

Smile with Sunrise

A community-focused dental clinic in Hastings-Sunrise

Brand Overview and Story

- Business Type: Dental Clinic
- Location: Hastings–Sunrise, East Vancouver
- Core Offering: Family-centered dental care with monthly Smile Check walk-in events



“Smile with Sunrise is built on the idea that oral care should be gentle, accessible, and community-first. Inspired by the Hastings–Sunrise neighbourhood, the clinic reflects warmth, trust, and togetherness. From walk-in events to caring communication, it’s designed to create a positive experience for all ages.”

Vision Mission and Values

Vision: A world where every person starts their day with a healthy smile, supported by a dental care experience that feels comforting and community-driven.

Mission: To create healthier, more confident smiles for families and community members by offering warm, accessible care and monthly Smile Check walk-in events.

Values:

- Compassion and clarity in care
- Accessible, inclusive services
- Positive energy and trust
- Strong community relationships



Audience and Personas

Target Audience: Families and children
Seniors in the neighbourhood
Local working professionals

Personas:



Jessica Tran
The Caring Mom

Jessica is a 35-year-old mother of two living in Hastings-Sunrise. She works part-time as an early childhood educator and loves building routines around health and wellness for her kids.

Personality:

- Nurturing, organized, patient, warm
- Values trust, routine, and communication

Goals:

- Help her kids develop good dental habits
- Keep the whole family healthy and smiling
- Avoid complex or emergency treatments

Needs:

- A welcoming, family-friendly clinic
- Pediatric dental care in a safe, non-intimidating environment
- Flexible scheduling or walk-in options

Oral Health Behavior & Attitude:

- Proactive about hygiene
- Brushes with kids every morning/night
- Books check-ups early, but finds it hard when life gets busy



Dorothy Miller
Independent Senior

Dorothy is a 71-year-old retired librarian who lives alone but stays active. She enjoys attending community events and meeting friends for coffee. She doesn't drive and prefers walking to nearby services.

Personality:

- Thoughtful, routine-based, social
- Prefers simplicity and consistency

Goals:

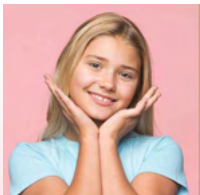
- Maintain her teeth as she ages
- Prevent serious dental issues
- Feel respected and listened to by providers

Needs:

- Gentle, senior-friendly care
- Clear communication without dental jargon
- Consistent staff and a familiar, calm setting

Oral Health Behavior & Attitude:

- Diligent with daily care
- Has some dental work already (crowns, partials)
- Nervous about procedures and dental pain



Ava Kim. The Curious Kid

Ava is an 8-year-old student in Grade 3 who lives in Hastings Sunrise with her parents and older brother. She's playful, curious, and always full of questions. Her parents prioritize healthy routines and are trying to help her build good habits including brushing her teeth.

Personality:

- Energetic, talkative, imaginative
- Sometimes anxious about unfamiliar places
- Loves colors, animals, and collecting small toys

Goals:

- Get "sparkly teeth" like in her favorite cartoons
- Avoid scary dentist visits
- Collect smile stickers or rewards after appointments

Needs:

- A fun, safe, and colorful environment
- Gentle dental staff who explain things simply
- Visual learning: mirrors, kid-friendly charts, or stories about teeth

Oral Health Behavior & Attitude:

- Brushes twice daily with a fun toothbrush
- Needs encouragement to floss
- Sometimes nervous before visits but enjoys it when it feels like an adventure



Leo Martinez. The Busy Business Owner

Leo is a 44-year-old restaurant owner who lives and works in Hastings-Sunrise. He's a father of one teenager and often prioritizes his business over his personal care.

