



FROGNER TANNKLINIKK

BRAND GUIDELINES

by Snø



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This brand guideline serves as a reference for anyone working with our dental clinic’s brand materials. Inside, you’ll find guide-lines on how to utilize our core identity, logos, color schemes, compelling visuals, typography choices, iconography, guiding prin-ciples, and social media strategies. We’re committed to ensuring that every representation of our brand maintains a high standard.

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FROGNER TANNKLINIKK

BRAND GUIDELINES OVERVIEW

INTRODUCTION

GUIDELINES

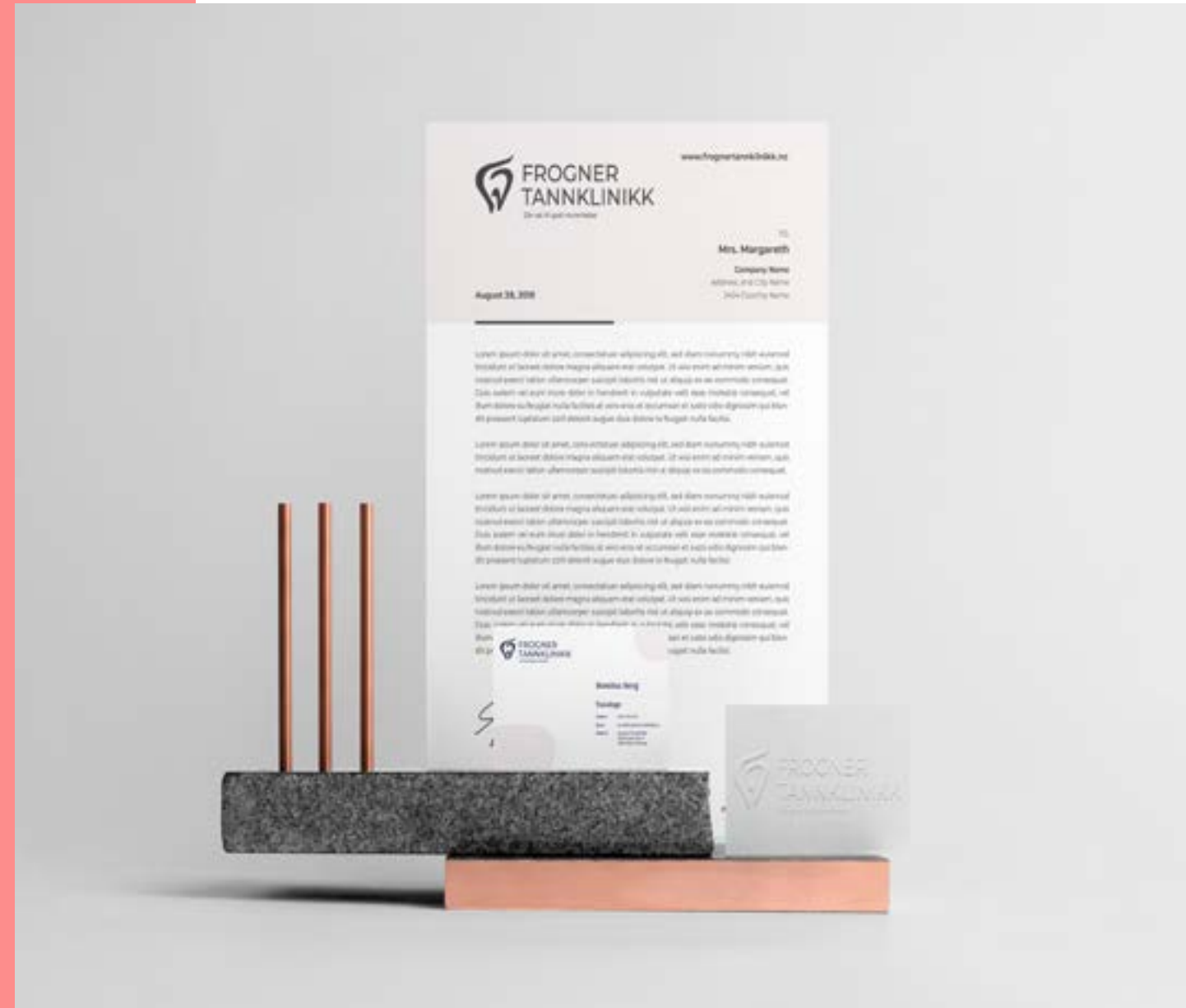


FROGNER
TANNKLINIKK

Din vei til god munnhelse

INTRO

Welcome to our brand guidelines, a comprehensive resource that defines and embodies the visual and communicative aspects of our brand identity. These guidelines serve as a roadmap to maintain consistency and clarity across all our brand materials, ensuring a unified and memorable brand experience for our audience. Our brand is more than just a logo and colors; it's a reflection of our values, mission, and commitment to delivering exceptional experiences. This document will provide you with the tools and knowledge necessary to effectively communicate our brand message and maintain a strong and coherent presence. Whether you're designing marketing materials, creating content, or representing our brand in any way, these guidelines are your go-to resource for aligning with our brand's essence and vision. We encourage you to explore and embrace these guidelines as we collectively strengthen and elevate our brand presence.





Frogner Tannklinikk

CORE BRAND ELEMENTS

GUIDELINES

WORDMARK

FROGNER
TANNKLINIKK

STRAPLINE

Din vei til god tannhelse

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+

LOGO



MONOGRAM



COLOR PALETTE



ABOUT OUR LOGO

