

***BencoDental***<sup>TM</sup>

**VISUAL INTEGRITY GUIDELINES**

03 • 22 • 22

# 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.



# TONE OF VOICE

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.

## CARING FAMILY CULTURE

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.



### INNOVATIVE

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.

### TRUSTWORTHY

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.

### INCLUSIVE

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.

## BENCO LINGO

BEF	Benco Equipment Forum	CPE	CenterPoint East
BLF	Benco Leadership Forum	CPW	CenterPoint West
BSF	Benco Sales Forum	CPD	CenterPoint Dallas
BFF	Benco Family Foundation	DC	Distribution Center
BB	Benco Brands (Private Label)	ES	Equipment Specialist
BPS	Benco Practice Solutions	ST	Service Technician
BCI	Benco Continuous Improvement	TR	Territory Representative
BYB	Build Your Brand	BBD	Big Big Deals
BYF	Build Your Future	IE	Incisal Edge

# 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.

**BencoDental**<sup>™</sup>



**BencoDental**<sup>™</sup>

**BencoDental**<sup>™</sup>

**BencoDental**<sup>™</sup>

## 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.

**Benco**<sup>®</sup> | *Field Services*

**Benco**<sup>®</sup> | *Center of Excellence*

**Benco**<sup>®</sup> | *The Lucy Hobbs Project*<sup>®</sup>

**Benco**<sup>®</sup> | *Dental U*

**Benco**<sup>®</sup> | *CenterPoint Experience*

**Benco**<sup>®</sup> | *Select*

**Benco**<sup>®</sup> | *Software & IT Solutions*

**Benco**<sup>®</sup> | *Digital Dentistry*

**Benco**<sup>®</sup> | *Select*

**Benco**<sup>®</sup> | *Select*

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.

**Benco**<sup>®</sup> | *Practice Design*

**Benco**<sup>®</sup> | *Practice Transitions*

**Benco**<sup>®</sup> | *Coaching & Education*

**Benco**<sup>®</sup> | *Lite*



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

# FONTS

## 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.

## HEADLINE FONT

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.

## DEFAULT FONTS

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

Lota Grotesque Alt 2 Light  
Lota Grotesque Alt 2 Regular  
Lota Grotesque Alt 2 Semibold  
Lota Grotesque Alt 2 Bold  
Lota Grotesque Alt 2 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!?:@#\$.

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

## Barlow Condensed Narrow, direct, consistent

Barlow Condensed Regular  
Barlow Condensed Medium  
Barlow Condensed Semibold  
Barlow Condensed Bold  
Barlow Condensed ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!?:@#\$.

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

Arial

Arial  
Arial Bold

Calibri

Calibri  
Calibri 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

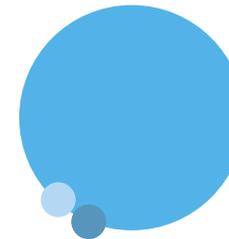
Our accent colors provide emphasis, and are to be used on designs where the primary and secondary colors are already being utilized.



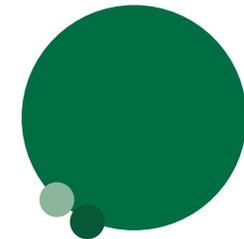
**Pantone 360 C**  
 CMYK: 59, 0, 90, 0  
 RGB: 108, 194, 74  
 HEX: 6CC24A



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



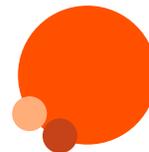
**Pantone 292 C**  
 CMYK: 55, 13, 0, 0  
 RGB: 105, 179, 231  
 HEX: 69B3E7



**Pantone 7733 C**  
 CMYK: 87, 3, 84, 39  
 RGB: 0, 112, 65  
 HEX: 007041



**Pantone 227 C**  
 CMYK: 3, 100, 0, 20  
 RGB: 170, 0, 97  
 HEX: AA0061



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



**Pantone Cool Gray 6 C**  
 CMYK: 33, 24, 20, 2  
 RGB: 167, 168, 169  
 HEX: A7A8A9



**Pantone 301 C**  
 CMYK: 100, 51, 0, 34  
 RGB: 0, 75, 135  
 HEX: 004B87

### 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.*

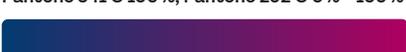
# APPROVED GRADIENT USAGE

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.

