

VOLUME 3
BRAND EXPRESSIONS



Abra Health Brand Expressions Introduction

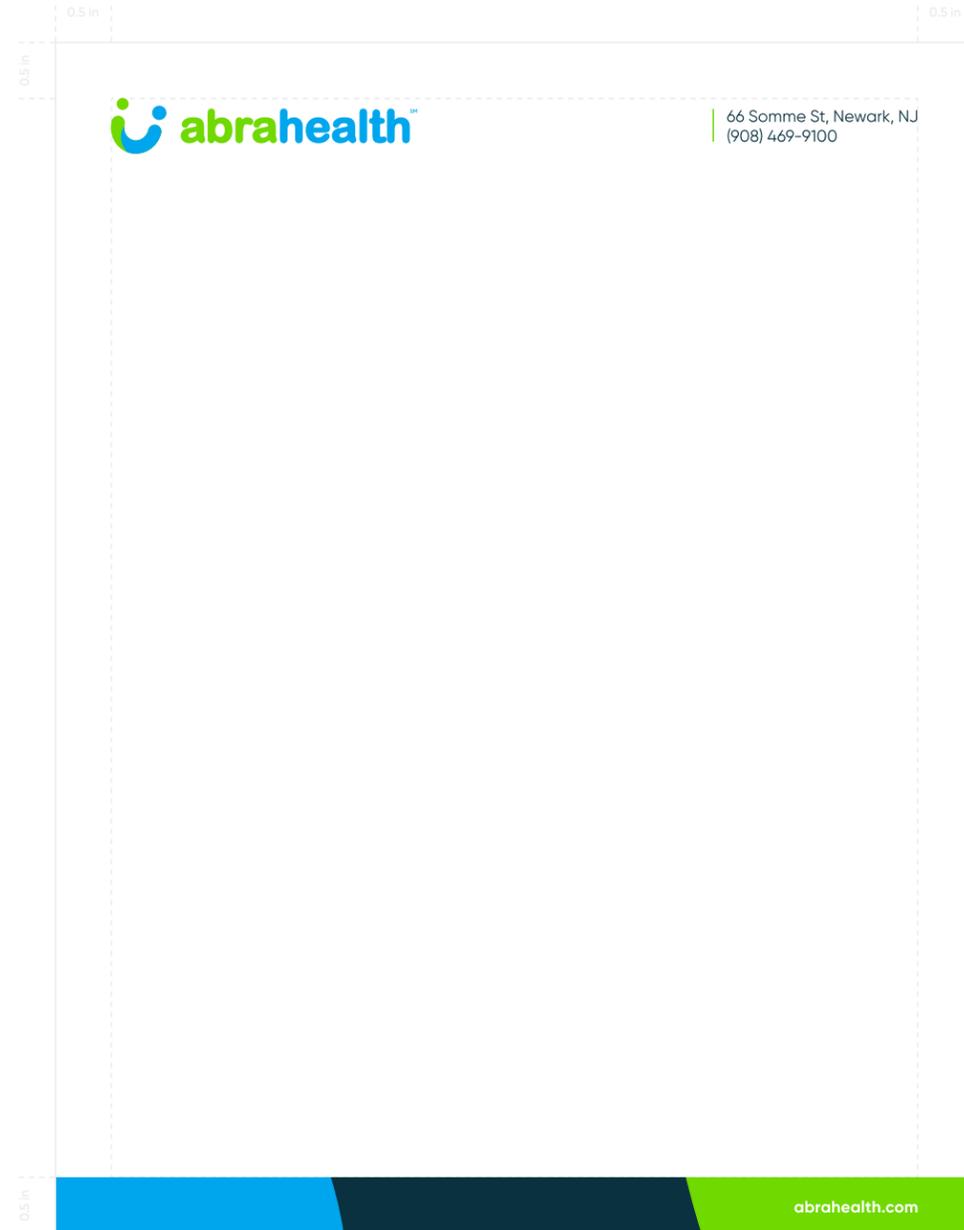
This Brand Expressions Book is part of the Abra Health Brand Communications Kit. Use this book as a guideline when creating new documents, flyers, postcards and other tangible items with Abra Health branding.

