

Brand Guidelines & Identity Standards

VERSION 3.0



BRASSELER
USA®

The Brasseler USA® brand is more than our name and logo. It is the outward expression of the commitments we make to our employees, our customers and our industry.

It is our powerful culture of education and innovation and our values that make us who we are and sets us apart from our competitors.

Table of Contents

	Introduction	03			
SECTION 1	Company Overview	06	SECTION 4	Signature Components	28
Defining the Brand	Guiding Principles	07	The Brand Signature	Brand Architecture	29
	Brand Personality	08		Brasseler USA® Logo	30
	Brand Benefits	10		Brasseler Canada® Logo	34
	Meaningful Difference	11		BUSA® Logo	38
	Target Markets	13		Orientation, Size & Spacing	42
	Emerging Trends	14		Incorrect Usage	43
				Split Signature Usage	44
SECTION 2	Moving the Brand Forward	17	SECTION 5	Overview	49
Brand Activation	Shifting the Perception	18	Visual Language	Typography	50
	Activating the New Identity	19		Color	53
				Page Proportions	55
SECTION 3	Telling Our Story	22		Logo Placement & Emphasis	56
Verbal Language	Elevator Speech	23		Graphic Devices	57
	Key Messaging Themes	24		Application	60
	Sample Headlines	26		Images	62
			SECTION 6	Corporate Stationary	66
			APPLICATIONS	Business Card	67
				Letterhead	68
				#10 Envelope	69
				A2 Notecard	70
				A2 Envelope	71
				Product Literature <i>Single Sheet</i>	72
				Product Literature <i>Multiple Sheets</i>	76
				Brand Support	83

SECTION 01

Defining the Brand

Live the Values.
Share the Vision.
Manage the Business.
Make Others Successful.

Company Overview

AT BRASSELER USA®, OUR DEDICATION TO OUR CUSTOMERS IS ABSOLUTE. OUR SINGULAR GOAL IS TO CONTRIBUTE TO THEIR SUCCESS. **IT IS THIS ALLEGIANCE AND HOW WE DELIVER ON OUR MISSION THAT MAKES OUR COMPANY UNIQUE.**

Since 1976, Brasseler USA® has provided the highest quality dental instrumentation to healthcare professionals for use in restorative dentistry, endodontics, oral surgery and oral hygiene. Our product line represents leading edge instrumentation developed in collaboration with the most respected clinicians, industry professionals and dental schools in the country.

It is our singular focus on instrumentation that allows us to design and produce the highest quality, most durable, reliable and precise instruments in the industry, and deliver them directly to our customers at a competitive price. Our depth of experience and knowledge in the dental industry and instrumentation enable us to anticipate the evolving field of dentistry and to craft tools to meet those emerging needs.

Our steadfast commitment to attracting and retaining the most highly trained consultative sales force and customer service representatives in both products and procedures provides a practice-enhancing resource for our customers, whether they are just beginning their practice or seeking to expand into new specialties.

FOUNDED:	1976
FOUNDER:	Peter Brasseler
PRESIDENT / CEO:	Don Waters
HEADQUARTERS:	Savannah, GA
EMPLOYEES:	400+
CATEGORY:	Dental Instrumentation Surgical Instrumentation
PRODUCTS:	20,000+
MARKET SIZE:	\$1 billion

Guiding Principles

COMPANY VISION

A description of what our company aspires to achieve in the future.

To be regarded throughout the dental industry, especially the next generation of successful dental practitioners, as their most indispensable and trusted partner, providing not just dental instruments, but state-of-the-art procedural consultation and education.

MISSION STATEMENT

Our purpose. This guides our actions both internally and externally in achieving our goals.

To provide innovative and efficient instrumentation you can trust.

CORE VALUES

The defining traits we admire and strive to live up to. They do not change and are the foundation of our unique company culture.

HONESTY & INTEGRITY

We demonstrate honesty and integrity and act with the highest ethical standards when dealing with colleagues, customers and suppliers.

UNCOMPROMISING FOCUS ON QUALITY

The quality standards of Brasseler USA® are the highest in the industry.

RESPONSIVENESS

We have a sense of urgency, responding quickly to the needs of our colleagues, our customers and to the needs of the markets in which we operate.

QUEST FOR KNOWLEDGE

We are customer-focused, outcome driven, encourage a continual learning culture and have the most highly trained consultative team.

DEPENDABILITY

Our focus on consistency and reliability contribute to predictable patient outcomes.

TEAMWORK

We believe the best solutions come from working together with both colleagues and clients. Effective teamwork demands strong relationships, respect, concern, communication and sharing.

Brand Personality

The brand personality is the unique personality image or attitude of the brand that is specific, compelling and ownable versus the competition. It defines how the brand is portrayed to and perceived by consumers.

BRAND VOICE / TONE

The brand voice/tone is how we verbally engage our customers. Think of the voice as our personality, and how we as a company communicate our point of view.

The success of our company is determined by the thousands of collective conversations we have everyday: in dental offices, in our call centers, with vendors and each other, through our advertising and various online and personal interactions.

The most effective conversations that lead to the best outcomes for our customers and our company are the ones that convey our message based on these characteristics.

KNOWLEDGEABLE

INNOVATIVE

DEPENDABLE

SUCCESSFUL

A PROVEN LEADER

A TRUSTED PARTNER

BRAND ATTRIBUTES



BRAND POSITION

This is the position the brand holds relative to other brands in the dental instrumentation industry. The position is aspirational as well as defining.

**The most trusted specialist
in dental instrumentation.**

BRAND PROMISE

A brief statement/synopsis of the company's commitment to its customers. It identifies to customers what they should expect from interacting with the brand.

To provide the most current and reliable dental instrumentation and procedural solutions as well as educate and advise clinicians whereby enhancing their knowledge and increasing their confidence to pursue new avenues to build their practice.

TAGLINE

Our tagline communicates how we deliver on our brand promise. This phrase is more than a marketing pitch, it helps us all remember that we are here, everyday, to consistently deliver on our promise to our customers.

BY YOUR SIDE

Brand Benefits

Brand benefits are the emotional and functional attributes associated with the brand that provide the guiding light for everything we do in the marketplace. These benefits are compelling to our target consumers and are areas where we have or can build relevant competitive advantage.

POINTS OF PARITY

Attributes that are positive and are shared with other brands.

- Specialize in dental instrumentation.
- Quality of instrumentation yields better, more consistent patient outcomes.
- Wide product selection.
- Competitive pricing.
- ISO certified healthcare company.

REASONS TO BELIEVE

Benefits that consumers strongly associate with Brasseler USA® that make them think favorably about the brand and they believe they can not find from competitors.

- Bringing specialization to general dentistry through the development of state-of-the-art instrumentation that transforms procedures previously too complex to perform without extensive training.
- Relationships with the most respected KOLs in the industry as consultants in developing products.
- Brasseler USA® products consistently perform as promised.
- Direct sales force enables company to eliminate a layer of expense (aka distributors) and pass those savings on to the consumer.
- Dedicated specialists educate and support general practitioners in performing endodontic procedures.
- As procedures and materials have changed, Brasseler USA® has been at the forefront in creating instrumentation adapted to allow dentists to successfully integrate them into their practice.

FUNCTIONAL BENEFITS

- More options, allowing customized procedures.
- More predictable patient outcomes.
- Consultative support from a valued partner.
- More efficient and productive operation.
- Can concentrate on what's really important.
- Less chair time.
- More satisfied patients.
- More successful, profitable practice.

EMOTIONAL BENEFITS

- More skillful and confident.
- Less anxiety, fear and stress.
- Considered a leader in the field by peers.
- On the forefront of changing technology.
- Greater peace of mind.
- Creating an enviable practice.

Meaningful Difference Statement

BRASSELER USA® ... THE DIRECT AND PRICELESS WINNING EDGE.

ESPECIALLY FOR THE MOST INNOVATIVE, SUCCESSFUL AND ADMIRERED DENTAL CLINICIANS ALWAYS LOOKING FOR WAYS TO IMPROVE THEIR PRACTICE, BRASSELER USA® IS THE PREMIER U.S. DENTAL INSTRUMENTATION COMPANY THAT HAS THE LARGEST, MOST HIGHLY TRAINED DIRECT SALES FORCE AND CUSTOMER SERVICE REPRESENTATIVES PROVIDING CONSULTATIVE PROCEDURAL SOLUTIONS - TO YIELD BETTER, MORE CONSISTENT OUTCOMES, HAPPIER PATIENTS AND A MORE EFFICIENT AND PROFITABLE DENTAL PRACTICE.

Especially for the most innovative, successful and admired dental clinicians who are always looking for ways to improve their practice.

Target Markets

BROAD TARGET MARKETS

Those who are aware of and use our products or those of a competitor.

GENERAL PRACTITIONERS

SPECIALISTS

MULTI-OFFICE PRIVATE & CORPORATE

DENTAL SCHOOLS

GOVERNMENT US & CANADIAN

DENTAL HYGIENISTS

PRIMARY TARGET MARKETS

Those who have the greatest opportunity to drive brand awareness and revenue.

CURRENT AND NEXT GENERATION OF
THE MOST SUCCESSFUL PRACTITIONERS

EMERGING SEGMENTS
(E.G. WOMEN)

Trends and Drivers

PURCHASING DRIVERS - PRODUCT

- Product Performance
- Product Reliability
- Product Quality
- Product Price
- Ease Of Ordering

PURCHASING DRIVERS - SERVICE

- Problem Resolution
- Relationship with Sales Representative
- Timely Product Delivery

EMERGING TRENDS IN THE INDUSTRY

- By 2030, 19% of the population in the US will be over 65.
- By 2060, 1 in 3 people in the US will be Hispanic.
- 37% of dentists are 55 or older. An additional 27% are between 45 – 55.
- As the economy continues to improve, more dentists are expected to retire.
- 26% of professionally active dentists today are women.
- 38% of the dentists who have graduated in the past 10 years are women.
- 60% of dentists 44 or younger are women.
- 19% of dentists have 5 or less years in practice.

SECTION 02

Brand Activation

The success of our company is determined by the thousands of collective conversations we have everyday.

Analyze trends.
Anticipate needs.
Create products that
transcend conventional wisdom.

Moving the Brand Forward

PERCEPTION

It is unclear what is unique and differentiating about the products and delivery system of Brasseler USA®, and why it matters to existing customers or prospects.

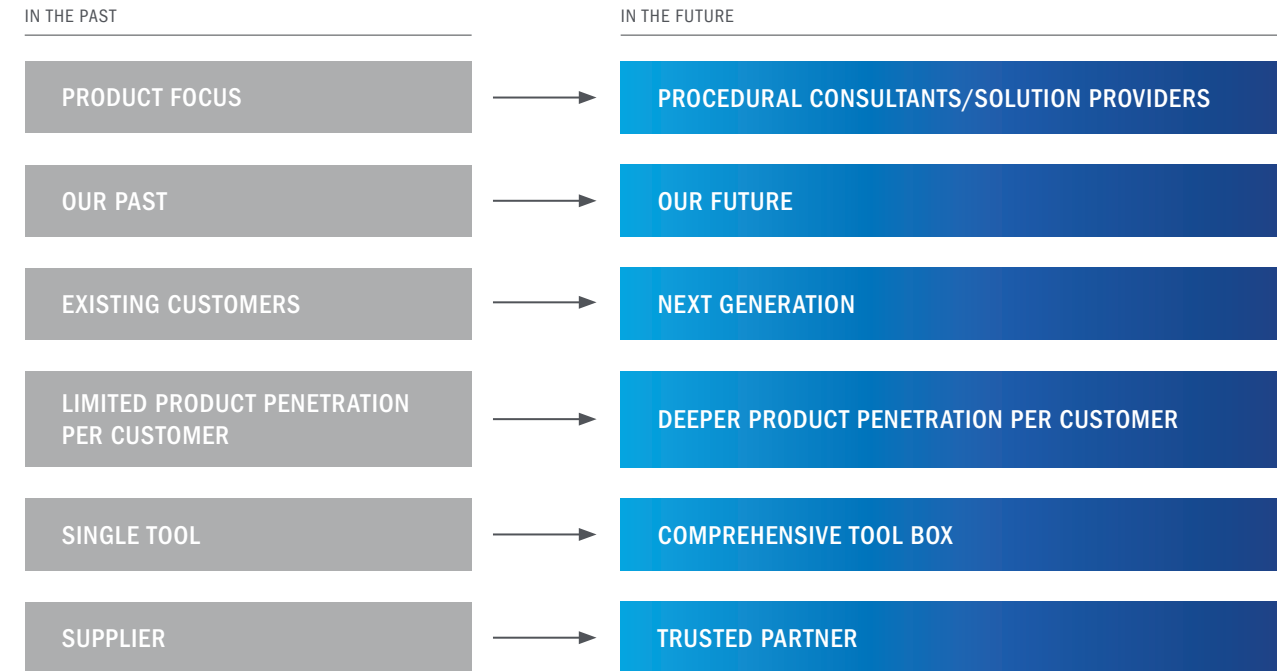
Brasseler USA® faces a lack of understanding of the breadth and depth of our expertise and product portfolio. The commoditization of dental instrumentation, the split with Komet and the loss of a significant number of seasoned salespeople has led to confusion around the company's market position and ability to retain its leadership position.

REALITY

Since 1976, Brasseler USA® has enhanced the success of dental practitioners and improved dental outcomes for hundreds of thousands of patients nationwide.

