



ANNA DUFFY
— TOOTH CO. —



TRUSTED



CARE



QUALITY



BEAUTIFUL RESULTS

ANNA DUFFY TOOTH CO.
BRAND BOOK

SOCIAL MEDIA, DESIGN SYSTEM & VISUAL GUIDELINES

A premium visual guide covering brand identity,
colour tones, typography, social post design, banners,
Instagram content and practical application rules.

PROFESSIONAL TOOTH SHADE TREATMENTS

ANNA DUFFY TOOTH CO. — BRAND GUIDELINES

1. BRAND OVERVIEW

Anna Duffy Tooth Co. is a premium dental aesthetics brand specialising in professional tooth shade treatments. We combine clinical expertise with a refined, caring approach to deliver trusted treatments and beautiful, confident results.

Elegant. Trustworthy. Caring. Premium.
Focused on you and your smile.

2. LOGO SUITE



3. COLOUR PALETTE



4. TYPOGRAPHY



5. BRAND VALUES



6. TONE OF VOICE

- Reassuring
- Professional
- Elegant
- Honest
- Client-focused

7. IMAGERY STYLE

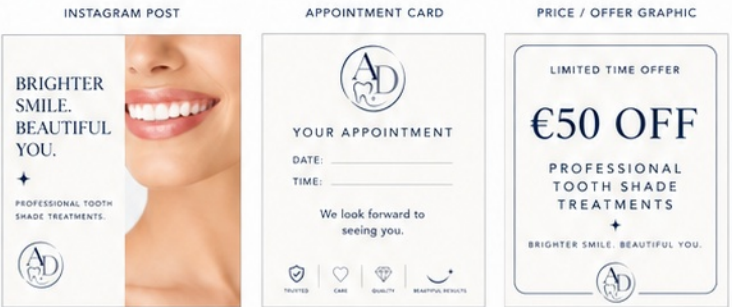
Clean, bright and natural photography with a focus on close-up smiles, healthy teeth and confident clients.

Soft lighting, minimal backgrounds and a clinical-yet-warm aesthetic that reflects purity, trust and premium care.

8. DO / DON'T

- DO
- Keep branding clean, spacious and elegant.
 - Use the official colours, fonts and logos.
 - Maintain consistent spacing and alignment.
 - Use high-quality imagery and simple layouts.
 - Communicate with clarity and care.
- DON'T
- Don't clutter layouts or overcrowd designs.
 - Don't use harsh, bright or clashing colours.
 - Don't stretch, skew or alter the logo.
 - Don't use unapproved fonts or effects.
 - Don't lose the clean, premium feel.

9. EXAMPLE APPLICATIONS



ANNA DUFFY
TOOTH CO.
PROFESSIONAL TOOTH SHADE TREATMENTS.

TRUSTED CARE QUALITY BEAUTIFUL RESULTS

PRECISION. CARE. BEAUTIFUL RESULTS.
Elevating smiles through expert treatments
and a personalised, caring approach.

ANNADUFFYTOOTHCO.COM



ANNA DUFFY TOOTH CO.
— BRAND BOOK —

BRAND FOUNDATIONS

THE ESSENCE OF ANNA DUFFY TOOTH CO. — WHO WE ARE,
WHAT WE STAND FOR, AND HOW WE SHOW UP.



1. BRAND OVERVIEW

Anna Duffy Tooth Co. is a premium dental aesthetics brand specialising in professional tooth shade treatments. We combine clinical expertise with a refined, caring approach to deliver trusted treatments and beautiful, confident results.

“Elevating smiles through expert treatments and a personalised, caring approach.”



2. MISSION

To elevate confidence through expert tooth shade treatments delivered with precision, care and integrity.



3. BRAND PROMISE

Professional treatments. Beautiful results. A premium experience you can trust.



4. TARGET AUDIENCE

Health-conscious individuals who value their appearance, invest in self-care, and seek premium, professional treatments with real and lasting results.



5. BRAND PERSONALITY

ELEGANT
TRUSTWORTHY
CARING
PREMIUM
CALM
REFINED
PROFESSIONAL



6. TONE OF VOICE

- Reassuring
- Clear
- Honest
- Supportive
- Educational
- Never pushy

WHAT THE BRAND SHOULD FEEL LIKE

CLINICAL WITHOUT FEELING COLD
PREMIUM WITHOUT BEING INTIMIDATING
PERSONAL WITHOUT COMPROMISING PROFESSIONALISM
MODERN WITHOUT CHASING TRENDS
CONFIDENT, CALM & WELCOMING

LOGO SUITE & USAGE

04

OUR LOGO IS THE VISUAL SIGNATURE OF ANNA DUFFY TOOTH CO.
CONSISTENCY BUILDS RECOGNITION. CAREFUL USAGE PRESERVES TRUST.

