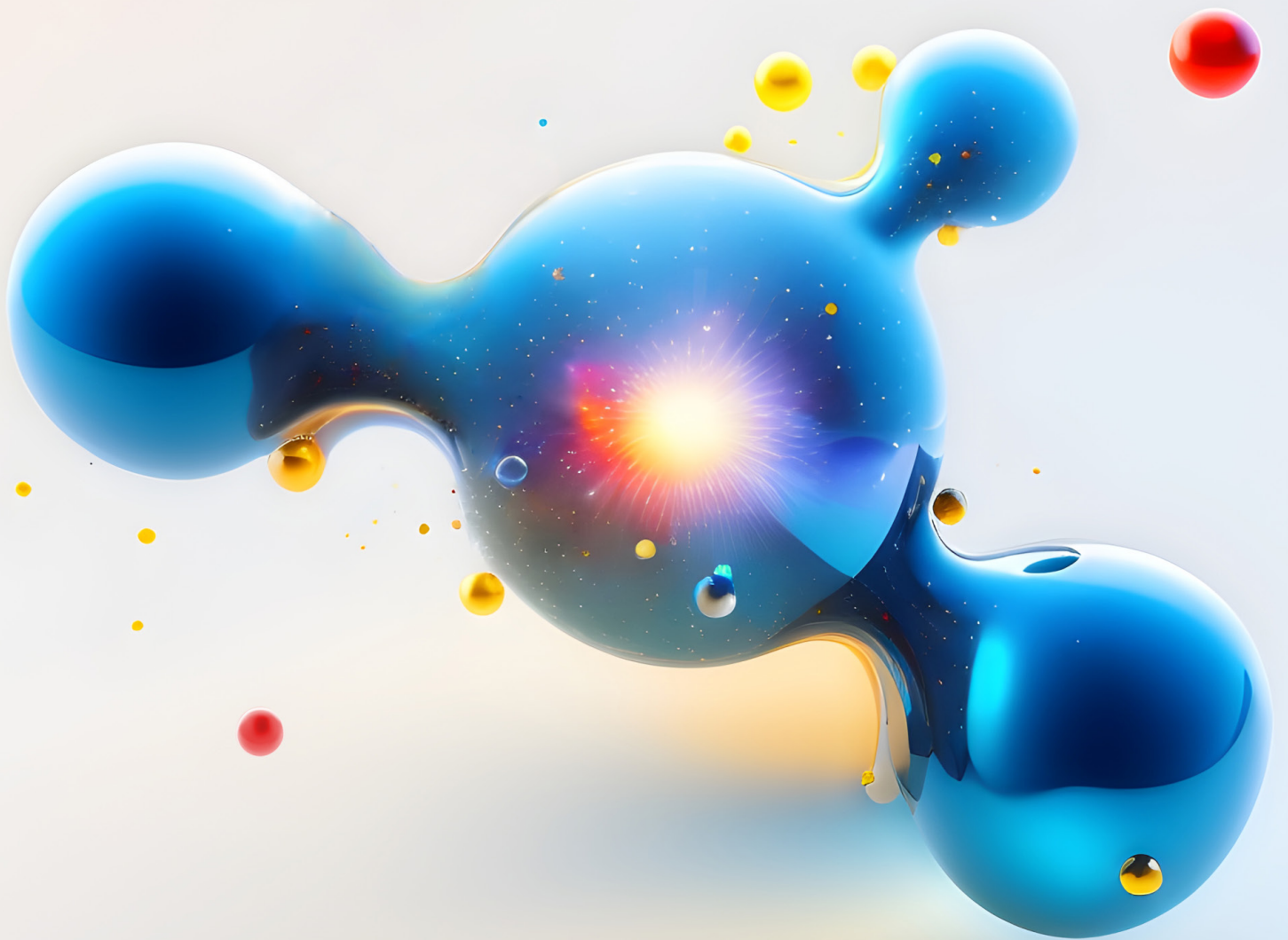


# PULPDENT<sup>®</sup>

## BRANDING GUIDELINES



# 1 – Introduction

The PULPDENT Corporation Brand Style Guide document sets forth the rules for applying PULPDENT’s “Brand Assets,” which include elements such as product names, logos, brand colors and brand fonts to maintain consistency across all platforms. Guidance is provided in the use of the company’s branding to create anything new, such as print and digital advertising and principally anything that visually represents PULPDENT.

