



OUR BRAND GUIDELINES

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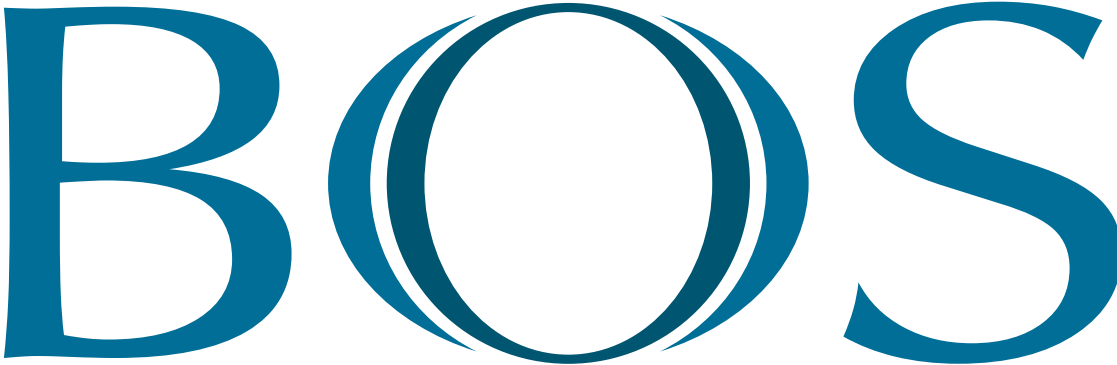
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1.0 OUR LOGO

The BOS branding consists of three core elements:

- The BOS acronym.
- The full British Orthodontic Society wording (capitalised).
- The stylised 'O' within the BOS acronym is the focal point - showing how the Society is at the centre of the profession for both the patient and the clinician.
- Full members including trade members may make use of the Society Badge.
- The "BOS" logo is reserved for Society use only.



BOS

BRITISH ORTHODONTIC SOCIETY

1.1 VERSIONS AND USES

The logo should only be used in one of four colourways depending on the specific design.



Standard version on white:

This is the preferred version – please use on white whenever possible. It is also acceptable for the logo to be printed on cream paper if required.



Greyscale version:

For use when only black and white can be used and tone is available. The tone is achieved from a 74% tint of black.



Black and white version:

For use when only black and white can be used but tone is not achievable.



Reverse out:

The reversed out version of the logo must only ever be used on a blue background – using the blue as detailed in the ‘Our colours’ section in Section 1.6 of this document.

1.2 ROOM TO BREATHE

The success of the BOS brand depends on it being given sufficient space to ensure clarity and visibility.

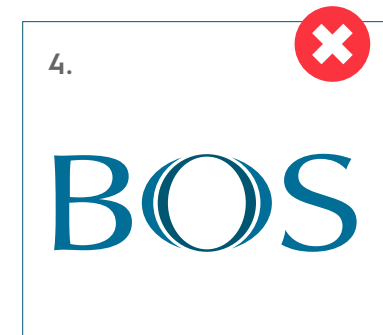
The logo must sit within an 'exclusion zone' which is defined by half the height of the 'O', as shown in the diagram.



1.3 RESPECT OUR LOGO

The logo should NEVER be:

- 1 Stretched
- 2 Rotated
- 3 Recoloured
- 4 Reconfigured
- 5 Recreated
- 6 Placed on a background colour other than white or blue
- 7 Placed in a white square over a coloured background or image



1.4 OUR TYPEFACES

The BOS logo is made up of two core typefaces:



To ensure further consistency, a particular font should be used in any written BOS documentation (such as typed letters).

This font is called Verdana and should be freely available on both Pc's and Macs.



1.5 OUR COLOURS

The BOS logo is made up of two main colours. These should form the dominant colours in our brand communication.

- Printed material should be produced in pantone or CMYK.
- RGB and Hex codes have been provided for web use.

PANTONE 7708C
C100 M59 Y39 K19
R0 G85 B112
#005570

PANTONE 7705C
C100 M47 Y25 K4
R0 G110 B151
#006e97

2.0 OUR GROUP IDENTITIES

A major part of the overall BOS branding is the creation of a series of sub-brands for each of the main Groups within the Society. These give each group their own identities which show their involvement within the BOS as a whole.

