



Corporate Identity Standards

November 2012

Corporate Identity Standards

How Aalba Dent (AD) is perceived is in large measure the result of corporate image, public perception, and the totality of communications that shape the mind-set of our customers, colleagues, suppliers, or the community at large.

Corporate identity plays a pivotal role in contributing to the image of AD. It defines global graphics standards for the correct use of AD's logo, our company's most valuable trademark. The AD logo is a means of symbolizing and differentiating AD's identity in the market. Correct usage of the AD logo keeps its trademark position legally strong and creates long-term value to AD.

That is why your cooperation is so necessary to the successful implementation of this important corporate program. To assist you in this endeavor, this graphics standards manual has been prepared for your reference.

The manual discusses and illustrates the required standards for applying the corporate monogram and corporate signature. If, after consulting the manual, you require additional information, please do not hesitate to contact AD for approving all applications of the corporate monogram and signature.



Corporate Logo

The corporate logo shown at right is the foundation of Aalba Dent's graphic identity system. This distinctive symbol, designed to be easily recognized and remembered internationally, consists of two elements:

- Aalba Dent's monogram (shield) represents Aalba Dent's familiar name, and symbolizes AD's commitment to safety and the advancement of dental technology.
- The Aalba Dent logotype.

These two elements combine to form the AD corporate signature or logo.

The colors and proportions of the corporate signature and the monogram must not be altered. Consistent usage of the marks builds recognition.

In most cases, the AD corporate signature (monogram plus logotype) is the preferred usage of the logo. However, for certain applications, such as promotional items, international usages and signage, the AD monogram may be used by itself. The Aalba Dent logotype however should always appear together with the shield.

When applying the corporate logo, always use the reproduction artwork supplied by Aalba Dent. Do not redraw or in any way alter the artwork. All applications of the corporate logo and monogram must be approved by the Aalba Dent.



Monogram

AalbaDent

Logotype



Corporate Signature Logo

Unacceptable Configurations

Any deviation from the acceptable signature configurations—no matter how minor—can undermine our valued corporate identity and void legal protection of our registered trademarks. Therefore, no other configuration or any variation on the signature is permitted under any circumstances. Examples of such variations are demonstrated below. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate signature and monogram, use only the artwork supplied by AD. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

The monogram cannot appear on the left of the logotype.

The monogram cannot appear above or below the logotype.

PMS 877 or Black are the only text color that may be used with the shield monogram. If the background color requires that the logotype be white, then the monogram should be white as well.



Area of Isolation

Making sure that a reasonable amount of space surrounds the entire logo enhances the presentation of the AD corporate signature. This area, referred to as the area of isolation, must remain clear of all graphic imagery, edges, folds and other visual elements. The absolute area of isolation (as illustrated by the diagonal lines) is $\frac{1}{2}$ the height of the shield and extends from the outermost edges of the signature.



Minimum Sizes

The corporate logos should not be reproduced smaller than the minimum sizes listed to the right. The limitations of various media should be considered when placing the logo—newsprint, for example, will not hold tiny marks cleanly. The corporate monogram and signature must always appear crisp and clean.



Corporate Color

AD Grey, as shown, is designated as the official corporate color. This specific shade of grey is to be used as the preferred color treatment of the corporate signature.

AD Grey is equivalent to PMS 877 (metallic) If this color is not available the CMYK value may be substituted.

AD Blue is equivalent to PMS 7430C for coated stock applications or PMS 7460U for uncoated stock applications.

The logos may also be blind embossed or debossed into wood, metal or glass.



PMS 877

C = 0
M = 0
Y = 0
K = 40



PMS 7460

C = 100
M = 0
Y = 0
K = 5

Color Reproduction

The standards for color reproduction of the AD signature ensure quality and consistency in the presentation of our corporate identity, while allowing design flexibility for a wide range of applications.

To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors.

The acceptable color treatments of the corporate signature are demonstrated below. No other treatment is permitted.

Preferred: Monogram is AD Blue; logotype is grey.



Preferred: Monogram is AD Grey + Blue.



Black on white.



Color Reproduction

continued

Logos print black over a color of sufficiently light contrasting color.



Logos reverse to white from a background color of sufficiently dark contrasting value. The letters knock out of the white box, so the background color shows through.



Product Names

The failure of a company to adhere to trademark requirements can result in the forfeiture of our right to that mark. Inconsistent use of trademarks undermines AD's legal position to defend our brand if a competitor chooses to adopt it. On the right is a list of AD's product names with their appropriate trademarks.

VeraBond®
VeraBond® II
VeraBond® V
VeraBond® 2V
Continum® C
Continum® V
Comandium®
Comandium® II
NPG™
NPG+2™
VeraSoft®
VeraSoft® ES
Vera PDI™
Vera PDN®
Vera PDS®

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