After exploring several design concepts, we arrived at an updated version that seamlessly blends the timeless elements of our original logo with a modern twist. This approach allows us to preserve the essence of our brand identity while embracing contemporary aesthetics. As a dental clinic dedicated to creating a luxurious experience for our patients, our logo embodies the essence of sophistication and quality.



OUR WORDMARK

Our wordmark is the written representation of our brand's identity. It's the stylized version of our clinic's name, carefully designed to convey professionalism and excellence. Whether in print or digital media, consistency in font, spacing, and proportions is essential to maintain our wordmark's integrity. Detailed usage guidelines for our wordmark can be found on the rigth, ensuring that it consistent-

MASTER WORDMARK CONSTRUCTION & SAFE ZONE



Proportions: Do not alter the proportions or spacing of the letters in the wordmark. Maintain its original form.

Color: Use the specified color variations as outlined in the color section of this guide-line. Ensure that the wordmark is legible against the background.

Background: Ensure a clear and uncluttered background to maximize visibility and impact.

Minimum Size: When resizing the wordmark, adhere to the minimum size specified to guarantee legibility.

Clear Space: Allow for adequate clear space around the wordmark to prevent crowding. Refer to the clear space requirements for precise measurements.

Background Color: Avoid placing the wordmark on a background color that impairs its readability or diminishes its visual impact.

OUR MARK

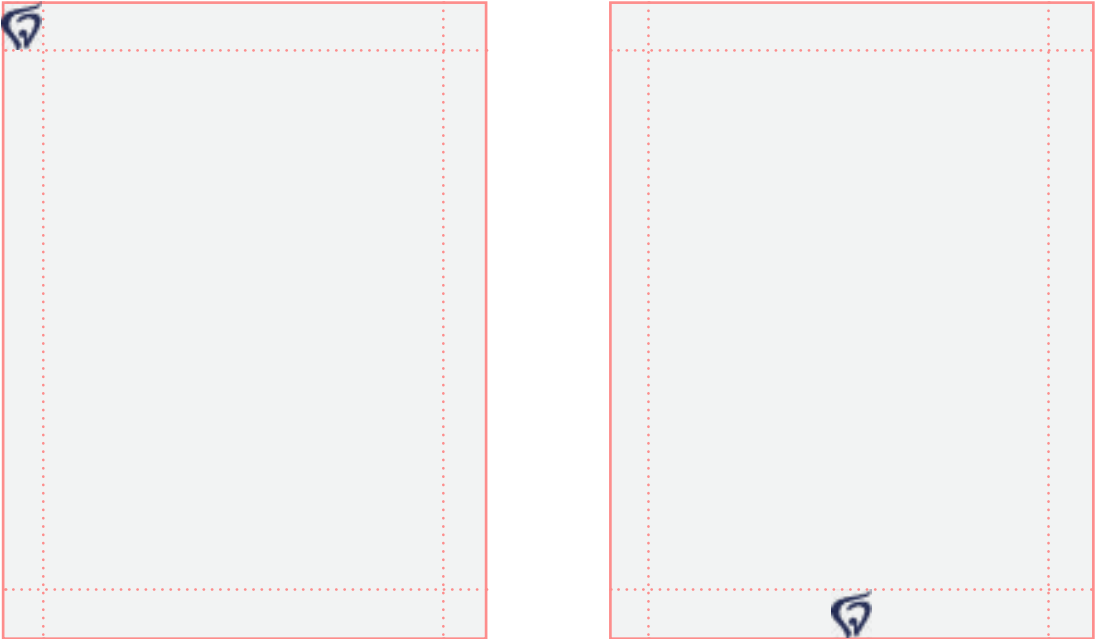
Unt ut ipitass equamus moluptat omnisquae-
cum quam facipid quiberc hilles eossimi,
acepern atempor atatectur, omnis minveli
quoditia debis volorep tatisti ditatur? Qui con-
sers pienis modiandebit laborestem raturior re
ra vendio voloribus nimus magnisimaio. Ribus
voluptat voluptaspero

