orthosnap

Brand Guidelines

Table of Contents

03 Mission Statement

04 Brand Story

05 Brand Voice & Tone

06 Color

12 Logo

19 Typography

23 Iconography

26 Photography

33 Illustration

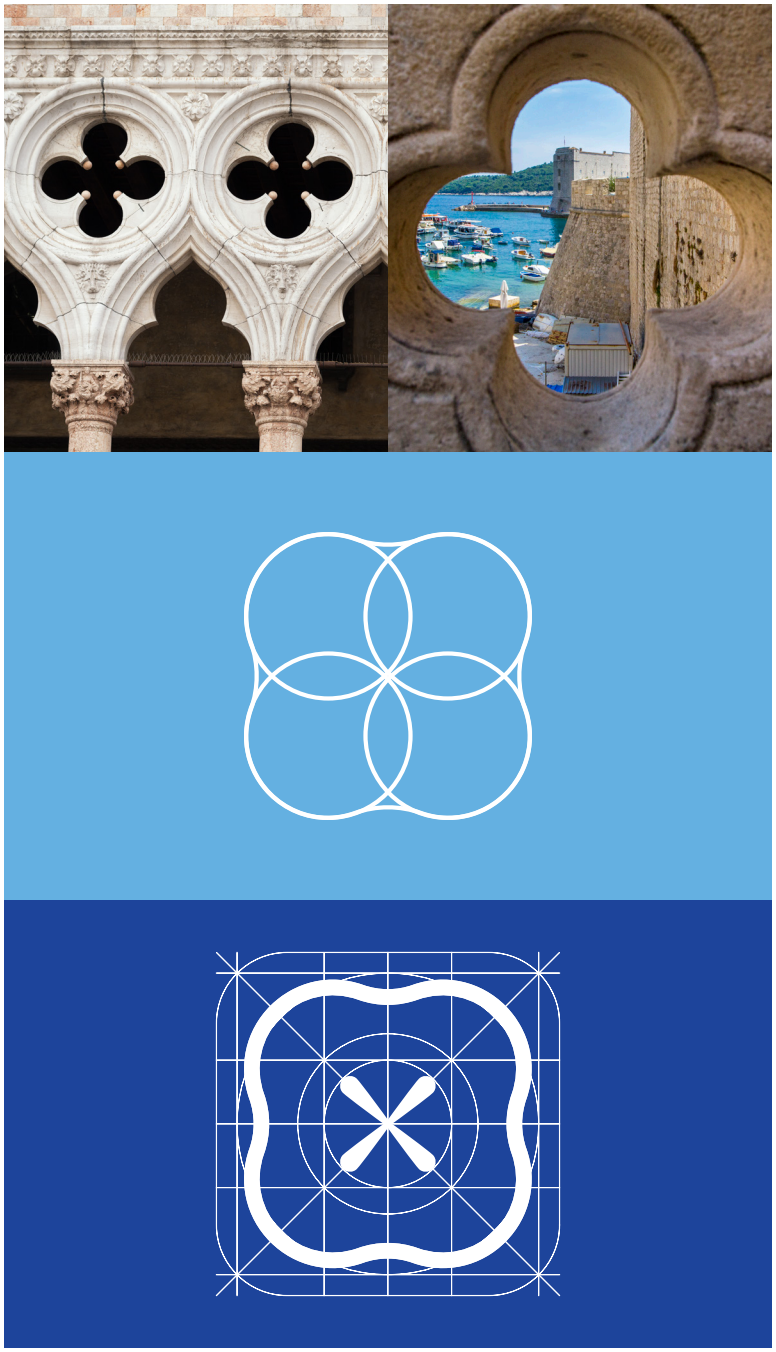
38 Patterns

42 UI/UX

45 Applications

Trusted by dentists.
Loved by patients.

Orthosnap's mission is to strengthen the bond between doctors and patients by providing dental aligners and education that is unparalleled. Through innovative technology, world-class customer service, and a price-conscious solution for all, Orthosnap is the premier name on the market.



The Quatrefoil

The foundation of our logo is a timeless shape known as the quatrefoil. Derived from the Latin for “four leaves”, its design is based on sacred geometry.

Similar to constructing each set of Orthosnap aligners, the elegant quatrefoil requires a high degree of precision and craftsmanship to be successfully executed. Conveying feelings of good luck, fortune, and perfect symmetry only further illustrate the positive outcome of using Orthosnap aligners.

Professional and technical but always approachable.

The Orthosnap brand voice and tone will be professional, technical but always approachable and easy to understand. Remembering that dentists are people first, Orthosnap will communicate in a way that is intelligent yet always human and accessible making room for a savvy quip or urban pun. Intelligently playful? Yes. But the brand voice never slides into unsolicited jokey humor.

Orthosnap will speak smartly to doctors and patients alike without confusing them with unnecessary jargon or hyperbole. Orthosnap will be the 'connective glue' highlighting and enhancing the doctor-patient relationship, engendering trust and credibility.

Color

Orthosnap Blue

PMS **293 C**

C	**100**
M	**76**
Y	**0**
K	**9**
R	**0**
G	**61**
B	**165**

#003DA5

White

C	**0**
M	**0**
Y	**0**
K	**0**
R	**255**
G	**255**
B	**255**

#FFFFFF

Pink

PMS **183 C**

C	**0**
M	**46**
Y	**6**
K	**0**
R	**252**
G	**155**
B	**179**

#FC9BB3

Soft Blue

PMS **290 C**

C	**25**
M	**1**
Y	**0**
K	**0**
R	**185**
G	**217**
B	**235**

#B9D9EB

Mid Blue

PMS **292 C**

C	**55**
M	**13**
Y	**0**
K	**0**
R	**105**
G	**179**
B	**231**

#69B3E7

80% Tint	60% Tint	40% Tint	20% Tint
PMS 293 C	PMS 293 C	PMS 293 C	PMS 293 C
C 85 M 68 Y 0 K 0	C 60 M 46 Y 0 K 0	C 36 M 29 Y 0 K 0	C 16 M 13 Y 0 K 0
#2E5EB9	#6D83CA	#9FAADC	#CFD3ED

