THE
EXETER
DENTAL
CENTRE
Open 7 days a week

BRAND BOOK

1ST EDITION / JANUARY 2014

Contents

SECTION 1:
A bit about us

Introduction

THIS DOCUMENT IS A GUIDE TO THE COMMUNICATION & USAGE OF THE EXETER DENTAL CENTRE BRAND.

It explains why our brand is important and the best practice usage of the brand in our communications and documentation.

This guide should be followed when commissioning, designing or delivering any kind of document or communication.

What we strive to be like

FUN

SERIOUS

MODERN

TRADITIONAL

LOUD

QUIET

TEAM

SINGLE
DENTIST

IDH/GS/SMILE

INNOCENT

FORMAL

INFORMAL

EGO

OPEN TO FEEDBACK /
TRANSPARENT

PEOPLE

BUSINESS

JOHN LEWIS

ARGOS
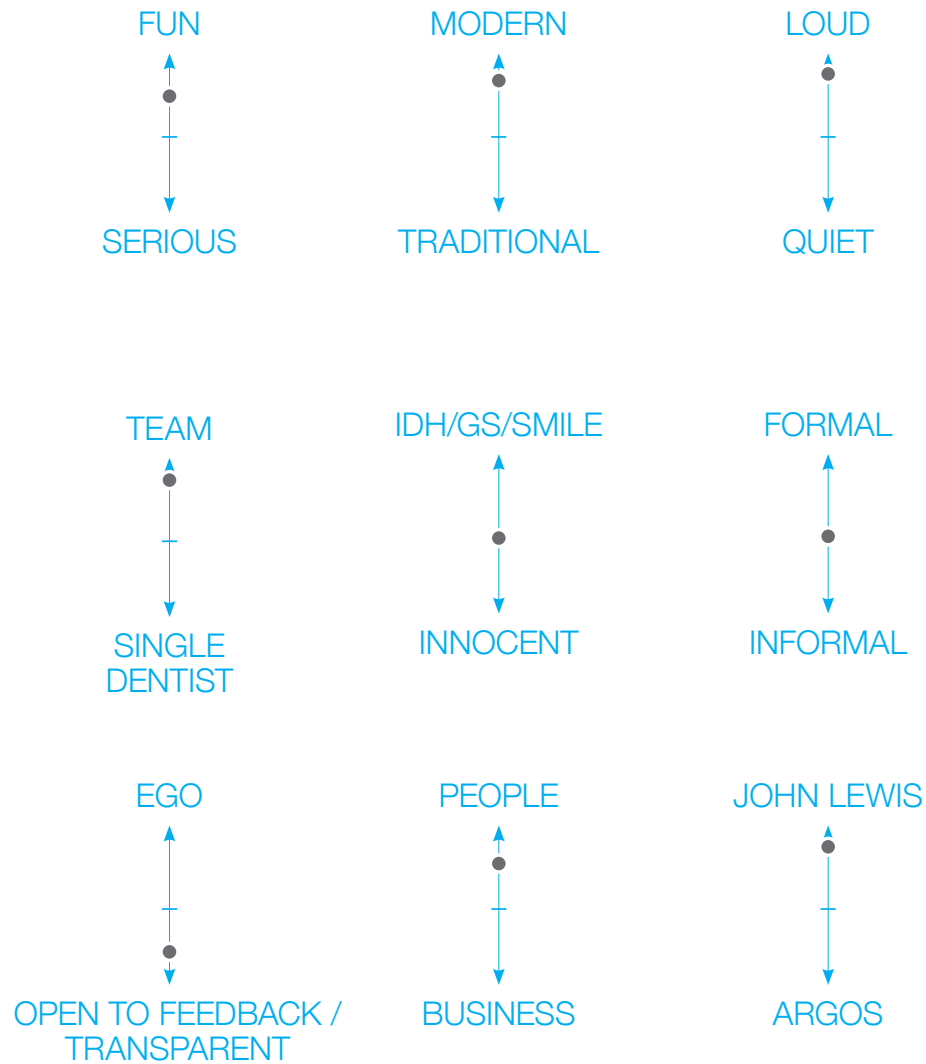
Why is our brand important?

