ARCBOUND

Angelika Rampal

Visual Identity

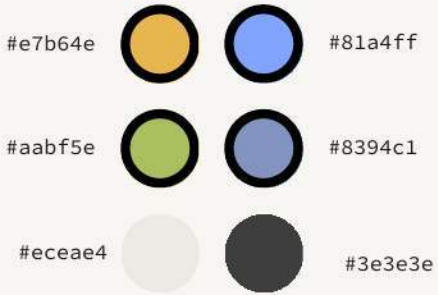
2025

Logo / Wordmark

Dr. Angel's Health & Wellness

The *UNPLANNED* Parent

Colors


#e7b64e
#81a4ff
#aabf5e
#8394c1
#eceae4
#3e3e3e

Design Ecosystem – Text

Bringing clarity and humanity to modern parenting—translating medical science into everyday family life.

Outfit + Tex Gyre Termes Font

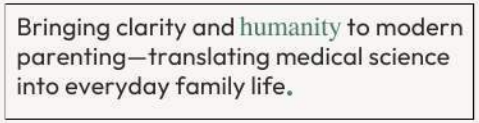
- Starting fonts for the website - we can change these later if needed once these are seen in context.
- Updated to highlight with the periwinkle blue form the green.

Bringing clarity and humanity to modern parenting—translating medical science into everyday family life.

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Angelika Rampal

Archive – Phase 2



Liked Serif + Sans Serif Font combination.



Likes serif logo wordmark, not the “angel” on for the icon on this iteration.



Likes the yellow / green colors.



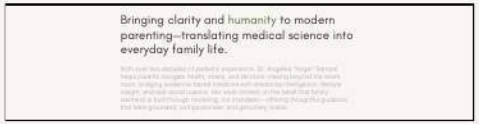
Likes the logo into the wordmark, did not gravitate towards the Sans Serif Wordmark.



Likes the Mustard Yellow
Tagline Preference: “Health and Wellness” is more inclusive, adding more parts to the brand, coaching is more limiting. (Dropping “Coaching” in the name)
Did not like the plant coming out of the g. Likes the “puzzle piece” of the tagline.



Loves the blue, curious if the “Dr” should be one color as well. (logo can stay a different color)



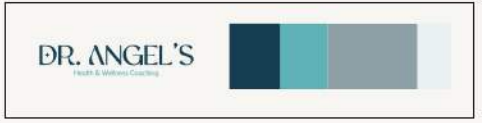
Did not prefer the universal sans serif font.



Hates the font, likes the idea of the leaf inside the A. Idea: have a vine climb the A. Liked the softer background.



Likes the logo here, wants to see it in different colors. Prefers the tagline to be “puzzled in” likes the dijon color over this rust, and the sun color. (periwinkle will look best with the sun color). Likes the charcoal color.



Loves the first two colors presented here and appreciates the logo/wordmark; however, she feels it may not capture her energy. It lacks warmth and appears somewhat simplistic. The two greys on the right may suggest a more technical approach than what she offers. This leans towards treatment, whereas our aim is to emphasize lifestyle and prevention.



Appreciates the leaf accent “’” and wordmark in this design; however, let's change the color.



Anti Inspiration: The pomegranate will be too narrow for her messaging.

