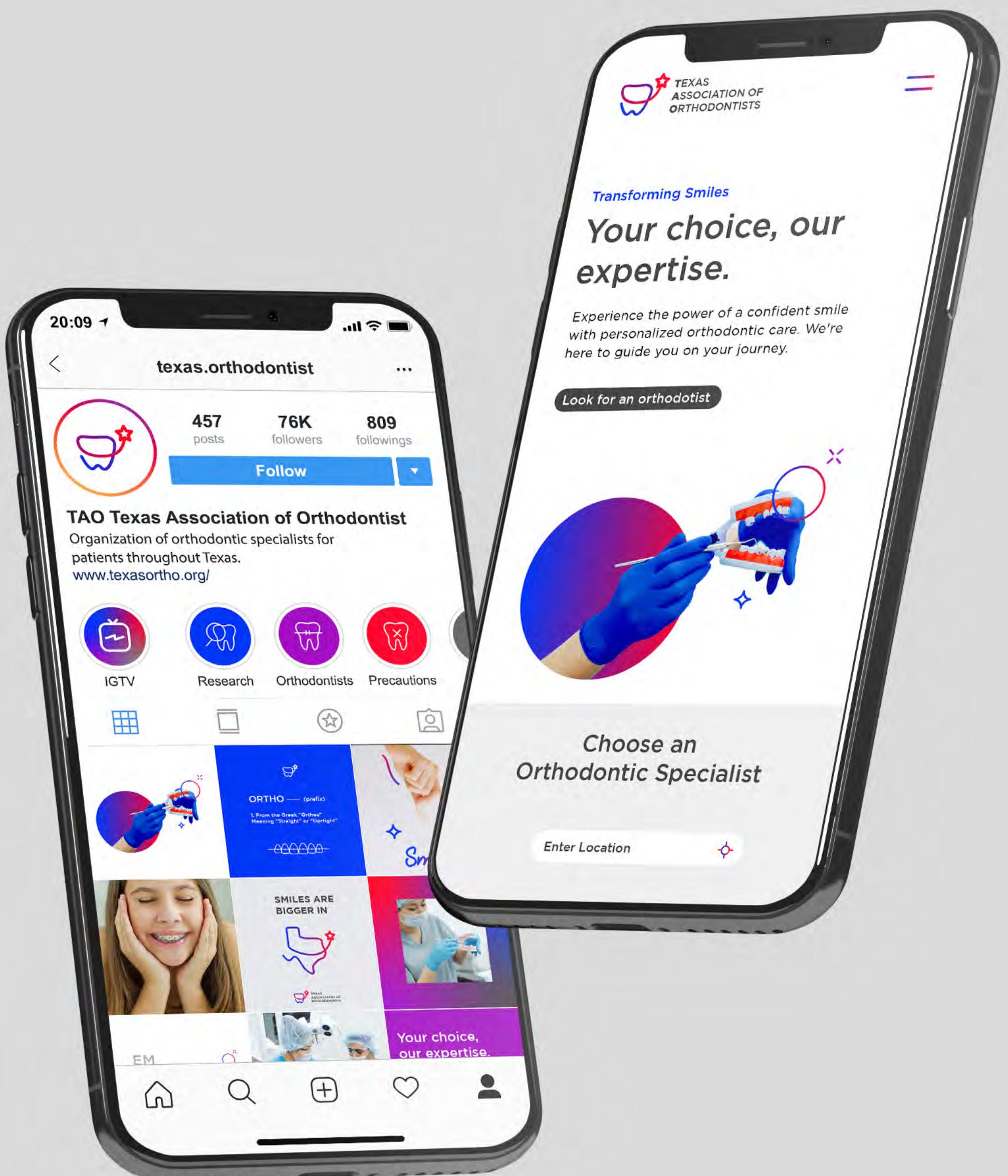
a b c d e f g h i j k l m n
o p q r s t u v w x y z

ELEMENTS











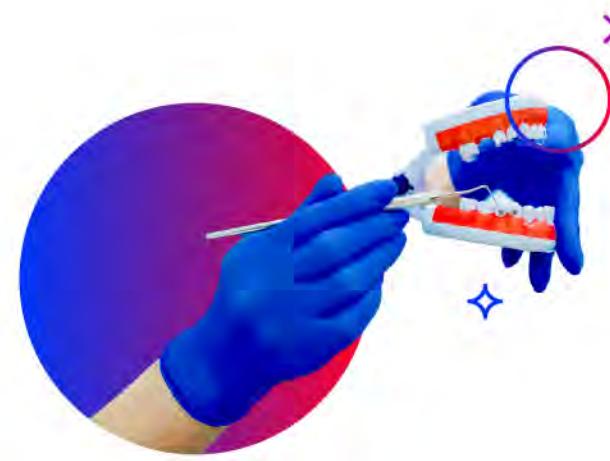
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Experience matters.

