

ORTHOFX

**Brand Guidelines**

November 2018

# Contents

## Elements of Brand Design

03 Logo Mark

04 Typography

05 Color Palette

06 Graphic Elements

## Example Executions

07 Print

08 Social

09 Website

*NOTE: All photography shown in this document is placeholder only.  
Photography must be licensed appropriately before publishing.*



## Logo Mark

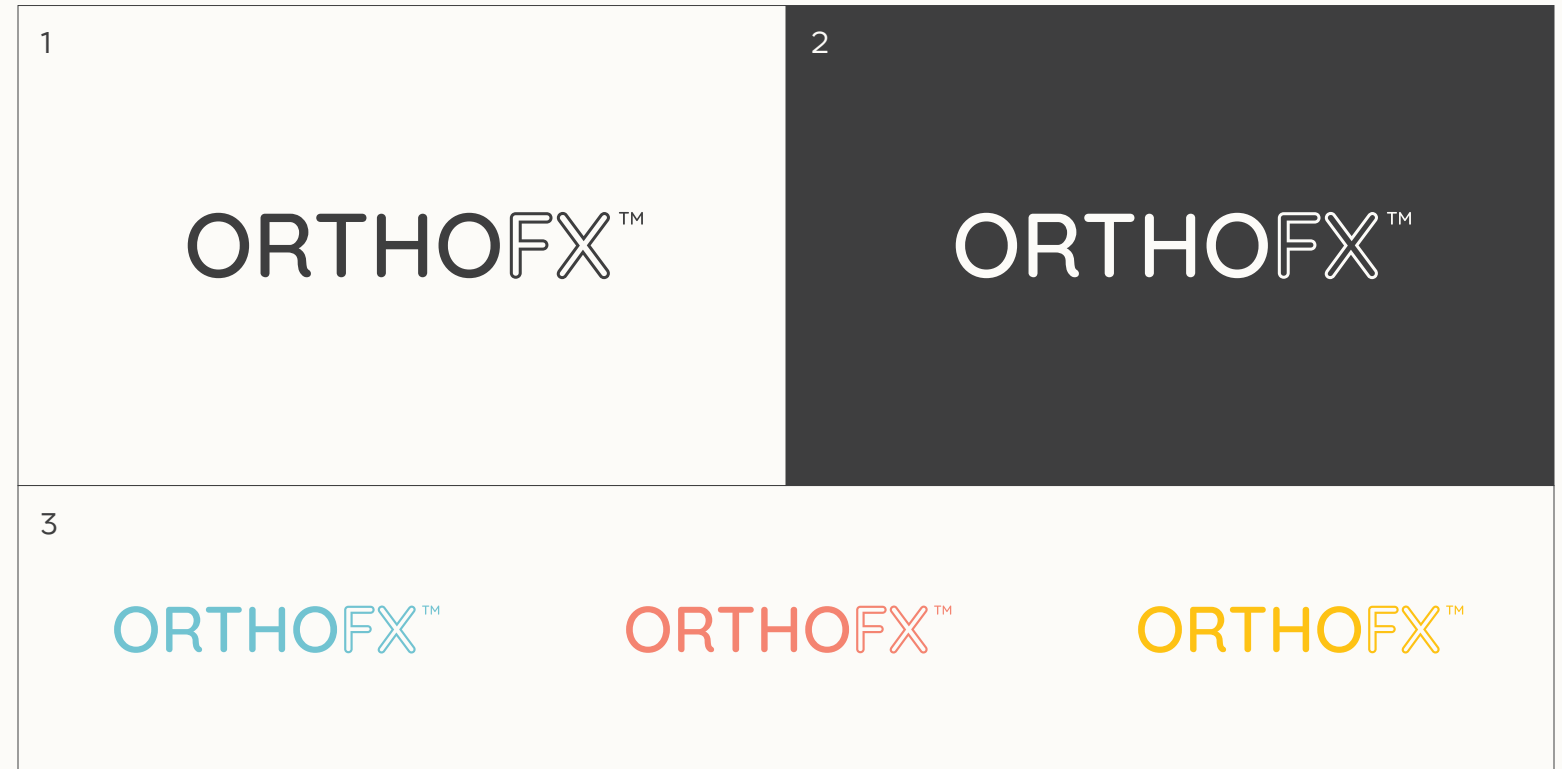
The OrthoFX logo mark is simple and straightforward. When using the mark, please consider the following guidelines:

### DO

1. Use the mark in slate grey on white backgrounds.
2. Use the mark in white on a dark or solid color background.
3. Sparingly use the mark in one of the approved brand colors on white backgrounds.

