



CORPORATE
BRAND GUIDELINES

REV. A – 08/2023

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TYPOGRAPHY

PRIMARY EXTERNAL TYPEFACE

Proxima Nova

Proxima Nova is a highly regarded font due to its versatility, legibility, and contemporary design. Its wide range of weights and styles makes it adaptable for various design contexts, while its clean, modern appearance ensures readability, even at small sizes. Proxima Nova is web-friendly, professional and aesthetically pleasing typography.

Proxima Nova Thin

Proxima Nova Thin Italic

Proxima Nova Light

Proxima Nova Light Italic

Proxima Nova Regular

Proxima Nova Italic

Proxima Nova Medium

Proxima Nova Medium Italic

Proxima Nova Semibold

Proxima Nova Semibold Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Extra Bold

Proxima Nova Extra Bold Italic

Proxima Nova Black

Proxima Nova Black Italic

WEB TYPEFACE ALTERNATIVE

Helvetica

Helvetica is favored as a web font for its exceptional legibility and widespread compatibility with various devices and browsers. Its timeless and neutral design ensures content remains clear and doesn't distract from the user experience. With a variety of weights and styles available, it provides flexibility for creating visual hierarchy on websites. Helvetica should be used for emails or when Proxima Nova is unavailable.

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

TYPOGRAPHY (contd.)

POWERPOINT

Arial

Arial is a readily available, organic-looking font, featuring natural strokes and an open design. A default font in Microsoft PowerPoint, this font is used in the Young Innovations and Young Specialties PowerPoint templates as well.

Arial Narrow

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

Arial Regular

Arial Italic

Arial Bold

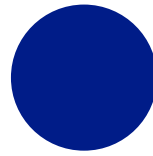
Arial Bold Italic

Arial Black

COLORS

Primary Color Palette

These colors are found in the Young Surgical logo and can also be used for headlines and body copy.

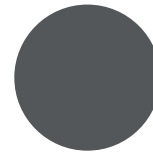


PANTONE REFLEX BLUE C

C: 100 / M: 87 / Y: 0 / K: 20

R: 0 / G: 20 / B: 137

HEX: #001489



PANTONE 425 C

C: 63 / M: 51 / Y: 45 / K: 33

R: 84 / G: 88 / B: 89

HEX: #545859

Secondary Color Palette

The secondary color palette should be used to add visual interest to any marketing and web materials. These additional colors work well with the primary color palette, creating an analogous and harmonious aesthetic.



BRIGHT BLUE

C: 76 / M: 46 / Y: 0 / K: 0

R: 0 / G: 132 / B: 242

HEX: #0084F2

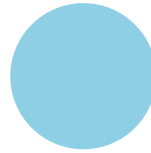


CORNFLOWER BLUE

C: 62 / M: 35 / Y: 0 / K: 0

R: 76 / G: 154 / B: 255

HEX: #4C9AFF

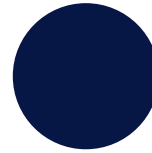


SEA BLUE

C: 42 / M: 3 / Y: 6 / K: 0

R: 142 / G: 207 / B: 229

HEX: #8ECFE5



MIDNIGHT BLUE

C: 100 / M: 94 / Y: 37 / K: 48

R: 7 / G: 23 / B: 69

HEX: #071745

Accent Colors & Neutrals

The accent colors should be used sparingly to provide contrast and help with visual hierarchy. The accent colors are ideal to add to iconography and illustrations to add contrast and variation. The neutral color palette provides additional colors that can be used for backgrounds and typography. These can be used with transparencies and shades to allow for even greater variations.

