

Brand Asset Use Guide

Source-of-truth rules for practices and marketing partners

Use the exact supplied assets

- Use Celebrace logos only from the Logos folder.
- Use product photography only from the Product Photos folder.
- Do not redraw, recolor, stretch, warp, or add effects to the Celebrace logo.
- Do not retouch, regenerate, or alter the bracket or product design.
- Maintain clear space around the logo and use a version that contrasts with the background.
- If adding a practice logo, place it in an open corner of an editable template without covering Celebrace branding, copy, or disclaimers.

Brand system

Role	Color	Use
Intelligence	Intelligent Violet #4B3F6B	Authority bands, differentiation moments, and key sections
Structure	Precision Blue #1E7CB7	Headers, navigation, and visual anchors
Emphasis	Signal Green #CAD55D	Highlights and calls to action, used sparingly
Space	Soft Stone #F1F2EE	Backgrounds, content fields, and whitespace balance

Typography

- **Montserrat:** headlines, primary claims, subheads, graphic copy, and calls to action.
- **Inter:** longer paragraphs, detailed explanations, and dense support copy.

Voice and tone

- Clear and direct
- Confident, not loud
- Modern and intelligent
- Calm and disciplined
- Patient-centered
- No hype and no overselling

Patient messaging hierarchy

1. Patient goal or concern
2. Practice difference
3. Meaningful patient benefit
4. Supporting technology
5. Clear next step

Approved messaging foundation

BRAND POSITION

Celebrace is the world's first 100% digital, AI-driven, fully-custom metal braces platform. The new standard in precision orthodontics.

Use note: Use this exact positioning selectively. It should not replace the patient benefit as the lead message.

PATIENT FOUNDATION

Every smile is different. Your braces can be too. We plan your future smile first, then create braces designed specifically for that individual plan.

Claim guardrails

Supported framing	Do not use as a general claim
Fully custom braces designed for the individual patient	Guaranteed result
100% digital planning and AI-driven design	AI replaces the orthodontist
Patient-specific, 3D-printed brackets	No adjustments needed
Designed to support precision and efficiency	Cuts treatment time in half
Planning helps guide progress from the start	No surprises
Real case examples with variation disclaimer	Your result will look like this

Required case disclaimer

USE WITH CASE IMAGERY

Individual results and treatment times vary.