

ESTD **PREP** 2011  
**DOCTORS**  
INSTITUTE



**BRAND GUIDELINES**

# The Brand

Our brand represents not only a logo and a name; it's a complete system of colour, typography, and graphics that bring our personality to life. Our brand represents our beliefs and commitment to providing innovative training programs and helping every we come across dentist have a successful career in Canada.

## Our Core Values

Experience	Equal Opportunit
Innovation	Excellence
Compassion	Clarity



### What do we do?

We are a dental training institute that prepares international dentists to obtain Canadian equivalency and begin practicing in Canada. We do this by offering a variety of theoretical and

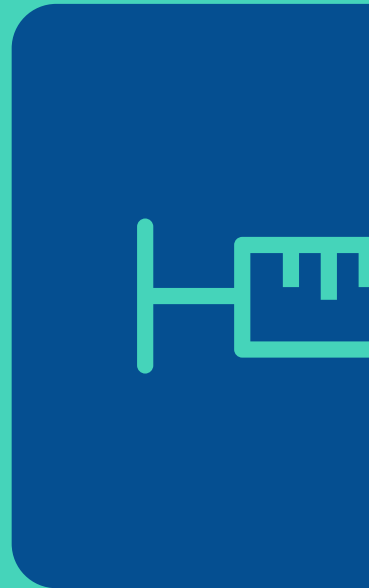
practical preparatory courses that target exams necessary to get licensed. And the support doesn't end there. We offer Continuing Education courses that help dentists keep their license and excel in the market.

---

## 1.0 Logo

- 1.1 Logo anatomy
- 1.2 Logo with colour
- 1.3 Logo in greyscale
- 1.4 Using the logo
- 1.5 Alternative logo

# 1.0 Logo



## 1.1

# Logo anatomy

Our logo is a combination of a logo mark and a word mark. It can be used together as a lockup. The logo mark can also be used individually when space is limited.

Logo  
Lockup



- 1.0 The Logo
- 2.0 Colour
- 3.0 Typography
- 4.0 Grids
- 5.0 Icons
- 6.0 Collateral

## Full colour logo

The full colour logo with primary or white background is the preferred version and should be used whenever possible.

### Logo colour

Two colours can be used on our logo - white and primary blue (see colour section on pg. 9 for details.). The white logo can be used when the background is coral or various blues. The blue logo can be used on teal or white backgrounds.

### Background colour

Our logo should always contrast the background.

### 1.0 The Logo

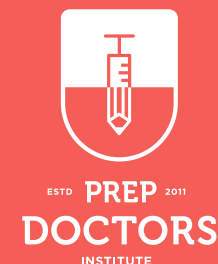
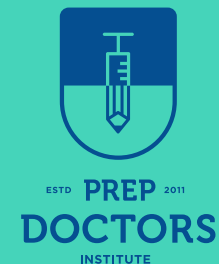
2.0 Colour

3.0 Typography

4.0 Grids

5.0 Icons

6.0 Collateral

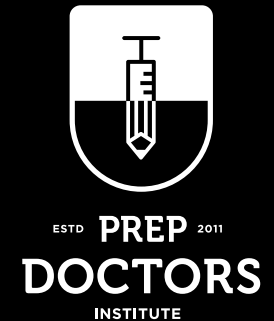


## 1.3

# Single Colour logo

### Black and white logo

When there are a limited number of colours available, choose a single colour version and only black and white should be used.




### 1.0 The Logo

- 2.0 Colour
- 3.0 Typography
- 4.0 Grids
- 5.0 Icons
- 6.0 Collateral

## Using the lockup

To preserve legibility, the lockup should not be printed smaller than 1" tall, and should not appear less than 100px tall in digital formats. If the application requires the logo to be smaller than the minimum size, use an alternative logo instead. (see Alternative Logo on pg. 08)

- 2.0 Colour
- 3.0 Typography
- 4.0 Grids
- 5.0 Icons
- 6.0 Collateral

[illegible]

ESTD **PREP** 2011  
**DOCTORS**  
 INSTITUTE

## Alternative Logo

Only these four combinations can be used as an alternative logo. Do not change the alignment or text placement from what you see here.

