



Brand Guidelines

V1

12.18.2024

Table of *Contents*

03	Intro
04	Brand Personality
07	Logos
12	Color Palette
18	Typography
28	Imagery
38	Graphic Elements

How to use the brand guidelines

This brand guideline is a document that details OrthoFX's visual identity, along with rules and guidelines for any public-facing communication. This guideline sets forth rules for official logo usage, brand typefaces, color, typography, and graphic language.

Its purpose is to maintain visual consistency of the brand, ensure consistent quality throughout all communications, and enable each member of the OrthoFX team to make on-brand decisions.

Brand Personality

Defining the OrthoFX *Brand personality*

The OrthoFX brand personality defines who we are and how we connect with our audience. It reflects the essence of our identity—how we look, feel, and communicate—creating a consistent, emotional connection at every touchpoint. Rooted in Elegance, Modernity, Proficiency, Confidence, and Premium Quality, our personality sets us apart and guides the way we present ourselves. These traits ensure we deliver a refined, contemporary, and trustworthy experience that resonates with our audience, while showcasing our commitment to excellence and innovation.

Elegance
Modern
Proficient
Confidence
Premium

Elegance

OrthoFX is defined by a refined, sophisticated aesthetic that feels effortless and intentional. Every detail reflects a sense of polish and care, creating a seamless and elevated experience.

Modern

With a fresh, contemporary design and forward-thinking approach, OrthoFX represents innovation and progress. Its clean, minimal style is both current and timeless, setting a standard for the future.

Proficient

OrthoFX delivers precision, clarity, and expertise at every touchpoint. Its streamlined, functional design reflects a brand that is reliable, effective, and built on excellence.

Confidence

OrthoFX inspires trust and assurance through a clear, consistent experience. Every interaction reinforces reliability, empowering users to feel secure and supported.

Premium

OrthoFX embodies quality and thoughtful design at the highest level. From visuals to functionality, the brand reflects exceptional care and an elevated standard of excellence.

Logos

Brand Logo

Our primary logo is the cornerstone of our brand identity. It embodies who we are—bold, clean, and modern—creating an immediate and lasting impression. As the most recognizable element of our visual system, the primary logo conveys confidence and professionalism, establishing the foundation for all brand communications. Its simplicity and clarity ensure adaptability across various platforms and touchpoints, reinforcing our commitment to a cohesive and unified brand presence.

Brand Logo



Black on white lockup

Brand Logo Spacing

The proportions of the logo elements have been carefully considered to ensure maximum legibility and balance at all sizes. Do not alter the relationship of “FX” mark to “Ortho” type.

Clear space guidelines have been established to protect the clarity and prominence of our logo within any layout. The desired minimum clear space is based on the “FX” mark.

Ensure that the logo is not placed in close proximity to other elements of the layout, which may compete with the logo for attention and negatively affect its impact.



Product Logos

The sub-brand product logos extend the primary logo’s design language, integrating the signature “FX” element to maintain brand unity.

Each product logo is thoughtfully crafted to stand out while aligning with the overarching style, offering clear differentiation among our offerings. This approach not only simplifies product navigation for our audience but also strengthens brand recognition and trust by presenting a cohesive and professional visual system.

Product Logos



Brand Mark



Logo Restrictions

Please adhere to the following logo guidelines when using the OrthoFX logo in application.

Brand Logo



Brand Mark



Do not stretch, skew, or distort logo and icon in any fashion. Size proportionately to fit desired area. Please reference approved minimum sizes.

Always adhere to approved brand colors. Logo and icon colors should never be altered. Approved one-color logos can be used if there are contrast issues.

Do not add a drop shadow to the logo and icon without special permission. Use approved one color logo to create desired contrast.

Color Palette

Brand Colors

Our brand colors embody the refined sophistication and modernity that define our brand personality—elegance, confidence, and premium quality. The palette features cooler tones, anchored by Ortho Black with a hint of navy, evoking strength, professionalism, and understated luxury. Ortho Blue adds a soft, modern contrast, symbolizing approachability and innovation, while white ensures clarity and openness in all visual communications. Ortho Gradient enhances the palette with depth and versatility, reflecting our commitment to precision and forward-thinking solutions.

Ortho Black

Hex – #15161A
RGB – 21, 21, 26
CMYK – 19, 15, 0, 90
PMS Black C
PMS Neutral Black U

Ortho Blue

Hex – #D9EDF7
RGB – 217, 237, 247
CMYK – 12, 4, 0, 3
PMS 658 C
PMS 642 U

White

Hex – #FFFFFF
RGB – 255, 255, 255
CMYK – 0, 0, 0, 0

Ortho Gradient

Hex – #151635
RGB – 21,22,53
CMYK – 60, 58, 0, 79
PMS 296 C
PMS 2965 U

Hex – #15161A
RGB – 21, 21, 26
CMYK – 19, 15, 0, 90
PMS Black C
PMS Neutral Black U

Secondary Colors

Secondary colors are darker shades of the Ortho Blue brand color, and a Neutral color. These are used sparingly as accent colors without overpowering the design.

To learn about the detailed directions of the color usage, view [Color Use on page 18](#).

Ortho Blue

Hex – #D9EDF7
RGB - 217, 237, 247
CMYK - 12, 4, 0, 3
PMS 658 C
PMS 642 U

Ortho Blue Secondary

Hex – #C8D7DE
RGB – 200, 215, 222
CMYK – 10, 3, 0, 13
PMS 642 C
PMS 5455 U

Ortho Blue Secondary 2

Hex – #9AA7AC
RGB – 154, 167, 172
CMYK – 10, 3, 0, 33
PMS 429 C
PMS 5507 U

Neutral

Hex – #D9D2BD
RGB – 217, 210, 189
CMYK – 0, 3, 13, 15
PMS 7534 C
PMS 5803 U

Black-2

Hex – #292930
RGB – 41, 41, 48
CMYK – 15, 15, 0, 81
PMS 426 C

White-15%

Hex – #FFFFFF
Opacity – 15%

Product Colors

Each product has a distinctive brand color that reflects its unique identity and purpose. These colors are carefully chosen to evoke the right emotions and reinforce the product’s positioning

The AirFlex™ brand color is Platinum, symbolizing innovation and exclusivity. In print, it appears as a foil material for a premium finish, while on digital platforms, silver and grey gradients create a sleek, metallic effect. This color reinforces AirFlex’s advanced technology and high-end appeal.

The FXClear™ branded color is Sky. This color conveys comfort through calming tones, while fostering trust and authority with its professional, stable appearance.

The FXBright™ branded color is Blush Pink. This pink adds warmth, confidence, and approachability that enhances trust in FXBright’s quality for both doctors and patients.

The Rescue™ color is Cool Gray. This color represents stability and balance—confident yet subtle, reinforcing trust without competing with primary products.

Platinum - AirFlex™

Foil
PMS Silver 10077 C

Blush Pink - FXBright™

Hex – #E3B1B3
RGB – 227, 177, 179
CMYK – 0, 22, 21, 11
PMS 700 C
PMS 700 U

Hex – #ECCAC8
RGB – 236, 202, 200
CMYK – 0, 14, 15, 7
PMS 691C
PMS 691U

Sky - FXClear™

Hex – #8AB4CD
RGB – 138, 180, 205
CYMK – 46, 18, 11, 0
PMS 550 C
PMS 550 U

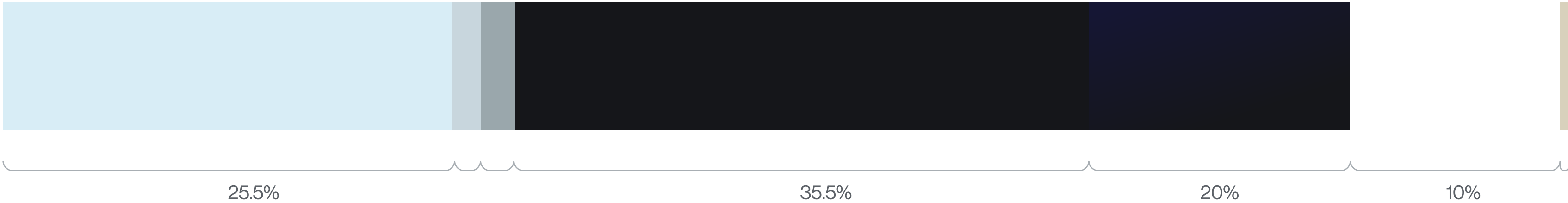
Hex – #B5CCDA
RGB – 236, 202, 200
CMYK – 17, 6, 0, 15
PMS 5445 C
PMS 5445 U

Cool Gray - Rescue™

Hex – #444F6C
RGB – 68, 79, 108
CYMK – 37, 27, 0, 58
PMS 7545 C
PMS 7545 U

Hex – #717D9D
RGB – 236, 202, 200
CMYK – 28, 20, 0, 38
PMS 7667 C
PMS 7667 U

Color Use



Ortho Black

Ortho Black is a deep, elegant black with a subtle hint of blue, adding sophistication and richness to the design. It is the default color for backgrounds and the primary text color on light-colored backgrounds.