WHENEVER WE USE OUR LOGO, OR WRITE ANYTHING ABOUT THE EXETER DENTAL CENTRE, TOGETHER WITH THE WORK WE DO, WE ARE CREATING AN IMAGE OF OURSELVES THAT OUR AUDIENCE WILL INTERPRET. **THIS IMAGE IS OUR BRAND.**

The verbal and visual elements that we use create important first impressions for those who do not know us. And for those who do know us, they reinforce our brand image. To make our brand truly powerful, we therefore need to ensure that the way it is applied is always consistent.

Every member of our team has a role to play in creating and maintaining our image and contributing to our brand. These brand guidelines exist to help you represent our brand consistently and to ensure that our brand values are at the forefront of every communication.

What makes us different?

ALL UNDER
ONE ROOF SYNERGY OF CARE
Here we you need us AVAILABLE
TRAINING QUICK RESPONSE
TECHNOLOGY HIGHLY QUALIFIED
LAYING FOUNDATIONS DENTISTS
Passionate ATTENTION

PERSONALITY LONGLASTING
RESTORATION BEST MONEY
SPENT IS
SPECIALIST SERVICES PREVENTION
TRANSPARENT USING TOP CONSULTANTS *Quality*
HONEST *Open 7 days a week*

Our brand is...

always **honest**

passionate

full of character

available

attention *to detail*

SECTION 2:
The Brand

1.1: Primary logo

THE
EXETER
DENTAL
CENTRE
Open 7 days a week

Our logo is a strong reflection of our brand values and vision. The protection and consistent application of the logo is key to maintaining trust and confidence with all audiences and achieving brand recognition within the market.

File formats
Our logo is available is a variety of file formats (AI / JPEG / PNG) and sizes (print and screen resolution). It is also available in RGB, CMYK and SPOT colour.

1.2: Primary & Secondary logos

THE
ΞXETER
DENTAL
CENTRE
Open 7 days a week

PRIMARY LOGO
WITH STRAPLINE

THE
ΞXETER
DENTAL
CENTRE

PRIMARY LOGO

PRIMARY LOGO

The two colour primary logo is the main Exeter Dental Centre logo and should be used on white and light coloured backgrounds. Where possible, use this version of the logo to maintain brand recognition.

Within this primary logo there are two versions: with and without the strapline. The logo without the strapline should only be used in situations where 'Open 7 days a week' appears prominently elsewhere on the design.

THE
ΞXETER
DENTAL
CENTRE
Open 7 days a week

SECONDARY LOGO
WITH STRAPLINE
(WHITE OUT)

THE
ΞXETER
DENTAL
CENTRE

SECONDARY LOGO
(WHITE OUT)

SECONDARY LOGO

The secondary logo is a white out version that can be used on the EDC blue (100% cyan) or on dark backgrounds where the logo is clearly legible.

As with the primary logo, there are two versions: with and without the strapline. The same applies here: the logo without the strapline should only be used in situations where 'Open 7 days a week' appears prominently elsewhere on the design.

1.3: Mono logo

THE
≡XETER DENTAL CENTRE
Open 7 days a week

MONO LOGO
WITH STRAPLINE

THE
≡XETER DENTAL CENTRE

MONO LOGO

GREY MONO LOGO
The grey mono logo is made from the EDC grey (70% black) and should only be used where there is a restriction of only black and white available. (Where there is a choice of the one colour, the secondary logo (white out) should be used with the EDC blue.)

This grey mono logo should only be used on white or light backgrounds.

EXCEPTION TO THE RULE
There is an exception to the rule – on the external building signage signage. The logo layouts used here should not be used for any other applications other than this.

1.4: Exclusion zone & Minimum size

THE

**EXETER
DENTAL
CENTRE**

Open 7 days a week

EXCLUSION ZONE
Our logo has an exclusion zone that surrounds it that helps maintain its readability and clarity. We've used the height of the 'e' in Exeter Dental Centre as a measure for this zone. No graphic elements, text or image should encroach into this space. This exclusion zone applies to all logo variations.

THE

**EXETER
DENTAL
CENTRE**

Open 7 days a week

◄———— 30mm ————►

MINIMUM SIZE
To ensure legibility and clarity at all times our logo has a minimum size of 30mm in width. (Web: 85 pixels wide at 72 dpi)

1.5: Logo positioning

THE
≡XETER
DENTAL
CENTRE
Open 7 days a week

THE
≡XETER
DENTAL
CENTRE
Open 7 days a week

THE
≡XETER
DENTAL
CENTRE
Open 7 days a week
        TEETH WHITENING
        DISCRETE BRACES
        SMILE MAKEOVERS

        01392 272350 **exeterdentalcentre.co.uk**

≡XETER
DENTAL
CENTRE
        17 Castle Street · Exeter · Devon · EX4 3PT
        01392 272 350 implants@exeterdentalcentre.co.uk **exeterdentalcentre.co.uk**   find us at
        All patients referred to the Exeter Dental Centre for specialist and advanced treatments will be barred from joining our general list infirum.

