



BRAND GUIDELINES

glekel'

Industry

Dental

Location

USA & Mexico

Year

2022

Scope of work

logotype, brand mark,
colors, typography,
patterns, social media

About the project

Dental Laser Nogales is a dental clinic aimed at a more female audience located on the border between the United States and Mexico that provides dental services at an affordable price.

Before & After

The main goal was to upgrade the old logotype and make it clean, modern, fresh and matching the new audience



before, 2000



after, 2022

Main logo

The main logo is the preferred logo and should be used in all instances where possible.

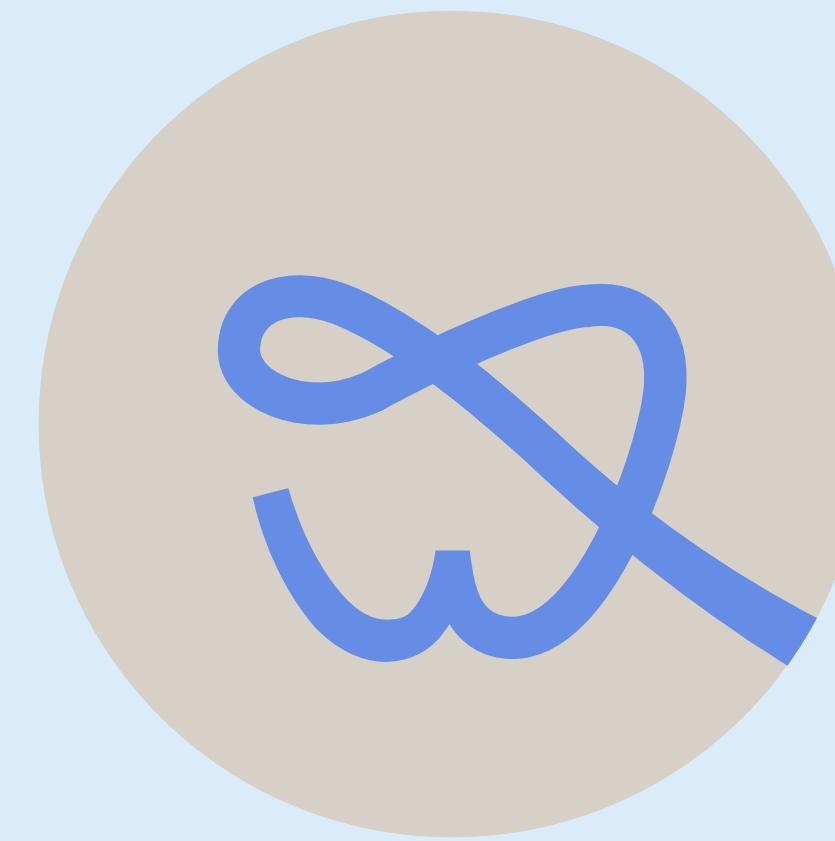


Color combination





Brand mark

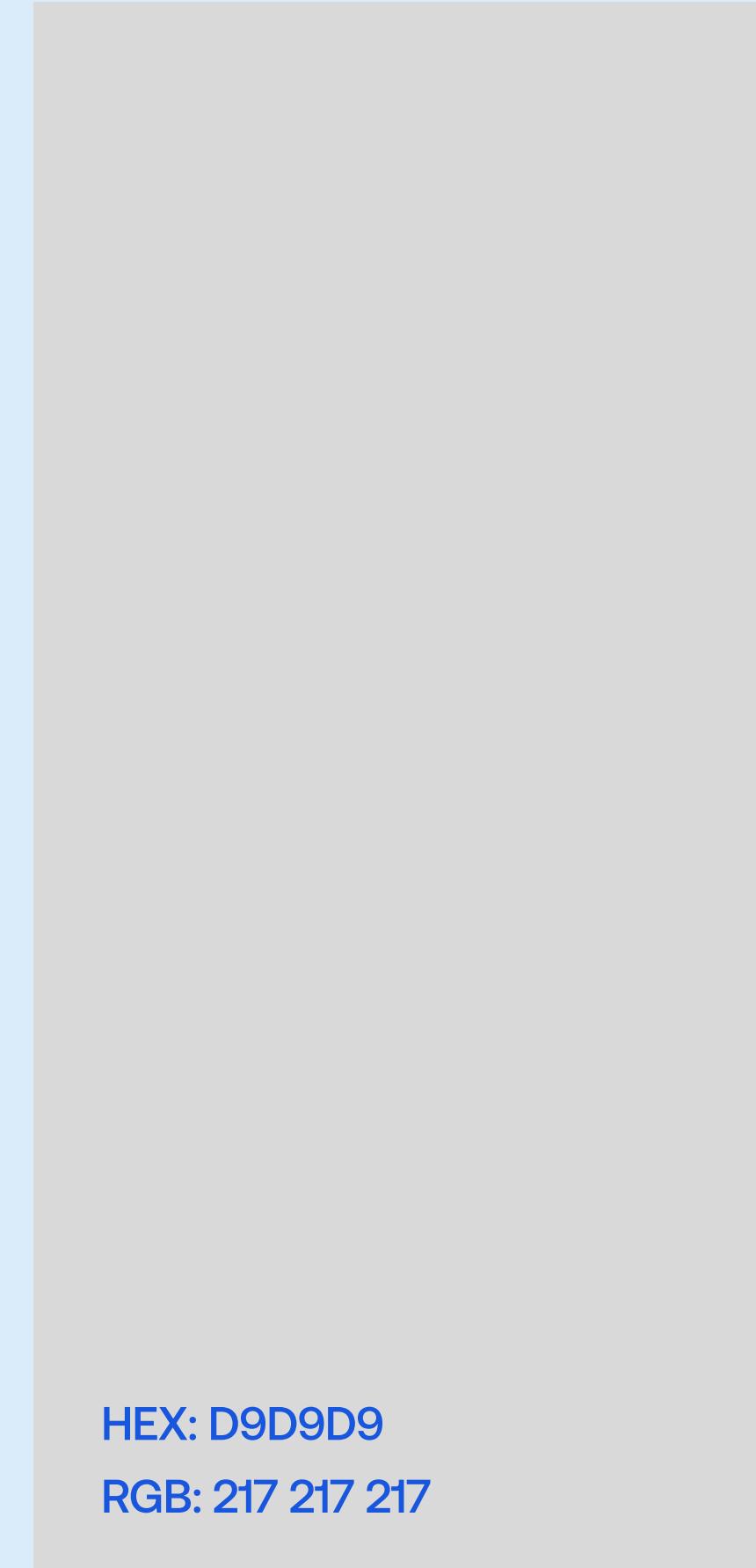
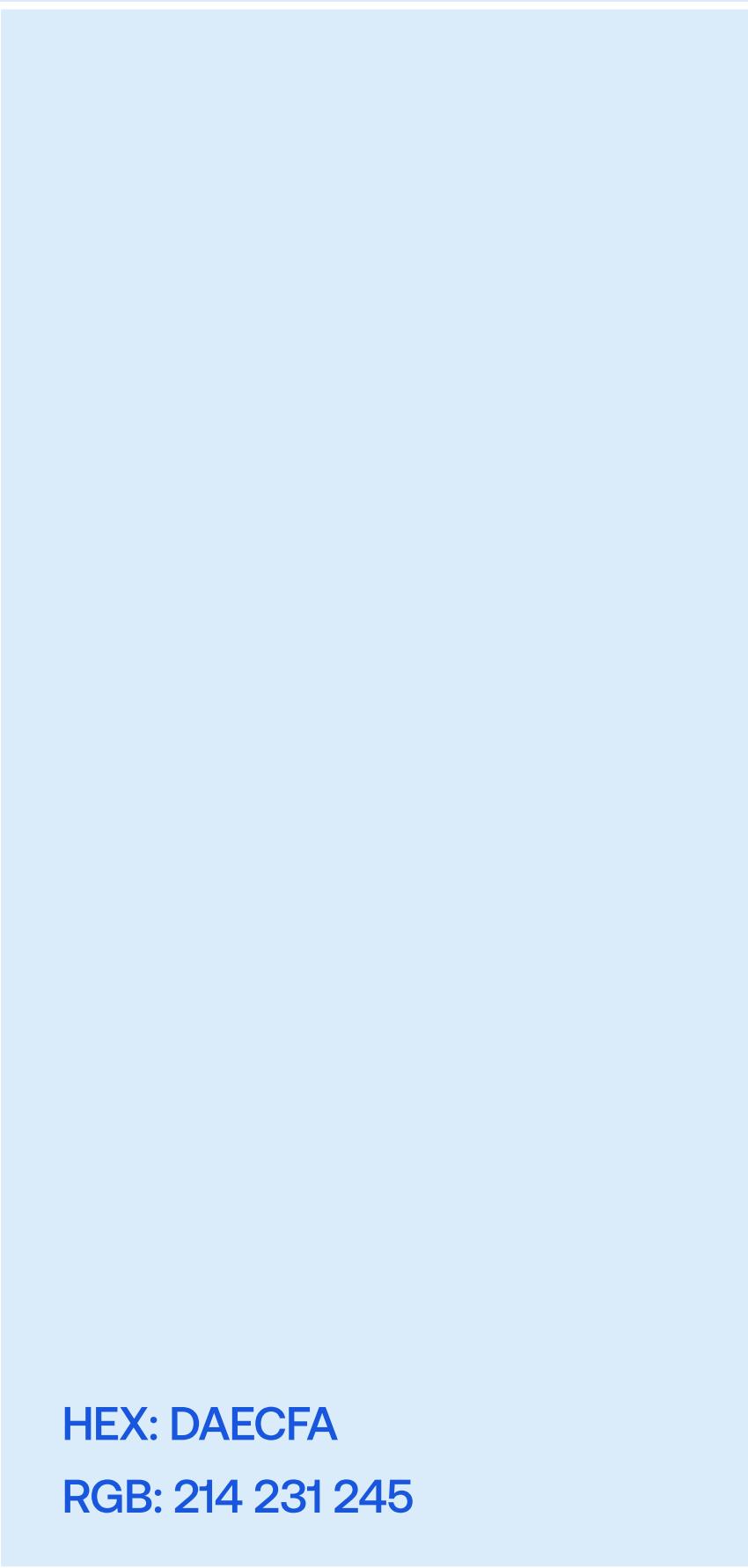


Safe area

A 'clear zone' is defined around the logo to help maintain balance and clarity.



Color palette



Primary font

Aeonik

Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Secondary font

Hind

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Typesetting & Example

Folio

Hind

Medium

Header

Aeonik

Bold

Intro

Hind

Regular

Sub-header

Aeonik

Medium

Body

Hind

Medium

Button

Hind

Medium

August 2020

Your headline main information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ullamcorper euismod integer magna egestas.

Nibh maecenas nibh fames pulvinar blandit consequat.

What Are Tags?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ullamcorper euismod integer magna egestas. Nibh maecenas nibh fames pulvinar blandit consequat luctus auctor. Blandit sodales et sollicitudin eget id posuere egestas ac. Consequat tellus, risus arcu sit sociis sit aliquet dolor. Tellus in orci luctus nibh felis, lorem aliquet volutpat.