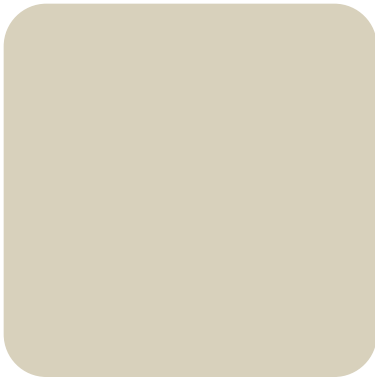
White

White ensures accessibility and clarity, especially for text treatments on top of imagery. It is also recommended for areas or formats that are text-heavy or information-dense, providing a clean and professional appearance.



Ortho Gradient

Ortho Gradient introduces a subtle coolness and depth to the overall design, enhancing its premium feel. It is recommended to use this gradient only in a radial shape to maintain consistency—linear, angular, and diamond shapes are not advised.



Neutral

Neutral color serves as an accent, bringing a subtle touch of warmth to balance the cool tones. It is ideal for small accents and data visualizations, adding sophistication without overpowering the design.



Ortho Blue

Ortho Blue is a versatile color used primarily for headlines, sub-headlines, and larger paragraphs, adding a modern and approachable tone. Its darker shades are ideal for card backgrounds, body paragraphs, and line treatments.

Typography

Primary Typeface

Neue Haas Grotesk Display Pro is a clean, modern typeface that balances elegance with functionality. Its precise letterforms and Light and Roman weights ensure clarity and sophistication across formats. With a timeless, minimalist design, it conveys confidence and professionalism, enhancing readability and adding a refined, contemporary touch to any visual application.

Neue Haas Grotesk Display Pro

45 Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#\$%^&*()+<>/?

55 Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#\$%^&*()+<>/?

Secondary Typeface

Baskerville Display PT, used in its Italic style, brings timeless elegance and sophistication to the OrthoFX brand. Its refined, high-contrast letterforms add a premium and graceful touch, making it ideal for selective use.

Baskerville is reserved for headlines to highlight keywords and phrases—often paired with Neue Haas Grotesk for a balanced, modern contrast—and for eyebrows.

*Baskerville
Display PT*

Italic
*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#\$%^&*()+<>/?*

Font Pairing

The pairing of Baskerville Display PT and Neue Haas Grotesk Display Pro blends classic and modern styles. Neue Haas provides clarity and precision, while Baskerville adds warmth and character, drawing attention to key moments. Together, they enhance the brand's identity with confidence, elegance, and versatility.

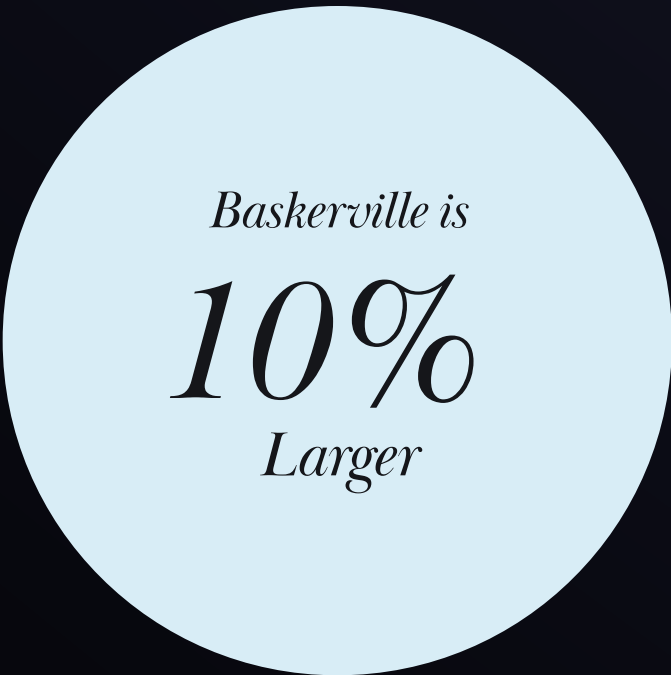
To create visual balance in headers, Baskerville is set just 10% larger when paired with Neue Haas Grotesk.

This font pairing style is used selectively for headlines, section titles, and decorative typography treatments, ensuring a refined and intentional visual hierarchy.

A new generation of
clear aligners

NeueHaas 96pt

Baskerville 104pt



Color in Typography

To have better contrast and readability, font colors vary depending on the background.

- Fonts on light colored background use Ortho Black
- Fonts on dark colored backgrounds use Ortho Blue
- Fonts on light photo backgrounds use Ortho Black with a dark overlay
- Fonts on dark photo backgrounds use White

——— OrthoFX Difference

A new generation of
clear aligners

Ortho Black fonts on light background

——— OrthoFX Difference

A new generation of
clear aligners

Ortho Blue fonts on dark background

——— OrthoFX Difference

A new generation of
clear aligners

Black fonts on light photo background

——— OrthoFX Difference

A new generation of
clear aligners

White fonts on dark photo background

Text on Light Photo Background

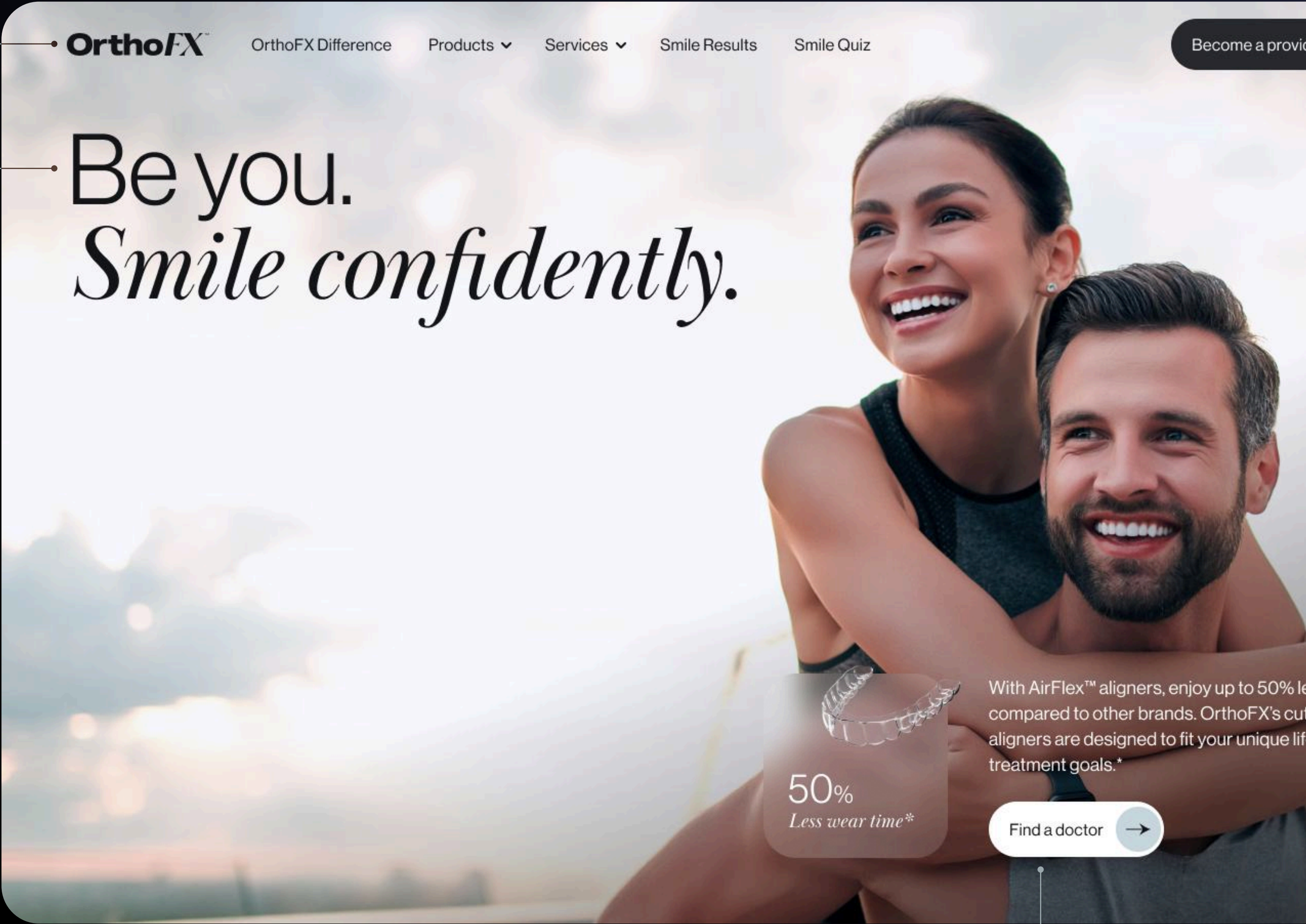
To ensure contrast and readability, text colors adjust based on the background's areas of color to keep the message visible to read while maintaining the hero's visual impact.

