AKIERO / BRAND STUDY 01

Wecare DENTAL

Little brave days.

Dentistry for children

Identity, story &
brand guidelines

Fictional clinic concept
September 2026 / v3.0



A story the practice can live.

For a child, a dental visit can feel like arriving somewhere entirely new. WeCare Dental turns that arrival into a gentle introduction. Captain Pip welcomes them from a desk shaped like the W in our name. His little airplane badge invites curiosity; the team supplies the reassurance. We introduce the room, explain the next step and listen when a child asks for a pause. The visit passport gives them a place to draw, ask and remember. Familiar details connect the sign, the welcome and the goodbye. Here, a brave moment can be a question, a discovery or simply saying what you need.

For families preparing children for dental visits, WeCare Dental makes an unfamiliar place easier to understand through a playful welcome, clear explanations and room to participate.

THE PATIENT PROMISE

We will help your child understand what comes next.

BEHAVIOURS THAT MAKE IT CREDIBLE

- Explain the visit in child-friendly language before it begins.
- Offer a practice-approved pause signal and listen when it is used.
- Give families a simple first-visit guide in advance.

Three people to design for.

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



01 / THE FIRST-VISIT FAMILY

Maya + Leo

Parent, 33 · Child, 4

Maya is planning Leo's first dental visit. She wants to know what will happen and help him arrive feeling prepared.

WHAT MATTERS

A friendly introduction, simple steps and room for questions.

BRAND RESPONSE

Show the people and the room. Let Captain Pip introduce each step.



02 / THE FAMILY ORGANISER

Jordan + siblings

Parent, 41 · Children, 7 and 10

Jordan manages visits for two school-age children. The practice needs to work for the younger child while still feeling right for the older one.

WHAT MATTERS

Useful reminders and a team that speaks to each child.

BRAND RESPONSE

Keep parent information clear. Use playful details that work across ages.



03 / THE PREPARATION-FIRST FAMILY

Alex + Sam

Caregiver, 38 · Child, 8

Alex wants to prepare Sam after a difficult visit. They need time to discuss preferences and understand what support is available.

WHAT MATTERS

A listening team, honest expectations and space to pause.

BRAND RESPONSE

Use calm layouts, a visual visit guide and invitations to ask questions.

Personality with a purpose.

The parent wants reassurance. The child wants some control over an unfamiliar experience.

Make the first step inviting. Let the child explore, and give the grown-up the practical information they need.

Do not mix Pip with stock cartoon teeth, use reward charts for tolerance, shrink text to fit a playful shape, or turn every surface into an illustration.

01

Encouraging

Recognise participation, questions and self-expression. Never make bravery a test.

02

Curious

Invite the child to notice and ask. Explain through familiar words.

03

Steady

Repeat the same simple phrases across the visit. Keep directions short.

04

Playful

Let illustration open a conversation. Keep clinical information clear.

The welcome starts in the W.



THE SELECTED LOGO

A little captain. A familiar place to arrive.

The W becomes a welcome desk, so the story begins inside the name itself. Captain Pip peeks over it with a curious expression and a small airplane on his cap. He introduces the idea of a little journey without making the clinic feel like a literal airport. The rounded lettering carries that warmth across the rest of wecare. Together, character and name express the promise: we will help your child understand what comes next.

01

The W desk

The first letter becomes a place of welcome. Its rounded silhouette connects the wordmark to the proposed reception counter.

02

Captain Pip

A curious guide with a steady smile. The same face helps the child recognise the clinic before, during and after a visit.

03

The airplane badge

A small invitation to explore. Keep the supplied captain hat and airplane together so the character stays recognisable.

04

The lettering

Soft, connected forms keep the name playful and readable. Preserve the original spacing and the small DENTAL line.

How the logo carries the message.



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

WeCare Dental is the practice name. Dentistry for children describes its focus. *Little brave days* names the creative direction.

BEFORE THE VISIT

Meet Captain Pip.

Use the character beside a short room introduction and a practical first-visit guide for grown-ups.

AT THE HELLO DESK

Hello, little explorer.

Repeat the W silhouette in the welcome counter and greet the child by name. Explain one next step at a time.

INSIDE THE PASSPORT

What did you discover?

Pip guides the activity pages. The passport is a separate keepsake; the logo itself stays free of a booklet or extra prop.

