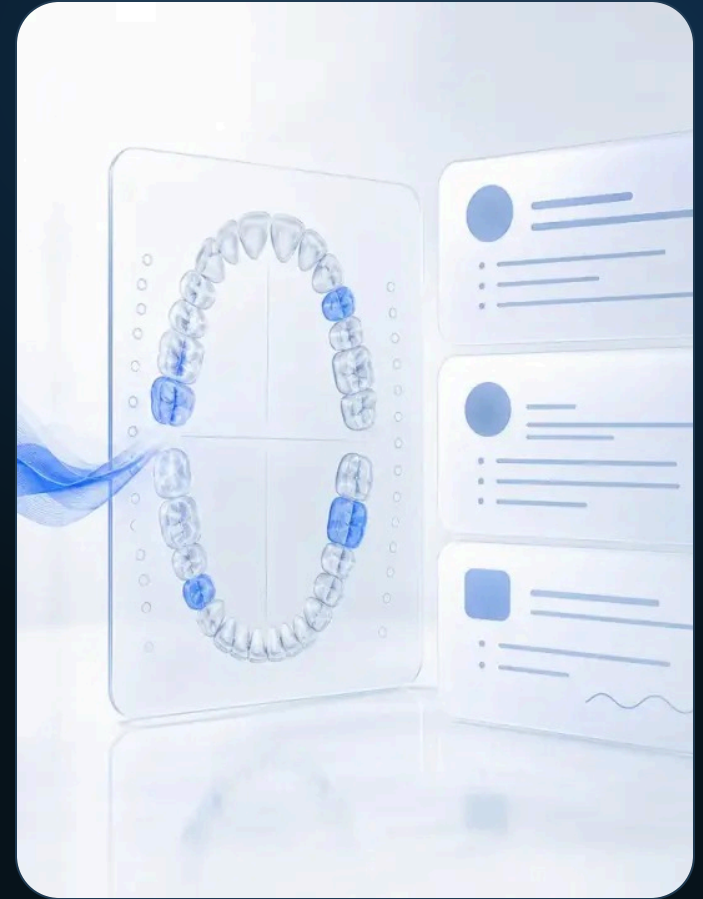




Run the clinic. Not the paperwork.

أدير العيادة، لا الورق.

Brand guide for the Dentral December campaign
English edition with Arabic examples



One brand. One clear December.

A practical identity system for a campaign aimed at dental clinic owners in Egypt, Saudi Arabia and the UAE.

ESTABLISHED INPUTS

Website screenshots supplied for this project (hero, product cards, booking flow), the Clinical Voice visual, the logo as it appears on the site, and the site's font stack. Brand name, product names, markets, languages and pricing model (per doctor seat, 14-day trial) come from the site.

PROPOSED STANDARDS

Positioning language, voice, clear space, size minimums, type scales, colour proportions, the campaign idea, the storyboard and the production brief are proposed for this guide. They are not presented as rules Dentrail has approved.

SOURCE LIMITS

Dentrail is not officially launched yet and BrandFetch could not find it, so no official asset pack exists. Colours were sampled from screenshots and the logo is a crop from the site: use them for this campaign, and replace them with Dentrail's official files before anything is published. Use "Dentrail" when writing the name; the lockup "Dentrail Healthcare Suite" appears only inside the logo artwork.

This guide follows the structure of the EfhamAI corporate identity guide and the McDonald's Feel-Good Design cheatsheets, which were supplied as format references. No content from either brand is reused.

Inside the identity.

Use the whole guide for onboarding; use page 20 as a daily reference.

01	Foundation & voice	4–7
02	Logo system	8–9
03	Colour & typography	10–12
04	Visual language	13–14
05	Campaign	15–18
06	Production brief & reference	19–21

Make the clinic run itself.

Proposed brand platform, based on the product and markets shown on the Dentrail site.

MISSION

One clear system for every clinic day.

Give dental clinics a single place for booking, patient records, billing, staff and analytics, built for the region from day one.

