



BRAND GUIDELINES

Smiles for Everyone!

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IT ALL STARTS WITH A SMILE.

Smile Brands has built a rewarding culture around Smiles for Everyone®. The simple idea that every interaction is an opportunity to create happiness.

The result is happier doctors, happier team members, and happier patients.

Employees repeatedly vote Smile Brands as one of the nation's best places to work. Patients recommend their experiences to family and friends. Partner doctors rave about the support and peace of mind they receive from a Smile Brands transition.

When everyone wins, everyone smiles.

BRAND GUIDELINES

Our brand starts and ends with each employee. For our brand to be meaningful and memorable, it must be consistently presented whenever and wherever it is displayed. Each new use of our brand in print or online should build on earlier uses. A strong brand is critical for recruiting and retaining top talent and growing our national footprint through practice acquisition. The greater awareness we create for the Smile Brands name and what it stands for, the more open our audiences will be to our messaging. A strong brand allows us to focus more on recruiting and acquisition and less on explaining who we are.

CORPORATE VS. CONSUMER BRANDS

Going forward, we will operate under the single corporate brand of Smile Brands supporting a growing number of consumer brands that patients know and trust.

The guidelines in this document relate to Smile Brands communications. All patient-facing employees working in Smile Brands affiliated practices will continue to use the practice name in their communications (email, text, phone, etc.). All business support resources including Field and Clinical Management should list Smile Brands as their employer because these roles provide support across the entire consumer brand portfolio.

For example, an office manager in Midwest Dental Victoria would communicate to patients as Midwest Dental. The supervisor of that office manager, a regional director, would communicate as Smile Brands.

BRAND HIERARCHY

Smile Brands supports over 75 regional and local brands. The regional and local brand names matter the most to our patients. As we grow, it is increasingly important for us to also promote the Smile Brands name and what we stand for. Creating industry name recognition will help us recruit, acquire and retain top talent.