For Hero Backgrounds With A Light Photo

- 1. Ortho Black navigation and text: The navigation and text directly on the light colors use Ortho Black.
- 2. White text: Text stays white when it is directly on top of dark colors of the background.

1. Ortho Black navigation

1. Ortho Black text



2. White text

Dark Overlay on Photo Background (1)

To ensure contrast and readability, we use 3 overlay techniques simultaneously for full-bleed photo backgrounds in hero.

For Hero Backgrounds

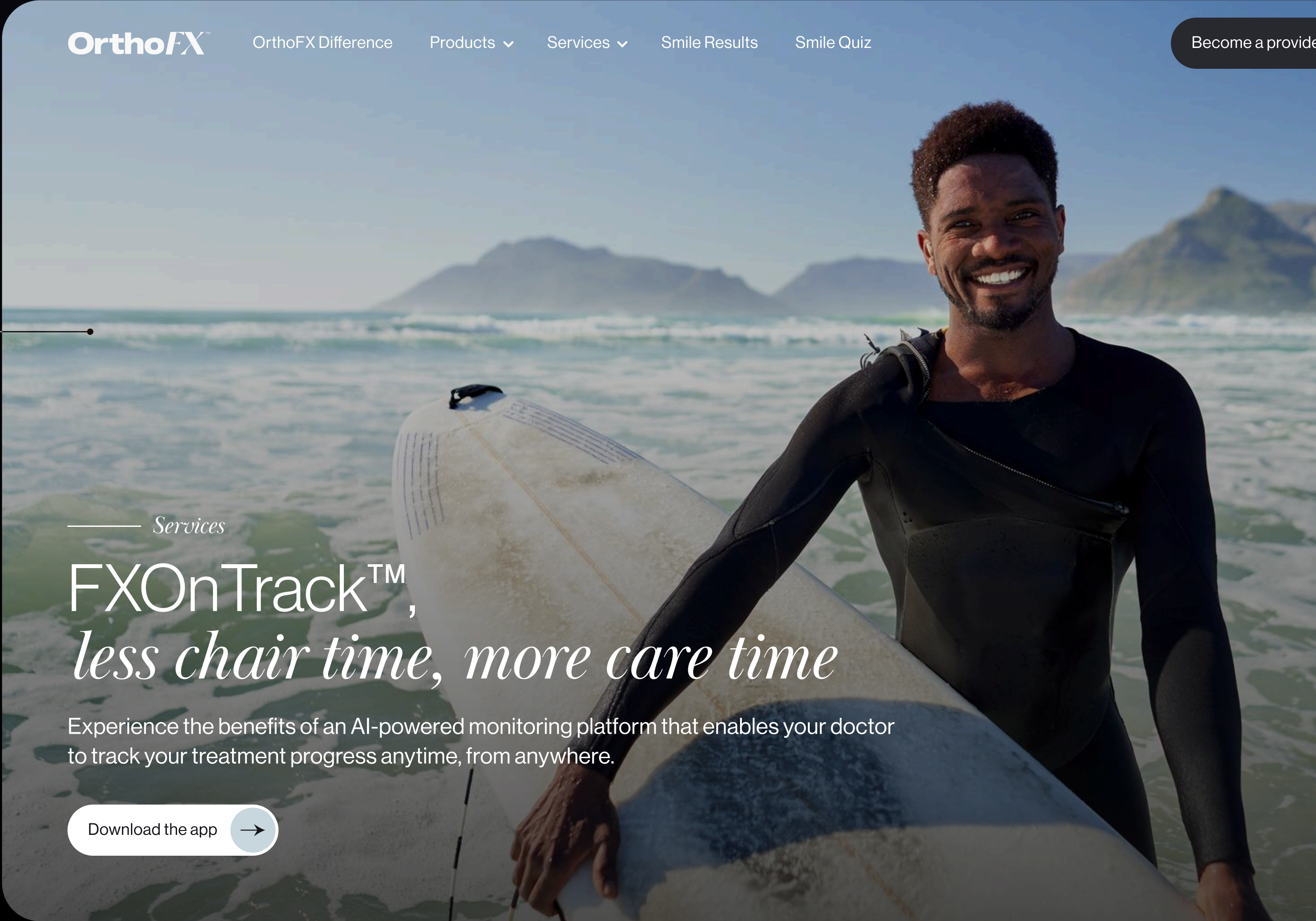
- 1. Gradient Overlay: A dark gradient starts at the bottom with #000000 at 60% opacity and fades to #000000 at 0% opacity by the middle of the photo. This enhances the readability of headlines typically placed at the bottom of the hero.
- 2. Light Full Overlay: Applied across the entire photo with #000000 at 20% opacity. This overlay ensures readability for other elements positioned across the top or throughout the photo.

These two overlays are used together to balance the visibility of all text and elements while maintaining the hero's visual impact.

2. Dark Full Overlay
#000000
20% opacity

1. Gradient Overlay
#000000
0% opacity

#000000
60% opacity



Dark Overlay on Photo Background (2)

For Decorative Backgrounds:

- 1. Dark Full Overlay: When the photo serves a more decorative role and the focus needs to shift to other elements, such as content cards, a stronger overlay is used. This applies #000000 at 60% opacity across the entire photo, minimizing distractions and emphasizing the foreground elements.

1. Dark Full Overlay
#000000
60% opacity



How it works

3 steps to *a confident smile*

Find a doctor →

Step 01

Schedule a consultation

Meet your doctor for a 3D scan and preview of your new smile.

Step 02

See your smile transform

Start your journey with customized aligners and expert guidance from your doctor.

Typography Hierarchy

Font sizes and spacing vary based on the design applications for print and web.

- A Eyebrow
- B Large header
- C Large paragraph
- D Header
- E Paragraph

A ———— *OrthoFX Difference*

B Aligner material
C *innovation*

OrthoFX proprietary materials offer unique clear aligner options designed to create your best smile and seamlessly fit with your lifestyle with fewer interruptions.

D Flexible wear-time options

E AirFlex™ is the only FDA cleared aligner system for 9 to 12 hours continuous wear time.* FX Clear™ & FX Bright™ require 22 hours of wear-time, like leading aligner brands.

Typography with Logo Mark

When pairing typography with the product logos, we recommend using only Neue Haas Grotesk, our sans-serif typeface. This ensures visual harmony and avoids conflict with the logo's inherent pairing style.

Avoid applying the headline pairing style to prevent visual redundancy and maintain the logo's distinct impact.

***FX**Clear™*

A new —
generation
of aligners

designed to enhance
predictability and promote
patient compliance.

Fallback Typefaces

In instances where we can not use our brand typefaces, Neue Haas Grotesk Display Pro or Baskerville Display PT, certain “fallback” typefaces are used In their place.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()+<>/?

