

# :DentalPlans.com

Brand Guidelines



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# Introduction

At DentalPlans.com, we recognize that everyone has unique needs. That's why we're helping people across the nation find the best dental care for the best value—always with a smile.

This document outlines how to create marketing and communication materials that reflect that authenticity, friendliness, and expertise.

You can use this document to help guide you in designing or writing any print or digital materials for DentalPlans.com.

# Brand Overview

## Logo



## Color



## Typography

Headers

**Area Black**

Body

Area Regular

## Photography





# Brand Mantra

This is who we are and what we stand for. It tells the story of how we want to be viewed by our customers—and what they can expect from us. You can use it as inspiration to create materials for DentalPlans.com.

Think about it. Your mouth is the center of your life every single day. It's how you taste your favorite food. It's how you kiss. It's how you sing along to the radio. It's how you laugh with your best friend.

That's why keeping your mouth healthy is so important to your wellbeing—and it shouldn't be that complicated. At DentalPlans.com, we're here to get to know you and your unique needs. Need a plan? A dentist? Someone to just hear you out? We'll make personalized recommendations. Support your decision process. And take care of every little detail in helping you find the best care for the best value.

So that you can laugh on. Kiss on. Sing on. Snack on. And all-the-good-things-that-come-with-a-clean-healthy-mouth on. All without worrying about a thing.

# Dental Savings Plans vs. Dental Insurance

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What's the difference between dental savings plans and dental insurance? We'll give you a hand so you can communicate it best to your audience. Both dental insurance and dental savings plans can save consumers money on their dental care and are offered by trusted carriers. But what's included, how they work, and who they are best for, are key differences.

## Dental savings plans

Dental savings plans are an easy-to-use alternative to dental insurance. A small annual membership unlocks access to savings on virtually any dental procedure including preventive, restorative and cosmetic care. Plans activate quickly and do not have restrictions based on current health conditions.

Dental savings plans are a great option for those who have large procedures coming up, as there are no annual limits on how much you can save each year. Plan members pay the discounted rate directly to their dentist at the time of care.

## Dental insurance

When you sign up for dental insurance, you pay a monthly premium and possibly a deductible, depending on your plan. Most plans cover preventive care at 100% and then a percentage of other dental work until you reach your annual maximum.

After that, you'll pay for the rest out of pocket until your plan resets. Dental insurance can be a great fit for those who do not have any large procedures coming up, and who are interested in saving money primarily on cleanings, checkups, and other preventive care.

# Communication Dos and Don'ts

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When creating communication materials for DentalPlans.com, focus on topics around confidence, value of care, simplicity, and benefits—and stay away from topics that bring up uncertainty and complexity. While the DentalPlans.com brand will continue to communicate discounts and promotions, we will do it in a way that feels authentic and helpful—not salesy.

You can use this as a guide on what to say and how to say it.

## Confidence

Avoid bringing up uncertainties about audience members' current plans. Instead, give them confidence that DentalPlans.com can help them find just what they need.

**Do:** Great dental care is our passion. Let us help you find the perfect dental savings plan in minutes.

**Don't:** Tired of paying too much for dental care? Get 30% off procedures when you switch to DentalPlans.com.

## Value of Care

When writing copy that communicates a discount or promotion, focus on the value of quality care, too. The discount is only part of the package customers gets from DentalPlans.com.

**Do:** We're here to help you find the best care at the best value. You're just a few questions away from a dental savings plan that will reward you with discounts to help you live life to its fullest.

**Don't:** Are you ready to save up to 60% on dental care? Sign-up now and get the biggest discounts of the year!

## Simplicity

Ditch the complexity of dental savings plans and highlight the simplicity of them, instead. It can be easy to overwhelm audience members with the number of options we offer. To keep it feeling manageable, tell them how we have the perfect plan for their needs.

**Do:** For an affordable annual fee, you'll get the best price from the best dentists in your area.

**Don't:** Savings plans are like membership clubs. Once you pay an annual fee, you get discounts for procedures.

## Benefits

Win the trust of audience members with the true benefits and health outcomes of better dental care. When communicating promotions, avoid language that creates a false sense of urgency.

**Do:** We're here to help you live a great life with a healthy mouth—so you can sing on, snack on, and smile on. And while you're at it, we'll help you save up to 60% on quality dental care.

**Don't:** Summer is here and there's never been a better time to save on dental care! Don't wait to sign up.

# Voice and Tone

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Our voice is our personality—and that personality is human, authentic, approachable, conversational, and knowledgeable. DentalPlans.com isn't corporate or cold, jargony or complex. It's warm and easy to understand.

Our tone is our mood. Friendly, helpful, and lighthearted. When writing any material for DentalPlans.com, steer clear of a tone that's condescending, silly, or irreverent. We're experts, but we're not know-it-alls.

Our tone might change depending on context, but our voice stays consistent throughout all materials. Because that's DentalPlans.com. We're always human, authentic, and here for you—no need to ask twice.



# Color

Blue Sky

RGB: #2445ea

CMYK: 95,77,0,0

PMS: 7455 C

Plum

RGB: #bc578e

CMYK: 24,74,6,6

PMS: 674 C

Pearl

RGB: #f2f2f4

CMYK: 6,4,3,0

PMS: 7541 C

Cinnamon

RGB: #ea5b38

CMYK: 0,75,79,1

PMS: 7417 C

Mint

RGB: #77c79b

CMYK: 55,0,49,0

PMS: 346 C

Sunshine

RGB: #e89e34

CMYK: 2,40,84,6

PMS: 143 C

Black

RGB: #070808

CMYK: 65,45,30,95

PMS: Black 6

DentalPlans.com is friendly, warm, and optimistic—and we want our materials to reflect that. While our colors are bright and energetic, designers should remember to use white space when needed to make materials feel more welcoming.

