

**Align's Art and
Advertising Standards**

Australia and New Zealand

Brand
Guidelines
for Invisalign
Providers

January 2020

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Welcome to the Brand Guidelines for Invisalign Providers

The Invisalign brand is recognised globally and represents the most advanced clear aligner system in the world. As a result, consumers look specifically for Invisalign-branded treatment and ask for it by name.

This guide is designed to help you as an authorised provider of Invisalign treatment, leverage the power of the Invisalign brand to bring attention to your practice and build patient loyalty.

Using the brand inappropriately can cause confusion about who is actually offering treatment—the provider or Align Technology. By following these guidelines, you'll learn how to use Invisalign trademarks, images, and other brand assets appropriately and in approved ways.

Use of the Invisalign brand is limited to active Invisalign doctors and is governed by the license agreement contained in Align Technology's Pricing Terms and Conditions, which requires that you follow the standards in this guide when promoting Invisalign treatment in your practice.

These guidelines do not cover every possible situation where the Invisalign brand may be used. Align Technology, Inc. reserves the right to withdraw permission to use the Invisalign brand at any time if the use of the brand is inconsistent with these guidelines or is otherwise deemed inappropriate.

The contents of the Guidelines are considered confidential information of Invisalign and must be protected as such and may not be disclosed to any third party without Invisalign's prior written consent.

By downloading any Invisalign Asset you agree to comply with all relevant laws and regulations relating to the advertising and marketing of a regulated health service such as dental and orthodontic services and the advertising and marketing of therapeutic goods such as Invisalign clear aligners. If in doubt, we recommend that you obtain independent legal advice from a lawyer or regulatory consultant before using any Invisalign Asset.

If you are ever unsure, please contact your Invisalign Practice Development Manager.

Terms that appear in this guide



Badge

Similar to and used in conjunction with a logo.



Brand assets

Images, videos, words, or logos that represent a brand, such as the Invisalign brand.



Brand identity

A combination of recognisable features or attributes that distinguish an organisation or product in the consumer's mind.



Copyrights

Exclusive legal rights given to the originator of a creative work to print, publish, or distribute the material and to authorise others to do the same. For example, Invisalign images are protected by copyright.



Infringement

Breaking a law or the terms of an agreement. For example, copyrights, and trademarks are infringed when used improperly.



Invisalign Provider

A dentist or orthodontist trained and authorised to provide Invisalign treatment.



Logo

A symbol or other design used to identify a company or product; for example, the Invisalign Provider logo.



Marketing materials

Collateral that explains a product or services; for example, brochures, posters, tent cards, websites, videos, and direct mail promoting Invisalign treatment.



Trademark

A word, phrase, symbol, or logo that legally recognises and distinguishes the source of products or services of one party from those of others. For example, the Invisalign logo is a trademark of Align Technology, Inc.

Using the Invisalign brand in your practice marketing

As an Invisalign provider, you are licensed to use the Invisalign brand in specific ways to advertise and sell Invisalign clear aligners and to promote your status as a provider of Invisalign treatment, as long as you follow the guidelines in this document.

How to use Invisalign brand assets and marketing materials

As an Invisalign provider, you may do the following

- **Download digital brand assets from the Invisalign-Practice Platform**

Visit the Invisalign-Practice Platform to download digital brand assets, including the Invisalign Provider logos as well as lifestyle and product images. You can use these assets on your website and to create your own original practice marketing materials for use in your practice.

To access the Invisalign-Practice Platform, log onto Invisalign Doctor Site (IDS), click Support>Practice Resources>Brand Resources.



Logos



Product images

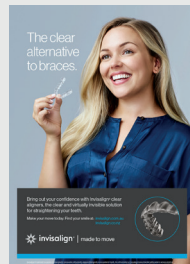


Lifestyle photography

Note: The Invisalign-Practice Platform is the only approved source for obtaining Invisalign brand logos, images, and videos. Copying or repurposing logos, images, videos, or descriptive copy from Invisalign.com, Invisalign social media sites or other non-approved sources is not permitted.