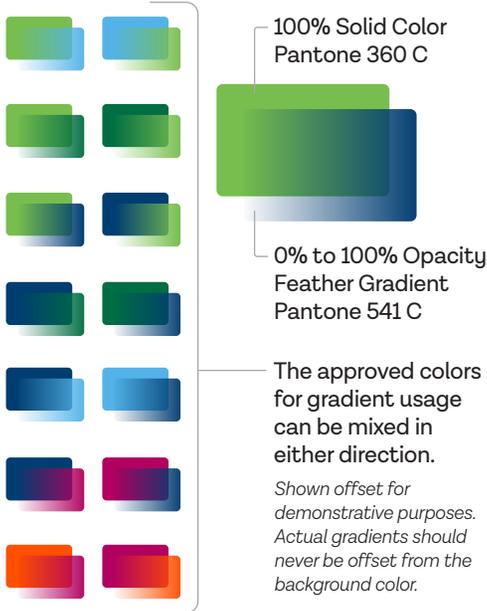
Taking these extra steps ensures our gradients never appear banded or muddy. If you are unable to layer the gradient, using HEX codes in a two color gradient is an acceptable substitute.

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 GRADIENTS

	
Pantone 360 C 100%, Pantone 292 C 0% - 100%	6CC24A-69B3E7
	
Pantone 360 C 100%, Pantone 7733 C 0% - 100%	6CC24A-007041
	
Pantone 360 C 100%, Pantone 541 C 0% - 100%	6CC24A-003C71
	
Pantone 541 C 100%, Pantone 7733 C 0% - 100%	003C71-007041
	
Pantone 541 C 100%, Pantone 292 C 0% - 100%	003C71-69B3E7
	
Pantone 541 C 100%, Pantone 227 C 0% - 100%	003C71-AA0061
	
Pantone 021 C 100%, Pantone 227 C 0% - 100%	FE5000-AA0061

## BREAKDOWN OF GRADIENTS



100% Solid Color  
Pantone 360 C

0% to 100% Opacity  
Feather Gradient  
Pantone 541 C

The approved colors for gradient usage can be mixed in either direction.

*Shown offset for demonstrative purposes. Actual gradients should never be offset from the background color.*

## MONOCHROMATIC GRADIENTS

All approved colors can also be used in monochromatic gradients from a 100% tint to a 50% tint.

	
Pantone 360 C 100% Tint - Pantone 360 C 50% Tint	Pantone 227 C 100% Tint - Pantone 227 C 50% Tint
	
Pantone 541 C 100% Tint - Pantone 541 C 50% Tint	Pantone 021 C 100% Tint - Pantone 021 C 50% Tint
	
Pantone 292 C 100% Tint - Pantone 292 C 50% Tint	Pantone 7733 C 100% Tint - Pantone 7733 C 50% Tint
	
Pantone Cool Gray 6 C 100% Tint - Pantone Cool Gray 6 C 50% Tint	

# 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.

	Green	Dark Blue	Orange	Light Blue	Magenta	Dark Green	Grey
Green	✓	✓	✗	✓	✗	✓	✗
Dark Blue	✓	✓	✗	✓	✓	✓	✗
Orange	✗	✗	✓	✗	✓	✗	✗
Light Blue	✓	✓	✗	✓	✗	✗	✗
Magenta	✗	✓	✓	✗	✓	✗	✗
Dark Green	✓	✓	✗	✗	✗	✓	✗
Grey	✗	✗	✗	✗	✗	✗	✓

✓ APPROVED

✗ 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.

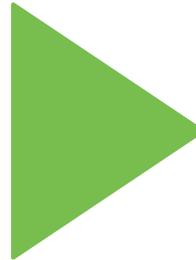
## LAYOUT SPECIFICATIONS

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.

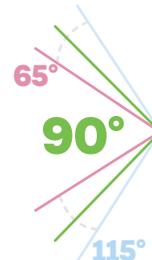
## FOOTERS

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.