### Color Usage

We love all our colors equally, but here’s how to use them correctly across our brand.

Blue Sky and Plum are our main brand colors.

Cinnamon, Mint, Sunshine, and Pearl should be used as accent colors.

Black should only be used for our logo and text.

# Color Gradients

10



Our gradients add warmth and intrigue to DentalPlans.com. The five gradients shown here are the only approved color combinations for those gradients.

- Plum/Sky Blue
- Mint/Sky Blue - Used when referencing Dental Savings Plans
- Sunshine/Cinnamon - Used when referencing Dental Insurance
- Pearl/Mint
- Pearl/Sunshine

Gradients should only be shown on a perfect horizontal or vertical axis. They should never be shown angled or slanted.

You can take a look at the Brand Applications section to see examples of how the gradient can be used in design.

# Logo

11

The DentalPlans.com logo represents the approachable, friendly, and warm nature of our brand. This clean, new take on our previous logo builds brand continuity and trust with our audiences.

We encourage the use of the full logotype whenever possible—but you can also use the logomark ‘D’ in tighter spaces. Logo use cases can be seen below and in the Brand Applications section of this guideline. Do not use the logo in any way not shown in the guidelines without approval from our team.

The logomark has 3 variations. Use of each is outlined next to each version.

The logo consists of a blue icon resembling a stylized face with two dots for eyes and a wide, open smile, followed by the text 'DentalPlans.com' in a bold, black, sans-serif font.



Main logomark should be used in most applications. It is used in the logo and fav icon on the site.



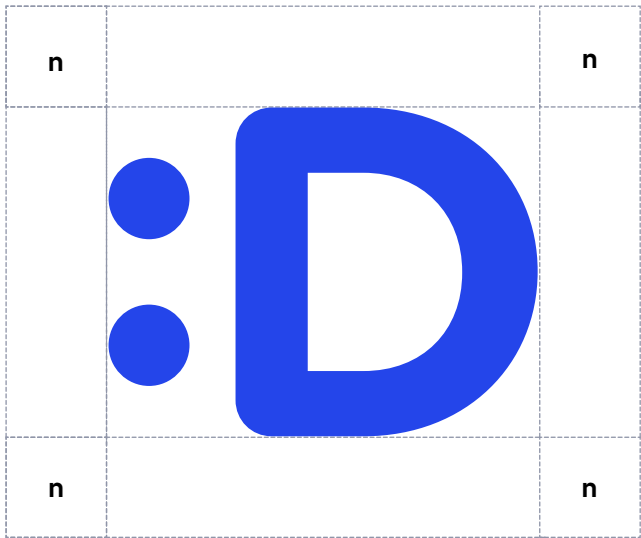
Vertical logomark is used in banners and social media. Also used when representing a dentist or other person.



Winking vertical logomark is used occasionally in video and other materials. It is used sparingly. Please ask permission from marketing when using this version of the logomark.

# Logo Clear Space

Here’s how to maintain a consistent clear space around our logo. Just take the width of the logo’s lowercase ‘n’—then using this width, create an invisible border around the entire logo. This clear space allows our logo to be displayed without the obstruction of other elements. You can use the same clear space for our logomark, shown below.





# Logo Color

13

**:DentalPlans.com**



**:DentalPlans.com**



**:DentalPlans.com**



**:DentalPlans.com**



We like to keep things simple, including our logo color. The DentalPlans.com logo and logo mark should always appear in only black or white on a solid dark color or gradient. Here's the breakdown.

Use a white logo with these gradient backgrounds:

- Plum/Sky Blue
- Sunshine/Cinnamon
- Mint/Sky Blue

Use a black logo with these gradient backgrounds:

- Pearl/Mint
- Pearl/Sunshine

# Logo Sizing

14

Sizing our logo is simple, too. You can make the DentalPlans.com logo as big as you need to fit the space you have. Just make sure the logo isn't any smaller than displayed below.

**:DentalPlans.com**

Minimum Width: 150px



Minimum Width: 30px

# Typography

15

## Display Type

### Area Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

## Body Copy

### Area Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

## Alternate Digital

### Verdana

Verdana Regular

## Area Bold

Use Area Bold for all titles and headlines for digital and print materials.

## Area Regular

Use Area Regular for all body copy in digital and print materials.

## Verdana

When necessary, Verdana can be used as a substitute for Area Bold and Europa Regular.

## Type Use

We like to keep things conversational—and easy to read. To reflect that in our brand materials, all headlines should be written in sentence case. You can use title case sparingly for the title of a blog post or for infographic headlines, as shown in the Brand Applications Web section of this guideline.

A period should always end a headline or sentence, not an exclamation point. Unless we have really, really great news! The only place punctuation is not needed when using sentence case is at the end of a CTA button.

When writing any copy, write how you would speak to a person. You can use em dashes to break up a thought—like this. And you should always use the oxford comma, for the purpose of clarity.

# Typography Sizes • Digital

16

## Area Bold

**56pt Smile**

**46pt Smile**

**32pt Smile**

**24pt Smile**

## Area Regular

18pt Smile

16pt Smile

12pt Smile

Depending on the materials being created, you'll need to use different font sizes. See the approved font sizes for digital materials below—and be sure to maintain consistency across projects.