Personality:

- Energetic, driven, friendly
- Loves supporting local businesses
- Struggles to slow down

Goals:

- Get quick, preventive care without disrupting his schedule
- Find a reliable dental home for his son and possibly his staff
- Avoid emergencies and unexpected procedures

Needs:

- Flexible, short-notice services
- Clear information about coverage
- A dentist that feels like a trusted local partner

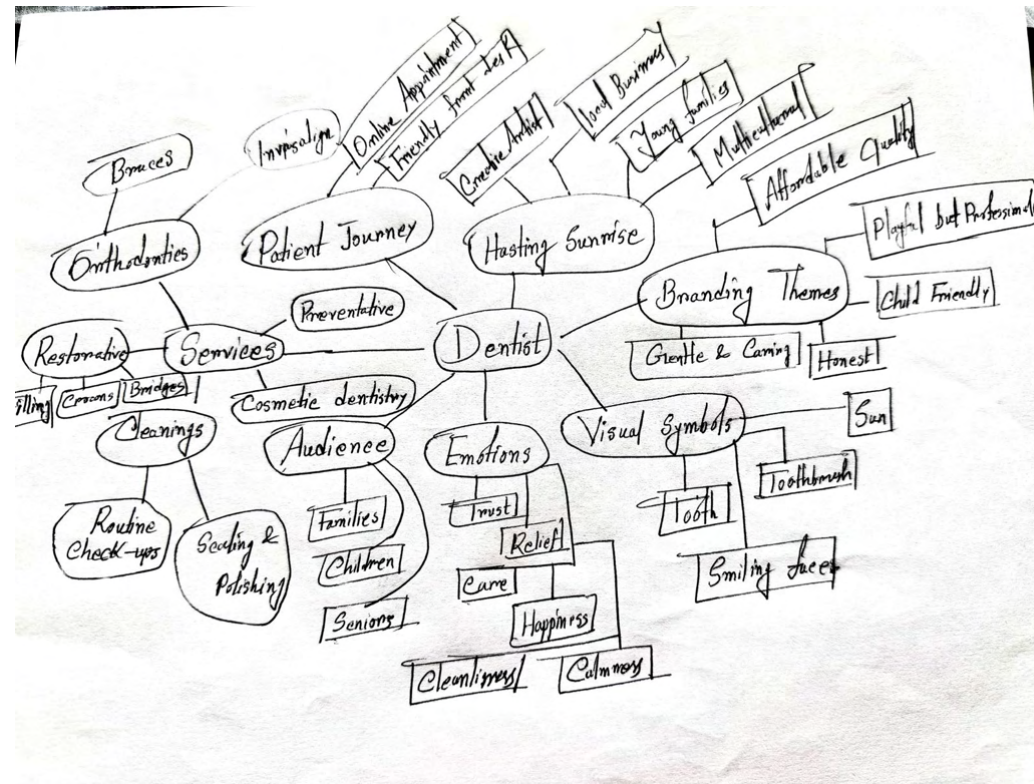
Oral Health Behavior & Attitude:

- Brushes daily but skips flossing
- Delays checkups unless something hurts
- Thinks dental visits take too long

Mind Map & Concept Development

Explored ideas around smiles, sunrise, dental care, and community.

It helped develop Tagline. Logo, Color, and Voice direction



Brand Name & Tagline

Name: Smile with Sunrise

Tagline: "*Healthy Smiles, Stronger Community*"
(Descriptive)

Focuses on connection, morning care routines, and local pride.

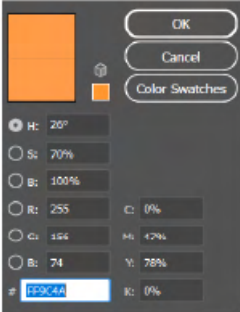
Color Palette

Primary Color: Warm Orange – optimism and community
Secondary Color: Soft Sky Blue – trust and cleanliness
Neutral: Soft White – professionalism and clarity

These colors reflect comfort, approachability, and cleanliness in a dental context.

