

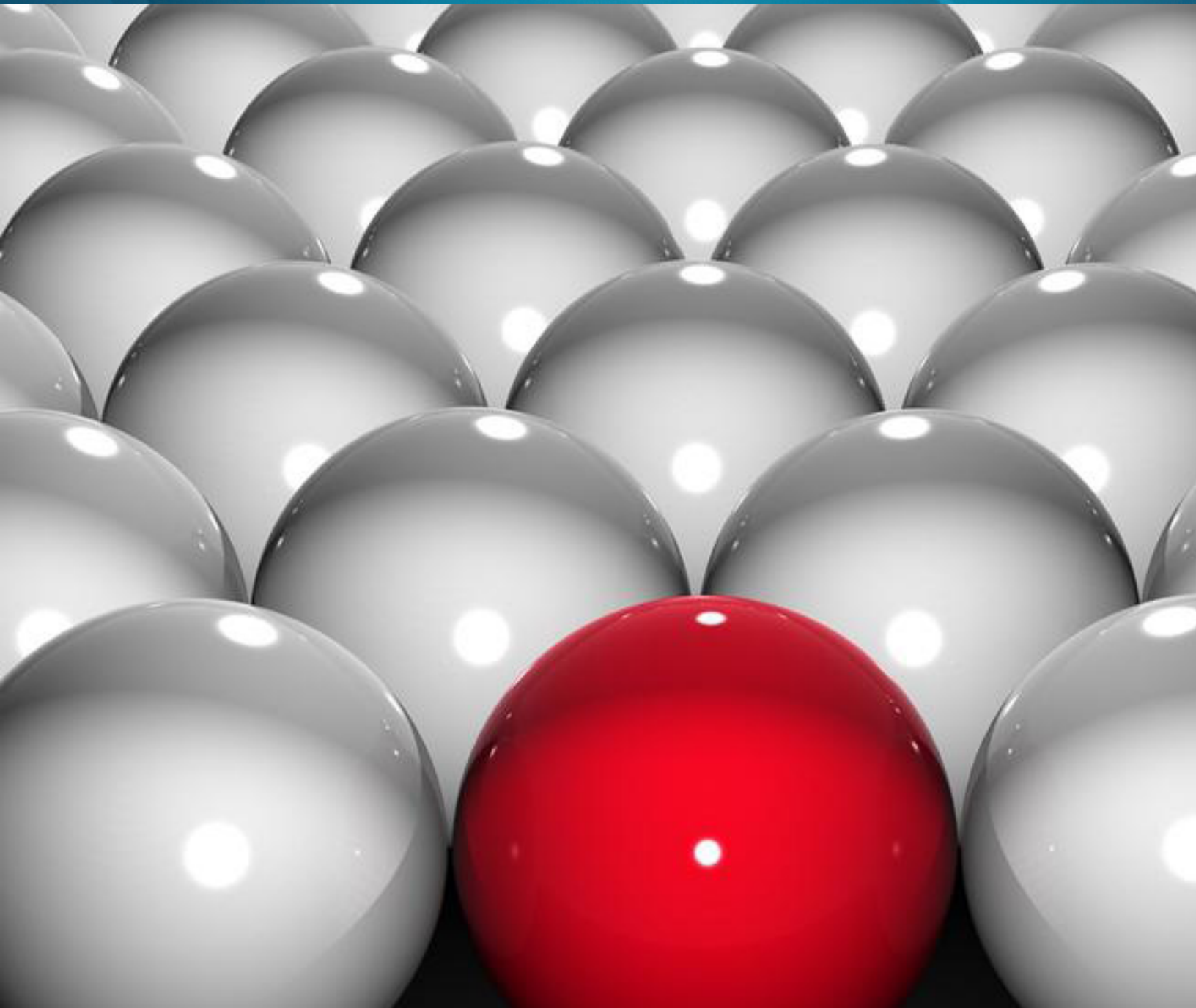
AMERICAN DENTAL EDUCATION ASSOCIATION

# BRAND STANDARDS GUIDE

## RULES AND TOOLS FOR CONSISTENT COMMUNICATIONS

2015

**ADEA** | THE VOICE OF  
DENTAL EDUCATION



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# INTRODUCTION

## **You Are the ADEA Brand**

The ADEA Brand Standards Guide was created to help us better articulate—both in writing and visually—a consistent and compelling presentation of ADEA’s authentic “identity” and communicate the excellence of our mission, services and people.

Each of us is a vital brand messenger. Using (and understanding) the messages and images in this document consistently and with pride will help to further reinforce the unique and memorable value proposition that others have come to associate with ADEA.