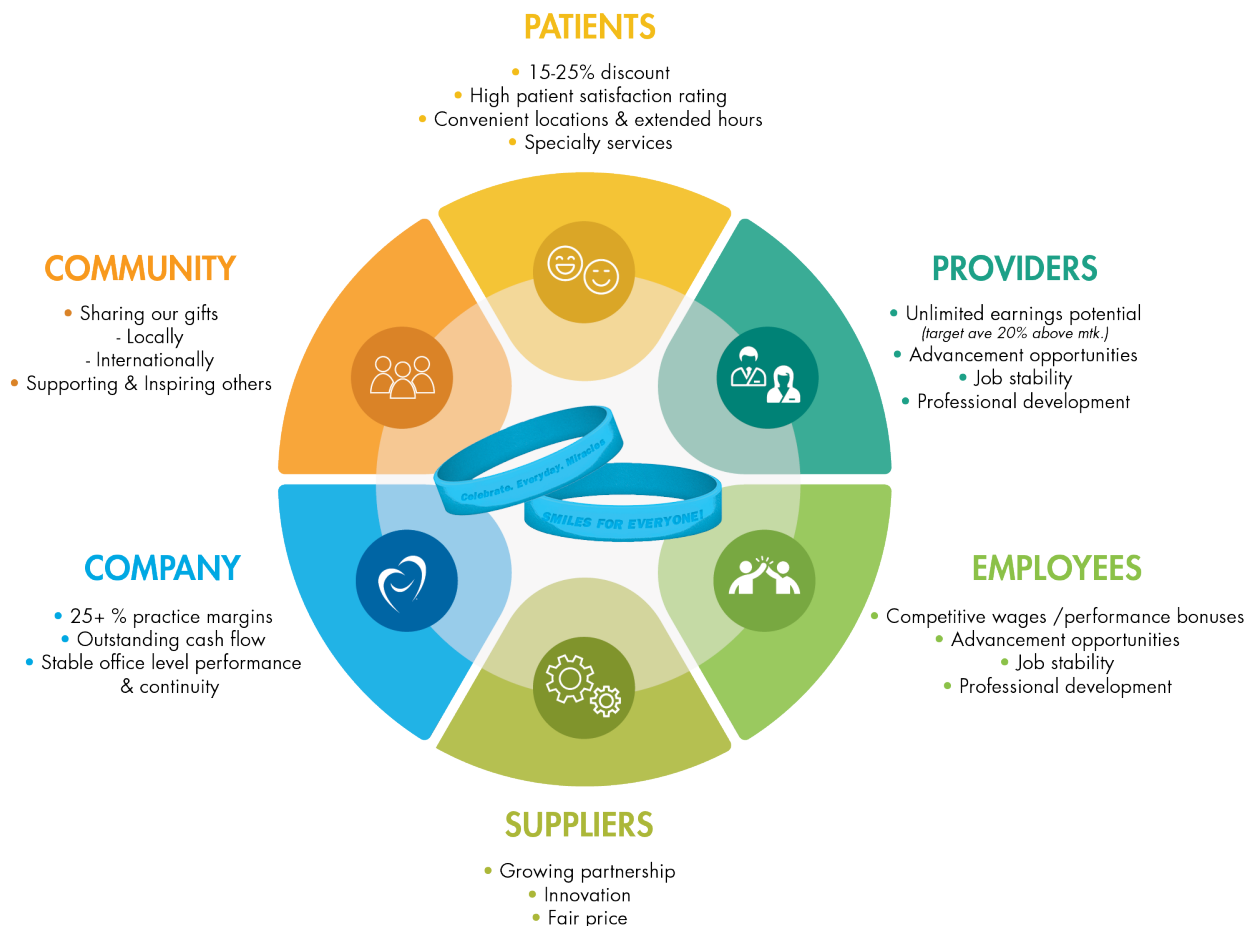
MISSION

Smiles for Everyone®!

Smiles for Everyone. Three simple words with the power to change lives. Three words that so perfectly define our purpose. Based on our first mental model the Virtuous Circle, Smiles for Everyone is what guides us to make every interaction a win-win scenario.

In the brief opportunities we have to make an impression with our audiences, we want to be clear that Smile Brands stands for Smiles for Everyone.

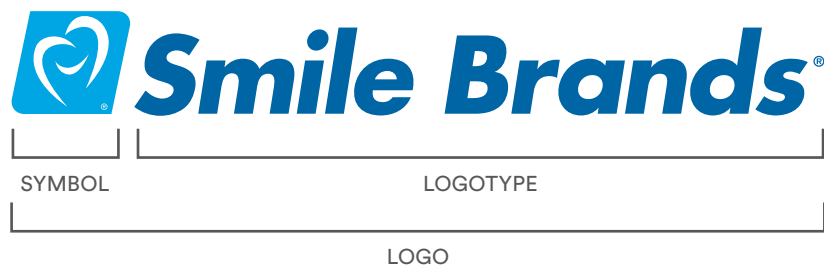
While we have several other important mental models that guide our interactions at Smile Brands, those are largely internal. Smiles for Everyone is for all. The more we associate Smiles for Everyone with Smile Brands, the stronger our brand becomes.



LOGO

Our logo is the most visible element of our identity. It is a universal symbol spanning all of our communications. It's a guarantee and mark of quality that unites our brands, services, and people. It communicates trust to our audiences. We use the same version in print, digital, and on all of our signage. It's simple and easy to understand. There are no drop shadows, no glossy reflections, and no flashy graphic effects. Our logo is a bold, simple, graphic statement. It signifies a touchpoint and a connection. It's a visual representation of the work and dedication that exemplifies each of us.

Our logo is made up of two elements: the tooth symbol and the words Smile Brands. The tooth symbol inside the rectangle is an important element of our logo. It does not stand alone. Do not use the tooth symbol by itself unless it is part of an approved graphic provided to you. The examples shown here illustrate how to use our logo in the correct way. Please note, our logo reads Smile Brands and not Smile Brands Inc. We are not using Smile Brands Inc. moving forward.



THREE DIFFERENT ORIENTATIONS:

HORIZONTAL



VERTICAL
STACKED RIGHT OF TOOTH



VERTICAL
STACKED BELOW TOOTH



BLACK AND WHITE VERSIONS:

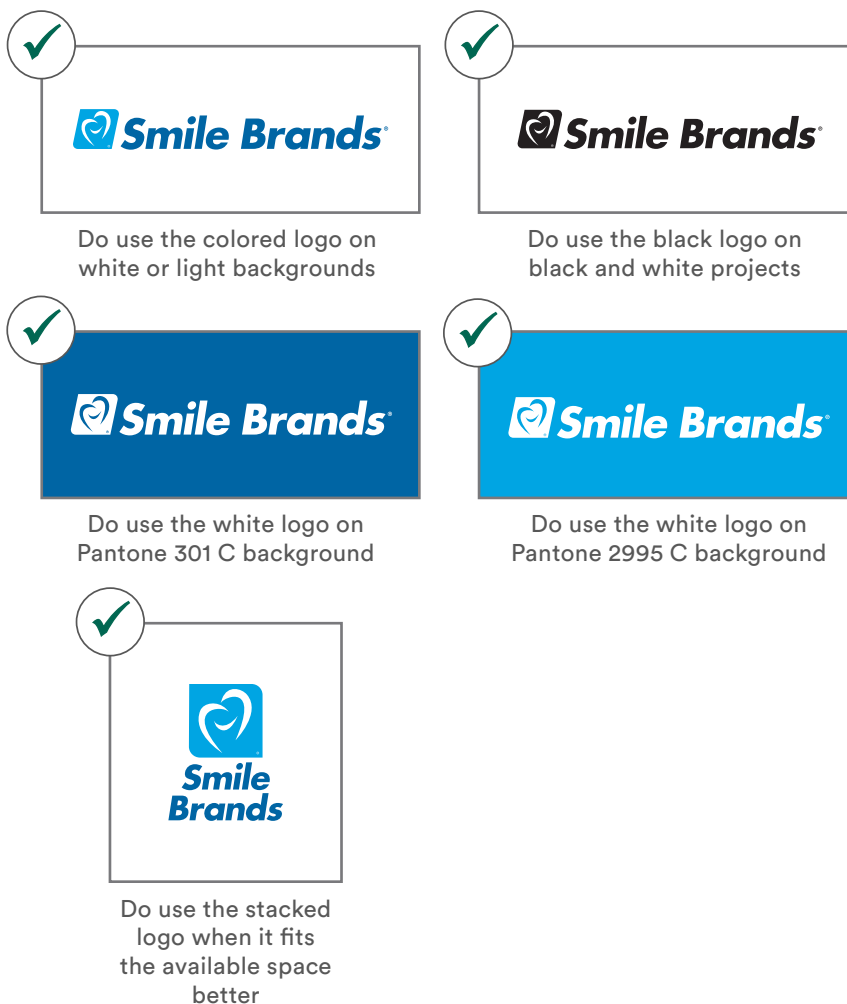


LOGO - CORRECT USAGE

To maintain the integrity of our logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate how to use our logo in the correct way.

PROTECTING OUR REGISTERED TRADEMARK: USE IT OR LOSE IT

The name Smile Brands, as well as most of the sub-brands, are registered trademarks. The names and logos includes an ®. It is important that we protect our brand names. The best way to protect a registered trademark is through consistent use. Trademarks are literally protected by use. The more use, the better. This is important because if another company ever tries to claim one of our names, our practice of including the ® whenever possible will help protect our ownership of the name. Protecting our name will also allow us to continue growing each brand.



LOGO - INCORRECT USAGE

The examples shown here illustrate possible misuses of our logo that should be avoided. If you come across one of these examples, please let marketing know so that a replacement logo can be provided.

A NOTE ABOUT LOGO RESIZING

Always resize the logo by grabbing from a corner to insure the aspect ratio does not change. Never resize a small logo into a large logo. Only resize down. We have large logos available that can be resized down to fit whatever application you need.

THE SYMBOL

The tooth symbol inside the rectangle should never be used by itself except in rare cases as determined by leadership. Do not use the tooth symbol by itself unless it is part of an approved graphic provided to you.



DON'T distort (stretch or squish) the logo



DON'T use the black logo on a color background



DON'T use the white logo on a light background



DON'T place the logo on a non-brand color background



DON'T tilt the logo



DON'T use the tooth in rectangle symbol by itself



DON'T put the logo over an image



DON'T change the size or location of the symbol and logotype



DON'T put an outline around the logo



DON'T use the Smile Brands Inc. logo

COLORS

Our brand is made up of five colors, including two versions of blue that are synonymous with our brand look and feel. Three secondary colors offer versatility, support the primary color palette and reflect the integration of Midwest Dental into the Smile Brands family. Please make sure to only use approved colors. Consistency helps to build our brand. Inconsistency is akin to starting over each time we are seen in public. Through proper use, we all contribute to the success and recognition of our brand.

Body copy should use the dark gray #575757 color instead of black.

