

CHARMICARE HEALTH SERVICES

COMPASSIONATE CARE, DELIVERED TO YOUR DOOR

A brand system, copywriting and user experience design for a South African home-based healthcare provider bringing nurses, caregivers and health professionals into the homes of the people they care for.

1

BRAND SYSTEM

5

WEBSITE PAGES

10

CARE SERVICES



INDIGO, MINT AND LILAC



Indigo
#3818B0



Indigo Deep
#260F84



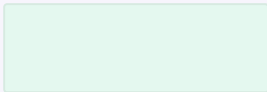
Midnight
#1B0B63



Mint
#50D898



Mint Deep
#34C07F



Mint Soft
#E4F8EF



Ink
#1B1330



Lilac
#F1EDFB

AA

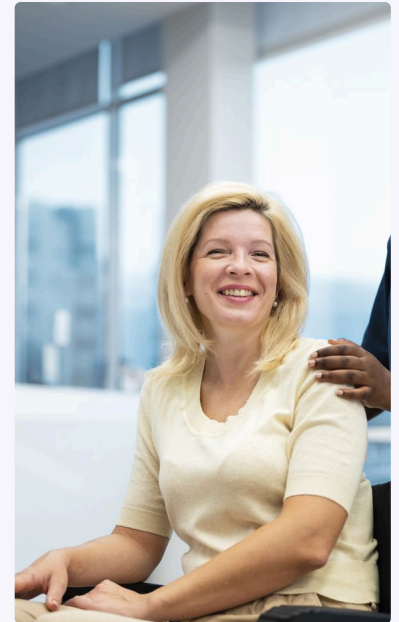
Plus Jakarta Sans

Headlines and the care promise, rounded and warm at every size.

Aa

Inter

Body copy, service detail and forms, clear for patients and their families.



02 - COPYWRITING

A PERSON, NOT A NUMBER

The copy is written for the family making a hard decision about a parent, a partner or themselves. It leads with dignity and comfort, names ten services in plain words - wound care, dementia care, drawing blood at home - and promises to listen before it plans. The voice is gentle, clinical where it counts and reassuring.

HERO HEADLINE

**Compassionate care,
delivered to your door.**

SECTION HEADLINE

**Care for every stage
of life**

BODY COPY

Every person deserves healthcare that is dependable, dignified, and delivered with genuine compassion.

PROOF LINE

Registered nurses and trained caregivers. Personalised care plans for every individual.

REASSURANCE

We'll listen first, then build the right support around your needs.