Fallback for Neue Haas Grotesk

Use Helvetica when it is not possible to use Neue Haas. The order of fallback is as follows:

- 1. Neue Haas Grotesk
- 2. Helvetica
- 3. Arial
- 4. Sans-Serif

Times New Roman (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&()+<>/?*

Fallback for Baskerville Display PT

Use Times New Roman (Italic) when it is not possible to use Baskerville. The order of fallback is as follows:

- 1. Times New Roman (Italic)
- 2. Georgia (Italic)
- 3. Serif (Italic)

Imagery

3 image style categories

Each of these categories have different guidelines to make OrthoFX's brand consistent and professional.

Lifestyle images

Product images

- Product only
- Product with lifestyle photography
- Product usage in lifestyle photography

Result & Photo guide images

———— *Lifestyle images*

Lifestyle Photos

People are captured in authentic moments from their everyday lives, with genuine smiles, confidence, and comfort, reflecting OrthoFX’s effortless treatment and ease.

People are shown close-up or in group settings, with candid actions and big smiles showing off their beautiful teeth. Whether it’s during a fun dinner with friends, being relaxed with coffee, or doing check-ups, the scenarios express a life uninterrupted by aligner wear.

Color and tone is slightly cooler, while maintaining its natural and realistic colors to be relatable and welcoming.

Attributes

- Natural
Realistic
Candid
- Smiling
Confident
Comfortable



Product images

Product Only

Since the aligners look all similar in a glance, they have their own individual color palette to be distinguishable. Their colors also convey their individual tone and feel. The aligner is presented alone to focus on its own detail.

AirFlex

Quartz and platinum colors are used to give the luxurious and exclusive feel.

FXBright

The Blush Pink color is mainly used to represent the product to be more approachable and trustworthy.

FXClear

The Sky color is mainly used to show comfort, trust, and authority.

AirFlex



FXBright



FXClear



Product images

Product with Lifestyle Photos

AirFlex

Lifestyle photography paired with AirFlex’s product images furthermore emphasizes their luxurious feel. People are in clothing with refined and professional tastes, while smiling naturally and candidly.

Attributes

- Exclusive
Refined
Modern
Confident
- Candid
Smiling



Product images

Product with Lifestyle Photos

FXBright

Lifestyle photography paired with FXBright's product images contain similar colors that are from their color palette. Similar colors to the FXBright's Blush color are featured in lifestyle images through people's clothing, background, and other elements.

Attributes

- Comfortable
- Candid
- Friendly
- Smiling
- Modern
- Confident



Product images

Product with Lifestyle Photos

FXClear

Lifestyle photography paired with FXClear’s product images also contain similar colors that are from their color palette. Similar colors to FXClear’s Sky color are featured in lifestyle images through people’s clothing, background, and other elements.

Attributes

- Trustworthy
- Comfortable
- Modern
- Confident
- Candid
- Smiling



Product images

Product Usage in Lifestyle Photos

Color tones are slightly cooler, while maintaining its natural colors to be relatable and welcoming. Actions aren't cheesy, but are candid and natural.

People using aligners

People using the aligners are shown with a happy smile and beautiful teeth.

Close-up aligners

Close-up photography of aligners show the high quality and usage more in detail.

Flatlays

Aligners are paired with other items, such as toothpastes, toothbrushes, food, and more items of everyday life.

Attributes

- | | |
|-----------|-------------|
| Natural | Comfortable |
| Friendly | Candid |
| Welcoming | Smiling |



Result & Photo guide images

Real Results & Photo Guide Style

Photos must maintain its real form and not be altered, except for lighting to show results more visibly.

Real results

Presenting testimonials and case studies of aligner results must show real photos of the person's portrait and close-ups of teeth in a smiling expression.

Use this gradient as the background:

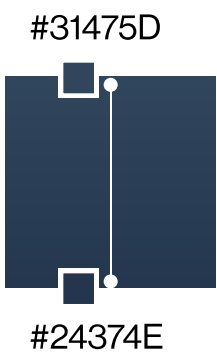


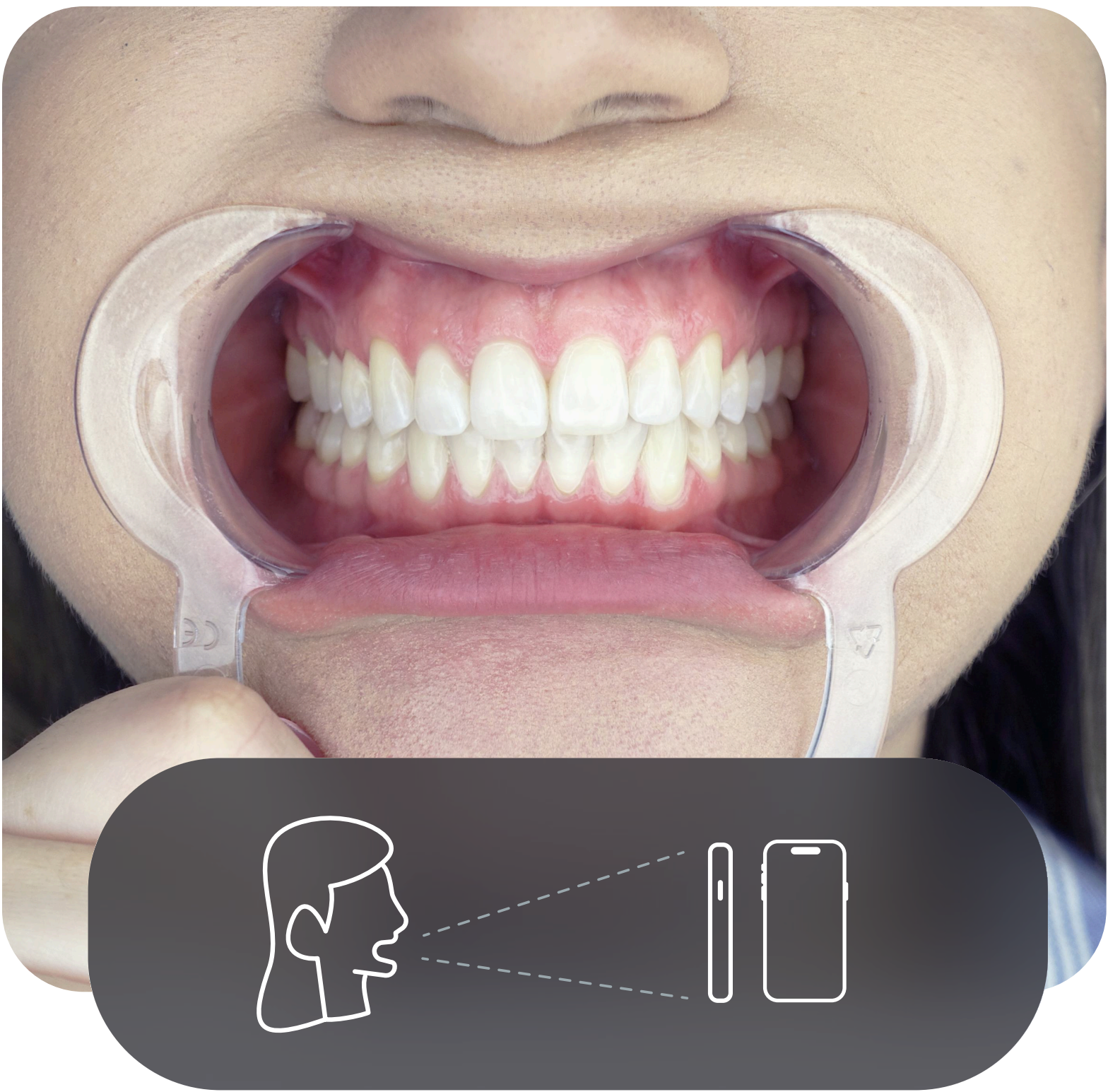
Photo guide

Photo guides for check-in photos must show real photos with instruction illustrations to clearly explain how to take check-in photos easily.

Real results



Photo guide



Don'ts

Follow these image guidelines to keep OrthoFX's brand consistent and professional



Graphic Elements

5 graphic categories

Each of these categories have different guidelines to make OrthoFX's brand consistent and professional.

