Bassi™

Master Brand Style Guide

Last Updated September 2018

Brand Elements

Master Brand

This logo representation is the cornerstone of the visual identity system. For all communications that reach an external audience, the complete logo mark, including the graphic element and the word mark, must be used. The Bassi word mark should never be combined with other graphics or titles, apart from those shown in this book. Any exceptions must be approved. Both the International name "Bassi" and the Brazil name "Easy" use the exact same graphic element and type set for consistency in our communications.

USA & INTERNATIONAL

PRIMARILY USED IN BRAZIL

BASSI BEAN

WORDMARK

Banjax Lite Medium
Bassi Black

NAME BASED ON REGION

Master Brand – Tagline Usage

This logo representation is the cornerstone of the visual identity system. For all communications that reach an external audience, the complete logo mark, including the graphic element and the word mark, must be used. The Bassi word mark should never be combined with other graphics or titles, apart from those shown in this book. Any exceptions must be approved. Both the International name "Bassi" and the Brazil name "Easy" use the exact same graphic element and type set for consistency in our communications.

Bassi™

Simplifying & advancing endodontics.™

TAGLINE
Banjax Lite MLight
Bassi Gray

Easy™

Equipamentos Odontológicos

Product Brand

Bassi Logic™ is the flagship product of Bassi and must adhere to its Product brand for all communications. The brand consists of the "hero image", wordmark and tagline and should be presented with all elements whenever possible. The word mark can be used on its own but must never be combined with other elements or titles without approval.
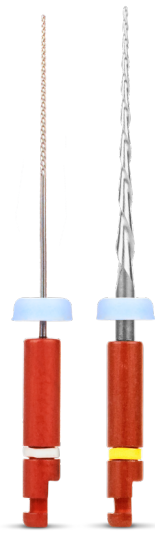
HERO IMAGE

Side-by-side image of the *Glidepath 25/01* & the *Shaping 25/05*

Bassi Logic™
Simplicity. Advanced.

LOGOTYPE

Banjax Lite Medium *Bassi Gray* for Bassi *Bassi Red* for Logic™

PRODUCT TAGLINE

Banjax Lite Light

INCORRECT USAGE

Typography

Typography is an important element of the brand identity system. Use of consistent typefaces across communications adds another element that defines the Bassi look. The Bassi logo is set in Banjax Lite Medium and is a clean, modern and progressive typeface that reflects the character and nature of Bassi. All typography that is used on Bassi materials must be from the following approved font families.

PRIMARY

Banjax Lite

Banjax Lite Extra Light
Banjax Lite Extra Light Italic
Banjax Lite Light
Banjax Lite Light Italic
Banjax Lite Regular
Banjax Lite Italic
Banjax Lite Medium
Banjax Lite Medium Italic

FOR HEADLINES & TITLES

Banjax Lite Medium

BODY COPY

Banjax Lite Light

Colors

All of Bassi's colors can be printed in 4 color process (CMYK). Due to the current nature of process color printing and digital applications being as affordable as printing Pantone inks, all graphics can and should be produced in process for print and RGB for digital. Due to the color dense palette, plain white backgrounds are used to contrast and highlight the Bassi Red. Use of color in type should be used sparingly with most of the type appearing alongside graphics in Bassi Black or Gray.
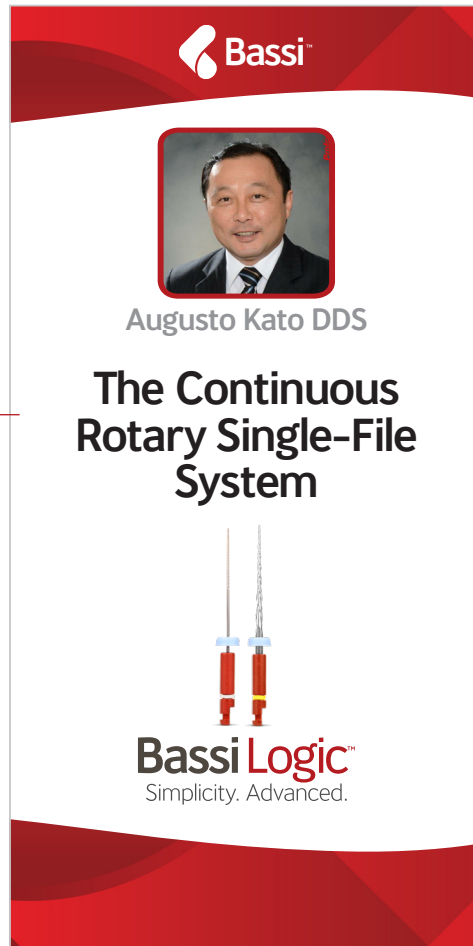
BASSI RED