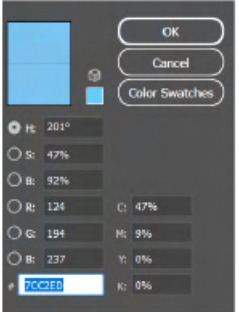


Warm Orange



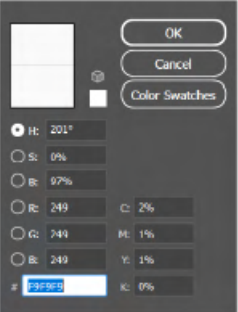


Soft Sky Blue





Soft White





Primary Color: #ff9b4a



Secondary Color: #7cc1ec



Background Color: #f9f9f9

Typography

Typeface Choice Rationale: Poppins

Poppins is the main typeface because it feels both modern and friendly, which matches the tone of our dental clinic. Its clean, rounded shapes make it welcoming and easy to read for all ages.

Poppins works well across different formats, from bold headlines to digital text, keeping the brand consistent and clear. It helps express the values of Smile with Sunrise—care, clarity, and community connection.

Typography

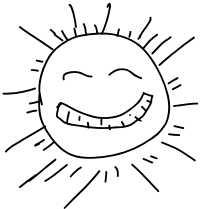
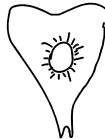
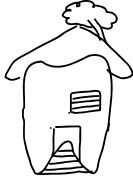
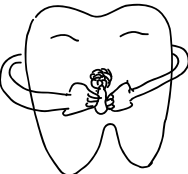
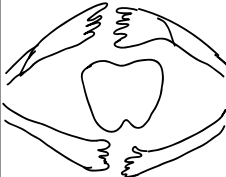
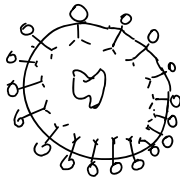
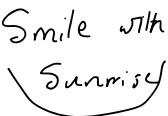
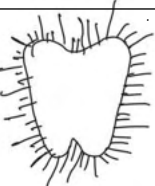
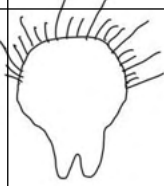
Caption: The quick brown fox jumps over
the lazy dog.

Body Text: The quick brown fox jumps over
the lazy dog.

Title: **The quick brown
fox jumps over
the lazy dog.**

Pull Quote: *"The quick brown fox jumps over
the lazy dog."*

Logo Thumbnails

Logo Design and Rationale

Logo Elements:

- Orange heart = warmth and compassion
- Blue tooth = trust and dental focus
- Radiating lines = sunrise and positivity
- Handwritten font = friendly and human touch



At the center of the heart is a soft blue tooth, representing dental care in a non-intimidating way. The radiating lines around the tooth resemble morning rays, reinforcing the “sunrise” concept and the idea of beginning each day with a healthy smile.

Logo Design and Rationale

Regular

Minimum Size: 120 px/ 1.10"



Black & White



Wordmark

Smile with Sunrise

Vertical



Whitespace (0.52" * 0.44")

	 <i>Smile with Sunrise</i>	

Logo Rules



Do use the colored logo on off white #f9f9f9 backgrounds.



Do use the black colored text wordmark when it is necessary.



Do use the colored logo on white #ffffff backgrounds.



Do use the white colored text logo on black backgrounds.

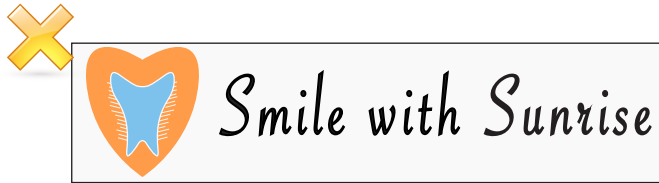


Do use the stacked logo when it is necessary.



Do use the white colored logo on blue #7cc2ed backgrounds.

Logo Rules



Do not stretch the logo



Do not use the black text logo on dark backgrounds.



Do not change position or size of any part of the logo



Do not use the white text logo on bright backgrounds.

