AKIERO / BRAND STUDY 03

WECARE
DENTAL

An individual study.

Veneers & smile design

Identity, story &
brand guidelines

Fictional clinic concept
September 2026 / v3.0



A story the practice can live.

A smile belongs to a person before it becomes a treatment conversation. WeCare Dental begins with what they value in their expression, what they want to understand and what they might prefer to keep. The consultation gives those details room. The identity follows the same approach. Custom WECARE lettering carries the whole name, with flowing connections and precise contrasts that reward a closer look. Oxblood, warm paper and quiet layouts give it presence. The likeness journal carries the conversation into a personal record of questions and preferences. The brand makes careful attention visible before any treatment decision.

For adults considering veneers who value individual expression and a considered decision, WeCare Dental offers a personal consultation experience centred on preferences, suitability and clear options.

THE PATIENT PROMISE

We will begin by understanding what feels like you.

BEHAVIOURS THAT MAKE IT CREDIBLE

- Ask what the person wants to preserve as well as change.
- Explain suitability, alternatives and limitations before a treatment decision.
- Document preferences without presenting the journal as a clinical prescription.

Three people to design for.

Illustrative client profiles. Portraits are AI-generated; names and situations are fictional.



01 / THE LIKENESS PROTECTOR

Elena

39 · Creative business owner

Elena is a creative business owner considering a subtle change. She wants her smile to keep the character that makes it feel like hers.

WHAT MATTERS

Individual attention and a thoughtful discussion of alternatives.

BRAND RESPONSE

Use natural portraits and personal questions. Make the likeness journal central.



02 / THE DELIBERATE DECISION-MAKER

Marcus

52 · Client-facing professional

Marcus is a client-facing professional revisiting a long-standing concern. He researches carefully and wants to understand the commitment before deciding.

WHAT MATTERS

Clear stages, suitability, maintenance and estimated costs.

BRAND RESPONSE

Pair the quiet visual style with practical consultation information.



03 / THE DISCERNING RESEARCHER

Rina

31 · Independent consultant

Rina is comparing veneer providers after seeing cosmetic content online. She wants to separate personal taste from what is clinically suitable.

WHAT MATTERS

Credible information, transparent imagery and a clinician who listens.

BRAND RESPONSE

Explain image context and treatment choices. Make the consultation easy to explore.

Personality with a purpose.

The patient is interested in a change but wants to preserve their identity and make an informed decision.

Give the name, the person and their questions enough room.

Do not use fake before/after images, clinical-looking seals of approval, status language, extreme letter spacing in body text, or heavy gold gradients.

01

Observant

Notice the individual. Ask before suggesting.

02

Cultured

Use the restraint and attention of an editorial portrait, with accessible language.

03

Personal

Speak to one person without flattery or assumptions about their self-worth.

04

Measured

Make room for questions, alternatives and a decision over time.

The name carries the signature.

WECARE
DENTAL

THE SELECTED LOGO

Distinctive detail, held in one name.

The custom WECARE wordmark is the logo. Its high-contrast letterforms balance precision with a softer, flowing connection through the E, C and A. That combination supports the brand's interest in individual expression and considered detail. The complete name does the work: it identifies the practice and gives the identity its signature. Oxblood ink, warm paper and generous space let the drawing be seen clearly. DENTAL remains a quiet descriptor beneath the name.

01

Custom lettering

The name is drawn as a complete composition. Preserve its proportions, spacing and contrast rather than setting it in a display font.

02

A connected gesture

The flowing middle letters give the wordmark its signature. This curve also informs the restrained supporting line pattern.

03

A quiet setting

Oxblood on porcelain, or porcelain on oxblood, gives the letters room. The material and spacing carry the premium character.

How the logo carries the message.



Concept application. The supplied vector masters control the final logo drawing.

WeCare Dental is the practice name. Veneers & smile design describes its focus. *An individual study* names the creative direction.

IN THE MESSAGE

Recognisably you.

Pair the complete wordmark with a natural portrait and a clear explanation of the consultation.

IN THE MATERIALS

The details are personal.

Use the full wordmark on the card and journal. Choose warm uncoated paper, oxblood cloth and a carefully proofed impression.

IN THE CONSULTATION

What would you like to keep?

The likeness journal gives individual preferences the same attention the identity gives individual letterforms.

Logo versions and clear space.



