



Brand Guidelines



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Italy

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Norway

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Sweden

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Switzerland

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United Kingdom



Introduction

In line with our vision for Colosseum Dental Group, we have recently refreshed our brand guidelines. In order to bring cohesion and clarity to our visual style this document sets out the various elements and assets that constitute our new 'look and feel'. Ultimately, it is what differentiates us.

As we presently operate in eight European countries it is vital we maintain and protect the integrity of our brand. The watchword is 'consistency' – the most important element when it comes to brand. So, when producing communication materials for Colosseum Dental Group immerse yourself in these guidelines.

You do not get a second chance to make a first impression – and that applies to brands also. It is so important we manage our brand identity. If our visual presentation is confident distinctive, reassuring and approachable then that is how our patients will perceive us.

Symbol, wordmark & slogan

Establishing the wordmark & symbol

The Colosseum Dental Group symbol & wordmark should be considered the signature of the organisation. To maximise recognition and increase awareness it should be implemented consistently, in order that the brand identity gains equity over time. Please note; there are two configurations of the symbol & wordmark permissible for use: single line and stacked.

Maintaining standards

It is not acceptable, under any circumstance, to adapt or modify the symbol & wordmark, whether that be expanding, condensing, changing the weight of the letterform or the visual relationship between wordmark and symbol. The symbol & wordmark should always be displayed horizontally. We all must strive to protect its integrity.



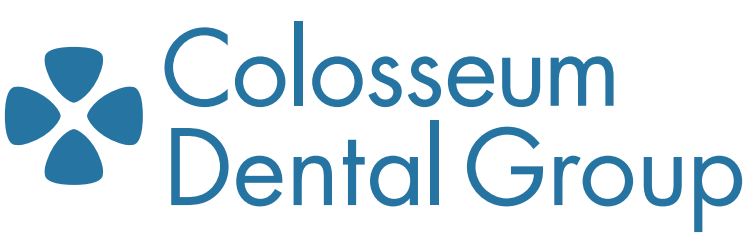
Single line version

The master symbol

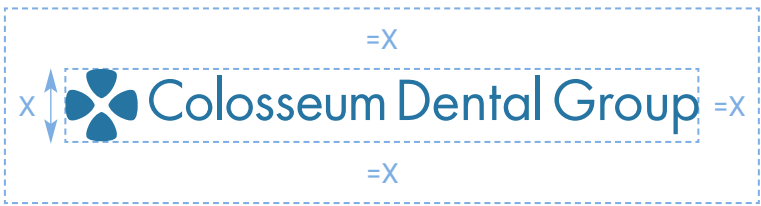
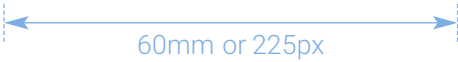
The Colosseum Dental Group symbol is based on an abstract representation of a tooth. It is made up of four regular shapes that are neatly aligned, it is not permissible to adjust the relationship between these four elements. The symbol should always appear to the left of the wordmark.

The master wordmark

The Colosseum Dental Group wordmark is based on modern sans serif font, Futura Book. It exists in harmony with the symbol, the two elements combine to form a predetermined unit. It is not permissible to redraw, respace or add weight to the master wordmark.



Stacked version



Flexibility of implementation

When implementing the Colosseum Dental Group symbol & wordmark we recommend that, where possible, the single line version is applied. However, it is permissible, when space is at a premium, to implement the stacked version. Always pay particular attention to scale and legibility – ensure the brand identity is highly visible and not competing with other elements in any given layout.

Minimum size (off-line)

Legibility is a key consideration when reproducing the symbol & wordmark – never implement under 60mm wide (single line version) and 37mm wide (stacked version). Always evaluate ‘how’ and ‘where’ it is being implemented and if it is legible at minimum size. There are no restrictions on how large the wordmark can be reproduced.

Minimum size (on-line)

When reproducing the symbol & wordmark on-line, the principles of legibility still apply. We recommend it is not implemented under 225 pixels wide (single line version), similarly, 140 pixels (stacked version).