PRIMARY LOGO



ANNA DUFFY
— TOOTH CO. —



SECONDARY LOGO STACKED VARIANT



ANNA DUFFY
— TOOTH CO. —



ICON MARK



MONOGRAM MARK



ON LIGHT BACKGROUNDS



REVERSED ON DARK BACKGROUNDS



CLEAR SPACE



Maintain a clear space around the logo equal to the height of the sparkle (X) on all sides. No text, graphics or imagery should encroach this area.

MINIMUM SIZE



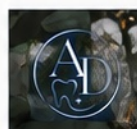
25mm
PRINT



60px
DIGITAL

For legibility, never reproduce the logo smaller than the minimum sizes shown.

BACKGROUND CONTROL



Always place the logo on clean, high-contrast backgrounds with sufficient negative space to ensure clarity and impact.

APPROVED USE



Use official logo files provided (do not recreate).



Maintain original proportions and spacing.



Use approved colour combinations only.



Ensure readability and sufficient contrast.

DO



- Use the official logo files.
- Keep proportions intact.
- Use approved colours.
- Place on clean backgrounds.
- Maintain clear space.

DON'T



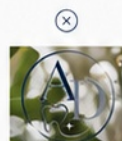
Do not stretch or distort.



Do not recolour the logo.



Do not add shadows, glows or effects.



Do not place on cluttered imagery.



Do not rotate the logo.



ANNA DUFFY
— TOOTH CO. —

PROFESSIONAL TOOTH SHADE TREATMENTS.



PRECISION. CARE. BEAUTIFUL RESULTS.

Elevating smiles through expert treatments and a personalised, caring approach.



ANNADUFFYTOOTHCO.COM

TYPOGRAPHY & HIERARCHY



Consistent typography creates clarity, builds trust and elevates every touchpoint.
Our type system balances elegance with readability across all brand communications.

OUR TYPE PAIRING

PRIMARY DISPLAY SERIF

CINZEL

Elegant. Timeless. Authoritative.
Used for headlines, titles and premium moments.

SUPPORTING SANS-SERIF

MONTERRAT

Clean. Modern. Approachable.
Used for body copy, UI, captions and supporting text.

HOW WE USE TYPE



HEADLINES & TITLES
Use the serif typeface for all headlines (H1–H3) to express elegance and authority.



BODY COPY
Use the sans-serif typeface for all body text to ensure clarity, readability and accessibility.



BOLD IS PURPOSEFUL
Use bold sparingly for emphasis — offer prices, key numbers, short words and CTA actions.



BUTTONS & LABELS
Use uppercase sans-serif for buttons, navigation, tags and labels to create clarity and consistency.



TESTIMONIALS
Use italic serif for quotes or testimonial accents to add warmth and a personal touch.

TYPE HIERARCHY GUIDE

ELEMENT	TYPEFACE	STYLE	CASE	SIZE GUIDE*	USAGE	BOLD USE
H1 / Hero Headline	Cinzel	Regular	Title Case	48–64px	Main hero headlines, landing statements	No
H2 / Section Heading	Cinzel	Regular	Title Case	28–36px	Section titles, page headings	No
H3 / Support Heading	Cinzel	Regular	Title Case	18–24px	Sub-headings, content dividers	Optional
Body Copy	Montserrat	Regular	Sentence case	14–16px	Paragraphs, long-form content	Occasional
Captions	Montserrat	Regular	Sentence case	12–13px	Image captions, small notes	No
CTA Buttons	Montserrat	SemiBold	UPPERCASE	12–14px	Buttons, primary actions	Yes
Offer Prices	Cinzel	Bold	Title Case	28–56px	Pricing, key numbers, discounts	Yes
Testimonials	Cinzel	Italic	Sentence case	16–20px	Quotes, client testimonials	No
Fine Print	Montserrat	Regular	Sentence case	10–11px	Terms, disclaimers, legal text	No

*Sizes are guideline ranges. Adjust for layout, scale and readability.

TYPE SPECIMEN

CINZEL – PRIMARY DISPLAY SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRECISION. CARE. BEAUTIFUL RESULTS.

MONTERRAT – SUPPORTING SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRECISION. CARE. BEAUTIFUL RESULTS.