- **Order ready to use in-practice patient Invisalign materials from WebStore**

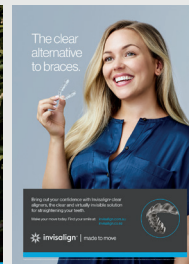
Click the WebStore tab from the [Invisalign Doctor Site](#) to order ready to use printed in-practice patient Invisalign materials such as brochures, posters, decals and tent cards to trigger interest in and educate your patients about Invisalign treatment.



Tent card example



Poster example



Poster example



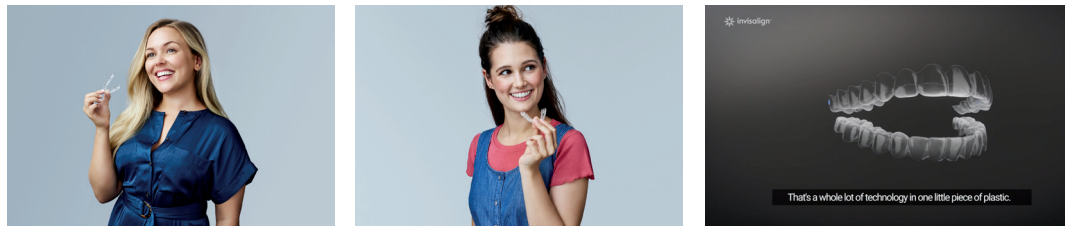
Brochure example

Rules to follow

- Use Invisalign brand assets and marketing materials as they are, without alteration.
- Write your own original copy when describing Invisalign treatment, using fact-based statements, and your own words and style. You may link to content on Invisalign.com.au or Invisalign.co.nz websites.
- Make sure your practice name and logo are dominant in all materials where you are using the Invisalign brand.
- Comply with all relevant laws and regulations relating to the advertising and marketing of a regulated health service such as dental and orthodontic services and the advertising and marketing of therapeutic goods such as Invisalign clear aligners.

How to use Invisalign brand images and video

From the Invisalign-Practice Platform, you can download a variety of product and lifestyle images reflecting the Invisalign brand. You may use these images on your website, social media pages, and to create your own original marketing materials. Additionally, there are short videos promoting Invisalign treatment that you may use in your practice or on online sites, provided that you ensure that you comply with all relevant laws and regulations relating to the advertising and marketing of a regulated health service and the advertising and marketing of therapeutic goods such as Invisalign clear aligners.



Note: All of the Invisalign brand imagery and videos available on the Invisalign-Practice Platform are copyright protected by the photographers and models who created them, and Align has secured the rights so that you may legally use them. Using Invisalign brand images or videos from other, non-authorised sources (including [Invisalign.com](https://www.invisalign.com) and Invisalign social media sites) may result in copyright violation, as Align may not have secured the rights for you to use these materials. Using copyrighted images or videos without permission may result in the owners of those copyrights seeking compensation from you for their work.

Rules to follow

- Use Invisalign brand assets and marketing materials as they are, without alteration.
- Write your own original copy when describing Invisalign treatment, using fact-based statements, and your own words and style. You may link to content on the [Invisalign.com.au](https://www.invisalign.com.au) or [Invisalign.co.nz](https://www.invisalign.co.nz) websites.
- Make sure your practice name and logo are dominant in all materials where you are using the Invisalign brand.

How to properly use the word “Invisalign” in text

When the word “Invisalign” appears in text, there are a few rules to keep in mind, which follow standard trademark usage.

Include attribution

At the bottom of any document or webpage where the Invisalign registration mark appears (whether following the word “Invisalign” or an Invisalign brand logo) the following attribution notice must be included:

- Invisalign, the Invisalign logo, and iTero, among others, are trademarks and/or service marks of Align Technology, Inc. or one of its subsidiaries or affiliated companies and may be registered in the U.S. and/or other countries.

Proper word use

The first letter of the word “Invisalign” should always be capitalised.

Always use the word “Invisalign” as an adjective, followed by a noun, for example:

- Invisalign cases
- Invisalign clear aligners
- Invisalign provider
- Invisalign treatment

Review and approval for internal and external signage and Google AdWords

Review and approval is always required for:

- Internal and external signage
- Google AdWords

To ensure your success as you apply the Invisalign brand guidelines to your practice's marketing efforts, approval is required for signage before production, printing and for Google AdWords advertisements.

