

brand refresh guidelines



OCTAGON ORTHODONTICS



the basics

The Octagon Orthodontics corporate identity is memorable, professional and playful.

It connotes a highly skilled and professional organisation underpinned with genuine care, passion, empathy and fun.

It represents the cornerstone of the Octagon Orthodontics identity, communicating the core values of the organisation.

Three iconic symbols have been used to visually describe the principles of the brand.

The orange circle represents the patient's face, as orthodontics is not only about the straightening of teeth, but the correction of bite, facial symmetry and profile.

Essentially it reflects the concepts of comprehensive service, balance and satisfied, happy patients.

The red heart represents the passion of the team who strive relentlessly to provide the very best treatment and techniques for patients.

It also reflects the compassionate, caring and empathetic nature of the team.

The blue octagon represents the expertise and heritage of Octagon Orthodontics.

With over 27 year experience in orthodontics, the practice was originally founded out of a practice within the 'Octagon' in High Wycombe, Buckinghamshire.

The logo reinforces the ethos of the brand and the people who strive to make their patients smile confidently.



the rules

Protocols to adhere to when using the logo:

- Only show the logo in the specified colours.
- Do not alter, rotate or modify the logo.
- Do not surround the logo with other shapes or borders.
- When using the logo you must leave 20px space all around.
- Do not change the proportions of the logo or the elements within, when combined.
- Ensure the logo is always clearly legible.
- Never utilise the groups of text and text, smaller than 50mm unless absolutely necessary eg. on a promotional pen.
- Ensure that the logo is used in full colour where possible and if required, make sure that it is in full white or full black.
- Never show the logo in any other colours.
- If the logo is being used on a colour it should be used in white.

The visual lexicon relating to the logo and the brand is specified throughout this document and must be adhered to.

logo & icons

The Octagon Orthodontics logo can only be used with the three symbols presented in the specific hex codes as specified in this document.

In exceptional circumstances the logo can be displayed in full black or full white on coloured backgrounds that utilise the specified hex codes.

Always use option 1 as the primary and preferred option wherever possible.

Option 2 is to be used when there is a need, or requirement, to emphasise or draw attention to the symbols and in video and social media initiatives when using moving graphics or animation sequences.

Both compositions must at all times remain legible and maintain the integrity of the original form, composition and proportions.



option 1



option 2

brand colours

The brand colours are black, orange, red and blue.

These colours carry symbolic connotations and represent the brand ethos.

Black: sophistication, formality and professionalism.

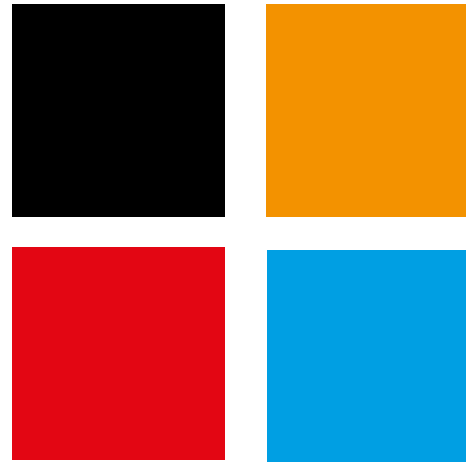
Orange: vitality, balance, enthusiasm and warmth.

Red: energy, passion, love, strength, power and sincerity.

Blue: peace, balance, stability, harmony, trust, confidence and technology.

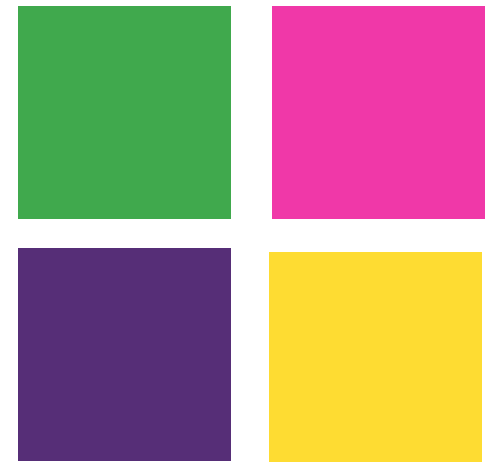
The highlight colours are to be used to emphasise and draw attention. They are included to add vibrancy to the brand.

