



— DR DEAN —
VAN DER WESTHUIZEN
Specialized Eye Care

BRAND GUIDE

Dr Dean van der Westhuizen Inc. · Brand Kit v2

Prepared for Barrk Marketing

Updated 14 October 2026

Specialist ophthalmologist and retinal surgeon · Lowveld Eye Institute, Mbombela

www.doctordean.co.za · [Instagram](#) · [Facebook](#) · [YouTube](#) · [LinkedIn](#) · [Google Business Profile](#)

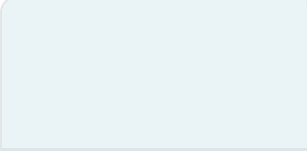
See clearly, live wild.

BRAND AT A GLANCE



— DR DEAN —
VAN DER WESTHUIZEN
Specialized Eye Care

COLOUR PALETTE

 Dark Cyan #003C4C · Primary	 Teal #006D6B · Secondary	 Sea Green #45B5A0 · Accent	 Light Mint #A4C4A0 · Support
 Near-black #1A1A1A · Text	 Ice #EAF3F5 · Soft background	 White #FFFFFF · Background	 Yellow #F4C400 · Accent only, sparingly

Yellow #F4C400. Yellow is a brand accent colour, usable across print and social, but use it sparingly and never as the primary colour. Use it for small highlights such as a thin rule, a small badge or one underlined word. Never a background, large text or the dominant colour, and never yellow text on white.

TYPOGRAPHY

HEADINGS

CINZEL BOLD

BODY AND UI

Raleway Regular / Medium

PUBLIC CONTACT DETAILS

Rooms 013 497 2525 · Practice WhatsApp 066 528 9696 · info@doctordean.co.za · www.doctordean.co.za
Lowveld Eye Institute, Suite 4, 14 Midnight Street, Orchards View Ext 2, Mbombela, 1200

Use only these public details. Personal mobile numbers and personal email addresses are deliberately excluded from this guide.

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WHAT CHANGED (V2, UPDATED 14 OCTOBER 2026)

- **Address confirmed by Dean:** Lowveld Eye Institute, Suite 4, 14 Midnight Street, Orchards View Ext 2, Mbombela, 1200. Use it on print and everything else. All other versions are now marked outdated (Section 4.2).
- **Instagram confirmed by Dean:** @eyedoctordean. "eye.dr.dean" has been removed.
- **Yellow (updated by Dean, 14 October 2026):** Yellow is a brand accent colour, usable across print and social, but use it sparingly and never as the primary colour. Use it for small highlights only, never as a dominant colour (Section 6.5).
- **Photos:** Justine may use practice photos, portraits of Dean, building photos and Dean's wildlife and lifestyle photos. A starter set of 20 approved-type photos is in this kit's **photos/** folder (Section 10.6).
- **Teammate knowledge merged:** social formats (1080 x 1350 default), the "no URLs on social graphics" rule, logo size on social, QR spec, hashtag placement, hooks, post types, compliance and workflow (Sections 8, 9 and 12).

1. HOW TO USE THIS FILE (NOTE TO THE AI ASSISTANT)

You are helping Justine create on-brand material for **Dr Dean van der Westhuizen Inc.**, a specialist eye surgery practice in Mbombela (Nelspruit), South Africa. You start with no other context. This file is the whole brief.

1. **Read the whole file before you design or write anything.** It is the single source of truth for names, colours, fonts, logos, voice, contacts and links.
2. **Never invent a value.** Use only the hex codes, font names, URLs, phone numbers, handles and video links in this file. If you need something that isn't here (a CMYK value, a Pantone, a new logo file, a video), say so and ask Justine. Don't guess. Never construct or "tidy up" an asset URL: the filenames are irregular on purpose, so copy them exactly.
3. **Everything you make is a draft for Dr Dean's sign-off.** Nothing gets printed, published or sent until Dean approves it.
4. **Entity:** the default brand is Dr Dean van der Westhuizen Inc. Don't produce Lowveld Eye Institute (LEI) branded work from this file (see Section 3).
5. **Hard rules (no exceptions):**
 - South African English (colour, centre, specialised, oedema). Dates as DD Month YYYY (09 October 2026). Currency in ZAR (R). Times as 08:00.
 - **No em dashes or en dashes** in any copy. Use commas, colons or short sentences.
 - **Yellow #F4C400 is an accent, not a lead colour.** Yellow is a brand accent colour, usable across print and social, but use it sparingly and never as the primary colour. Use it for small highlights (a thin rule, a badge, one underlined word), never as a background, large text or dominant colour (Section 6.5).
 - **No web links or URLs printed on social graphics** (they aren't clickable). Use a QR code plus "Scan the QR code, or tap the link in our caption or bio". Links go in captions, first comments and link stickers.
 - **No AI-generated people and no AI-generated images of the practice, staff or facility.** Use real practice photos (Section 10.6) or a clean branded flat design.
 - No outcome promises ("perfect vision", "guaranteed", "risk-free"), no discount or salesy language, no fear tactics.
 - No patient names, faces, stories, photos or before-and-after images. Clinical photos from the Casebook newsletter are **not** brand assets.
 - Dr Dean's personal mobile number is **REDACTED** printed or published (Section 4.4 is internal only).
 - The tagline "See clearly, live wild." is for marketing only. Never use it on clinical letters, invoices or formal legal documents.
6. When a request conflicts with these rules, the rules win. Explain why in one line and offer a compliant alternative. **If two sources ever disagree, this order wins:** (1) Dean's direct answers and corrections; (2) the social visual language (house style, 19 September 2026); (3) the brand and social rulebook; (4) worked examples, which are patterns, not rules. This file already applies that order.
7. For a quick start, use the Quick reference card at the end of Section 2.

2. BRAND AT A GLANCE

Legal / formal name	Dr Dean van der Westhuizen Inc.
Patient-facing name	Dr Dean van der Westhuizen
Informal / marketing name	Dr Dean
Logo lockup text	DR DEAN / VAN DER WESTHUIZEN / Specialized Eye Care (official artwork, US spelling "Specialized" is part of the logo; don't alter it, but write "specialised" in body copy)
Who	Specialist ophthalmologist and retinal surgeon. Focus on cataract surgery (high volume) and surgical retina (retinal detachment, macular hole, epiretinal membrane, diabetic eye disease), plus comprehensive ophthalmology.
Where	Lowveld Eye Institute, Suite 4, 14 Midnight Street, Orchards View Ext 2, Mbombela, 1200 (Mpumalanga). Confirmed by Dean, 09 October 2026.
Tagline	"See clearly, live wild." (marketing only)
Mission	To provide specialised eye care with precision and compassion.
Vision	A world where clarity of vision empowers confidence, independence and quality of life.
Brand values	Precision, Integrity, Innovation, Simplicity, Empathy
Brand promise	Helping patients reclaim their vision and lifestyle through precise, modern, minimally invasive treatment.
North star message	Dr Dean van der Westhuizen is the surgical eye specialist the Lowveld trusts: world-class cataract and retina surgery, delivered with professionalism, warmth and modern technology.
Audience	Adults 40 to 80 (often anxious about their eyes, often reading on a phone), their families, and referring GPs and optometrists
Region served	Mbombela/Nelspruit, White River, Hazyview, Malelane, Barberton, Lydenburg, wider Mpumalanga, Eswatini, southern Mozambique
Brand mark	A pangolin curled around an eye. South Africa's only pangolin, Temminck's ground pangolin, lives in Lowveld bushveld: "Proudly pangolin. Proudly Lowveld."
Content pillars	Surgery · Cataracts (highest-volume topic) · Retina (key differentiator) · Professionalism · Service · Technology (digital-first, paperless) · World-class facility. Every piece serves at least one.
Three-question filter	Before making anything: Which pillar does this serve? Would a patient trust the practice more after seeing it? Would Dr Dean proudly say it out loud to a patient in his rooms? If any answer is no, suggest a better angle.
Practice	8 staff (team listed in Section 10.3)
Personal flavour	Dean's own interests are fly fishing, birding, overlanding/4x4 and wildlife photography (Fujifilm, DJI). This is the "live wild" half of the tagline. Use it in warm, human, lifestyle pieces, never in clinical ones.

QUICK REFERENCE CARD

ENTITY:	Dr Dean van der Westhuizen Inc.		
TAGLINE:	"See clearly, live wild." (marketing only)		
PRIMARY:	#003C4C	Dark Cyan / navy	
SECONDARY:	#006D6B	Teal	
ACCENT:	#45B5A0	Sea Green	
SUPPORTING:	#A4C4A0	Light Mint Green	
HIGHLIGHT:	#F4C400	Yellow (brand accent for print and social; use sparingly, never the primary colour)	
TEXT:	#1A1A1A	Near-black	BACKGROUND: #FFFFFF White
HEADINGS:	Cinzel, Bold, UPPERCASE (subheads Cinzel SemiBold)		
BODY:	Raleway Regular		
EMAIL-SAFE:	Lato / Raleway with Arial fallback		
LOGO DEFAULT:	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-hor-colour-full.png		
PHONE:	013 497 2525	WHATSAPP: 066 528 9696	
EMAIL:	info@doctordean.co.za		
WEB:	www.doctordean.co.za		
SOCIAL:	@eyedoctordean (Facebook, Instagram, YouTube, LinkedIn)		
ADDRESS:	Lowveld Eye Institute, Suite 4, 14 Midnight Street, Orchards View Ext 2, Mbombela, 1200 (confirmed by Dean)		
SOCIAL SIZES:	feed 1080 x 1350 · story 1080 x 1920 · logo 124-136 px tall		
NEVER:	em dashes, yellow as a dominant colour, URLs on social graphics, outcome guarantees, testimonials, patient content, AI people/facility images, Dean's personal mobile, LEI branding, invented URLs		

3. ENTITIES AND WHEN TO USE EACH

Entity	What it is	Use it when	Don't
Dr Dean van der Westhuizen Inc. (primary)	Dean's own specialist practice. Owns www.doctordean.co.za , the @eyedoctordean channels, the pangolin logo and everything in this kit.	By default, for everything: gift cards, website, print, social, patient emails, the Casebook.	
Lowveld Retina	The retina-referral identity, for referring doctors and optometrists. Referral email: info@lowveldretina.co.za . A site at lowveldretina.co.za appears in search results.	Only on retina-referral material (for example a referral contact line on a Casebook or optometrist piece), and only when explicitly asked.	The Social Media Manager treats Lowveld Retina as a separate brand with its own channels, colours and rules , but none of its assets are in this kit. Don't invent a Lowveld Retina look, and never mix it into Inc. graphics or captions. Adding the referral email to an Inc. piece is fine.
Lowveld Eye Institute (LEI)	The hospital and facility where Dean consults and operates. Dean co-founded it and is a strategic lead. It's a separate brand with its own channels (lowveldeye.co.za), colours and rules.	Only as the location ("at Lowveld Eye Institute, Mbombela"), or when Justine explicitly asks for LEI work.	Never put Inc. assets on LEI work, or LEI branding on Inc. work. This kit has no LEI assets. Four independent ophthalmologists practise at LEI, so never imply Dean speaks for the others.

Older names you may see (outdated, don't use on new work): "Nelspruit Eye Institute" (Dean's base from 2020, which still has a legacy Google listing) and "Lowveld Eye Hospital" (used in an older patient email and staff rosters). Always write **Lowveld Eye Institute** (see Section 4.2).

4. CONTACT AND LOCATIONS

4.1 PUBLIC CONTACT DETAILS (SAFE TO PRINT AND PUBLISH)

Channel	Display	Link
Rooms phone	013 497 2525 (international +27 13 497 2525)	tel:+27134972525
Practice WhatsApp	066 528 9696	https://wa.me/27665289696
General email	info@doctordean.co.za	mailto:info@doctordean.co.za
Retina referrals (Lowveld Retina)	info@lowveldretina.co.za	mailto:info@lowveldretina.co.za
Website	www.doctordean.co.za	https://www.doctordean.co.za
Opening hours	Monday to Friday, 08:00 to 17:00	(from the live website)

Standard contact line for **print** (cards, flyers, letterheads): www.doctordean.co.za · WhatsApp 066 528 9696 · 013 497 2525

On **social graphics** the rules are stricter (Dean's corrections): no URLs as a call to action (use a QR code), and when Dean wants a single route (for example a form), leave the phone and email off the graphic too. In one campaign Dean accepted www.doctordean.co.za in the footer as **branding only**; whether that is a standing exception is an open question (Section 15).