This has been achieved by giving each Group their own colour as part of a secondary palette and utilising the 'O' from the main BOS logo to become a symbol.

All Groups are to utilise these colours across any other literature and material to ensure consistency.



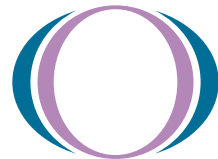
BOS | COG
CONSULTANT ORTHODONTIST
GROUP



BOS | UTG
UNIVERSITY TEACHERS
GROUP



BOS | OSG
ORTHODONTIC SPECIALISTS
GROUP



BOS | TGG
TRAINING GRADES
GROUP



BOS | CG
COMMUNITY
GROUP

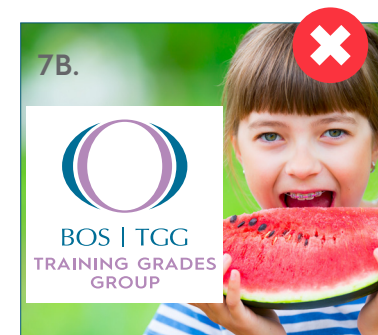
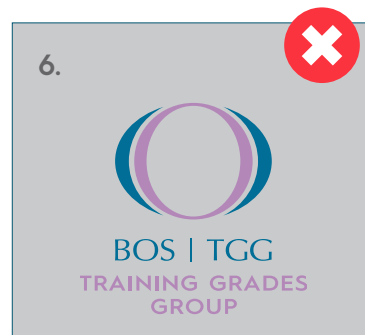
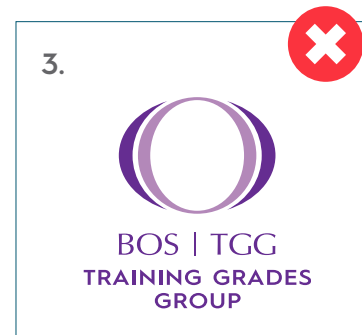


BOS | PG
PRACTITIONER
GROUP

2.1 RESPECT OUR GROUP LOGOS

The logo should NEVER be:

- 1 Stretched
- 2 Rotated
- 3 Recoloured
- 4 Reconfigured
- 5 Recreated
- 6 Placed on a background colour other than white or blue
- 7 Placed in a white square over a coloured background or image



2.2 CONSULTANT ORTHODONTIST GROUP

The Consultant Orthodontist Group logo uses the same typefaces and styling of the main BOS branding along with its own secondary colour.

- Printed material should be produced in pantone or CMYK.
- RGB and Hex codes have been provided for web use.



PANTONE 197C
C3 M47 Y15 K0
R237 G156 B173
#ed9cad

PANTONE 7705C
C100 M47 Y25 K4
R0 G110 B151
#006e97

2.3 UNIVERSITY TEACHERS GROUP

The University Teachers Group logo uses the same typefaces and styling of the main BOS branding along with its own secondary colour.

- Printed material should be produced in pantone or CMYK.
- RGB and Hex codes have been provided for web use.



PANTONE Cool Grey 7C
C43 M35 Y34 K1
R152 G153 B155
#98999b

PANTONE 7705C
C100 M47 Y25 K4
R0 G110 B151
#006e97

2.4 ORTHODONTIC SPECIALISTS GROUP

The Orthodontic Specialists Group logo uses the same typefaces and styling of the main BOS branding along with its own secondary colour.

- Printed material should be produced in pantone or CMYK.
- RGB and Hex codes have been provided for web use.



PANTONE 346C
C56 M0 Y53 K0
R109 G203 B153
#6dcb99

PANTONE 7705C
C100 M47 Y25 K4
R0 G110 B151
#006e97

2.5 TRAINING GRADES GROUP

The Training Grades Group logo uses the same typefaces and styling of the main BOS branding along with its own secondary colour.

- Printed material should be produced in pantone or CMYK.
- RGB and Hex codes have been provided for web use.



