Deflex®

CORPORATE
IDENTITY

February 2017

Contents

General

FROM ARGENTINA TO THE WORLD

Our company NUXEN SRL is located in Buenos Aires, Argentina, and since the year 2000 it manufactures and exports the Deflex System to other countries in the Americas, Europe, Asia, and Africa. In addition to the manufacturing plant, we have two trade offices and a training area for dental technicians.

CERTIFIED QUALITY

The main goal of the company was to reach international standards in production. This is why we work in accordance with ISO, following the good manufacturing practice (GMP) standards.

SHORTENING DISTANCES

Another of our goals is having a specialized area of international trade, in order to offer a comprehensive advisory service for international distributors. Having a smooth communication flow and efficient logistics allows us to be close to our customers all over the world.

BRANDING MANUAL

What follows is the branding manual for Deflex new visual identity. The following pages show guidelines to use the different visual resources that make up the brand identity.

It should be noted that brands evolve, adjusting to changes in the world, so this document is simply a starting point. It will be revised over time. Please visit the web site to make sure you have the latest version of the document.

Logo
Application

Logo position

CORRECT APPLICATION POSITIONS

The *Deflex* logo is applied horizontally and vertically, with no rectangles or geometric shapes enclosing it.

INCORRECT APPLICATION POSITIONS

Some incorrect ways of applying the logo are shown below. The logo should never be applied diagonally or upside down

Margin

In order to preserve the integrity of the *Deflex* Logo we need to keep a minimum clean space or margin around the logo. This clear space isolates the logotype from competing graphical elements, thus helping us keep the divided attention on the elements.

The illustration below shows the margin space around, the size of which matches the D in the Deflex logo.

Example of a vertical piece   Example of a horizontal piece

Minimum size

The *Deflex* logo maintains its visual impact in a broad range of sizes. However, when the logo is reproduced too small, it is not readable and its impact is reduced

For printing applications, the Deflex logo must never be reproduced with a width of less than 15 mm (0.6 in).

1,5 cm

For digital applications, the *Deflex* logo must never be reproduced with a width of less than 100 pixels at 72 dpi.

Misuse

Misuse of *Deflex* logo compromises its integrity and effectiveness. Our logo is more dynamic than most corporate identities. However, there still are some things that jeopardize its readability

Not allowed:

1. Do not use the logo outlined.
2. Do not rotate the logo in any direction.
3. Do not change the color of the letters separately.
4. Do not put a secondary logo or another logo next to the *Deflex* logo.
5. Do not deform the logo.
6. Do not enclose the logo using any geometric shape.

Logo colors

The *Deflex* logo may appear in any of the colors of the brand that are shown below. The choice of colors should be determined by the item or content to which the logo is applied.
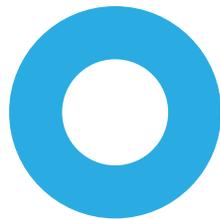
In some cases, a black and white logo may be necessary. In these cases, use one of the following options.

Deflex® Main color

Deflex® Black and white pieces option 1

Deflex® Secondary color

Deflex® White or cut-out letters

Blue Deflex

Pantone SC	301 C
CMYK	100/70/30/10
RGB	0/125/125
Web Hex	00527d

Pure Light Blue

Pantone SC	306 C
CMYK	100/0/0/0
RGB	0/174/239
Web Hex	#00aeef
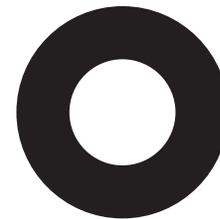
Black

|	
Pantone SC	635 C
CMYK	0/0/0/100
RGB	35/31/32
Web Hex	#231f20

White

Pantone SC	635 C
CMYK	36/0/10/0
RGB	255/255/255
Web Hex	#ffffff

Coexistence of the logo and the image

In most cases, the *Deflex* logo is applied separately from the image on plain colors. But it may also appear behind the image, as long as its readability is not affected (the image may be overlaid on the logo).

