Ouzel
Dental

A concept by adamroe.

Brand guidelines.

The name, the bird, colour, type, drawings and website rules for Ouzel Dental. One reference, so everything made for the practice, from the sign to the booking page, is made the same way.

Book an appointment

01632 960284



October 2026 · Version 1.0

Not a real practice. Built to show the work.

01 Who it is for

People who have put it off.

A mixed NHS and private practice in Newport Pagnell. Most people who find it have not been for a while, and decide to do something about it late in the evening. The brand is written for that moment.

Patient 1

Somebody who has put it off

It has been a few years, and they finally look at 10.48pm. They need to know what happens, what it costs, and that they can stop at any point.

Patient 2

A parent booking the family

NHS dental treatment is free for under-18s in England. They want times after school, and the whole family seen together.

Patient 3

Somebody comparing the cost

NHS or private, and what the difference is. They want the price of the course of treatment before they sit down.

Not what the site is for

Emergencies out of hours

The site says what to do instead: in England, call NHS 111 for urgent dental care when the practice is closed.

How it sounds

Say what happens, in order

You sit down, we talk first, and nothing starts until you say so. A nervous reader wants the next ten minutes, not a list of benefits.

The cost before the treatment

A band, a range or a from-price, and what is in it, on the page for the treatment. Never “prices on request”.

Nothing the GDC would question

No “pain-free”, no “best”, no guarantee and no before-and-after that implies one. The practice approves every clinical sentence.

The line

Nothing happens until you say so.

The short one

NHS and private dentistry in Newport Pagnell, for people who have put it off.

Facts and unknowns

Anything a real practice would supply stays in `[BRACKETS]`: the clinicians, their GDC numbers, private fees, whether NHS places are open. Nothing is invented to fill them.

02 Logo

The water ouzel.

An ouzel is a river bird: the dipper, once called the water ouzel, bobs on the stones in fast water. The mark is one, drawn round and plain in the practice's blue, standing on a stone with the river under it as a smile.

Primary · horizontal



The header, letters, the email signature. At least 140px wide on screen.

Stacked



Square spaces: the door, a tote, the appointment card.

On Iron



Words in White; the bird stays Ouzel.



The badge
The bird in White on an Ouzel circle. Favicon, profiles, the sign.



Small
Under 40px, always the badge.

Construction and space

An ellipse and a circle on a 64-unit square, a cocked tail, a White bib, an Ouse wing. It faces right, forward. Clear space: the bird's head, all round. The master is SVG in the theme.

Never



Turn it round · Recolour the bird · Add a tooth · Set it on Ouzel · Retype the name · Tilt it

03 Colour

The bird’s blue, and the river’s.

Two blues named after the two rivers that meet at Newport Pagnell: Ouzel, bright, for the bird and the river; Ouse, deep, for everything you press. Iron is the ink, from the bridge. Blush is the one warm thing. Every pair below is measured, not estimated.

Iron
#0F2236
All text; the dark ground

Lovat
#16304C
Blocks on Iron

Ouse
#0B4F8A
Buttons, links, the wing

Ouzel
#1D9FF0
The bird, the river. Never text on light

Mist
#DCEFFD
Tiles, chosen times

Enamel
#F4F9FE
The light ground

White
#FFFFFF
Blocks, fields, the bib

Blush
#FFC9D7
The one warm thing

Pebble
#4D6075
Second text on light

Haze
#A9BCD0
Second text on dark

Measured, 7 October 2026 (WCAG 2.x)

Body text	Aa	15.22:1	AAA
Second text	Aa	6.11:1	AA
Text on dark	Aa	16.12:1	AAA
Second text on dark	Aa	8.29:1	AAA
Buttons, White on Ouse	Aa	8.40:1	AAA
Ouzel on Iron	Aa	5.58:1	AA
Iron on Ouzel	Aa	5.58:1	AA
Iron on Blush	Aa	11.20:1	AAA
Ouzel on White	Aa	2.89:1	FAIL
Ouzel on Enamel	Aa	2.73:1	FAIL

