



Brand Identity

# Case Study

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*A complete visual identity system for a next-generation  
paediatric dental care brand — built to make little ones feel brave.*

<b>Brand</b>	Opal Junior®
<b>Industry</b>	Paediatric Dental Care
<b>Deliverables</b>	Logo · Colour System · Typography · Collateral · Environments
<b>Tagline</b>	"nurturing little smiles"
<b>Designer</b>	Brand Identity Specialist
<b>Year</b>	2024 – 2025

# Project Overview

Opal Junior® is a specialised paediatric dental care brand positioned at the intersection of clinical trust and child-centric delight. The brief was clear yet ambitious: design a visual identity that simultaneously reassures parents with a sense of professional credibility, and transforms the dental visit from a source of childhood anxiety into an experience children actually look forward to.

6

Brand Colors

3

Key Typeface Weights

5+

Touchpoint Applications

1

Unified Brand Voice

## The Challenge

Paediatric dental brands typically fall into one of two traps: they either look too clinical (intimidating for children) or too cartoonish (undermining parental trust). Opal Junior needed to occupy a confident middle ground — playful enough to disarm kids, polished enough to earn parental confidence, and distinctive enough to own its category.

## The Solution

A multi-coloured logotype system pairing a grounded, geometric sans (OPAL) with a bespoke mixed-case wordmark (JUniOr) that uses six brand colours — one per letter — to convey energy, inclusivity, and joy. The diamond accent on the 'i' acts as a micro-icon: precise, gem-like, and ownable. Every touchpoint was designed to carry this dual personality.

# Logo & Colour System

## The Logotype







The logo operates in two modes: a horizontal lockup for signage and environments, and a stacked emblem for apparel and compact applications. The word **OPAL** is set in a confident rounded-geometric black, anchoring the identity with professionalism. **JUniOr** is the centrepiece — a mixed-case construction where each letter is assigned its own brand colour, creating a typographic rainbow that feels handcrafted yet rigorously systematic. The ® registration mark sits clean at cap-height.



*Primary logo lockup — horizontal configuration*

## Colour Palette

Six saturated hues form the brand rainbow — each chosen for maximum vibrancy at print and screen, yet harmonising as a system. The palette deliberately avoids pastels: this is bold, confident colour that commands attention and signals a brand that takes childhood joy seriously.

					
<b>Crimson Joy</b> #E8274B R:232 G:39 B:75	<b>Playful Purple</b> #9B4EA0 R:155 G:78 B:160	<b>Ocean Blue</b> #1A72AC R:26 G:114 B:172	<b>Fresh Lime</b> #8DC63F R:141 G:198 B:63	<b>Bubblegum Pink</b> #F06292 R:240 G:98 B:146	<b>Sunshine Gold</b> #F5A623 R:245 G:166 B:35



*Full-bleed colour stripe — demonstrating palette saturation and order*

## Environment & Staff Apparel

A brand identity lives or dies in its physical applications. Opal Junior was designed with real-world environments in mind from day one — from the clinic wall to the doctor's lapel.



### Clinic Environment

*3D environment mockup — wall signage application*

The 3D environment mockup shows how the colourful wordmark transforms an otherwise sterile clinical space into something warm and ownable. Rendered against white walls with teal dental equipment, the dimensional letterforms give the brand a tactile, premium presence that flat vinyl signage cannot match. The logo becomes the room's visual anchor — welcoming and unmistakably Opal Junior.



### Staff Apparel

*Doctor's coat — embroidered chest logo*

On the doctor's coat the stacked logo sits at chest height — intimate enough for a child to notice at eye level. The rendering on white clinical fabric proves the identity's versatility across embroidery and print contexts. Playful lettering signals 'this is a safe, happy place' before a single word is spoken.

# Campaign Visuals & Merchandise

## Out-of-Home Campaign

The tagline 'nurturing little smiles' was deconstructed into a three-panel OOH series — one word per board, one child per board. Shot with full-bleed photography and the brand wordmark in the top corner, the campaign creates a visual sentence across physical space. The children's expressions carry all the emotional weight; the typography stays out of the way.



*'nurturing · little · smiles' — three-panel OOH concept in metro environment*

## Branded Merchandise

The bamboo toothbrush is the brand's hero product touchpoint — eco-conscious, tactile, and beautifully simple. The Opal Junior logotype is laser-engraved directly into the handle, proving the identity works at its most restrained: no colour, no background, just form and texture. A powerful statement about brand confidence.



*Bamboo toothbrush with laser-engraved Opal Junior® wordmark*

# Brand Overview & Design Reflection



**OPAL Junior®**  
nurturing little smiles

*Complete brand identity overview sheet — all touchpoints at a glance*

## Design Principles

- **Dual Personality** — Every design decision was filtered through two lenses: Does this delight a child? Does this reassure a parent? When both answers are yes, the design earns its place.
- **Systemic Colour** — Six colours, one system. The palette is never random — it follows the letter sequence of JUnIOr, creating a mnemonic colour logic that extends across all touchpoints.
- **Typographic Bravery** — Mixed case and multi-colour type breaks every 'safe' healthcare design rule — intentionally. Rules exist for average brands; Opal Junior is not average.
- **Environmental Thinking** — Each element was designed with physical space in mind. The logo was tested at 2mm (lapel embroidery) and 2m (wall signage) before being signed off.
- **Minimal Graphic Reliance** — No clip-art children, no tooth mascots, no clichés. The brand achieves warmth through colour and type alone — a far more sophisticated and scalable approach.

*"The best children's brands don't talk down to kids — they talk up. Opal Junior was designed to be the brand that children remember, and parents trust."*

Brand	Opal Junior®
Category	Paediatric Dental Care
Scope	Full Brand Identity System
Status	Registered Trademark ®