Why Choose an Orthodontist



Smile Expertise

Lorem ipsum dolor sit amet, consectetur adipiscing elit,



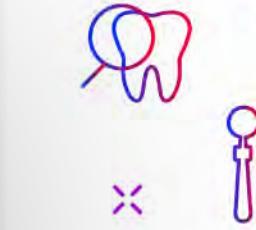
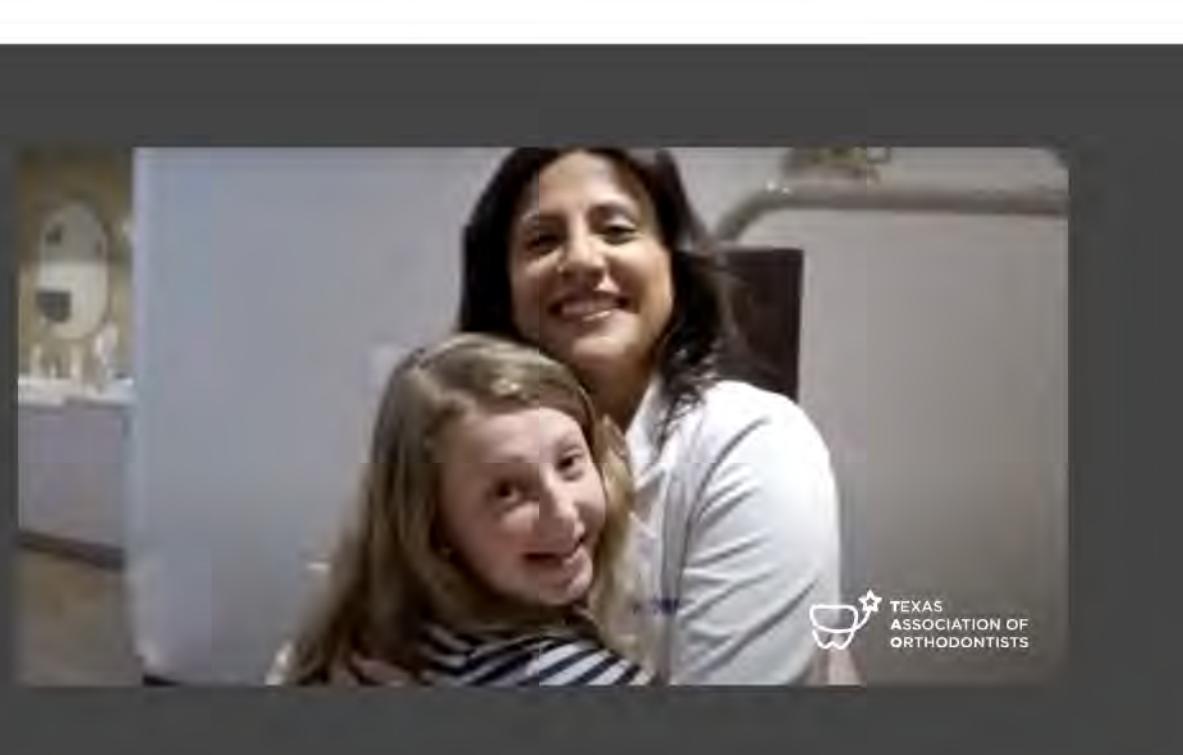
Customized Care

Lorem ipsum dolor sit amet, consectetur adipiscing elit,



Cutting-edge Techniques

Lorem ipsum dolor sit amet, consectetur adipiscing elit,



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We're Here to Help You Shine!

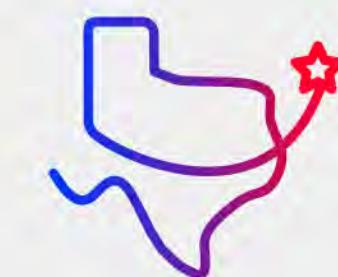
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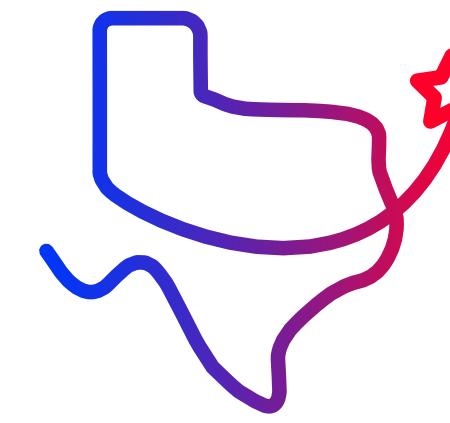


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TEXAS
SMILING

WE KEEP
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