

Brand Identity Guidelines



01

The Logo

Logotype



Positive Logotype

The preffered way to use the logotype on a white or light background.



Negative Logotype

The preferred way to use the logotype on a black or dark background.

When using the logotype in monochrome colour combinations, make sure there is enough contrast between logo and the background.





Biomimetic
Dentistry and
Smile Design

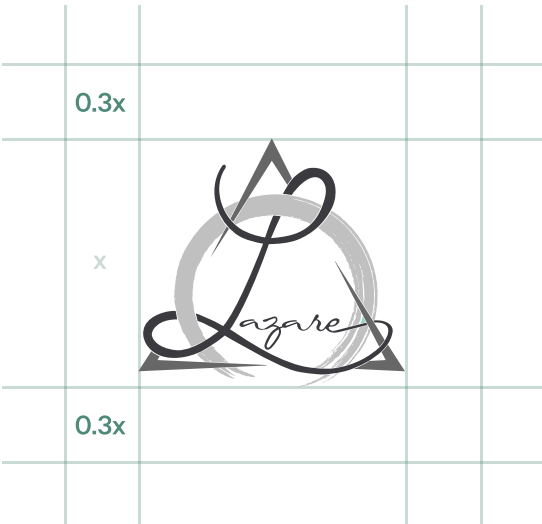
Logotype with Text



Biomimetic
Dentistry and
Smile Design

Exclusion zone

Maintaining the clear space zone between the logotype and other graphic elements ensures that the logo always appears unobstructed.



Minimum size

The minimum size of the logotype should measure no less than 7mm in height to establish a strong level of identification.

16 px 7 mm



48 px



72 px

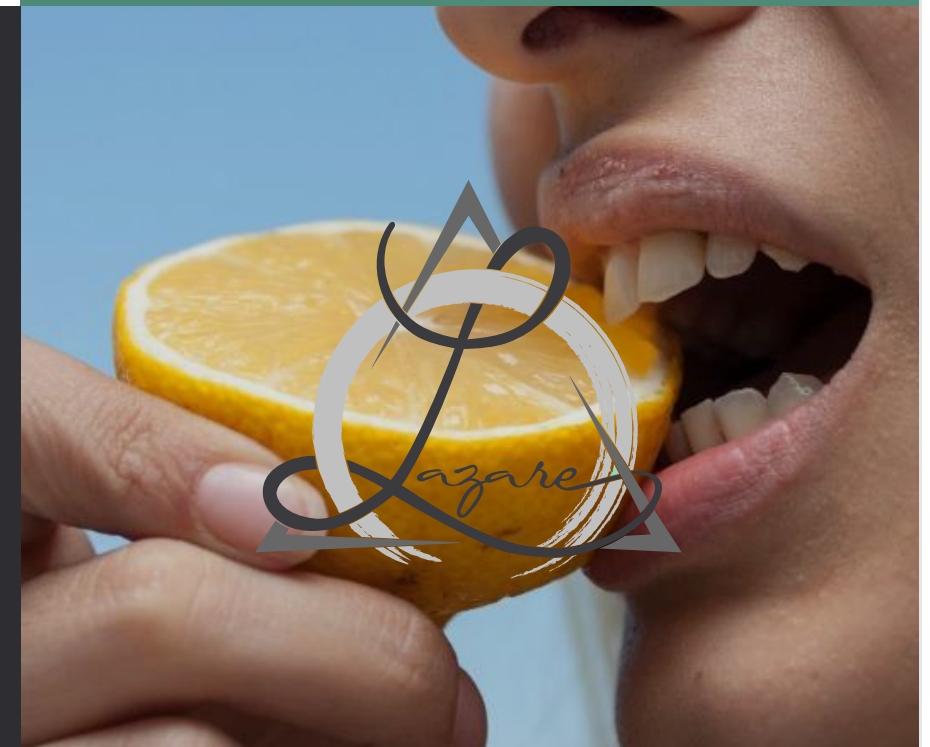




Logo abuse

Logo can't be used on very noisy backgrounds or the ones that don't have enough contrast and impairs the readability.

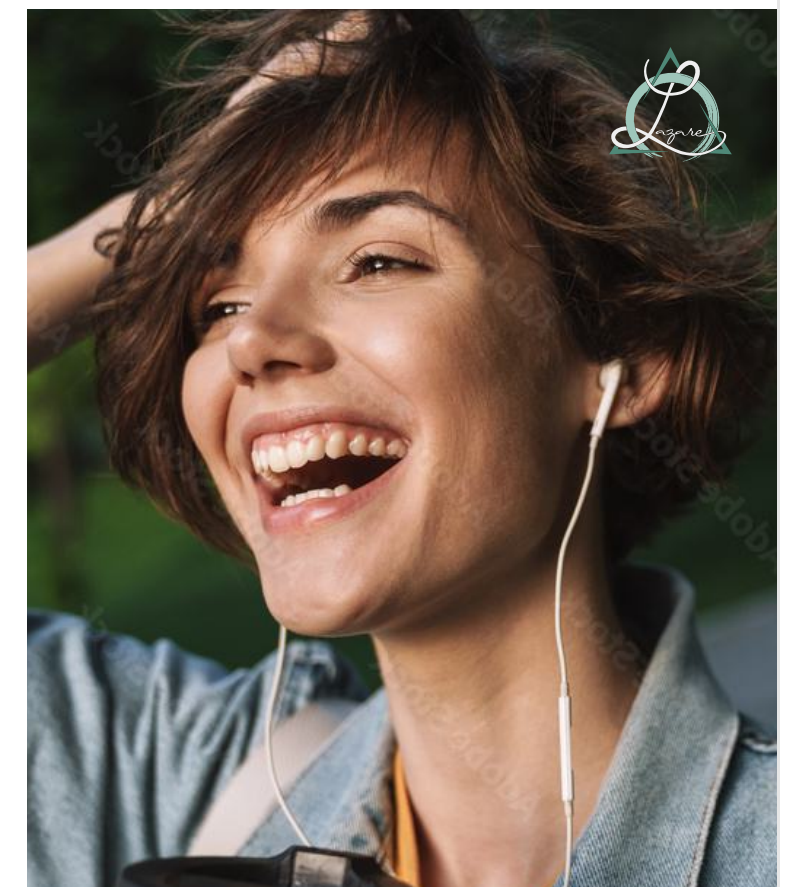
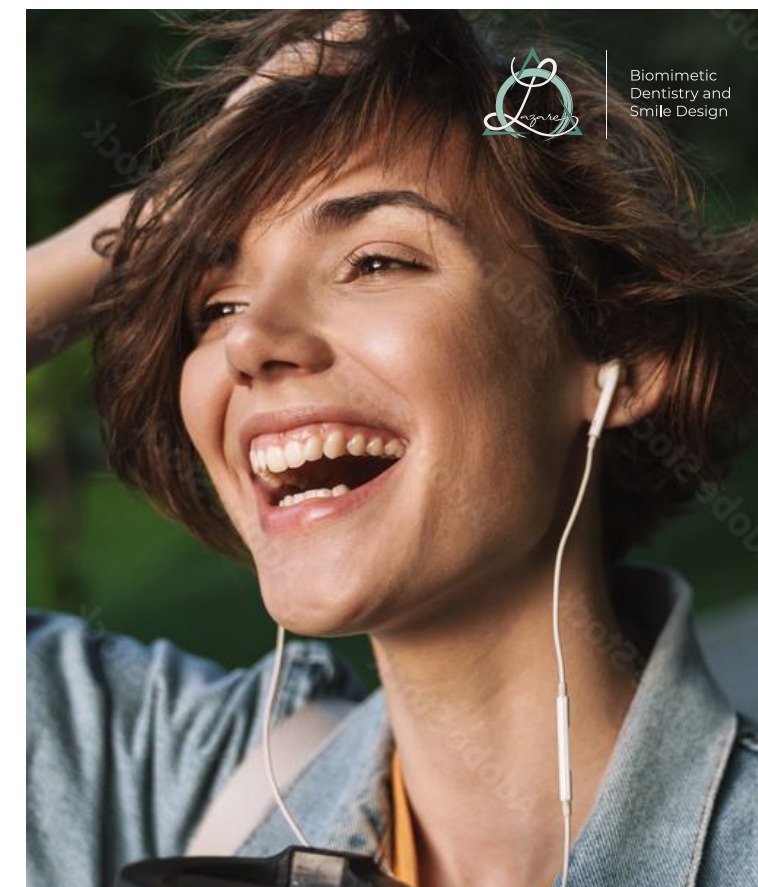
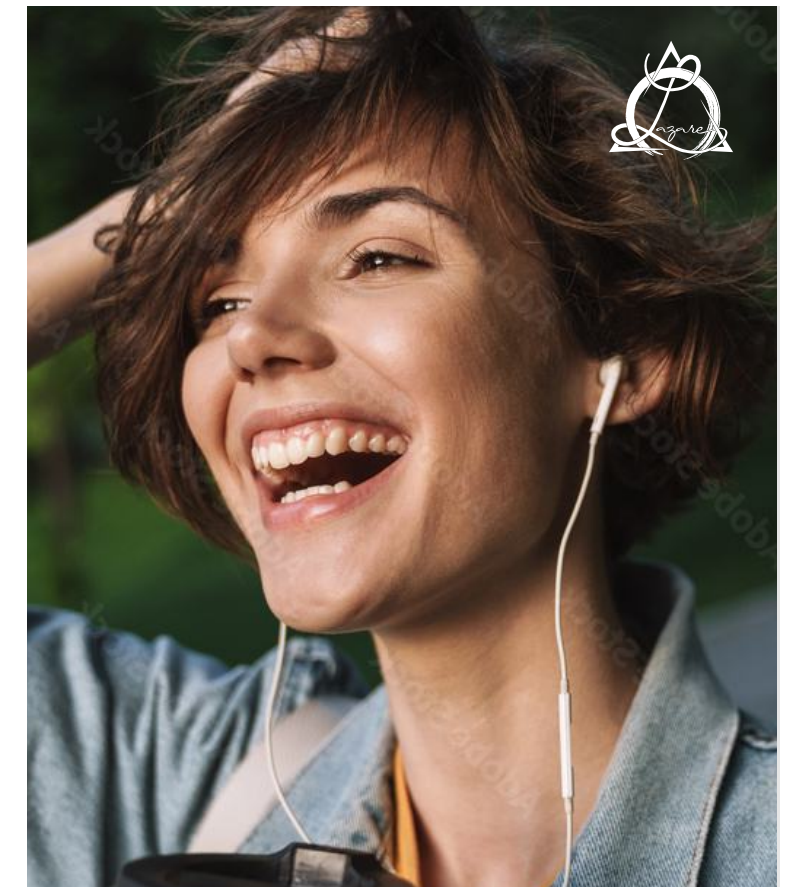
Proportions, composition of the logo cannot be changed as well as elements can't be removed.