VISION

Doctors spend the day on patients.

Clinics across the Middle East and North Africa where paperwork no longer decides how many patients a chair can see.

PROMISE

Close the day knowing it is all in place.

Appointments confirmed, visits recorded, invoices collected, with the doctor reviewing anything written by AI.

POSITIONING

The dental operating system for MENA.

For clinic owners in Egypt, Saudi Arabia and the UAE, Dentrail turns scattered appointments, records and invoices into one calm workflow, Arabic-first and billed in EGP, SAR or AED.

Start with the clinic owner.

The campaign speaks to the person who decides on the system and feels the result in revenue.

PRIMARY

The clinic owner

"Which chairs are empty, and where is my money?"

One clinic or several branches. Wants a clear view of the day and a way to cut missed visits and slow collection. Show a daily overview and a confirmed booking.

SECONDARY

The new or solo dentist

"How do I set up without drowning in paper?"

Opening or running a small clinic. Needs a simple start and a trial before committing. Show the 14-day trial and per-doctor pricing.

NETWORK

The doctor on Dentralthub

"Where is my next opportunity?"

Looks for jobs, gigs and supplies. Not the first audience for this campaign; keep Hub as a supporting message.

Write for Arabic first, with English where the audience works in both. Do not assume large budgets, IT staff or time for long onboarding.

A calm colleague, speaking plainly.

Confident, practical, accurate and respectful of the doctor's time. These are proposed voice principles.

CLEAR

One idea per sentence. Name the problem in the doctor's words (empty slots, no-shows, unpaid invoices) before naming a feature.

PRACTICAL

Show the screen or the result: a confirmed visit, a collected total, a note ready to review.

CALM

Relief rather than urgency. The brand lowers the pressure of running a clinic; it never panics the reader.

HONEST

Describe what the product does. Readiness for a regulation is not a government certification, and AI drafts are reviewed by the doctor.

PREFER

A concrete task with a visible next step: "Start a 14-day trial."

AVOID

Superlatives without proof, invented statistics, invented doctor quotes, and heavy technical vocabulary.

Arabic default: accessible Modern Standard Arabic for region-wide material. Use a local dialect only for a defined audience or presenter.

Short lines. One promise each.

Proposed slogans in English and Arabic. Pick one primary line per piece; the others stay supporting.

ENGLISH	ARABIC	USE
Run the clinic. Not the paperwork.	أدر العيادة، لا الورق.	Campaign line (primary)
Every chair. Every hour.	كل كرسي، كل ساعة.	DentralOS, scheduling
Speak. Review. Done.	تكلم. راجع. تم.	Clinical Voice
One ecosystem. One account.	منظومة واحدة، حساب واحد.	Platform
Close 2026. Open 2027 organized.	ختم 2026، وافتح 2027 بعيادة منظمة.	December campaign

Slogans are 3 to 8 words, with no claims that need a number. Final copy is set in layout, never generated inside an image.

The primary signature.

Use the supplied artwork exactly as delivered. The wordmark is a drawing, not editable type.



ON DARK FIELDS

Keep the white badge. The black wordmark is never placed directly on a dark background; the badge supplies the contrast, as it does on the website.

ON WHITE OR VERY LIGHT FIELDS

The badge can be used as-is, or the mark and wordmark can sit on the field if the artwork is supplied in that version.

CLEAR SPACE

Proposed: x equals one quarter of the logo height, measured from the outermost visible artwork on every side.

MINIMUM SIZE

Digital 120 px wide, print 30 mm wide.
Check at the real output size.

NAME IN TEXT

Write "Dentral". "Dentral Healthcare Suite" stays inside the logo.

SOURCE FILE

The image above is a crop from a screenshot. Replace it with Dentral's official SVG or PDF.

Protect the original artwork.

Incorrect examples below are demonstrations only. Never export them as brand assets.