Infographics

Aligner Graphics

Iconography

Buttons

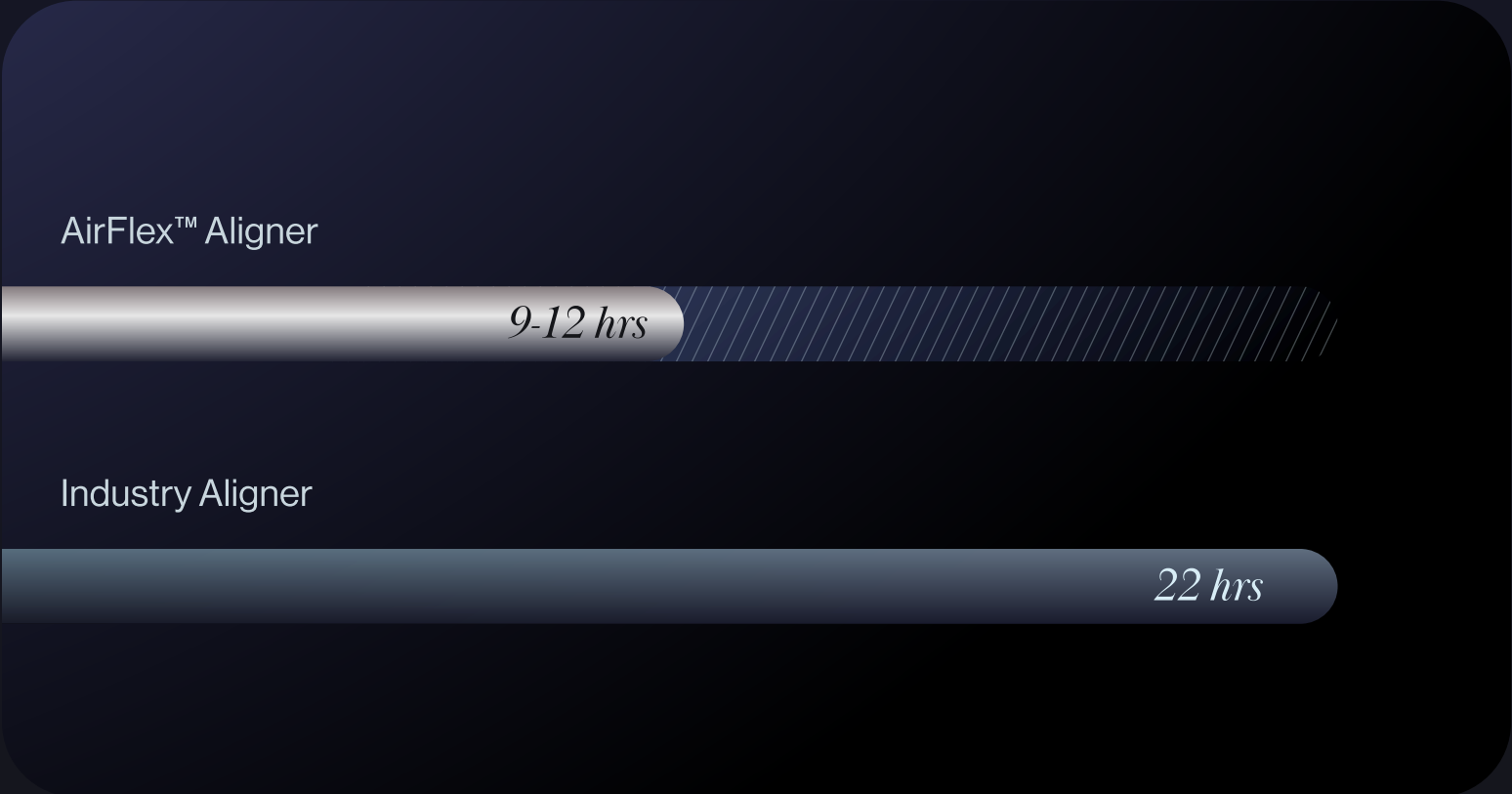
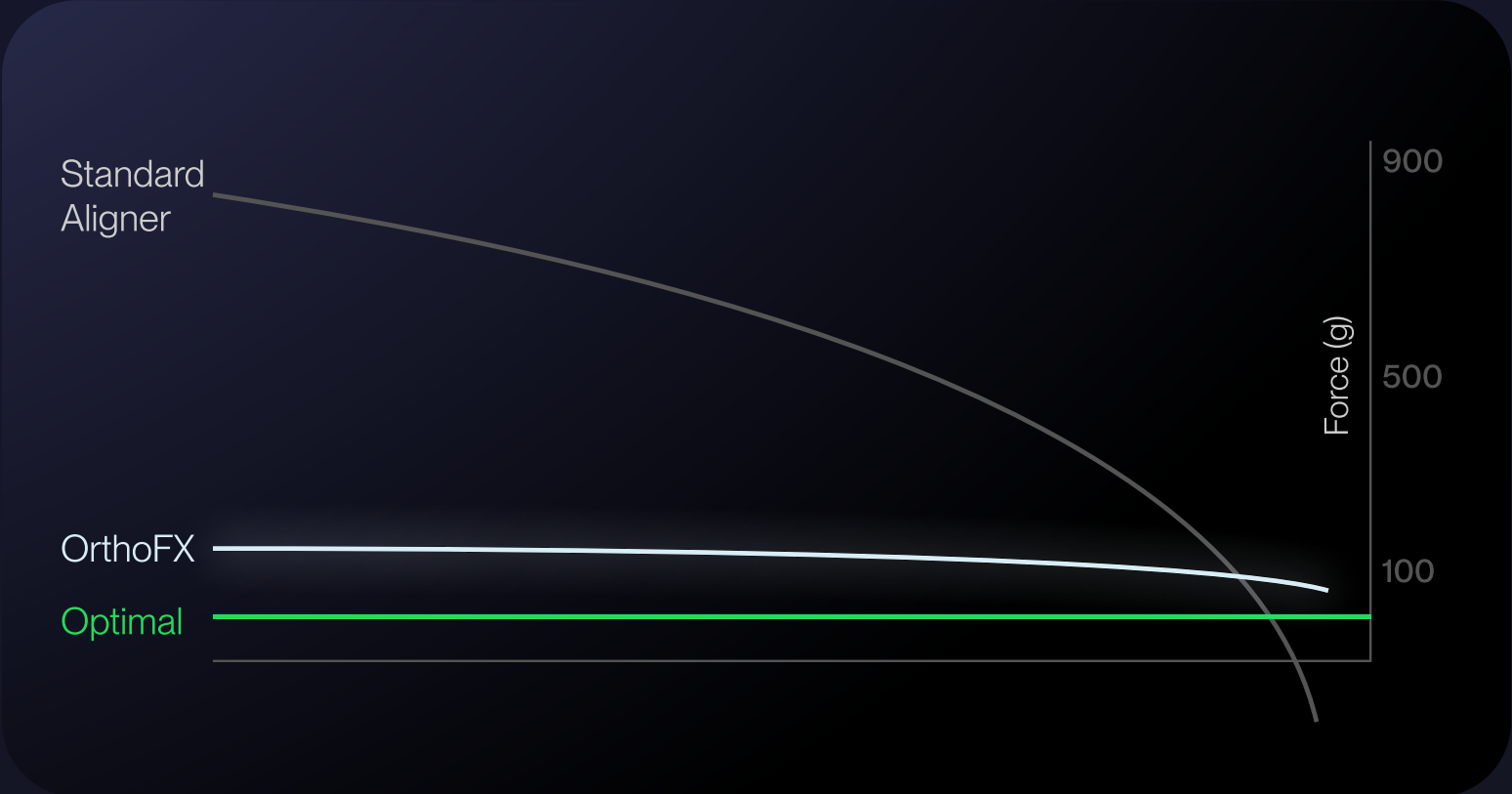
Others

Infographics

Infographics use minimal lines, colors, and micro-text to create an elegant feel and to represent information more clearly.

Teeth renderings are realistic to show scientific integrity. Lighting is also dark and dramatic with micro-text of infographics to evoke elegant and dramatic tones.

Colors are from their main brand and product color palette. Bar graphs are distinguishable by using the product color palette to represent certain products. Background colors are Ortho Gradient color to contrast the infographics more visibly and digestible.