LOGO POSITIONING

The logo can be placed top right (mid size) or centered (large size). For sign-off, where the logo does not appear on the same page, the logo can be used bottom left (small size) alongside EDC contact details.

1.6: Incorrect usage

DO NOT use on mid-dark images where the whole logo is not readable.

DO NOT use on coloured backgrounds where the whole logo is not readable.

DO NOT change the layout if the logo. Use the version(s) supplied in the logo pack.

DO NOT place graphic elements, text or image in the exclusion zone.

DO NOT stretch, distort or skew the logo.

DO NOT change the colours of the logo.

DO NOT place the logo in a box or shape.

**DO NOT** try to recreate the logo (ie using alternative fonts)

2: Colours

THE — — EDC GREY

EDC BLUE
CMYK   100 / 0 / 0 / 0
RGB   0 / 159 / 223
PANTONE   Process Cyan
00AEEF

EDC GREY
CMYK   0 / 0 / 0 / 70
RGB   109 / 111 / 113
PANTONE   Process Black (70%)
6D6F71

EDC BLUE

The Exeter Dental Centre colours should be used in all promotional materials. This helps to maintain brand consistency and awareness to the customer.

EXETER DENTAL CENTRE

Open 7 days a week
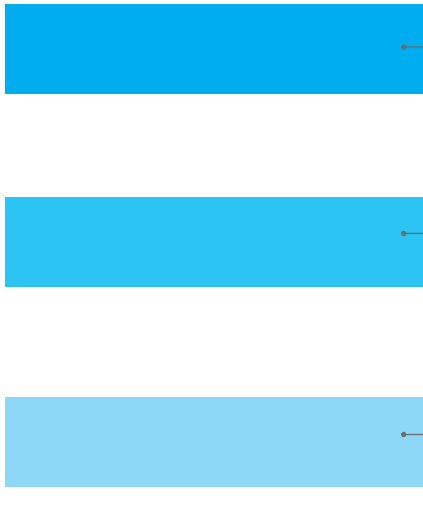
EDC BLUE
CMYK   100 / 0 / 0 / 0
RGB   0 / 159 / 223
PANTONE   Process Cyan (100%)
00AEEF

EDC BLUE
CMYK   65 / 0 / 0 / 0
RGB   31 / 196 / 244
PANTONE   Process Cyan (65%)
1FC4F4

EDC BLUE
CMYK   40 / 0 / 0 / 0
RGB   142 / 216 / 248
PANTONE   Process Cyan (40%)
8ED8F8

3.1: Primary typeface

HELVETICA NEUE

The primary typeface is Helvetica Neue and it plays a key role in defining personality and delivering the brand message. Its consistent usage helps brings brand consistency and audience recognition. The two weights used are light and bold, together with their respective italics versions. There is also a secondary typeface, Lobster 1.3.

Helvetica Neue Light

Helvetica Neue LightItalic

Helvetica Neue Bold

Helvetica Neue BoldItalic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%&*()_-+=?\''';:.,

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%&*()_-+=?\''':;.,

Main headlines should be set in Lobster 1.3, or Helvetica Neue Light in capitals.

Subheadings should be set in Helvetica Neue Bold (or Lobster 1.3 where Helvetica Neue Light has been used as the Main Headline).

Introductory paragraphs should be set in Helvetica Neue Light or Bold (in upper and lower case). As a general guide, set in 13pt with 17pt line spacing.

Body copy should be set in Helvetica Neue Light. As a general guide, the body copy in this document is set at a font size of 9pt with 14pt line spacing.