5.6 Ouzel on Iron, 5.6:1. On the dark ground the bright blue carries words, a figure, a link.

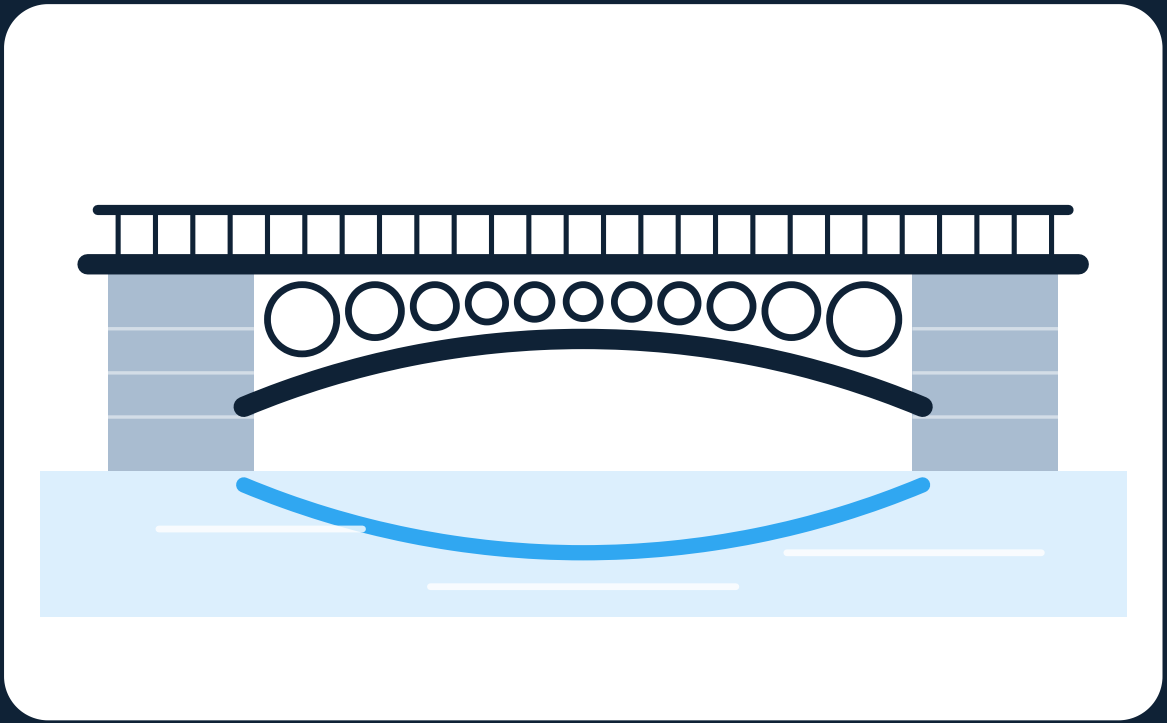
Ouzel never carries words on a light ground. On White it measures 2.89:1. There it is the bird, the river under a word, a filled ring, a block with Iron words on it.

One warm thing a screen. Blush is kept for the moment that says you are in control: raise a hand and we stop. A page with three pink things has none.

04 The bridge, the rings and the river

From the bridge over the Ouzel.

Tickford Bridge has carried Newport Pagnell over the River Ouzel since 1810. Its iron rings shrink towards the middle of the arch, and they are the practice's pattern. The river is the line that smiles under a headline.



The rings



A divider, and a progress: the rings fill from the middle, one a step.

The river

Until you say so.

Under the last words of a headline, under a figure, along the foot of a block. Once a screen.

The real bridge

Cast iron, 1810, by Thomas Wilson and Henry Provis, with "iron rings diminishing in size towards the crown". The oldest iron bridge in Britain still carrying road traffic. Grade I. Read 7 Oct 2026.

The real bird

Named for its bobbing, with a white throat and breast (RSPB). It lives on fast stony streams in the north and west, so the brand never says it lives on the Ouzel.

Never behind words

Rings never sit behind text, and the bridge is drawn whole or not at all. The bird bobs, slowly; not at all for anyone who asks for less motion.