### DO NOT

4. Stretch, condense, or warp the logo in any way.
5. Use the mark in slate grey on solid color backgrounds.
6. Use the mark in any color outside of the approved brand color palette.



## Logo + Tagline

In any case where the brand tagline and logo are both present, use this approved lockup.

**ORTHOFX™**  
**Always up front.**

## Color Palette

|  |  |   |
|--|--|---|
| <p><b>Teal</b></p> <p>CMYK 52.05.16.00<br/>RGB 116.195.209<br/>HEX #74c2d1<br/>Pantone 630C</p>                | <p><b>Coral</b></p> <p>CMYK 00.60.51.00<br/>RGB 244.132.114<br/>HEX #f48471<br/>Pantone 486C</p>         | <p><b>Gold</b></p> <p>CMYK 00.25.100.00<br/>RGB 255.194.14<br/>HEX #fec112<br/>Pantone 123C</p> |
| <p><b>Tooth</b></p> <p>CMYK 00.00.02.01<br/>RGB 251.251.245<br/>HEX #fbfaf5<br/>Pantone Cool Gray 1C (15%)</p> | <p><b>Slate</b></p> <p>CMYK 00.00.00.90<br/>RGB 65.64.66<br/>HEX #404042<br/>Pantone Black 7 C (90%)</p> |   |

## Typography

### Headlines: Recoleta Bold

- Leading: Auto
- Kerning: Optical
- Tracking: 5pt

### Subheads: Halcyon SemiBold

- Leading: Wide
- Kerning: Optical
- Tracking: Opt

### Body Copy: Halcyon Regular

- Leading: Wide
- Kerning: Optical
- Tracking: Opt

**Headlines are in  
Recoleta Bold.  
It is friendly, classy,  
and fashionable.**

**Subheads and other important information are in Halcyon SemiBold.  
You can also use this typeface for listing product proof points.**

Body copy is in Halcyon Regular. It is legible and approachable. Make sure body copy is small in size and the lines are widely spaced, for an elegant appearance. Ovidunto tessit ad et et veremquo optatis volest, officid qui as vellaut aborenim sum este nos atem. Nam quis culpa dolorryum es ex endiciet vel ium lautemp oribeat laut vollab iurerunt voluptae verum, officae ped molesequia nam excerspeli imus sum qui cusdand ucient aut ut ut lam fugia audam vid este officieni quodit.

## Graphic Accents

The OrthoFX brand is tied together with a graphic combination of dotted lines and rectangles. The clean lines and organized layout of these elements represent precision and technology, while the use of color and the customization of the pattern communicate a modern, approachable attitude.

---

**They say a  
great smile is  
priceless.  
We say it  
costs \$3950.**

---

Face-to-face doctor care.  
Clear-cut pricing.  
No fine print.  
Guaranteed results.

[orthofx.com](http://orthofx.com)

**ORTHOFX™**  
Always up front.





When creating a pattern of graphic elements, please consider the following guidelines:

- 1. Use a grid system.** The width and height of every element should be divisible by 5px (digital) or .125" (print).
- 2. Space accents evenly.** The space between individual elements should be divisible by 5px (digital) or .125" (print).
- 3. Dotted and solid lines are white.**
- 4. Rectangles are solid color.** Use colors from the approved brand palette, and vary the colors in each layout.
- 5. Use accents sparingly.** Maintain the elegance and focus of each layout by using graphic elements sparingly.
- 6. Align graphic accents across layouts.** In executions where both typography and imagery are present, use consistent alignment to keep things tidy. In this example, solid white lines are used in both the type and photography layouts.





# Print

---

**They say a  
great smile is  
priceless.  
We say it  
costs \$3950.**

---

Face-to-face doctor care.  
Clear-cut pricing.  
No fine print.  
Guaranteed results.

[orthofx.com](http://orthofx.com)

**ORTHOFX™**  
Always up front.




---

**No cheesy  
stock photos.  
No overblown  
promises.  
No kidding.**

---

Face-to-face doctor care.  
Clear-cut pricing.  
No fine print.  
Guaranteed results.

