SPARK™

CLEAR ALIGNER SYSTEM

Brand Guidelines **3.5**

January 2021

THE LOGO

SPARK™

CLEAR ALIGNER SYSTEM

THE SPARK LOGO

The Spark logo was designed to represent our product as the pinnacle of available aligner treatments. The "A", being the first letter, subtly positions Spark as #1. The "A" also stands for "aligner" and establishes balance as it is seated in the center of the logo, driving the eye upward to the top – the peak. No product has a higher quality than Spark.

The tag line, "Clear aligner System" should always accompany the logo, except in instances where space is limited or translation requirements from Regulatory are a concern. In a crowded marketplace, this tag line makes it clear to doctors and patients what our product is.

SPARK™

CLEAR ALIGNER SYSTEM

LOGO CLEARSPACE

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the Spark logo is defined as the height of the letter R.

Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

SPARK™
CLEAR ALIGNER SYSTEM

Spark Logo Stk 4C Sm

Preferred

FULL COLOR LOGO

The preferred Spark logo is Spark Grey with a Spark blue "A".

Available as:

EPS   AI   PNG   JPG

Download Full Color Logo

Alternate logos

In some instances it is not possible to use the preferred logo, such as on a dark background or a photo background, or in 1-color print projects. The alternate logos below have been created for such cases, and should be used **ONLY** when necessary.

Available as:
EPS   AI   PNG   JPG

Download ALL Logos on this page

ALTERNATE
LOGO WITH PMS COLORS

Spark Logo Stk PMS 637 PMS 7544

The Spark logo is also available for materials printed with PMS inks.

Available as:
EPS   AI

Download PMS Logo

ALTERNATE
REVERSE COLOR LOGO

Spark Logo Stk 4C Rev Sm

Alternate reverse logo for use on a dark background that allows the Spark Blue to stand out.

Available as:
EPS   AI   PNG

Download Reverse Color Logo

ALTERNATE
1-COLOR LOGOS

Spark Logo Stk 1C White Sm

Use this knockout white logo on solid color backgrounds.

Spark Logo Stk 1C White Sm

The knockout white logo can also be used over a photographic background if the background is dark enough. A small drop shadow can be added for emphasis if needed.

Spark Logo Stk 1C Blk Sm

One-color black logo, to be used **ONLY** in instances when color is not available.

Available as:
EPS   AI   PNG   JPG

Download 1-Color Logo

ALTERNATE
LOGO WITHOUT GRADIENT

Spark Logo Stk 4C Sm No Grad

Alternate logo without the gradient in the letter A, acceptable **ONLY** in cases where gradients are not possible, such as embroidery.

Available as:
EPS   AI   PNG   JPG

Download Logo w/o Gradient

Spark Logo Stk 4C Rev No Grad

The logo without a gradient is also available in white, Spark Blue, Spark Gray, and Black.

Spark Logo Stk 1C Whit Sm No Grad

Spark Logo Stk 1C Blue Sm No Grad

Spark Provider Badge

PROVIDER LOGO BADGE

A special lock-up has been created for Doctors who are Spark providers to use on their websites or collateral.

Available as:
PNG   JPG

Download Provider Badge

WHAT NOT TO DO

Do not warp or skew the logo.

Do not rotate or flip the logo.

Do not crop. Be sure to provide accurate clearspace as shown on page 7.
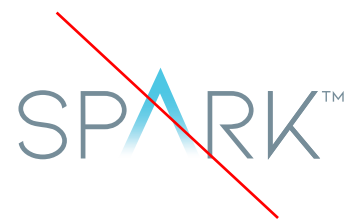
Do not place the logo over complex imagery.

Do not change the color of the logo.

Ensure there is enough contrast between the logo and background.

Do not show the logo without the Clear Aligner System tag line.

Do not use the logo as a part of a sentence.

Do not combine logos.

Doctor Brochure Cover

Spark Packaging

Sharing space with the Ormco logo

The Ormco logo must appear on all Spark doctor-facing marketing materials.

When the Spark and Ormco logos appear in the same piece it is important to provide enough space between them — preserving both their individual identities, and Spark's relationship as a member of the Ormco family of orthodontic solutions.