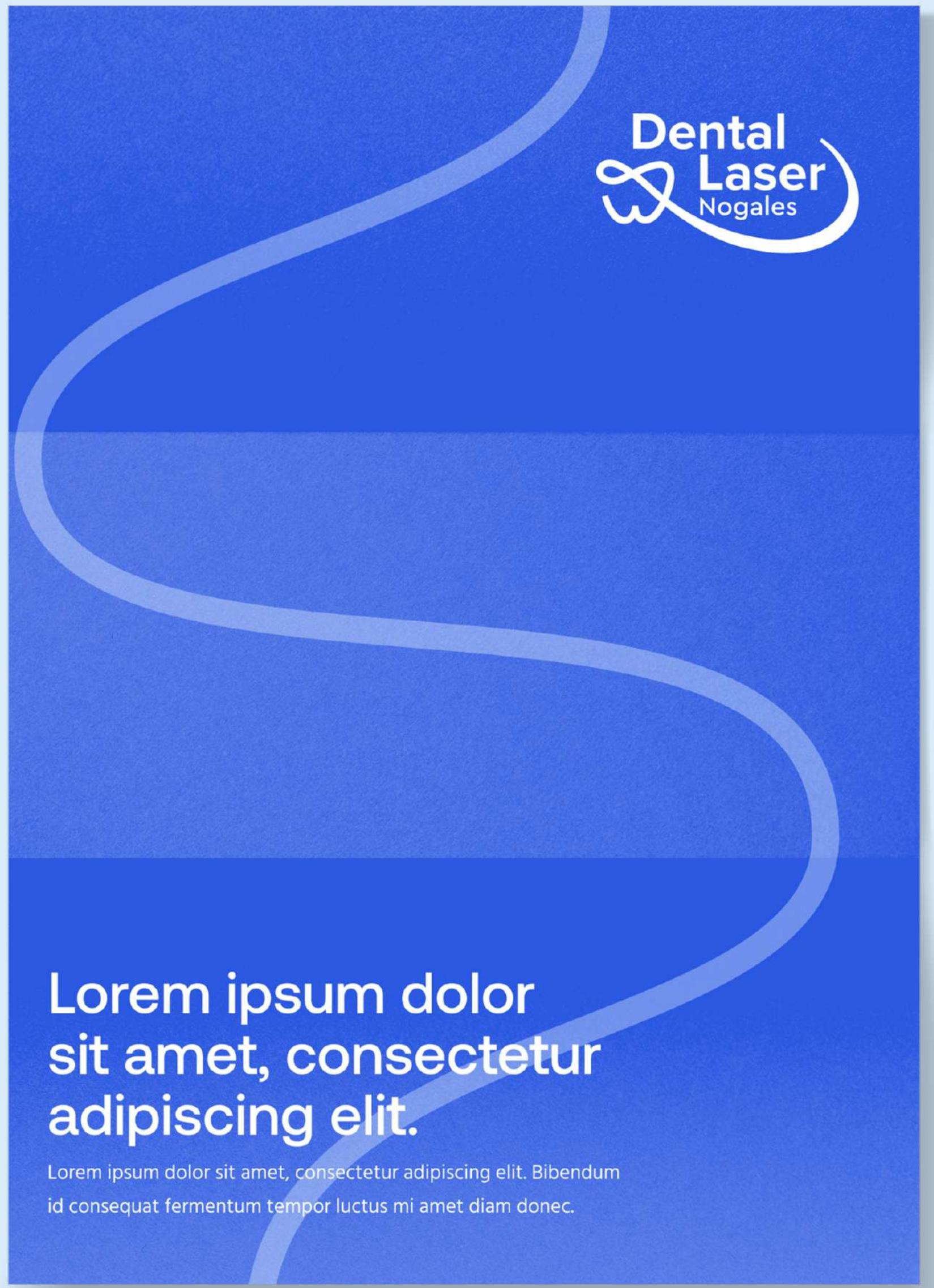
UTILITY TEXT

Pattern









SOCIAL MEDIA VISUAL GUIDE

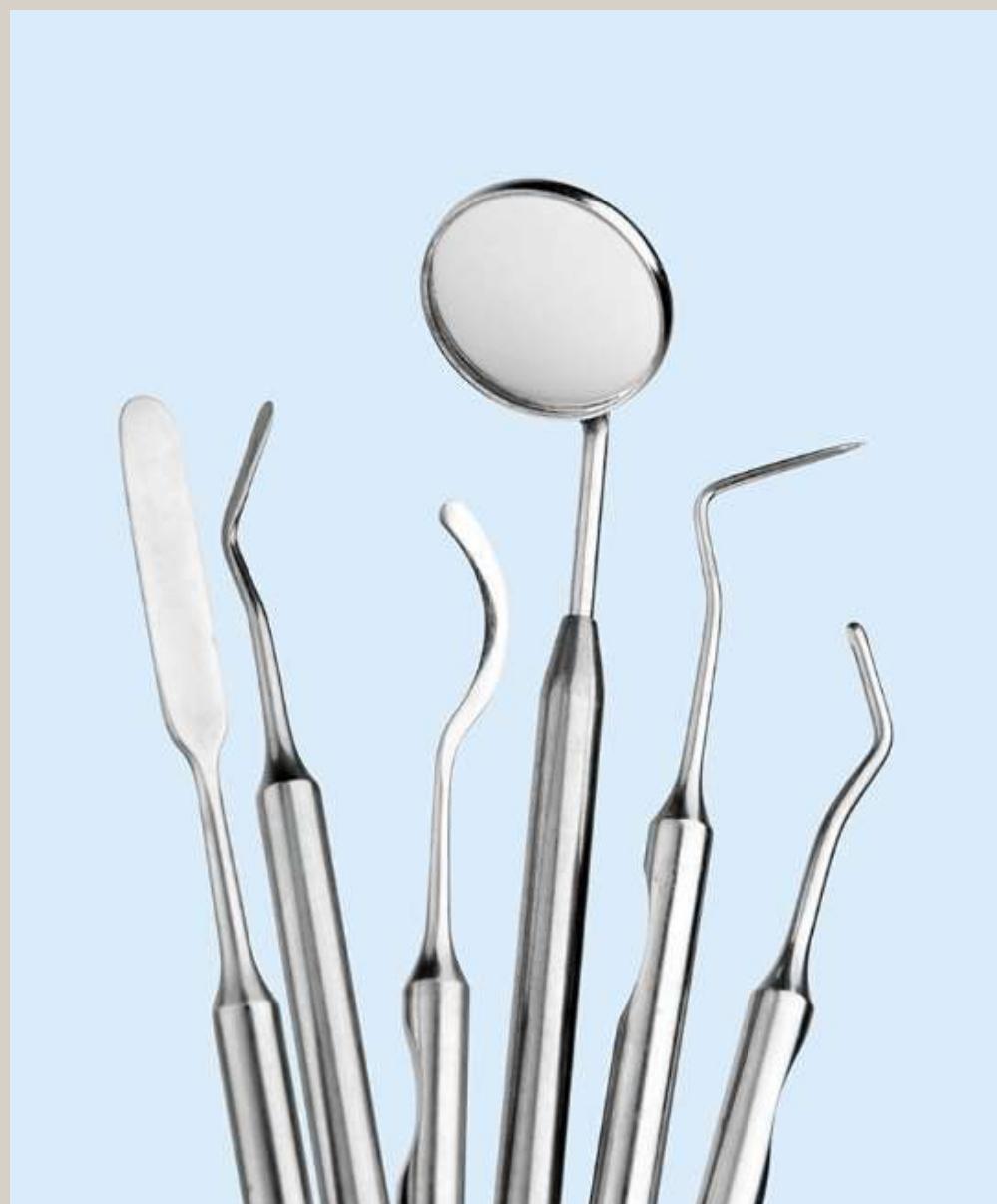
IMAGE USE GUIDELINES

It is recommended to choose modern and high quality images. Portraits should look stylish with neutral clean backgrounds. Dentistry materials and processes should be neutral, clean and gentle

All images with people should be with realistic emotions, not staging. It is better to use a calm, soft palette, not bright with colorful aggressive shades. The idea is to show healthy people in their everyday life with real emotions, smile, laughing or doing their everyday routine.

Ask yourself - how healthy and beautiful smiles change people's lives? Why should people care about their teeth?

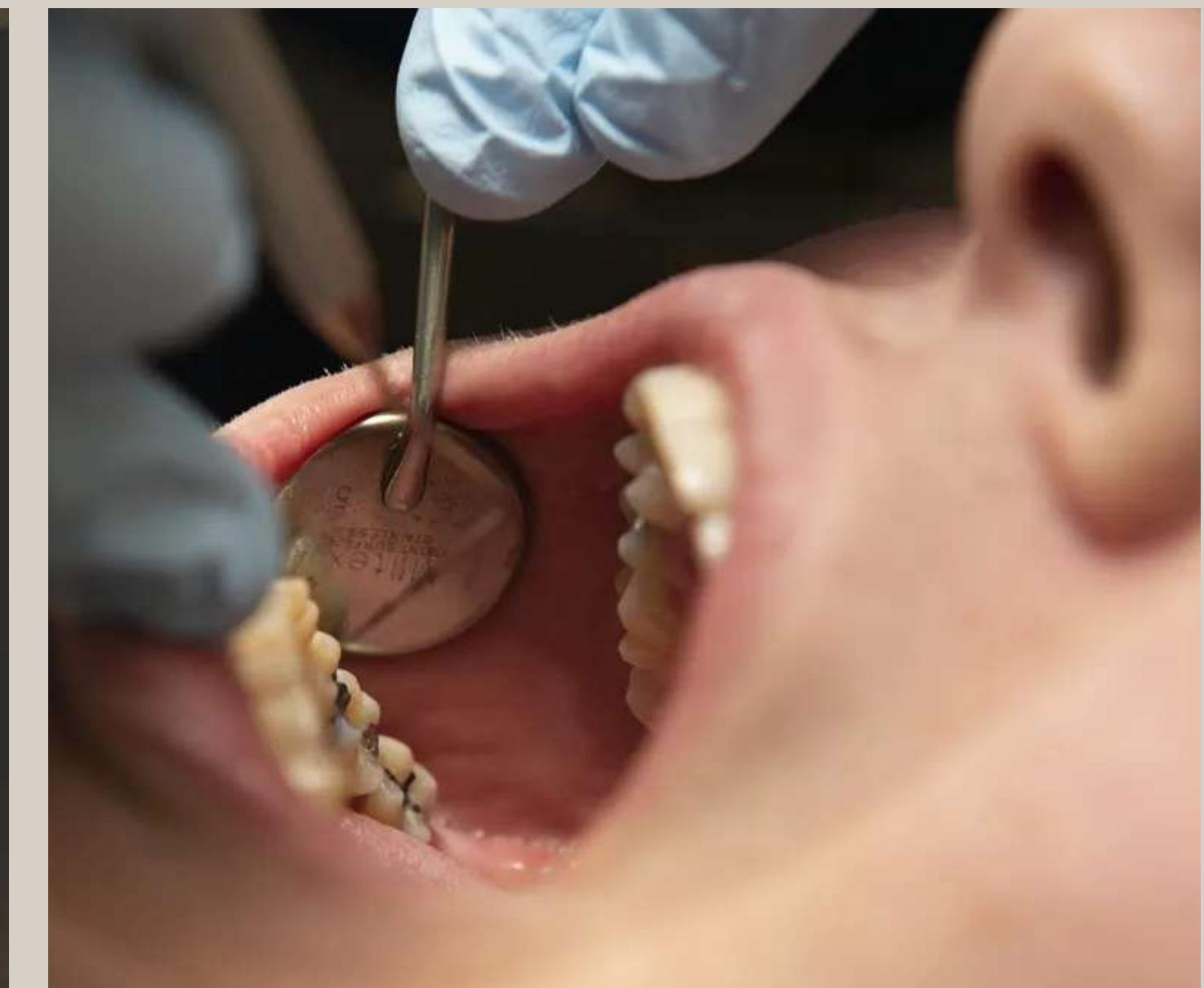
You can add some lifestyle images too, like food recipes, daily healthy routine, etc.