80% Tint	80% Tint	80% Tint
PMS 183 C	PMS 290 C	PMS 292 C
C 0 M 40 Y 8 K 0	C 21 M 4 Y 2 K 0	C 43 M 12 Y 0 K 0
#FFAFC0	#C6DFEE	#88C1EC
60% Tint	**60% Tint**	**60% Tint**
PMS 183 C	PMS 290 C	PMS 292 C
C 0 M 29 Y 5 K 0	C 15 M 3 Y 2 K 0	C 32 M 8 Y 0 K 0
#FFC3CF	#D4E7F2	#A8D0F1
40% Tint	**40% Tint**	**40% Tint**
PMS 183 C	PMS 290 C	PMS 292 C
C 0 M 19 Y 3 K 0	C 10 M 2 Y 2 K 0	C 20 M 5 Y 0 K 0
#FFD7DF	#E2EFF6	#C6DFF5
20% Tint	**20% Tint**	**20% Tint**
PMS 183 C	PMS 290 C	PMS 292 C
C 0 M 9 Y 1 K 0	C 4 M 1 Y 0 K 0	C 10 M 2 Y 0 K 0
#FFEAEE	#F0F6FA	#E2EEFA

80% Opacity	60% Opacity	40% Opacity	20% Opacity
PMS **293 C**	PMS **293 C**	PMS **293 C**	PMS **293 C**
#003DA5	**#003DA5**	**#003DA5**	**#003DA5**

80% Opacity	80% Opacity	80% Opacity
PMS **183 C**	PMS **290 C**	PMS **292 C**
#FC9BB3	**#B9D9EB**	**#69B3E7**
60% Opacity	**60% Opacity**	**60% Opacity**
PMS **183 C**	PMS **290 C**	PMS **292 C**
#FC9BB3	**#B9D9EB**	**#69B3E7**
40% Opacity	**40% Opacity**	**40% Opacity**
PMS **183 C**	PMS **290 C**	PMS **292 C**
#FC9BB3	**#B9D9EB**	**#69B3E7**
20% Opacity	**20% Opacity**	**20% Opacity**
PMS **183 C**	PMS **290 C**	PMS **292 C**
#FC9BB3	**#B9D9EB**	**#69B3E7**

White

*Note: Action Pink is for CTAs / buttons only

Action Pink

PMS **184 C**

C **0**
M **79**
Y **31**
K **0**

R **246**
G **82**
B **117**

#F65275

Orange

PMS **1495 C**

C **0**
M **49**
Y **96**
K **0**

R **255**
G **143**
B **28**

#FF8F1C

Mint Green

PMS **3245 C**

C **40**
M **0**
Y **19**
K **0**

R **124**
G **224**
B **211**

#7CE0D3

Aqua Green

PMS **3265 C**

C **75**
M **0**
Y **43**
K **0**

R **0**
G **199**
B **277**

#00C7B1

Light Gray

PMS **Cool Gray 2 C**

C **14**
M **10**
Y **8**
K **0**

R **208**
G **208**
B **206**

#D0D0CE

Dark Gray

PMS **Cool Gray 11 C**

C **63**
M **52**
Y **44**
K **33**

R **83**
G **86**
B **90**

#53565A

Logo

orthosnap

The Locus

Central precision point

The Dentiform

Quatrefoil + The Locus

The Logotype

Must always be used with The Dentiform

Minimum Height

.25 in / Print Logo

orthosnap

.25 in / Print Icon

24 px / Digital Logo

orthosnap

24 px / Digital Icon

Clear Space

Secondary Logo
Knockout White

Grayscale Logo 1
Dark Gray (Never black)

Grayscale Logo 2
Light Gray

Master Logo is for use on white / white photo backgrounds

Knockout White Logo is for use on color / photo backgrounds

Logo in grayscale is an alternative when needed

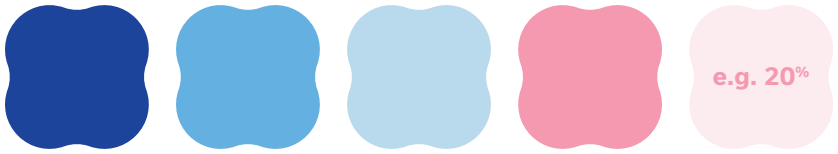
Master Logo should never be used in any other brand color

Master Logo should never be used on any color other than white

Logo should never be used in black

The Dentiform is for use in Orthosnap / Mid / Soft Blue on white

For Orthosnap Blue backgrounds reverse in Mid / Soft Blue or White



Filled form for use in Blues / Pink and 20-40-60-80% opacity (e.g.)

Typography

Usual Bold
Usual Medium
Usual Regular
Usual Light

Adobe® Fonts: **https://fonts.adobe.com/fonts/usual**

Licensed Typeface: **https://www.fontspring.com/fonts/rui-abreu/usual**

Clear Aligners
Clear Results

Headline
Usual Bold
Orthosnap Blue
Mid Blue / Soft Blue
Sentence or title case

We blend in, patient smiles stand out.

Subheadline
Usual Medium
Orthosnap Blue
Mid Blue / Soft Blue
Sentence case

Orthosnap clear aligners move teeth discreetly without being noticed by others. Smooth edges mean greater comfort, with no speech interference or irritation to gums and cheeks.

Orthosnap clear aligners are manufactured with a proprietary original cast mold process that is more accurate and faster than 3D-printed competitor molds. Our aligners are striation-free and created with single die-cut models to save patient costs and time.

Body copy
Usual Light / Regular
Orthosnap Blue / Dark Gray
Loose leading

STAND OUT

SEE RESULTS

LEARN MORE

Button / CTA
Usual Bold
Action Pink
All caps

Clear Aligners Clear Results

Headline
Usual Bold
White
Sentence or title case

We blend in, patient smiles stand out.

Subheadline
Usual Medium
White / Soft Blue
Sentence case

Orthosnap clear aligners move teeth discreetly without being noticed by others. Smooth edges mean greater comfort, with no speech interference or irritation to gums and cheeks.

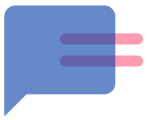
Orthosnap clear aligners are manufactured with a proprietary original cast mold process that is more accurate and faster than 3D-printed competitor molds. Our aligners are striation-free and created with single die-cut models to save patient costs and time.