Signage

Only the Invisalign Provider logo can be used in your practice internal or external signage. Once you have completed your artwork submit the signage design to marketing-au@aligntech.com for review and approval. Should changes be required you will be informed by a return email, and the revised signage design must then be resubmitted for final approval. Lead time is typically up to five business days.

Failure to secure approval of your signage design prior to installation may required signage removal and update at your expense.

Google AdWords

Advertisements promoting Invisalign treatment submitted to Google AdWords require a separate approval process from Align Global Trademarks Officer:

- Provider obtains an Account ID from Google
- Provider submits a proof of their desired ad (copy and images) to AdWords@aligntech.com for review and approval
- Once any required changes are made and approval is given, the ad will be released to Google for publishing

How to leverage Invisalign social media content

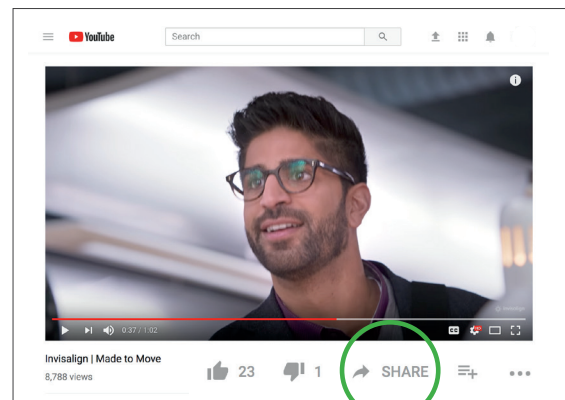
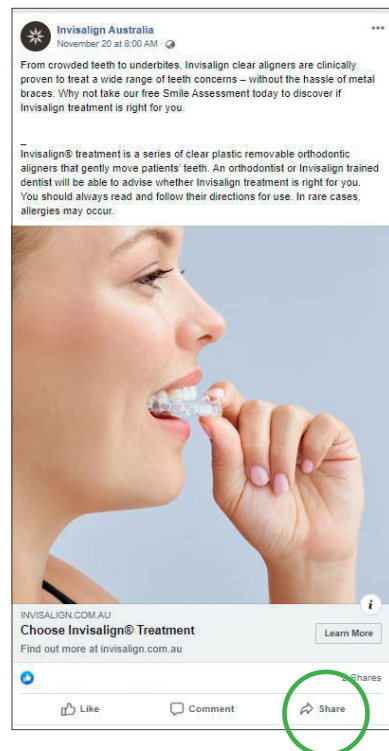
You may share social posts and videos from Invisalign if the content is educational and factual. This is a great way to leverage up-to-date educational content to highlight your Invisalign practice.

Do not share social posts and videos that contain images, comments or reference an endorsement and/or testimonials and/or social media influencers. By sharing social posts that endorse Invisalign clear aligners may breach your own obligations as a provider of a regulated health service such as dental and orthodontic services and the advertising and marketing of therapeutic goods such as Invisalign clear aligners.

You may also embed the link to an Invisalign brand educational YouTube video on your practice website by using the “embed” options and link provided (visible when you click the “share” button).

Permitted

Using the share feature to leverage Invisalign educational content on your social media sites.



Avoid these mistakes

- ✗ Don't copy, modify, or add to content found on Invisalign social media sites
- ✗ Don't share Invisalign social posts and videos that contain images, comments or reference endorsement, testimonials or social media influencers.

When using the Invisalign brand in your marketing materials

Don't imitate the look and feel of the Invisalign brand identity

Align has designed all elements of the Invisalign brand to have a distinctive look and feel that contributes to making the brand recognisable. These elements are reserved for Align's use as the maker of Invisalign clear aligners.

Avoid these mistakes

- ❌ Don't use the primary Invisalign logo.



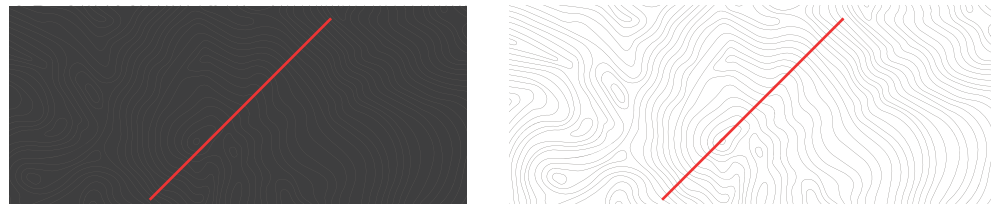
- ❌ Don't use the Invisalign logo "flower" design by itself.



