



Branding guidelines



Corporate and Public Identities

Representing the standard in the dental profession

Using the ADA Brand

As a professional association the ADA works with a diverse range of stakeholders. Materials are often designed for use by members (dentists), but there are also materials where the intended audience is government, media, other Associations, and even the general public.

For this reason the ADA has developed a 'core brand' with common elements that should appear in all designed materials including the ADA logo, typography, and colour palette.

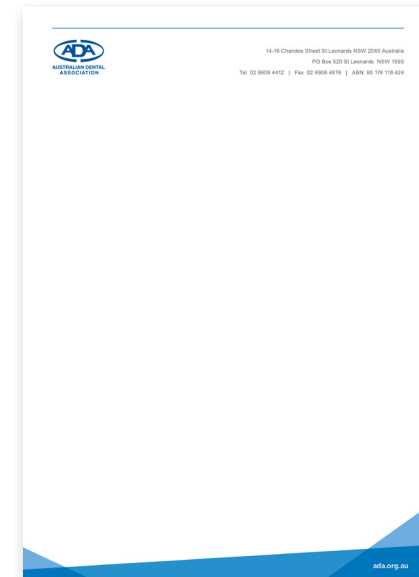
However, the ability to design for distinctly different audiences is important, so we've created 'corporate' and 'public' brands that stem out of the core brand that provide much greater flexibility in design. This includes separate secondary and tertiary colour palettes and brand devices which are shown later in this guide

When to use the Corporate Brand

The Corporate Brand is appropriate when designing collateral for ADA members, the dental team, dental industry, government, media, or similar stakeholders.

When to use the Public Brand

The Public Brand is appropriate when designing collateral for segments of the Australian population that are not within the dental profession or industry, for the purposes of philanthropy, and for oral health promotion.



Corporate Identity Letterhead



Public Identity Patient Information Sheet



Our logo

The face of the ADA

Our Logo

There are four approved versions of the ADA logo available. Please ensure you have downloaded one of the official logo artwork files available at ada.org.au/brandguidelines

Blue Logo

The official ADA blue logo should be used when designing collateral for the ADA unless restricted by design framework, print materials or online mediums.

Mono and Greyscale logo

When the blue version cannot be used due to printing or other limitations it should be reproduced in 100% black or 30% black.

Reversed logo

The logo may also be reversed out of a background colour. The background must only be solid and be chosen from the appropriate colour palette.

Minimum logo size

The minimum size for the ADA logo is 20mm wide. The scale and proportion of the logo should otherwise be determined based on the space available and visual aesthetics. The scale and proportion of the logo should be preserved as indicated regardless of the space available and visual aesthetics.



Minimum size is 20mm wide

Mono Version



Greyscale Version



Reversed Version - black



Reversed Version - colour

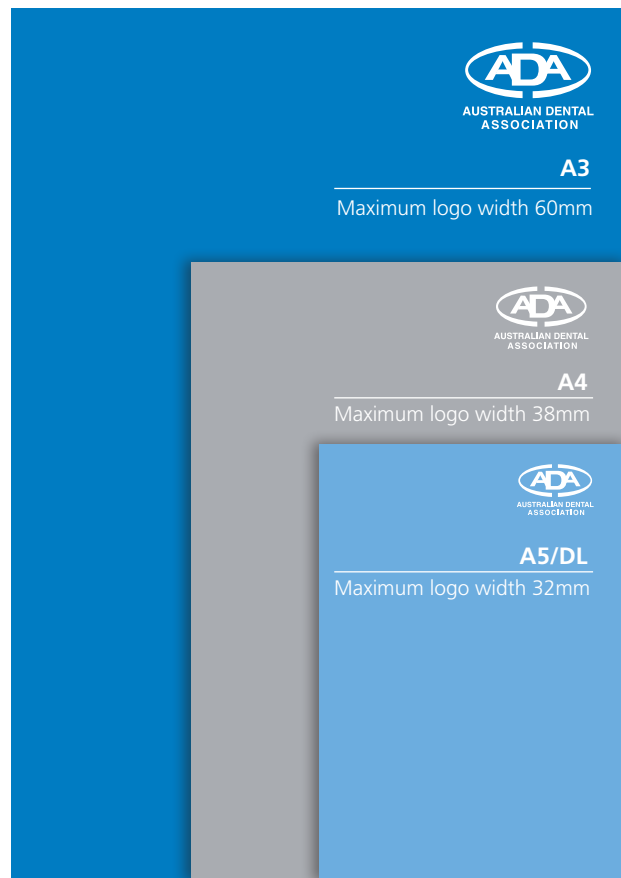


Logo Size Guide

The logo sizes shown on this page cover the standard document sizes that our logo will be placed on.