## Area Bold

56pt for Header 1

46pt for Header 2

32pt for Header 3

24pt for Header 4

## Area Regular

18pt for Main Body Copy

16pt for Small Body

12pt for Tiny Body



# Typography Sizes • Print

17

## Area Bold

**34pt Smile**

**18pt Smile**

## Area Regular

12pt Smile

You'll also need different font sizes for print projects. The approved font sizes for these materials are shown below.

### Area Regular

34pt for Main Headers and Page Titles

18pt for Section Heads

### Area Regular

12pt for Body and Form Fields

# Photography

18



Authentic photography is central to our brand. It tells a story of real people doing real things, like eating, laughing, singing, smiling—and other every-day activities that involve the mouth.

When choosing photography for marketing assets, look for photos that depict natural, candid moments and avoid using overly posed shots. Photographs should look like they were taken on someone's home camera, not by a professional.

People in the photos should be imperfect, real people wearing normal-looking clothing—and photos should capture moments of joy or connection.

Avoid using photos of dental offices or dental procedures. These photos take away from our brand because they only show the bare minimum of what DentalPlans.com offers. Authentic, natural photos of the subject enjoying a moment in life are always a better expression of the full value DentalPlans.com provides its members.

Always get photography approved by the DentalPlans.com marketing team before use.





# Photography Continued

## B2C Photography

Photography should always feel authentic and be focused around joyous activities such as eating, laughing, singing, etc.



## B2B Photography

Photography should remain authentic, this is the only time when dental office imagery is allowed to be use. Please get approval on all images.





# Photo Cropping

20

When cropping photographs for marketing assets, focus on the subject and the moment that they're in rather than just the mouth. To highlight that moment, crop out distracting or busy backgrounds. This cropping, as shown to the right, will allow our audience members to connect with the emotion in the photo, making DentalPlans.com feel personable and approachable.





# Iconography

21

We use iconography throughout DentalPlans.com, mainly to help our audiences easily navigate our website. You can also use it as a communication tool in other forms of media, like infographics and white papers—but they should never be used as a main graphic for any digital or print material (they're not here to steal the show).

There are 4 versions of our icons.

- Blue
- Plum/Sky Blue
- Sunshine/Cinnamon
- Mint/Sky Blue



# Dsp vs Di Iconography

Throughout DentalPlans.com, dental savings plans and dental insurance are marked with iconography shown here. When relevant, make sure you use the proper icons and gradient combinations.



Dental Savings Plans



Dental Insurance


Example: Guided Experience Results


Back

Great news! You can save \$2,257.

The recommended plan has the greatest savings on your specific dental needs.