INAPPROPRIATE CHOICE OF IMAGES

It is forbidden to use cliche stock photos with fake emotions, surgeries images, photos with blood or illness. People should not wear old-fashioned clothes and pose for photos.

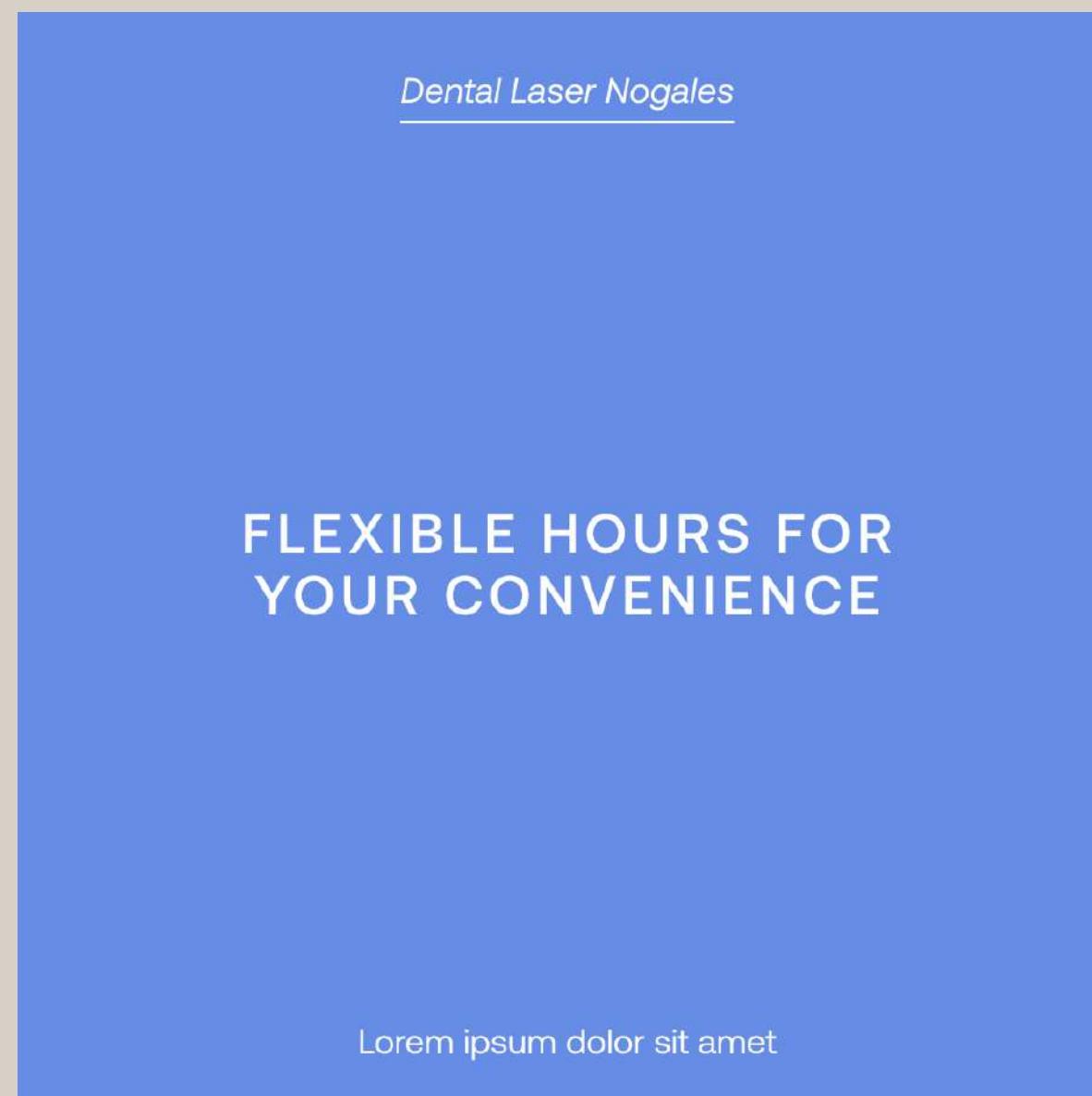
Photos should not be overloaded with details and should be without any additional filters and overretouched



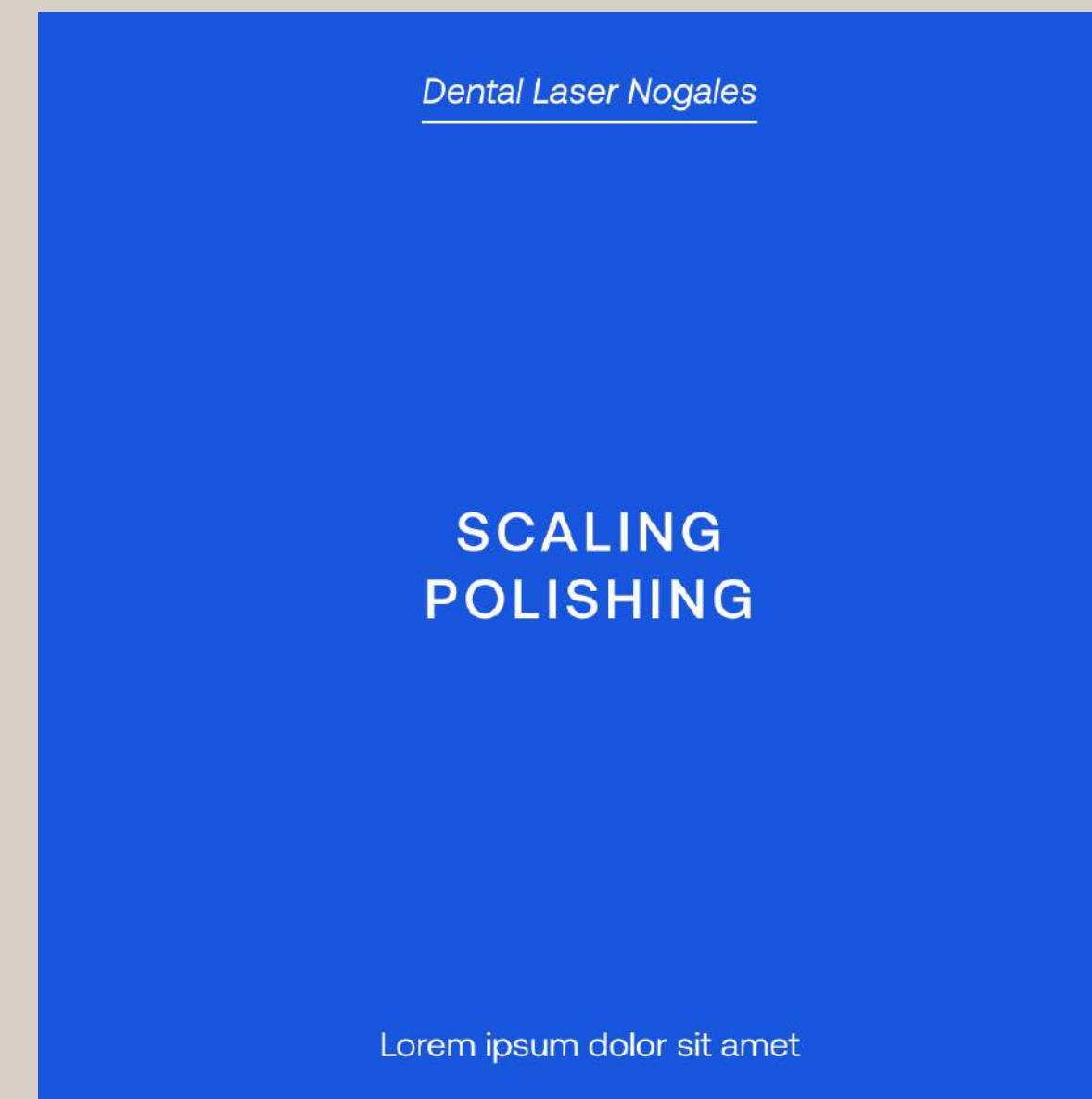
INSTAGRAM TEMPLATES

OPTION 1 TEXT & COLOR BACKGROUND

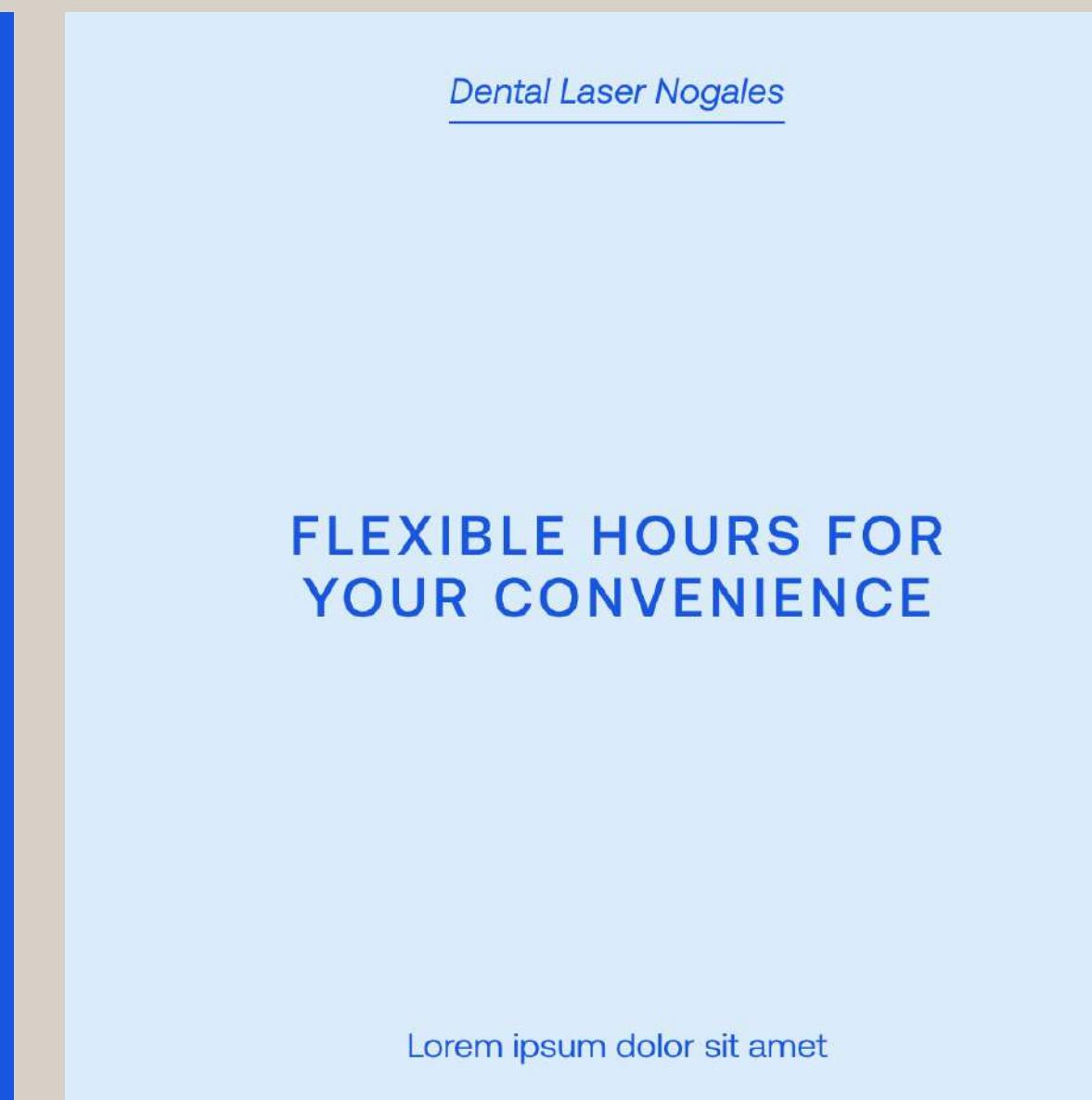
When you need to add only simple text, without graphic elements, you can use option 1 (color background with text).



