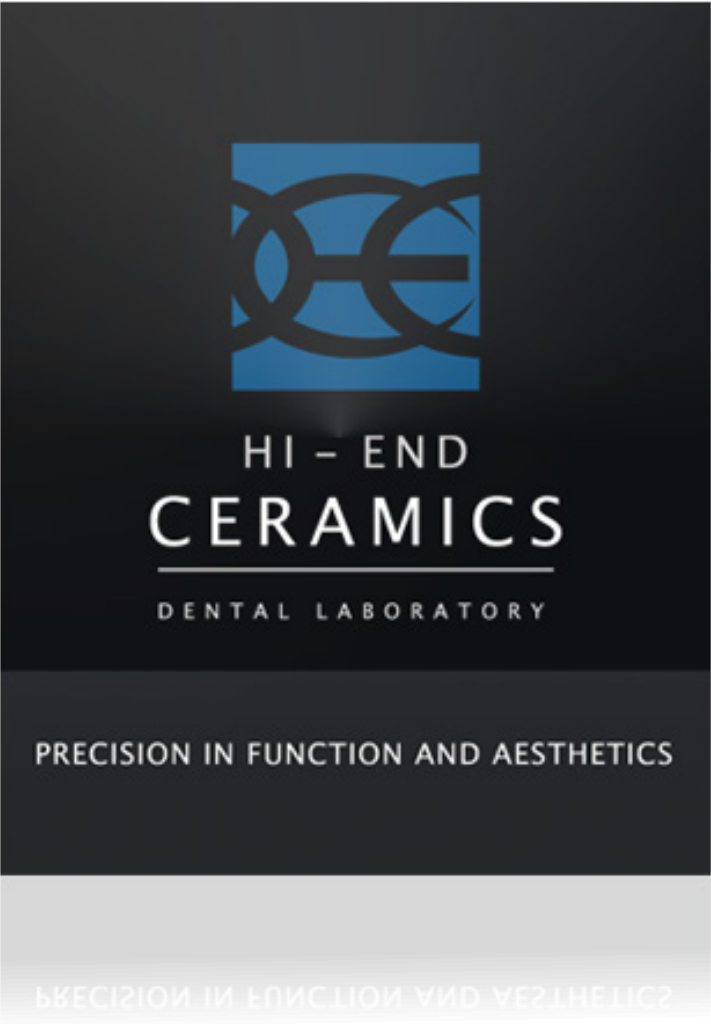
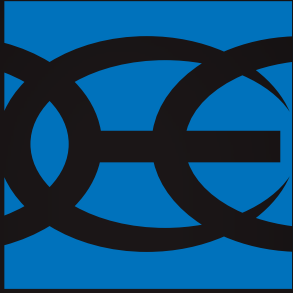




BRANDING

STYLE
GUIDE



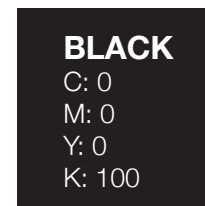
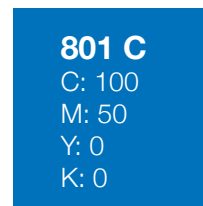
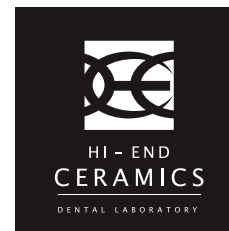
The following pages of the official Hi-End Ceramics Dental Laboratory Style Guide contain graphic representations of the official colors & primary brand.

THEY ARE NOT MEANT FOR REPRODUCTION,

but as a guide for the authorized partners & vendors to use for reference.

CORPORATE BRAND

The corporate brand expresses the company's personality & character. Its use is important to the company as it helps establish a presence in the community and marketplace. Consistent use of the corporate brand conveys the image of a well integrated, stable company. The equity and awareness a company builds in its brand is enhanced by consistent use of simple graphic standards.



The logotype used in the brand was specifically created for Qvibe.

DO NOT substitute the logotype for a typeface.



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CORPORATE ICON

The corporate icon expresses the company's personality & character. Its use is important to the company as it helps establish a presence in the community and marketplace. Consistent use of the icon conveys the image of a well integrated, stable company. The equity and awareness a company builds in its brand is enhanced by consistent use of simple graphic standards.



801 C

C: 100

M: 50

Y: 0

K: 0

The icon was specifically created for Hi-End Ceramics Dental Laboratory.

DO NOT substitute the logotype for a typeface.