

JANUARY 19



**VISUAL
IDENTITY
GLOBAL
DESIGN
PRINCIPLES
BRAND GUIDELINE**

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US**

LOGO

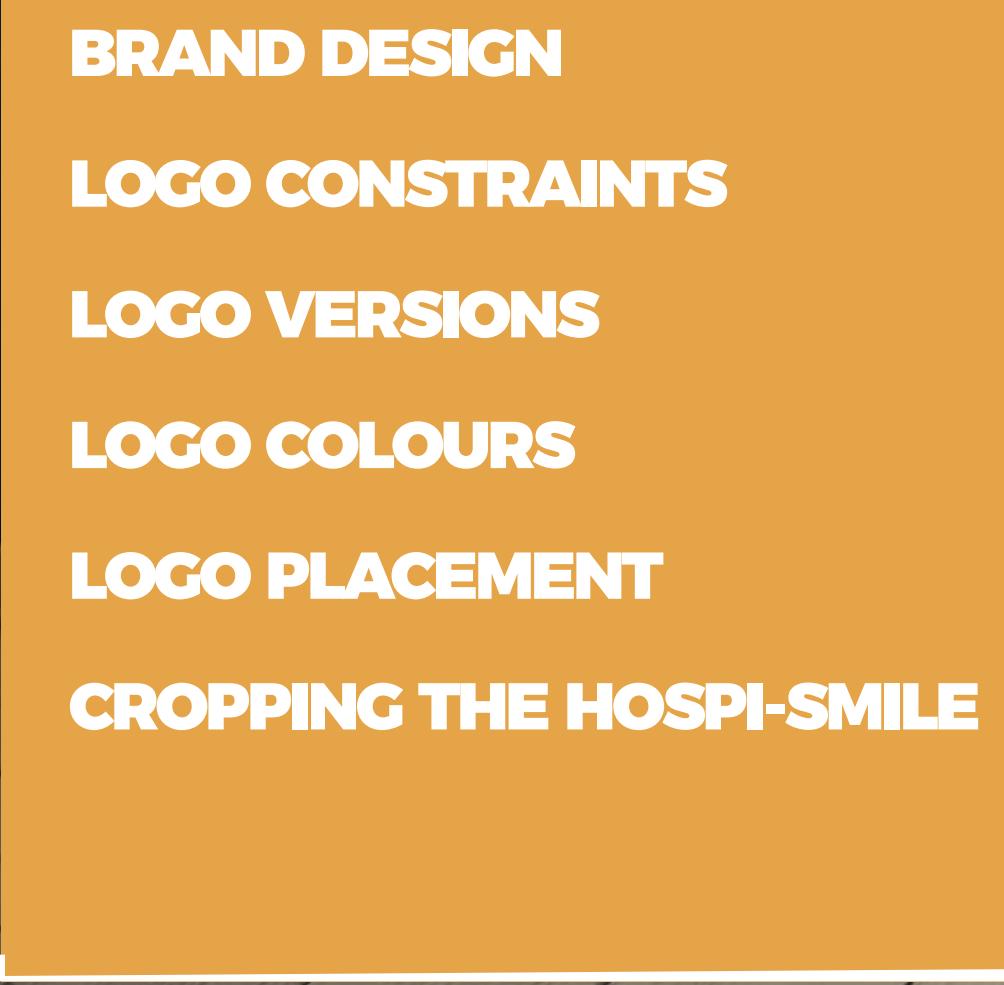
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BRAND DESIGN

Logo:

Dental Group Hospitadent Logo comprises of the Dental Group Hospitadent wordmark + the Hospitadent Smile symbol.



Logo With The Motto:

Logo with the slogan will be this way.



LOGO CONSTRAINTS

Safe Area:

A safe area has been specifically developed to allow maximum clarity and legibility of the logo. The image right represents the exclusion area required around any application of the logo.

No type or graphic elements should intrude into this space.

Minimum Size:

The size of the logo depends on the measurements of the collateral where the logo is placed. The primary logo may be applied no smaller than 4 mm high in print or 12 pixels high for digital application.



MINIMUM SIZE

Minimum size is determined by the height of the logo ('H')



H: 12 px for digital
H: 4 mm for print

LOGO VERSIONS

Primary logo:

Our Primary usage of the Dental Group Hospitadent Logo comprises of the Hospitadent wordmark + the Dental Group Hospitadent Smile. This version should be used wherever possible and always only on a white background.

Secondary logo:

The second usage version of the logo with the other colours.



Primary Logo



Secondary Logos



Single colour version - Positive on white
For exceptional use i.e. black and white printing and simplified online forms.



Single colour version - Negative on black
For exceptional use i.e. black and white printing and simplified online forms.

LOGO COLOURS

The table to the right outlines the correct specifications to be used to achieve Dental Group Hospitadent Logo Dark Blue and Dental Group Hospitadent Logo Light Blue depending on the final output method.

	
HOSPITADENT DARK BLUE	HOSPITADENT LIGHT BLUE
PANTONE 7693 C	PANTONE Process Cyan C
CMYK C. 100 M. 70 Y. 29 K. 14	CMYK C. 100 M. 0 Y. 0 K. 0
RGB R. 0 G. 72 B. 118	RGB R. 0 G. 159 B. 227
WEB #004876	WEB #009fe3



MOTTO & SLOGAN

MOTTO TR
BUTUN İŞİMİZ DİŞ

SLOGAN TR
BİZ GÜLÜMSETMEYİ SEVİYORUZ!

MOTTO RU
Вся наша работа заключается в красивых улыбках

SLOGAN RU
Мы хотим чтобы вы улыбались

MOTTO FR
NOUS VISIONS À VOUS FAIRE SOURIRE!

SLOGAN FR
CROQUEZ LA VIE AVEC UN BEAUX SOURIRE!

MOTTO ENG
WE LOVE TO MAKE YOU SMILE!

SLOGAN ENG
KEEP CALM AND;
PUT ON YOUR NEW SMILE!

MOTTO DE
IHRE ZÄHNE SIND UNS WICHTIG!

MOTTO FL
UW TANDEN, ONZE SPECIALITEIT

MOTTO AZ
BIZ GÜLÜMSƏTMƏYİ SEVİRİK!

