

# Brand Book



# Hi there, welcome to the brand book for SmileDirectClub.

If you're reading this, it's likely you just started working here, or maybe you've been working here for a while and you just really love page 16. Or, perhaps you're just curious about these crazy people who think they can bring beautiful smiles to just

about everybody in the whole wide world. At any rate, while brand books aren't known for putting smiles on people's faces, that's exactly what our business is all about. So let's get started.





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The essence  
of our brand is  
**empowering  
transformation.**





**And as a  
company we  
value...**

**Accessibility** → We're made  
for most.

**Empowerment** ↘ It feels good to  
take control.

**Precision** ↗ In products &  
experience!

**Personal Service** ↗ Always!

**Transparency** → In everything.

**Professionalism** ↘ Because We Take  
Pride In Our Work.

**Optimism** ↘ Because we believe in the  
positivity of more smiles in  
the world.



**Our promise is  
to offer access  
to the smile  
you'll love.**





**We're giving  
everyone access  
to the world's  
most iconic,  
powerful, and  
universal symbol  
of human  
happiness.**



# We believe in smiles.

**We wholeheartedly believe that a smile should always be a joyful expression of happiness.**

It should never create feelings of embarrassment or doubt. We believe a big, toothy grin should be within reach of everyone, and we work every day to make that possible. And while we're pretty serious about all this stuff, we also try not to take ourselves too seriously. After all, this is about smiling.







# We are in the smile business.

## We are a happiness company.

We're burden and barrier removal specialists. If you don't feel great about your smile, we're here to help. We provide high-quality invisible aligners directly to you at a more affordable price.

We utilize a unique home fit program and support you every step of the way with our team of dental professionals. Everything we do is designed to deliver results in the most direct and affordable way.

# Here's how we do it.

- We've created a one-of-a-kind way to give people the smile they'll love.
- We empower our customers to take control of the process and eliminate unnecessary office visits.
- We offer quality products and a quality experience.
- We think the process of getting your new smile should put a smile on your face.
- We make fitting easy by allowing you to make your own impressions, on your time.
- Our team guides you through the experience every step of the way.
- We have our own factory and lab.
- We use high-quality production methods and products, including 3D printing and BPA-free aligners.
- And there's one other thing that's pretty big.
- We make it affordable.
- After all, we know you can't be in the smile business if you charge frown prices.





# So here's to a way smile-ier world.

We work every day with a cheerful certainty that smiling makes the world a smile-ier and happier place.

And while we love watching cats use calculators on YouTube, we also know that the internet can be harnessed for an even more powerful kind of smile creation.

And that's what SmileDirectClub is all about.

With the help of some friendly dental

professionals and a world-class German factory and lab, we bring beautiful, happy smiles to all.

We believe your smile has the power to make you feel better day in, day out - to change your life and the lives of those around you.

There's really no limit to what a world full of ear-to-ear grins can accomplish.

**SmileDirectClub.**



**Smile on!**





# Brand Voice & Language Guide

# We Are

- Conversational and speak to our customers like they're our friends.
- Our words bring the brand's optimism and energy to life.
- Distilling medical and technical language into simple terms.
- Focused on empowerment, taking action, and owning the smile.
- Always fun but never trying too hard to be funny.
- Taking advantage of opportunities to make you smile, but never at the expense of our credibility.
- Disruptive but never desperate.
- Cheeky but never rude.

# We Do Not

- Speak too medically
- Speak in a cheesy way
- Make interactions complicated or over explain things.
- Be dismissive through quick interactions.

# Words We Use

- Access
- Treatment
- SmileCare
- Customers
- We Straighten most Smiles
- The Smile you'll Love
- Invisible Aligner
- Affordable
- Align
- SmileShop
- Evaluation
- Trays
- Kit
- Digital impression
- SmileGuarantee
- Grin
- Smile on!
- :)

# Words We Don't Use

- Patients
- Smile Candidates
- Perfect
- Cheap
- Case
- Malocclusion
- Docs
- Popular Meme Language: FOMO, Lolz... etc
- Appointment
- Cheese!

# How We Speak Online

Fun, clear, accessible, action-oriented

Example

**Wallets can smile, too:  
our pricing explained**



## How We Speak on Print & Packaging

Has a clear communications objective, but does it “with a smile” whenever possible.