4.2 ADDRESS: OFFICIAL VERSION (CONFIRMED BY DEAN, 09 OCTOBER 2026)

Use this, exactly, on print and everything else:

Lowveld Eye Institute, Suite 4 14 Midnight Street, Orchards View Ext 2 Mbombela, 1200

One-line form: **Lowveld Eye Institute, Suite 4, 14 Midnight Street, Orchards View Ext 2, Mbombela, 1200**

Outdated versions (don't copy them, even if you see them in older material):

Outdated version	Where it still appears	Status
14 Midnight Street, Orchard View Ext 2, Nelspruit 1200	Brand rulebook (Section 18), the Copywriter's and Social Media Manager's boilerplate	Outdated. Wrong spelling ("Orchard") and town name.
Lowveld Eye Hospital, upper ground floor, Suite 4, 14 Midnight Street, Valencia (Orchards View Ext 2), Mbombela, 1200	The GoodX new-patient welcome email; staff theatre rosters	Outdated ("Lowveld Eye Hospital", "Valencia"). The practice should update the email.
14 Midnight Street, Orchards View, Ext 2, Mbombela (no suite)	Live website footer and contact page (checked 09 October 2026)	Incomplete. Add "Lowveld Eye Institute, Suite 4" and "1200".
Anything with "Nelspruit Eye Institute"	Legacy Google listing	Outdated.

Directions wording (from the welcome email; use only for directions, never as the address): "Just behind Checkers Valley Hyper on the McDonald's side of the centre. Head past Checkers towards McDonald's and drive through to the hospital behind the centre. Park at the hospital and come up to the upper ground floor, Suite 4. There is a coffee shop at the hospital entrance."

Verified map links (Google place ID ChIJfYeIDgNJ6B4RzzPWzT7F3Xo, coordinates -25.47416, 30.99641):

- Google Maps (place): https://www.google.com/maps/search/?api=1&query=Lowveld%20Eye%20Institute%20Mbombela&query_place_id=ChIJfYeIDgNJ6B4RzzPWzT7F3Xo

- Google Maps (directions): https://www.google.com/maps/dir/?api=1&destination=Lowveld%20Eye%20Institute%20Mbombela&destination_place_id=ChIJfYeIDgNJ6B4RzzPWzT7F3Xo
- Waze: <https://waze.com/ul?ll=-25.47416,30.99641&navigate=yes>
- Short link used on the website: <https://maps.app.goo.gl/3UXL4jsmgt3cFbiMg> (resolves to the Lowveld Eye Institute listing)

4.3 NAMES AND TITLES

- Write "Dr Dean van der Westhuizen" (no full stop after Dr, lowercase "van der").
- Specialist ophthalmologist and retinal (vitreoretinal) surgeon.

4.4 INTERNAL ONLY (REDACTED FOR BARRK)

Personal mobile / personal WhatsApp intentionally omitted from this agency copy. Use practice WhatsApp 066 528 9696 and rooms 013 497 2525 only.

5. LOGO SUITE

5.1 THE MARK

The logo is a **pangolin curled around an eye**, built from angular scales in teal, sea green and mint around a dark navy pupil with a white highlight. Beside or below it sits the wordmark **DR DEAN** (with a thin rule on each side, ending in dots), **VAN DER WESTHUIZEN** in a bold serif, and **Specialized Eye Care** in widely spaced sea-green sans-serif.

5.2 VARIANTS (EXACT PUBLIC URLS, ALL HTTP 200)

Variant	File (PNG, transparent)	Pixel size	Use on
Horizontal, colour (DEFAULT)	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-hor-colour-full.png	2501 x 650	White or light backgrounds. Web headers, letterheads, gift-card backs, email headers
Horizontal, white	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-hor-white-full.png	2501 x 650	Dark Cyan #003C4C or Teal backgrounds
Horizontal, black	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-hor-black-full.png	2501 x 650	One-colour print, fax, stamps
Vertical, colour	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-vert-colour-full.png	2101 x 1500	Tall or narrow spaces: card fronts, stories, banners, signage
Vertical, white	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-vert-white-full.png	2101 x 1500	Tall layouts on dark backgrounds
Vertical, black	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-vert-black-full.png	2101 x 1500	One-colour print
Icon only (pangolin eye), colour	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-colour-icon.png	1501 x 1500	Avatars, favicons, stickers, small seals. Works on navy too.
Icon only, white	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-white-icon.png	1501 x 1500	Dark backgrounds
Icon only, black	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-black-icon.png	1501 x 1500	Mono
Wordmark only, colour	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-colour-typo.png	2501 x 700	Footers, or where the icon already appears elsewhere
Wordmark only, white	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-white-typo.png	2501 x 700	Dark backgrounds
Wordmark only, black	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-black-typo.png	2501 x 700	Mono
Triangle pattern (brand texture)	https://drdeanpublicassets.blob.core.windows.net/logos/DRDEAN-logo-colour-triangle_pattern.png	1401 x 1215	Decorative texture or corner accent (5 to 15% opacity as a background)

Every logo above also exists as a **JPG** (same name, **.jpg**, 2501 x 1500, on a solid background, no transparency). Use PNG for all digital work. Use JPG only where a solid background is actually wanted. The full list is in Section 10.1.

Every Inc. graphic carries the logo lockup. Never invent a new mark.

Navy-panel lockup used in posted social graphics: on a Dark Cyan #003C4C panel, the colour horizontal logo's navy wordmark disappears. The practice's social builds pair the **colour pangolin icon** (**DRDEAN-logo-colour-**

icon.png) with the **white wordmark** (DRDEAN-logo-white-typo.png) in the same proportions as the official horizontal lockup. The other option is the all-white horizontal logo. Don't redraw or recolour either file.

Editable vector masters (AI, EPS, PDF, SVG): OneDrive > Co-work > DrDean logo, with subfolders hor, vert, icon and typo, each holding png, jpg and vector. Folder: https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/DrDean%20logo (requires Dean's Microsoft login). Ask Dean for the vector files when a printer needs them.

Local copies: this kit's **Logos/** folder holds all 12 PNG and 12 JPG logo files, the triangle pattern and its 3 corner pieces, downloaded from the URLs above on 09 October 2026. **icons/** holds the v2 contact and social icons.

5.3 CHOOSING THE RIGHT LOGO

1. **What is the background?** White or Light Mint: colour (or black). Dark Cyan, Teal or Sea Green: white.
2. **Wide or tall space?** Wide: horizontal. Tall or narrow: vertical.
3. **Is the name already visible nearby?** Yes: icon only is fine. No: always use a full variant.

5.4 CLEAR SPACE, SIZE AND PLACEMENT

- **Clear space:** keep a safe zone equal to **50% of the icon's width** on all sides (from the OneDrive branding protocol). Nothing (text, image edges, other logos) enters it.
- **Placement:** top left on websites and digital layouts; **top centre for formal print** (branding protocol). Posted social finals put the logo at the top (left or centred) or in the footer.
- **Sizes in real use, for reference:** email header 200 to 240 px wide (horizontal colour, default 220 px); **social graphics at 1080 px wide: horizontal logo 124 to 136 px tall, never smaller** (Dean asked for logos on slides to be enlarged); website header 44 px tall on desktop and 34 px on mobile (Casebook web build).
- **Minimum size:** the brand guide only shows the logo at 100%, 70% and 50% scale to prove it stays legible. It gives **no absolute minimum** in mm or px (see Open questions). Until Dean confirms one, don't go below the email size on screen. In print, keep "Specialized Eye Care" clearly readable, or switch to the icon only.

5.5 BACKGROUNDS

- Approved: White, Dark Cyan #003C4C, Sea Green #45B5A0 (white logo), Light Mint #A4C4A0 (colour or black logo). Clean, solid backgrounds only.
- On photos: only over a calm, plain area or a solid navy or teal overlay panel. Never over a busy image.

5.6 MISUSE (DON'T)

- Don't alter proportions, colours or design elements, or redraw the pangolin.
- Don't add shadows, gradients, outlines, glows or other effects.
- Don't stretch, squash or rotate.
- Don't put the logo on busy or cluttered backgrounds.
- Don't change or retype the wordmark font, and don't "correct" "Specialized" in the artwork.
- Don't use the white variant on light backgrounds.
- Don't use JPGs for digital work (they have no transparency).
- Don't construct a URL from a logo name. Copy it exactly (for example "hor" not "horizontal", "colour" not "color").

Note: the 2025 brand guide PDF contains leftover text from a design template ("vibrant purple and energetic orange", "removing the robot face", "server and storage solutions", "creative and youthful").

Ignore those lines. They aren't part of this brand.

6. COLOUR PALETTE

6.1 CORE PALETTE (FROM THE BRAND GUIDE, RULEBOOK AND POSTED FINALS)

Name	Hex	RGB	Role
Dark Cyan (navy)	#003C4C	0, 60, 76	Primary. Headlines, hero backgrounds, nav bars, strong panels, logo wordmark on light.
Teal	#006D6B	0, 109, 107	Secondary. Subheadings, panels, dividers, links, buttons, borders.
Sea Green	#45B5A0	69, 181, 160	Accent. Highlights, rings, swooshes, badges, icons, CTA accents.
Light Mint Green	#A4C4A0	164, 196, 160	Supporting. Soft bars, section fills, cards, card borders.
Yellow	#F4C400	244, 196, 0	Brand accent colour (Dean, 14 October 2026). Yellow is a brand accent colour, usable across print and social, but use it sparingly and never as the primary colour. Small highlights only, ideally one accent per design. Never a background, large text or the dominant colour.
White	#FFF FFF	255, 255, 255	Default canvas; text on dark.
Near-black	#1A1A1A	26, 26, 26	Body text on white.

6.2 EXTENDED TINTS USED IN CURRENT BUILDS (DIGITAL)

Name	Hex	Where
Deep navy	#002632	Casebook footer, gradient end
Ice tint	#EAF3F5	Casebook and web soft backgrounds
Page grey	#F4F7F8	Web page background
Rule grey	#DFE4E6	Hairlines and dividers (web)
Muted text	#4A5358	Secondary text (web, Casebook). The rulebook also lists #4A4A4A as muted text.
Email page tint	#f5f8f8	GoodX email page background
Email soft panel	#edf6f5	Email alternate rows, panels, contact block
Email callout fill	#fffdff	Pale fill behind the single gold callout in emails

6.3 PREFERRED COMBINATIONS (IN ORDER)

1. **Dark Cyan background, white text.** Bold, high impact: covers, heroes, headers, gift-card fronts.
2. **White background, Dark Cyan headings, Near-black body.** Clean and professional: documents, card backs, web pages.
3. **Light Mint background, Dark Cyan text.** Soft and approachable: patient cards and notes.

6.4 ACCESSIBLE PAIRINGS (WCAG CONTRAST, CALCULATED FROM THE HEX VALUES)

Text on background	Ratio	Verdict
White on Dark Cyan #003C4C	12.0 : 1	Excellent, any size
Dark Cyan on White	12.0 : 1	Excellent, any size
Near-black #1A1A1A on White	17.4 : 1	Excellent, body text
Dark Cyan on Ice #EAF3F5	10.7 : 1	Excellent
Near-black on Light Mint	9.1 : 1	Excellent
Dark Cyan on Light Mint	6.3 : 1	Good, body text OK
White on Teal #006D6B	6.2 : 1	Good, body text OK
Teal on White	6.2 : 1	Good, links and subheads
Dark Cyan on Sea Green	4.8 : 1	OK for body; better for large text
Sea Green on Dark Cyan	4.8 : 1	OK; best for large accents
White on Sea Green #45B5A0	2.5 : 1	Fails. Large display words or logos only, never body text
Sea Green on White	2.5 : 1	Fails for text. Use for shapes and lines, not words
White on Light Mint / Mint on White	1.9 : 1	Fails. Never use for text

The audience is 40 to 80, so prefer the top half of this table and generous type sizes.