This is an exception occurring in caps or posters to achieve greater depth in the setting.
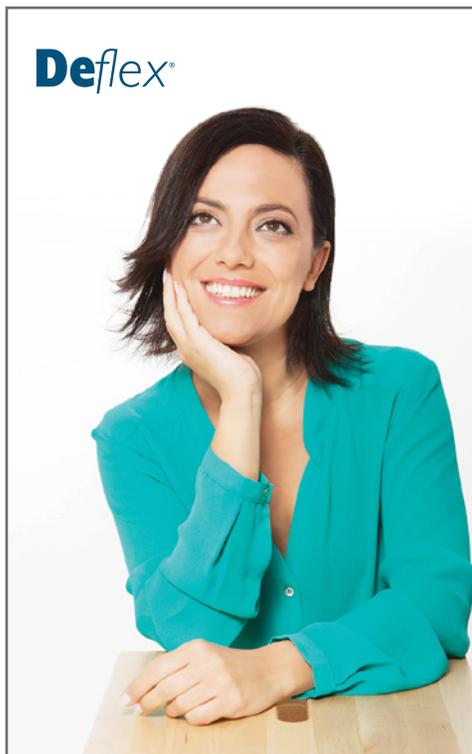
General application:

logo separated from the image

Particular application:

logo behind the image in case of caps or posters.

Typography

Typography family

MAIN TYPOGRAPHY

The main font for *Deflex* in corporate communications is Helvetica Neue. Helvetica Neue is a classic typography with a wide variety of thicknesses and usage flexibility. Consistency in the use of this font will help create a consistent and strong identity.

Helvetica Neue Ultralight
Helvetica Neue Ultralight Italic
Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Rregular Italic
Helvetica Neue Medium
Helvetica Neue Medium Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic

SECONDARY TYPOGRAPHY

As a secondary typography we have Univers, in its 8 variables. This typography is used in product logos, small pieces needing a condensed font (labels, boxes, etc.). Its main characteristic is its versatility, in addition to its good readability in small sizes.

Univers 45 light
Univers 45 light oblique
Univers 55 Roman
Univers 57 Condensed
Univers 59 Ultra Condensed
Univers 67 Bold condensed
Univers 65 Bold
Univers 65 Bold Oblique

Injection Line

General characteristics

The *Deflex* denture system offers thermo-injectable materials with different balances of flexibility and stiffness that allow for multiple applications for removable dentures. Polymers are highly resistant and monomer-free, and contain elastic memory, standing out for their minimal liquid absorption and very low shrinkage levels.
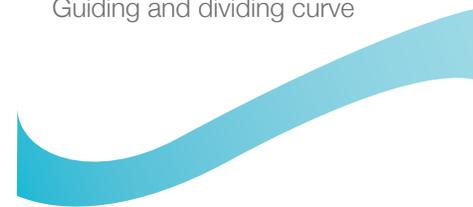

Example of a graphical piece

Graphical elements

Below you will find just a few of the elements that may be used in the pieces of the injection line. Both the curve and the bubbles are made in a gradient of the colors shown on the next page.

Guiding and dividing curve
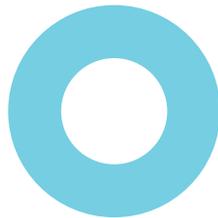

Characteristics aicons

Bubble for images

Bubble for highlighted elements
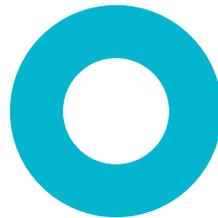

Materials wave (used only with the line of materials)

Main colors

The *Deflex* Injection Line color palette is made up of one main color and two secondary colors. Consistent use of these colors will create recognition and will strengthen the *Deflex* brand.
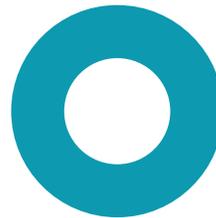
Light Turquoise

