

**Align's Art and
Advertising Standards**

Brand Guidelines for Invisalign Providers

UK, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark,
Estonia, Ireland, Israel, Latvia, Lichtenstein, Lithuania,
Malta, Slovakia, Sweden, Middle East and Africa

align |  **invisalign** | **iTero**

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Welcome to the Brand Guidelines for Invisalign Providers

The Invisalign brand is recognized 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 authorised Invisalign providers 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 providers and governed by the licence agreement contained in Align Technology's Pricing Terms and Conditions, which require that you follow the standards in this guide.

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 the use of the brand is inconsistent with these guidelines or is otherwise deemed inappropriate.

Invisalign Providers are solely responsible for ensuring that their use of Align's brands is in accordance with applicable local legislation, codes, regulations and other professional rules. If advertising medical devices and/or methods of medical treatment is restricted by local legislation, including but not limited to doctors' professional rules and regulations, you (i) are solely responsible for any advertisement relating to Invisalign clear aligners and/or treatment methods, (ii) shall abstain from using any of Align's brands in your advertisements, and (iii) will not be granted a license by Align for the use of Align's brands.

As an Invisalign Provider, you hereby agree to fully indemnify and hold harmless Align for any losses, damages, claims, costs, expenses, obligations, liabilities, remedies, penalties or similar which arise from or are attributable to the breach of any applicable losses and regulations regarding your advertisement of Invisalign clear aligners and/or treatment methods.

Terms that appear in this guide



Brand assets

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



Brand identity

A combination of recognizable features or attributes that distinguish an organization 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.



Trademark

A word, phrase, symbol, or logo that legally recognizes 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

As an Invisalign provider, you are licensed to use the Invisalign brand in specific ways to inform potential patients about available clear aligner treatments and to promote your status as a provider of Invisalign treatment, as long as you follow the guidelines in this document and applicable local legislation, codes, regulations and other professional rules.

How to use Invisalign brand assets and marketing materials

As an Invisalign provider, you may use these assets on your website, in signage and to create your own practice materials:

- Download brand assets from the [Invisalign Asset Portal: invisalignmarketing.eu](https://invisalignmarketing.eu)

Where permitted by local regulations, you may use these assets on your website, in signage and to create your own practice materials.



Logos



Category awareness



Lifestyle photography

Note: The [Invisalign Asset Portal](https://invisalignmarketing.eu) is the only approved source for obtaining Invisalign brand logos and images. Copying or repurposing logos, images, or descriptive copy from Invisalign websites, Invisalign social media sites or other non-approved sources is not permitted.

- **Order ready-to-use materials from the WebStore**

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



Rules to follow

- Use Invisalign brand assets and 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.eu website or Invisalign website in your local market.
- Make sure your practice name and logo are dominant in all materials where you are using the Invisalign brand.

How to use Invisalign brand images

From the [Invisalign Asset Portal](#) you can download a variety of category awareness and lifestyle images reflecting the Invisalign brand. You may use these images on your website, social media pages and to create your own materials, except where restricted by applicable legislation, including but not limited to doctors' professional rules and regulations.



Note: All of the Invisalign brand imagery available on the [Invisalign Asset Portal](#) 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 from other, non-authorised sources (including Invisalign websites and 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 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.eu](#) website.
- 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

Whenever practical, at the bottom of any document or webpage where the Invisalign trademark 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 of Align Technology, Inc. and are registered in the U.S. and other countries.

Proper word use

- The first letter of the word “Invisalign” should always be capitalized.
- Always use the word “Invisalign” as an adjective, followed by a noun, for example:
 - Invisalign clear aligners
 - Invisalign provider
 - Invisalign treatment
 - Invisalign product
 - Invisalign doctor
 - Invisalign system
- Never translate the word “Invisalign” into other languages.
- Do not use the word “Invisalign”, or any part of it (“invi”, “invis”, “align”) or use the prefixes “I” or “i” in your practice name or to name a treatment, app or product.
- Do not use the Invisalign logo in place of the word “Invisalign” in text.

AdProofs review and approval is always required

To ensure your success as you apply the Invisalign brand guidelines to your practice's marketing efforts, approval is required from Align's AdProofs team before printing, or publishing original marketing materials you create using Invisalign brand assets, such as logos and images.

