



ONDIEM

Brand Guidelines

WHO WE ARE

The way in which we speak, write and interact with one another is a reflection of the onDiem brand.

ONDIEM IS AN ON-DEMAND EMPLOYMENT PLATFORM THAT CONNECTS DENTAL PRACTICES WITH VERIFIED DENTISTS, HYGIENISTS, ASSISTANTS, AND PROFESSIONALS.

We streamline hiring, recruiting, and onboarding details for both temporary and permanent roles into one intuitive tool, saving practices valuable hours and resources. All professionals on our platform qualify for benefits and set their own rates and schedules, for a more rewarding and flexible job search experience.

We're making it easier to find and enjoy work in the dental industry— simply by paying attention, handling the little details, and **caring for the people who care.**

Our Voice and Tone

Our voice is passionate, committed, simple and authentic. We are direct and to the point while being empathetic and friendly to our users. We want our brand to feel effortless and clear.

When we write copy:

We are plain-speaking humans. Our copy is informal, friendly and clear. We want to make our users' lives easier and our copy should reflect that.

Our copy is void of hyperbole and overcomplicated statements. It should value clarity.

We are authentic and value genuine human interaction. We shouldn't lose sight that our users are people.

Style:

- Avoid slang, slogans and jokes.
- Write positively and with optimism.
- Avoid exclamation points to emphasize words. The words should be exclamations.
- We use "active voice"

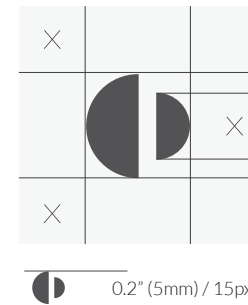
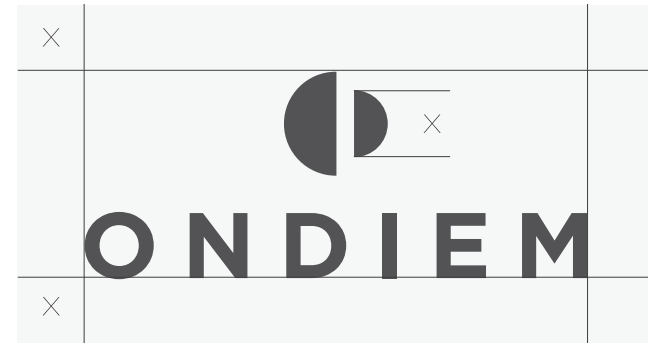
LOGO VARIATIONS

The logo is an integral part of our brand and should be used thoughtfully and consistently. Use the full logo whenever possible, however, the icon may be used independently as well.



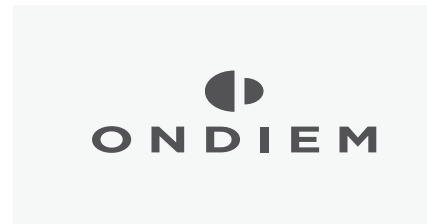
LOGO USAGE

Give the logo and icon a minimum clear space equal to the height of the smaller circle.



LOGO USAGE

Do not alter the logo or icon artwork in any way, including changing colors, angle, dimensions or relationship between elements.



Do not distort



Do not an outline



Do not use colors than than brand colors



Do not add shadows



Do not have similar contrast of colors



Do not have similar contrast



Do not rotate logo



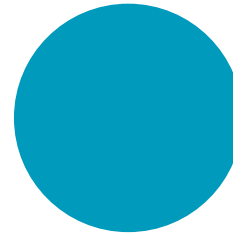
Do not switch icon and logo

BRAND COLORS

The primary colors support vibrant and dynamic storytelling. Black and blues are most often used for typography while black is most often used for body copy.

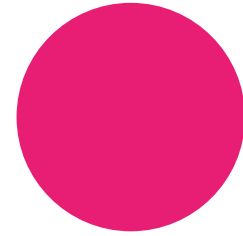
***Note:** We are presently working on a brand refresh exercise that will feature the new onDiem blue more prominently in our visual assets.*

New onDiem Blue

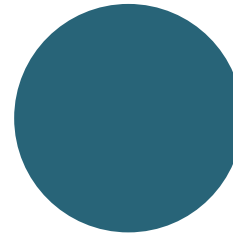


Pantone
R: 0 G: 154 B: 188
C: 89 M: 18 Y: 20 K: 0
#009abc
Pantone: 632c

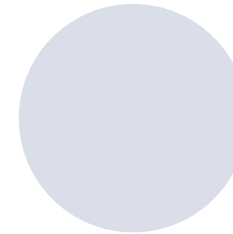
New onDiem Pink



Pantone
R: 232 G: 30 B: 117
C: 2 M: 98 Y: 24 K: 0
#e81e75
Pantone: 213c



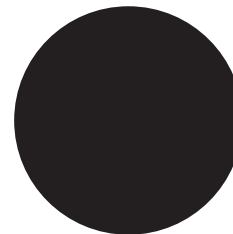
Pantone
R: 43 G: 100 B: 100
C: 85 M: 51 Y: 39 K: 15



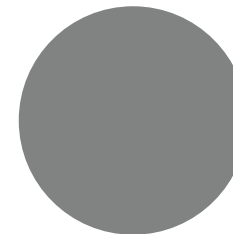
Pantone
R: 217 G: 221 B: 230
C: 13 M: 9 Y: 4 K: 0



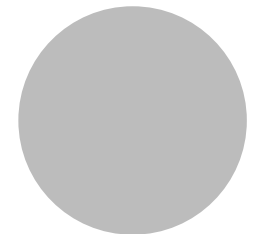
Pantone
R: 236 G: 236 B: 236
C: 6 M: 4 Y: 4 K: 0



Pantone
R: 0 G: 0 B: 0
C: 0 M: 0 Y: 0 K: 100



Pantone
R: 129 G: 129 B: 129
C: 51 M: 43 Y: 43 K: 7



Pantone
R: 189 G: 189 B: 189
C: 26 M: 21 Y: 21 K: 0

TYPOGRAPHY: FONTS

For specific use on web platforms please refer to the style sheets for both mobile and desktop. Body copy should be Lato.

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Lato Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

IMAGE TREATMENT

New image treatment includes photo-realistic happy subjects framed by organic shapes. Find and use images of people that represent the diversity of our professionals and customers.



ADDITIONAL BRAND ELEMENTS

Gray Texture

Used sparingly to introduce texture and movement to a design. Texture is never used on its own.

OneShift Medallion

Used whenever we are promoting our OneShift guarantee. It should never be placed directly next to our logo.

Iconography

Simple shapes, generally black, white, or blue, used to improve scansion and visual storytelling.