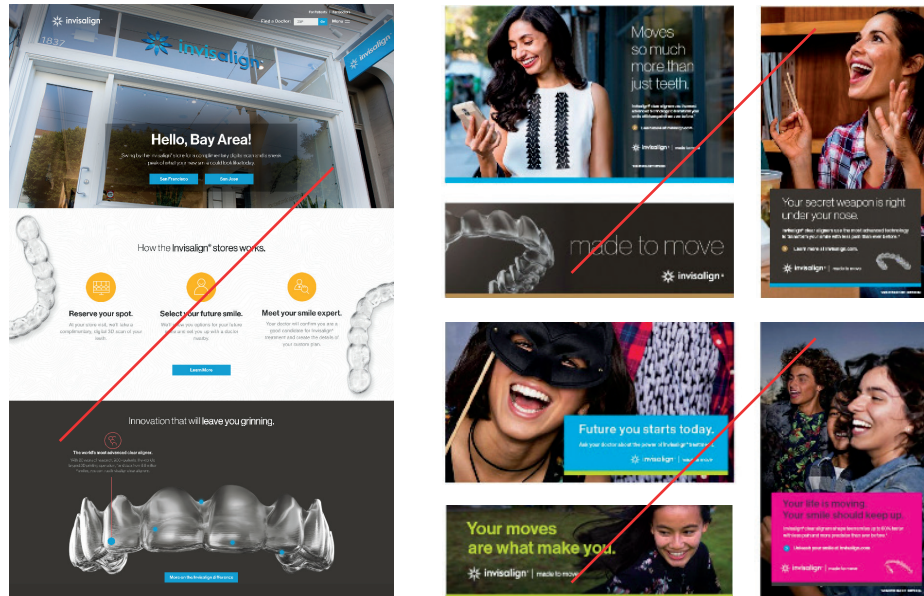
- ❌ Don't use Invisalign-branded logos, taglines, slogans, or other assets related to Invisalign marketing campaigns such as "Made to Move".



- ❌ Don't use the Invisalign topographic ("topo") design pattern.



- ❌ Don't copy Invisalign brand colors or font styles, or otherwise imitate the look and feel of the Invisalign website, social media, ads, brochures, or other marketing materials.



- ❌ Don't make your practice appear to be an Invisalign shop.



When using the Invisalign brand in your marketing materials

Follow these rules regarding practice name and identity

Rules to follow

- Make sure your practice name and logo are dominant in signage, on your website, and in all your practice materials. If the Invisalign brand is dominant, it may appear that you are advertising your practice as if it is a division of, or sponsored by Align.
- When promoting special offers, pricing, or giveaways related to Invisalign treatment, be sure to include a statement clarifying that your practice is the source of the offer, not Align. For example, “This offer is not sponsored by Align Technology, Inc., the makers of Invisalign aligners.”

Avoid these mistakes

- ✗ Don't use “Invisalign”, “invis”, or “align” in your practice name.



- ✗ Don't use “Invisalign”, “invis”, or “align”, or use the prefix “i” or “i” in your product or treatment names.



- ✗ Don't use “Invisalign” in your domain name or email address.



- ✗ Don't use “Invisalign” together with claims of superiority (best, most, only, etc.) or special **product** pricing (discount, cheap, etc.).



- ✗ Don't use the term “Invisalign Experience” in your practice name or advertising.



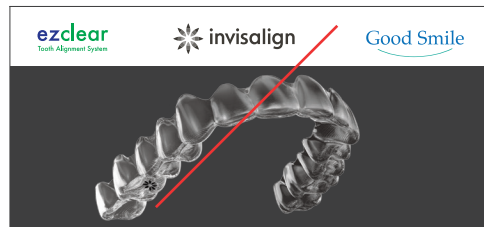
When using the Invisalign brand in your marketing materials

Don't use Invisalign brand assets to promote other treatments

Invisalign brand assets are to be used exclusively to promote Invisalign clear aligners.

Avoid these mistakes

- ❌ Don't use Invisalign brand logos, images, descriptive marketing copy, or the brand's look and feel to promote other products along with, or instead of Invisalign clear aligners.