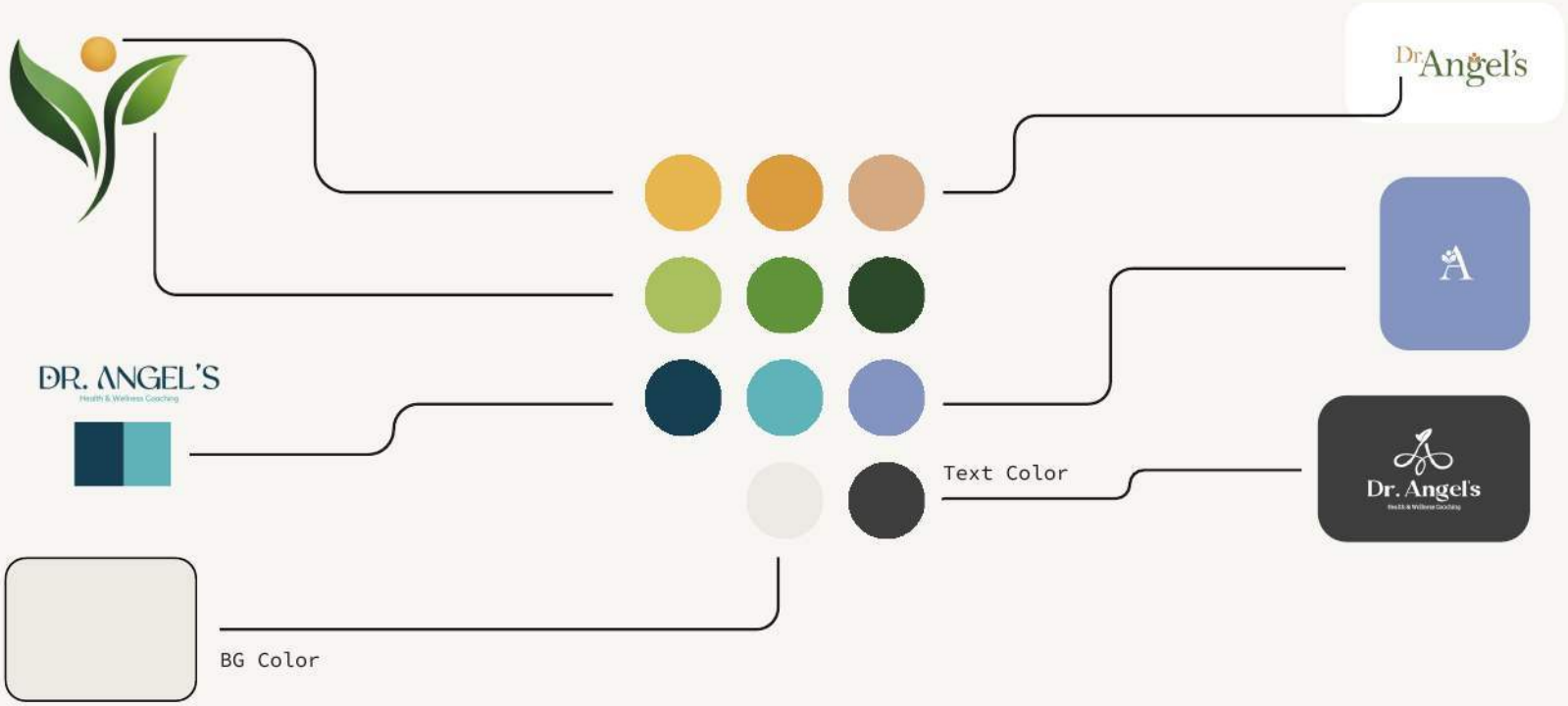


Likes the Butterfly Leaf, wants to see this with periwinkle/ sun yellow, does appreciate the green.



Loves the A. I think it needs to be an entire custom wordmark. Wants to see the A flipped like a mirror.

Colors


Dr Angel's
DR. ANGEL'S
Health & Wellness Coaching
A
Text Color
Dr. Angel's
BG Color



Design Ecosystem – Text

Bringing clarity and humanity to modern parenting—translating medical science into everyday family life.

- Starting fonts for the website - we can change these later if needed once these are seen in context.
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Bringing clarity and humanity to modern parenting—translating medical science into everyday family life.

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Logo / Wordmark

Dr. Angel's
Health & Wellness

Dr. Angel's
Health & Wellness

Dr. Angel's Health & Wellness

Dr.Angel's
Health & Wellness



I don’t think we should use Dijon for the logo / wrdmark, but implement it in other areas of the design system (ex: CTA buttons, etc.)