CONTENTS

BRAND EXPRESSIONS

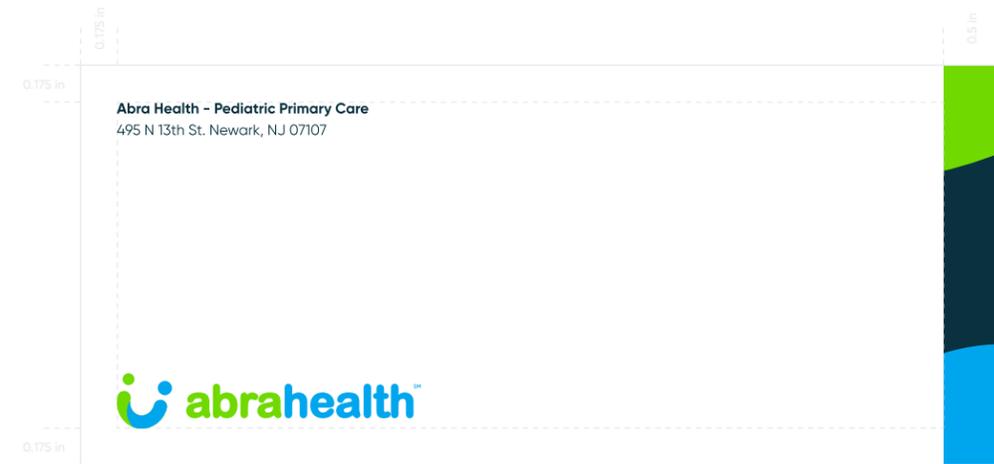
Business Correspondence	6	Email Guidelines	10
Brand Attributes	8	ID Badges	11
Brand Personality & Nomenclature	8	Posters	11
How We Refer to Our Practices	9	Birthday Cards	12
How We Refer to Our Providers	9	Thank You Cards	13
How We Refer to Our Front Desk Staff	9		
How We Refer to Our Dental Assistants and Hygienists	9		
How We Refer to Our Orthodontists	9		
How We Refer to Our Customers	9		

BUSINESS CORRESPONDENCE



Letterhead

Font family: Gilroy
 Font size: 11 pt
 Font weight: Regular & Bold



Envelopes 9.5 x 4.125 & 9.5 x 6.5 in

Margins: T 0.175, B 0.175, L 0.175, R 0.5 in
 Font family: Gilroy
 Font size: 11 pt
 Font weight: Regular & Bold

Envelopes 12 x 9 in

Margins: T 0.75, B 0.75, L 0.75, R 0.875 in
 Font family: Gilroy
 Font size: 13.5 pt
 Font weight: Regular & Bold



Business cards 3.5 x 2 in

Margins: T 0.1875 in, B 0.1875 in, L 0.3125 in, R 0.25 in
 Font family: Gilroy
 Font weight: Regular, SemiBold & Bold

Brand Attributes

To be the best healthcare partner for our patients and our community, we aspire to embody key attributes. These words best describe the essence of Abra Health:

- Accessible
- Compassionate
- Inclusive
- Magical
- Reliable
- Quality-driven
- Friendly
- Authentic

Brand Personality & Nomenclature

The tone and voice of Abra Health is warm, compassionate, and friendly. We always put our patients first and work together as a team to provide outstanding care. Our brand personality is one that families can trust and feel comfortable with.

If Abra Health was a person, we would be:

- A loyal friend who is always there for you when you need them
- A trusted family member who you can rely on
- A caring and compassionate healthcare provider who puts your needs first

We prefer to use active voice statements, and always prefer the use of "we" and "you" instead of "the company" and "the patients." This reflects our brand's friendly, approachable personality.

 **Spelling and Grammar Check**
Always double-check your spelling and grammar before submitting any document.

How We Refer to Our Practices

We refer to all of our dental offices, facilities and buildings as "Smile Centers" or "practices." Our medical practices are referred to as "practices", and our central corporate office is referred to as "support center". This reflects the high-quality care we provide and reinforces the family feel of our organization.

How We Refer to Our Providers

We refer to all of our providers – regardless of if they have an MD, DO, DDS or DMD – as "doctors."

How We Refer to Our Front Desk Staff

The front desk staff at our practices are referred to as patient care representatives. This reflects the important role they play in providing outstanding patient care and support.

How We Refer to Our Dental Assistants and Hygienists

Our dental assistants and hygienists are referred to as their official title when working with adult patients. However, when working with our pediatric patients, we refer to our dental assistants and hygienists as "smile specialists," to promote a fun and friendly environment.