DENTAL SAVINGS PLAN





Aetna Vital Dental Savings<sup>SM</sup>


Individual plan benefits


Save 15-50%

Activates: 7/13/2023

2117 Dentists near you

Recommended Plan





iDental Discount Plan by United Concordia


Individual plan benefits


Save 10-50%

Activates: 7/13/2023

1049 Dentists near you

DENTAL INSURANCE





Aetna Dental Direct Preferred PPO

Individual plan benefits

Annual maximum: \$1,250

Earliest activation: 8/1/2023

Annual deductible: \$50 Individual / \$150 Family

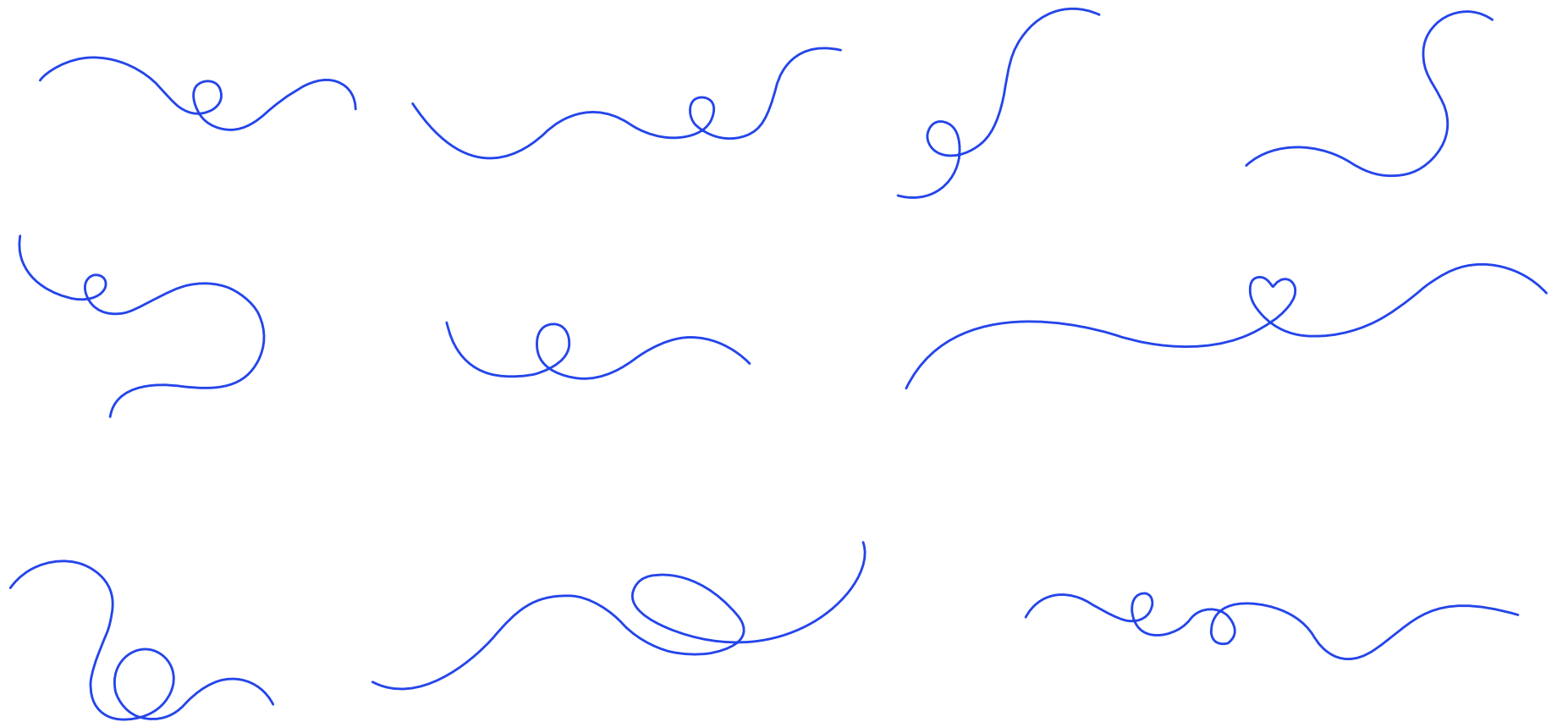
# Graphic Elements • Floss

23

We use floss as a graphic element to express calmness and continuity throughout our brand. When creating with these elements, stick to the ones shown on this page, and always place the floss so that it continues off the edge of the design (we don't want the ends of our floss to show). You can check out the Brand Applications section to see examples of how floss can be used to add a little something more to your design.

## Floss Color

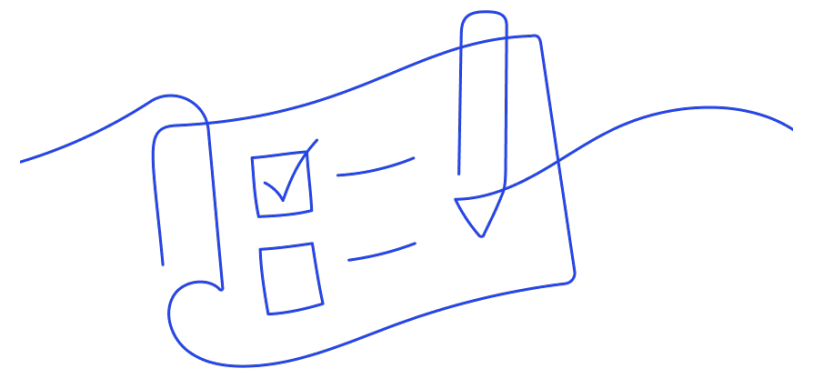
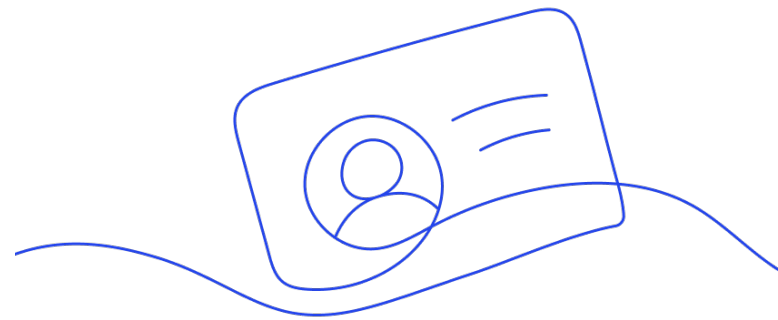
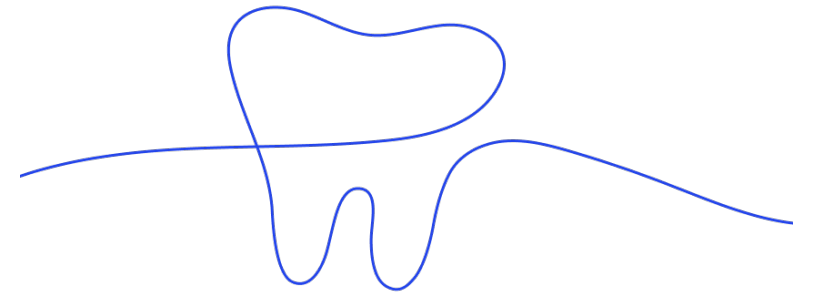
There's flexibility when it comes to floss color. When your floss is on a white background, you can use any brand color or brand gradient to bring the floss to life. When it's shown over top of a brand color or a brand gradient, the floss should be white with 60% opacity.