Although the logo can be used in smaller configurations, the maximum size ensures that the logo stays in proportion with the document. If larger items like pull-up banners are being created, please refer to the ADA for guidance on appropriate logo size.

Applicable to corporate and public branding



Logo Positioning

Space around the logo

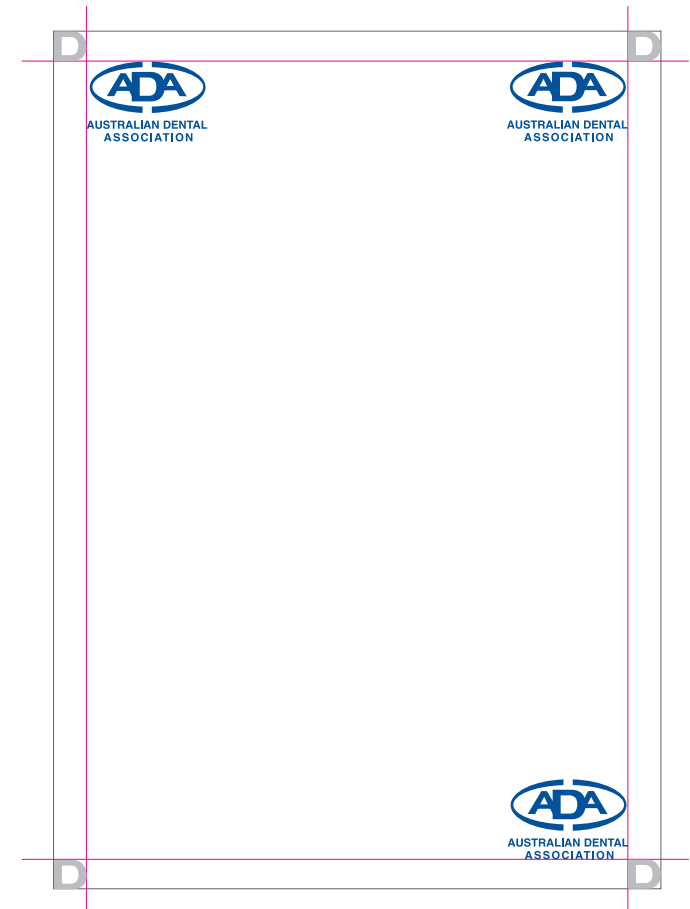
The area of clear space around the logo is defined by the stylised 'D' at its centre.

Regardless of whether the logo will be used in digital or print, the clear space surrounding it should be free of any graphics, image area, type or other elements. It is important to maximise the impact and recognition of our identity by keeping it free of visual distractions and clutter.

Position on the page

The logo will always be positioned top left, top right or bottom right. Most of the time, however, the logo will be appearing alongside the other brand devices. The exact positioning will depend on the graphic device with which it's used.

Applicable to corporate and public branding



Using the logo online

The logo will generally be positioned top left, top right or bottom right. Most of the time, however, the logo will be appearing alongside the other brand devices. The exact positioning will depend on the graphic device with which it's used.

Don't centre the logo on a page or place it in a position other than top left, top right or bottom right.

Applicable to corporate and public branding



Supporter Logo

Fellow associations or industry groups who have received official and documented support from the ADA may use the ADA Logo in Pantone 287 or Greyscale, dependant on their colour palette.

The logo must be no smaller than 20mm and linked to www.ada.org.au



ADA Member Logo

Active ADA Members are invited to utilise and promote their membership status by using the ADA member logo.

The logo must be no smaller than 20mm and hyperlinked to www.ada.org.au



Typography

Heading typeface

Red Hat Display is a modern and distinctive typeface that is ideal for headlines and main headings. It also has a wide range of weights making it very flexible.

Red Hat display

Red Hat Display Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Red Hat Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Red Hat Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Red Hat Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body typeface

Frutiger is a popular sans serif typeface that complements Caecillia very well. It is extremely clear and legible, even at small sizes. For web use, Frutiger should be replaced with Arial.