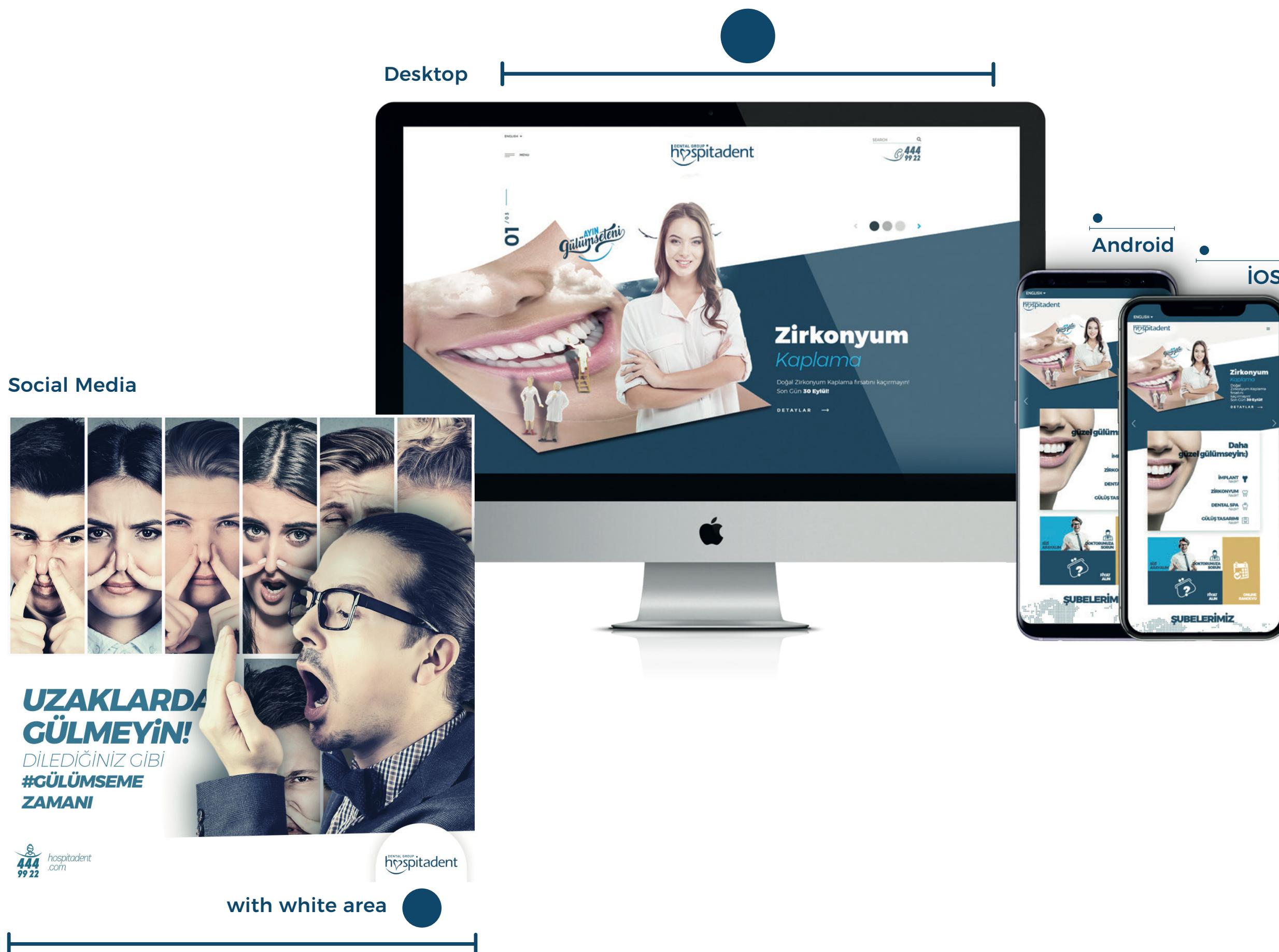
SLOGAN AZ
BUTUN İŞİMİZ DİŞ

MOTTO AR
نحن نحب أن نجعلك تبتسم

LOGO PLACEMENT

Online and printed logo will be used as follows.

Online



Print

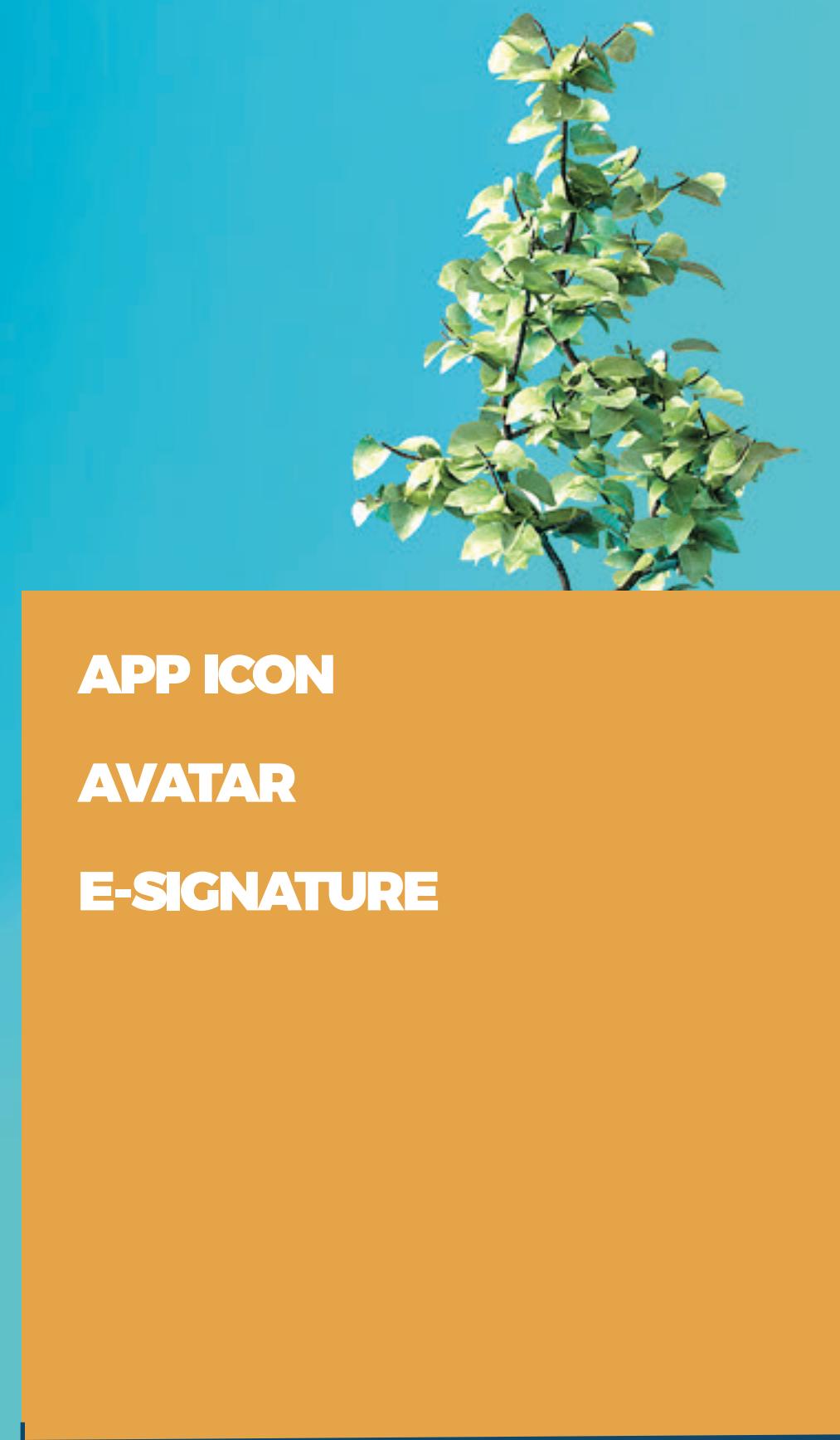


CROPPING THE HOSPI-SMILE

The Hospi Smile if will be cut
it will be used as follows.



DIGITAL PRINCIPLES



APP ICON

Dental Group Hospitadent app
logo will be used as follows.



Primary Color Usage



Secondary Color Usage

AVATAR

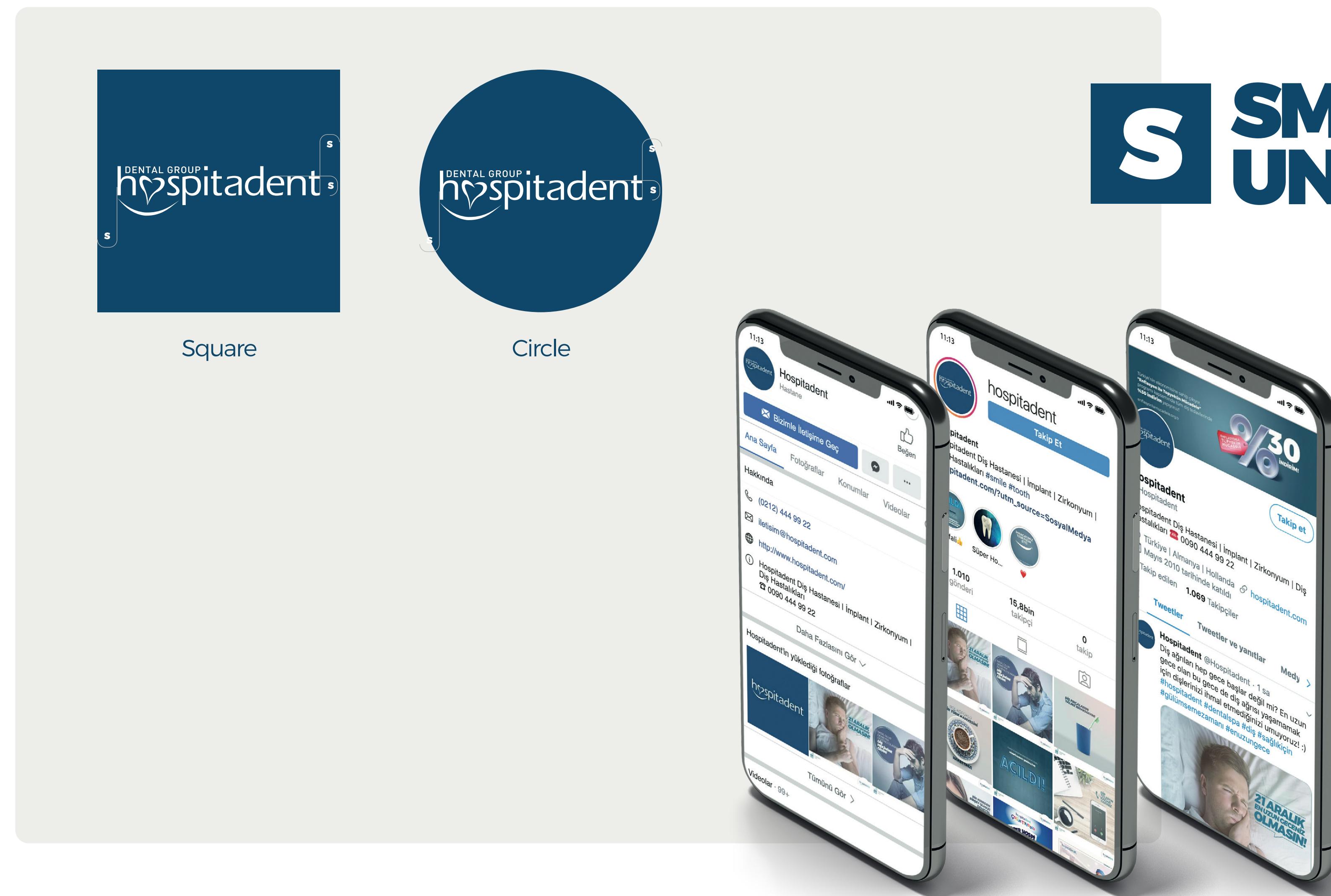
Dental Group Hospitadent social media avatar will be used as follows.



