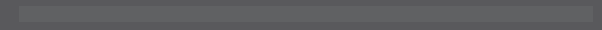




NOVA



WO

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**CARING, COMFORTABLE AND PROFESSIONAL.**

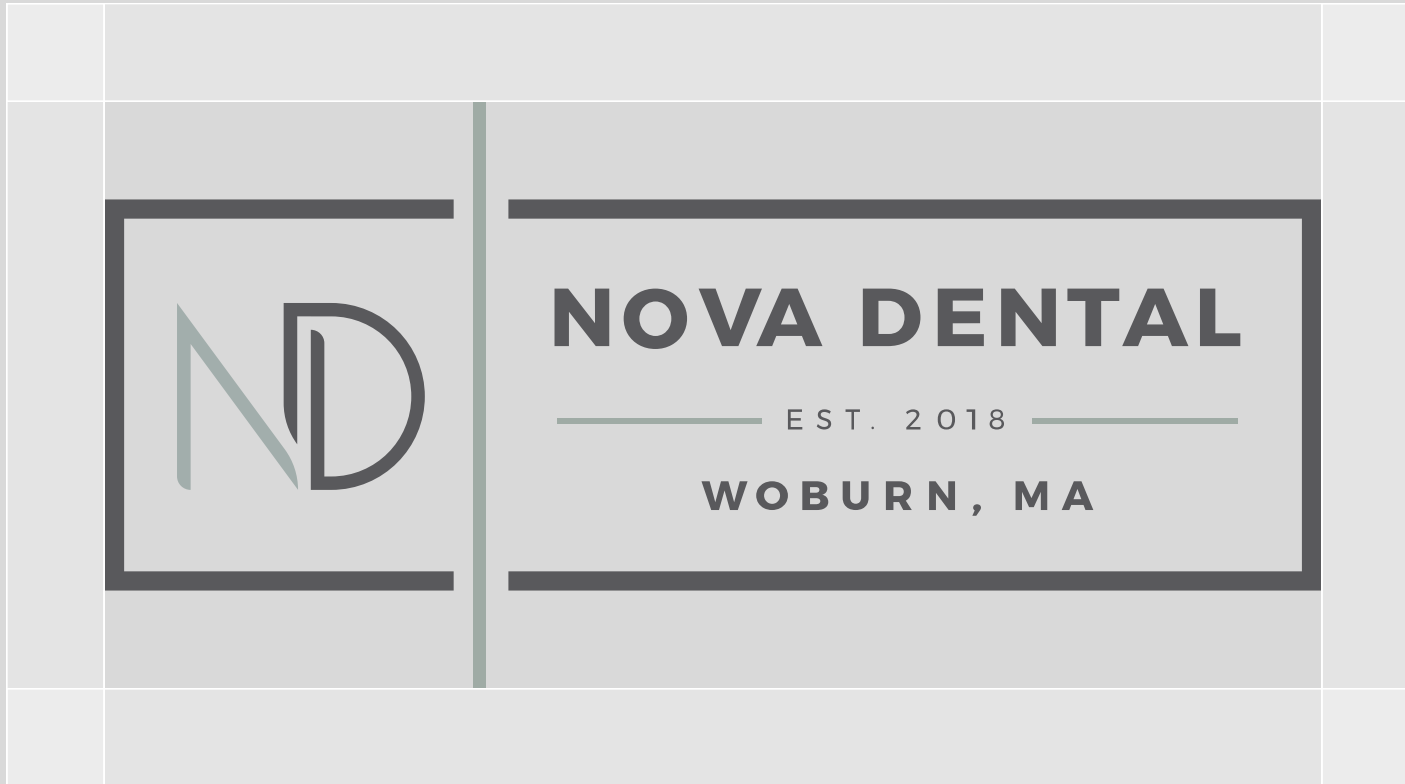
**You talk. We listen.**

Dr. Guldalian and the team at Nova Dental are proud to serve the Woburn community with modern, patient-centered dental care. That means we'll always take the time to listen to your needs and work with you to develop a personalized treatment plan that fits your goals and your budget.

You and your family deserve the best, and our team of friendly experts is here to help.

---

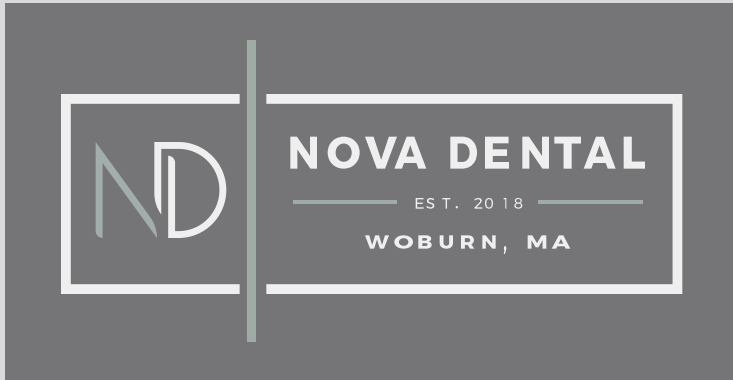
## PRIMARY LOGO

CLEAR  
SPACE

The **primary logo** should always be used, so long as the design is not compromised (if so, use an alternate logo or wordmark). Do not alter the primary logo by changing colors, moving elements, or stretching beyond the original ratio.