Follow these steps to assure successful approval of assets

- 01 Submit designs for proposed materials in PDF, PNG, JPEG, or MOV format to adproofs.emea@aligntech.com for review and approval.
- 02 Make changes, if needed, based on any feedback from the AdProofs team.
- 03 Resubmit your revised designs to adproofs.emea@aligntech.com for final approval.

Lead time for feedback is typically up to **five business days**. More lead time may be required to review lengthy or complex materials.

If you fail to obtain AdProofs approval of designs incorporating the Invisalign brand and your final materials are found to be non-compliant with the standards in this guide, any necessary corrections must be made at your expense.

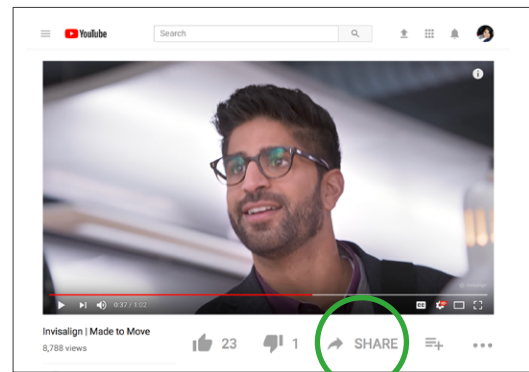
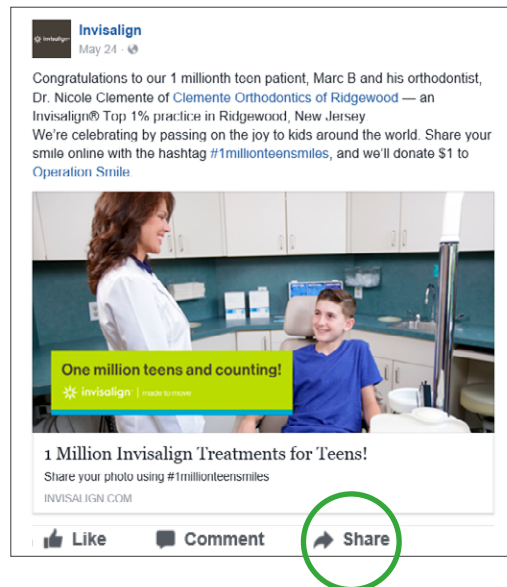
How to leverage Invisalign social media content

Where permitted by applicable laws and regulations, you may share posts and videos from official Invisalign social media sites such as Facebook, YouTube, Instagram and Pinterest on your practice's social media site(s). This is a great way to leverage up-to-date promotional and educational content to highlight your Invisalign practice.

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

Permitted by Align

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



Avoid this mistake

- ✗ Don't copy, modify, or add to content found on Invisalign social media sites.

When using the Invisalign brand in your 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 recognizable. These elements are reserved for Align's use as the maker of Invisalign clear aligners.

Avoid these mistakes

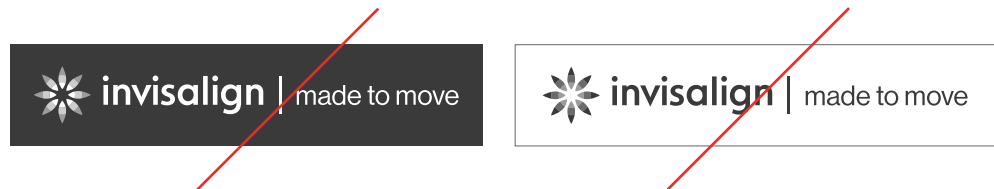
- ❌ Don't use the primary Invisalign logo.



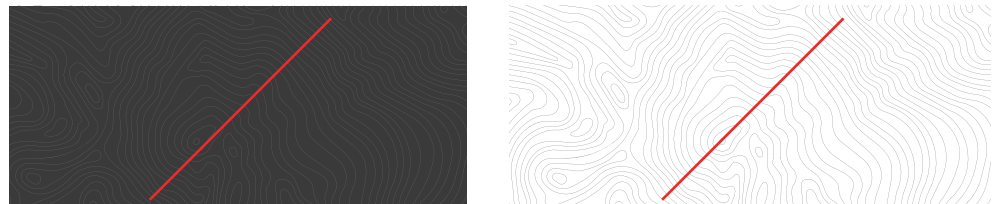
- ❌ Don't use the Invisalign logo "flower" design by itself.