Clearance area

As a general principle the symbol & wordmark should be positioned in a clearance area. Setting it apart from text, partner logos or other graphic elements. By isolating the symbol & wordmark it improves legibility and strengthens the identity’s prominence – to maximise visibility there is a formula to follow set out opposite.

Implementing the Colosseum slogan

The slogan, ‘We Care’ is a direct reflection of the Colosseum Dental Group’s values. A master version of the symbol, logotype & slogan has been created and there should be no attempt to modify it, the relationship of the elements are fixed.

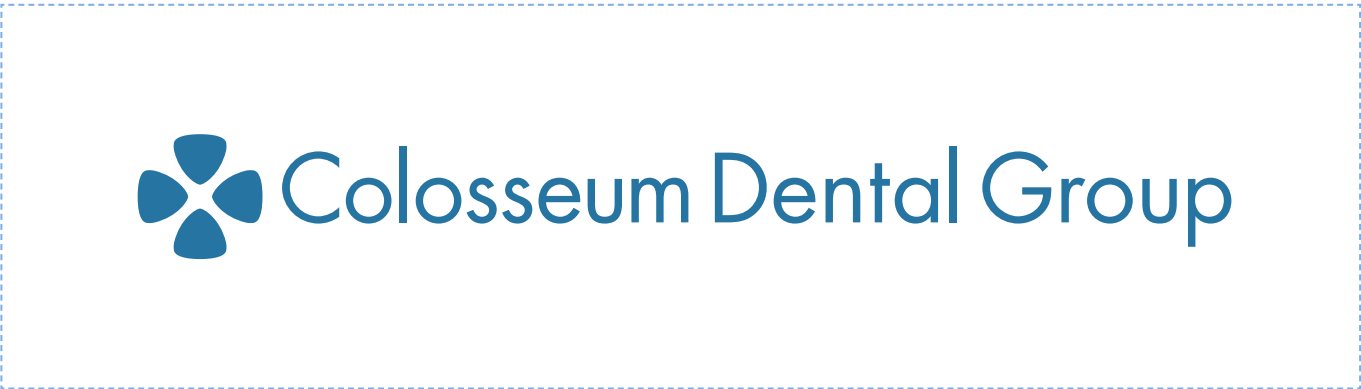


Symbol, wordmark & slogan

Consistent use of colour

The colour options for the symbol & wordmark are predetermined, both in colour and mono. Set out in this section are the approved colour versions. There are a small number of options providing adequate flexibility in implementation, so there should be no need for variation.

Single line symbol & wordmark



Prints Pantone 307 on white background



Reverses white out of Pantone 307 background



Reverses white out of colour image

Please note: the same colour principles apply to the stacked symbol & wordmark.

Convention & endorsement

Consistent use of colour

Colosseum is a Pan-European Group, consisting of several dental practices each retaining their own unique identity in different countries. At corporate level it may be necessary to reference being part of the wider Colosseum Dental Group. This is referred to as an endorsement.



Applying the endorsement

Within the Group, for example, in the UK the dental brand is Colosseum Dental and visually displays the 'crown' symbol – as such it does not require an endorsement. In other instances, for example, in Italy the dental brand Odonto Salute would require the endorsement line complete with 'crown' symbol as it does not directly reference either Colosseum or the 'crown' symbol. In other instances, for example, in Sweden the dental brand Smile Tandvård would require the endorsement line only, as the 'crown' symbol is integral to the brand mark.