# USING THIS GUIDE

This Brand Standards Guide serves as a tool for use by American Dental Education Association staff, members and vendors, in order to support and maintain the ADEA brand in a professional and memorable fashion. The standards set forth in this document are intended to ensure consistent, approved use of such key brand components as ADEA's:

- Mission and Boilerplate Statement
- Logo and Tagline
- American Dental Education Association name spelled out
- Typography
- Color Palette
- Audience Identity System

An electronic copy of this guide and other tools are housed in the shared folder S:\DCM\Branding. Also included in this guide, and available in the S:\DCM\Branding\Approved ADEA Templates folder, are a series of preapproved ADEA design templates.

If you have questions about the ADEA brand, or implementing it appropriately and successfully, please contact ADEA's Director of Marketing and Communications.

# BRAND ELEMENTS

## ADEA's Brand Foundation

ADEA is the premier association serving and representing the entire dental education community, providing research, advocacy, faculty development, meetings, communications and admissions services to U.S. and Canadian dental schools, allied and advanced dental education programs, corporations, faculty and students.

The ADEA brand encompasses the values of our members as well as the perceptions we'd like all of our audiences to hold about our organization. It is a reflection of our mission, our people and our essential role.

Having a strong brand also allows us to pursue—and talk about—our strategic directions under a unified, well-understood organizational “umbrella.” As such, all forms of ADEA communications should strive to advance ADEA's mission and strategic directions related to:

- Leadership,
- Teaching and Learning,
- Research,
- Service.

It's appropriate to think of our brand as a vital personality that ADEA needs to express every day to both external and internal audiences. This is accomplished through consistent and persistent expression of our key written and visual brand communication elements: online, in print, on the phone and in person.

Understanding and applying these brand standards will help continue to build a unique, memorable and positive image of ADEA.

# BRAND ELEMENTS

## ADEA Mission Statement

The mission of ADEA is to lead institutions and individuals in the dental education community to address contemporary issues influencing education, research and the delivery of oral health care for the overall health and safety of the public.

## ADEA Boilerplate

The American Dental Education Association (ADEA) is The Voice of Dental Education. Its members include all U.S. and Canadian dental schools and many allied and advanced dental education programs, corporations, deans, program directors, administrators, faculty and students, residents and fellows. The mission of ADEA is to lead institutions and individuals in the dental education community to address contemporary issues influencing education, research and the delivery of oral health care for the overall health and safety of the public. ADEA's activities encompass a wide range of research, advocacy, faculty development, meetings and communications like the esteemed *Journal of Dental Education*, as well as the admissions services: ADEA AADSAS, ADEA PASS, ADEA DHCAS and ADEA CAAPID. For more information, visit [adea.org](http://adea.org).

## ADEA Tagline

As a vital part of the overall ADEA brand, the ADEA tagline – **The Voice of Dental Education** – is used to immediately and succinctly position the association and set expectations among external and internal audiences. In addition, it helps support ADEA's long-term objectives while reinforcing the notion of organizational solidarity and strength.

# LOGO AND TAGLINE

The four-letter mark and tagline lockup shown here is the only logo to be used across our organization to (a) promote consistency and (b) consolidate equity and awareness into the master ADEA brand. As such, the two elements—the mark and the tagline—should always appear together, in print, electronic and other formats.

Rare exceptions to the logo may apply where the tagline is removed. Direct questions about whether or not a case for this is appropriate to [DCM@adea.org](mailto:DCM@adea.org).

In cases where the logo is used, the full name of the organization and the name of an ADEA department or program, should be added as headlines, as footers or headers within the graphic treatment of these pieces and in accordance with the examples show on this guide.

The ADEA logo can be scaled in size according to need, but should not be altered in any other way. Requests for logo resizing can be sent to [DCM@adea.org](mailto:DCM@adea.org).



# LOGO APPEARANCE



The ADEA logo uses different weights of a single typeface—Avenir—in both the mark and the accompanying tagline text. The ADEA logo mark should not be reconstructed or built using typed letters. Only the original ADEA logo source files may be used. A variety of file types designed for different uses are available at [S:\DCM\Branding\ADEA Logos].

Whether used in print or electronic formats, the ADEA logo may only appear in three standard colors:

**POSITIVE**  
BLACK /  
GRAYSCALE



**KNOCKOUT**  
SOLID /  
PHOTO



**COLOR**  
PMS 634  
HEX #097693





# LOGO SIZE PARAMETERS



The ADEA logo can be used at a variety of sizes. There is, however, a minimum size at which the logo should be used.

The ADEA logo mark and lock-up should not be reproduced at sizes smaller than 0.165" high.

The logo elements—the four-letter mark and the tagline text—are designed to scale large or small together, without the need to adjust the sizing on either element.