As you can see in the examples to the left, the Spark logo should be on the top left corner, and the Ormco logo should be smaller, and be placed in the bottom right corner. The Ormco logo can appear in Ormco Blue or white and does not need to include the "Your Practice. Our Priority" tagline.

THE COLOR PALETTE

Primary color
SPARK GREY

PMS 7544
CMYK 35 14 11 34
RGB 118 134 146
HEX 768692

.03

THE COLOR PALETTE

Secondary color
SPARK ORANGE

PMS 165
CMYK 0 56 87 0
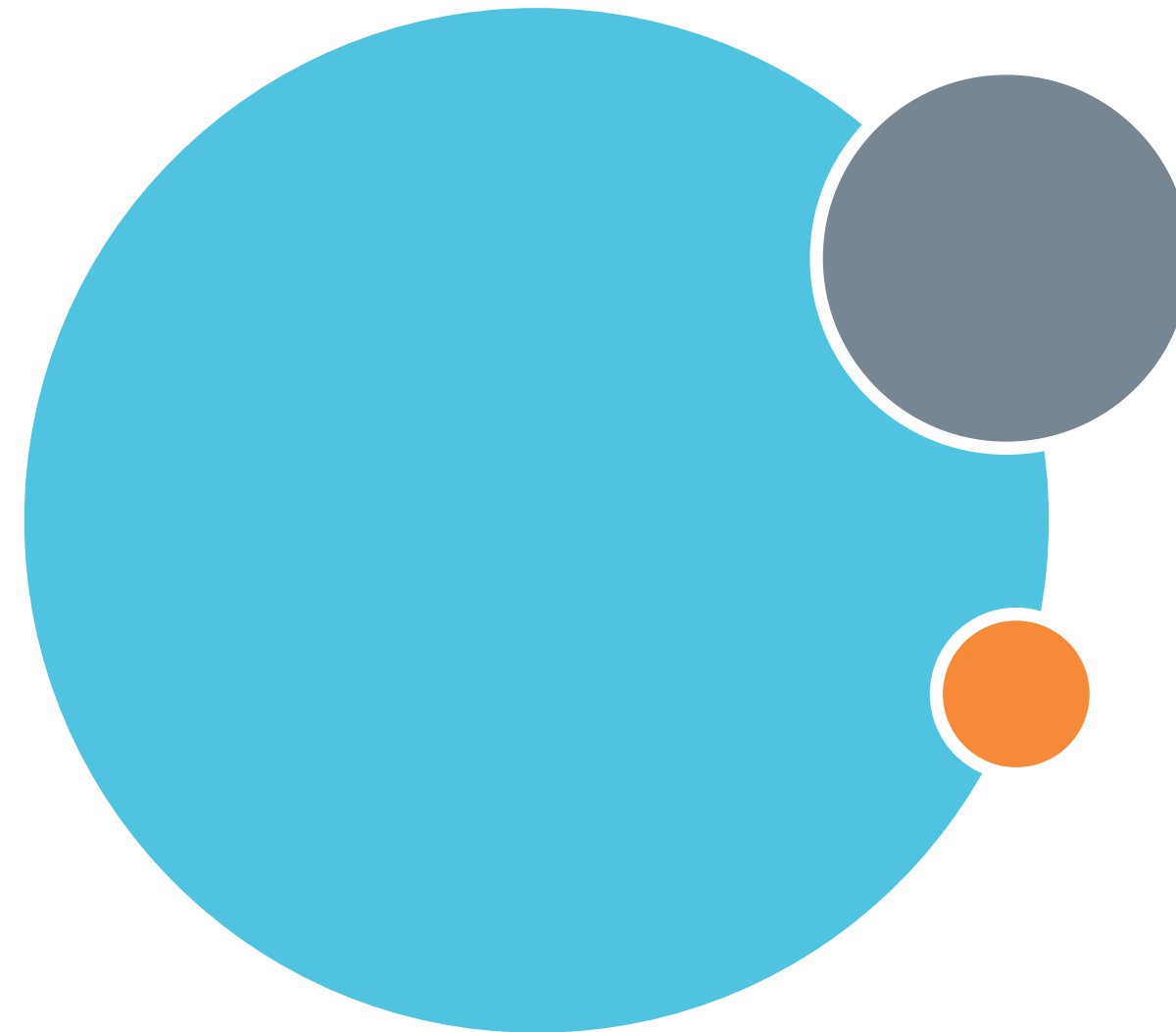RGB 246 137 56
HEX F68937

The primary colors are key
indicators of the Spark brand,
and help audiences identify us
at a glance.