- ❌ Don't use "Invisalign" as a generic term for any/all clear aligners.



- ❌ Don't advertise Invisalign treatment without the intent to offer it to patients.

Using Invisalign brand logos

As an Invisalign provider, you are licensed to use the following Align logos and badges in your practice marketing:

- Invisalign Provider logo
- Advantage Program logo
- iTero Digital Practice logo

These logos and badges may not be altered, and must adhere to the design and usage requirements described in the following pages.

How to use the Invisalign Provider logo

Use the Invisalign Provider logo whenever you want to visually represent the Invisalign brand. The Invisalign Provider logo is approved for doctors' use on websites, in signage, and in other practice marketing materials.

Rules to follow

- Your practice branding must be clearly visible wherever the Invisalign Provider logo appears, and must be dominant. That is, it must be at least twice (2X) the size of the Invisalign Provider logo.



- The Invisalign Provider logo must adhere to the minimum size and clear space standards explained on the following page.
- Use of the Invisalign Provider logo in exterior signage requires explicit approval from Invisalign Marketing ANZ (see page 9 for more information). **Failure to secure approval for your design prior to installation may require removal at your expense.**

Avoid these mistakes

- ✗ Do not alter the Invisalign Provider logo in any way.
- ✗ Do not use the primary Invisalign logo.



Invisalign Provider logo design requirements

The Invisalign Provider logo may be used in marketing materials or sites you create to promote your Invisalign practice.

Visit the Invisalign-Practice Platform to download the Invisalign Provider logo.

There are four stand-alone versions of the Invisalign Provider logo

- White logo on a charcoal grey rectangular background
- White logo with no background
- Charcoal grey logo on a white rectangular background
- Charcoal grey logo with no background

Placement and relative size

Your practice branding must be clearly visible wherever the Invisalign Provider logo appears, and must be dominant, i.e. at least twice (2X) the size of the Invisalign Provider logo.

Minimum size

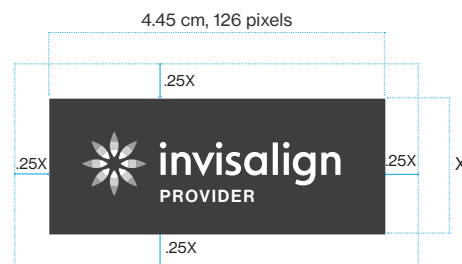
The minimum size for the stand-alone rectangular Invisalign Provider logo is 4.45 cm wide (print) and 126 pixels wide (digital).

For the stand-alone logo with no background, the minimum width is 3.81 cm (print) and 108 pixels (digital).

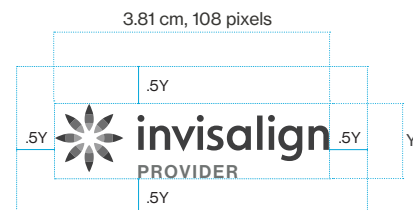
Clear space

The minimum clear space around the rectangular Invisalign Provider logo is one-quarter of X (.25X) as shown below, where X is equal to the height of the rectangle.

For the logo with no background, the minimum clear space is one-half of Y (.5Y), where Y is equal to the height of the logo. You may expand the clear space as your design permits.



White logo with charcoal grey background



Charcoal grey logo without background

Stand-alone logos

(Not shown: white logo without background)



White logo on charcoal background



Charcoal logo on white background



Charcoal logo without background

Lock-up logo versions

The rectangular stand-alone Invisalign Provider logos may also be used in conjunction with your practice logo to create a “lock-up” logo.

In a lock-up logo, your practice logo should be at least twice (2X) the size of the Invisalign Provider logo rectangle (shown above). You may expand the clear space to the right of the Invisalign Provider logo horizontally to maintain the proper relationship to your practice logo.



Avoid this mistake

✗ Do not alter the Invisalign Provider logo in any way.

How to use Invisalign Advantage Program logos

If you've earned Advantage status, you may use your Invisalign Advantage Program logo(s) on website pages, in signage, and in practice marketing materials. Invisalign Advantage status is determined annually. You may continue to display your Advantage logos from prior years. Advantage logos may be used alone or together with other Invisalign brand logos.