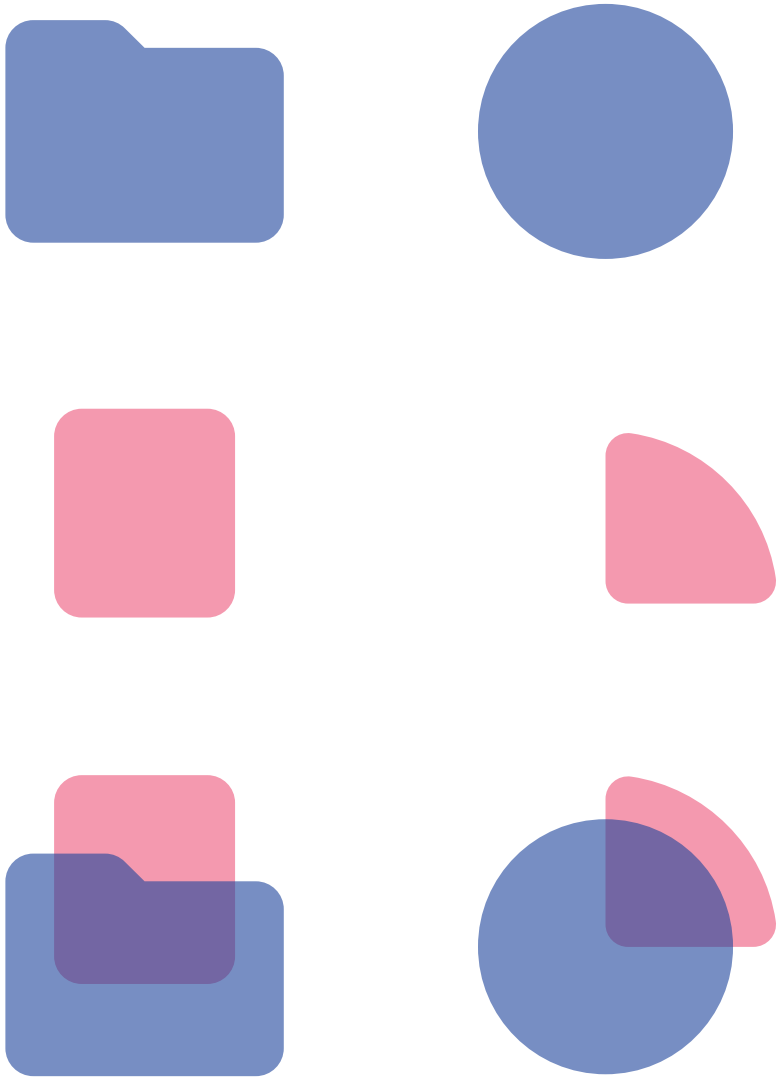
Body copy
Usual Light / Regular
White / Soft Blue
Loose leading