- Industry leader in the development and sales of diamond rotary instruments for almost 40 years.
- Pioneered the technique and instruments for properly contouring, trimming and finishing composite restorations.
- Created the concept of custom procedural kits, significantly improving operator organization and efficiency.
- Served throughout its history as a conduit whereby leading restorative clinicians can translate their procedure philosophy to practical instrumentation for the average practitioner.
- Industry leader in the development of polishers for ceramic restorations, from feldspathic to today's modern ceramic materials.
- Advanced the field of Endodontics by espousing the first minimally invasive and ultimately Restorative, Bonded Endodontics concepts.
- Offer the most comprehensive assortment of dental instrumentation and handpieces under one brand.
- Have the only direct consultative instrumentation sales force in the industry.
- Have a presence in virtually every dental school and the overwhelming majority of dental practices in North America.

Shifting the Perception



Activating the New Identity

Brand identity describes the visual and verbal devices used to represent the company. The brand identity creates a framework to ensure the corporate image is cohesive and consistent. Brand identity systems are composed of three primary components.

BRAND TOUCHPOINTS

Any interaction between the company and the consumer.

01	VERBAL LANGUAGE Key messaging and verbal translation of the brand position both internally and externally.
02	BRAND SIGNATURE Brandmark, Logo & Tagline
03	VISUAL LANGUAGE System of visual components applied to all brand applications.

All Brasseler USA® employees should reflect the brand identity by:

WHAT WE SAY

- Key messages that we highlight.

WHERE WE SAY IT

- Communication Channels

<i>In-Person</i>	<i>Email</i>	<i>Online Communications</i>
<i>Print Media</i>	<i>Events</i>	<i>Publications</i>

HOW WE SAY IT

- Style and tone in which we convey content.
- Word choice and usage.
- Visual language employed.



SECTION 03

Verbal Language

What we say and how we say it shapes the perception of our brand.

Telling Our Story

The key brand messages incorporating the Brasseler USA® brand story should be integrated across all communications both internal and external to reinforce the culture and build brand equity. The messages should describe who Brasseler USA® is and what solutions we offer.

Key messages are not necessarily intended to be used word-for-word. Instead, they serve as guides, and as the foundation for expressing the Brasseler USA® distinct personality and tone.

VERBAL COMMUNICATION OBJECTIVES

- Explain how Brasseler USA® is unique.
- Convey our brand personality.
- Inspire loyalty and action.
- Balance the functional and emotional benefits.

ACTIVATING VERBAL COMMUNICATION

- Define the audience.
- Identify and understand needs.
- Identify messaging context based on audience.
- Adjust the communication style to reflect the needs and interests of the target customer.

Elevator Speech

The elevator speech is a quick, concise conversational response to the questions “Who is Brasseler USA®?” or “What does Brasseler USA® do?”

“ Brasseler USA® is the premier specialty dental instrumentation company in the U.S. Our absolute focus is on developing products and providing services that support the practice of minimally invasive dentistry.

“ Brasseler USA® is considered a “must have” partner among the most innovative, successful and admired dental clinicians who have built the most enviable practices.

“ Brasseler USA® has the largest, most highly trained direct sales force in the industry, supported by an on-call, deeply knowledgeable customer service team. Our consultative approach is unique. Rather than push product, we collaborate with our customers on procedural solutions that insure better, more consistent outcomes, happier patients and more efficient and profitable dental practices.

Key Messaging Themes

KEY POINTS OF VERBAL MESSAGE

WHO WE ARE

- Highly trained specialists
- Procedural consultants

WHAT WE DELIVER

- High quality products
- Competitive pricing
- Product innovation
- Procedural solutions

HOW WE OPERATE

- Customer needs come first
- Satisfaction assured
- Most knowledgeable in the industry
- Collaborative sales approach

ATTRIBUTE SPECIALTY

- Dental Instrumentation is our sole focus. We deliberately specialize to ensure that we are the best at what we do.
- We know and engage the best minds in each dental specialty to work with us to identify products and solutions not only to perform today's procedures in the most effective manner but also to craft new methods to push the industry to new heights.
- Our goal is to not only provide the finest solutions for today's dental procedures but to also anticipate the future needs of our customers and offer opportunities to grow their practice beyond where they thought it could go.
- We have the technical knowledge, industry leadership and commitment to customer service to ensure our customers achieve the best outcomes for their patients and their practice.
- We are intensely customer and market-focused. We do not develop products in a vacuum and tell clinicians they need them. Instead, we consult with them to identify their needs and then collaborate with them as well as leading KOLs and material companies to develop instruments to meet the need.

ATTRIBUTE INNOVATIVE

- It's not what we do, it's how we do it. We are committed to developing products and services that support minimally invasive dentistry.
- We are committed to driving the industry forward by consulting with the most knowledgeable and dynamic leaders in the field to design and produce instruments that transform the way clinicians practice.
- We develop transformative procedural solutions that give dental clinicians the confidence to expand into new specialties.
- We have long-standing relationships with the most respected KOLs in the industry.
- We are the only dental instrumentation company that sells direct to clinicians.
- We created the modern diamond range.
- We created the concept of specialty procedural kits increasing clinician efficiency and productivity.
- We revolutionized the specialty of Endodontics by developing the Endosequence procedure system.

ATTRIBUTE CUSTOMER FOCUSED

- We have a service culture that distinguishes us from other companies.
- We approach everything we do through the lens of improving our customers' practices and their patients' outcomes.
- We have the most highly trained direct sales force and customer service representatives in the industry.
- Our highly trained customer service team is on-hand at all times to respond promptly to questions and resolve issues.
- We conduct focus groups regularly to listen to input directly from clinicians about their needs.

ATTRIBUTE HIGH QUALITY

- We seek out the finest manufacturers in the world who have the capability to produce our products to our exacting specifications with the highest quality materials available.
 - We have the most highly trained Sales and Customer Service Representatives in the industry. Every new employee undergoes extensive product training with continuing education modules required on an on-going basis to ensure they stay up-to-date on products and procedures.
- ## ATTRIBUTE INTEGRITY / TRUST
- We strive to do what is right for the industry and the clinician rather than what is best for the bottom line. We know that by doing what is right for our customers, they, and we, will thrive.
 - By selling our products directly to our customers we are able to offer competitive pricing for the highest quality products.

ATTRIBUTE COLLABORATIVE PARTNER

- We are passionate about the industry. We believe the best results come from collaborating with each other, KOLs and practitioners, and that offering solutions rather than pushing products creates the best outcome for the patient.
- We do not push product, rather we listen to our customers and make recommendations based on their needs.
- We offer in-office demonstrations where practitioners can have hands-on opportunity to assess our products and consult with their sales person on usage.
- Other manufacturers sell through distributors and rarely, if ever interface with practitioners. As a result, they don't have the opportunity to learn the needs first-hand from the end-user.
- Distributor Representatives sell tens of thousands of products from many manufacturers. This makes it impossible for them to have anything more than a cursory knowledge of the products they represent. Brasseler USA® Sales Representatives are focused 100% on only our products and as a result have deep knowledge they can share with their customers.
- Brasseler USA® has collaborated with the best minds in the industry since the company was founded. KOLs know that if they have a need or special project in mind, Brasseler USA® is there to partner with them and bring their ideas to fruition.

Sample Headlines

SPECIALTY / INNOVATIVE

- Specialization Is Our Specialty
- Different By Design
- Your Success Is Our Specialty
- Transforming Dental Instrumentation
- Advancing The Quality Of Care

HIGH QUALITY PRODUCTS

- Precision Instruments. Progressive Solutions.
- Precision Perfect
- Cutting Edge Precision
- Performance Perfect Dentistry
- Precision Is Our Passion

INTEGRITY / TRUST

- Redefining The Standard
- Just Better
- Beyond Products
- Solutions You Can Trust
- A Legacy Of Excellence

CUSTOMER FOCUSED / SERVICE

- Practice Perfect
- Transform Your Practice
- Service Is Our Specialty
- Advancing Clinician Success
- Problem Solved

COLLABORATION

- I Am Brasseler
- We Work For You
- Designed By Practitioners
- Designed Through Partnership
- Your Partner In Providing Care/Service

CONSULTATIVE SALES

- There Are Over INSERT NUMBER HERE Dental Instruments On The Market Today. We Know Which One To Use When.
- The Best Products. The Most Procedural Knowledge
- Product Passion And Procedural Expertise
- They Provide Products, We Provide Solutions
- Expertise Always On-Call

SECTION 04

The Brand Signature

The Brasseler USA® logo is iconic and distinctive. It is a symbol that unifies our company and communicates who we are and what we stand for.

Signature Components

The Brasseler USA® logo consists of the brandmark, the logotype, and, if applicable, the tagline or product category.

BRAND SIGNATURE

The brand signature is the structured relationship between the logo elements. A variety of brand signatures have been developed for maximum flexibility across a variety of applications.

BRANDMARK

The Brasseler USA® brandmark is an abstract interpretation of a rotary cutting instrument - also known as “The Cross Cut.” The intricate geometry signals precision while the spiral form expresses motion, progression and forward thinking.

LOGOTYPE

The Brasseler USA® logotype has been specifically designed and set for optimal legibility and recall of the company name.



Brand Architecture

CORPORATE SIGNATURE



The corporate symbol is the most important visual factor of the Brasseler identity.

Brasseler has three corporate signatures.

Brasseler USA®: Products sold in the United States

Brasseler Canada®: Products sold in Canada

BUSA®: Products sold outside of North America

TAGLINE SIGNATURE



The Brasseler tagline is a concise statement of our company's purpose. It communicates our key reason for being in a clear, direct, and engaging manner.

The tagline and product category never appear in the same brand signature. However, use of the tagline and product category are strongly encouraged in brand communication.

PRODUCT CATEGORY SIGNATURE



The signifier communicates the product categories in which Brasseler specializes.

Brasseler specializes in three categories.

Dental Instrumentation

Surgical Instrumentation

Restorative Endodontics

Brasseler USA® Logo

VERTICAL ORIENTATION

The Brasseler USA® logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered. This could cause inconsistencies that dilute the impact of the brand's power.

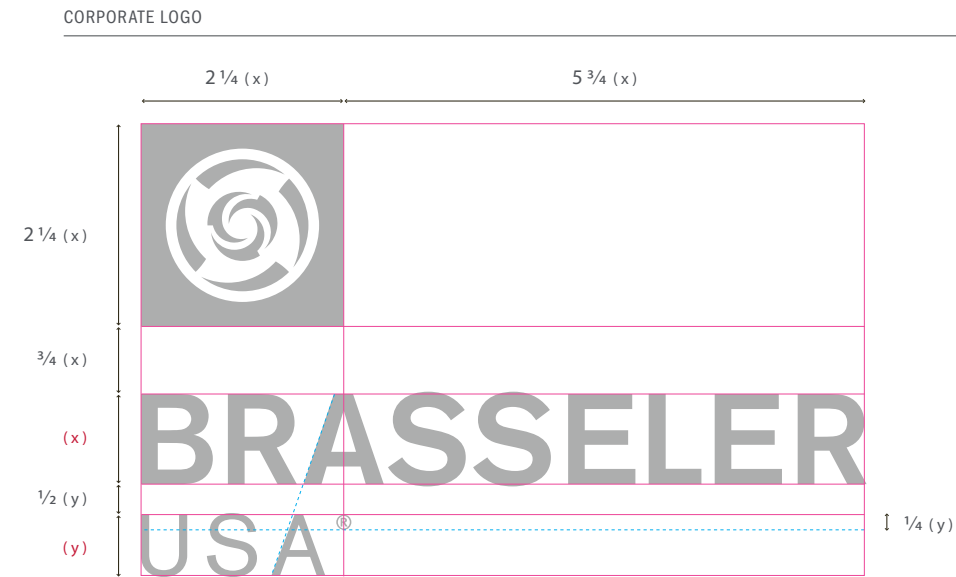
Clarity and consistency of the Brasseler USA® logo is essential to the successful implementation of the Brasseler USA® brand.

primary alignment guides

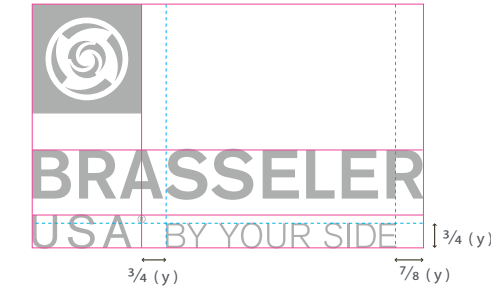
secondary alignment guides

(x) (y)