Dr. Angel
Health & Wellness

Dr. Angel
Health & Wellness

Dr. Angel's
Health & Wellness



Dr. Angel's

Health & Wellness


Dr. Angel's
Health & Wellness

Dr. Angel's Health & Wellness


Dr. Angel

Dr. Angel's Health & Wellness

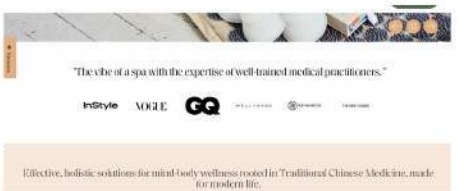
Dr. Angel's
Health & Wellness

Archive

Phase 1 Visual Identity Exploration



- Warm clinical authority; sophisticated editorial vibe; excellent use of serif/sans pairing: https://www.parsleyhealth.com/



- Logos build credibility, calming palette, approachable warmth, minimalist structure without feeling sparse. “granola colors without feeling granola” https://wthn.com/



- Motion and quiet negative space, Serif + sans serif font, very simple color palette: https://ouraring.com/



- Features a soft, elegant, minimal aesthetic that blends spaciousness with intentional design, exhibiting calm, luxurious sophistication in line with the "3-4/10 maximalist" brand guideline, and effectively conveying expertise without clutter, matching Dr. Angel's vision of calm authority.

https://www.leandra-isler.ch/en



- Inspires how product/idea storytelling can unfold *one viewport at a time.*

https://www.awwwards.com/inspiration/rose-maggie-cosmetic-products-ecommerce



- Narrative-led content structure; emotionally resonant storytelling frameworks, but very adolescent in the design, which kills credibility and leans more towards baby-related topics and not health. Interesting inspiration for used podcast elements however: https://wearemothertongue.com/

Current Visual Identity

Typography, color palette, visual characteristics, and usage notes



- Website's purpose needs clarity: clearly state who it's for, what she does, and why it matters—current site is too vague.
- Homepage should be less text-heavy, with an emotional, simple hero that sells the feeling of health, not a service list.
- Two primary CTAs only: Subscribe to weekly articles + Book a 15-minute consult.
- Pricing should be visible (likely via a Pricing page) to self-qualify clients and avoid wasted consults.
- Navigation should be clean and sticky, reducing friction and confusion.
- Visual direction: keep green but refine it—no neon tech green, no granola earth tones; aim calm, credible, modern.
- Logo is acceptable but not sacred; open to an elevated evolution or new abstract/pictorial options.
- Six Pillars should be redesigned as an ecosystem (human-centered), not a flat grid.
- Credibility (training, years, academic background) should appear earlier and more intentionally.

Color Palette Strategy

Our approach balances four key objectives and three proposed palette systems

- **Anchor the palette in green** as the primary trust signal, per color theory and the design call: green communicates health, balance, and regulation without urgency; avoid neon (tech) and overly muted olive (granola). Use forest / evergreen as the base.
- **Use blue sparingly as a secondary stabilizer,** not a dominant color: blue conveys trust and intelligence, but **>40% usage reads as clinical/hospital.** Limit blue to accents, dividers, links, or subtle gradients—not large fields or heroes.
- **Introduce warmth through neutral counterweights:** warm taupe, sand, or soft stone neutrals reduce sterility and humanize the physician authority, aligning with “science-backed but not clinical.”
- Add a muted optimistic accent (yellow or warm clay) in very small doses (CTAs, highlights): this supports approachability, curiosity, and joy without tipping into wellness clichés.
- Design by percentage:
  - ~55-65% green family (primary + tints)
  - ~15-20% warm neutrals
  - ~10-15% white/negative space
  - ~5-10% blue accents max
  - ~2-5% warm accent color
- Avoid high-saturation contrasts: softer chroma supports calm cognition for busy parents and executives; contrast should come from value (light/dark), not brightness.
- Let photography do emotional work, not color overload: keep UI colors restrained so imagery (skin tones, natural light, texture) carries warmth and humanity.
- **Test against the brand litmus test: if a screen feels like a hospital portal → too much blue; if it feels like a wellness retreat → too muted/earthy; the target is calm physician’s study.**



Dr. Angel's

Health & Wellness Coaching

Concept 1: Built from the Current Logo

Creates a kinship built from the current model, building off of existing brand credibility.



