

BencoDental[™]

Driving Dentistry Forward, Together

VISUAL INTEGRITY GUIDELINES

07 • 22 • 24

To download assets from this guide, visit:
[BENCO.COM/VENDOR-RESOURCES](https://www.benco.com/vendor-resources)

For additional assistance, please contact **Marketing Operations** at marops@benco.com.

Driving Dentistry Forward, Together.

Benco Dental is a national, family-owned dental distributor offering curated products and solutions and a committed, caring team that makes it easy for dental providers to grow more successful businesses and deliver better patient outcomes.

Our Belief

We believe dental providers deserve to have a partner on their side.

Our Purpose

To make it easy for dental providers to grow a successful business and to deliver the best patient outcomes.

Our Vision

A world where dental providers and their patients feel cared for.

Our Values

Partnership

We constantly ask 'how can we make our customers' lives easier?'

Integrity

We assume positive intent and do the right thing, always.

Excellence

We are committed to earning our reputation every day.

Innovation

We drive dentistry forward with our innovative products and solutions.

Community

We give back to the communities and families we serve.



Logo Usage



Our logo always appears in two colors: **Pantone 541 C** and **Pantone 360 C**.

The artwork shown, at right, is the only authorized graphic or logo to represent Benco. The Benco Dental logo can only appear in full color, solid black, or solid white. Do not utilize the logo without the tagline unless below 1.5 inches (144 px) wide.

CLEAR SPACE

We prefer to leave clear space around the Benco logo to protect it from surrounding graphics or typography. Measure clear space using the height of the “t” in Dental as a guideline for vertical and horizontal space.



TAGLINE USAGE

When sized above 1.5 inches (144 px for web) wide, please utilize the version of the Benco logo with the 'Driving Dentistry Forward, Together' tagline attached.

The **Driving Dentistry Forward, Together** tagline may also be used as a logo companion graphic alongside the logo, but should not be made more prominent than the logo.



ONE COLOR VERSIONS

When a print job calls for one color, use black. On a black or dark-colored background, use the logo in white. This version is also used when reversing the logo out of a photo. Always make sure the background provides enough contrast to the logo for ideal visibility.



Solid Blue Exception

The Benco Dental logo can also appear in solid blue on select projects. All uses of the solid blue logo should be approved by our Brand & Communications department.

Brand Extensions

Benco Dental has several services that need to be externally identified as part of Benco Dental. The following are the only approved logos to be used for identifying these services. Logos will be available for departments with external customer interaction.

BencoDental Center of Excellence

Internal team dedicated to supporting associates through continuous process improvement, Lean thinking, change management and the application of proven technology solutions to streamline day-to-day operations.

BencoDental CenterPoint Experience

Dentistry's groundbreaking equipment and design showrooms. Browse the biggest selection of technology and test drive the latest equipment. Plan your interior design. Get expert advice. All under one roof. Three convenient locations in PA, TX and CA.

BencoDental Coaching & Education

Experienced support where ROI really matters. Benco offers a wide range of dental practice coaching services to accommodate every type of practice's unique needs and challenges. Armed with state-of-the-art dental practice software, we make it our goal to ensure success for you and your business.

BencoDental Dental U

The online school of thought leadership. From forward-thinking white papers to information-packed articles and videos, Benco U curates them all into one center of knowledge.

BencoDental Digital Dentistry

The industry's most powerful solutions, curated. Single-unit chairside or high-volume. CAD/CAM and 3D. From scan to design to creation, Benco Dental offers complete, cohesive workflows for every budget and every need.

BencoDental Field Services

Onsite equipment installation, maintenance, repair and support. Benco Dental's expert team gets practices up and running efficiently—and responds promptly to ensure business continuity with the absolute minimum downtime.

BencoDental Digital Dentistry

BencoDental Digital Dentistry

ONE COLOR VERSIONS

When a project using a brand extension logo calls for one color on a light background, use solid black.

On darker backgrounds, use the brand extensions logos in solid white.

BRAND EXTENSIONS
CONTINUE ON PG. 6

Brand Extensions

CONTINUED
FROM PG. 5

BencoDental Lab

Products, technologies and advice for building your business and increasing productivity. Everything you need is right here, from the latest in scalable 3D printing and CAD/CAM milling, to our comprehensive tooth department stocked with more than 560,000 teeth. Benco Dental's dedicated lab team is the ideal partner for today's fast-changing world.