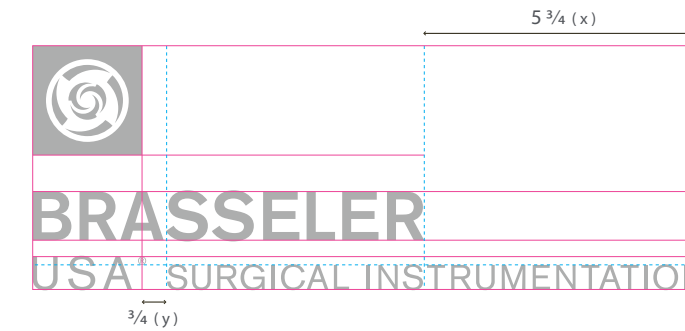
base proportions



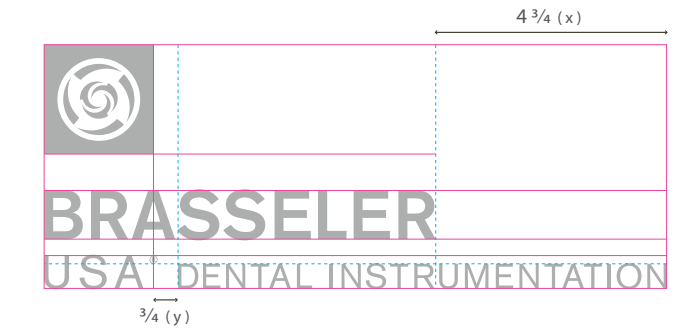
DENTAL TAGLINE



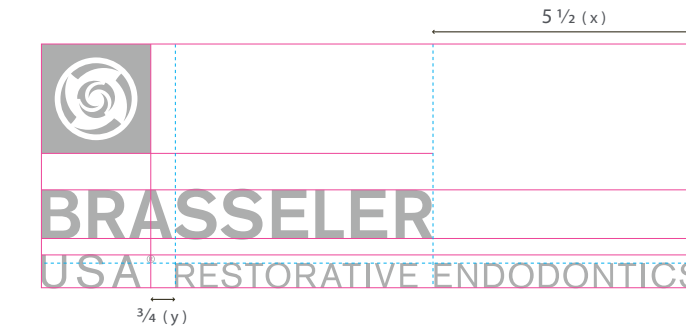
SURGICAL INSTRUMENTATION



DENTAL INSTRUMENTATION



RESTORATIVE ENDODONTICS

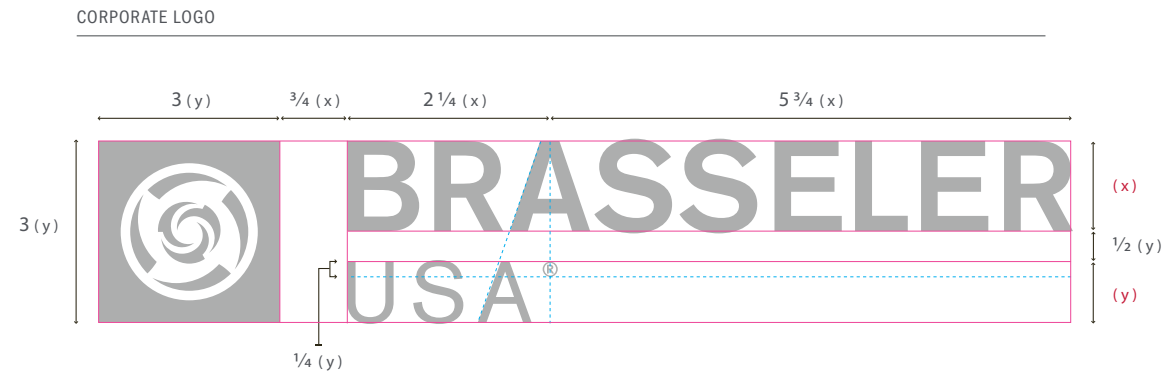


Brasseler USA® Logo

HORIZONTAL ORIENTATION

The Brasseler USA® logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered. This could cause inconsistencies that dilute the impact of the brand's power.

Clarity and consistency of the Brasseler USA® logo is essential to the successful implementation of the Brasseler USA® brand.



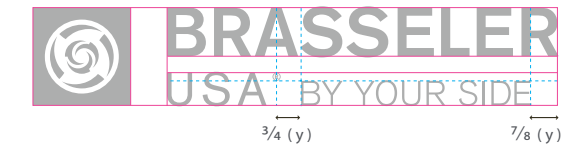
primary alignment guides

secondary alignment guides

(x) (y)

base proportions

DENTAL TAGLINE



SURGICAL INSTRUMENTATION



DENTAL INSTRUMENTATION



RESTORATIVE ENDODONTICS



Brasseler Canada[®] Logo

VERTICAL ORIENTATION

The Brasseler Canada[®] logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered. This could cause inconsistencies that dilute the impact of the brand's power.

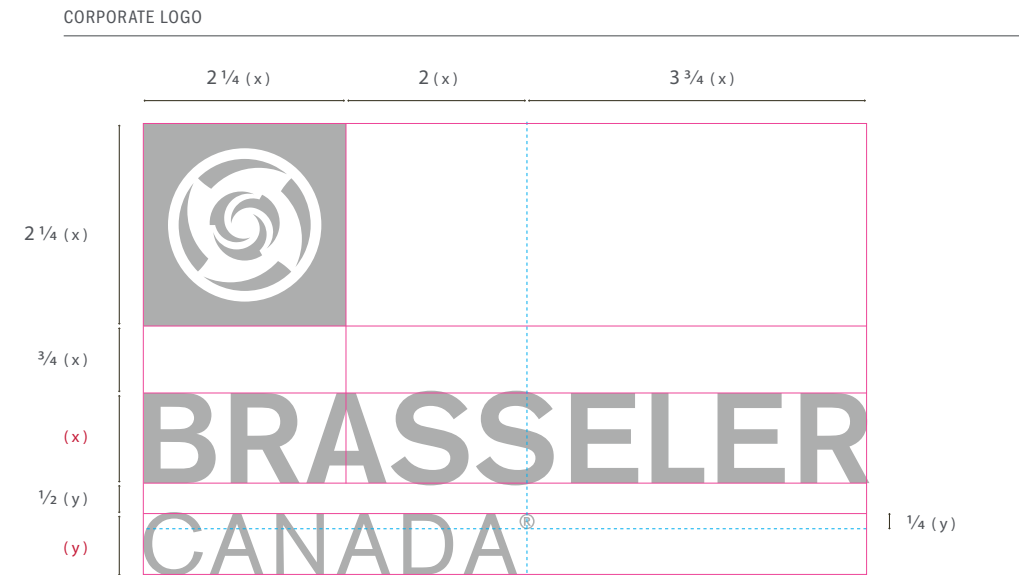
Clarity and consistency of the Brasseler Canada[®] logo is essential to the successful implementation of the Brasseler Canada[®] brand.

primary alignment guides

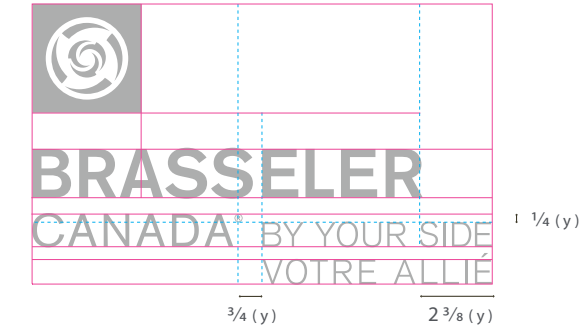
secondary alignment guides

(x) (y)

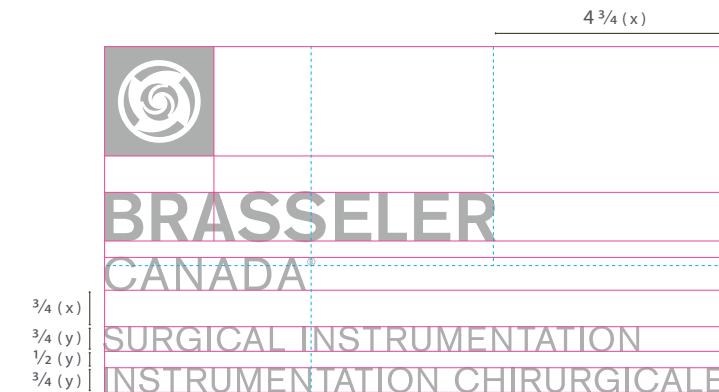
base proportions



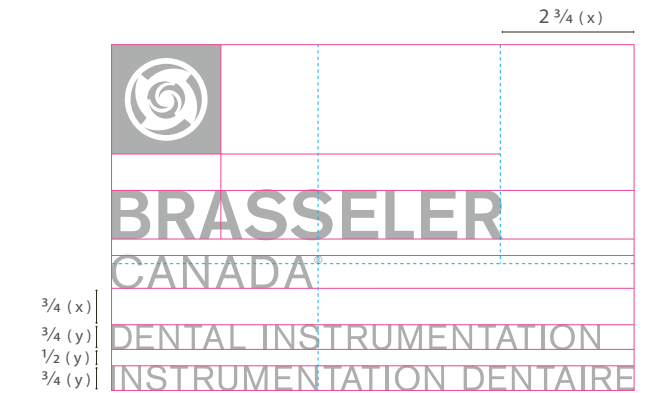
DENTAL TAGLINE



SURGICAL INSTRUMENTATION



DENTAL INSTRUMENTATION



RESTORATIVE ENDODONTICS

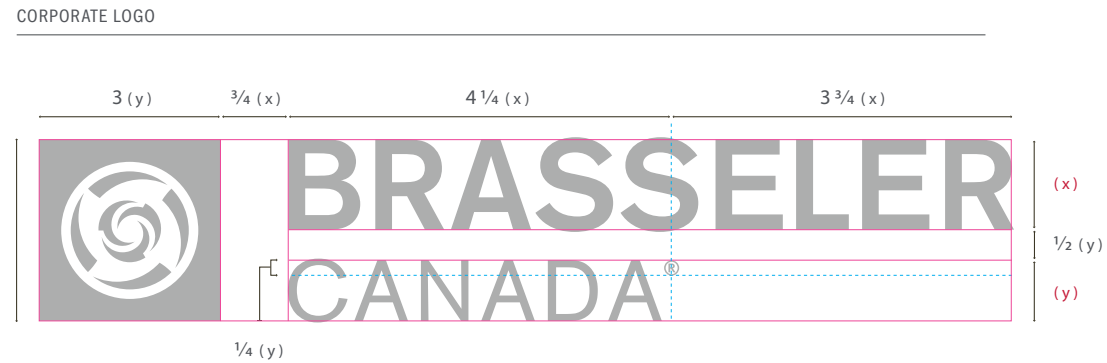


Brasseler Canada® Logo

HORIZONTAL ORIENTATION

The Brasseler Canada® logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered. This could cause inconsistencies that dilute the impact of the brand's power.

Clarity and consistency of the Brasseler Canada® logo is essential to the successful implementation of the Brasseler Canada® brand.



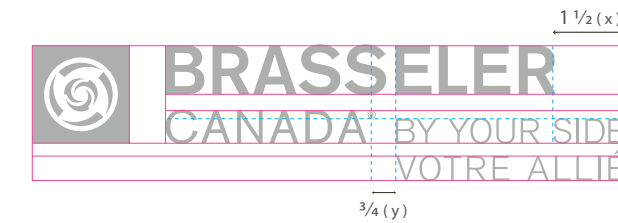
primary alignment guides

secondary alignment guides

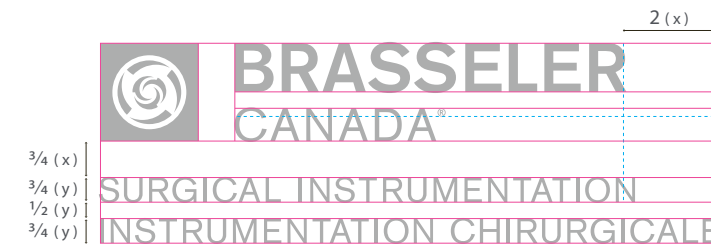
(x) (y)

base proportions

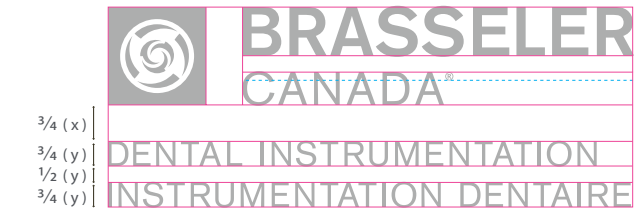
DENTAL TAGLINE



SURGICAL INSTRUMENTATION



DENTAL INSTRUMENTATION



RESTORATIVE ENDODONTICS



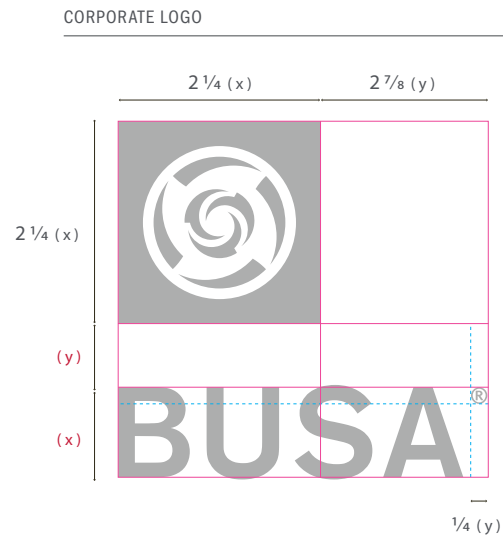
BUSA® Logo

VERTICAL ORIENTATION

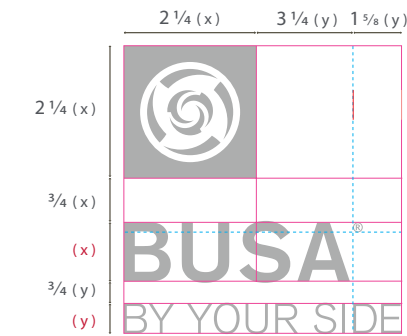
The BUSA® logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered. This could cause inconsistencies that dilute the impact of the brand's power.

