



The Smile Xperts

MULTI SPECIALITY DENTAL CLINIC
AND IMPLANT CENTRE

Brand Guidelines



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Introduction

Our brand is built on delivering predictable, long-lasting results in a comforting environment, making premium dental treatments accessible and reassuring for every individual who trusts us with their smile.

As a MULTI SPECIALITY DENTAL CLINIC AND IMPLANT CENTRE, we cover the full spectrum of oral health needs, from routine preventive care to complex restorative and cosmetic procedures.

Your journey to a perfect smile.



About Brand



The Smile Xperts

MULTI SPECIALITY DENTAL CLINIC
AND IMPLANT CENTRE

The Smile Xperts is dedicated to pioneering compassionate, high-quality dental care. We are committed to perfecting every patient's smile.



Established as a leading MULTI SPECIALITY DENTAL CLINIC AND IMPLANT CENTRE, we offer a comprehensive suite of dental services, ensuring that patients receive specialized, expert care under one roof. Our focus on Implants and multi-specialty treatment sets us apart, guaranteeing the highest standard of oral health and aesthetics.

01

Brand Mission



To deliver specialized, patient-centric care across all disciplines of dentistry, upholding the highest clinical standards in every procedure, from general check-ups to complex surgeries.



To embrace innovation in implantology and multi-specialty services, using cutting-edge technology to achieve long-lasting and aesthetically superior results for all patients.



To build lasting trust with every patient by providing transparent treatment plans, fostering open communication, and ensuring a comfortable, anxiety-free clinic experience.



Access to a multi-disciplinary team of specialists in one convenient location.



Advanced implant and restorative treatments for a permanent, confident smile.



A modern, supportive environment focused on comfort, clarity, and predictable outcomes.

Logo Instruction



Logo Variation

Logo Usage

02

Brand Logo



Logo Usage:

Primary Orientation: Use this horizontal format for most digital and print applications where space allows for a wider display.



Logo Usage:

Stacked Orientation: This stacked layout is reserved for small spaces, such as profile pictures or mobile headers, for maximum impact.

Primary & Secondary Colors

These are the core colors that define the professional and approachable nature of the brand.

Primary Color

Golden Confidence – Represents quality, excellence, and the value of a perfect smile.

Secondary Color

Deep Navy – Denotes professionalism, expertise, and the clinical trust of a specialty centre.

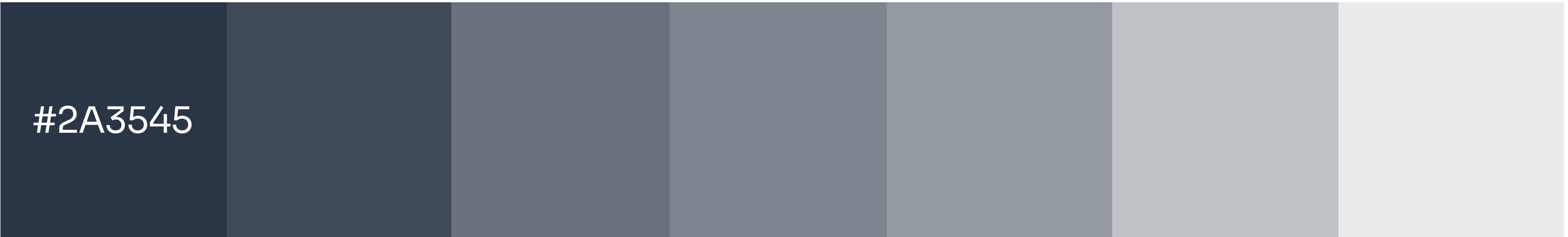
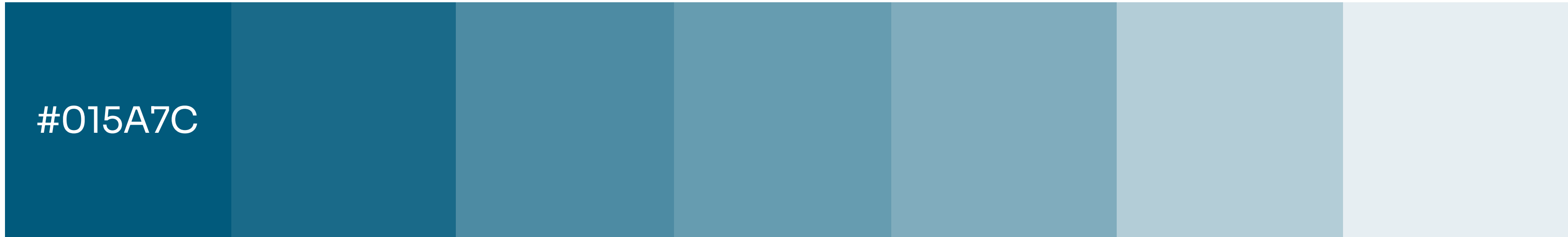
Color Usage