For example, they can be used in social media when highlighting aspects within a graphic element or a story. They can also be as toggle colours in a website.



The Brand Colours

Hex codes are:
Black: #000000
Orange: #f39207
Red: #e30613
Blue: #0099ff



Highlight Colours

Hex codes are:
Green: #40a94d
Pink: #f038a8
Purple: #562e77
Yellow: #fedc32

omnes **black** helvetica

typefaces

The typefaces selected for the brand are recognisable, bold, playful and easy to read.

They make a subtle yet memorable and emphatic statement that represents the brand ethos.

The typefaces chosen are both functional and evocative. Combined they represent the professional, reassuring and calm nature of the specialists, whilst

also reflecting a soft, kind, caring and empathetic personality.

Treatment of the typefaces:

- Omnes Black should be used for titles and headings, primarily, and in lower case.
- If Omnes is used in a short sentence mixed cases can be used.
- Omnes must never be used for body copy.
- Helvetica should be used for subheadings, labelling and for body copy.
- The whole family can be used and can be used in any body weight.
- The Omnes Black and Helvetica typefaces should be used in all corporate literature, social media, print and all online media etc.
- Ideally they should always be used together and rarely alone.

symbols & application

The brand symbols should always be used in these colours.

They should never appear smaller than 10pxls.

The aim is to create a memorable set of symbols which will over time become recognisable as a trio that represents the Octagon brand.

They can be used in any arrangement, any order and they may overlap.

Spacing should, wherever possible be consistent.

The symbols can be displayed as in-filled shapes or as outlines in various styles.

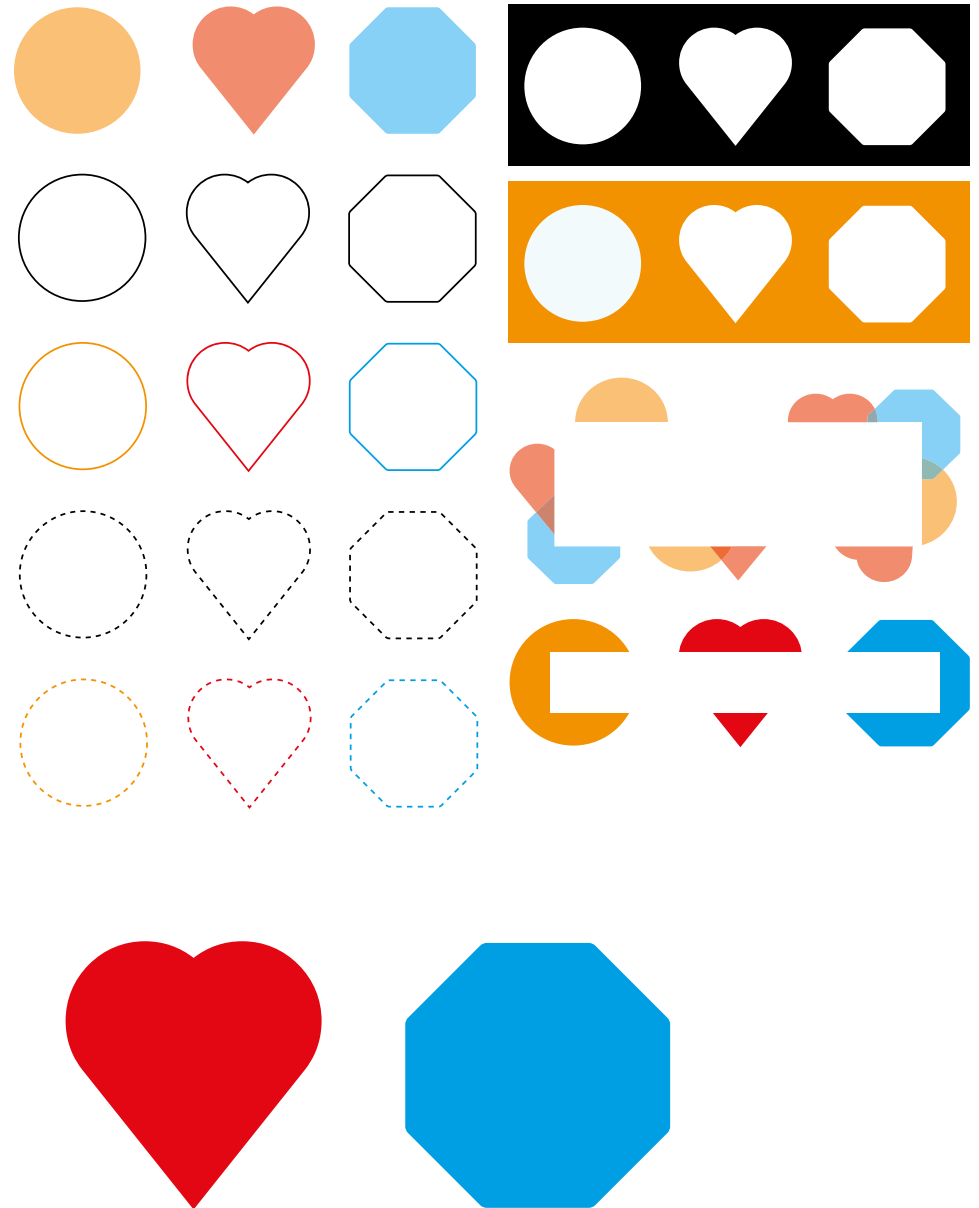
They can be displayed in a variety of transparencies and as required.