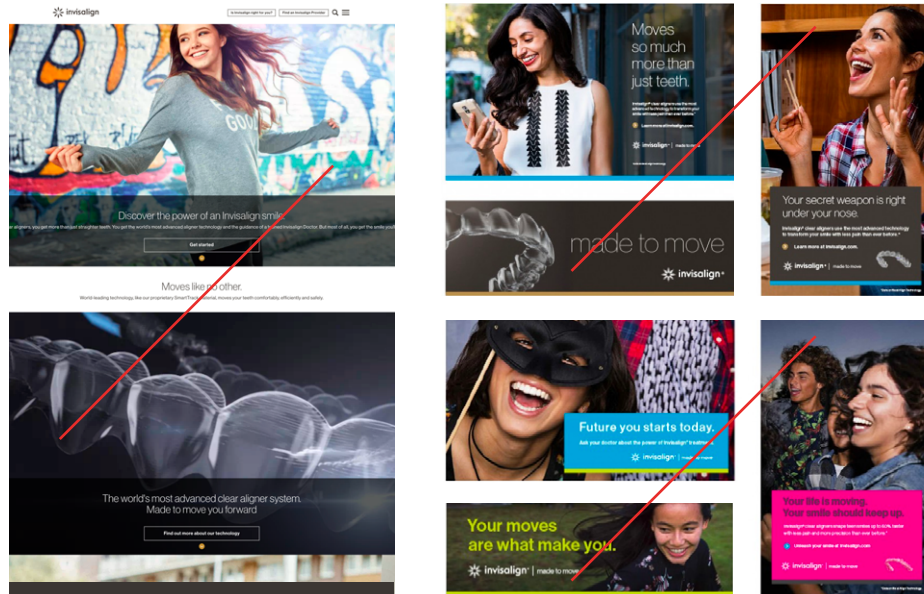
- ❌ Don't use Invisalign-branded logos, taglines, slogans, or other assets related to Invisalign marketing campaigns such as "Made to Move".



- ❌ 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 office appear to be an Invisalign storefront.



When using the Invisalign brand in your 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 your practice 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**

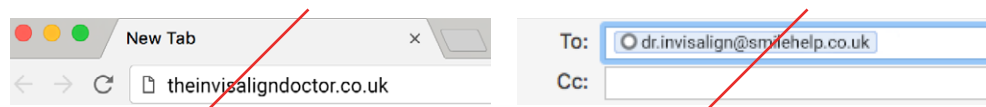
Don't use “Invisalign”, “invi”, “invis”, or “align”, or the prefix “I” or “i” in your practice name.



- Don't use “Invisalign”, “invi”, “invis”, or “align”, or the prefix “I” or “i” in your product, app 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.



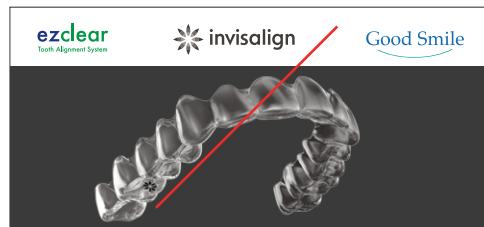
When using the Invisalign brand in your materials

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 copy, or the brand's look and feel to inform or educate about other products or treatments along with, or instead of Invisalign clear aligners.



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



- ❌ Don't inform about 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 in your practice marketing:

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

These logos 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 providers' use on websites, in signage, and in other practice marketing materials (unless prohibited by applicable local legislation, codes, regulations or other professional rules).

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.

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

Where permitted under local legislation, the Invisalign Provider logo may be used in materials or sites you create to inform patients about your Invisalign practice.

Visit the [Invisalign Asset Portal](#) to download the Invisalign Provider logo.