Dr. Angel's
Health & Wellness Coaching

H1 Header - Kollektif Regular

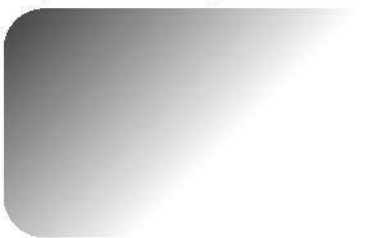
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Body - Inter ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

White #ffffff
Graphite #Black
Accents: #86d86a, #16583c

45pt Rounded Edges




Dr.Angel
Health & Wellness Coaching



Dr. Angel's

Health & Wellness Coaching


Dr. Angel's
Health & Wellness Coaching



Dr. Angel

Concept 2: Medical Roots

Subtle hinting at the rod of Asclepius / Caduceus



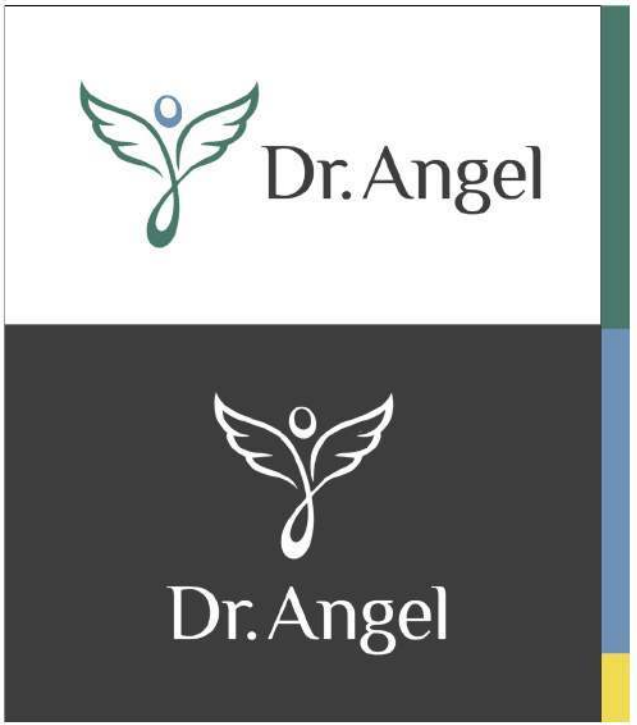
Custom Wordmark

Dr. Angel

No tagline included

Lightly Inspired by the Rod of Asclepius





H1 Header - Tex Gyre Termes

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

H2 Header - Outfit

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Body - Outfit Light

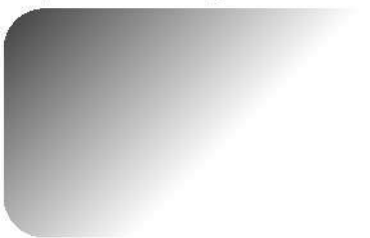
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Off White #f8f6f2