Example

**A smile to smile about.**

## How We Speak to Customers

Disarming, positive, charming,  
unexpected

Example

**Is there anything else  
we can do today to make  
you smile?**

# Visual Guidelines

## System Elements:

- Logotype
- Color
- Typography
- Illustration
- Photography

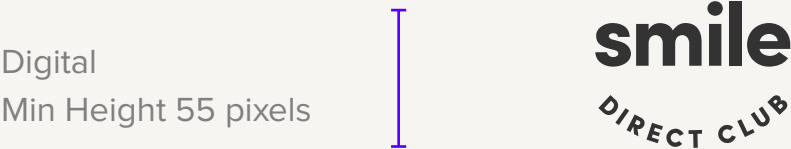
To communicate the emotional benefits of the brand a core understanding of the brand elements is required. The logotype is the primary element of that identity; however, other components play an important role in establishing SmileDirectClub's visual style.



# Logotype

The SmileDirectClub logotype has been designed to reproduce at a minimum height of 0.35 inches for print.

On the web the minimum size of the logo is 55 pixels in height. There is no maximum reproduction size of the logotype.



# Logotype Isolation Area

The SmileDirectClub logotype should always be surrounded by a minimum area of space known as the area of isolation.

The area of isolation ensures that headlines, text, or other visual elements, do not encroach on the logotype.

The area is defined by using the height of the word “smile” form within the logo. Keep a space equivalent to the word “smile” from the top and bottom, left and right. More space is always preferred, when possible.





# Responsive Logotype

Because the logo is so dense with information, the logotype needs to reduce to the word “smile” when “direct club” becomes illegible.



Digital  
Min Height 55 pixels



Digital  
Less than Min Height



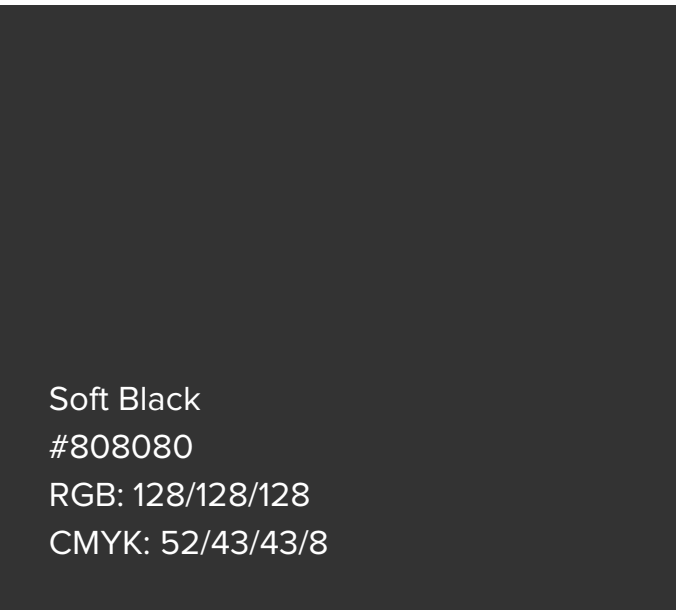
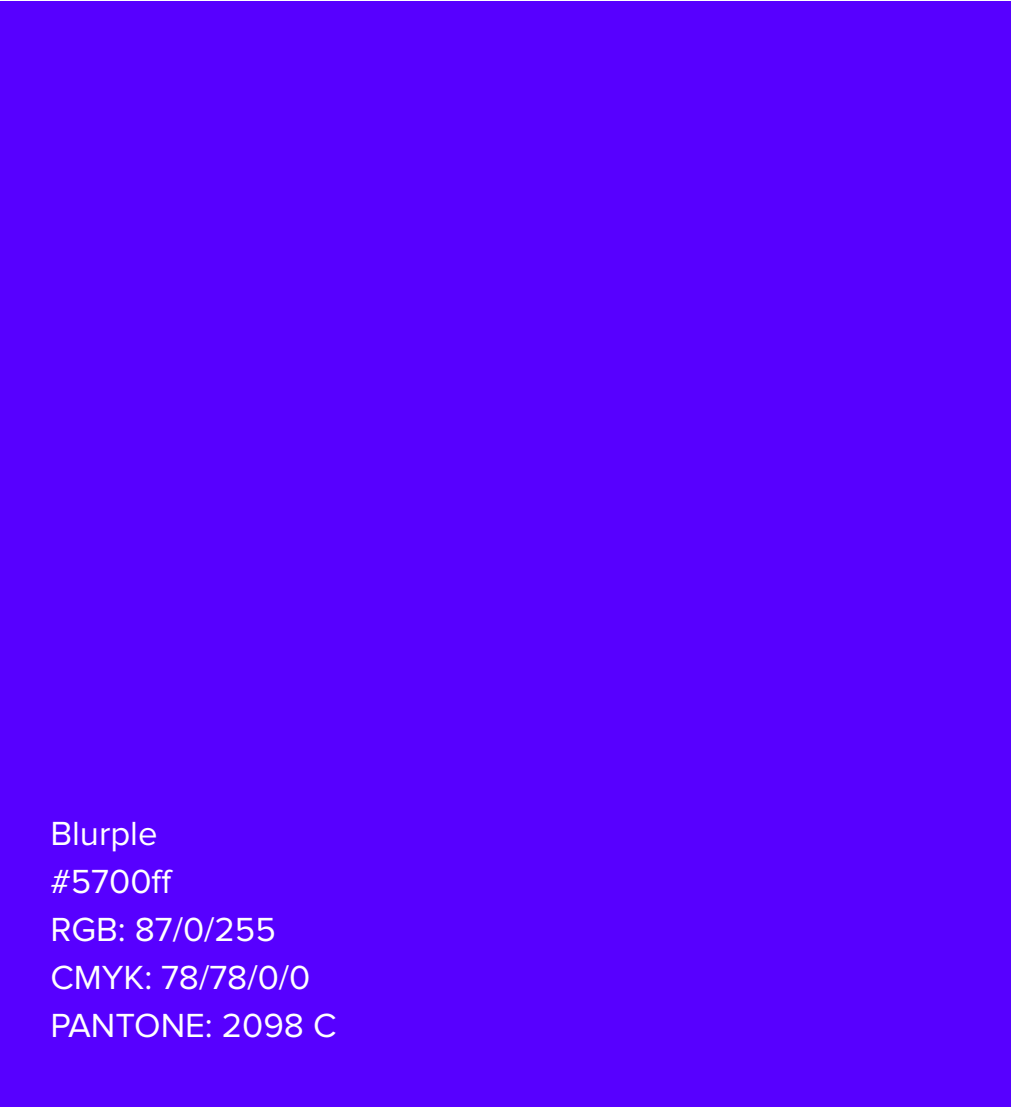
Example