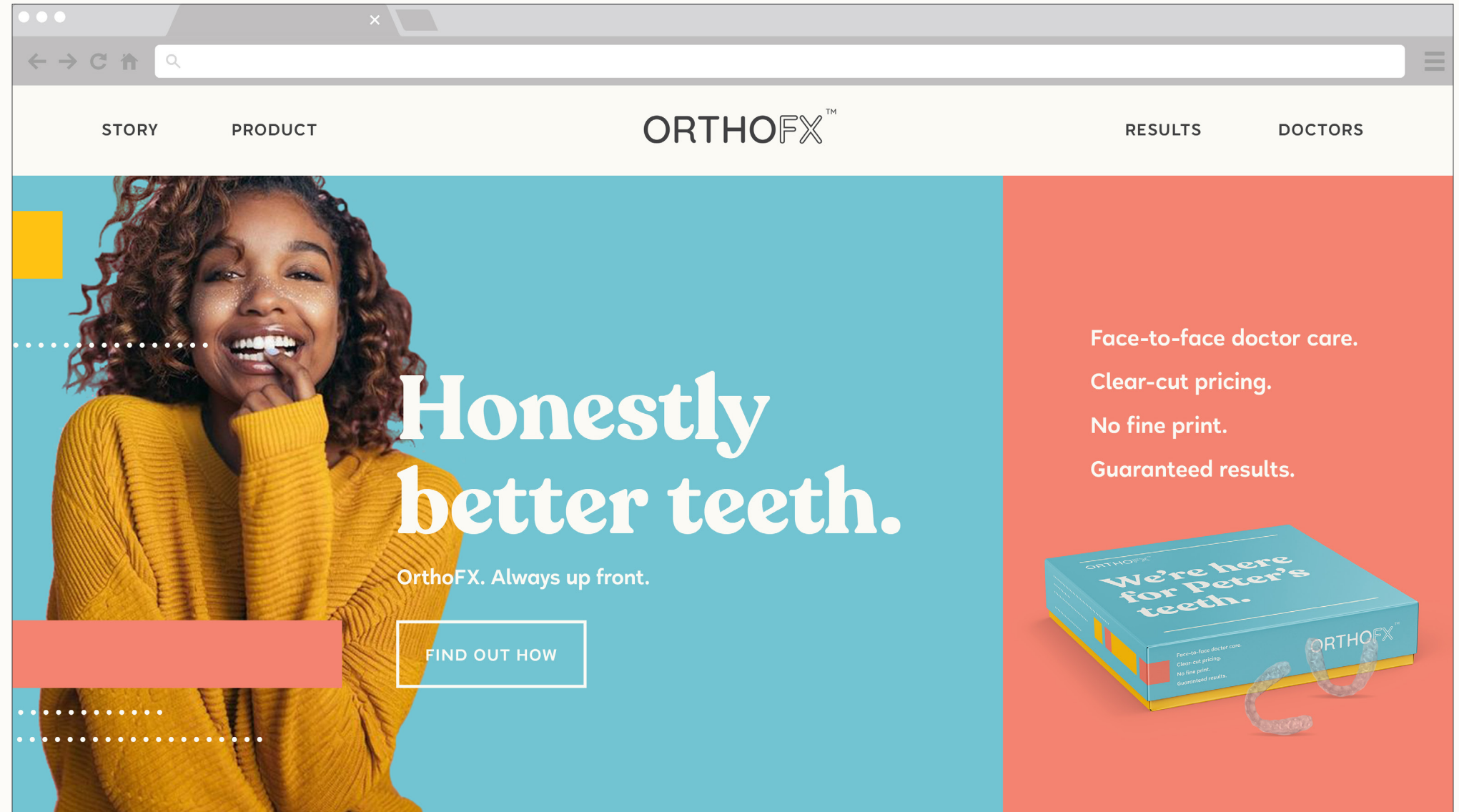
[orthofx.com](http://orthofx.com)

**ORTHOFX™**  
Always up front.

# Social



# Website



# Thank You

Questions?

Contact Andrea De Luca:

**[adeluca@orthofx.com](mailto:adeluca@orthofx.com)**