Do not stretch



Do not rotate



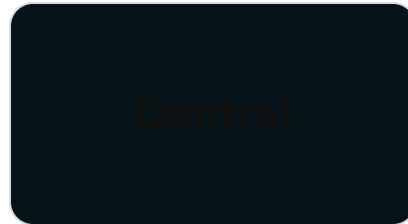
Do not recolour



Do not add effects



Do not use low contrast



Do not set the wordmark in black on dark



Do not place over clutter



Do not lock up with other marks

Also: do not rebuild the logo from the palette, do not type the wordmark in another font, and do not use competitor or reference-brand symbols in any Dental piece.

Deep night. A luminous blue.

Values sampled from the supplied screenshots; confirm with Dentrail before final release.



Night

#07131B

RGB 7 / 19 / 27

CMYK 74 / 30 / 0 / 89

Page and screen backgrounds



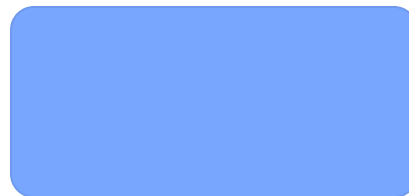
Logo Blue

#0844B8

RGB 8 / 68 / 184

CMYK 96 / 63 / 0 / 28

The mark, key brand moments



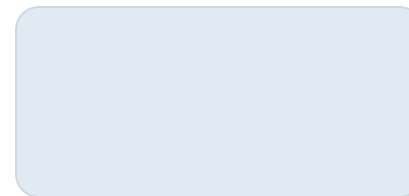
Signal

#78A6FF

RGB 120 / 166 / 255

CMYK 53 / 35 / 0 / 0

Buttons, selected states, links



Ice

#E1E9F2

RGB 225 / 233 / 242

CMYK 7 / 4 / 0 / 5

Light-mode surfaces



Surface

#0A1B24

RGB 10 / 27 / 36

CMYK 72 / 25 / 0 / 86

Panels and cards on Night



OS Navy

#1A3461

RGB 26 / 52 / 97

CMYK 73 / 46 / 0 / 62

DentrailOS product card



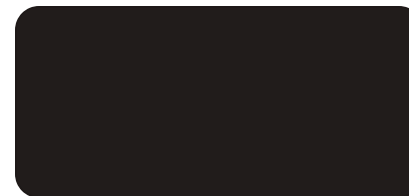
Voice Teal

#062323

RGB 6 / 35 / 35

CMYK 83 / 0 / 0 / 86

Clinical Voice product card



Hub Umber

#211C1B

RGB 33 / 28 / 27

CMYK 0 / 15 / 18 / 87

DentrailHub product card

CMYK values are mathematical approximations, not press targets. Convert with the printer's profile and approve a proof. No Pantone match is specified. Status colours (green for confirmed, amber for checked-in) appear in the product UI and are used only for status.

Use colour with purpose.

Dark for product screens, light for expressive imagery, one bright accent for the action.

SUGGESTED BALANCE

About 65% Night and Surface, 25% Ice or white, 10% Signal.
Campaign imagery in light mode flips the first two and keeps the Signal accent small.



Signal marks the one action on a screen: the trial button, the selected time slot. Logo Blue stays with the logo and large brand moments. Product tints (Navy, Teal, UMBER) separate the three products and are not used as general backgrounds.

	PAIRING	RATIO	WCAG AA
Aa	Night on Ice	15.33:1	PASS normal text
Aa	Night on white	18.78:1	PASS normal text
Aa	Light text on Night	15.35:1	PASS normal text
Aa	Night on Signal (button)	7.78:1	PASS normal text
Aa	Signal on Night	7.78:1	PASS normal text
Aa	White on Logo Blue	8.30:1	PASS normal text
Aa	Logo Blue on white	8.30:1	PASS normal text
Aa	Signal on white	2.41:1	FAIL normal text

Calculated sRGB contrast. Evaluate text on its real background; this is not a full accessibility audit.