STAND OUT

Button / CTA
Usual Bold
Action Pink / White
All caps

Iconography



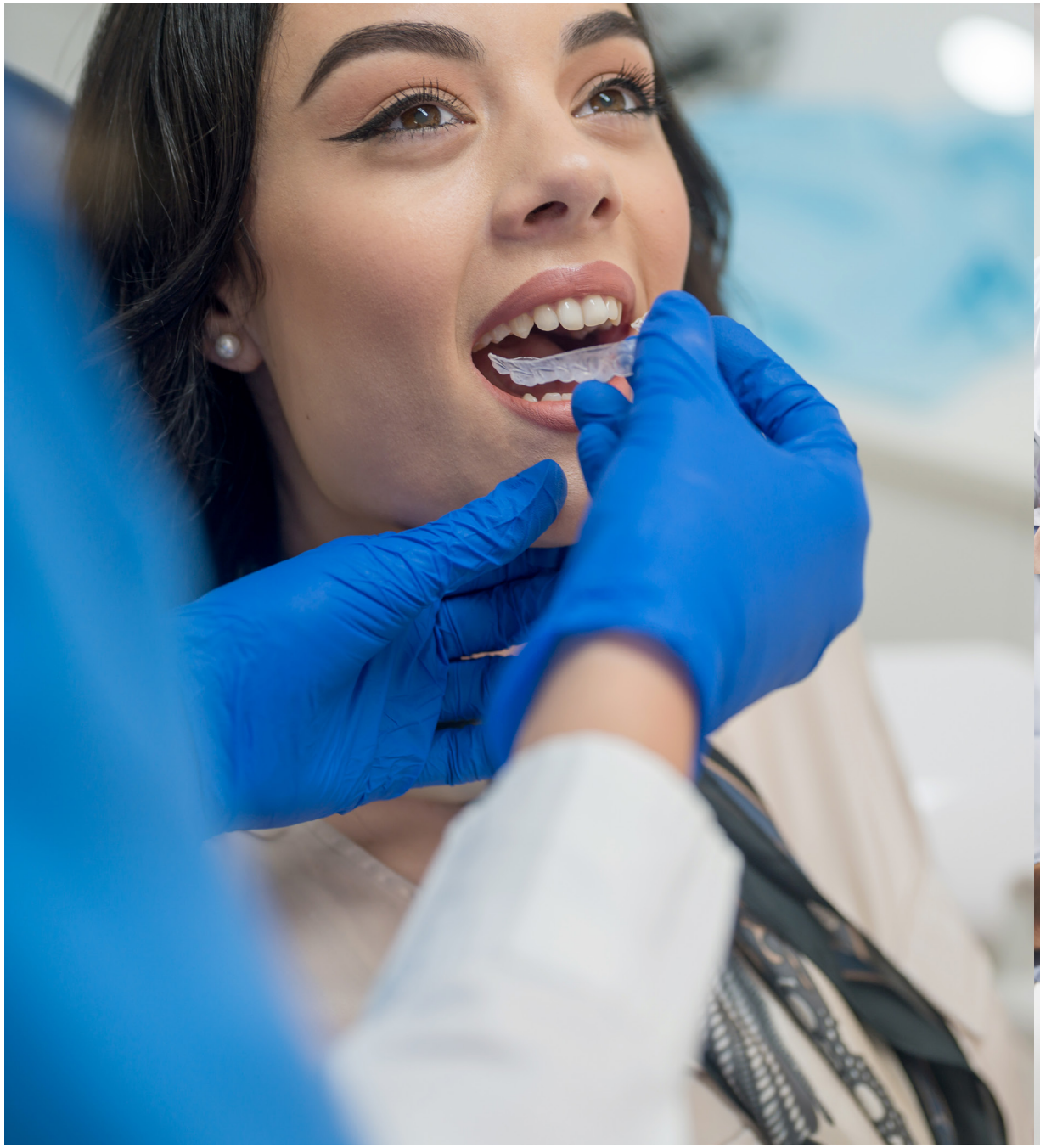


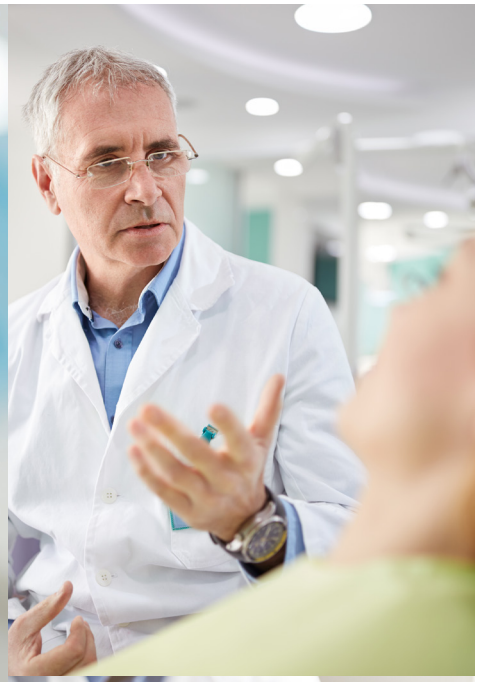
Icons use Orthosnap Blue at 60% opacity for the main component

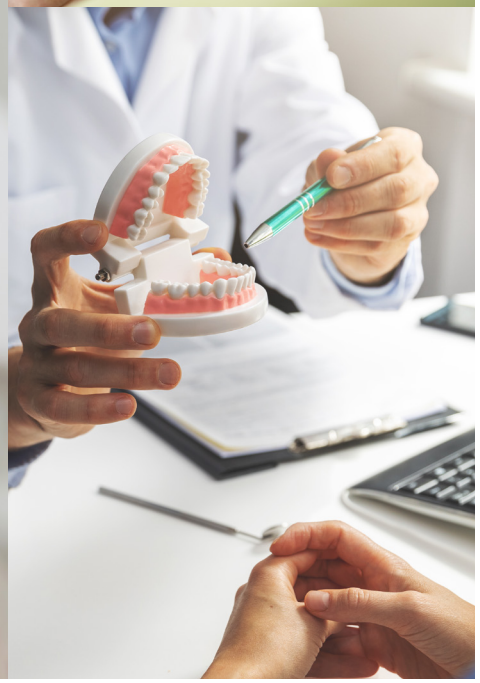
Icons use Pink behind at 100% opacity for the secondary component

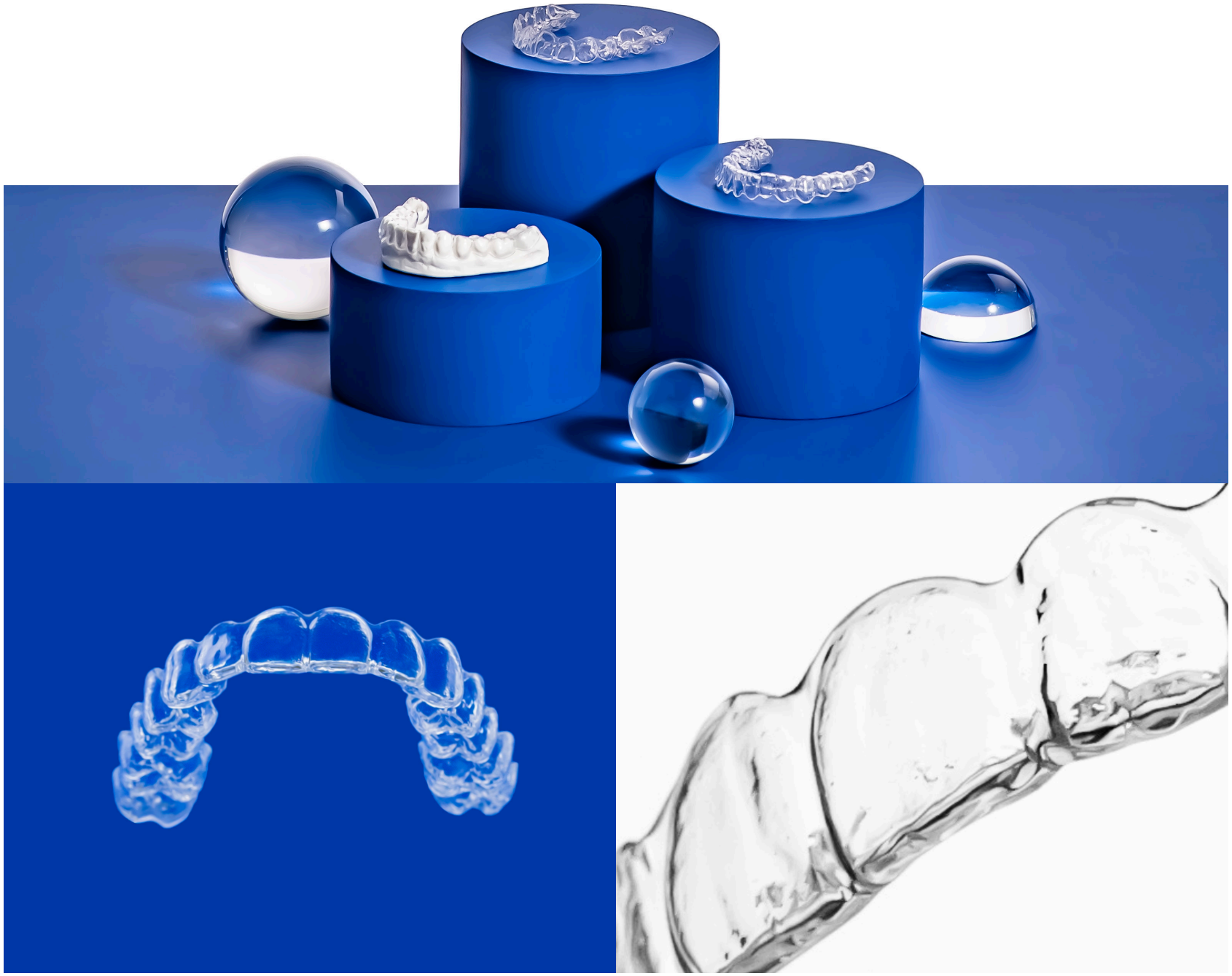
Assembled icons to be used on white backgrounds only