# Primary Colors

SmileDirectClub uses a base color of white, soft black, blurple and warm grey. The brand’s color palette is designed to provide a simple but bold base for the brand while adding vibrance to the overall aesthetic.

White, blurple and warm grey should be used as the main canvas colors across all print and digital products.

Soft Black should be used for type and other small details.





# Secondary Colors

As a secondary color palatte, SmileDirectClub uses a light teal, light blurple, teal and red. The lighter values are used primarily as a background to create a sense of excitment.

When using light teal, you can use teal as a color to set type, line, and other illustrations, and blend in to the lighter teal background in a harmonious way.

Red can be used as a color that conotes authority and error in a digital context.

Light Teal

#d2ffff

RGB: 209/254/253

CMYK: 13/0/3/0

Pantone 9480 C

Light Blurple

#eae2ff

RGB: 235/227/255

CMYK: 7/10/0/0

Pantone 9360 C

Teal

#35c4d3

RGB: 54/196/212

CMYK: 65/0/18/0

Pantone 2226 C

Red

#f0615e

RGB: 240/97/94

CMYK: 1/77/59/0

Pantone 2031 C

# Sofia

Sofia Pro is a geometric sans serif that has the ability to feel bold, fun, approachable or utilitarian at any given moment.

With 16 different fonts in the family, it gives our brand the flexibility to work in any scenario.

**A B C D E F G H I J K L M N**

**O P Q R S T U V X Y Z**

**1 2 3 4 5 6 7 8 9 0**

**Aa Bb Cc**

# Proxima Nova

Proxima Nova straddles the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid, combining humanistic proportions with a somewhat geometric appearance. Its texture and proportions make for an ideal body copy typeface.

A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	X	Y	Z					
1	2	3	4	5	6	7	8	9	0
Aa	Bb	Cc							



# Type Hierarchy: Headlines

Sofia should be used as SmileDirectClub’s headline font and can be used for call to actions in a digital context.