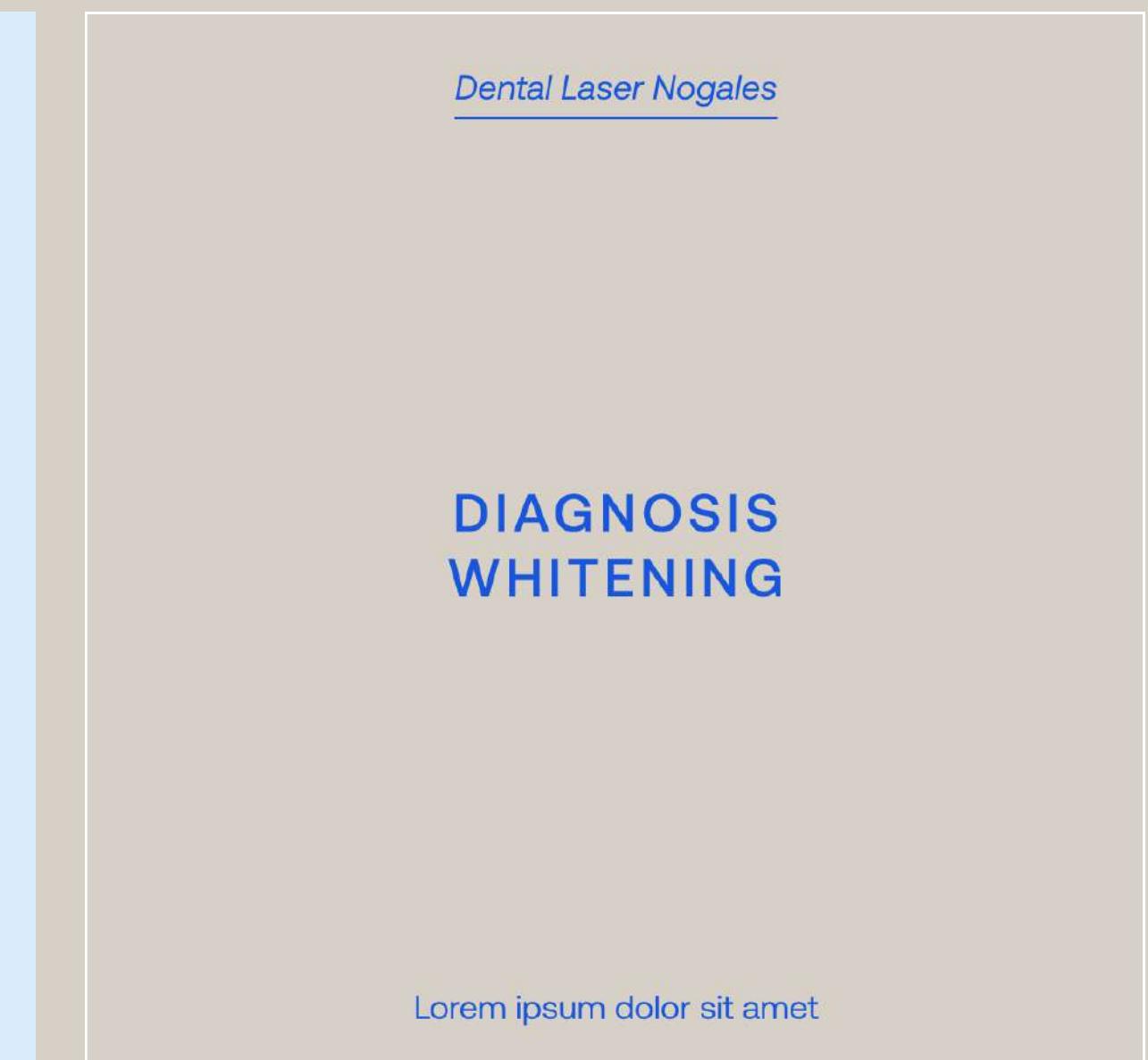
Option 1



Option 2



Option 3



Option 4

OPTION 2 TEXT & GRAPHIC ELEMENTS

When you need to add simple text with some graphic elements, use option 2: text & graphic elements.

TEETH BRUSHING
RULE

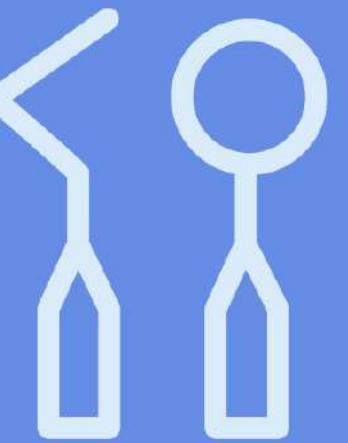


Two minutes, twice a day.

Option 1

'LYING THROUGH YOUR
TEETH DOES NOT
COUNT AS FLOSSING'

FREE IMPLANT
CONSULTATIONS



Ac premium elit ultrices aliquet
lorem nulla quis.

Option 2

HOW DO YOU BRUSH
YOUR TEETH?



Option 4

OPTION 3 TEXT & PHOTO

You can use any image as a background with text elements. The text's position can be flexible, depending on the picture. Also, optional you can add other elements, like a logo, etc...



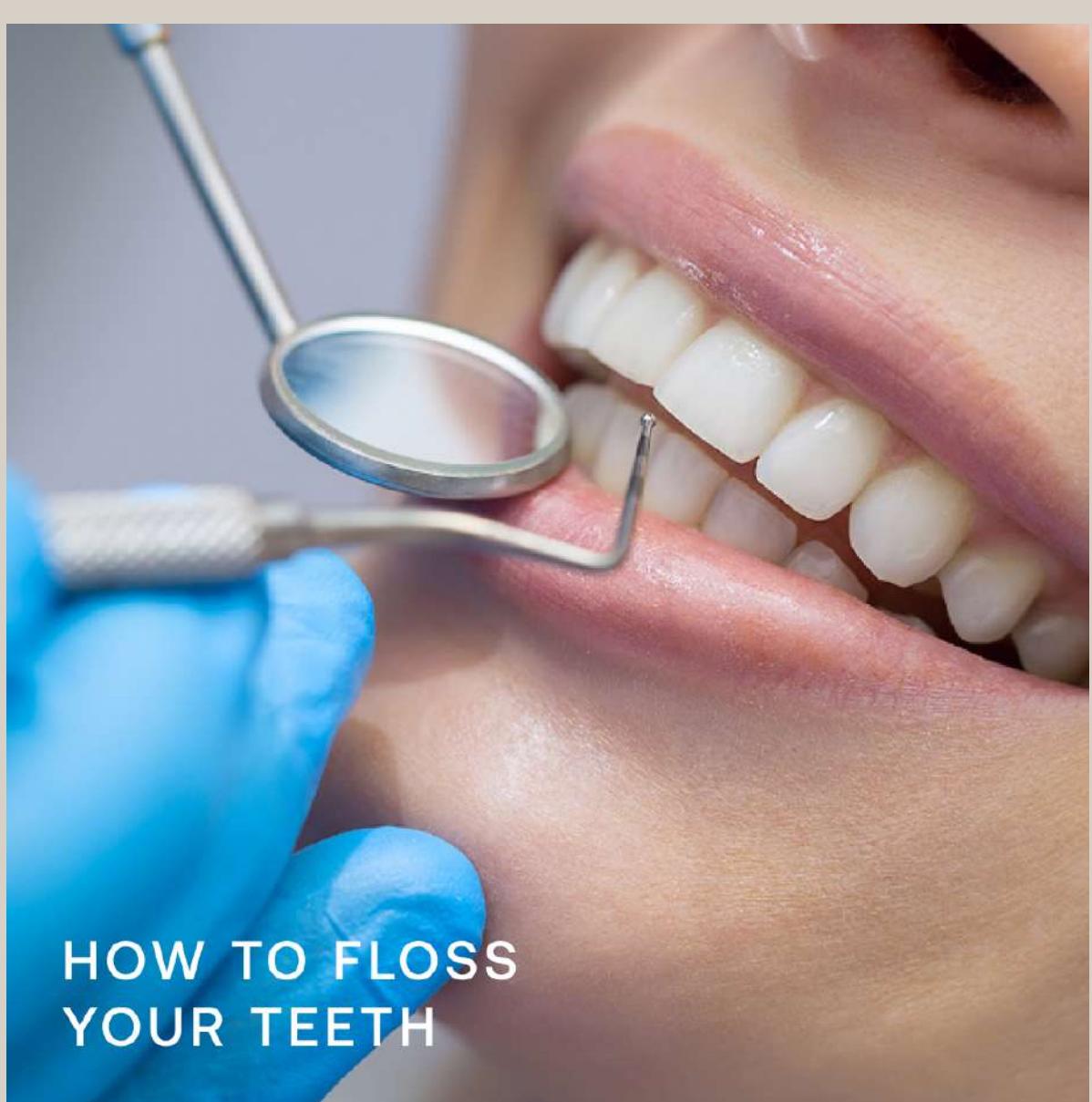
Option 1



Option 2



Option 3



Option 4

OPTION 4 TEXT & PHOTO & GRAPHIC ELEMENTS

You can combine all available elements
to get bright and unusual banners.