# Graphic Elements • Floss Continued

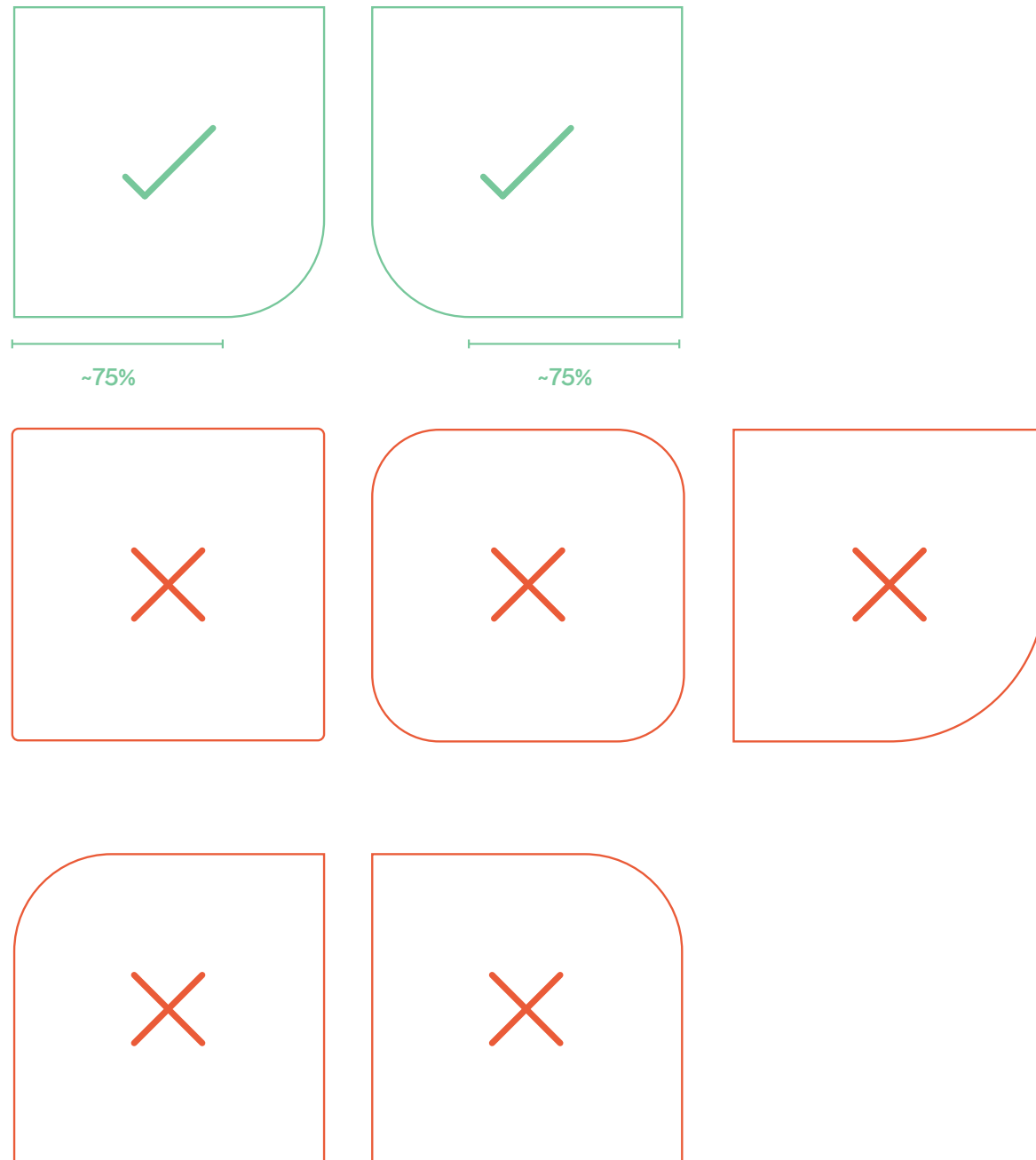
24

Included in our floss design elements are assorted hand drawn shapes when additional visual impact is needed.



# Graphic Elements • Corner Rounding

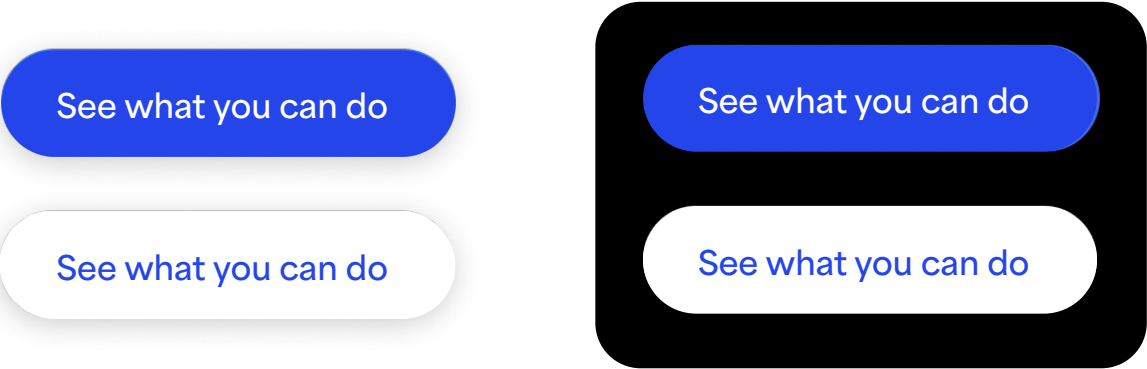
25



Rounded corners soften up our brand and help it to feel more welcoming and approachable. When using this graphic element, only round the lower corners of the rectangles. The edge touching the rounded corner should be straight for about 75% of each side to maintain consistency across materials. You can use examples throughout this guide as best practices for corner rounding.