Clarity and consistency of the BUSA® logo is essential to the successful implementation of the BUSA® brand.

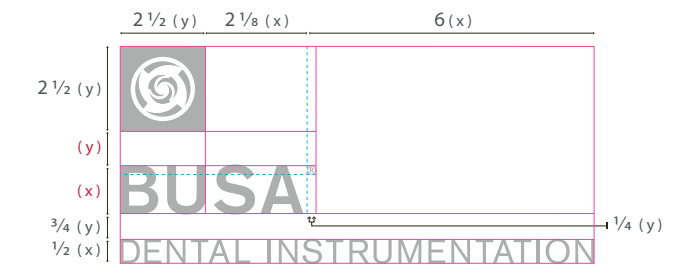
- primary alignment guides
- - - - - secondary alignment guides
- (x) (y) base proportions



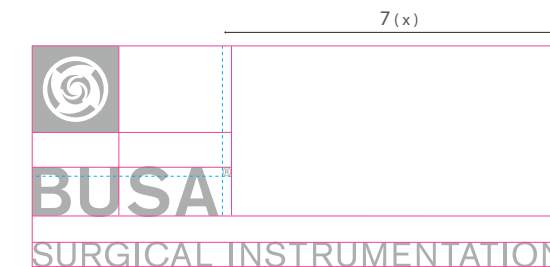
DENTAL TAGLINE



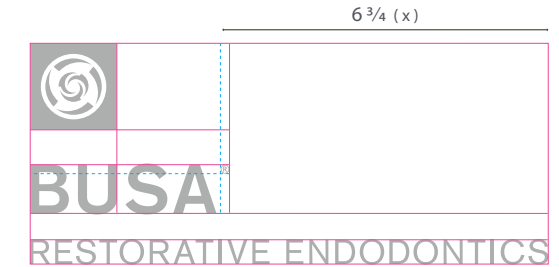
DENTAL INSTRUMENTATION



SURGICAL INSTRUMENTATION



RESTORATIVE ENDODONTICS

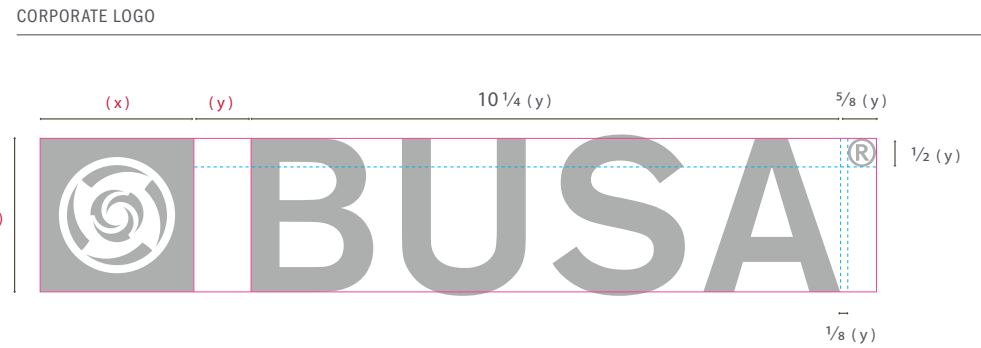


BUSA® Logo

HORIZONTAL ORIENTATION

The BUSA® logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered. This could cause inconsistencies that dilute the impact of the brand's power.

Clarity and consistency of the BUSA® logo is essential to the successful implementation of the BUSA® brand.



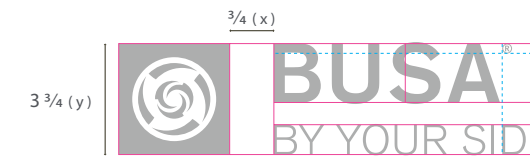
primary alignment guides

secondary alignment guides

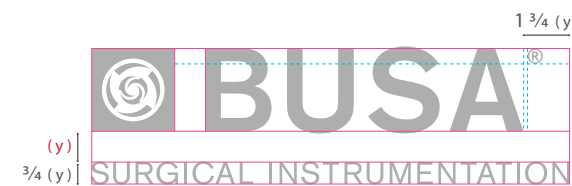
(x) (y)

base proportions

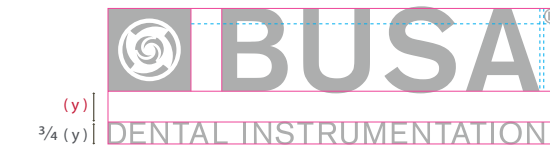
DENTAL TAGLINE



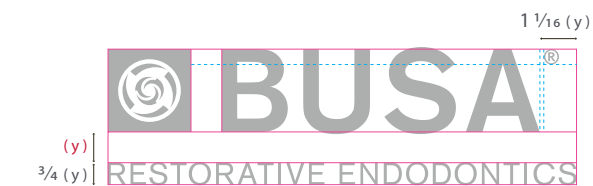
SURGICAL INSTRUMENTATION



DENTAL INSTRUMENTATION

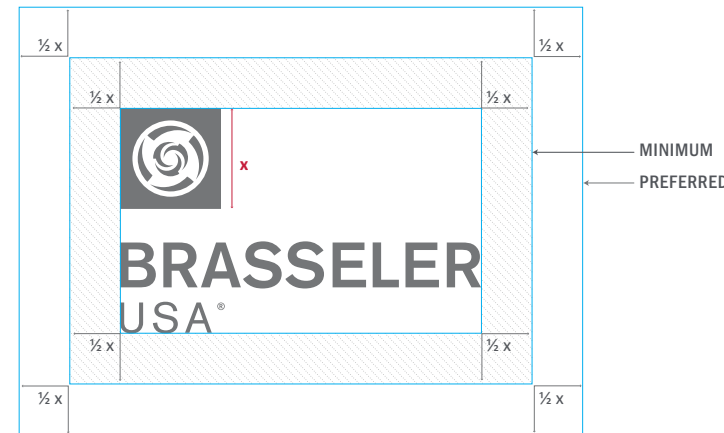


RESTORATIVE ENDODONTICS



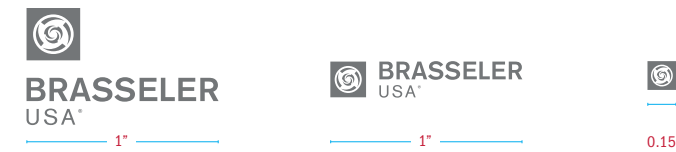
Orientation, Size and Spacing

CLEAR SPACE



The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text. The preferred clear space can be measured as the same height of the brandmark. The clear space should only be reduced to the minimum amount when visual space is at a premium.

MINIMUM SIZE



The Brasseler USA® logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of the Brand Signature.

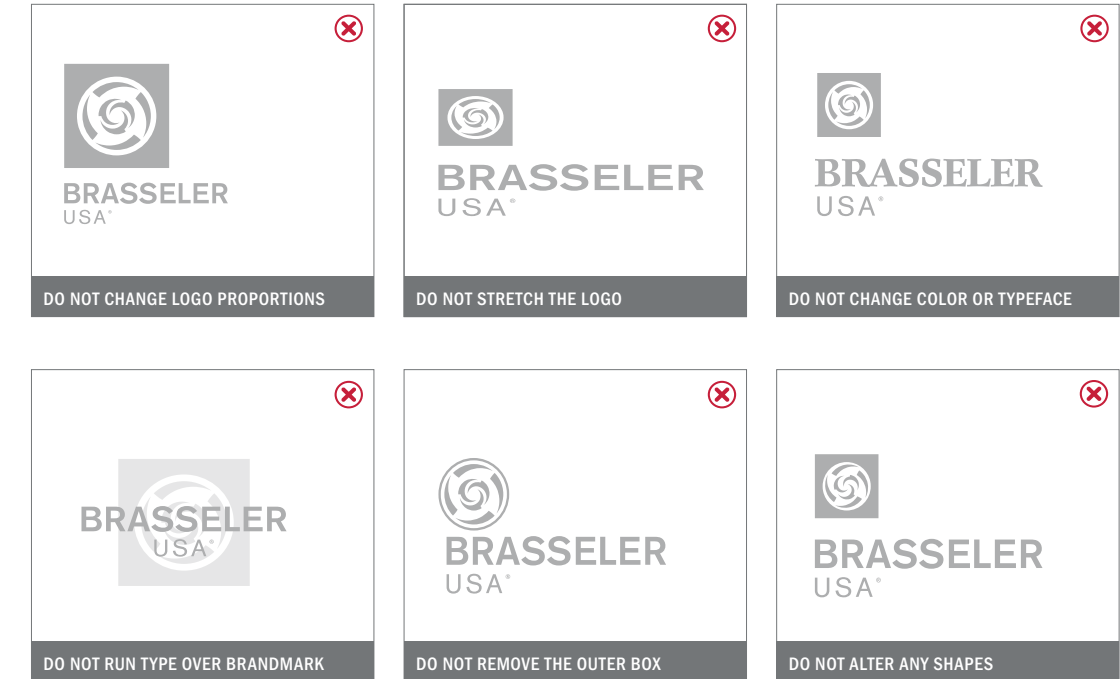
LOGO ORIENTATION

The vertical lockup is the preferred orientation for the Brasseler USA® logo and should be used whenever possible. In circumstances where visual space is limited, use of the horizontal lockup is acceptable.

Incorrect Usage

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to communications and should never be compromised. Always reproduce the logo from original artwork.

Protect the integrity of the Brasseler USA® logo by being aware of the improper logo usage illustrated here.



Color Application

PRIMARY APPLICATION



BRASSELER
USA®

The primary colors for Brasseler USA® logo is PMS 200 (red) and PMS Cool Gray 11. In the primary application, the landmark should always appear in red and the logotype should always appear in gray.

REVERSED APPLICATION



BRASSELER
USA®

In reversed application, the landmark is PMS 200 (red) and the logotype is reversed in white. It is preferred that the logo be reversed on a blue background PMS 286 (blue) to enhance and distinguish the landmark.

BLACK & WHITE APPLICATION



BRASSELER
USA®

If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse.



BRASSELER
USA®

Split Signature Usage

The logo system accommodates split signature usage, which allows logo elements to appear independently of one another.

There are applications that warrant splitting the brand signature and should be executed thoughtfully to avoid diluting the effectiveness of the brand identity. For example, the landmark may be used independent of the brand signature in certain applications such as mobile icons and favicons.





SECTION 05

Visual Language

A unified system of graphic building blocks makes our brand distinctive and immediately recognizable.

A detailed, well-ordered visual system is the foundation for all branded communication. This unified system utilizes both form and function to define the Brasseler USA® brand experience.

Overview

Comprised of core elements including logos, color, typography, image and graphic devices, this system is designed to be flexible while maintaining visual consistency. To effectively define the Brasseler USA® brand experience, these core elements must be aligned across every touchpoint, from employee to customer.

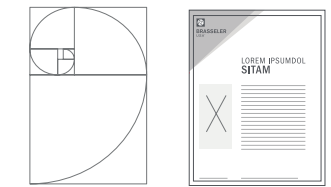
COLOR



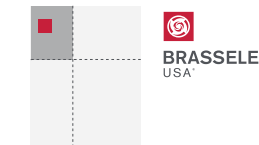
TYPOGRAPHY

The Industry
Leader in Dental
Instrumentation

PAGE LAYOUT



LOGO PLACEMENT



GRAPHIC DEVICES



IMAGES



Typography

Berthold Akzidenz Grotesk

Akzidenz is a grotesque sans serif typeface originally designed in the 1800s. Akzidenz has a smaller x-height than similar typefaces making it ideal for a variety of uses including continuous text. The Brasseler USA® logotype, tagline and product category are set in this typeface. This typeface should be used for the development of special event logos or as the Brasseler USA® brand architecture expands. Although a variety of weights and forms are available, the primary variations used for the Brasseler USA® brand are Regular, Medium & Bold.

ITC Franklin Gothic

ITC Franklin Gothic is a gothic-style sans serif typeface originally designed in the early 1900s and is considered a standard in the newspaper and advertising fields. Characterized by the increased thick and thin contrast of the letterforms, ITC Franklin Gothic offers optimal legibility in print and on screen. This is the primary typeface for all headlines and body content. Book Condensed or Medium Condensed are the preferred variations, however, a variety of weights and forms are available within this family and should be utilized fully to create hierarchy within content.

Arial

In the case of screen communications, this font may be used if the brand fonts are unavailable.

Berthold Akzidenz Grotesk

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=

REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=*

MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=**

MEDIUM ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=***

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=***

ITC Franklin Gothic STD

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=

BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=*

MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=**

MEDIUM ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=***

DEMI

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=**

DEMI ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=***

BOOK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=

BOOK CONDENSED ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=*

MEDIUM CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=**

MEDIUM CONDENSED ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=***

DEMI CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=**

DEMI CONDENSED ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*?+=***

Typography Application

LEADING & TRACKING

All leading is not equal. As a general rule of thumb: the smaller the point size, the larger the leading; the higher the point size, the tighter the leading. Leading should be set between 100% to 150% of the point size. Adjust tracking and kerning where needed based on application.

9 / 13.5
150%

9 PT. / LEADING: 13.5 PT. / TRACKING: 0

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna.

20 / 22
110%

20 PT. / LEADING: 22 PT. / TRACKING: 15

The Industry Leader in Dental Instrumentation

TYPOGRAPHIC HIERARCHY

Type can lend clarity to your message. By employing a consistent type hierarchy, the readability of your communication becomes more clear and meaningful. In general, maintain a balanced contrast between titles/subtitles and body copy.