Logo on the background

On noisy backgrounds, logo is placed in a rounded square or used a negative version of the logo.

Logo can't be used on very noisy backgrounds or the ones that don't have enough contrast and impairs the readability.



Color

White

hex #FFFFFF
rgb(255,255,255)
cmyk(0,0,0,0)
pantone bright white

Light green

hex #9EC6BA
rgb (158, 198, 186)
cmyk (16, 0, 5, 22)
pantone P 137-10 C

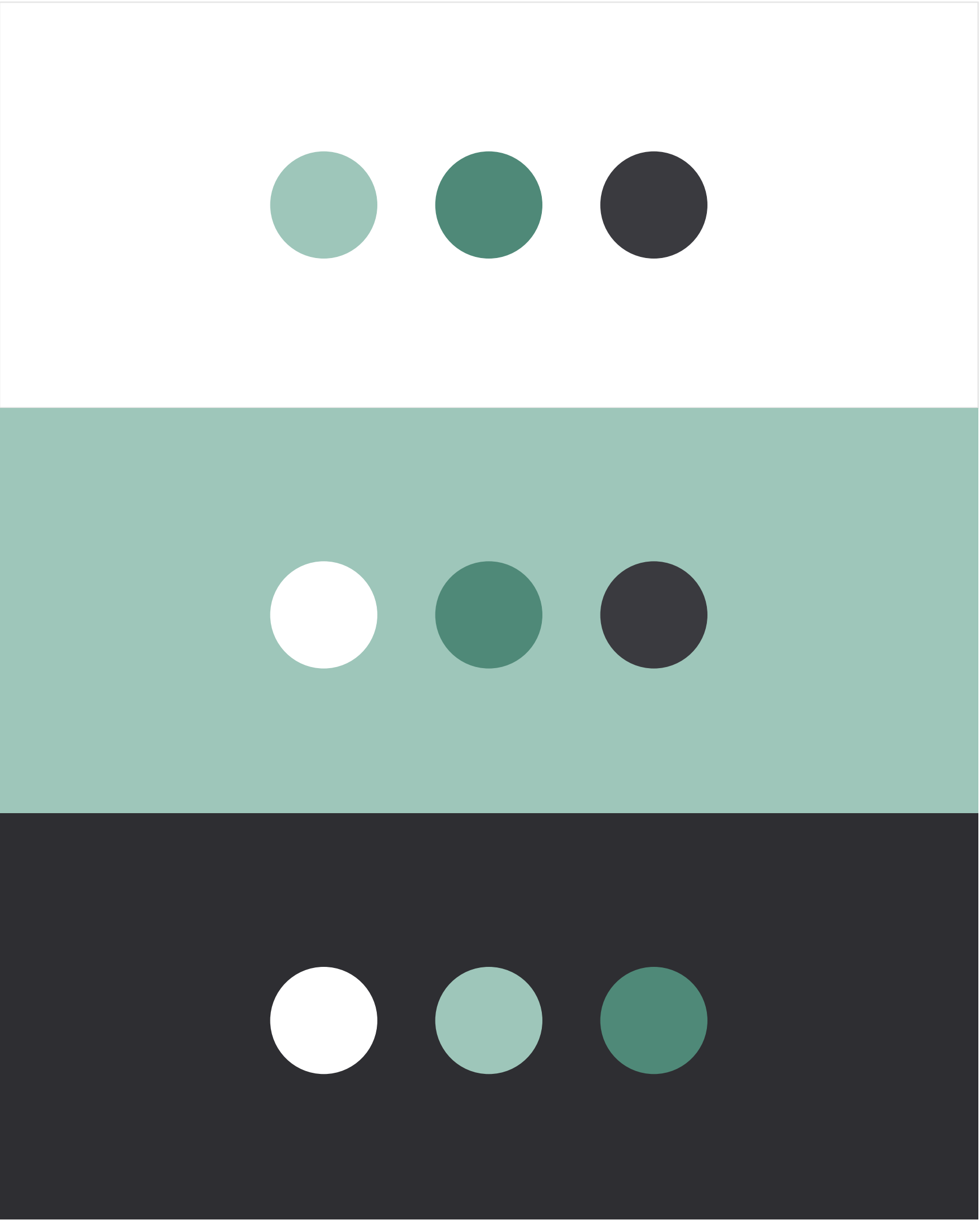
Dark green

hex #4F8978
rgb (79, 137, 120)
cmyk (23, 0, 7, 46)
pantone 625 C

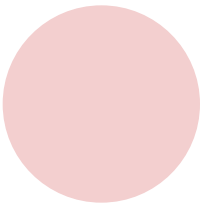
Grey

hex #3A3A3F
rgb (58, 58, 63)
cmyk (2, 2, 0, 75)
pantone P 172-16 C

Color combinations

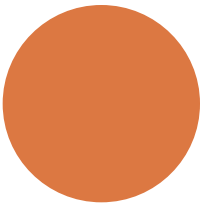


Secondary colors



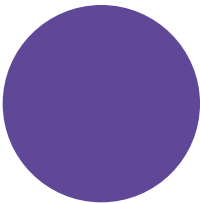
Pink

hex #F3CFCF
rgb(243, 207, 207)
cmyk(76, 41, 0, 25)
pantone 660 C



Orange

hex #DC7842
rgb(220, 120, 66)
cmyk(0, 18, 62, 33)
pantone 7407 C



Purple

hex #604798
rgb(96, 71, 152)
cmyk(0, 5, 9, 68)
pantone 7554 C

Typeface

Montserrat is chosen as a primary typeface for it’s timeless minimalistic shapes & stability matched together with rounded details, creating a minimal, but softer, more elegant look.

Montserrat

Aa

Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011. It was inspired by posters, signs and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighbourhood of Buenos Aires.

© ZkySky Type Foundry

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz 1234567890
!@£\$%^&*()

tr

Typestyles

TITLE
Montserrat
Medium
Tracking: 0.2
Leading: 1

Biomimetic dentistry and smile design

SUBTITLE
Montserrat
Medium
Tracking: 0.2
Leading: 1

We will deliver the exceptional
care that you deserve within
the most comfortable and
state-of-the-art surroundings.

PARAGRAPH
Montserrat
Medium
Tracking: 0.2
Leading: 1.4

Our dedicated and highly experienced team will
always do our best to go above and beyond for you
and our family. We will deliver the exceptional care
that you deserve within the most comfortable and
state-of-the-art surroundings.

Graphic elements

Graphic elements are used to highlight important details in this logic:

Single line element is used when text is a slogan.

Curved line elements are used when text is in a sentence.

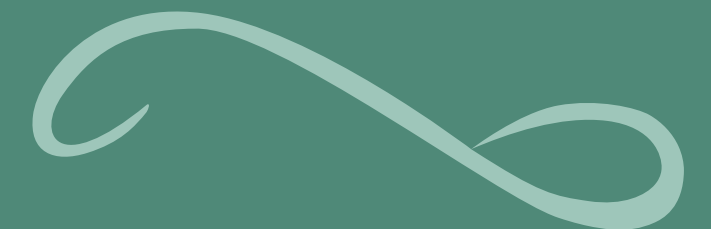
What's New in Your Mouth?



Example

MYTH BUSTER MONDAY:

No, sugar-free gum
isn't a substitute for
brushing!"



Example

Elevate your
dental care with
these expert tips!

Icons



biomimetic dentistry



general dentistry



cosmetic dentistry



preventative dentistry (cleanings, check-ups)