Wordmark / already identified contexts



Light logo / oxblood backgrounds



One ink / complete wordmark



Let x equal the height of the DENTAL line. Leave at least 2x around the logo and 3x on the journal cover. For WECARE alone, allow one-quarter of the capital height on every side.

Keep the detail readable.

Primary with DENTAL: 220 px / 48 mm wide. WECARE alone: 160 px / 35 mm. Below those widths, move identification to a larger placement. Do not invent a small W emblem.

Use the complete name at a readable size. The identity has no standalone symbol. At small sizes, use the lettering-only master or move the logo to a larger placement.

Protect the recognition.

Use the supplied masters. Rebuilding a logo from live type changes its spacing and proportions.

×



Do not stretch the proportions.

×



Do not rotate the full lockup.

×



Do not add shadows or effects.

×



Do not invent logo colours.

×



Do not crop the practice name.

×



Do not crowd the clear space.

Colour, with intention.

Porcelain 60% · Oxblood 20% · Charcoal 10% · Clay 7% · Sage 3%

Oxblood ink

Identity, headline fields, primary action

#4C242E
RGB 76, 36, 46
CMYK ≈ 0 / 53 / 39 / 70

Porcelain paper

Main background

#F7F1EA
RGB 247, 241, 234
CMYK ≈ 0 / 2 / 5 / 3

Charcoal pencil

Reading text

#25221F
RGB 37, 34, 31
CMYK ≈ 0 / 8 / 16 / 85

Fired clay

Material panels and accents

#B58B7A
RGB 181, 139, 122
CMYK ≈ 0 / 23 / 33 / 29

Studio sage

Secondary tonal field

#BAC1B3
RGB 186, 193, 179
CMYK ≈ 4 / 0 / 7 / 24

Readable text on the primary field. 11.71:1 contrast

Use the ink colour for body text on light and accent backgrounds. Accent colours are fields or highlights, not small text colours.

CMYK values are approximate starting points, calculated from RGB. Convert with the printer's ICC profile and proof the actual stock. No Pantone equivalence is asserted.

Typography sets the tone.

DISPLAY / CORMORANTGARAMOND

Aa Bb

012345

Cormorant Garamond supplies an editorial, portrait-like quality. DM Sans grounds the experience in practical readability. Display type has room to breathe; essential information never uses fine serif text at small sizes.

READING / DM SANS

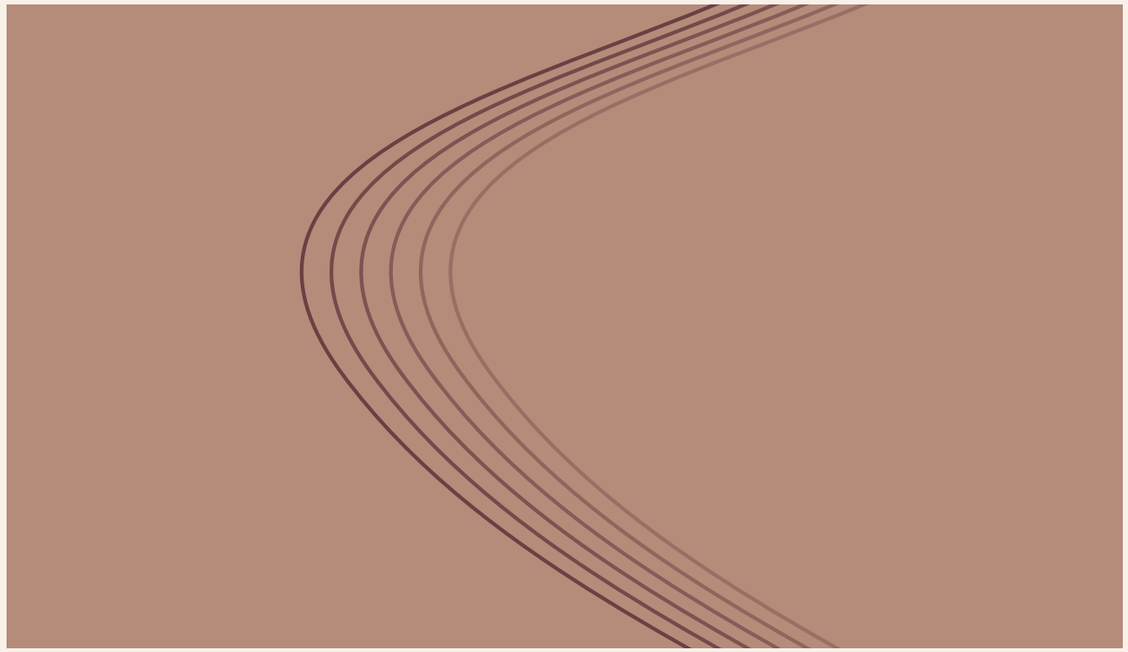
Clear information.
A familiar next step.