Square



Circle



E-SIGNATURE

Dental Group Hospitadent
e-signature will be used as
follows.



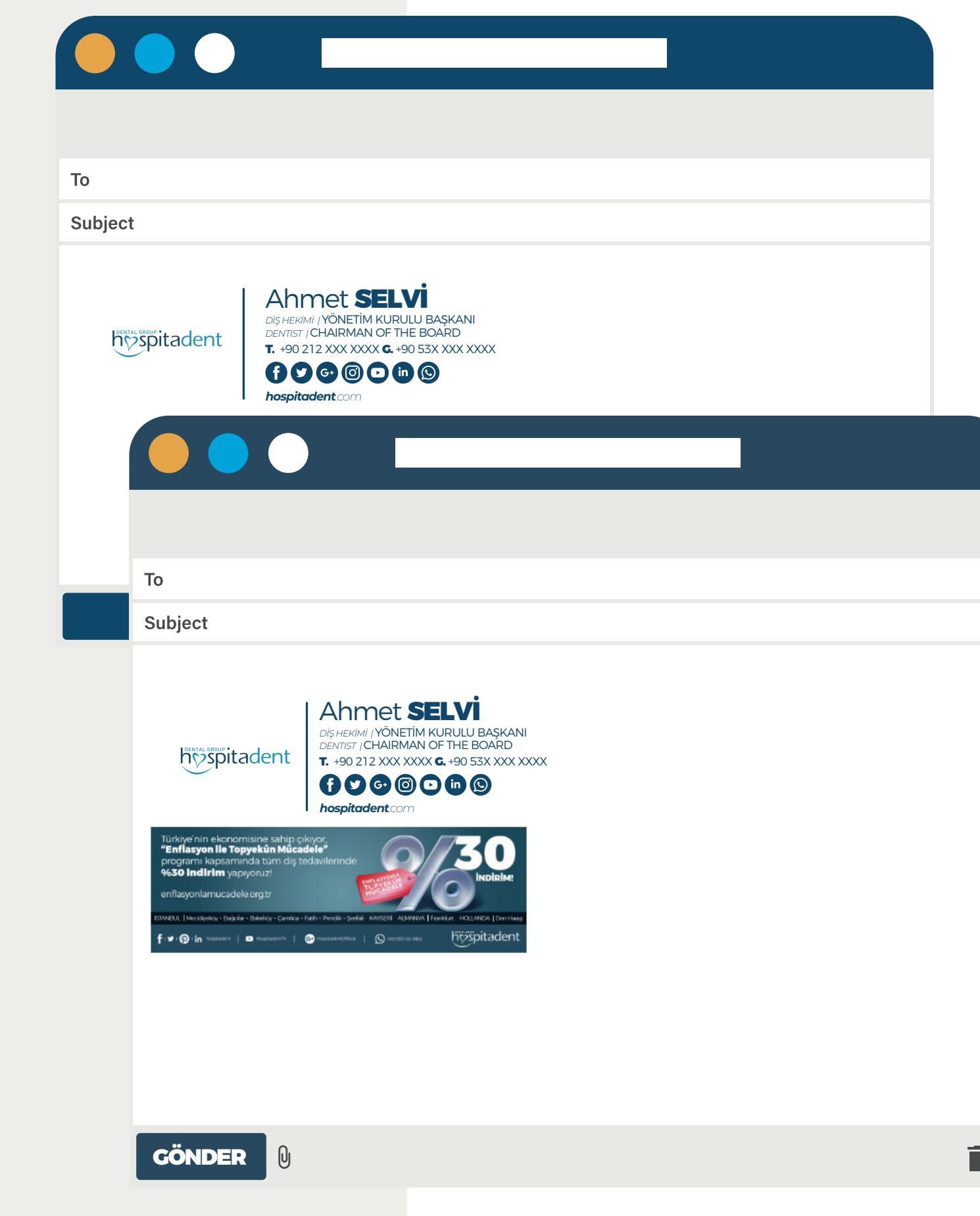
Ahmet SELVI
DİŞ HEKİMI / YÖNETİM KURULU BAŞKANI
DENTIST / CHAIRMAN OF THE BOARD
T. +90 212 XXX XXXX **G.** +90 53X XXX XXXX
[f](#) [t](#) [G+](#) [I](#) [Y](#) [in](#) [Q](#)
[hospitadent.com](#)



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[hospitadent.com](#)



E-Signature



E-Signature
with banner

PRIMARY COLOURS
SECONDARY COLOURS
ASSISTANT COLOURS

COLOUR

PRIMARY COLOURS

Our primary colours will be Dental Group Hospitadent Dark Blue, Dental Group Hospitadent Light Blue and Hospitadent Orange.



SECONDARY COLOURS

Our secondary colours will be

Dental Group Hospitadent Dark Grey

and

Dental Group Hospitadent Grey



WE'RE SPEAKING

WITH

THE GREAT

TYPOGRAPHY

PRIMARY FONT

SECONDARY FONTS

PRIMARY FONT

Our primary font will be
“Montserrat Family”.

MONTSERRAT FONT FAMILY

MONTSERRAT BLACK

Black 48 Pt

MONTSERRAT BLACK ITALIC

Black Italic 48 Pt

MONTSERRAT EXTRA BOLD

Extra Bold 40 Pt

MONTSERRAT EXTRA BOLD ITALIC

Extra Bold 40 Pt

MONTSERRAT BOLD

Bold 35 Pt

MONTSERRAT BOLD ITALIC

Bold 35 Pt

MONTSERRAT MEDIUM

Medium 30 Pt

MONTSERRAT MEDIUM ITALIC

Medium Italic 30 Pt

MONTSERRAT REGULAR

Regular 24 Pt

MONTSERRAT LIGHT

Light 20 Pt

MONTSERRAT LIGHT ITALIC

Light Italic 20 Pt

SECONDARY FONTS

Our secondary font will be
“Snooker Script Family”.

We will use “Calibri” for mail and
presentations.

SNOOKER SCRIPT FAMILY - CALIBRI

Snooker Script Regular - Medium - Bold - Light
48 Pt

Calibri

48 Pt

#HASHTAG



#gülümsemezamani
#sağlıklıçın

GRAPHIC ELEMENTS

PRINTED DOCUMENTS
SIGNAGE
STAFF UNIFORM
PROMOTIONAL MATERIALS

PRINTED DOCUMENTS

BUSINESS CARD

Dental Group Hospitadent business card
will be used as follows.