Clean, modern sans. Two scripts.

The site uses the system font stack; the campaign adds one Latin and one Arabic family so layouts look the same everywhere.

CONFIRMED (WEBSITE)

ui-sans-serif, system-ui

The production site font stack, rendered in the viewer's system font.

PROPOSED · LATIN

Inter

Regular and Bold. Matches the clean grotesque look of the site.

PROPOSED · ARABIC

آي بي إم بلڪس

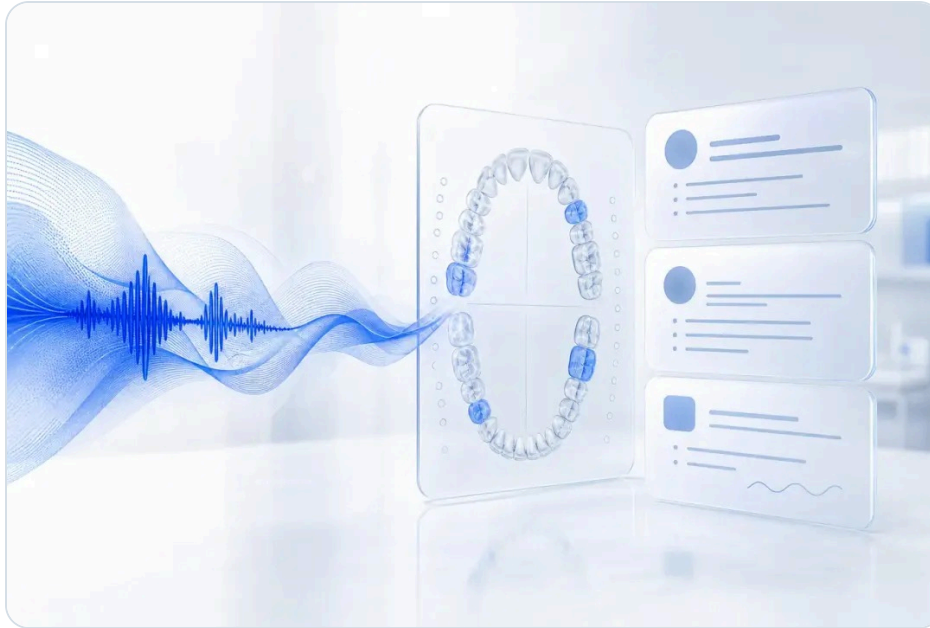
IBM Plex Sans Arabic, Regular and SemiBold, with real RTL layout.

ROLE	ENGLISH / DIGITAL	ARABIC / DIGITAL	USE
Hero	48 / 56 · Bold	48 / 72 · SemiBold	One campaign line per piece
Heading	28 / 36 · Bold	28 / 44 · SemiBold	Section or product titles
Body	18 / 28 · Regular	20 / 34 · Regular	Supporting copy
Caption	14 / 20 · Regular	16 / 26 · Regular	Labels, legal, Demo data tags

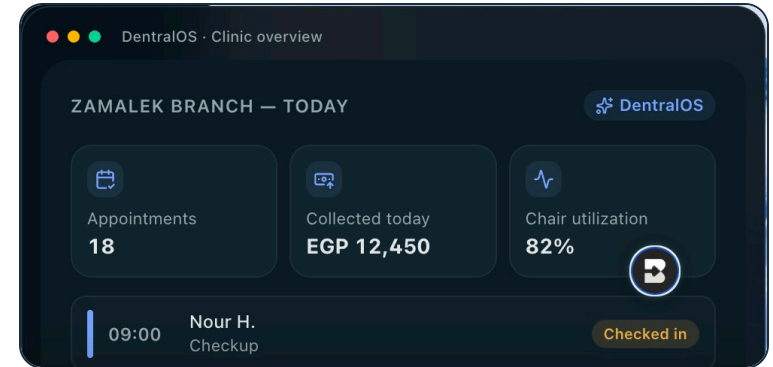
Sizes are proposed starting points. Zero letter-spacing for Arabic; never simulate weight with an outline; keep numerals, URLs and code in their natural direction; never mirror the logo.