6.5 CHANNEL RULES

- **Yellow, all channels (updated by Dean, 14 October 2026):** Yellow is a brand accent colour, usable across print and social, but use it sparingly and never as the primary colour. This replaces the earlier no-yellow-on-social rule (19 September 2026).
- **Social (Instagram, Facebook, LinkedIn, YouTube thumbnails, Google Business Profile):** navy, teal, sea green, mint and white do the main work. Yellow may appear as one small highlight (a thin rule, a small badge or star, one underlined word), never as a background, large text or the dominant colour.
- **GoodX patient emails:** gold #F4C400 appears only in the single callout's left border, the urgent-panel heading and the footer rule. Nowhere else.
- **The Casebook newsletter:** yellow only as a small highlight, if at all; never dominant.
- **Print (gift cards, flyers, other printed items): yellow #F4C400 is a small accent** (Dean, 09 and 14 October 2026). Good uses: a thin rule, a small badge or star, an underline under one word, a fine border. Keep it to one accent per side, never a background, never large text, and never yellow text on white (it fails contrast). Navy, teal, sea green and mint still do the main work.
- A printed design can be posted on social as is, as long as the yellow stays a small accent.
- **Print colour values:** the sources give **hex only**. No CMYK or Pantone values have been defined (see Open questions). Ask the printer for a proof and match it to the hex values on screen.

6.6 COLOURS YOU MAY NOTICE BUT SHOULD NOT USE

- The live website's sticky social bar uses #025963, #3ab29c, #86baa0 and #062335. The logo PNG artwork samples close to #052334, #35B29D, #87BAA0 and #095B58. These are near-matches from export or theme settings, **not** the brand palette. Always design with the hex values in 6.1.

7. TYPOGRAPHY

7.1 BRAND FONTS

Role	Font	Style	Notes
Headline	Cinzel	Bold, UPPERCASE	Titles, hero lines, card headlines. Short lines only. Cinzel is an all-caps display serif, so never set body text or long multi-line headings in it.
Subheadline	Cinzel	SemiBold (600)	Section headings, card headers
Body copy	Raleway	Regular (400)	All paragraphs
UI / digital	Raleway	Regular or Medium (500)	Buttons, labels, nav, forms
Inline emphasis	Raleway	SemiBold or Bold	Sparingly
Small caps labels / eyebrows	Raleway	Bold, uppercase, letter-spaced (about 0.14 to 0.16em)	As used in Casebook web straps and tags

Where to get them (free, open licence, Google Fonts):

- Cinzel: <https://fonts.google.com/specimen/Cinzel>
- Raleway: <https://fonts.google.com/specimen/Raleway>

Web embed (from the rulebook and Casebook builds):

```
<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?family=Cinzel:wght@400;600;700&family=Raleway:wght@300;400;500;600;700&display=swap" rel="stylesheet">
```

CSS tokens (rulebook):

```
:root {
  --color-primary: #003C4C;
  --color-secondary: #006D6B;
  --color-accent: #45B5A0;
  --color-mint: #A4C4A0;
  --color-yellow: #F4C400; /* brand accent, print and social; sparingly, never primary */
  --color-white: #FFFFFF;
  --color-text: #1A1A1A;
  --color-text-muted: #4A4A4A;
  --font-heading: 'Cinzel', serif;
  --font-body: 'Raleway', sans-serif;
  --radius: 8px;
  --shadow: 0 2px 12px rgba(0, 60, 76, 0.10);
}
```

Fallback stacks used in the Casebook web build: headings `'Cinzel', Georgia, 'Times New Roman', serif`; body `'Raleway', 'Segoe UI', Arial, Helvetica, sans-serif`.

7.2 EMAIL-SAFE FONTS (GOODX AND MAILCHIMP)

Email clients can't load web fonts reliably, so most patients see Arial. The approved email style is:

- Body: Lato, Arial, sans-serif, 10.5pt, line-height 1.6, colour #003C4C
- Section headings: Raleway, Arial, sans-serif, 9.5pt, bold, uppercase, letter-spacing 0.8px, colour #006D6B, with a #45B5A0 bottom border
- Title: Raleway, Arial, sans-serif, 16pt bold
- **Don't add Cinzel or font imports to GoodX emails.** (The Casebook email does load Cinzel and Raleway, with fallbacks.)
- Lato: <https://fonts.google.com/specimen/Lato>

7.3 PRINT

- Use Cinzel (headlines) and Raleway (body), embedded or outlined in the print PDF.
- Minimum body size for this audience: keep text comfortably large. Posted finals use very large Cinzel headlines with short Raleway sublines.
- The Casebook email footer uses a script face, "Happynicth" (fallback Segoe Script / Brush Script MT), for the mint tagline line. This font isn't in the brand guide and its source is unknown, so don't use it unless Dean confirms (see Open questions).

7.4 NOTES ON THE LIVE WEBSITE

The live WordPress site (Enfold theme) loads **Raleway** from Google Fonts (snapshot 04 October 2026). Its headings are uppercase. Cinzel was **not** loaded on the homepage in that snapshot, and the 2025 brand guide's "website" page loosely says "sans-serif headings". The rulebook, posted finals and Casebook all use Cinzel for headings, so **Cinzel headings are the house standard** for new work (see Open questions about aligning the site).

8. DESIGN AESTHETIC

8.1 OVERALL FEEL

Clean, professional, modern and timeless. Calm and reassuring rather than flashy. Generous white space, large legible type, one idea per piece. Avoid trend-chasing aesthetics.

8.2 SIGNATURE MOTIFS (FROM SHAREPOINT POSTED FINAL SOCIAL GRAPHICS)

- **Curved, circular and layered wave shapes:** photos sit in curved, circular or wave-cut frames, with teal, navy and sea-green bands sweeping across the layout.
- **Pangolin logo lockup** on every piece (top or footer).
- **Faint scale or triangle texture** (pangolin scales or the triangle pattern at low opacity) in a corner.
- **Contact strip** with small icons, bottom left or in a rounded navy panel.
- Large bold navy or white **Cinzel headline**, often a question ("WHAT IS A CATARACT?", "CAN CATARACT COME BACK?"), with a teal or white subline.

8.3 THREE PROVEN LAYOUTS

1. **White and photo crop (education):** white canvas; logo and practice name at the top; bold navy Cinzel headline; teal subhead; a large eye or lifestyle photo in a curved or circular frame on one side; faint scale motif; contacts bottom left with icons.
2. **Teal or navy flat panel:** mostly teal or navy field; circular photo inset; white Cinzel headline; logo and contact strip.
3. **Photo and overlay:** teal-tinted full-bleed photo; centred logo; large serif question; rounded navy contact panel.

Always include: the pangolin logo lockup, the practice name as on the posted finals, curved, circular or layered wave shapes, and the brand palette only. **Not house style:** generic flat dark-cyan panels with Cinzel only, no pangolin logo and no curved photo crop (early Canva drafts were off-brand).

Formats (Social Media Manager, October 2026; this supersedes the older 1080 x 1080 default):

Format	Size	Notes
Feed post (Instagram, Facebook, LinkedIn)	1080 x 1350 portrait	Current default
Feed square	1080 x 1080	Legacy; only if asked
Carousel	1080 x 1350 per slide, 3 to 10 slides (default 5 to 7)	Slide 1: hook of about 8 words. Middle slides: about 15 words each. Last slide: CTA. One layout across all slides.
Story / WhatsApp status	1080 x 1920	Keep key content out of the top ~200 px and bottom ~250 px. Leave an empty space for the link sticker.
Reel	1080 x 1920 video	Needs Dean's separate go-ahead
Google Form header	1600 x 400	From the hiring campaign
Email divider	1080 x 16	Shown at 544 px in a 600 px email
Casebook sheet	680 px wide white card on a navy page	Radius 14 px

Worked example (Ophthalmic Assistant hiring post, October 2026, 1080 x 1350), use as a geometry guide:

- Colour horizontal logo top left (x 38, y 36), 124 px tall.

- Sea-green rounded pill ("WE'RE HIRING"): Raleway ExtraBold 30 px, uppercase, 4 px letter spacing, navy text, radius 40 px.
- Headline Cinzel ExtraBold 88 px navy; subhead Cinzel Bold 48 px teal; tick bullets Raleway SemiBold 32 px with 42 px teal circles holding white ticks.
- Photo circle about 600 px across, partly off the right edge, 10 px white border, with sea-green and teal offset rings behind it. No-photo option: an ice-filled circle with the colour pangolin icon.
- Watermark: colour pangolin icon about 500 px wide at 6% opacity, bottom left, partly off canvas.
- Bottom panel: solid navy with a curved wave top edge and a sea-green wave line above it. The QR and apply block sits **fully inside the solid navy**, never over the mint or sea-green wave, with equal padding above and below. Fact pills: mint #A4C4A0 background, navy Raleway Bold about 22 px, radius 30 px.
- Footer: globe icon plus "www.doctordean.co.za" (branding only) and "See clearly, live wild." in mint italic.

QR codes: navy #003C4C modules on white, error correction Q, 4-module quiet zone, in a white rounded square (radius 18 px, about 224 px on a feed post and 264 px on a story). Always check the QR decodes to the exact URL, including at 360 px phone width.

Phone check: preview every graphic at 360 to 400 px wide and make sure every word is readable before showing Dean. Enlarge or cut anything that isn't.

8.4 PHOTOGRAPHY AND IMAGERY

Preference order:

1. **Real practice photos** (team, facility, equipment, theatre environment, portraits of Dean). Start with the 20 photos in this kit's **photos/** folder (Section 10.6), or the SharePoint DrDean Inc > Social media > Social posts 2026 > Images or Video folders. Check every background for anything patient-identifiable (faces, names, screens with data, files, schedules, whiteboards).
2. **No image:** a clean branded flat design (strong headline on brand colours). This is the default for educational content.
3. **Generated image, last resort:** generic and atmospheric only (a Lowveld landscape, a dark road with headlight glare, reading glasses on a book). End every image prompt with: "No text, no words, no logos anywhere in the image. No identifiable faces."

Brand-guide imagery mood: high-quality, crisp **macro eye photography** with vivid detail, including wildlife eyes (the brand guide's imagery page shows close-ups of animal and human irises). This ties in naturally with Dean's wildlife photography and the "live wild" tagline.

"Live wild" lifestyle imagery (for warm, non-clinical pieces such as gift cards): Lowveld bushveld, rivers and fly fishing, birds, overlanding landscapes, wildlife (pangolin, but only with conservation sensitivity). **Dean has approved his own wildlife and lifestyle photos for Justine's use** (09 October 2026). Prefer them over stock. The originals weren't found in the folders this kit could search, so ask Dean for the folder (Section 15).

Photo do's: staff in photos must have given consent; prefer anonymised clinical detail (hands, equipment, eye macro) or approved portraits; keep text overlays minimal; clean, professional, timeless. A good example: the waiting-room photo at the new rooms (blue couches, teal feature wall, orchids, the "Dr Dean van der Westhuizen Specialized Eye Care" reception sign), checked at full size: no people, only the backs of monitors.

Never:

- Patient photos, faces, names, scans, before-and-after images, or the Casebook clinical images. These are not brand assets.
- AI-generated eye anatomy, scans, surgery or clinical diagrams (accuracy risk; these go to a human designer).

- **Any AI-generated people, and AI-generated images of the practice, staff or facility.** Real practice photos only.
- Anything resembling patients, surgery on a patient, clinical results or before-and-after images, even if AI-made.
- Photos where a patient could be in the frame (for example a person seated at the slit lamp), unless Dean confirms the person is staff or a consenting model.

8.5 ICON PACK (CONTACT AND SOCIAL, V2, ALL HTTP 200)

Teal line icons in a consistent style. Display at 32 to 40 px in contact tiles and social rows, 16 px inline beside text, and 18 to 20 px for the pin beside an address. Set the width only so proportions hold.