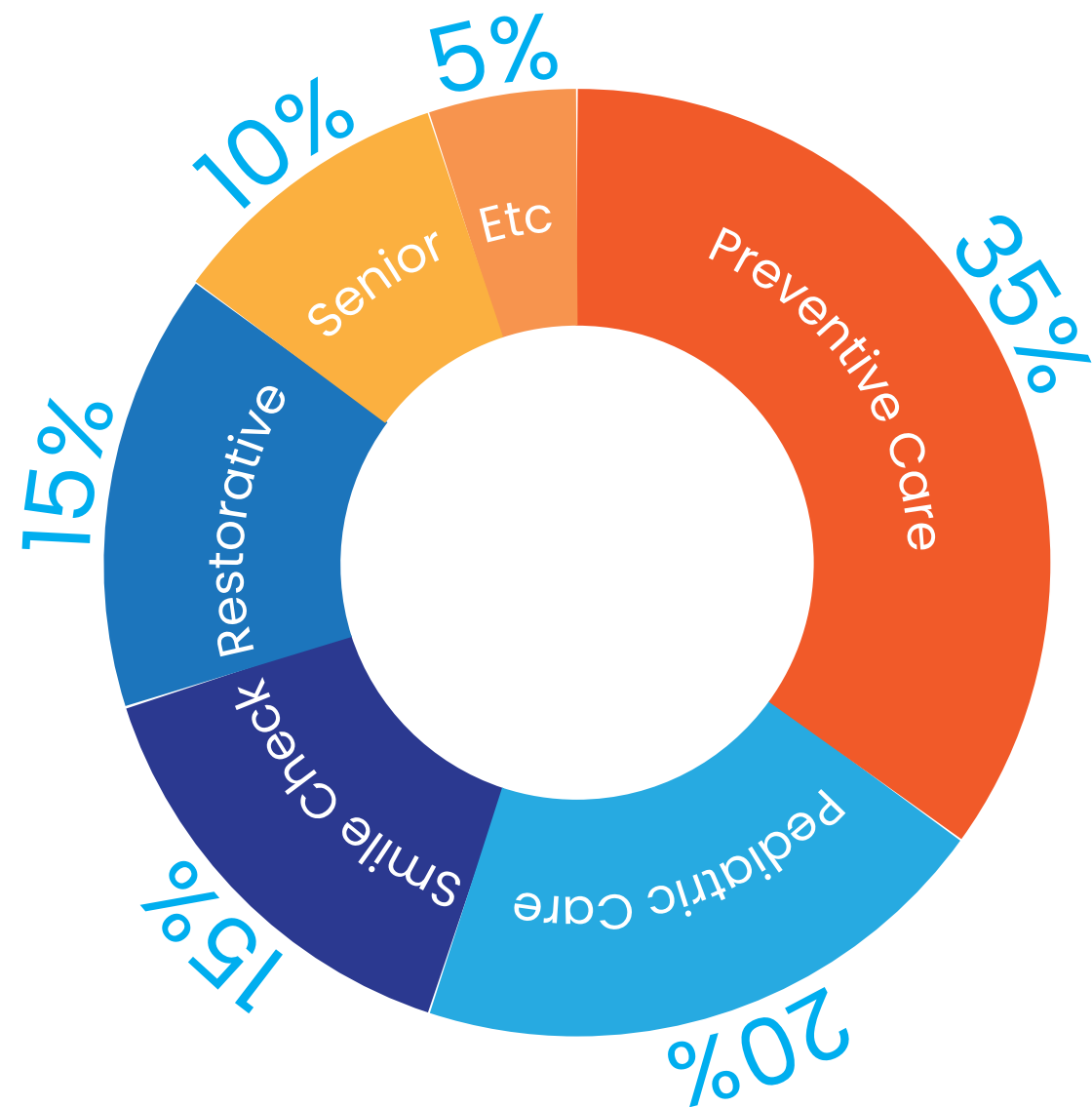


Do not use the logo on non brand colored backgrounds.