A. DIFFERENT POINT SIZES / SAME WEIGHTS

The Industry Leader

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna.

B. SAME POINT SIZE / DIFFERENT WEIGHTS

The Industry Leader

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna.

C. SAME POINT SIZE IN ONE LINE / DIFFERENT WEIGHTS

Leading the Industry

Written Communication

EMAIL / WEBSITE

Title case helps the sub-conscious mind easily recognize your online name, effortlessly. Title casing is capitalizing the first letter of the major, and sometimes minor, words in your website address or the distinctive portion of a social network URL, to help make your name easier to 'see' and recognize, consciously and unconsciously.

A. EMAIL

The user name should always be lower case if a persons name is being used. It should be title case if a department name is being used.

johnsmith@BrasselerUSA.com
CustomerService@BrasselerUSA.com

B. WEBSITE

The website is always title case. Do not use www in front of the site name.

BrasselerUSA.com
BrasselerCanada.com

REGISTRATION MARK

Brasseler USA® should always appear with the registration mark in written communication.

PHONE NUMBER FORMAT

Phone numbers use dots instead of dashes. Extensions are preceded by an "x" which is typically 1 to 2 point sizes smaller than the primary phone number.

800.841.4522 x5060

NAMES & TITLES

Employee names and titles should be written consistently throughout all design application.

A. AMPERSANDS

Ampersands (&) should be used in employee titles and department names.

President & Chairman
Research & Development

B. ABBREVIATIONS

Avoid abbreviations in names, titles and functional areas.

Manager, Research & Development
(not MGR, R&D)

The exception would be standard titular abbreviations.

John A. Smith, Jr.
John A. Smith, Ph.D.

Color Formulas

The primary, secondary and neutral color palettes create a foundation that works universally across all Brasseler USA® branded applications.

Variations in color may occur, but try to match the Brasseler USA® color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE® colors in 4-color process. Color variations may also occur on-screen as a result of different screen calibrations and/or software application being used.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

PRIMARY PALETTE

Primary Brand Color




PMS 286
C-100 M-81 Y-13 K-2
R-0 G-54 B-156
#00359C

Primary Highlight Color



PMS 200
C-15 M-100 Y-78 K-6
R-166 G-0 B-50
#A50031

Primary Neutral Color



PMS C.GRAY 11
C-63 M-53 Y-48 K-35
R-86 G-86 B-90
#55565A


SUPPORTING PALETTE




PMS REFLEX BLUE
C-100 M-96 Y-21 K-5
R-0 G-27 B-133
#001B85




PMS 661
C-100 M-84 Y-13 K-1
R-0 G-55 B-144
#003790




PMS C. GRAY 09
C-53 M-43 Y-41 K-17
R-118 G-118 B-121
#767679




PMS 2728
C-93 M-72 Y-0 K-0
R-34 G-72 B-181
#2248B5



PMS 299
C-80 M-14 Y-0 K-0
R-76 G-159 B-220
#4C9FDC



PMS C.GRAY 04
C-32 M-25 Y-25 K-2
R-177 G-176 B-175
#B1B0AF



PMS C.GRAY 01
C-12 M-12 Y-13 K-0
R-217 G-215 B-213
#D9D7D5

Gradients

Gradients are used in conjunction with the color palette to add dimension, depth and movement to the visual identity.

Products should be featured on a gray and white gradient mesh, which creates movement with light and shadows.

Gradients are created in CMYK or RGB. Pantone® values listed below are for reference only



PMS REFLEX BLUE PMS 661 PMS 2728 PMS 299
 PMS 661 PMS 2728 PMS 299
 PMS REFLEX BLUE PMS 661 PMS 2728
 PMS 661 PMS 2728
 PMS 2728 PMS 299
 PMS C.GRAY 5 PMS C. GRAY 1 / 50% TINT PMS C.GRAY 5 PMS C. GRAY 1 / 50% TINT PMS C.GRAY 5



Page Proportions

Proportion is the relationship of two or more elements and how they compare with one another. This principle unifies the system of visual elements by creating harmony, symmetry, and balance.



THE GOLDEN RATIO

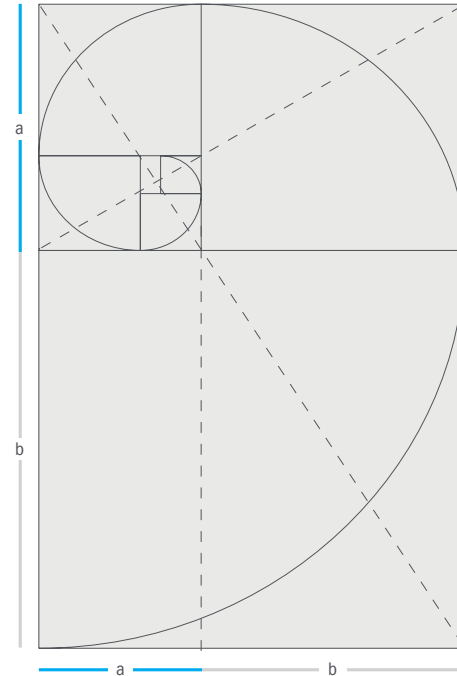
Also referred to as the Golden Section, Golden Mean, or Phi.

The Golden Ratio is the recommended proportion guide for page layout. This ratio defines the relationship between two proportions as a 1:1.61 ratio and is considered to be the most proportionally balanced and pleasing to the human eye.

$$a = 1.0 \quad b = 1.61$$

On primary pages, such as a brochure cover, this ratio should be applied to both the horizontal and vertical axes. On interior pages, this ratio can be used in conjunction with a columnar format and applied to just one axis.

This ratio is a general guide and can be altered slightly to better fit an application's size. Acceptable alterations include 1:1.5 and 1:1.7



Logo Placement and Emphasis

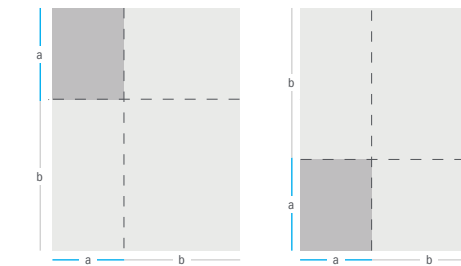
In page layout, the Brasseler USA® logo should always be treated as the anchor for primary pages. Anchoring the logo is a defining aspect of the visual identity and crucial to brand recognition.

PAGE ANCHORS

Anchors are a compositional tool used to create stability within a page layout. Anchors help guide the visual movement of all page elements and are established through thoughtful placement and emphasis.

LOGO PLACEMENT

When dividing the page according to the Golden Ratio, the logo (anchor) should be placed in the smallest quadrant. It is preferable that the logo appear on the left side of the page to complement its left alignment.



Small applications, such as mobile screens, may not require a page anchor. In these circumstance, however, the logo should be featured prominently.

LOGO EMPHASIS

Emphasis is created by the relationship of the logo (anchor) with other compositional elements. This principle allows the logo to command attention without overwhelming the composition. Below are three primary methods for creating emphasis. Utilizing at least two principles is recommended.

EMPHASIS BY DIFFERENTIATION
The logo is associated with a graphic device whose color, shape or weight is distinctive from other page elements. In some instances, the red landmark is strong enough to differentiate the logo from other page elements.

EMPHASIS BY ISOLATION
Attention is drawn to significant negative space surrounding the logo.

EMPHASIS BY DIRECTIONAL DEVICE
Other page elements align with and "point" to the logo.

These principles are used in conjunction with graphic devices defined in the next section.

Overlapping Angles

Overlapping angles are a series of shapes producing a bold visual statement to differentiate Brasseler USA® among its competitors. As the defining graphic device in the visual identity, these shapes should be incorporated into all visual applications.

Composed of multiple angles originating from a common point, these angles often form a larger triangle shape and are used as a tool to guide the viewer throughout the composition. The angles always appear in either blue or gray and use different shades of the hue. To create dimension and movement, gradients with suitable contrast are commonly used.

The angles should be attached to at least one side of the page although two sides is preferable. The size, degree of angle and number of angles are determined by the application and should follow the Page Proportion guidelines. The angles should vary in size from one another to create hierarchy and depth. If individual angles are too similar in size, a pattern will form reducing visual movement.

This graphic device should be considered thoughtfully when used in conjunction with the logo. These shapes can either be used as a directional device to emphasize the logo or as an anchor to help differentiate the logo.



A single Angle is recommended for use in content heavy compositions.



Multiple Angles are recommended for us in content light compositions.



Both gray and blue angles may be used in the same composition as long as hierarchy, balance and rhythm are maintained.

- ⊗ Do not float the shapes inside the composition.
- Do not assign another color to the shapes (ex. red).
- Do not alternate blue & gray colors within a larger shape.
- Do not weaken edges between angles with low contrast.
- Do not use similarly sized angles within a larger shape.
- Do not allow shapes to intersect through page content.
- Do not size the shapes incorrectly with page proportion.
- Do not place content other than the logo or tagline inside the shapes.

Graphic Lines

The fading graphic lines support the overlapping angles while also providing depth and texture to the overall composition.

The direction of the graphic lines should always complement (not mirror) the overlapping angles. The lines should fade into the composition starting with 100% opacity and ending with 20% opacity. The lines should always be attached to an angle with the heaviest / darkest stroke nearest the edge of the angle. Generally the stroke is sized to 0.4 point width but may be adjusted depending on the application. A composition should only contain one set of lines. The number of individual lines contained within a set is dependent on the page layout.

- ⊗ Do not use the graphic lines independently without an angle.
- Do not draw the lines with more than one angle.
- Do not let the lines cross into headlines, body copy or images.
- Do not let the lines overwhelm the overall composition.
- Do not use multiple sets of graphic lines in one composition.

STROKE WEIGHT & OPACITY

70%	0.75 pt
10%	0.4 pt



On white or light gray backgrounds, the lines should be set in a medium to dark gray. On blue backgrounds, the lines should be set in white.

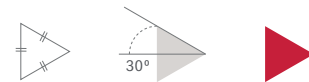


Red Triangles



Red triangles are used to highlight specific copy points within a composition. Their color references the logo and helps balance the color across the page.

This element is an equilateral triangle with a 30-degree angle from center. The triangle preferably points to the right and is always displayed in red.



LESS IS MORE. In order for the triangles to be effective, only 2 - 3 triangles should be utilized in a page layout. Size the triangle proportionally to the size of the body copy.

- ❌ Do not overuse triangles.
- Do not use the red triangles on a blue background.
- Do not use the triangles to point up or down.
- Do not use a different color for the triangles.
- Do not use the triangles to point to headlines.
- Do not have the triangles pointing to empty space.
- Do not make the triangles too large in relation to the body copy.

Genuine Seal

COLOR APPLICATION

In application, the Genuine Seal should primarily appear in PMS Cool Gray 9. When reversed on a blue background, the Genuine Seal should appear in either white or a silver gradient (silver foil effect). **The Genuine Seal should never appear in Red or Blue.**



PLACEMENT

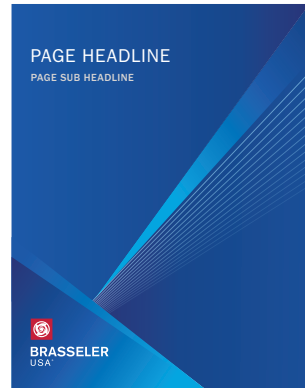
It is imperative the Genuine Seal does not visually compete with or distract from the Brasseler USA logo. In application, The Genuine Seal should be placed on interior or back pages. If the Brasseler USA logo and the Genuine Seal should appear on the same page, it is preferential that they should appear on opposite corners of the composition.

- ❌ Do not place the Genuine Seal on a cover page.
- Do not place the Genuine Seal directly next to the logo.
- Do not make the Genuine Seal larger than the logo.

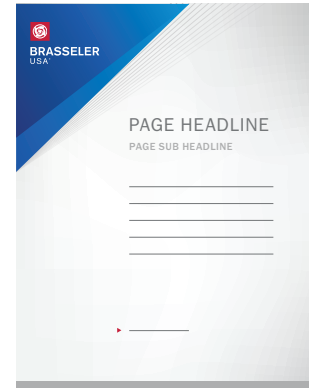


✅ *Genuine Seal placed opposite of the logo in page composition.*

Correct Application



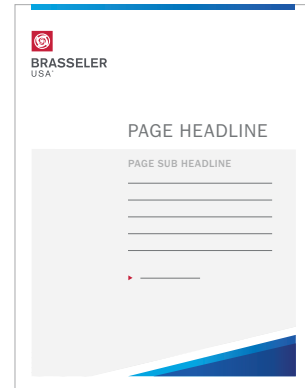
✔ Directional device created by angles. Differentiation created by the color of the brandmark.



✔ Color and shape of angles used to both differentiate and anchor logo.



✔ Directional device created by angles. Logo is isolated from other page elements. Example of anchoring angle to only one side of the page.

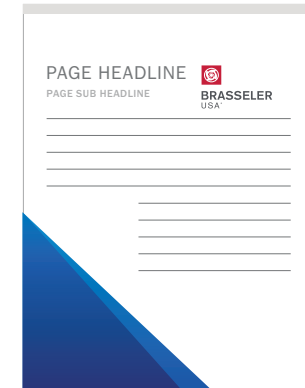


✔ Logo is differentiated by the color of the brandmark as well as the negative space surrounding it.



