



# **The Toothfriendly Corporate Identity Manual**

**Graphic guidelines for Toothfriendly  
International and National  
Associations**

# The Toothfriendly Brand: Mission Statement

*Toothfriendly International enables people to “do the right thing” throughout their life for maintaining oral health. Moreover, we motivate providers to come up with products, services and information that enables people to “do the right thing”.*

Toothfriendly International symbolizes a long-term commitment to a unique set of values integrated into products and services which make our organization stand out of the others. Our certified products and services have earned a reputation for quality and safety that few can rival. Our mission and values, as well as our brand identity, reflect this success.

## The Toothfriendly Brand Promise

*Toothfriendly International contributes to make healthy choices, easy choices.*

Our communications should all play back the characteristic of a “consistency” message. We believe that this manual will help ensure uniformity by providing standards and specifications for the use of Toothfriendly’s corporate identity in a variety of situations. The manual should be followed for all printed and multi-media communications, including web sites, publications and email signatures.

## The Toothfriendly Personality

*Toothfriendly International is trustworthy, ethical, science-based, experienced and committed to health maintenance.*

The Toothfriendly personality describe the tone and manner of the brand values we want to communicate, in both the things we say and also in the interactions we have with customers and other key opinion leaders.

<b>Trustworthiness</b>	We strive to act in a manner that builds trust with everybody.
<b>Ethics/Integrity</b>	We are ethical, honest and reliable in all our relationships.
<b>Science-based approach</b>	We ensure that all our transactions are not in conflict with current scientific knowledge.
<b>Experience</b>	We cooperate for more than 30 years with the dental profession and the industry internationally.
<b>Health maintenance</b>	We ensure that the Toothfriendly logo is used only in relation to products and services which support our mission.

(!) The term “Toothfriendly Organisation”, as used hereinafter, includes the Toothfriendly Foundation, Toothfriendly International and the national Toothfriendly associations which have acquired the right to use the Toothfriendly trademark.



# The Toothfriendly Logo

The Toothfriendly logo is the cornerstone of our visual identity. Our logo stands for a relevant and demonstrable quality (according to clearly specified, measurable criteria) of products and services.

It is the most valuable asset that needs to be used consistently in the proper, approved form and context.

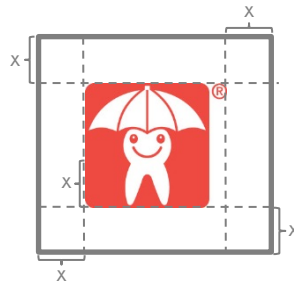
The following pages outline a few simple rules about using our logo. Please take time to understand how it is applied. so it will always appear consistent across all media and communications.

## The Logo



This is our registered trademark. The Toothfriendly logo consists of a white molar tooth with a white umbrella in a red field (Pantone 032).

Exceptionally, if red cannot be used, the field is black. It has to be a 100% colour and not a shade.



**EXCLUSION ZONE**

We have defined an exclusion zone that stops other graphic elements (logos, text, etc.) interfering with the Toothfriendly logo. It also indicates the minimum distance the logo may be placed from the edge of a paper/screen/other media.

**MINIMUM SIZE**



The Toothfriendly logo should never be too small to be perceived. We have established a minimum size of 5x5 mm in print. Please allow a minimum clear space of 2 mm around the logo.

There are four text-enhanced, stamp-like versions of the Toothfriendly logo. For text in English, these are:

**A. Tested logo**



**B. Recommended logo**



**C. Partner logo**



**D. Member logo**



Whether a text-enhanced logo may be used depends on the layout. The stamp-like label with text may be used on larger product labels, displays and advertisement when there is ample space. The plain logo without text should be used when space is very limited. Translation in other languages for the words “Toothfriendly”, “tested”, “recommended”, “partner” and “member” can be provided upon request.

(!) The International logo is reserved for use by Toothfriendly International.



## Licensed users of the Toothfriendly logo are:



- A.** Companies which use the logo on the packaging and/or in the advertising of food, food ingredients and similar products, which upon ingestion come in contact with the teeth, to designate their “Toothfriendly” property.



- B.** Companies which use the logo on the packaging and/or in the advertising of oral care products, which fulfil determined quality criteria as defined by the competent Toothfriendly Organisation.



- C.** Companies and organisations which use the logo on printed materials, in websites or other communication media, to express their partnership with Toothfriendly International. If products are depicted in association with the logo (same field of vision), they must comply with the criteria specified for categories A and/or B.



- D.** Individuals or organisations who are contributing to the actions and dental health programs of the Toothfriendly Organisation by providing volunteer work, logistic help or other assistance, provided that they are a member in good standing of Toothfriendly International or a national Toothfriendly association.

For all of the above purposes, a written consent or a valid license agreement with Toothfriendly International or one of its national associations is required.

## General rules for the visual appearance of the logo

The logo should appear on the front or, alternatively, on top of product labels, display packagings, POS displays, etc. to ensure instant recognition by the consumers. Care should be taken to ensure that the Toothfriendly logo remains visible on products also when stocked on shelves.

If the label is placed on the back side of a product, it should be accompanied with the text «*This product has been approved by Toothfriendly International*».