### Text Alternative

When an application has narrow space or in a tubular shape, where logo mark cannot be applied, the text alternative can be used.

### Logo Mark

The logo mark can be used individually as an icon. If used as such, it is treated as a decorative element instead of a logo.

### Stacked Text Alternative and Single Line Alternative

When space is limited and requires a logo smaller than the minimum size (see pg. 07), a stacked text or single line alternative is preferred.

In most cases, the alternative logo needs to be left aligned. In some conditions where the right aligned logo is needed, the single line alternative is preferred.

Used when application has a very narrow shape

Text Alternative

# Prep Doctors

Only use it as a decorative element instead of a logo individually

Logo Mark



- when space is limited
- can only be left aligned

Stacked Text Alternative



# Prep Doctors

Single Line Alternative

- when space is limited
- can be both left and right aligned



# Prep Doctors



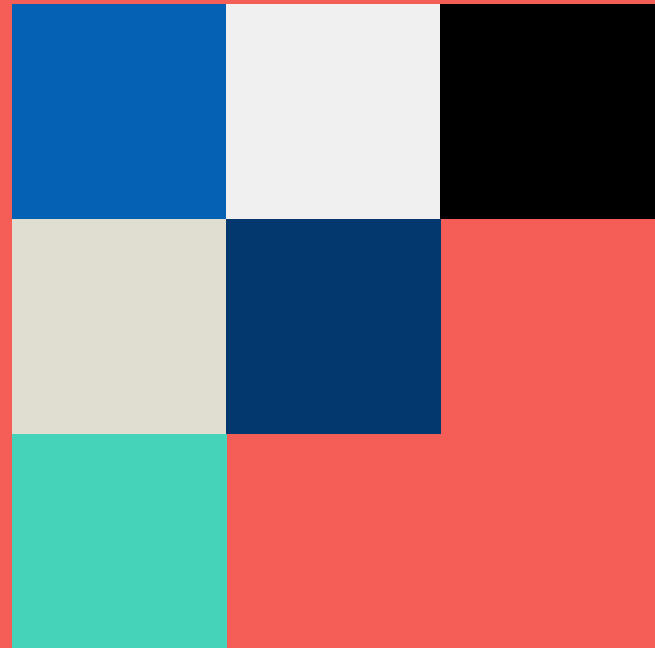
---

## 2.0 Colour

2.1 Primary Colour Palette

2.2 Supporting Palette

# 2.0 Colour



2.1

# Primary Colours

Colour plays an important role in our visual identity. Our colours reference our bright and innovative personality. These primary colours should be the foundation of any branded design.

Primary  
Blue



#0660B2

R 5  
G 78  
B 145

C 92  
M 65  
Y 0  
K 0

Secondary  
Blue



#054E91

R 6  
G 96  
B 178

C 100  
M 77  
Y 14  
K 2

Navy  
Blue



#02376D

R 2  
G 55  
B 109

C 100  
M 86  
Y 31  
K 18

Teal



#44D3BB

R 68  
G 211  
B 187

C 61  
M 0  
Y 37  
K 0

Coral



#F45E56

R 244  
G 94  
B 86

C 0  
M 78  
Y 64  
K 0

2.2

# Supporting Colour

To add more flexibility to the visual identity, a supporting palette is also available. However, marketing materials should use primary colours as much as possible.

1.0	The Logo
<b>2.0</b>	<b>Colour</b>
3.0	Typography
4.0	Grids
5.0	Icons
6.0	Collateral

Light Grey



#EFEFEF

R	239
G	239
B	239

C	5
M	3
Y	3
K	0

Cool Grey



#E6E6E6

R	230
G	230
B	230

C	8
M	6
Y	7
K	0

Warm Grey



#E0DDD1

R	224
G	221
B	109

C	11
M	9
Y	16
K	0

---

### 3.0 Typography

3.1 Fonts

3.2 Basic Typography

3.3 Type Hierarchy

# 3.0 Typography



3.1

# Fonts

Typography is a powerful brand tool that gives meaning to any document. Our typography consists of three typefaces: Museo, Montserrat and Karla.