Display 96 / 96 px	We care.	Mobile 56 / 58
Section heading 48 / 52 px	Hello again.	Mobile 34 / 38
Body 18 / 28 px	Good information deserves room.	Mobile 16 / 25
Label 12 / 18 px	YOUR NEXT STEP	Never below 12

Use sentence case. Limit reading lines to about 45 to 75 characters. Keep body tracking at zero. Display tracking may range from -0.04em to 0; labels may use +0.08em.

Fonts and SIL Open Font License copies are included. Logo lettering is outlined; never typeset it again. Use DM Sans or Arial as a functional fallback.

A visual language of its own.



THE SIGNATURE CURVE

Fine, open contours echo the flowing connection in the custom wordmark. Their role is to frame space around a portrait or a question. They are supporting artwork, never a substitute logo.

Use the motif with restraint.

- Use one contour treatment per layout. Keep fine lines visible at the final size.
- Give portraits simple 4:5 or 3:4 crops and room around the face.
- Scale the supplied contour master uniformly and crop only at the artboard edge.
- Use the full wordmark for identification. Keep curves separate from letters and clinical imagery.

Use a six-column editorial grid with generous outer margins. Align body copy to one consistent edge. Keep one large typographic gesture per composition. Square corners for paper; softly framed portraits only.

Keep the motif behind the story. One recognisable gesture is enough to connect an application to the practice.

Small assets. Same character.



Calendar



Conversation



Location



Care Note



Person



Next Step

One family of six.

Every icon sits on a 48 × 48 unit grid and uses a consistent stroke. The proportions remain the same in buttons, wayfinding and printed materials.

Use icons at 24, 32 or 48 px. Pair unfamiliar icons with words. Keep them in the primary or ink colour. Do not substitute emojis or a second icon library.



Questions welcome

A label gives the symbol meaning.

Stroke widths in the 48-unit source grid: 1.7 units, fine but legible at the intended size.

Check the chosen logo at its stated minimum. Fine lines and facial details need a physical proof for embroidery or debossing.

Photography with a point of view.



AI-generated concept photography. Fictional scene; no clinical outcome or patient endorsement.

Use editorial portraits with a natural expression and visible skin texture. Warm sidelight, tactile clothing and quiet backgrounds. The subject has presence beyond their teeth.

The shoot list

- A natural three-quarter portrait with personal expression
- The clinician listening during an approved consultation
- The journal with a pen and a simple material detail
- The consultation space in warm daylight
- Hands reviewing a plan without readable private information

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Avoid digitally whitened teeth, before/after implications, jewellery-store black and gold, beauty filters, sexualised cropping and imagery that equates treatment with social status.

In a real clinic, replace concept images with approved photography and document permissions. Captions describe the actual image. Alternative text describes useful content, not marketing adjectives.

A voice people can recognise.

Write as the team would speak to this patient. Keep the invitation specific and the next step clear.

SITUATION	USE THIS APPROACH	AVOID
Aspiration	A conversation about what feels like you.	Your dream smile, guaranteed.
Consultation	We begin with your preferences and assess suitability.	Everyone is a candidate.
Value	A personal plan, explained in detail.	Exclusive smiles for elite clients.
Imagery	Illustrative brand portrait. No treatment result shown.	See the transformation you can expect.

Use everyday words, direct sentences and specific invitations. Address the person's question before describing the practice.

Publish only claims the practice can support. The examples here express a proposed experience; the clinic must be able to deliver it.

A headline system, not one line.

Recognisably you.

What would you like to keep?

An individual study in expression.

A considered approach to veneers.

The details are personal.

Your preferences deserve attention.

Begin with a conversation.

A smile has a point of view.

PRIMARY INVITATION

Request a consultation

Use the main brand line on the homepage and introduction pieces. Use supporting lines for individual stories. Pair every abstract headline with a concrete explanation or next step.

The story becomes a homepage.

WeCare Dental / Homepage concept

WECARE
DENTAL

Our approach The consultation About the practice Request a consultation

VENEERS & SMILE DESIGN

Recognisably you.

A considered conversation about veneers, expression and the details that make a smile your own.

