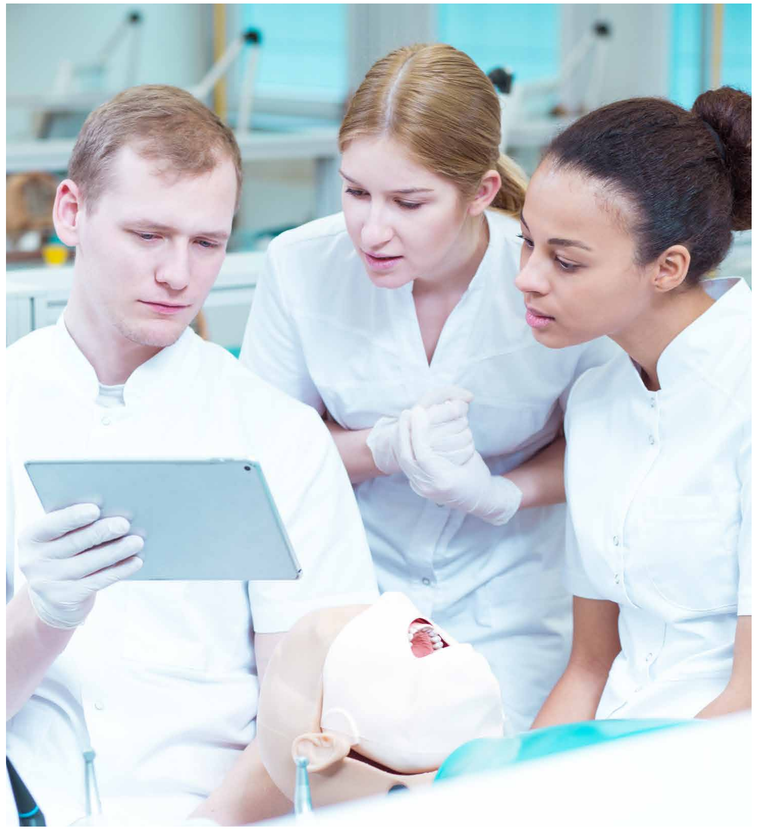
DentalMammoth

BRAND BOOK

ABOUT US



Dental Mammoth Ltd is a globally operating dental innovation company. Dental Mammoth's mission is **"Skills are based on knowledge"** we produce innovative knowledge services and products to support clinical work and education.

We wish to see the quality of oral health improved worldwide.
This will take place through a collaboration of top-level international professionals. Their knowledge of dentistry will be distributed for all dental professionals and students through Dental Mammoth.

INDEX

1 VISUAL SYSTEM

COLOR SYSTEM 5-6
TYPOGRAPHIC SYSTEM 7-9
PHOTOGRAPHIC SYSTEM 10
PATTERNS 11

2 LOGO SYSTEM

LOGOTYPE 13
ISOLOGO 14
LOGO APLICATIONS 15
LOGO LIMITATIONS 16

3 GRAPHICS APPLICATIONS

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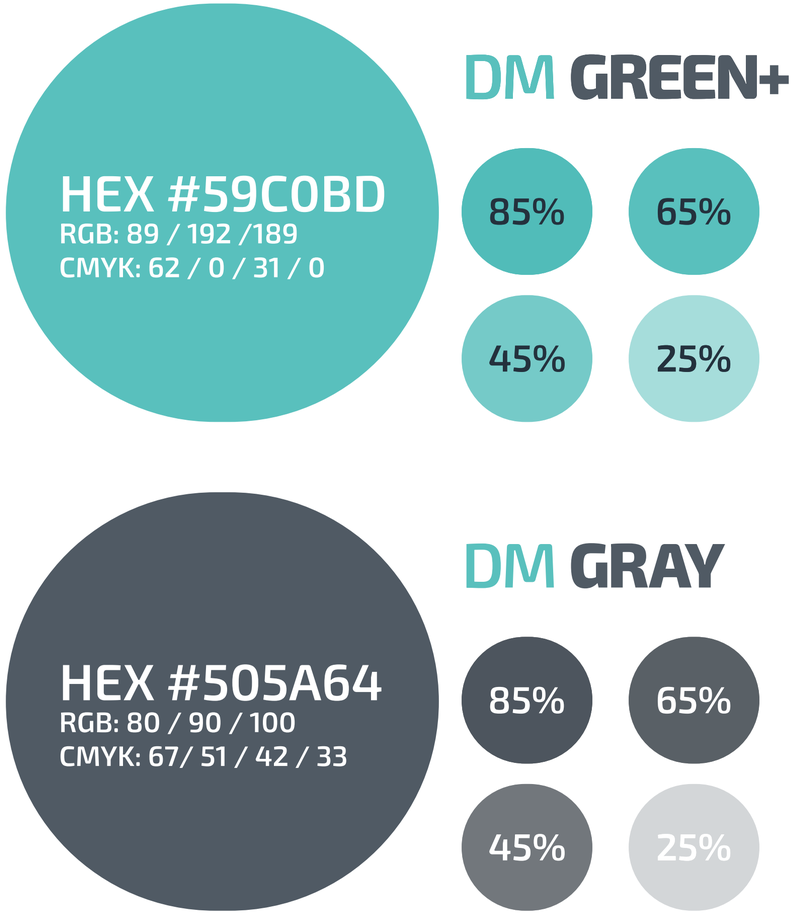
VISUAL SYSTEM