05 Typography

Soft on top. Easy to read underneath.

Fraunces, set with its Soft axis full, rounds every serif, so the headlines are warm without being childish. Lexend underneath was drawn, in its makers' words, to reduce visual stress, which suits somebody reading about a filling at 11pm.

Headlines · Fraunces 700, Soft 100

Nothing happens until you say so.

Everything else · Lexend 400 and 600

A filling usually takes thirty minutes. We numb the tooth first, check it has worked, and you can raise a hand at any point to stop.

Bold for emphasis, never italics.

Role	Face	Size, desktop / phone	Weight	Leading, tracking	WordPress size
Hero headline	Fraunces, Soft 100	84 / 44px	700	1.0, minus 3.5%	`xx-large`
Section headline	Fraunces, Soft 100	50 / 34px	700	1.04, minus 2.5%	`x-large`
Block title	Fraunces, Soft 100	26 / 22px	700	1.15, minus 1.5%	`large`
Figures	Fraunces, Soft 100	64 to 200px	800	0.9, minus 4.5%	`colossal / custom`
Body	Lexend	18 / 17px	400, 600	1.65	`medium`
Small print, labels	Lexend	15px	400 / 600	1.5	`small`
Buttons	Lexend	17px	600	1.1	

Rules

Sentence case everywhere, buttons included. No capitals for labels: the eyebrow carries the bird. Body never under 17px on a phone.

Self-hosted

Both are SIL Open Font Licence, served by the theme, so no visitor's details go to Google for a typeface. Picked from twelve rendered side by side (Brand/type).

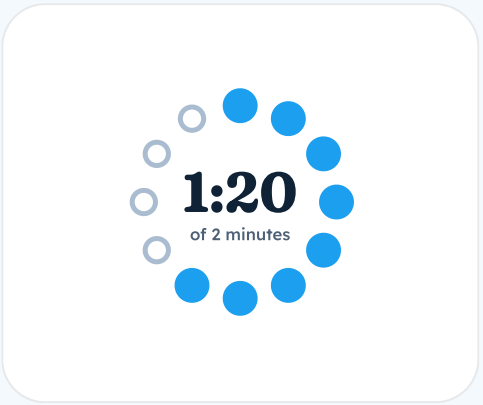
06 Drawings, photography & icons

Things, not mouths.

Nobody nervous wants a close-up of teeth. The site is drawn with the things around the appointment: the chair, the two minutes, the fee, the booking made at night. Photographs are of the real practice and the real team, in an arched frame, the shape of the bridge.



The chair, reclined and waiting. Nobody in it.



Two minutes of brushing, as the rings filling.



The fee as a ticket: what it is, what it costs, what is in it.



Booked at 10.48pm, because that is when people decide.

[PHOTO]

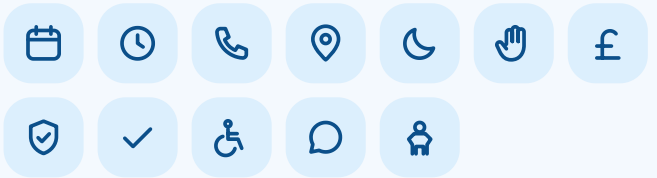
Photographs

The real rooms and the real team, with their consent, in the arched frame. Until one exists the frame says [PHOTO]. No stock smiles, no instruments, no before-and-afters.

Shot list

01	The front door, from the street, and where to park
02	The waiting room, morning light
03	A treatment room, the big light off
04	The team at the desk, with their consent
05	The view from the chair: the ceiling picture

Icons



Drawn on a 24-unit grid, 2-unit stroke, round ends. Ouse on a Mist tile.

07 Website parts

Calm blocks, and one thing to press.

Soft rounded blocks, plenty of room around everything, and one obvious next step on each screen. Every button ends in a ring that fills when you point at it.