Do not create outline on text of the logo.

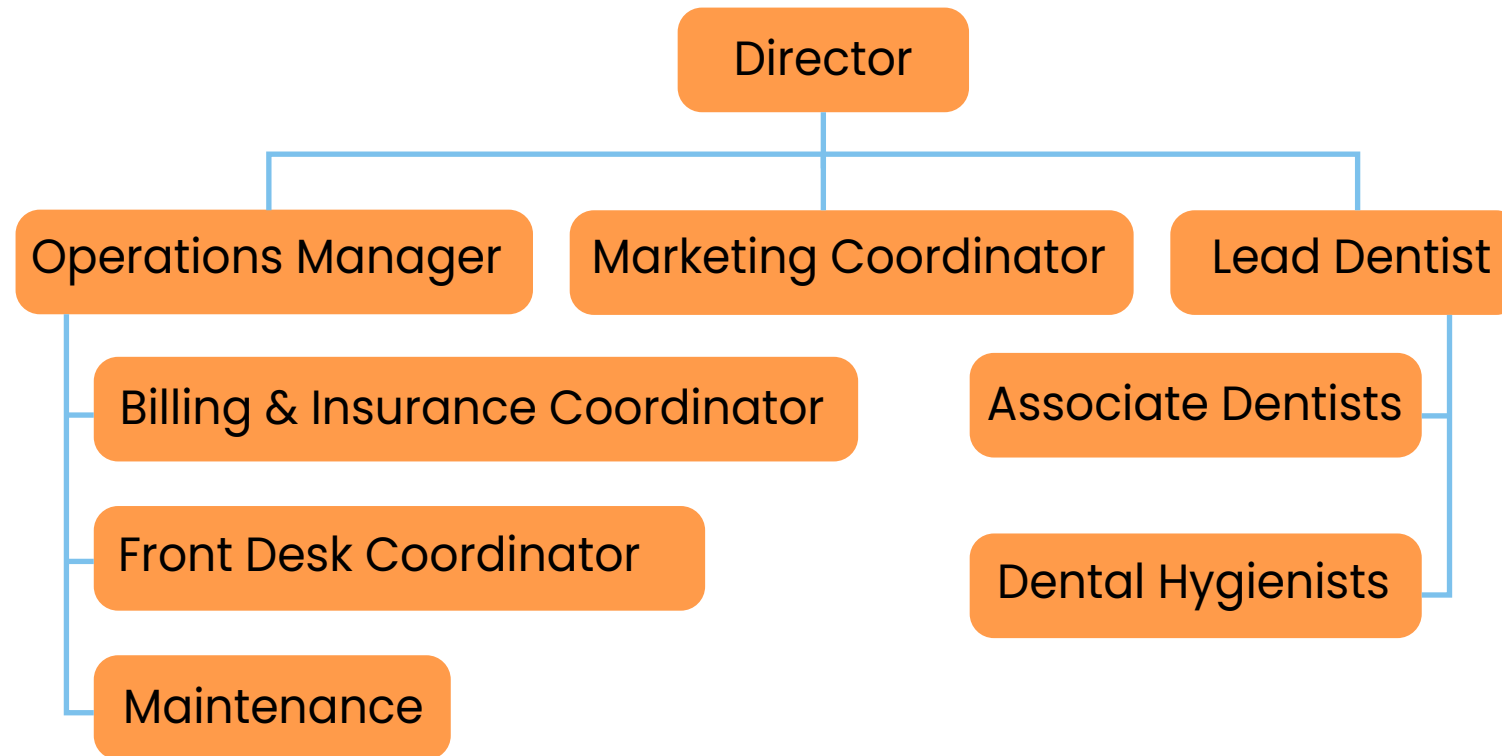
Pie Chart



The pie chart represents how Smile with Sunrise prioritizes care across our core services. Each segment reflects our commitment to providing accessible, community-first dental care for all ages.