whitenings



emergencies

Brand Pattern

Fine version
Colour version 1



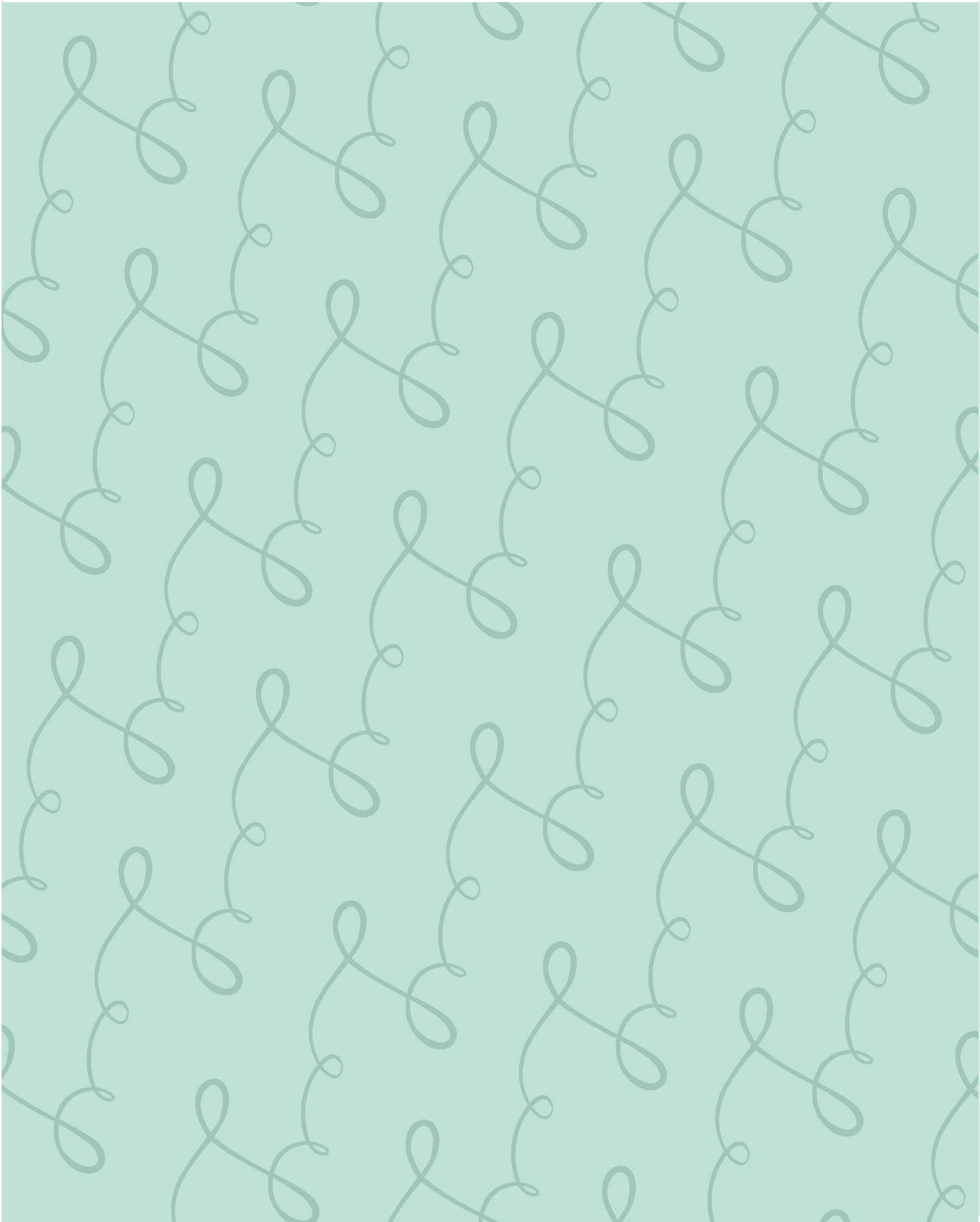
Brand Pattern

Big version
Colour version 1



Brand Pattern

Fine version 2
Colour version 1



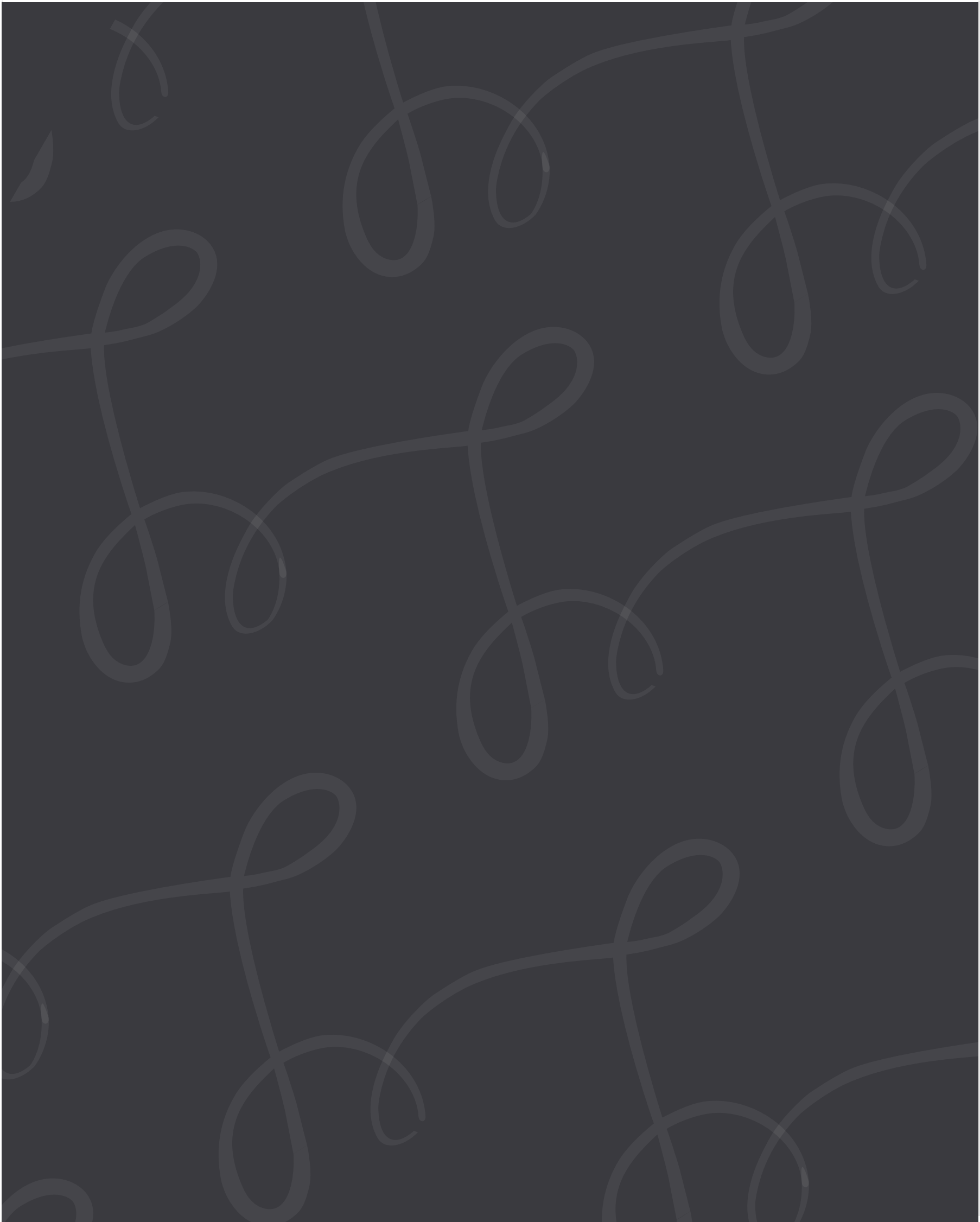
Brand Pattern

Fine version
Colour version 2



Brand Pattern

Big version
Colour version 2



Brand Pattern

Fine version
Colour version 3



Brand Pattern

Big version
Colour version 3



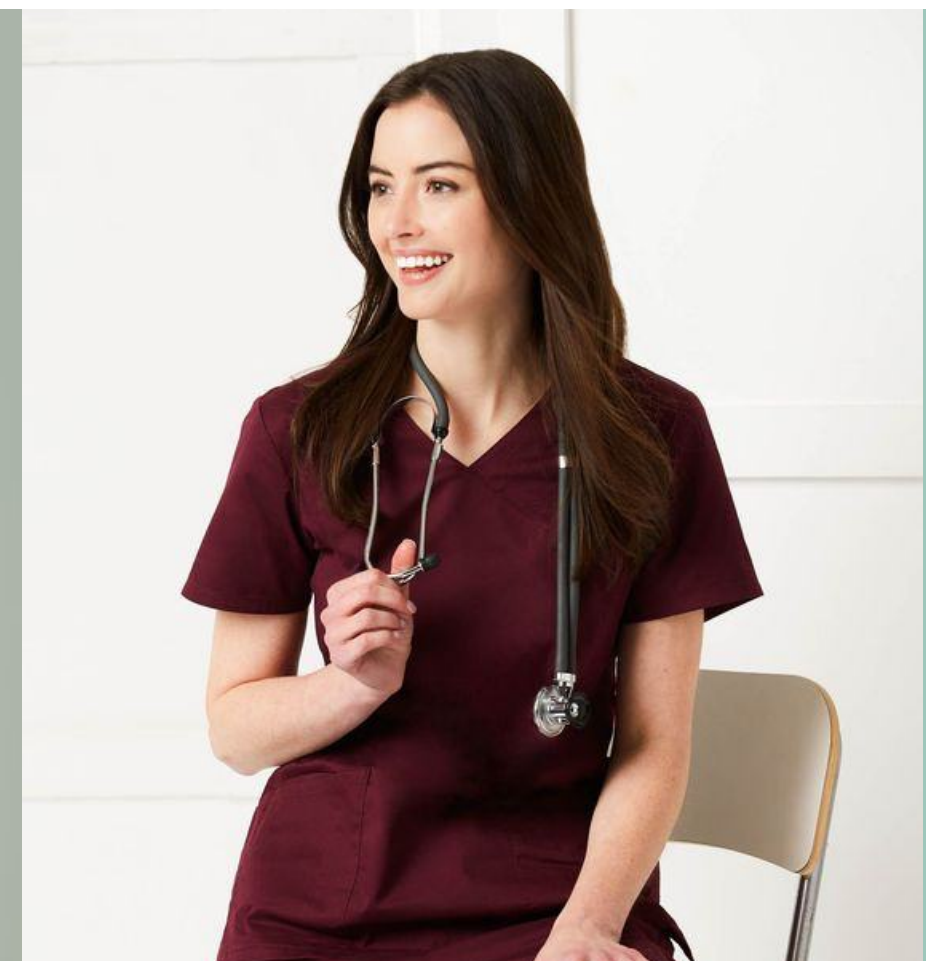
Photography people

- Light and warm photography style
- Focus on smiles, blurry background
- Big and natural smiles
- Nature, home or dentist chair background
- One colour clothes, preferably silk , or white stripy shirts



