



Brand Guidelines

Logo: *Approved Variations*

The American Student Dental Association (ASDA) logo is available in three variations:

Primary logo:

- Blue

Secondary logos:

- White
- Black

PRIMARY



SECONDARY



Logo: *Usage*

You may use the logo on a variety of backgrounds that don't impair its legibility or impact. The goal is to ensure visual prominence of the logo. If using over an image or color, always make sure there is enough contrast for readability.

The primary blue logo should be used whenever possible and is the truest form of the brand.

The secondary white logo should be used over dark-colored backgrounds that aren't overly busy. The secondary black logo should be used when color is not accepted.

Never alter the logo. Only use approved, supplied logo versions (see previous page).

Never place a logo over an exceptionally busy or low-contrast photograph or illustration. The logo should always be clearly readable and should *complement* the artwork, not compete with it.

DO NOT stretch



DO NOT squish



DO NOT change colors



DO NOT change colors



DO NOT change font, case or stack



DO NOT place over images with low contrast



DO NOT place over images with low contrast



DO NOT place over busy images



Color Palette

The main brand colors are bold and fresh, and follow a mostly cool palette. These cool colors create a sense of stability, inclusivity and electricity.

The primary navy blue swatch is ASDA's core brand color and should be used most frequently. The secondary palette is designed to support the primary color and bring energy to the brand.

White and variations of cool grey are a clean accent.

In certain cases additional warm and cool colors can be used to support and contrast the main brand colors. These additional colors should be used thoughtfully.

PRIMARY



C: **100** R: **0**
M: **57** G: **70**
Y: **0** B: **127**
K: **38**

Hex: **00467e**

SECONDARY



C: **88** R: **0**
M: **46** G: **121**
Y: **5** B: **184**
K: **0**

Hex: **0079b7**



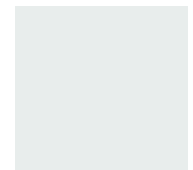
C: **37** R: **172**
M: **5** G: **200**
Y: **87** B: **80**
K: **0**

Hex: **acc750**



C: **96** R: **15**
M: **75** G: **51**
Y: **47** B: **74**
K: **43**

Hex: **0f3249**



C: **3** R: **230**
M: **0** G: **236**
Y: **2** B: **235**
K: **5**

Hex: **e6eceb**

Fonts: *Primary*

Our primary serif font is Harrison Serif Pro. Light, Regular, Bold and Black (along with italicized cuts for each) are the most widely-used cuts and can be used as necessary to support the copy. Harrison Serif Pro Light or Black is typically used for headlines. Harrison Serif Pro Regular is typically used for main body copy. Harrison Serif Pro Light Italic is typically used for pull quotes.

Sentence case is preferred.

The font family also comes with Hair, Thin, Extra Light, Medium, and Ultra (with italicized cuts for each). These can be used when needed, but Light, Regular, Bold and Black cuts are used most often.

Always ensure that typography contains clear and direct hierarchy.

Harrison Serif Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Harrison Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Harrison Serif Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Harrison Serif Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Harrison Serif Pro Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Harrison Serif Pro Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Harrison Serif Pro Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Harrison Serif Pro Black Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Fonts: *Primary*

Our primary sans serif font is Polaris. Light, Book, Medium, Bold and Heavy (along with italicized cuts for each) are typically used for subheadlines, sidebars, secondary body copy or callouts.

Sentence case is preferred for subheadlines and body copy. Use all caps for tertiary headlines, callouts, or when additional emphasis is needed. If using all caps, use Heavy or Bold cut and kern out.

Always ensure that typography contains clear and direct hierarchy.

Polaris Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Polaris Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fonts: *Secondary*

If Harrison Serif Pro is not available, our secondary serif font, Merriweather, can be used. Merriweather can be downloaded for free at <https://fonts.google.com/specimen/Merriweather>. Light, Regular, Bold and Black (along with italicized cuts for each) can be used as necessary to support the copy. Merriweather Light or Black is typically used for headlines. Merriweather Regular is typically used for main body copy. Merriweather Light Italic is typically used for pull quotes.

Sentence case is preferred.

Always ensure that typography contains clear and direct hierarchy.

Merriweather Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Merriweather Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Merriweather Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Merriweather Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Merriweather Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Merriweather Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Merriweather Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Merriweather Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fonts: *Secondary*

If Polaris is not available, our secondary sans serif font, Mulish (Muli), can be used. Muli can be downloaded for free at <https://fonts.google.com/specimen/Mulish>.

Light, Regular, Bold and Black (along with italicized cuts for each) are typically used for subheadlines, sidebars, secondary body copy or callouts.

Sentence case is preferred for subheadlines and body copy. Use all caps for tertiary headlines, callouts, or when additional emphasis is needed. If using all caps, use Bold or Black cut and kern out.

Always ensure that typography contains clear and direct hierarchy.

Muli Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Muli Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Imagery: *Supplied*

An approved image library is available for specific use. These photos are taken at our numerous events and show students in action.

