



Visual Identity & Graphic Standards

2ND EDITION, SEPTEMBER 2018

Master Brand: Sonic Wave and Type Word Mark

4-Color Print



On Black Versions



Greyscale



Lineart

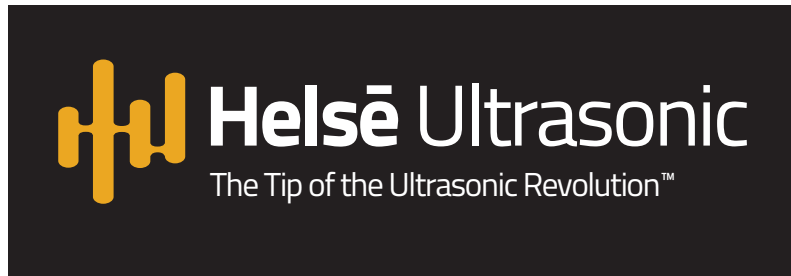


Master Brand: Brand Positioning Main Tag Line.

Horizontal Orientation



Stacked Orientation



Master Brand: Official Helse Ultrasonic color palette.

Color Build for Logo Mark

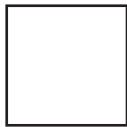
When logo is printed in color, no other color breakouts are acceptable other than what is specified in this manual.

ULTRASONIC YELLOW



PMS: 143 U&C
CMYK: 7,37,99,0
RGB: 235,167,35

HELSE WHITE



WHITE

HELSE BLACK



BLACK

Color Builds for Endodontic Procedure Types

Whenever procedures or procedure types are being presented with color, no other colors are acceptable other than what is specified in this manual.

MIDDLE THIRD ORANGE



CMYK: 7,60,99,0
RGB: 229,127,39

PULP CHAMBER GREEN



CMYK: 66,7,99,0
RGB: 101,176,70

ACTIVATION RED



CMYK: 20,100,100,10
RGB: 184,28,33

APICAL SURGERY PURPLE



CMYK: 44,96,31,10
RGB: 144,44,104

POST REMOVAL BLUE



CMYK: 97,68,18,3
RGB: 0,90,146

RETREATMENT TURQUOISE



CMYK: 78,6,47,0
RGB: 0,173,158

PERIODONTICS SAND



CMYK: 92,51,43,19
RGB: 0,94,112

COSMETIC DENTISTRY PINK

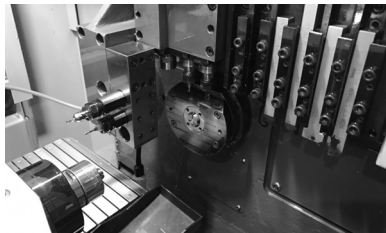
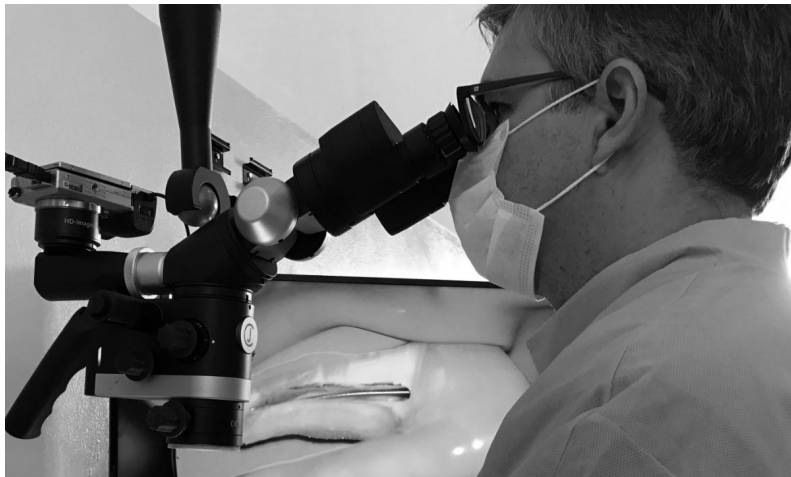


CMYK: 22,34,79,0
RGB: 201,163,84

Master Brand: Photography Standards

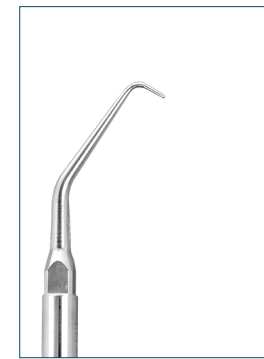
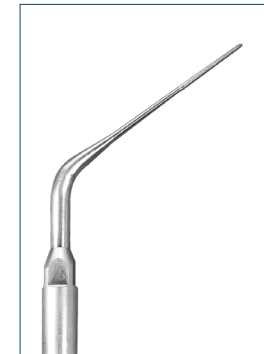
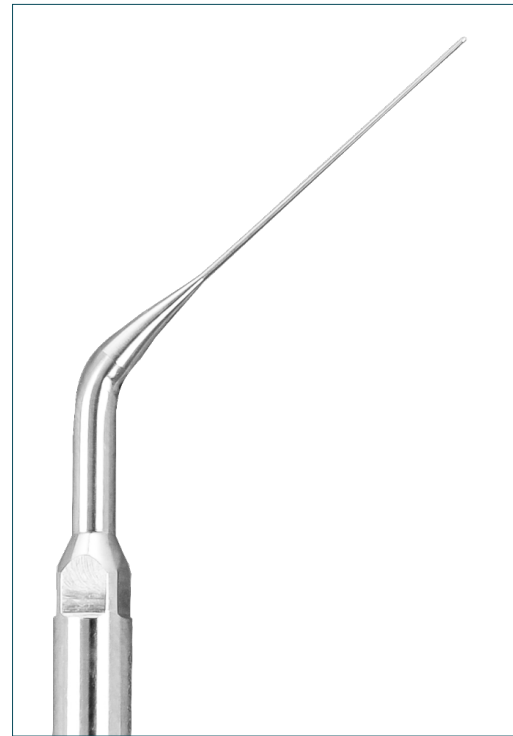
Black and White Photography

Photography used within the Helse brand is converted to black and white.



Product

Whenever utilizing product photography of ultrasonic tips, the shaft must be cut off the frame so that the product doesn't appear to be floating. Any combination of tips is allowed.



Master Brand: Typography

The Titillium font family provides a wide range of typefaces that offer enough variety for multiple type needs, from ultra bold headlines to easy-to-read body text, with display and small cap options.

The font family is available to download for free online at any number of font websites and other online type vendors.

Helse Ultrasonic Type

Titillium Bold, Titillium Regular

Titillium Regular

Titillium Regular Italic

Titillium Light

Titillium Light Italic

Titillium Regular

Titillium Regular Italic

Titillium Semibold

Titillium Semibold Italic

Titillium Bold

Titillium Bold Italic

Titillium Black