

North Hills Dental Center



# Brand Guide 2022



## Introduction

At chrisad, we know that research is the only objectifiable means to develop a brand that will catalyze success & have lasting growth in the marketplace.

Fortunately, we've done the hard part for you. For the last 40 years, we've been tracking dental consumer behavior & working in offices throughout the world to form an ever-evolving awareness of what patients want.

Please have your team develop a thorough understanding of the ideas presented in this brand guide in order to solidify their comprehension of your visual identity as the symbolic representation of those behaviors which will bring them higher levels of success & prosperity.

## The Purpose of This Guide

Welcome to the North Hills Dental Center Brand Guide. The guide is intended to help everyone get on the same page when it comes to setting the tone for your new brand.

You must remember that every touch point, from a phone conversation to the writing of an e-mail, is a form of integrated marketing communication. When you realize this, you'll place a much higher value on the quality of every kind of visual identity created for your company.



“Research is to see what everybody else has seen,  
& to think what nobody else has thought.”

—Albert Szent-Gyorgyi

## The Brand Signature

The North Hills Dental Center logo design represents every member of your dental care team & your shared commitment to patient health & welfare.

Each graphic element of your logo has been chosen for its conscious & subconscious effect on the dental consumer. Through a complete range of marketing components, chrisad will help potential patients become increasingly familiar with your logo. It takes time, but increased exposure to your logo combined with optimal marketing messages will cause an ever-expanding volume of patients to choose your practice.

## Brand Fonts

Athelas Regular

## Brand Colors

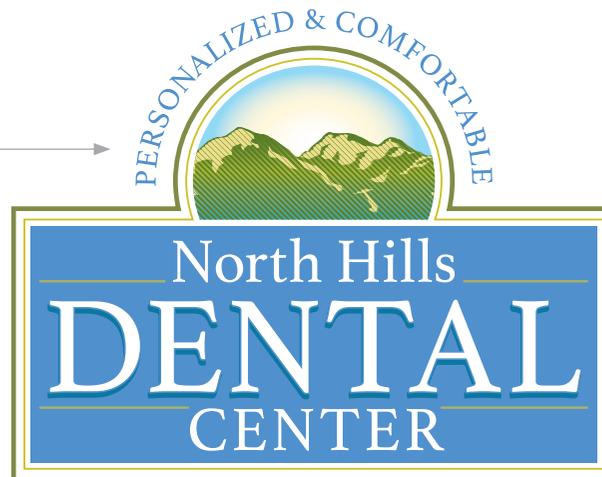
C 68	C 84	C 52	C 42
M 34	M 35	M 0	M 15
Y 0	Y 100	Y 1	Y 100
K 0	K 28	K 0	K 0



HEX	HEX	HEX	HEX
5091cd	286734	68cef2	a2b53a

## Brandmark or Image

Growth  
Vitality  
Nature  
Welcoming



## Logotype

Honest  
Textbook  
Knowledgeable  
Precise

## The Brand Brief

"We strive to be the number one dental health provider for working patients & families who value convenience, affordability & lifelong care in our community."

"We want to serve an ever-growing volume of patients by offering convenient hours & the kind of no-hassle preventive care that increases treatment, acceptance & referrals."

"We value our staff & patients like family to create an environment of trust & health for the ongoing benefit of our community."

## Core Value

"Perfect Shopper  
Grades & Patient  
Trust Make Us the  
Only Choice."