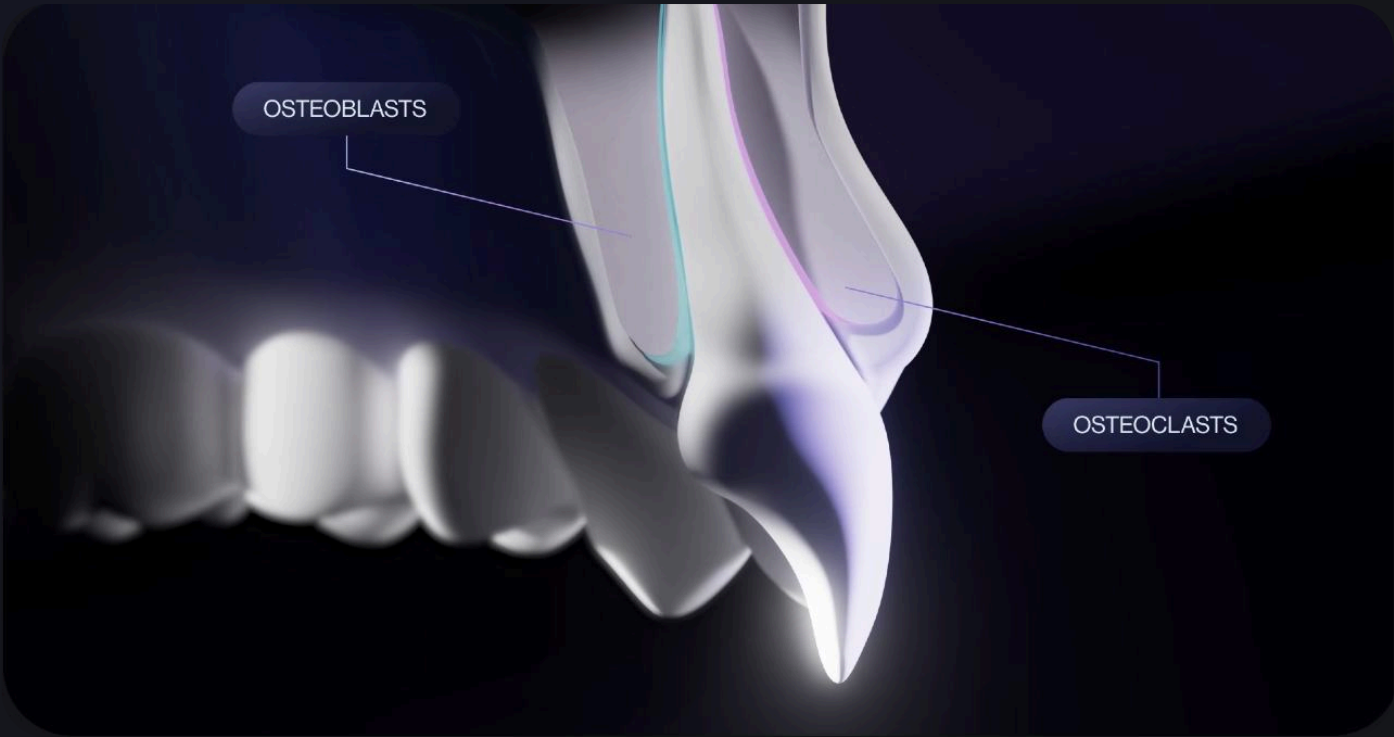
\$182/mo
financed over 24 months

Monica pays just
\$84/mo
financed over 36 months

David pays just
\$127/mo
financed over 36 months

Lisa pays just
\$182/mo
financed over 24 months

Jacob pays just
\$182/mo

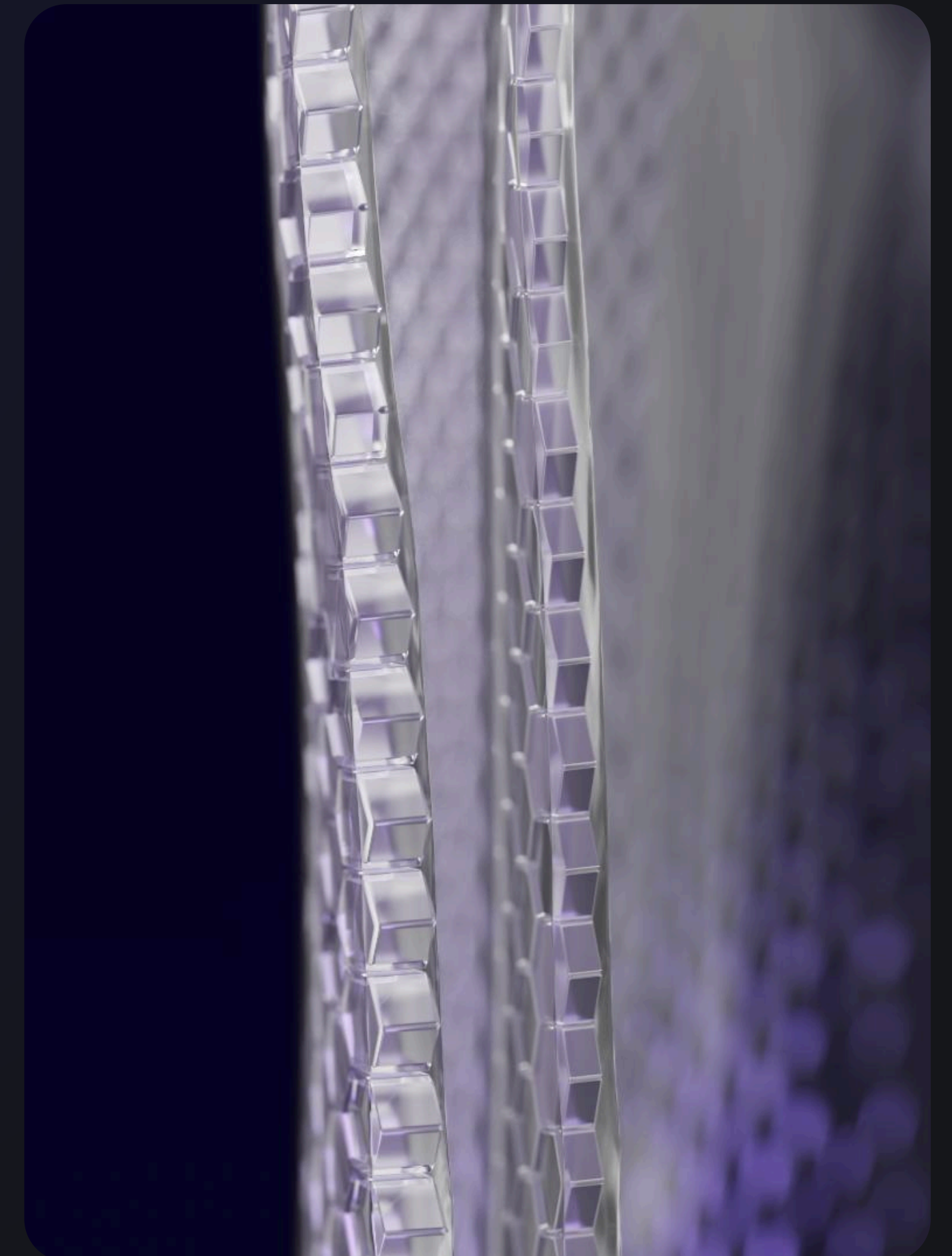
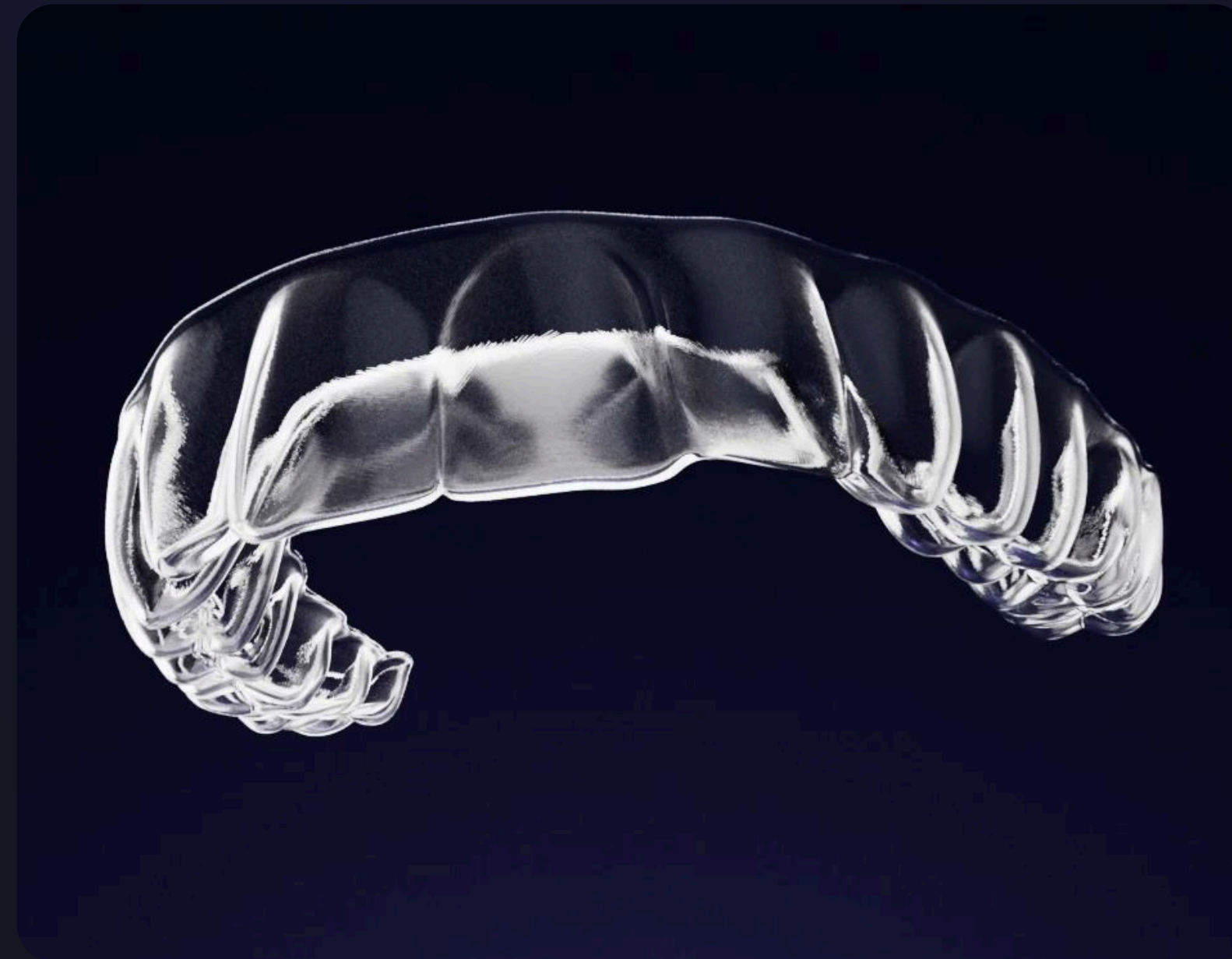


