



BRADLEY HULL

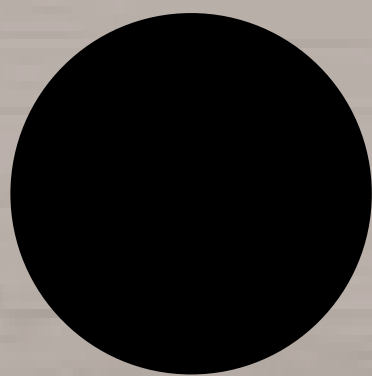
DENTISTRY

BRAND PACK



1

COLOUR & TYPE



000000



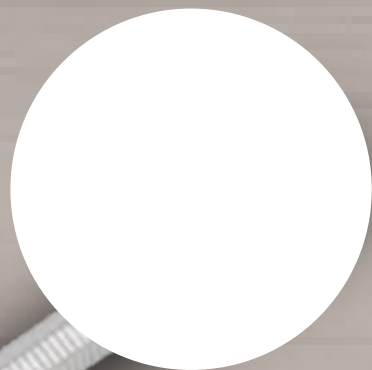
D1FEE9



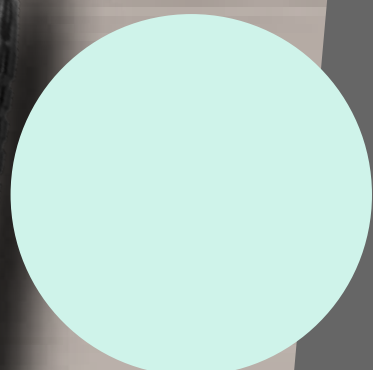
F0E2CE



AE9C8E



FFFFFF



CFF3EA



C4B4A9



AE9C8E

CFF3EA

FONTS

MYRIAD BLACK

MYRIAD SEMI CONDENSED

Myriad Semi Condensed

Myriad Regular

Headers

Sub-headers

Body



BRADLEY HULL
DENTISTRY

2

LOGOS

PRIMARY



BRADLEY HULL
DENTISTRY



BRADLEY HULL
DENTISTRY

SECONDARY



MARKS

BRADLEY HULL
DENTISTRY



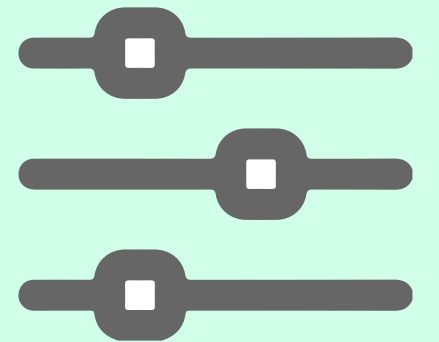
3

SOCIALS

INSTAGRAM ENGAGEMENT

VISUAL CONSISTENCY//

- Apply the same filter to all posts to keep the same look and consistency
- Use the grid if capturing content on your phone making sure subject is always central (rule of thirds)
- Apply BHD watermark over the top of images where no text is present



ENGAGEMENT//

- 3x posts per week
 - Before and after (side by side)
 - Video content with BHD logo watermark



4

SOCIALS

INSTAGRAM LOOK AND FEEL

- REELS//

- 1 post per week to begin with
- Voice over (preferably) or subtle background music to post with all videos
 - Voice over tone to reflect personality and brand (monotone/ dry sense of humour)

HIGHLIGHTS/STORIES//

- 5-10 highlight covers
- Icons to reflect subject
- 2 different options

HIGHLIGHTS EXAMPLE ONE

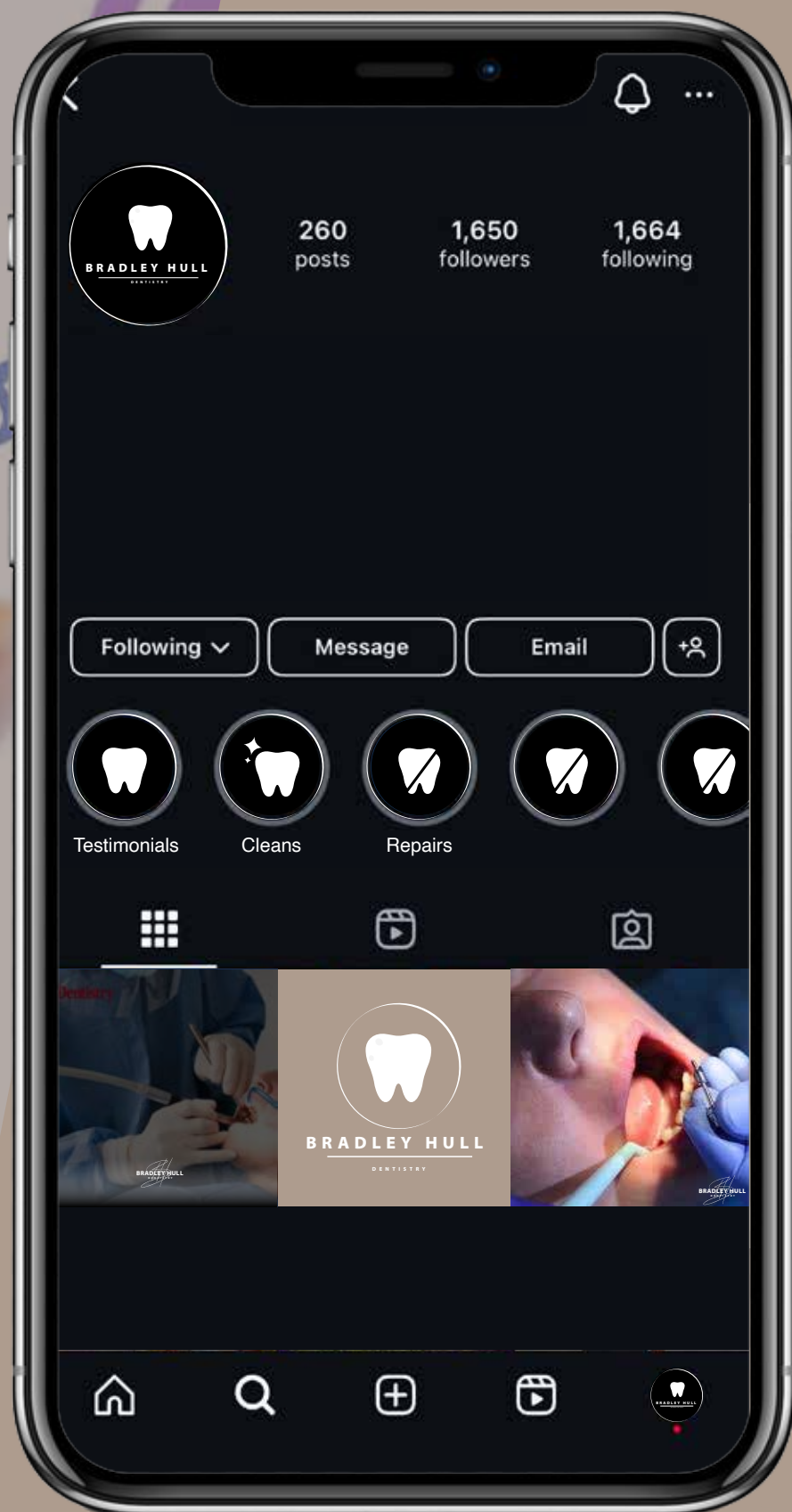


HIGHLIGHTS EXAMPLE TWO



5

MOCK UP



INSTAGRAM MOCK UP