There are five 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
- Full colour 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

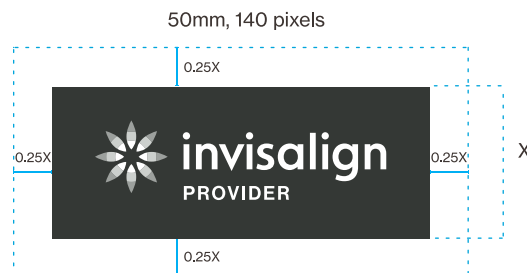
The minimum size for the stand-alone rectangular Invisalign Provider logo is 50mm wide (print) and 140 pixels wide (digital).

For the stand-alone logo with no background, the minimum width is 40mm (print) and 114 pixels (digital).

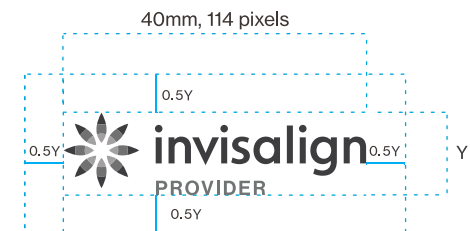
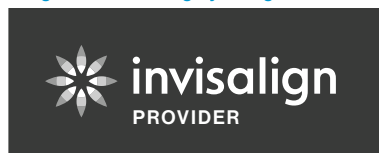
Clear space

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



Full-color logo without background

Lock-up logo versions for individual providers

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 include your Invisalign Advantage and Advance Program status in practice materials

The Invisalign Advantage Program acknowledges the commitment and experience of doctors who focus on providing Invisalign treatment to their patients, and the Invisalign Advance Program highlights general practitioners who treat patients with the Invisalign Go system. Including your Advantage or Advance status in your marketing can help differentiate your practice and highlight your expertise as an Invisalign provider.

If you have earned Advantage status, you may include your Invisalign Advantage tier on your website, in signage or in practice marketing materials. Advantage status is determined annually, and the year for which your Advantage Invisalign Provider status was earned must always be referenced. You may also display your Advantage status from prior years.

Advantage levels include: Bronze, Silver, Gold (I, II), Platinum (I, II), Platinum Elite (I, II), Diamond (I, II)

 **Correct**

Platinum Elite
Invisalign Provider
2019

OR

Earned Platinum
Elite Invisalign
Provider status in
2019

 **Incorrect**

Platinum Elite
Invisalign Provider
(corresponding years
are not listed)

OR

Earned Silver, Gold
and Platinum Elite
Invisalign status
(corresponding years
are not listed)

From the [Invisalign Doctor Site](#) homepage, click Account > Advantage > Additional Resources

If you are an Invisalign Go provider, you may include your current Invisalign Go Advance status on your website, in your signage and in your practice marketing materials. The year for which your Invisalign Go Advance provider status was earned must always be referenced. Advance status is determined annually, and the year for which your Advance Invisalign Provider status was earned must always be referenced. You may also display your Advance status from prior years. You may list both your current Advance status and your annual Advantage status.

Invisalign Go Advance levels include: Certified, Preferred, Premier, Elite

 **Correct**

Premier Invisalign Go Provider 2019

 **Incorrect**

Premier Invisalign Go Provider
(year is not listed)

To review your Invisalign Go Advance status, visit the [Invisalign Doctor Site](#), then click on Account > Advance.

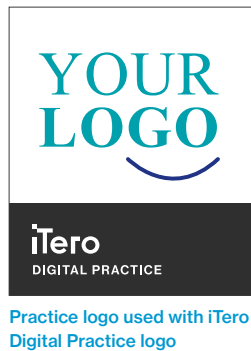
How to use the iTero Digital Practice logo

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 the Invisalign Provider logo and/or your practice logo..

Visit the [Invisalign Asset Portal](#) to download the iTero Digital Practice logo.

Placement and relative size

Your practice branding must be clearly visible wherever the iTero Digital Practice logo



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

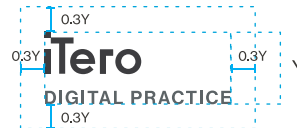
Clear space

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 logo with charcoal grey background



Charcoal grey logo without background

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 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 colour of elements within logos.



- Don't remove the year from an Advantage program logo.