**MINIMUM HEIGHT**  
.165"



# LOGO PLACEMENT

When placing the ADEA logo in a layout, allow for adequate distance from other graphic elements or text. To measure the appropriate “clear space” for the size of the logo used, measure the distance from the left origin of the first ‘A’ letter-shape to its center point. This distance is **<X>**.

The ADEA logo should be surrounded on all four sides by a clear-space margin of **<X>**.



In print and electronic formats, the ADEA logo should always be placed based on the type of document being created. By default, Corporate Identity documents are left-justified, Promotion and Publications are right-justified. The distance from both the top and side edges should be increased to **2X**.

Certain cases—promotional items or large-scale banners, for example—may call for alternate logo placements; however, the rules on clear space still apply.



When permitted, use the ADEA logo with one or more partner or sponsor logos, where ADEA is the organizing force and sponsors or partners are in a supporting role.

Example: Promotional fliers, when sponsor logo use is permitted by sponsor’s governance rules.

In this case, the ADEA logo appears in the top or right position. Sponsor or partner logos appear below, at 80 to 90% of the size of the ADEA logo.

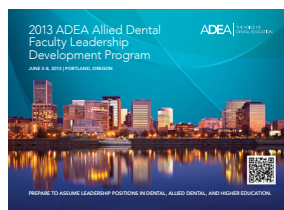
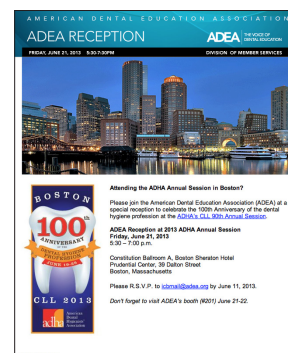
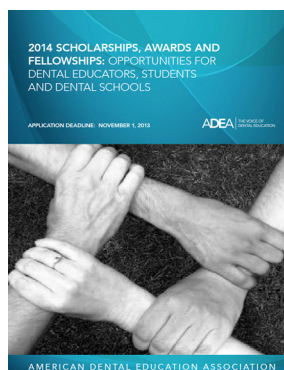
# LOGO USE EXAMPLES

## Correct ADEA Logo Use

These examples show correct placement of the ADEA logo in a variety of uses.



Corporate Identity



Promotions and Publications

## Incorrect ADEA Logo Use

Below you will see a sampling of unacceptable logo uses. To maintain consistency and build unified awareness of the ADEA brand, please adhere to the standards defined in this guide. Please do not print over any element or manipulate the ADEA logo in any way.



LOGO LOCK-UP SHOULD NEVER BE ALTERED



LOGO SHOULD NEVER BE ROTATED



LOGO SHOULD NEVER BE RECOLORED

# MEMBER OF ADEA LOGO



The “Member of ADEA” logo, featuring the tagline The Voice of Dental Education, is available for members to use on stationery, literature and advertisements to show their support for, and membership within, the association. The Member of ADEA logo and usage requirements document is available for members to download at [www.adea.org](http://www.adea.org).

The Member of ADEA logo is a minimal but strict alteration of the ADEA corporate logo. Whether used in print or electronic formats, the ADEA logo may only appear in three standard iterations. The same standards around misuse of the ADEA logo apply here.

**POSITIVE**  
BLACK /  
GRAYSCALE



**KNOCKOUT**  
SOLID /  
PHOTO



**COLOR**  
PMS 634  
HEX #097693



# TYPOGRAPHY

Whenever possible, ADEA uses a single typeface—Avenir—across all formats (print, electronic, etc.) and materials. Body copy should be 11 pt, Avenir LT 35 Light, as a baseline for all use. This font is available to all ADEA staff. Contact [OIT@adea.org](mailto:OIT@adea.org) if this font is not installed on your computer.

If a digital format prevents the use of Avenir, the following typefaces are acceptable replacements: Arial or Helvetica.

Approval of any variations to the above standards must be obtained from the ADEA Division of Communications and Membership. Please initiate requests with ADEA's Director of Marketing and Communications.

## Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Avenir Black

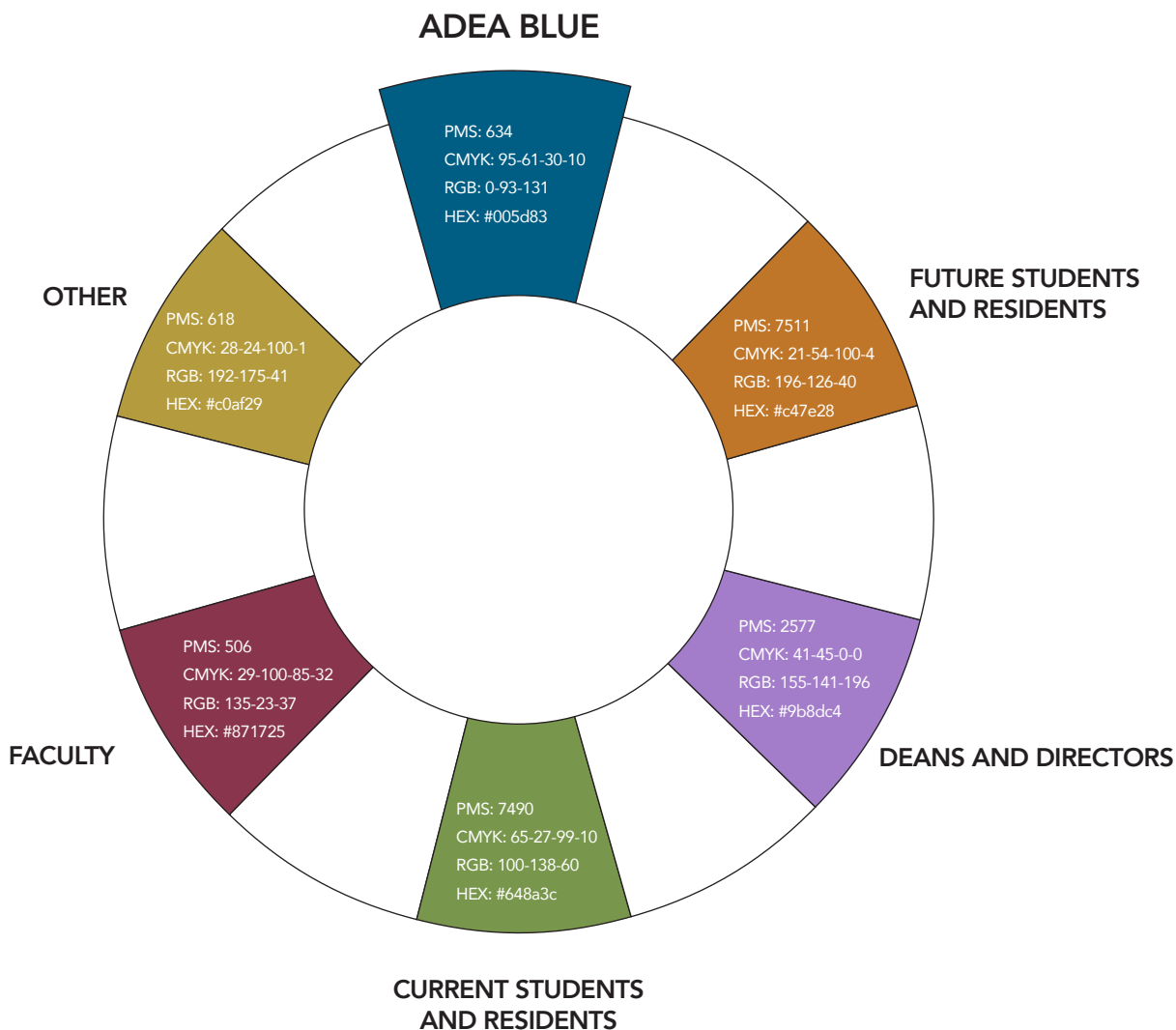
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# COLOR PALETTE

The ADEA color palette is comprised of a set of colors that are:

- consistent across print and electronic formats.
- easily reproducible.
- complementary of each other and hold together as a “family.”

The “ADEA Blue” is used for our logo (except in black-and-white or reverse uses). Other colors have been chosen to represent specific ADEA audience/member sectors, and the subsequent Audience System page further illuminates their use.





# ADEA GODENTAL COLOR PALETTE

## ADEA GoDental Color Palette and Visual Style Guide




### RED

*Only use for call-to-action buttons*

	HEX: #932e3a CMYK: 29-92-72-24	RGB: 147-46-58 PMS: 492C
	HEX: #6c222b CMYK: 35-90-72-45	RGB: 108-34-43 PMS: 7421C


### BLUE

*Primary Color*

	HEX: #005d83 CMYK: 95-61-30-10	RGB: 0-93-131 PMS: 634C
	HEX: #219ab4 CMYK: 78-23-24-0	RGB: 33-154-180 PMS: 7689C
	HEX: #197589 CMYK: 86-42-36-8	RGB: 25-117-137 PMS: 3145C

### GREEN

*Accent color*

	HEX: #71a742 CMYK: 62-14-100-1	RGB: 113-167-66 PMS: 7737C
	HEX: #588234 CMYK: 69-29-100-13	RGB: 88-130-52 PMS: 575C


### BLACK

*Accent color*

	HEX: #4e4e4e CMYK: 65-58-57-36	RGB: 78-78-78 PMS: 7540C
	HEX: #353535 CMYK: 69-63-62-57	RGB: 53-53-53 PMS: 447C



### VIOLET

*Accent color*

	HEX: #9a8dc4 CMYK: 41-45-0-0	RGB: 155-141-196 PMS: 271C
---	---------------------------------	-------------------------------