HOW TO FLOSS
YOUR TEETH

Option 1



BE HAPPY –
BE SMILE

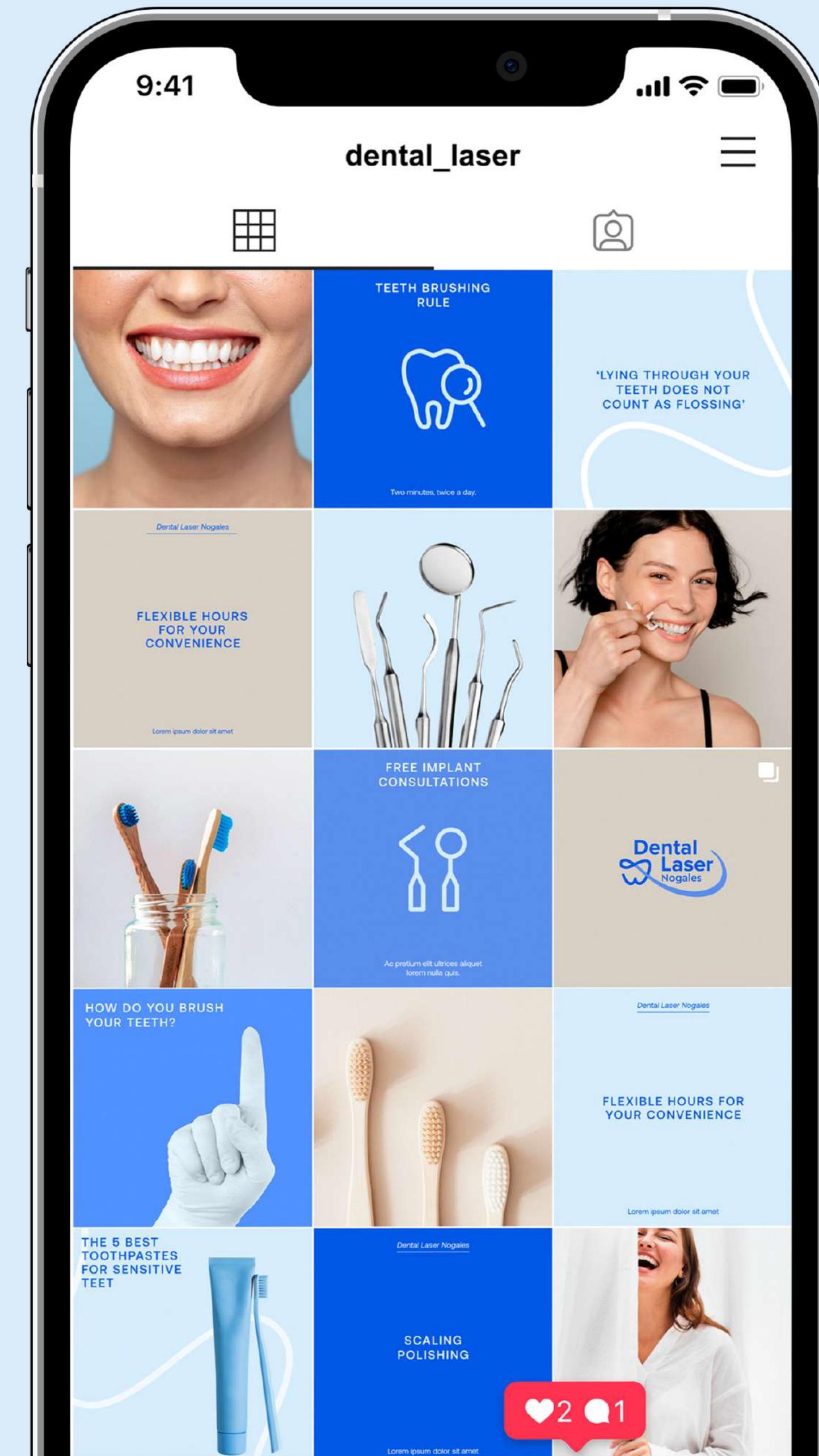
Option 2



THE 5 BEST
TOOTHPASTES
FOR SENSITIVE
TEETH

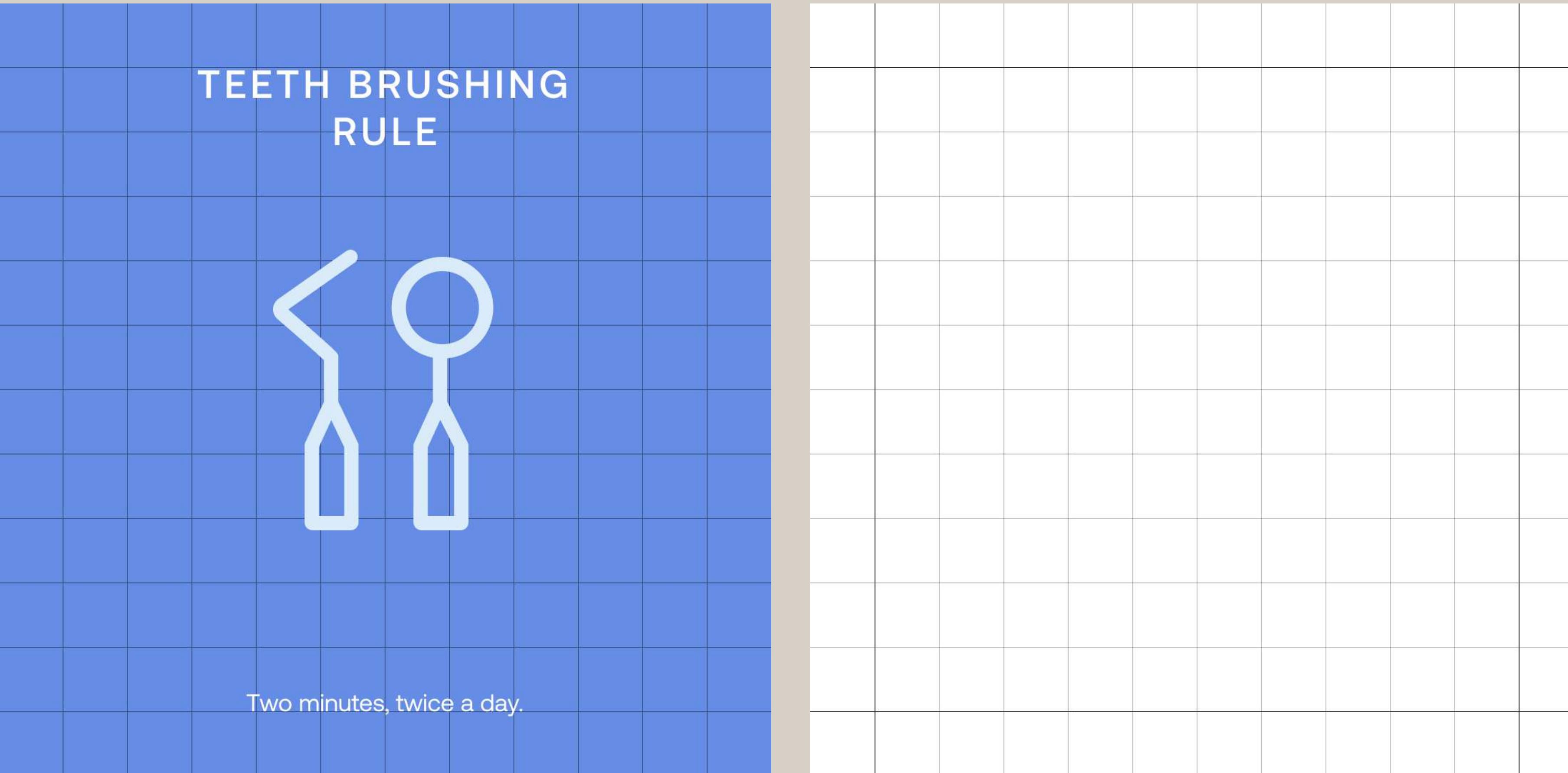
Option 3

VISUALIZATION



GRID SYSTEM

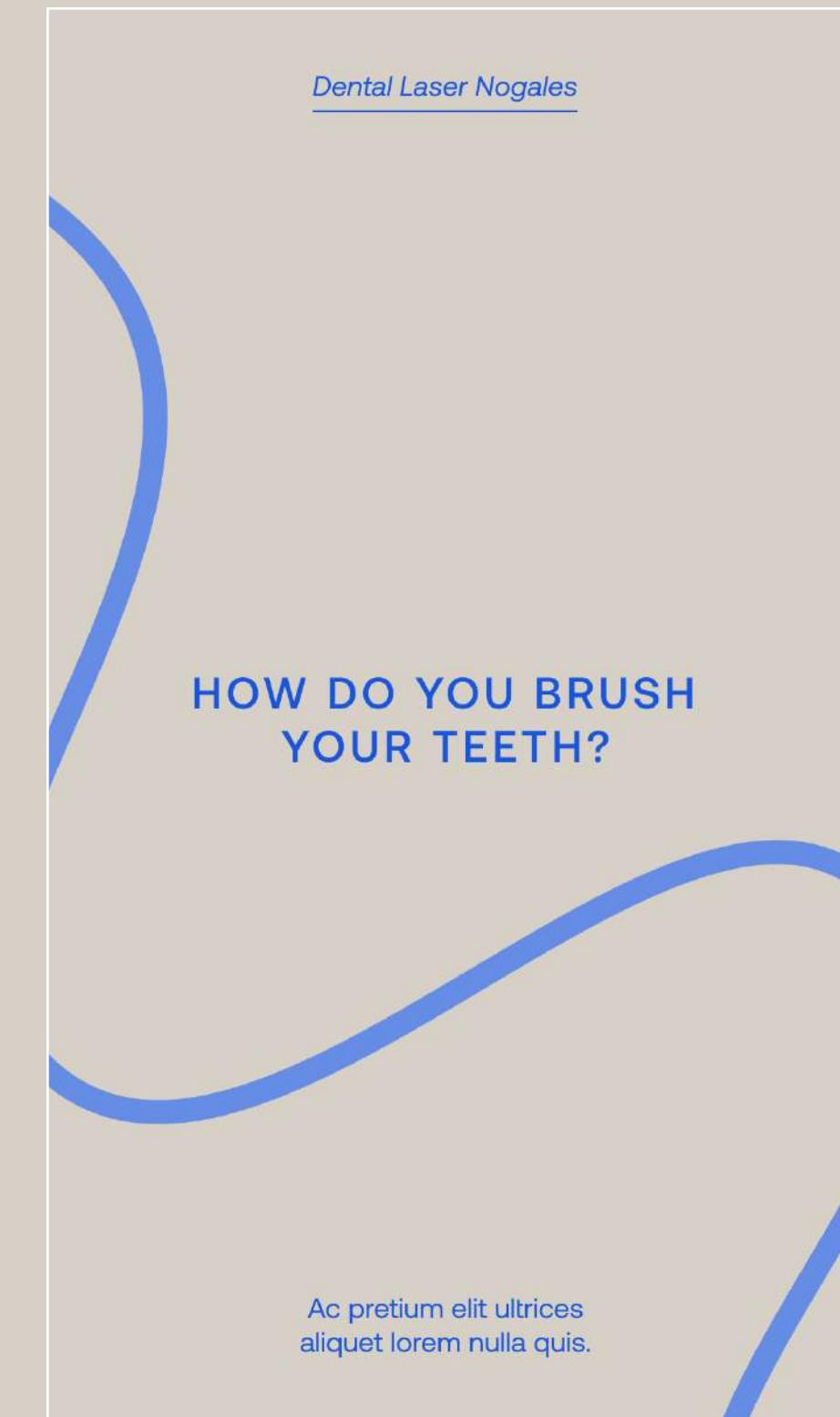
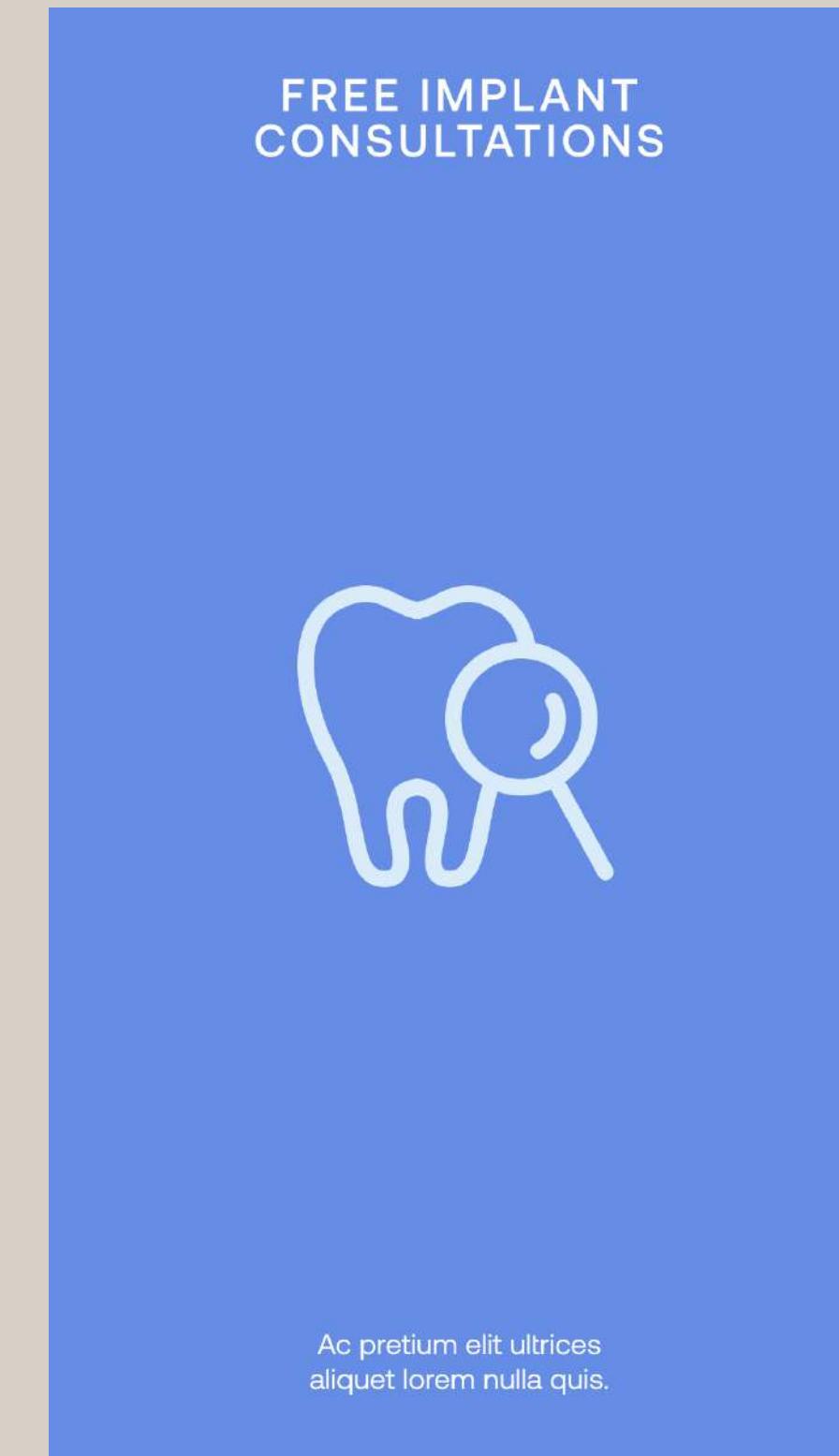
You can use a grid system of 12x12 columns for the simple creation of banners.