Photography

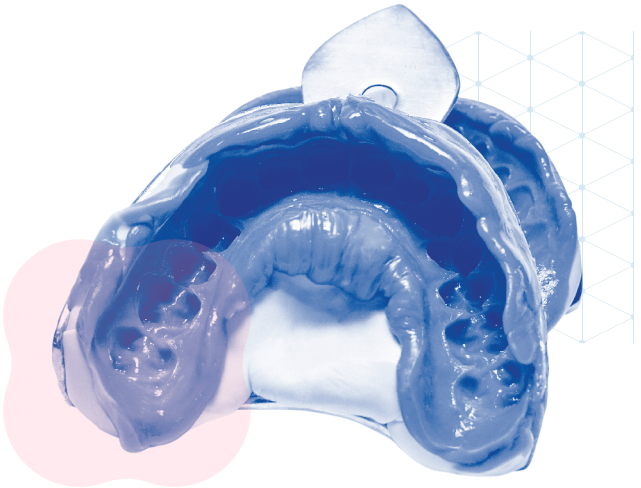








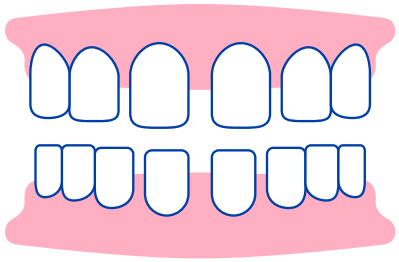
Illustration

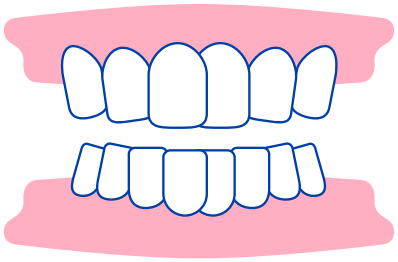


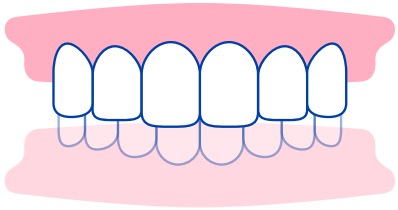
Geometric patterns behind the duotone image are at 60% tint

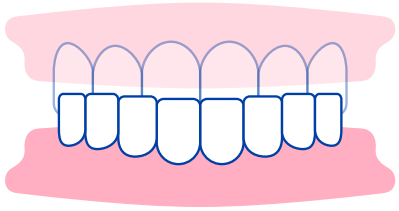
Duotone image using Pink for people and Blues for products

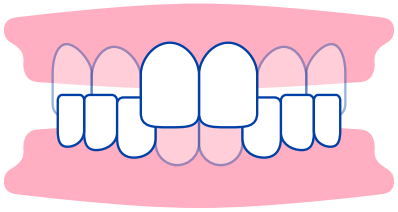
Filled form in front of the duotone image are at 20% opacity

