



ELEVATE

BRAND MANUAL

INTRODUCTION	5
MANIFESTO	7
LOGO INTRODUCTION	9
LOGO CONSTRUCTION	10
LOGO APPLICATION	11
CORRECT LOGO PLACEMENT	13
TYPOGRAPHY	14
THE COLOR SYSTEM	21
CO-BRANDING	22

Elevate Practice Consulting: “PRACTICE WITH PURPOSE” is a concept of elevating dental practices to the highest level of success. To visualize this in a corporate design concept we created this slogan:

GIVING YOU WINGS
AND TEACHING YOU
HOW TO FLY

*Typography, grids,
space, scale, color and
imagery.*

*Create meaning in the
experience.*

MANINI



Images

High quality luxury travel images of places clients would want to visit sprinkled into the visual material.



Logo introduction

Logo variations

Logo construction & clear space

Application on a background

Logo application,

Correct logo placement

Typography

LOGGO

Concept

Wings stand for freedom, elevating to the next level, new perspectives, and endless possibilities.

Inspired by a mix of designer brands and luxury cars, the logo combines elegance with professionalism. It has a feminine look and feel but is also very strong and powerful, yet clear and lightweight.

Logo

This grey and pink wing logo with Cincel font is the main logo. It can be used in black and white, or in color.

It can be engraved, stiched or printed. It should have plenty of space around it and preferably be printed on the top center of all items.

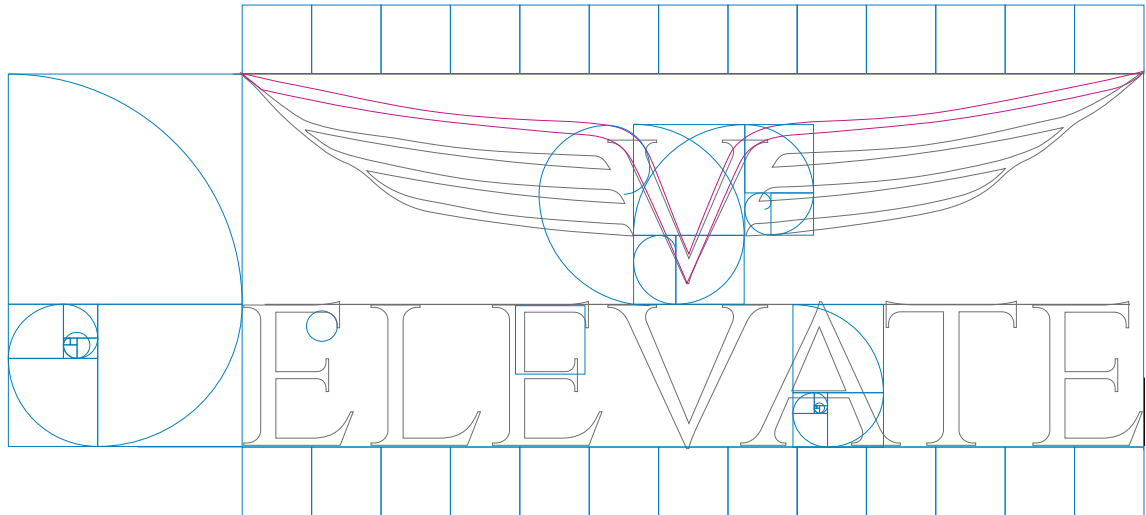


Symbol

The symbol can be separated from the logo for display on promotional materials like t-shirts, bags, folders or many other items. Only if the symbol is not near the full logo this version can be used.



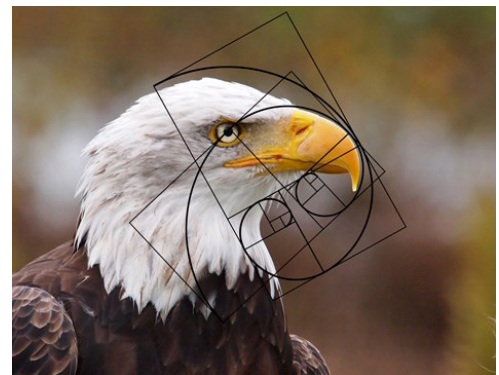
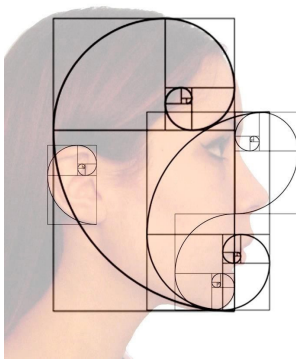
LOGO CONSTRUCTION



Construction with Fibonacci's the Golden Ratio

The golden ratio describes predictable patterns in nature, science and even the financial markets. It is named after its Italian founder, Leonardo Fibonacci. Nature uses this ratio to maintain balance.