Buttons

Book an appointment

What a filling is like

Book online

01632 960284

Primary	Ouse pill, White words, a ring that fills on hover. 52px high
Second	2px Iron outline, no ring
On Iron	Ouzel pill with Iron words, 5.6:1
Focus	3px Ouse ring; Ouzel on dark
Times	Mist chips; chosen is Ouse; gone is struck through

Ouzel block · booking

Thursday

~~8.30am~~ 9.10am 11.40am 4.15pm

Iron block

NHS or private?

Two questions with two different answers, side by side: what each costs, how long the wait is, and who it suits.

Blush block · once a screen

Raise a hand, and we stop.

White block · fees

NHS Band 1	Check-up, X-rays, scale and polish	£27.90
NHS Band 2	Fillings, root canal, extractions	£76.60
Private	Hygienist visit	[FROM £]

Shape

Blocks 30px, 24px on a phone. Fields 16px. Buttons fully round. Photographs arched. No shadow at rest.

The grid

Twelve columns, 16px gaps, 1280px wide. Spans of 4, 5, 7 or 12; one column on a phone.

Targets

Nothing under 44 by 44px. A booking bar on phones, with the number beside it.

Motion

Slow and small. The bird bobs; rings fill. None for anyone who asks for less.

08 In WordPress

The brand, built into the editor.

The site is built from WordPress blocks. These rules go into the theme itself, so whoever updates a fee or adds a clinician can only pick brand colours, brand fonts and brand sizes. Nothing to remember, and nothing to drift.

The colour picker, exactly

Iron	iron
Lovat	lovat
Ouse	ouse
Ouzel	ouzel
Mist	mist
Enamel	enamel
White	white
Blush	blush
Pebble	pebble
Haze	haze

Switched off, so it cannot drift

- ✓ Custom colours and gradients
- ✓ Custom font sizes, and any other font
- ✓ Duotone filters
- ✓ Drop caps

Type, space and parts

Fonts	fraunces · lexend, self-hosted
Sizes	small to colossal, fluid
Spacing	seven steps, 8px to 128px
Block styles	block · sky · blush · arch · eyebrow
Templates	front-page · page-treatment · page-landing

Ready-made patterns

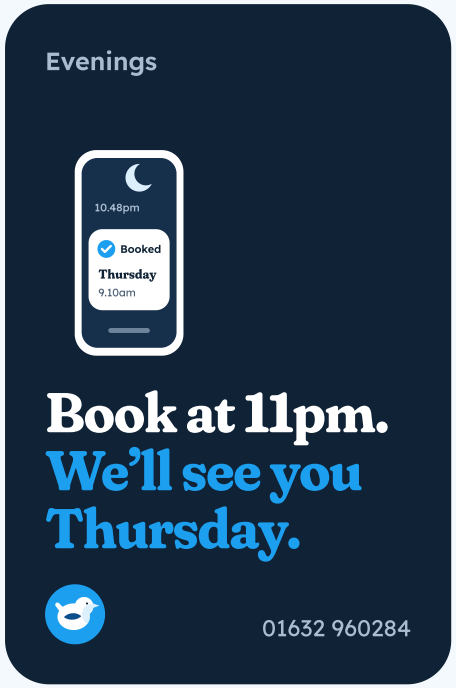
Hero, with booking	oz/hero-booking
Treatment hero	oz/treatment-hero
What happens, step by step	oz/steps
Fees: NHS bands and private	oz/fees
NHS or private	oz/nhs-private
Raise a hand	oz/raise-a-hand
The team, by role	oz/team
Questions	oz/questions
Find us	oz/find-us

```
"color": {
  "custom": false,
  "palette": [
    { "slug": "ouzel",
      "name": "Ouzel",
      "color": "#1D9FF0" }, ...
```

09 Social

Three posts, every week.