Placement of the logo only on parts of the packaging which are disposed of after opening (e.g. outer packaging of multipacks, tear tapes, blisters) is not recommended.

# Usage Examples

## Product labels

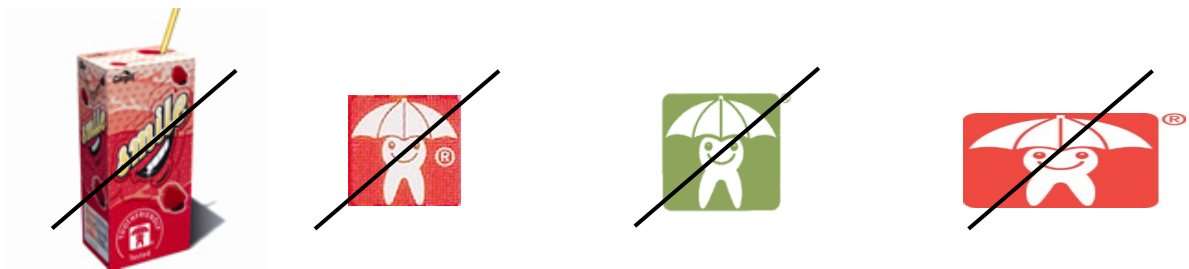


## Printed communications



## Incorrect Use

The Toothfriendly logo has been specially created for us, so please do not alter it in any way. Do not animate, rotate, skew or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Never display the logo in other colours, and never in negative.



The term “sugar free” or other unrelated claims should not be used in direct association with the logo.



The Toothfriendly logo must always be reproduced for the master digital artwork. Different artworks have been created for different applications; these can be requested at [contact@toothfriendly.ch](mailto:contact@toothfriendly.ch)

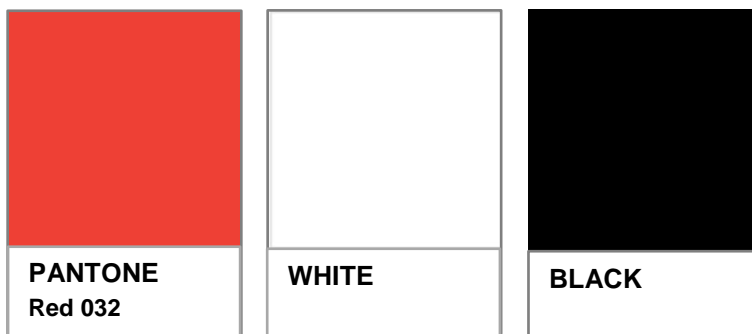


# Visual Identity

## Colour – Palette

The Toothfriendly corporate colour palette is based on a core set of seven colours. To ensure accurate colour reproduction the colours for all applications should match the Pantone®, CSS, HEX (HTML codes) CMYK (process) or RGB (desktop) specifications detailed here.

### PRIMARY COLOURS

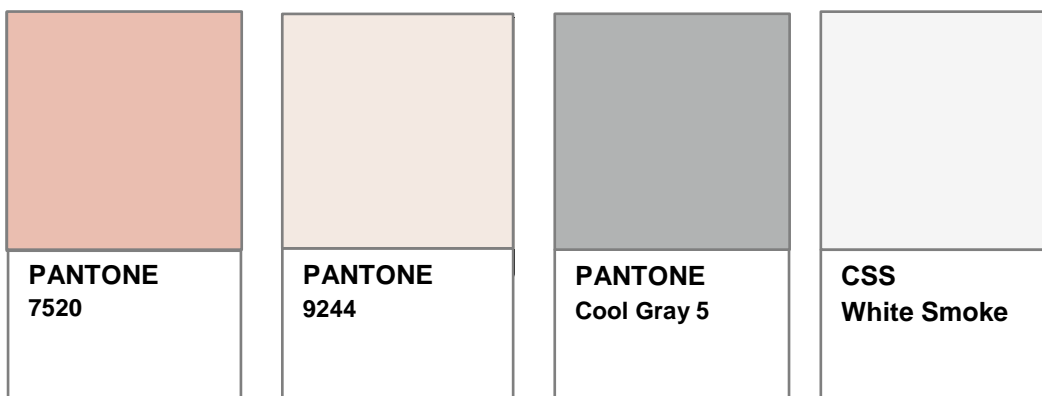


HEX: #EF4135  
CMYK: 0/73/78/6  
RGB: 239/65/53

HEX: #FFFFFF  
CMYK: 0/0/0/0  
RGB: 255/255/255

HEX: #000000  
CMYK: 0/0/0/100  
RGB: 0/0/0

### SECONDARY COLOURS



HEX: #EABEB0  
CMYK: 1/26/21/0  
RGB: 234/190/176

HEX: #F3E9E2  
CMYK: 0/4/7/5  
RGB: 243/233/226

HEX: #A7A8AA  
CMYK: 16/11/11/27  
RGB: 167/168/170

HEX: #F5F5F5  
CMYK: 0/0/0/4  
RGB: 245/245/245

## For more information

All of the information detailed in this document is available upon request at [contact@toothfriendly.com](mailto:contact@toothfriendly.com).

**(!)** All use of Toothfriendly trademark must be sent for approval.

### **Toothfriendly International**

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