# UI Design • Buttons

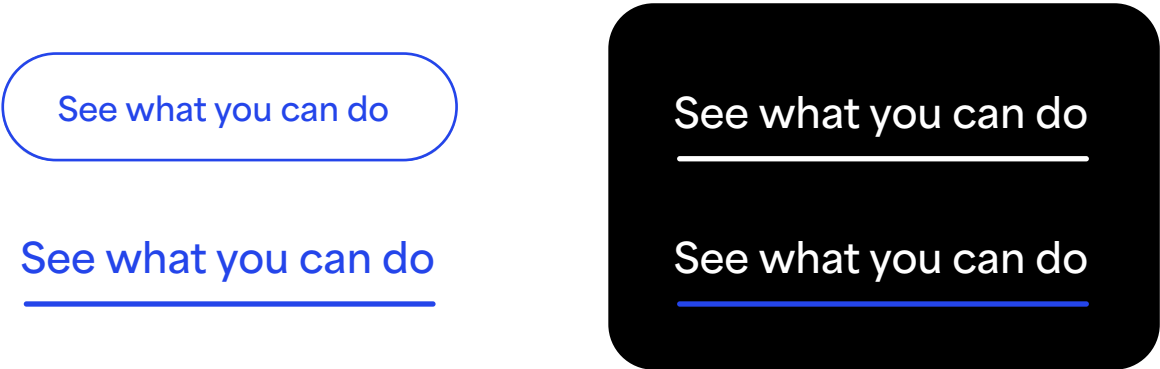
## Primary



## Primary

Use these buttons to communicate the main action you want audience members to take on a web page. It's best practice to stick with one or two primary call to actions (CTAs) per page—you don't want to confuse users with too many options. Any other CTAs should be shown as a secondary text link button. Primary buttons can be Sky Blue with white text or white with Sky Blue text, as shown on the left.

## Secondary



## Secondary

You can use secondary buttons for any secondary action you'd like your audience members to take on a page. There are two secondary button styles: the pill-shaped button and the text link button. Both are shown on the left.

The pill-shaped button should be transparent with a Sky Blue outline and Sky Blue text. Only use this button for secondary CTAs shown on light backgrounds. It's best to use the text link button on darker backgrounds for visibility.

On a lighter background, text link CTAs should be Sky Blue. On a darker background, these CTAs should have white text with a white or Sky Blue underline, as shown on the bottom left.

Check out our component library for our complete UI guide.

# UI Design • Polaroid Photo Treatment

27



Polaroid photo treatment captures the joy that DentalPlans.com brings to every-day moments in an authentic, relatable way. This treatment is used primarily in web design.

When using Polaroid photo treatment, you can show photographs fully cropped inside the frame—or show the subject peeking out of the frame (as shown on the left). The Polaroid frame can be either white or Pearl in color.

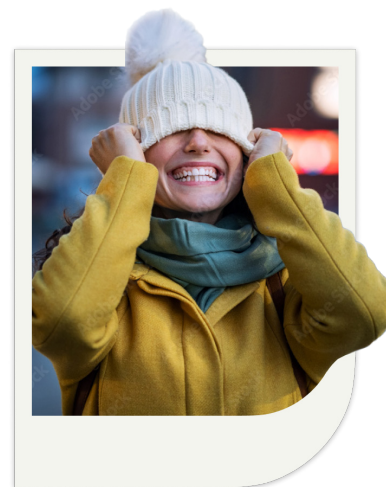
Polaroids can also be shown on top of a color block of any gradient color. Both the color block and the Polaroid should be the same shape and size, with the Polaroid slightly angled or offset from the color block.

All Polaroids and color blocks should have a 75% corner rounding as shown on page 23.

Polaroids can be rotated 8% to the left or 8% to the right. You can show Polaroids without rotation where needed, but it's best to rotate to keep the page flowing and give the images more authenticity.

## Drop Shadow Rules:

Blur: 6  
x: 0  
y: 1  
Spread: 0  
Opacity: 30%  
Color: 000000



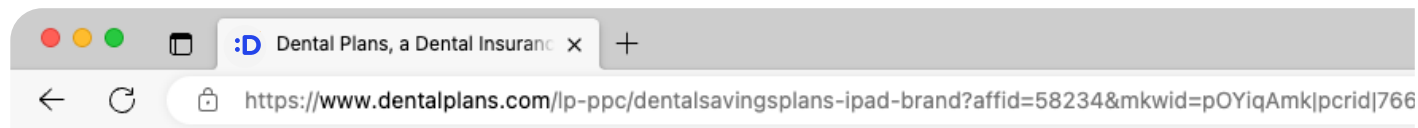
# UI • Favicon

28



Meet our favicon. This image will help our audience members easily navigate back to DentalPlans.com if they have multiple tabs open.

Our favicon is the same image as our logo and will always be shown in blue to match our primary logo color—and to make it easy for users to see, no matter the size of their screen.