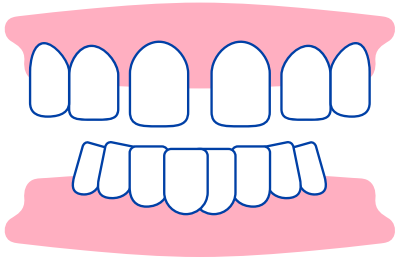


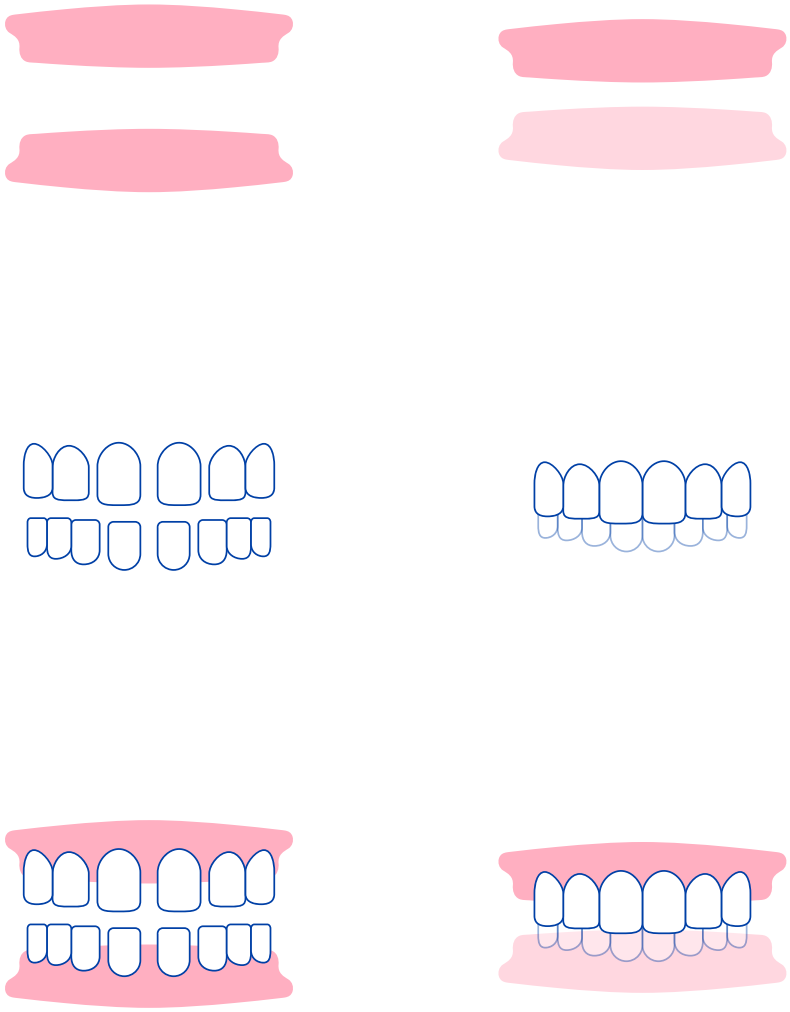










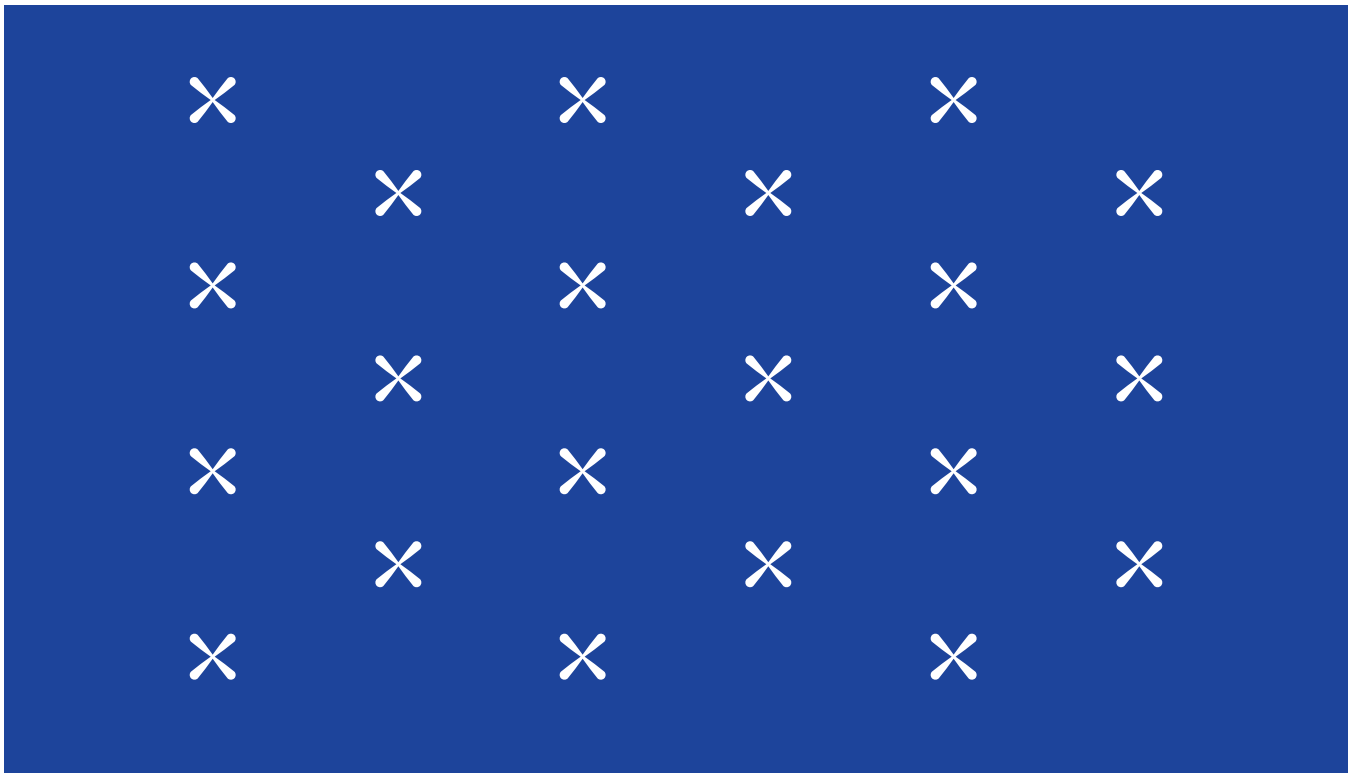


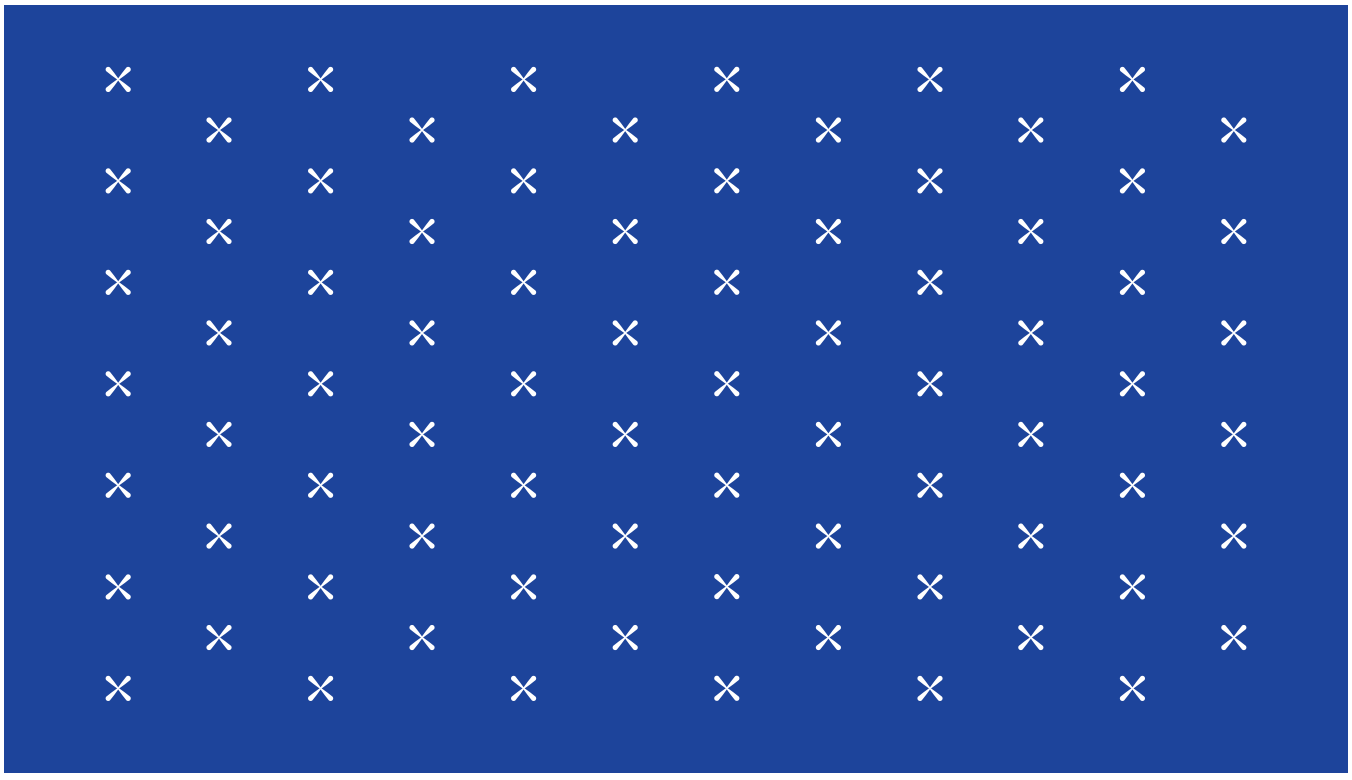
Gums are at 80% opacity and lighter gums are at 60% opacity

