Loquat Dental

FAMILY DENTISTRY · ST. PETERSBURG

ID / FAMILY DENTISTRY

Good teeth, grown locally.

THE LOQUAT DENTAL IDENTITY SYSTEM / VERSION 1.0



A family dentist in the Old Northeast, St. Petersburg.

The dentist people actually like.

Loquat Dental is a family practice in a bright 1920s house under the loquat trees. The brand makes a visit feel like what it is: a neighbor looking after you, with every step and every cost said out loud.



01

Bright, not clinical

Daylight, cream walls, real wood and orange fruit outside the window. A good kitchen, not a lab.

02

Say it plainly

Every step and every price in writing, in ordinary words, before anything starts.

03

Neighborly, not cute

Warmth from specifics: the street, the tree, the names on the schedule. Never jokes about teeth.

One clear, friendly signature.



Use the horizontal signature whenever Loquat Dental is introduced. The orange disc and tooth say what we do at a glance; the name, set bold and plain, with the trade and place underneath, says who we are.

A real tooth, a well-set name.



01 / TABLER ICONS, DENTAL
OUTLINE, 24 PX GRID, STROKE 2



02 / LOQUAT DISC
TOOTH AT 58 PERCENT OF ITS WIDTH

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03 / BRICOLAGE GROTESQUE
700 NAME, 600 SPACED CAPITALS

The symbol is the published Tabler icon, used as drawn, never redrawn. The disc matches the height of the name and its place line, and sits half a disc away from the type. The name is set in Bricolage Grotesque Bold with tight tracking; the trade and place line is in spaced capitals, sized to the exact width of the name.

The right expression for the space.

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PRIMARY / BAY ON PAPER

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PRIMARY / REVERSED

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STACKED



BADGE / KIDS AND STICKERS



APP ICON



FAVICON / MONO MARK

Give the signature some room.



X = HALF THE DISC

CLEAR SPACE

Keep at least X on every side of the mark or signature. Measure from the artwork, not the file canvas.

SCREEN MINIMUMS

Signature: 160 px wide, so the place line stays legible. Mark alone: 16 px. Use the favicon artwork from 16 to 32 px.

PRINT MINIMUMS

Signature: 40 mm wide. Mark alone: 6 mm. Go bigger for embroidery, vinyl and textured stock.

Ripe fruit. Deep bay.

Bay

#0F3A47 RGB 15 / 58 / 71

Paper

#FBF4E6 RGB 251 / 244 / 230

Loquat

#F08A24 RGB 240 / 138 / 36

Flesh

#FFD7A3 RGB 255 / 215 / 163

Sage

#CAD5B4 RGB 202 / 213 / 180

Seed

#7A3A12 RGB 122 / 58 / 18

Paper and Bay lead. Loquat is the disc, the primary button and the loud block. Flesh and Sage are calm grounds. Seed is a small accent for emphasis.

One loud orange, used on purpose.





WORKING BALANCE

Mostly Paper, with Bay anchors. Loquat appears as the disc, the primary button and one full-bleed block per page.

ACCESSIBLE COMBINATIONS

Bay on Paper 11.2:1. Bay on Loquat 4.9:1. Seed on Flesh 6.4:1. Never Loquat text on Paper (2.3:1).

A friendly voice, in three typefaces.

Bricolage

Aa Bb Cc Dd Ee Ff Gg 0123456789

Bricolage Grotesque for display and the wordmark, set bold, tight and large. Instrument Sans for reading and every control: regular to read, semibold to act.

Instrument Sans

DM Mono

0:15 Pictures

Cleaning and exam $165

(727) 555-0142

DM Mono for times, prices and labels only. Keep paragraphs in Instrument Sans.

WORDMARK

Loquat Dental
FAMILY DENTISTRY · ST. PETERSBURG

Use artwork. Never retype the name or the place line.

Big, then quiet.

DISPLAY / 96 TO 132 / BRICOLAGE 650

Good teeth.

HEADING / 40 TO 72 / BRICOLAGE 600

Bring the whole tree.

SUBHEAD / 24 TO 36 / BRICOLAGE 600

Checkups and cleanings

BODY / 17 TO 20 / INSTRUMENT 400

You'll know every step, and every cost, before we start.

DETAIL / 12 TO 15 / DM MONO

`0:45 / A PLAN, IN WRITING`

Specific. Kind. Unhurried.