Organizational Chart

The organizational chart outlines the structure of Smile with Sunrise, ensuring clear roles and a seamless patient care experience.



Brand Architecture

Smile with Sunrise follows a monolithic architecture, where all services like kids' care or senior programs share the same core brand identity for a unified, trusted experience.

Original



Smile with Sunrise Seniors



Smile with Sunrise Kids



Smile with Sunrise Students

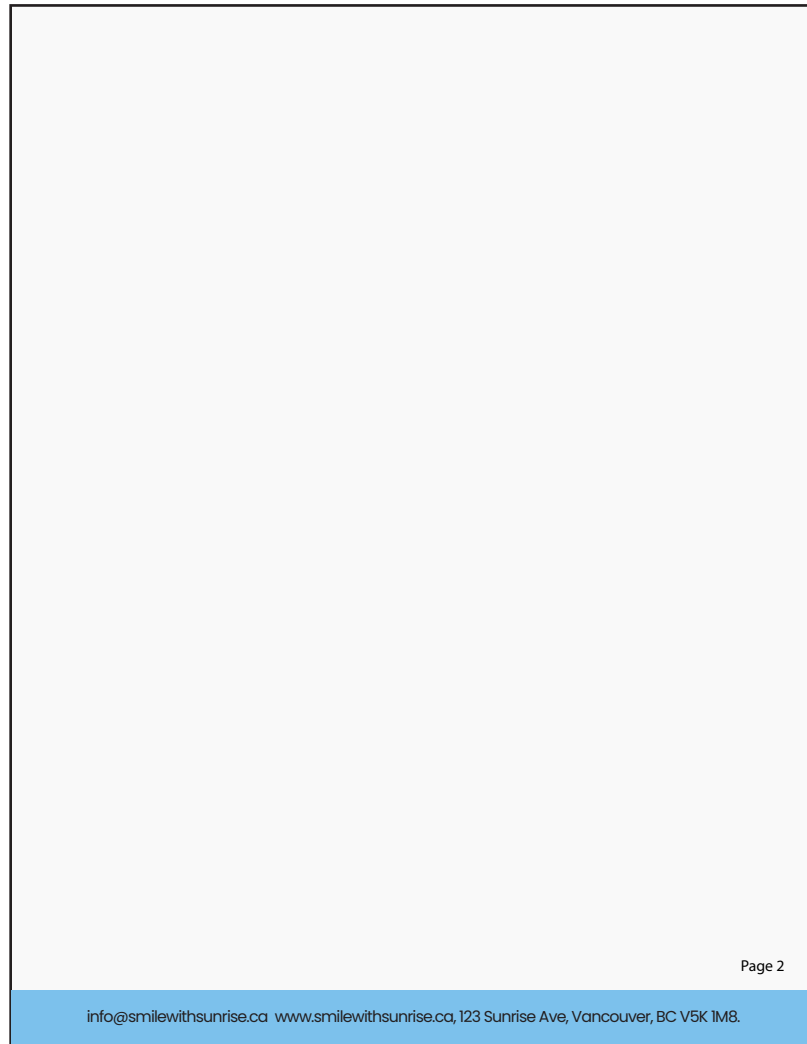


Letterhead



The primary letterhead features the Smile with Sunrise wordmark with a footer of contact details and a clean professional layout. It reflects the brand’s warmth and clarity while maintaining a polished tone for all official communication.