Icon	URL	Pair with
Website (globe)	https://drdeanpublicassets.blob.core.windows.net/socials/globe-v2.png	https://www.doctordean.co.za
Phone	https://drdeanpublicassets.blob.core.windows.net/socials/phone-v2.png	tel:+27134972525
WhatsApp	https://drdeanpublicassets.blob.core.windows.net/socials/whatsa pp-v2.png	https://wa.me/27665289696
WhatsApp inline (small)	https://drdeanpublicassets.blob.core.windows.net/socials/wa-inline-v2.png	https://wa.me/27665289696
Email	https://drdeanpublicassets.blob.core.windows.net/socials/mail-v2.png	mailto:info@doctordean.co.za
Location pin	https://drdeanpublicassets.blob.core.windows.net/socials/pin-v2.png	map links in 4.2
Facebook	https://drdeanpublicassets.blob.core.windows.net/socials/facebook-v2.png	https://www.facebook.com/eyedoctord dean
Instagram	https://drdeanpublicassets.blob.core.windows.net/socials/instagram-v2.png	https://www.instagram.com/eyedoctor dean
LinkedIn	https://drdeanpublicassets.blob.core.windows.net/socials/linkedin-v2.png	https://www.linkedin.com/in/eyedoctor dean
YouTube	https://drdeanpublicassets.blob.core.windows.net/socials/youtube-v2.png	https://www.youtube.com/@eyedoctor dean
TikTok	https://drdeanpublicassets.blob.core.windows.net/socials/tiktok-v2.png	Don't use. No TikTok profile link has been confirmed.
Divider (1080 x 16)	https://drdeanpublicassets.blob.core.windows.net/socials/drdean-divider-1080x16.png	Section divider in emails (544 px wide, alt="")

The un-suffixed icons (for example `facebook.png`) are legacy, so use them only to match an older template. The brand guide PDF's "Iconography" page shows a generic set of technology icons (chips, drones, cars) left over from the design template. **Don't use those.**

8.6 LAYOUT DO'S AND DON'TS

Do: use the brand palette only; keep large type; leave generous margins and white space; put one core message per piece; include the logo lockup; add contacts where space allows; include the tagline where space allows (marketing pieces); use rounded corners (radius about 8 to 14 px in digital); use curved photo crops.

Don't: let yellow dominate (it is a small accent only); print URLs or links on social graphics (use a QR code); add off-brand colours; make walls of text; use meme or trend formats; ship generic flat AI panels without the logo lockup

and curve language; use exclamation marks in clinical or formal contexts; use patient testimonials as a format.

9. TONE OF VOICE AND COPY RULES

9.1 CORE TONE

Professional, warm, educational, trustworthy, and occasionally light-hearted. Real: a local specialist who genuinely cares, not a generic medical advert. Confident but not arrogant; expert but accessible. The brand guide sums it up as "professional, modern and reassuring, accessible and warm, informed and empathetic, especially considering the older target demographic."

9.2 ALWAYS

- Education first, trust second, call to action third
- Short sentences, short paragraphs, plain language, and a one-line explanation for any jargon
- Active voice
- South African English; ZAR; DD Month YYYY; 08:00 times
- In emails: warm and calm, acknowledging that eye appointments and surgery can feel daunting
- Write for readers aged 40 to 80 who may be anxious and reading on a phone
- Prefer "may", "can" and "often" to absolute claims

9.3 NEVER

- Em dashes or en dashes, anywhere
- Outcome promises ("perfect vision", "risk-free", "guaranteed")
- Fearmongering; serious conditions are explained calmly
- Salesy, pushy, discount-style or promotional-first language
- More than 1 or 2 emojis on Facebook or Instagram (none, or almost none, on LinkedIn)
- Politics, religion, or comments on other practices or practitioners
- Exclamation marks in clinical or formal contexts
- Patient testimonials or review formats, unless Dean explicitly approves and signed written consent is on record
- Superlatives ("best") and invented statistics, outcomes or claims; never repeat another practice's clinical claims
- Meme or dance-trend formats

Humour: light, tasteful and self-aware. Eye puns land well. Never trivialise a condition.

9.4 TONE BY CONTENT TYPE

Content	Tone
Patient education	Warm, clear, reassuring, jargon-free
Surgical explanation	Confident, informative, calming
Urgent symptoms	Direct, calm, clear, never panic-inducing
Team or staff	Warm, human, personal
Practice milestone	Professional, proud, informative
Light-hearted	Playful, self-aware, never trivialising
LinkedIn / referrers	Authoritative, reflective, collegial
Holiday greeting	Warm, brief, human, no hard CTA

Content	Tone
Gift card / thank-you	Warm, gracious, brief; "live wild" lifestyle flavour welcome; no clinical claims

9.5 VERBATIM SAFETY LINES (NEVER EDIT OR "PUNCH UP")

- Retinal symptoms: "New flashes, new floaters, a curtain or shadow in your vision, or sudden vision loss should be assessed urgently by an eye specialist."
- Cataract outcomes: "Many patients experience significantly clearer, brighter vision after cataract surgery. Outcomes depend on the overall health of the eye."
- Public reply to a personal medical question: "Thank you for asking. For anything about your own eyes, please phone us on 013 497 2525 so we can help you properly."

9.6 EXAMPLE LINES IN BRAND VOICE (FROM THE RULEBOOK)

- Good: "Cataracts don't usually appear overnight. For many people, the change is gradual. Colours look duller, night driving becomes harder, and reading becomes more tiring."
- Good hook: "IS NIGHT DRIVING GETTING HARDER?"
- Bad (never): "Get the best cataract surgery today! Guaranteed perfect vision! Book now!"

Hook patterns (rotate; never the same one twice in a row):

1. Question: "Is night driving getting harder?"
2. Number: "5 signs your cataracts are affecting your life"
3. Myth: "No, reading in dim light does not damage your eyes"
4. Scenario: "You notice a grey shadow creeping in from the side of your vision..."
5. Contrast: "Floaters are usually harmless. Sometimes they're an emergency."
6. Direct address: "If you have diabetes, this post is for you"
7. Surprising fact: "Cataract surgery usually takes less time than making a cup of coffee"

Twelve post types: when to worry; when not to worry; condition explainer; what to expect; treatment explainer; myth versus fact; Q&A (one fully de-identified question); decision helper (optometrist or ophthalmologist?); technology or equipment (framed around patient benefit); people and practice (never patients); prevention and lifestyle (for example Lowveld sun and pterygium); light and engagement (sparingly).

Approved CTA lines (rotate them; never repeat the previous post's CTA or kind of ask):

- "Book an assessment if you are concerned about your vision."
- "Early diagnosis can make a meaningful difference."
- "If your vision is changing, don't ignore it."
- "Speak to your optometrist or eye specialist if you notice these symptoms."
- "Visit www.doctordean.co.za for more information." (captions and print only, never as a link on a social graphic)
- "Clearer vision often starts with a proper assessment."
- "You can reach us on 013 497 2525 or WhatsApp 066 528 9696."
- "We see patients from across Mpumalanga, Eswatini, and Mozambique."

Also rotate the kind of ask: book or phone, share with someone, save the post, comment a question for the Q&A series, do a self-check (Amsler grid), "don't ignore it".

On-graphic link wording (Dean's correction): feed and carousel: "Scan the QR code, or tap the link in our caption or bio." Story: "Scan the QR code or tap the link sticker below." with an empty space left for the sticker.

Hashtags (rotated so consecutive posts don't share the same set):

- **Instagram and Facebook:** about 12, in the **first comment only**, never in the caption.
- **LinkedIn:** 3 to 5, in the post itself.
- **Google Business Profile:** none (and no emojis).
- Groups to mix: Clinical #CataractSurgery #RetinalDetachment #DiabeticEyeDisease #Glaucoma #MacularHole #AMD #DryEye #Pterygium · Local #Nelspruit #Mbombela #Mpumalanga #Lowveld #Eswatini · Practice #DrDean #EyeDoctor #Ophthalmologist #EyeSurgeon · Patient #EyeHealth #VisionCare #SeeClearly #SpecialistEyeCare #EyeCheck. The brand guide also lists #drdean, and #SeeClearlyLiveWild has been used on LinkedIn.

Platform voice: Facebook: hook in the first 1 to 2 lines, can run longer, 1 to 2 emojis, gentle CTA. Instagram: shorter and punchier, CTA at the end, link in bio (captions aren't clickable). LinkedIn: first person ("As a retinal surgeon..."), minimal emojis, ends with a reflection or question, 2 to 3 pieces a month. GBP: 2 to 3 factual sentences, always with www.doctordean.co.za.

Style sample (LinkedIn, EURETINA 2026, tightened 02 October 2026; not confirmed as published):

From the Lowveld to Vienna for EURETINA 2026, in a city that helped write the textbook of ophthalmology. [...] This week I'm connecting with vitreoretinal colleagues from around the world, and bringing that thinking home to our patients and referring colleagues in Mpumalanga.

A city that shaped eye care. A meeting focused on what comes next.

Bios and about-us text: no approved bio, about-us or service blurbs exist (Copywriter, 09 October 2026). Build from the north star, mission, vision, tagline and focus areas in Section 2, or quote the live wording on www.doctordean.co.za. Don't invent credentials.

9.6A ADVERTISING AND PRIVACY RULES (PRACTICE POLICY)

Treat these as practice policy (the Copywriter notes they haven't been checked clause by clause against the HPCSA booklets):

- No testimonials, no superlatives or guarantees, no before-and-after claims or images.
- No fee comparisons, discounts, specials or inducements. No comments on other practices or practitioners.
- Never imply every patient is suitable for a procedure. No individual medical advice in public content.
- No patient-identifiable information anywhere (names, faces, stories, images, file numbers, recognisable details). Staff photos need consent.
- Recruitment material: no age, gender or race preferences, and never mention CV or application retention periods.
- Never draft public replies to complaints or negative reviews. Escalate to the practice manager and Dean.

9.7 SERVICES (OFFICIAL NAMES FROM THE WEBSITE NAVIGATION)

Cataract & Lens Replacement · Diabetic Retinopathy · Medical Retina · Surgical Retina · Pterygium · Keratoconus (Crosslinking) · Refractive Laser Screening · Cornea · Uveitis · Glaucoma Pressure Check · Emergency & Ocular Trauma · Comprehensive Eye Exam. Also offered and featured in practice material: retinal injections (intravitreal anti-VEGF), vitrectomy (retinal detachment, macular hole, epiretinal membrane, vitreomacular traction, diabetic vitrectomy, floater removal), YAG laser for posterior capsule opacity, dry eye / meibomian gland dysfunction (MGD) and dry AMD light therapy with the **Espansione Eye-light** (IPL and red-light photobiomodulation), and **PMB (Prescribed Minimum Benefits) support** for patients' medical aid queries. Online tools on the website: Ophthdraw, Gas Bubble Calculator, Refractive Surgery Screening Calculator (calc.doctordean.co.za).

10. ASSET LIBRARY

All URLs are on the practice's public Azure Blob Storage account **drdeanpublicassets**. Each URL below returned **HTTP 200** on 09 October 2026. Individual files are publicly readable; containers can't be browsed (listing is off by design), so **only use URLs listed here**. Spaces and brackets must stay URL-encoded (%20 , %28 , %29).