They can be repeated multiple times to form patterns. They can be used as a shape to contain an image, or as a cut out of an image.

These applications can be used for both digital and traditional outcomes and media.

In exceptional circumstances they may be used in full black or full white.

Hex codes are:
Black: #000000
Orange: #f39207
Red: #e30613
Blue: #0099ff



photography

These images reflect the aesthetic and style chosen to represent the Octagon brand.

This vibrant and highly customised visual language must be applied to photography used throughout both printed and digital media.

The overriding visual impression is to reflect the memorable, professional yet playful Octagon brand in a range of treatments that reinforce the brand ethos.

Stock imagery should be avoided, however, if used the images should, wherever possible, be customised and incorporate the stylistic and visual nuances reflected here.



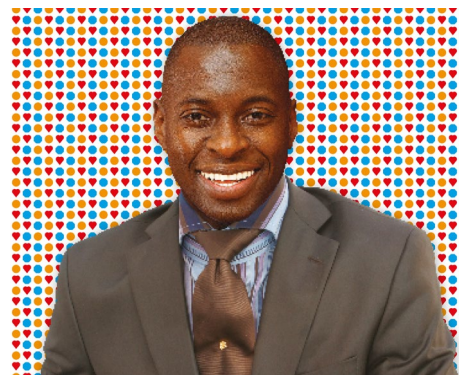
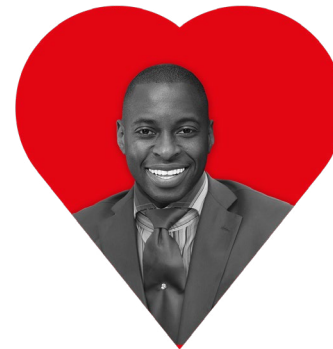
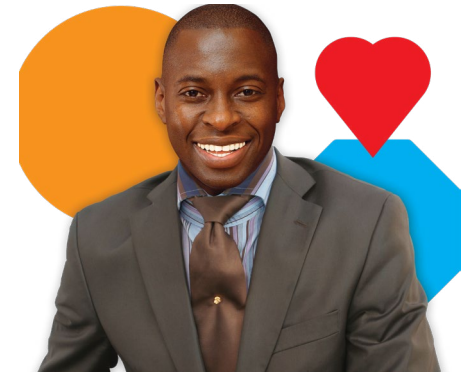
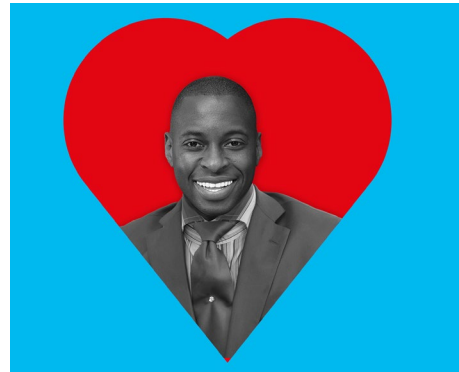
photography applied

Imagery must reflect the personality of the brand and echo the essence of the visual lexicon reflected here.