Images should reflect our diverse demographic, showing variety in age, gender, race, social standing, setting and emotion.

Please contact us to view approved assets in our image library.

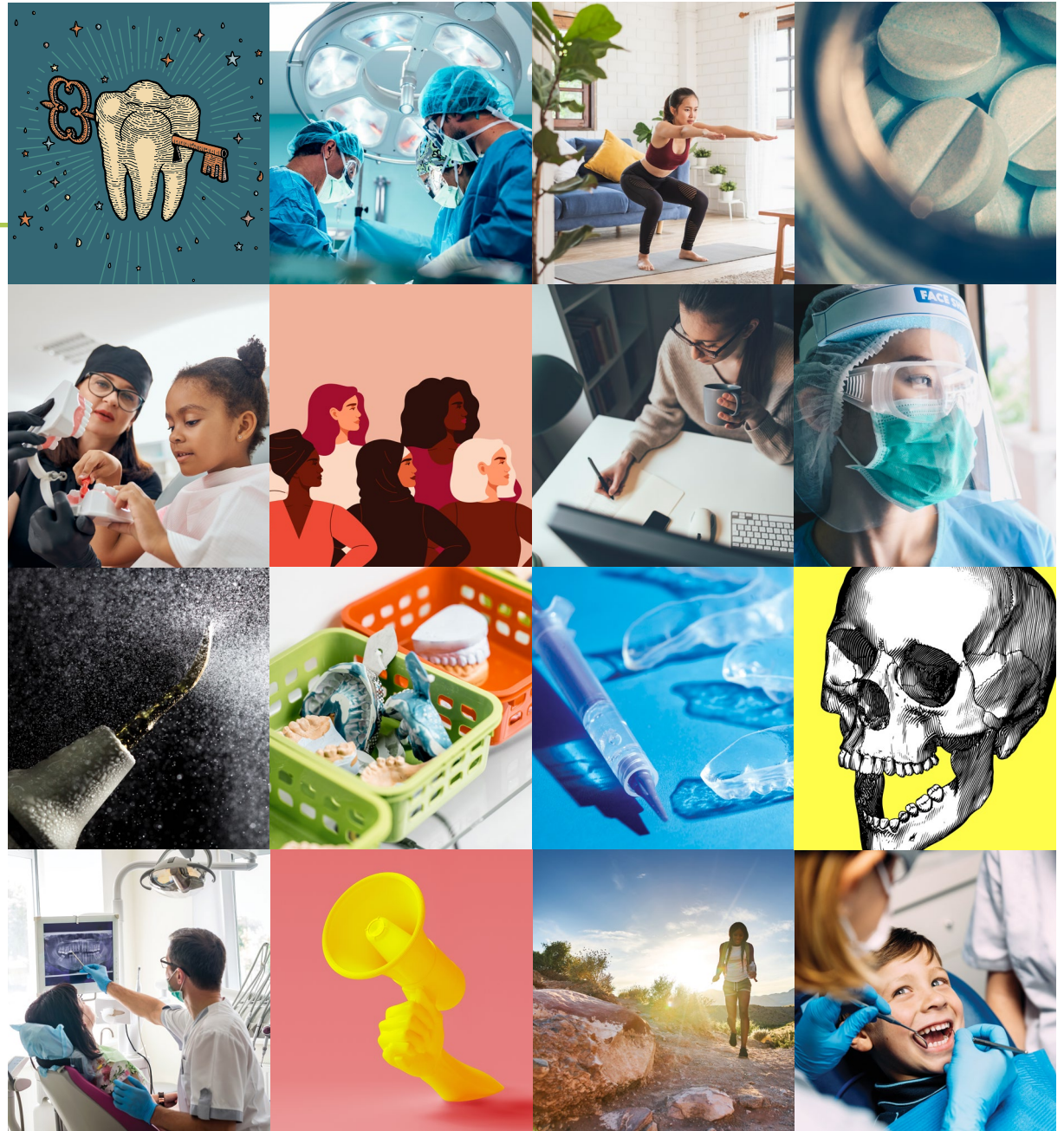


Imagery: *Stock*

Stock imagery is often used for editorial purposes. Stock photography should feel like a snapshot of a true moment in time. It should feel natural and believable, not overly posed or fake. Select images with natural lighting, depth and unique focus. Typically the subject should not be camera-aware.

Images should reflect our diverse demographic, showing variety in age, gender, race, setting and emotion.

Stock illustration can also be used. Illustrations should be interesting and unique. They should feel custom and complex and should radiate feelings, emotions or narrative.



Sub Brands: **ASDA Advocacy**

ASDA was founded on the idea that advocacy for dental students is crucial. The organization strives to inform students about the issues impacting their profession and provides opportunities to advocate for their rights as future dentists, their patients and the general population.

The biggest breakthrough of ASDA's advocacy efforts came in 2016 with the release of the L-1 white paper on licensure reform and in 2020 with external agencies releasing non-patient based alternatives in light of COVID-19.