THE ——————— Helvetica Neue Light

EXETER
DENTAL ——————— Helvetica Neue Bold
CENTRE

Open 7 days a week ——————— Lobster 1.3

6/1/14   14:07:22

3.2: Secondary typeface

Lobster 1.3

The secondary typeface is Lobster 1.3 and is used for the logo strapline. It is also used for main headlines and subheadings where Helvetica Neue Light has been used as the Main Headline. It should always be set in upper and lowercase, not in capitals.
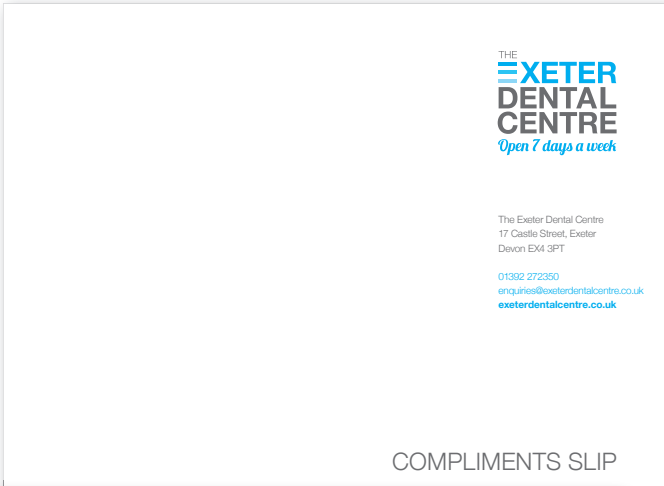
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%&*()_-+=?\'''':;.,

Main headlines should be set in Lobster 1.3, or Helvetica Neue Light in capitals.
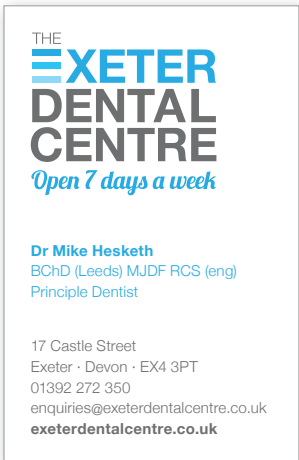
Subheadings should be set in Helvetica Neue Bold (or Lobster 1.3 where Helvetica Neue Light has been used as the main headline).
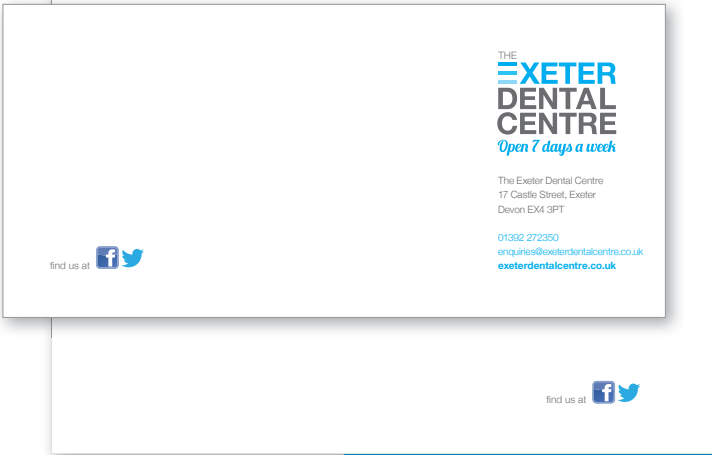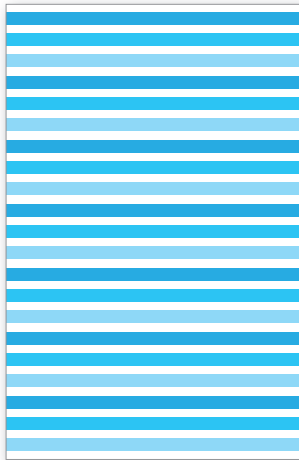
4.1: Stationery

LETTERHEAD FRONT

BUSINESS CARD

THE
=XETER
DENTAL
CENTRE
Open 7 days a week

The Exeter Dental Centre
17 Castle Street, Exeter
Devon EX4 3PT

01392 272350
enquiries@exeterdentalcentre.co.uk
exeterdentalcentre.co.uk

THE
=XETER
DENTAL
CENTRE
Open 7 days a week

Dr Mike Hesketh
BChD (Leeds) MJDF RCS (eng)
Principle Dentist

17 Castle Street
Exeter · Devon · EX4 3PT
01392 272 350
enquiries@exeterdentalcentre.co.uk
exeterdentalcentre.co.uk

COMPLIMENTS SLIP

THE
=XETER
DENTAL
CENTRE
Open 7 days a week

The Exeter Dental Centre
17 Castle Street, Exeter
Devon EX4 3PT

01392 272350
enquiries@exeterdentalcentre.co.uk
exeterdentalcentre.co.uk

find us at

find us at

LETTERHEAD BACK

4.2: Exhibition

WEDDING FAYRE FLYER AND BANNERS

CENTRE SPREAD

BACK

4.3: Printed

EVENT INVITATION

What are the benefits of referring your patients to us?