### YELLOW

*Accent color*

	HEX: #e3d12b CMYK: 13-11-96-0	RGB: 227-209-43 PMS: 611C
	HEX: #c1b11a CMYK: 28-23-100-0	RGB: 193-177-26 PMS: 7765C

### ORANGE

*Primary accent color*

	HEX: #db8b30 CMYK: 12-51-95-1	RGB: 219-139-48 PMS: 7569C
	HEX: #f59c36 CMYK: 1-45-89-0	RGB: 245-156-54 PMS: 715C

### TEXT TREATMENTS:

**Headlines:** Avenir Black, size: 20 px, uppercase, top margin: 40px, bottom margin: 20px, color: #219ab4, line height: 1.1

**Body text:** Avenir Book, size 14px, bottom margin: 20px, color: #1e1e1e, line height: 20px

### PHOTOS & GRAPHICS:

**Carousel ads:** photos

*Requirements:* horizontal, dimensions roughly 2x1, width roughly 1400px

**Top mainframe banner:** Mirrors ADEA.org web banner

**Banner images:** photos more oriented toward dentistry

*Requirements:* horizontal, dimensions roughly 3.5x1, width roughly 1400px

**Feature Box images:** illustrations or photos

*Requirements:* horizontal, dimensions roughly 1.5x1, width roughly 300px

\*ALL COLOR BLOCKS ARE RGB

# AUDIENCE SYSTEM

ADEA employs a system of color-coded mastheads that accompany all ADEA serial publications, both print and electronic. Under this system, each audience segment is represented by a specific color, making it immediately clear for which group a publication—and its content—is intended.

In addition, the information contained in the masthead clearly shows the: ADEA logo, publication title, volume/issue numbers and date and target audience.

**PUBLICATION TITLE** **ADEA** | THE VOICE OF DENTAL EDUCATION  
**VOL. #, NO. #, DATE** **ALL MEMBERSHIP EDITION**

**PUBLICATION TITLE** **ADEA** | THE VOICE OF DENTAL EDUCATION  
**VOL. #, NO. #, DATE** **DEANS & DIRECTORS EDITION**

**PUBLICATION TITLE** **ADEA** | THE VOICE OF DENTAL EDUCATION  
**VOL. #, NO. #, DATE** **FACULTY EDITION**

**PUBLICATION TITLE** **ADEA** | THE VOICE OF DENTAL EDUCATION  
**VOL. #, NO. #, DATE** **STUDENTS & RESIDENTS EDITION**

**PUBLICATION TITLE** **ADEA** | THE VOICE OF DENTAL EDUCATION  
**VOL. #, NO. #, DATE** **FUTURE STUDENTS EDITION**



# DESIGN TEMPLATES

A number of pre-approved ADEA design templates have been created to promote easy, consistent, on-brand use across the organization.

Located at S:\DCM\Branding\Approved Templates on our internal drive, these items include:

- PowerPoint
- Print Publications
- Electronic Publications
- Promotional Email
- Postcard Example
- Sample Advertisement
- Email Signature
- Social Media Profile Images
- Pocket Folders
- Business Card
- Stationery: Letterhead/Envelopes/ Fax Cover Sheet
- Promotional Item Examples
- Council Newsletter Template

Please contact ADEA's Director of Marketing and Communications with any questions on the appropriate use of these templates.

# STATIONERY

Preprinted letterhead may be used for various business documents—including general letters, memoranda and faxes.

When formatting letters, margins should be set at 1.4" at the top, 1" from the right and bottom edges and 2.4" from the left side. Type should be set in Avenir LT 35 Light when possible. Avenir LT 45 Light is also an acceptable alternative. When Avenir font is not available, Arial 11 pt may be substituted.

