

National Dental-Practice Based Research Network

Communications Materials Style Guide

I. Introduction

The Style Guide is the set of standards for the writing and design of communications materials (e.g., newsletters, videos, website, meeting materials, etc.) for use in publication internally or externally. The implementation of the Style Guide provides uniformity in style and formatting of documents and communication for the Network. It provides the six regions guidance on approved communication and style to use when creating materials independently of Network headquarters. It also ensures messaging and brand communications are uniform to avoid confusion.

II. General Guidelines

A. Logos

The logo used for all materials developed for the Network is its graphic identity. Consistent application across all media (e.g., print, electronic, web) helps assure brand identity. The logo with tagline should be used on all materials developed for the Network. The following is an example of the correct usage of the logo:



The colors of the Network logo should not be changed. Use the one-color version of the logo when appropriate (e.g., an all-white logo on promotional items, advertisements) to save costs associated with two-color printing or when embossing promotional items. Limit one-color use to black or white (grayscale) only.

Do not alter the logo. Do not alter the logo to include additional graphics or words, or add a border or background. Do not use the logo in a way that suggests endorsement of or ownership by a third party. The following are examples of **incorrect** ways to use the logo:



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Resizing logo. The logo may be scaled proportionally to material orientation; however, avoid scaling smaller than 1" tall x 1.25" wide, at which point the logo is no longer legible.






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Logo placement: For handouts and flyers, use top-center justification. For PowerPoint presentations, use bottom-right justification. For posters and memos, use top-right justification.













B. Color Overview

Color is important to create a visual identity. The Network uses a set color scheme that should be adhered to at all times to reinforce the Network identity. Regions may use accent colors (listed below) on regional materials. These accent colors may not replace the standard Network colors, and are to be used as an accent to show regional variance. Standard colors and regional accent colors are provided to use in material development. The secondary/regional colors are only to be used as accents for the region to which the color applies, and are not a substitute for the primary Network colors. The printed results may vary from vendor to vendor, so you should always ask for a proof and adjust the color if needed.

Primary Network colors:

	PMS 1935 (R:211/G:14/B:69)
	PMS 2746 (R:35/G:46/B:132)
	PMS 7444 (R:194/G:194/B:222)

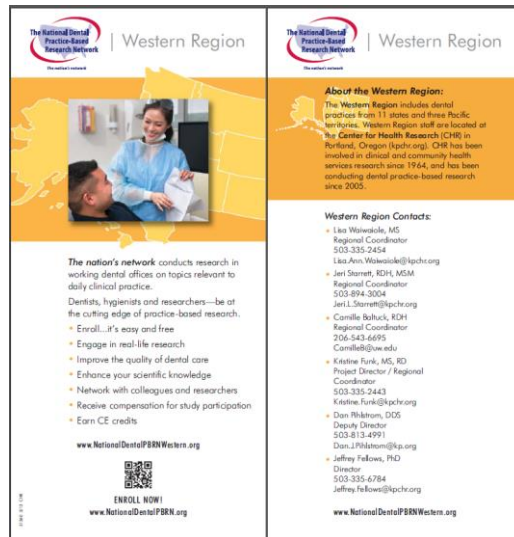
Secondary/regional accent colors:

WESTERN REGION	 PMS 129 (R:255/G:212/B:87)	 PMS 129 (70%)
SOUTHWEST REGION	 PMS 2745 (R:35/G:46/B:132)	 PMS 2745 (27%)
MIDWEST REGION	 PMS 376 (R:140/G:198/B:63)	 PMS 376 (37%)
NORTHEAST REGION	 PMS 200 (R:211/G:17/B:69)	 PMS 200 (37%)
SOUTH CENTRAL REGION	 PMS 021 (R:247/G:143/B:30)	 PMS 021 (50%)
SOUTH ATLANTIC REGION	 PMS 326 (R:0/G:177/B:176)	 PMS 326 (42%)

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Below is an example of the correct usage of regional accent color:



C. Typography/Font

To create a consistent graphic identity, use type families for materials.