Material Properties:

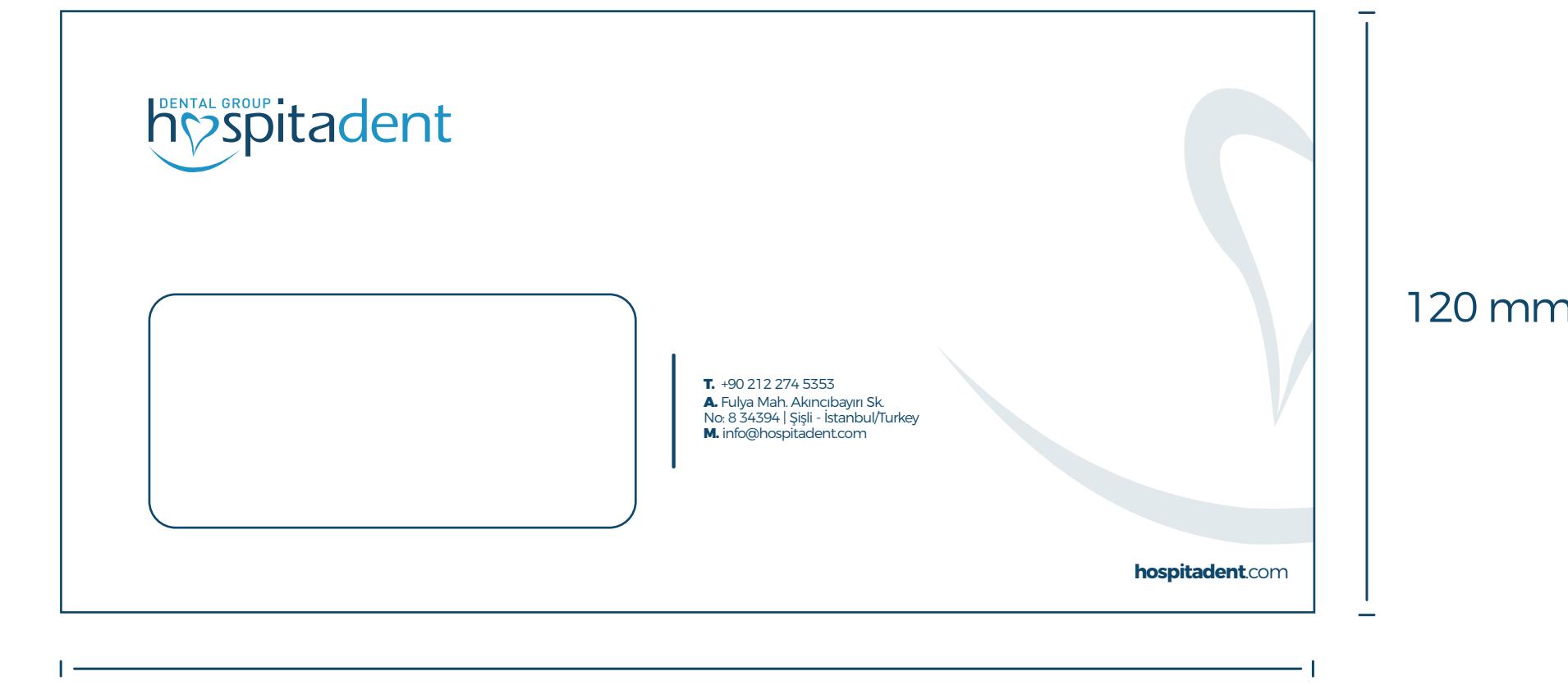
300g Mat Coated Paper
Embossing Logotype.



PRINTED DOCUMENTS

LETTERHEAD & COMPANY ENVELOPE

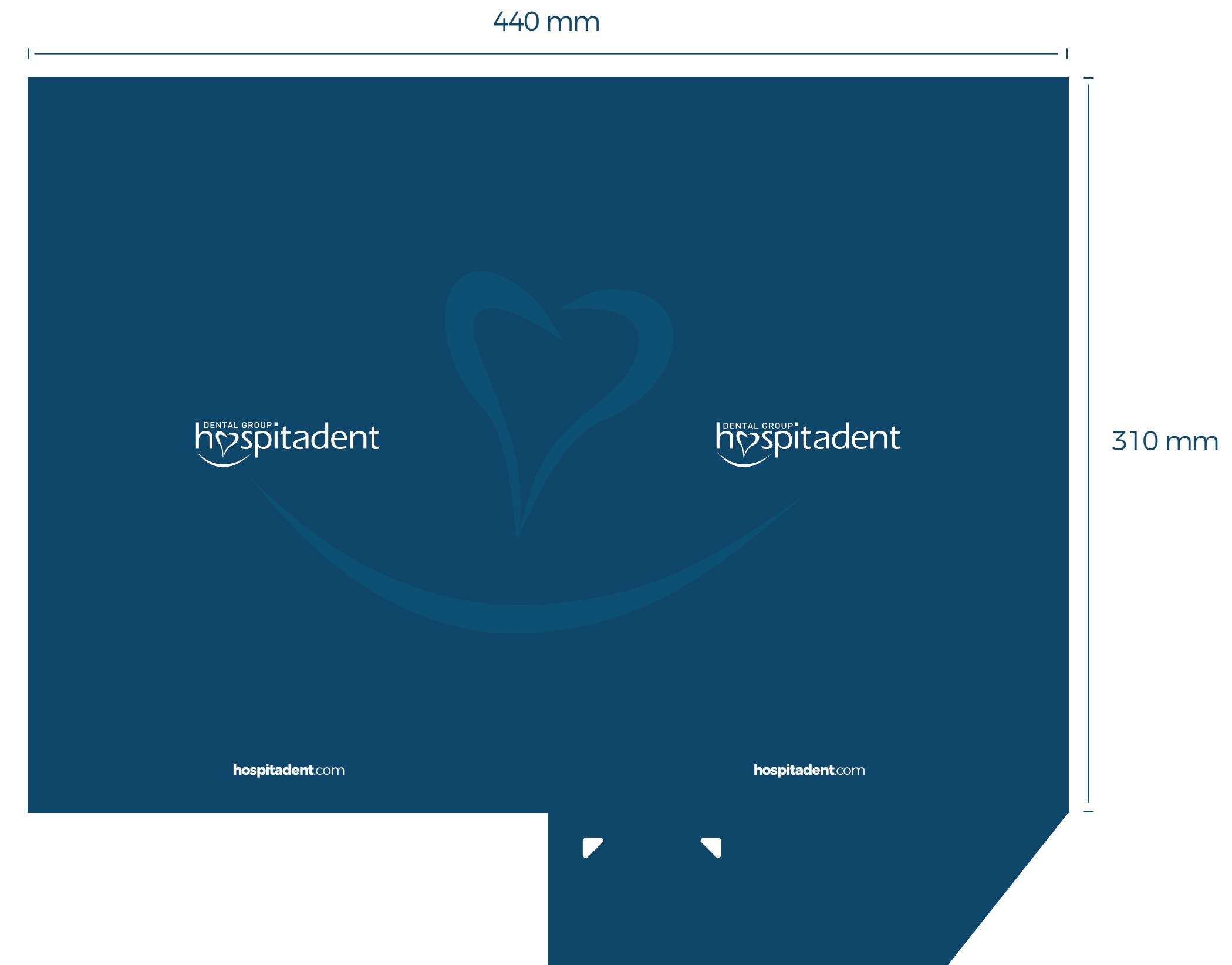
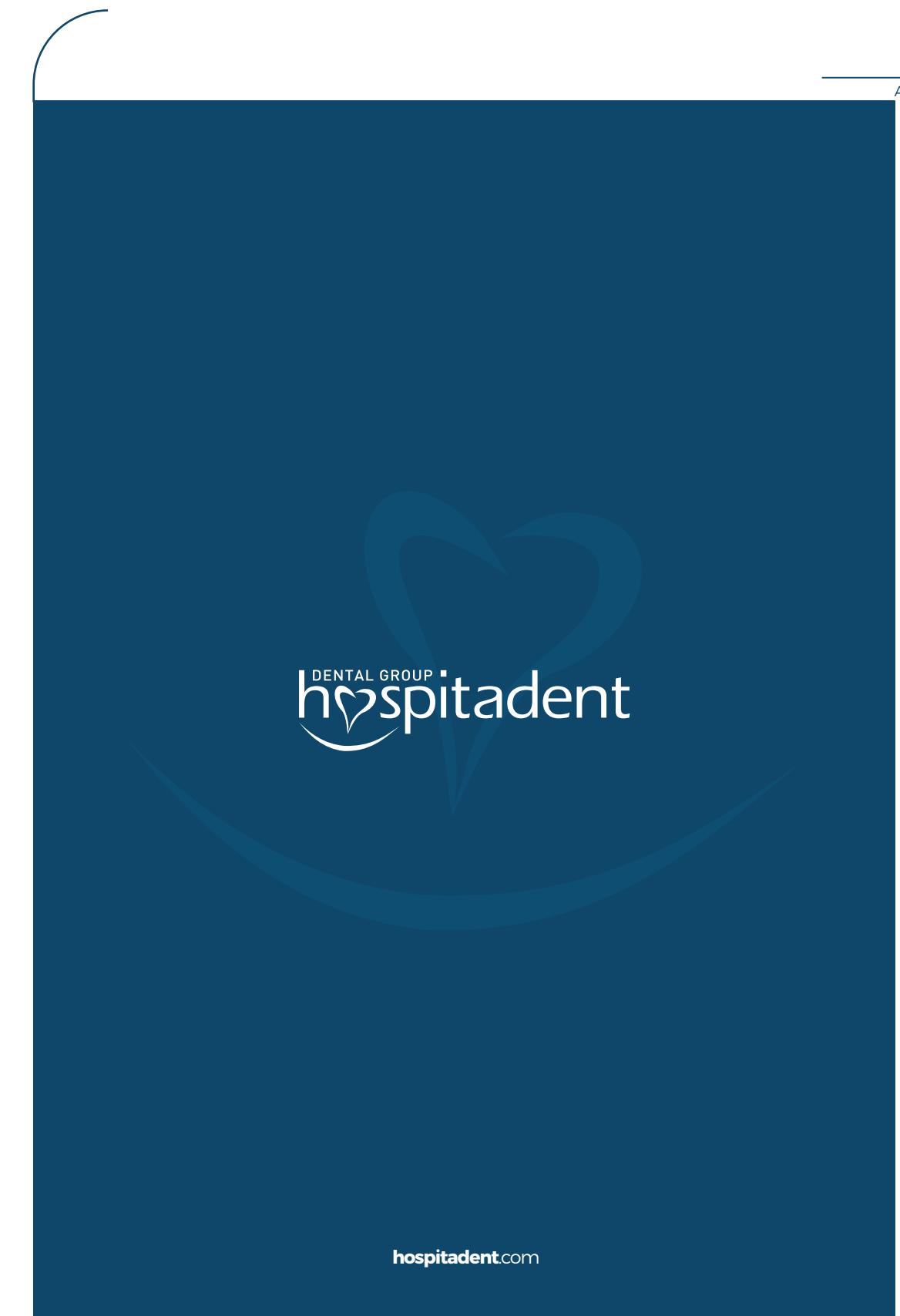
Dental Group Hospitadent letterhead
and company envelope will be used as
follows.