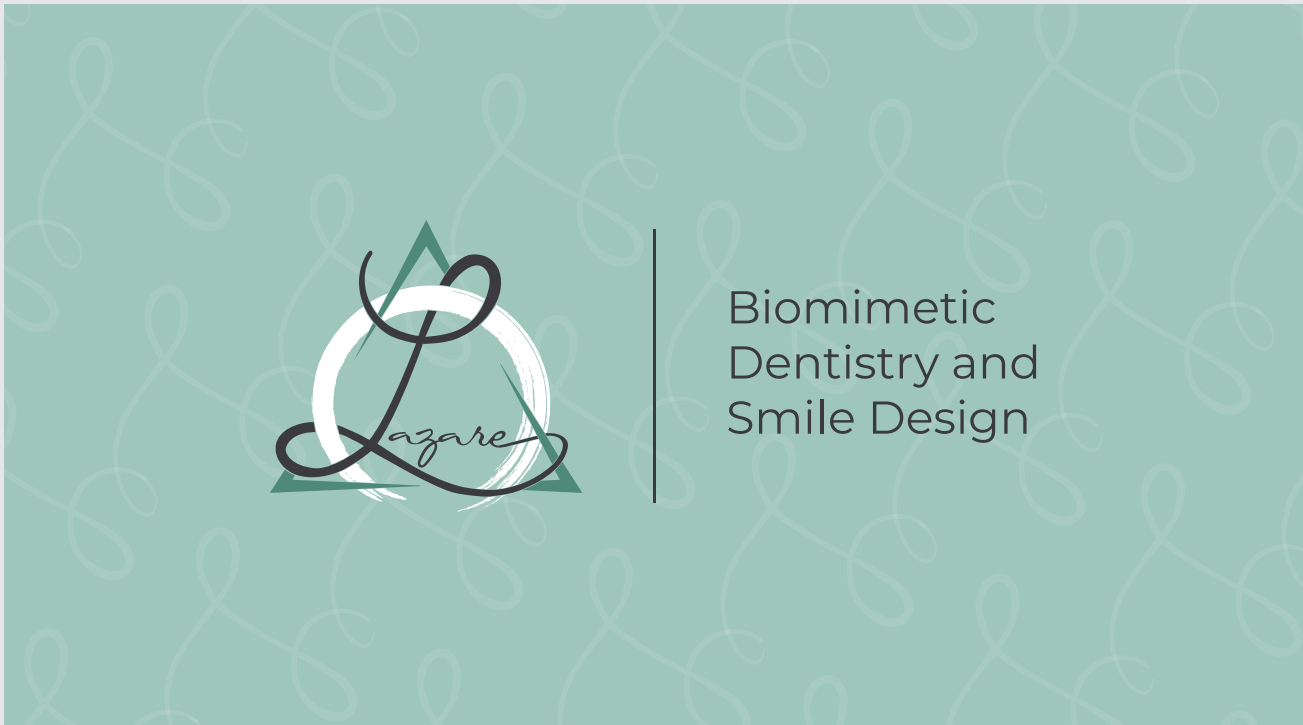
Team photoshoot v1

- Light green or white background, with relaxed poses
- Playful and funky poses
- Employees posing in different ways, looking at camera and away, using props