This includes unusual angles, a combination of full colour, monotone, duotone and black and white images revitalised with carefully considered pops of colour.

Cropping and viewpoints to be bold, unusual and memorable.

An example can be seen here, where the visual lexicon and key brand protocols, as represented throughout this document, have been applied to one image.



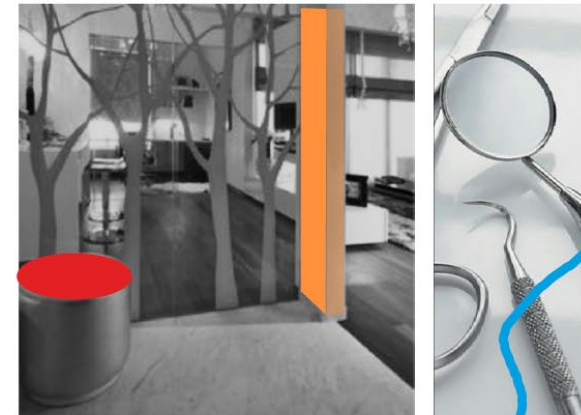
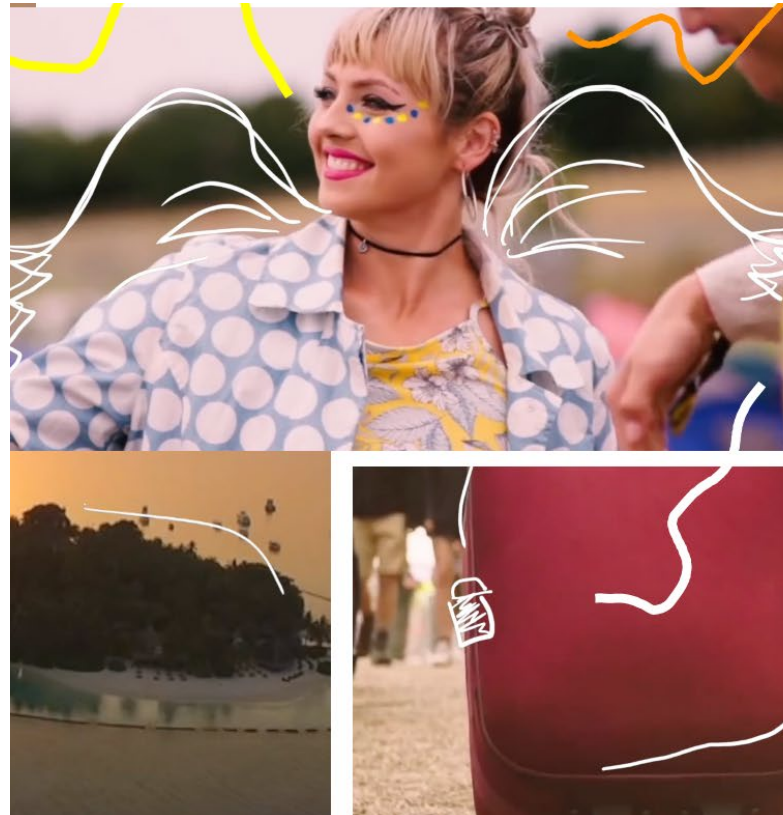
video

Stock footage when used, should, wherever possible, be customised and incorporate the stylistic and visual nuances of the brand.

This includes unusual angles, a combination of full colour, monotone, duotone and black and white images which can be revitalised with carefully considered pops of colour and the incorporation of the three symbols both in colour or in white,

Cropping and viewpoints to be bold, unusual and memorable.

The visual lexicon as represented throughout this document and particularly within the photographic section, is to be applied within the personality of the videos used, edited and produced for the brand.



Click on this link to view an example of video.