BencoDental Practice Design

Pioneers in smart, creative, productive practice design. Benco Dental was the industry's first distributor to offer space planning all the way back in 1978. Today, our coast-to-coast team is applying in-house concepts and best practices to deliver America's most productive dental offices.

BencoDental Practice Lifecycle

Resources and knowledge to help keep your plans on track and discover an ideal path to success. Buying? Selling? Partnering? Expanding? Consultation is free, and it's never too early to get started – from wherever you are now, to wherever you want to go.

BencoDental Select

Dentistry's original rewards program, refreshed and more rewarding than ever. Members enjoy free shipping on qualifying orders, discounts and rebates without asking, our Benco-only pledge that you'll spend 15% less than the national average on supplies, and more.

BencoDental Software & IT Solutions

Powerful, affordable, innovative dental practice software and services spanning AI, practice management, data analytics, website and content development, managed support, patient engagement and cloud solutions.

BencoDental The Lucy Hobbs Project®

Celebrating women in dentistry. Named for Dr. Lucy Hobbs Taylor who, in 1866, became the first American woman to earn a degree in dentistry. The Project aims to bring women together from all facets of the dental profession – dentists, dental assistants, hygienists, receptionists, sales representatives and others.

BENCO FAMILY FOUNDATION

The Benco Family Foundation, the charitable arm of Benco, looks to support solutions for oral health or community issues that are innovative, sustainable, measurable and impactful.



Fonts

Our fonts offer a variety of weights and styles that enable them to be used in numerous combinations to meet the communication needs of Benco. This keeps the Benco Dental brand cohesive and easily identifiable, while also maintaining an appropriate level of consistency. Our fonts are available upon request, and are only available for use on Benco Dental marketing materials.

PRIMARY FONT

Our primary font, Lota Grotesque Alt 2, should be used whenever available to best represent the Benco Dental brand. This font is approved for body copy, subheadings, and all situations with the sole exception of stand-alone headlines.

Lota Grotesque Alt 2

Light • Regular • **Semibold** • **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#&.

HEADLINE FONT

Barlow is our headline font, and should be used to catch the attention of the reader with simple, bold statements. Barlow Condensed may also be used for subheadings or on a case by case basis where necessary.

Barlow and Barlow Condensed are not approved for body copy use.

Barlow

Light • Regular • **Medium** • **Semibold** • **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#&.

Barlow Condensed

Light • Regular • **Medium** • **Semibold**

DEFAULT FONTS

When Lota Grotesque Alt 2 is unavailable, Arial may be used in its place. Usage of default fonts is not preferred, and should be only used as a last resort.

Arial

Regular • **Bold**

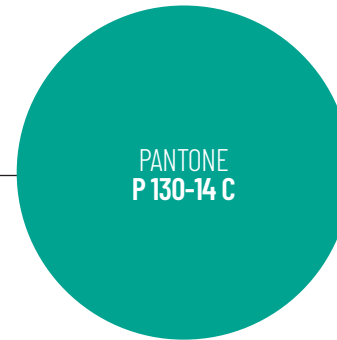
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#&.

Color Palette

PRIMARY COLORS

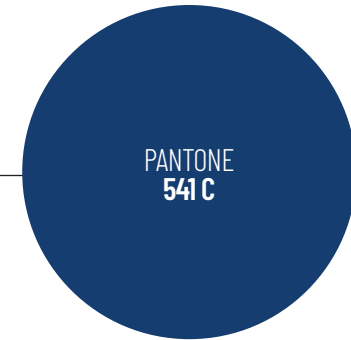
Our primary colors should always be used when possible, and can add visual interest when included in longer documents.

Our primary colors can utilize tints up to 50% and shades up to 20% K.



PANTONE
P 130-14 C

C: 80 M: 12 Y: 53 K: 00
R: 00 G: 163 B: 144
HEX: 00A390



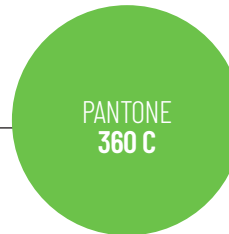
PANTONE
541 C

C: 100 M: 84 Y: 30 K: 16
R: 00 G: 60 B: 113
HEX: 003C71

SECONDARY COLORS

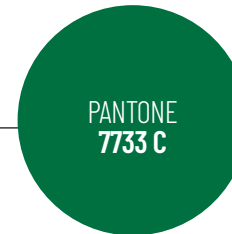
Our secondary colors complement usage of the primary color and should be used to add diversity in design.