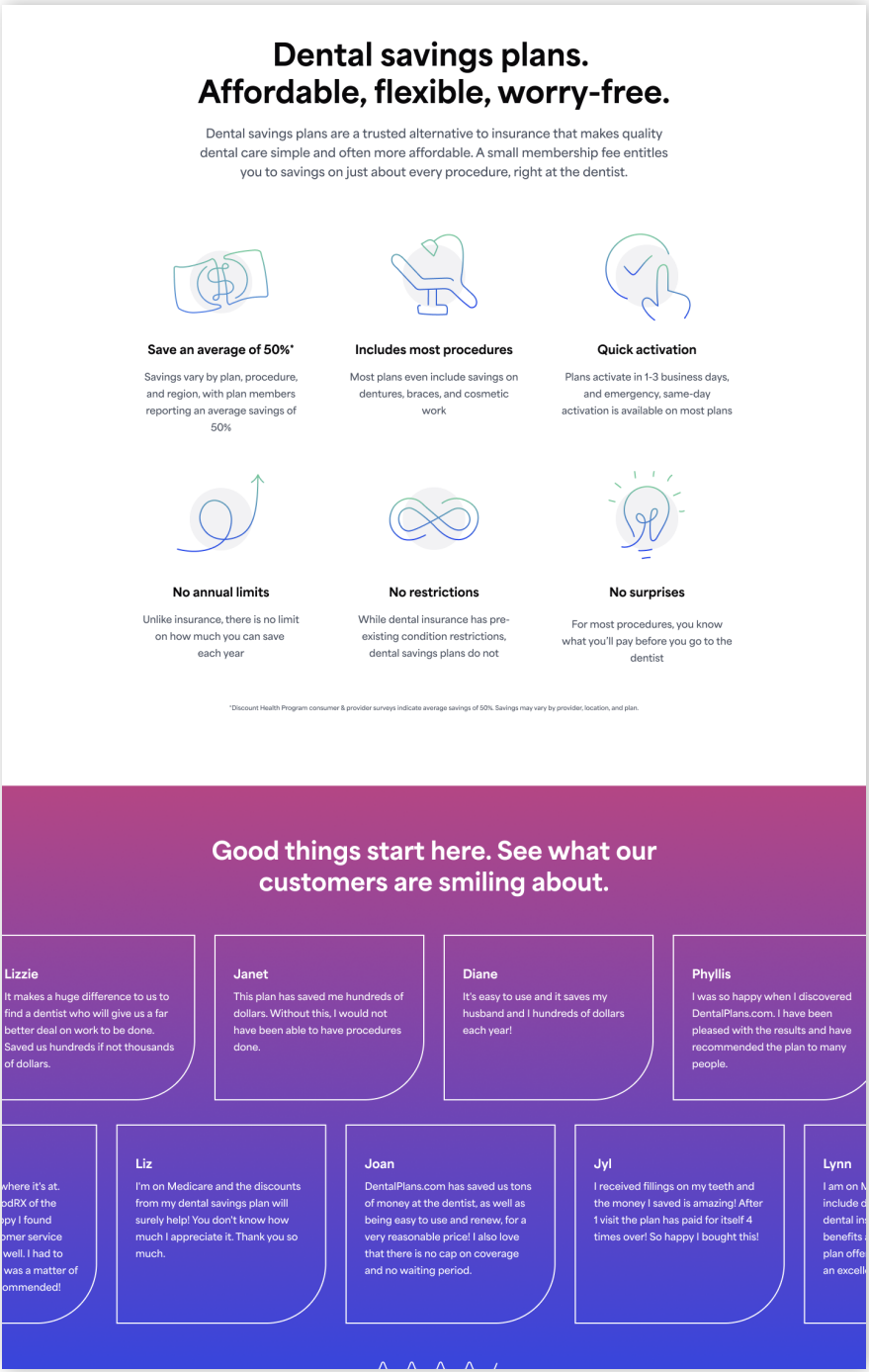
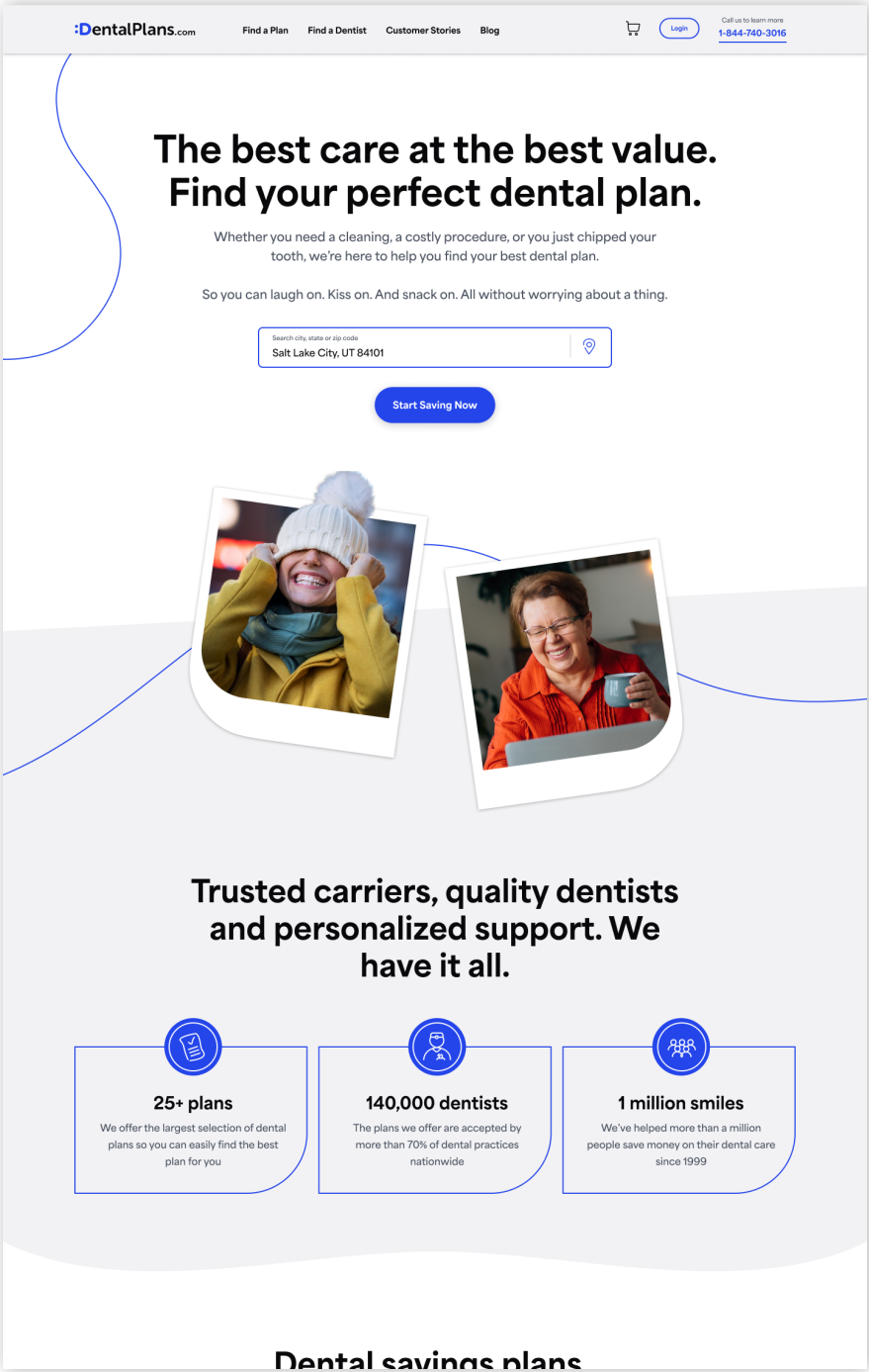
# Brand Applications • Banners