Logo versions and clear space.



Compact / narrow navigation



Light logo / solid dark backgrounds



Secondary icon / the name is nearby



Let x equal the height of the DENTAL line. Leave 2x around the full lockup and 3x on signage. Measure from the hat, hands and outer letter edges. For the icon, allow one-quarter of its width on every side.

Keep the detail readable.

Primary: 360 px / 80 mm wide. Compact: 180 px / 40 mm. Lettering alone: 140 px / 30 mm. Captain icon: 72 px / 16 mm. Check the airplane and eyes at final size.

Use the compact master when the full logo is too detailed for the space. Use the secondary icon only where the practice name is visible or already established. The icon preserves the selected drawing; check its details at the stated minimum.

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.

Milk paper 50% · Plum 20% · Lilac 15% · Apricot 10% · Yellow 5%

Captain plum

Logo, text and key controls

#392451
RGB 57, 36, 81
CMYK ≈ 30 / 56 / 0 / 68

Milk paper

Primary background

#FFF5E6
RGB 255, 245, 230
CMYK ≈ 0 / 4 / 10 / 0

Lilac cloud

Gentle panels and interior accents

#BCA5EF
RGB 188, 165, 239
CMYK ≈ 21 / 31 / 0 / 6

Apricot welcome

Character fields and welcome pieces

#FFAB81
RGB 255, 171, 129
CMYK ≈ 0 / 33 / 49 / 0

Sunny side

Small illustration accents

#F4CF52
RGB 244, 207, 82
CMYK ≈ 0 / 15 / 66 / 4

Readable text on the primary field. 12.59:1 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 / FRAUNCES

Aa Bb 012345

Fraunces brings storybook softness and an expressive rhythm. DM Sans keeps parent information easy to scan. Display typography uses sentence case and short lines.

READING / DM SANS

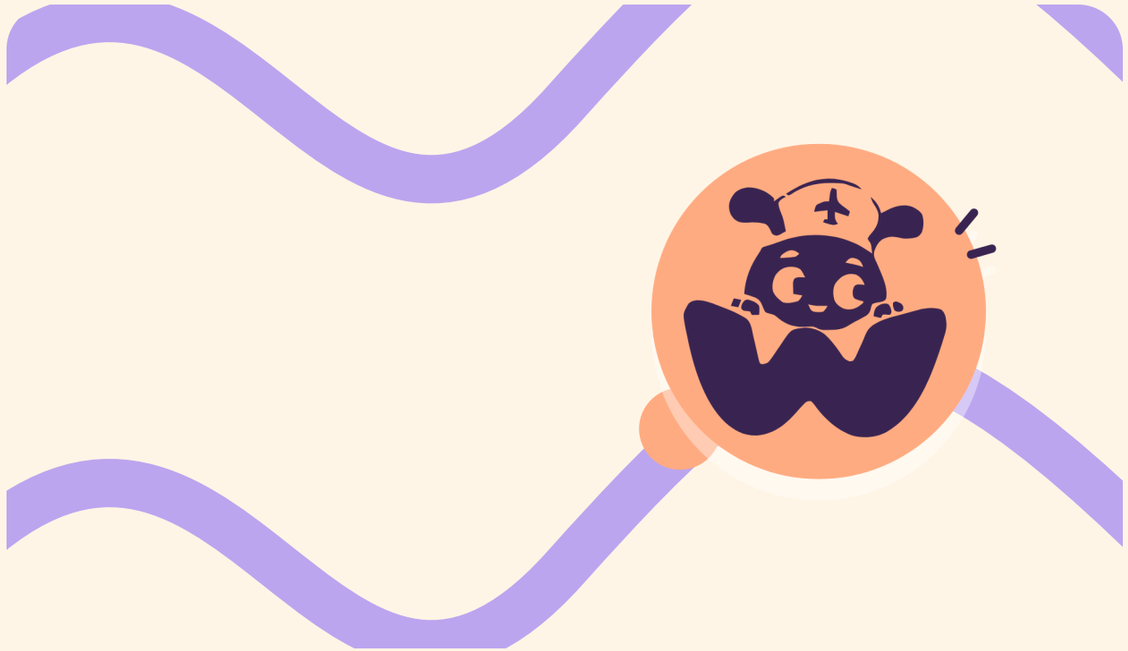
Clear information.
A familiar next step.