Our secondary colors can utilize tints up to 50% and shades up to 20% K.



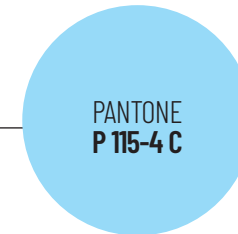
PANTONE
360 C

C: 61 M: 00 Y: 96 K: 00
R: 108 G: 194 B: 74
HEX: 6CC24A



PANTONE
7733 C

C: 89 M: 31 Y: 92 K: 21
R: 00 G: 112 B: 65
HEX: 007041



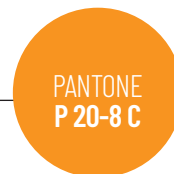
PANTONE
P 115-4 C

C: 36 M: 00 Y: 00 K: 00
R: 151 G: 218 B: 248
HEX: 97DAF8

ACCENT COLORS

Our accent colors provide emphasis, and are to be used **sparingly** on designs where the primary and secondary colors are already being utilized. These colors are not intended for large areas, and should not be used without an accompanying primary and secondary color.

Our accent colors do not utilize tints or shades.



PANTONE
P 20-8 C

C: 00 M: 50 Y: 98 K: 00
R: 248 G: 148 B: 32
HEX: F89420



PANTONE
P 73-8 C

C: 00 M: 100 Y: 12 K: 00
R: 236 G: 07 B: 126
HEX: EC077E



10% K

C: 00 M: 00 Y: 00 K: 10
R: 230 G: 231 B: 232
HEX: E6E7E8

Gradients

USE HEX VALUES

Our gradients are created with HEX values rather than Pantone values. Using HEX values ensures that our gradients never appear banded or muddy.

Primary Gradient

003C71 - 00A390

SECONDARY GRADIENTS

Always consider using the Teal to Blue primary gradient first to best represent Benco Dental. Our secondary gradients are reserved for creating additional design diversity within established brand pieces.

Secondary Gradient

6CC24A - 00A390

Secondary Gradient

007041 - 00A390

NO ACCENT COLORS

Our gradients are only to be created with the approved combinations of primary and secondary colors shown at right. Leaving out the accent colors ensures they make an impact when used, and that gradient usage stays consistent with our brand image.

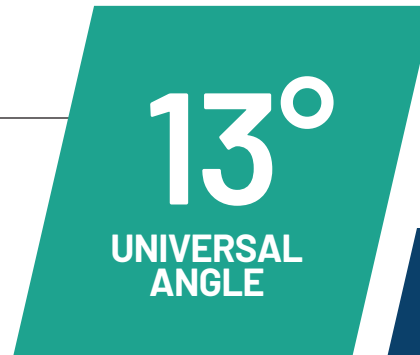
Secondary Gradient

97DAF8 - 00A390

Design Elements

UNIVERSAL ANGLE

Benco uses a **13° angle** that matches the Benco Dental logo as a primary design element. On printed pieces with a bleed, consider using the angled portion bleeding off the right side of the piece.



THIN, HORIZONTAL RULES

Use thin, horizontal rules to separate content and draw the viewer's eye. When possible, utilize a **0.5 pt weight**.

GRAPHIC ELEMENTS

Use graphic elements like vector icons **sparingly** to reinforce ideas only when needed. Graphic elements should not overshadow the content of the designed piece.



TEXT SPECIFICATIONS

Consider using these few specifications when creating Benco Dental printed pieces. While these specifications won't work in every print situation, they are guides to help achieve a more unified look.

Body Copy Size

**10 PT
OR LESS**

In body copy, Lota Grotesque Alt 2 should never exceed the size 10 pt.

Leading to Size Ratio

+1.5 PT

In body copy, allow room to breathe with the leading 1.5 pt larger than the font size.

Universal Tracking

**-20
METRIC**

In body copy and headlines, use -20 1/1000 em tracking when possible.