Base URLs: <https://drdeanpublicassets.blob.core.windows.net/logos/> · [/socials/](https://drdeanpublicassets.blob.core.windows.net/socials/) · [/profiles/](https://drdeanpublicassets.blob.core.windows.net/profiles/) · [/more/](https://drdeanpublicassets.blob.core.windows.net/more/) · [/newsletter/](https://drdeanpublicassets.blob.core.windows.net/newsletter/)

10.1 LOGOS (28 FILES)

Asset	Pixels	Size	URL
Horizontal full logo, colour (DEFAULT, light backgrounds) (PNG, transparent)	2501 x 650	125 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-hor-colour-full.png
Horizontal full logo, colour (DEFAULT, light backgrounds) (JPG, white background, no transparency)	2501 x 1500	295 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-hor-colour-full.jpg
Horizontal full logo, white (dark backgrounds) (PNG, transparent)	2501 x 650	85 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-hor-white-full.png
Horizontal full logo, white (dark backgrounds) (JPG, white background, no transparency)	2501 x 1500	214 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-hor-white-full.jpg
Horizontal full logo, black (mono print) (PNG, transparent)	2501 x 650	91 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-hor-black-full.png
Horizontal full logo, black (mono print) (JPG, white background, no transparency)	2501 x 1500	210 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-hor-black-full.jpg
Vertical (stacked) logo, colour (PNG, transparent)	2101 x 1500	150 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-vert-colour-full.png
Vertical (stacked) logo, colour (JPG, white background, no transparency)	2501 x 1500	214 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-vert-colour-full.jpg
Vertical logo, white (PNG, transparent)	2101 x 1500	110 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-vert-white-full.png
Vertical logo, white (JPG, white background, no transparency)	2501 x 1500	160 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-vert-white-full.jpg
Vertical logo, black (PNG, transparent)	2101 x 1500	118 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-vert-black-full.png
Vertical logo, black (JPG, white background, no transparency)	2501 x 1500	156 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-vert-black-full.jpg
Pangolin-eye icon only, colour (PNG, transparent)	1501 x 1500	189 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-colour-icon.png
Pangolin-eye icon only, colour (JPG, white background, no transparency)	2501 x 1500	232 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-colour-icon.jpg
Pangolin-eye icon only, white (PNG, transparent)	1501 x 1500	122 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-white-icon.png
Pangolin-eye icon only, white (JPG, white background, no transparency)	2501 x 1500	202 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-white-icon.jpg
Pangolin-eye icon only, black (PNG, transparent)	1501 x 1500	128 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-black-icon.png

Asset	Pixels	Size	URL
Pangolin-eye icon only, black (JPG, white background, no transparency)	2501 x 1500	198 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-black-icon.jpg
Wordmark only, colour (PNG, transparent)	2501 x 700	56 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-colour-typo.png
Wordmark only, colour (JPG, white background, no transparency)	2501 x 1500	203 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-colour-typo.jpg
Wordmark only, white (PNG, transparent)	2501 x 700	51 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-white-typo.png
Wordmark only, white (JPG, white background, no transparency)	2501 x 1500	148 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-white-typo.jpg
Wordmark only, black (PNG, transparent)	2501 x 700	54 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-black-typo.png
Wordmark only, black (JPG, white background, no transparency)	2501 x 1500	145 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-black-typo.jpg
Triangle pattern, full (PNG, transparent)	1401 x 1215	131 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-colour-triangle_pattern.png
Triangle pattern corner piece, top left (PNG, transparent)		129 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-colour-triangle_pattern%20%28Top%20Left%29.png
Triangle pattern corner piece, top right (PNG, transparent)		173 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-colour-triangle_pattern%20%28Top%20Right%29.png
Triangle pattern corner piece, bottom left (PNG, transparent)		141 KB	https://drdeanpublicassets.blob.core.windows.net/logos/DR-DEAN-logo-colour-triangle_pattern%20%28Bottom%20Left%29.png

10.2 CONTACT AND SOCIAL ICONS (22 FILES)

File	Status	Size	URL
globe-v2.png	current (v2)	2 KB	https://drdeanpublicassets.blob.core.windows.net/socials/globe-v2.png
globe.png	legacy, only to match old templates	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/globe.png
facebook-v2.png	current (v2)	2 KB	https://drdeanpublicassets.blob.core.windows.net/socials/facebook-v2.png
facebook.png	legacy, only to match old templates	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/facebook.png
instagram-v2.png	current (v2)	5 KB	https://drdeanpublicassets.blob.core.windows.net/socials/instagram-v2.png
instagram.png	legacy, only to match old templates	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/instagram.png
linkedin-v2.png	current (v2)	3 KB	https://drdeanpublicassets.blob.core.windows.net/socials/linkedin-v2.png
linkedin.png	legacy, only to match old templates	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/linkedin.png
youtube-v2.png	current (v2)	3 KB	https://drdeanpublicassets.blob.core.windows.net/socials/youtube-v2.png

File	Status	Size	URL
youtube.png	legacy, only to match old templates	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/youtube.png
whatsapp-v2.png	current (v2)	4 KB	https://drdeanpublicassets.blob.core.windows.net/socials/whatsapp-v2.png
whatsapp.png	legacy, only to match old templates	2 KB	https://drdeanpublicassets.blob.core.windows.net/socials/whatsapp.png
wa-inline-v2.png	current (v2)	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/wa-inline-v2.png
wa-inline.png	legacy, only to match old templates	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/wa-inline.png
mail-v2.png	current (v2)	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/mail-v2.png
mail.png	legacy, only to match old templates	0 KB	https://drdeanpublicassets.blob.core.windows.net/socials/mail.png
phone-v2.png	current (v2)	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/phone-v2.png
phone.png	legacy, only to match old templates	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/phone.png
pin-v2.png	current (v2)	2 KB	https://drdeanpublicassets.blob.core.windows.net/socials/pin-v2.png
pin.png	legacy, only to match old templates	1 KB	https://drdeanpublicassets.blob.core.windows.net/socials/pin.png
tiktok-v2.png	exists, but DO NOT USE (no TikTok link confirmed)	3 KB	https://drdeanpublicassets.blob.core.windows.net/socials/tiktok-v2.png
drdean-divider-1080x16.png	current	0 KB	https://drdeanpublicassets.blob.core.windows.net/socials/drdean-divider-1080x16.png

10.3 TEAM PORTRAITS (19 FILES)

Two styles: **TeamProfile-HD** (circular crop, teal ring, transparent; for signatures, staff cards and avatars) and **green-square** (branded green background; for team grids and social posts). The casing is inconsistent on purpose, so copy it exactly. Files are 0.2 to 1.9 MB, so show them small in emails.

Team (from the asset register): Dr Dean van der Westhuizen (Ophthalmologist); Alison du Plessis (Practice Manager / Clinical Associate); Carmi van Tonder (PA to Dr Dean); Tersia Roos (Theatre & Clinical Coordinator); Michaela da Silva (Ophthalmic Assistant); Tayla (Ophthalmic Assistant); Adelaide Marobe (Ophthalmic Assistant); Marone du Plessis (Receptionist / Billing); Martiné Truter (Receptionist). **Austin (Optometrist) has left the practice** (farewell post drafted October 2026), so don't use his portrait on new material. An ophthalmic assistant post was being advertised in October 2026, so confirm the current team with Dean before printing a team piece.

File	Size	URL
Adelaide-TeamProfile-HD.png	1.04 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Adelaide-TeamProfile-HD.png
Adelaide-green-square.png	397 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Adelaide-green-square.png
Alison-TeamProfile-HD.png	1.30 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Alison-TeamProfile-HD.png

File	Size	URL
Alison-green-square.png	758 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Alison-green-square.png
Austin-Teamsprofile-HD.png	1.54 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Austin-Teamsprofile-HD.png
Carmi-TeamProfile-HD.png	847 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Carmi-TeamProfile-HD.png
Carmi-Green-square.png	355 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Carmi-Green-square.png
Dean-TeamProfile-HD.png	1.28 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Dean-TeamProfile-HD.png
Dean-green-square.jpeg	235 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Dean-green-square.jpeg
Marone-TeamProfile-HD.png	1.45 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Marone-TeamProfile-HD.png
Marone-Green-square.png	357 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Marone-Green-square.png
Martine-TeamProfile-HD.png	1.63 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Martine-TeamProfile-HD.png
Martine-Green-square.png	446 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Martine-Green-square.png
Michaela-TeamProfile-HD.png	1.75 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Michaela-TeamProfile-HD.png
michaela-green-square.png	858 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/michaela-green-square.png
Tayla-TeamProfile-HD.png	1.53 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Tayla-TeamProfile-HD.png
Tayla-green-square.png	702 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Tayla-green-square.png
Tersia-TeamProfile-HD.png	1.91 MB	https://drdeanpublicassets.blob.core.windows.net/profiles/Tersia-TeamProfile-HD.png
Tersia-green-square.png	660 KB	https://drdeanpublicassets.blob.core.windows.net/profiles/Tersia-green-square.png

10.4 OTHER ASSETS

File	Size	URL	Note
Optometrist Referral Pad (Front).png	3.59 MB	https://drdeanpublicassets.blob.core.windows.net/more/Optometrist%20Referral%20Pad%20%28Front%29.png	Annotated aerial map (2557 x 1251) showing the route past Valley Hyper and McDonalds to Lowveld Eye Institute, with a "Dr Dean" pin. It is used in the new-patient welcome email. The filename does not describe the content, so confirm with Dean before reusing it.
mh-masthead-triangle-pattern.png	29 KB	https://drdeanpublicassets.blob.core.windows.net/newsletter/2026-macular-hole/mh-masthead-triangle-pattern.png	Casebook masthead triangle pattern (decorative brand texture, no clinical content)

The **newsletter** container holds one folder per Casebook edition (`newsletter/2026-macular-hole/` , `2026-gas-vs-oil/` , `2026-aphakia/` , `2026-pbm-amd/` , `2026-myopia/` , `2026-kaposi-eyelid/`). Apart from the masthead pattern above, those files are clinical photos, scans and teaching diagrams. **They are not brand assets, so don't use them.**

10.5 SHAREPOINT AND ONEDRIVE LINKS (DEAN'S MICROSOFT 365 LOGIN REQUIRED)

What	Link
Visual house style reference: DrDean Inc > Documents > Social media > Social posts 2026 > Images (POSTED FINAL graphics)	https://lowveldeye.sharepoint.com/sites/DrDeanInc/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FDrDeanInc%2FShared%20Documents%2FSocial%20media%2FSocial%20posts%202026%2FImages
DrDean Inc > Branding > Email Signatures (HTML) (staff HTML email signatures, desktop and mobile)	Folder within https://lowveldeye.sharepoint.com/sites/DrDeanInc/Shared%20Documents/ (path: Branding/Email Signatures (HTML))
DrDean Inc > Casebook (newsletter tracker, editions, web versions)	Folder within the same SharePoint library (path: Casebook)
Official brand guide PDF ("DrDean brand guide.pdf", 31 pages, May 2025, 75 MB)	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Attachments/DrDean%20brand%20guide.pdf
Branding Assets (Agent Guides) folder (branding.md, brand-assets.html, staff-assets.html, public URL CSVs)	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/Branding%20Assets%20(Agent%20Guides)/branding.md (and siblings)
Logo masters (AI / EPS / PDF / SVG / PNG / JPG)	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/DrDean%20logo
Social days calendar dr-dean-inc-social-days-calendar-2026-2027.xlsx (SA public holidays, greeting and eye-health awareness days, two post ideas each, lead times)	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/_layouts/15/Doc.aspx?sourcedoc=%7B73493EB1-013C-4A58-8D21-E8A24AE41895%7D&file=dr-dean-inc-social-days-calendar-2026-2027.xlsx&action=default&mobileredirect=true (copy in Dean's OneDrive; the shareable copy belongs in SharePoint DrDean Inc > Documents > Social media)
SharePoint DrDean Inc > Documents > Social media > Social posts 2026 > Planning documents (June to August 2026 content banks: cataract, retina, surgical retina, content plan)	Folder within https://lowveldeye.sharepoint.com/sites/DrDeanInc/Shared%20Documents/
Social Media Launch Plan (docx)	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/_layouts/15/Doc.aspx?sourcedoc=%7BD9CCAB25-D6CB-4CC9-B144-10F4D0829430%7D&file=Social%20Media%20Launch%20Plan.docx&action=default&mobileredirect=true

Where files go: shared practice files belong in **SharePoint, DrDean Inc Documents**, not Dean's personal OneDrive (Dean's rule).

10.6 PHOTO LIBRARY (APPROVED BY DEAN FOR JUSTINE'S USE, 09 OCTOBER 2026)

Local copies: this kit's **photos/** folder holds the 20 photos below, resized to a 2000 px long edge (JPEG, metadata stripped, about 9 MB in total). That's fine for screen and small print. For large print, download the original from the link (Dean's Microsoft or Google login required).