r 181 g 28 b 33
C 20 M 100 Y 100 K 11
#b41d21

BASSI BLACK

100% Black

BASSI GRAY

85% Black

BASSI GRAY LITE

10% Black
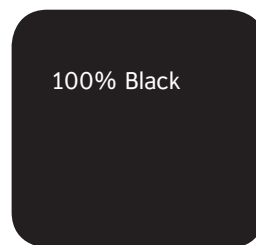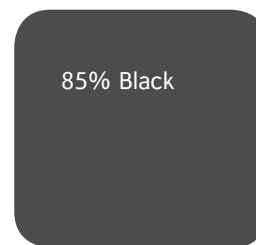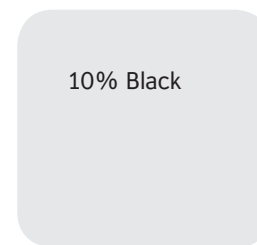
Event Materials
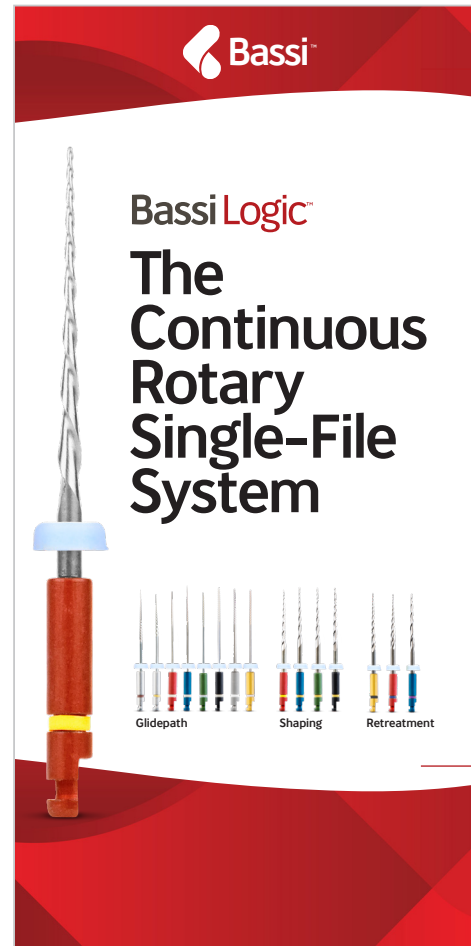
Banner – Vertical

FOCUS ON SPEAKER

Bassi™

Augusto Kato DDS

The Continuous Rotary Single-File System

Bassi Logic™
Simplicity. Advanced.

FOCUS ON PRODUCT

Bassi™

Bassi Logic™

The Continuous Rotary Single-File System

Glidepath   Shaping   Retreatment

LARGE HEADLINE
Banjax Lite Medium
Bassi Black

Ensure there is enough padding around the headline for clarity.

LOGO
Reversed out in white over red branded background.

Logo must not have any additional elements added to it or surrounding it for clear visibility and consistent branding.

LARGE MARGIN

Avoid using elements at the bottom of banner as they are hard to read and may be cut off.

Banner – Vertical

Bassi Logic™
The Continuous Rotary Single-File System

Dolum fuga. Nam asperch icipit, quideratum la volor simagni tiissinto essim quis quis elignihilia quis nimoditate odit resequodit harchiciet aut volorro escia plitendiae pa quoditium dolo et, nam errum enet, volupta est aut ut fugia dolupti orest, coremque nimus.