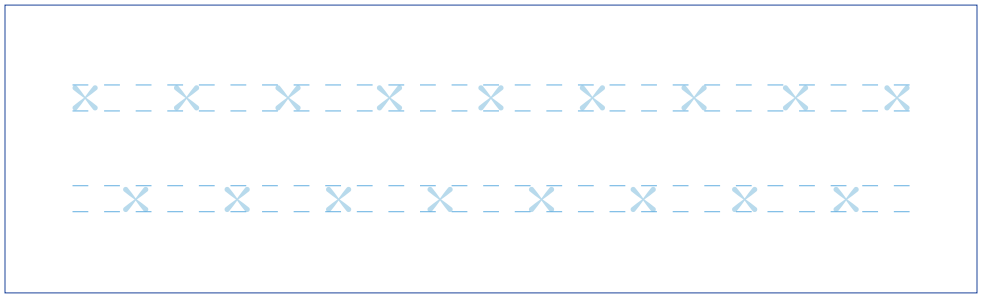
Teeth are at 100% opacity and lighter teeth are at 60% opacity

Assembled illustrations to be used on white backgrounds only

Patterns

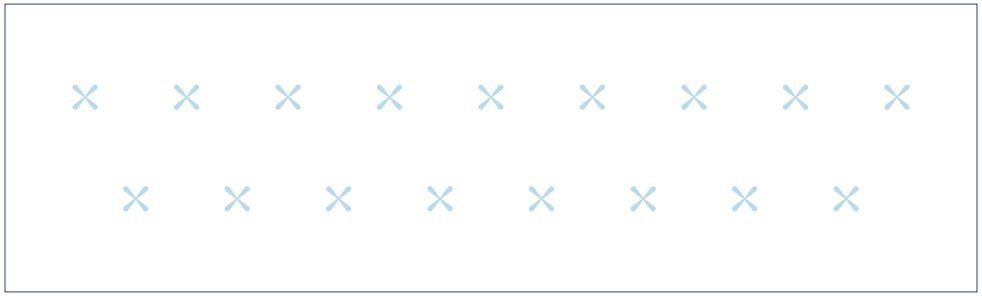






Minimum height of The Locus "X" (print) is .125 in / 12 px (digital)

The Locus "X" should always be White on Orthosnap Blue

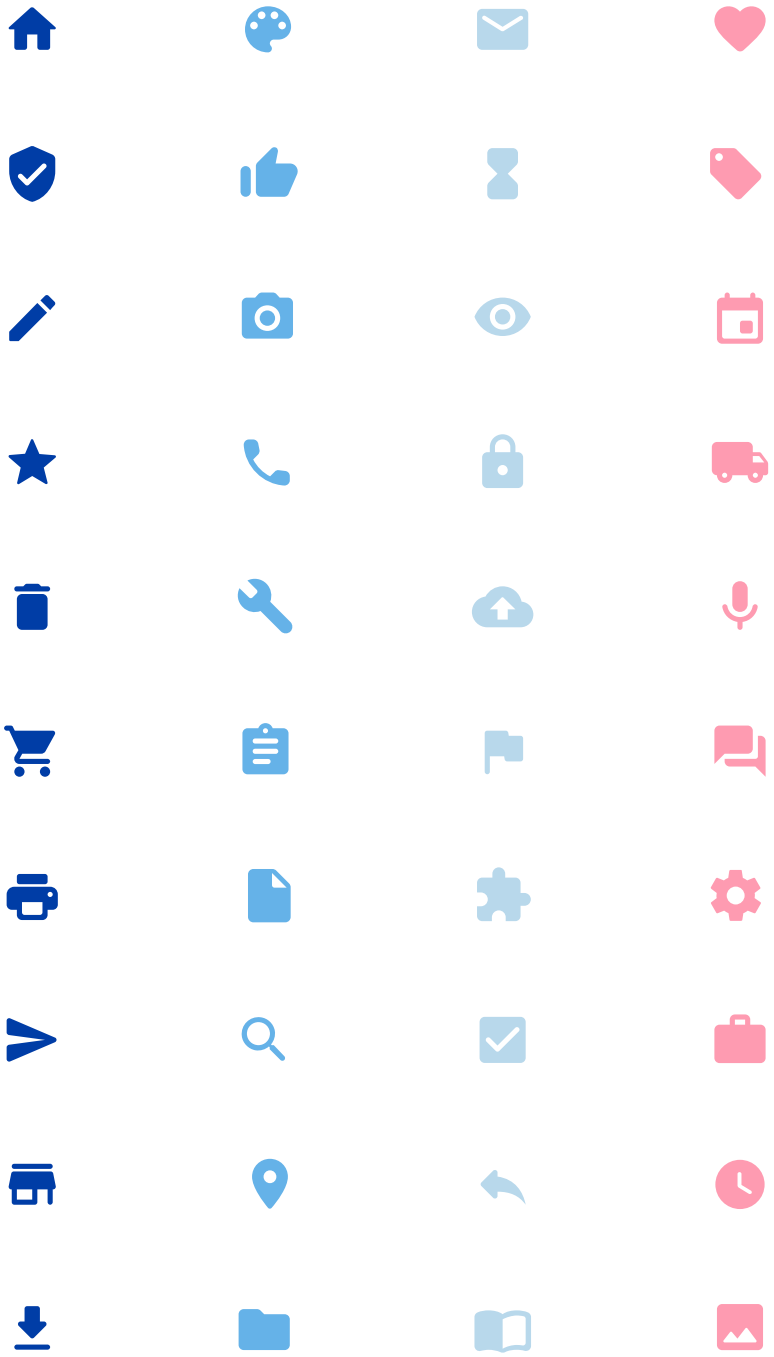


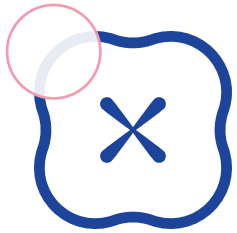
Pattern "X" should always be Soft Blue when on white