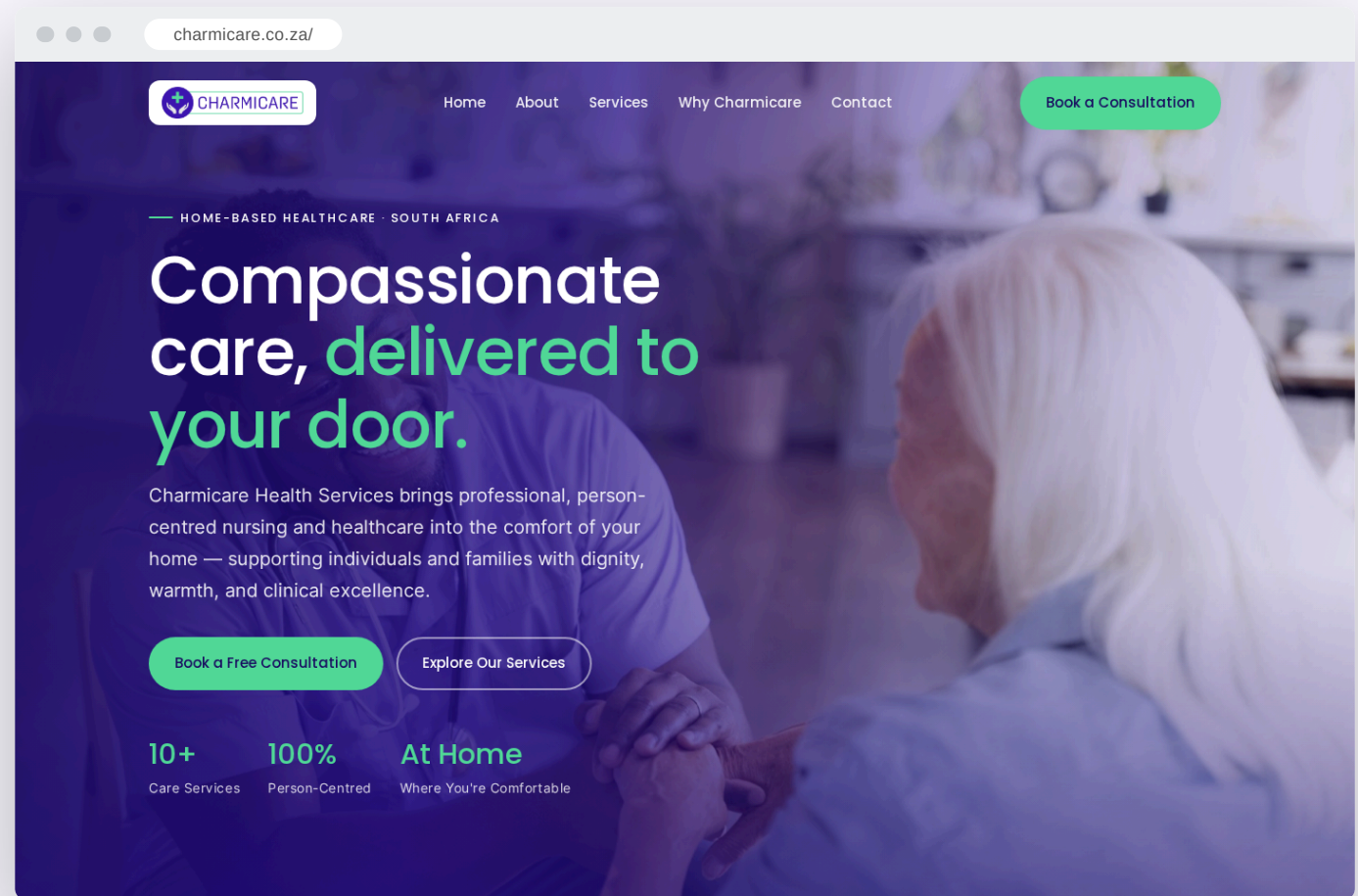
PRIMARY CALL TO ACTION

BOOK A FREE CONSULTATION

03 - USER EXPERIENCE DESIGN

COMFORT IN THE FIRST SCREEN

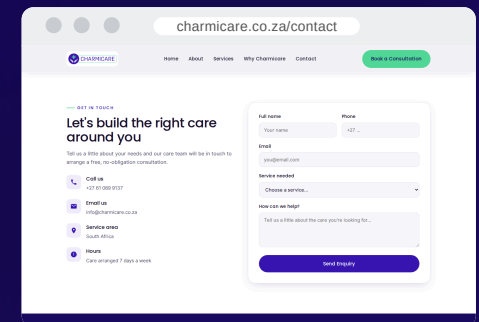
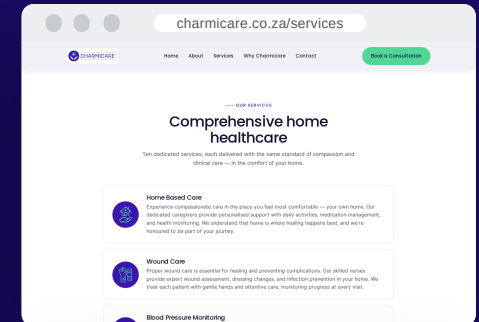
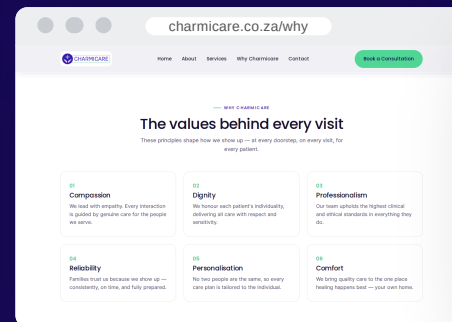
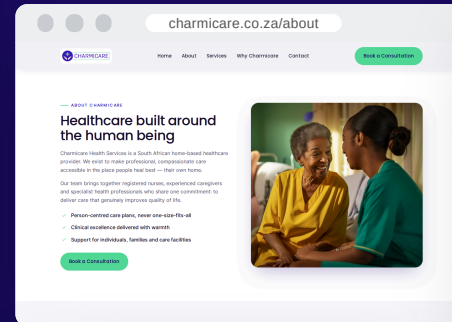
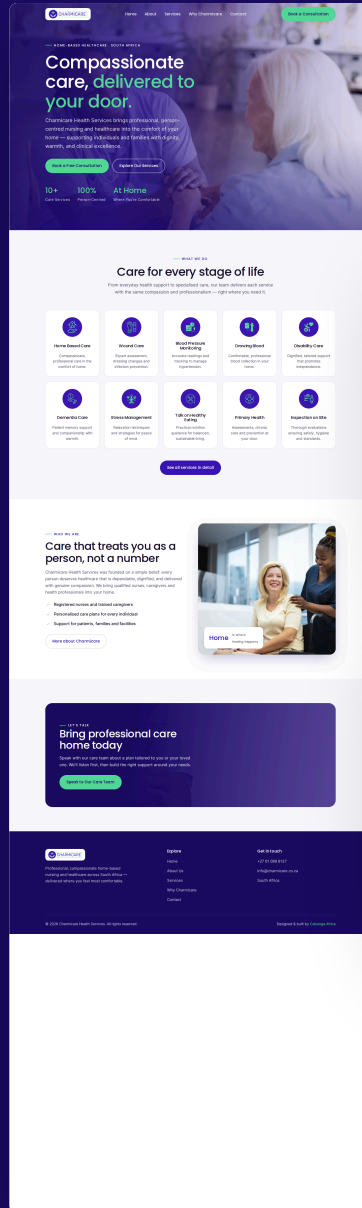
The homepage opens on indigo with a caregiver at an elderly patient's side, the promise of care at the door and three figures - ten services, person-centred, at home. A free consultation and the services sit side by side, with the consultation one tap away from every page.



03 - USER EXPERIENCE DESIGN

TEN SERVICES, FIVE DOORS

The journey runs from the home page to the story of the practice, the ten services in detail, why families choose Charmicare and a contact page built around speaking to the care team - five pages in one fast, single-file build.



COMPASSIONATE CARE, DELIVERED TO YOUR DOOR.

A brand system, copywriting and user experience design, built for Charmicare Health Services and live on the web.

[CHARMICARE.CO.ZA](https://charmicare.co.za)