Graphite #3e3e3e

Accents: #4a786a, #16583c

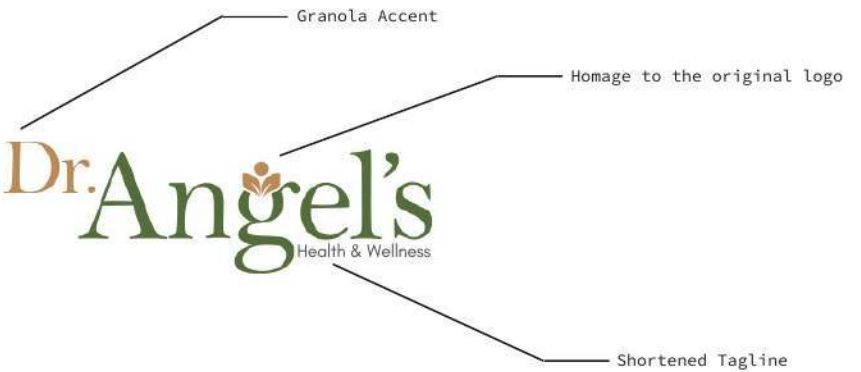
45pt Rounded Edges

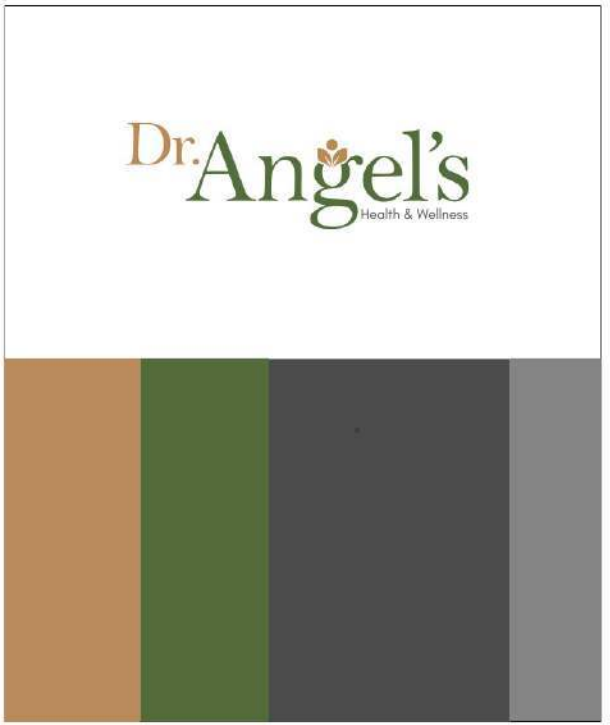


Bringing clarity and humanity to modern parenting—translating medical science into everyday family life.

Dr. Angel's
Health & Wellness

Concept 3:


Granola Accent
Homage to the original logo
Dr. Angel's
Health & Wellness
Shortened Tagline



H1 Header - Glacial Indifference

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

Body - Inter Light

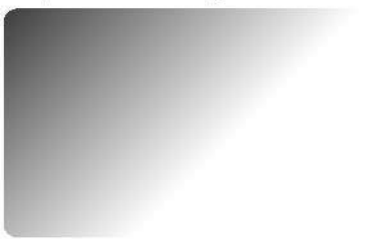
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

White #ffffff

Graphite #4c4c4c, Two tone: #858484

Accents: #b98a5b, #536c3a

15pt Rounded Edges



Bringing clarity and humanity to modern parenting—translating medical science into everyday family life.

With over two decades of pediatric experience, Dr. Angelika "Angel" Rampal helps parents navigate health, stress, and decision-making beyond the exam room, bridging evidence-based medicine with emotional intelligence, lifestyle insight, and real-world nuance. Her work centers on the belief that family wellness is built through modeling, not mandates—offering thoughtful guidance that feels grounded, compassionate, and genuinely livable.

