



SLOW DENTISTRY GLOBAL NETWORK
BRAND BOOK

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DR. MIGUEL STANLEY

Slow Dentistry Founder

“

Slow Dentistry makes so much sense to people once they learn more about it. It is very straightforward and requires no investment, no advanced technology and no special training, just a desire to do the right thing for your team and your patients. This is why Slow Dentistry has resonated around the world and is growing exponentially day after day.

Welcome to Slow Dentistry

Our mission

Slow Dentistry is an independent global network of dentists and clinics that share a philosophy aimed at building trust with patients, while providing a work ethic and cornerstones that benefit everyone. It is the only non-profit organisation on the planet that upholds and practises ethical, high-quality dentistry, for stress-free dental experiences. It is also the fastest growing dental network in the world, with more than 200 certified clinics and practitioners in over 50 countries.

Our values

Gold standard treatment is the future of oral healthcare and our values are changing the way dentists practice dentistry and the way patients are experiencing their dental appointments.



Our work

OUR WORK PHILOSOPHY IS CHANGING THE INDUSTRY
AND IS BASED ON 4 SIMPLE CORNERSTONES:



Universally accepted, low-cost, and highly effective, these cornerstones bring comfort, safety and clarity to both practitioners and patients in dental clinics everywhere. These cornerstones don't require special training or additional investment, which means they are quick and easy to implement, starting today.

This is the foundation of everything we do at Slow Dentistry.

The Slow Dentistry mission statement

We're advancing the standards of oral healthcare **worldwide**.

We're teaching an **ethical approach** to dental care through sustainable practise.

We practise **biological** principles.

We are all about **patient-centred** dedication.

We're focused on treatment plans that **heal**.

We're **improving** quality dental education and access to it.

We always put **ethics, safety** and **biology** first.

We're striving towards a more **equitable** and **fair future** for oral healthcare.

We're focused on **practitioners**.

We're focused on **patients**.

WE'RE FOCUSED ON WHAT MATTERS.



EMPOWERING DENTISTS AND PATIENTS WORLDWIDE

Our Visual ID



SLOW
DENTISTRY
Global Network[®]

The Slow Dentistry Logotype

Connecting the dots between practitioners and patients that seek and uphold gold standard dentistry is the basis of the Slow Dentistry Global Network logotype: comprised of a visual symbol and our brand name. A connected globe, in constant synergy, is the perfect representation for our worldwide movement that it is committed to putting trust back in dentistry, while striving to ensure safety, well-being and understanding for both professionals and patients.

**Because everything that goes around,
comes around.**



Logo Representation

GRayscale



Main Version



Lighter Backgrounds



Darker Backgrounds

PROTECTION AREA

The protection area defines the distances that must separate the logo from other visual elements, ensuring correct perception and legibility.

It is created by measuring the height of the word “SLOW”, increasing that measurement on all sides of the logo.



MINIMUM DIMENSIONS

In order for the integrity of the logo to be respected, the recommendation is that its size is not smaller than those presented here:

For printing:



For digital media:



INCORRECT USE OF THE LOGO

The logo must not be altered or distorted.

The usage and application rules presented in this manual must be respected.



Distortion



Color Modification



Dissociation of the elements



Typography modification



Inversion of elements



Outline



White logo on a light coloured background



Black logo on a dark coloured background



Coloured logo on a coloured background

Colours

Two different shades of blue bring the Slow Dentistry Global Network logotype to life and couldn't be more appropriate, as it is a colour that is commonly used in the health field. Blue also expresses other powerful principles that are completely aligned with the Slow Dentistry mission and values: confidence, authority, dignity, success, loyalty, safety and trust.



PANTONE	282C
CMYK	100, 87, 43, 53
RGB	8, 29, 63
WEB	#081d3f



PANTONE	7681C
CMYK	38, 28, 6, 0
RGB	157, 168, 203
WEB	#9da8cb

Brand colours

In addition to the colours present in the logo, the brand has its own colour palette that can be used in various graphic pieces, whether printed or digital. This palette should be used on branded material, namely social media posts, stationery, etc.



#40133A



#6AAC94



#215B6B



#041A40



#2785CF

Typography

The typography chosen to visually express our brand name stems from two font families, and three different font styles were used.

Novecento Sans Wide Bold
REGULAR BOLD

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@&%\$<>'“{}[]

Novecento Sans Wide Normal
REGULAR LIGHT

BB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@&%\$<>'“{}[]