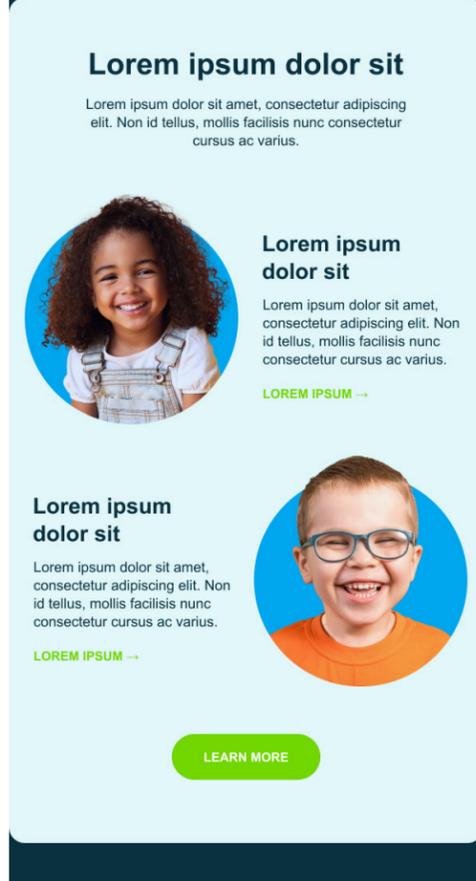
How We Refer to Our Orthodontists

When working with adult patients, our orthodontists should be referred to as doctors. However, when working with pediatric patients, we refer to our orthodontists as "smile magicians," to help instill a sense of wonder and joy.

How We Refer to Our Customers

Our customers are referred to as "patients." This terminology reinforces the doctor-patient relationship and our commitment to providing quality care within our community.

EMAIL GUIDELINES



Email Guidelines

Width: 600px
 Margins: 20px
 Columns: 2

Heading 1
 Gilroy Bold
 Font size: 44
 Line height: 125%

Heading 2
 Gilroy Bold
 Font size: 38
 Line height: 125%

Heading 3
 Gilroy Bold
 Font size: 28
 Line height: 125%

Paragraph
 Gilroy Regular
 Font size: 18
 Line height: 125%

CTA Button
 Gilroy Bold
 Uppercase
 Font size: 16

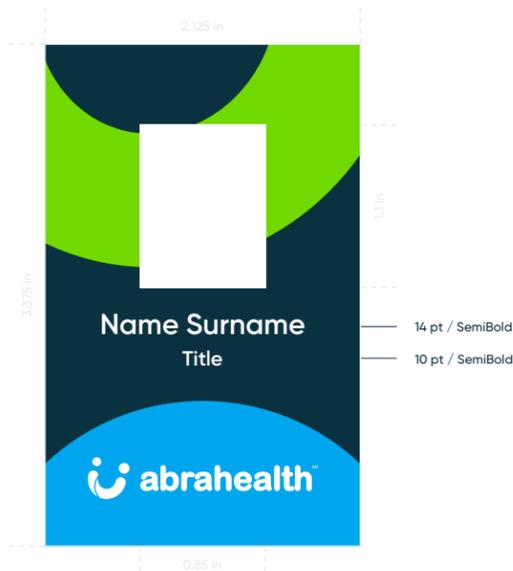
CTA Link
 Gilroy Bold
 Uppercase
 Font size: 16

Spelling and Grammar Check
 Always double-check your spelling and grammar before submitting any email.