Aligner Graphics

Aligner renderings showcases the product's integrity, material, and confident and comfortable feel.

Aligners are transparency to show its clear, light and comfortable material. Close-ups to the aligner shows its materials more in detail to inform customers.

Background colors use the Ortho Gradient color with dark and dramatic lighting to evoke a luxurious and confident feel.



Graphic Elements

Iconography

The icons mainly consists of thin, minimal lines, sometimes with tapered shapes. Minimal iconography makes messaging easier to understand. The gentle lines and shapes presents OrthoFX to be elegant, professional, and refined.

Lines

Surgical, thin lines are used as accents with text, as well as dividers. This makes the content digestible to read and furthermore presents an elegant and refined brand.

Round corners

Round corners are used for photography, images, and shape containers. This presents the visual content a more welcoming and friendly feel to the the world of OrthoFX aligners

Iconography



Lines

————— *Doctor testimonials*

Features

Multiple clear aligner options

Option for 9-12hrs continuous wear-time (NiTime™)

Enhanced comfort & stain-resistant

Round corners





Need caffeine?
No problem. No aligners.

Start your day with coffee, completely aligner-free.

Buttons

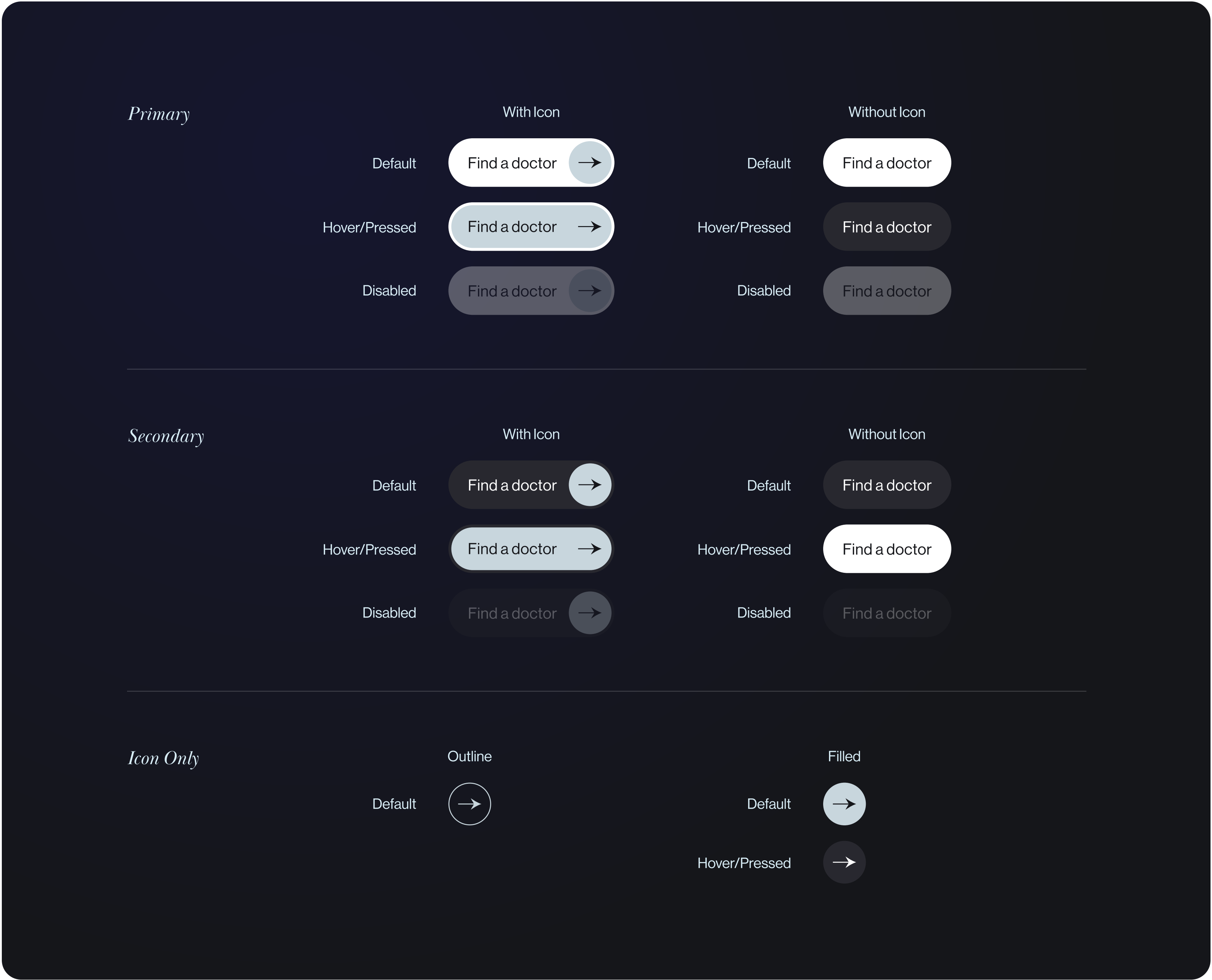
Primary & Secondary buttons

The primary and secondary buttons are used on the OrthoFX website.

Primary buttons are used as the main call-to-action, while secondary buttons are used for other less important call-to-actions. Both primary and secondary buttons can include an interchangeable icon.

