

JANUARY 19



DENTAL GROUP
hospitadent

**VISUAL
IDENTITY
GLOBAL
DESIGN
PRINCIPLES
BRAND GUIDELINE**

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BRAND DESIGN

Logo:

Dental Group Hospitadent Logo comprises of the Dental Group Hospitadent wordmark + the Hospitadent Smile symbol.

Logo With The Motto:

Logo with the slogan will be this way.



LOGO CONSTRAINTS

Safe Area:

A safe area has been specifically developed to allow maximum clarity and legibility of the logo. The image right represents the exclusion area required around any application of the logo.

No type or graphic elements should intrude into this space.

Minimum Size:

The size of the logo depends on the measurements of the collateral where the logo is placed. The primary logo may be applied no smaller than 4 mm high in print or 12 pixels high for digital application.



MINIMUM SIZE

Minimum size is determined by the height of the logo ('H')



H: 12 px for digital
H: 4 mm for print

LOGO VERSIONS

Primary logo:

Our Primary usage of the Dental Group Hospitadent Logo comprises of the Hospitadent wordmark + the Dental Group Hospitadent Smile. This version should be used wherever possible and always only on a white background.

Secondary logo:

The second usage version of the with the other colours.



Primary Logo



Secondary Logos



Single colour version - Positive on white
For exceptional use i.e. black and white printing and simplified online forms.



Single colour version - Negative on black
For exceptional use i.e. black and white printing and simplified online forms.

LOGO COLOURS

The table to the right outlines the correct specifications to be used to achieve Dental Group Hospitadent Logo Dark Blue and Dental Group Hospitadent Logo Light Blue depending on the final output method.

	
HOSPITADENT DARK BLUE	HOSPITADENT LIGHT BLUE
PANTONE 7693 C	PANTONE Process Cyan C
CMYK C. 100 M. 70 Y. 29 K. 14	CMYK C. 100 M. 0 Y. 0 K. 0
RGB R. 0 G. 72 B. 118	RGB R. 0 G. 159 B. 227
WEB #004876	WEB #009fe3



MOTTO & SLOGAN

MOTTO TR
BUTÜN İŞİMİZ DİŞ

SLOGAN TR
BİZ GÜLÜMSETMEYİ SEVİYORUZ!

MOTTO RU
Вся наша работа заключается в красивых улыбках

SLOGAN RU
Мы хотим чтобы вы улыбались

MOTTO FR
NOUS VISONS À VOUS FAIRE SOURIRE!

SLOGAN FR
CROQUEZ LA VIE AVEC UN BEAUX SOURIRE!

MOTTO ENG
WE LOVE TO MAKE YOU SMILE!

SLOGAN ENG
KEEP CALM AND;
PUT ON YOUR NEW SMILE!

MOTTO DE
IHRE ZÄHNE SIND UNS WICHTIG!

MOTTO FL
UW TANDEN, ONZE SPECIALITEIT

MOTTO AZ
BİZ GÜLÜMSƏTMƏYİ SEVİRİK!

SLOGAN AZ
BUTÜN İŞİMİZ DİŞ

MOTTO AR
نحن نحب أن نجعلك تبسم

LOGO PLACEMENT

Online and printed logo will be used as follows.

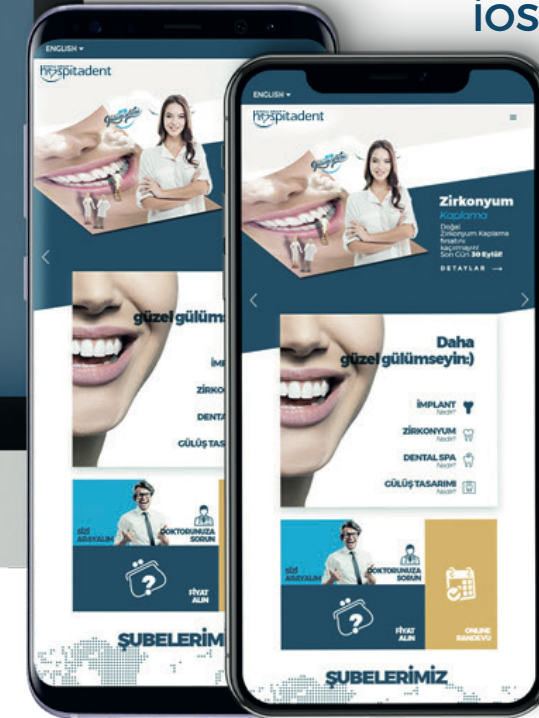
Online

Desktop



Android

ios

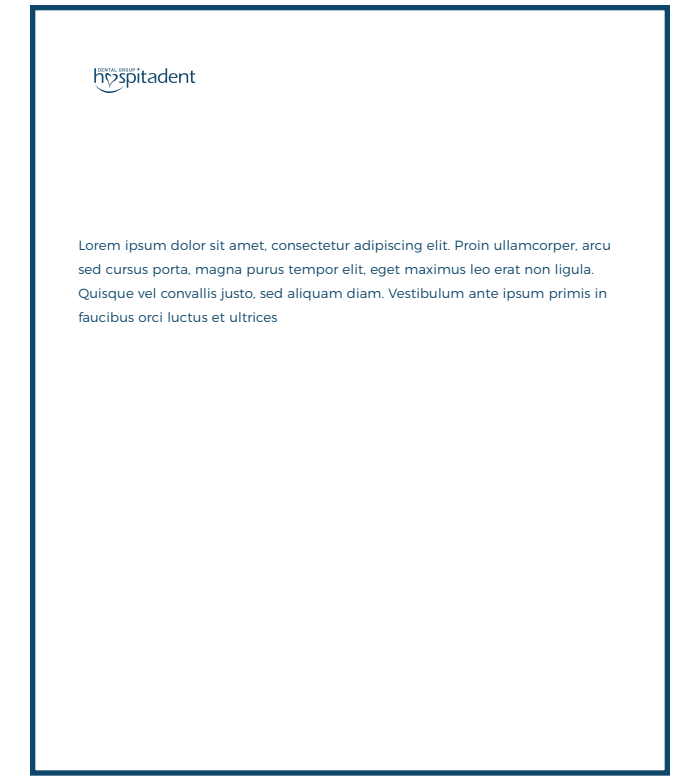
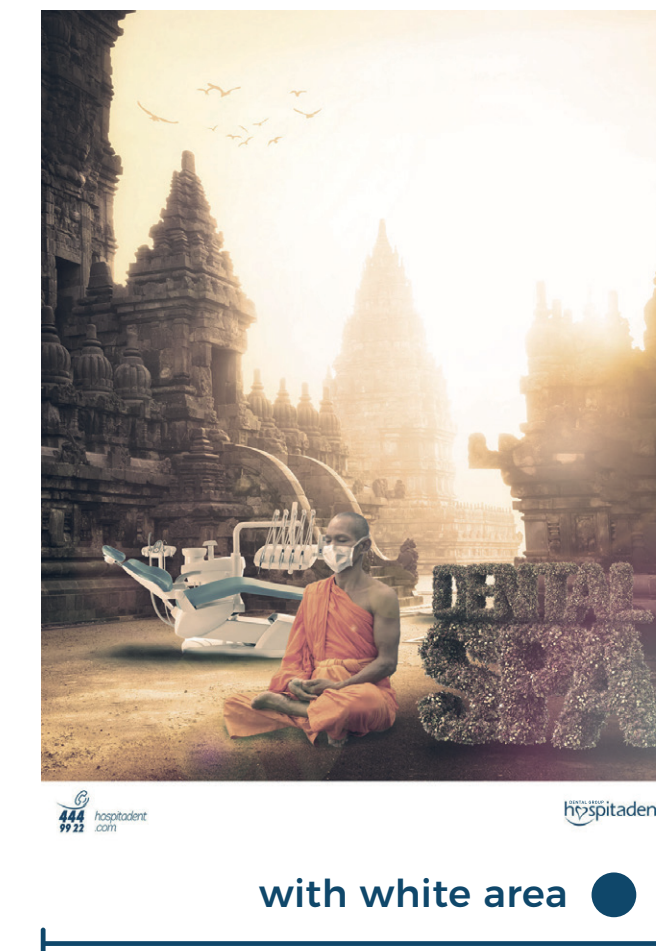