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



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



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 (where permitted by applicable local legislation, codes, regulations and other professional rules) on your website and in social media, in communication, in signage and in advertising, and in other practice marketing materials.

Please note that these checklists may not address all uses of the Invisalign brand and do not replace the need for you to read and understand the guidelines in this document.

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

Use the checklist below to ensure you are following the relevant guidelines for using the Invisalign brand on your practice website and social media sites.

☒ Complete before submitting to AdProofs	More info
☐ Your website domain name does not contain the word “Invisalign”	13
☐ You are properly using the Invisalign Provider logo, Advantage logos and/or iTero Digital Practice logo on your web or social site.	15-21
☐ Your practice brand is clearly visible wherever the Invisalign Provider logo, Advantage logos or the iTero Digital Practice logo is used.	16-20
☐ Your practice logo is at least twice (2X) the size of the Invisalign Provider logo, Advantage logos or the iTero Digital Practice logo.	16-20
☐ You are following the rules for the use of the word “Invisalign” in text in your web or social sites	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 used on your website are your own or are sourced from the Invisalign Asset Portal. Note: you may embed links to content on invisalign.eu or Invisalign social sites, or share content from Invisalign social sites on your own pages, where permitted by applicable local laws and regulations.	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
☐ The word “Invisalign”, Invisalign brand logos, and descriptive copy about Invisalign clear aligners are not being used to promote competing products.	14
☐ If all items are checked, you are ready to submit designs of your proposed materials that include Invisalign brand logos, images, descriptive copy, or other representations of the brand to Align's AdProofs team for review and approval before publishing.	9

Checklist for using the Invisalign brand in exterior and interior signage

Use the checklist below to ensure you are following the relevant guidelines for using the Invisalign brand in exterior and interior signage.

☒ Complete before submitting to AdProofs	More info
☐ You are properly using the Invisalign Provider logo, Advantage logos and/or iTero Digital Practice logo in signage.	15-21
☐ Your practice brand is clearly visible wherever the Invisalign Provider logo, Advantage logos, or the iTero Digital Practice logo is used.	16-20
☐ Your practice logo is at least twice (2X) the size of the Invisalign Provider logo, Advantage logos, or the iTero Digital Practice logo.	16-20
☐ The design "look and feel" of your signage does not appear to be an Invisalign store front.	11-12
☐ You are following the rules for practice name and identity and you are not advertising your practice as if it is a division of, or sponsored by Align Technology.	13
☐ If all items are checked, you are ready to submit designs of your proposed materials that include Invisalign brand logos, images, descriptive copy, or other representations of the brand to Align's AdProofs team for review and approval before publishing.	9

Use of the Invisalign Provider logo in exterior signage requires explicit approval from AdProofs. Failure to secure approval for your design prior to installation may require removal at your expense.

Checklist for using the Invisalign brand in advertising and marketing materials

Use the checklist below to ensure you are following the relevant guidelines for using the Invisalign brand in your practice materials.

☒	Complete before submitting to AdProofs	More info
☐	You are properly using the Invisalign Provider logo, Advantage logos and/or iTero Digital Practice logo in advertising or marketing materials.	15-21
☐	Your practice brand is clearly visible wherever the Invisalign Practice logo, Advantage logos or the iTero Digital Scan Provider logo is used.	16-20
☐	Your practice logo is at least twice (2X) the size of the Invisalign Practice logo, Advantage logos or the iTero Digital Practice logo.	16-20
☐	The design "look and feel" of your materials does not imitate Invisalign brand materials.	11-12
☐	You are following the rules for practice name and identity and you are not advertising your practice as if it is a division of, or sponsored by Align Technology.	13
☐	Any Invisalign brand images used in your ad or in marketing materials are your own, or are sourced from the Invisalign Asset Portal.	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
☐	Logos, images and other representations of the Invisalign brand are not being used to promote competing products.	14
☐	If all items are checked, you are ready to submit designs of your proposed signage that include iTero or Invisalign brand logos to Align's AdProofs team for review and approval before printing.	9

Google AdWords

Note that your requests submitted to Google AdWords require a separate approval process:

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

Align Technology Switzerland GmbH
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6343 Rotkreuz
Switzerland
www.aligntech.com

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