



SOE LIN

DENTAL AESTHETICS

SÉLIN

BRAND
GUIDELINES

BRAND OVERVIEW

SÉLIN Dental Aesthetics is a premium dental clinic founded by Dr. Walid Zaki & Dr. Mohammed Khaled at Eterna Mall in Mivida, New Cairo. The name comes from Selene — the Greek goddess of the moon — and means "she who radiates gentle light." Where ordinary clinics rely on harsh, exposing brightness, SÉLIN chooses moonlight: warm, flattering, and softly luminous. Our philosophy is simple — not the brightest smile, but the most beautiful one. We deliver world-class dentistry across veneers, implants, orthodontics, cosmetic, and general care, all wrapped in an experience that feels less like a medical office and more like a luxury spa for your smile. This is gentle radiance. This is SÉLIN.



BRAND STORY & MISSION



Story

SÉLIN was born from a simple belief: dentistry should feel less like a medical procedure and more like a ritual of beauty. Named after Selene — the Greek goddess of the moon — we chose moonlight over sunlight. While ordinary clinics expose under harsh brightness, we reveal beauty gently. In Arabic, the highest compliment is ya amar, you are the moon. That is the light we bring to every smile.

Mission

To give every patient the confidence to smile freely — not because their teeth are perfect, but because their smile feels genuinely, naturally, unmistakably theirs. We do not create smiles. We reveal the radiance your smile already carries within.

Vision

To become the most trusted name in dental aesthetics in Egypt. Not the loudest. Not the largest. But the one patients whisper about with reverence — the one they recommend to the people they love most, in the softest voice, like sharing a secret.

BRAND VALUES & PERSONALITY



Values

Gentle Mastery, Natural Radiance, Lunar
Patience, Invisible Excellence, Sacred Trust.

Personality

Calm, Confident, Poetic,
Discreet, Luminous.



Primary Logo



Secondary Logo

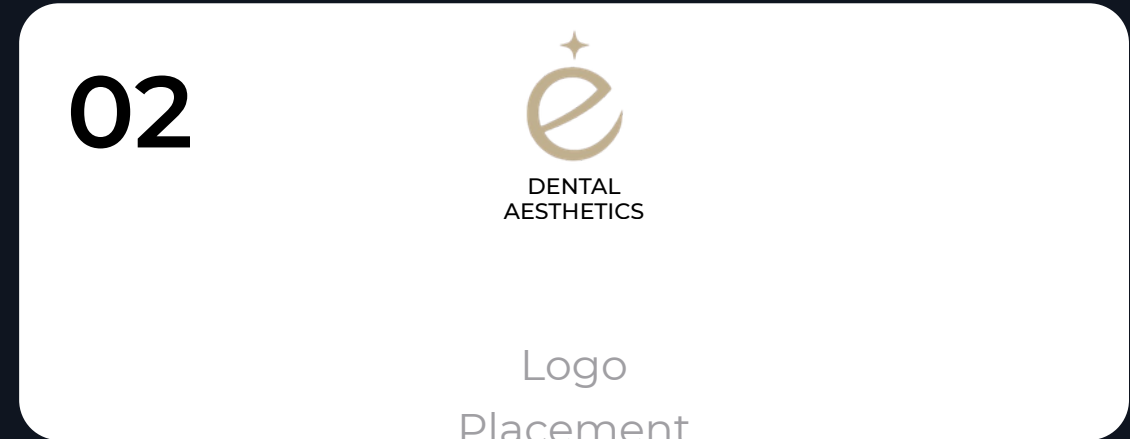


Logomark



LOGO GUIDELINES

Every logo tells a story. Ours is moonlight. The custom S flows like a gentle curve across the night sky. The star above the É is both accent mark and celestial signature. Protect it. Respect its space. The mark never changes — because the moon never does.



COLOR PALETTE

The SÉLIN palette draws directly from the moon itself — deep midnight skies, warm champagne moonlight, soft lunar dust, and the quiet tones of moonstone. Every color is chosen to flatter, never to expose. Gold is sacred and used sparingly. Darkness creates the contrast that makes the light glow.

Deep Lunar

#0F1520
RGB: 15, 21, 32
CMYK: 95, 85, 65, 70

Twilight Stone

HEX: #1E2830
RGB: 30, 40, 48
CMYK: 82, 70, 55, 55

Champagne
Moon

HEX: #C4B08A
RGB: 196, 176, 138
CMYK: 22, 26, 47, 2

Evening Clay

HEX: #A08468
RGB: 160, 132, 104
CMYK: 32, 44, 58, 14

Pearl Ash

HEX: #F5F1EB
RGB: 245, 241, 235
CMYK: 2, 3, 6, 0

Smoke

HEX: #9A948A
RGB: 154, 148, 138
CMYK: 38, 33, 39, 10

Lunar Dust

HEX: #E8E2D8
RGB: 232, 226, 216
CMYK: 8, 9, 14, 0

Typography



Cormorant Garamond

(Light, Regular, Medium)

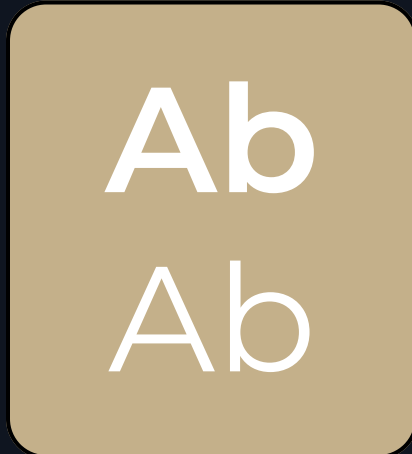
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Primary Typeface

For Headlines



Montserrat

(Light, Regular, Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Z abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Secondary Typeface

For H2 & Body Text



SÉLIN speaks through two voices. Cormorant Garamond — a high-contrast serif with heritage and refinement — carries the headlines and the wordmark. Montserrat — geometric, modern, humanist — carries everything else with quiet clarity. Together they create the balance the brand is built on: timeless elegance meeting modern warmth.



Visual Style

SÉLIN's visual language is moonlight made tangible. Deep lunar backgrounds create the stillness of a night sky, champagne gold adds the warmth of quiet radiance, and soft neutrals provide the calm in between. Every touchpoint — from embroidered scrubs to embossed packaging, frosted glass partitions to backlit signage — speaks in the same voice: gentle, confident, luminous. Nothing shouts. Everything glows.

BRAND VOICE & TONE

How SÉLIN speaks is how SÉLIN is remembered. Our voice is the same everywhere. Our tone adapts to the moment.



Voice

Warm, poetic, and quietly confident. We speak like moonlight — gentle, assured, never loud.









Tone

Adapts softly to the moment — intimate in the consultation room, poetic in marketing, clear in medical communication. Always human, never clinical.

Do: say "your smile," "guests," "gentle," "reveal." Don't: use exclamation marks, ALL CAPS, urgency language, or the word "patient" in marketing.

Do's

Don'ts

| | | | |
|---|--|---|---|
|  | Use Cormorant Garamond for headlines and Montserrat for body text. |  | Stretch, rotate, or recolor the SÉLIN logo. |
|  | Preserve logo clear space equal to the height of the S. |  | Use exclamation marks or ALL CAPS in body copy. |
|  | Speak in warm, poetic, confident language — always. |  | Place the logo on busy or textured backgrounds. |
|  | Use warm, moonlight-style photography in every visual. |  | Use harsh clinical lighting or cold blue photography. |

SÉLIN

Thank You
Very Much!