Concept 3: Alternative

Dr. Angel

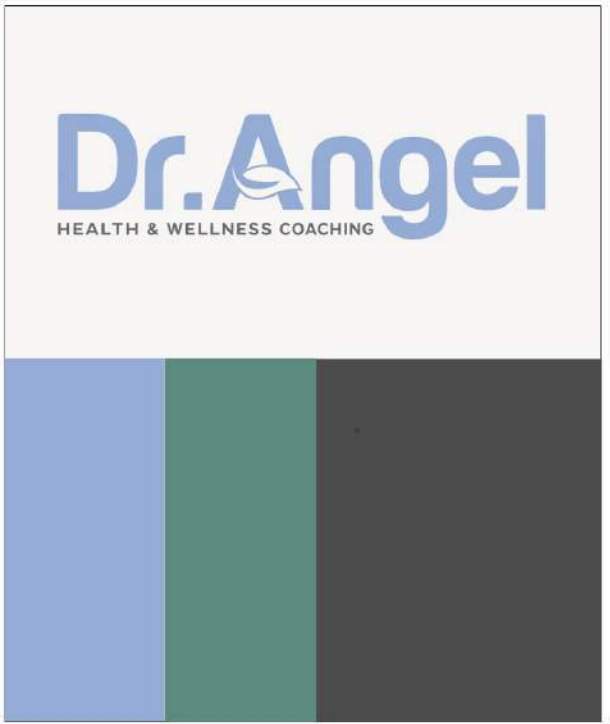


Better opportunity for icon usage.

Dr.Angel
HEALTH & WELLNESS COACHING

Concept 4:


Dr.Angel
HEALTH & WELLNESS COACHING
Fully Sans Serif Tagline



H1 Header - PP Frama Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Body - PP Frama Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

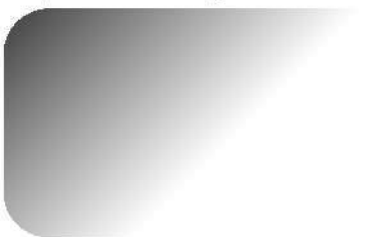
*** Note: This font is custom and paid via a type foundry

Paper White #f8f6f4

Graphite #4c4c4c

Accents: #95acd6, #5c8a7c

50pt Rounded Edges



Concept 5:

Dr. Angel's

Health & Wellness Coaching



H1 Header - Teodor Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Body - Euclid Circular B Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

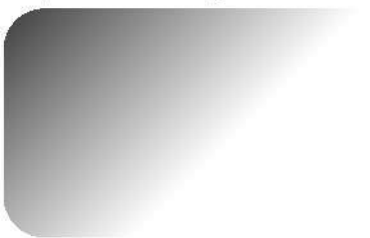
*** Note: This font is custom and paid via a type foundry

Tan #eceae2

Graphite #3e3e3e

Accents: #c0694a, #4a786a, #16583c

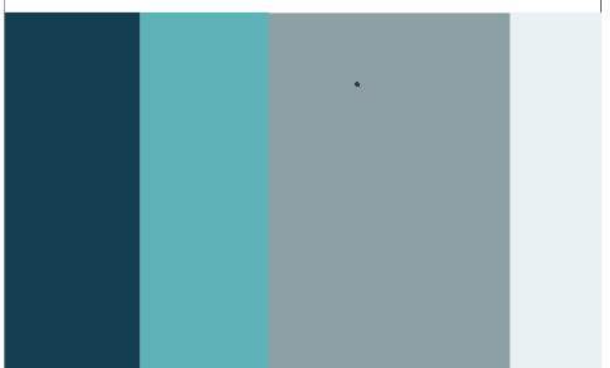
45pt Rounded Edges



DR. ANGEL'S

Health & Wellness Coaching

DR. ANGEL'S
Health & Wellness Coaching



H1 Header - Inter Regular

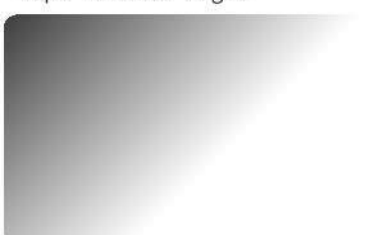
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Body - Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