Click on this link to view an example of video.

Click on this link to view an example of video.

video

The overriding visual impression is to reflect the Octagon brand in a range of treatments that reinforce the brand ethos.

The logo and call to action elements can appear on videos, when required, in a range of formats as governed by the guidelines specified throughout this document.

Video outcomes must retain the brand integrity and remain memorable, professional yet playful, at all times.

Here are some examples.



animation

Animation can be used for the website, on social media and for e-shots to communicate with patients and potential patients.

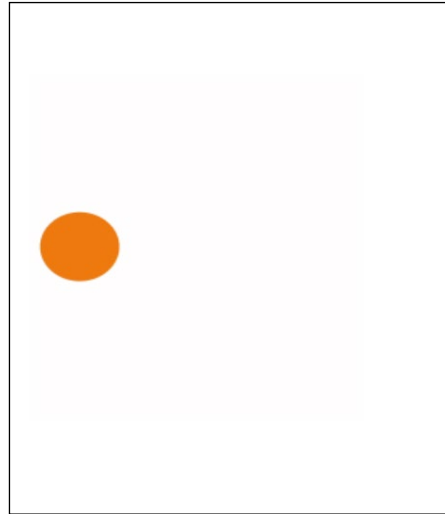
The idea is to use animation as a draw card and as a way of drawing attention to messages.

The symbols can be animated in various ways to represent the playful tone and ensure the brand comes across as memorable and playful.

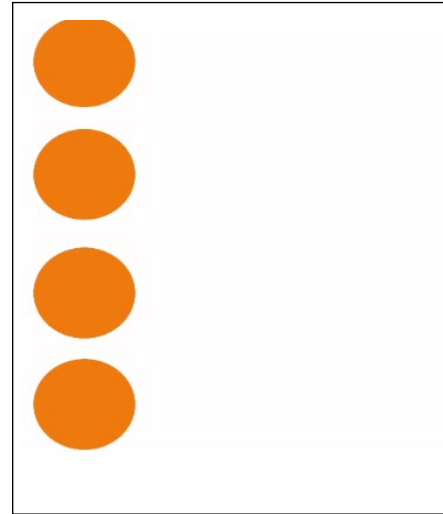
These animations can also be used on the screen cloud system within the dental practises.

Sound can be incorporated as part of the visual experience including music, sound effects or even a voice over.

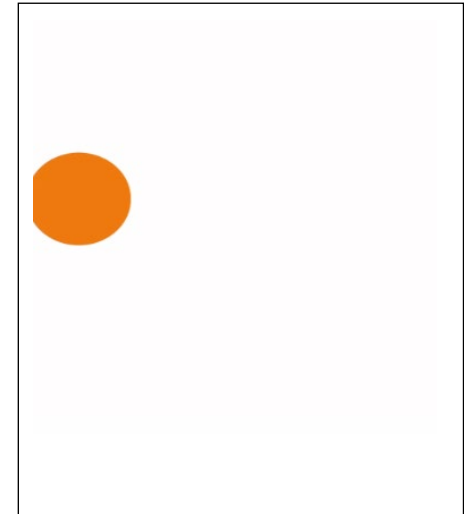
The overall aesthetic to be bright, vibrant, simple and quirky.



Click on this link to view an example of animation.



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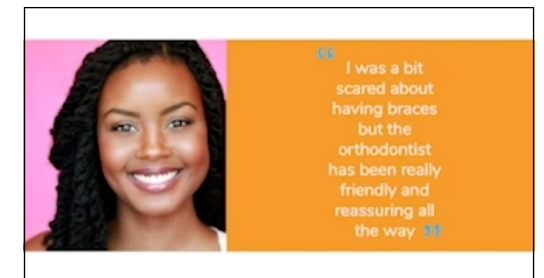
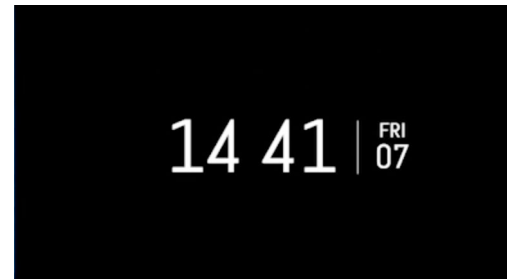
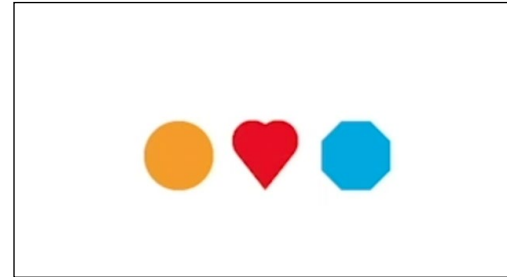
Click on this link to view an example of animation.

