TIDEWELL FAMILY DENTAL · BRAND REFRESH

Calm, clear, still friendly.

Three logo directions, one color system, one page of rules.

Pick a direction by the 21st. Sign shop gets final art by the 30th.



THE BRIEF, ON ONE SLIDE

What stays, what goes, what it has to survive

Keep

- A tooth is fine. Everyone knows what it means.
- Friendly enough that kids are not scared.
- The waiting room: sage walls, light oak.

Lose

- The sparkle and the toothbrush
- Royal blue + lime green
- Gradients, outlines, drop shadows
- "Every flyer is a different blue"

Must survive

- Lit sign: vector, 2 colors max
- Embroidered patch, about 1 inch
- Website tab icon at 16 px
- Black and white on forms

Every direction that follows was tested against the right-hand column before it was drawn nicely.



DIRECTION A

The Tide

A plain tooth with one soft wave running through it, inside a rounded square. It borrows the "tide" in the name and says *calm* without saying spa.

- Sign: 2 colors exactly (teal + shell). Passes.
- Scrubs: one solid shape, stitches cleanly at 1 inch.
- Tab icon: still reads as a tooth at 16 px.

Our pick for the sign



DIRECTION B

The Sprout

An open tooth outline with a small two-leaf sprout inside. Growth, families, the sage walls. The warmest of the three, and the one kids will notice.

- Sign: 2 colors if the sprout goes shell instead of sea glass. Passes with that change.
- Scrubs: outline needs a thicker stroke under 1.25 inch.
- Tab icon: use the sprout alone at 16 px.



DIRECTION C

The Smile

No tooth at all. The name in quiet lowercase with one coral smile line underneath, plus a round "t" monogram for small spots. The most grown-up of the three.

- Sign: 2 colors (slate + coral, or all shell when lit). Passes.
- Scrubs: use the monogram; the full word gets too thin.
- Tab icon: monogram only.

THE STRESS TEST

Small, and in one color

A · The Tide



Holds at every size. At 16 px, drop the wave.

B · The Sprout



Needs a heavier line small. Sprout alone at 16 px.

C · The Smile



Monogram holds. The full wordmark needs 1.5 inch or more.

Left to right in each card: 96 px, 48 px, 16 px tab icon (shown at 20), and black only for forms and fax.

COLOR SYSTEM

Five colors, taken from the waiting room

Harbor Teal

#3E7C78
Logo, buttons, sign face, scrubs thread. White text on it passes.

Deep Slate

#23343B
All body text. Replaces black everywhere.

Sea Glass

#CFE3DE
Soft panels, card backs, website sections. Matches the walls.

Shell

#F7F4EE
Page and paper background. Warmer than pure white.

Warm Coral

#D9826B
Small accents only: kids' corner, one highlight per page. Never text.

Rough split on any page: 60% Shell, 25% Teal and Sea Glass, 10% Slate text, 5% Coral. Teal text on Shell is fine for headings, not for small print; use Slate for that.

TYPE

Two free fonts, one fallback

New patients welcome

Headings: **Figtree**, semibold

Rounded, friendly, very easy to read. Free on Google Fonts.

Your cleaning takes about an hour. We will tell you what we see before we do anything.

Body: **Source Sans 3**, regular

Free on Google Fonts. Fallback in Word or email: Arial.

Sizes that work

Sign lettering	Figtree semibold, letters at least 8 in tall
Web headings	40 px / 28 px / 22 px
Web body	18 px, line height 1.5
Appointment card	Name 14 pt, details 9 pt min
Patient forms	11 pt body, 14 pt headings

Sentence case everywhere. No all caps except the small "FAMILY DENTAL" line.

ONE-PAGE BRAND GUIDE · HAND THIS TO ANYONE MAKING SOMETHING FOR US

Clear space	Empty space around the logo equal to the height of the tooth's crown (about a quarter of the mark).
Smallest size	Print 0.5 in. Screen 24 px. Embroidery 1 in.
Lit sign	Teal face, Shell lettering and mark. Two colors only. Vector files.
Scrubs	Mark only, left chest, Shell thread on teal or navy scrubs, Teal thread on white.
Cards and forms	Shell paper, Slate text, Teal logo. Black-only logo for fax.
Website	Shell background, Teal buttons with white text, Sea Glass sections.

Do

- Use the hex codes, not "close enough" blue
- Put the logo on Shell, White, Teal or Slate
- Keep one coral accent per page, max

Don't

- Stretch, rotate, outline or add shadows
- Put the logo on photos without a solid panel
- Bring back the sparkle, the toothbrush or lime green
- Use Coral for text or prices

HOW TO PICK

A decision by the 21st, art to the sign shop by the 30th

1. Look small first

Print slide 6. Hold it at arm's length. Whichever you recognize fastest is the strongest mark.

2. Each doctor ranks 1-2-3

Lowest total wins. A tie goes to the one that passes the sign rule with no changes (that is A).

3. Send us one line

"We picked __, change __." We return final sign files, the logo in every format, and an appointment card.

Nov 21: pick **Nov 25: final files** **Nov 30: sign shop deadline**

Colors and type do not change with the logo choice. You can start using them on flyers today.