

XLEAR[®]

✦ LOGOS & COLORS & FONTS

P R O • A C T I V E H E A L T H

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Xlear Corporate Logo

The Basics

Xlear, Inc has two versions of the corporate logo, a horizontal and vertical option along with their respective reverse mode. Please use the best option that suits your purposes. You are not allowed to change, modify or alter the logo in any way, shape or form.

- Only show the logo in color or white.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't accessorize the logo with extra design elements.
- Don't overemphasize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document.



Xlear Sinus Care Logo

The Basics

The Xlear Sinus Care product line logo options along with their respective reverse mode. Please use the best option that suits your purposes. You are not allowed to change, modify or alter the logo in any way, shape or form.

- Only show the logo in color or white.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't accessorize the logo with extra design elements.
- Don't overemphasize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document.



Spry Dental Defense Logo

The Basics

The Spry product line logo options along with their respective reverse mode. Please use the best option that suits your purposes. You are not allowed to change, modify or alter the logo in any way, shape or form.

- Only show the logo in color or white.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't accessorize the logo with extra design elements.
- Don't overemphasize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document.



Xlear Corporate Logo

Clear space and minimum size

When you're using the logo with other graphic elements, make sure you give it the clear space required. The empty space around the logo should be at least the width of the "R" in the sized Xlear logo you are using. To ensure the logo maintains its visual impact, do not go any smaller than 3/4" (1/2" for stacked logo) wide in print media and 120 pixels wide in digital.

Logo clear space



XLEAR
PRO-ACTIVE HEALTH

Logo width minimum
Print: 3/4"
Digital: 120 pixels

XLEAR
PRO-ACTIVE HEALTH

Logo width minimum
Print: 1/2"
Digital: 120 pixels

Alternate logos, logo marks and logo types below, are to follow the above guidelines.



(Exceptions may be allowed only when approved by the Xlear Art Department.)

Xlear Sinus Care Logo

Clear space and minimum size

When you're using the logo with other graphic elements, make sure you give it the clear space required. The empty space around the logo should be at least the width of the "r" in the sized Xlear Sinus Care logo you are using. To ensure the logo maintains its visual impact, do not go any smaller than 3/4" wide in print media and 120 pixels wide in digital.

Logo clear space



Xlear
SINUS CARE

3/4" width
Logo minimum - print

Xlear
SINUS CARE

120 pixels width
Logo minimum - digital

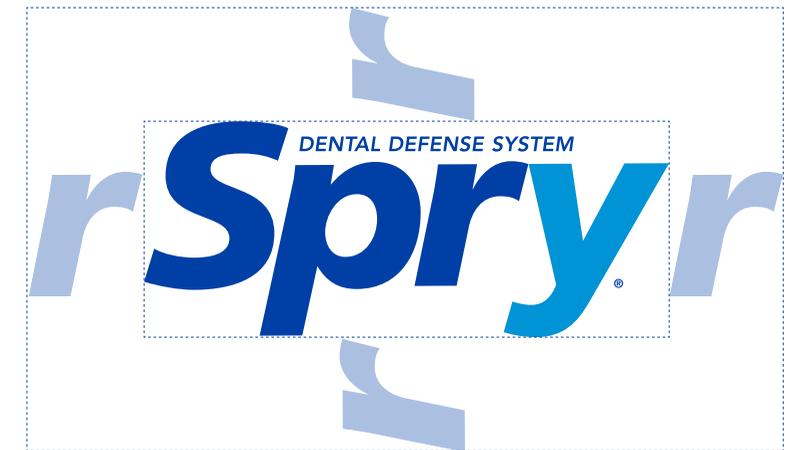
(Exceptions may be allowed only when approved by the Xlear Art Department.)

Spry Dental Defense Logo

Clear space and minimum size

When you're using the logo with other graphic elements, make sure you give it the clear space required. The empty space around the logo should be at least the width of the "r" in the sized Spry logo you are using. To ensure the logo maintains its visual impact, do not go any smaller than 3/4" in print media and 120 pixels wide in digital.

Logo clear space



Spry
DENTAL DEFENSE SYSTEM

3/4" width
Logo minimum - print

Spry
DENTAL DEFENSE SYSTEM

120 pixels width
Logo minimum - digital

(Exceptions may be allowed only when approved by the Xlear Art Department.)

Xlear Corporate Logo

Maintaining shape and proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Xlear logo. Never alter the proportions and shape of the Xlear logo for any reason. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.



Xlear Sinus Care Logo

Maintaining shape and proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Xlear Sinus Care logo. Never alter the proportions and shape of the Xlear Sinus Care logo for any reason. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.



Spry Dental Defense Logo

Maintaining shape and proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Spry logo. Never alter the proportions and shape of the Spry logo for any reason. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.