screen cloud

The visual language outlined, specified and displayed throughout this document must be adhered to within all screen cloud communication displays.

The entire screen cloud experience must retain the brand integrity yet remain memorable, professional and playful, at all times.

Here are some examples.



e-shots

E-shots can have as many link buttons as required, contain a selection of images and be of any length and can include animated gifs or a link to a video.

Images and design elements must follow guidelines.

They must be 600pxl wide and exported at 96dpp.

Buttons must be one of the Octagon brand colours or a highlight colour.

The test must be in the Onmes typeface and reversed out in white.

The logo and “the latest news from” will always be placed in the top section and a sign off with the logo, and links to social channels will become the footer to the e-shot.



The Latest News From Octagon Orthodontics



Improve
♥ your
smile

Welcome to Octagon Orthodontics which is in the top 50 in Europe of providers of braces for adults and children in Bucks, Berks, Middlesex, Oxford and West London. With our clinics in High Wycombe, Beaconsfield and Ealing, accessibility is easy for everyone looking for modern invisible braces or any type of orthodontic treatment to correct crooked teeth or bad bites.

[book an appointment today!](#)



closing the gap...

 between you and your perfect smile



The Latest News From Octagon Orthodontics

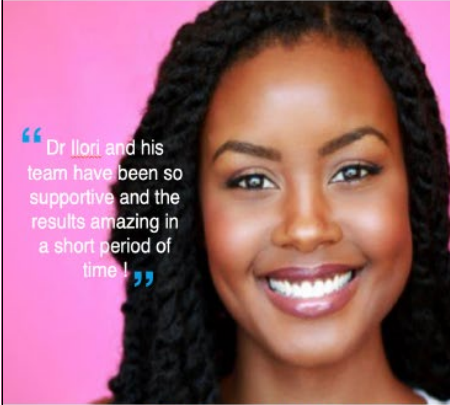


testimonials.

“ I was a bit scared about having braces but the orthodontist has been really friendly and reassuring all the way. ”

Welcome to Octagon Orthodontics which is in the top 50 in Europe of providers of braces for adults and children in Bucks, Berks, Middlesex, Oxford and West London. With our clinics in High Wycombe, Beaconsfield and Ealing, accessibility is easy for everyone looking for modern invisible braces or any type of orthodontic treatment to correct crooked teeth or bad bites.

[book an appointment today!](#)



“ Dr Ilori and his team have been so supportive and the results amazing in a short period of time ! ”

 between you and your perfect smile



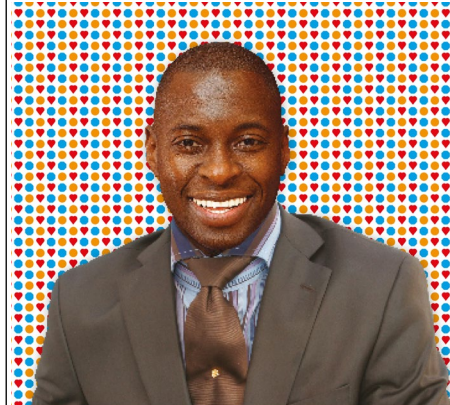
The Latest News From Octagon Orthodontics



meet
♥ the
team

Welcome to Octagon Orthodontics which is in the top 50 in Europe of providers of braces for adults and children in Bucks, Berks, Middlesex, Oxford and West London. With our clinics in High Wycombe, Beaconsfield and Ealing, accessibility is easy for everyone looking for modern invisible braces or any type of orthodontic treatment to correct crooked teeth or bad bites.