Social Media



with white area

Print



CROPPING THE HOSPI-SMILE

The Hospi Smile if will be cut
it will be used as follows.



DIGITAL PRINCIPLES



APP ICON

AVATAR

E-SIGNATURE



APP ICON

Dental Group Hospitadent app logo will be used as follows.



Primary Color Usage



Secondary Color Usage

AVATAR

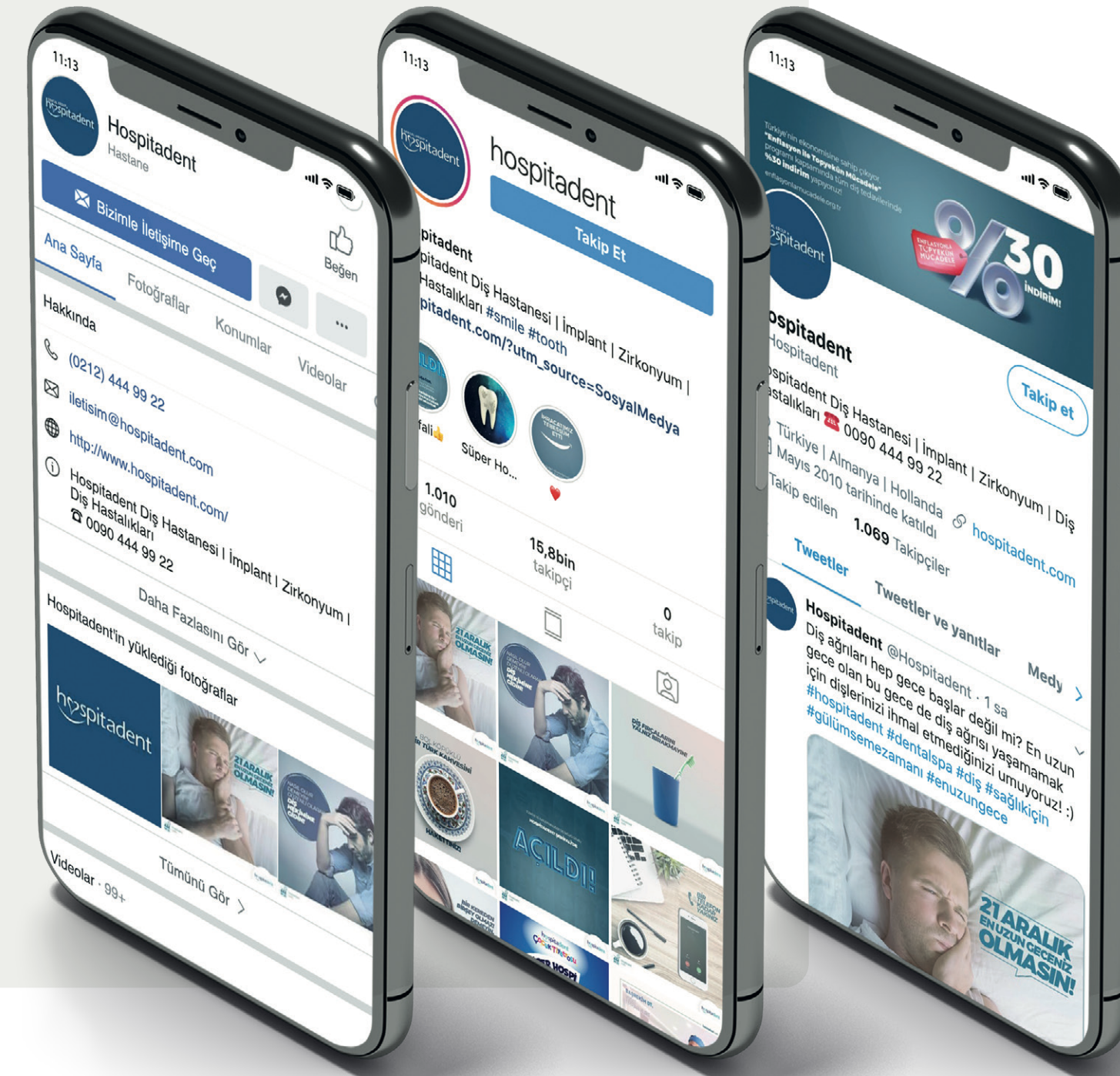
Dental Group Hospitadent social media avatar will be used as follows.



Square



Circle



E-SIGNATURE

Dental Group Hospitadent e-signature will be used as follows.