PRINTED DOCUMENTS

BAG ENVELOPE&POCKET FOLDER

Dental Group Hospitadent bag envelope
and pocket folder will be used as
follows.



PRINTED DOCUMENTS

PRESCRIPTION

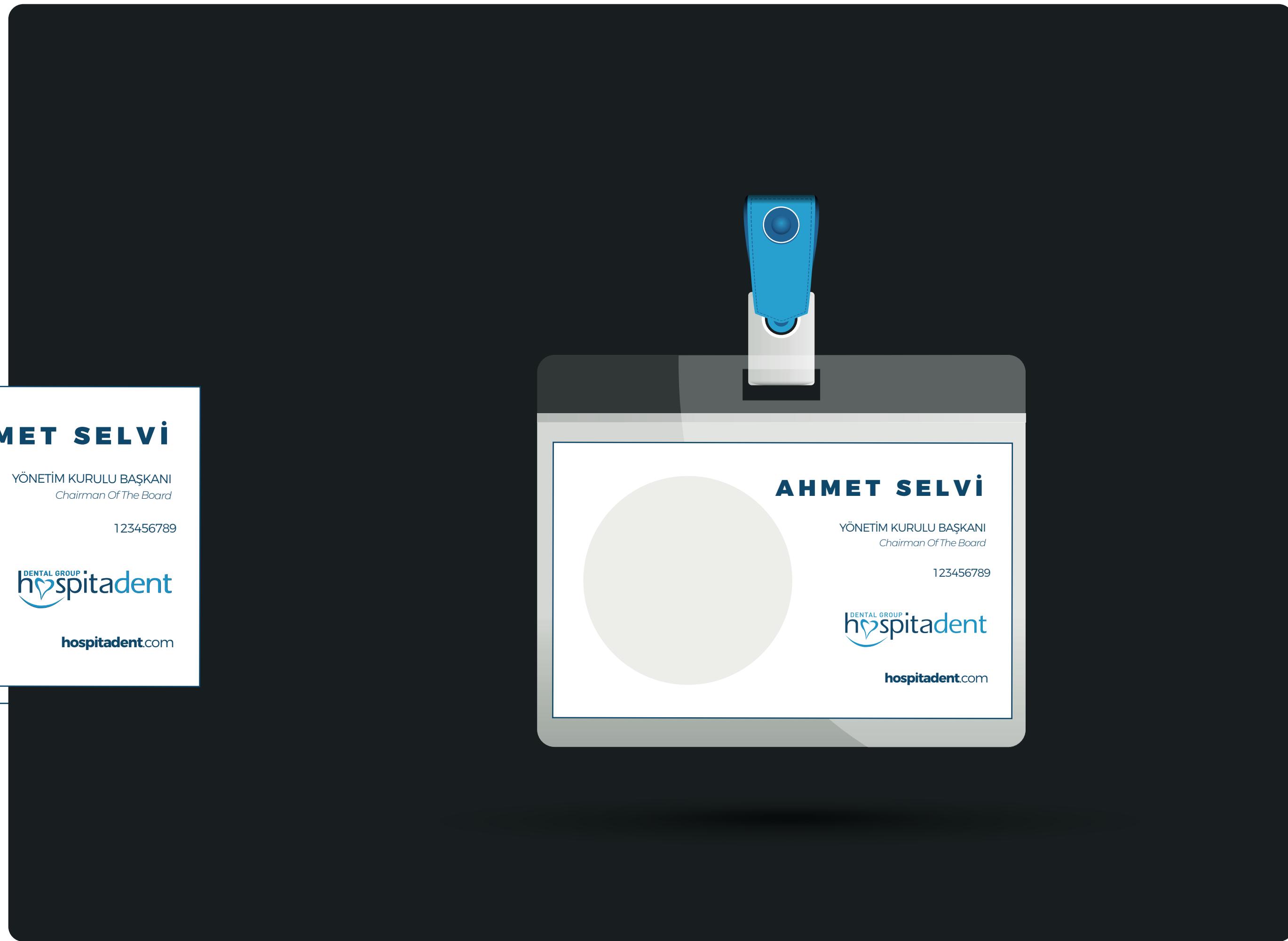
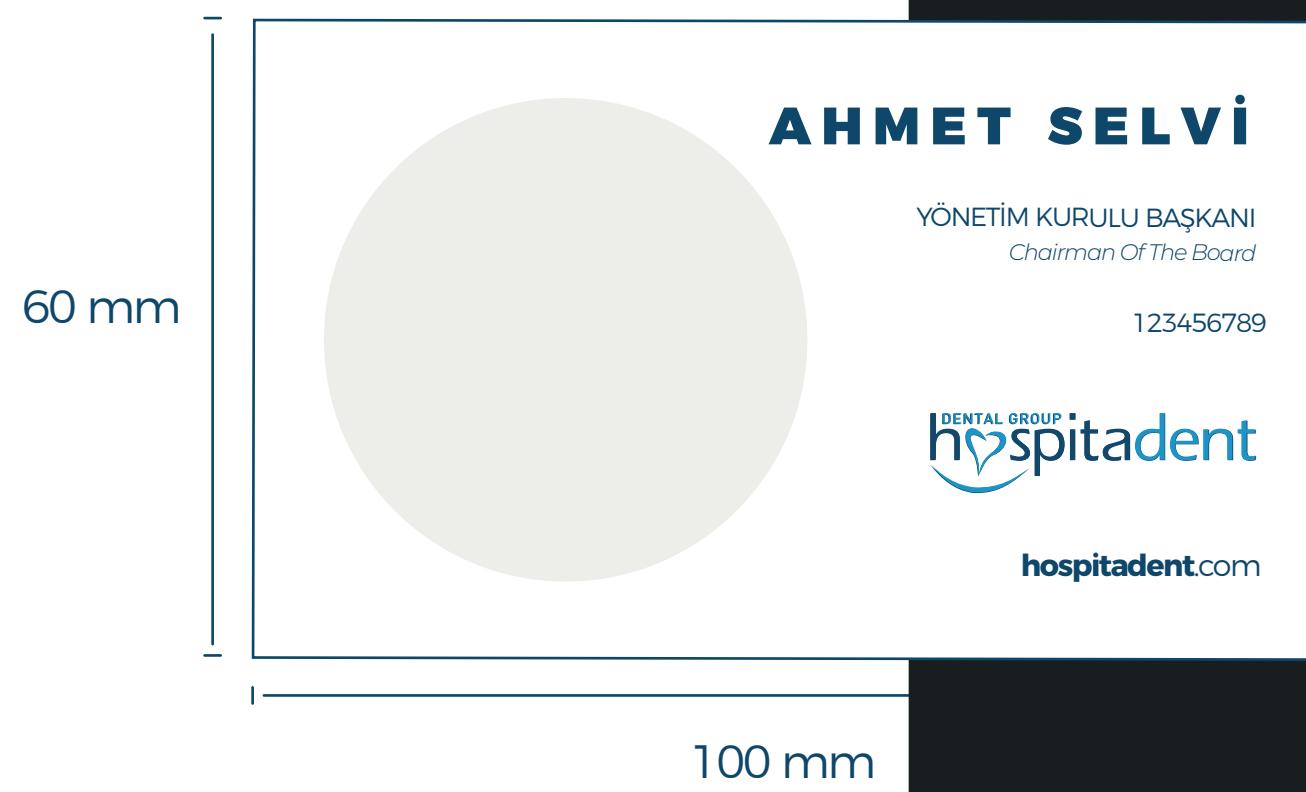
Dental Group Hospitadent prescription will be used as follows.