BOLD USAGE PRINCIPLES



- USE BOLD FOR:**
- Offer prices and discounts (e.g. €50 OFF)
 - Important numbers, dates and statistics
 - Short emphasis within sentences (1–3 words)
 - CTA actions and button text



- AVOID BOLD FOR:**
- Long paragraphs or continuous sentences
 - Repeating bold for multiple words in a row
 - Decorative or attention-seeking emphasis



ANNA DUFFY
— TOOTH CO. —
PROFESSIONAL TOOTH SHADE TREATMENTS.



TRUSTED



CARE



QUALITY



BEAUTIFUL RESULTS

CONSISTENT TYPE. CONFIDENT BRAND.

Our typography reflects who we are:
elegant, professional and genuinely caring.



ANNADUFFYTOOTHCO.COM

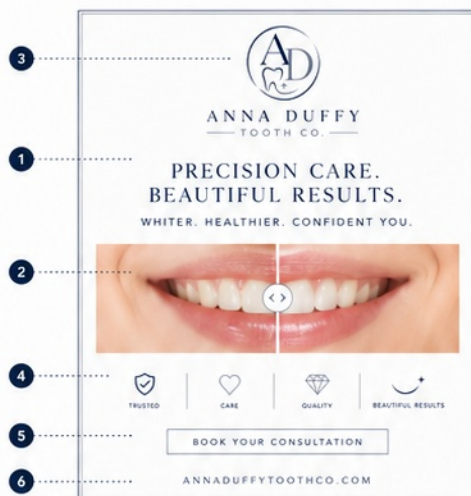
SOCIAL POST DESIGN SYSTEM

BEAUTIFUL. TRUSTED. CONSISTENT.

Our social posts reflect the same care and precision as our treatments.
Use this system to create content that is elegant, on-brand and effective.

1. ANATOMY OF A STRONG SOCIAL POST

- 1 HEADLINE AREA**
Clear, benefit-led headline.
Short, scannable and elegant.
- 2 IMAGE AREA**
High-quality imagery that shows results, people or atmosphere.
- 3 LOGO PLACEMENT**
Top centre or top left.
Consistent and discreet.
- 4 TRUST ICON ROW**
Reinforces our values at a glance.
- 5 CTA BLOCK**
Encourages the next step.
Subtle, premium and action-led.
- 6 FOOTER**
Tagline or web address.
Keeps every post on-brand.

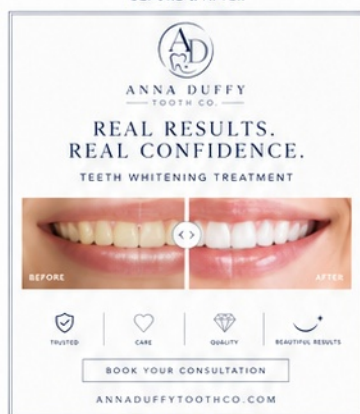


2. DESIGN RULES

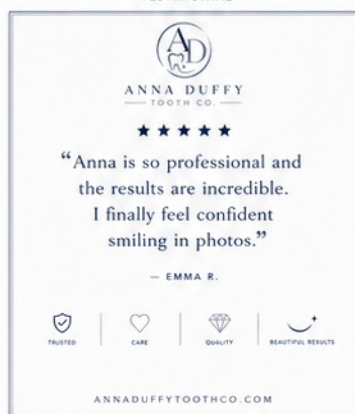
- ONE KEY MESSAGE**
Focus your post on a single benefit or idea.
- KEEP IT CONCISE**
Short headlines. Minimal copy. Maximum impact.
- ALWAYS LEAVE BREATHING ROOM**
Don't crowd the design. White space builds trust.
- LET IMAGERY & PROOF DO THE SELLING**
Results, real smiles and testimonials build confidence.
- KEEP OFFERS PREMIUM**
Use refined language. No shouty fonts or colours.

3. SOCIAL POST EXAMPLES

BEFORE & AFTER



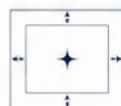
TESTIMONIAL



LIMITED OFFER



4. TECHNICAL GUIDELINES



SPACING
Generous padding creates a premium feel. Use plenty of clear space around all content.



ALIGNMENT
Centre align key elements. Maintain a strong vertical rhythm.



BORDERS
Always use the brand border on social posts. 1–2pt double line in Deep Navy.



CORNER RADIUS
Use a subtle radius on blocks and buttons. Recommended: 8–12px.



LOGO SIZE
Logo width should be 18–22% of the post width.



SAFE MARGINS
Keep all text and important elements within the inner safe margin (approx. 10%).



COPY LENGTH
Headlines: 4–8 words
Subhead: up to 8 words
Body: up to 20 words
CTA: up to 3 words



IMAGERY
Use bright, natural imagery with soft lighting and a premium look.



ANNA DUFFY
TOOTH CO.