ID BADGES & POSTERS

ID Badges

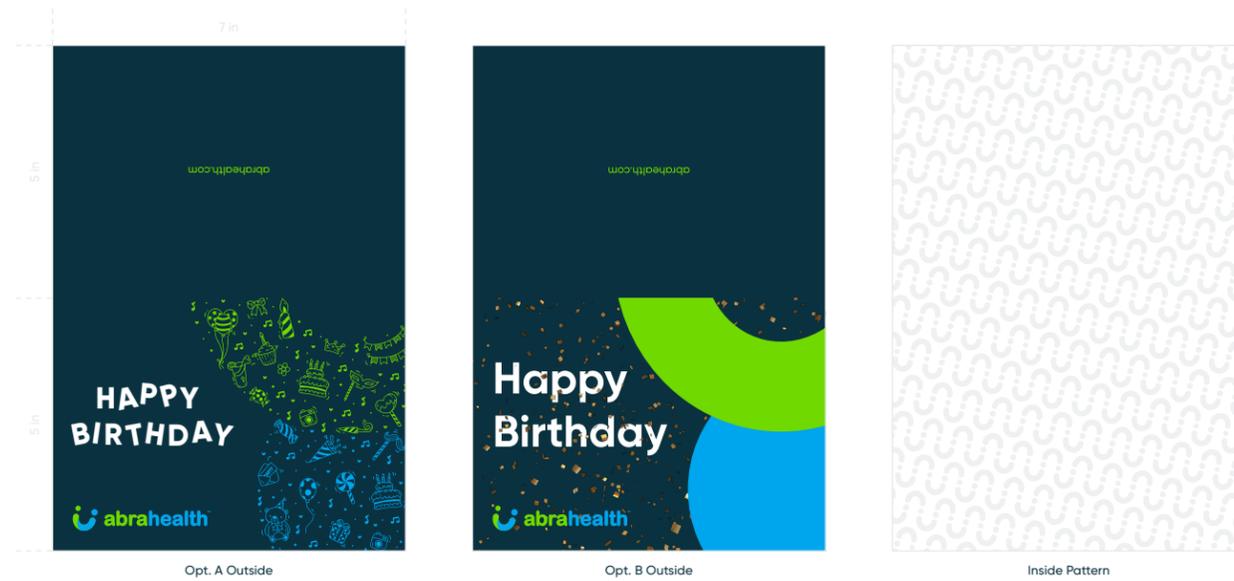
Size: 2.125 x 3.375 in
 Font family: Gilroy
 Font size: 14 / 10 pt
 Font weight: SemiBold



Posters

Size: 18 x 24 in
 Margins: 0.1875 in
 Font family: Gilroy

BIRTHDAY CARDS



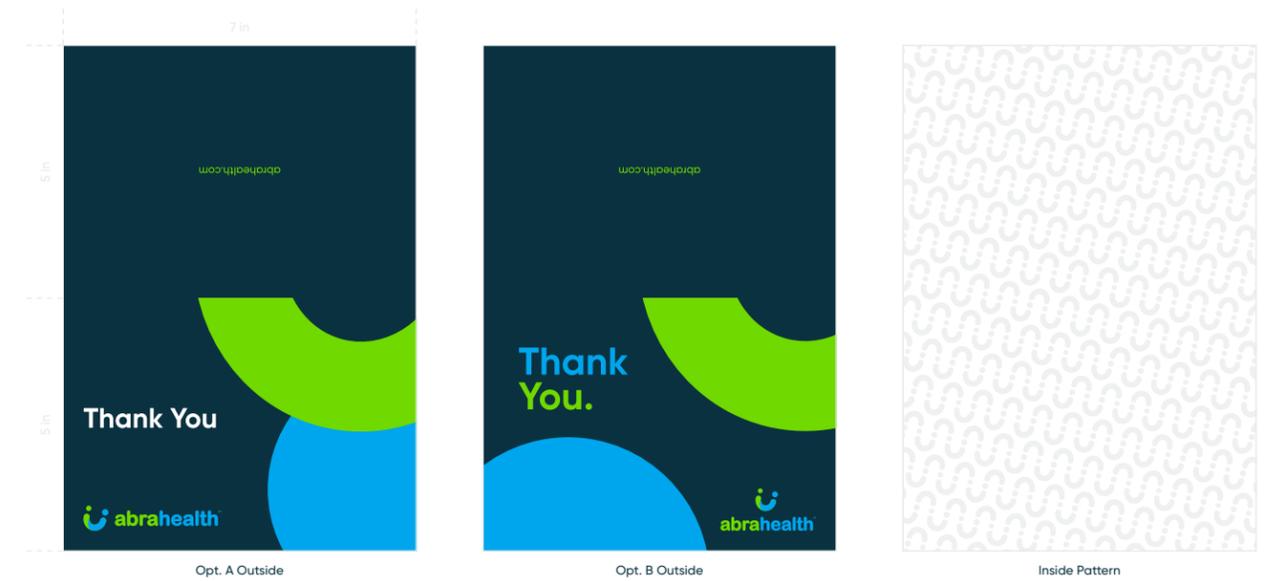
Birthday Cards

Size: 7 x 5 in (folded)
Font family: Gilroy

Pattern Opacity: 7% of
the Abra Dark Blue
Rotation: 14°

- Spelling and Grammar Check**
Always double-check your spelling and grammar when writing personalized messages within birthday cards.

THANK YOU CARDS



Birthday Cards

Size: 7 x 5 in (folded)
Font family: Gilroy

Pattern Opacity: 7% of
the Abra Dark Blue
Rotation: 14°

- Spelling and Grammar Check**
Always double-check your spelling and grammar when writing personalized messages within thank you cards.

Created by
Levo[®]
HEALTH

levohealth.com