



Design Manual

“Happy Tooth” Design Manual

This manual illustrates the visual appearance of the “Happy Tooth” mark, hereinafter “the Mark”.

Without prejudice to the provisions of licence agreements with the competent Toothfriendly organisation(s), this brochure provides basic guidelines for third parties on the use of the Mark on the labels and in the advertising of products.

This manual does not dispense the user of the Mark from respecting the applicable, national legal requirements about the labelling and advertising of consumer goods.

The term “Toothfriendly Organisation”, as used hereinafter, includes the Toothfriendly Foundation, Toothfriendly International, and the national toothfriendly associations which have acquired the right to use the Mark. The “competent Toothfriendly Organisation” is the organisation from which the user of the Mark has obtained the right to use the Mark by means of a licence agreement or express written consent.

On the accompanying CD you will find:

- “Happy Tooth” Mark in the formats eps, jpg, and tif
- This manual in pdf format

Note:

For other language versions of terms appearing in association with the Mark consult with Toothfriendly International.

Registered Mark

The “Happy Tooth” is a registered trademark. The encircled © is a recommended element of the Mark except in countries in which the Mark is not registered.



The authorised users of the Mark belong to one or several of the following categories:

- (A)** Companies which use the Mark on the packaging and in the advertising of food, food ingredients and similar products, which upon ingestion come in contact with the teeth, to designate their “toothfriendly” property. Recognition of the “toothfriendly” property of the product by the competent Toothfriendly Organisation is required.
- (B)** Companies which use the Mark on the packaging and in the advertising of oral care products, which fulfil defined minimum quality criteria as defined by the competent Toothfriendly Organisation, to designate that the company and/or their local distributors support the Toothfriendly Organisation in its actions or dental health programs.
- (C)** Companies and organisations which use the Mark on printed materials, in websites or other communication media, to express their partnership with the Toothfriendly Organisation. If products are depicted in association with the Mark (same field of vision), they must comply with the criteria specified for categories A and/or B.
- (D)** Individuals or organisations who are contributing to the actions and dental health programs of the Toothfriendly Organisation by providing volunteer work, logistic help or other assistance, provided that they are a member in good standing of Toothfriendly International or an affiliated organisation.

Rules for users of category **(A)**

A 1



A 2



A 3



Accepted alternatives for the term “TOOTHFRIENDLY” or “TOOTHFRIENDLY FOUNDATION” is “TOOTHFRIENDLY.ORG”.

Alternative A1 may not be applied if the side length of the Mark is less than 4 mm.

Less preferred



The term “Scientifically Tested” is an accepted alternative for the term “Tested”. For the use of other expressions in conjunction with the Mark, the competent Toothfriendly Organisation should be consulted.

Rules for users of category (B) and (C)

BC 1



BC 2



BC 3



Alternative BC1 may not be applied if the side length of the Mark is less than 4 mm.

Rules for users of category (D)

D 1



D 2



D 3



The term "TOOTHFRIENDLY INTERNATIONAL" is an accepted alternative to "TOOTHFRIENDLY.ORG"

Alternative D1 may not be applied if the side length of the Mark is less than 4 mm.

Size, color and typeface

The Mark consists of a white molar tooth with a white umbrella in a red field. The color of the field and the color of the accompanying expressions is:

Pantone Red 032 CVU

Euroscale: 0% cyan, 90% magenta, 86% yellow, 0% black

On a dark ground, the words accompanying the Mark may be printed in white.

The preferred typeface is the Frutiger Condensed. The words accompanying the Mark appear in the Bold Condensed font style.

Where the legibility of red letters may be poor, and in monochrome printed matter, the field of the Mark and the accompanying words are printed in black.

General rules for the visual appearance of the Mark

The Mark must always be reproduced in full, without modification as shown on page 3.

The Mark should appear in prominent size. The expressions appearing in direct association with the Mark must be printed in legible size.

The Mark should appear on the front of product labels, display packagings, POS displays etc., to ensure instant recognition by the consumers. Care should be taken to ensure that the Mark remains visible on products also when stocked on shelves.

The Mark should not be placed on parts of the packaging which are disposed of after opening (e.g., outer packaging of multipacks, tear tapes, blisters).

Denomination and verbal expressions in relation to the Mark

The molar tooth of the Mark is called the "Happy Tooth". This term is used if the Mark is referred to verbally in communication. Example: "The Happy Tooth distinguishes scientifically tested, toothfriendly sweets".

We recognize, however, that our Mark is often referred to as the "toothfriendly logo". In as far as this term alludes to the Toothfriendly Organisation standing behind the Mark, we have no objection against this denomination.

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