

ADEA CHAPTERS FOR STUDENTS, RESIDENTS AND FELLOWS:

# BRAND STANDARDS AND LOGO USE GUIDE

2020-21

**ADEA**CHAPTER | THE VOICE OF  
FOR STUDENTS, RESIDENTS AND FELLOWS DENTAL EDUCATION



# USING THIS GUIDE

*The ADEA Chapters for Students, Residents and Fellows: Brand Standards and Logo Use Guide* serves as a tool for use by American Dental Education Association staff, ADEA Council of Students, Residents and Fellows members and ADEA Chapters for Students, Residents and Fellows (ADEA Chapters) to support and maintain the ADEA and the ADEA Chapter brand in a professional and memorable fashion.

The standards in this document are intended to ensure consistent, approved use of such key brand components as:

- Who We Are
- ADEA Chapter Logo and Tagline Guidelines
  - Overview: Requirements and Components
  - Logo Color Palette
  - Logo Sizing
  - Co-branding
- Recommended Fonts
- ADEA Chapter Logo Use Examples

Approval of any variations to the standards within this guide must be obtained from ADEA. If you have questions about the ADEA brand, or implementing the ADEA Chapter Logo appropriately and successfully, please contact ADEA's Senior Director of Marketing and Branding at **DCM@adea.org**.

# WHO WE ARE

## About ADEA

The American Dental Education Association (ADEA) is The Voice of Dental Education. Our mission is to lead institutions and individuals in the dental education community to address contemporary issues influencing education, research and the delivery of oral health care for the overall health and safety of the public. Our members include all 78 U.S. and Canadian dental schools, more than 1,000 allied and advanced dental education programs, 60 corporations and more than 20,000 individuals.

Our activities encompass a wide range of research, advocacy, faculty development, meetings and communications, including the esteemed Journal of Dental Education®, as well as the dental school application services ADEA AADSAS®, ADEA PASS®, ADEA DHCAS® and ADEA CAAPID®. For more information, visit [adea.org](http://adea.org).

## ADEA Mission Statement

The mission of ADEA is to lead institutions and individuals in the dental education community to address contemporary issues influencing education, research and the delivery of oral health care for the overall health and safety of the public.

## ADEA Chapters for Students, Residents and Fellows

ADEA encourages our student members to support and promote ADEA's mission at their local institutions through ADEA Chapters for Students, Residents and Fellows (ADEA Chapters).

ADEA Chapters:

- Promote knowledge of and interest in academic careers.
- Advance ADEA's mission, strategic directions, key priorities and initiatives.
- Promote membership in ADEA.
- Prepare students, residents and fellows for local and national leadership positions.

## Tagline: The Voice of Dental Education

As a vital part of the overall ADEA brand, the ADEA tagline—The Voice of Dental Education—is often used in written communications and always included as part of the both the main ADEA Logo and the ADEA Chapter Logo to immediately and succinctly position the Association and set expectations among external and internal audiences. This tagline helps support ADEA's long-term objectives while reinforcing the notion of organizational solidarity and strength.

# ADEA CHAPTER LOGO AND TAGLINE GUIDELINES

## ADEA Chapter Logo Use Overview: Requirements and Components

In an effort to promote consistency and awareness, the ADEA Chapter for Students, Residents and Fellows mark with The Voice of Dental Education tagline (ADEA Chapter Logo) unit shown here is the only ADEA Chapter Logo to be used across all ADEA Chapters for Students, Residents and Fellows.

The ADEA Chapter Logo can be scaled in size according to need, but should not be altered in any other way. No other logo or title (including name of institution, program, activity, etc.), should be positioned too close to the ADEA Chapter Logo as to appear “locked up” with the logo mark and/or tagline unit.

When possible, where the ADEA Chapter Logo is used, the full name of the organization (American Dental Education Association) should be referenced within close proximity to the logo (for example, within text on a webpage or document); however, the name of the Association should not appear spelled out within/attached to the ADEA Chapter Logo itself.



## Tagline

The two logo elements—the ADEA Chapter for Students, Residents and Fellows mark and the tagline (The Voice of Dental Education)—should always appear as one unit across all print, electronic and other formats where the logo is applied. Rare exceptions where the tagline is removed from the ADEA Chapter Logo may apply (for example, on a small promotional item where space does not allow space for the tagline). Requests to remove The Voice of Dental Education tagline from the logo must be sent in writing to [DCM@adea.org](mailto:DCM@adea.org). ADEA will provide an updated file for one-time use if the request is approved.

## Fonts

The ADEA Chapter Logo uses different weights of a single typeface—Avenir—in both the mark and the accompanying tagline text. The ADEA Chapter Logo mark or tagline within should not be reconstructed or built using typed letters. Only the original ADEA Chapter Logo source files as provided by ADEA may be used. **Email [DCM@adea.org](mailto:DCM@adea.org) if you have any questions or need additional file formats.**



# LOGO COLOR PALETTE

Whether used in print or electronic formats, the ADEA Chapter Logo may only appear in three standard colors:

POSITIVE/GRAYSCALE



KNOCKOUT/WHITE

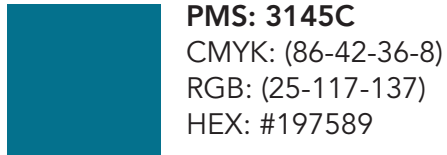


COLOR

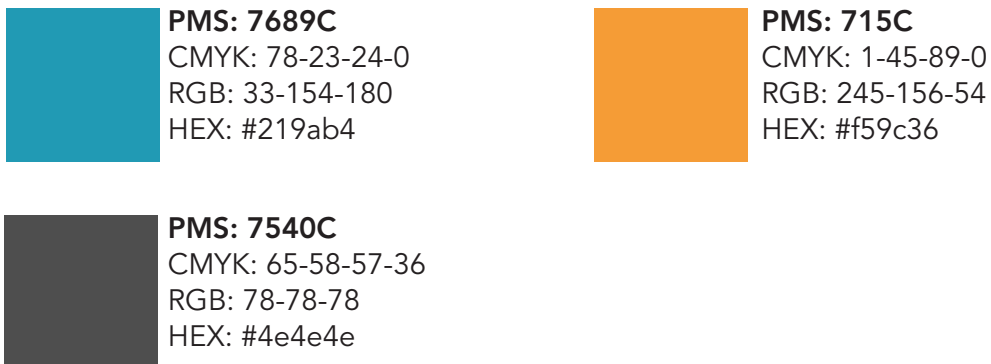


# LOGO COLOR PALETTE

## Primary Color Palette (required for logo):



## Supporting Color Palette (recommended for surrounding design elements):



# LOGO SIZING

The ADEA Chapter Logo can be used at a variety of sizes. There is, however, a minimum size at which the logo should be used.

The ADEA Chapter Logo mark and lock-up should not be reproduced at sizes smaller than 0.165" high.

The logo elements—the ADEA Chapter for Students, Residents and Fellows mark and the tagline text—are designed to scale large or small together, without the need to adjust the sizing on either element.



Minimum Height:  
.165"



# CO-BRANDING

The ADEA Chapter Logo is one part (although a very important part) of overall identity for ADEA and the ADEA Chapters. As the ADEA Chapter Logo is implemented, there will be cases when co-branding, or “sharing the ADEA Chapter brand,” is appropriate; for example, the need to display the logo of a longstanding event or partner organization alongside the ADEA Chapter logo. The following guidelines should help to navigate co-branding scenarios.

- The ADEA Chapter Logo can only be scaled in size according to need, and should not be altered in any other way.
- Other logos, entities or titles should never be positioned too close to the ADEA Chapter Logo as to appear “locked up” with the ADEA Chapter Logo/tagline unit.
- Do not intentionally attach (“lock up”) the ADEA Chapter Logo to the name or logo of institutions, organizations, units, programs, events, projects, etc.
- The graphic identity for an event or program may surround the ADEA Chapter Logo, provided that ADEA Chapter brand integrity is maintained and the logo remains intact.
- The ADEA Chapter Logo should be sized appropriately within context to ensure maximum visual impact on the webpage, image, flier, signage or document.
- Where the ADEA Chapter is the organizing force and sponsors or partners are in a supporting role, is recommended that the ADEA Chapter Logo appear in prominent position (top left or center, or bottom right), with sponsor or supporting entity logos appearing at 80 to 90% of the size of the ADEA Chapter Logo.

Requests for ADEA Chapter Logo files, resizing and general usage questions or approvals can be sent to [DCM@adea.org](mailto:DCM@adea.org).

# RECOMMENDED FONTS

Use any of the following fonts within your ADEA Chapter communications and promotional materials when possible to help promote stronger brand identity.

## Avenir

### AVENIR LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog

### AVENIR LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*The quick brown fox jumps over the lazy dog*

### AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog

### AVENIR ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog

### AVENIR BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*The quick brown fox jumps over the lazy dog*

### AVENIR OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*The quick brown fox jumps over the lazy dog*

### AVENIR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog

### AVENIR MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*The quick brown fox jumps over the lazy dog*

### AVENIR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog

### AVENIR HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*The quick brown fox jumps over the lazy dog*

### AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog

### AVENIR BLACK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*The quick brown fox jumps over the lazy dog*



# RECOMMENDED FONTS

## Arial (use when Avenir is not available)

### ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog

### ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**The quick brown fox jumps over the lazy dog**

### ARIAL ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

*The quick brown fox jumps over the lazy dog*

### ARIAL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

***The quick brown fox jumps over the lazy dog***

## Georgia

### GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog

### GEORGIA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**The quick brown fox jumps over the lazy dog**

### GEORGIA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

*The quick brown fox jumps over the lazy dog*

### GEORGIA BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

***The quick brown fox jumps over the lazy dog***

# ADEA CHAPTER LOGO USE EXAMPLES

## Correct Logo Use

These examples show correct placement of the ADEA Chapter Logo in a variety of uses.



# ADEA CHAPTER LOGO USE EXAMPLES

## Incorrect Logo Use

Below you will see a sampling of unacceptable ADEA Chapter Logo uses. To maintain consistency and build unified awareness of the ADEA Chapters for Students, Residents and Fellows brand, please adhere to the standards defined in this guide.

**Important:** Please do not print over any element or manipulate the ADEA Chapter Logo in any way. Nothing should ever be positioned too close to the ADEA Chapter Logo as to appear “locked up” with the ADEA Chapter Logo mark and/or tagline unit. The ADEA Chapter Logo can be scaled in size according to need, but should not be altered in any other way.



EXISTING LOGO LOCK-UP  
SHOULD NEVER BE ALTERED



LOGO SHOULD NEVER BE ROTATED



LOGO SHOULD NEVER BE RECOLORED



THE VOICE OF DENTAL EDUCATION  
SHOULD NOT BE REMOVED