Ahmet SELVİ

DIŞ HEKİMİ | YÖNETİM KURULU BAŞKANI
DENTIST | CHAIRMAN OF THE BOARD

T. +90 212 XXX XXXX **G.** +90 53X XXX XXXX



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E-Signature



Ahmet SELVİ

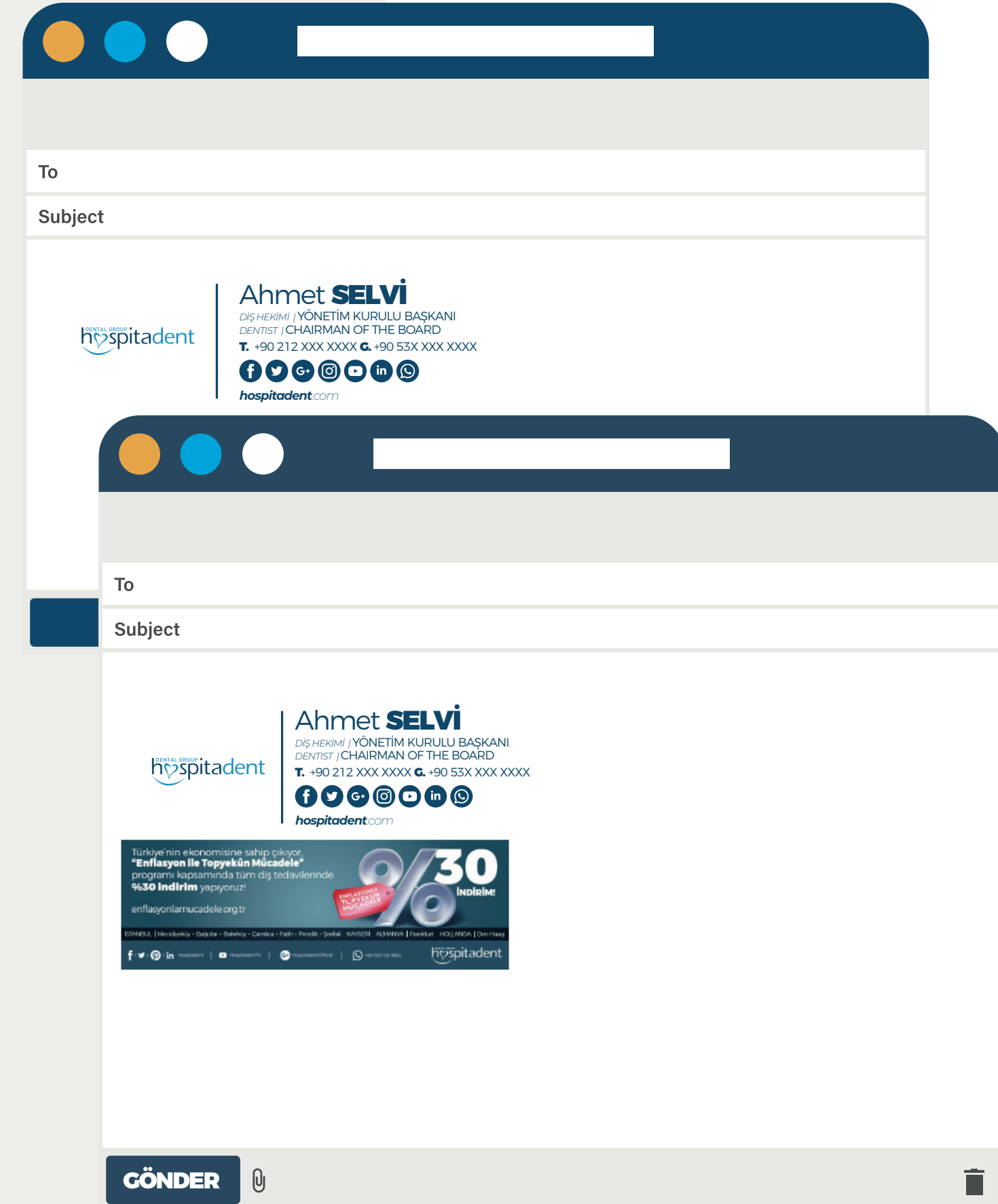
DIŞ HEKİMİ | YÖNETİM KURULU BAŞKANI
DENTIST | CHAIRMAN OF THE BOARD

T. +90 212 XXX XXXX **G.** +90 53X XXX XXXX



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E-Signature
with banner



COLOUR

PRIMARY COLOURS

SECONDARY COLOURS

ASSISTANT COLOURS

PRIMARY COLOURS

Our primary colours will be Dental Group Hospitadent Dark Blue, Dental Group Hospitadent Light Blue and Hospitadent Orange.

 <p>HOSPITADENT DARK BLUE</p>	 <p>HOSPITADENT LIGHT BLUE</p>	 <p>HOSPITADENT ORANGE</p>
<p>PANTONE 7693 C</p>	<p>PANTONE Process Cyan C</p>	<p>PANTONE 1365 C</p>
<p>CMYK C. 100 M. 70 Y. 29 K. 14</p>	<p>CMYK C. 100 M. 0 Y. 0 K. 0</p>	<p>CMYK C. 0 M. 36 Y. 76 K. 0</p>
<p>RGB R. 0 G. 72 B. 118</p>	<p>RGB R. 0 G. 159 B. 227</p>	<p>RGB R. 255 G. 181 B. 72</p>
<p>WEB #004876</p>	<p>WEB #009fe3</p>	<p>WEB #ffb548</p>

SECONDARY COLOURS

Our secondary colours will be
Dental Group Hospitadent Dark Grey
and
Dental Group Hospitadent Grey

 <p>HOSPITADENT DARK GREY</p>	 <p>HOSPITADENT LIGHT GREY</p>
<p>PANTONE 426 C</p>	<p>PANTONE 427 C</p>
<p>CMYK C. 76 M. 64 Y. 58 K. 72</p> <hr/>	<p>CMYK C. 22 M. 14 Y. 16 K. 0</p> <hr/>
<p>RGB R. 36 G. 39 B. 42</p> <hr/>	<p>RGB R. 207 G. 210 B. 211</p> <hr/>
<p>WEB #24272a</p>	<p>WEB #cfd2d3</p>

WE'RE SPEAKING

WITH

THE GREAT

TYPOGRAPHY

PRIMARY FONT

SECONDARY FONTS

PRIMARY FONT

Our primary font will be
"Montserrat Family".

MONTSERRAT FONT FAMILY

MONTSERRAT BLACK

Black 48 Pt

MONTSERRAT BLACK ITALIC

Black Italic 48 Pt

MONTSERRAT EXTRA BOLD

Extra Bold 40 Pt

MONTSERRAT EXTRA BOLD ITALIC

Extra Bold 40 Pt

MONTSERRAT BOLD

Bold 35 Pt

MONTSERRAT BOLD ITALIC

Bold 35 Pt

MONTSERRAT MEDIUM

Medium 30 Pt

MONTSERRAT MEDIUM ITALIC

Medium Italic 30 Pt

MONTSERRAT REGULAR

Regular 24 Pt

MONTSERRAT LIGHT

Light 20 Pt

MONTSERRAT LIGHT ITALIC

Light Italic 20 Pt

SECONDARY FONTS

Our secondary font will be
“Snooker Script Family”.

We will use “Calibri” for mail and
presentations.

SNOOKER SCRIPT FAMILY - CALIBRI

Snooker Script Regular - Medium - Bold - Light
48 Pt

Calibri

48 Pt

#HASHTAG



#gülümsemezamani
#sağlığı için

GRAPHIC ELEMENTS

PRINTED DOCUMENTS

SIGNAGE

STAFF UNIFORM

PROMOTIONAL MATERIALS

PRINTED DOCUMENTS

BUSINESS CARD

Dental Group Hospitadent business card will be used as follows.

Material Properties;

300g Mat Coated Paper
Embossing Logotype.