Museo is our primary brand font. Montserrat and Karla are both provided by Google, and are available to download at:  
[fonts.google.com/specimen/Karla](https://fonts.google.com/specimen/Karla)  
[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

- 1.0 The Logo
- 2.0 Colour
- 3.0 Typography**
- 4.0 Grids
- 5.0 Icons
- 6.0 Collateral

Museo  
700

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890:;!"/()\*&%#

Montserrat  
Bold,  
Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890:;!"/()\*&%#  
  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890:;!"/()\*&%#

Karla  
Regular,  
Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 1234567890:;!"/()\*&%#  
  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 1234567890:;!"/()\*&%#

# Basic Typography

Here are some basic typography elements - headline, number, subheading, and body.

- 1.0 The Logo
- 2.0 Colour
- 3.0 Typography**
- 4.0 Grids
- 5.0 Icons
- 6.0 Collateral

HEADLINE 1 : MUSEO 700

# Headline

HEADLINE 2: MONTSERRAT BOLD

## SUBHEADING

TRACKING: 50 PT

BODY: KARLA REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

NUMBER : MUSEO 700

# 03

HEADLINE 3: MONTSERRAT REGULAR

## SUBHEADING

TRACKING: 50 PT

BODY: KARLA ITALIC

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.*

## Type Hierarchy

Typography needs to be used thoughtfully to avoid inconsistency. Here are some tips to keep documents legible, clean and simple

We shouldn't need more than three weights in any design. In most cases, two weights should be more than enough. The sample here shows two weights in use.

Similar to weights, you should not use more than three colours in any particular design.

- 1.0 The Logo
- 2.0 Colour
- 3.0 Typography**
- 4.0 Grids
- 5.0 Icons
- 6.0 Collateral

# Prep Doctors NDEB Training

## PREPARING INTERNATIONALLY-TRAINED DENTISTS TO OBTAIN CANADIAN LICENSING

### ABOUT US

Prep Doctors is a professional training provider that prepares foreign health professionals to obtain Canadian licensing in Health professions. We do this by offering a number of theoretical and practical preparatory courses that target exams necessary to get licensed. Our courses are offered in packages that are designed to cover the different angles of the exams.

### COURSES

- Assessment of Clinical Skills (ACS)
- Assessment of Clinical Judgement (ACJ)
- OSCE Exam Training
- University Acceptance & Interviews
- IELTS Training
- Career and Business Training
- Dental Practice Essentials (CE)
- Assessment of Fundamental Knowledge

### WHY US

- High passing rate (over 80%)
- Relevant Mock exams
- Personalized teaching methodologies
- Learning by cases and examples
- Live and recorded Demos
- We help you develop a successful career in Canada
- All your preparation needs in one place