Spark Blue is one of the most
recognizable elements of our brand
and is the dominant color of our
palette while Spark Gray serves as
a neutral and keeps us grounded.

The secondary color, Spark Orange
is, used as an accent color that
adds life and vibrancy.

To maintain visual consistency
across all marketing channels it's
important to use only the colors
outlined here.

For printing, it's best to use spot
colors whenever possible; if you
can't, please consult the four-color
process builds here, as they have
been optimized to match our spot
colors as closely as possible. RGB
and hex values are reserved for
digital/web communications.

Primary color
SPARK BLUE

PMS 637
CMYK 60 0 8 0
RGB 78 195 224
HEX 4EC3E0

IMAGERY

Spark_AfAm A Womn Prdct Kitchn_1984_RT

Spark_AfAm Woman A Kitchen_1989_RT2

Spark_AfAm Woman B Workout_3144_RT2

Spark_AfAm Womn A Brkfst_1439 RT-2

Spark_AfAm Womn A_1754_RT 3

Spark_AfAm Womn B Prdct_3290_RT 2

Spark_Asian Man Laugh_3007_RT_3

Spark_Asian Man Mirror_3570_RT2

Spark_Asian Man Prdct_3033_RT_3

Spark_Asian Man Prodct_2835_RT 3

Spark_Asian Man Prodct_3040_RT 2

Spark_Asian Man Workout_3111_RT_3

Download Lifestyle Images Batch 1

Spark_Caucasian Man Apple_2028_RT2

Spark_Caucasian Man_2180_RT 3

Spark_Caucasian Woman A Flowers_0708_RT2

Spark_Caucasian Womn Beach_0291_RT 3

Spark_Caucasian Womn Selfie_0633-RT3

Spark_Caucasian Womn Beach_0463_RT 2

Spark_Caucasian Womn Beach_0467_RT 2

Spark_Caucasian Womn Beach_0575_RT 2

Spark_Caucasian Womn Prodct_0144_RT 3

Download Lifestyle Images Batch 2

Spark_Couple A LivngRoom_Crop_1849_RT 2

Spark_Couple A Doorstep_0929_RT_3

Spark_Couple B Breakfast_1304_RT 2

Spark_Couple B iPad_crop_1459_RT3

Download Lifestyle Images Batch 3

Spark_MidEast Womn Mirror_3909_RT_3

Spark_MidEast Womn Prodct_2558_RT 2

Spark_MidEast Womn Prodct_2643_RT 2

Spark_MidEast Womn sidewalk_2409_RT 2

Spark_Woman Mirror closeup_4038_RT

Spark_Middle East Woman Mirror_3880_RT3

Spark_Middle East Woman sidewalk_2486_RT2

Spark_MidEast Womn Coffee_2591_RT 2

Spark_Latnx Man Beach_0447_RT_3

Spark_Latnx Man Prdct_0550_RT 2

Spark_Latnx Man Prdct_0552_RT 2

Spark_Latnx Man Prdct_0557_RT 2

Download Lifestyle Images Batch 4

Spark product lifestyle photography conveys how a premium product like ours fits into patient's daily lives.

PRODUCT LIFESTYLE PHOTOGRAPHY

We have created a library of product images that showcases how versatile and convenient the Spark patient soft and hard cases can be. The settings suggest a premium yet attainable product.

Utilizing images like these in a layout allows us to add the warmth of a lifestyle image without having to show a smiling face, which sometimes can pull to much focus from the composition.