MASTER MONOGRAM SAFE ZONE



Evente plitatem volecaest,
quiam, soles a sum facepu-
dandis rerrorem evelBus este
ponderfecrem conhilicioem
derfecris co

MONOGRAM ANCHORING



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Logo including strapline:



LOGOTYPE

Our logotype embodies our brand identity and should be used consistently across all communications. While the preferred presentation includes our complete logotype, we understand that size limitations may occasionally require a simplified version without a strapline. For larger formats or print materials, you have the flexibility to choose between using the logotype with or without the strapline, based on design preferences and available space. Please look at the provided guidelines for precise sizing, color options, and clear space requirements to ensure a uniform and professional representation of our brand.

Logo without strapline:

The logo should be used without a strapline up to 1000px/300px. After that, the logo can be used with or without a strapline.

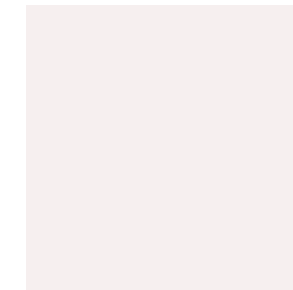




BRAND PALETTE

In our brand guideline, we emphasize the use of colors to maintain a consistent and appealing identity. Dark blue is our primary color for text, ensuring readability and professionalism. Light pink, reflecting our clinic's walls, serves as a background to create cohesion. Then we use a pinkish color we call Frogner Rosa, that finds its place as the color of icons and various graphics throughout our materials. The light green/pistachio color adds a sense of freshness and vitality to our visual expression. It can be used sparingly to introduce visual balance or as a background color for special elements.

FROGNER TANNKLINIKK BRAND IDENTITY



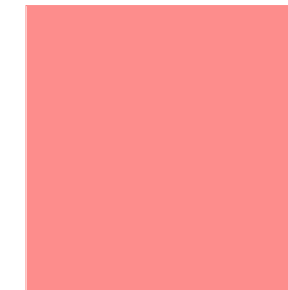
Frogner Lyse Rosa
R:246 G:239 B:239
C:4 M:5 Y:3 K:0
HEX: #f6efef



Frogner Grønn
R:201 G:229 B:209
C:21 M:0 Y:21 K:0
HEX: #c9e5d1



Frogner Blå
R:33 G:37 B:89
C:100 M:95 Y:34 K:28
HEX: #212559



Frogner Rosa
R:253 G:141 B:140
C:0 M:56 Y:33 K:0
HEX: #fd8d8c

Session-Based Colors:

For versatility and engagement in various sessions and events, we introduce dynamic session-based colors. These colors allow creative flexibility while staying connected to our core brand identity. During different sessions or events, you can use a unique color palette that complements our primary colors. Please ensure these colors align with our brand aesthetics to provide a cohesive experience for our audience. Detailed guidance can be found in the following sections.



Session-Based HEX:

SPRING
HEX: #e6324b
HEX: #ffb713
HEX: #f5e077

SUMMER
HEX: #83cade
HEX: #208bab
HEX: #e1b0c6

AUTUMN
HEX: #d5af29
HEX: #973d20
HEX: #36450e

WINTER
HEX: #c6197a
HEX: #006d72
HEX: #342486

MAIN TYPOGRAPHY

Our chosen typeface Lato, is the foundation of our brand’s visual identity. It should be consistently used for all official communications, such as marketing materials and websites. While alternative fonts may be used occasionally for

Lato Heavy

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

Lato 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

IF NOT AVAILABLE

In cases where our primary typeface Lato, is not available due to technical limitations or compatibility issues, it is still essential to try to maintain consistency in our brand’s communication. When the main typography is unavailable, we recommend using Open Sans as the preferred substitute.