To obtain your current Advantage Program logo

Please contact your Invisalign Practice Development Manager.



Placement and relative size

Your practice branding must be clearly visible wherever the Advantage Program logo appears and must be dominant, i.e., at least twice (2X) the size of the Advantage Program logo.



Practice logo with Advantage Program and Invisalign Provider logos



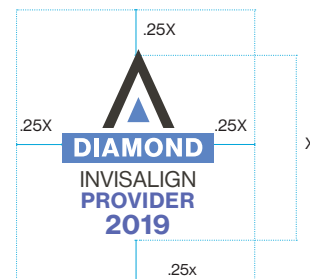
Practice logo with Advantage Program logo

Clear space

The minimum clear space around the Advantage Program logo is one-quarter of X (.25X) where X is equal to the height of the logo.

Avoid this mistake

 Do not alter Advantage Program logos in any way.



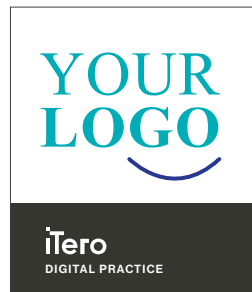
How to use the iTero Digital Practice logo

Providers who use the iTero intraoral scanner may use the iTero Digital Practice logo on website pages, in signage, and in other practice marketing materials. The iTero Digital Practice logo may be used alone or together with Invisalign brand logos.

Visit the Invisalign-Practice Platform to download the iTero Digital Practice logo.

Placement and relative size

Your practice branding must be clearly visible wherever the iTero Digital Practice logo appears and must be at least twice (2X) the size of the iTero Digital Practice logo.



Practice logo used with iTero Digital Practice logo



Advertising example with practice logo plus Invisalign Provider and iTero Digital Practice logos

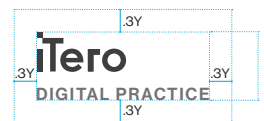
Clear space

The minimum clear space around the rectangular iTero Digital Practice logo is one-quarter of X (.25X) where X is equal to the height of the rectangle.

For the logo with no background, the minimum clear space is one-third of Y (.3Y), where Y is equal to the height of the logo.



White horizontal logo with charcoal background



Charcoal horizontal logo



Charcoal stacked logo

Avoid this mistake

 Do not alter the iTero Digital Practice logo in any way.

Don't alter Invisalign or iTero brand logos

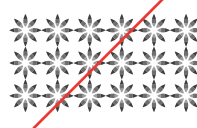
Use Invisalign and iTero brand logos and badges as provided, without modification.

Avoid these mistakes

- Don't add to, remove, or replace any part of the Invisalign Provider logo.



- Don't use the flower element of the logo in another design.



- Don't change the size or color of elements within logos or badges.



- Don't remove the year from the Advantage Program logos.



- Don't add your Advantage status to another Invisalign brand logo or badge.



- Don't add shadows or other special effects to logos or badges.



Checklists for using the Invisalign brand

The following checklists are intended to help you apply the relevant guidelines in this document as you use the Invisalign brand—on your website and in social media, in signage, in advertising, and in other practice marketing materials.

Checklist for using the Invisalign brand in exterior and interior signage

Use of the Invisalign Provider logo in exterior signage requires explicit approval from Align's Brand team. Failure to secure approval for your design prior to installation may require removal at your expense. Submit your signage designs incorporating the Invisalign Provider brand to marketing-au@aligntech.com for review and approval before printing, producing your signage.

☒ Complete before submitting for approval	More info
☐ You are properly using the Invisalign Provider logo, appropriate Advantage Program logo or iTero Digital Practice logo in signage.	15-21
☐ Your practice brand is clearly visible wherever an Invisalign brand logo or the iTero Digital Practice logo is used.	15-21
☐ Your practice logo is at least twice (2X) the size of the iTero Digital Practice logo or any Invisalign brand logo that appears.	15-21
☐ The design "look and feel" of your signage does not appear to be an Invisalign shop.	12, 16
☐ You are following the rules for practice name and identity.	13
☐ By downloading any Invisalign Asset you agree to comply with all relevant laws and regulations relating to the advertising and marketing of a regulated health service such as dental and orthodontic services and the advertising and marketing of therapeutic goods such as Invisalign clear aligners. If in doubt, we recommend that you obtain independent legal advice from a lawyer or regulatory consultant before using any Invisalign Asset.	3

