

Little Orbit

Brand guidelines

A friendly first impression for children and the people who care for them.

Identity · Colour · Typography
Applications · Voice



AI-assisted identity application mockup.

A recognisable signature.



The dashed boundary illustrates clear space, not a printed element. Use the editable SVG supplied with this guide.

- Use a bold title-case wordmark, with the descriptor beneath on a separate line.
- Keep one capital-L height clear around the wordmark. Minimum width: 150 px digitally or 35 mm in print.
- Use midnight on cream, apricot or sky; reverse to cream on midnight.
- Never replace letters with playful shapes or let decorative circles overlap appointment information.

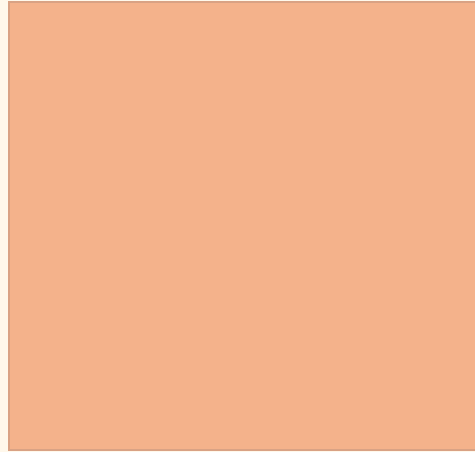
A colour for every role.



Midnight

#203556

Wordmarks, headings and essential appointment details.



Apricot

#F4B28B

Welcome accents and appointment-card backgrounds with midnight text.



Cream

#FFF8EB

Folders, letters and calm reading surfaces.



Sky

#B9DDE7

Supporting circles, sticker sheets and environmental details.

Use the hex values for digital work. For print, ask the production partner to convert with the intended stock and colour profile, then approve a physical proof. Keep small text on a high-contrast solid surface.

Type gives the brand its voice.

Aa

**Small steps. A warmer
welcome.**

Arial / Display

Use for the wordmark and principal headlines. Keep sentence case and a clear hierarchy. Avoid decorative effects.

Arial / Supporting text

Use for body copy, labels and practical details. Start at 16 px for digital body text and adjust for the context; use comfortable line spacing.

One clear headline.

A short introduction.

Then the detail that helps someone act.

The editable wordmark references Arial. Install the typeface before editing; outline the final approved lettering for production.

The system in everyday use.



Application mockup: a visual study of materials and placement.

Offset circles sit at the edge of folders and cards. Use two accent colours at most and keep all text clear of the shapes.

Family welcome pack

A cream folder and simple page sequence explain arrival, consultation and follow-up without visual overload.

Appointment cards & stickers

Apricot cards hold the useful details; circular sticker sheets carry the palette into a friendly takeaway.

Reception materials

Clear wordmarks and generous lettering help parents find the right desk, while large colour shapes soften the surroundings.

Stay consistent. Stay human.

Voice principles

- Address parents clearly while including children in the welcome.
- Explain the next step in short, reassuring sentences.
- Avoid promises of painless treatment or guaranteed clinical outcomes.

Warmth without clutter. Keep practical information clear while soft circular shapes bring a sense of play.

Before you publish

01 / Check the wordmark proportions and clear space.

02 / Use the specified colour roles and readable contrast.

03 / Keep text clear of patterns and photographs.

04 / Confirm names, dates and contact details.

05 / Proof printed materials at their actual size.

Little Orbit is a fictional practice created for an independent Branding Pioneers identity study; it is not a commissioned client project. Visual mockups are AI-assisted; this document defines the editable identity system. Edition 1.0 / October 2026.