✔ Directional device created by angles. Logo is isolated from other page elements.

Incorrect Visual Application



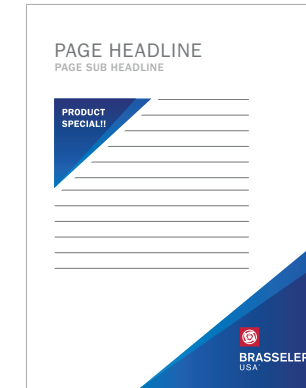
✘ Insufficient negative space surrounding logo.
Angle is used to anchor the page rather than the logo or in conjunction with the logo.



✘ Multiple angles are sized similarly creating a pattern. Angle colors are used incorrectly.
Directional device does not emphasize the logo.



✘ Too little or no blue is present in the composition.
Page proportions are incorrect.
Logo is not anchored.



✘ Logo placed on right side of page in left-facing angle.
Content other than Logo or Tagline placed inside angle.

Photography

PRODUCT IMAGES

Product images are displayed on a white or gray background. When displayed in their entirety, product images should utilize shadow and reflections to anchor the product within the composition. Shadows and reflections should be subtle and natural. Images may be cropped but should never obstruct the primary feature of the product.



PEOPLE IMAGES

When possible, images should depict real people in real situations in real environments. Avoid contrived, trite, or clichéd photographs.

To maintain the visual impact of the brand colors, black and white images are strongly preferred. When color images are used, they should not distract attention from the brand color palette.



SECTION 06

Applications

Implementing the brand identity consistently across all applications enhances clear communication while reinforcing brand recognition.

Corporate Stationery

Stationery reflects upon individuals as well as on the company. It is particularly critical that stationery project the desired brand image. This section illustrates approved layouts for standard U.S. business stationery. Specifications cover paper stock, color, typography and positioning of typographic elements.

All layouts are to be produced according to guidelines provided. Do not alter in any way the position, size and color guidelines when producing the corporate stationery.

Business Cards

TYPOGRAPHY & COLOR

NAME:	ITC Franklin Gothic Std Book Condensed 13/9pts (10)	PMS Cool Gray 11
TITLE:	ITC Franklin Gothic Std Medium Condensed 7/9pts (10)	PMS 286
ADDRESS:	ITC Franklin Gothic Std Book Condensed 7.75/11pts (-5)	PMS Cool Gray 11
EMAIL:	ITC Franklin Gothic Std Book Condensed 7.75/11pts (10)	PMS Cool Gray 11
WEBSITE:	ITC Franklin Gothic Std Medium Condensed 7.75/11pts (10)	PMS Cool Gray 11
TYPE:	ITC Franklin Gothic Std Medium Condensed 5/11pts (0)	PMS 286
NUMBER:	ITC Franklin Gothic Std Book Compressed 7.75/11pts (25)	PMS Cool Gray 11
EXTENSION:	ITC Franklin Gothic Std Medium Condensed 6/11pts (20)	PMS Cool Gray 11

PAPER STOCK

Neenah Classic Crest. Smooth. Avalanche White. 130# Cover

PRINTING METHOD

Offset Printing. 1PMS (red) + 4cp. Silver foil stamp (logo).



Letterhead

TYPOGRAPHY & COLOR

ADDRESS: ITC Franklin Gothic Std Book Condensed
9/13pts (50) PMS Cool Gray 11

TYPE: ITC Franklin Gothic Std Medium Condensed
6/13pts (80) PMS 286

NUMBER: ITC Franklin Gothic Std Book Condensed
9/13pts (80) PMS Cool Gray 11

WEBSITE: ITC Franklin Gothic Std Medium Condensed
9/13pts (50) PMS Cool Gray 11

PAPER STOCK

Neenah Classic Crest. Smooth. Avalanche White. 80# Text

PRINTING METHOD

Offset Printing. 3PMS



#10 Envelope

TYPOGRAPHY & COLOR

ADDRESS: ITC Franklin Gothic Std
Book Condensed
9/10.8pts (40)
PMS Cool Gray 11

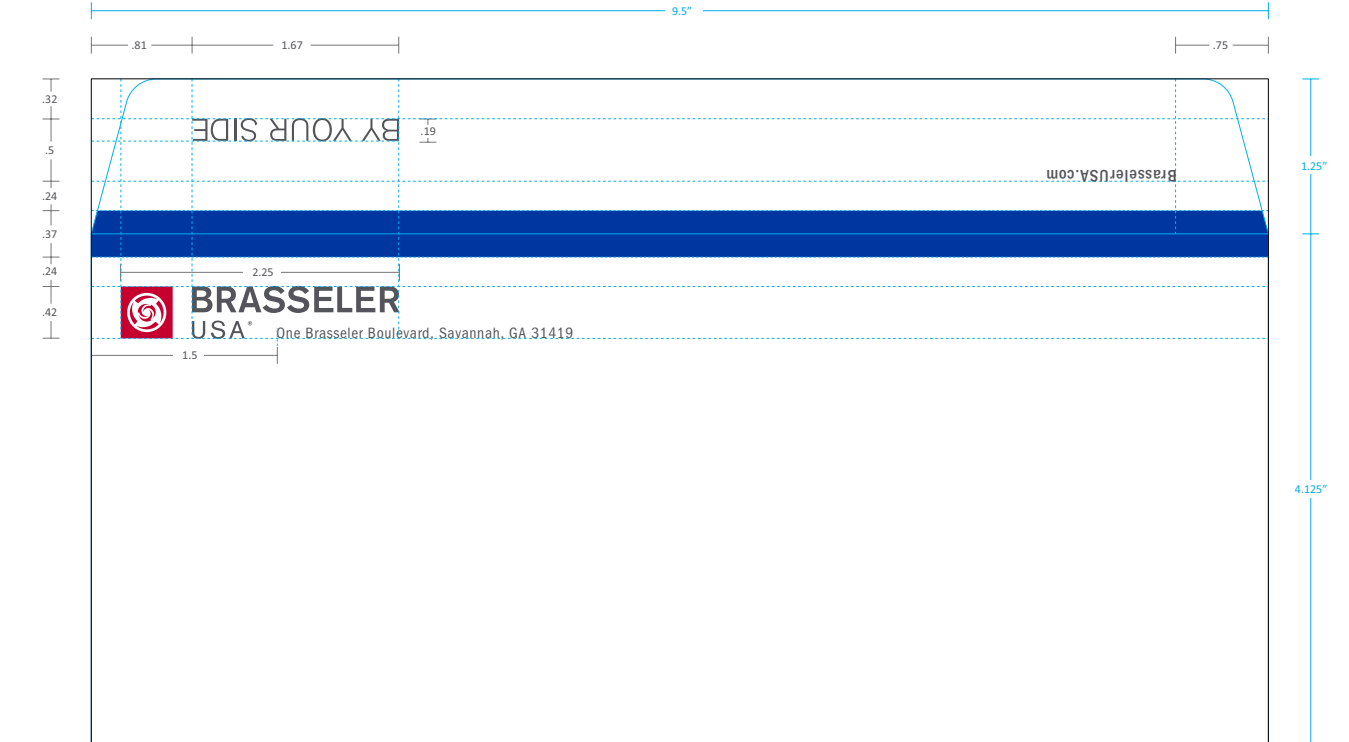
WEBSITE: ITC Franklin Gothic Std
Medium Condensed
10/12pts (50)
PMS Cool Gray 11

PAPER STOCK

Neenah Classic Crest. Smooth. Avalanche White.
24# Writing. #10 Envelope.

PRINTING METHOD

Offset Printing. 3PMS



A2 Notecard

TYPOGRAPHY & COLOR

ADDRESS: ITC Franklin Gothic Std Book Condensed
8/9.6pts (15) White

TYPE: ITC Franklin Gothic Std Medium
7/8.4pts (15) White

NUMBER: ITC Franklin Gothic Std Book Condensed
8/9.6pts (15) White

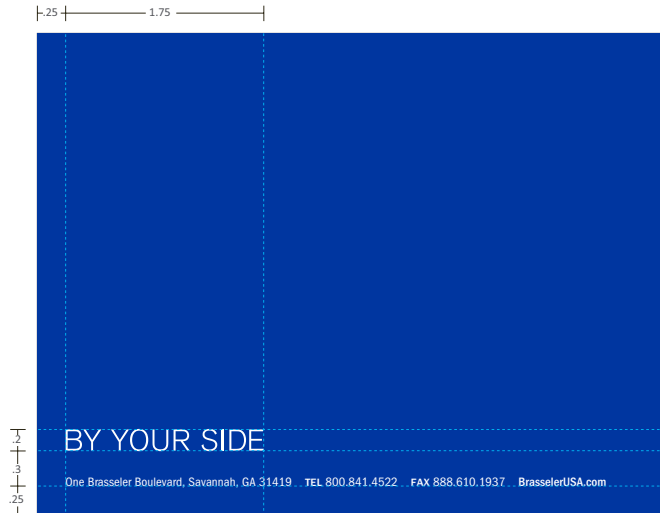
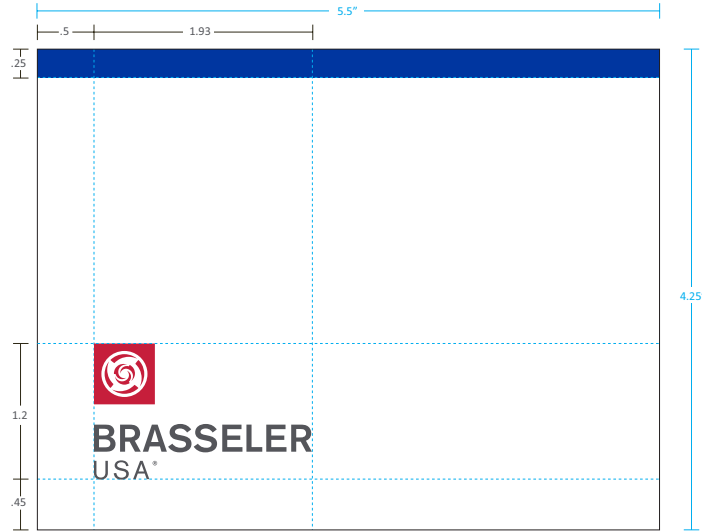
WEBSITE: ITC Franklin Gothic Std Medium Condensed
8/9.6pts (20) White

PAPER STOCK

Neenah Classic Crest. Smooth. Avalanche White. 100# Cover

PRINTING METHOD

Offset Printing. 3PMS



A2 Envelope

TYPOGRAPHY & COLOR

ADDRESS: ITC Franklin Gothic Std
Book Condensed
8/9.6pts (20)
PMS Cool Gray 11

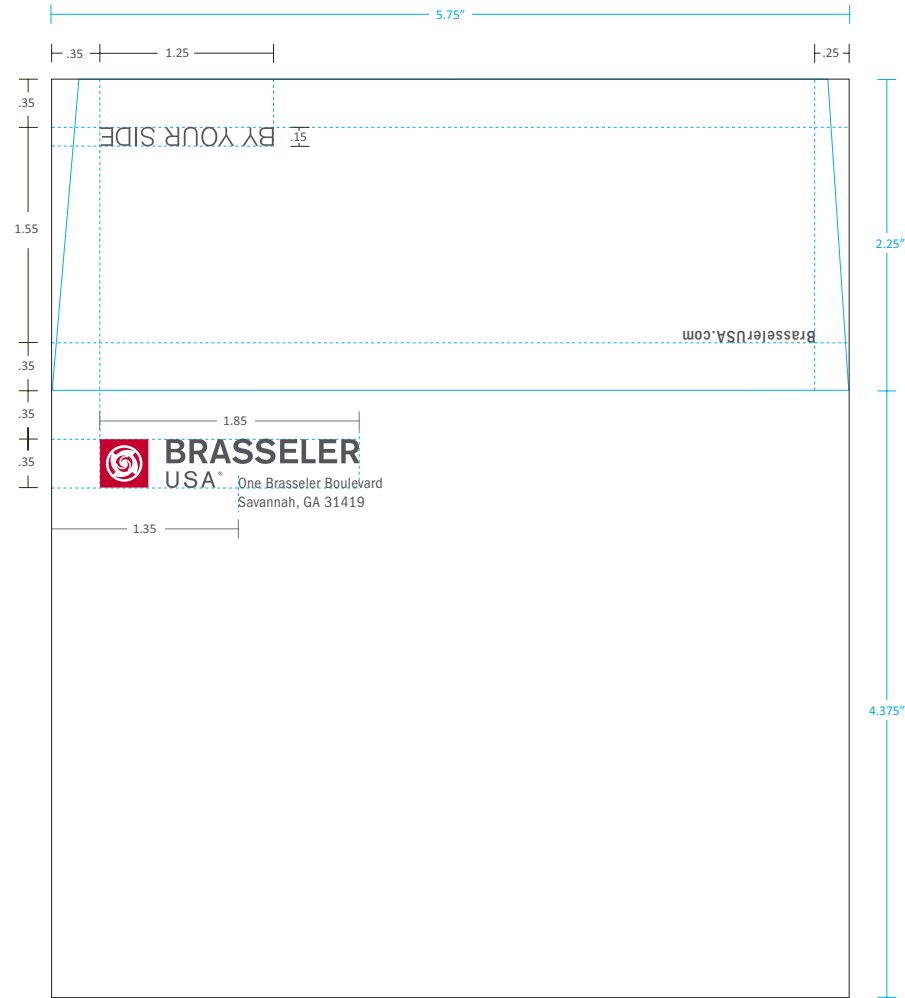
WEBSITE: ITC Franklin Gothic Std
Medium Condensed
9/10.8pts (60)
PMS Cool Gray 11

PAPER STOCK

Neenah Classic Crest. Smooth. Avalanche White.
24# Writing. A2 Square Flap Envelope.