PRINTED DOCUMENTS

STAFF ID CARD

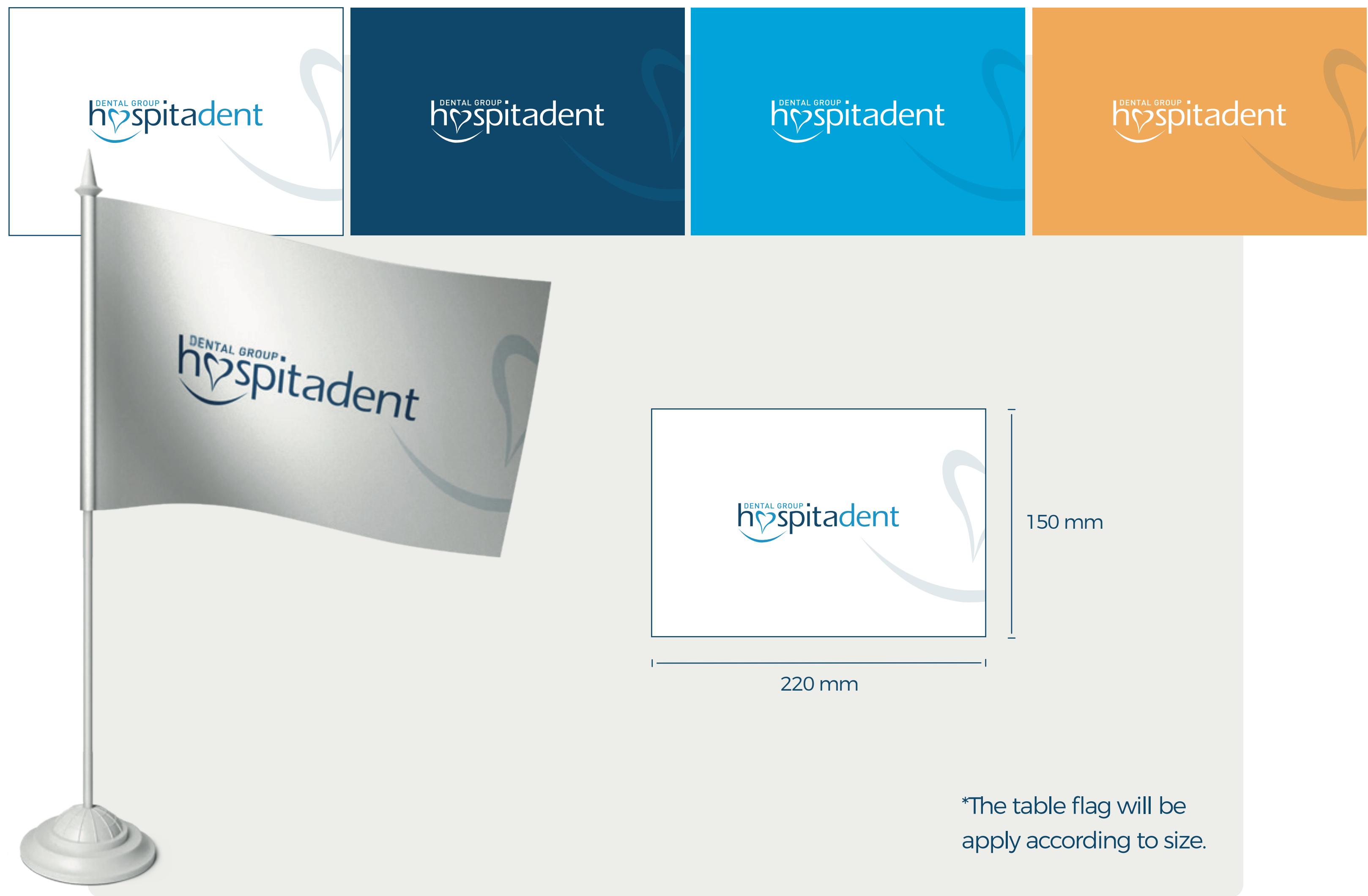
Dental Group Hospitadent staff id card
will be used as follows.



PRINTED DOCUMENTS

TABLE FLAGS

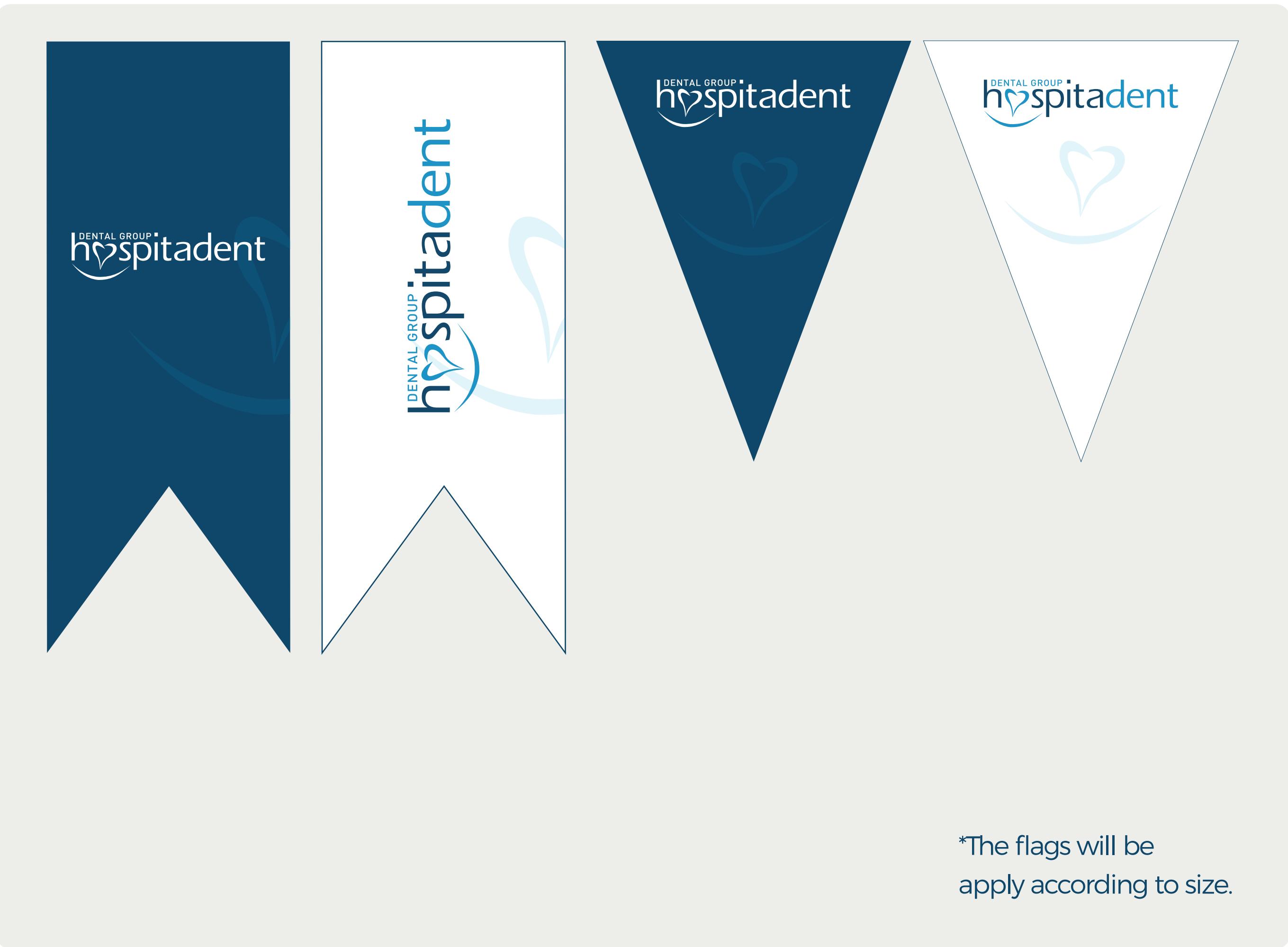
Dental Group Hospitadent table flag will
be used as follows.