## Legal Disclaimer

The materials included herein, including but not limited to PULPDENT’s trademarks, are proprietary and protected under intellectual property laws for use only as referenced in this guideline. By downloading and/or using our trademarks you agree to abide by our guidelines. It is important that you regularly check this site to ensure that you’re correctly using our Brand Assets. PULPDENT owns trademark rights in the United States and other countries.

## Contents

- 1 - Introduction
- 2 - Typography
- 3 - Improper Logo Usage
- 4 - Logo History
- 5 - Official Identity
- 6 - Pulpdent Logo Formatting
- 7 - ACTIVA BioACTIVE Product Family Logos
- 8 - Lime-Lite Enhanced Logos
- 9 - Embrace Prevention Logos
- 10 - Technology Logos
- 11 - Printed Resources
- 12 - Photos & Graphics
- 13 - Contact Information

### Print and Digital Media

# HEADING

## SUB HEADING

### Body Font

Details & Notes

# HEADING

Font Face: Gotham Bold

Minimum Type Size: 24 pt

Uppercase Tracking: 60-80 (for all caps only)

Lowercase tracking: 0-30

## SUB HEADING

Font Face: Quicksand Semibold

Minimum Type Size: 18 pt

Tracking: 40

Tracking: 80 (capitalized text only)

### Body Font

Font Face: Houschka Pro

Minimum Type Size: 12 pt

Tracking: 0

Details & Notes

Font Face: Minion Pro

Minimum Type Size: 8 pt

Tracking: 30

### Pulpdent Logo

With tagline:

**PULPDENT**<sup>®</sup>  
ADVANCING DENTISTRY TOGETHER™

Without tagline:

**PULPDENT**<sup>®</sup>

## PULPDENT

Font Face: Syncopate (customized)

Minimum Type Size: 12

Tracking: 170

*Used for Pulpdent logo and taglines only*

### IMPROPER LOGO USAGE

The following examples demonstrate incorrect ways to use the logo:



Vertical Distortion



Horizontal Distortion



Rotation



Character Modification



Drop Shadow



Font Modification



Color Modification



Old Logo

4 - Logo Timeline

PULPDENT®  
ADVANCING DENTISTRY TOGETHER™

2024



1947

PULPDENT®

LOGO ON A  
**WHITE** BACKGROUND

PULPDENT®

LOGO ON A  
**COLOR** BACKGROUND

## 6 – Logo Formatting

### LOGO EXCLUSION ZONE

The logotype must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'exclusion zone'.



### MINIMUM LOGO SIZE

The logo should always be clearly legible. Refrain from shrinking below 1 inch/96 pixels in width. Do not include logo tag for images less than 4 inches/384 pixels wide.



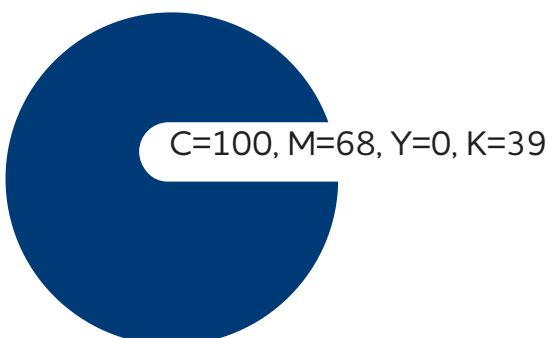
Minimum size  
without tagline  
(96px wide).



Minimum size with tagline (384px wide).

### LOGO COLOR

Pulpdent blue is Pantone Blue 105-16 C



## 7 – ACTIVA BioACTIVE Logos



ACTIVA™  
BioACTIVE-RESTORATIVE™

### MINIMUM SIZE

The minimum size for ACTIVA BioACTIVE logos is 0.5 inches in height.



ACTIVA™ kids  
BioACTIVE-RESTORATIVE™

### MINIMUM SIZE

The minimum size for ACTIVA BioACTIVE logos is 0.5 in. for the height.