Open Sans 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

Open Sans Ligth

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

WEIGHTS

Font weights play a significant role in our brand's visual identity. We primarily use the Lato typeface for its versatility and readability. When using Lato, choose from the following weights to convey different messages effectively:

HEAVY: For bold and impactful statements.

BOLD: Ideal for headings and emphasis.

MEDIUM: A balanced choice for subheadings.

REGULAR: The standard choice for body text.

LIGHT ITALIC: Use for subtle accents and italicized text.

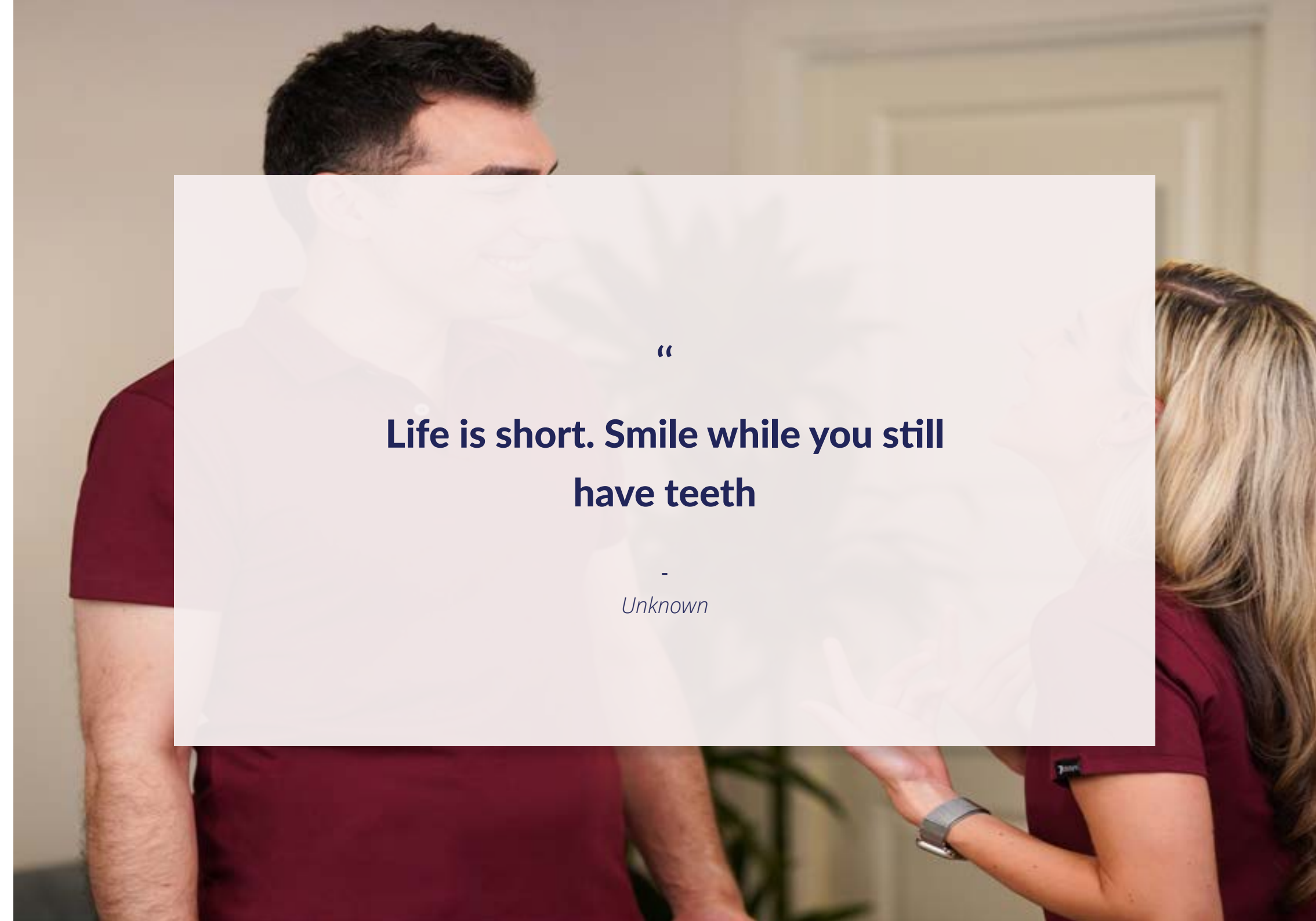
In instances where Lato is unavailable, we turn to Open Sans as an alternative.