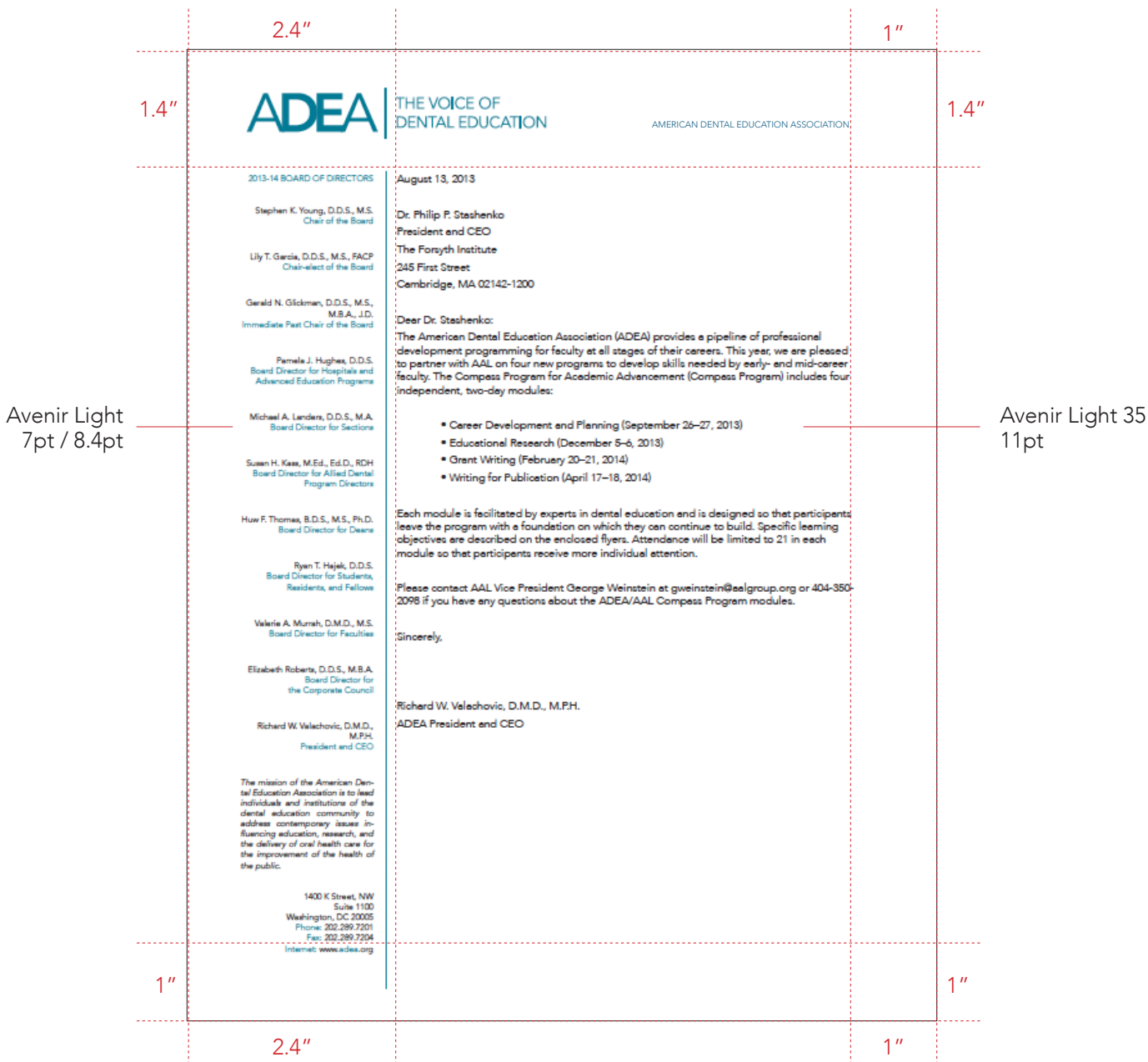
The elements of the ADEA business letter appear in this order:

- Date (write it out to avoid confusion; do not use the auto date filler [e.g., October 8, 2015, instead of 10/8/15])
- *Space*
- The name of the person you are writing (first name, middle initial if known, last name, degrees)
- His or her street address
- His or her city, state, and ZIP or postal code
- His or her country if outside of the United States
- *Space*
- Courtesy title, last name, and colon [Dear Dr. Person:]
- *Space*
- Body text in paragraphs. There are no indentations. Single-space within paragraphs, but double-space between paragraphs.
- *Space*
- Sincerely,
- At least three spaces for the signature
- Your full name without courtesy title and, optionally, with degrees (Alexandra Smith)
- Your job title (do not put "ADEA" at the beginning of the title)

If copies of a letter will be sent to people other than the recipient at the top of the letter, add one space after your title and then note them with the indication "cc." Although carbon is no longer involved in making copies of letters, "cc" is still the most widely used indication of copying. (For instance, we "cc" our emails.) Put each recipient on a separate line, as shown here:

cc: Mr. John Q. Doe  
Dr. Jane E. Doe

# STATIONERY

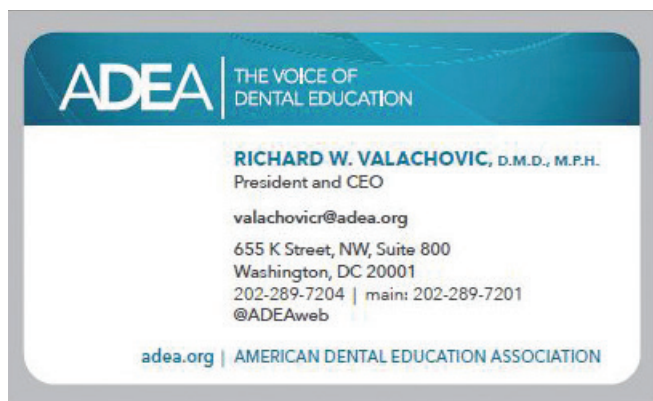


Avenir Light  
7pt / 8.4pt

Avenir Light 35  
11pt

ADEA prints business cards for all staff members, as all staff are "ambassadors" of the ADEA brand. Staff are encouraged to use their existing business cards until their supply is gone.

Please contact the Director of Publishing with requests for business cards.



# POWERPOINT

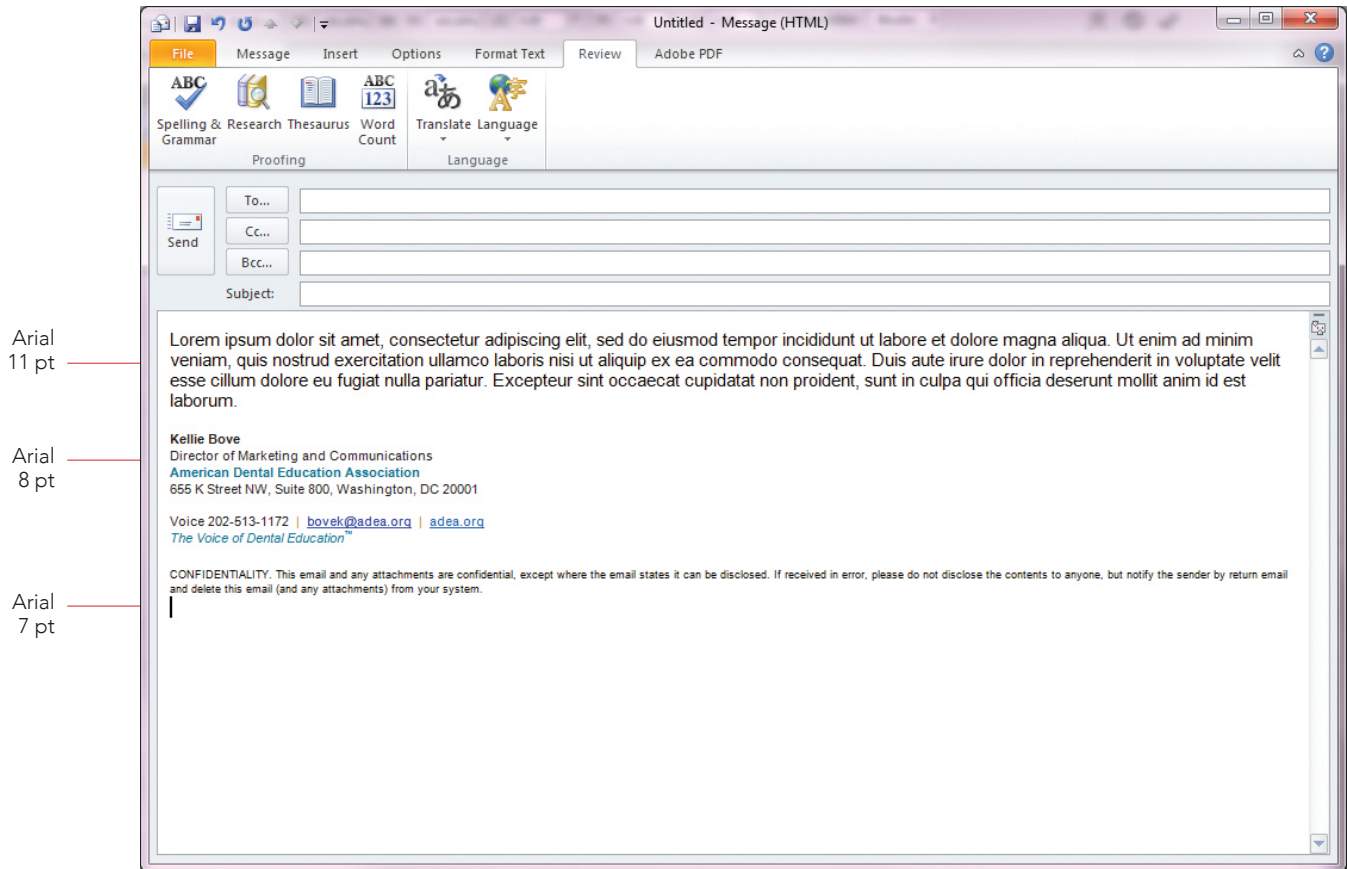
Choose the appropriate template for your presentation. One of these two pre-approved ADEA PowerPoint Templates (ADEA PowerPoint Template 1 or ADEA PowerPoint Template 2) should be used for all ADEA presentations to external and internal audiences. The template employs pre-assigned sizes of Avenir Light text for use in titles, headers and body text. When using the template, do not change page margins or layout. Leave an appropriate amount of spacing between body text and any inserted charts, images or other graphic elements.