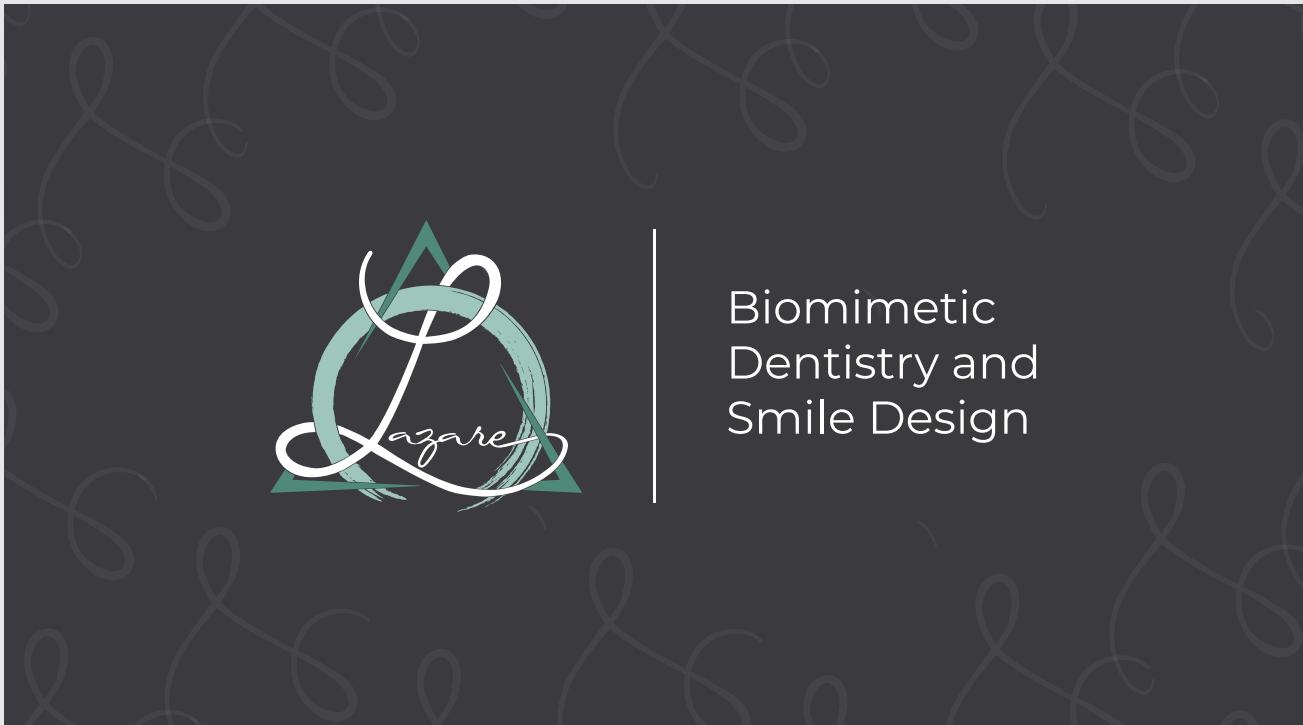
Business Card

Layout version 1



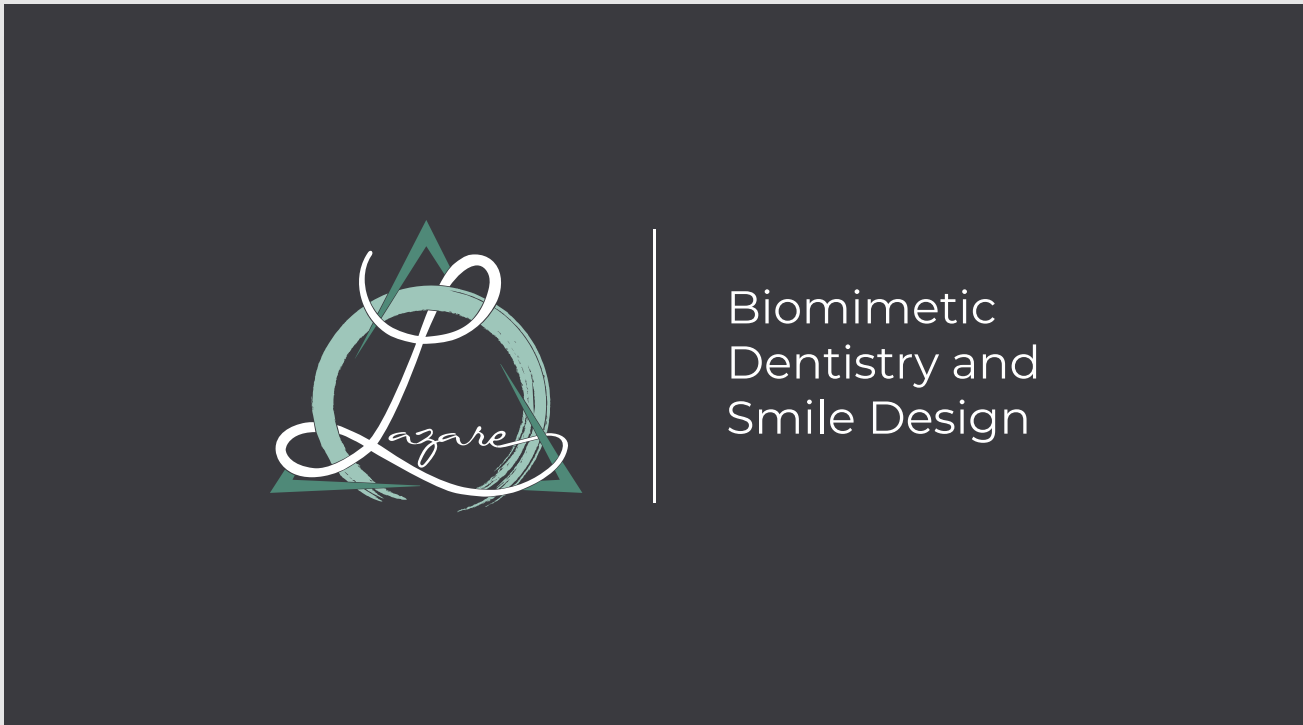
Business Card

Layout version 2



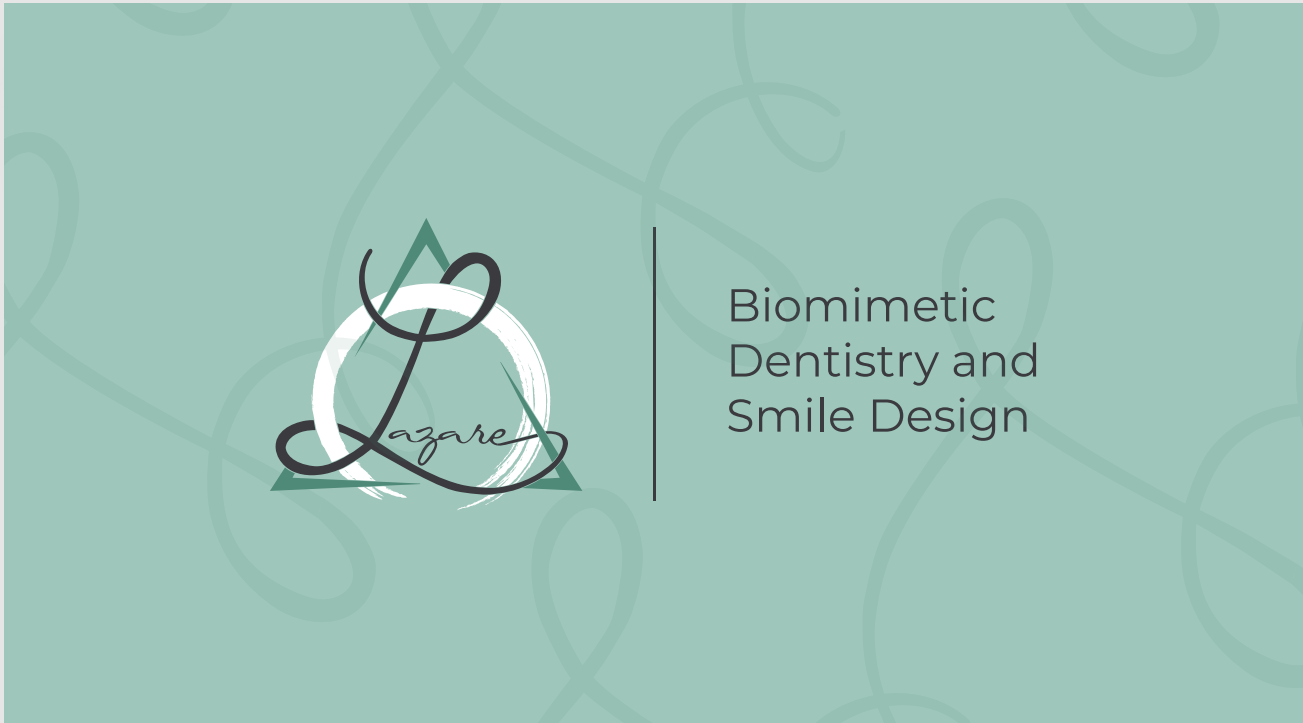
Business Card

Layout version 3



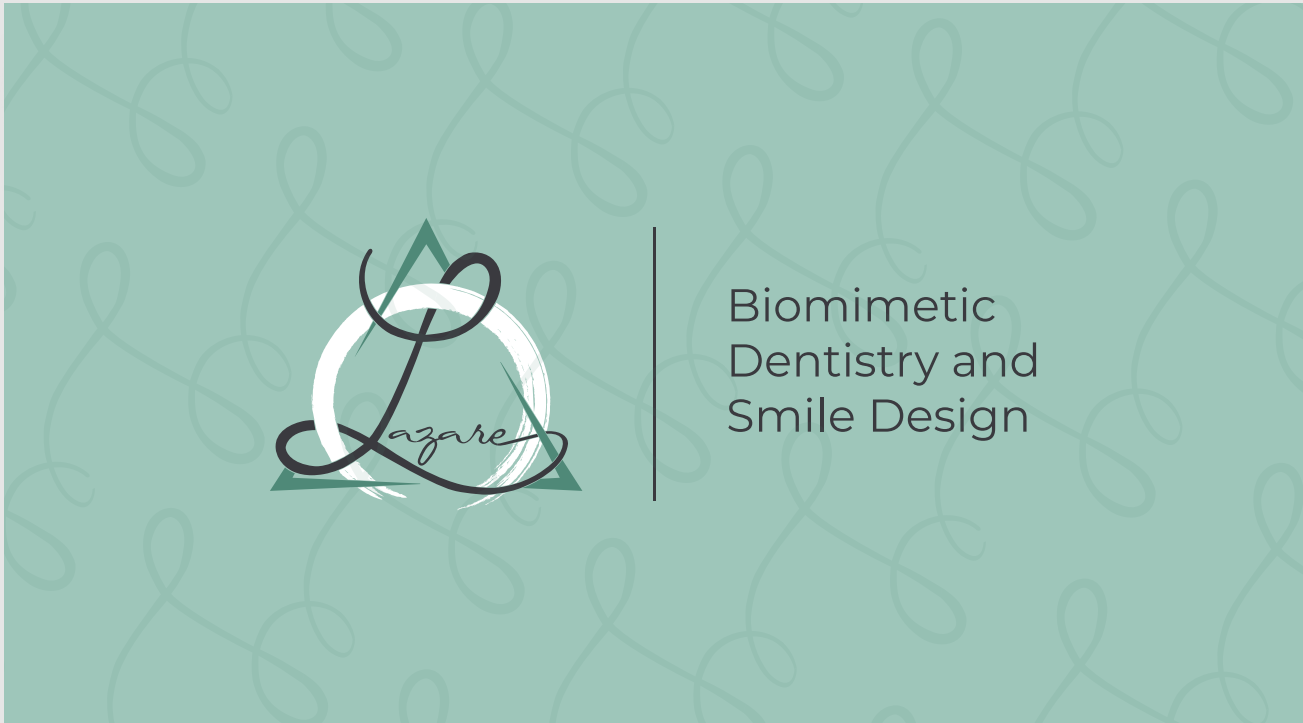
Business Card

Layout version 4



Business Card

Layout version 5

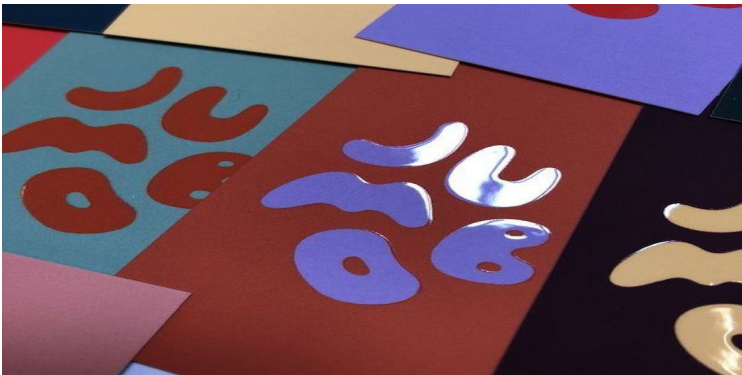


Pressed in logo details like circle ir triangle



Business Card
print moodboard

Glossy pattern or logo option




Flyer

Layout version 1


About us

Our mission is to guide our patients with the highest level of integrity along a path of wellness and optimal dental health through the relentless pursuit of excellence, continuing education, and leading-edge technology in order to deliver service, artistry and care that exceeds all possible expectations and conducted within the most comfortable surroundings.

Dr. Lazare and Dr. Fay share their passion in preserving and protecting natural tooth structure. Taking pride in reconstructing teeth that may have traditionally required root canal or extraction, employing biomimetic dentistry principles to fabricate long-lasting, life-like restorations that seal and safeguard the tooth. Their knowledge training and desire to exceed patient expectations are what sets them apart from other practices in New York City, and allows us to find solutions for a wide range



-DR. MARC LAZARE





DR. TESERE N. FAY


Hours


Mon	8:30 am - 5pm
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Wed	8:30 am - 5pm
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Sat	Call for Availability
Sun	Closed

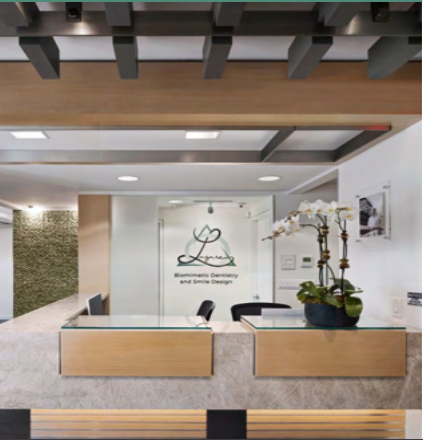
Contact


 212-861-2599

 office@drmarclazare.com


 @drmarclazare


 www.drmarclazare.com



 115 E. 61 st. #14A, New York, NY 10065

Cosmetic · General · Biomimetic Dentistry





-DR. MARC LAZARE AND DR. TESERE N. FAY

Welcome to our practise

Our dedicated and highly experienced team will always do our best to go above and beyond for you and your family. We will deliver the exceptional care that you deserve within the most comfortable and state-of-the-art surroundings.

We look forward to seeing you!


Whay is BIOMIMETIC dentistry?

Biomimetic Dentistry treats weak, fractured and decayed teeth in a away that keeps them strong and seals them from the invasion of bacteria. It utilizes the latest in dental materials, techniques, protocols and technology to avoid more invasive procedures such as root canals and crowns. We believe the most successful dentistry is comprised of procedures that are the least involved and the most conservative.


Biomimetic dentistry is also known as tooth conserving dentistry, where we do everything possible to preserve the vitality of the tooth's nerve, reduce stress on teeth, maintain all healthy tooth structure, and mimic the natural properties and characteristics of teeth.

BENEFITS OF BIOMIMETIC DENTISTRY


- / Preserves natural tooth structure
- / 80% fewer root canals
- / Avoids invasive dental procedures
- / Reduced tooth sensitivity
- / Biocompatible (mimics nature)




BEFORE



AFTER





Promo

Check out our website for our current promos!

Services

- / Biomimetic Dentistry
- / Porcelain Veneers
- / Teeth Whitening
- / Infrared Light TMJ Therapy
- / Invasalign
- / Dental Crowns
- / Dental Implant Crowns
- / Bridges / Dentures
- / Tooth Bonding
- / Laser Cold Sore Treatments
- / Cleaning & Check up
- / Wellness Scan
- / Preventative Care
- / Nightguards / Snore guards

Finance options

CARE CREDIT

We offer Care Credit , a healthcare credit card to help you split up your payments for any of your dental needs. Lazare Biomimetic Dentistry and Smile Design provides a 12 month, interest free plan that you can take advantage of.

Flyer

Layout version 2

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that seal and safeguard the tooth. Their knowledge training and desire to exceed patient expectations are what sets them apart from other practices in New York City, and allows us to find solutions for a wide range.

DR. MARC LAZARE

DR. TEREZE N. FAY

Biomimetic
Dentistry and
Smile Design

· DR. MARC LAZARE AND DR. TEREZE N. FAY ·

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Biomimetic Dentistry General Cosmetic

Check out our website for our current promos!