Download Product Lifestyle Photos

Spark 2 cases and Kit on blue 862

Spark 2 cases at Lunch 712

Spark 2 cases from Above 121

Spark Hard Case Bathroom 32

Spark Bag and Brochure 751 B

Spark Bag and Kit 751 A

Spark Hard Case at Lunch 717

Spark Soft Case In Hand 822

Spark Hard Case from Above_119

Spark Soft Case Blue Purse 234

Spark Hard Case Open Soft from Above 801

Spark Hard Case on Laptop 328

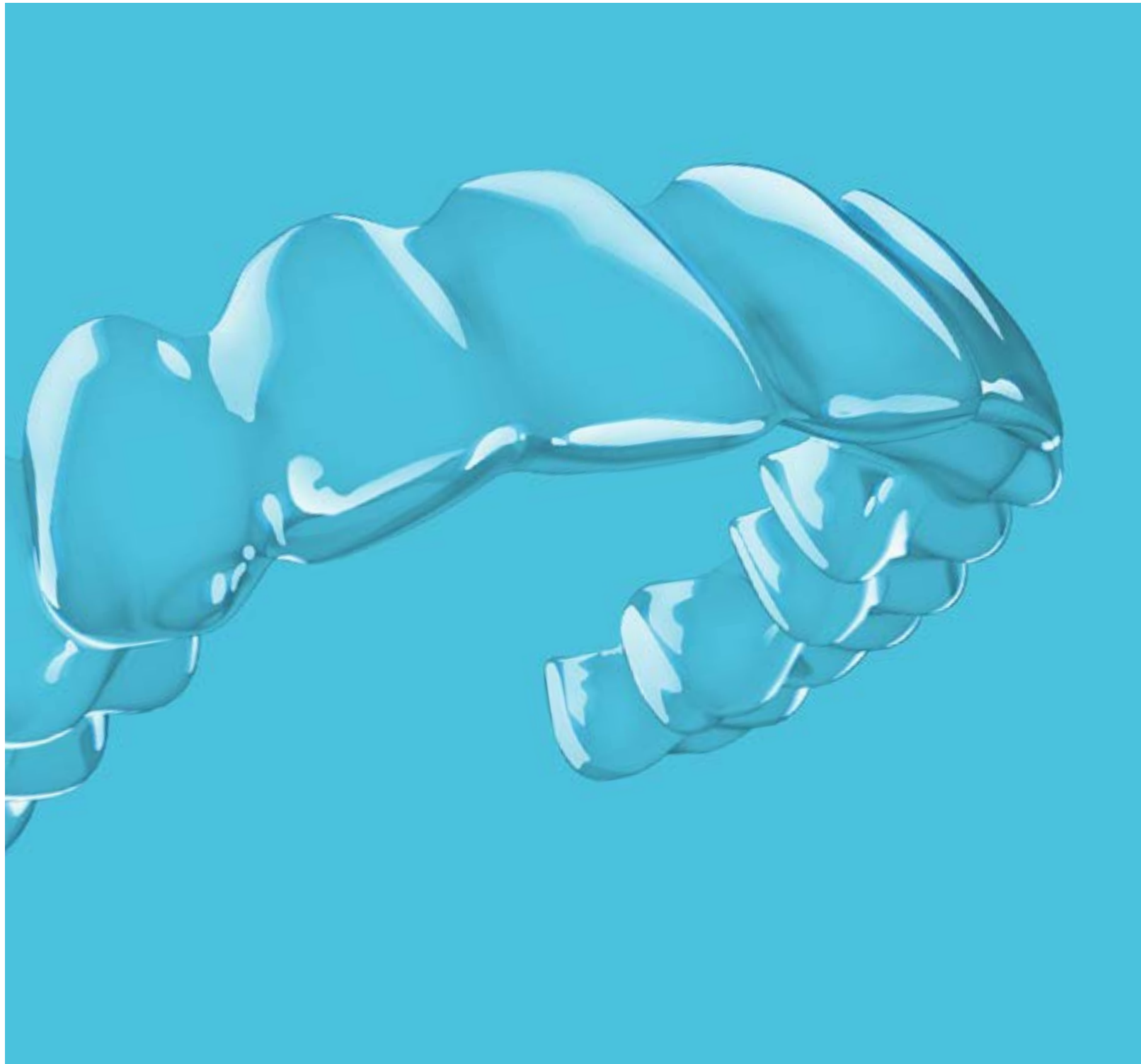Spark Hard Case Nightstand 373

Spark Hard Case Workout 281

AlexClarkPhoto_160-rev2

Spark_HardCase_Vanity_618

Download Product Lifestyle Photos

Spark product imagery conveys that our product is smooth, clear and premium.