Use ADEA PowerPoint Template 2 if you have concerns regarding ADEA PowerPoint Template 1, not being conducive to presentation content layout, or large configuration of meeting room.



# EMAIL

All emails from ADEA staff should be standardized to Arial 11 pt font, and include the full 9-line email signature shown below.



## Standard Formatting

- Line 1: Name (Bold, black, Arial, 8 pt)
- Line 2: Title (black, Arial, 8 pt)
- Line 3: Organization (bold, teal, Arial, 8 pt)
- Line 4: Address (black, Arial, 8 pt); no periods in DC
- Line 5: Space (8 point)
- Line 6: Contact Info as shown on one line (Arial, 8 pt with dividing vertical gold bars, two spaces before and after each vertical bar). For "Voice" insert either direct dial, or main number with three digit extension.
- Email should be all lowercase.
- Line 7: Tagline (italicized, teal, 8 pt); Trademark symbol is superscript 8 pt, non-italicized.
- Line 8: Space (8 pt)
- Line 9: Confidentiality Statement – black, Arial 7 pt

## Colors

- Font for **American Dental Education Association** and **The Voice of Dental Education™**
- teal: 9/118/147 (hex 097693)
- Vertical bar (|) for use in contact line (Voice 202-513-1172 | bovek@adea.org | adea.org)
- gold: 191/144/0

For brevity, charts, figures, tables and all other types of illustrations are referred to below as “charts.” These guidelines apply no matter what form a graphic may take.

### General

- Above all else, take into consideration the reader and his or her ability to accurately and efficiently interpret the meaning of the chart. Ask yourself, “What do I want the reader to see and learn instantly?”
- Each chart should be understood in the absence of context and on its own merit.
- Each chart should be numbered, labeled, and include an N (number of respondents) and a citation if it is from an external source. If a chart is from ADEA data, indicate the source as a note.
- All charts must be referenced in the text, but the text will not provide every data point given in a chart. Charts should augment, not simply duplicate, the text.
- Whenever possible, a chart should be placed on the same page as or the page facing the reference.
- A chart can include notes at the bottom, left justified. Notes of a general nature should be preceded by “Note.”
- Charts should be two-dimensional with a minimum of shading or other embellishments.
- Scales should be used for all figures and, if the y axis shows percentages, the scale should extend to 100%. Use regular and consistent intervals.
- Any legend should be placed in the upper right-hand corner of the chart without an outline.

### Labeling

- Each chart should have a complete label at the top.
- Labels should appear in bold and upper- and lowercase, not all caps. All chart labels should be black.
- Whenever possible, label both axes completely and include an N (number of respondents). Completeness is particularly important when the data has been sorted by a variable and does not represent all respondents (e.g., an axis shows “percentage of women” when the survey, data, or other figures included both men and women). If the N is only those who responded to a particular question (as opposed to total number of respondents), indicate in a note that N represents those who responded to the question.
- Shortened labels are acceptable when a label becomes too lengthy, distracts from the crispness of the figure or is easily understood by the audience.
- All units of measurement should be indicated (e.g., percentage, number, age).  
Center column and row labels to ensure the corresponding data points are directly aligned with the label.

**Formatting**

- Use color as needed in this sequence: ADEA blue (or audience color), lighter blue, black, gray, and white. White should be outlined in black.
- All charts should be placed on white or light backgrounds for maximum contrast.
- Gridlines can be used in charts to assist the reader, especially if the scale is condensed or if there is a lot of variability within the data. Gridlines should be gray.

**Specific types of charts**

- Bar charts: Place numbers within the bars if it is difficult to discern points along the axis. This number placement can also be useful in stacked bar charts that present more than one data point within a bar. Be sure numbers within bars contrast with the background, are uniform, and are placed near the top or in the center of bars.
- Pie charts: Center the percentage in each slice. If the percentage does not fit in the slice, place it just outside the slice. Use lines as necessary to connect percentages with the slices they represent. Make sure a pie chart equals 100% percent.
- Tables: If a column or row in a table indicates percentages, that column or row must add to 100%. If the total does not add to 100%, add an explanatory note, such as "Totals may not equal 100% due to rounding" or "Certain categories are omitted" (list them, such as non-respondents or those who answered "I don't know").