ACTIVA™  
BioACTIVE-BASE/LINER™

### MINIMUM SIZE

The minimum size for ACTIVA BioACTIVE logos is 0.5 inches in height.



ACTIVA™  
BioACTIVE-CEMENT™

### MINIMUM SIZE

The minimum size for ACTIVA BioACTIVE logos is 0.5 inches in height.



ACTIVA™ PRESTO  
BioACTIVE HIGH VISCOSITY • LIGHT CURE  
FLOWABLE COMPOSITE

### MINIMUM SIZE

The minimum size for ACTIVA PRESTO logos is 0.5 inches in height. Remove tagline.



ACTIVA™ PRONTO  
BioACTIVE HIGH VISCOSITY • LIGHT CURE  
FLOWABLE COMPOSITE

### MINIMUM SIZE

The minimum size for ACTIVA BioACTIVE logos is 0.5 inches in height. Remove tagline.





## 8 – Lime-Lite Enhanced Logos

**Lime-Lite™ ENHANCED**  
BIOACTIVE LIGHT CURE CAVITY LINER

### MINIMUM SIZE

The minimum size for Lime-Lite

Enhanced logos is 0.5 inches in height.

Please note the updated logo as of 2024.

**Lime-Lite™ ENHANCED**  
BIOACTIVE LIGHT CURE CAVITY LINER 0.5 in

## 9 – Embrace Logos

**ebrace™ wetbond™**  
**pit & fissure sealant - low fill**

### MINIMUM SIZE

The minimum size for Embrace

Prevention logos is 0.5 inches in height.

**ebrace™ wetbond™**  
**pit & fissure sealant - low fill** 0.5 in

**ebrace™ wetbond™**  
**pit & fissure sealant**

### MINIMUM SIZE

The minimum size for Embrace

Prevention logos is 0.5 inches in height.

**ebrace™ wetbond™**  
**pit & fissure sealant** 0.5 in

**ebrace™**  
**varnish**

### MINIMUM SIZE

The minimum size for Embrace

Prevention logos is 0.5 inches in height.

**ebrace™**  
**varnish** 0.5 in

## 10 – Technology Logos



Stabilized calcium and phosphate supports the natural remineralization process.

Available in ACTIVA™ PRESTO™ and Lime-Lite™ Enhanced.

### MINIMUM SIZE

The minimum size for the CRYSTA™ logo is 0.5 inches in height. *Important:* the U.S. Patent no. must always be included and legible.



Patented elastomeric monomer imparts strength and resilience.

Available in all ACTIVA™ products, Tuff-Temp™ Plus, and Lime-Lite™ Enhanced.

### MINIMUM SIZE

The minimum size for the Modulus™ logo is 0.125 inches in height.



Ionic matrix supports ion release and recharge, plus bioactive protection.

Available in all ACTIVA™ products and Lime-Lite™ Enhanced.

### MINIMUM SIZE

The minimum size for the Ion-X™ logo is 0.125 inches in height.



Moisture-friendly chemistry.

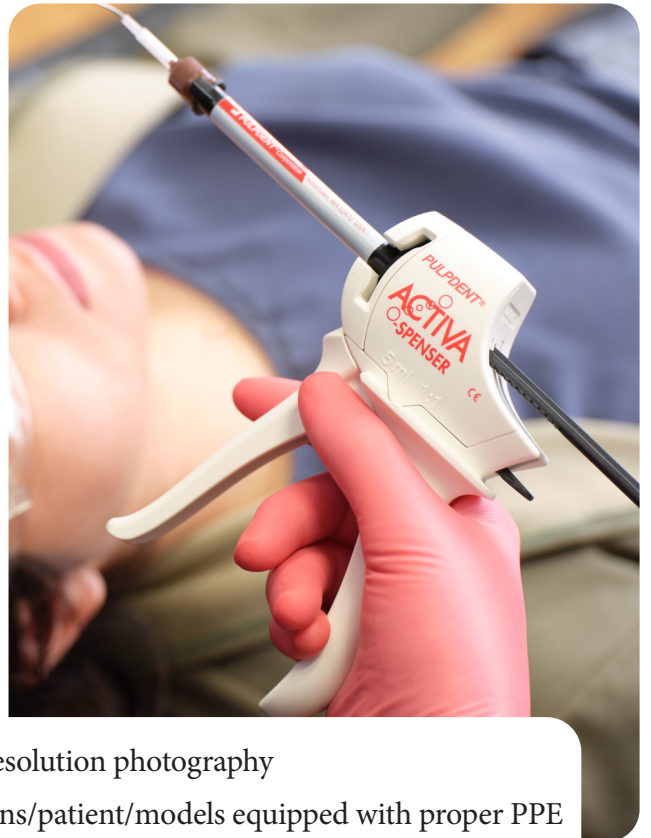
Available in all ACTIVA™ products, Lime-Lite™ Enhanced, and Embrace™ Wetbond™ Pit & Fissure Sealant.