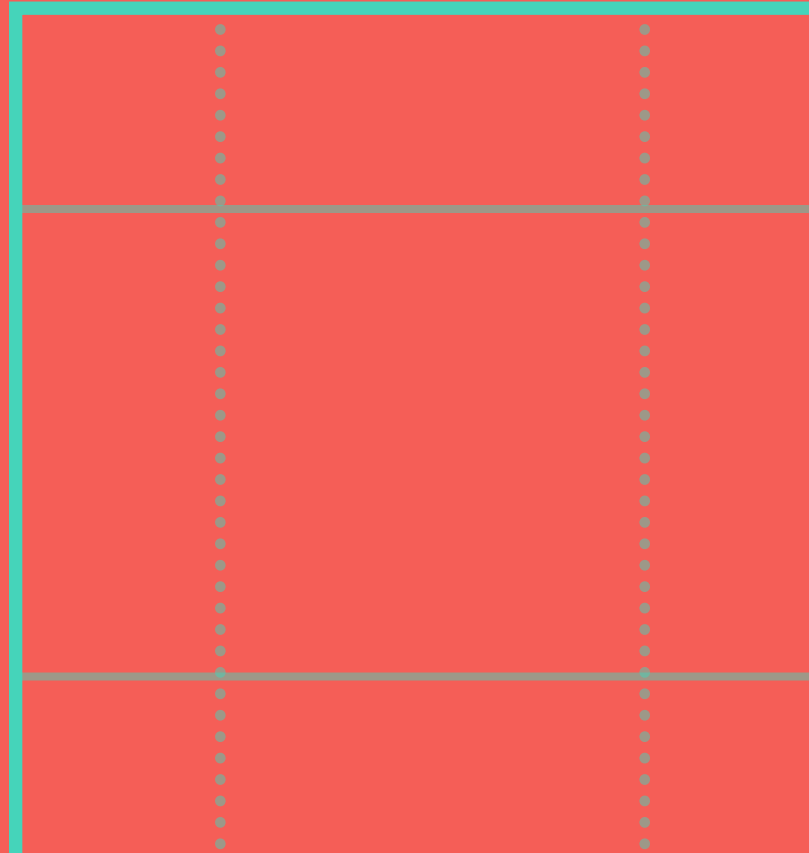
---

## 4.0 Grids

4.1 Basic Grids

4.2 Grid Example

# 4.0 Grids





## 4.1

# Basic Grids

Grid setting keeps documents clean and legible. Here are three basic grid types used in most of the layouts. Variation also gives more flexibility when working on more complex documents.

### 2 columns

Use when the content has clear separation - Title & subheading on one side, text body on the other; or with long paragraphs.

### 3 columns

Use when there are more content elements to work from.

### Full page

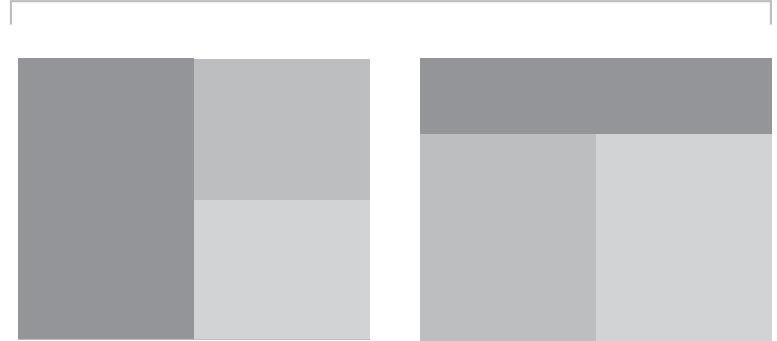
Mostly used on presentation deck, or title page, when all text elements need to be large for legibility.

- 1.0 The Logo
- 2.0 Colour
- 3.0 Typography
- 4.0 Grids**
- 5.0 Icons
- 6.0 Collateral