This guide demonstrates how to apply the brand colors to ensure maximum impact and legibility.



Color Combinations

These tones ensure visual consistency and high accessibility across all digital and print media.



Fonts Instruction

Primary Font

Secondary Font

04

Primary Fonts

AB ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Font Name: Sora

Sora is the main typeface for all headings and key marketing copy across the brand.

AB ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Secondary Fonts

ab abcdefghijklm
nopqrstuvwxyz

Font Name: Sora

Sora is also used for body text, ensuring a clean, modern, and highly legible patient experience.

ab abcdefghijklm
nopqrstuvwxyz

Stationary instruction

Business Card

Prescription Design

T-shirt Design

Pattern Design

03

Business Card

The business card is the first physical point of professional contact with patients and partners.

The card should utilize both primary and secondary colors as shown, ensuring all contact information is highly legible using the Sora typeface.



Prescription Design

The prescription design ensures brand consistency even in documentation provided to patients and pharmacies.

The brand logo and clinic name must be prominently placed at the top, and the contact footer should use the designated Navy and Gold colors.

Dr. John Doe

MULTI SPECIALITY DENTAL CLINIC
AND IMPLANT CENTRE



Patient Name : _____ Date: _____

Age: _____ Gender: _____

Diagnosis: _____

R_x

Signature

The Smile Xperts

MULTI SPECIALITY DENTAL CLINIC
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 Your Address

 +123 456 789 0

T-shirt Design

Staff uniforms must reflect professionalism while maintaining a friendly and approachable feel.

The secondary color (Navy) is mandatory for the main fabric, paired with the primary gold for contrast stitching and the Logo Icon on the breast pocket.

Size



Colors



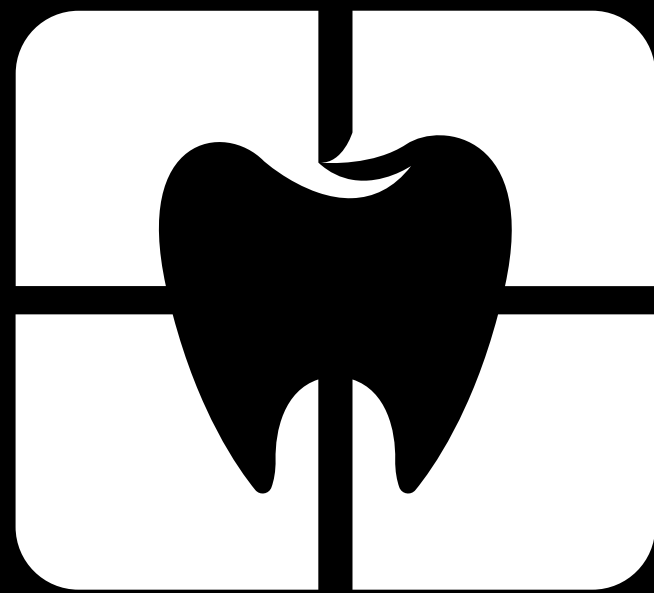


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A strong brand speaks in one
voice, no matter where it's heard.

Thank You



The Smile Xperts

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