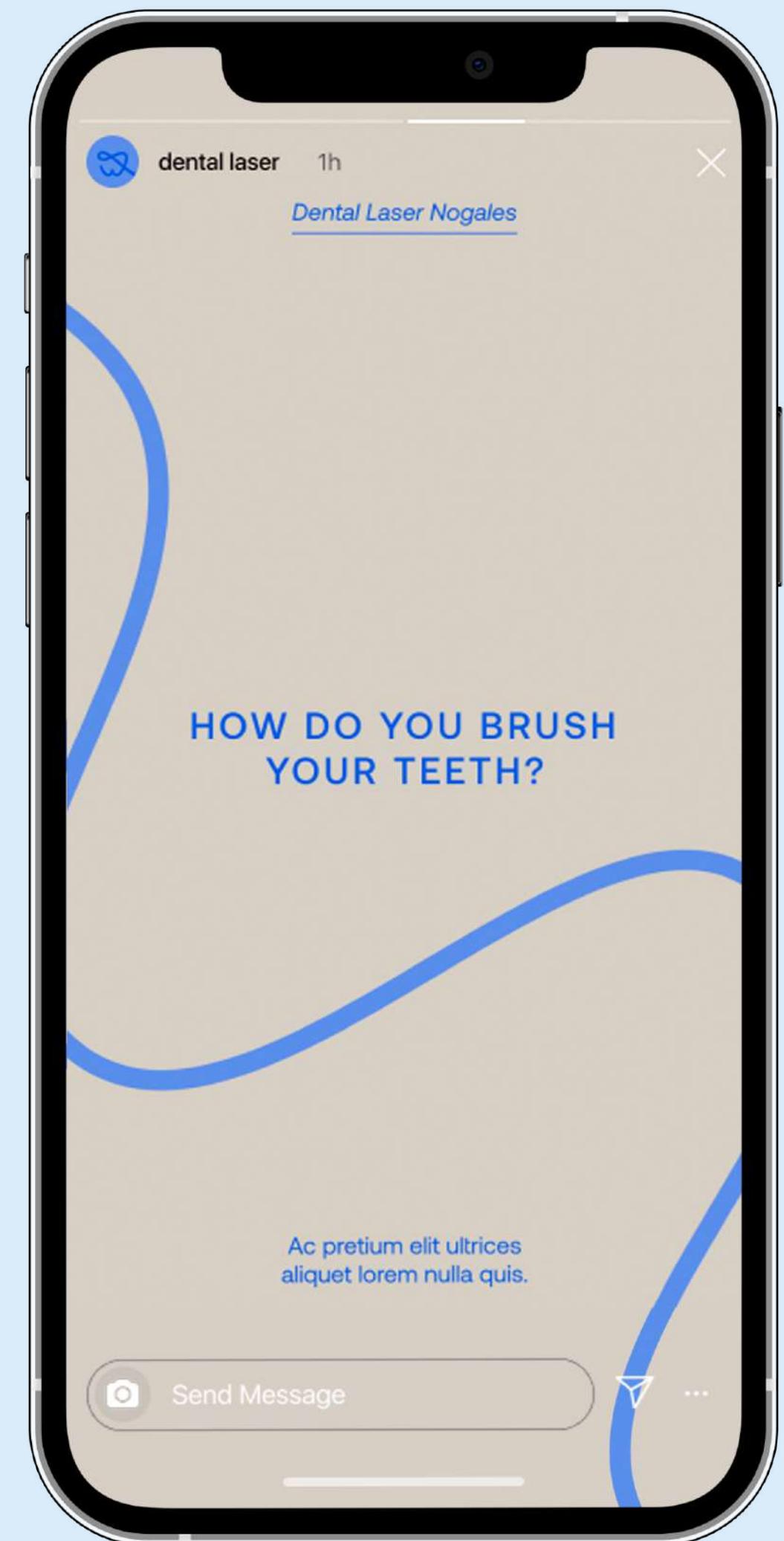
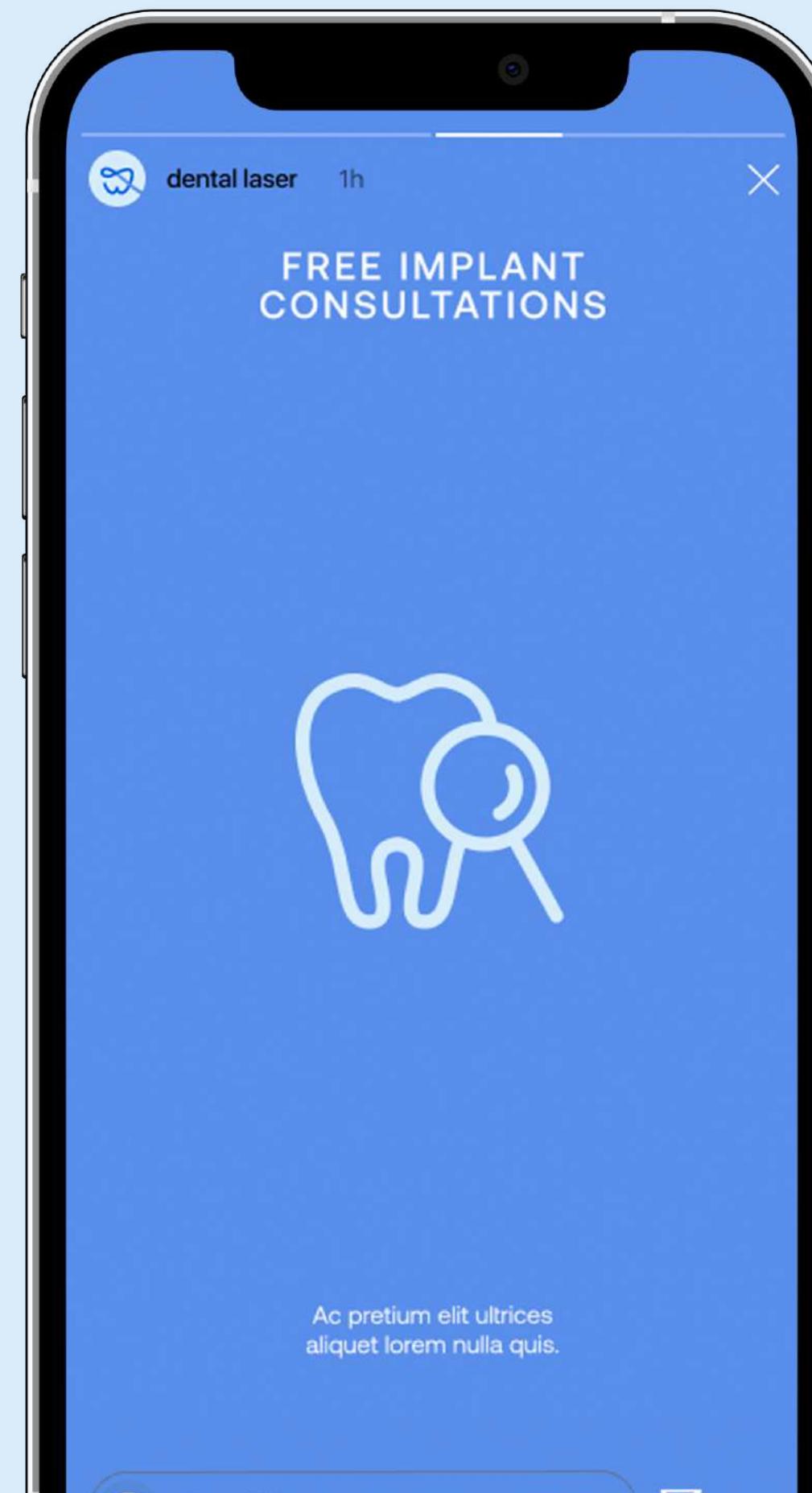
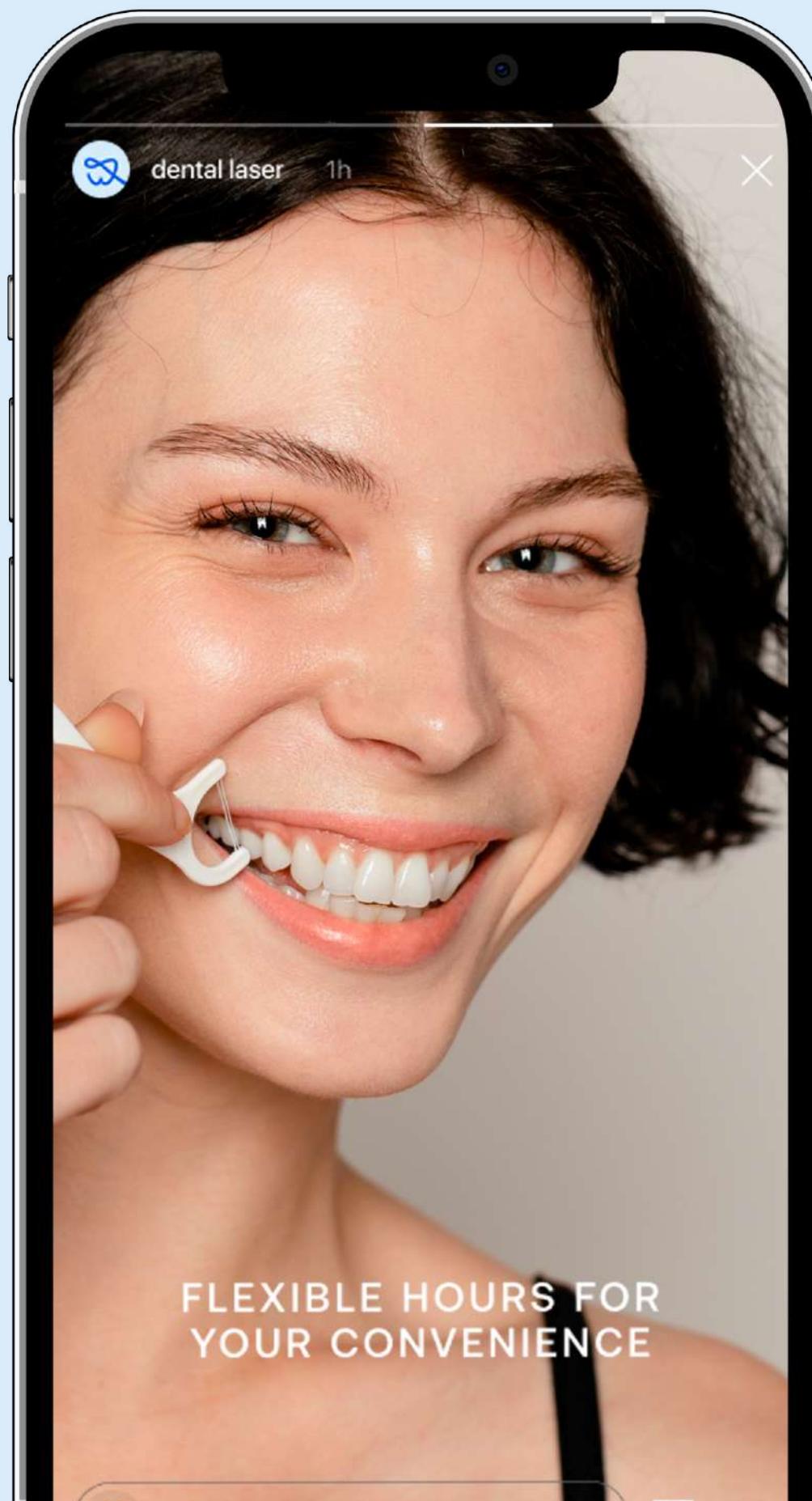
12X12 COLUMNS — 90PX