Lato

HEAVY
BOLD
MEDIUM
REGULAR

Open Sans

REGULAR
LIGHT ITALIC



“
**Life is short. Smile while you still
have teeth**
-
Unknown

TYPE COLORS

Our brand's type colors are a fundamental element of our visual identity, influencing the tone and impact of our messaging. We have carefully selected a range of type colors to provide versatility and clarity in different contexts. When using type colors, refer to the examples below to understand how they can be effectively applied in various materials:



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tur? Quis idel ma dolorpo
ssequam dit evenimi nctati-
is aut facilit dolorep taqu-
untio quasim con evernat



Ur alicatempos magnihil-
iqui quuntur, id modis mo-
lupta eat aut quiam comnis
mintorem verorit, a volende
nturemq uibus,Consequiae.



Net ulparum corundior au-
tecum quissin est, quidem
fugitis dem qui to etusaec
eprobitaquo tem eos ace-
re perum quosa voluptatior

Type Color

For detailed usage examples and to see how these type colors can be applied, please consult the examples provided below.



**TITLE
HERE**



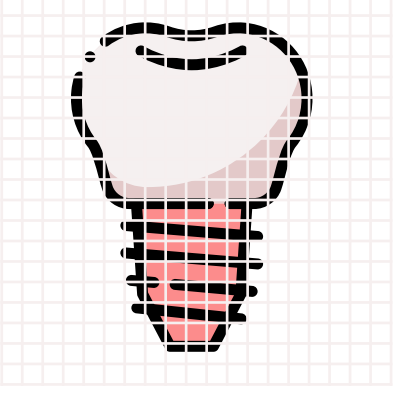
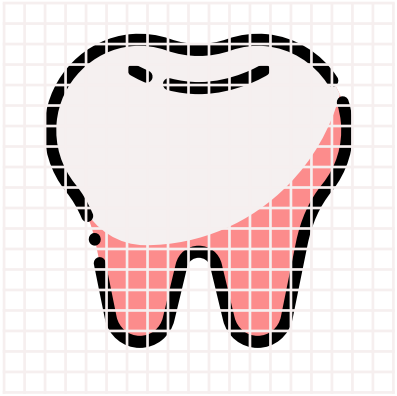
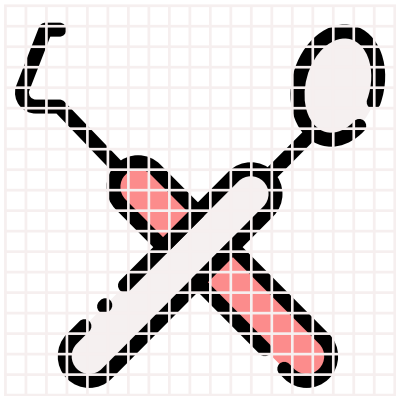
**TITLE
HERE**



**TITLE
HERE**

ICONOGRAPHY

We have curated a diverse set of dental icons, offering both multi-color and one-color options to suit various applications. Our multi-color icons are vibrant and dynamic, adding a pop of color to our messaging. For situations where simplicity and versatility are key, we offer one-color icons.



These icons can be easily integrated into a variety of materials, whether in print or digital, without compromising their impact.