30% faster shaping instrumentation

3.5x greater resistance to cyclic fatigue

6,500 docs worldwide love and use it

Bassi Logic™
The Continuous Rotary Single-File System

30% faster shaping instrumentation

3.5x greater resistance to cyclic fatigue

6,500 docs worldwide love and use it

Glidepath   Shaping   Retreatment

Augusto Kato DDS

The Continuous Rotary Single-File System

30% faster shaping instrumentation

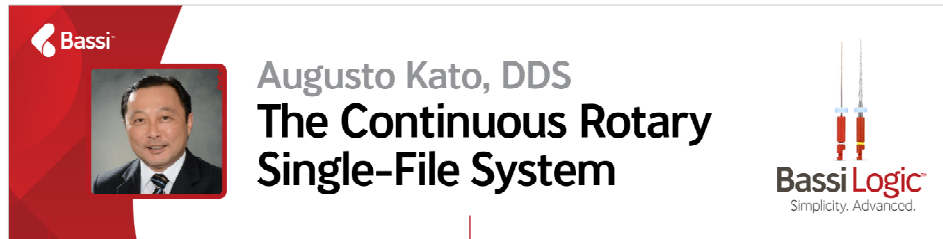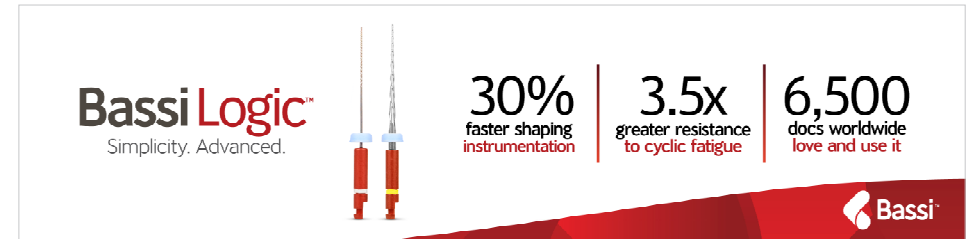3.5x greater resistance to cyclic fatigue

6,500 docs worldwide love and use it

Bassi Logic™

HEADLINE IS ALWAYS
THE LARGEST ELEMENT
Banjax Lite Medium
Bassi Black

DETAILED CONTENT
Banjax Lite Light
Bassi Black

For more detailed banners use no more than 70 words of copy and a maximum of 3 images.

FEATURES
Banjax Lite Medium
Bassi Black

When highlighting Bassi Logic features use no more than 3 sub-headlines.

Banner – Horizontal

When utilizing large format horizontal banners, avoid detailed content as its purpose is simply to grab attention and brand the booth.

FOCUS ON SPEAKER

FOCUS ON PRODUCT

Augusto Kato, DDS
The Continuous Rotary Single-File System

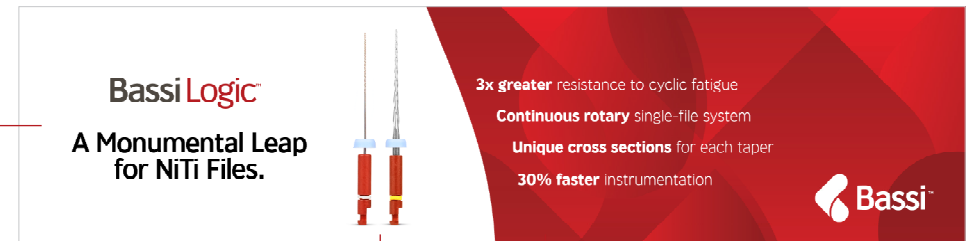**Bassi Logic**™
Simplicity. Advanced.

Bassi Logic™
Simplicity. Advanced.

30%
faster shaping
instrumentation

3.5x
greater resistance
to cyclic fatigue

6,500
docs worldwide
love and use it

Bassi Logic™

A Monumental Leap for NiTi Files.

3x greater resistance to cyclic fatigue
Continuous rotary single-file system
Unique cross sections for each taper
30% faster instrumentation

LOGO
Reversed out in white over red branded background.

Logo must not have any additional elements added to it or surrounding it for clear visibility and consistent branding.

LARGE HEADLINE
*Banjax Lite Medium
Bassi Black*

Ensure there is enough padding around the headline for clarity.

FEATURES
When highlighting Bassi Logic features use no more than 4 sub-headlines.

LARGE PRODUCT IMAGE