1080X1920 STORIES SIZE

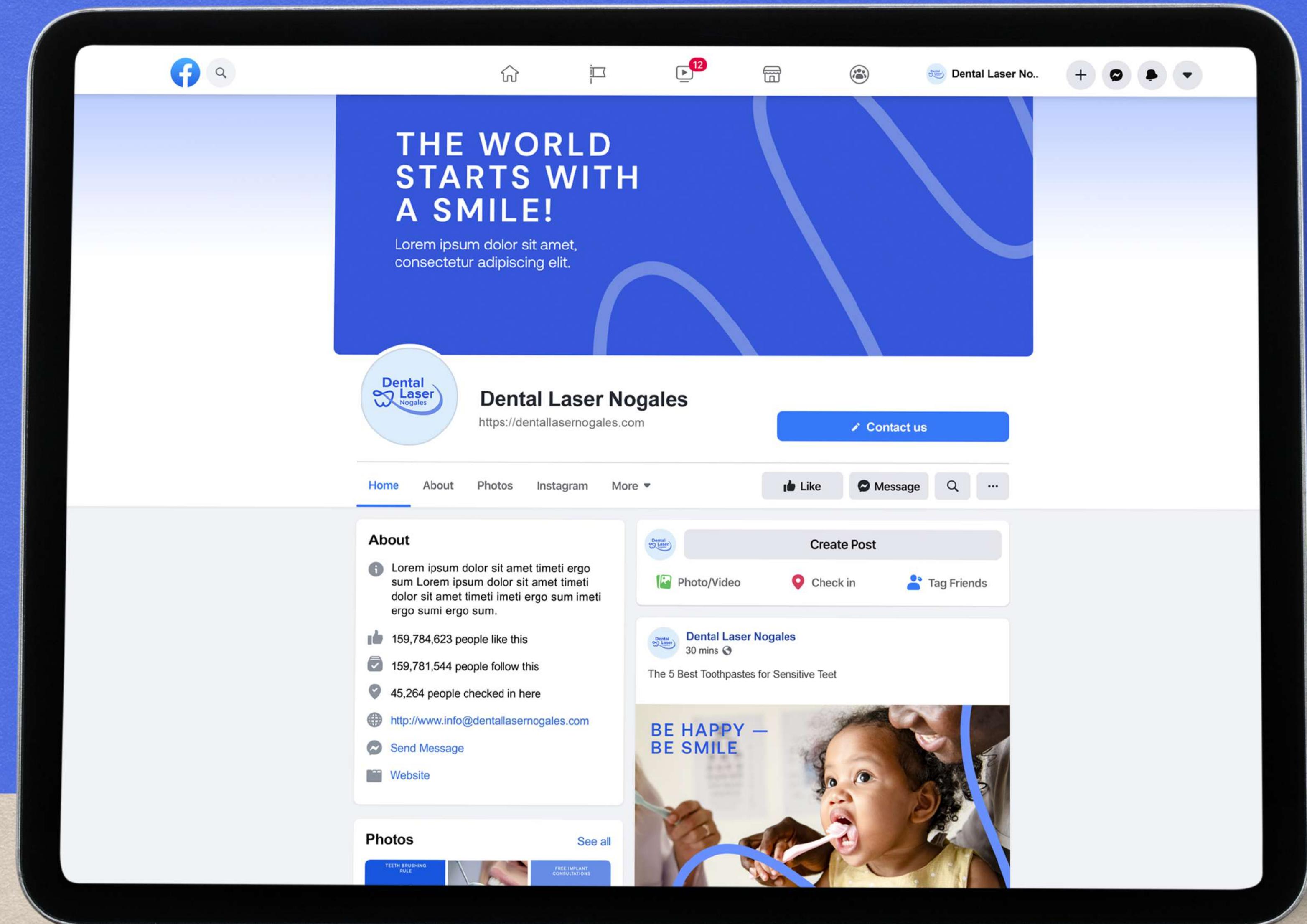
The banners may be resized for Instagram Stories.