Arial, Arial Black, or Calibri fonts may be used. Examples are shown below. Use the same font throughout the entire document. Do not use one font for headings and another font for the body.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Depending on the material developed, headings and body text size will vary. Use the following standards as a general guideline, depending on how much text the material contains. The text should be sized proportionately to each other.

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Flyers: *Main Title:* 18–20 pt. *Subtitle:* 13–14 pt. *Body Text:* 11–12 pt.

Posters: *Main Title:* 70–80 pt. *Subtitle:* 45–50 pt. *Body Text:* 30–40 pt.

Presentations: *Title:* 36 pt. *Subtitle:* 32 pt. *Body Text:* 24 pt.

D. Approved Terms, Acronyms, and Abbreviations

Spell out acronyms the first time they appear. Place the acronym in parentheses following the phrase. Do not use acronyms in titles. Do not use “the” before the acronym.

Full name	Approved Variations	Notes
National Dental Practice-Based Research Network	<ul style="list-style-type: none">National Dental PBRNthe Network (e.g., I am a member of the Network)	<ul style="list-style-type: none">Always capitalize NetworkDo not use acronym NDPBRN
National Institute of Dental and Craniofacial Research	<ul style="list-style-type: none">NIDCR	
National Institutes of Health	<ul style="list-style-type: none">NIH	
http://www.NationalDentalPBRN.org	<ul style="list-style-type: none">NationalDentalPBRN.org	<ul style="list-style-type: none">Do not include “www” before the URLDo not use bold or italic font or underline the URL unless it is a hyperlink

E. Numbers, Decimals, Percentages, Dates

Numbers:

- Spell out numbers one through nine; use numerals for 10 and above.
- For ordinals, spell out first through ninth; use numerals for 10th and above. When there’s a mixture of numbers in a sentence—below and above 10—use numerals.
- For callouts/graphics, use numerals for 1 through 9 where appropriate for spacing and style.
- For units of measure, use numerals (e.g., 3 years, \$1,500, \$8 million, 5 p.m.).

Decimals: Use a period and numerals. Include the hundredths place, unless there are special circumstances.

Percentages: Spell out “percent” in text. Use “%” in charts and tables. Exceptions may be made if there are numerous percentages in the text or bulleted lists.

Dates: For dates written month-day-year, spell out the month. Do not use numbers or abbreviations for the month.

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F. Lists

Bulleted:

- If a phrase precedes the bulleted list, insert a colon at the end of the phrase.
- If the items in the list are each composed of a word or phrase that completes a sentence, insert a period at the end of the last bulleted item only.
- If at least one of the items is a complete sentence, insert a period at the end of each item in the list.
- Use a circle for the first level of bullet, and a square for the second level. Example:
 - Use a circle for the first level of bullet.
 - Use a square for the second level of bullet.

G. Spacing

After punctuation: Use one space between sentences, and after colons, commas, periods, and other punctuation marks.

Hyphen, en dash, em dash: Do not insert a space before or after hyphens, en dashes, and em dashes.

H. Capitalization

Use initial capital letters: South Atlantic Region, Internet

Use lower case: nation, national, federal, government, website, web page, email, program director, regional coordinator, member packet, speaker's bureau, quick poll, member forum

Titles and headings: Use initial capital letters for words with four or more letters, and:

- Verbs (e.g., Is, Be, Do)
- Second word of hyphenated compounds (e.g., Low-Income Groups)
- "To" in the infinitive (e.g., To Treat)

I. References

Examples:

McCracken MS, Litaker MS, George AJ, Durand S, Malekpour S, Marshall DG, Meyerowitz C, Carter L, Gordan VV, Gilbert GH, National Dental PBRN Collaborative Group. [Impression evaluation and laboratory use for single-unit crowns. Findings from The National Dental Practice-Based Research Network.](#) *The Journal of the American Dental Association.* 2017;148(11):788-796.e4.

