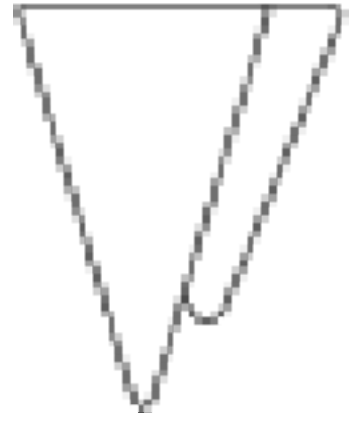# logo

Had to come up with the logo on the fly: the geometric shape
is an abstract minimalistic representation of a tooth.

light version

dark version

fonts

Montserrat & Raleway

colors

#FFFFFF	#55AFE2	#000000

I am using classic black, and white, and blue colors.
A lot of white space: to create a clean atmosphere.
The color blue is being introduced as the accent color. Blue is currently one of the most popular colors according to the latest research. This shade of blue is just bright enough to complement some sections on the website, but also quite light and pleasing on the eye (according to some researches women-since it is the target audience-prefer soft, almost pastel colors).
Overall, the layout is gender neutral, since I don't want to eliminate the business to targeting only women.

layout

Basic and simple layout.
Highlighted the unique points of the company's approach and why it is so sucessful (Personalied, Qulity, and Advanced).

I felt it is important to give some information about the doctor to make it more personalized for the audience.

I would have applied a section "Treatments" in the layout, but the information was not provided in the text.

Applied the contact info and the ability to send a message to the company.

I thought it was necessary to implement social media platfomrs (Twitter, FB, and IG) where clients can share their stories and experiences. It is a great way to build the community.

At the bottom of the page I am giving an option to subscribe for special deals, emails, and coupon. Who wouldn't like that, right? Using MailChimp Subscription Form for it.

code

I used Bottstrap as my platform.
I think one of my favourite cute features on the website is the count to number "15", which is being executes via js facts counter function.