

LOGO USAGE



Burkhart Marketing
Marketing@BurkhartDental.com

COLORS

The Burkhart Dental Supply logo may only be used in black on light colors and white on dark colors.



CLEAR SPACE

The Burkhart Dental Supply logo needs clearspace equivalent to the size of the "H" in Burkhart. To balance the shape of the "B", space to the left of the logo is determined by aligning the inside right leg of the "H" along the outer stroke of the "B" as indicated below.



MINIMUM SIZE

The minimum size of the Burkhart Dental Supply logo is a 1.25" width for print and 150px for digital.



1.25" (print)



150 px (digital)

Any smaller usage is not recommended for readability. If a smaller size is needed, please work with the Marketing team on solutions.

VERBIAGE

We ask our Clients to reach out to their "Burkhart Account Managers" to learn more. Please refer to them as "Burkhart Account Manager".

We refer to our Customer Service team as "Customer Service". Please reference the Customer Service number as: 1.800.562.8176

When referencing our website, please use: BurkhartDental.com.

UNACCEPTABLE USAGE



Do not remove words or change the logo.
The logo should always include "Dental Supply".



Do not skew the logo.



Do not squish the logo.



Do not elongate the logo.



Do not recolor the logo.



Do not change the proportions of any of the logo elements.



Do not crop the logo.



Do not add any effects to the logo.



Do not change the fonts.



Do not use the old logo.



ALL LOGO USAGE MUST HAVE MARKETING FINAL APPROVAL. PLEASE SUBMIT TO Marketing@BurkhartDental.com.

LOGO USAGE

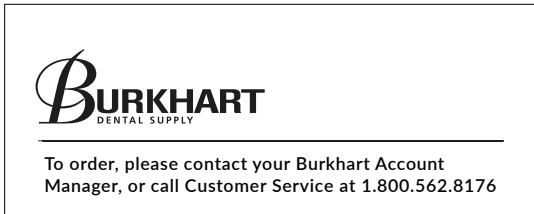
Logos to be used for advertising outside of print publications and digital advertising. Used on package stuffers, statement stuffers, Catalyst, and individual sales flyers.



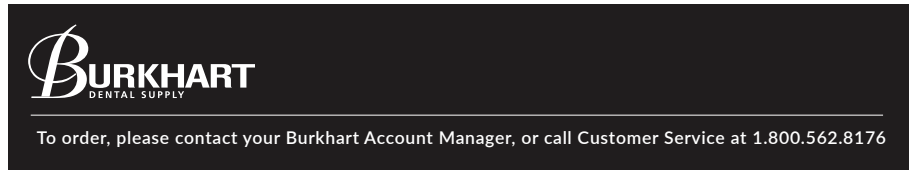
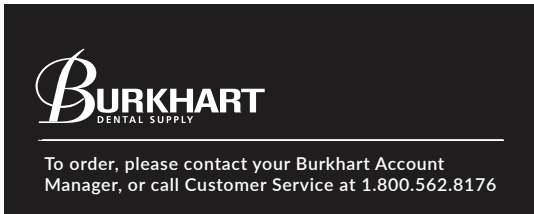
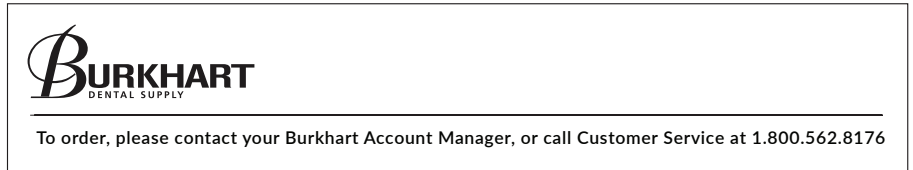
COLORS

The Burkhart Dental Supply logo lock-up may only be used in black on light colors and white on dark colors. We provide two different sizes to accommodate space allotments.

SHORT



WIDE



MINIMUM SIZE

SHORT

The minimum size of the short Burkhart Dental Supply logo is a 2.5" width for print and 240px for digital. Any smaller usage is not recommended for readability. If a smaller size is needed, please work with the Media Submission team on solutions.



To order, please contact your Burkhart Account Manager, or call Customer Service at 1.800.562.8176

2.5" (print)

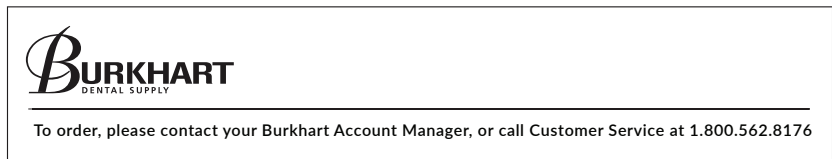


To order, please contact your Burkhart Account Manager, or call Customer Service at 1.800.562.8176

240 px (digital)

WIDE

The minimum size of the short Burkhart Dental Supply logo is a 4.5" width for print and 500px for digital. Any smaller usage is not recommended for readability. If a smaller size is needed, please work with the Media Submission team on solutions.



4.5" (print) 500 px (digital)

VERBIAGE

We ask our Clients to reach out to their "Burkhart Account Manager" to learn more.

Please refer to them as "Burkhart Account Manager."

We refer to our Customer Service team as "Customer Service."

Please reference the Customer Service number as: 1.800.562.8176

When referencing our company, please use either:

- Burkhart
- Burkhart Dental Supply

When referencing our website, please use:

- BurkhartDental.com

ALL LOGO USAGE MUST HAVE FINAL APPROVAL.

Any additional usage questions should be directed to Media@BurkhartDental.com.