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 DISCOVERY TRAIL

A rounded, open trail suggests a small journey through the visit. Use it to connect a question, a discovery or a next step. Captain Pip is the familiar host, with an apricot field reserved for welcome moments.

Use the motif with restraint.

- Use one open trail and one clear reading direction per composition.
- Keep Captain Pip with his W desk, captain hat and airplane badge. Use the supplied artwork.
- Use the plum character on milk paper or apricot. Keep the hat badge visible; no extra costume or prop.
- Place playful art beside activity content. Parent instructions need quiet space and clear type.

Use an 8 px spacing base with 24 px minimum text padding. Illustration may be off-centre; text follows a stable left edge. Digital cards use 24 px corners. No more than two playful elements compete on a page.

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: 3 units, rounded ends for a friendly drawing quality.

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.

Photograph from a child's eye level. Show a real interaction, an interesting detail or a shared discovery. Use warm daylight and texture. The adult is present without dominating the frame.

The shoot list

- Team member introducing the room at eye level
- Parent and child reading the welcome guide
- Child choosing where to place a visit sticker
- Quiet corner and reception details
- Hands holding the passport without identifying information

Avoid staged open-mouth smiles, treatment close-ups in awareness content, crowded collages, and imagery that suggests every child responds the same way.

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
Invitation	Would you like to see what happens first?	Be a big kid and open wide.
Reassurance	You can ask us to explain that again.	There is nothing to be scared of.
Progress	You told us what you needed. Thank you.	Only brave children get a sticker.
Parent information	Tell us about any preferences before your visit.	We guarantee a stress-free visit.

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.

Little visits. Big discoveries.

Hello, little explorer.

Your questions can come, too.

A little hello goes a long way.

Let's meet the room.

There is room to pause.

What did you discover?

One familiar face for every little step.

PRIMARY INVITATION

Explore the first visit

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 First visit Meet the team Explore the first visit

DENTISTRY FOR CHILDREN

Little visits. Big discoveries.

Meet the room, ask a question and discover what happens next. A little welcome for your child, clear information for you.