In the Elevate logo, the balance of the font versus the wings are in perfect harmony from the small elements to the entire ratio.





LOGO APPLICATION GUIDELINES

Logo

Depending on the medium, the full logo or the symbol can be chosen. It can be printed on items as small as pens.



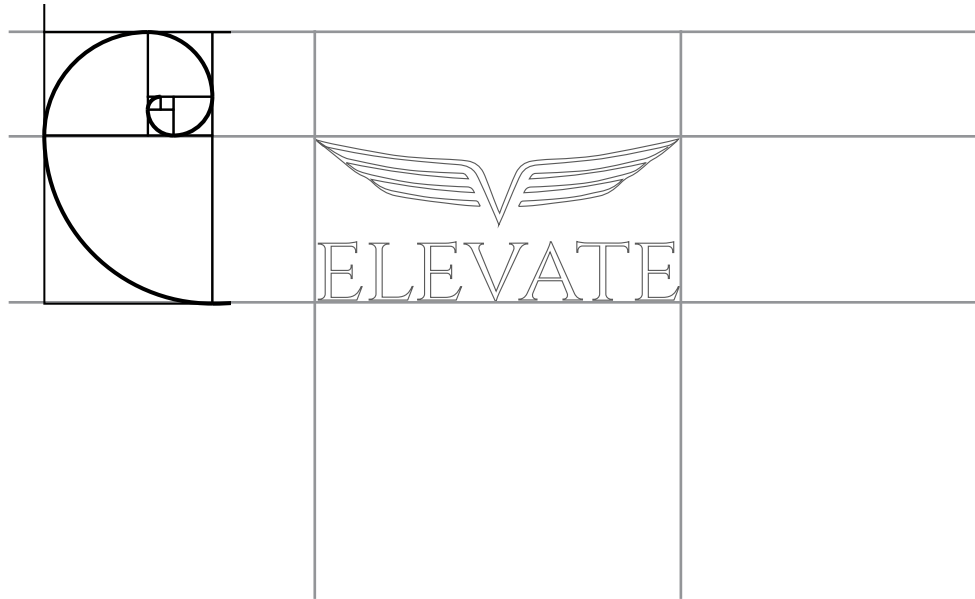
Symbol

If the symbol is by itself, this version is recommended. It can also be printed on items as small as pens.



Logo Placement

The logo and the symbol work best with lots of space around them and also if they are centered on the objects, like letterhead, business cards or t-shirts.





Corporate font
Main font
Secondary font

FONT

CINZEL

Font

Cinzel is a good Headline font for short headlines.

SHORT HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Myriad Pro

Myriad Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890?!+(.,)*

Myriad Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890?!*+(.,)

Myriad Semibold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890?!*+(.,)

Myriad Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890?!*+(.,)

Italic

Regular

Medium

Bold

Bold Italic

Georgia

Georgia Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!*+(.,)

Georgia Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!+(.,)*

Georgia Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!*+(.,)

Georgia Bold Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!*+(.,)

Regular

Italic

Bold

Bold Italic

Main colors pink and grey

*These colors combine emotional intelligence:
Awareness, Empathy and Social skills
with professionalism and success.*

Secondary colors blue and green

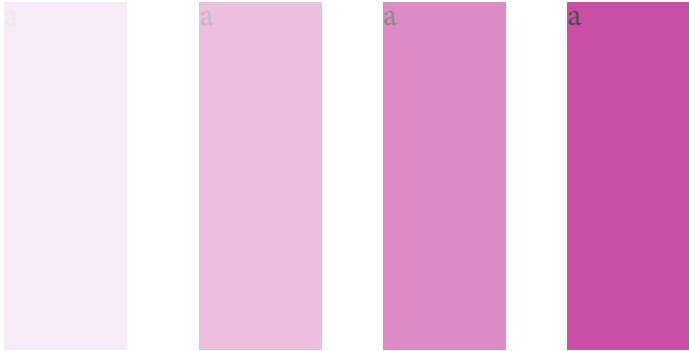
*These colors stand for nature and work very well with the images
we are planning to show of nature and luxury travel.*

Green stands for: growth, harmony, freshness,
dark green is also commonly associated with money.

Blue stands for: stability, inspiration, or wisdom.

It can be a calming color, and symbolize reliability.

COLOR



PANTONE
233

RGB
197 0 132

CMYK
12 100 0 0

HEX
c11682



PANTONE
424

RGB
108 111 112

CMYK
30 22 19 53

HEX
6C6F70



PANTONE
368v

RGB
130, 193, 22

CMYK
33, 0, 89, 24

HEX
82C116



PANTONE
2172

RGB
22, 130, 193

CMYK
89, 33, 0, 24

HEX
1682C1







ELEVATE