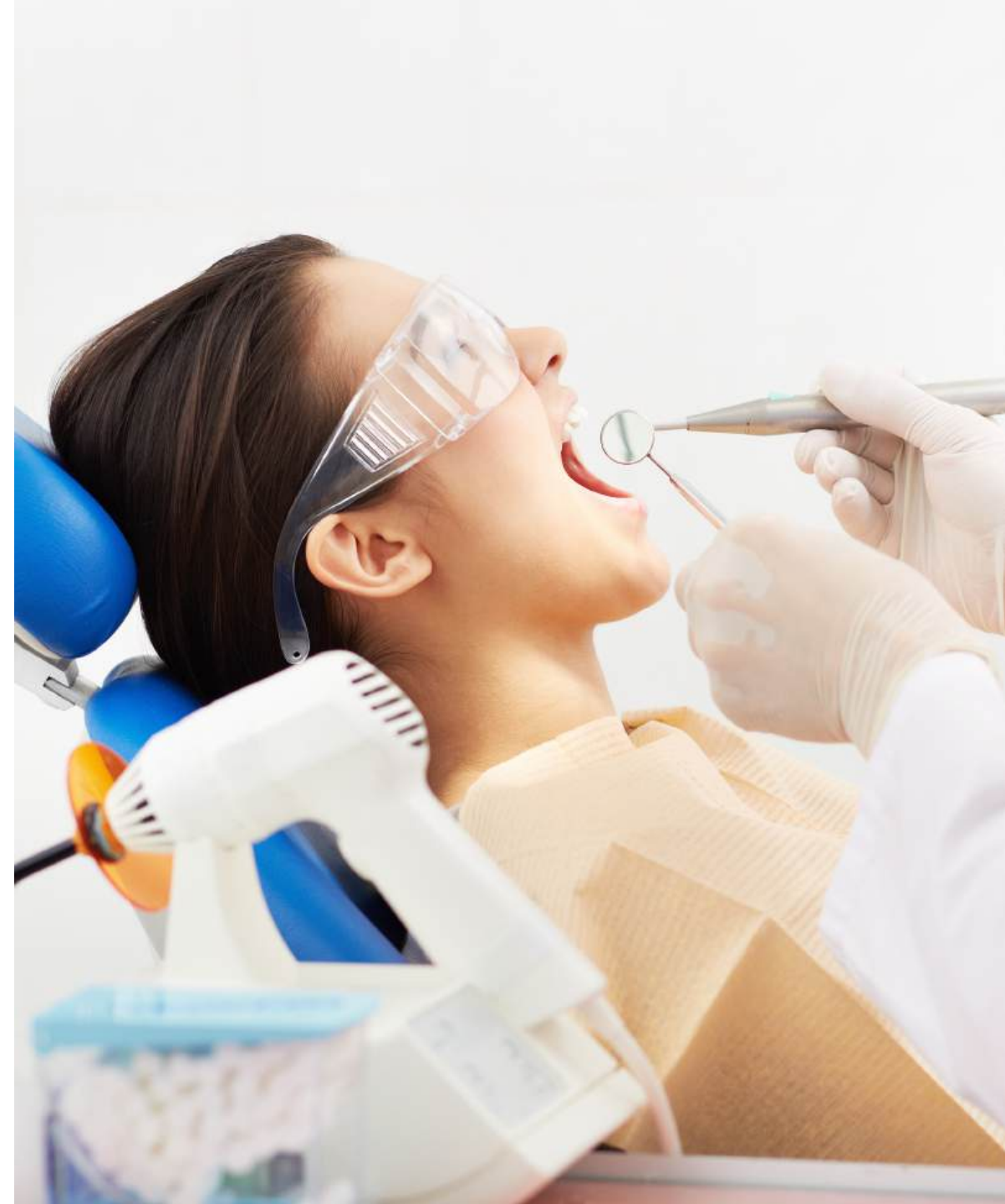
Raleway Regular
REGULAR REGULAR

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@&%\$<>'“{}[]

Other Visual Elements

An image speaks a thousand words, as it helps establish our branding and draws in our audience. It also helps us illustrate complex concepts, as well as organise and distribute information in a light and easy-to-consume manner. In short, the use of impactful visual elements not only makes our branding more appealing and eventually top of mind, but also aids us in communicating more clearly.

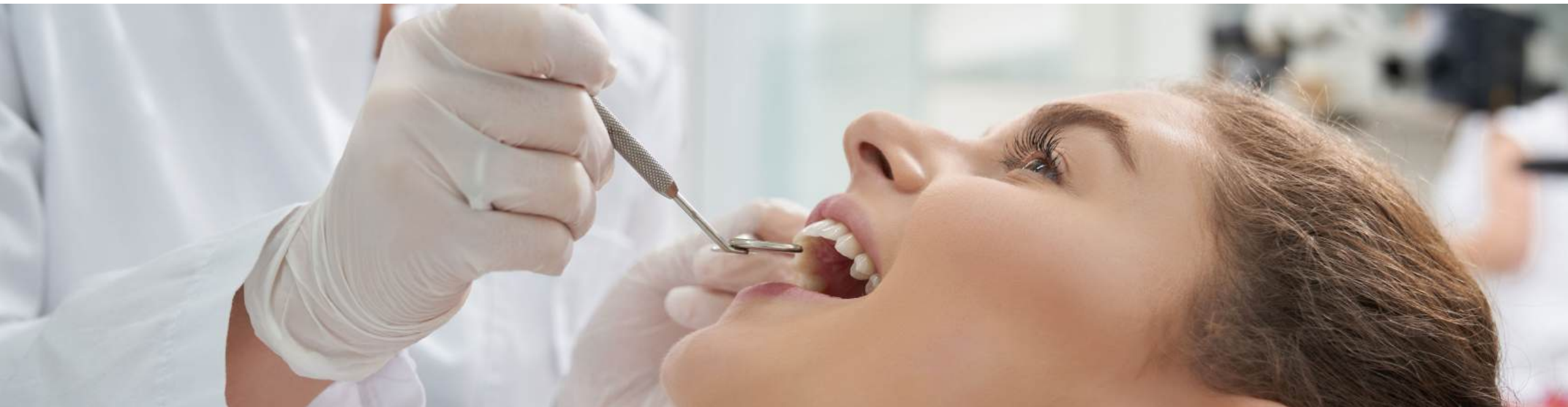


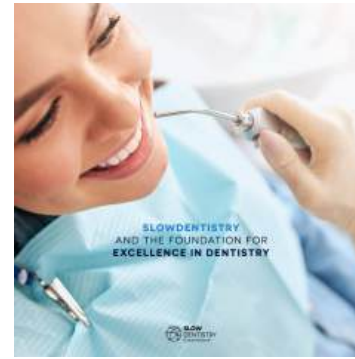
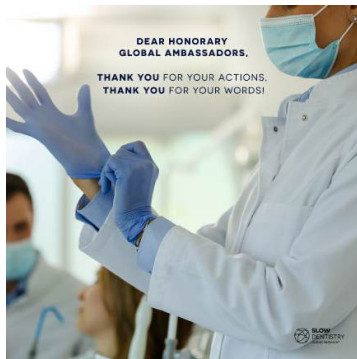
Photography

We only use high-quality professional images... and all of them must convey a warm, human touch.