Members can get involved in ASDA's advocacy efforts by participating in Advocacy Month, reading The Advocacy Brief, visiting the ASDA Action website and attending the ADA Dentist and Student Lobby Day.

FONTS

Open Sans can be used as a bold, capped sans serif font.

LOGO



Advocacy Month
November 2020 • #ASDAadvocacy

COLORS



C: 0 R: 255
M: 92 G: 51
Y: 82 B: 52
K: 0

Hex: **ff3334**



C: 92 R: 50
M: 89 G: 56
Y: 0 B: 166
K: 0

Hex: **3238a6**



C: 84 R: 25
M: 58 G: 108
Y: 0 B: 202
K: 0

Hex: **196cca**



C: 100 R: 22
M: 82 G: 64
Y: 29 B: 114
K: 15

Hex: **164072**

SAMPLES



Sub Brands: **ASDA Annual Session**

Annual Session is the official meeting of the House of Delegates. The event brings together students from all 66 dental schools in the United States and Puerto Rico. Attendees vote on association policy and determine the association's business for the coming year. Other Annual Session highlights include educational breakout sessions, district caucus meetings, the Dental Expo, the Gold Crown Awards Ceremony and the President's Gala.

FONTS

Open Sans or **Lato** can be used as bold, capped sans serif fonts.

LOGO



COLORS

C: **56** R: **107**
M: **0** G: **199**
Y: **33** B: **186**
K: **0**
Hex: **6bc7ba**

C: **94** R: **8**
M: **71** G: **43**
Y: **53** B: **58**
K: **56**
Hex: **082b3a**

SAMPLES



Sub Brands: **ASDA National Leadership Conference**

Students receive in-depth training in general and specific areas of dentistry through dental school but the “life skills” needed to be a successful business owner, team leader and manager are sometimes left out of the mix. ASDA’s National Leadership Conference bridges the gap between the classroom and the real world by providing leadership training to dental students across all years. The conference includes five tracks of programming with over 45 breakout sessions, three keynote speakers, a Dental Expo and a reception for those interested in national leadership positions.






SAMPLES



LOGO



COLORS

				
C: 0 R: 241 M: 80 G: 90 Y: 95 B: 41 K: 0	C: 70 R: 39 M: 15 G: 171 Y: 0 B: 225 K: 0	C: 31 R: 171 M: 0 G: 222 Y: 10 B: 229 K: 0	C: 100 R: 0 M: 51 G: 84 Y: 0 B: 142 K: 30	C: 94 R: 8 M: 71 G: 43 Y: 53 B: 58 K: 56
Hex: f15a29	Hex: 27aae1	Hex: abdee5	Hex: 00548e	Hex: 082b3a

FONTS

Open Sans can be used as bold sans serif font.

Sub Brands: ***ASDA Virtual Leadership Conference***

In response to COVID-19, ASDA developed a new event in 2020: Virtual Leadership Conference or VLC. VLC, a virtual event, brought the best content from past conferences combined with new, innovative sessions that ensured our members had the skills and network to not only excel but elevate their dental school career. Content was presented both live and on-demand and accessible for up to a year. Attendees were also able to interact and learn from subject-matter experts and ASDA alumni. The conference included over 20 educational breakouts, general sessions, chapter forums, the sponsor showcase and wellness and social activities.

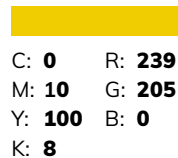
FONTS

Open Sans or **Lato** can be used as bold or hairline, capped sans serif fonts.

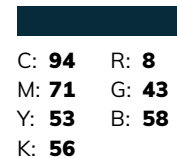
LOGO



COLORS



Hex: **efcd00**



Hex: **082b3a**

SAMPLES



Sub Brands: **ASDA Wellness**

Dental school can be exhausting so it's in your best interest and that of your patients if you are the healthiest version of yourself. ASDA's Wellness Initiative encourages members to make thoughtful, daily choices toward a healthy and fulfilling life by making well-being a priority. Members can focus on these five dimensions of wellness (emotional, physical, intellectual, occupational, and environmental) by participating in Wellness Wednesday's, webinars, wellness month and various events at national meetings.

LOGO



COLORS

C: **76** R: **81**
M: **63** G: **104**
Y: **0** B: **176**
K: **0**

Hex: **5168b0**

C: **47** R: **127**
M: **2** G: **203**
Y: **11** B: **221**
K: **0**

Hex: **7fcbdd**

C: **20** R: **184**
M: **0** G: **226**
Y: **13** B: **224**
K: **0**

Hex: **b8e2e0**

C: **25** R: **199**
M: **1** G: **219**
Y: **66** B: **125**
K: **0**

Hex: **c7db7d**

FONTS

Lato can be used as bold or hairline, capped sans serif fonts.

SAMPLES



Questions?

CONTACT US:

American Student Dental Association

211 E. Chicago Avenue, Suite 700
Chicago, IL 60611

marcomm@ASDAnet.org