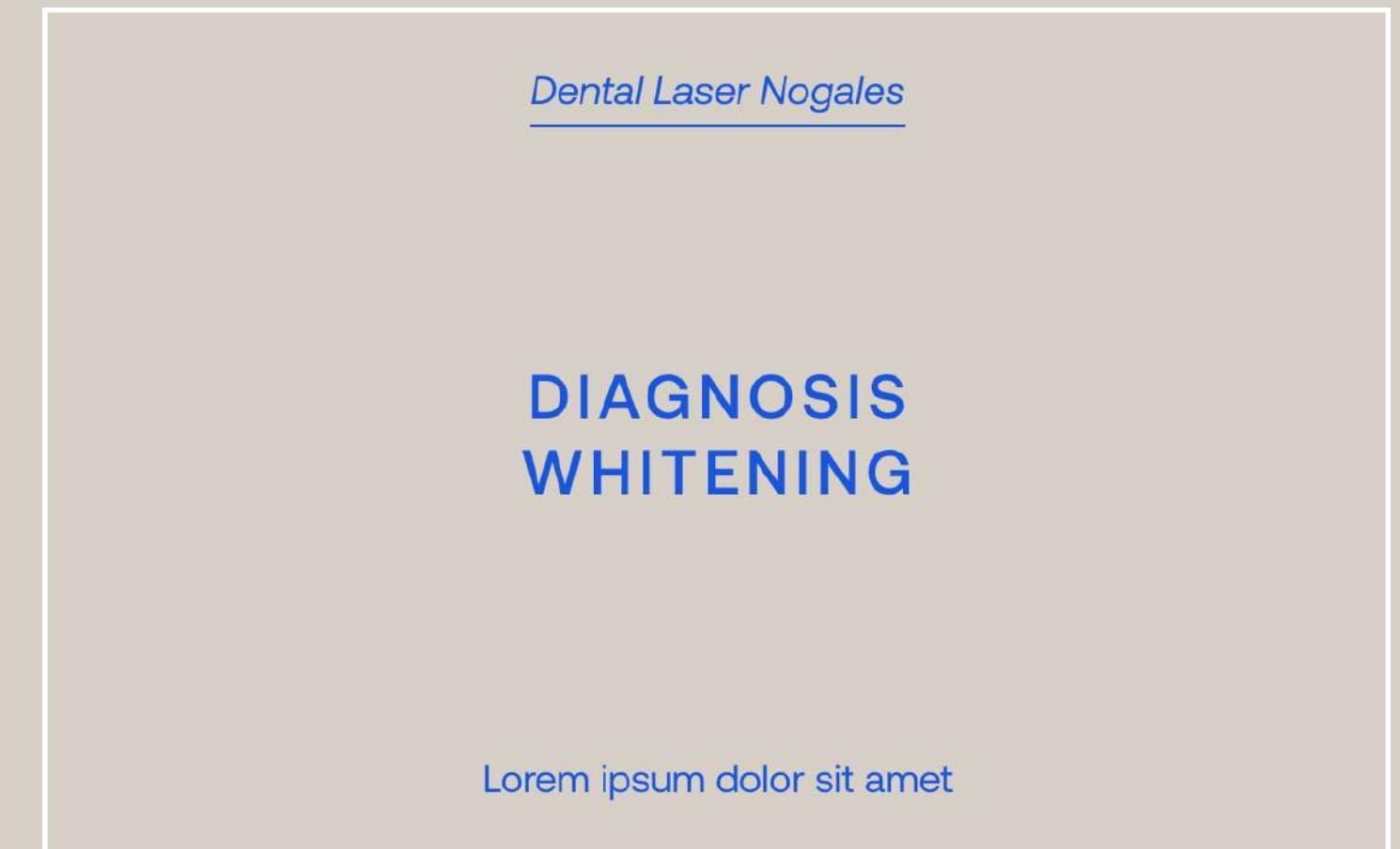
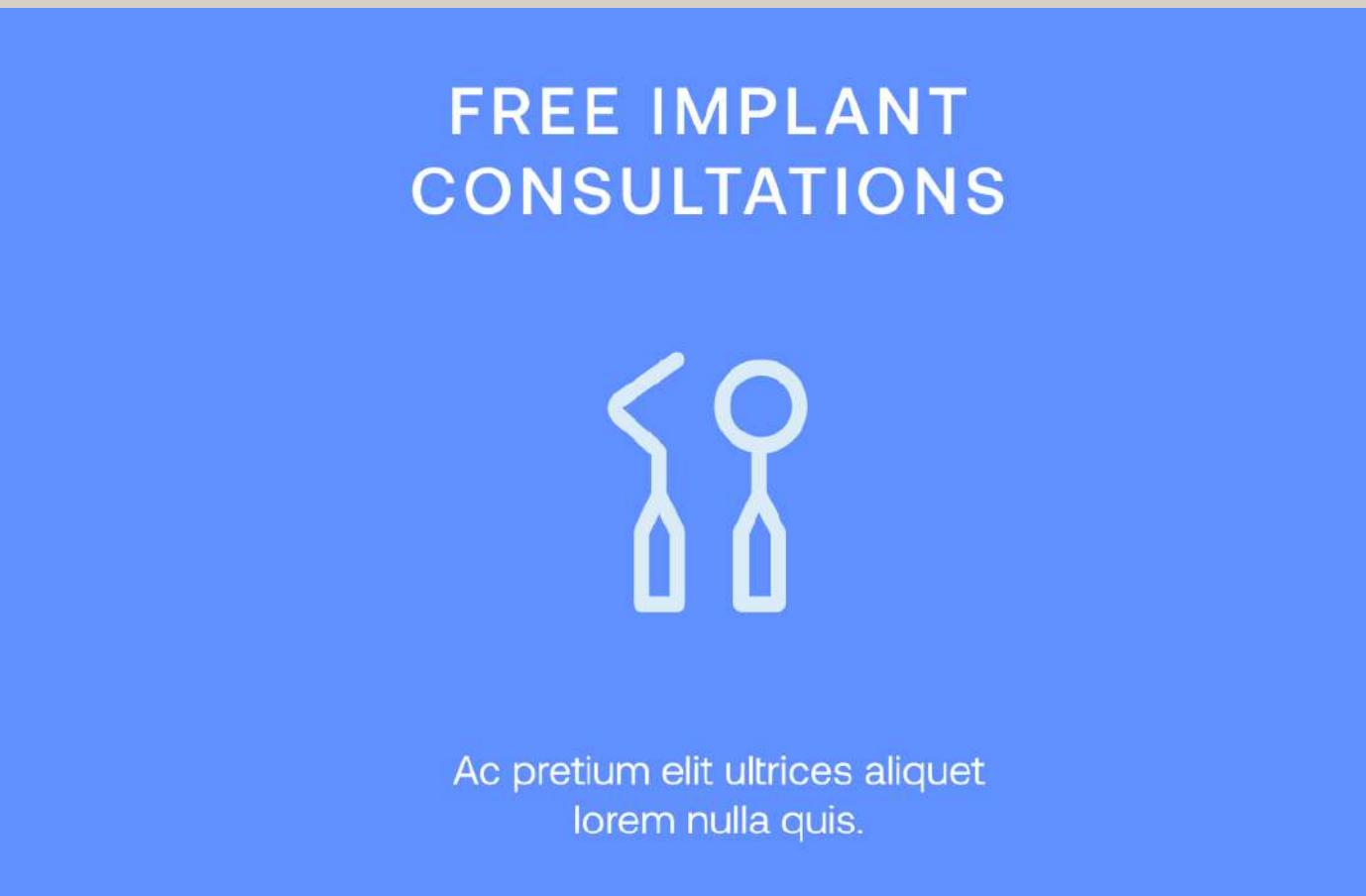
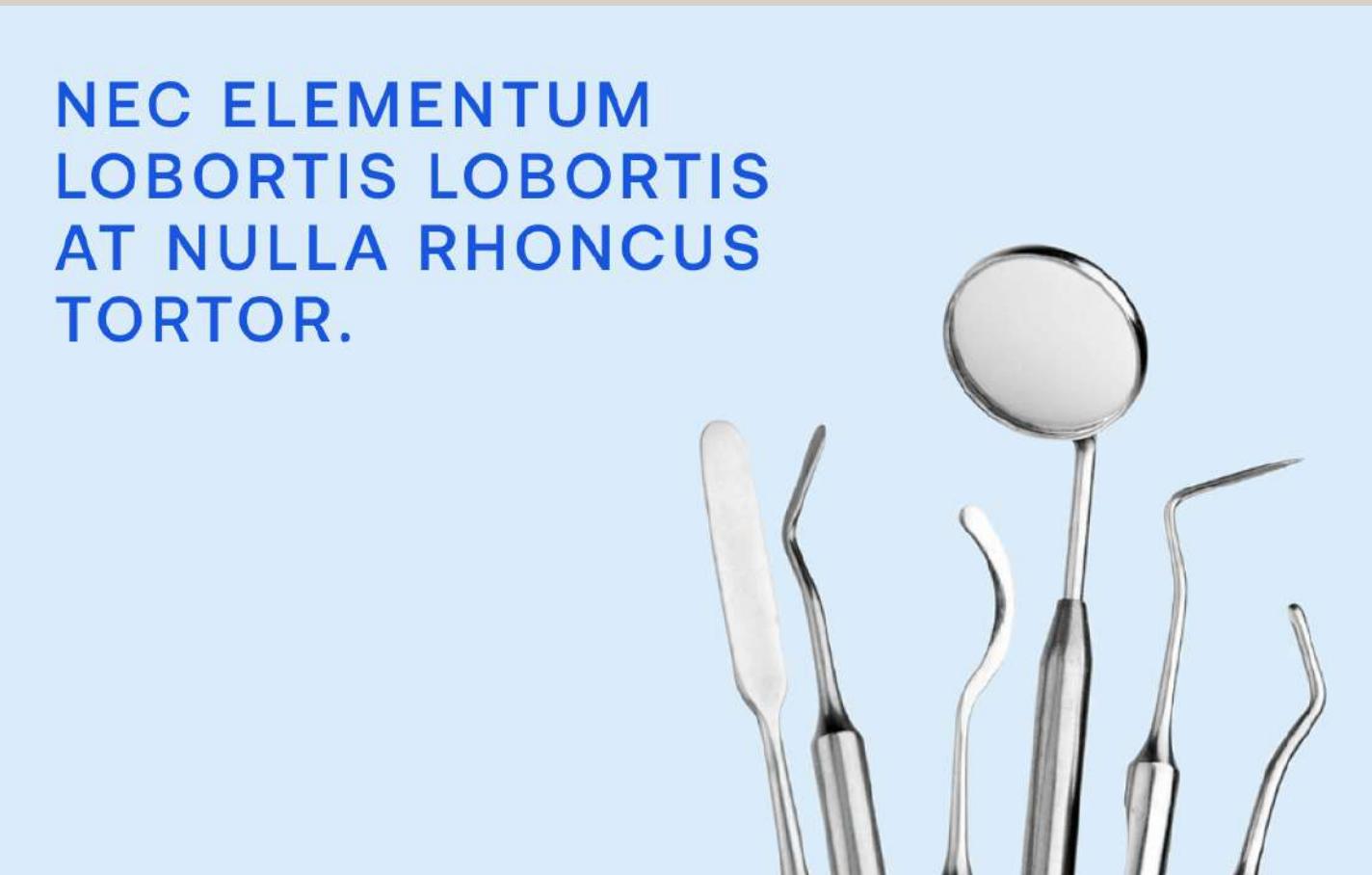
1080X1920 VISUALIZATION



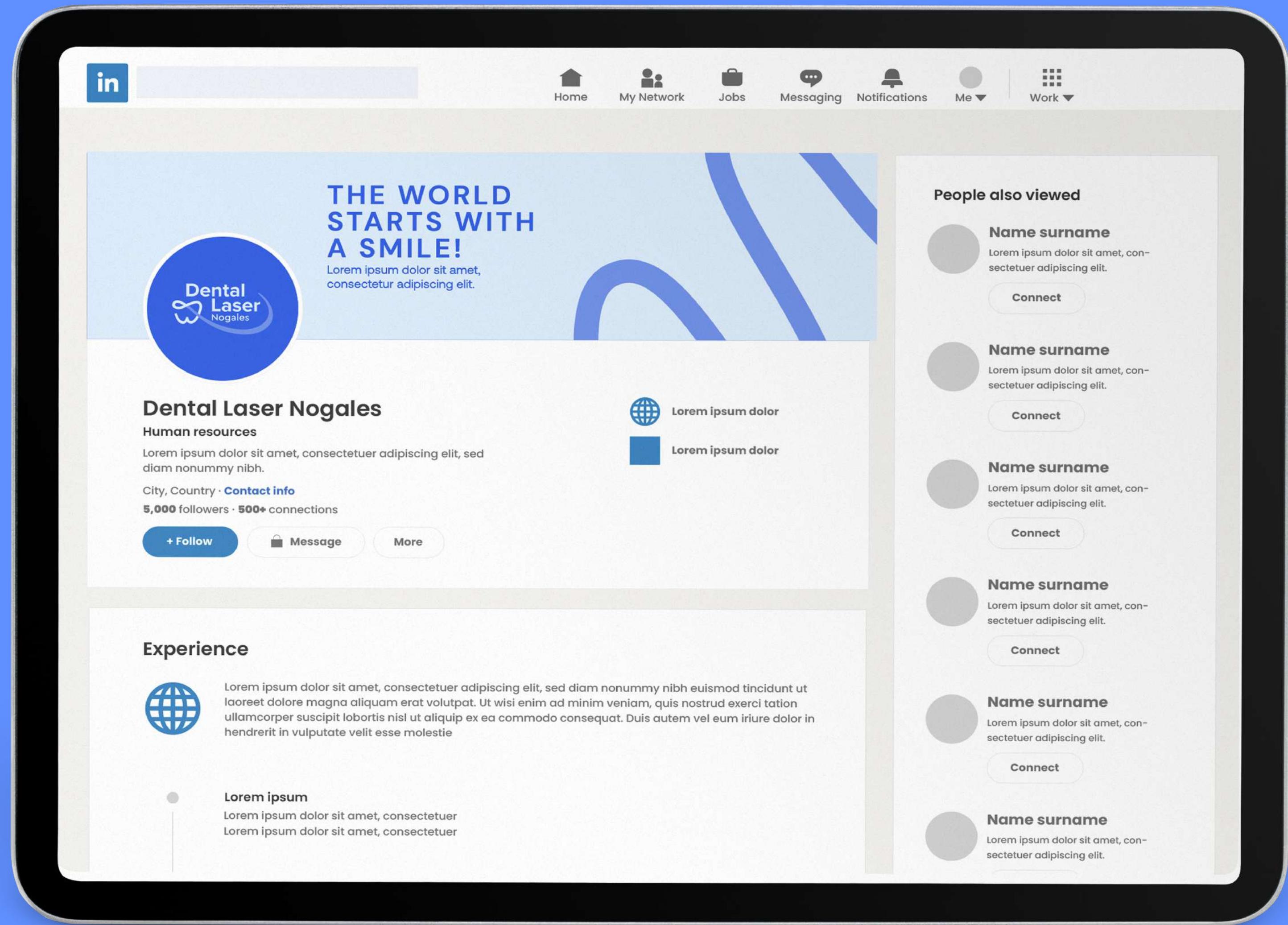
FACEBOOK COVER



POSTS FOR FACEBOOK



LINKEDIN COVER



Thank you!