



SureSmile Aligners Brand Guidelines

For SureSmile Providers

Version 1.0

THE DENTAL
SOLUTIONS
COMPANY™

 Dentsply
Sirona

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Introduction

SureSmile represents Dentsply Sirona's digital orthodontics range, within our broader orthodontics portfolio. Just as our goal is to empower dental professionals to provide better, safer, faster orthodontic care to their patients, SureSmile will be an increasingly important part of how we enable digital orthodontics solutions, and engage with patients moving forward.

These guidelines are designed to provide guidance to SureSmile Aligner Providers on how the brand should be applied in the practice and online.

By working together to ensure consistent application of these guidelines, we can help to enhance the value you bring to your patients and practices.

The SureSmile logo

The SureSmile logo

Only use approved logo files, provided to you by Dentsply Sirona. Ensure the registered trademark symbol is used with every 'first use' of the logo on your website and communications.

Note: Always use the SureSmile name as an adjective. For example: "SureSmile treatments are designed using the world's most powerful digital orthodontics software."

SureSmile®

SureSmile® Aligners

Correct logo usage

Using the SureSmile Logo

Use only approved material provided to you by your Dentsply Sirona representative.

Do not:

- Alter the color, thickness, or design of the SureSmile logos
- Use the SureSmile logos to promote other branded treatments
- Use copyrighted SureSmile brand materials without permission.

Correct

SureSmile®



Minimum space



Incorrect use of lower-case

suressmile®

Incorrect use of color

SureSmile®

Incorrect use of font and color

SureSmile®

SureSmile Aligners

Using the SureSmile Aligners logo

Use only approved material provided to you by your Dentsply Sirona representative.

Do not:

- Alter the color, thickness, or design of the SureSmile logos
- Use the SureSmile logos to promote other branded treatments
- Use copyrighted SureSmile brand materials without permission.

Note: Include the registered trademark symbol with the first use of the SureSmile brand on communications.

Correct usage example

SureSmile® Aligners

SureSmile® Aligners

SureSmile® Aligners

Minimum space



Incorrect use of color

SureSmile® Aligners

Incorrect use of lower-case

suresmile® aligners

Incorrect space around logo

SureSmile® Aligners

The SureSmile Aligners Provider Badge

Use of the 'SureSmile Aligners Provider' badge

The SureSmile Aligners Provider badge is used to promote your practice's SureSmile Aligner services. It can be used in written, digital, and print advertising.



Using the SureSmile Aligners Provider Badge

Examples of the SureSmile Aligner Provider badge in use

The SureSmile Aligner logo may be used in digital and print materials, including your website, or practice brochures explaining your SureSmile services.

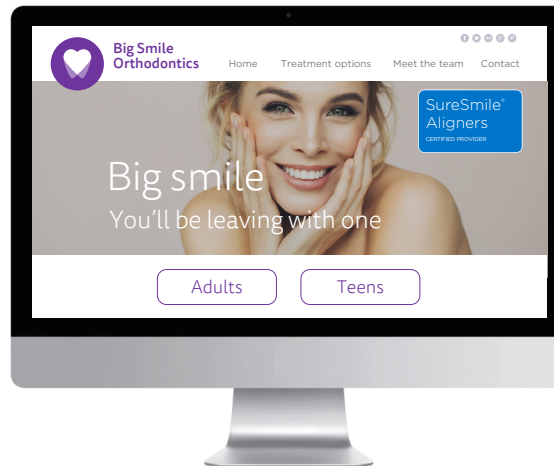
Note:

Do not use the badge in a way that implies your practice is a division of, or sponsored by SureSmile.

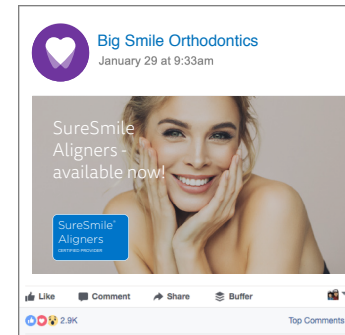
Do not use copyrighted SureSmile material without permission.

Do not use the SureSmile brand to promote other treatments.

Website example



Social media example



Signage example



Entrance



Example website showing SureSmile Aligners services



Digital assets for practice marketing

Your Dentsply Sirona representative will provide you with a digital toolkit to help you get started. You can find digital assets at:

https://www.dropbox.com/sh/izaf25y0x-29gam6/AACiAsfnGqOh16_ZmVPtU-VU4a?dl=0

If you have any questions regarding branding or guidelines, contact us via email at: orthodontics@dentsplysirona.com



Thank you

By working together to ensure consistent application of these guidelines, we can help to enhance the value you bring to your patients and practices.

Thankyou for choosing SureSmile Aligners - the clear aligners designed to be the most effective.



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