

# INVISALIGN ART AND ADVERTISING STANDARDS

## THE INVISALIGN® TRADEMARK

Invisalign is a registered trademark of Align Technology, Inc., and should be treated as such. All use of this mark or any mark belonging to Align Technology must be in accordance with the latest Align Advertising Guidelines.

No products competitive to or incompatible with Invisalign products or services may appear or be mentioned in any marketing materials or advertising that use Invisalign or any other marks belonging to Align Technology.

## USE OF TRADEMARKS WITH PRACTICE NAME

The recognizability of the Invisalign logo is a direct result of the care taken in its design and subsequent applications. Any alterations of the logo or any new logo designs should not be displayed as representative of Invisalign.

## APPROVED TAGLINES

Invisalign® The Clear Alternative to Braces® is a trademark of Align Technology. It is very important that none of our doctors deviate from the approved use of this trademark. Though the company has used other taglines over the years, The Clear Alternative to Braces is the sole tagline we want our doctors to use at this time.

The Invisalign brand name may not be incorporated into the company name, practice name, or brand name of any individual practice, or used in a web address, email address, or domain name.

Examples of approved uses are:

"Smilemore Orthodontics  
– Invisalign® Provider"

"(City name) Orthodontics  
– for Invisalign®"

Improper types of uses are:

"San Francisco Invisalign," "www.invisalignchicago.com," and "Invisalign Center of Austin"

## AD APPROVAL

All ads incorporating Invisalign logos or other Invisalign creative materials must be submitted to Ad Proofs (adproofs@aligntech.com) for approval, and shall not be used without express approval from Align.

## MISCELLANEOUS LOGO APPLICATIONS

If you choose to imprint the logo on promotional items not offered by authorized Invisalign vendors and the Invisalign Practice Development Center, it is important to adhere to the same standards outlined here. Illustrations shown are examples of proper usage. As specific questions arise regarding the application of the Invisalign logo onto specialty items, please direct them to Ad Proofs (adproofs@aligntech.com).

## APPROVED LOGOTYPE

The logo for Invisalign is an official trademark and identifying symbol for the brand. The registered trademark symbol "®" must always be used with the logo. Do not attempt to modify this logo in any way, or to create your own version of the Invisalign logo. The logo is an image, and therefore may not be placed in a sentence as text.

At the bottom of the page or advertisement with the Invisalign trademark use, please include this attribution:  
"Invisalign, among others, is a registered trademark of Align Technology, Inc."

## TEXT USAGE

If Invisalign is used in text—for instance, in an article about Invisalign aligners—it should appear with a registration symbol only on the first mention of Invisalign per page. If there is also an Invisalign logo on the page, its registration mark does not replace the need for the logo to be used in the first mention of Invisalign in the text.

When using the Invisalign name in a sentence, the first letter should always be capitalized and a noun should immediately follow the word “Invisalign” in the sentence (for example: Invisalign aligners are transparent.” or “Dr. Smilemore offers Invisalign treatment.” Digital artwork for the logo is available at the Invisalign Practice Development Center ([practicedev.aligntech.com](http://practicedev.aligntech.com)).

## COLOR LOGO USAGE

The logo may be used in any format and size as long as the integrity (including the proportionality, spacing, and alignment) of the design is preserved. When the Invisalign logo is to appear in color, the colors must not differ from the approved color scheme.

## BLACK-AND-WHITE LOGO USAGE

For black-and-white reproductions only, the solid black or the solid white logos are approved. These logos may be used in any format and size as long as the integrity (including proportionality, spacing, and alignment) of the design is preserved.

## PRINT ADVERTISING TEMPLATES

Invisalign Print Advertising Templates are designed for ease of use in a variety of forms and sizes. Each ad allows for personalization with information about your practice. No other modifications to these ads will be permitted, and you will be responsible for any personalization costs incurred.

- The advertising template must be reproduced in its entirety.
- Practice contact information may be added.
- No changes to copy, design, or images are permitted. Additional graphics of any kind will not be authorized.
- Images from Invisalign Advertising Templates are not to be used in the creation of original marketing or advertising materials.
- No deviation of existing copy is permitted without written consent from Align Technology. Align Technology reserves the right to restrict or deny any and all usage of its trademarks and copyrighted material.