Applicable to corporate and public branding

Frutiger

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Frutiger 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Typesetting

In order to ensure our documents always possess the same clear and consistent look, we have made our typesetting rules as simple as possible.

Bold text is set in Frutiger Roman allowing us to use Frutiger Bold to highlight a particular point in the text.

Applicable to corporate and public branding

Body text is normally set in Frutiger Roman allowing us to use **Frutiger Bold** if we want to highlight a particular point in the text. The line spacing is, where possible +4 to the text size.

Line space = Text size +4

For example, this text is set in 20pt so the line height is 24pt.

Minimum Size

Inci cus es aceatio ruptatur. Qui necat volupta vendant, et lia volore. Officia volessimet et as sed moluptatur modit. Voluptaque alibusa corionem faciand aesererum que cone con non cum. Voluptaquodi doles int expandus aut voluptatur

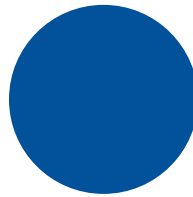
The minimum size for body text is 6pt.

Primary Colour Palette

These are the primary colours of the ADA. The logo should only be reproduced in Pantone 287, black or white reversed out of a solid background.

The two greys are supporting colours intended for use alongside the logo, for example on corporate stationery.

Applicable to corporate and public branding

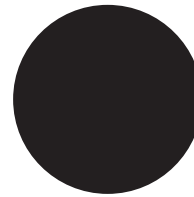


Pantone 287

C 100
M 68
Y 0
K 12

R 0
G 83
B 155

Hex #00539B

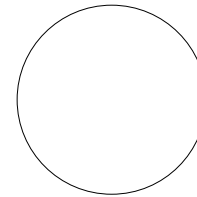


Black

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

Hex #000000

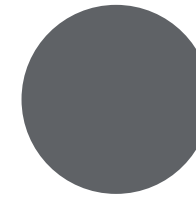


White

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

Hex #ffffff



Cool Grey 10

C 4
M 0
Y 0
K 75

R 93
G 98
B 102

Hex #5D6266



Light Grey

C 0
M 0
Y 0
K 6

R 239
G 239
B 240

Hex #efefff

Corporate Identity

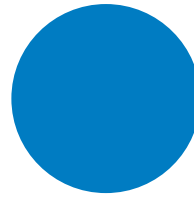
Establishing our image.

Corporate Secondary Palette

These colours are for use on materials and publications designed for ADA members, government, media, and other corporate entities.

By using combinations of these colours along with the graphic elements it is possible to create 'families' of publications within the overall brand.