THE
EXETER
DENTAL
CENTRE
Open 7 days a week

43% OF CASES CURRENTLY IN FRONT OF THE GDC ARE **RELATED TO UNDIAGNOSED OR UNTREATED PERIO DISEASE** SO WE ARE EXTREMELY HAPPY TO BE OFFERING THIS SERVICE TO COLLEAGUES IN AND AROUND THE EXETER AREA.

Hilary Cooke
Exeter's only registered periodontal specialist, GDC number 69126

Hilary has vast experience in the field of periodontal surgery and has joined us after recently completing her teaching position at Sheffield University School of Clinical Dentistry. All Perio specific treatments and surgery carried out.

1 hour
patient consultation
only £80
with bespoke quote given for treatment for each patient

Please send referrals by email to: periospec@exeterdentalcentre.co.uk **or by post to:** The Exeter Dental Centre, 17 Castle Street, Exeter, EX43PT

Visit **exeterdentalcentre.co.uk** for more information.

Please turn over... to view the Exeter Dental Centres multidisciplinary approach to dentistry.

Would you like to learn how to restore dental implants from the UK's only European Expert in Dental Implantolgy?

Our Clinical director, **Phil Bennett**, has placed over 2000 implants in the last 10 years with a less than 5% failure rate. Phil established the Southwest ADI in 2004 and has built a large referral practice in Lyme Regis. Phil is glad to be taking referrals at The Exeter Dental Centre on his visiting clinics with us.

Restoring Dental Implants for Your Patients – Yes You Can!
You don't have to learn to perform the surgical placement of dental implants to be part of this fast developing multi-million pound business. Straightforward cases can be restored by the

patient's own dentist with no more difficulty than fitting a conventional crown or bridge. Join European Expert Phil Bennett at The Exeter Dental Centre and learn how easy it can be to undertake implant restorations for your patients as part of everyday dentistry.

Andrew Sleigh, currently undertaking a Masters in Endodontics, is happy to accept referrals for challenging cases such as teeth with curved or sclerosed canals and those requiring re-treatment. He has high standards and works to European Society of Endodontology guidelines.

Wed 25 September & Wed 27 November, 6.30pm

Join us for a free Relax evening, sponsored by Ankylos, where Phil will be demonstrating the fit of implant retained crowns and giving a lecture titled ' Simple implant prostheses for the GDP'.

Call us now to book your free place 01392 272 350

THE EXETER DENTAL CENTRE 17 Castle Street · Exeter · Devon · EX4 3PT
01392 272 350 implants@exeterdentalcentre.co.uk **exeterdentalcentre.co.uk**

All patients referred to the Exeter Dental Centre for specialist and advanced treatments will be barred from joining our general list in future.

find us at

ADVERT

WE ARE PROUD TO SUPPORT THE 5TH MEDICS RUGBY CHALLENGE

THE
EXETER
DENTAL
CENTRE

DON'T FORGET TO BID FOR OUR TOOTH WHITENING AUCTION LOT*

Do your gums bleed?
WE OFFER SPECIALIST GUM CARE

Open 7 days a week

01392 272350
exeterdentalcentre.co.uk

*Take home tooth whitening, hygienist visit & dental health checkup. **find us at**
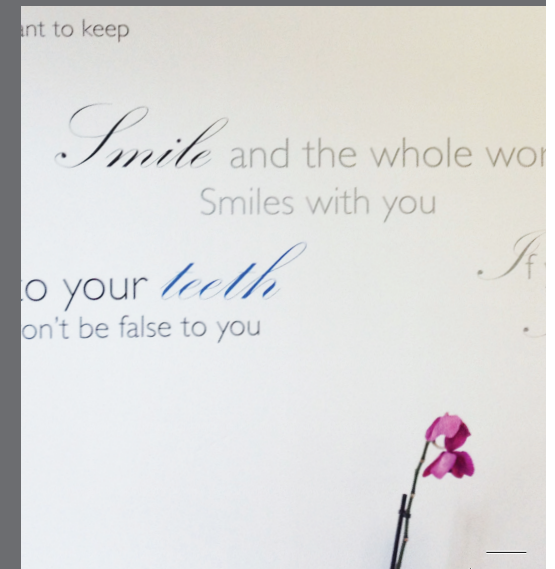
4.4: Signage

ENTRANCE TO PRACTICE

A-BOARD

TEMPORARY BANNER

4.5: Practice interior

Fancy a quick freshen up?