One hour. No surprises.

The core promise. Say what happens, how long it takes and what it costs, in the words a patient would use at the front desk.

WELCOME

Nervous is normal. Tell us and we'll go slower.

Name the feeling, then offer something.

EXPLAIN

You'll see the photo on the screen.

Show, then decide together.

AVOID

~~Smiles for the whole family tree!~~

No tooth puns, no exclamation marks.

PHOTOGRAPHY / DAYLIGHT IN THE OLD NORTHEAST

Bright rooms, real people, the tree outside.

Morning window light, cream and apricot, a little film grain. People mid-moment, never posed at the camera. A loquat somewhere in frame.

Keep it calm and honest. Avoid blood, instruments in mouths, open-mouth close-ups, blue clinical light and stock grins at the lens.

The people, the place, the details.



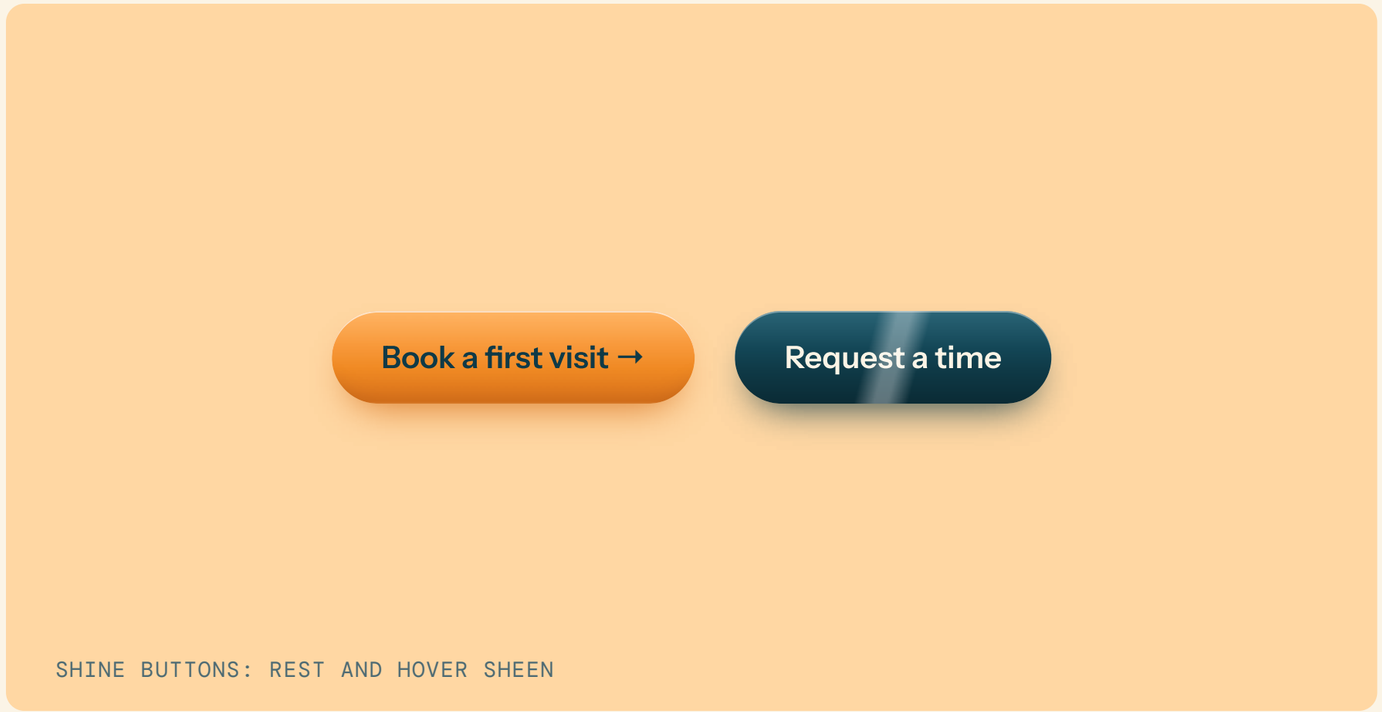








Warm light, moving slowly.



ENTRANCE

Hero lines rise 14 px out of a soft blur over 800 ms, 90 ms apart, once. Photos drift 2 percent with the scroll.