PRODUCT IMAGERY

We boldly and proudly display Spark aligners because we have nothing to hide and want people to see and experience the quality for themselves.

The smooth, clear material is inviting and visually speaks to comfort and confidence. It is like Beauty (clear, aesthetic, comfortable) and Beast
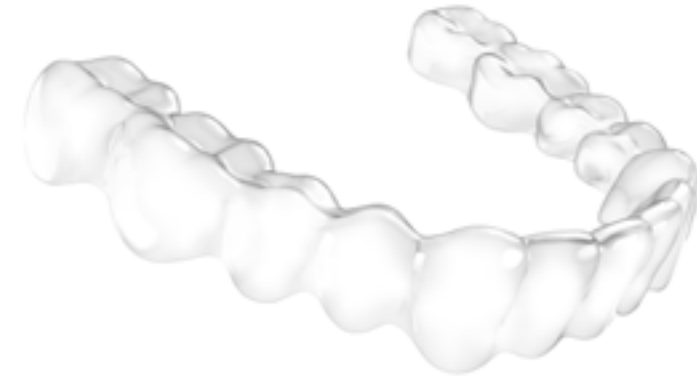
(feature packed, sustained force retention, highly efficacious) wrapped into one.

Simply by showing our aligners, we create a level of "transparency", so to speak, that clearly differentiates us in a competitive market.

Download Product Imagery
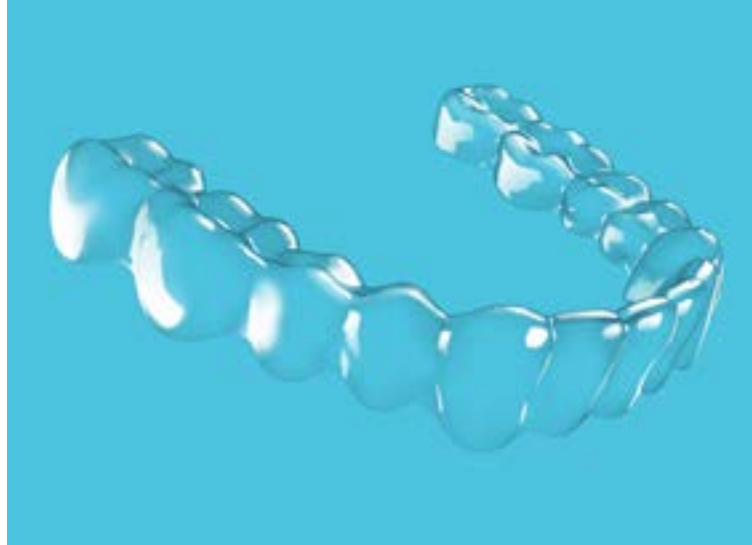
Spark_Lower_Blue