Source folders searched:

Folder	What's in it	Link
OneDrive > Co-work > Dean Headshots and portraits	At least 41 JPG portraits and theatre shots of Dean (Fujifilm, 2048 px; many are "Copy of" duplicates)	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/Dean%20Headshots%20and%20portraits
OneDrive > Co-work > portraits & Profiles > Staff portraits 2026	8 JPG staff headshots (teal scrubs, grey hexagon backdrop). Use the finished Azure portraits in Section 10.3 instead, and only with staff consent.	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/portraits%20%26%20Profiles/Staff%20portraits%202026/DSCF2805.jpg (folder of this file)
Google Drive (Dean's personal account) > "Of building"	47 JPGs: 42 Fujifilm photos of the building, rooms, theatre and café plus 5 DJI drone aerials	https://drive.google.com/drive/folders/1HcSxVzmYfFG7lotz1YM4UpHKNvBSJlo
Google Drive > LEI > "Photos"	Duplicates of the building set (also used for the hiring campaign)	https://drive.google.com/drive/folders/1hKwqk13vJj5oL27nMkAplVou3aOZ7QJK
OneDrive > Pictures > Screen Saver Horizontal	3 pangolin-icon wallpapers labelled "NEI" (logo artwork, not photos; use the Azure logos instead)	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Pictures/Screen%20Saver%20Horizontal/NEI%20Horizontal%201.jpg
"Dr Dean Inc photos" folder, wildlife, fly fishing, birding or overlanding photos	Not found. Searched OneDrive for "Dr Dean Inc photos", "photos", "wildlife", "fishing", "Kruger", "DSCF", "waiting room", and Google Drive by folder title. The SharePoint DrDean Inc site itself isn't searchable from this kit's connector.	Ask Dean (Section 15)

Shortlist (in photos/):

#	Local file	What it shows	Best for	Original
1	01-dean-portrait-white-arms-crossed.jpg	Dean in grey scrubs, arms crossed, smiling, plain white background (portrait)	Cut-outs, website, gift-card backs, "Meet Dr Dean"	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/Dean%20Headshots%20and%20portraits/Copy%20of%20Copy%20of%20DSCF1408.jpg
2	02-dean-portrait-dark-arms-crossed.jpg	Same pose on a dark charcoal background, dramatic light	Navy layouts, posters	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/Dean%20Headshots%20and%20portraits/Copy%20of%20Copy%20of%20DSCF1474.jpg
3	03-dean-theatre-lights-scrubs.jpg	Dean seated in theatre in grey scrubs and teal cap, two surgical lights glowing behind (landscape)	Surgery and facility pillars, banners	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/Dean%20Headshots%20and%20portraits/Copy%20of%20Copy%20of%20DSCF1159.JPG
4	04-dean-theatre-lights-gown.jpg	Dean in a blue surgical gown and teal cap under theatre lights (landscape)	Surgery pieces, wide headers	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/Dean%20Headshots%20and%20portraits/Copy%20of%20Copy%20of%20DSCF1141.JPG
5	05-dean-slit-lamp-consult-room.jpg	Dean leaning on the slit lamp in his consulting room, teal wall behind	Website, about-us, warm patient pieces	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Forms/DispForm.aspx?ID=584

#	Local file	What it shows	Best for	Original
6	06-dean-seated-consult-room.jpg	Dean seated beside a slit lamp in a bright consulting room	Service and professionalism pieces	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Forms/DispForm.aspx?ID=503
7	07-dean-holding-lens.jpg	Dean holding a diagnostic lens towards the camera, headlamp on	Technology, retina examination themes	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Forms/DispForm.aspx?ID=516
8	08-dean-microscope-cap-mask.jpg	Close-up of Dean in teal cap and mask at the surgical microscope	Surgery pillar, circular crops	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/Dean%20Headshots%20and%20portraits/Copy%20of%20Copy%20of%20DSCF1121.JPG
9	09-dean-microscope-profile.jpg	Dean in profile looking through the surgical microscope	Surgery and technology	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Co-work/Dean%20Headshots%20and%20portraits/Copy%20of%20Copy%20of%20DSCF1729.jpg
10	10-dean-surgical-cap-mask-colour.jpg	Dean in a teal patterned cap and mask at the microscope, soft green background (older shoot)	Surgery, colourful layouts	https://lowveldeye-my.sharepoint.com/personal/dean_doctordean_co_za/Documents/Forms/DispForm.aspx?ID=387
11	11-building-lei-entrance-dusk.jpg	Lowveld Eye Institute glass entrance at dusk, pink sky and hills	Facility pillar, location pieces	https://drive.google.com/file/d/1xZcn-KRSY37SqF1oRXwCuR1jYVP2Pof/view?usp=drivesdk
12	12-building-lei-aerial-front.jpg	Drone view of the LEI building front and parking (DJI)	Location, "find us" pieces	https://drive.google.com/file/d/1M3B_rGptjnhTziVYugnUuwQVnb2up71w/view?usp=drivesdk
13	13-building-lei-aerial-sunset.jpg	Drone view of the building at sunset with the sun flare	Hero banners, "live wild" Lowveld feel	https://drive.google.com/file/d/1eAcqRMf4kZB5pNJ_nh2ap_qEnbLpy6h/view?usp=drivesdk
14	14-building-lei-walkway-night.jpg	Gabled buildings and lit walkway at night (portrait)	Story formats, posters	https://drive.google.com/file/d/1FTm2PsSl7HzQCdRngy6r5Wbo4mTWdgl2/view?usp=drivesdk
15	15-rooms-waiting-room-reception.jpg	Dr Dean waiting room: blue couches, teal feature wall, orchids, "Dr Dean van der Westhuizen Specialized Eye Care" reception sign. No people.	The best "our rooms" image; used in the hiring campaign	https://drive.google.com/file/d/18-J3pY72ikbbbXqYRjtZTLkmK_iVLCVr/view?usp=drivesdk
16	16-rooms-waiting-room-seating.jpg	Waiting room seating, artwork and leather couches	Service pillar	https://drive.google.com/file/d/1l8QCe5Ds81fh1XJ_NUs8whSSAzAP7MR_/view?usp=drivesdk
17	17-rooms-reception-sign.jpg	Close-up of the illuminated reception desk sign with the logo	Brand moments, gift-card fronts	https://drive.google.com/file/d/1nraYCDgG01tLuoOVQXRgYloLv_FNj8BY/view?usp=drivesdk
18	18-rooms-consulting-room.jpg	Consulting room with a live-edge wooden desk and slit lamp	Service and technology	https://drive.google.com/file/d/1e3tWPnJfTCm7T7DvZpwZoOulr8RprPW1/view?usp=drivesdk

#	Local file	What it shows	Best for	Original
19	lei-cafe-lounge.jpg	LEI coffee shop and lounge seating	Location and patient-journey pieces	https://drive.google.com/file/d/1vI-ZnouQ8pmHyz_6miU4y5WZCpGmlsKc/view?usp=drivesdk
20	lei-theatre-microscope.jpg	Empty operating theatre with the ZEISS microscope and patient chair. No people.	Surgery, technology and facility pillars	https://drive.google.com/file/d/1CkadffQEtvBxaqqU8zed-Djjgy_8dSF/view?usp=drivesdk

Notes on use:

- Photos 11 to 14, 19 and 20 show the **Lowveld Eye Institute** building and shared facilities, and the exterior carries the LEI sign. Use them as the *location* on Inc. work ("our rooms at Lowveld Eye Institute"), never as LEI-branded material, and avoid making the LEI sign the hero of an Inc. design.
- Left out on purpose: two shots with a person seated at the slit lamp (DSCF1883, DSCF1886) because she may be a patient, and a theatre shot with a draped patient (DSCF1017). Use them only if Dean confirms consent.
- Staff portraits: use the finished Azure files (Section 10.3), with staff consent, and confirm the current team first.

11. YOUTUBE VIDEO LIBRARY

- **Channel:** "Doctor Dean", handle @eyedoctordean: <https://www.youtube.com/@eyedoctordean> (channel ID UCRBsEE5wvXnKsdlvoOUiKZg, <https://www.youtube.com/channel/UCRBsEE5wvXnKsdlvoOUiKZg>)
- **Library:** 53 long-form videos and 7 Shorts (60 total). Every link was checked on 09 October 2026 (public, thumbnail present). The channel feed shows no uploads after 02 September 2026.
- **Thumbnail URL pattern:**
 - https://img.youtube.com/vi/<VIDEO_ID>/mqdefault.jpg : 320 x 180, true 16:9, always exists. **Default** for cards and emails.
 - https://img.youtube.com/vi/<VIDEO_ID>/maxresdefault.jpg : 1280 x 720, for full-width features (exists for HD uploads; check it loads).
 - Avoid [hqdefault.jpg](https://img.youtube.com/vi/<VIDEO_ID>/hqdefault.jpg) and [sddefault.jpg](https://img.youtube.com/vi/<VIDEO_ID>/sddefault.jpg), which add black bars to 16:9 videos.
- YouTube titles are quoted exactly as published (a few contain dashes). In designs, use the clean label, which follows the no-dash rule. Some topics were uploaded twice. "Preferred" marks the copy to link (it concentrates views).

11.1 LONG-FORM VIDEOS (53)

YouTube title	Clean label	Length	Topic	Preferred	Link
Amsler Grid: Early Warning Signs of Macular Problems	Using the Amsler grid at home	5:08	amd	Yes	https://www.youtube.com/watch?v=W-BotGOpHd8
Understanding Age-Related Macular Degeneration: Dr. Dean, Eye Specialist, Explains	Understanding macular degeneration	5:09	amd	Yes	https://www.youtube.com/watch?v=gUME8emKoTo
Cataracts Explained: What They Are and How They're Treated	Cataracts explained	4:35	cataract	Yes	https://www.youtube.com/watch?v=vvQotdl6MIU
What Is a Cataract? Dr. Dean Explains Causes and Treatments		4:35	cataract		https://www.youtube.com/watch?v=qEy7Hel07Xo
Chalazion Explained	Chalazion explained	3:59	chalazion	Yes	https://www.youtube.com/watch?v=pLYcG5MHDyM
Cycloplegic Refraction Explained: Understanding This Important Eye Test	Why we use dilating drops	4:50	cycloplegic	Yes	https://www.youtube.com/watch?v=e7p7YJapYJs
Diabetes and Diabetic Eye Disease	Diabetes and your eyes	5:42	diabetic_retinopathy	Yes	https://www.youtube.com/watch?v=udWfKGnLF8A
Diabetes and Your Eyes: Dr. Dean's Essential Guide		5:43	diabetic_retinopathy		https://www.youtube.com/watch?v=cZMgS7YEsdY
Diabetic Retinopathy Explained: Protecting Your Vision with Early Detection	Diabetic retinopathy explained	11:09	diabetic_retinopathy	Yes	https://www.youtube.com/watch?v=16odaRlluHI