Golden rules

Wordmark usage guidelines

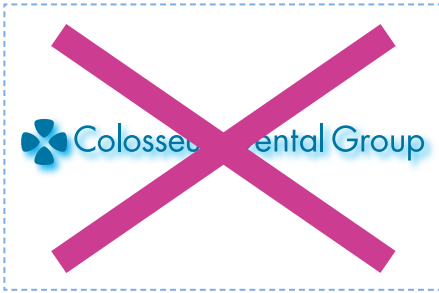
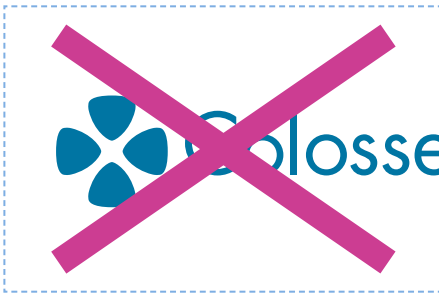
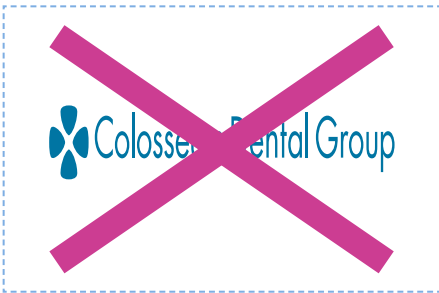
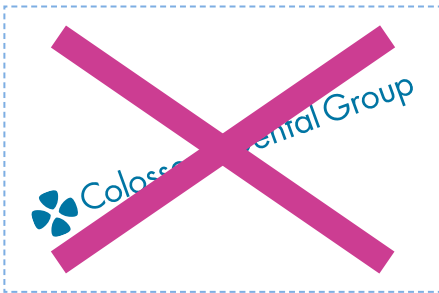
To ensure consistent application and appropriate use of the symbol & wordmark, a general set of guidelines outlined as follows.

- 1. No element of the symbol or wordmark may be redrawn, reconfigured or recreated. Master artwork is available as Illustrator vector files.
- 2. Any vector files with an .eps or .ai extension are infinitely scalable, thus eliminating the need to ensure proper resolution for the purposes of reproduction. The same principle does not apply to .jpg or .tif files.
- 3. A clearance area should be maintained, as set out on page 05.
- 4. The symbol & wordmark artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and disrupts the relationship between the elements.

- 5. The symbol & wordmark artwork should always appear on a horizontal scale.
- 6. Wordmark artwork may only be reproduced directly from a digital file, it should NEVER be reproduced from previously printed materials.
- 7. When placing the wordmark on images or coloured backgrounds follow the rules set on page 23 of these guidelines.

Always seek advice

We recommend anyone implementing artwork apply a simple rule, if in any doubt, refer to the appropriate Group department. Please don't assume if a particular scenario isn't covered that rules do not apply.



