

FrameMind

# SmileOS

DENTAL CLINICS

## Brand Identity Kit

Dental clinics · Logo · Icon · Variations · Guidelines

Powered by FrameMind AI Studio · v1.0 · November 2026

# Logo variations




Primary lockup — with descriptor. Use on hero areas, covers, signage.




Primary reversed — on Primary navy only.




Horizontal (no descriptor)




Stacked



Icon only




Monogram (S tile)

# Icons & app icons



Navy — default store icon



Accent mint teal



Surface tint



Colour



One-colour navy



Reversed



Outline (emboss / line art)



Favicon · 16–64 px

A tooth with a smile cut into its crown. Keep the smile centred and the roots visible — without the roots it reads as a cloud.

03 · USAGE

# Clear space & minimum size




Clear space = x, one quarter of the icon's height, on every side. Nothing — text, edges, other logos — enters this zone.




120 px / 30 mm
horizontal




80 px / 20 mm
stacked



16 px
icon / favicon

Below these sizes switch to the icon only. Descriptor lockups need at least 200 px / 50 mm width.

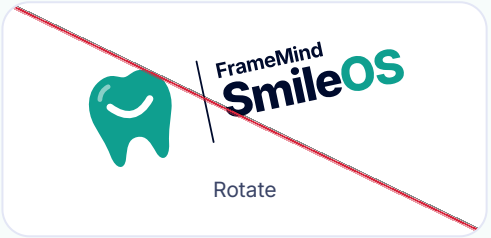
## Don’t




Stretch or squash




Recolour outside the palette




Rotate




Place on low-contrast colour

04 · SYSTEM

# Colour & typography

### Primary
**#000B2D**
RGB 0 11 45
Headlines, wordmark, dark surfaces
vs white 19.3:1 · vs navy 1.0:1

### Accent
**#0F9F8F**
RGB 15 159 143
“OS”, icon, buttons, highlights
vs white 3.3:1 · vs navy 5.9:1

### Secondary
**#93D4CD**
RGB 147 212 205
Illustration, charts, patterns
vs white 1.7:1 · vs navy 11.5:1

### Surface
**#E0F3F0**
RGB 224 243 240
Cards, chips, app-icon tile
vs white 1.2:1 · vs navy 16.8:1

### Background
**#F7FCFB**
RGB 247 252 251
Page background
vs white 1.0:1 · vs navy 18.7:1

Contrast ratios are calculated (WCAG 2.1). Body text: Primary on Background/Surface/white. Accent (3.3:1 on white) passes AA for large text (18 px bold / 24 px) and for icons, but not for small text: keep small links and labels in Primary. On Accent buttons use Primary navy text (5.9:1). Secondary and Surface are decorative only — never for text. Primary navy is shared by every FrameMind OS app. Print values (CMYK / Pantone) to be matched and proofed with your printer.

Aa

## Inter (alternate: Manrope)

**Extra Bold 800 — Headlines**
**Bold 700 — Subheadings**
Medium 500 — Body & labels
Regular 400 — Paragraphs

Inter is free (SIL OFL) and also available in Adobe Fonts. Headlines: tracking −2%. Descriptor caps: tracking +40%. “OS” is always set in Accent (white on dark).

# Taglines, patterns & usage

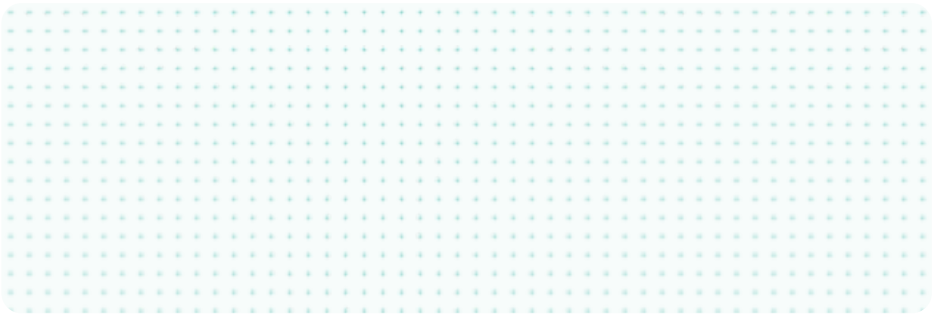
**Every tooth, every sitting, on track.**

The **dental clinic** operating system for charts, treatment plans & recalls.

**Book.**
**Chart.**
**Treat.**
**Recall.**



Wave gradient — hero and cover backgrounds



Dot grid — section and slide backgrounds

SmileOS Home Appointments Tooth chart Plans

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SmileOS