COLOR SYSTEM

MAIN COLORS

Dental Mammoth aims to provide a reliable, innovative and agile image. In addition, Dental Mammoth stands for professionalism and knowledge. The main colours of the publications are white and light green, an updated version of the classic healthcare green. Dark grey is used to create a strong base for our message and to bring contrast to the content. The colours need to be present whenever our brand is on display. The colour codes must be used according to the format used (CMYK, RGB, HEX) to avoid colour variations in printed and digital products.



COLOR SYSTEM

DM BLUE

HEX #1A4173
RGB: 26 / 65 /115
CMYK: 98 / 77 / 27 / 13

85% 65% 45% 25%

DM ORANGE

HEX #FBB243
RGB: 251 / 178 / 67
CMYK: 0 / 36 / 79 / 0

85% 65% 45% 25%

COMPLEMENTARY COLORS

A complementary palette of blue and orange is created to classify the content and create contrast in the information to improve the readability and quality of the Dental Mammoth graphic elements.

TYPOGRAPHIC SYSTEM

EXO 2 FAMILY FONT

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 Ä Ö Å

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 ä ö å

1 2 3 4 5 6 7 8 9 0 / * - + ? =) (/ & % $ # " ! ° @

OPEN SANS FAMILY FONT

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 Ä Ö Å

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 ä ö å

1 2 3 4 5 6 7 8 9 0 / * - + ? =) (/ & % $ # ” ! ° @

later you read this

FIRST YOU READ THIS

AFTER THIS

later you read this

later you read this

FIRST YOU READ THIS

AFTER THIS

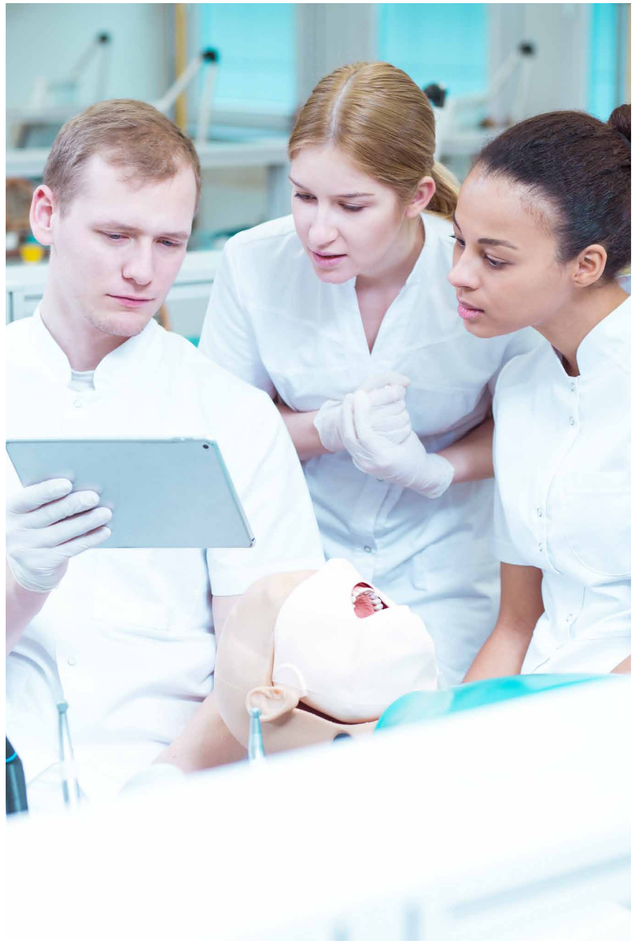
later you read this

TYPOGRAPHIC APPLICATION

Apply the texts respecting the hierarchy that they have, this in order to better distribute the information and easily highlight the key points.