Explore the first visit



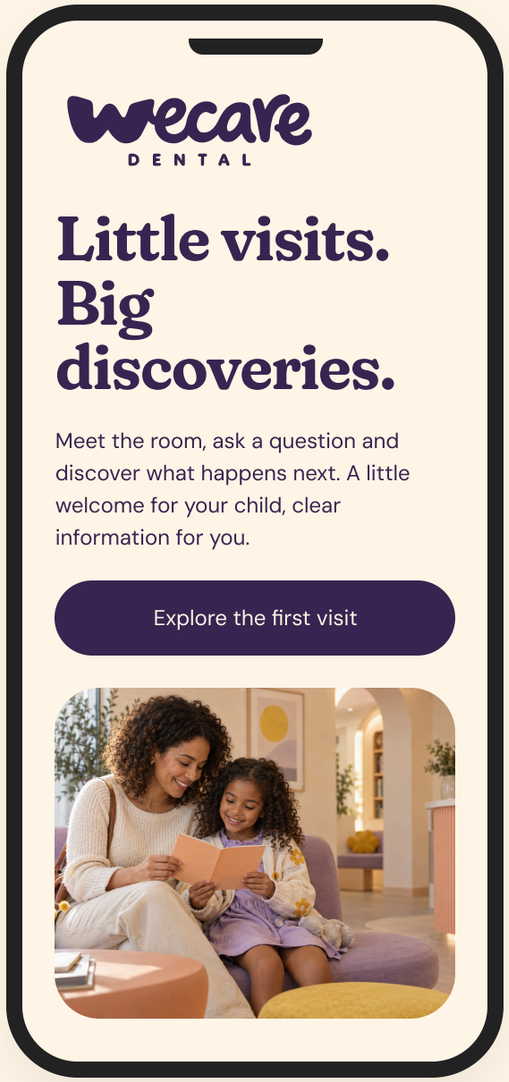
A little hello: who you will meet

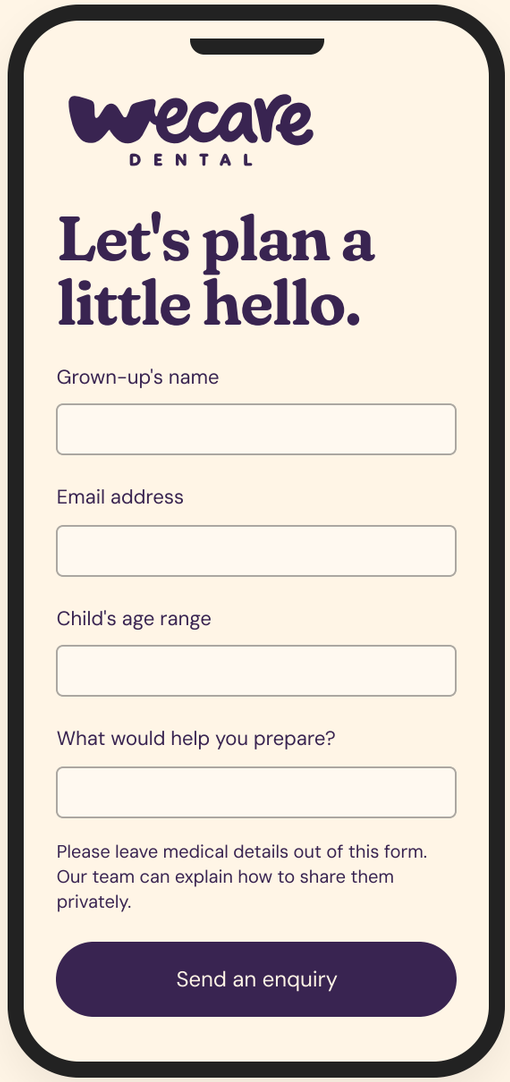
See the room: a simple first-visit walkthrough

Content order: A little hello: who you will meet → See the room: a simple first-visit walkthrough → Tell us what helps: family enquiry.

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

Your grown-up can help with this part.

02

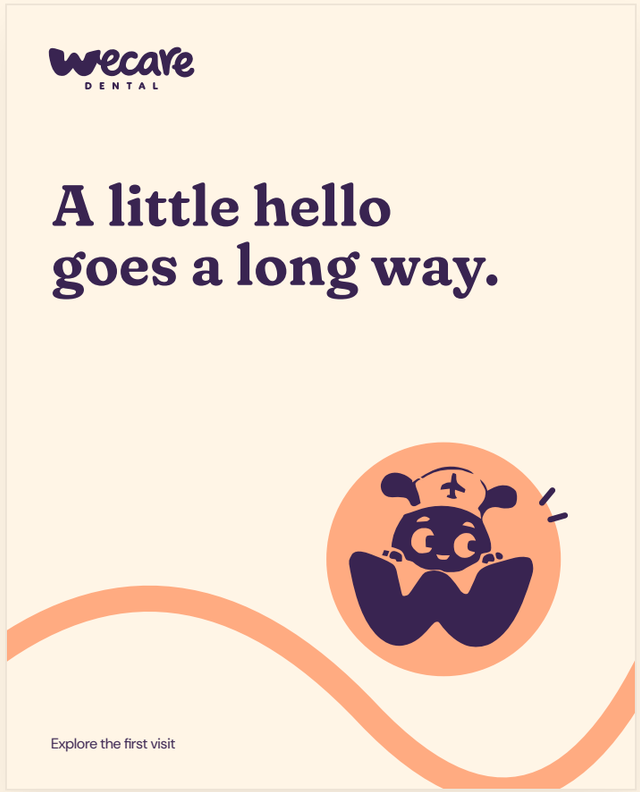
What would you like us to know before you visit?