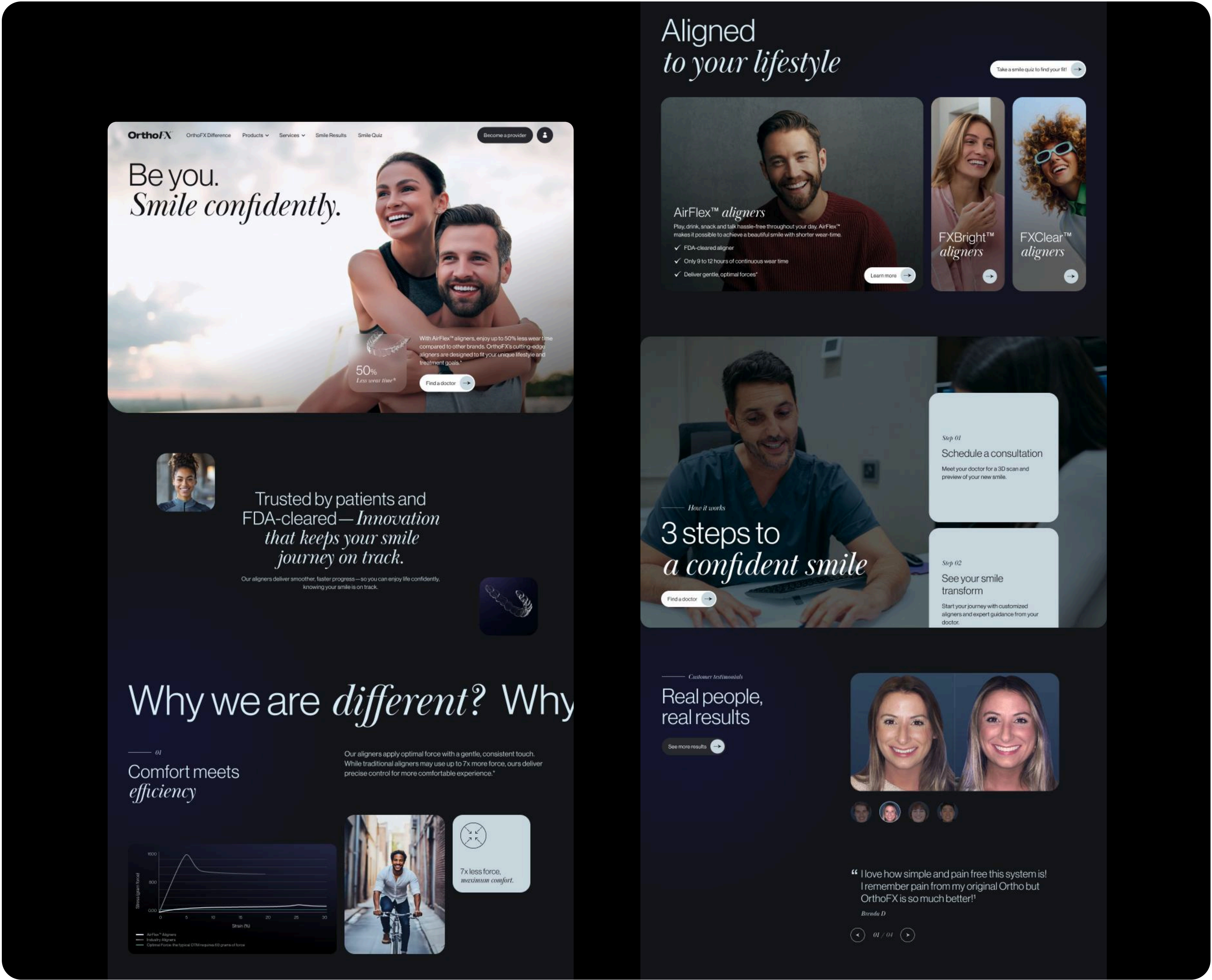
Icon buttons

The icon buttons are also used on the OrthoFX website for much less important call-to-actions and interactive components. Interactive components can be opening and closing an accordion or scrolling through a carousel. The icon can be interchangeable.



Graphic Usage

Within a minimal color palette, a mix of realistic photography in rounded corners, surgical lines, and elegant font pairings present OrthoFX as a sophisticated, professional brand. This furthermore emphasizes that OrthoFX offers trustworthy, hi-tech aligners for comfort of their customers.

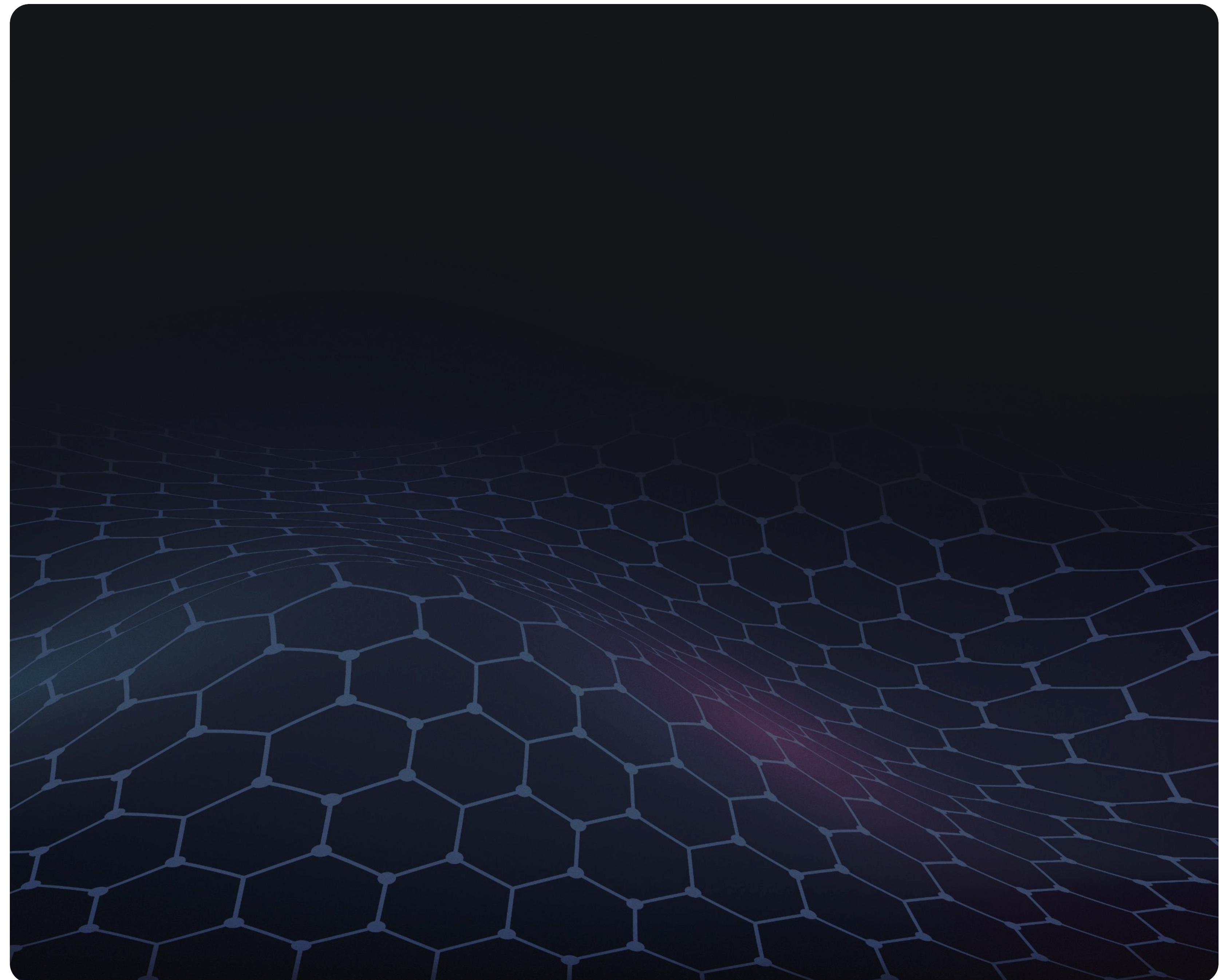


Hexagon Pattern

The hexagon pattern represents OrthoFX's innovative technology. Its structured yet fluid design reflects the balance between precision and flexibility, embodying the advanced science behind our aligners. The curved edges and subtle gradient add a sense of elasticity while maintaining a modern, tech-forward aesthetic.

Usage

The hexagon pattern can be used as a background element for banners, printed materials such as flyers and brochures, and booth displays to reinforce brand identity and innovation.





Thank you

V1

12.18.2024