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BEFORE

AFTER

Services

/ Biomimetic Dentistry	/ Bridges / Dentures
/ Porcelain Veneers	/ Tooth Bonding
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/ Infrared Light TMJ Therapy	/ Cleaning & Check up
/ Invasalign	/ Wellness Scan
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84972

Flyer

Layout version 3

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CARE CREDIT

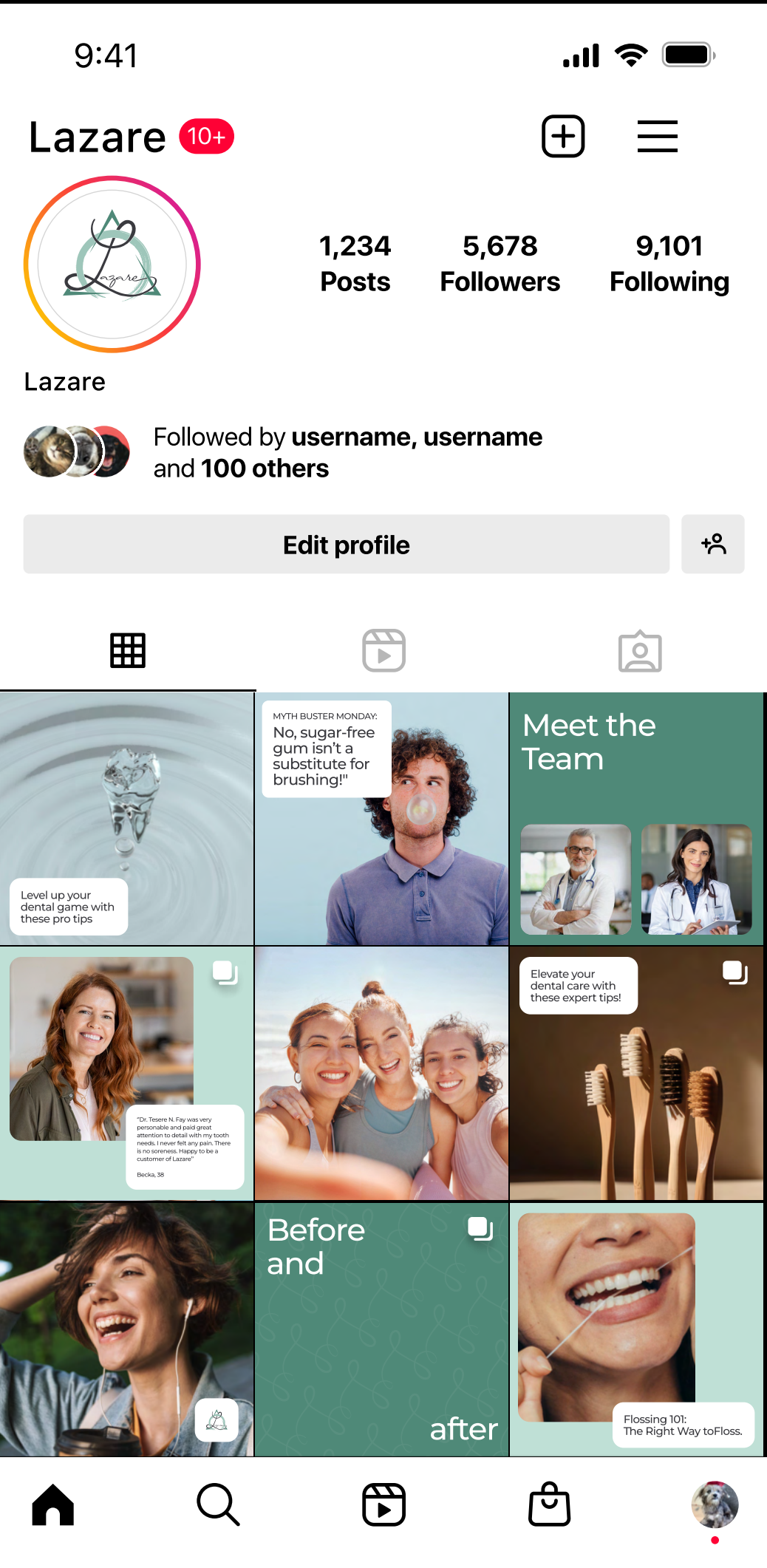
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Instagram grid examples

Colour version 1

- Light green, white background post mixing with photographs of smiling people
- Mix between white and dark grey blocks to create contrast



Instagram post examples

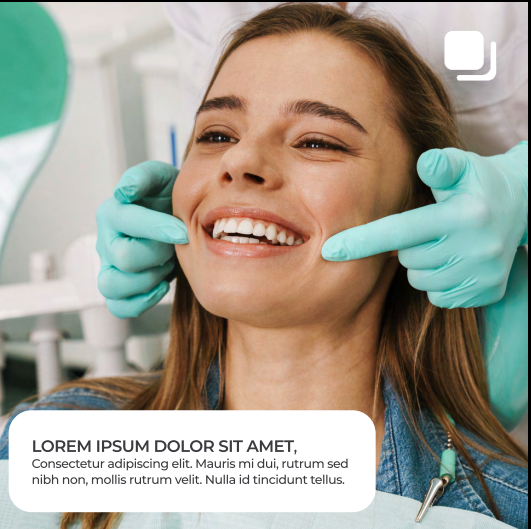
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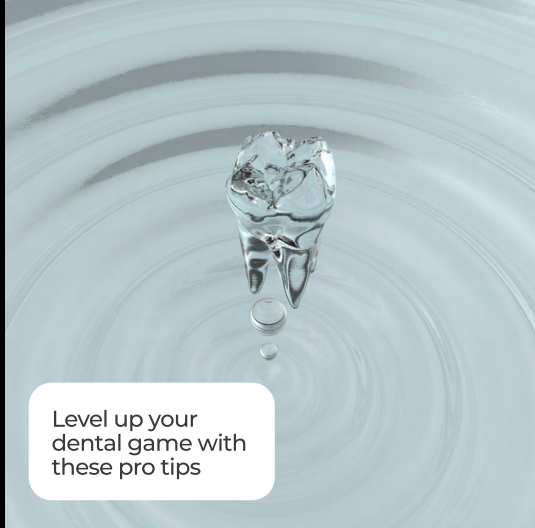
BEFORE AND AFTER CAROUSEL



'WHAT'S NEW' CAROUSEL



OTHER




Instagram post examples

Colour version 1

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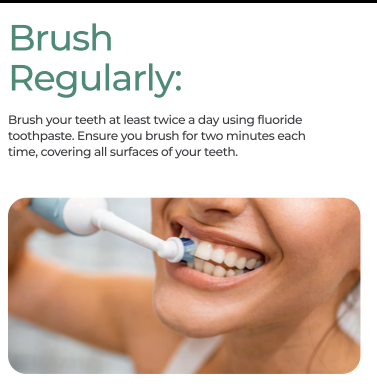
CAROUSEL: 4 POST ABOUT DENTAL CARE TIPS

Elevate your dental care with these expert tips!



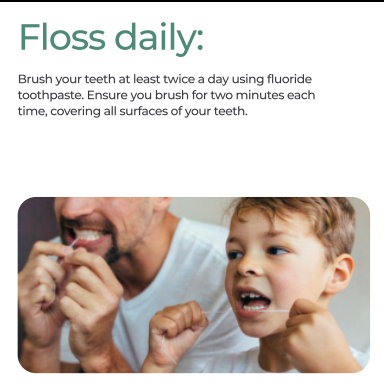
Brush Regularly:

Brush your teeth at least twice a day using fluoride toothpaste. Ensure you brush for two minutes each time, covering all surfaces of your teeth.



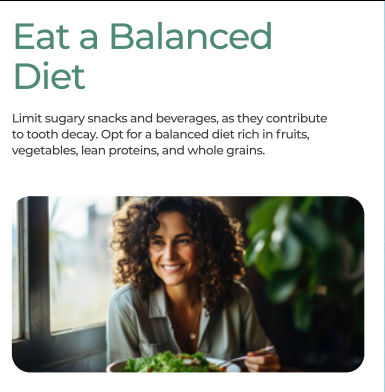
Floss daily:

Brush your teeth at least twice a day using fluoride toothpaste. Ensure you brush for two minutes each time, covering all surfaces of your teeth.





Eat a Balanced Diet

Limit sugary snacks and beverages, as they contribute to tooth decay. Opt for a balanced diet rich in fruits, vegetables, lean proteins, and whole grains.




OTHER



**Flossing 101: The Right Way to Floss.**

Elevate your dental care with these expert tips!



TESTIMONIALS

Another testimonial lorem ipsum sit fot rtba/. r. Tesere N. Fay was very personable and paid great attention to detail with my tooth needs. I never felt any pain. There is no soreness. Happy to be a customer of Lazare"

David, 25





"Dr. Tesere N. Fay was very personable and paid great attention to detail with my tooth needs. I never felt any pain. There is no soreness. Happy to be a customer of Lazare"