[click to meet our team](#)



 between you and your perfect smile

instagram

The visual language outlined, specified and displayed throughout this document must be adhered to within social media initiatives.

The social media feed will contain a combination of text graphics, quotes, photography, meet the team, before and after photos, interior shots and competitions.

Meet the team photos will be posted last on the row. Quotes/text graphics will be posted to fit in the centre of the feed, representing how the patients are at the heart of the brand.

The logo or the three symbols must appear on every social graphic.

They must all be a square format.

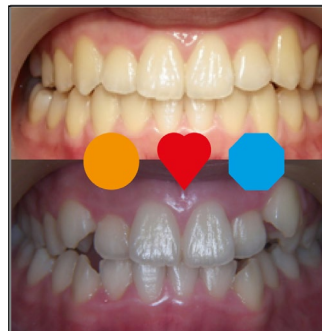
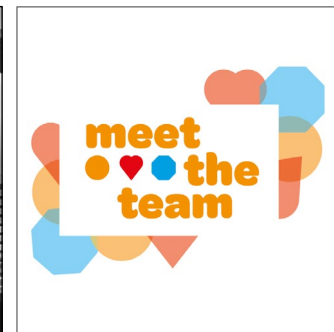
Animations which loop and are 15 seconds will appear on the feed too, along with stories and lives too.

Before and after posts will always have the full logo through the centre.



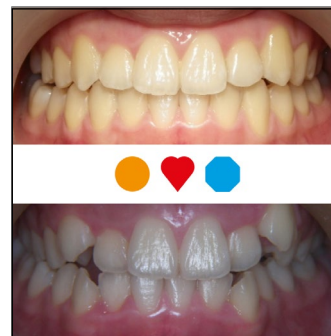
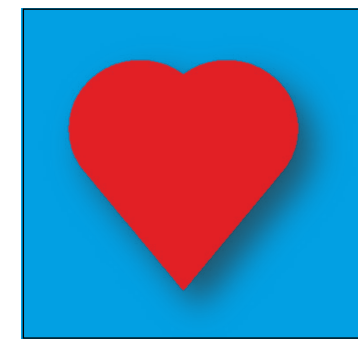
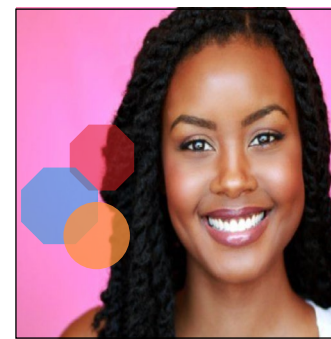
instagram

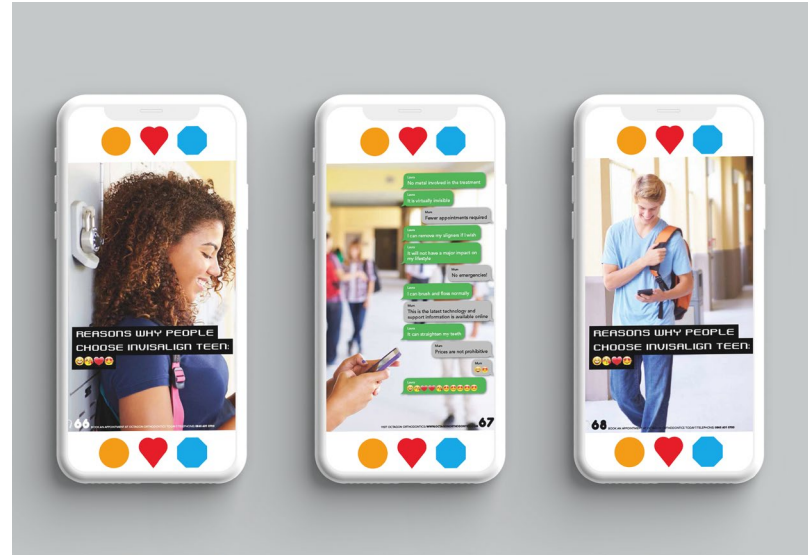
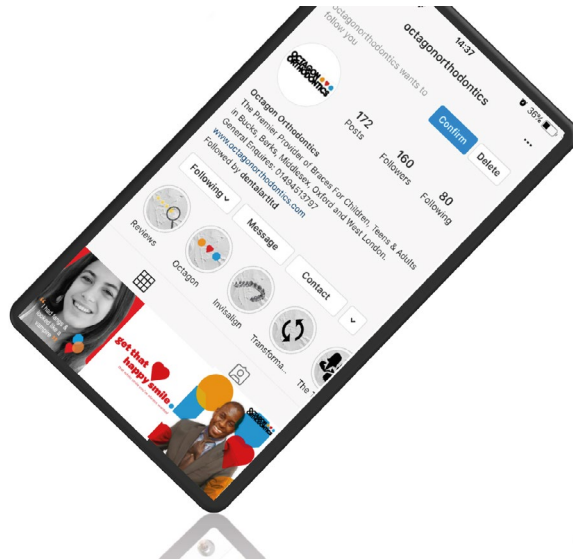
The visual lexicon must be adhered to within instagram. as shown in the examples here.