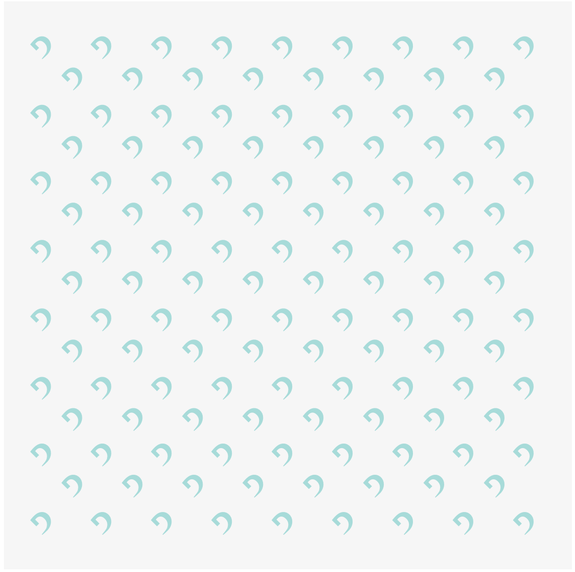
PHOTOGRAPHIC SYSTEM

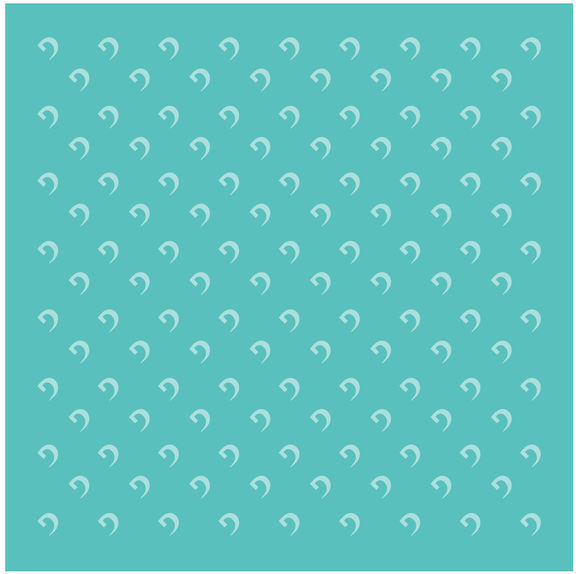
Use images related to the dental service, where the work of the dentists is shown, as well as the work station and the tools used. Avoid the typical photos of people with perfect smiles and illustrated images.



PATTERN SYSTEM

Background patterns can be used creatively in different publications, both in print and in the digital world. The D-icon resembles a question mark, so the use of a background is recommended as a background for "how to do" videos, for example. The D-icon of a background pattern should be filled in but with a opacity. The aim is to keep contrast to a minimum. The icon should be positioned at 45 degrees and the spacing should be quite loose.





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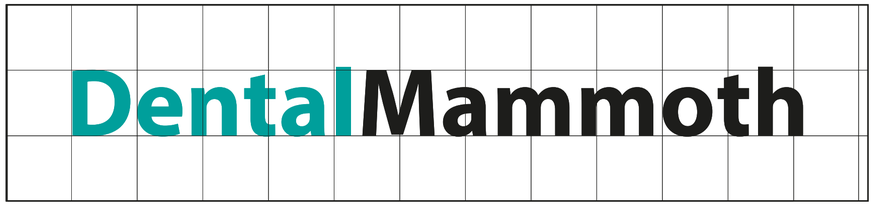
LOGO SYSTEM

LOGOTYPE

SAFE ZONE

This is the main Dental Mammoth logo, use the letter "M" as a guide to define the safe zone. No items should be placed within this area, to give priority to the logo.



CONSTRUCTION GRID

Use the rendering grid to scale the logo within large formats such as murals, banners, and billboards.

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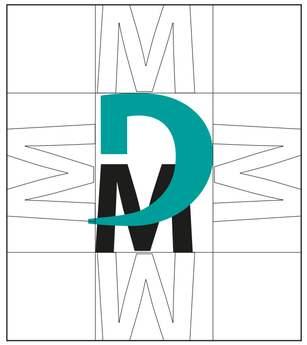
COLOR VARIANTS

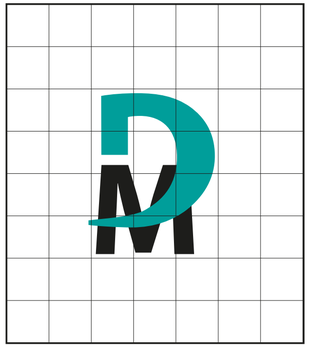
Use the logo color according to the background color you need, this in order to facilitate the legibility of the logo.

ISOLOGO



SAFE ZONE

This is the main Dental Mammoth isologo, use the letter "M" as a guide to define the safe zone. No items should be placed within this area, to give priority to the logo.