We always advocate human-centred healthcare that is welcoming and trustworthy.

Whether we are sourcing images for the creation of our own content or collecting content from members, ambassadors or partners, all images must follow these pre-requisites:





PEOPLE

The human element should always be present.

LIGHT

Prioritise well-lit images, with simple backgrounds so that when it is necessary to add text, it is readable.

MINIMALIST

The photograph must have a minimalist tone, without too many visual elements (filter out the visual noise).

EMOTION

Use photographs that convey an emotion. For example, avoid photographs with models posing in a very “stock image style” and instead use more genuine representations, such as people smiling, talking to each other, etc.



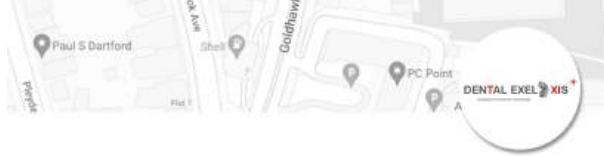
ICONS

We like to use icons in our visual communication. Why? Because they create some much needed breathing space amidst large amounts of written content, while effectively supporting the ideas and concepts we aim to portray.

The icons used are presented with the brand's colours. The website used for the icons is: www.flaticon.com



CLÍNICA EXECUTIVO
A SLOWDENTISTRY CLINIC
 IN MADEIRA, PORTUGAL



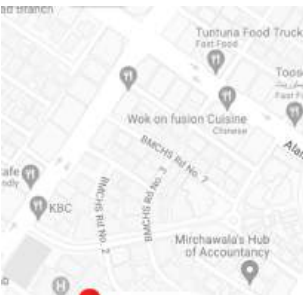
DENTAL EXELIXIS
A SLOWDENTISTRY CLINIC
 IN LONDON, UNITED KINGDOM



MP3 TANDARTSEN
A SLOWDENTISTRY CLINIC
 IN APELDOORN, NETHERLANDS



BIODENTIA
A SLOWDENTISTRY CLINIC
 IN CHALON-SUR-SAÛNE, FRANCE



DENTAL DUPLEX



SPARKLE DENTAL
A SLOWDENTISTRY CLINIC
 IN JOONDALUP, AUSTRALIA



MAPS

The use of maps is another visual element widely used in our communication and across our platforms, precisely because we are a global network. We represent hundreds of members worldwide and an uncalculated number of patients, which means maps are a great way of illustrating where you can find Slow Dentistry around the world. We are all connected.

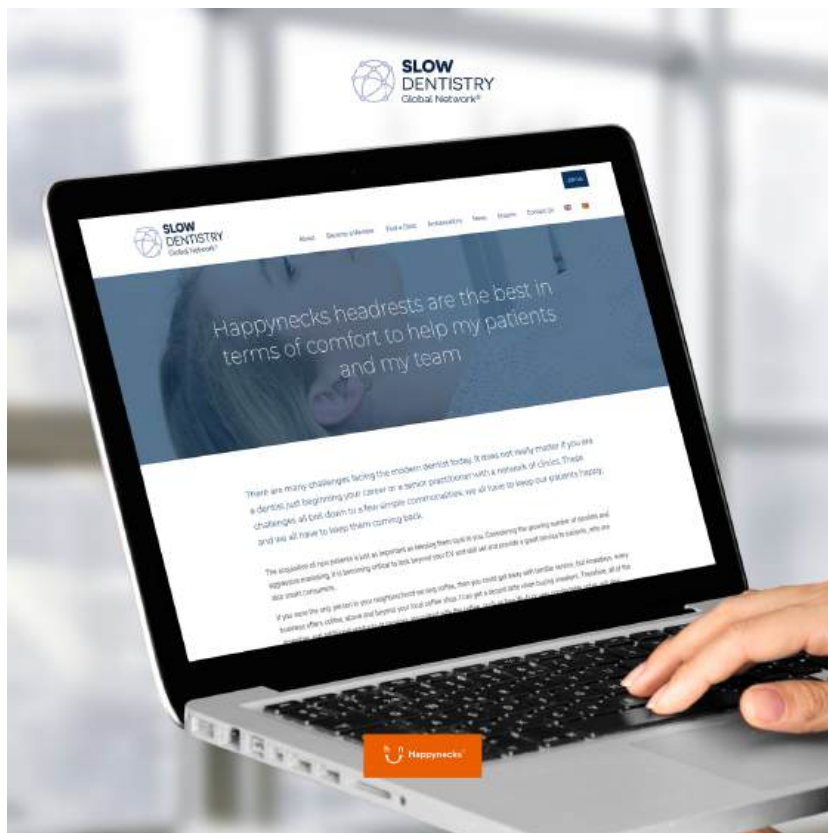
We are always connected.

OUR LOGO VS OTHER LOGOS

When displaying the Slow Dentistry logo with other logos in the same image, the logos must be displayed in opposite areas.

For example: one logo at the top and another at the bottom; or one on the left and one on the right.

They must have similar dimensions, so that neither logo takes up more weight than the other.





THE POWER OF A POWERFUL NETWORK

Our Communication ID

Any information regarding the healthcare field can be tricky to communicate: it must be clear, concise, informative, trustworthy and responsible, but also interesting, fresh, and engaging. Anything but boring and confusing. This is our communication guideline. How we speak, write, connect and involve.

Our voice

Our voice represents us. We represent Slow Dentistry.

RESPONSIBLE

We are advocates of ethical dentistry and take our dedication to improving the standards of oral healthcare around the globe very seriously.

INFORMATIVE

Our information is rooted in years of scientific research, industry knowledge and professional practise.

Knowledge is power. Sharing knowledge is empowering.

TRUSTWORTHY

Our global network of like-minded professionals are focused on raising the bar when it comes to safe, gold standard and honourable dentistry. Together, we are putting trust back in dentistry.