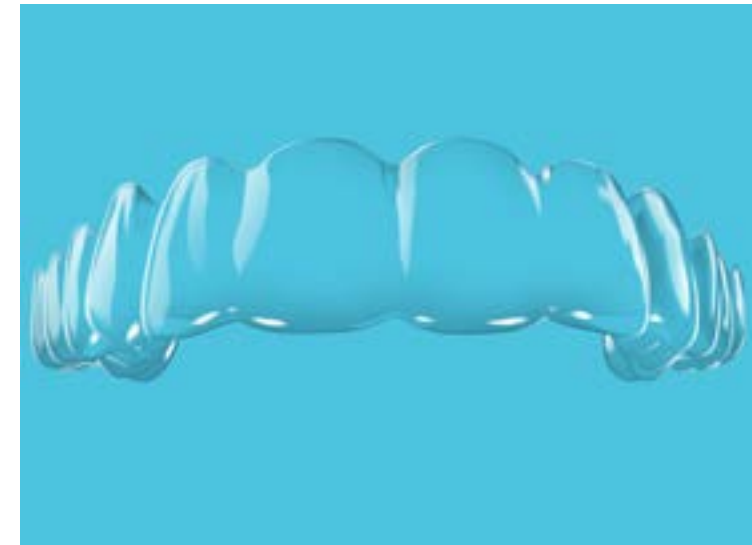Spark_Lower_White

Spark_Upper_ThreeQuarter_Blu

Spark_Upper_ThreeQuarter_Wht

Spark_Upper_Blue

Spark_Upper_White

Spark_Upper_Frontal_Blue

Spark_Upper_Frontal_White

Download Product Imagery Batch 1

Spark_UpperLower_Tabletop_Blue

Spark_UpperLower_Tabletop_Wht

Spark_UppLow_Birdseye_Overlap_Blu

Spark_UppLow_Birdseye_Overlap_Wht

Spark_UppLow_Birdseye_Separate_Blu

Spark_UppLow_Birdseye_Separate_Wht

Spark_Upper_Features_Blu

Posterior Bite Turbos

Spark_Upper_PBTinset_Blu

Download Product Imagery Batch 2

Proper usage of product imagery:

ON WHITE

Product images on a white background should be light gray. It is OK to show it in a lighter opacity to allow for text being placed over it.

ON SPARK BLUE

Product images on a Spark Blue background should have the approved Spark Blue color treatment. It is OK to show it in a lighter opacity to allow for text being placed over it.

SPANNING BLUE AND WHITE

When product images cross over from white background to Spark Blue blackground, the clear version of the product images should be used. Do not place text over the product image when it spans a blue and white background.
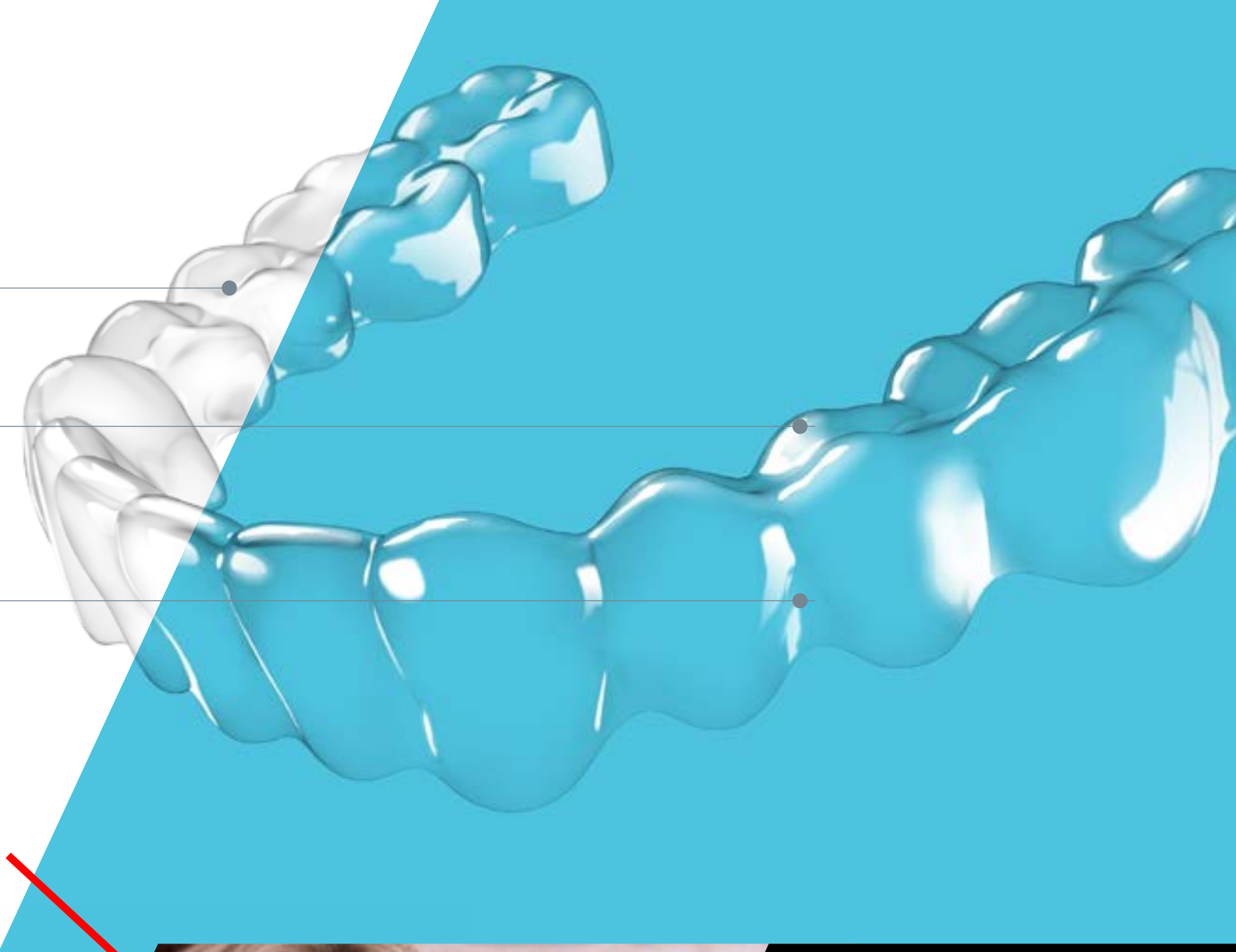
Improper usage of product imagery:

OVER OTHER IMAGES

Do not use product imagery over other images as this detracts from the clean, clear aesthetic.

OVER OTHER COLORS

Do not use product imagery over any color other than Spark Blue or white, as this compromises brand consistency.

Spark packaging imagery communicates that our brand is a premium brand

PACKAGING IMAGERY

The new premium Spark packaging is meant to convey that our product is of superb quality. With Spark, Doctors and patients will have a premium experience not only with the product and the process itself, but from the moment they receive their own personal treatment kits.

The premium look is achieved with luxurious soft-touch surface treatments, lasting construction, and glossy details. The preferred way to portray this is with the artist-created 3D renders on the following page.

If the renderings do not fit the needs of your communication, packaging photography is also available.

PREFERRED: 3D Renders of Packaging

Spark 3D Render Dr Box

Spark 3D Render Two Cases

Spark 3D Render Boxes and Cases

Download All Packaging 3D Renders

ALTERNATES: Packaging Photography

Spark PkgPhotos Alt Typodont 31052

Spark Photos Dr Box open 31183

Spark PkgPhotos Patient and Dr Box 31133

Spark PkgPhotos TC Kit 31205

Spark PkgPhotos Two Cases 31172

Download All Packaging Photography

.07

VIDEO

Brand Overview video

Download Video

Patient Site video

Download Video

Release 10 Video

Download Video

TruGEN and TruGEN XR video

Download Video

Approver Software Video

Download Video

ICONOGRAPHY

SPARK ICON SETS

Icons play a supporting role in Spark messaging. The icon's primary role is to guide a visitor or a reader through the content. Do not tamper with the vector files of the icons. They have been designed to have equal stroke weights and be of equal proportions to one another.

If additional icons are to be created, keep in mind the following:

• The size of the icon must be made equal to existing icons (compare to a similar vertical or horizontal icon in our library)

• The icon's stroke must be of equal weight to the existing icons

• Design balanced icon imagery that is simple to understand and relevant to content

Download Icon Sets

Patient Benefits & Product Feature Icons

More Clear	Quick & Efficient	BPA Free	Brighter Smiles	Tooth Movement	Stains Less	Oral Health	More Comfortable	Find a Provider

Doctor Confidence Icons

High Performance Material	Advanced, Intuitive 3D Software	Strong Dental Heritage

Patient Journey Icons
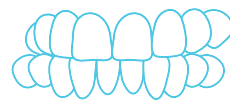
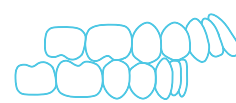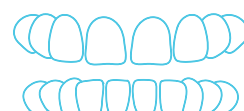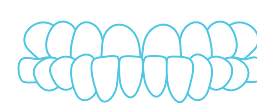| 3-D Scan	Aligners	Sparkles

Case Type Icons
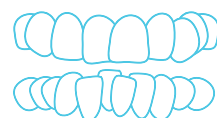
Crowding	Cross-bite	Open Bite	Overbite/Overjet	Spacing	Underbite	Overbite/Deep Bite