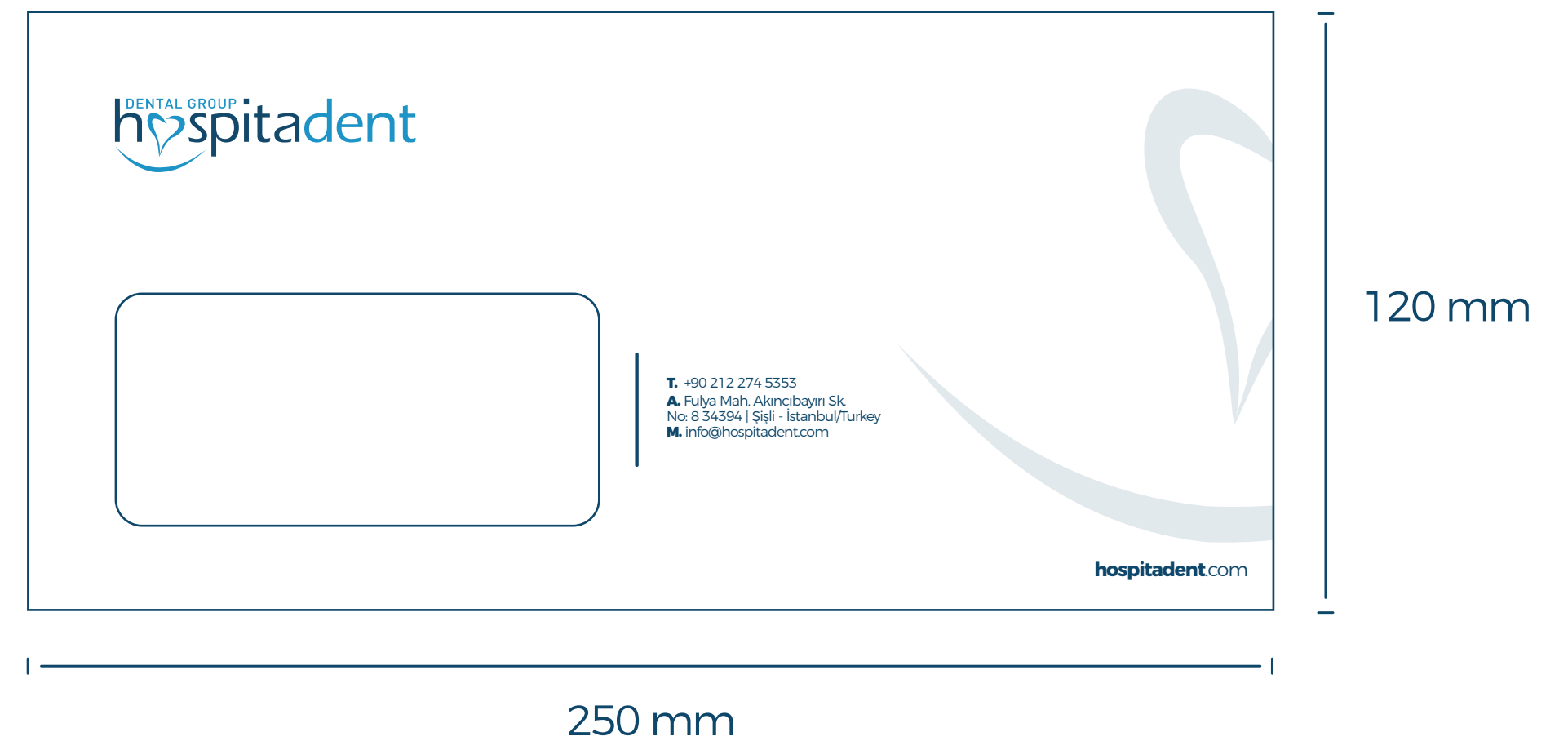
55 mm

90 mm

PRINTED DOCUMENTS

LETTERHEAD&COMPANY ENVELOPE

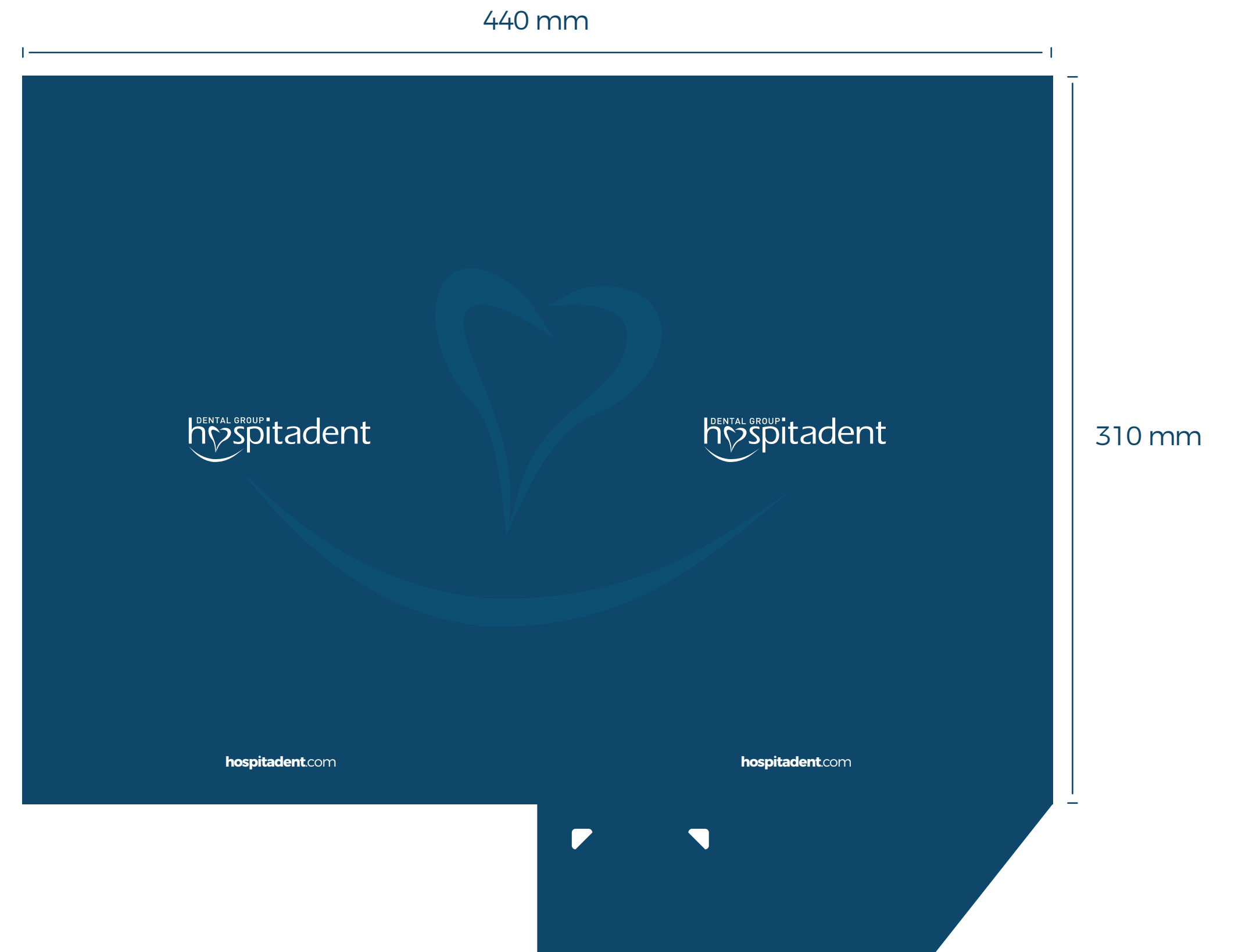
Dental Group Hospitadent letterhead and company envelope will be used as follows.