Clinical clarity, in two modes.

Dark for product interfaces, light “glass” for expressive campaign imagery. Both come from the Dentrail site.



Light mode: translucent glass panels, an ice-blue odontogram, a blue sound wave. Source: Dentrail Clinical Voice visual.



Dark mode: rounded cards, line icons, Signal accent, a 3D translucent molar behind the interface. Source: Dentrail site hero.

PHOTOGRAPHY & SCENES

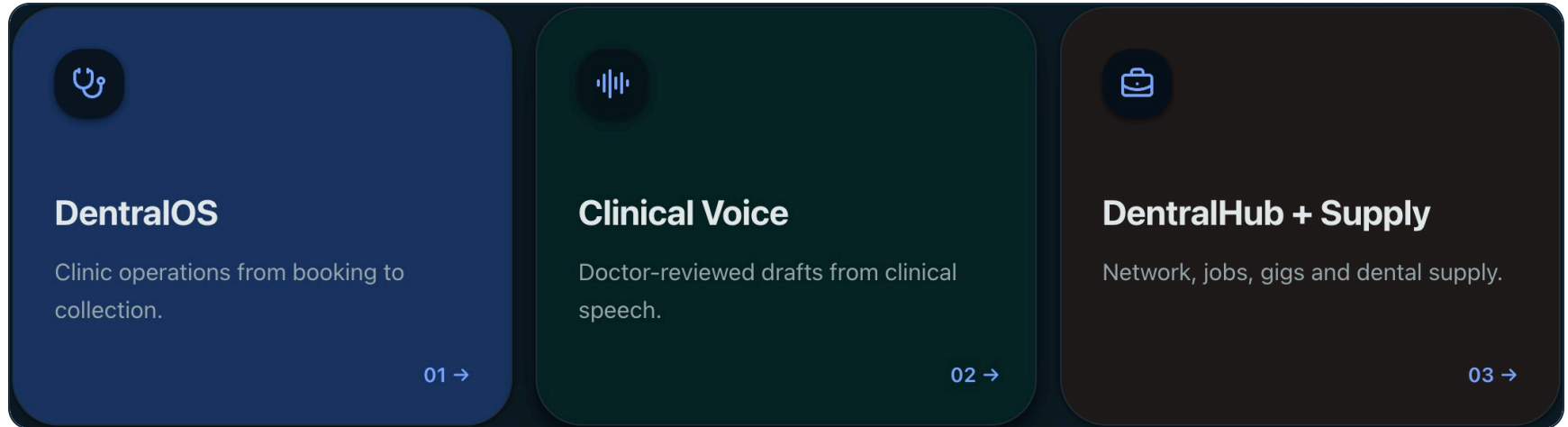
Real clinic moments: reception, chairside, tablets. Soft natural light, ice-blue and white, believable people from the region.

AVOID

Generic stock smiles, heavy glow, fake dashboards with unreadable numbers, generated text, and another brand's symbols.

Show the product, truthfully.

Interface screens are the proof. Use real screenshots, keep them readable and label demo content.



CARDS

Three product cards: DentralsOS (Navy), Clinical Voice (Teal), DentralsHub + Supply (Umber). One line each, a number and an arrow.

SCREENS

Use accurate screenshots. Enlarge the relevant action, remove personal data, and tag sample content **Demo data**.

DO NOT

Do not shrink a full interface until labels are unreadable, and do not generate interfaces with AI.

Close 2026. Open 2027 organized.

The December campaign idea. A problem-to-solution story that ends in a 14-day trial.

CAMPAIGN LINE

Close 2026.
Open 2027 organized.

ختم 2026، وافتح 2027 بعيادة منظمة.

AUDIENCE

Clinic owners (primary), solo and new dentists (secondary).

GOAL

14-day trial sign-ups, ahead of the new year.