PANTONE 301 C	C:100 M:45 Y:0 K:18	R:0 G:101 B:164	#0065A4
PANTONE 2995 C	C:90 M:11 Y:0 K:0	R:0 G:164 B:228	#00A4E4
Secondary Color	C:63 M:55 Y:55 K:30	R:87 G:87 B:87	#575757
Secondary Color	C:5 M:42 Y:78 K:0	R: 236 G:160 B:80	#ECA050
Secondary Color	C:68 M:29 Y:59 K:7	R:90 G:140 B:118	#5A8C76

INTERNAL TYPEFACE

Circular Std is used for the our internal print.

Circular is a geometric sans-serif typeface created by Swiss designer Laurenz Brunner in 2013.

Calibri is a similar standard font and may be substituted.

Circular Std (book)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

WEIGHTS:

book

book italic

medium

medium italic

bold

bold italic

black

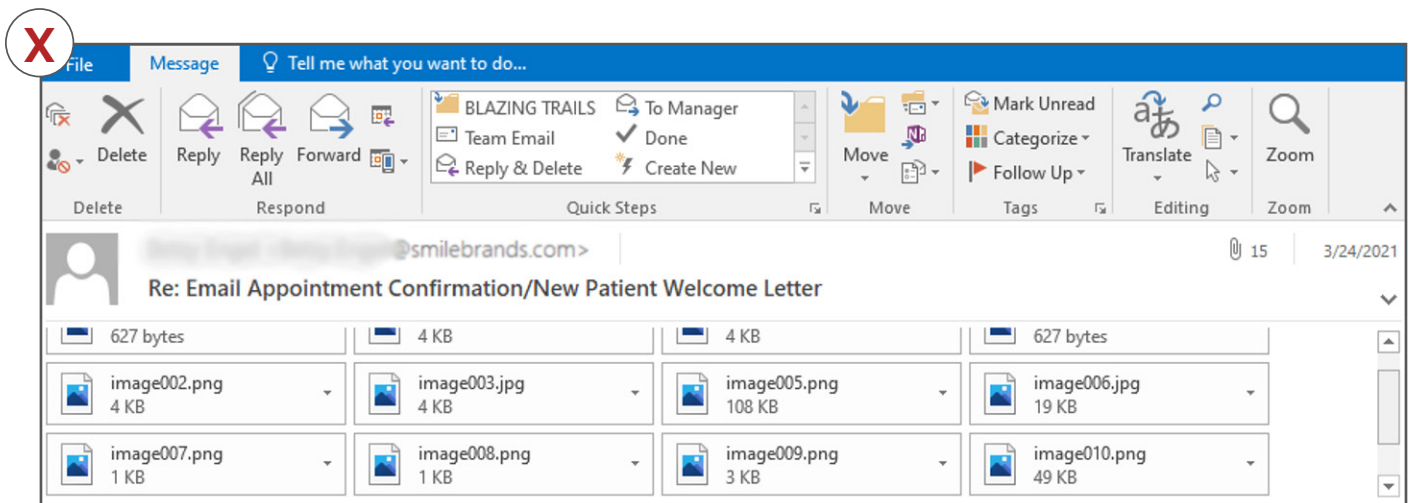
black italic

USED MOST OFTEN IN:

Word docs

EMAIL SIGNATURE

Our email signature simplifies how we display our contact information. Please always use the correct signature. Only include the mental model Smiles for Everyone in your signature. It must stand alone in order to build mindshare with our audiences. Do not change the fonts or colors from the template. Do not add additional text, graphics, or photos. Graphics and photos often don't display correctly when you send emails and instead get added as attachments. When added as attachments, not only is the original intended message lost, the extra attachments cause confusion and make your intended attachments harder to find (see image below). The attachments may also trigger spam filters, blocking your email from its recipient.



INSTRUCTIONS

From Outlook on desktop, open a new blank email and click on Signature on the task bar, then choose Signatures from the dropdown. Edit your signature by pasting the signature template into the box and updating it with your own contact information. Click ok and exit out of your email draft. This should enable the updated signature for all new messages. If not, go back into a new email, click Signature, and confirm that you have applied a signature to new messages in your default settings in the top right corner.

Jane Smith

Marketing Manager

Smile Brands

Smiles for Everyone®!