Please take a fresh disposable brush & mini toothpaste

Complimentary

4.6: Email boilerplates

New Message

To:

Cc:

Subject:

Signature: None

Mike Hesketh
Owner & Principle Dentist

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The Exeter Dental Centre
17 Castle Street, Exeter
Devon EX4 3PT
01392 272350
exeterdentalcentre.co.uk
mike@exeterdentalcentre.co.uk

This email and any attachments are only intended for the individual or entity to which it is addressed and are confidential. If you are not the intended recipient, please notify the sender immediately by return e-mail and then delete the email and any attachments without disclosing the contents to any other person or entity or making copies. Email transmissions cannot be guaranteed to be secure or virus or error free. You should therefore carry out your own virus and other checks as considered appropriate.

The Exeter Dental Centre Limited is a company registered in England and Wales with company number 07972855 and is regulated by the General Dental Council
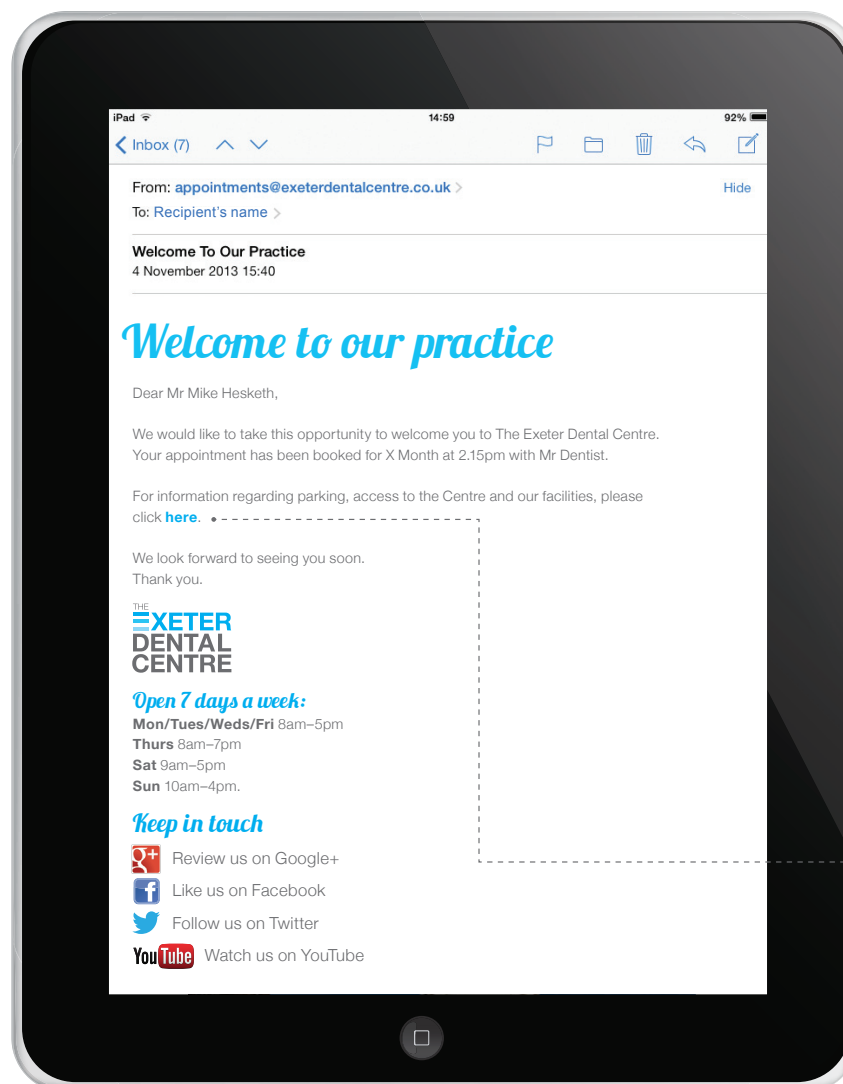
Text is set in 9pt (12pt line spacing). Name, Job Title, Address and Email are all set in Helvetica Neue Light; the website address in Helvetica Neue Bold.