instagram

The visual lexicon must be adhered to within instagram. as shown in the examples here.





instagram stories

The visual language outlined, specified and displayed throughout this document must be adhered to within all social media initiatives, including stories.

Stories on social media are essential for interaction with the target audience and for understanding and growing the

brand. they must therefore always be bright and colourful, and utilise the same typefaces and colours as the brand as per the guidelines set out within this document.

This will to ensure that the memorable, professional and playful aspects of the brand are reinforced. Ideally, interaction

must be encouraged.

The primary function of the stories, is to attract, entertain and interact with the audience.

They must, however, retain the brand integrity and remain memorable, professional yet playful, at all times.

corporate materials

The visual language outlined, specified and displayed throughout this document must be adhered to within all corporate materials.

Corporate literature must at all times exemplify the brand, reflect the ethos and reinforce the professionalism yet fun and caring nature of the team.

All materials must retain the brand integrity and remain memorable, professional yet playful, at all times.



corporate merchandise

The visual language outlined, specified and displayed throughout this document must be adhered to within all merchandising materials.

These must always be approved by the principal or the creative director.

All items must retain the brand integrity and remain memorable, professional yet playful, at all times.



email signatures

Email signatures are a hugely important part of the branding and must adhere to the visual language outlined, specified and displayed throughout this document.

An email signature must ensure that everyone, both internal and external, know who the email is from, what their job title is and what they do.

It is important that there is consistency and therefore we propose that all email signatures follow the same format.

It is essential that the email signature is the correct size so that it can be viewed across all email platforms.

Clinicians shown in blue and all other staff in orange.

dr peter ilori

Principal Orthodontist | Specialist in Orthodontics

 01702 403211

 07761001524

OCTAGON ● ♥ ●
ORTHODONTICS

hannah parsons

Business Manager

 01702 403211

 07761001524

OCTAGON ● ♥ ●
ORTHODONTICS

website

In our ever-changing visual world, the website is central to Octagon's communication strategy.

To this end it must adhere to the visual language outlined, specified and displayed throughout this document.

Images, colours and typography must all follow set specifications and guidelines.

The website must serve as a showcase for all that Octagon stands for.

It must retain the brand integrity and remain memorable, professional yet playful, at all times.

signage

Both exterior and interior signage is integral to brand communications and must adhere to the visual language outlined, specified and displayed throughout this document.

External signposting must always be bold, legible, functional and fit-for-purpose.

It must extend the brand ethos and the atmosphere on the people and the services within, outside

It must communicate key core values of the brand and the brands identity.

Messages must always be simple and direct.



in-house signage

Interior signage must echo the brand and therefore, must adhere to the visual language outlined, specified and displayed throughout this document.

From serious messages such as “please use the hand sanitiser provided” or “please wear your mask” to welcoming and friendly messages such as “please help yourself to tea and coffee” the message boards must be clear, consistent and the written word must reflect the brand.

Messages must always be simple and direct so that all patients of all ages and abilities will be able to read and understand them.

They must be friendly and memorable.

