WHO WE ARE

Benco Dental is the nation’s largest independent distributor of oral healthcare technology and supplies. Our foundation is built upon these core philosophies:

OUR MISSION

We drive dentistry forward through our innovative solutions and caring family culture.

OUR VISION

To be the #1 choice for dental professionals, team members, and vendors/partners who are passionate about excellence and success.

THE BENCO DIFFERENCE

Our world-class customer experience is built on painless tools, the broadest and boldest selection of products and services, Select membership, experts who help customers succeed, and people who smile.
The tone and manner of our voice should always be gender neutral and bias free. Use language that is personable, engaging and clear. When pronouns are necessary, please use they/them or we/us.

As the established thought leader among dental distributors, Benco Dental attempts to maintain a tone of voice that is as clear and plainspoken as possible given that many of our products require complex explanations of technology, chemistry, etc.

We recognize that our audience is highly educated, so we never ‘dumb things down,’ nor do we add unnecessary jargon and timely buzzwords. We like language that is direct and conversational, friendly but not jokey or overly familiar.

When in doubt, craft your messages in the same tone you would if communicating to your intended audience in person.

Benco Dental’s long history of industry firsts and passion for innovation guides your focus. It is always preferable to highlight the most innovative aspects of any product, service, technology or event above all else.

The features and benefits of all products should never be exaggerated. We are a company whose success is built on providing helpful, trustworthy advice and smart answers, and we will not risk decades of positive brand equity by making or relaying dubious claims.

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Benco Dental is proudly independent and family owned. Our culture is built around the belief that people are our most important asset, and all of our customers and stakeholders are part of that family. Since we’re not publicly traded, we’re free to think long term instead of quarterly and focus on doing what’s right rather than what’s most profitable. Our tone should reflect a certain warmth when discussing people, culture and customer service.
THE LOGO

Our logo always appears in two colors: Pantone 301 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.

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.

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 Private Label 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 examples of the only approved logos to be used for identifying these services.

Logos will be available for departments with external customer interaction.

EXCEPTIONS

Because they are public facing, certain extensions of the Benco Dental brand have their own logos.

When a print job 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.

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

Barlow Condensed is our headline font, and should be used to catch the attention of the reader with simple, bold statements. This font is not approved for body copy use or any instance that is not a heading.

There may be instances when our fonts are not available. In a PowerPoint presentation, for example, or when a department or vendor may need to create material from a computer that isn’t equipped with the approved fonts. In those instances, the following default fonts may be used.

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 only for use on Benco marketing materials.

**Lota Grotesque Alt 2**

- **Friendly, trusting, modern**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz1234567890!?;@#$&.

Lota Grotesque Alt 2 Italics are approved in weights Light, Regular, Semibold, Bold, and Black.

**Barlow Condensed**

- **Narrow, direct, consistent**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz1234567890!?;@#$&.

Barlow Condensed Italics are approved in weights Regular, Medium, Semibold, Bold, and Extra Bold.

**Arial**

- Arial
- Arial Bold

Standard font Italics are approved in weights Regular and Bold.
**PRIMARY COLOR**

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

**SECONDARY COLORS**

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

**ACCENT COLORS**

Our accent colors provide emphasis, and are to be used on designs where the primary and secondary colors are already being utilized.

Pantone 360 C
CMYK: 59, 0, 90, 0
RGB: 108, 194, 74
HEX: 6CC24A

Pantone 541 C
CMYK: 100, 43, 0, 61
RGB: 0, 60, 113
HEX: 003C71

Pantone 021 C
CMYK: 0, 100, 74, 80
RGB: 254, 80, 0
HEX: FE5000

Pantone 292 C
CMYK: 55, 13, 0, 0
RGB: 105, 179, 231
HEX: 69B3E7

Pantone 7733 C
CMYK: 87, 3, 84, 0
RGB: 0, 112, 65
HEX: 007041

**LOGO EXCEPTION**
Pantone 301 C is only to be used in the Benco Dental logo and our Brand Extensions logos.
Pantone 541 should be used in all other circumstances.

Tints up to 50% and shades up to 20% K can also be used for all colors.
Our two color gradients are created in a layered effect. Since process colors would create fewer channels for color to transfer (creating a “muddy” effect), we opt for using a single, solid Pantone background color at 100% opacity, and a single Pantone colored gradient from 100% opacity to 0% opacity layered above it. In some programs, this is referred to as a feather gradient.

Taking these extra steps ensures our gradients never appear banded or muddy. If you are unable to layer the gradient, using HEX codes in a two color gradient is an acceptable substitute.

When using monochromatic gradients, opt for the Pantone versions of our colors. The gradient should come from a variation in the tint of the color, not the opacity. This will help to prevent banding and maintain visibility at the lighter ends.
**TWO COLOR GRADIENT USAGE CHART**

Use this chart to help distinguish what colors are approved for two color gradients and which are not. There are 14 possible combinations of approved gradients, and 14 that are unapproved for use.