PRINTED DOCUMENTS

BAG ENVELOPE&POCKET FOLDER

Dental Group Hospitadent bag envelope and pocket folder will be used as follows.



PRINTED DOCUMENTS

PRESCRIPTION

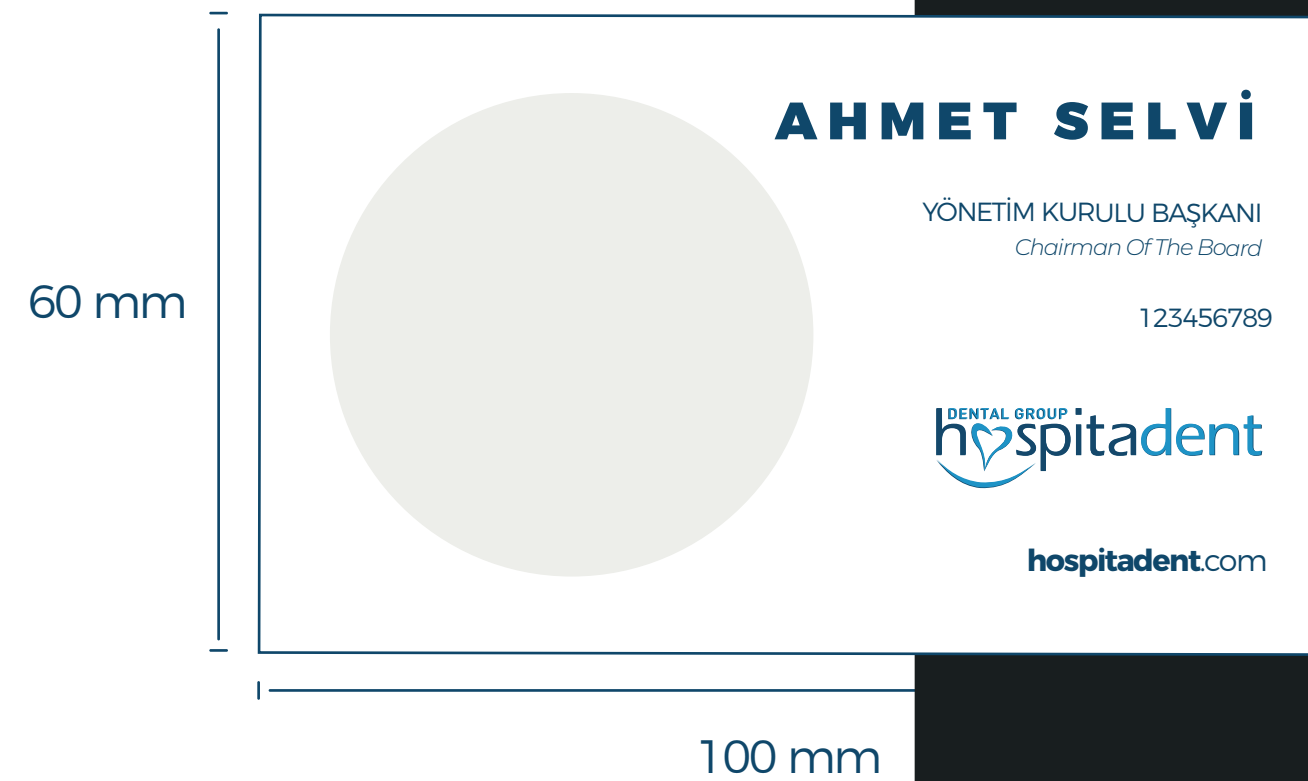
Dental Group Hospitadent prescription will be used as follows.



PRINTED DOCUMENTS

STAFF ID CARD

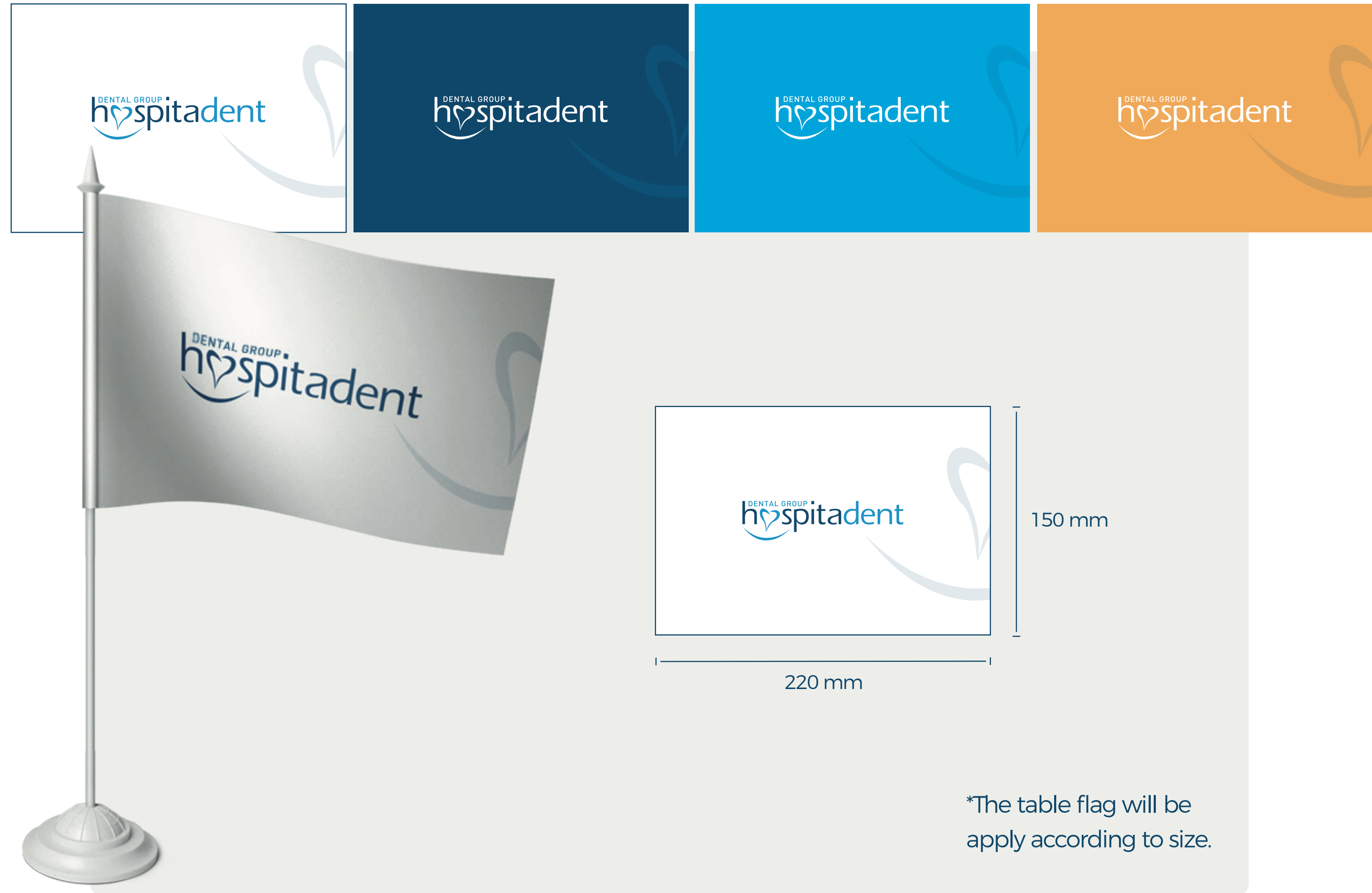
Dental Group Hospitadent staff id card
will be used as follows.