PRINTED DOCUMENTS

FLAGS

Dental Group Hospitadent flags will be used as follows.



*The flags will be apply according to size.

PRINTED DOCUMENTS

GREETING CARD&INVITATION

Dental Group Hospitadent greeting card
and invitation will be used as follows.



PRINTED DOCUMENTS

BADGE&STICKER

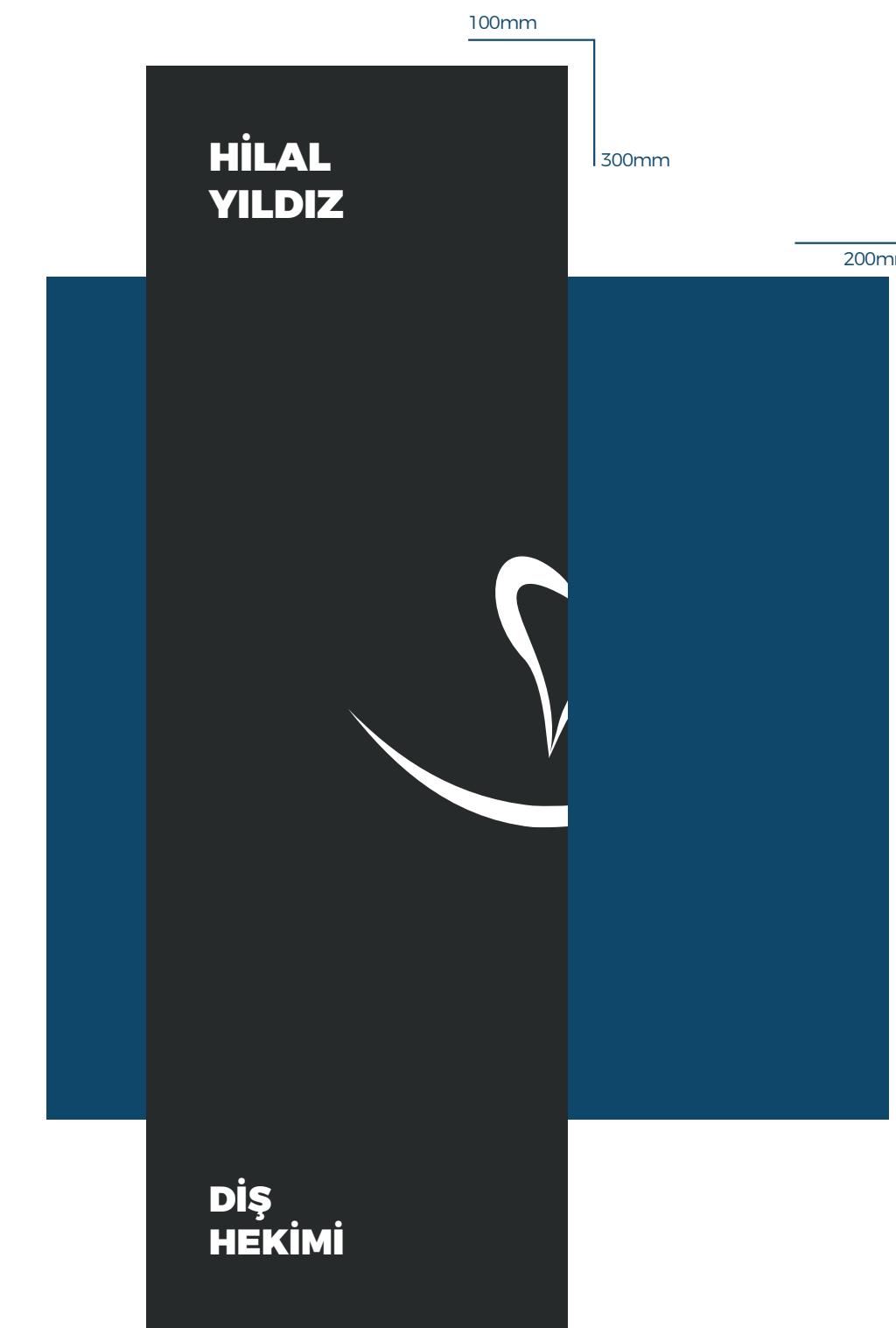
Dental Group Hospitadent badge and sticker will be used as follows.



SIGNAGE

DOOR SIGNAGE

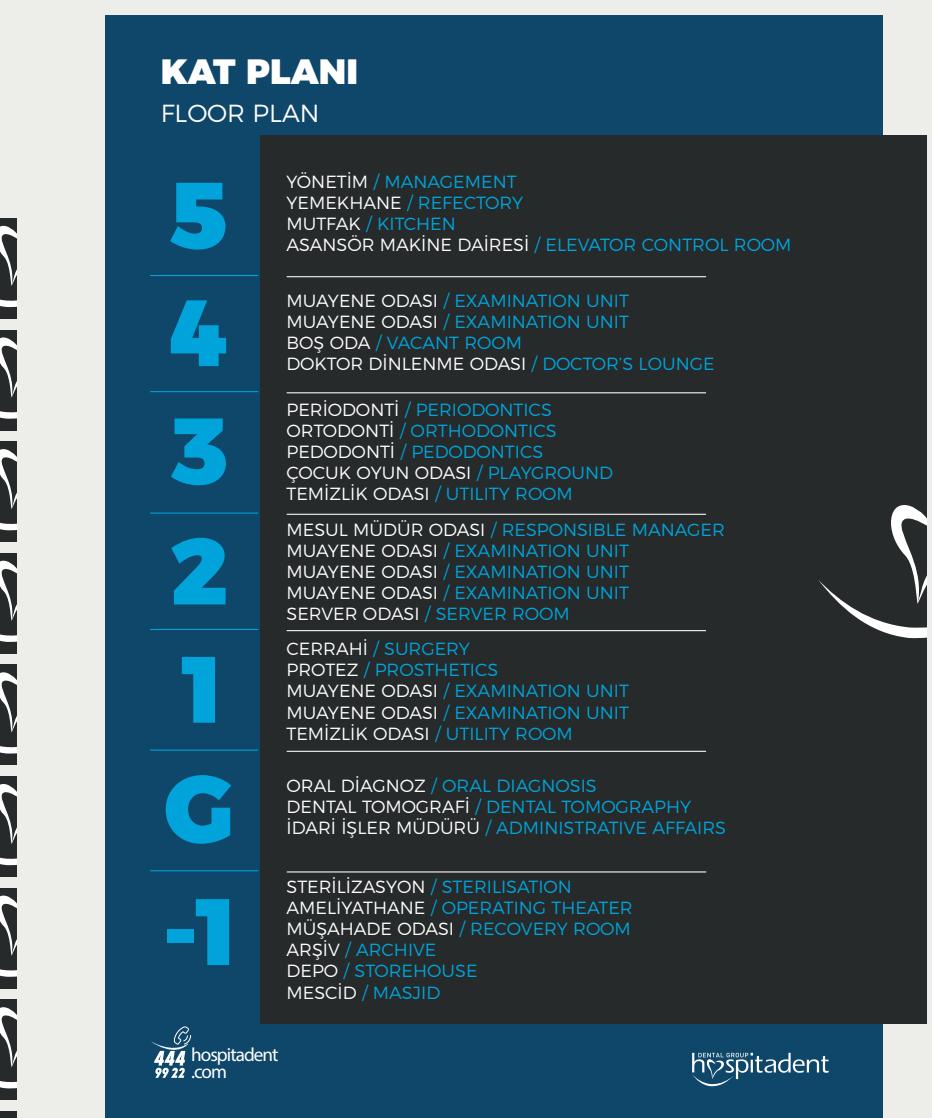
Dental Group Hospitadent door signage
will be used as follows.