Pantone SC	0821 C
CMYK	50/0/10/0
RGB	116/206/226
Web Hex	#74cee2

Medium Turquoise

Pantone SC	638 C
CMYK	72/5/15/0
RGB	9/189/209
Web Hex	#09b5d1

Dark Turquoise

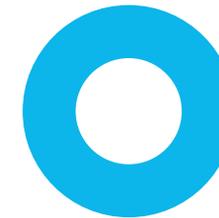|	
Pantone SC	7711 C
CMYK	72/5/15/20
RGB	10/152/175
Web Hex	#0a98af

Material colors

Within the Injection Line, there are 6 materials, which compose its core. These materials are shown below

M10 XR

Pantone	360 C
CMYK	60/0/100/0
RGB	114/191/68
Web Hex	#72bf44

CLASSIC SR

Pantone	298 U
CMYK	70/7/0/0
RGB	0/181/234
Web Hex	#00b5ea

FLUENCE SR

Pantone R	RED C
CMYK	0/100/0/0
RGB	236/0/140
Web Hex	#ec008c

ACRILATO FD

Pantone	7548 C
CMYK	0/22/100/0
RGB	255/199/9
Web Hex	#ffc709

SUPRA SF

Pantone	7677 C
CMYK	60/80/0/0
RGB	9/189/209
Web Hex	#09b5d1
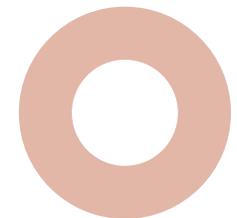
ACETAL AC

Pantone	7513 C
CMYK	10/30/30/0
RGB	10/152/175
Web Hex	#0a98af

Model photos

We have a main model for the entire *Deflex* line. The pictures where she is in turquoise are the ones we use for the injection line.

Main photo

Secondary photos

Individual product photos

Images of some of the products we offer are shown below.

Product family photos

Images of some of the products we offer are shown below in groups.

CAD-CAM
Line

General characteristics

The *Deflex* denture system offers its CAD/CAM line of materials made in Argentina, including 4 types of ZIRCONIA, in addition to disks of PMMA, PEEK, machinable WAX and RESIN for diagnostic tests. A variety of shapes and thicknesses for the most diverse milling systems.
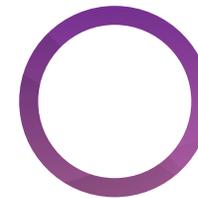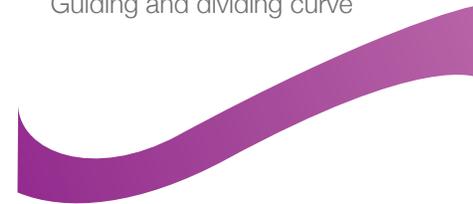

Example of a graphical piece

Graphical elements

Below you will find just a few of the elements that may be used in the pieces of the CAD-CAM line. Both the curve and the bubbles are made in a gradient of the colors shown on the next page.

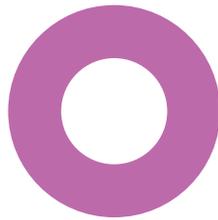Guiding and dividing curve

Bubble for images

Bubble for highlighted elements

Materials circles (used only with the line of materials)

Main colors

The Deflex CAD-CAM Line color palette is made up of one main color and two secondary colors. Consistent use of these colors will create recognition and will strengthen the *Deflex* brand.

Light Magenta

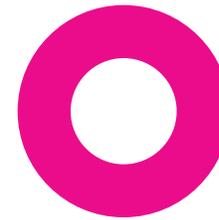|	
Pantone	681 C
CMYK	25/70/0/0
RGB	189/106/171
Web Hex	#bd6aab

Medium Magenta

Pantone	241 C
CMYK	25/100/0/0
RGB	189/26/141
Web Hex	#bd1a8d

Material colors

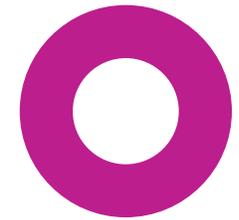Within the CAD-CAM Line, there are 5 materials, which compose its core. These materials are shown below.