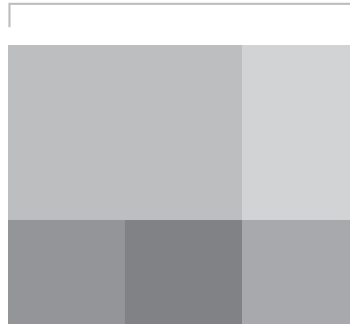
2 columns



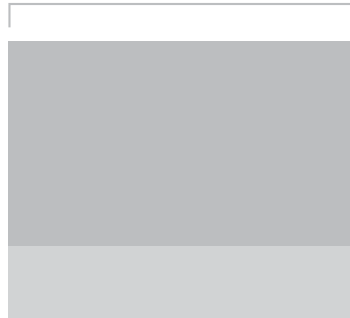
Variation



3 columns

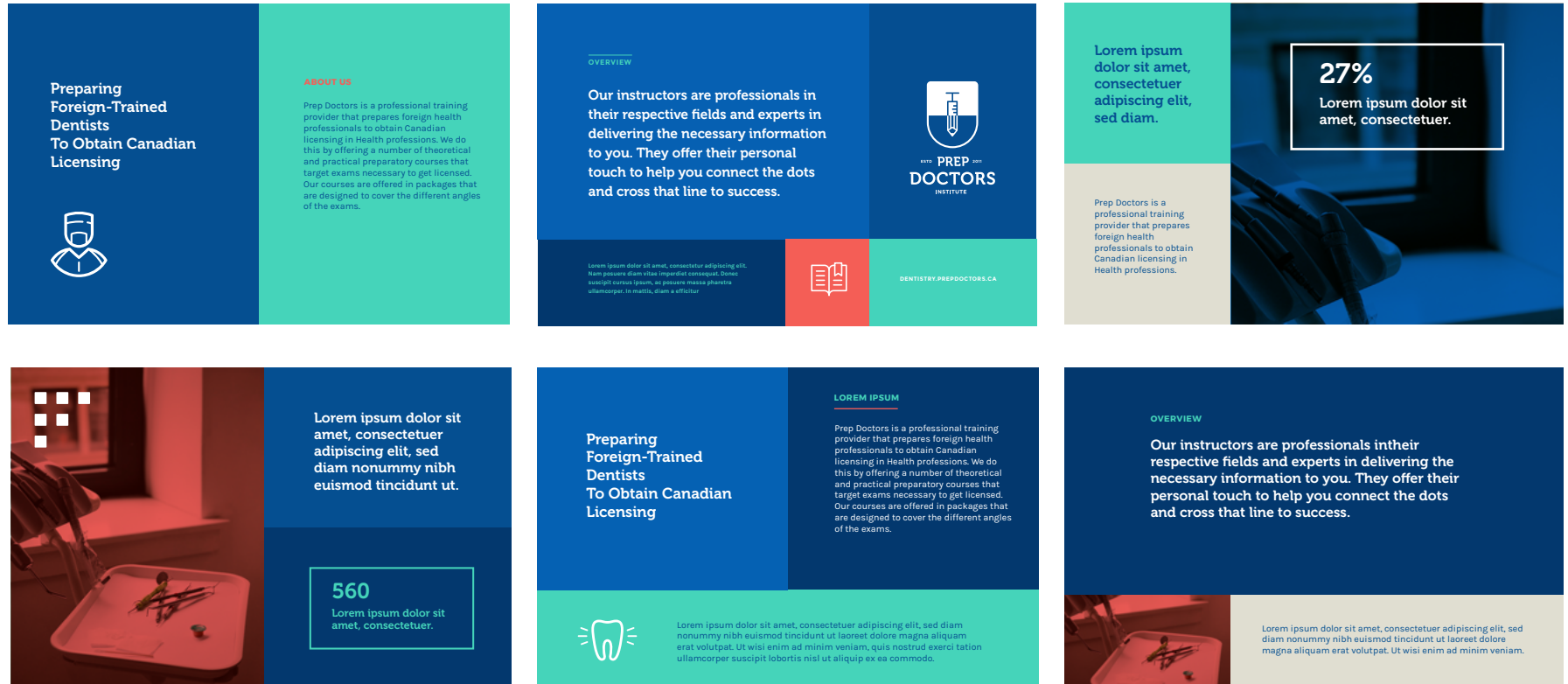


Full Page



## 4.2

# Grid Example



### \*Colour overlay instruction

**Adobe user:** multiply colour layer on image

**Canva user:** overlay a shape on the image, select custom colour, input the colour HEX code (see "colour palette" section), then adjust colour transparency.