Headline 1

Font: Sofia Pro  
Weight: Black  
Style: Title Case  
Size: 70pt  
Leading: 80pt  
Tracking:0pt

Font: Sofia Pro  
Weight: Black  
Style: Title Case  
Size: 70pt  
Leading: 80pt  
Tracking:0pt

Headline 2

Font: Sofia Pro  
Weight: Black  
Style: Title Case  
Size: 50pt  
Leading: 6v0pt  
Tracking:0pt

Font: Sofia Pro  
Weight: Black  
Style: Title Case  
Size: 50pt  
Leading: 6v0pt  
Tracking:0pt

Headline 3

Font: Sofia Pro  
Weight: Bold  
Style: Title Case  
Size: 28pt  
Leading: 30pt  
Tracking:0pt

Font: Sofia Pro  
Weight: Bold  
Style: Title Case  
Size: 28pt  
Leading: 30pt  
Tracking:0pt

HEADLINE 4

Font: Sofia Pro  
Weight: Black  
Style: All Caps  
Size: 13pt  
Leading: 30pt  
Tracking:0pt

Font: Sofia Pro  
Weight: Black  
Style: All Caps  
Size: 13pt  
Leading: 30pt  
Tracking:0pt

# Type Hierarchy: Body

To contrast Sofia, we’ve paired it with Proxima Nova. Proxima should be used as SmileDirectClub’s body copy font. Its legibility allows it to be set at a smaller scale when laying out large amounts of copy.

As an alternative to Proxima, Verdana can be used as a body and caption font for the brand when Proxima is unavailable.

From start to finish, we work around your schedule. Through every step of aligning your new smile, SmileDirectClub saves you both time and money with our innovative remote treatment process.

Font: Proxima Nova  
Weight: Regular  
Style: Sentence Case  
Size: 16pt  
Leading/Line-Height: 23px  
Tracking/Letter-Spacing:0pt/0px  
Color:#808080

From start to finish, we work around your schedule. Through every step of aligning your new smile, SmileDirectClub saves you both time and money with our innovative remote treatment process.

Font: Verdana  
Weight: Regular  
Style: Sentence Case  
Size: 14pt  
Leading/Line-Height: 23px  
Tracking/Letter-Spacing:0pt/0px  
Color:#808080

From start to finish, we work around your schedule. Through every step of aligning your new smile, SmileDirectClub saves you both time and money with our innovative remote treatment process.

Font: Proxima Nova  
Weight: Regular  
Style: Sentence Case  
Size: 13pt  
Leading/Line-Height: 18px  
Tracking/Letter-Spacing:0pt/0px  
Color:#808080

From start to finish, we work around your schedule. Through every step of aligning your new smile, SmileDirectClub saves you both time and money with our innovative remote treatment process.

Font: Verdana  
Weight: Regular  
Style: Sentence Case  
Size: 12pt  
Leading/Line-Height: 18px  
Tracking/Letter-Spacing: 0pt/0px  
Color: #808080

# Studio Portrait Photography

Capture the warmth of people and their personalities while honoring the imperfections that make them human.

Shoot the models in a way that conveys excitement, energy and personality.

Use colorful backdrops that add to the energy and personality of the model.





# Product Photography

Use bright and lively colors that bring energy and excitement to the photo. Color should come from the backdrop or the objects themselves.

Create compositions with objects that convey a sense of movement and playfulness.

Use natural prop elements to soften the plastic nature of the subject.



# Face Illustrations

Illustrations will utilize a thin, organic, gestural line quality to simplify the human face. Faces can be used as a tool to empathize with the user throughout the SmileDirectClub journey, or to communicate the democratic message that “everyone deserves a smile that they love.”



# Face Illustrations

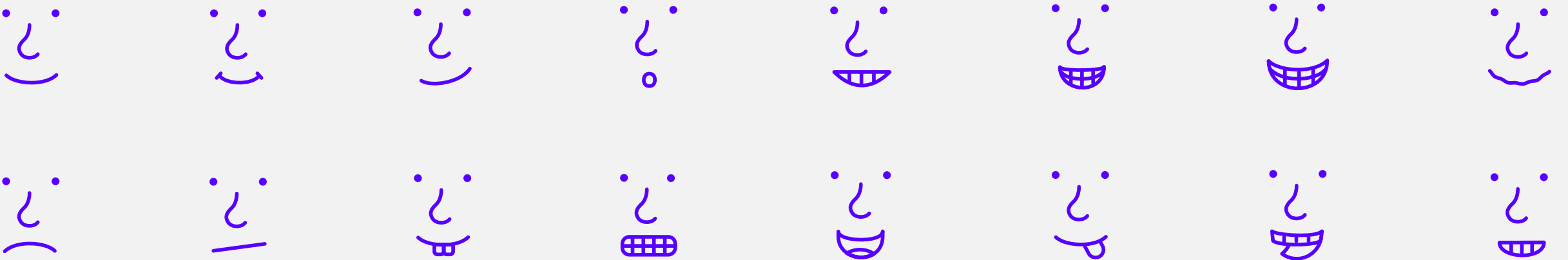
Noses



Eyes



Mouths





# Pattern

The SmileDirectClub patterns are composed of a diverse cast of characters and come in two varieties.