Here are a few online display banner examples. They're not final ads, but we hope you can use them as inspiration in creating friendly and inviting material for DentalPlans.com.




# Brand Applications • Web

The use of the white space, the subtle gradient—we love it all. This is just an example of how you can use our brand elements, tone, and voice to create a welcoming web page.



## 31

## Additional resources to help you save



### DentalPlans.com ranked excellent by consumers

Non diam phasellus vestibulum lorem sed risus ultricies lorem tristique nulla. Purus in mollis nunc sed id semper risus in. Consectetur adipiscing elit duis tristique sollicitudin.

[Read Now](#)

**BLOG POST**

#### How much does a dental savings plan cost?

[Read Now](#)

**BLOG POST**

#### The cost of dental care & how to save lorem ipsum long title 3 lines sit amit lorem

[Read Now](#)

**BLOG POST**

#### Brush up on dental health for winter savings

[Read Now](#)

### Find a dental plan by state

Plans are available nationwide. Choose your state to find one in your area.

Select your state

Utah

[Search Now](#)


### Find a dentist by state

A great dentist is nearby. Choose your state to see which dentists participate.

Select your state

[Search Now](#)

## Dental plans. Vacation plans. Let's talk about all of it.




### Search for a plan near you

Search city, state or zip code

Salt Lake City, UT 84101

[Search Now](#)



### We're here to answer your call

Need a plan, a dentist, or just have questions? We're here for all of it. Give us a call today.

[1-888-632-5353](#)



# Brand Applications • Print




Dental Savings Plan

Member ID  
9876543

Primary Member  
Dependent  
Member ID  
Plan Type  
Expiration Date  
GRP  
BIN#

Sam Jones  
Kerrie Jones  
9876543  
Family  
02/10/25  
0620303  
610502



:DentalPlans.com

THIS IS NOT INSURANCE.  
It is a reduced fee plan. Payment is due at the time of service.

:DentalPlans.com

:DentalPlans.com

8100 SW 10th Street, Suite #2000  
Plantation, Florida 33324

We're so glad you found the perfect dental plan.  
Here's your membership card.

Stephanie Pagan  
3330 SW 173rd Terrace  
Miramar, FL 33029-1634

Save on. Smile on.  
It all starts here.



No ink here

No ink here

No ink here

Smile on  
with a dental savings plan.



Welcome back

Another year of saving  
is waiting for you!

:DentalPlans.com

Smile on  
with a dental savings plan.



What are dental savings plans?

Dental savings plans are a trusted alternative to dental insurance that make dental care simple, affordable and worry-free. Show your membership card when visiting your dentist to receive a discount on most procedures including **checkups, cleanings, fillings, extractions, root canals, crowns and more.**

Why join these plans?

Savings

One low annual fee unlocks savings of 10-60% off, for virtually all dental treatments.

No annual limits

With no restrictions or annual limits, you can save as much as possible on your treatment plan.

Peace of Mind

From routine care to dental emergencies, you'll feel confident that your dental and financial needs are taken care of.

For a limited time, join today &  
Get 20% Off

USE DENTIST CODE

RECOMMENDED PLAN:

:DentalPlans.com

Scan Me



Visit  
DentalPlans.com/MyDentist

Call  
1-877-242-1452

This Dental Office, independent of DentalPlans.com, Inc., is providing Discount Dental Plans which benefit the patient and Dentist as it encourages necessary Dental Services. This office may receive incentives from DentalPlans.com, Inc. Plans marketed by DentalPlans.com are not insurance, provide discounts at certain health care providers for medical services, and do not make payments directly to the providers of medical services. The Plan member is obligated to pay for all health care services but will receive a discount from those health care providers who have contracted with the Plan or discount plan organization.

:DentalPlans.com

:D