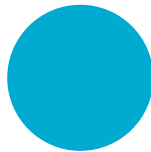


GREEN

C: 72 / M: 0 / Y: 62 / K: 0

R: 54 / G: 184 / B: 136

HEX: #36B888

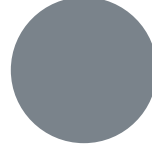


TEAL

C: 75 / M: 12 / Y: 10 / K: 0

R: 170 / G: 209 / B: 0

HEX: #00AAD1



DARK GREY

C: 19 / M: 9 / Y: 6 / K: 48

R: 122 / G: 131 / B: 139

HEX: #7A838B

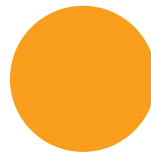


MEDIUM GREY

C: 43 / M: 31 / Y: 27 / K: 1

R: 151 / G: 160 / B: 168

HEX: #969FA7



ORANGE

C: 0 / M: 45 / Y: 100 / K: 0

R: 249 / G: 157 / B: 28

HEX: #F99D1C



SALMON

C: 0 / M: 71 / Y: 60 / K: 0

R: 255 / G: 111 / B: 54

HEX: #FF6F5E

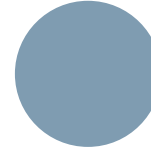


LIGHT GREY

C: 20 / M: 13 / Y: 10 / K: 0

R: 201 / G: 207 / B: 214

HEX: #C9CFD6



BLUE GREY

C: 53 / M: 30 / Y: 22 / K: 0

R: 127 / G: 156 / B: 177

HEX: #7F9CB1

LOGO VARIATIONS

The Young Surgical logo's primary color variations are full color and reversed out. The logo should always appear with ample contrast to the background. Use the full color logo on light colored backgrounds. Use the reversed out logo on dark colored backgrounds.

PRIMARY LOGO – FULL COLOR



REVERSED OUT LOGO – ONE COLOR



B&W LOGO – ONE COLOR



INCORRECT USAGE

Please do not modify, re-purpose or recreate the Young Innovations logo in any way. Any alterations apart from proportionate scaling are considered incorrect usage. Using the logo correctly is vital to preserving the integrity of our brand. Any special requests to change the logo's colors must be approved by the marketing department.



DO NOT stretch, condense or skew the logo's proportions



DO NOT alter the logo's colors



DO NOT place the logo over a busy gradient or complex background



DO NOT change the logo's typeface

CLEAR SPACE

The Young Innovations logo should always appear with an adequate amount of clear space surrounding it. The clear space on all sides of the logo should equal double the height of INNOVATIONS. This area is represented by X.



MINIMUM SIZE

To ensure that the Young Innovations logo is clear and legible, the minimum size that the logo should appear is 0.75 inches in width. An exception to this rule is for packaging applications. When applying the logo to packaging artwork, the minimum size the logo should be is 0.5 inches in width. At this small size, a hairline stroke needs to be added around the word INNOVATIONS and the ® mark. Any exceptions to this rule need to be approved by the marketing department.

MINIMUM SIZE FOR PACKAGING



MINIMUM SIZE FOR ALL OTHER APPLICATIONS



BANNER

The Young Surgical banner is a simple, recognizable element that identifies products made by Young. The banner should be used on the bottom of all presentations, print marketing and packaging artwork. The colors, logo, and typeface should always remain the same. The banner should contain the tagline XXXXXXXXXXXXXXXX

BANNER FOR PRODUCTS MADE IN THE USA



Logo and tagline should always be aligned middle within the blue bar

Min. = 6pt / Max. = 11.5pt

Typeface: *Proxima Nova Medium Italic*

- Banner = ● Pantone Reflex Blue
Logo & Tagline = ○ White

BRANDS

Operating within a well-structured house of brands, three distinct yet interconnected brands come together to strengthen the overall brand strategy and product lineup. Each brand maintains its unique identity while aligning with the parent company's values and goals. This collaboration expands the range of products available to cater to a wide range of consumer preferences.



We carry a full line of grafting materials, pharmaceuticals and all supplies necessary to perform oral surgery. We believe in providing our customers with quality products, great prices and excellent service. Our philosophy has been simple. Keep costs down and pass the savings on to our customers. We know you will appreciate our fast service and lower prices.



The VitalertKit™ is a medical emergency kit specifically made for independent facilities that need a better crash cart solution. With essential medications, supplies and a dental emergency book, all housed within a customized storage case, your practice will always be prepared when it matters most.



MPS is a national distributor of pharmaceuticals and medical supplies that offers unique purchasing solutions, personalized service, competitive prices and fast shipping. Spend more time with patients and less time managing inventory, with MPS on your team.