PRINTED DOCUMENTS

TABLE FLAGS

Dental Group Hospitadent table flag will be used as follows.

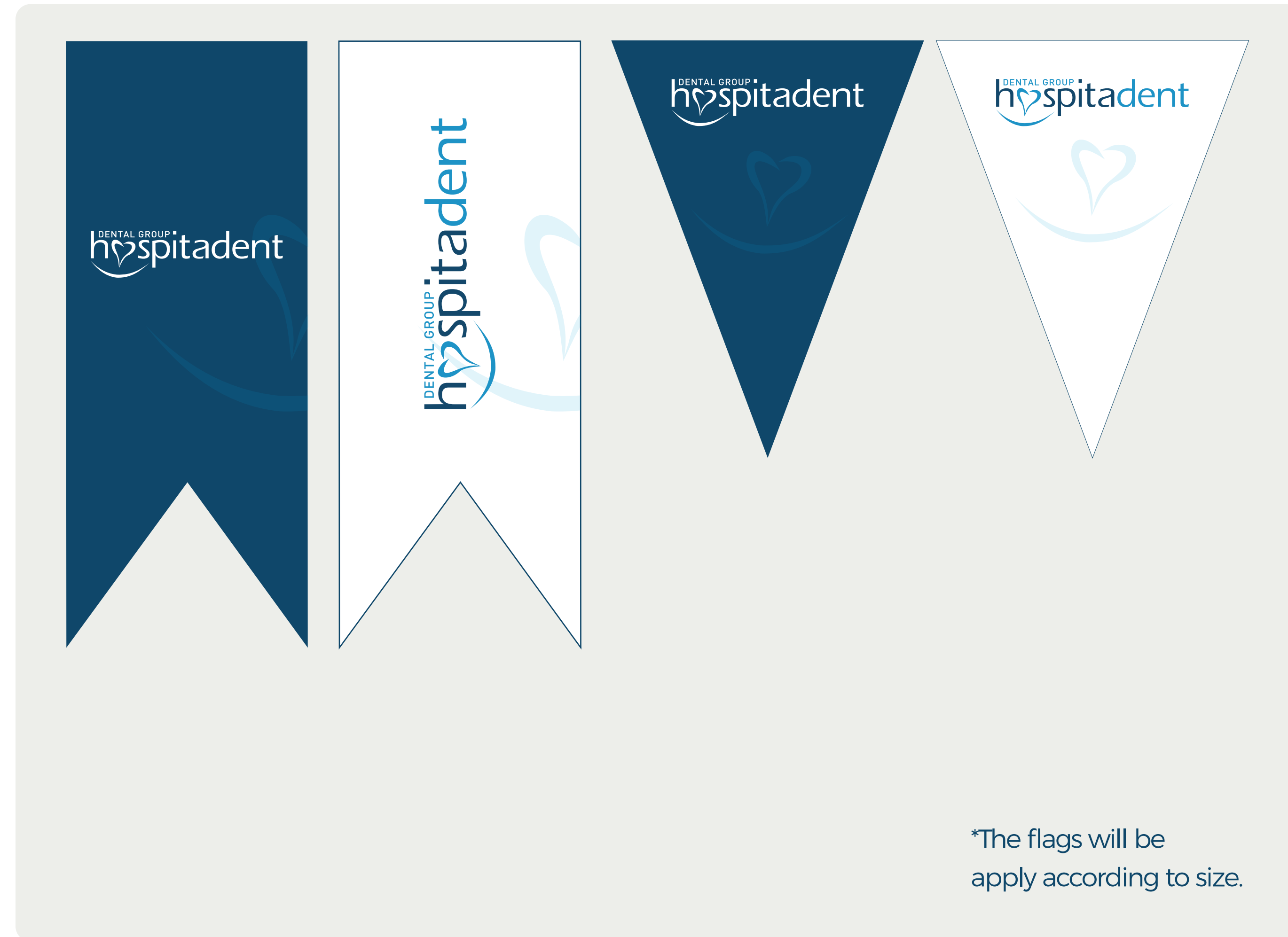


*The table flag will be apply according to size.

PRINTED DOCUMENTS

FLAGS

Dental Group Hospitadent flags will be used as follows.



*The flags will be apply according to size.

PRINTED DOCUMENTS

GREETING CARD&INVITATION

Dental Group Hospitadent greeting card and invitation will be used as follows.



PRINTED DOCUMENTS

BADGE&STICKER

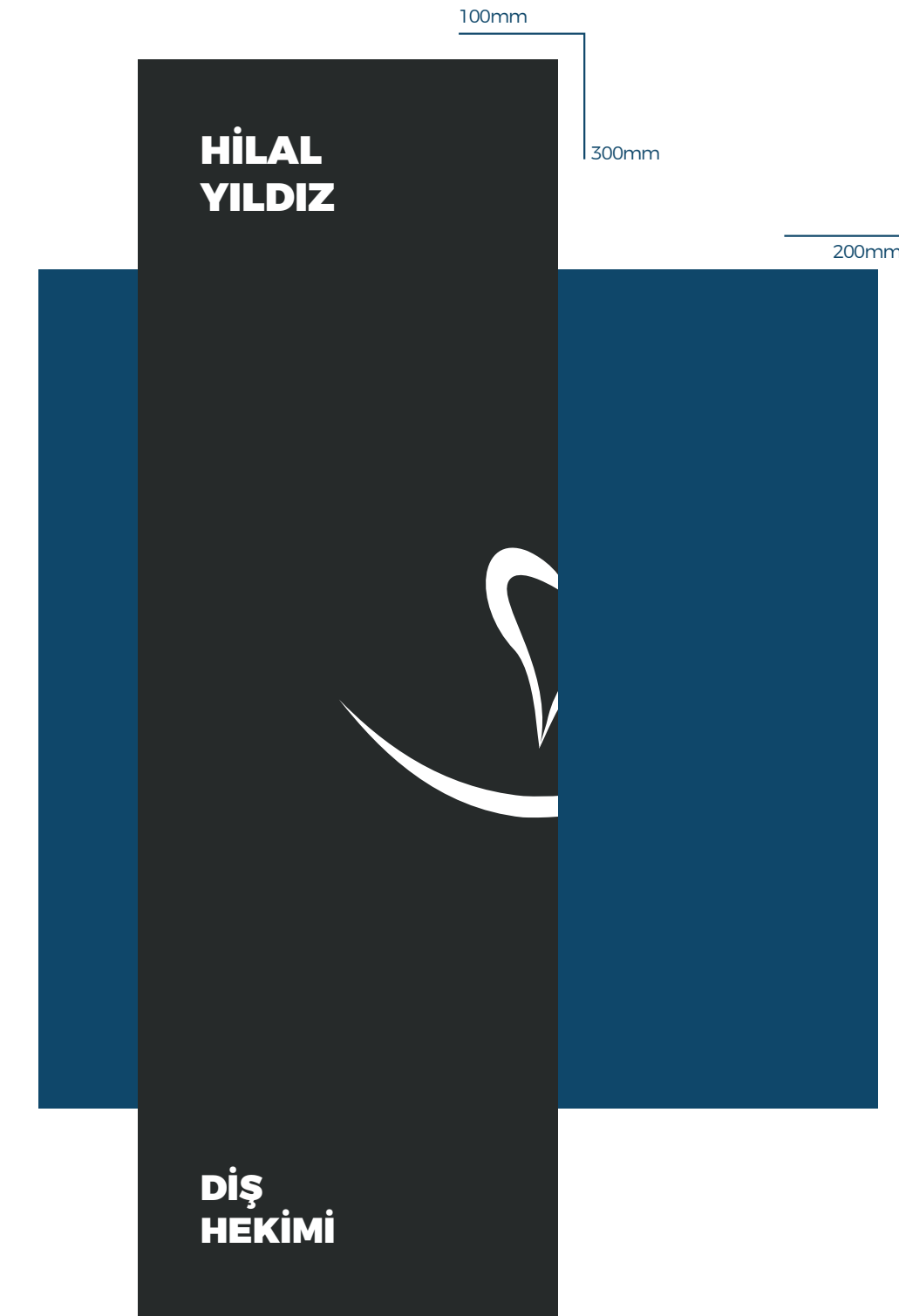
Dental Group Hospitadent badge and sticker will be used as follows.