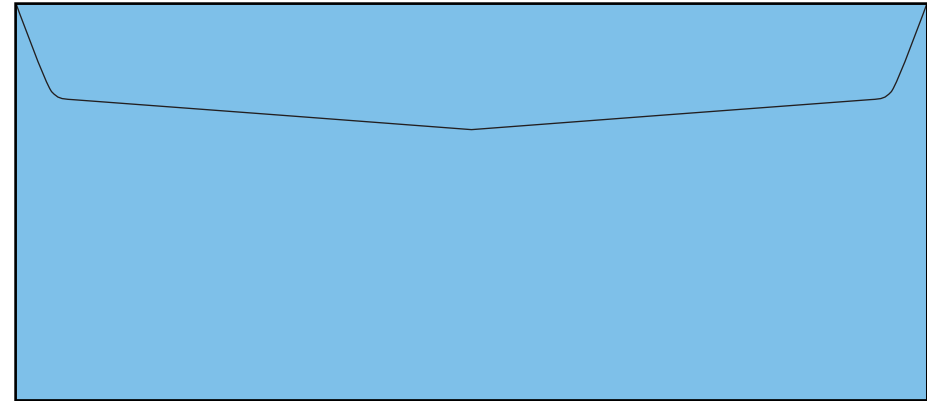
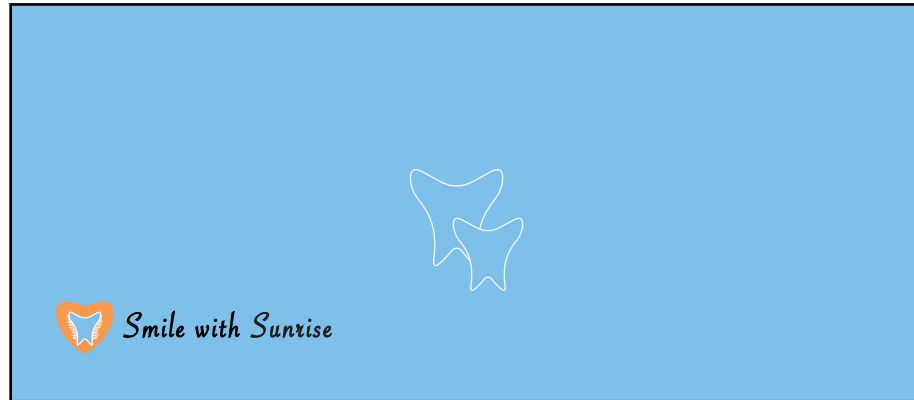
Letterhead Second Sheet



The **second sheet** is a simplified continuation page, maintaining visual consistency with a minimal footer. It's designed for multi-page documents while keeping the focus on the content.

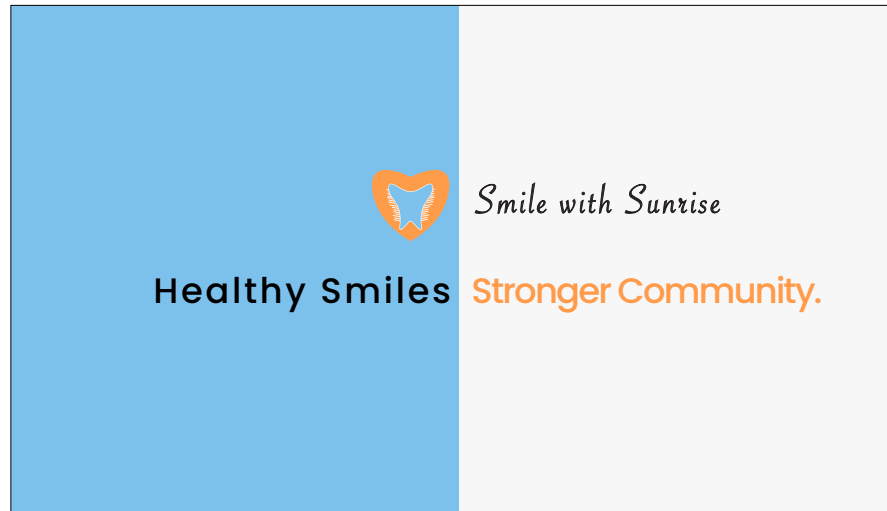
Envelope

The envelope for Smile with Sunrise is designed to reflect the warmth and professionalism of the brand. It features the logo, return address, and brand colors in a clean, minimal layout—making every piece of mail feel personal, polished, and trustworthy.



