

Feinstein 360 Orthodontics | Official Brand Communications

Brand Values

- Equality
- Service
- Comfort
- Convenience

At Feinstein 360 Orthodontics, the power of lasting and positive change is what drives our orthodontics practice. We know that each day we can make a positive change in our patients' lives that can last for decades to come.

We focus on equality-driven and patient-centered orthodontics utilizing the latest breakthroughs in dentistry, innovative technology, and extensive experience. We accept no less than the very best treatment of all of our patients, as we provide them with comfortable, convenient, and friendly service.

Brand Voice

Fairness First

It is important to us that we are always fair, equal, and inclusive when we interact with patients, potential patients, or the community. We want to brighten everyone's world, which begins with fairness and respect.

Keep Smiling

We always want to make people feel comfortable but still respected. We have fun and want to make everyone feel at home, but we always remain professional and never cross the line into childish.

Patient-Centered Orthodontics

Never, ever forget to put the patient first. They are the only reason that we are here!

Brand Personality

Brand Purpose: "Orthodontics Centered Around You"

Brand Personality: This brand is all about the orthodontics patient. The main goals of the business focus on making the patient comfortable, giving the patient the best possible treatment, and leaving the patient with long-lasting positive change.

Brand Voice: The brand voice is casual and fun but never childish or unknowing. When speaking for the brand, always be:

- Passionate
- Professional
- Friendly
- Courteous
- Helpful

Brand Tagline

“Orthodontics Centered Around You”

Always Patient Focused

The narrative should always be our focus on the patient, the best care, optimum results, and a bright future.

Don't Stop Smiling!

It is important to always stay upbeat and keep things positive and on a high note.

Bringing Positive Change

We always look for the bright side and the light at the end of the tunnel. No matter what our patients are facing, we are here to change things for the better and create a brighter smile and a brighter future.