PRINTING METHOD

Offset Printing. 3PMS



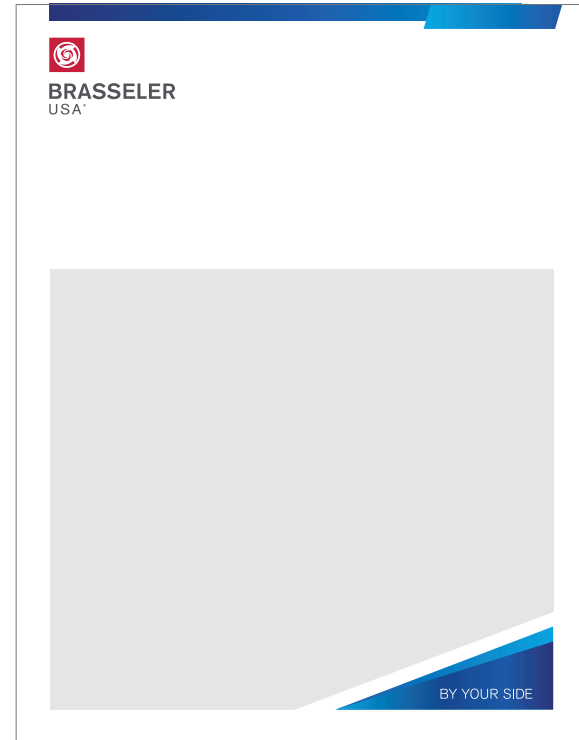
Product Literature (Single Sheet)

BASE TEMPLATES

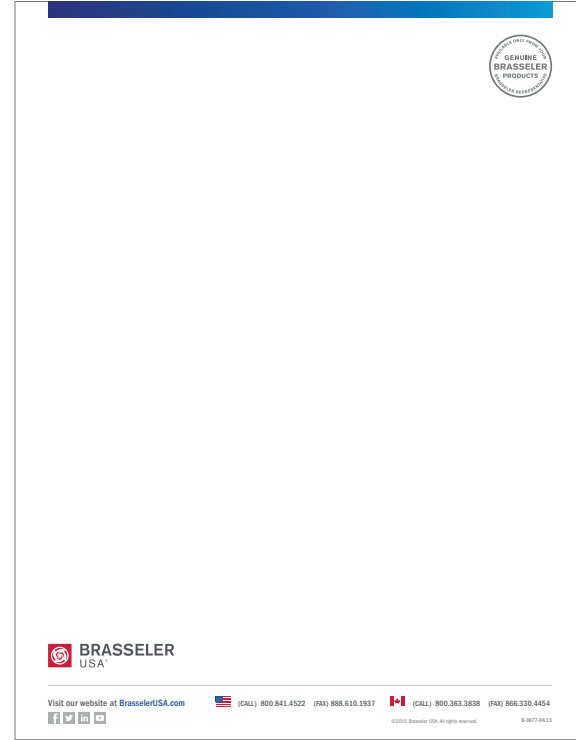
Base templates are provided for Single Sheet Product Literature. The following section will provide guidance on composition and layout, grid systems, color and typography.

The components in the base template are fixed and should not be adjusted or moved.

Specifications are based on standard US Letter sheet size (8.5" x 11").



Front Page



Back Page

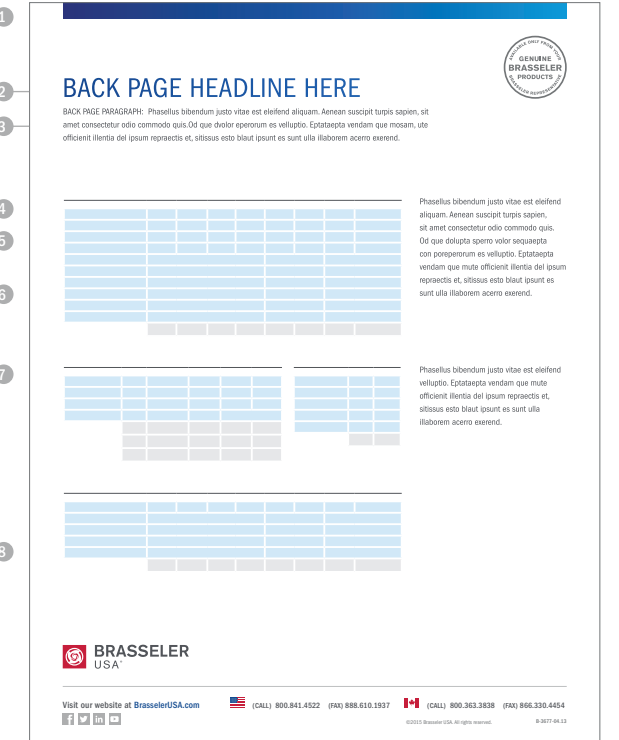
TYPOGRAPHY

Typographic specifications are provided below for Single Sheet Product Literature. For uniformity, typographic elements should be displayed as consistently as possible to the base specifications. However adjustments to point size, leading and tracking may be required in certain scenarios.

- 1 **PRODUCT CATEGORY** ITC Franklin Gothic Std Medium 10/12pts White
- 2 **BACK PAGE HEADER** ITC Franklin Gothic Std Bk Condensed 11/15pts PMS Cool Gray 11
- 3 **BACK PAGE PARAGRAPH** ITC Franklin Gothic Std Bk Condensed 9.5/14pts PMS Cool Gray 11
- 4 **PRODUCT NAME** ITC Franklin Gothic Std Bk Condensed 30/36pts Blue Gradient
- 5 **PRODUCT SUBHEAD** ITC Franklin Gothic Std Md Condensed 12/20pts PMS Cool Gray 11
- 6 **CONTENT HEADLINE** ITC Franklin Gothic Std Md Condensed 13/16pts PMS Cool Gray 11
- 7 **CONTENT SUBHEAD** ITC Franklin Gothic Std Md Condensed 8/9.6pts PMS 200
- 8 **BODY CONTENT** ITC Franklin Gothic Std Bk Condensed 9.5/14pts PMS Cool Gray 11



Front Page



Back Page

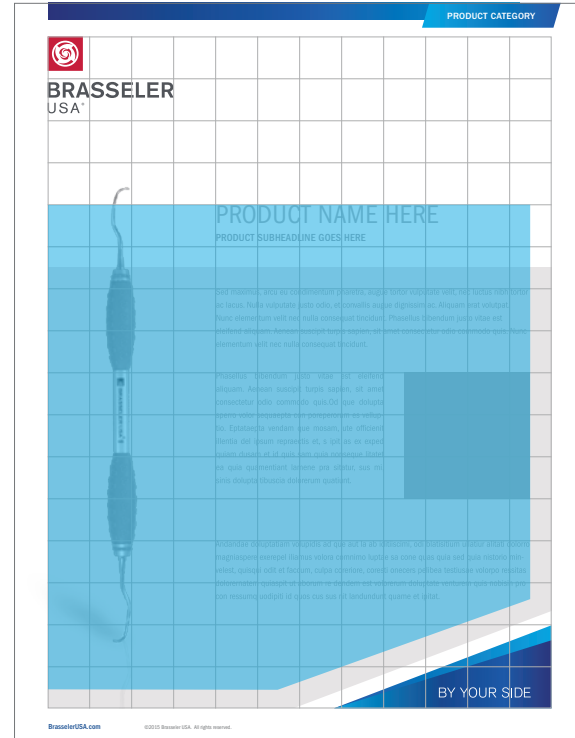
Product Literature (Single Sheet)

IMAGE & CONTENT AREAS

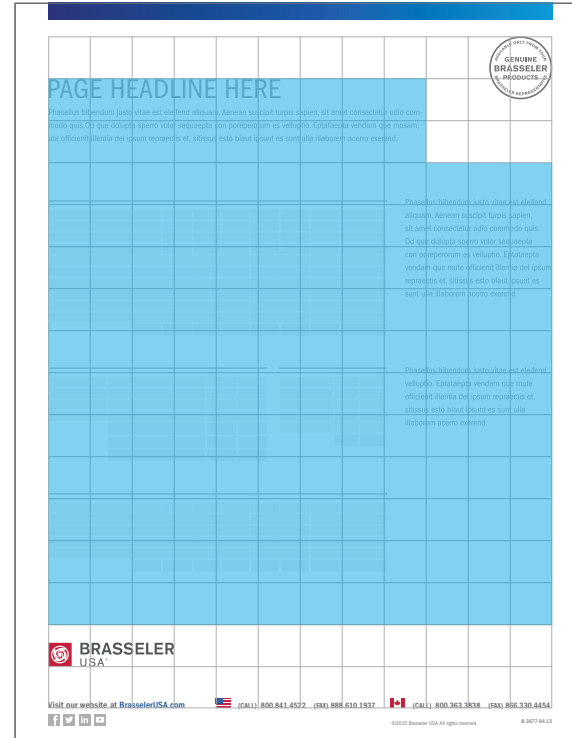
Understanding where image and content are placed within the composition is an integral part of the overall design system. This ensures vital components, such as the logo and product title, can be recognized easily by viewers.

The areas are marked in blue and should follow the grid system outlined in the following section.

Do not place image and content outside of the defined space.



Front Page



Back Page

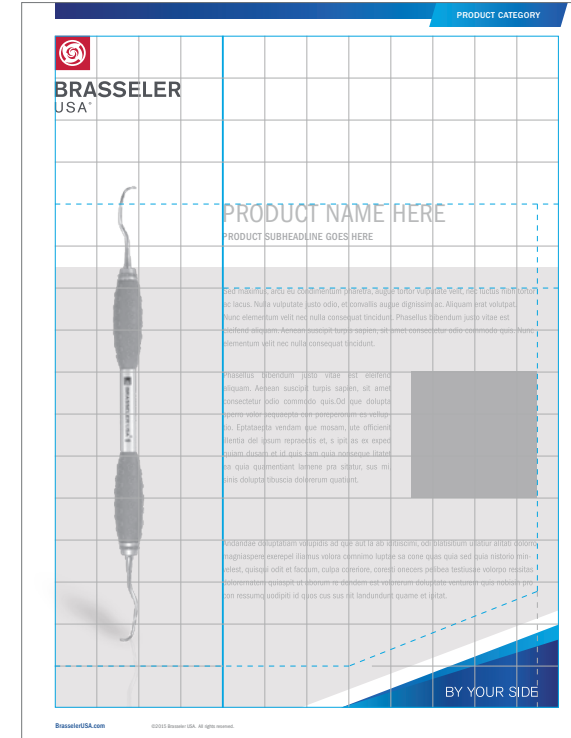
GRIDS & SPACING

Following an established grid system allows for compositional flexibility while maintaining a consistent visual appearance.

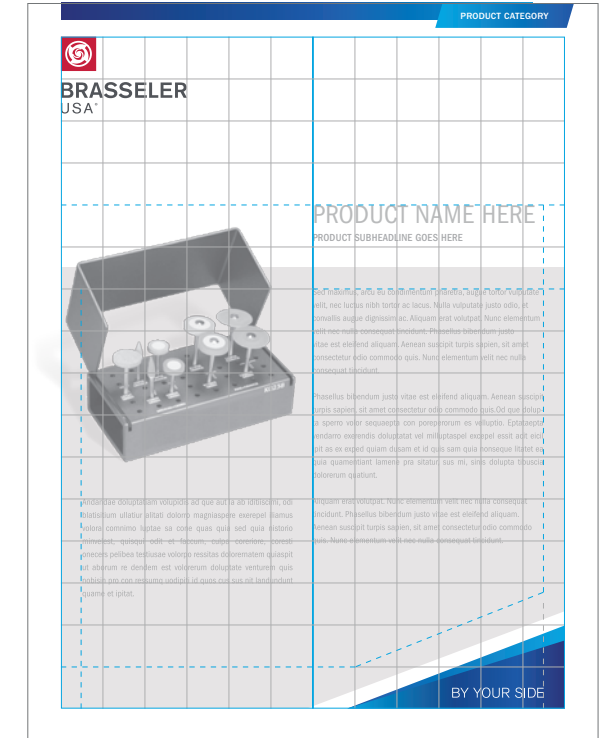
The product literature system is based on a **12 x 16 Modular Grid**

For maximum consistency, the preferred composition is a **1:2 Image-to-Content Column Ratio**. Specifically, placing the image in the first 4 columns and the content in the following 8 columns. When a wider image area is required, a **1:1 Image-to-Content Column Ratio** may be used.

These column ratios are recommended for the front side of the application. The modular grid system allows for more flexible column structures on the back side of the application.