Optimal Marketing Messages



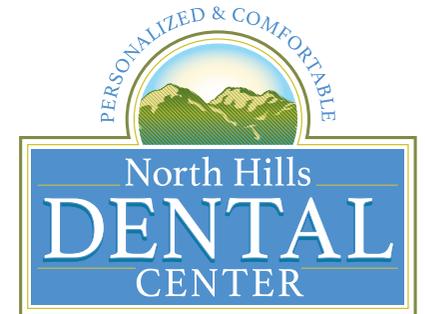
Optimal Inflow & Capacity



Five-Star Customer Service



Pre-Appointment & Retention



## Brand Color Palette

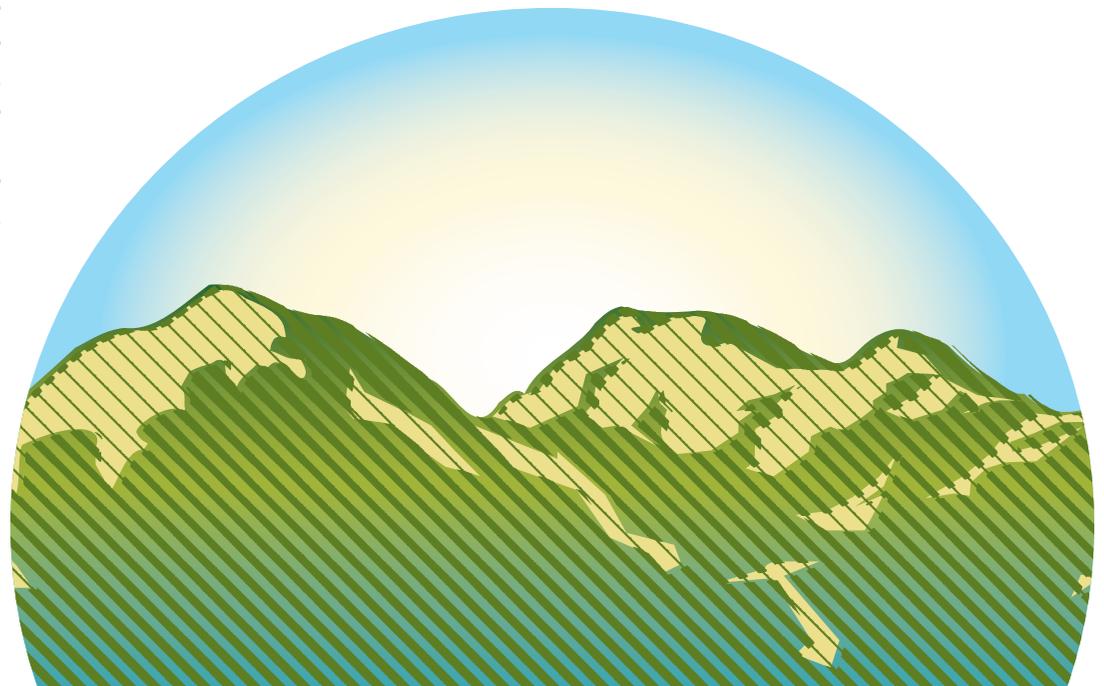
In addition to the brand colors, various schemes can be used based on tints or shades of those colors as well as colors that are analogous to them on the color wheel.

All supplementary colors should be chosen for their appeal to dental consumers as well as their complementary relationship to the logo. No colors or images that might represent pain, blood or aggressive treatment should be used. Images should represent local environments & healthy people who have benefitted from the amazing service they have received. Family, warmth & community involvement are emotional factors that fix your brand in the mind of those quality patients who will return & refer for many years.

## A Note About Color

Color is a highly subjective experience that can never be fully quantified, but many years of consumer studies have defined certain characteristics that are important for the entire healthcare field & dentists in particular. In general, cool tones are considered calming & warmer tones are considered more active or expressive. It is also well known that blues, greens & purples most represent nature. While white is not considered a color in the subtractive system, its ability to represent clean environments & clean teeth place it high among tested colors.

Brand Colors	60% Tint	Related Colors	Related Colors
			
			
			
			



## Brand Imagery & Layouts

Fundamental to the North Hills Dental Center identity is a focus on those graphic elements that are most appealing to the female target audience. Research has indicated that this group makes dental decisions for most households.

Much of the design hierarchy depends on consideration of what messages are most beneficial to the dental consumer in addition to what imagery is most preferred in research studies.

## Direct Mail Advertising

- Local scenery should be used whenever possible to emphasize a commitment to the community & its health.
- Primary models are mother & child to emphasize a family focus. Male models aged 16–60 test poorly & should be mostly avoided.
- Hierarchy of optimal marketing messages:
  - 1) "We are the most trusted & caring local dental provider."
  - 2) "We help patients pay little or nothing for preventive care."
  - 3) "We have the hours that are most convenient for patients."

### Affordable, Trusted & Personalized Dental Care

# \$0 Cleanings!

¡Hablamos Español!

For insured patients. Call for details.

## Stay Healthy With Regular Cleanings!

Cleanings Help Protect You & Your Family From:

- Heart Disease • Strokes • The Worsening of Asthma
- The Worsening of Diabetes • Helps Ensure Healthy Pregnancy
- Reduces Chances of Alzheimer's • Reduces Chances of Dementia

Sources: National Institute of Health, NYU, University of Pennsylvania Dental School, Journal of Alzheimer's Disease, Penn Medicine, British Dental Journal & Many More.

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\*\*\*\*\*ECRWSEDDM\*\*\*\*

Residential Customer

PSRST-STD  
U.S. POSTAGE  
PAID  
SACRAMENTO, CA  
PERMIT 1196

Walk In! You're Always Welcome!



1524 Nordhoff Street  
North Hills, CA 91343  
818-891-0745

NorthHillsDentalCenter.com 

We are located off on Nordhoff Street between Langdon Avenue & Sepulveda Boulevard.



North Hills Dental Center Direct Mail Design

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All Phases of General Dentistry!

chrisad

## A 25-Year North Hills Tradition of Trusted & Caring Dental Excellence!

**We Love Your Insurance!**

- \$0 Brighter, Whiter Cleaning for Adults
- \$0 Cleaning & Exam for Children
- \$0 Exam for Adults
- FREE Second Opinion Evaluation

At North Hills Dental Center, we have convenient hours that won't make you miss work or school. In fact, we can see you this week & you'll be in & out within an hour.





818-891-0745  
NorthHillsDentalCenter.com

## Welcome Weekdays Until 8pm & on Saturdays!

Affordable Individual & Family Dental Coverage Starting at Less Than \$1/day Call for details.