---

## 5.0 Icons

- 5.1 Decorative Icons
- 5.2 Functional Icons
- 5.3 Examples

# 5.0 Icons

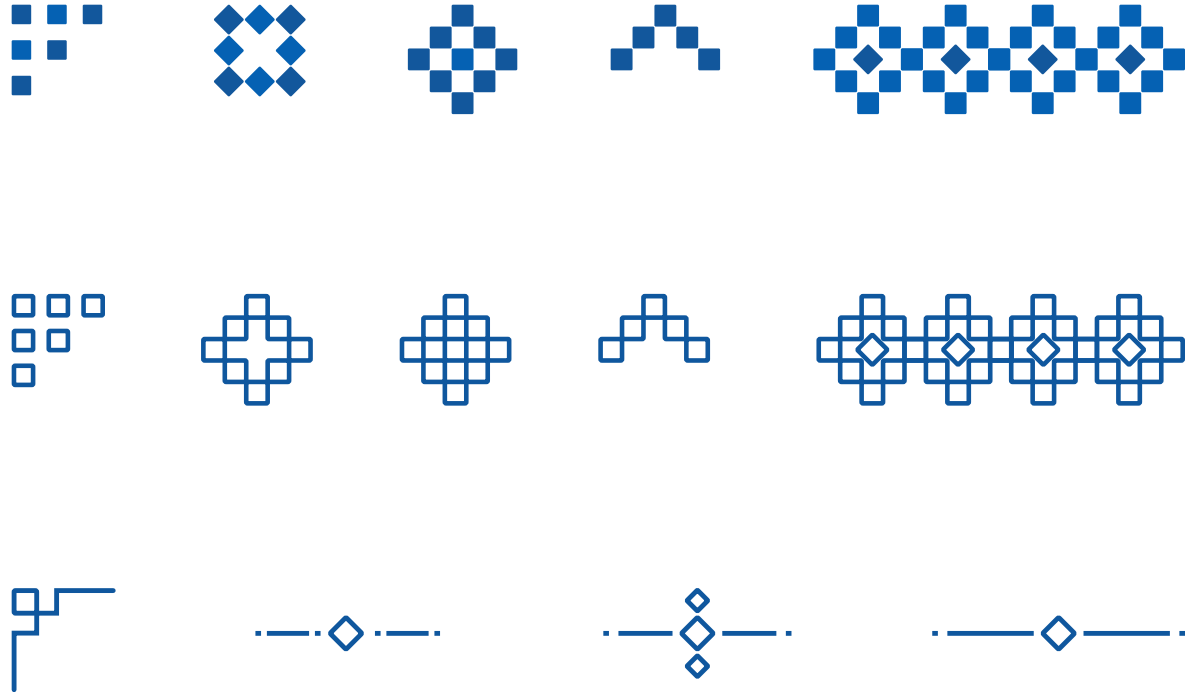


## 5.1

# Decorative Icons

To give more personality to our brand, we developed two types of icons - decorative and functional. Each type of icon should not be used more than one at a time to avoid clutter.

Decorative icons and functional icons should not be used in conjunction with one another.

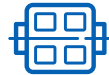


- 1.0 The Logo
- 2.0 Colour
- 3.0 Typography
- 4.0 Grids
- 5.0 Icons**
- 6.0 Collateral

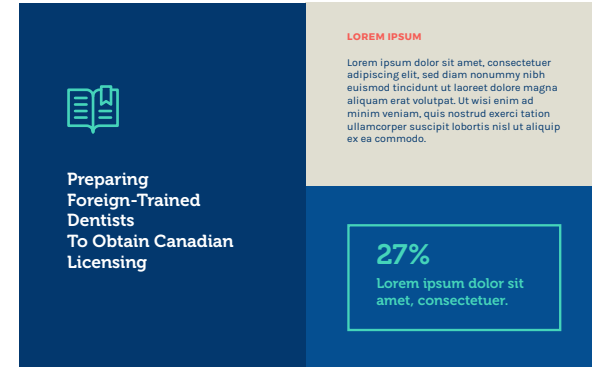
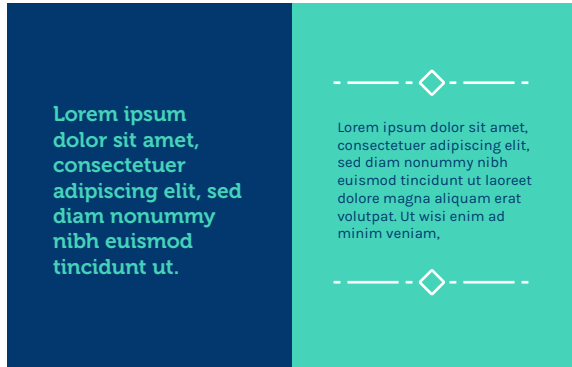
# Functional Icons

Similar to decorative icons, functional icons should not be over-used, and should only be used when they are related to the content.

Decorative icons and functional icons should not be used in conjunction with one another.



- 1.0 The Logo
- 2.0 Colour
- 3.0 Typography
- 4.0 Grids
- 5.0 Icons**
- 6.0 Collateral



---

## 7.0 Collateral

- 7.1 Business Card
- 7.2 Envelope
- 7.3 Powerpoint

# 7.0 Collateral



# Collateral 1

## Stationery

- Letterhead
- Envelope
- businesscard