PANTONE 7439C
C29 M51 Y2 K0
R181 G136 B185
#b588b9

PANTONE 7705C
C100 M47 Y25 K4
R0 G110 B151
#006e97

2.6 COMMUNITY GROUP

The Community Group logo uses the same typefaces and styling of the main BOS branding along with its own secondary colour.

- Printed material should be produced in pantone or CMYK.
- RGB and Hex codes have been provided for web use.



PANTONE 3135C
C100 M23 Y29 K1
R0 G139 B172
#008bac

PANTONE 7705C
C100 M47 Y25 K4
R0 G110 B151
#006e97

2.7 PRACTITIONER GROUP

The Practitioner Group logo uses the same typefaces and styling of the main BOS branding along with its own secondary colour.

- Printed material should be produced in pantone or CMYK.
- RGB and Hex codes have been provided for web use.



PANTONE 716C
C4 M64 Y100 K0
R237 G120 B0
#ed7800

PANTONE 7705C
C100 M47 Y25 K4
R0 G110 B151
#006e97

3.0 THE BOS MEMBER BADGE

The new BOS Member Badge can be used by members to demonstrate their involvement in the BOS.

- For consistency, the BOS Member Badge uses the same typeface and colours as in the main logo.
- Printed material should be produced in pantone or CMYK.
- RGB and Hex codes have been provided for web use.



BOS | MEMBER

- The BOS Member Badge must only be used in connection with professional and related activities.
- Do not use the BOS Member Badge in any context which is in poor taste or liable to bring the Society into disrepute.
- The BOS Member Badge must not be used to imply that the BOS endorses a practice, a treatment or a product.
- On stationery or trade literature, the whole BOS Member Badge must be used including the 'O' device and wording.

PANTONE 7705C
C100 M47 Y25 K4
R0 G110 B151
#006e97

PANTONE 7708C
C100 M59 Y39 K19
R0 G85 B112
#005570

Please be aware that the new badge is a direct replacement for the old version which showed the abbreviated form of the BOS Coat of Arms. This old version should NOT be used in future.



4.0 OUR SYMBOL

The 'O' symbol used throughout the brand design for the BOS, the Groups and the members badge is sacrosanct and for use in these situations only.

It should not be used with other wording underneath or in any other form beyond the main areas outlined in these guidelines.

For clarity, the below shows the ONLY logos in which the 'O' symbol should be used.



5.0 OUR COAT OF ARMS

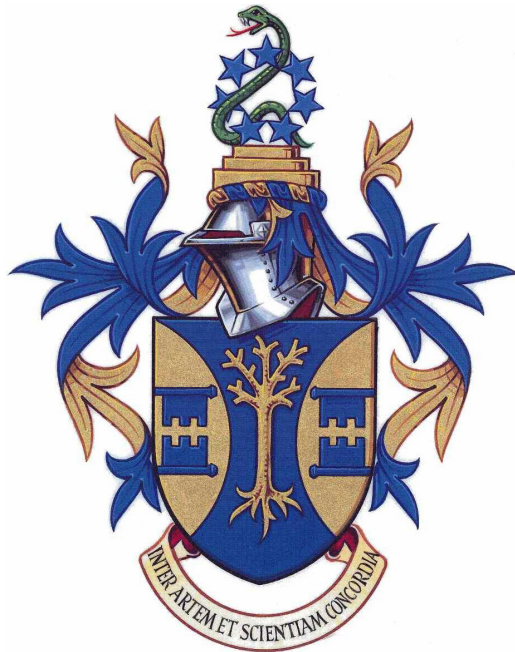
The BOS was granted its coat of arms by the College of Arms in 1998.

Please be aware that under heraldic law, the Coat of Arms must ONLY be used by the Society itself.

Members wishing to signify Society involvement must NOT use the Coat of Arms – they must use the BOS Member badge instead (see section 3.0).

It should be noted that the Coat of Arms is granted to the BOS by the College of Arms for the exclusive use of the Society.