Becka, 38



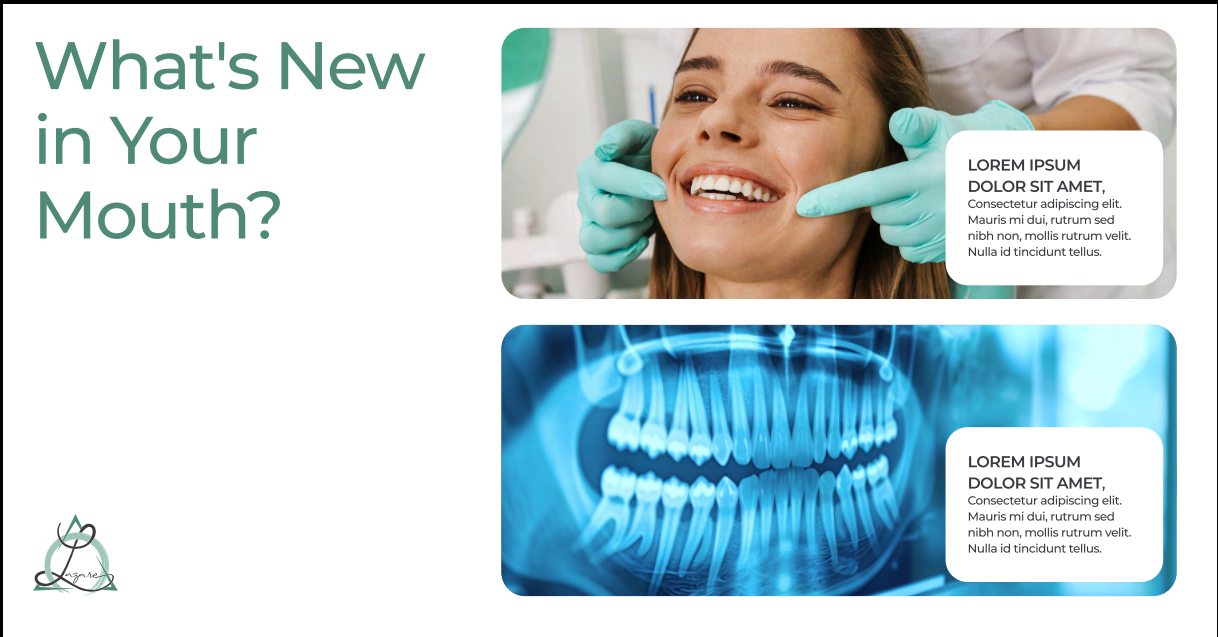
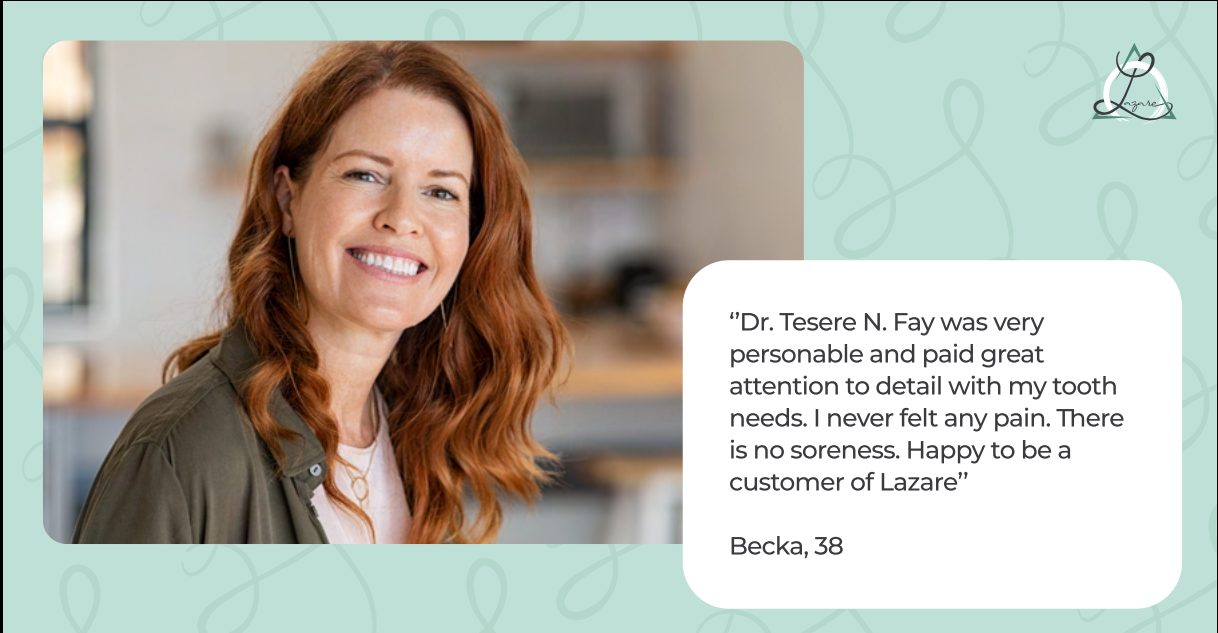
"Dr. Tesere N. Fay was very personable and paid great attention to detail with my tooth needs. I never felt any pain. There is no soreness. Happy to be a customer of Lazare"

Becka, 38

Facebook / LinkedIn
post examples

Colour version 1

- Facebook and LinkedIn post have more information in them than Instagram. Avoiding carousel style, they fit more than just one important detail



Facebook / LinkedIn
post examples

Colour version 1

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Elevate your dental care
with these expert tips!



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Floss daily:

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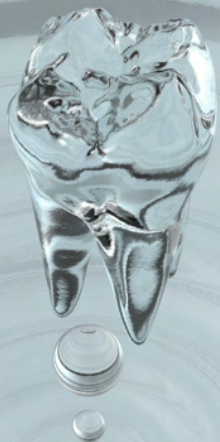


Eat a Balanced Diet

Limit sugary snacks and beverages, as they contribute to tooth decay. Opt for a balanced diet rich in fruits, vegetables, lean proteins, and whole grains.

Level up your
dental game with
these pro tips

- Brush Regularly:
- Floss daily:
- Eat a Balanced Diet



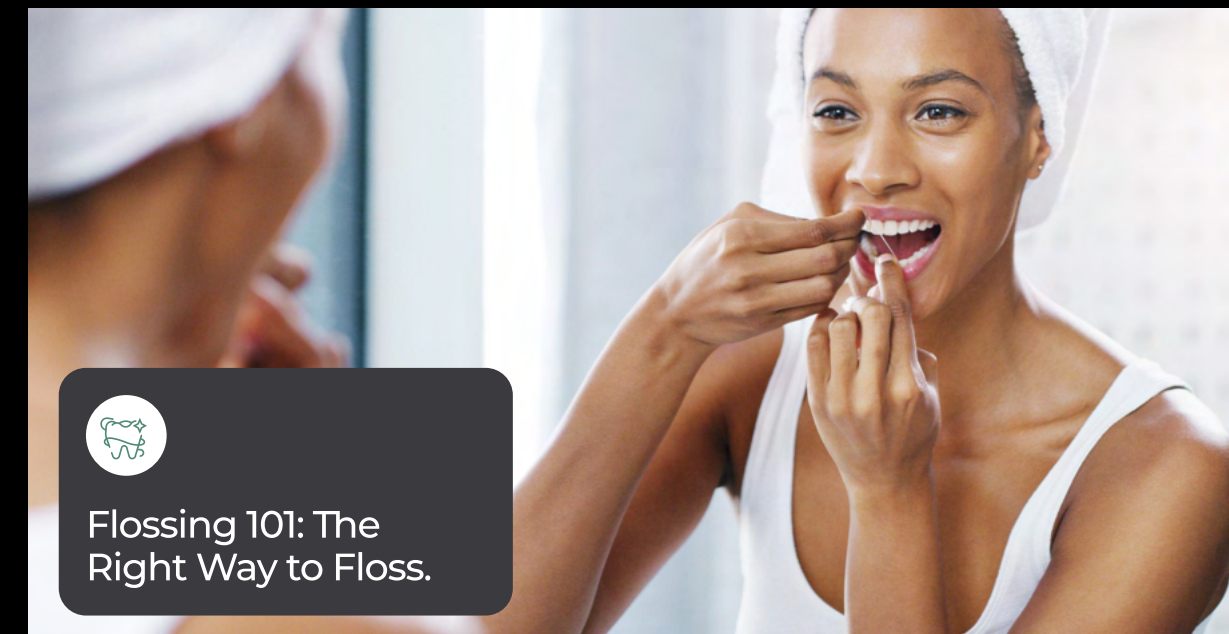
“Dr. Tesere N. Fay was very personable and paid great attention to detail with my tooth needs. I never felt any pain. There is no soreness. Happy to be a customer of Lazare”

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Facebook / LinkedIn post examples

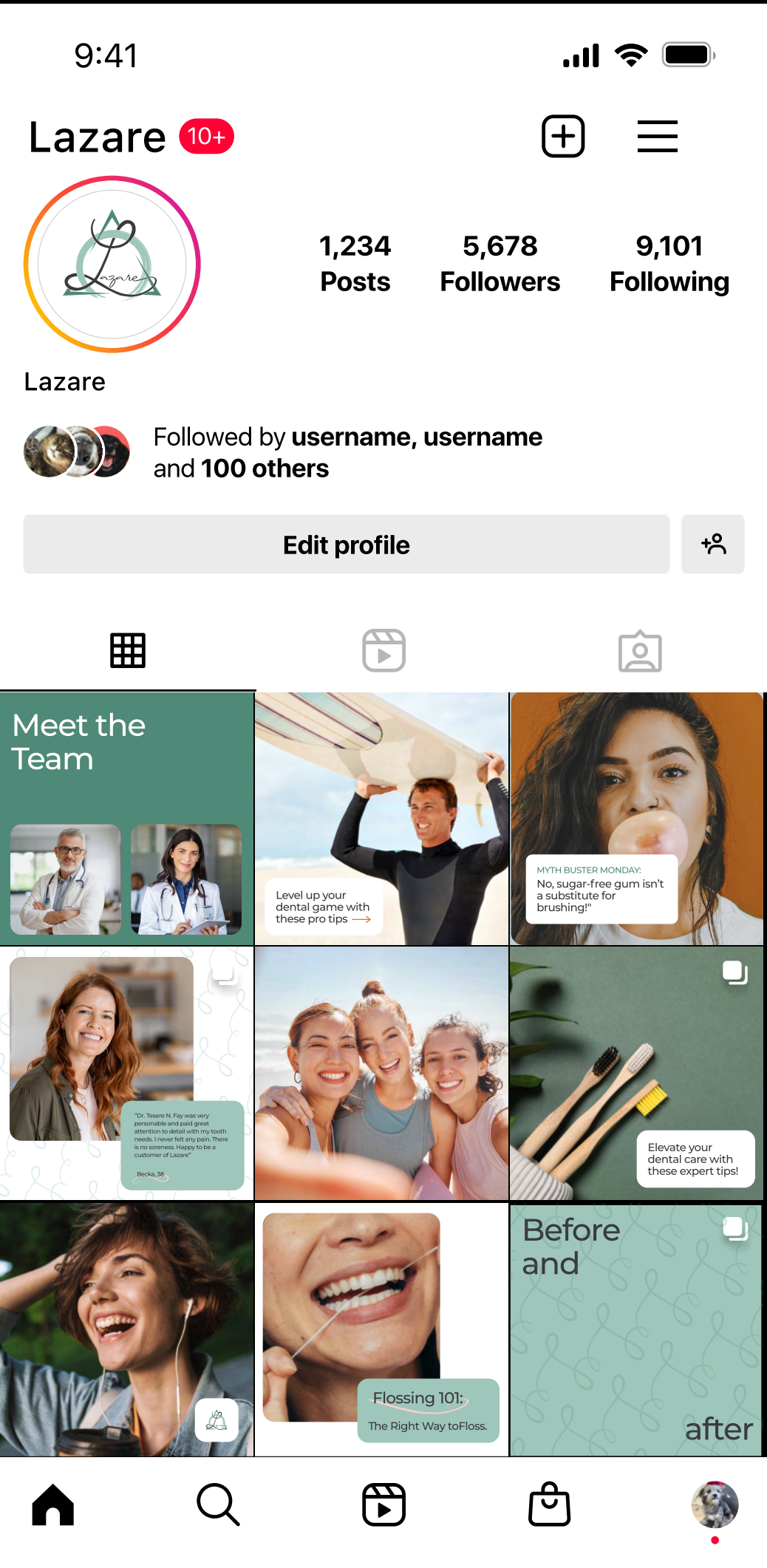
Colour version 1

- Facebook and LinkedIn post have more information in them than Instagram. Avoiding carousel style, they fit more than just one important detail