SIGNAGE

DOOR SIGNAGE

Dental Group Hospitadent door signage will be used as follows.



SIGNAGE

SIGNAGE GUIDANCE

Dental Group Hospitadent signage guidance will be used as follows.

DOKTORLARIMIZ

OUR DOCTORS

DT. ZEKERİYA ALP YILDIRAN BAŞHEKİM / HEAD DOCTOR	09:00 - 18:00
DR. LEVENT ACAR AĞIZ DIŞ VE ÇENE CERRAHİSİ UZMANI / ORAL AND MAXILLOFACIAL SURGERY SPECIALIST	09:00 - 18:00
DR. ZEYNEP EKİCİ PROTEZ UZMANI / PROSTHETICS SPECIALIST	09:00 - 18:00
DR. GÖZDE AKIN PEDODONTİ UZMANI / PEDIATRICS SPECIALIST	SALI - PERŞEMBE 16:00 - 20:00 CUMARTESİ 09:00 - 18:00
DR. ERDİ İÇEN ORTODONTİ UZMANI / ORTHODONTICS SPECIALIST	PAZARTESİ - PERŞEMBE CUMA veya CUMARTESİ 09:00 - 18:00
DR. KÜBRA KUNDAK PERİODONTOLOJİ UZMANI / PERIODONTOLOGY SPECIALIST	ÇARŞAMBA 16:00 - 20:00 CUMARTESİ 09:00 - 13:00
DT. SİNAN ALP ÇUKURLUOĞLU DIŞ HEKİMİ / DENTIST	PAZARTESİ - ÇARŞAMBA PERŞEMBE - CUMARTESİ 09:00 - 18:00 CUMA 13:00 - 22:00 SALI 09:00 - 14:00
DT. BAŞAK TIMARÇIOĞLU DIŞ HEKİMİ / DENTIST	PAZARTESİ 13:00 - 22:00 SALI - ÇARŞAMBA PERŞEMBE - CUMA 08:00 - 17:00 CUMARTESİ 08:00 - 17:00 (DÖNÜŞÜMLÜ)
DT. DAVUT ÖZKAN DIŞ HEKİMİ / DENTIST	SALI - PERŞEMBE CUMARTESİ 18:00 - 22:00
DT. ATAKAN KARAGÖZ DIŞ HEKİMİ / DENTIST	SALI - CUMA CUMARTESİ 09:00 - 18:00 PAZARTESİ - ÇARŞAMBA 13:00 - 22:00 PERŞEMBE 09:00 - 14:00

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HİZMETLERİMİZ

OUR SERVICES

- İMLANT / VIDALI DIŞ**
IMPLANT / TOOTH WITH SCREW
- ORTODONTİ / ÇAPRAŞIK DIŞ TEDAVİSİ**
ORTHODONTICS / TREATMENT DEALS WITH STRAIGHTENING OF TEETH
- BLEACHING / DIŞ BEYAZLATMA**
- PERİODONTOLOJİ / DIŞ ETİ HASTALIKLARI TEDAVİSİ**
PERIODONTOLOGY / TREATMENT OF GUM DISEASES
- PEDODONTİ / ÇOCUK DIŞ HEKİMLİĞİ**
PEDODONTICS / PEDIATRIC DENTISTRY
- ENDODONTİ / KANAL TEDAVİSİ**
ENDODONTICS / ROOT CANAL TREATMENT
- AĞIZ, DIŞ VE ÇENE CERRAHİSİ / GÖMÜLÜ DIŞ, KİST OPERASYONLARI**
ORAL AND MAXILLOFACIAL SURGERY / SURGICAL EXTRACTIONS, CYST OPERATIONS
- ESTETİK DIŞ HEKİMLİĞİ / ZİRKONYUM, LAMİNATE PORSELEN KAPLAMA**
PROSTHODONTICS / ZIRKONIUM, LAMINATE, PORSELEN VENEER
- DENTAL LAZER / LAZER DESTEKLİ DIŞ TEDAVİ HİZMETLERİ**
DENTAL LASER / LASER ASSISTED DENTAL TREATMENT SERVICES
- AMELİYATHANE / DİJİTAL PANORAMİK, SEFALOMETRİK FİLM, RVG**
DENTAL RADIOLOGY / DIGITAL PANORAMICS&CEPHALOMETRIC X RAY, RVG
- ORAL DİAGNOZ / İLK MUAYENE, UZMAN HEKİM MUAYENESİ**
ORAL DIAGNOSIS / EXAMINATION, SPECIALIST DENTIST EXAMINATION

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DENTAL GROUP hospitadent

KAT PLANI

FLOOR PLAN

5 YÖNETİM / MANAGEMENT
YEMEKHANE / REFECTORY
MUTFAK / KITCHEN
ASANSOR MAKİNE DAİRESİ / ELEVATOR CONTROL ROOM

4 MUAYENE ODASI / EXAMINATION UNIT
MUAYENE ODASI / EXAMINATION UNIT
BOŞ ODA / VACANT ROOM
DOKTOR DİNLENME ODASI / DOCTOR'S LOUNGE

3 PERİODONTİ / PERIODONTICS
ORTODONTİ / ORTHODONTICS
PEDODONTİ / PEDODONTICS
ÇOCUK OYUN ODASI / PLAYGROUND
TEMİZLİK ODASI / UTILITY ROOM

2 MESUL MÜDÜR ODASI / RESPONSIBLE MANAGER
MUAYENE ODASI / EXAMINATION UNIT
MUAYENE ODASI / EXAMINATION UNIT
MUAYENE ODASI / EXAMINATION UNIT
SERVER ODASI / SERVER ROOM