Unacceptable usage

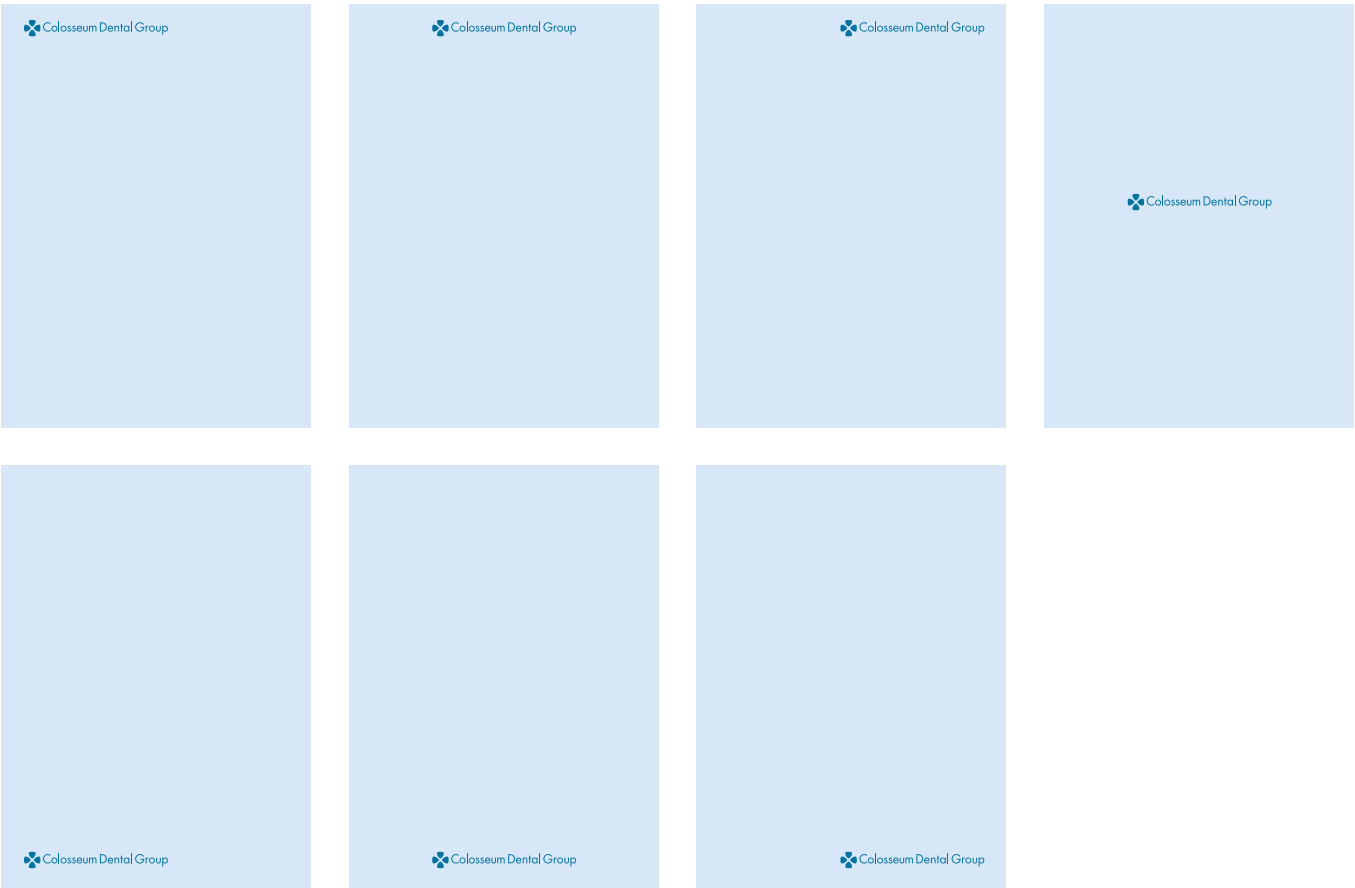
A few rules are to maintain the integrity of the symbol & wordmark, to ensure it isn't compromised or diminished, as consistency of application is crucial when building brand recognition.

Do not

- 1. Change the orientation.
- 2. Stretch or condense.
- 3. Crop the logo.
- 4. Change approved colours.
- 5. Add any effects.
- 6. Place in white boxes.

Layout positioning

We want to provide flexibility when implementing the symbol & wordmark. Due to the many varied applications we have adopted a flexible approach, the principles of which are set out below. Please ensure the symbol & wordmark are placed in space and always pay attention to scale, legibility and balance of layout so the identity is highly visible and not competing with other elements.



Important note

Purely for demonstration purposes, the symbol & wordmark have been reproduced below the permitted minimum print size. Under no circumstance is it permissible to replicate in live documents.

Colour palette

The primary palette, consisting of four colours, has been selected to create a professional visual tone. The more expansive secondary palette is bright, playful and bold – representing a friendly, confident brand. We are not imposing too many rules around use of colour as we want a visual excitement and energy to come through in our communications.

Primary colour palette

Colosseum Blue	90%	80%	70%	60%	50%	40%	30%	20%	10%
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Coated: PMS 307c / CMYK: 100 - 20 - 0 - 25 / RGB: 0 - 107 - 166 / HTML: 006BA6

Colosseum Charcoal	80%	70%	60%	50%	40%	30%	20%	10%
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Coated: Process Black (90%) / CMYK: 0 - 0 - 0 - 90 / RGB: 60 - 60 - 59 / HTML: 3C3C3B

Colosseum Dark Blue	90%	80%	70%	60%	50%	40%	30%	20%	10%
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Coated: PMS 282c / CMYK: 100 - 72 - 0 - 73 / RGB: 04 - 30 - 66 / HTML: 041E42

Colosseum Light Blue	90%	80%	70%	60%	50%	40%	30%	20%	10%
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Coated: PMS 292c / CMYK: 55 - 13 - 00 - 00 / RGB: 105 - 179 - 231 / HTML: 69B3E7

Primary colour palette

The primary palette has been selected to align with our brand values. This primary palette is deliberately restricted, colour will come through photography, illustration, infographics, icons etc It is important when implementing colour that issues relating to legibility are taken into consideration. It is permissible to use all colours at either full strength, or as a percentage tint.