All text is EDC grey apart from telephone, email and website in EDC blue. The Exeter Dental Centre logo is a jpeg image (supplied in the logo pack).

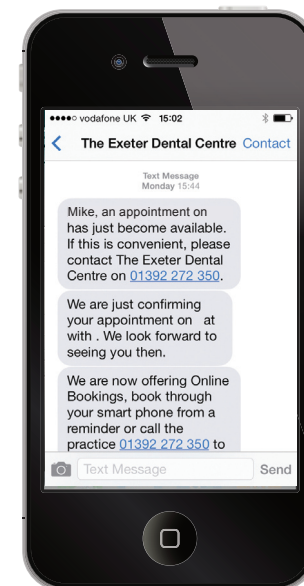Text is set in 6pt (9pt line spacing) in Helvetica Neue Light.

... email messages & text alerts

EMAIL MESSAGES

iPad 📶   14:59   92% ▬

‹ Inbox (7)   ∧ ∨   ⚑ 📁 🗑 ↩ ✎

From: **appointments@exeterdentalcentre.co.uk** ›   Hide
To: Recipient's name ›

Welcome To Our Practice
4 November 2013 15:40

Welcome to our practice

Dear Mr Mike Hesketh,

We would like to take this opportunity to welcome you to The Exeter Dental Centre.
Your appointment has been booked for X Month at 2.15pm with Mr Dentist.

For information regarding parking, access to the Centre and our facilities, please
click **here**.

We look forward to seeing you soon.
Thank you.

THE
EXETER
DENTAL
CENTRE

Open 7 days a week:
Mon/Tues/Weds/Fri 8am–5pm
Thurs 8am–7pm
Sat 9am–5pm
Sun 10am–4pm.

Keep in touch

G+   Review us on Google+

f   Like us on Facebook

🐦   Follow us on Twitter

You Tube   Watch us on YouTube

TEXT ALERTS

These are standard text
messages that will be
displayed as per the
recipient's phone settings.

●●●●○ vodafone UK 📶 15:02   ✳ ▬

‹   **The Exeter Dental Centre** Contact

Text Message
Monday 15:44

Mike, an appointment on
has just become available.
If this is convenient, please
contact The Exeter Dental
Centre on 01392 272 350.

We are just confirming
your appointment on at
with . We look forward to
seeing you then.

We are now offering Online
Bookings, book through
your smart phone from a
reminder or call the
practice 01392 272 350 to

📷   Text Message   Send

Hidden link to:

http://www.exeterdentalcentre.co.uk/
get-in-touch/find-us/

5: Photography

The Exeter Dental Centre is breaking away from the mould of 'traditional' dental practices and embracing the modern world. The photographic style should help show patients that they are different. The striking brand and modern interior and exterior of the business lends itself to beautiful images.

Images should predominantly be black and white. Colour images can be used on Social media sites and press releases where necessary. The contrast of these mono images should be pushed to ensure bright whites and dark blacks.