1 CERRAHİ / SURGERY
PROTEZ / PROSTHETICS
MUAYENE ODASI / EXAMINATION UNIT
MUAYENE ODASI / EXAMINATION UNIT
TEMİZLİK ODASI / UTILITY ROOM

G ORAL DİAGNOZ / ORAL DIAGNOSIS
DENTAL TOMOGRAFİ / DENTAL TOMOGRAPHY
İDARİ İŞLER MÜDÜRLÜĞÜ / ADMINISTRATIVE AFFAIRS

-1 STERİLİZASYON / STERILISATION
AMELİYATHANE / OPERATING THEATER
MÜŞAHADE ODASI / RECOVERY ROOM
ARŞİV / ARCHIVE
DEPO / STOREHOUSE
MESÇİD / MASJİD

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DENTAL GROUP hospitadent

HASTA KAYIT

REGISTRATION

DENTAL GROUP hospitadent

1

KAT BİR / FIRST FLOOR

- CERRAHİ
SURGERY
- PROTEZ
PROSTHETICS
- MUAYENE ODASI
EXAMINATION UNIT
- MUAYENE ODASI
EXAMINATION UNIT
- TEMİZLİK ODASI
UTILITY ROOM
- BAY WC
MEN'S WC
- BAYAN WC
WOMEN'S WC

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DENTAL GROUP hospitadent

*The boards will be apply according to size.

SIGNAGE

SIGNBOARD & WALL SIGNBOARD

Dental Group Hospitadent signboard and wall signboard will be used as follows.



*The signboards will be apply according to size.

STAFF UNIFORM

Dental Group Hospitadent staff uniform will be used as follows.



*The uniform logo will be apply according to size.

Min Size:

H: 4 mm for print

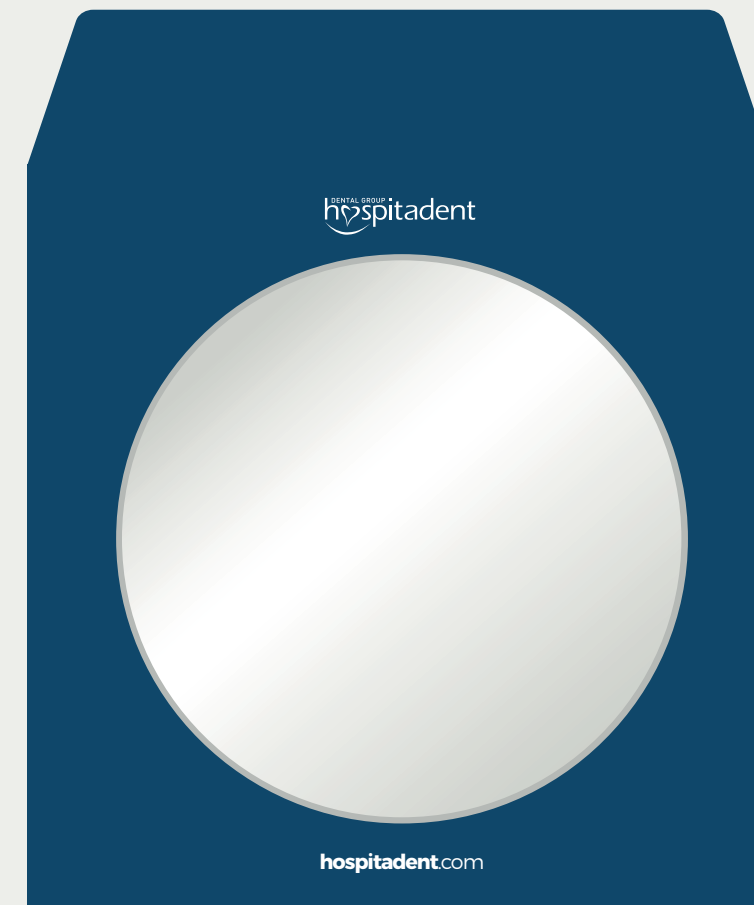


PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.



CD



CD COVER



MUG



USB STORAGE

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.



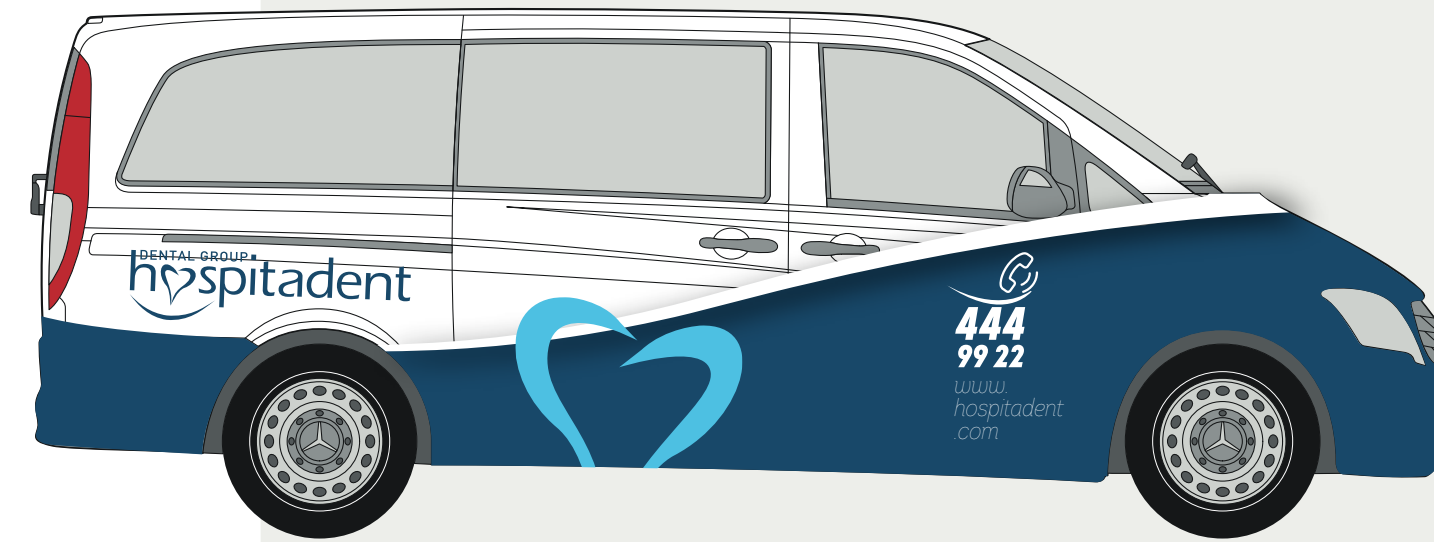
NOTEBOOK

PEN

*The notebook logo will be apply according to size.

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.



*1:30 Size

PROMOTION MATERIALS

Dental Group Hospitadent promotion materials will be used as follows.





İSTANBUL • Mecidiyeköy • Bağcılar • Bakırköy • Çamlıca • Fatih • Pendik • Şerifali • KAYSERİ • ALMANYA • Frankfurt • HOLLANDA • Den Haag

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DENTAL GROUP
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