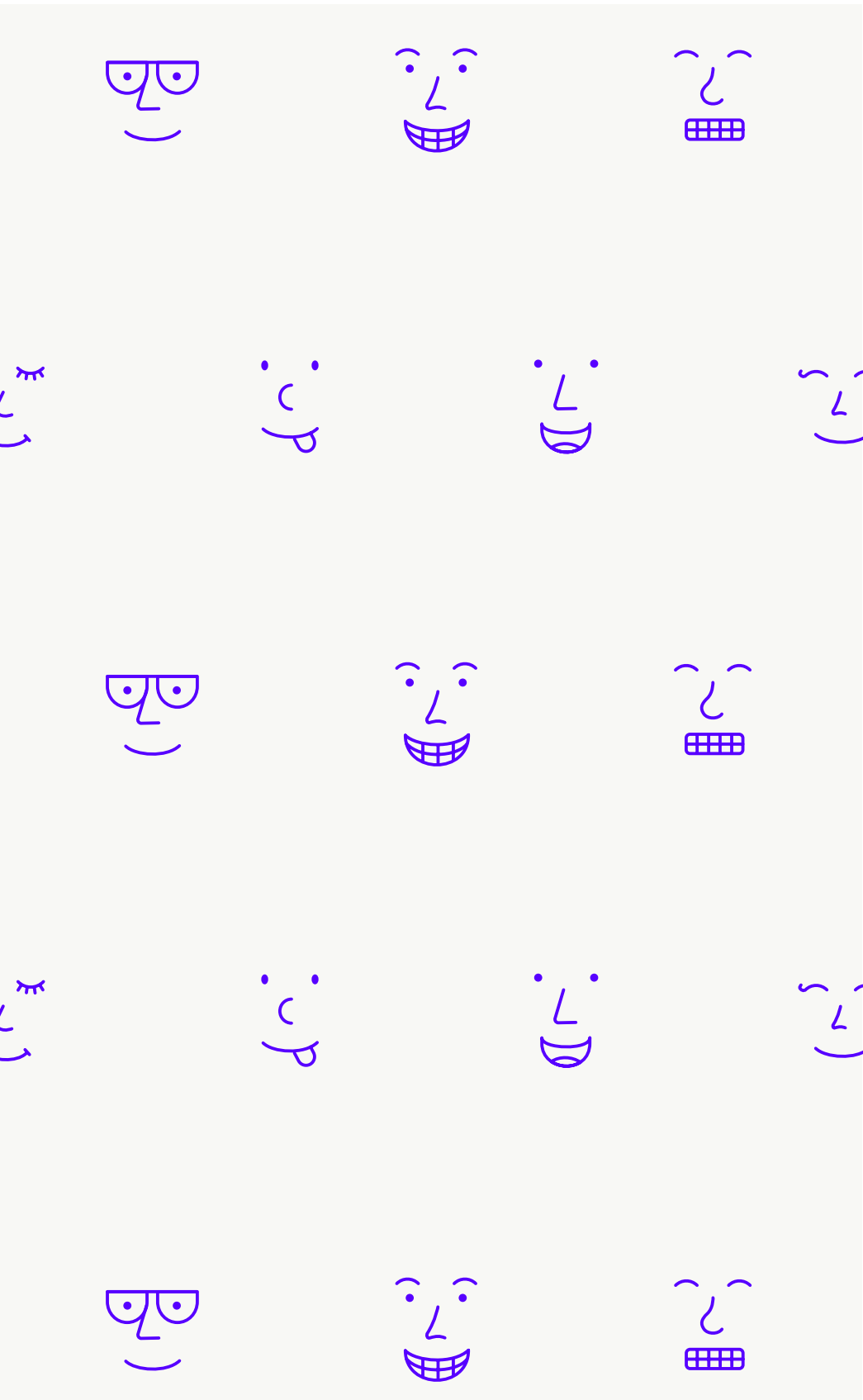
The precise pattern is laid out on a grid and consists of a more predictable visual rhythm.

The playful pattern is more organic and is composed by spacing the faces out using the distance of about 2 faces wide.

Playful



Precise

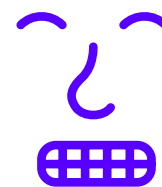


# Explanatory Illustrations

Using the gestural style from the face illustrations, SmileDirectClub will create illustrations that can serve as an instructional tool to educate the user rather than relying solely on photography.



**Thanks!**



**SmileDirectClub**

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