Request a consultation



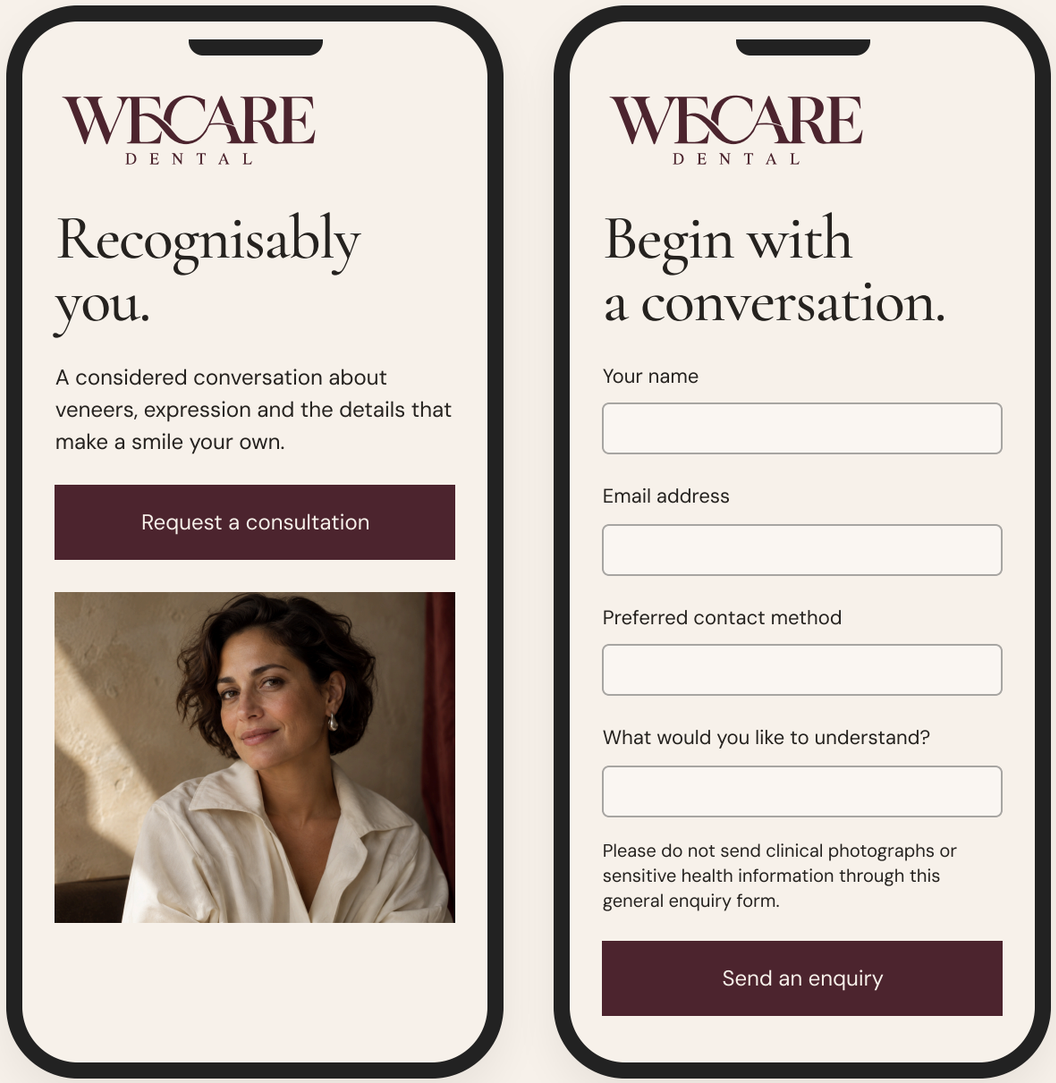
An individual approach: preferences before a plan

A considered process: conversation and suitability

Content order: An individual approach: preferences before a plan → A considered process: conversation and suitability → Questions worth asking: options, maintenance and costs.

Visual concept, not a live practice website. Buttons in this printed example illustrate hierarchy. Contact details, clinical services and booking integrations would be confirmed before launch.

A useful next step on mobile.



Microcopy matters.

01

Tell us what you would like to understand.