Secondary colour palette

Colosseum Orange	90%	80%	70%	60%	50%	40%	30%	20%	10%
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Coated: PMS 7416c / CMYK: 0 - 69 - 65 - 00 / RGB: 229 - 106 - 84 / HTML: E56A54

Colosseum Green	90%	80%	70%	60%	50%	40%	30%	20%	10%
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Coated: PMS 340c / CMYK: 100 - 00 - 81 - 00 / RGB: 00 - 150 - 94 / HTML: 00965E

Colosseum Orchid	90%	80%	70%	60%	50%	40%	30%	20%	10%
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Coated: PMS 674c / CMYK: 14 - 76 - 00 - 00 / RGB: 199 - 87 - 154 / HTML: C7579A

Colosseum Purple	90%	80%	70%	60%	50%	40%	30%	20%	10%
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Coated: PMS 255c / CMYK: 53 - 100 - 00 - 16 / RGB: 114 - 36 - 108 / HTML: 72246C

Secondary colour palette

The secondary colour palette is expansive and vibrant. It provides an opportunity to inject additional personality into layout, as well as for use on charts and illustrations.

Corporate fonts

It is important that the Colosseum Dental Group maintain consistency across all communications. To help bring uniformity, a single family of fonts has been selected for use. The name of the font is Roboto, it is a Google font and as such it is universally available (free of charge).

Primary font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@™£\$%*()=+°?/; :

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@™£\$%*()=+°?/; :

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@™£\$%*()=+°?/; :

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@™£\$%*()=+°?/; :

Roboto Light

Secondary font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@™£\$%*()=+°?/; :

PT Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@™£\$%*()=+°?/; :

PT Serif

Please note: In the unlikely event you are not able to access the approved corporate fonts, it is permissible to replace them with Arial – a system font on all computers. Although we must stress, this is a last resort and certainly not desirable.

Introducing Roboto:
a geometric font that
features friendly and
open curves. It is a
clean, modern font
that makes for a more
natural reading rhythm.

General rules: primary font

In addition to the six weights of Roboto, are italic versions, although we recommend use is limited 2-3 weights in any given layout. We have selected bold, medium, roman and light as the preferred options. To download the Roboto family of fonts, visit: <https://fonts.google.com/>

General rules: secondary font

In addition to the two weights of PT Serif, are italic versions, this is a support font to Roboto. To download the PT Serif family of fonts, visit: <https://fonts.google.com/>

Photographic styling

Our photographic approach has been adopted and developed to support and convey the aspirations of the brand. It’s stylish and contemporary – anything but ordinary. The staff and clients featured combined with colours and lighting treatment, creates a overall tone that eludes to friendliness, quality and comfort. The photography helps position Colosseum Dental Group as a progressive corporate employing state-of-the-art technologies.



Colosseum Dental Group environments

There may be instances when an empty room needs to be showcased. For example, on a website to showcase the clinic to potential patients. Images should be a true representation in order to manage patient expectation, and should always be taken from angles that convey and showcase the clinic in it’s best light.



Colosseum colleagues should always be portrayed as friendly and approachable. Individuals who enjoy providing patients with a favorable experience. They can be cut out against colour or white backgrounds.

Photographic styling

Please note: all images featured represent Colosseum Dental Group staff



Alternatively, colleagues can be pictured in working environments. Ensure spaces are clean, free from clutter and present a professional image.

Any interaction between colleagues, and patients and colleagues, must be positive and portray our caring value. Colosseum Dental Group should be presented as a modern and progressive corporate who place patients front and centre of the care we provide. The personality of our people should shine through.

Please note: while we are living in COVID-19 times we should be extra vigilant not use images that break health & safety standards (for example: colleagues treating patients with no PPE equipment, or masks being used incorrectly). Nor should we feature colleagues wearing personal clothing, accessories, etc. It is imperative that we instill trust and confidence in our patients.