PROFESSIONAL TOOTH SHADE TREATMENTS.



PRECISION. CARE. BEAUTIFUL RESULTS.

Elevating smiles through expert treatments and a personalised, caring approach.



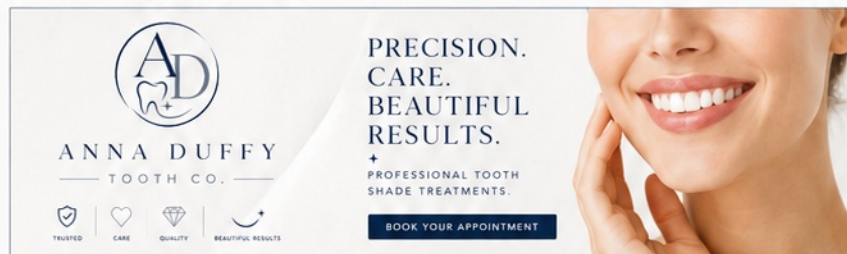
ANNADUFFYTOOTHCO.COM

SOCIAL MEDIA BANNERS & COVERS

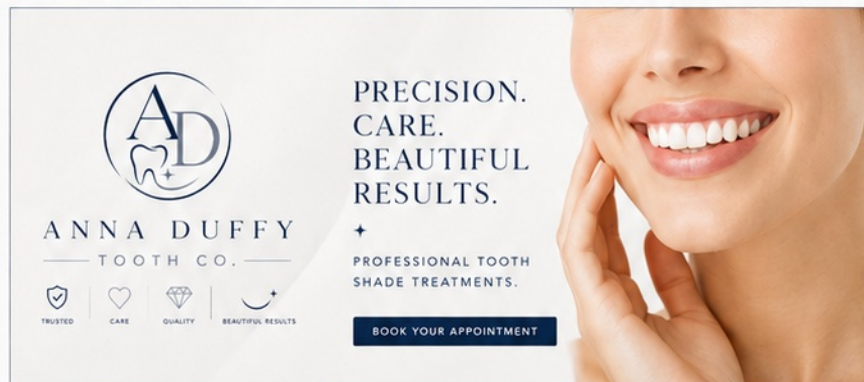
WIDER SPACES. SAME TRUST. BEAUTIFULLY BRANDED.

Our social banners and cover images bring the Anna Duffy Tooth Co. brand to life across digital platforms. Use these formats to create a consistent, polished presence that builds trust and instantly communicates our premium care.

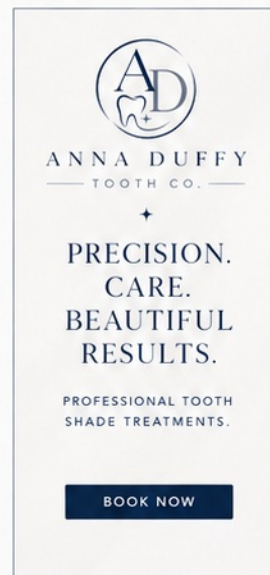
1. FACEBOOK COVER 820 X 312 PX



2. WEBSITE HERO BANNER 1920 X 1080 PX



4. STORY / REEL COVER 1080 X 1920 PX



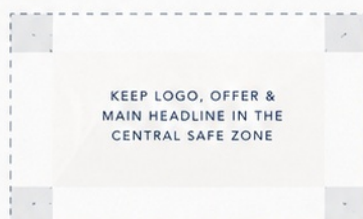
3. EMAIL HEADER 1200 X 600 PX



5. FORMAT DIMENSIONS

PLATFORM	DIMENSIONS (PX)
Facebook Cover	820 x 312
Website Hero	1920 x 1080
Email Header	1200 x 600
Story / Reel Cover	1080 x 1920

6. SAFE AREA GUIDANCE



7. DESIGN BEST PRACTICES

- ✓ Use one hero image that captures attention.
- ✓ Keep copy minimal and message-led.
- ✓ Use soft, luxury styling and ample white space.
- ✓ Include one clear call to action.
- ✓ Maintain consistent colour blocking and brand elements.
- ✓ Ensure all key information sits within the safe area across devices.



INSTAGRAM CONTENT RULES

STRATEGIC. CONSISTENT. BEAUTIFULLY YOURS.

Our Instagram presence reflects the same precision and care as our treatments.
Use this guide to create content that is consistent, helpful and unmistakably ADTC.

1. CONTENT FRAMEWORK



BEFORE & AFTER

Show real results and confident transformations.



TESTIMONIALS

Share kind words and real client experiences.



EDUCATIONAL TIPS

Provide simple, valuable advice that builds trust and credibility.