Forward motion, innovation

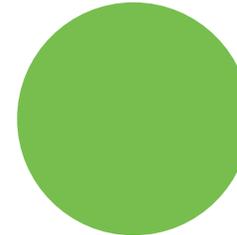


**Triangles** should always be pointing forward or upwards.



**Slanted rules** should be used within 25° of a 90° angle.

Friendly, inviting, trustworthy



**Circles** help our materials maintain a friendly & inviting appearance.



**Long, rounded rules** help frame our messaging and draw the reader's eye into the piece.

White Space	Body Copy Size	Leading to Body Copy Size Ratio	Headline Tracking	Body Copy Tracking
<b>25% OR MORE</b>	<b>10 PT OR LESS</b>	<b>+1.5 PT</b>	<b>-20 METRIC</b>	<b>-20 METRIC</b>
Allow 25% or more of the printed piece to be used as white space.	<b>In body copy</b> , Lota Grotesque Alt 2 should never exceed the size 10 pt.	<b>In body copy</b> , allow room to breathe with the leading 1.5 pt larger than the font size.	<b>In headlines</b> , Barlow Condensed should be used at -20 tracking when possible.	<b>In body copy</b> , Lota Grotesque Alt 2 should be used at -20 tracking when possible.



**DRIVING DENTISTRY FORWARD** 

1800.GO.BENCO • BENCO.COM



**DRIVING DENTISTRY FORWARD** 

1800.GO.BENCO • BENCO.COM

# 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](mailto:lpross@benco.com)

**BencoDental**

# DRIVING DENTISTRY FORWARD

**BencoDental**

# WE PRIDE OURSELVES ON BEING THE DISTRIBUTOR OF CHOICE.

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

**BencoDental**

## CUTTING-EDGE TECHNOLOGY MEETS AFFORDABLE APPLICATION.

Software Solutions

Hardware Solutions

Tech Support

# THE BROADEST & BOLDEST SELECTION

**HOW WE CRAFT INSIGHTFUL SOLUTIONS**

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 selleequipment, our team visualizes entire projects, from reception to team lounge, ceiling to floor, operatories to sterilization.

**BencoDental** **DRIVING DENTISTRY FORWARD**  
1.800.GO.BENCO • BENCO.COM

## 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.

**BencoDental** **DRIVING DENTISTRY FORWARD**  
1.800.GO.BENCO • BENCO.COM

# 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.



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 use the all black logo with dark 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.

## OUTDATED LOGOS

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



# 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.



PRODUCT PHOTO



PRODUCT PHOTO



PRODUCT PHOTO



FAMILY PHOTO



FAMILY PHOTO



FAMILY PHOTO

## 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

VIDEO SPECIFICATIONS	AUDIO SPECIFICATIONS	BITRATE SPECIFICATIONS
1920x1080 Resolution* 23.976 Frame Rate* H.264 Encoding .MP4 Container	.AAC Format 48 kHz Sample Rate 320 kbps Audio Bitrate	15 mbps Target Bitrate 40 mbps Max Bitrate 2 Pass – VBR Encoding

\*Unless otherwise noted

# ASSOCIATE DIGITAL PRESENCE

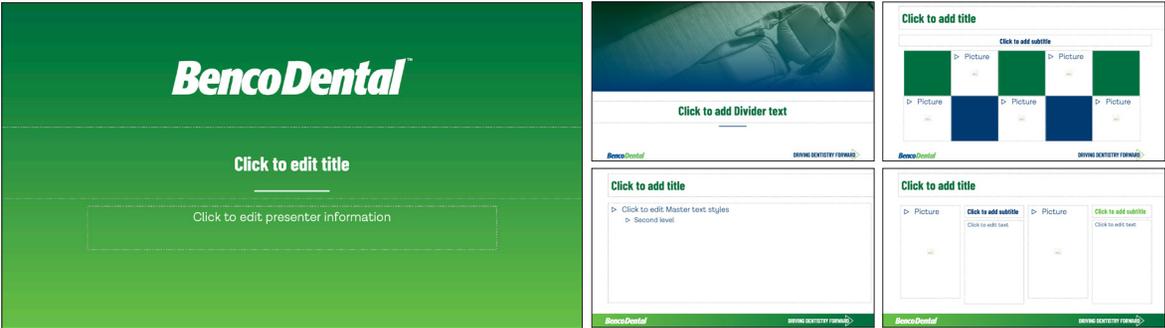
## VIRTUAL BACKGROUNDS

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 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 that includes the company logo communicates a higher level of professionalism to anyone who receives it, and also provides instant brand recognition for Benco.

**John Doe** *(he/him)*  
 Title Here | Benco Dental

Office: +1 (570) 000-0000 | Cell: +1 (570) 000-0000  
 Email: jdoe@benco.com  
 Mail: 295 CenterPoint Blvd, Pittston, PA 18640

Font size 10 pt Calibri