MULTI COLOR ICONS



Tooth



Dentist Chair



Drill



Dental tools



Implant



Whitening



Braces



Fresh



Dental fillings



Bacteria



Toothbrush



Dental record



Broken tooth



Freezing



Medical



Mouthwash



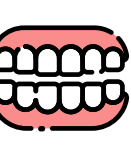
Tooth insurance



Cavity



Clinic



Denture



Molar



Extraction



Nerve



Toothache



Dentist



Scedule



Tartar plaque



Jaw



Orthodon-

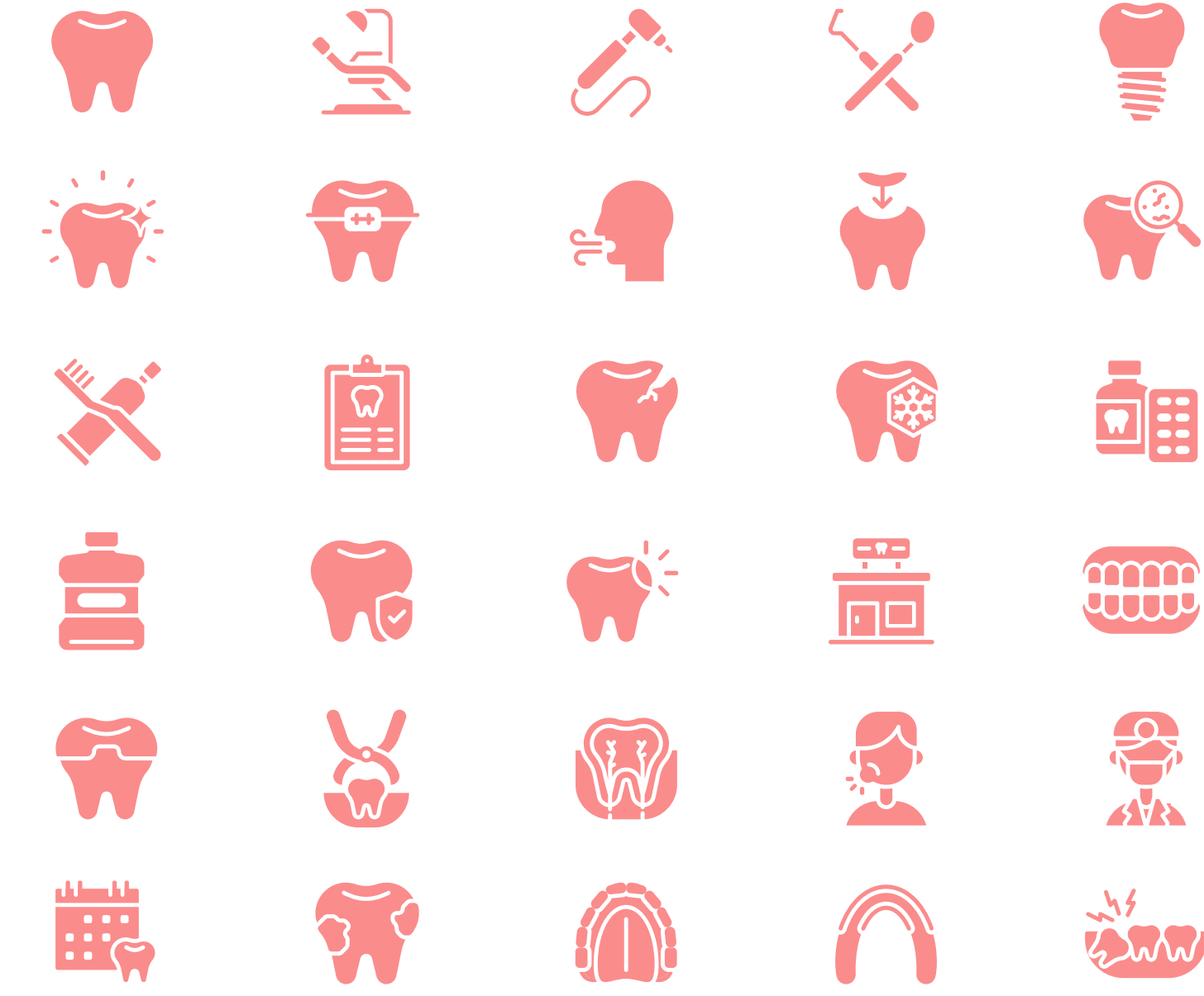


Wisdom teeth

ONE COLOR ICONS MAIN BLUE



ONE COLOR ICONS MAIN PINK



PRINCIPLES & VALUES

At the heart of our brand is a set of guiding principles and core values that define who we are and how we operate. These principles underpin our actions and decisions, shaping the way we interact with our patients, partners, and the community. They serve as the foundation of our brand identity, reinforcing our commitment to excellence and integrity.