**Clear space** is defined by the extending green line outside the grey bounding box in the logo. It exists around the logo to ensure legibility and impact. Make sure no other elements encroach on this buffer.

## SECONDARY LOGO



Use the **light logo** on dark backgrounds where the original logo's grey would be indecipherable.



The **icon only** mark can be used in instances where the main brand has already been introduced, such as office swag or web icons, or for more decorative purposes.

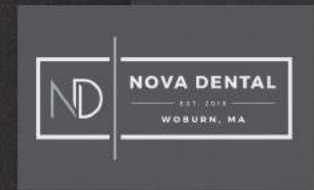
# NOVA DENTAL

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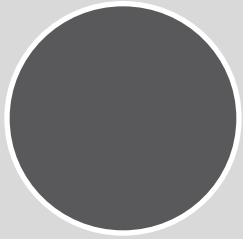
WOBURN, MA

The **wordmark** is simply the text of the primary logo. Use the wordmark in instances where the primary logo's illustration would be compromised, such as a low-resolution image or a very small print design. Use the dark or light version depending on the background.





## COLOR PALETTE

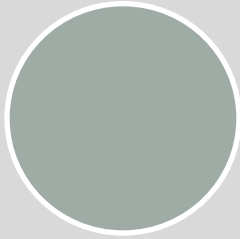
**NOVA GREY**

#59595C

R: 89 G: 89 B: 92

C: 3 M: 3 Y: 0 K: 64

PMS: COOL GREY 11 C

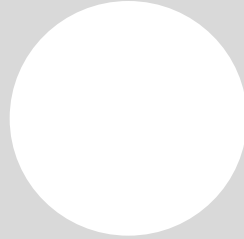
**SAGE**

#9FABA5

R: 159 G: 171 B: 165

C: 67 M: 0 Y: 4 K: 33

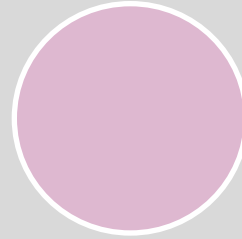
PMS: 442 C

**WHITE**

#FFFFFF

R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

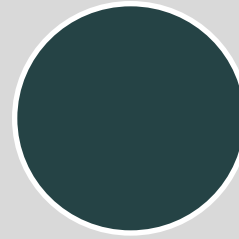
**LILAC**

#DEB8D0

R: 222 G: 184 B: 208

C: 0 M: 17 Y: 6 K: 13

PMS: 671 C

**LAKE**

#254345

R: 37 G: 67 B: 69

C: 46 M: 3 Y: 0 K: 73

PMS: 432 C

**Color** compliments, builds, and personalizes a logo, without dictating the full design. Use these colors individually or in harmony.

The full black or full white logos can be used against any of the primary colors as a background.

## FONTS

# Montserrat

**semibold**

abcdefghijklmnopqrstuvwxyz

1234567890

Use **Montserrat Semibold** for primary headings in print and web.