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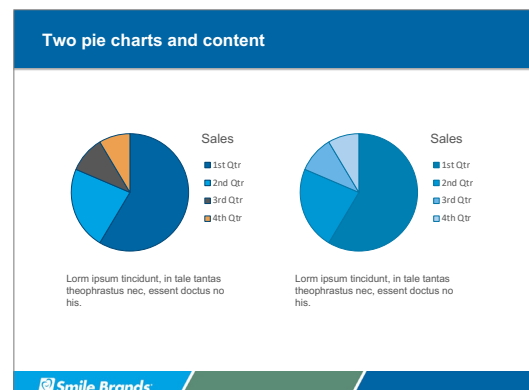
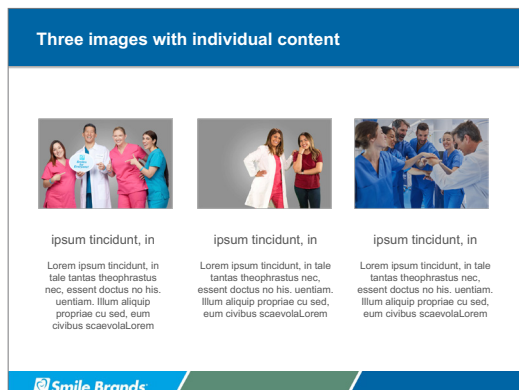
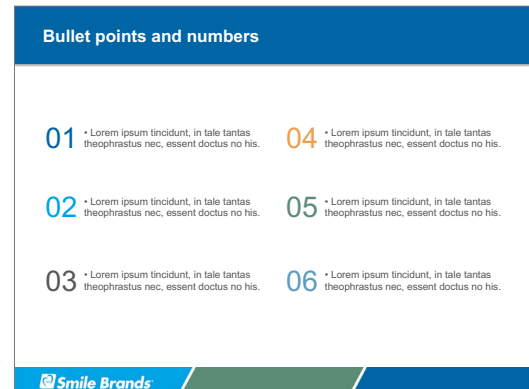
BOILERPLATE

About Smile Brands

Smile Brands Inc., based in Irvine California, is one of the largest providers of dental support services in the United States. The company supports over 700 affiliated practices, with more than 8200 Team members across 30 states. Smile Brands supports a portfolio of over 75 brands including well-known regional brands; Bright Now! Dental, Castle Dental, Merit Dental, Midwest Dental, Monarch Dental and Mondovi Dental. The company provides comprehensive business services through exclusive long-term agreements with affiliate dental groups allowing affiliated practices to spend more time caring for patients and less time on the administrative, marketing, and financial aspects of operating a dental office. The organization receives frequent recognition for its award-winning culture and has been on Glassdoor's Best Places to Work for three straight years. Smile Brands is a portfolio company of Gryphon Investors, a leading middle-market private equity firm based in San Francisco, CA. Visit smilebrands.com for more information.

POWERPOINT

We have a new PowerPoint template. The template is pre-populated with the correct fonts and colors. Simply copy pages to create new pages that maintain the same look and feel. We have also included a number of ready-to-use page designs and cover options. Please only use the official version of our template. Migrate away from all previous company templates. Our new template is designed to be lightweight and airy, allowing you and your audience to focus on the content of your presentation.



BUSINESS CARDS



Smile Brands corporate employees will use the Smile Brands business cards. Employees who work in a dental office will use their local dental brand on their business cards.

SOCIAL MEDIA

Social media is an important part of our branding. Here are some easy ways you can support a strong and consistent social media presence:

1. Follow Smile Brands on LinkedIn, Instagram, and Facebook.
2. Like our posts or tag us in yours!
3. Leave reviews on Glassdoor and Comparably
4. Update your LinkedIn profile to show you are part of Smile Brands. Here's how:

Log in to LinkedIn and open your profile page.

Scroll down to the Experience section, and click on the pencil icon in the top right corner.

In the Company Name field for your current position, start typing Smile Brands. LinkedIn will search for matching companies automatically and present a pick list. Choose Smile Brands Inc with the blue and white logo. You can still mention Midwest Dental in the description if needed. Make sure to update your headline as well, if it mentions the company name (this is a free-type field so you can just update it manually.)

APPROVED BRAND MATERIALS

All collateral shared externally is created by marketing. Please do not create and distribute your own marketing materials. It is important that our brand look, feel, messaging and voice are consistent in every piece we create and share.

APPROVAL PROCESS FOR BRANDED MATERIAL

Please reach out to marketingrequests@smilebrands.com for all collateral requests.

BRAND ASSETS

Visit smilebrands.com/brand for help updating your email signature, downloading brand logos, and reviewing brand guidelines.