Photography & Videography

Benco Dental thrives on creating genuine interpersonal interactions and a sense of partnership through trusted insights and thoughtful solutions that make our customers' lives easier. Photography/video, whether stock or custom, should portray authenticity and confidence with a clear-cut focus. Images are carefully composed but not conspicuously staged. To accomplish this, we look for imagery that:

- IS RELATIONSHIP DRIVEN
- FEELS WARM AND CARING, NOT COLD AND CLINICAL
- IS UPBEAT, POSITIVE AND OPTIMISTIC
- REPRESENTS ALL SUBJECTS AS ENGAGED AND EQUAL
- FEELS REAL AND EMOTIONALLY CHARGED YET UNDERSTATED
- IS FRESH AND AIRY
- HIGHLIGHTS THOUGHTFUL, ENTHUSIASTIC INTERACTION
- FUNCTIONS AS A SLICE OF LIFE IN OUR BRAND'S LARGER STORY



DEPICTING ASSOCIATES

Our people radiate expertise and charisma tempered by approachability, modesty and nonchalance. Body posturing should be poised, but natural. Facial expressions should be warm, inviting and genuine. Stiff-looking poses or unnatural expressions should be avoided.

SUBJECTS SHOULD APPEAR:

- Knowledgeable
- Confident
- Friendly and approachable
- Professional
- Caring
- Comfortable



DEPICTING CUSTOMERS

Benco Dental customers are highly intelligent, driven and passionate. They're cultured, diverse, effortlessly stylish and exude naturalness.

SUBJECTS SHOULD APPEAR:

- Confident
- Curious: genuinely interested and invested
- Professional and assured
- Comfortable
- Satisfied
- Collaborative, not superior, in their interactions with Benco Dental associates



PHOTOGRAPHY & VIDEOGRAPHY
CONTINUED ON PG. 12

Photography & Videography

CONTINUED
FROM PG. 11

DEPICTING PRODUCT

Many of our associate-customer interactions revolve around product because Benco Dental customers count on us for pinpoint advice on the latest innovations and how to leverage them. To avoid incorrect depictions of products or their usage, always ensure products are:

- CURRENT VERSIONS IN CURRENT PACKAGING
- BEING USED IN AN ACCURATE AND BELIEVABLE MANNER
- PLACED IN AN APPROPRIATE ENVIRONMENT
- IN FOCUS AND EASILY IDENTIFIABLE



Clipping Photos

After photos are taken, the products should be clipped out using the pen tool or an equivalent background removal tool that **ensures the edges of the product are crisp and defined.**

Final clipped photos should be checked on a dark background to ensure the background is fully removed.

PRODUCT PHOTOGRAPHY

Product photography should always use off-camera lighting and maximum aperture. When appropriate, products should be accompanied by additional angles and/or family photos. The preferred file format for product photos is .PNG.



PRODUCT PHOTOS



FAMILY PHOTOS

TECHNICAL GUIDELINES

Consider using these technical guidelines when capturing Benco Dental content. While these guidelines won't work in every situation, they help achieve a more unified look.

Lighting

- Lighting should appear largely even, bright and soft with no harsh shadows or blown highlights. Avoid lighting that is too direct and artificial and always diffuse where possible.
- Lead with natural lighting where possible, using artificial lighting to balance, for a more natural look.
- Lighting temperature should remain neutral. Avoid cool lighting that feels clinical or overly warm lighting that feels dated.

Backgrounds & Sets

- Designs should not distract from the subjects, but rather, create a comfortable and relatable environment customers would like to be part of.
- Opt for uncluttered and airy spaces.
- Background and sets should always be evenly and well lit.
- Set pieces that enhance the believability of a scene, bring a feeling of comfort or add balance to a composition are encouraged, but should never overshadow the subject(s).
- Consider adding pops of primary brand colors where appropriate, but avoid complicated, repeating patterns and loud distracting colors.

PHOTOGRAPHY & VIDEOGRAPHY
CONTINUED ON PG. 13

Photography & Videography

CONTINUED
FROM PG. 12

CAMERA SETTINGS (VIDEO)

Consider using these camera settings when capturing Benco Dental content. While these guidelines won't work in every situation, they help achieve a more unified look.

General

- 4K resolution at minimum
- Neutral toning: in-camera toning is discouraged

Aperture

Consider wider apertures for a softer feel. Subject matter should remain crisp, but allow background focus to fall off. This lends to a less clinical and more welcoming overall look.