INCLUSIVE

Our mission is multi-dimensional and is comprised of members from across the field — hygienists, single dentists, biological dentists, digital dentists, educators and clinics — alongside patients and partners.

All are welcome, all are essential for our vision.

A young girl with light brown hair is smiling broadly while sitting in a dental chair. She is wearing a pink dental bib. A dentist, wearing blue gloves, is using a dental mirror to examine her teeth. The background is a bright, clean dental office with yellow and blue accents.

**ELIMINATING
DENTAL PHOBIA**
ONE APPOINTMENT
AT A TIME

WORLD ORAL HEALTH DAY
BE PROUD OF YOUR MOUTH

Our tone

The way we speak is key to successful communication. Getting our message across loud and clear is fundamental.

PURPOSEFUL & FRIENDLY

We always strive to share what's important, doing so with purpose and interest. Our tone is friendly, feel good and casual. We don't just like to seem approachable. We are approachable.





**DENTAL WELLNESS
STARTS WITH YOU**

THOUGHT-PROVOKING & ENGAGING

We want to challenge everything you know (or think you know) about gold standard dentistry. Our tone is insightful and inviting. We invite you to be more involved, to join us in digging deeper and reaching higher.

Our Language

Some brief notes on how we use language in our communication:

All communication is written according to British English.

Our site is translated into European Portuguese (according to the old Orthographic Agreement).

Whenever our name “Slow Dentistry Global Network” is used, all four words are always capitalised.



We use “Slow Dentistry” when referring to our work ethic and concept, as well as when referring to our cornerstones.

The abbreviation SDGN can and will be increasingly used as the brand gains recognition.

Whenever the expression “Honorary Global Ambassadors” is used, all three words are always capitalised.

SLOWDENTISTRY FAQS

Our language is professional, but also clear and engaging, which means we prefer a more informal approach. For example:

-  Wherever you may be, we are certain there is a Slow Dentistry clinic close by.
-  Wherever you are, we're certain there's a Slow Dentistry clinic close by.



Our content



We share Slow Dentistry news and milestones.



We share information regarding our global partners and sponsors.



We share information regarding our Honorary Global Ambassadors.



We share industry news.



We share information regarding our Slow Dentistry Global Network members: hygienists, single dentists, biological dentists, digital dentists, educators and clinics.



We share information targeted to patients seeking Slow Dentistry clinics and practitioners.



We share information regarding the Slow Dentistry mission, values, and cornerstones.




SLOW DENTISTRY
Global Network®

**CELEBRATING
2 YEARS
OF MEMBERSHIP**
WITH FLOW DENT,
IN DOROG, HUNGARY



ICONIC SMILES
A SLOWDENTISTRY CLINIC
IN SYDNEY, AUSTRALIA

SLOW DENTISTRY
Global Network®



RUBBER DAM
WHAT IS IT AND WHEN SHOULD IT BE USED?

SLOW DENTISTRY
Global Network®



SLOW DENTISTRY
Global Network®


HYGIENE & SAFETY
GO HAND-IN-HAND

**Meet
Dr. Jasper
Thoolen,**



**A SLOWDENTISTRY
PRACTITIONER
FROM AMSTERDAM,
THE NETHERLANDS**

SLOW DENTISTRY
Global Network®



**DEAR HONORARY
GLOBAL AMBASSADORS,**

**THANK YOU FOR YOUR ACTIONS.
THANK YOU FOR YOUR WORDS!**


SLOW DENTISTRY
Global Network®



bluem

SLOW DENTISTRY
Global Network®

**MEET OUR
SLOW DENTISTRY PARTNER
BLUEM ORAL CARE**



**A
SLOW
DENTISTRY
MEMBER**

**BREATHES EASY
WORKS EASY
SMILES EASY**

SLOW DENTISTRY
Global Network®



Focused on practitioners. Focused on patients.
FOCUSED ON WHAT MATTERS.

Our Online Presence

As a global network, we are also growing online and are thoroughly invested in our social media where we can connect with all our worldwide members and bring everyone closer together. Remember: we are building a global community, both online and offline... and everything is connected.

On social media, we are active on Instagram, Facebook and LinkedIn — and have opted to publish the same content on all three platforms simultaneously. This choice is based on the premise that we have practitioners, patients, members, ambassadors, colleagues, partners and sponsors on all these platforms, but also on just one, and the main goal when it comes to our online presence is to reach everyone, to ensure that everyone has equal access to all Slow Dentistry information and content.

Website

Our visually appealing, easy to navigate website encompasses all the most relevant Slow Dentistry information:

About

Cornerstones

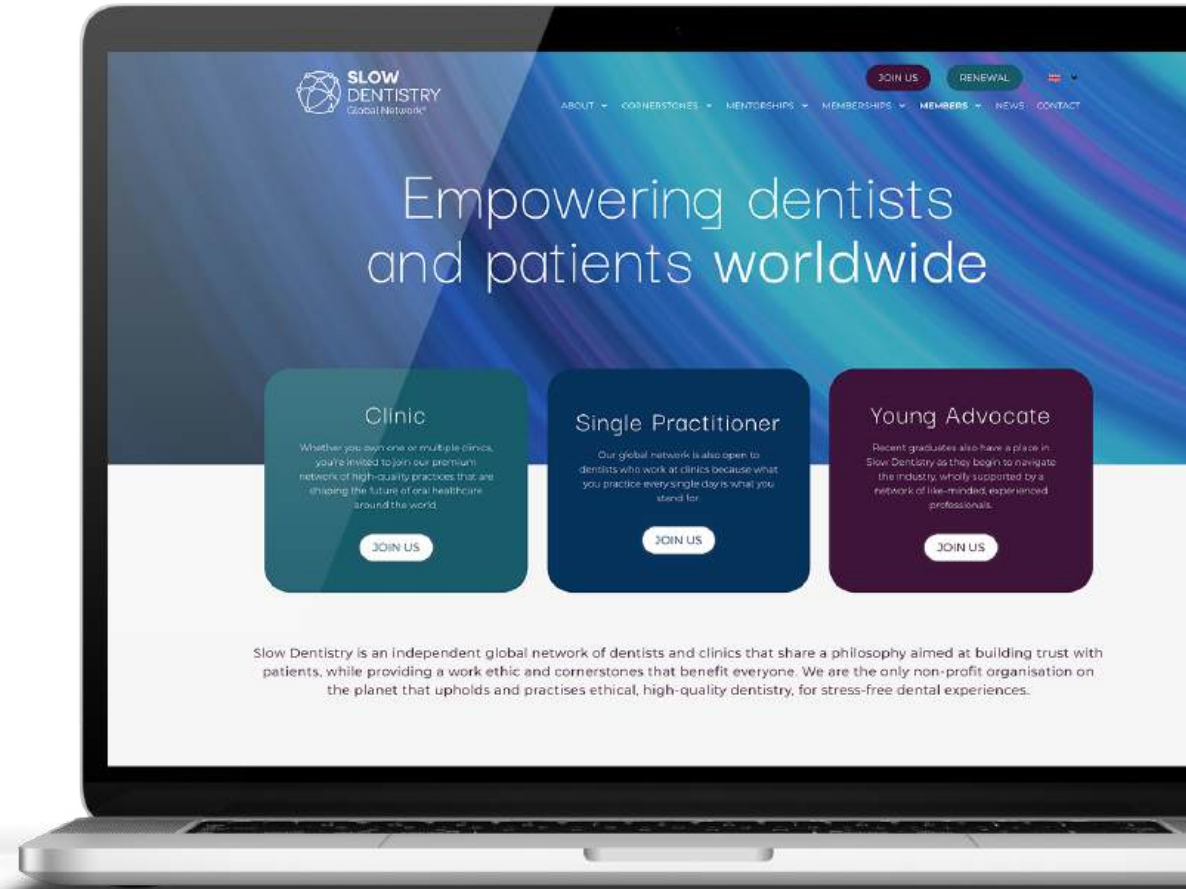
Mentorships

Memberships

Members

News

Contact



Always in tune with our Communication ID, the following sections of the website must be updated regularly and/or whenever appropriate (acquisition of a new member/clinic, new ambassador, new partners, new FAQs, etc.) :

FIND A CLINIC | FIND A PRACTITIONER | FIND A YOUNG ADVOCATE | AMBASSADORS | NEWS | FAQs | SPONSORS

The “Ambassadors” section has a dynamic block that also must be updated accordingly.