1:2 Image-to-Content Column Ratio



1:1 Image-to-Content Column Ratio

Product Literature (Multiple Sheets)

BASE TEMPLATES

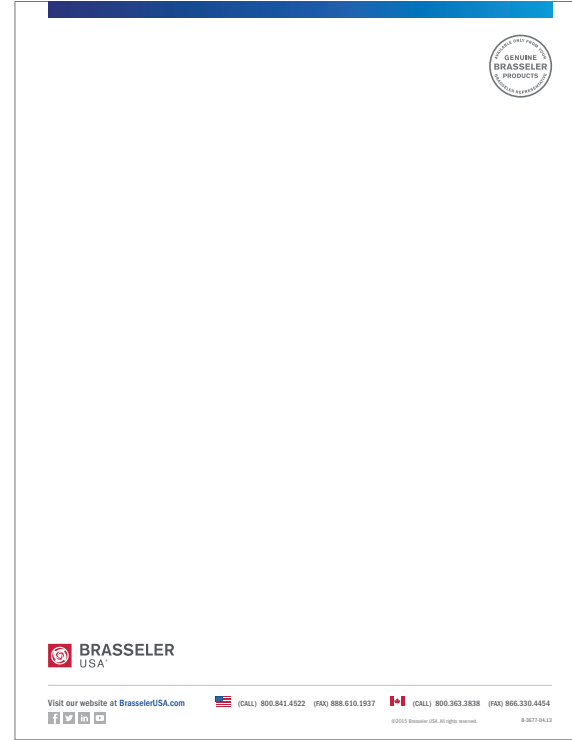
Base templates are provided for Multiple Sheet Product Literature. The following section will provide guidance on composition and layout, grid systems, color and typography.

The components in the base template are fixed and should not be adjusted or moved.

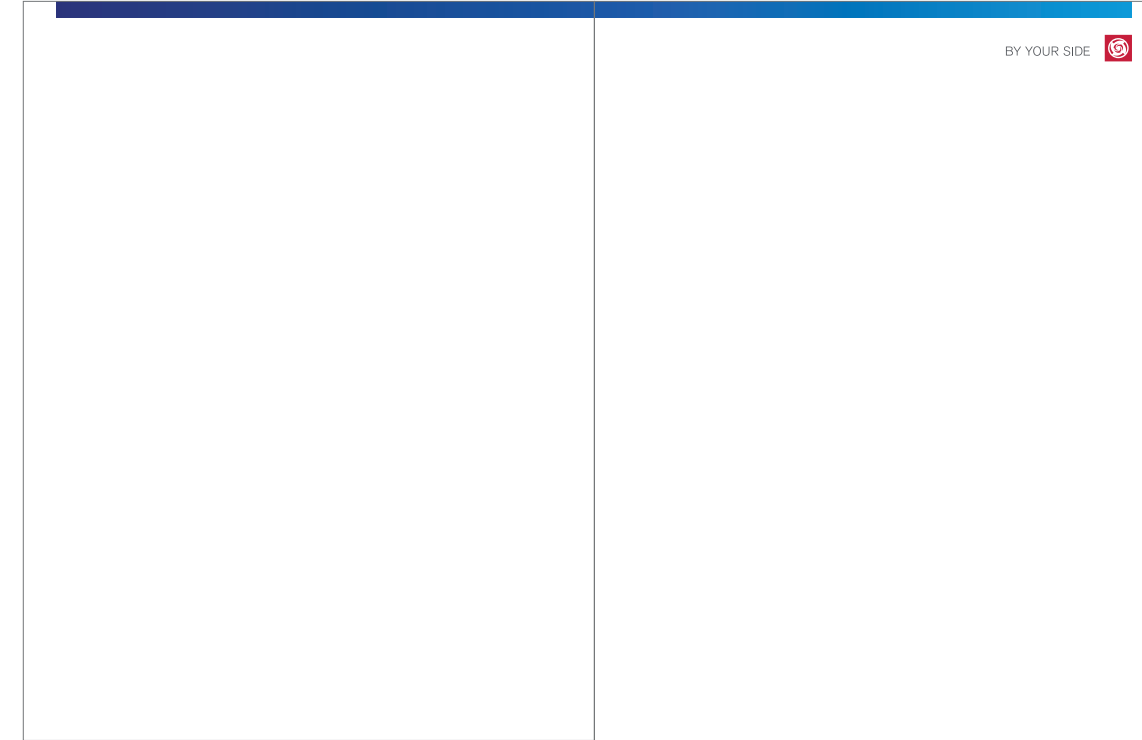
Specifications are based on standard US Letter sheet size (8.5" x 11").



Front Page



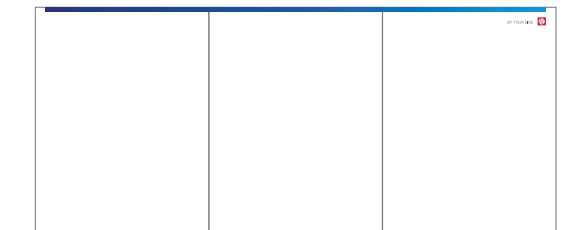
Back Page



Interior Page - Half Fold

NOTE ABOUT MULTIPLE PANELS

When designing multiple panel applications, such as a Tri Fold Brochure or Roll Fold Brochure, the tagline and brandmark should always appear on the furthest right hand panel.



Interior Page - Tri Fold

Product Literature (Multiple Sheets)

TYPOGRAPHY

Typographic specifications are provided below for Multiple Sheet Product Literature. For uniformity, typographic elements should be displayed as consistently as possible to the base specifications. However adjustments to point size, leading and tracking may be required in certain scenarios.

1	PRODUCT CATEGORY	ITC Franklin Gothic Std Medium	10/12pts	White
2	PRODUCT NAME	ITC Franklin Gothic Std Bk Condensed	30/36pts	Blue Gradient
3	PRODUCT SUBHEADLINE	ITC Franklin Gothic Std Md Condensed	15/19pts	PMS Cool Gray 11
4	INTERIOR PRODUCT NAME	ITC Franklin Gothic Std Md Condensed	20/24pts	PMS Cool Gray 11
5	INTERIOR HEADLINE	ITC Franklin Gothic Std Bk Condensed	35/42pts	Blue Gradient
6	BODY CONTENT	ITC Franklin Gothic Std Bk Condensed	9.5/14pts	PMS Cool Gray 11
7	CONTENT SUBHEAD	ITC Franklin Gothic Std Md Condensed	8/9.6pts	PMS 200
8	OPTIONAL CALLOUT	ITC Franklin Gothic Std Bk Condensed	11/13pts	Blue Gradient



Front Page



Interior Page

GRIDS & SPACING (INTERIOR PAGES)

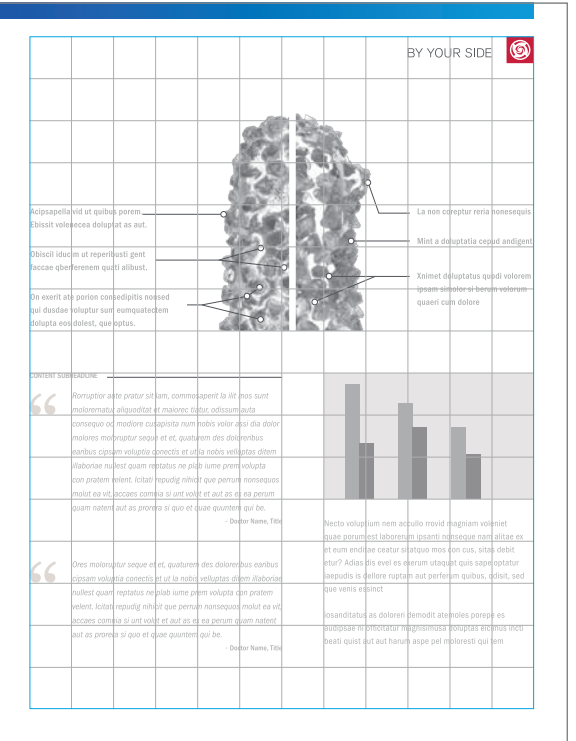
The product literature system is based on a **12 x 16 Modular Grid**

A **1:2 Image-to-Content Column Ratio** is recommended for the first interior page of the application. The modular grid system allows for more flexible column structures on subsequent pages of the application based on image and content needs.

A column structure is not required on the second interior page as image and content is limited.



1:2 Image-to-Content Column Ratio
First Interior Page



Flexible Column Structure
Second Interior Page

Product Literature (Multiple Sheets)

IMAGE & CONTENT AREAS

Understanding where image and content are placed within the composition is an integral part of the overall design system. This ensures vital components, such as the logo and product title, can be recognized easily by viewers.

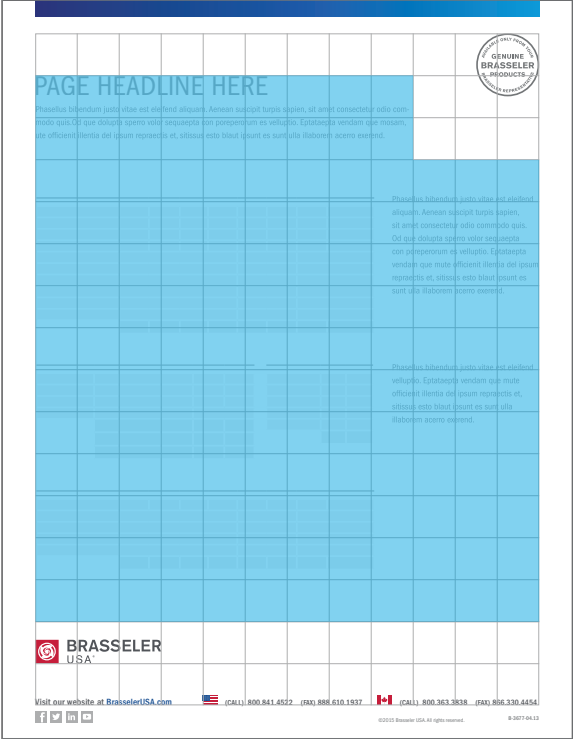
The areas are marked in blue and should follow the grid system outlined in the following section.

Do not place image and content outside of the defined space.

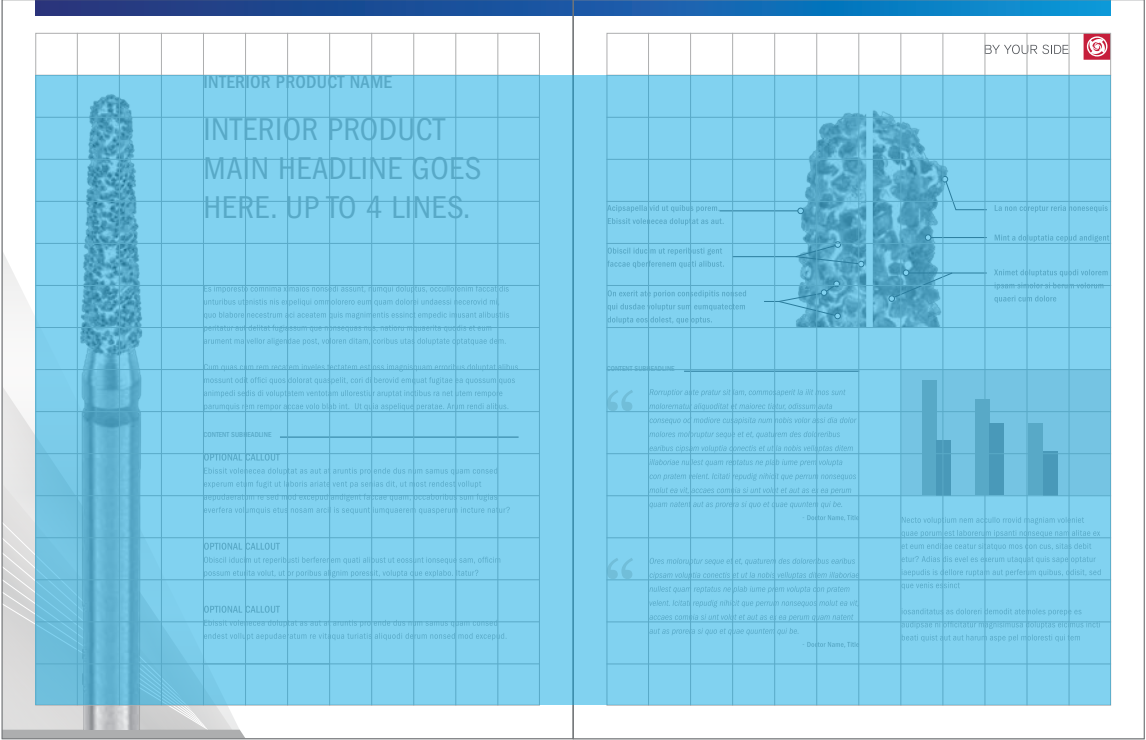
EXCEPTION:
Product images on the cover and first interior page may extend past the defined space.



Front Page



Back Page



Interior Page

BRAND SUPPORT

Kerry Connelly, Director of Marketing

One Brasseler Boulevard, Savannah, GA 31319

kerryconnelly@BrasselerUSA.com

800.841.4522 x 5012

Eric Bray, Media Supervisor

One Brasseler Boulevard, Savannah, GA 31419

ericbray@BrasselerUSA.com

800.841.4522 x 5060

BrasselerUSA.COM

BRASSELER USA® DENTAL

One Brasseler Boulevard, Savannah, GA 31419

Toll-Free: 1.800.841.4522

Fax: 1.888.610.1937

BRASSELER CANADA®

230-4500 Henri-Bourassa, Québec, QC G1H 3A5

Toll-Free: 800.363.3838

Fax: 866.330.4454

BRASSELER USA® MEDICAL

One Brasseler Boulevard, Savannah, GA 31419

Toll-Free: 1.800.535.6638

Fax: 1.912.921.7578