## AD TEMPLATE RESIZING

Occasionally, templates may need to be resized to meet the specific space requirements of a given publication. Should this be the case, the utmost care must be taken to maintain the integrity of the design to whatever degree possible. In short, change as little as you can while paying attention to the spatial relationships between elements in the layout.

## CREATION OF ORIGINAL MATERIAL

- Copy from any Invisalign print ads must not be modified.
- Invisalign must be the only orthodontic appliance mentioned in the advertisement.
- Use of the following tagline with the Invisalign logo is authorized and recommended: Invisalign® —The Clear Alternative to Braces®
- Use of a limited palette of colors is recommended. In particular, to unify the design, use of the blue of the Invisalign logo is recommended as a setting for other elements.

## GENERAL INFORMATION

All marketing materials generated by Align Technology are copyrighted and protected, including images from posters, printed direct-mail pieces, commercials, videos, and the Invisalign website. Only authorized materials provided by Align Technology or purchased from Align Technology may be used. Any unauthorized use is prohibited.

Align Technology requires that final advertising proofs and/or materials be submitted to Align Technology (ad-proofs@aligntech.com) for written approval prior to production. Please submit all art for review at least ten business days prior to any print deadline to allow time for revisions, if necessary.

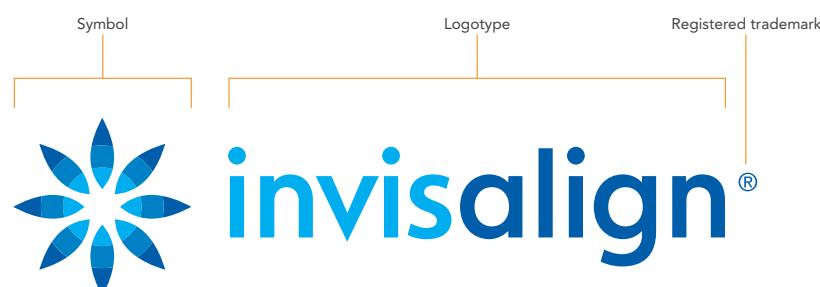
Align Technology reserves the right to request modifications to any part of your original artwork prior to publication. No other corporate or product brands or trademarks may be incorporated into materials that include Align trademarks unless prior written approval is obtained from Align Technology. No deviation from the copy shown in the print ad templates is allowed without written approval from Align Technology. No editing or re-mixing of Align video content is permitted without written approval from Align. All edited or re-mixed versions of Align video content created with Align's permission must be submitted for approval prior to use, and shall not be transmitted, displayed, broadcast, or otherwise used without prior written approval by Align Technology.

Align Technology reserves the right to restrict or deny any and all usage of its trademarks and copyrighted materials. Align Technology reserves the right to disallow any advertising submitted which, in the sole opinion of Align, may be detrimental, injurious, or offensive to Align Technology, its products and/or Align's name, trademarks, or other intellectual property.

Note: By exercising its rights under these Advertising Standards, Align Technology only enforces certain rights relative to its intellectual property. Align Technology does not control or certify the legal compliance of any promotional or advertising content published by its customers. The doctor remains responsible for content of any advertising published by him/her, including legal compliance.