LIMITED OFFERS

Promote seasonal offers, new treatments and bundles.

2. RECOMMENDED POST SIZES

FEED SQUARE
1080x1080



FEED PORTRAIT
1080x1350



STORY
1080x1920



REEL COVER
1080x1920



✦ Keep key elements (text, logo, faces) within the central safe zone.

3. FEED CONSISTENCY GUIDELINES



ALTERNATE CONTENT

Balance proof, education and offers to build trust and keep your feed dynamic.



CALM BACKGROUNDS

Use light, minimal backgrounds. White, soft greys and gentle textures only.



CLEAN OVERLAYS

Keep text overlays minimal, legible and aligned with our brand typography.



COLOUR HIERARCHY

Use navy for headings and key messages. Use soft grey for supporting text.



LIGHT & CONFIDENT

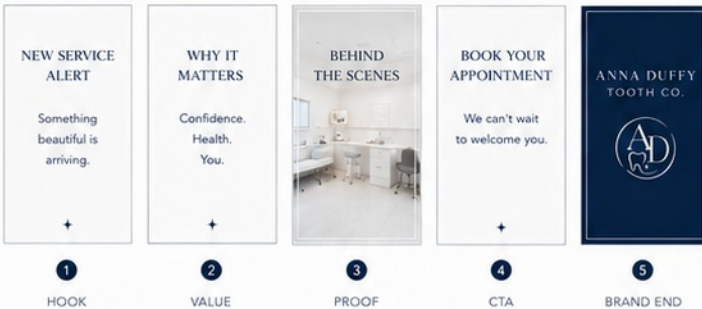
Keep faces and smiles well-lit. Natural light and close-up imagery builds connection.

4. EXAMPLE FEED LAYOUT



1 BEFORE & AFTER 2 TESTIMONIAL 3 EDUCATION 4 OFFER

5. STORY SEQUENCE IDEA



✦ STORY TIPS

- Use concise text and strong visuals.
- Keep each slide focused on one message.
- Include clear calls-to-action and link stickers.
- Finish with a branded end slide for recognition.



BRAND APPLICATIONS, DO / DON'T & FINAL NOTES

✓ DO

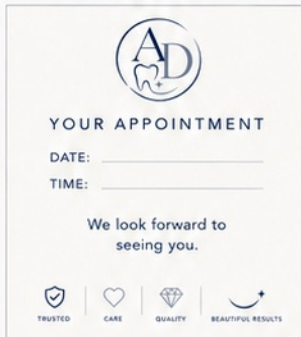
- ✓ Use the official logo in approved formats.
- ✓ Maintain clear space around the logo.
- ✓ Use approved colours, fonts and hierarchy.
- ✓ Create clean, elegant and balanced layouts.
- ✓ Use high-quality imagery that reflects our values.
- ✓ Communicate with clarity, warmth and care.

✗ DON'T

- ✗ Don't stretch, skew or distort the logo.
- ✗ Don't use unapproved colours or effects.
- ✗ Don't overcrowd layouts or add clutter.
- ✗ Don't use low-quality or pixelated images.
- ✗ Don't mix multiple fonts or styles.
- ✗ Don't use aggressive or overly trendy designs.

EXAMPLE APPLICATIONS

1. APPOINTMENT CARD



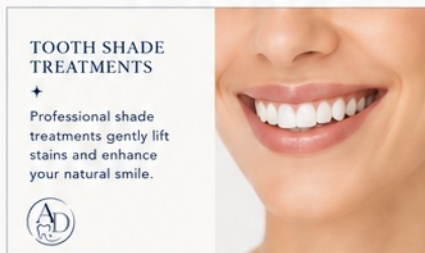
2. OFFER TILE



3. QUOTE CARD



4. EDUCATIONAL TILE



5. SOCIAL MEDIA BANNER



FINAL NOTES

Premium care, trusted guidance, beautiful results.

Our brand stands for expert treatments, personalised care and confidence-boosting results.
Every detail we share should reflect that promise.

Thank you for helping us bring the Anna Duffy Tooth Co. brand to life.

BRAND RULES CHECKLIST

- ✓ Always use approved colours.
- ✓ Always use elegant spacing.
- ✓ Never overcrowd designs.
- ✗ Never use harsh colours.
- ✗ Never use too many fonts.
- ✗ Never use low-quality imagery.

CONSISTENCY BUILDS TRUST. BEAUTY BUILDS CONNECTION.

Let's protect our brand and create lasting impact across every post, every design, and every customer touchpoint.

CREATED BY

BRAND STRATEGY • DESIGN • MARKETING



HYYPE MARKETING

www.hyype-marketing.com