YouTube title	Clean label	Length	Topic	Preferred	Link
Eye Health 101: Warm Compress & Lid Massage Tips from Ophthalmologist Dr. Dean	Warm compress and lid massage	5:53	dry_eye_mgd	Yes	https://www.youtube.com/watch?v=EetYz_Egw8w
Eyelid Care at Home: Warm Compress with a Rice Sock	Warm compress with a rice sock	5:53	dry_eye_mgd	Yes	https://www.youtube.com/watch?v=6HKWLr6Esow
Meibomian Gland Dysfunction Explained: Quick Eye Care Tips from Dr. Dean		4:17	dry_eye_mgd		https://www.youtube.com/watch?v=qhLIHpj66Kg
Meibomian Gland Dysfunction: Causes, Symptoms & Effective Management	Meibomian gland dysfunction explained	4:17	dry_eye_mgd	Yes	https://www.youtube.com/watch?v=SftprKNfQsc
Epiretinal Membrane — Why Straight Lines Look Wavy	Why straight lines look wavy	6:01	epiretinal_membrane	Yes	https://www.youtube.com/watch?v=RxljZgf7ZpQ
A Step-by-Step Guide to Applying Eye Ointment Correctly	How to apply eye ointment	4:40	eye_drops_ointment	Yes	https://www.youtube.com/watch?v=MbzvoDwReWs
How to Apply Eye Drops Correctly: Dr. Dean, Eye Specialist, Guides You		8:00	eye_drops_ointment		https://www.youtube.com/watch?v=xelVvQa24zc
How to Instill Eye Drops Correctly	How to put in eye drops	8:00	eye_drops_ointment	Yes	https://www.youtube.com/watch?v=qUui1xyURnA
How to Use Preservative-Free Eye Drops Correctly and Hygienically	Using preservative-free drops	5:12	eye_drops_ointment	Yes	https://www.youtube.com/watch?v=00oAlusuVvQ
What to Expect at Your Pre-Op Eye Appointment: Preparation and Insights	What to expect at your pre-op appointment	6:38	eye_drops_ointment, pre_post_op	Yes	https://www.youtube.com/watch?v=M6ZoC7FMhbQ
Eye Shield Application Made Easy		3:06	eye_shield_patch		https://www.youtube.com/watch?v=Za83MiNcvRs
How to Apply an Eye Patch and Shield: Dr. Dean, Eye Specialist, Shows You	How to apply an eye patch and shield	3:06	eye_shield_patch	Yes	https://www.youtube.com/watch?v=5fO8sdyZChk
Flashes and Floaters Explained: Dr. Dean, Eye Specialist, for Patients		5:23	floaters_flashes		https://www.youtube.com/watch?v=cb6yL_2uFDY
Flashes and Floaters: What They Mean	Flashes and floaters: what they mean	5:23	floaters_flashes	Yes	https://www.youtube.com/watch?v=GgTpT6UEoBU
Floater Removal Surgery: What You Need to Know / Dr. Dean van der Westhuizen	Floater removal surgery	6:15	floaters_flashes	Yes	https://www.youtube.com/watch?v=coqOJxpldHI
Gas vs Silicone Oil in Retinal Surgery	Gas vs silicone oil in retinal surgery	9:11	gas_silicone	Yes	https://www.youtube.com/watch?v=uu2DiaCZufY

YouTube title	Clean label	Length	Topic	Preferred	Link
Understanding Retinal Surgical Procedures	Understanding retinal surgery	6:47	general	Yes	https://www.youtube.com/watch?v=Y6yOowZkXEO
Glaucoma Explained: Causes, Symptoms, and Treatment	Glaucoma explained	6:01	glaucoma_iop	Yes	https://www.youtube.com/watch?v=WHHl5kWGyRw
Glaucoma Unveiled: Dr. Dean on the Silent Vision Thief		6:01	glaucoma_iop		https://www.youtube.com/watch?v=K7slSaCktUE
Understanding Eye Pressure (Intraocular Pressure)	Understanding eye pressure	5:48	glaucoma_iop	Yes	https://www.youtube.com/watch?v=OZ07cvcBoDI
GoodX System Explained: Modern Eye-Care Technology in Action	How our paperless system works	28:45	goodx_practice	Yes	https://www.youtube.com/watch?v=ZlWKD4ML_QU
Understanding Intravitreal Injections: A Key Treatment for Retinal Conditions	Understanding eye injections	7:00	intravitreal_injections	Yes	https://www.youtube.com/watch?v=m5iDtAXb_lk
Corneal Cross-Linking Explained	Corneal cross-linking explained	7:02	keratoconus	Yes	https://www.youtube.com/watch?v=Q7tsmLpXYw4
Keratoconus Basics: Dr. Dean, Eye Specialist, Explains for Patients		5:49	keratoconus		https://www.youtube.com/watch?v=W1sJoOoihoE
Keratoconus Explained: Understanding the Condition and Its Impact on Vision - Part 1	Keratoconus explained (part 1)	5:49	keratoconus	Yes	https://www.youtube.com/watch?v=kmLsAYzEYws
Keratoconus Treatment Options: Managing the Condition with Lenses and Surgery - Part 2	Keratoconus treatment options (part 2)	5:47	keratoconus	Yes	https://www.youtube.com/watch?v=dKu7E-rVLp8
Macula Hole Explained: Causes, Symptoms, and Diagnosis - Part 1	Macular hole explained (part 1)	5:18	macular_hole	Yes	https://www.youtube.com/watch?v=EnMU32t3ya8
Macular Hole Explained — Part 2	Macular hole explained (part 2)	6:42	macular_hole	Yes	https://www.youtube.com/watch?v=Qybly1Ymw6I
Meet Dr Dean van der Westhuizen / Ophthalmologist & Retina Surgeon / Lowveld Eye Institute	Meet Dr Dean	7:38	meet_dean, practice_brand	Yes	https://www.youtube.com/watch?v=woQFCz_7gyg
Posterior Capsule Opacity- Dr Dean explains	Posterior capsule opacity explained	5:52	pco_yag	Yes	https://www.youtube.com/watch?v=prFrTR5KyG8
How to Take a Clear Image of Your Eye: Dr. Dean, Eye Specialist, Shows You	How to take a clear photo of your eye	5:03	photo_eye	Yes	https://www.youtube.com/watch?v=n-U8nzmKSRg
Quick Guide to Photographing Your Eye: Dr. Dean, Eye Specialist		1:11	photo_eye		https://www.youtube.com/watch?v=3rib_PcyB-8

YouTube title	Clean label	Length	Topic	Preferred	Link
Chronic Medication Application Form Explained	The chronic medication form explained	2:35	pmb_chronic_med	Yes	https://www.youtube.com/watch?v=2YRkCFN4x40
Understanding PMB: Prescribed Minimum Benefits in Eye Care	Prescribed Minimum Benefits explained	3:46	pmb_chronic_med	Yes	https://www.youtube.com/watch?v=oTC4YfyHzrY
After Your Eye Surgery: What to Expect with Dr. Dean	After your eye surgery	5:29	pre_post_op	Yes	https://www.youtube.com/watch?v=CAGurIFPQvs
Before Your Eye Surgery: What to Expect with Dr. Dean	Before your eye surgery	6:38	pre_post_op	Yes	https://www.youtube.com/watch?v=zd3w3tORoWo
Post-Operative Day 1 Eye Care: What to Expect After Surgery	Day 1 after eye surgery	5:29	pre_post_op	Yes	https://www.youtube.com/watch?v=bHxsvSzB-Kk
Preparing for Retinal Surgery: Dr. Dean's Step-by-Step Guide	Preparing for retinal surgery	6:47	pre_post_op	Yes	https://www.youtube.com/watch?v=2TFAMPIPH-o
Understanding Presbyopia: Causes, Symptoms & Treatment Options	Understanding presbyopia	7:21	presbyopia	Yes	https://www.youtube.com/watch?v=sjbKACR188U
Pterygiums Uncovered: Dr. Dean's Guide to the 'Surfer's Eye'		7:08	pterygium		https://www.youtube.com/watch?v=BOvY_VLa3No
Understanding Pterygium: Causes, Symptoms & Treatment	Understanding pterygium	7:08	pterygium	Yes	https://www.youtube.com/watch?v=oyE6q_6wkl8
Retinal Detachment Surgery: What to Expect (Part 1)	Retinal detachment surgery: what to expect	9:01	retinal_detachment	Yes	https://www.youtube.com/watch?v=xfxFiGF7lro
Right to Sight – Restoring Vision Where It's Needed Most	Right to Sight	9:00	right_to_sight	Yes	https://www.youtube.com/watch?v=ecIMCKILOSo
What Is a Vitrectomy? Understanding Retinal Surgery	What is a vitrectomy?	7:37	vitrectomy	Yes	https://www.youtube.com/watch?v=d7YKngy72GI

11.2 SHORTS (7)

Title	Topic	Link
Straight lines looking wavy? Epiretinal membranes.	epiretinal_membrane	https://www.youtube.com/watch?v=dzgmUmap7m4
Flashes & Floaters: When to Get Your Eyes Checked	floaters_flashes	https://www.youtube.com/watch?v=yOUwmPtQ41s
unknown	general	https://www.youtube.com/watch?v=Vd_Eeftlw7l
We don't use the air puff test	glaucoma_iop	https://www.youtube.com/watch?v=BeSrRVv1z_k

Title	Topic	Link
OCT scan basics-Your retina, sliced by light 	oct	https://www.youtube.com/watch?v=PSDdGgISoeo
As the lights go down at Lowveld Eye Institute, there's a moment to appreciate just how privileged w	practice_brand	https://www.youtube.com/watch?v=6ePfHlkQlwM
Happy New Year from all of us at Dr Dean van der Westhuizen Inc As we step into 2026, I want to sin	practice_brand	https://www.youtube.com/watch?v=Q5fLECoCkBs

12. SOCIAL CHANNELS AND HANDLES

Platform	Handle / URL	Audience and role
Facebook	@eyedoctordean: https://www.facebook.com/eyedoctordean	Main patient channel (40 to 80, families, Lowveld community)
Instagram	@eyedoctordean: https://www.instagram.com/eyedoctordean	Visual shop window. Hashtags go in the first comment.
YouTube	@eyedoctordean ("Doctor Dean"): https://www.youtube.com/@eyedoctordean	Patient education library (Section 11)
LinkedIn	eyedoctordean (personal profile): https://www.linkedin.com/in/eyedoctordean	GPs, optometrists, colleagues. About 2 to 3 selected pieces a month.
Google Business Profile	Listing "Lowveld Eye Institute" (Maps: https://maps.app.goo.gl/3UXL4jsmgt3cFbiM9)	Local search ("eye specialist Nelspruit"). 2 to 3 factual sentences, always with www.doctordean.co.za , no hashtags or emojis.
WhatsApp (practice)	066 528 9696: https://wa.me/27665289696	Patient messaging
TikTok	Not confirmed	Don't use or display it until Dean supplies the link

Instagram: @eyedoctordean (<https://www.instagram.com/eyedoctordean>), confirmed by Dean on 09 October 2026. Ignore any older reference to "eye.dr.dean".

Google Business Profile name: the Social Media Manager lists the profile as "Dr Dean van der Westhuizen Inc.", but the Maps link on the website opens the "Lowveld Eye Institute" listing (see Section 15).

Workflow (Social Media Manager): posts are scheduled in **Publer** (workspace "Dr Dean INC", Africa/Johannesburg time) and only after Dean's explicit yes for that post. Everything is marked DRAFT until then. Lowveld Retina, YouTube and Google Business Profile accounts are left out of Publer unless asked. About one post and one carousel a week, LinkedIn 2 to 3 a month. Practice moments (theatre days, milestones, new technology, team) outrank generic awareness days.

Flagship awareness dates: Cataract Awareness Month (June), SA Eye Care Awareness Month (23 September to 18 October), World Retina Day (late September), Diabetes Awareness Month (November, World Diabetes Day 14 November). Also: AMD and Low Vision Month (February), World Glaucoma Week (March), World Sight Day (second Thursday of October). The full list is in the social days calendar (Section 10.5).

13. TEMPLATES AND EXAMPLES (THE CURRENT STYLE IN ACTION)

13.1 GOODX PATIENT EMAILS (CANONICAL PACKAGE)

- **Look:** a white card up to 600 px wide on a soft #f5f8f8 page with a 1 px #A4C4A0 border. Colour horizontal logo 220 px wide, centred, with a 3 px teal (#006D6B) rule under it. Navy (#003C4C) text, teal section headings underlined in sea green, two-column fact tables, **one** gold-edged callout for the main ask, a soft #edf6f5 contact block with four icon tiles (Call, WhatsApp, Email, Web), a socials row (v2 icons, YouTube first) on patient emails, and a gold top-border footer.
- **Rules:** inline styles only (the GoodX TinyMCE editor strips style blocks and classes), layout in tables, hosted image URLs only (never base64), explicit image widths and alt text. A contact block goes on every email. Video cards use `mqdefault` thumbnails. Subject lines are short and factual with a plain hyphen, for example "Welcome to Dr Dean van der Westhuizen Inc."
- **Gold standard example:** the new-patient welcome email (map, "Meet Dr Dean" video card, team row, socials).
- **Files (on the practice's AI workstation, not public):** `goodx-email-html-generator/` package with `SKILL.md`, `assets/components.html` (the only source of email blocks), `examples/welcome-new-patient.html`, `examples/surgery-booking.html`, `examples/sick-note.html`, plus a validator script. A PMB patient-information email follows the same style ("PMB PATIENT INFO - GoodX email.html" in Dean's OneDrive).