02

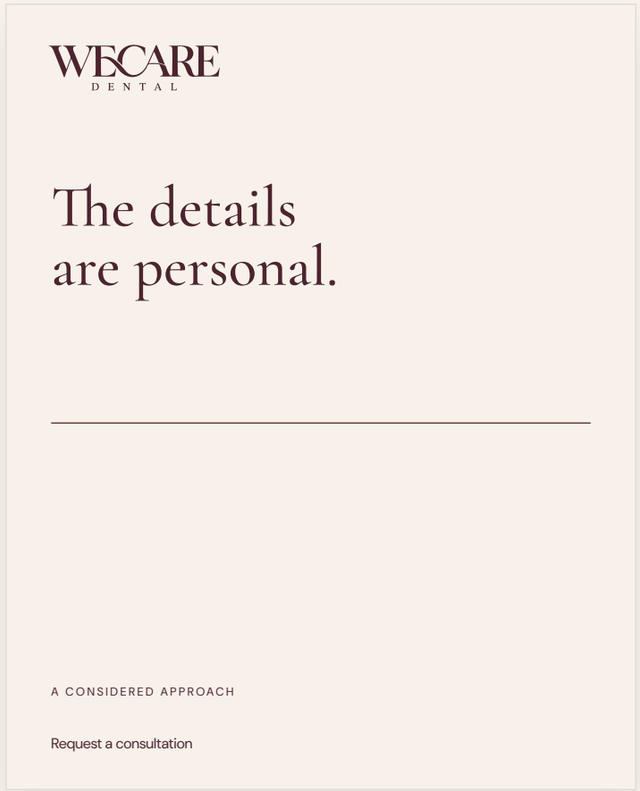
A consultation explores suitability and options; it does not commit you to treatment.

03

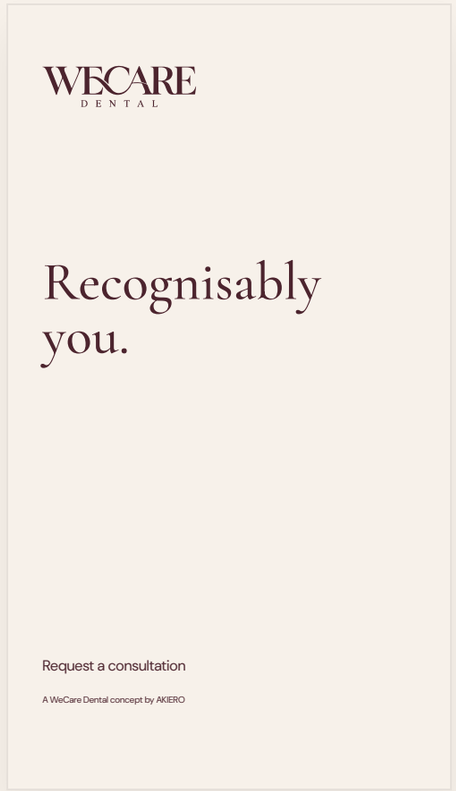
Thank you. Our team will contact you to discuss consultation availability.

Concept screens shown at reduced scale. Production controls use visible labels, descriptive errors, keyboard focus and a minimum 44 × 44 px target. Do not preselect consent or collect unnecessary health information.

Content that belongs to the brand.







POST ONE / CAPTION

A consultation starts with listening. What feels like you, and what would you like to explore?

POST TWO / CAPTION

Thinking about a change can also mean deciding what you value in the smile you already have.

Feed 1080 × 1350 px. Story 1080 × 1920 px. Keep story essentials outside the top and bottom 250 px interface zones. Editable SVG masters are included.

Everyday things, considered.



Business / appointment card: 85 × 55 mm trim with 3 mm bleed. Letterhead: A4 trim with 3 mm bleed. Keep essential text at least 5 mm inside trim. Artwork includes the bleed area.

Replace generic contact fields with approved practice details. The email signature uses system type for compatibility. Send print files through the printer's colour conversion and proof workflow.

The likeness journal.



THE CLINIC SIGNATURE

A5, 12-page consultation journal. Uncoated warm-white stock and an oxblood cover. Three sections: Observe, Discuss, Reflect. Includes space for the clinician's notes through the practice's approved process. It is a conversation aid, not a treatment plan.

HOW THE TEAM USES IT

What feels clear? ____ · What needs another conversation? ____ · My next step, when I am ready ____

The complete printable signature document is included, alongside editable page masters. The practice completes personal and clinical details through its approved process.

A recognisable place to arrive.

WECARE
DENTAL

Reception →

Consultation →

A moment to reflect →

ARRIVAL LINE

An individual approach.

