



Identity System Style Guide and Usage Guidelines

Revised: March 2026

What Is A Brand?

A brand is the identity of a specific product, service or business. It includes the entity's name, symbol, colors and slogan. Branding is the quickest way to express what your organization is about and to link the various components.

Brand Integrity is the consistent use of a brand across all media, including print, web, social media, signage and exhibits.

How Does Branding Affect Your Organization?

Brands Help Members and Customers Decide – they provide instant recognition and response and, when used correctly, can give the product, service or organization a competitive advantage

Brands Endure – a well-protected brand lasts for generations, and generates good will among customers that can help the brand survive through difficult periods

Brands have Intrinsic Value – their value can be measured in terms of Market Share, Event Attendance, Annual Donations or Endowment

The Logo

At the center of any organization's identity is its logo. The logo represents the core ideals of the company, creative, clean designs and trusted professional business practices. Because the logo is a representation of the company, it is critical that these guidelines are followed.

Logo Standards

Use the logo only in its complete form. It must be consistent in all forms of communication, including education materials, public relations, presentations, newsletters, correspondence and advertising. The logo may not be modified in any way except that it may be proportionally reduced or enlarged in size to fit the space available, as long as it meets the standard for minimum size. **It is unacceptable to distort the logo in any way.** Use only the master electronic artwork files associated with this Style Guide. Use the logo only as it appears in the file. **Do not reproduce the logo from faxed or photocopied images.**

Standard Version



Negative Image Version



Placement and Background Color

The standard version of the logo is horizontal – The stylized “NDA” logo mark appear on the left, and the full name, “National Dental Association” appears on 3 lines on the right.

You can apply the logo in positive and negative color combinations. Use the positive on light backgrounds; use the negative on darker backgrounds.

Sizing Requirements

The logo shall be used at a size appropriate to the medium in which it is displayed, provided that such sizing does not affect the logo’s clarity or readability.

Limited Use

Vertical Version - a vertical version of the logo may be used in instances where the horizontal version is impractical or would impact the logo's readability.

Logo Mark Only - the logo mark only (without the words "National Dental Association") may be used in instances where the full name of the organization is included in the text of a document or presentation, or in context where the associated images or text clearly illustrate that it is associated with NDA.

Vertical Version



Icon Only



Color Specifications

Official Colors



PANTONE COLORS (PMS): Reflex Blue

PROCESS COLOR (CMYK): **C:** 100
M: 100
Y: 0
K: 0

WEB COLORS: # 2E3192

Complementary Colors

These colors pair well as secondary colors with the official NDA logo color in various applications.

CLINICAL/ CONSERVATIVE



003689



002560



BFD8FF



80B1FF



7AB8C1

VIBRANT



003689



002560



BFD8FF



80B1FF



7AB8C1

File Formats and Appropriate Applications

For Print or Hi-Res Video

- .AI/.EPS is the most versatile graphic format available. You will not be able to open an .AI/.EPS file if you do not have a graphics program. A professional printer will have the appropriate software.
- .TIFF files are generally used for high-resolution images (a high-resolution image is 300dpi or larger). It is possible for .TIFF files to be low-resolution, so check the resolution of an image before you send it to get professionally printed.

For Web or Screen Applications

- .JPG files are not transparent. Do not place a .JPG file on a colored background because a box will appear around the logo. .JPG files are frequently used for viewing on a monitor (web pages, or PowerPoint® presentations). The image is typically low-resolution (72 dpi) and are not appropriate for use on printed materials.
- .PNG files are transparent. Use a .PNG file to place a the logo on a colored background, or in a background with photos or video at screen resolution.

Improper Logo Usage

The following are examples of how the NDA logo should NOT be used.

WRONG

**NATIONAL
DENTAL
ASSOCIATION**

Text Without Logo Mark

WRONG



Distorted Proportions

WRONG



Skewed or Angled



Need Additional Clarification?

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