LOGOS

Xlear Corporate Logo

Color

The Xlear logo is always either the green/blue-grey, alternate two-tone green or solid white. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a gradient feather with a 10-20% black tint to the entire image to maintain legibility of the white logo.

Never show the Xlear logo in black or any other colors. However, we do have one exception: some limitations with color printing may apply. This is the only time the logo is permitted to be displayed in black with prior approval from the Xlear Art Dept.



Xlear Sinus Care Logo

Color

The Xlear Sinus Care logo is always either the green/blue-grey, alternate two-tone green or solid white. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a gradient feather with a 10-20% black tint to the entire image to maintain legibility of the white logo.

Never show the Xlear Sinus Care logo in black or any other colors. However, we do have one exception: some limitations with color printing may apply. This is the only time the logo is permitted to be displayed in black with prior approval from the Xlear Art Dept.



Spry Dental Defense Logo

Color

The Spry logo is always either the two-tone blue or white. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a gradient feather with a 10-20% black tint to the entire image to maintain legibility of the white logo.

Never show the Spry logo in black or any other colors. However, we do have one exception: some limitations with color printing may apply. This is the only time the logo is permitted to be displayed in black with prior approval from the Xlear Art Dept.



Corporate Colors
Xlear Corporate Palette

<p>Primary</p> <p>361 C Pantone 75 5 100 0 CMYK 65 173 73 RGB</p>
<p>376 C Pantone 56 3 100 0 CMYK 128 188 0 RGB</p>
<p>Secondary</p> <p>80% Black 87 89 92 RGB</p>
<p>0 100 100 0 CMYK 237 28 36 RGB</p>
<p>Accent 8 0 74 0 CMYK 241 236 102 RGB</p>

Corporate Colors
Xlear Sinus Care Palette

<p>Primary</p> <p>361 C Pantone 75 5 100 0 CMYK 65 173 73 RGB</p>
<p>2297 C Pantone 35 0 90 0 CMYK 177 211 74 RGB</p>
<p>Secondary</p> <p>80% Black 87 89 92 RGB</p>
<p>0 100 100 0 CMYK 237 28 36 RGB</p>
<p>Accent 8 0 74 0 CMYK 241 236 102 RGB</p>

Corporate Colors
Spry Palette

<p>Primary</p> <p>293 C Pantone 100 69 0 4 CMYK 0 61 166 RGB</p>	
<p>2193 C Pantone 92 24 0 0 CMYK 0 147 214 RGB</p>	
<p>Secondary</p> <p>429 Pantone 50% Black 147 149 152 RGB</p>	
<p>361 C Pantone 75 5 100 0 CMYK 65 173 73 RGB</p>	<p>376 C Pantone 56 3 100 0 CMYK 128 188 0 RGB</p>
<p>Accent 8 0 74 0 CMYK 241 236 102 RGB</p>	

Typography

Xlear Corporate and Xlear Sinus Care Typeface

For our Xlear brand, we have selected a typeface that is clean, consistent and modern; **Avenir LT Std font family** — a truly versatile and geometric style of sans-serif typeface, with many different weights and a beautiful digital display that allows us to clearly convey our message with Xlear.

- 35 Light | *35 Light Oblique*
- 45 Book | *45 Book Oblique*
- 55 Roman | *55 Oblique*
- 65 Medium | *65 Medium Oblique*
- 85 Heavy | *85 Heavy Oblique*
- 95 Black | *95 Black Oblique*

Avenir LT Std

35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

Typography

Spry Typeface

For our Spry brand, we have selected a typeface that is not only clean and simple like our Xlear typeface, but it also has a smidge of playfulness; **Museo Sans font family** — It is a sturdy, geometric, highly legible sans serif typeface very well suited for any display and text use which allows us to clearly convey our message with Spry.

- 100 | *100 Italic*
- 300 | *300 Italic*
- 500 | *500 Italic*
- 700 | *700 Italic*
- 900 | *900 Italic*

Museo Sans

100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

300

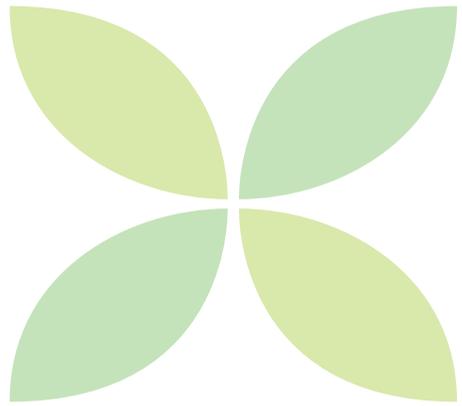
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz

500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|abcdefghijklmnopqrstuvwxyz



XLEAR[®]

PRO • ACTIVE HEALTH