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</table>

- ![Green] = Approved
- ![Red] = Unapproved
DESIGN ELEMENTS

Benco uses triangles and slanted rules as design elements to visually represent the innovative, forward motion of the company. To contrast, circles are used to help our materials maintain a friendly, inviting appearance, and also represent Benco’s 360° coverage of our customer’s needs.

Long, rounded rules from the color palette are used to accent photos and draw the reader’s eye into the piece. The rules help frame the messaging and give our materials a cohesive, balanced feeling.

LAYOUT 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.

FOOTERS

Our footers provide a consistent place for the logo and contact information to live in print and digital formats, and should be used to accent the information already available in the piece. The width is adjustable and should fit the piece at the designer’s discretion.
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 Branding & Communications department. Please contact Lindsay Pross to get started.
lpross@benco.com

THE BROADEST & BOLDEST SELECTION

We’re dentistry’s superstore, with options at every price. 1200+ Benco Brands™ products, complete inventories from leading manufacturers, our unique Marketplace, and Herman Miller furniture.

Where others simply sell equipment, our team visualizes entire projects, from reception to team lounge, ceiling to floor, operatories to sterilization.

BECAUSE YOU ASPIRE TO DO MORE.

Benco Dental and our technology partners deliver innovative products and exceptional support so you can push boundaries and do life-changing dentistry, smarter and more efficiently than ever before.

WE PRIDE OURSELVES ON BEING THE DISTRIBUTOR OF CHOICE.

Call your Friendly Benco Rep today!
1.800.GO.BENCO • BENCO.COM

DRIVING DENTISTRY FORWARD

Cutting-edge technology meets affordable application.

Software Solutions Hardware Solutions Tech Support

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Cutting-edge technology meets affordable application.

Software Solutions Hardware Solutions Tech Support
UNAPPROVED USES OF BRAND

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

Never attempt to alter or recreate the logo for any reason. This includes (but is not necessarily limited to) the scenarios shown at right. 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.

OUTDATED LOGOS

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

- Do not outline or stroke the logo.
- Do not change the font of the logo.
- Do not apply effects or shadows to the logo.
- Do not stack the logo.
- Do not change the color of the logo.
- Do not create your own brand extension logos.
- 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 obstruct the visibility of the logo, behind or in front.
- Do not use tints of the approved colors on the logo.
- Do not distort or stretch the logo.
- Do not use the all black logo with dark colored or low contrasting backgrounds.
PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

Due to the large volume and wide variety of products and equipment we offer, in order to maintain a consistent image, our photography must remain consistent as well. Product photography should always use off-camera lighting, maximum aperture for crisp focus, and products should be clipped from the backgrounds in post production. When appropriate, products should be accompanied by additional angled photos and/or family photos. The preferred file format for product photos is .PNG.

LIFESTYLE PHOTOGRAPHY

Our lifestyle photography is indicative of a professional, innovative environment where associates and customers can grow to reach their fullest potential. Consider using candid poses, bright and vibrant colors, and modern backgrounds to accurately reflect the Benco Dental culture.
MOTION, VIDEO, & SOUND

REUSABLE ASSETS

For consistency in our video production, we have created a library of reusable assets such as footage, graphics, and audio. All videos that are created with this content require approval by the Branding & Communications department.

Please reach out to the Branding & Communications department for access to our asset library.

CAPTURING VIDEO

When capturing video, consider framing the subject to the right or left, instead of the center. We favor clean, modern backgrounds free of clutter, and avoid any intrusive unintentional product placement (laptop logos, boxes with labels, clothing with large graphics). Capturing a second angle is also preferred for interviews and talking heads.

SUBTITLE FORMATTING

When creating subtitles, adhere as closely as practically possible to these guidelines:

Font: Lota Grotesque Alt 2 Regular, 45 pt
Font Effects: Drop Shadow, 100% opacity
Background: Pantone 541 C, 90% opacity

ASSETS FOR VIDEO

LOGO BUMPS

Our logo bumps should be used at the beginning and ending of all our customer facing videos.

TITLE CARD

Title cards should be used to introduce a new topic or idea.

LOWER THIRDS

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

SPECIFICATIONS FOR FINAL DELIVERABLE VIDEOS

<table>
<thead>
<tr>
<th>VIDEO SPECIFICATIONS</th>
<th>AUDIO SPECIFICATIONS</th>
<th>BITRATE SPECIFICATIONS</th>
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<tr>
<td>1920x1080 Resolution*</td>
<td>.AAC Format</td>
<td>15 mbps Target Bitrate</td>
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<td>23.976 Frame Rate*</td>
<td>48 kHz Sample Rate</td>
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<td>H.264 Encoding</td>
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<td>2 Pass – VBR Encoding</td>
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<tr>
<td>.MP4 Container</td>
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</tbody>
</table>

*Unless otherwise noted
ASSOCIATE DIGITAL PRESENCE

VIRTUAL BACKGROUNDS
Benco has 6 virtual backgrounds for Teams and Zoom calls. These backgrounds should be used to cover an unprofessional environment when working remotely, 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 powerpoint 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 that includes the company logo communicates a higher level of professionalism to anyone who receives it, and also provides instant brand recognition for Benco.