



TIFFANY BUI, DMD

PALO ALTO DENTIST

Brand Guide

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BRAND MESSAGING

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Who We Are

If you're looking for a friendly family dentist in the Palo Alto area, then Tiffany Bui, DMD, is the one for you! Tiffany and her team of experts can help you reach your dental goals by offering exams, implants, invisaligns, cosmetic dentistry and more. Reach out to us today and we'll give you a reason to smile.



Tagline

We will give you a reason to smile!

Brand Positioning



Tiffany Bui, DMD, helps individuals and families receive the care they need by providing expert dental treatment and personalized services.

Vision

To make all patients feel like family through genuine care

Mission

Our mission is to ensure all patients reach their dental goals in an environment where they feel comfortable and valued.

Values



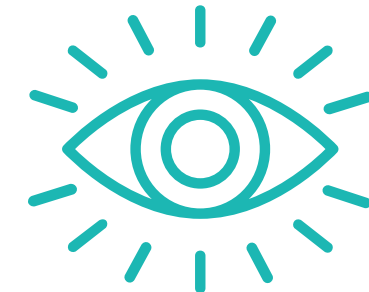
Trustworthy

As a chosen successor to lead this practice, Tiffany Bui, DMD and her team have been trusted by many in the Palo Alto community. Our determination, passion, and expertise are at the center of what we do.



Genuine Care

We go above and beyond to give patients a reason to smile. Tiffany Bui, DMD and her team strive to deliver quality bedside manners to give genuine care to all patients.



Dedicated Vision

Through continual progression and development, our team is dedicated to providing the highest quality dental care. We aim to fulfill our vision of supporting all patients' dental success.

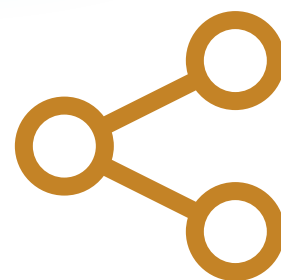


Voice

Genuine. Welcoming. Informative



Why Us?



Shared Goals

When it comes to Tiffany Bui, DMD and her team, their goals are the patient's goals. Having a shared mission is central to their quality dental care.



Digital Dentistry Leaders

We use the best technology, proper tools, and procedures to help all patients receive contemporary and high tech dental care. Our modern digital technology supports our efforts in providing the best dental results.



Friendly Approach

We strive to create a comfortable environment where all patients feel like family. Our friendly, honest, and genuine approach to dental treatment is a unique service we are proud to offer.



One-Stop Services

Tiffany Bui, DMD aims to always use the best and most reliable technology and practices. With reliable digital dentistry, you can receive all dental services at her practice, whether it be digital x-rays or dentures, you can achieve it with Dr. Bui.

Our Story

Dr. Tiffany Bui is a California native, born and raised in the Bay Area. Throughout her collegiate career she has had a strong passion for dentistry. She received a Bachelor of Science degree in Biology/Psychology from University of California, Davis. Afterward, she pursued her passion of dentistry by attending Midwestern University School of Dentistry. Dr. Bui strives to excel in all areas of her learning which led her to receive several awards for her involvement in dental research, leadership positions, and community service during her academic career. Following her graduation Dr. Bui worked in private practice in Santa Clara County, leading up to her succession of Dr. Whetstone's practice. Dr. Whetstone chose Dr. Bui as his successor due to their shared personability, enthusiasm, and dental treatment philosophy. Dr. Tiffany Bui is passionate and dedicated to serving the Palo Alto community.

Dr. Bui continues her pursuit of providing the highest quality of family care available for her patients. She is a dedicated life-long learner, ensuring that she gives the best quality and most advanced techniques to her patients. As a continual dental learner and leader, she is a member of the American Dental Association, California Dental Association, Mid-Peninsula Dental Society, and the International Association for Dental Research.

Dr. Tiffany Bui is passionate about teaching and continues to mentor individuals in the dental field as she offers all aspects of general dentistry, family dentistry, and exceptional aesthetics to her patients. If you are needing a genuine and honest dentist, with quality care, visit Tiffany Bui, DMD and her team.



VISUAL IDENTITY

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Primary Logo



TIFFANY BUI, DMD
PALO ALTO DENTIST



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[Access Logos](#)

Alternative Logo



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PALO ALTO DENTIST



TIFFANY BUI, DMD

PALO ALTO DENTIST



TIFFANY BUI, DMD

PALO ALTO DENTIST

Scaling the Logo

Sizing:

The logo is designed to scale to small sizes on print and screen. Various orientations have been provided to accommodate for portrait and landscape-oriented applications. Use the horizontal logo when you have space and only use the vertical one when necessary. Use the version without the tagline when scaled smaller.

Minimum Size
12 mm



Spacing the Logo

Spacing

The logo should have ample spacing all on sides to ensure that your logo will be displayed correctly at all times. Clear space around the logo is equal to the total width of the icon.



Typography

Butler

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Type Guidelines

Butler ——— **HEADER 1**

Butler ——— **HEADER 2**

Butler ——— **HEADER 3**

Butler ——— **HEADER 4**

Poppins ——— Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Brand Colors

Colors

Palo Alto Dentist's visual identity is defined by its primary brand colors. The blue green color invokes a sense of health, cleanliness, trust, and calm. The gold color represents warmth, high expertise, brightness, and strength.



HEX: #1CB7B3
RGB: 28, 183, 179
CMYK: 74, 1, 36, 0



HEX: #C48326
RGB: 196, 131, 38
CMYK: 21, 50, 100, 4



HEX: #2A3D51
RGB: 42, 61, 81
CMYK: 87, 71, 46, 37



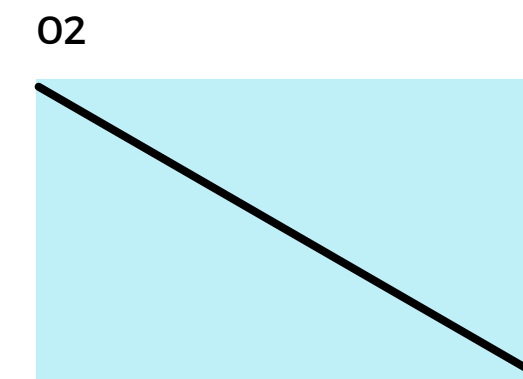
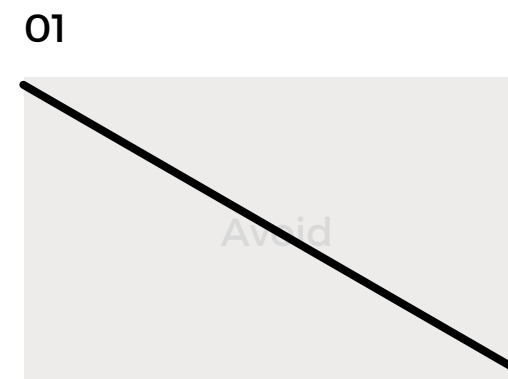
HEX: #A5A9B1
RGB: 165, 169, 177
CMYK: 37, 28, 24, 0

Color Guidelines

What to Avoid

Avoid the following mistakes when working with color to keep it positioned and accurate.

1. Don't put light text on light backgrounds
2. Don't change the official brand colors
3. Don't replace colors with a texture
4. Don't place similar colors on top of each other.



THANK YOU



BIG RED JELLY

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