## Brand Signage & Window Art

Your brand signage is among the most powerful tools in your marketing arsenal. It acts as a beacon, projecting your brand's image into the eyes & minds of the members of the local community, your target market, who drive or walk past your office every day. The more often they see it, the more familiar & comfortable with your brand they become. Window art augments that familiarization & transmits the message that your office is an established & accepted part of the community.

## Optimal Banner Configuration

**\$0 Cleanings!** For insured patients. Call for details. **Until 8pm**  
& **on**  
**Saturdays!**  
Walk-Ins Welcome!  
**Walk In For Your Appointment Today!**



## Brand Stationery Package

Brand Stationery Packages are a marketing blitz that will expose your patients to your logo, the very essence of your brand, at every step of their dental care. Instead of seeing your logo just once as they walk through the door, they will be reminded of your brand image & values every time they pick up a business card, receive an appointment card or any personalized communication from you. These everyday, seemingly plain, interactions are huge opportunities for you to strengthen their preference for you & your practice.

## Your Stationery Package Includes:

- Business Cards
- Appointment Cards
- Recall Cards
- Letterhead
- #10 Envelopes

For questions regarding stationery packages or to place your order, please contact Roman Urakov at 415-526-1013.

North Hills Dental Center  
Stationery Package

**Trusted & Caring Dental Excellence!**  
**\$0 Cleanings!**  
 For insured patients. Call for details.  
 Welcome Weekdays Until 8pm & on Saturdays!

15424 Nordhoff Street, North Hills, CA 91343  
 818-891-0745 • NorthHillsDentalCenter.com

**We Look Forward to Seeing You for Your Cleaning!**

Please call today for your cleaning appointment.  
 Your cleaning appointment is:

Day \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

If you are unable to keep your appointment, please give us a call so we may reschedule.

Stay Healthy With Regular Cleanings!

15424 Nordhoff Street, North Hills, CA 91343 • 818-891-0745 • NorthHillsDentalCenter.com

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 North Hills, CA 91343

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 North Hills, CA 91343

818-891-0745  
 NorthHillsDentalCenter.com

Sam Djang, DDS

We Reserved a Special Time for You

For: \_\_\_\_\_

Sun. Mon. Tues. Wed. Thurs. Fri. Sat.

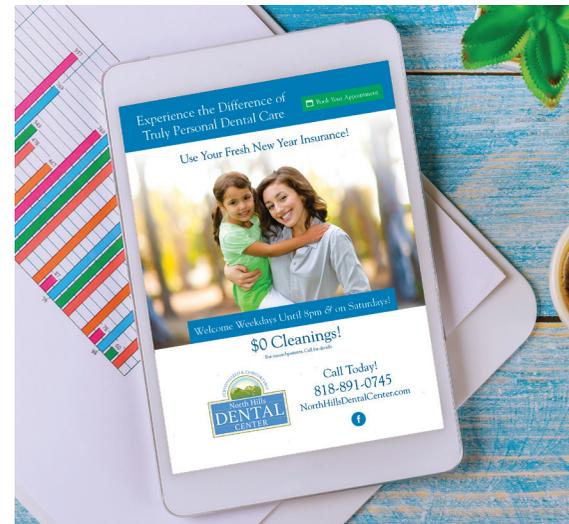
\_\_\_\_\_ at \_\_\_\_\_ am/pm

This time has been reserved exclusively for you. Please notify us at least 48 hours in advance if you are unable to keep this appointment.

## Web & Online Advertising

Integration between the North Hills Dental Center online presence & its physical advertising is absolutely essential in today's market. Dentists who consider these marketing elements as separate & don't carefully consider their synergistic impact run the risk of appearing incompetent or even unethical to the current dental consumer.

Digital Marketing



North Hills Dental Center  
Website Design



## Brand Ads

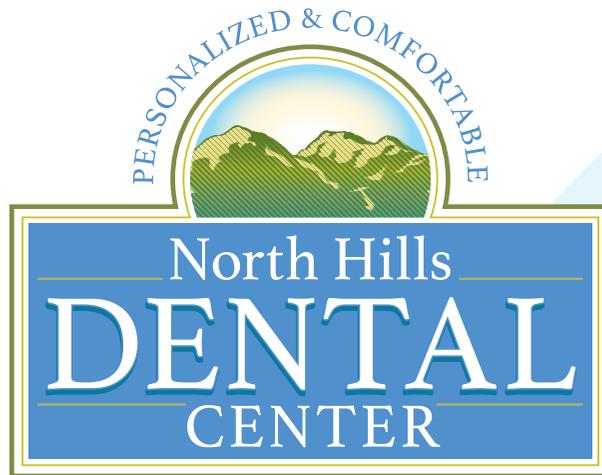
Wherever your advertising appears, it is important that it telegraphs the right message. As part of your membership with chrisad, we will design, at no additional cost, in-office posters, flyers & other select print & digital ads so they communicate in unison with your greater chrisad marketing campaign.

We will make sure that your existing & potential patients receive a compelling & consistent message from your practice whenever & wherever they encounter your communications.



# North Hills Dental Center

## Brand Guide



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