# Montserrat

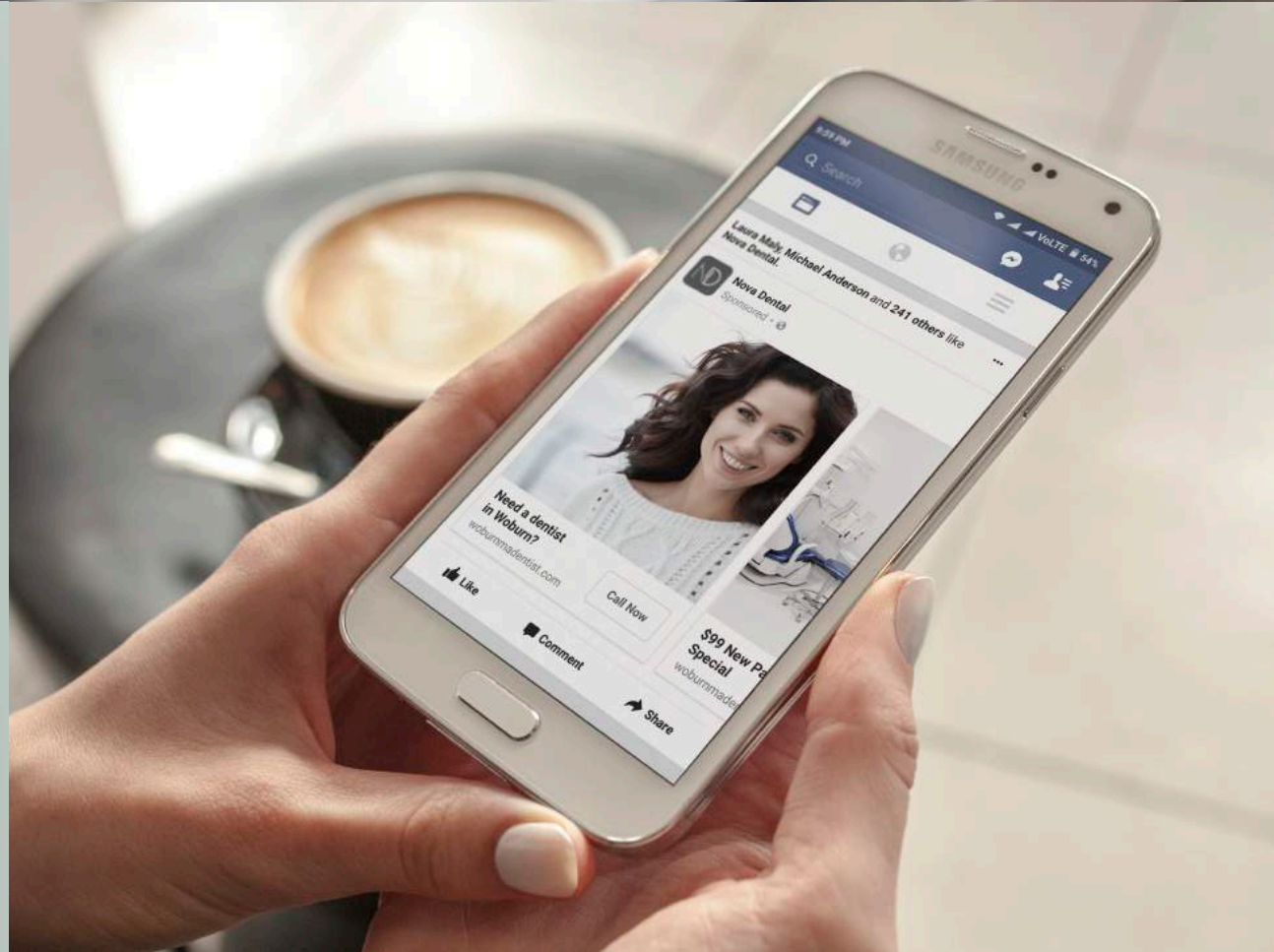
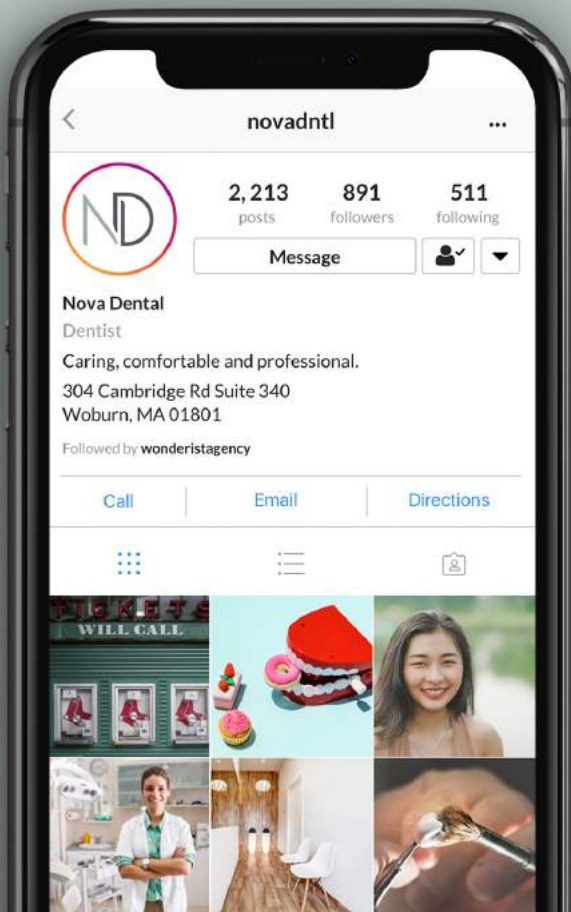
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Use **Montserrat Light** for subheadings, body text, and all other typographic needs. Use Montserrat Light in situations where Montserrat Semibold would be distracting.





## TAGLINE

# Caring, comfortable and professional.



The **tagline** serves as a brand's catchphrase. If desired, use it in conjunction with the logo when the design serves as an educational piece, such as a website, brochure, or direct mailer.

When presented with the logo, the tagline should be written in Montserrat Light. When included in web or print copy, the tagline should match the paragraph style. Always put a period at the end of the tagline.

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