Instagram post examples

Colour version 2

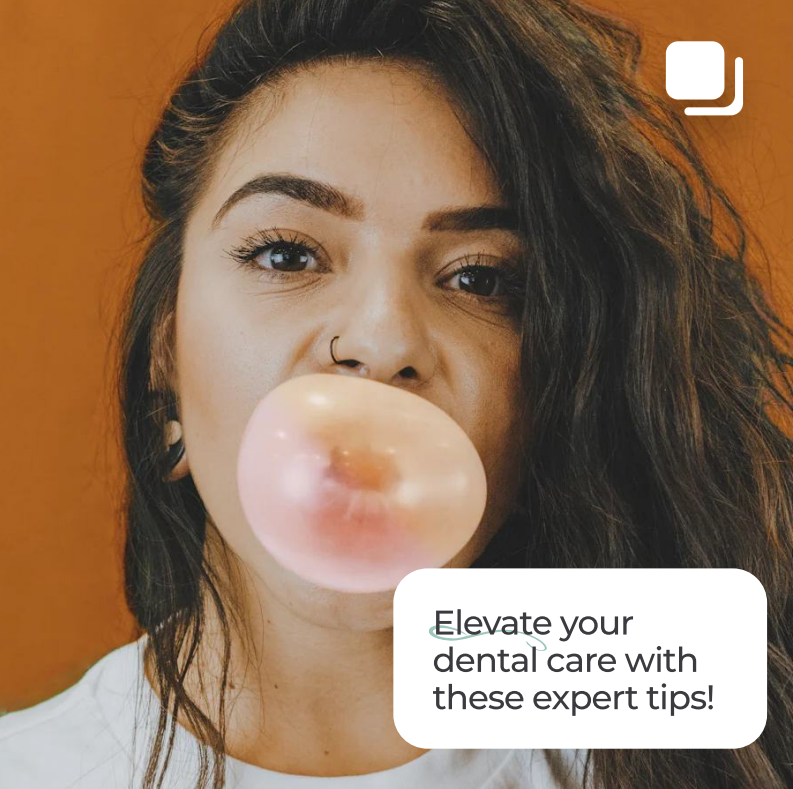


Instagram post examples

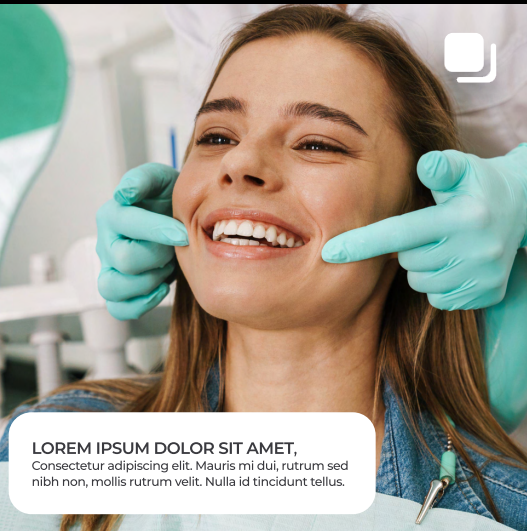
Colour version 2

- Adding secondary colours such as orange, blue, purple in the patterns, photographs, words to add more playfulness to the brand
- Green text blocks as the main accent

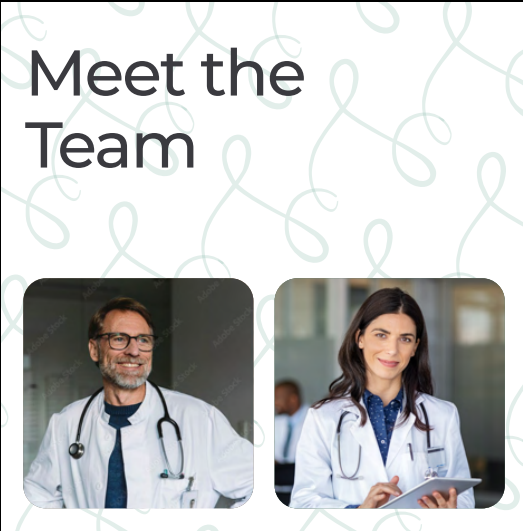
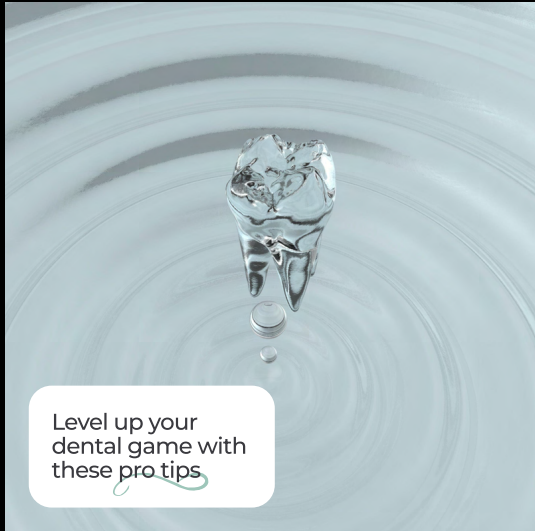
BEFORE AND AFTER CAROUSEL



'WHAT'S NEW' CAROUSEL




OTHER



Facebook / LinkedIn
post examples

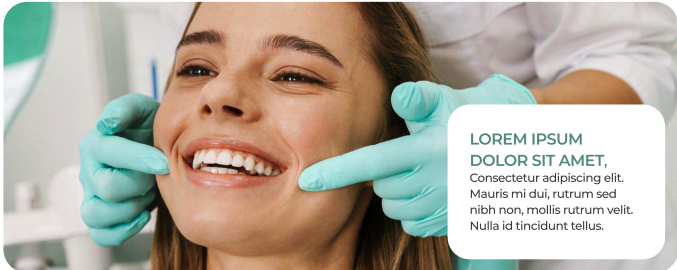
Colour version 2

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“
Dr. Tesere N. Fay was very personable and paid great attention to detail with my tooth needs. I never felt any pain. There is no soreness. Happy to be a customer of Lazare.
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What's New in Your Mouth?



LOREM IPSUM
DOLOR SIT AMET,
Consectetur adipiscing elit.
Mauris mi dui, rutrum sed
nibh non, mollis rutrum velit.
Nulla id tincidunt tellus.





LOREM IPSUM
DOLOR SIT AMET,
Consectetur adipiscing elit.
Mauris mi dui, rutrum sed
nibh non, mollis rutrum velit.
Nulla id tincidunt tellus.



MYTH BUSTER MONDAY:

No, sugar-free
gum isn't a
substitute for
brushing!"



Facebook / LinkedIn post examples

Colour version 2

- Facebook and LinkedIn post have more information in them then Instagram. Avoiding carousel style, they fit more than just one important detail

Elevate your dental care with these expert tips!



Brush Regularly:
Brush your teeth at least twice a day using fluoride toothpaste. Ensure you brush for two minutes each time, covering all surfaces of your teeth.



Floss daily:
Brush your teeth at least twice a day using fluoride toothpaste. Ensure you brush for two minutes each time, covering all surfaces of your teeth.



Eat a Balanced Diet
Limit sugary snacks and beverages, as they contribute to tooth decay. Opt for a balanced diet rich in fruits, vegetables, lean proteins, and whole grains.



Level up your dental game with these pro tips

- Brush Regularly:
- Floss daily:
- Eat a Balanced Diet



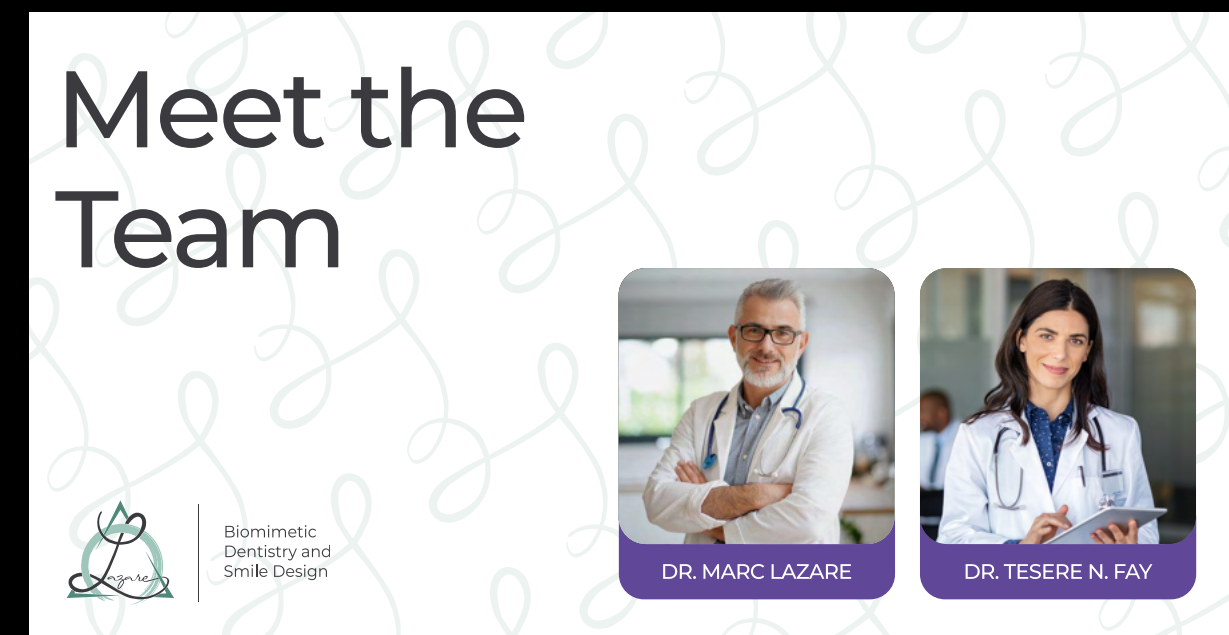
"Dr. Tesere N. Fay was very personable and paid great attention to detail with my tooth needs. I never felt any pain. There is no soreness. Happy to be a customer of Lazare"

Becka, 38

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Thank you!