Applicable to corporate branding only

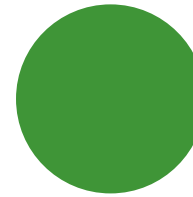


Pantone 285

C 89
M 43
Y 0
K 0

R 0
G 125
B 195

Hex #007DC3

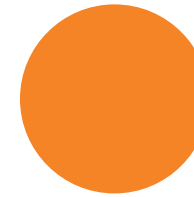


Pantone 363

C 68
M 0
Y 100
K 24

R 67
G 149
B 57

Hex #439539

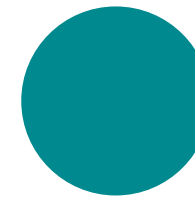


Pantone 165

C 0
M 59
Y 96
K 0

R 245
G 132
B 38

Hex #F58426

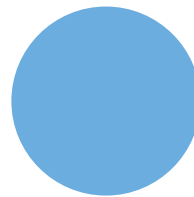


Pantone 3145

C 100
M 5
Y 40
K 20

R 0
G 137
B 141

Hex #00898D

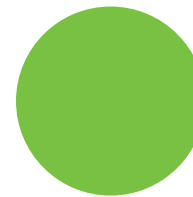


Pantone 284

C 55
M 19
Y 0
K 0

R 108
G 173
B 223

Hex #6CADDf

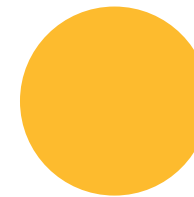


Pantone 368

C 57
M 0
Y 100
K 0

R 122
G 193
B 67

Hex #7AC143

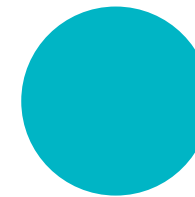


Pantone 1235

C 0
M 29
Y 91
K 0

R 253
G 187
B 48

Hex #FDBB30



Pantone 3125

C 83
M 0
Y 25
K 0

R 0
G 181
B 198

Hex #00B5C6

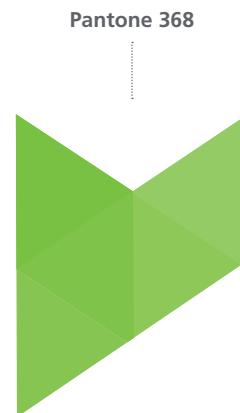
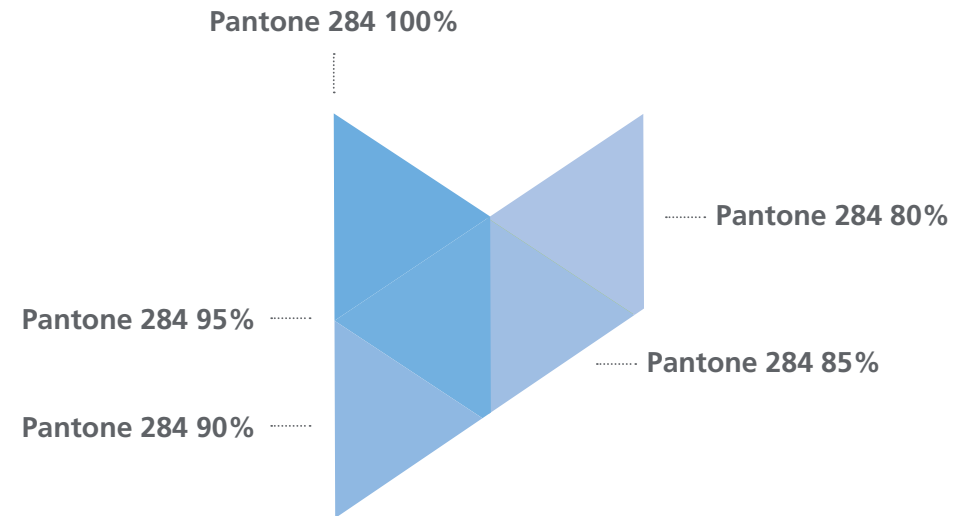
Corporate Brand Device

The brand device, a combination of secondary colours arranged in tonal values, is intended to be used across a number of mediums and with multiple resource types.

This flexibility of use lends itself to a wide range of interpretations including:

- creating patterns
- enlargement of the device across pages to form a larger design element and
- extraction of the triangle elements to highlight imagery or create a focal point in a publication.

Applicable to corporate branding only





Public Identity

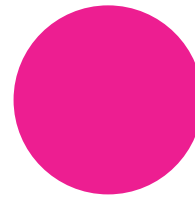
The leading voice for oral health.

Public Secondary Palette

These are the public colours of the ADA. The logo should only be reproduced in Pantone 287, black or white reversed out of a solid background but should not be used to alter the ADA logo.

While additional colours may be used for specific campaigns other colours may be used only at the discretion of the ADA.