Zirconia

Pantone R	RED C
CMYK	0/100/0/0
RGB	236/0/140
Web Hex	#ec008c

PMMA

Pantone	219 C
CMYK	13/100/0/0
RGB	210/15/140
Web Hex	#d20f8c

Peek

Pantone	241 C
CMYK	25/100/0/0
RGB	189/26/141
Web Hex	#bd1a8d

Resin

Pantone	2612 C
CMYK	60/100/0/0
RGB	129/41/144
Web Hex	#812990

Wax

Pantone	2603 C
CMYK	70/100/0/10
RGB	102/37/132
Web Hex	#662584

Model photos

We have a main model for the entire *Deflex* line. The pictures where she is wearing clothes in the magenta range are the ones we use for the CAD-CAM line.

Main photo

Secondary photos
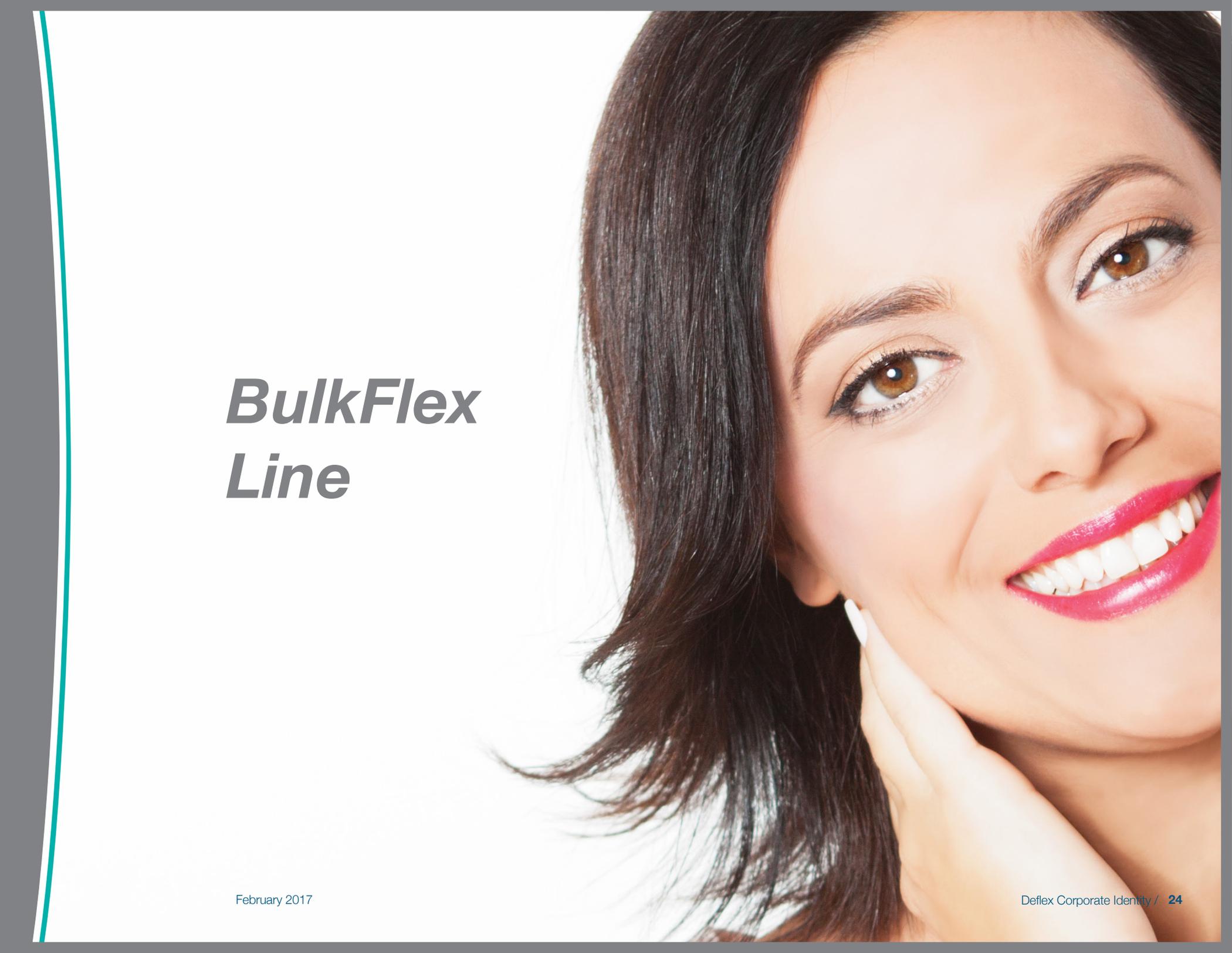
Individual product photos

Images of some of the products we offer are shown below.