Our Honorary Global Ambassadors inspire us every day

34

Honorary Global
Ambassadors

22

Countries

4

Continents

1

Shared Vision

Instagram

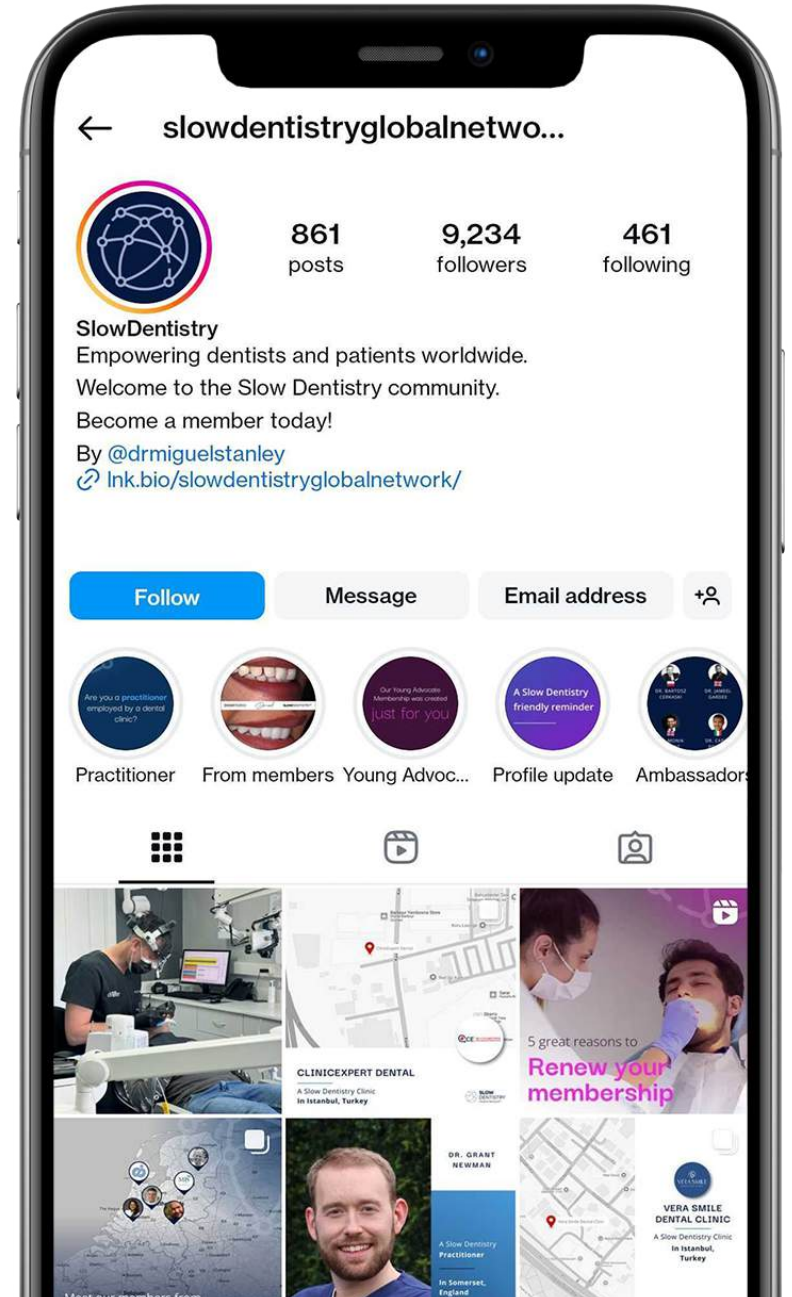
CONTENT CALENDAR

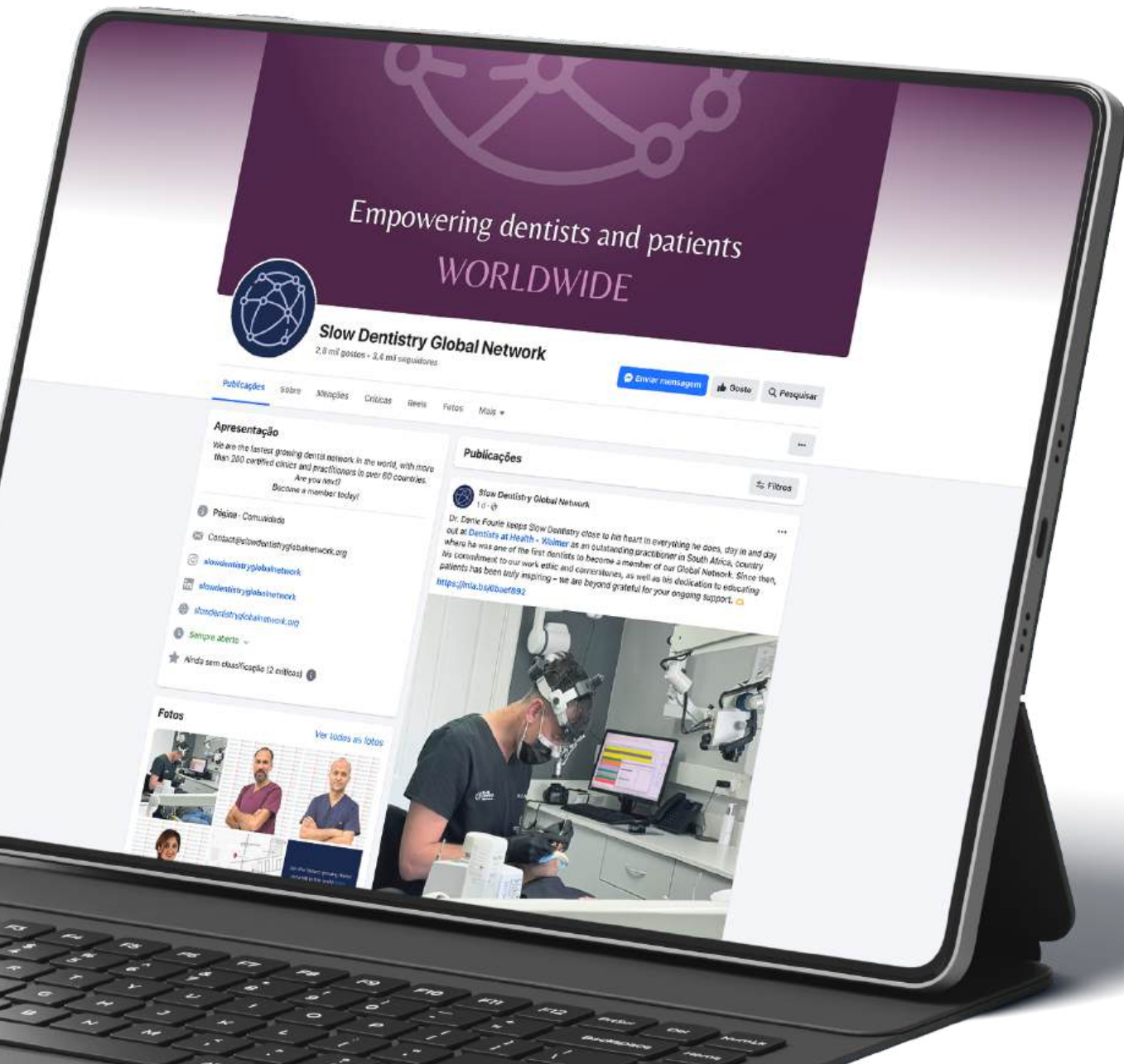
Posts: 10-12/month

Reels: 5/month

Stories: daily

Reposts: whenever applicable





Facebook

CONTENT CALENDAR

Posts: 10-12/month

Stories: daily

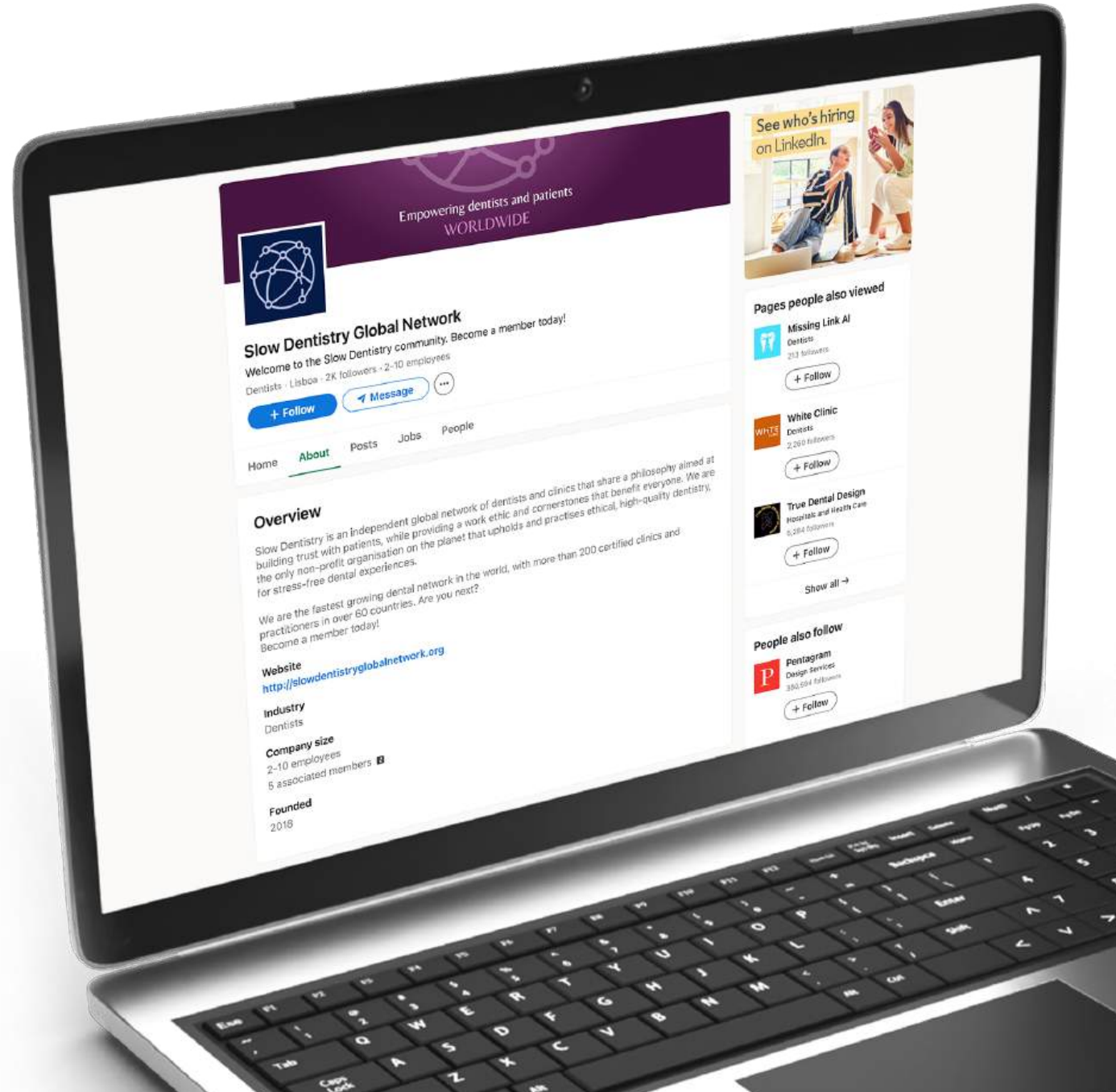
Reposts: whenever applicable

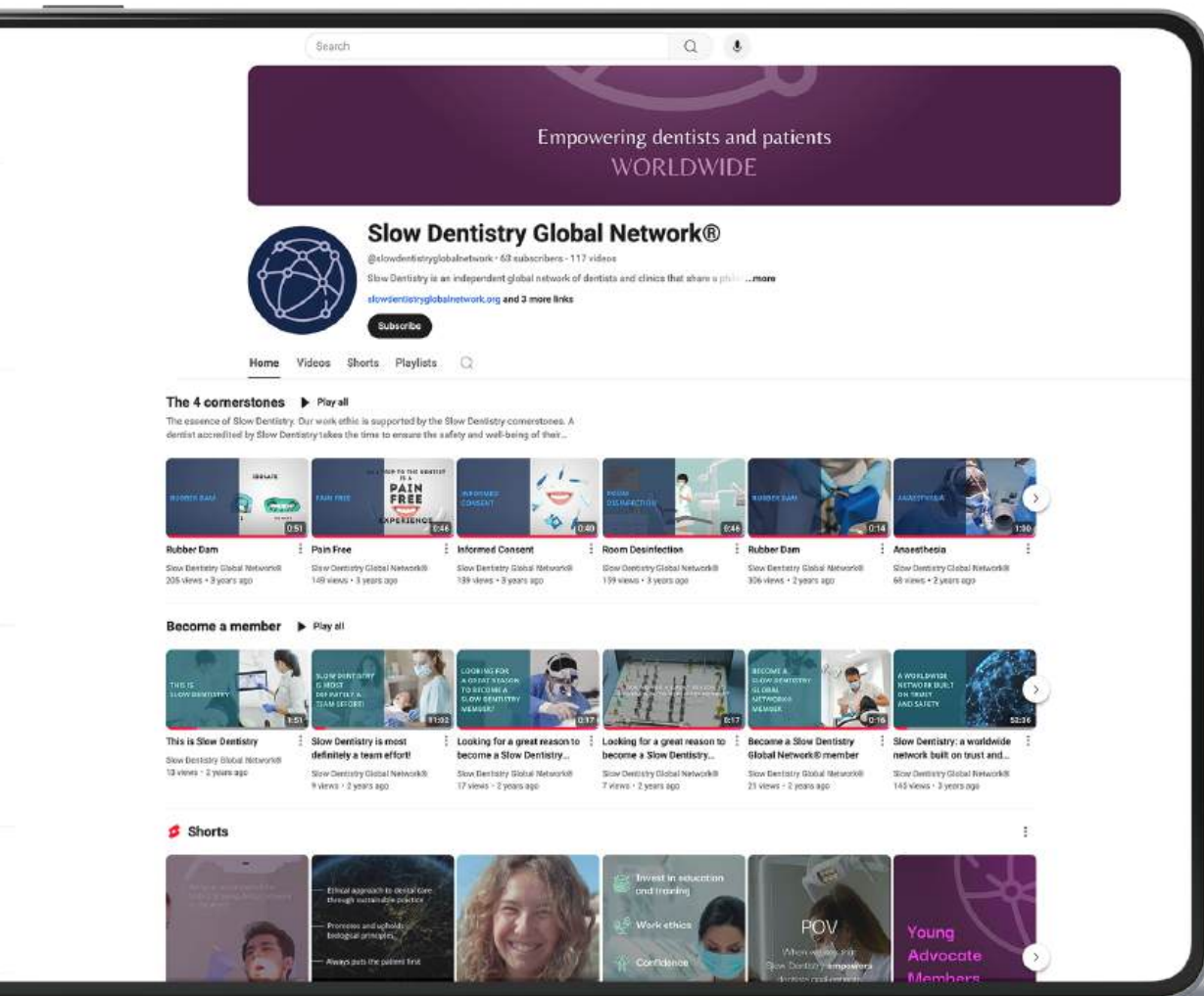
LinkedIn

CONTENT CALENDAR

Posts: 10-12/month

Reposts: whenever applicable



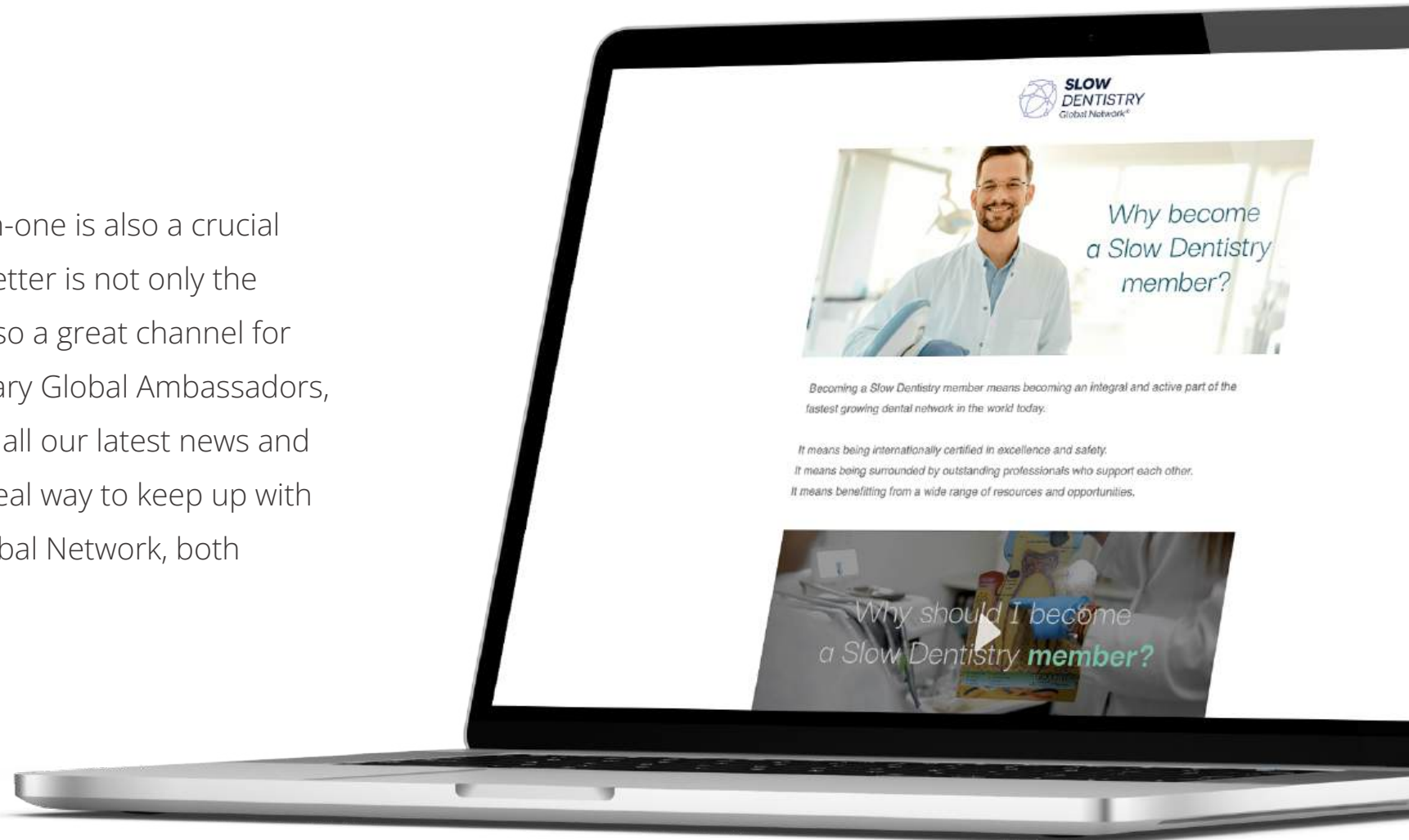


YouTube

Video content is an important pillar of our communication and all Slow Dentistry videos are published on our respective YouTube channel. They are also continuously promoted on the social media platforms we are active on.

Newsletter

Connecting with our community one-on-one is also a crucial form of communication, and our newsletter is not only the perfect way to reach out directly, but also a great channel for keeping our members, patients, Honorary Global Ambassadors, partners and supporters up-to-date on all our latest news and interesting industry information. The ideal way to keep up with everything that is going on with our Global Network, both in-house and around the world.





PUTTING TRUST BACK IN DENTISTRY

Supporting materials

We have a host of supporting and promotional materials that not only help our team manage the Slow Dentistry online presence and communication channels, but also essential content that is available to our members, Honorary Global Ambassadors, partners, as well as to the press and other interested third parties. These include our institutional presentation, logos, digital badges, and roll-up, among others.

Our supporting materials can be accessed [here](#).

A deep commitment to slowing down and making time for all things dentistry.

THAT'S WHAT IT'S ALL ABOUT
THAT'S WHAT WE'RE ALL ABOUT

www.slowdentistryglobalnetwork.org