Applicable to public branding only

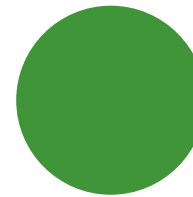


Magenta

C 0
M 95
Y 0
K 0

R 237
G 40
B 145

Hex #ED2891

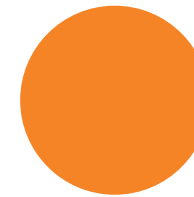


Pantone 363

C 68
M 0
Y 100
K 24

R 67
G 149
B 57

Hex #439539

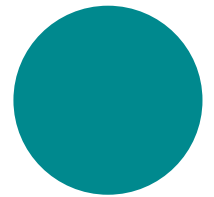


Pantone 165

C 0
M 59
Y 96
K 0

R 245
G 132
B 38

Hex #F58426

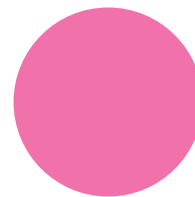


Pantone 3145

C 100
M 5
Y 40
K 20

R 0
G 137
B 141

Hex #00898D

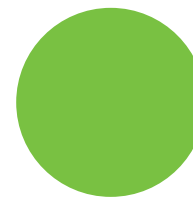


Magenta

C 0
M 70
Y 0
K 0

R 241
G 115
B 172

Hex #F173AC

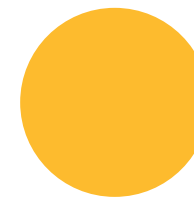


Pantone 368

C 57
M 0
Y 100
K 0

R 122
G 193
B 67

Hex #7AC143

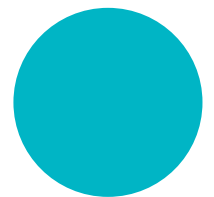


Pantone 1235

C 0
M 29
Y 91
K 0

R 253
G 187
B 48

Hex #FDBB30



Pantone 3125

C 83
M 0
Y 25
K 0

R 0
G 181
B 198

Hex #00B5C6

Public Brand Device

This is a combination of the secondary colours arranged in a fixed dual bars that will add a unifying 'thread' to all ADA public facing materials. While it can be enlarged to suit the design on which it is being used, it must still remain as a dual bar.

'Operational Area' font must be no less than 6pt, this is to enforce consistency amongst all documentation. The dual bars must contain the same colour tones, lighter in the first bar and darker in the second. The dual bars must not overlap, and even space should be allocated either side of the titles.

What not to do

Don't manipulate the dual bars in colour, proportion, or change designated typography.

Applicable to public branding only



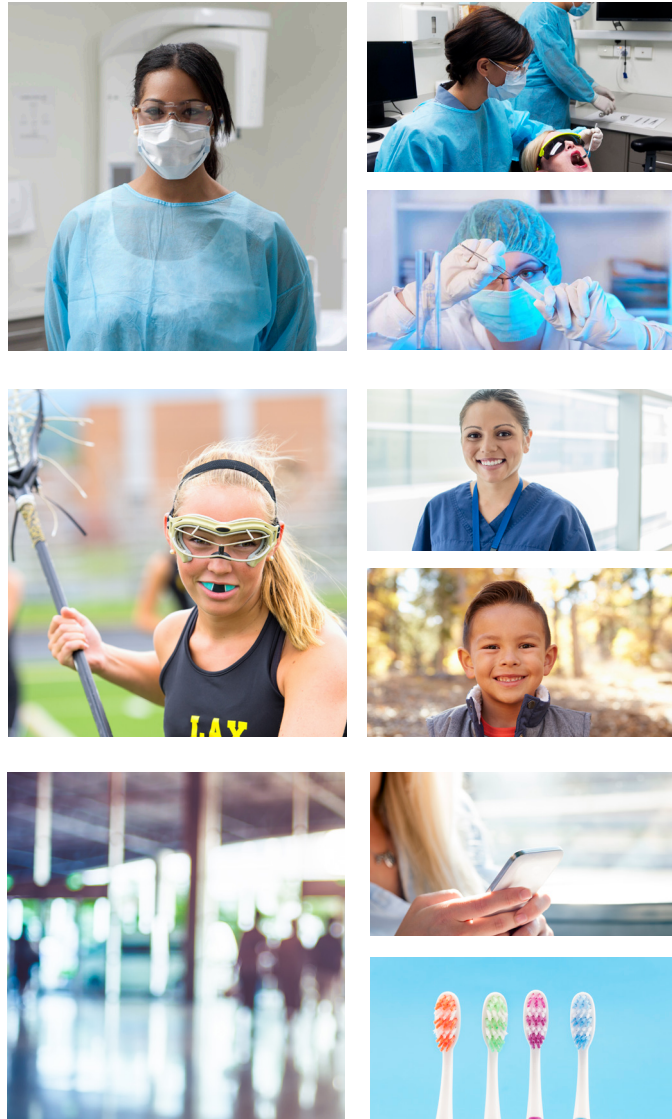
Incorrect use of Primary Brand Device





Imagery

Consistent use of imagery reflects and supports the ADA brand identity. It should also represent ADA members, areas of expertise and personality.



Clinical

Clinical imagery must be accurate and follow Infection Control Standards. For example, if a dental practitioners are treating a patient they must be wearing face mask, gown, glasses and gloves.

People

The purpose of people in imagery is to relate to the audience. The photographs should depict adults, children and babies in everyday settings from all walks of life.

Everyday

Images should be bright and stylised, as well as being appropriate for the setting it is being used.

Australian Dental Association

All artwork created must be approved by the ADA along with final proofs for records. Enquiries and final artwork can be sent to:

14-16 Chandos Street
St Leonards NSW 2065 Australia
T: +61 2 8815 3333
E: contact@ada.org.au

Publication created August 2015
Updated May 2024

© Copyright Australian Dental Association 2024