Businesscard

The businesscard reflects the Smile with Sunrise identity through a clean, friendly layout that communicates trust and professionalism at a glance.



Front



Back

Favicon

The favicon is simplified version of the Smile with Sunrise logo, designed to maintain brand recognition in browser tabs and digital bookmarks.



16x16 px
Browser Favicon



32x32 px
Task-bar Shortcut Icon



96x96 px
Desktop Shortcut Icon



180x180 px
Touch Icon

Touchpoints

- * Google search results
- * Google Maps listing with photos
- * Social media pages (Instagram, Facebook, etc.)
- * Paid ads or boosted posts
- * Clinic website
- * Website loading speed
- * Website content and tone
- * Outdoor signage
- * Storefront design
- * Sidewalk display board
- * Flyers in local cafes
- * Posters in community centers
- * Newspaper mentions
- * Community newsletter features
- * Word-of-mouth referrals
- * Online reviews (Yelp, RateMDs)
- * Blog posts
- * Oral health articles
- * Local event sponsorship
- * School partnership brochures
- * Email newsletters
- * Promotional e-blasts
- * Branded tote bags
- * Branded pens
- * Branded magnets
- * Health directory listings
- * Hiring pages or job boards
- * Podcast mentions
- * Radio ads
- * Vehicle decals
- * Welcome package for new patients
- * Online appointment system
- * Website FAQs
- * About Us page
- * Contact form usability
- * Phone call response time
- * Social media DMs
- * Insurance explanation materials
- * Service pricing sheets
- * Staff introduction bios
- * Introductory video on website
- * Accessibility information
- * Parking info page
- * Monthly Smile Check event flyer
- * Event sign-up forms
- * Waitlist management
- * Virtual tour
- * Google photo gallery
- * Testimonial carousel on site
- * Clinic exterior appearance
- * Lobby cleanliness
- * Window display design
- * Front desk greeting
- * Wait time communication
- * Interior design (colors, furniture)
- * Background music in waiting area
- * Digital check-in tablets
- * Paper intake forms
- * Staff uniforms
- * Staff name tags
- * Business cards at reception
- * Kids' play area
- * Tooth-themed wall art
- * Restroom cleanliness
- * Educational posters
- * TV content in lobby
- * Small talk with staff
- * Clear explanation by dentist
- * Gentle care tone
- * Branded dental tools
- * Branded patient bibs
- * Treatment room lighting
- * Comfort items (headphones, blankets)
- * Child sunglasses or toys
- * Assistant interaction
- * Treatment duration experience
- * Printed aftercare instructions
- * Digital aftercare email
- * SMS appointment reminder
- * Email follow-up
- * Thank-you postcard
- * Smile Club punch card
- * Referral reward card
- * Review request QR code
- * Birthday greeting email
- * Newsletter with oral tips
- * Follow-up call for feedback
- * Branded toothbrush
- * Branded floss kit
- * Patient gift bag
- * Tooth fairy envelope
- * Staff onboarding kit
- * Internal brand handbook
- * Team email signature
- * Office breakroom posters
- * Internal shoutouts or awards
- * Back-office wall signage

Promotional Kit

The Smile with Sunrise promotional kit includes a branded toothbrush, toothpaste, and a mini mouthwash—packaged together to promote daily oral care. This thoughtful kit not only supports healthy habits but also extends our brand's warmth and commitment to community wellness beyond the clinic.



Brand in Use





Smile with Sunrise

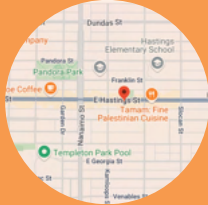
Monthly Smile Check walk-in events for the community.

Opening Week Discount.

Ready to serve your entire family — from children to seniors!

We're excited to welcome you to the grand opening of Smile with Sunrise!

Come celebrate with us and enjoy!



Thank You