### MINIMUM SIZE

The minimum size for the WetBond™ logo is 0.125 inches in height.



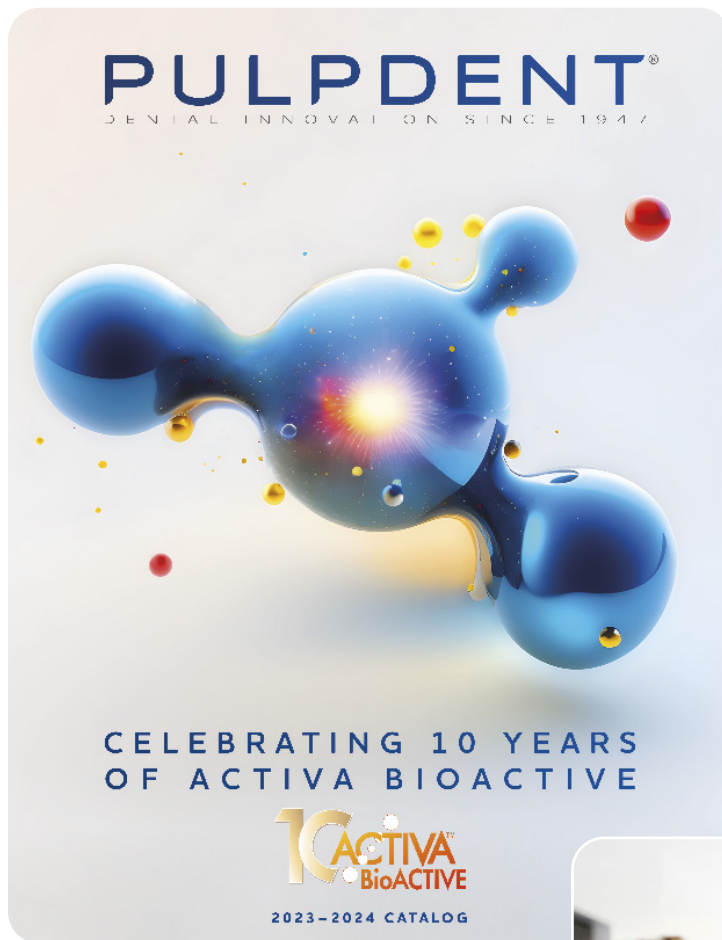
## 11 – Photos & Graphics



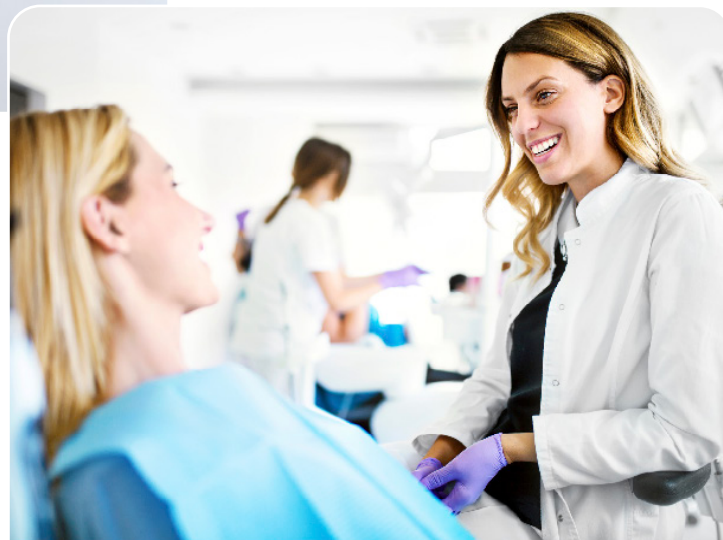
- High resolution photography
- Clinicians/patient/models equipped with proper PPE
- Focus on human subjects