Frame Rate

- 24 (or 23.976 FPS) for scenes with dialogue
- 60 FPS for all other scenes

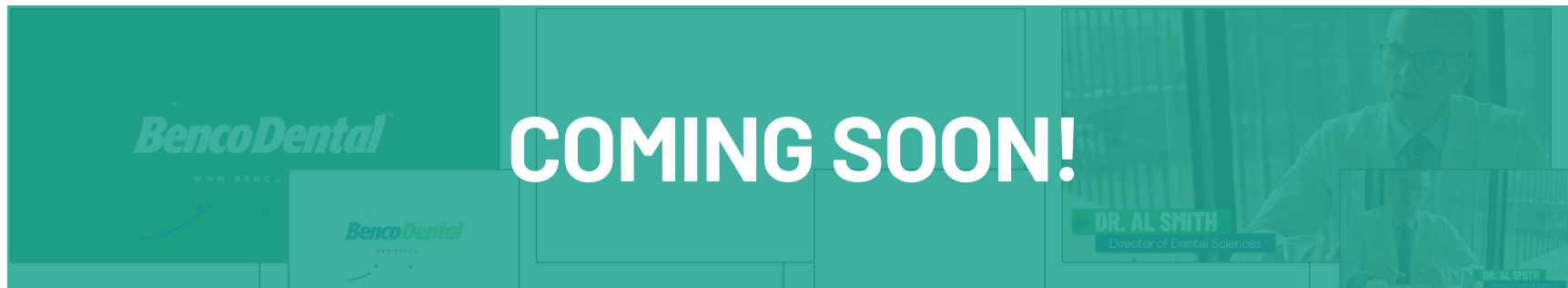
Second Angle

When possible, capture a second angle that is tighter than the main composition. Both cameras should be synced in white balance and toning.

Composition

- Take distribution channel into consideration when establishing composition.
- When in doubt, compose for an image that can be cropped square.
- Consider framing the subject to the left or right rather than the center.

POST PRODUCTION ASSETS



Logo Bumps

Logo bumps should be used at the beginning and ending of customer facing videos.

Title Cards

Title cards should be used to introduce a new section or to call out copy heavy information.

Lower Thirds

Lower thirds should be used to introduce a new person or speaker.

Photo Treatments

Adding an approved gradient in a 13° angled section to a photo is an easy way to create brand recognition for Benco Dental. Use gradients at a 90° angle.

70% OPACITY

Reduce the opacity to 70% as to create a softer, friendlier look that doesn't obstruct the image. Do not utilize blending mode effects. (ex. Multiply, Overlay)

VISIBLE FACES

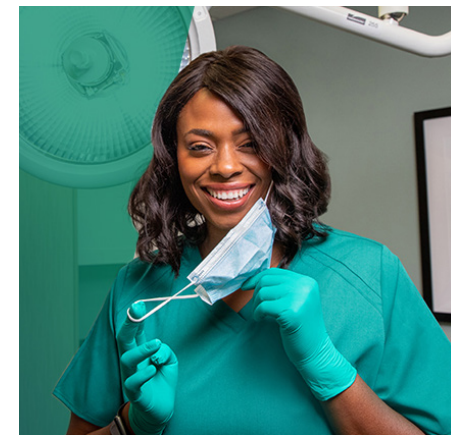
Do not cover the subject's face for any reason. When possible, try not to cover logos, especially the Benco Dental logo.

LESS THAN HALF

Do not cover more than half of the image with a gradient overlay. Photo treatments should emphasize existing visual interest.

BLEEDING OFF

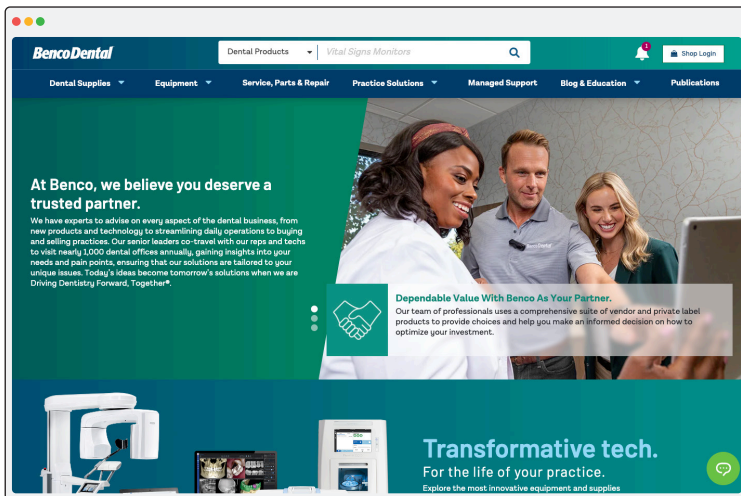
Use treatments on one side of the photo or the other, not the center. Only one 13° angle should be visible in the photo.