Excellence

Striving for the Highest Standards

We are dedicated to providing the highest level of dental care. Our commitment ensures every interaction is marked by professionalism, precision, and quality.

Compassion

Caring with Empathy

Compassion is central to our practice. We approach each patient with empathy, prioritizing comfort and a supportive environment.

Innovation

Embracing Progress

We embrace cutting-edge technologies and stay updated, providing patients with the most effective and efficient dental care.

Community

Building Trust and Relationships

We value trust and community relationships. Our engagement strengthens connections and impacts beyond the clinic.

LETTERHEAD AND ENVELOPE

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ENVELOPE

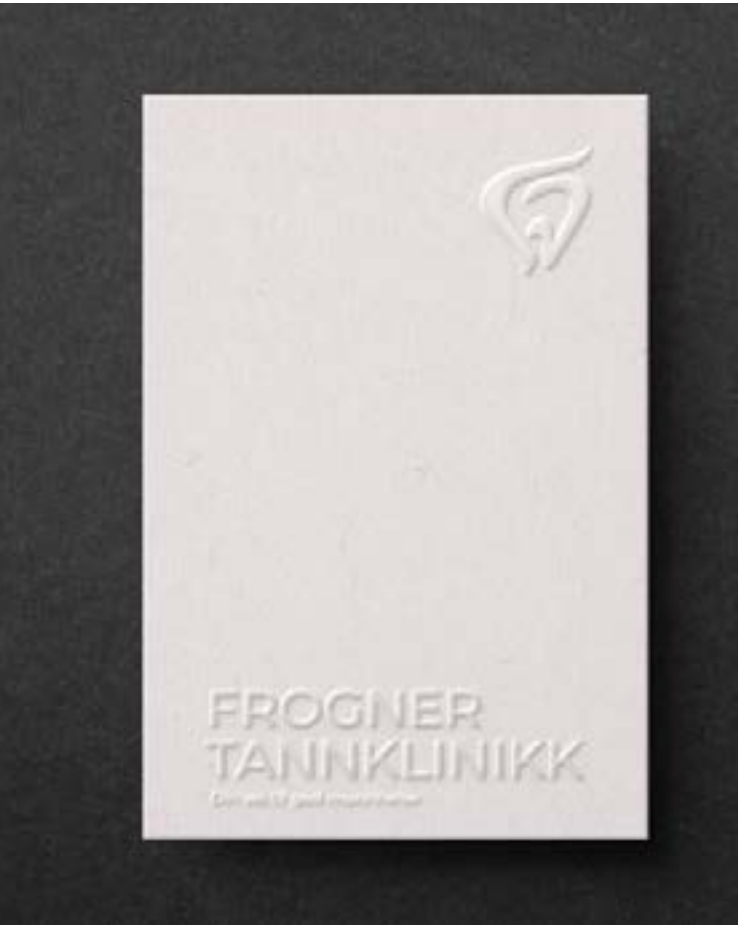
Envelope:

Ota veliquamus ditisqu untiumque di dolorehenis quasseniscia
doluptati acest eatem quae pa nosapit explit et ullam ipsant.
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bisque vium hostriocte pessentem rebus mus los acchui



BUSINESS CARDS

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INSTAGRAM ADS

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Vår:

Dusaperibus aliqu
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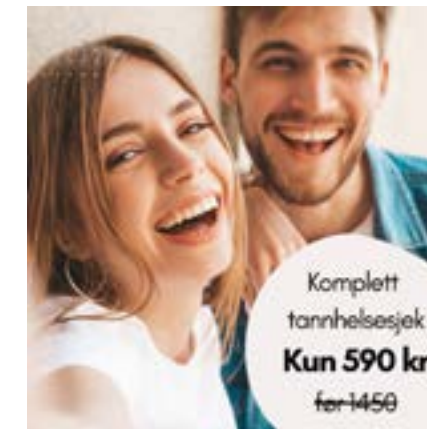


Sommer:

Quiam voluptaquia in
pa sequatur sed eos
volore sequidu ntures
quos vendamu santisciet

Generel:

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itat quament acesedi



Sommer:

Videbis destia volupta
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estionet volori doluptati
idelento maxim velitae

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