Product family photos

Images of some of the products we offer are shown below in groups

BulkFlex Line

General characteristics

The *BulkFlex* system offers thermo-injectable materials in bulk with different balances of flexibility and stiffness that allow for multiple applications for removable dentures. Polymers are highly resistant and monomer-free, and contain elastic memory, standing out for their minimal liquid absorption and very low shrinkage levels.

Graphical elements

Below you will find just a few of the elements that may be used in the pieces of the BulkFlex line. Both the curve and the bubbles are made in a gradient of the colors shown on the next page.

Ejemplo de pieza gráfica

Product mandalas

Dividing line

Bubble for highlighted elements

Margin

In order to preserve the integrity of the BulkFlex Logo we need to keep a minimum clean space or margin around the logo. This clear space isolates the logotype from competing graphical elements, thus helping us keep the divided attention on the elements.

The illustration below shows the margin space around, the size of which matches the B in the BulkFlex logo.

Example of a vertical piece   Example of a horizontal piece

Minimum size

The *BulkFlex* logo maintains its visual impact in a broad range of sizes. However, when the logo is reproduced too small, it is not readable and its impact is reduced.

For printing applications, the BulkFlex logo must never be reproduced with a width of less than 15 mm (0.6 in).

1,5 cm

For digital applications, the *BulkFLex* logo must never be reproduced with a width of less than 100 pixels at 72 dpi.
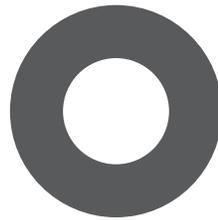
Main colors

The *Deflex BulkFlex* color palette is made up of one main color and one secondary color. Consistent use of these colors will create recognition and will strengthen the Deflex brand.
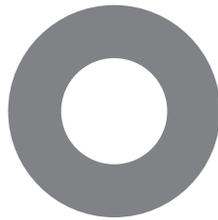
Light Gray

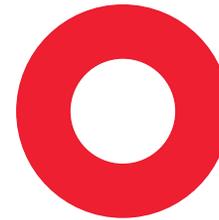|	
Pantone	430 C
CMYK	0/0/0/60
RGB	128/130/133
Web Hex	#808285

Medium Gray

Pantone	425 C
CMYK	0/0/0/80
RGB	88/89/91
Web Hex	#58595b

Material colors

Within the BulkFlex Line, there are 3 materials, which compose its core. These materials are shown below.

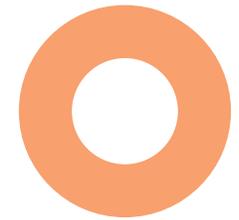### Tenaz

Pantone	185 C
CMYK	0/100/90/0
RGB	237/27/47
Web Hex	#ed1b2f

Versátil

Pantone	326 C
CMYK	85/0/40/0
RGB	0/178/173
Web Hex	#00b2ad

Acrynel

Pantone	1565 C
CMYK	0/45/60/0
RGB	248/159/109
Web Hex	#f89f6d

Model photos

We have a main model for the entire *Deflex* line. The pictures where she is wearing clothes in the black or gray range are the ones we use for the BulkFlex line.
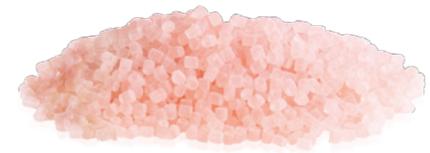
Main photo

Secondary photo

Individual product photos

Images of some of the products we offer are shown below.

Product family photos

Images of some of the products we offer are shown below in groups.