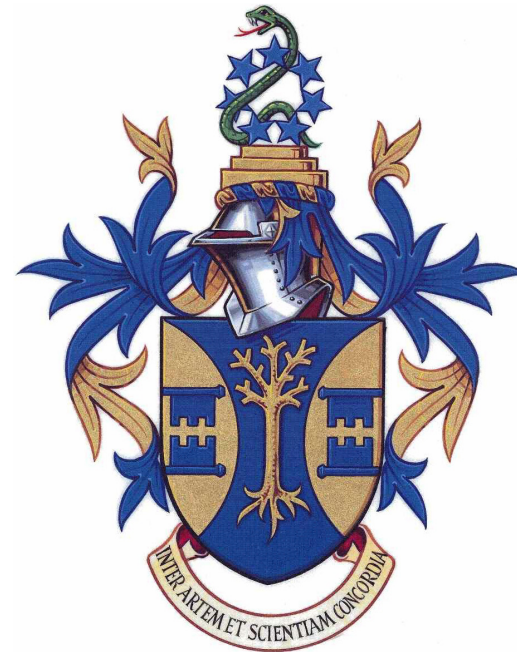
The Coat of Arms is a unique mark of identity which, according to the ancient laws of arms, ONLY the Society may use. The Society does not have the authority to permit its use by any other group or person.



5.0 OUR COAT OF ARMS

Several symbolic messages are incorporated in the Coat of Arms:

- The four keys on the main shield represent the principal elements of orthodontic biology, namely the genetic make-up of the patients, the effects of the environment, the role of the soft tissues and finally the hard tissues.
- The teeth of the keys are opposed to form between them the ghost image of a Siamese orthodontic bracket.
- The apple tree underlines the biological nature of orthodontics. It is a plant which, when pruned or trained, increases in fruitfulness - a heraldic pun for the orthodontic process.
- The principal colour is gold to underline the value of the service orthodontists provide.
- The second principal colour is blue, a minor reference to the metals used in orthodontics.
- The steps on top of the helmet represent stages in treatment.
- The stars in a ring above the steps stand for the constituent groups of the Society.
- The serpent wound around the stars symbolises orthodontics as a branch of medicine and the healing arts.
- At the base of the arms is the Society's motto.



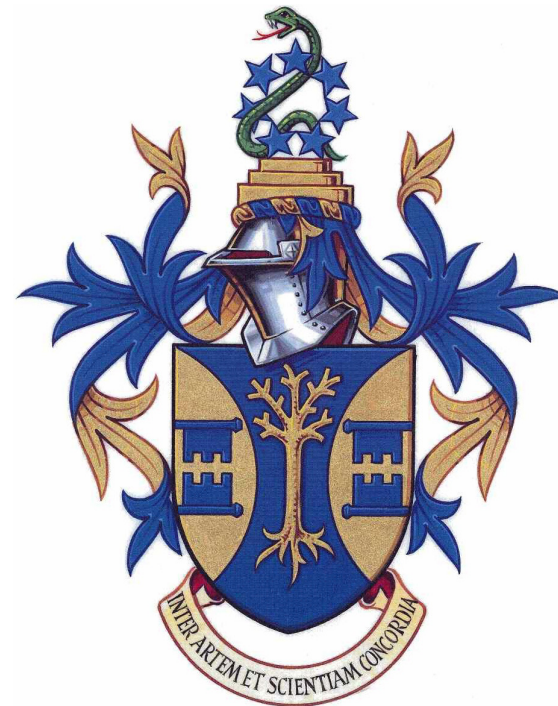
6.0 OUR MOTTO

The BOS Latin motto as registered with the College of Arms is: **Inter Artem et Scientiam Concordia**
It translates as **Art and Science in Harmony** and is registered in English as such.

Our motto is also registered in Welsh as: **Celfyddyd a Gwyddoniaeth mewn Cytgord**



Our motto is shown under the BOS Coat of Arms and should only ever be used in conjunction with this.





BRITISH ORTHODONTIC SOCIETY

For information on the Brand Guidelines or assets, including the master artwork for any elements included, please contact:

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Registered Charity in England and Wales No. 1073464.

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