Brand In Action

The following are some examples of our brand in action. This brand guide also serves as a living example, as it follows all rules within itself.

Please note: These examples are not templates, and are not created to print size. Rather, consider using these examples for a better understanding of how different elements of the Benco Dental brand function together.



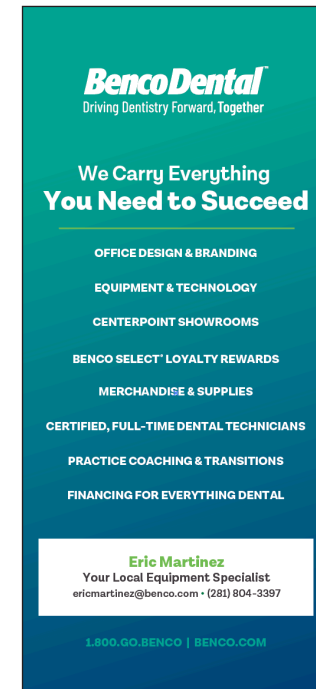
WEARABLES & MERCHANDISE

Creating wearables and merchandise to represent Benco Dental requires collaboration with the Brand & Communications department. Please contact **Marketing Operations** to get started.

MAROPS@BENCO.COM



Scan here to view other recent Benco Dental publications



Unapproved Uses

Only Benco Dental and authorized parties may use the Benco Dental logo in advertising, promotional and sales materials of any kind.

Never attempt to alter or recreate the logo for any reason. This includes (but is not necessarily limited to) the scenarios shown here. Do not add bursts, violators, type or graphics to the logo or overlap it in any way. Use the Benco Dental logo only once per page. Do not translate into another language. Never use only a portion of the logo, always use the logo in its entirety.



Do not distort or stretch the logo.



Do not apply effects or shadows to the logo.



Do not use the 'Driving Dentistry Forward' tagline.



Do not create your own brand extension logos.



Do not outline or stroke the logo.



Do not stack elements of the logo.



Do not change the color of the logo.



Do not obstruct the visibility of the logo, behind or in front.



Do not utilize the 'Driving Dentistry Forward, Together' tagline below 1.5 inches wide.



Do not use the full color logo with full color or low contrasting backgrounds.



Do not use the all white logo with light colored or low contrasting backgrounds.



Do not use the all black logo with dark colored or low contrasting backgrounds.

OUTDATED LOGOS

The following logos are outdated and are not permitted for use under any circumstances.



Governance

Whether you're a valued Vendor partner or part of the Benco Dental Family, we are all stewards of the Benco Dental brand. When we use the language and visual styles that have been defined in this guide to reach our customers, we're telling a story that builds loyalty and trust. With this in mind, the following governance helps bolster our brand integrity.

VENDOR PARTNERS

When submitting ads to include in any publication or owned property, there is a proofing and approval process done by Benco Dental. We ask that you work with your Product Manager to solicit approval from Benco Dental's Creative Team.

VENDORS CAN: Utilize Benco Dental's visual integrity guidelines for the cobranding of collateral whether for an advertisement or an event.

VENDORS CANNOT: Create and/or release cobranded assets that have not gone through Benco Dental's approval routing process.