Checklist for using the Invisalign brand on websites and social media pages

☒ Complete before going live with website or social posts	More info
☐ Your website domain name does not contain the word “Invisalign”	13
☐ You are properly using the Invisalign Provider logo, appropriate Advantage Program logo or iTero Digital Practice logo on your web or social site.	15-21
☐ Your practice brand is clearly visible wherever an Invisalign brand logo or the iTero Digital Practice logo is used.	15-21
☐ Your practice logo is at least twice (2X) the size of the iTero Digital Practice logo or any Invisalign brand logo that appears.	15-21
☐ Any page that includes an Invisalign brand logo or the word “Invisalign” includes the required attribution notice.	8
☐ The design “look and feel” of your site does not imitate the Invisalign brand identity.	11-12
☐ You are following the rules for practice name and identity.	13
☐ Any Invisalign brand images or videos used on your site are your own or are sourced from the Invisalign-Practice Platform. <i>Note: you may embed links to content on invisalign.com.au, invisalign.co.nz or Invisalign social sites, or share content from Invisalign social sites on your own pages.</i>	6-7
☐ Any descriptive copy about Invisalign treatment is written in your own original words and not copied from Invisalign brand marketing materials or online sources.	6-7
☐ The word “Invisalign”, Invisalign brand logos, and descriptive copy about Invisalign clear aligners are not being used to promote competing products.	14
☐ By downloading any Invisalign Asset you agree to comply with all relevant laws and regulations relating to the advertising and marketing of a regulated health service such as dental and orthodontic services and the advertising and marketing of therapeutic goods such as Invisalign clear aligners. If in doubt, we recommend that you obtain independent legal advice from a lawyer or regulatory consultant before using any Invisalign Asset.	3

Checklist for using the Invisalign brand in advertising and marketing materials

☒	Complete before producing/printing your advertising or marketing materials	More info
☐	You are properly using the Invisalign Provider logo, appropriate Advantage Program logo, or iTero Digital Practice logo in advertising or marketing materials.	15-21
☐	Your practice brand is clearly visible wherever an Invisalign brand logo or the iTero Digital Practice logo is used.	15-21
☐	Your practice logo is at least twice (2X) the size of the iTero Digital Practice logo or any Invisalign brand logo that appears.	15-21
☐	Any marketing material that includes an Invisalign brand logo or the word "Invisalign" includes the required attribution notice.	8
☐	The design "look and feel" of your ad or marketing materials does not imitate Invisalign brand materials.	11-12
☐	You are following the rules for practice name and identity.	13
☐	Any Invisalign brand images used in your ad or in marketing materials are your own, or are sourced from the Invisalign-Practice Platform.	7
☐	Any descriptive copy about Invisalign treatment is written in your own original words and not copied from Invisalign brand marketing materials or online sources.	6-7
☐	Logos, images and other representations of the Invisalign brand are not being used to promote competing products.	14
☐	By downloading any Invisalign Asset you agree to comply with all relevant laws and regulations relating to the advertising and marketing of a regulated health service such as dental and orthodontic services and the advertising and marketing of therapeutic goods such as Invisalign clear aligners. If in doubt, we recommend that you obtain independent legal advice from a lawyer or regulatory consultant before using any Invisalign Asset.	3

Google AdWords

Note that advertisements promoting Invisalign treatment submitted to Google AdWords require a separate approval process from Align Global Trademarks Officer.

- Provider obtains an Account ID from Google
- Provider submits a proof of their desired ad (copy and images) to AdWords@aligntech.com for review and approval
- Once any required changes are made and approval is given, the ad will be released to Google for publishing

Thank you for protecting the Invisalign brand

The value and power of the Invisalign brand to drive patients into your practice depends on it being used properly. As an Invisalign provider, you have an important role in protecting the Invisalign brand, by following these brand guidelines.

Proprietary and confidential. Intended for Healthcare Professionals only.

Invisalign and the Invisalign logo, among others, are trademarks and/or service marks of Align Technology, Inc. or one of its subsidiaries or affiliated companies and may be registered in the U.S. and/or other countries. © 2020 Align Technology, Inc. All rights reserved.

Published 1 January 2020.