MATERIALS

Porcelain-toned plaster, dark timber and a quiet oxblood textile. Apply the complete wordmark in matte paint or metal. On paper and cloth, a restrained deboss can carry the identity.

UNIFORMS

Porcelain or charcoal clinical attire with a small oxblood or porcelain wordmark. Staff names remain plain and readable. Avoid fashion styling that obscures professional roles.

Illustrative material and signage concept. The logo story guides the welcome; detailed fabrication follows the actual site.

An asset library ready to use.

FAMILY	DELIVERED	USE
Logo family	7 vector SVG files	The primary logo is WECARE with DENTAL beneath. Use WECARE alone only where the practice is already clearly identified. The identity has no standalone emblem or W monogram.
Graphic system	Pattern + 6 individual icons	Transparent SVGs; character treatments also supplied for the children's practice.
Social	2 feed posts + 1 story	Editable SVGs, fonts embedded; raster exports included in the presentation bundle.
Print essentials	Card front / reverse + letterhead	SVG files with specified physical artboards and 3 mm bleed.
Clinic signature	Complete printable document + SVG pages	A5, 12-page consultation journal. Uncoated warm-white stock and an oxblood cover. Three sections: Observe, Discuss, Reflect. Includes space for the clinician's notes through the practice's approved process. It is a conversation aid, not a treatment plan.
Team tools	Email signature + design tokens	Editable HTML, JSON palette and spacing tokens, complete brand copy.

SVG logo masters contain outlined lettering and remain sharp at any size. Collateral SVGs contain editable text and embedded fonts. Keep the editable sources alongside exported PNGs.

Source naming: asset-purpose-variant.svg. Use the supplied approved colour versions. Copy a master before adapting it, and name new exports with the channel and date.

The promise has to show up.

01	Enquiry	Invite the person to describe what they want to understand.	Practice coordinator
02	Welcome	Offer the journal and explain that preferences begin the conversation.	Coordinator
03	Consultation	Discuss preferences, clinical suitability, alternatives and limitations.	Treating clinician
04	Reflection	Provide an agreed next step without artificial urgency.	Clinical team / coordinator

These are proposed service behaviours for the fictional concept. The clinic owner must confirm capability, train the team and adapt the process before the promise appears in live marketing.

Details that keep the system intact.

Layout

Use a six-column editorial grid with generous outer margins. Align body copy to one consistent edge. Keep one large typographic gesture per composition. Square corners for paper; softly framed portraits only.

Legibility

Use approved high-contrast text pairs. Normal text should meet at least 4.5:1 contrast, and large text 3:1. Convey meaning through words or shapes as well as colour. Keep meaningful content available when imagery is absent.

Motion

A single 300 ms opacity reveal may introduce a portrait. No looping glamour effect, simulated transformation or animated whitening. Reduced-motion keeps all content static.

Digital exports

Use SVG for identity and icons. Export social artwork as PNG at the stated size. Keep the colour space sRGB. Compress editorial photography for web without removing useful texture.

Print production

Use vector artwork and 300 ppi placed images at final size. Bleed is 3 mm where specified. Keep a 5 mm text-safe margin inside trim. Ask the printer to convert using its output profile and supply a proof.

Photography and clinical content

Keep concept photographs labelled as illustrative. Use only approved real-clinic imagery for live work. Verify service claims and clinician credentials; this identity does not establish a dental specialty or an outcome.

Keep the idea recognisable.

Before anything goes live.

- Confirm that the story and promise match the practice.
- Select the correct logo master and check clear space.
- Use the supplied colours, type and graphic family.
- Read the copy aloud against the voice examples.
- Verify all service, contact and clinician information.
- Check mobile reading, contrast and alternative text.
- Review image permissions and illustrative labels.
- Get practice-owner approval and keep a dated master.

A brand refresh should preserve these principles. Changes to the promise, logo or type system need a deliberate review rather than a one-off campaign decision.

```
atelier/
  guidelines.html
  brand-content.json / signature.html
  assets/
    logo-*.svg
    wordmark*.svg / pattern.svg
    social-*.svg
    signature/page-*.svg
    design-tokens.json
    email-signature.html

../assets/fonts/ · Local fonts + licences
../pdf/ · Shareable brand books
```

Give the name, the person and their questions enough room.

Concept identities by AKIERO. All clinic stories and avatars are fictional. Name and mark clearance, clinical review and production proofing remain prerequisites for real-world use.