CONSTRUCTION GRID

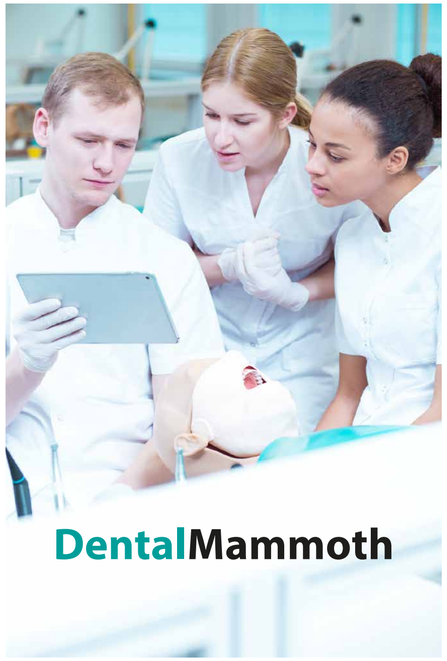
Use the rendering grid to scale the isologo within large formats such as murals, banners, and bill-boards.

COLOR VARIANTS

Use the logo color according to the background color you need, this in order to facilitate the legibility of the logo.

Note: Use the isologo, as a favicon on web pages, print media and social networks.

LOGO APPLICATION



Apply the logo or isologo in images according to the need and space available in the image. It is recommended that if it is the first time that a group visualizes the brand, the isologo and logo are used together as shown below to facilitate brand memorability.

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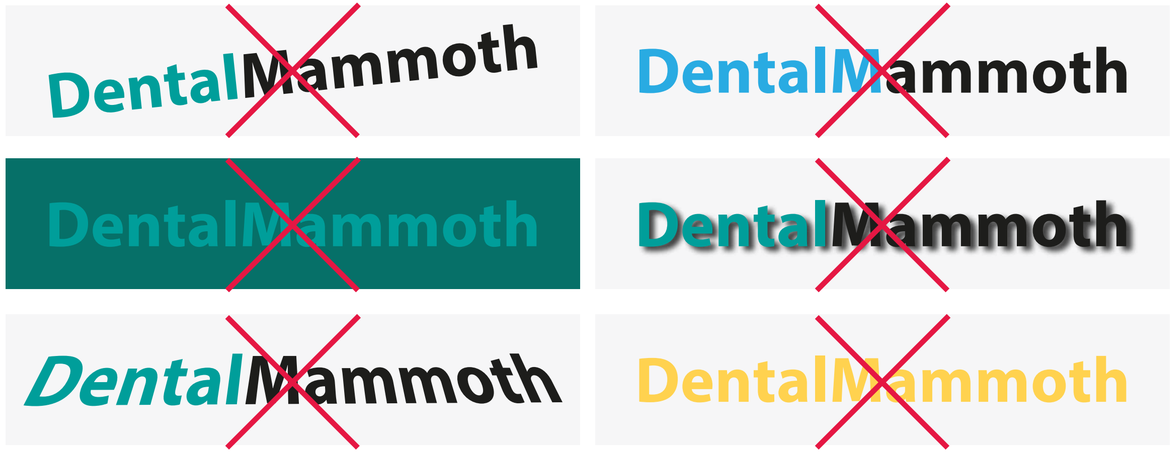
LOGO LIMITATIONS



When applying a new logo to the brand of a company, the application of the different graphic systems enter a critical moment for a brand, any modification or "improvement" should be avoided.

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GRAPHIC APPLICATION

CORPORATE STATIONERY

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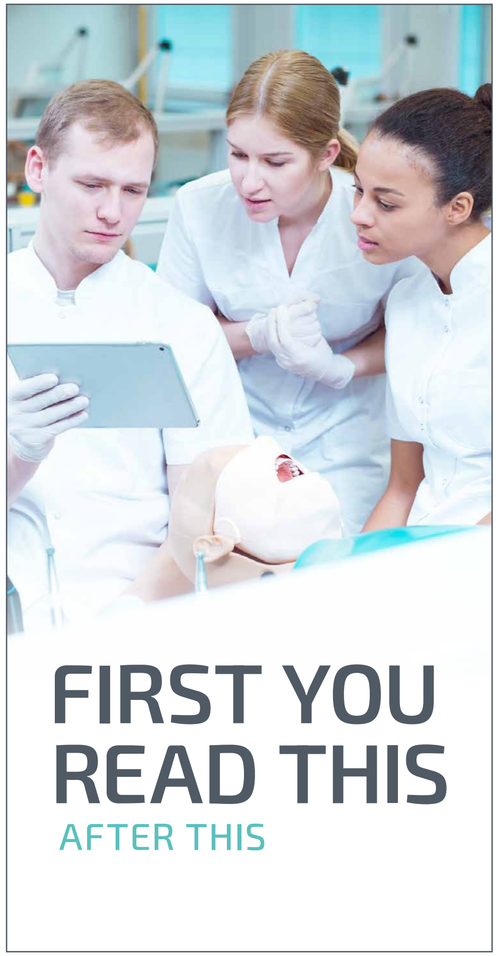
PHOTOGRAPHIC TREATMENT

To be able to add text to the images and these do not have enough space to place it, you must add a white gradient element in a space that does not affect the porpouse of the image.



Another option is to add a box with the colors mentioned above to place short texts that accompany the images.