SIGNAGE

SIGNAGE GUIDANCE

Dental Group Hospitadent signage guidance will be used as follows.



*The boards will be apply according to size.

SIGNAGE

SIGNBOARD&WALL SIGNBOARD

Dental Group Hospitadent signboard and wall signboard will be used as follows.



*The signboards will be apply according to size.

STAFF UNIFORM

Dental Group Hospitadent staff uniform will be used as follows.



*The uniform logo will be apply according to size.

Min Size:

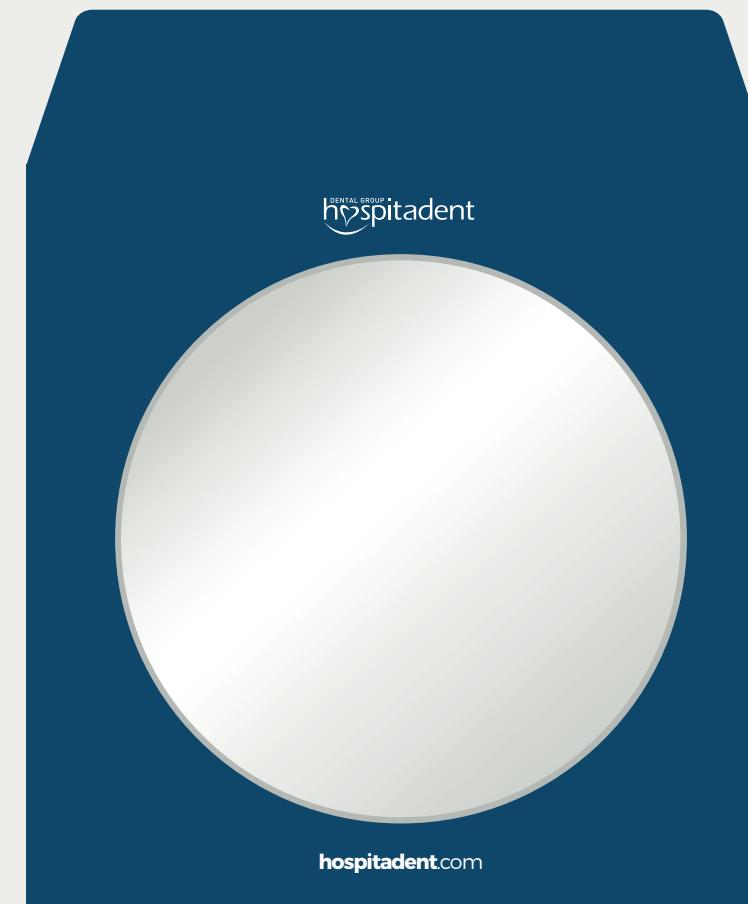
H: 4 mm for print

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.



CD



CD COVER



MUG



USB STORAGE

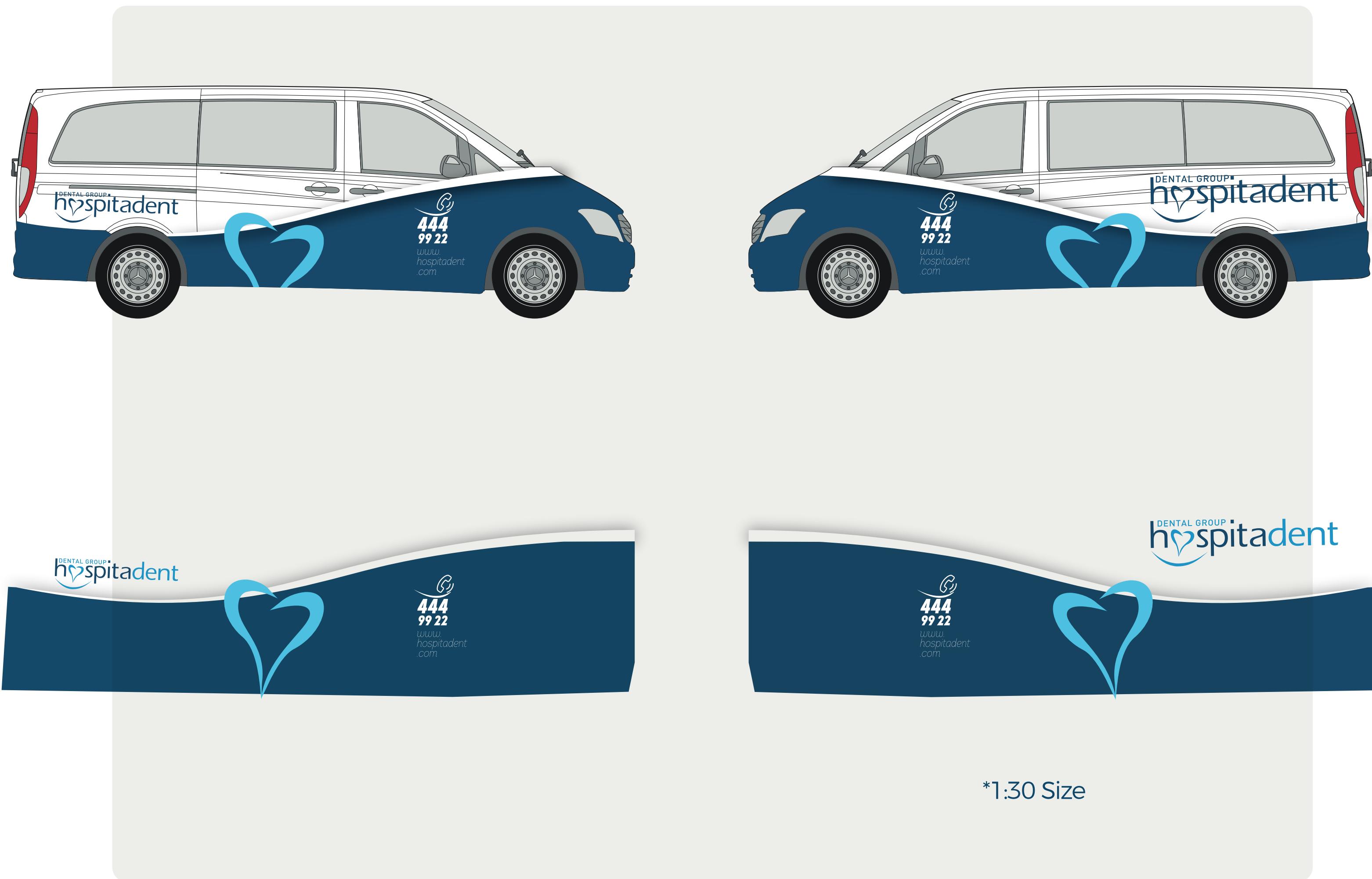
PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.



PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.



*1:30 Size

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.





İSTANBUL • Mecidiyeköy • Bağcılar • Bakırköy • Çamlıca • Fatih • Pendik • Şerifali • KAYSERİ • ALMANYA • Frankfurt • HOLLANDA • Den Haag

HEAD OFFICE

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DENTAL GROUP
hospitadent

The logo for Dental Group hospitadent features the word "DENTAL GROUP" in a small, light blue sans-serif font above the brand name "hospitadent". The "o" in "hospitadent" is replaced by a stylized heart icon composed of two curved lines. The entire logo is set against a background of five vertical panels, each showing a different person's face in a close-up shot, all of whom are smiling broadly.