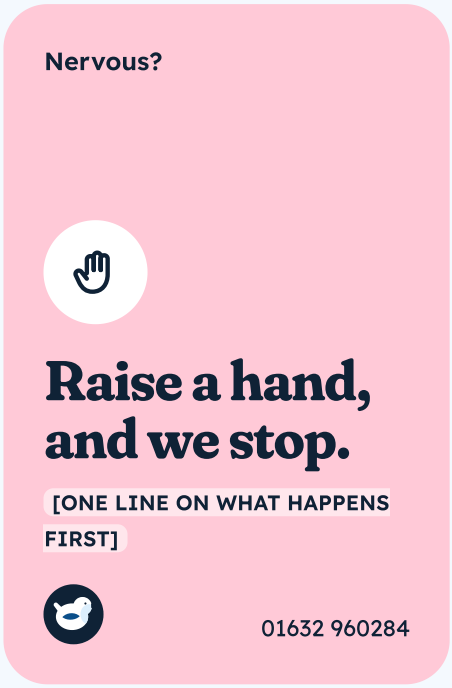
Facebook and Instagram are where a local practice is passed on. Three templates cover almost every post, and the words in brackets are all that change. No smiles, no teeth, no before-and-afters.



For people who decide late. Every few weeks.



The fee, with the date it applies from.



The promise, said plainly. Once a month.

Profiles



The badge, centred with room around it, because every platform crops to a circle.

Name	Ouzel Dental, everywhere
Handle	[HANDLE]
Posts	1080 × 1350, portrait
Share image	1200 × 630
Profile	720 × 720, the badge

10 Name, details & trust marks

Written the same way, everywhere.

Google compares the name, phone and area on the website, the Business Profile and the NHS listing, and so do careful patients. When they match to the letter, the practice is easier to find and easier to trust.

The record

Name	**Ouzel Dental**. Never Ouzel Dentistry, Ouzel Dental Care or OD
Said	“OO-zul”, like the river
Status	[LIMITED COMPANY, NUMBER]
Phone	01632 960284 · Ofcom’s drama range, so it reaches nobody
Hours	Monday to Friday, 8am to 6pm. Booking online at any hour
NHS	[TAKING NEW NHS PATIENTS: YES OR NO, AND THE DATE]
Address	Newport Pagnell only. No street on the site

Name checked 7 Oct 2026: no company with both words at Companies House, no practice of that name on the web, and ouzeldental.co.uk and ouzeldental.com both unregistered.

Trust marks

GDC registration

Every clinician’s name, role and GDC number [GDC NUMBER] on the team page and on each treatment they do.

CQC

The registration and a link to the latest inspection report [CQC LOCATION ID]. The CQC inspects dental practices but does not rate them, so no rating is shown.

NHS charges

Quoted from NHS England and dated: £27.90, £76.60 and £332.10 from 1 April 2026. Changed the day they change.

Complaints

How to complain, and to whom, on a page of its own and linked from the footer.

Formats

Dates	1 April 2026
Times	9.10am, 6pm
Days	Thursday, in full
Phone	01632 960284
Money	£27.90, £332.10
Spelling	UK: anaesthetic, colour

11 Application

The short version.

If only one page of this document survives, make it this one.

Do

- ✓ Place the bird from the theme files, facing right, with its river.
- ✓ Under 40px, use the badge.
- ✓ Keep Ouzel for the bird, the river and a filled ring; words go in Iron or White.
- ✓ Set headlines in Fraunces, Soft 100, and everything else in Lexend.
- ✓ Say what happens, in order, and the cost before the treatment.
- ✓ Write the name, phone and area exactly as on page 11.

Don't

- ✕ Turn the bird round, recolour it, or give it a tooth.
- ✕ Set words in Ouzel on a light ground, or put words over the rings.
- ✕ Show teeth close up, instruments, needles or a before-and-after.
- ✕ Say "pain-free", "the best" or anything the GDC would question.
- ✕ Use a stock smile or a stock face for the team.
- ✕ Invent a review, a rating, a GDC number or a result.

Because this is a concept

1. The practice, its team and its hours are invented. Every page says so.
2. Clinicians, GDC numbers and private fees stay in `[BRACKETS]`.
3. There are no reviews and no photographs, because there are no patients.
4. The phone number, 01632 960284, is in Ofcom's drama range.
5. Tickford Bridge, the NHS charges and the advice on NHS 111 are real, and dated.

Made by Adam Roe · adamroe.co.uk · the brand, the website design and the WordPress build