The content of the images should be informal and relaxed, not formal or 'staged', to help convey the character of the people at The Exeter Dental Centre and the service offered.
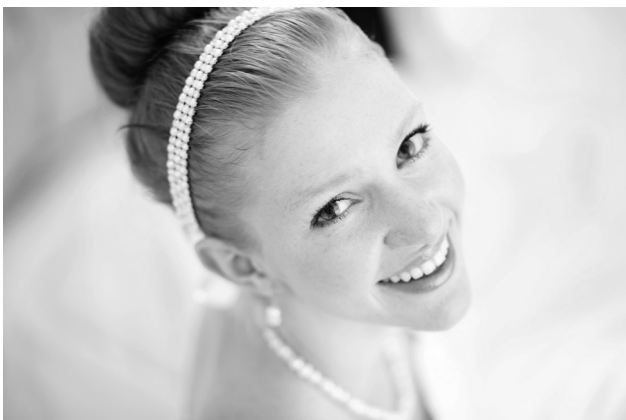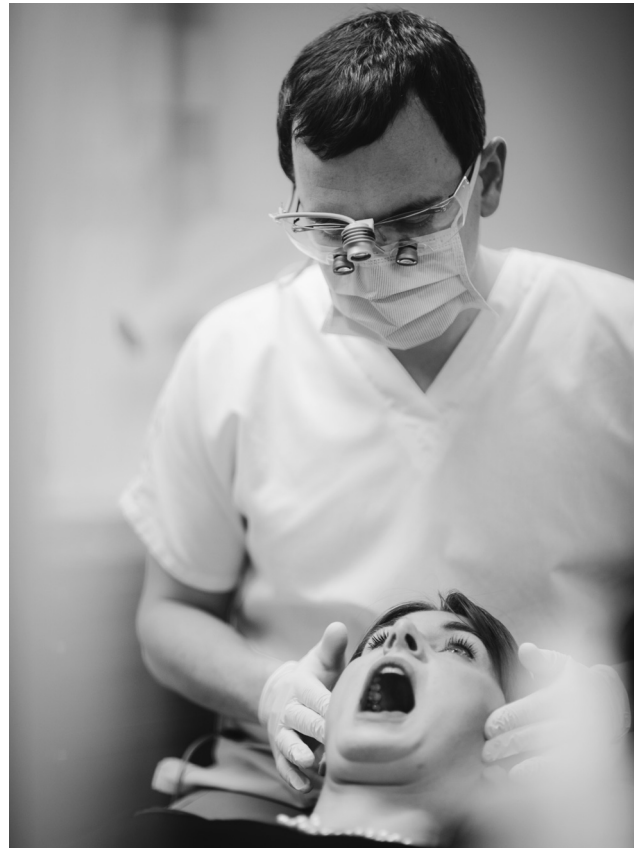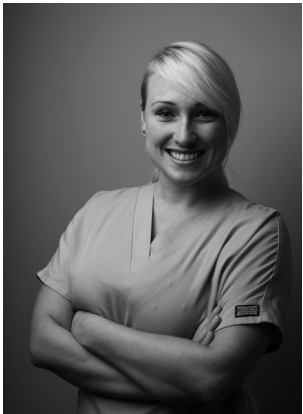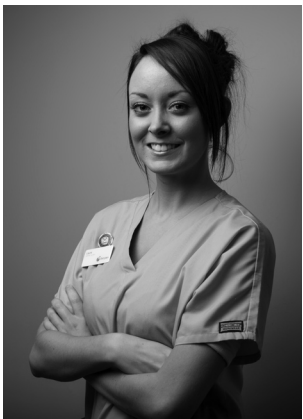
6: Tone of voice

Tone of voice only works when it's expressed consistently. We need to spend time to understand it, so we can use it effectively and are able to brief others on how to use it. Every time a staff member communicates with a patient or a member of the public, they are acting as an ambassador for The Exeter Dental Centre.

We are 'worldly'
We are informed about dentistry expertise and have lots of experience in how it works. We understand people and respect them. Our insight and open-minded approach form the foundation of everything we say.

We are 'inspiring'
We believe our knowledge is most valuable when it is shared. We are positive, enthusiastic and always encouraging. We know we can change lives, so we act with integrity.

We are 'inclusive'
We're always aware of our patients and what they need to know from us. We sound like a person, not an organisation. This means we can explain the complex in a simple, but not simplistic way.

We are 'fun'
We seek to entertain, enthuse and excite by being honest, transparent and personal. We are engaging and seek to make dentistry fun and not clinical. We are always friendly, direct and clear.

Formal content

Signage, print, website, films
This content type is to be the most formal, but still resonate with our patients. We are to sound knowledgeable, interesting but, most of all, approachable as a team of dentists and staff. We want to portray the EDC ethos in all our output – design and written work – and remain confident, fun and experts in our field.

Variable content

Flexible signage, Blog posts, News articles
This content can be more informal and light-hearted, but remains professional and authoritative. For most part we can write this in the 'first person' and be engaging and inclusive in the tone. We will always avoid the negative and focus on what EDC can offer. We will not mention other dental practices in a negative tone or compare ourselves to other dentists.

Social media

Social media output
The tone can be more personal, chatty and informal. It should always be written in the first person and here we can boast about the 'awesome' EDC. We can use more casual language, but not become rude or use inappropriate words.

7: Contact details
& further information

For further help and guidance, or if you would like a copy
of our logo pack (which includes logos in a variety of formats),
please contact **enquiries@exeterdentalcentre.co.uk**

THE
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