BRAND MOTION

The badge turns once every 40 seconds. The info band scrolls slowly. Everything stops under reduced motion and the page still reads complete.

Tabs for services, like a menu. A sticky call and book bar on phones. Tap targets at least 44 px. Every price and time set in DM Mono so it reads like a receipt, not an ad.

The brand, at the front door.

Loquat Dental
FAMILY DENTISTRY · ST. PETERSBURG

What we do · First visit · Families · Prices · Find us · (727) 555-0142 · Book a visit

FAMILY DENTIST · OLD NORTHEAST, ST. PETE

Good teeth, grown locally.

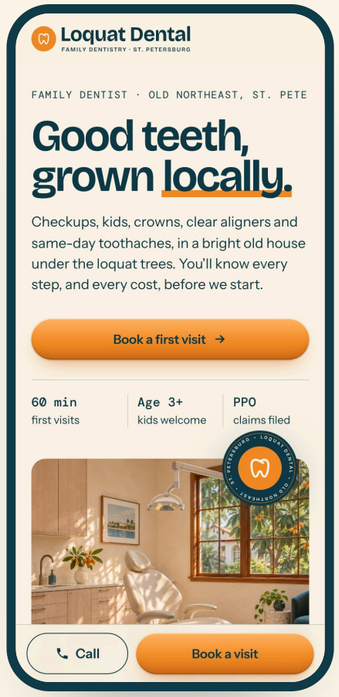
Checkups, kids, crowns, clear aligners and same-day toothaches, in a bright old house under the loquat trees. You'll know every step, and every cost, before we start.

Book a first visit → · Call (727) 555-0142

60 min first visits | **Age 3+** kids welcome | **PPO** claims filed



Eriobotrya japonica — Ripe in Old Northeast yards every February.



COMPOSITION

Big type and a daylight room open the page. Color blocks change with each section.

PHONE FIRST

At 390 px the call and book bar stays in reach. No sideways scroll anywhere.



Something good to carry home.

A fresh brush, floss and the next date, in a cream box with one generous signature. Useful first, branded second.

PRODUCTION STARTING POINT

Rigid cream board, one or two spot colors. Signature 60 mm wide on the lid. Proof the orange on the actual stock.

GENERATED PHOTOGRAPHY / DIRECTION



Bay scrubs, a small orange disc.

The team wears Bay. The reversed signature sits on the left chest, small enough to feel personal.

PRODUCTION STARTING POINT

Embroider the reversed signature at 80 to 90 mm. Digitize from the vector master; drop the place line below 70 mm.

GENERATED PHOTOGRAPHY / DIRECTION



The next date, on paper.

Appointment cards in Paper and Bay. The mark alone is enough on the back.

PRODUCTION STARTING POINT

85 x 55 mm, heavy uncoated stock, two spot colors. Leave room to write the date by hand.

GENERATED PHOTOGRAPHY / DIRECTION



On the front door, at eye level.

The stacked signature on the glass of the Bay door. It is the first thing a patient sees, so it is calm and centered.

PRODUCTION STARTING POINT

Cut vinyl on the outside of the glass, 300 mm wide: cream for the name, orange for the disc. No street number on artwork.

GENERATED PHOTOGRAPHY / DIRECTION



A sticker for the brave.

Every child leaves with a sheet: the round badge and a few orange tooth discs. It is the logo kids ask for.

PRODUCTION STARTING POINT

Kiss-cut vinyl, 50 mm badge and 30 mm marks, 2 mm white contour. Matte or gloss, test on a real sheet.

GENERATED PHOTOGRAPHY / DIRECTION



Carried down the brick street.

A natural canvas tote with the stacked signature, for school pickup, the farmers market and the next checkup.

PRODUCTION STARTING POINT

Heavy natural canvas, two-color screen print, signature 220 mm wide. Approve a printed proof first.

GENERATED PHOTOGRAPHY / DIRECTION

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Ready to hand out.

Keep the icon as published, keep the orange for the disc and one block per page, and keep the words plain. Never stretch, outline, recolor or crowd the mark. Use the vector masters, never pixels from a photo.

LOGOS

14 SVG masters

Tabler dental icon, MIT

Badge, app icon, favicon

TYPE AND COLOR

Bricolage Grotesque, Instrument Sans,

DM Mono

SIL Open Font License

Six named colors

APPLICATIONS

Ten site photographs

Six brand objects

Prompts in CREDITS.md