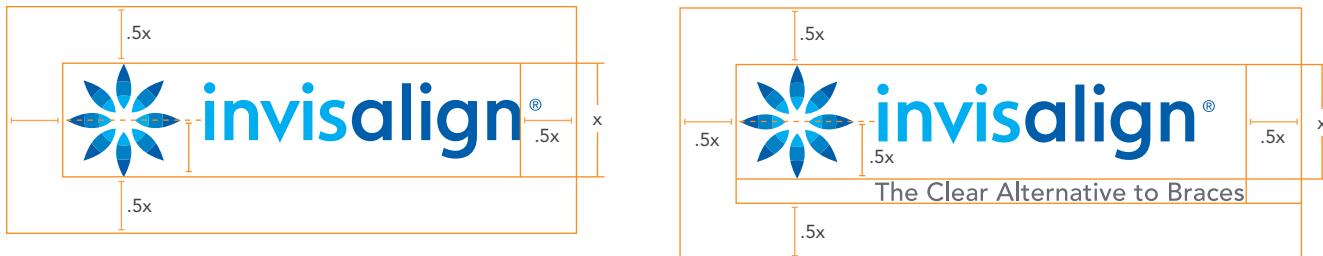
## COMPONENTS OF THE INVISALIGN LOGO

The Invisalign logo has been created as a horizontal lock-up, which includes the symbol, logotype and registered trademark symbol. The logotype is based on the typeface Avenir. The relationships within the lock-up should never be altered in any way. Whenever possible, the logo should appear in its full-color lock-up.



## CLEAR SPACE

In order to have the most visual impact and ensure that type and other elements do not compete, all logos need a perimeter of clear space. This establishes the logo as the most visible and recognizable expression of the Invisalign brand. The minimum amount of clear space allowed is one half (.5) of X, which is shown above. X is equal to the height of the symbol. Feel free to expand the clear space as your design and/or application permits.



## MINIMUM SIZE

The Invisalign logos shown above are the smallest sizes recommended for general use. To ensure the quality of reproduction, do not reduce the logo further. When enlarging or reducing any of the logos, be sure to adjust the registration symbol as necessary so that it is not too big or too small for reproduction.



LOGO WITHOUT TAGLINE



LOGO WITH TAGLINE

## SOME OR ALL OF YOUR LOGOS HAVE BEEN PROVIDED IN THE FOLLOWING FILE FORMATS:

- EPS: (Encapsulated Postscript) Used for high-resolution print quality. It is editable in its native program (in this case, Adobe Illustrator CS) and importable into programs like QuarkXPress, Adobe Page-Maker, Adobe Illustrator, and Adobe InDesign. It can be used on a variety of platforms including Macintosh and Windows.
- TIFF: (Tagged Image File Format) A file format for bit-mapped, gray scale and color images, for print usage, editable in its native program (in this case, Adobe Photoshop CS) and can be imported into programs like QuarkXPress, Adobe Illustrator, Adobe InDesign, Microsoft Word and PowerPoint.
- JPEG: (Joint Photographic Experts Group) A compressed file format that contains placed files, continuous tone, gradient fills and bitmap images. This format is best used for screen presentations in programs such as Microsoft Word and PowerPoint, and Web usage. This format is not recommended for use in offset printing.

## LOGO DOs

The Invisalign logo should always appear in full-color whenever possible. Only use the 2-color, 1-color or grayscale versions if the application limits the ability to reproduce the logo in full-color. The approved Invisalign logo can be obtained through the Practice Development Center (practicedev.aligntech.com).

### PREFERRED USAGE

The full-color logo is the preferred usage. Use it whenever possible, be it in PMS colors, 4-color process or RGB.



### ALTERNATIVE USAGE

Use the 1-color or 2-color logo if the application does not permit the use of the full-color lock-up.



Use the grayscale logo only if the application is restricted to grayscale.



## LOGO DON'Ts

1. Don't alter the logo colors.
2. Don't distort the logo or add a drop shadow.
3. Don't place the logo on a busy photographic or patterned background.
4. Don't place a color logo on a background with a similar color value.
5. Don't change the lock-up or resize the symbol.
6. Don't outline the logo.

1.



2.



3.



## LOGO VARIATIONS

The Invisalign logo is available in several color options, with and without a tagline. If you have any questions about the use of Align Technology trademarks, contact Ad Proofs (adproofs@aligntech.com).

1 PMS COLOR [PMS 7462]

GRAYSCALE



2 PMS COLORS [PMS 7462, PMS 3005]

CMYK AND RGB



[PMS 7462, PMS 3005, Process Cyan]



1 PMS COLOR [PMS 7462]

GRAYSCALE



[PMS 7462, PMS 3005]

CMYK AND RGB



4 PMS COLORS