Christensen GJ. [The state of fixed prosthodontic impressions: room for improvement.](#) *The Journal of the American Dental Association.* 2005;136(3):343-346.

III. Medium Variations

A. Digital

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Do not underline text. Underline should be used for hyperlinks only.

Reversed out text. Wherever possible, use dark text on a light background.

Contrast. Use high-contrast text and background color combinations.

Font size. Use a minimum of 10 pt. font. Avoid very large text.

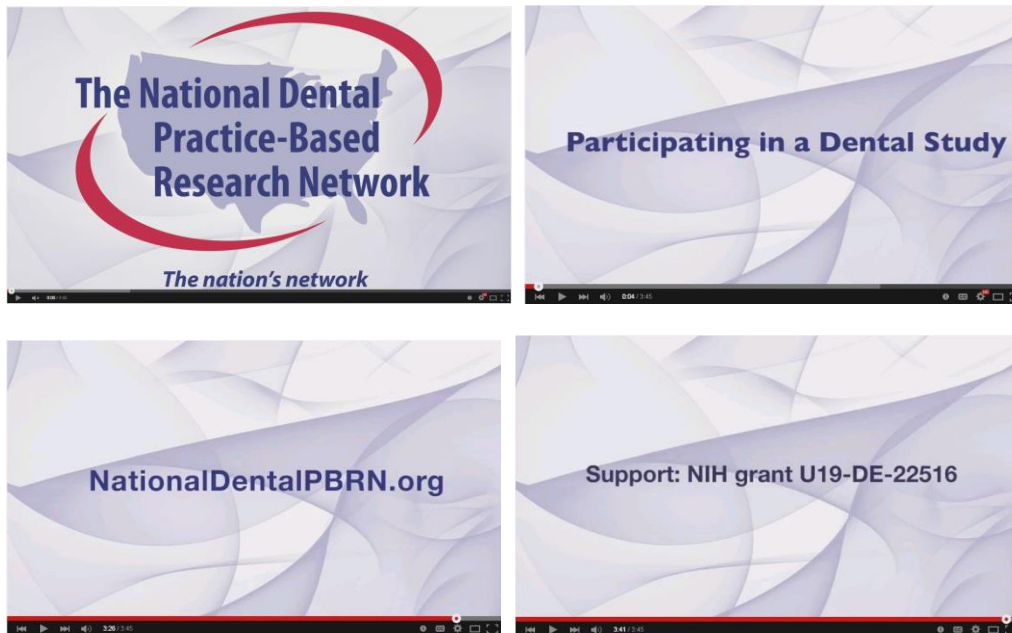
Avoid all-capital letters. Use mixed-case text, using bold fonts, larger fonts, or colors for emphasis.

Use descriptive language for links. Avoid non-descriptive links (e.g., CLICK HERE); instead, use informative text (e.g., Register for the meeting.).

Use unique anchor words. Users tend to scan down the left side of the screen. Begin headings, lists, or forms with unique words so users can easily find what they are looking for.

B. Video

Use slates to begin and end video. Each video should begin a graphic slate with the Network logo, followed by a slate with the video title. The video should end with a slate stating the grant information (NIH Grant U19-DE-22516), followed by a slate with the Network logo and website. Examples are shown below:



Avoid abrupt transitions from one scene to another. Avoid editing two sequential shots of the same subject taken from camera positions that vary only slightly. B-roll or graphic elements can often be used to avoid this scenario.

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Cut on motion. Motion distracts the eye and can help ease a visual transition. When cutting from one image to another, try to do so when the subject is in motion. For example, cutting from a turning head to an opening door is smoother than cutting from a still head to a closed door.

Use a variety of subjects. Avoid using the same person to fill various roles within the same video. For example, do not use the same person to play a patient as well as a regional coordinator conducting training.

Use video to advance the story. Avoid using shots for the sake of variety. Each shot should advance the video.

Adhere to all OSHA requirements. Use proper gown, glasses, gloves, and masks at all times.