13.2 THE CASEBOOK (OPTOMETRIST NEWSLETTER)

- **What:** "THE CASEBOOK, A case series for referring optometrists." A case-of-the-month HTML newsletter from Dr Dean van der Westhuizen Inc. for Lowveld optometrists and eyecare professionals. It's sent through Mailchimp (by Michaela), with a web copy at doctordean.co.za/casebook/NN/.
- **Live web copy (Edition 01, refractory macular hole):** <https://doctordean.co.za/casebook/01/>. Series landing page planned at <https://www.doctordean.co.za/casebook/> (editions 02 to 06 are drafts awaiting Dean's approval).
- **Look:** navy (#003C4C) page or hero with the white horizontal logo and the triangle pattern, Cinzel wordmark "THE CASEBOOK", a mint strap line, an "Edition NN, Month YYYY" tag, a white sheet (email 600 to 680 px, radius 14 px), an eyebrow pill (for example "Surgical retina"), a Cinzel case title, a mint "basics" education card, an outcome banner (navy with sea-green left border), a "pearl / teaching point" with an accent border, a navy CTA block, and a deep-navy (#002632) footer. **Yellow only as a small highlight, never dominant.**
- **Web build tokens:** primary #003C4C, deep #002632, secondary #006D6B, accent #45B5A0, mint #A4C4A0, tint #EAF3F5, page #F4F7F8, rule #DFE4E6, text #1A1A1A, muted #4A5358; content width 760 px, wide 1120 px, radius 10 px; sticky white top bar with the logo 44 px tall; pill buttons (teal outline or solid); a navy hero with soft sea-green and mint radial glows.
- **Voice:** optometrist-facing, accurate but accessible, with one usable teaching point per edition.
- **Images:** clinical images are hosted per edition in the newsletter container. They're POPIA-controlled and **not** for any other use.

13.3 WEBSITE (WWW.DOCTORDEAN.CO.ZA)

- WordPress (Enfold theme). Title: "Ophthalmologist Nelspruit | Dr Dean | Lowveld Eye Institute". H1: "DR DEAN VAN DER WESTHUIZEN, Ophthalmologist in Nelspruit".
- **Navigation:** Home · Meet Dr Dean · About Us (Our Team) · Videos · FAQs · Services (12 service pages, listed in 9.7) · Testimonials · Blog · Tools (Ophthdraw, Gas Bubble Calculator, Refractive Surgery Screening Calculator) · Contact Us.

- **Top bar:** "+27 (0)13 497 2525 | info@doctordean.co.za | Visit Us | Open Mon-Fri 8am-5pm". Footer: phone, email, address, opening hours. A sticky side bar links to Facebook, LinkedIn, Instagram, YouTube, WhatsApp and Maps.
- **Website logo file:** <https://doctordean.co.za/wp-content/uploads/2025/08/DRDEAN-logo-500px.png> (seen in the site HTML; couldn't be header-checked from the build machine, so prefer the Azure logo URLs).
- Contact page booking note: "Please use the contact form below to make a booking request at the Lowveld Eye Institute. Please note that your booking date and time is not confirmed until we contact you directly to confirm."
- Brand-guide website rule: logo top left and consistent on every page; simple top navigation with clear labels.

13.4 SOCIAL GRAPHICS

Follow Section 8.2 and 8.3. The October 2026 hiring pack (feed post, 2-slide carousel, story, form header) is the most complete worked example; its geometry is summarised in Section 8.3. To get started, duplicate a recent POSTED FINAL from SharePoint (Section 10.5) rather than designing from scratch, and in any design-tool prompt state that yellow may be used only as a small accent, never as a fill, large text or the dominant colour.

14. READY-MADE SPECS FOR PRINT ITEMS

These are **suggested** production specs. Sizes and bleed are standard print-trade conventions, not brand-defined values. Confirm the final size and stock with Dean and the printer.

14.1 GIFT CARD / VOUCHER CARD (RECOMMENDED DEFAULT)

Spec	Value
Size options	Business-card size 90 x 50 mm (common South African trim size), or credit-card size 85.6 x 54 mm (fits a wallet)
Bleed	3 mm on every side (artwork 96 x 56 mm for 90 x 50)
Safe zone	Keep all text and logos at least 4 mm inside the trim line
Resolution	300 dpi at final size; export print PDF (PDF/X) with fonts embedded or outlined
Colour	Build in CMYK for print and match to the brand hex values via a printed proof (no official CMYK is defined)
Stock	Heavy matt or soft-touch board suits the calm, premium look

Front (hero side):

- Background: Dark Cyan #003C4C full bleed. Optionally add one teal (#006D6B) and one sea-green (#45B5A0) curved wave band along the bottom or a corner (the signature curve motif), or the triangle pattern corner piece at low opacity.
- Optional yellow accent: one thin yellow #F4C400 line above the wave band, or a small yellow star or rule beside "GIFT CARD". Keep it small. Yellow on navy reads well; never put yellow text on white.
- Logo: **vertical white** ([DRDEAN-logo-vert-white-full.png](#)) centred, or the colour pangolin icon with the white wordmark. Keep clear space of 50% of the icon width.
- Headline (optional): Cinzel Bold, uppercase, white, for example "GIFT CARD" or "THANK YOU".
- Tagline: "See clearly, live wild." in Raleway (white or mint #A4C4A0), small, under the logo.
- Alternative front: a photo in a curved crop with a navy panel holding the logo. Good choices from [photos/](#): [17-rooms-reception-sign.jpg](#), [13-building-lei-aerial-sunset.jpg](#), [15-rooms-waiting-room-reception.jpg](#), or [01-dean-portrait-white-arms-crossed.jpg](#). Once Dean supplies them, his own wildlife or landscape photos suit "live wild" cards best.

Back:

- Background: White (or Light Mint #A4C4A0 for a softer feel).
- Logo: horizontal colour ([DRDEAN-logo-hor-colour-full.png](#)) top centre (formal print placement).
- Fields in Raleway, Dark Cyan text, teal labels: To / From / Value or Treatment (if a voucher) / Card number / Valid until (DD Month YYYY).
- Contact strip at the bottom: www.doctordean.co.za · WhatsApp 066 528 9696 · 013 497 2525, with v2 icons if space allows. (Contacts are fine on print. The "no URLs" rule applies to social graphics.) Optional address line: Lowveld Eye Institute, Suite 4, 14 Midnight Street, Orchards View Ext 2, Mbombela, 1200.
- Small print (Raleway, about 6 to 7 pt, Near-black or muted #4A5358): terms such as validity and "not exchangeable for cash" (wording to be approved by Dean).
- Yellow: at most one small accent per side (see the front). No clinical claims, prices or discount language unless Dean approves.

14.2 OTHER COMMON PRINT ITEMS

Item	Size	Bleed	Logo	Colour notes
Business card	90 x 50 mm	3 mm	Front: horizontal colour on white, or horizontal white on navy. Back: icon or vertical.	Navy, white, teal accent
Greeting / thank-you card (folded)	A6 105 x 148 mm finished (A5 flat), or DL 99 x 210 mm	3 mm	Front: vertical white on navy or colour on white. Back: horizontal colour top centre with contacts.	Curved photo crop optional
Gift-card envelope or sleeve	Sized to the card (for example 95 x 60 mm for 90 x 50 cards)	Per printer	Icon only or horizontal colour	Mint or white stock with navy print
Flyer / leaflet	A5 148 x 210 mm or A4	3 mm	Horizontal colour top left or top centre	White base, navy headlines, teal subheads
Poster	A3 / A2	3 to 5 mm	Horizontal or vertical full	Large Cinzel headline, generous white space
Letterhead	A4	none (office printing) or 3 mm (litho)	Horizontal colour top centre	No tagline on clinical or formal letters

14.3 SAMPLE GIFT-CARD COPY (BRAND VOICE, FOR DEAN'S APPROVAL)

1. **"A gift to slow down and look around. See clearly, live wild."** (Back: *"With warm wishes from Dr Dean and the team."*)
2. **"Thank you for being part of our story. From all of us at Dr Dean van der Westhuizen Inc."** (Front tagline: *"See clearly, live wild."*)
3. **"Here's to the views worth seeing. With love from Dr Dean and the team."**

All three make no clinical or outcome claims, use no exclamation marks or em dashes, and keep the tagline in a marketing context.

15. OPEN QUESTIONS FOR DEAN

Answered by Dean on 09 October 2026 (now applied in this file): official address (Section 4.2); Instagram is @eyedoctordean; yellow allowed as a small accent (extended to social on 14 October 2026: usable across print and social, sparingly, never the primary colour); Justine may use practice photos, portraits, building photos and his wildlife and lifestyle photos.

Still open:

- Website in the footer of social graphics:** in the hiring campaign you accepted "www.doctordean.co.za" in the footer as branding only, even though URLs are otherwise banned from social graphics. Is that a standing exception for all social graphics, or a one-off?
- Social days calendar start date:** the calendar (`dr-dean-inc-social-days-calendar-2026-2027.xlsx`) starts on 09 October 2026 and runs to December 2027, carrying the still-running SA Eye Care Awareness Month and a reference row for World Sight Day 2026. Is 09 October 2026 the right start date?
- Wildlife and lifestyle photos:** where is the folder of your wildlife, fly-fishing, birding and overlanding photos (the "Dr Dean Inc photos" folder)? It wasn't found in OneDrive or Google Drive, and the SharePoint DrDean Inc site couldn't be searched from here. Please share the link with Justine.
- Photos with people:** DSCF1883 and DSCF1886 show a woman at the slit lamp, and DSCF1017 shows a draped patient in theatre. Are these staff or consenting models? They've been left out until you confirm.
- Old address in the GoodX welcome email:** it still says "Lowveld Eye Hospital ... Valencia". Should the practice update it (and the rulebook and the website footer) to the official address?
- Lowveld Retina identity:** is there a separate logo, palette or website brief for Lowveld Retina? None is in this kit.
- Print colour values:** are there official CMYK and Pantone equivalents for #003C4C, #006D6B, #45B5A0, #A4C4A0 and #F4C400? None are defined anywhere.
- Logo minimum size:** what is the absolute minimum width in mm (print) and px (screen) for the horizontal and vertical logos? The brand guide only shows 100%, 70% and 50% scale examples.
- Primary colour wording:** the OneDrive branding protocol calls Sea Green the "primary" and Yellow a "call to action" colour. The newer rulebook and posted finals make Dark Cyan primary. Can the older protocol be marked as superseded?
- Website fonts and colours:** the live site loads Raleway only (no Cinzel), and its sticky bar uses #025963, #3ab29c, #86baa0 and #062335 rather than the brand hex values. Should the website be aligned to Cinzel headings and the canonical palette?
- Script font:** the Casebook footer uses "Happynich" (script). Is it an approved brand font, and where do the licence and file come from?
- Gift card purpose and terms:** are the cards thank-you or greeting cards, or monetary or treatment vouchers? If vouchers, what values, validity, terms wording and numbering system? Do they meet the HPCSA advertising and inducement rules?
- Team list for print:** please confirm the current 8-person team (Austin has left; an ophthalmic assistant role was being advertised) and whether staff portraits may go on printed material.
- Google Business Profile name:** is the profile listed as "Dr Dean van der Westhuizen Inc." or as "Lowveld Eye Institute"? The two sources disagree.
- TikTok:** is there a TikTok profile? (An icon exists, but no link is confirmed.)
- Brand guide clean-up:** the 2025 brand guide PDF contains template leftovers (purple and orange colours, "robot face", "server and storage solutions", generic tech icons). Should the designer reissue a corrected version?

17. **Map image:** the welcome-email map is hosted under the filename "Optometrist Referral Pad (Front).png". Can it be reused (for example on the website or a card), and is there a properly named version?
18. **Approved bios:** there's no approved bio or about-us text. Would you like one drafted for sign-off, so Justine has a standard version?
19. **Teammate knowledge:** the Copywriter and Social Media Manager knowledge files are merged here. The other agents' conversations couldn't be read (the transcript tool wasn't available). Please flag any brand decision from those conversations that's missing.

End of brand kit. If something you need isn't in this file, ask. Don't invent it.