BENCO DENTAL ASSOCIATES

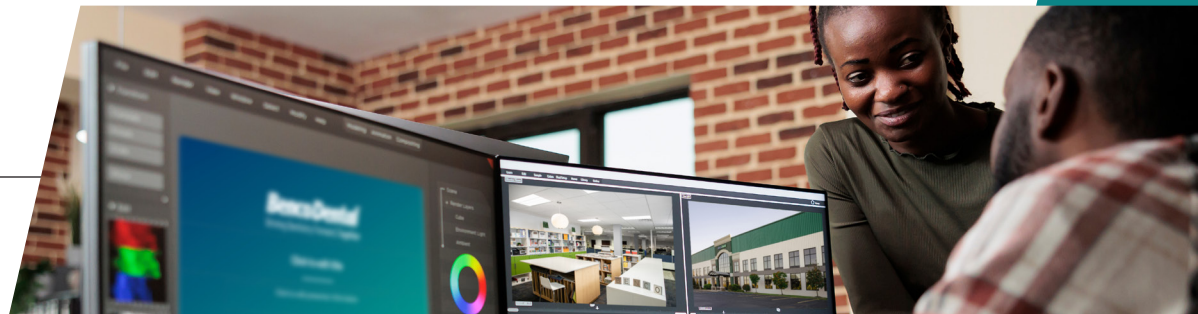
Unauthorized use of Benco Dental's brand is prohibited; creating your own external-facing collateral is prohibited; use of templates authorized by Creative is acceptable.

ASSOCIATES CAN: Distribute, share, or repost approved, external-facing collateral; use authorized templates provided by Benco Dental's Creative team.

ASSOCIATES CANNOT: Create their own merchandise, signage or customer-facing collateral.

BENCO DENTAL CREATIVE TEAM

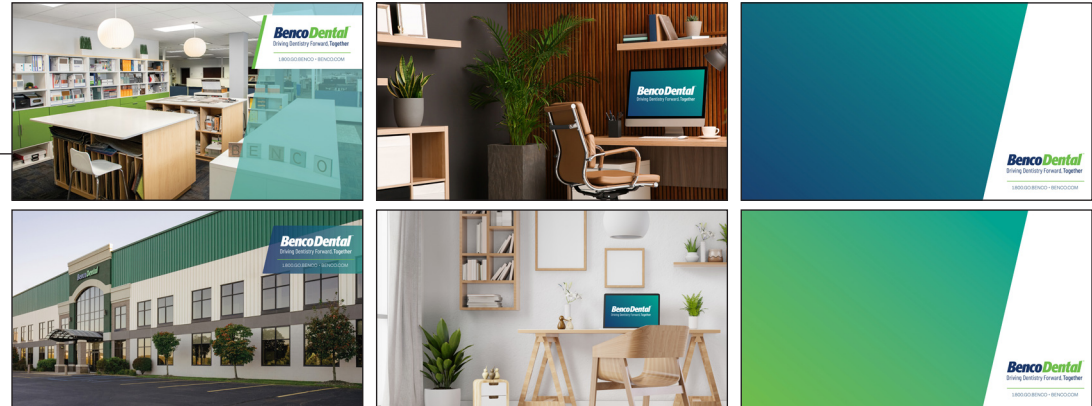
All Creative associates are required to adhere to the brand guidelines. All Creative work is to be proofed for compliance, and subject to approval routing before assets can be released.



Associate Digital Presence

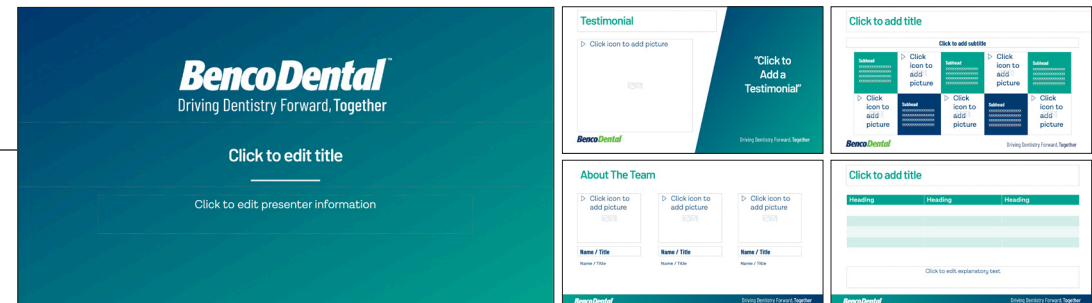
VIRTUAL BACKGROUNDS

Benco has a variety of virtual backgrounds for video calls. These allow associates to cover a distracting background, but can also be used to provide brand recognition, especially when communicating with customers or vendors.



POWERPOINT PRESENTATIONS

For consistency, we have created a branded power point template to be used when communicating internally and externally.



EMAIL SIGNATURE

Email signatures are part of Benco Dental's brand identity. A simple, clean signature communicates a higher level of professionalism to anyone who receives it, and also provides instant brand recognition.