UI/UX

*Note: For website use only

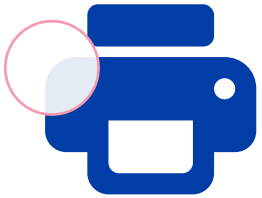
Headline 1	Usual Light / 90px
Headline 2	Usual Regular / 64px
Headline 3	Usual Regular / 50px
Headline 4	Usual Regular / 32px
Subtitle 1	Usual Regular / 24px
Subtitle 2	Usual Medium / 20px
Body 1	Usual Regular / 16px
Body 2	Usual Regular / 12px
Button	Usual Medium / 14px
OVERLINE	Usual Bold / 12px
Caption	Usual Regular / 10px





Rounded Flat Icons

For digital use in Blues / Pink

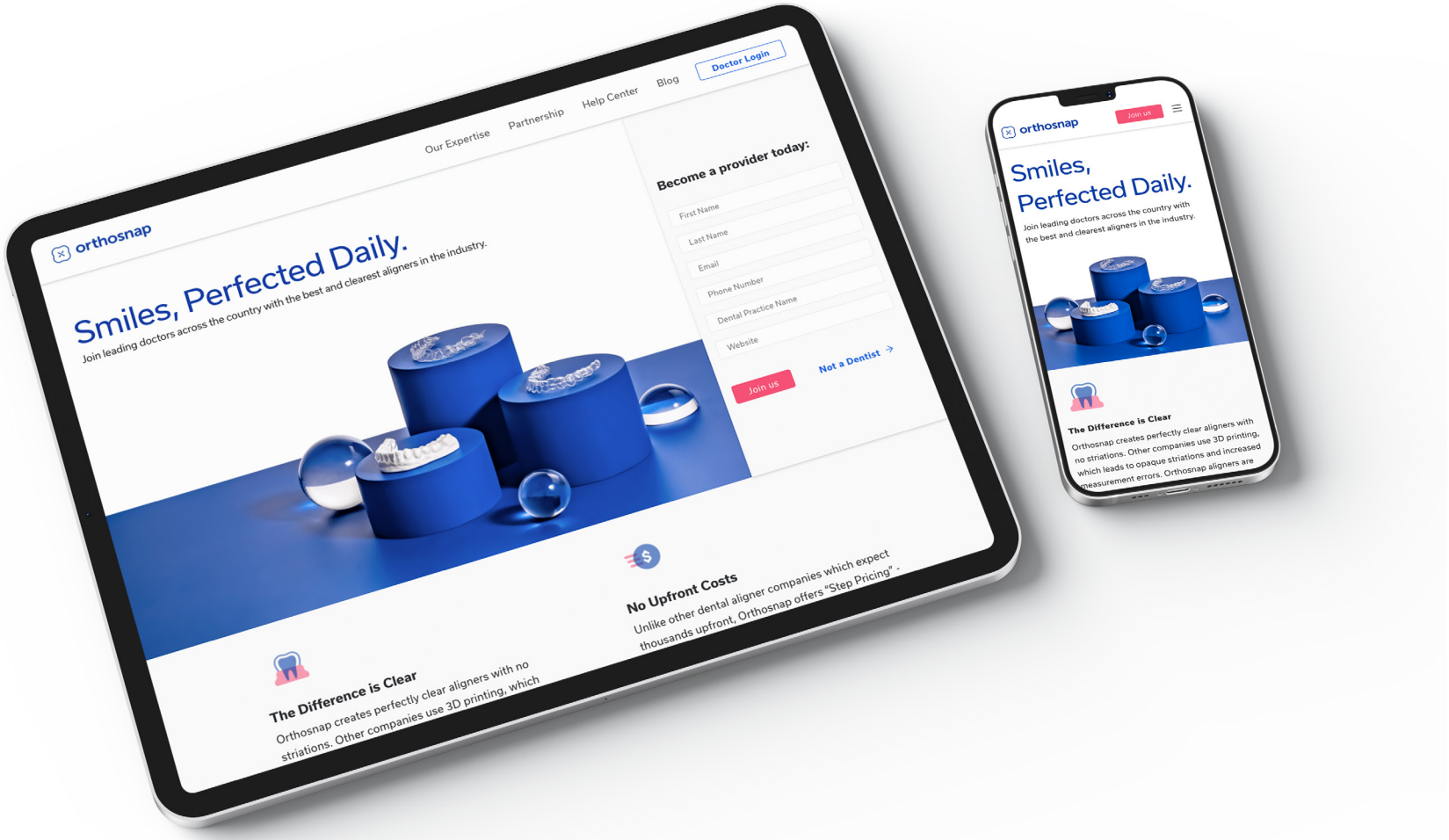


To download the full rounded icon set:

https://material.io/resources/icons/?style=round

Applications

Michael Yoon
President & COO
516-506-7606 (o)
516-200-4670 (m)
myoon@orthosnap.com
orthosnap
2000 Shames Dr.
Westbury, NY 11590
orthosnap.com


orthosnap
Our Expertise
Partnership
Help Center
Blog
Doctor Login
Smiles, Perfected Daily.
Join leading doctors across the country with the best and clearest aligners in the industry.
Become a provider today:
First Name
Last Name
Email
Phone Number
Dental Practice Name
Website
Join us
Not a Dentist
The Difference is Clear
Orthosnap creates perfectly clear aligners with no striations. Other companies use 3D printing, which
No Upfront Costs
Unlike other dental aligner companies which expect thousands upfront, Orthosnap offers "Step Pricing".
orthosnap
Join us
Smiles, Perfected Daily.
Join leading doctors across the country with the best and clearest aligners in the industry.
The Difference is Clear
Orthosnap creates perfectly clear aligners with no striations. Other companies use 3D printing, which leads to opaque striations and increased measurement errors. Orthosnap aligners are

Thank You