White #ffffff
Accents: #163e52, #5fb3b8
#8ca0a6 #eaf1f2

15pt Rounded Edges

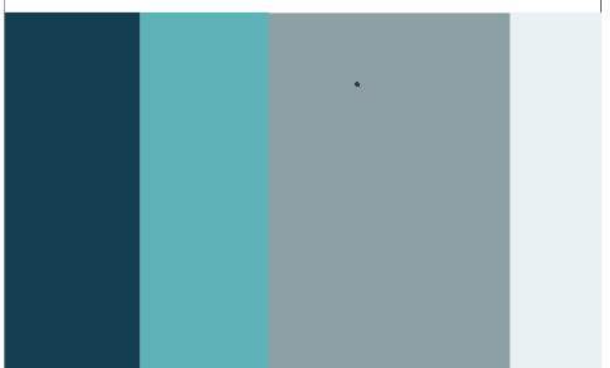


Concept 6:

Dr. Angel's

Health & Wellness Coaching

Dr. Angel's
Health & Wellness Coaching



Style Accent Header - Ciguatera

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

H1 Header - Bree Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

Body - Inter Light

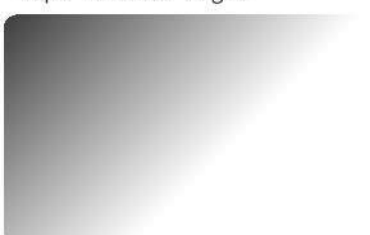
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

15pt Rounded Edges

White #ffffff

Graphite #4c4c4c, Two tone: #858484

Accents: #b98a5b, #536c3a



Concept 7:



Dr. Angel's
Health & Wellness Coaching

Dr. Angel's
Health & Wellness Coaching

H1 - Saol (Launch: https://www.schick-toikka.com/saol-text)

Body - Akzidenz Grotesk

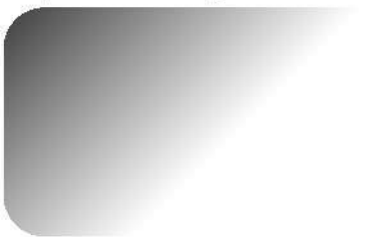
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Off White #fffbed

Rust: #c0694a

Green: #4d664e

45pt Rounded Edges



Concept 8:

Dr. Angel's

Health & Wellness Coaching

Dr. Angel's
Health & Wellness Coaching

Dr. Angel's
Health & Wellness Coaching

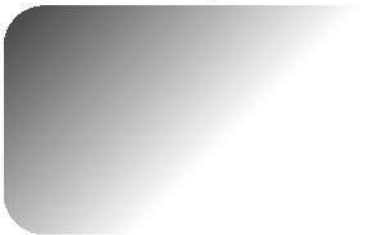
H1 Header - Montserrat M

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

H2 Header - Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

45pt Rounded Edges



Concept 9:


Dr. Angel's
Health & Wellness Coaching


Dr. Angel's
Health & Wellness Coaching

Concept 9 Updated:



Dr. Angel's

Health & Wellness Coaching

H1 Header - Montserrat M

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

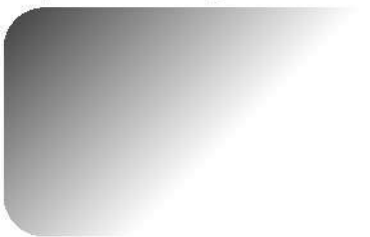
1234567890!@#$%^&*()

H2 Header - Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

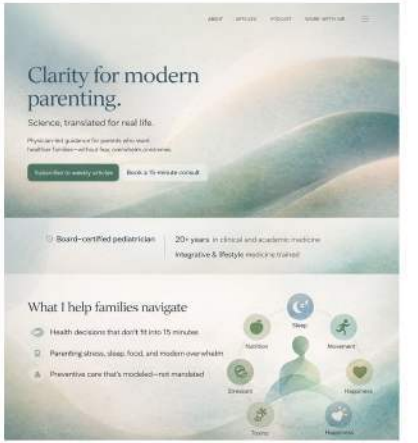
45pt Rounded Edges



Archive:

Dr Angel's

Health & Wellness Coaching



Dr. Angel

Dr. Angel