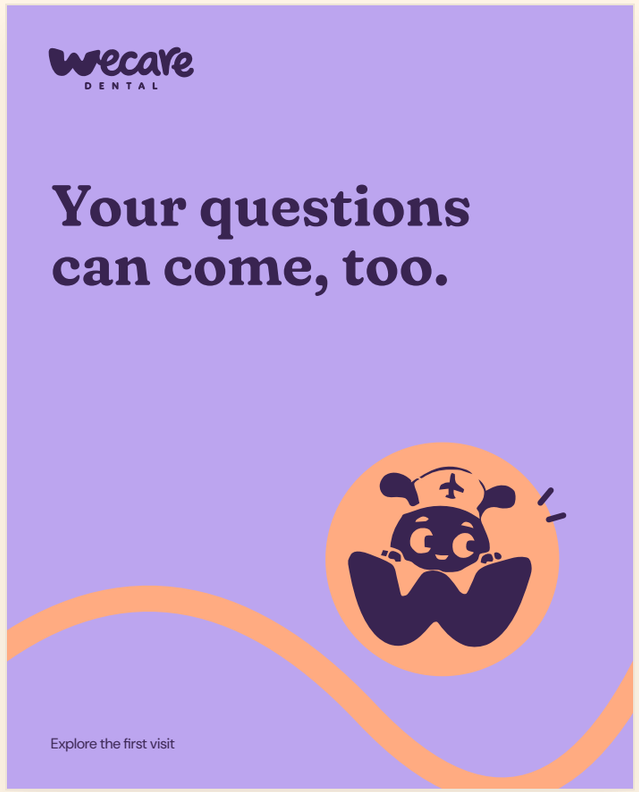
03

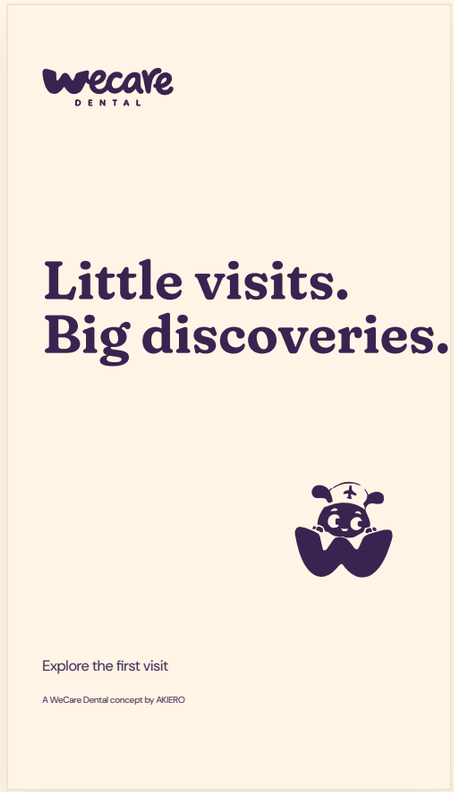
Thanks. Our team will contact your grown-up to confirm the next step.

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

New rooms are easier to imagine when you have seen them. Meet the people and places in our first-visit guide.

POST TWO / CAPTION

Wondering what happens first? Write down one question together and bring it along.

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.

Your little visit passport.



THE CLINIC SIGNATURE

An 8-page A6 visit passport on uncoated paper. Captain Pip introduces questions, discoveries and a reflection for next time. Large spaces invite writing or drawing. A sticker records a visit; participation is optional.

HOW THE TEAM USES IT

Something I discovered ____ · Something I want to ask next time ____ · A place for a sticker, if I would like one.

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

- Hello desk →
- A quiet moment →
- See you next time →

ARRIVAL LINE

Hello, little explorer.

MATERIALS

A sculptural W front gives the hello desk its signature. Use matte plum, warm painted wood, a pale countertop and restrained apricot and lilac accents. Include a child-height greeting point.

UNIFORMS

Plum or lilac clinical attire with the compact wordmark. Captain Pip may appear on a welcome badge beside a plainly written staff name.

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	10 vector SVG files	Primary: Captain Pip integrated into the W. Compact: the name and DENTAL for narrow spaces. Secondary: Captain Pip with the W desk where the practice name is already present.
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	An 8-page A6 visit passport on uncoated paper. Captain Pip introduces questions, discoveries and a reflection for next time. Large spaces invite writing or drawing. A sticker records a visit; participation is optional.
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	**Before**	Send the visit guide and invite the caregiver to discuss preferences.	Reception
02	**Arrival**	Introduce one person and one next step. Address the child as well as the adult.	Front desk
03	**During**	Explain, invite questions, and follow the agreed pause procedure.	Clinical team
04	**After**	Offer the passport reflection and explain the next step to the caregiver.	Care team

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 an 8 px spacing base with 24 px minimum text padding. Illustration may be off-centre; text follows a stable left edge. Digital cards use 24 px corners. No more than two playful elements compete on a page.

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 220 ms ease-out entrance can introduce Pip once. No bouncing loop, flashing reward, or movement behind reading text. Reduced-motion displays the final state.

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.

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

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

Make the first step inviting. Let the child explore, and give the grown-up the practical information they need.

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.