WHY DECEMBER · HYPOTHESES TO VALIDATE

- **Year-end review:** owners look at the year's revenue and collections.
- **Planning:** January is when clinics decide what to change.
- **Fresh start:** "organize 2027" is a natural message.
- **Time to try:** year-end holidays can free time to test a system.
- **Launch window:** Dentrail is not yet officially launched, so this can be a pre-2027 launch push.

Check each market's December calendar and competitor activity before finalising.

Problem. Solution. Trial.

Every piece follows the same three beats. The polish comes from restraint: one idea, one line, lots of space.

1 · PROBLEM

The year-end pile-up

Paper, calls, gaps in the calendar, invoices no one chased. Cold, muted colour; messy but human.

2 · SOLUTION

One system, one screen

The translucent molar, glass panels, DentrailOS and Clinical Voice. Colour opens up to ice-blue and white.

3 · TRIAL

Start the year organized

The campaign line and one button: Start 14-day trial / ابدأ تجربة 14 يوماً.

MESSAGE STRUCTURE

Lead with the pain in the doctor's own words, then show the result on screen, then one call to action. Name outcomes (every chair, every hour) rather than lists of features.

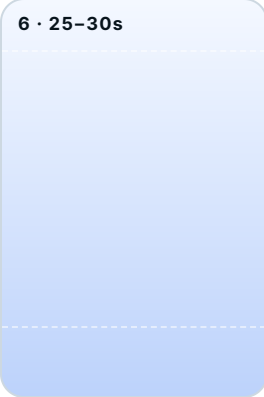
Do not invent testimonials, customer logos or performance numbers. Any figure shown on a sample screen is tagged **Demo data**.

VISUAL RESTRAINT

One focal point per frame, a calm copy zone, short slogans, the molar as hero and the interface as evidence. If something does not add, remove it.

Thirty seconds, six shots.

Vertical 9:16 for Instagram. Colour moves from cold and muted to bright and clear.

1 · 0–5s	2 · 5–10s	3 · 10–15s	4 · 15–20s	5 · 20–25s	6 · 25–30s
					
Cluttered reception at year-end: paper, a ringing phone, gaps in the calendar.	Dentist facing a pile of folders; a calendar shows the last days of December.	Translucent 3D molar turns; the clutter dissolves into light.	Real DentrailOS screenshot: appointments, collected, chair use. Tag Demo data.	Doctor speaks; a blue sound wave becomes a note card she reviews.	Bright clinic, January morning. End card: logo badge, line, trial button.
آخر السنة... ورق، مواعيد، وفواتير مش لاقية مكانها.	والعيادة بتخسر وقتها في الإدارة... مش في العلاج.	مع Dentrail... كل عيادتك في مكان واحد.	من الحجز... للحصول.	تكلّم. راجع. تم.	ختم 2026، وافتح 2027 بعيادة منظمة.

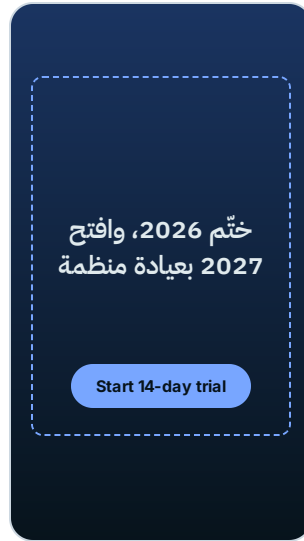
Dashed lines show the proposed safe area (about y 250 to 1550 on a 1080 × 1920 frame); verify in each platform's preview. Generate every shot 5 s long, 2 to 3 versions each. Add all text, the logo and the end card in editing, never in the generator. Shot 4 uses a real screenshot.

Formats that teach and invite.

Proposed layouts for the ten December images and the story end card.



Post / 1080 × 1350 px



Story / 1080 × 1920 px

POST

72 px outer margins, one Arabic headline (64/90 px), one focal image, logo badge in a bottom corner, never centred. One message per post.