- New molecule represents innovations in technology and dynamic SMART™ materials
- Vibrant, imaginative, yet clean graphics



- Printed resources are engaging, visual and informative
- Abide by fonts, colors and specifications in the branding guidelines



### DSO Product Solutions from Pulpdent

Discover how SMART™ materials from Pulpdent can  
improve clinical outcomes and accelerate practice efficiency

**PULPDENT**  
DENTAL INNOVATION SINCE 1947



**PULPDENT®**  
Advancing Dentistry Together™

# Sealant placement made easy

**embrace™ wetbond™**  
pit & fissure sealant

Embrace Pit & Fissure Sealant is the first moisture-friendly sealant with WetBond™ technology.


**That makes even the most challenging placements fun again.**

**SIX-YEAR FOLLOW-UP**

- No chipping or staining
- Undetectable margins

Image Image © Colbond® 2015

SCAN QR TO  
SEE IT & DEMO



**Lime-Lite™  
ENHANCED**

**BIOACTIVE LIGHT CURE CAVITY LINER**

**4.7  
★★★★  
RATING**

**Best  
PRODUCT**

**The Most Trusted Base/Liner for  
Everyday Protection**

- Easy application, moisture-friendly
- Strong pulpal protection, minimal post-op sensitivity
- Bioactive defense against secondary caries\*

**20  
YEARS**

\*Lime-Lite Enhance 4 physically seals the margin of the material-tooth interface through apatite crystal formation, thus protecting against microleakage—the leading cause of secondary caries and recurrent decay.

**PULPDENT** Your Premier Partner in Caries Management • [Pulpdent.com](http://Pulpdent.com)

## SMART™ Advantages for Your DSO

Pulpdent's patented SMART technologies improve patient outcomes and increase practice efficiency

### REDUCE MOISTURE CHALLENGES

Heavily etched dental materials are hydrophilic, consistently creating isolation challenges. But Pulpdent's materials work differently.

There is SMART WetBond™ technology: Pulpdent's restorative materials are moisture friendly. This significantly reduces moisture-related complications, eliminates clinicians' anxiety during preparation and placement, and opens up treatment possibilities.

### DEFEND AGAINST SECONDARY CARIES\*

Thanks to SMART Ion-XT™ technology, Pulpdent's restorative materials significantly reduce microleakage, the leading cause of secondary caries and restorative failure.

### NO CHIPPING, NO FRACTURING

Pulpdent's SMART MODULUS™ technology fortifies restorations. An elastic monomer imparts physical properties that closely align with natural tooth structure. This means the restoration will respond appropriately to forces of occlusion and parafunctional habits.





**ION-XT**  
Ions in clarity

**10 ACTIVE BioACTIVE**  
With more than 10 years of clinical success, ACTIVE BioACTIVE restorative solutions are now a premier, everyday caries management tool for dentists.



**WerBond**  
Hesitate-friendly chemistry



**MODULUS**  
Elasticom strength and resilience

\*Based on clinically proven evidence. This is a quality seal, usage of this seal on both sides of the page is required. Copyright Pulpdent Corporation. All rights reserved. Pulpdent is a registered trademark of Pulpdent Corporation.

## 13 – Contact Information

Please direct any questions or concerns to the following contact:

**Zachary Kulsrud**

Director of Marketing

PULPDENT Corporation

80 Oakland Street

Watertown, MA 02472 USA

T: 617-926-6666

[zackulsrud@pulpdent.com](mailto:zackulsrud@pulpdent.com)

For more information, connect with us at [pulpdent.com](http://pulpdent.com)