STORY & END CARD

Keep text and the button inside the safe area. The trial button uses Signal with Night text, the same pairing as the website.

ALWAYS

Real text for copy; the original logo artwork; Demo data on sample figures; check the preview at thumbnail size.

Production brief for AI tools.

Required for every piece. Give this page to any person or agent generating Dentrail content.

READ THE INPUTS

Audience: dental clinic owners in Egypt, KSA and the UAE. Arabic first. Brand: calm, clear, honest. Fonts: Inter and IBM Plex Sans Arabic. Colours and logo rules from pages 8 to 11.

REUSABLE STYLE PROMPT

Premium modern dental clinic, soft diffused light, ice-blue and white palette with deep navy accents, translucent glass panels, shallow depth of field, clean cinematic look. Vertical 9:16. No text, no logos, no watermarks.

ALWAYS

- One hero subject and one story per image
- A calm zone left for copy
- Real screenshots for interfaces, tagged Demo data
- Text, logo and end card added in layout
- Record time and tool cost for every generation

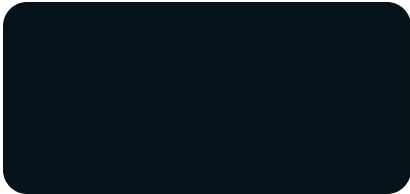
NEVER

- Generated lettering or logos, especially Arabic text
- Competitor or reference-brand symbols
- Invented testimonials, statistics or customer names
- Real people's faces without consent

Generate 2 to 3 versions of every video shot and keep the best. Check output rights and licence terms of each tool before delivery.

The one-page brand card.

A quick reference for everyday production. Colours, fonts and rules are sampled or proposed as noted in this guide.



Night #07131B

TYPE

Site: ui-sans-serif.
Campaign: Inter, IBM Plex Sans Arabic.



Logo Blue #0844B8

LOGO

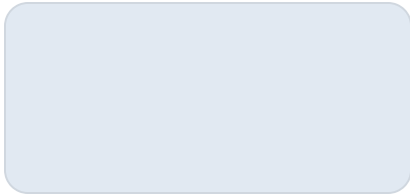
Original artwork, white badge on dark. Clear space 1/4 logo height. Never stretch, recolour or rebuild.



Signal #78A6FF

ART

Dark UI mode and light glass mode. Translucent molar as hero. One idea per frame.



Ice #E1E9F2

VOICE

Clear, practical, calm, honest. Arabic first. Outcomes over features.

CAMPAIGN

Close 2026. Open 2027 organized.

ختم 2026، وافتح 2027 بعيادة منظمة.

Problem → solution → Start 14-day trial. Vertical 9:16, six 5-second shots.

Export check: correct logo version • legible text • strong contrast • correct RTL • Demo data tags • no generated lettering • final-size preview • official assets attached.

Source notes & next steps.

Keep one current guide and one source-of-truth asset folder.

BRAND EVIDENCE

Screenshots of dental.co supplied for this project (hero, product cards, booking flow, mobile view with the site's font stack) and the Clinical Voice visual. Colours were sampled from those images; the logo is a crop. Site claims such as “most advanced” are marketing statements and are not repeated as facts here.

INSPIRATION ONLY

CareStack for problem-to-solution storytelling and outcome-led headlines. Straumann for premium restraint and short slogans. No assets, wording or imagery from either are used.

FORMAT REFERENCES

EfhamAI Corporate Identity Guide and the McDonald's Feel-Good Design cheatsheets, used for the page structure only.

STILL TO DO

- Obtain official logo files and confirm colours and fonts with Dentrail
- Validate the December rationale for each market
- Produce the 10 images, the 30-second video and the avatar video
- Build the campaign deck and the cost and profit deck

Version 1.0 / October 2026. Fonts: Inter and IBM Plex Sans Arabic (open-source; fonts bundled through Fontsource).