TETRI’S SMILE
LABORATORY

VISUAL IDENTITY / VERBAL IDENTITY / APPLICATIONS

Considered in every detail.

Brand guide & design package



01 NOVEMBER 2026

WORKING EDITION 1.0

One identity. Every touchpoint.

A complete working system built from the supplied navy-and-chrome reference.

This guide turns the reference into repeatable rules for design, writing and production. Use the approved asset files, follow the layout principles, and replace the marked business details before publishing.

BASIS & STATUS

The logo is a proposed vector reconstruction. The original vector master was not supplied. Strategy, service language and applications are proposed for owner review. The dental laboratory audience is an assumption drawn from the reference.

GUIDE MAP

01 Brand foundations 03-08

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Considered craft. Clear partnership.

The proposed idea at the center of Tetri’s Smile Laboratory.

PROPOSED POSITIONING

For dentists and clinic teams who value careful work and straightforward collaboration, Tetri’s Smile Laboratory brings a considered approach to detail, clarity and professional partnership.

Our ambition

Make the relationship between a clinic and its laboratory feel as considered as the work itself.

Experience principle

Every touchpoint should make the next step clear. Use precise information, useful context and a direct action.

Designed for professional relationships.

A shared identity with information tailored to each part of the clinic team.

01

Dentists & clinical leads

They need to understand the available services, the required information and the person to contact.

Provide verified service information, useful examples and a clear route to questions.

02

Practice owners & managers

They need a clear communication structure and straightforward commercial information.

Provide confirmed terms, working hours, ordering steps and escalation contacts.

03

Coordinators & support teams

They need practical instructions that reduce ambiguity when preparing and tracking work.

Provide concise checklists, reference IDs and specific next steps.

Make the promise visible.

The values should shape behavior before they become claims.

01 Care in the detail

Use deliberate spacing, exact specifications and clean handoffs.

Evidence to gather: approved examples and documented review practices.

02 Clarity in the process

State what is needed, who owns the action and what happens next.

Evidence to gather: verified intake steps, timelines and contact routes.

03 Partnership in the work

Invite questions and give constructive, specific responses.

Evidence to gather: team roles, communication practices and permissioned feedback.

Composed, precise and human.

Write with the same restraint and attention as the visual identity.

PRINCIPLE	USE LANGUAGE LIKE THIS	AVOID LANGUAGE LIKE THIS
Precise	Please confirm the requested delivery date.	We deliver perfection, every time.
Clear	We need one more detail before the request can proceed.	Your submission awaits workflow optimization.
Human	Have a question? Contact [person or team].	All queries must be directed to the relevant department.
Composed	A closer look at [verified service or process].	Revolutionary results that change everything!!!

Use sentence case in headings, active verbs in calls to action and one idea per paragraph. Specific claims need evidence. Keep guarantees, rankings and clinical outcome promises out of unverified copy.

A clear thought. A clear next step.

Keep the campaign line separate from the permanent logo.

RECOMMENDED BRAND LINE

Considered in every detail.

A statement of brand philosophy. Use on campaign covers, social introductions and presentation openers.

IDENTITY

Tetri’s Smile Laboratory

SUPPORTING THOUGHT

A thoughtful approach to dental laboratory collaboration.

USEFUL INFORMATION

[Verified service, process detail or contact]

ACTION

Start a conversation

One name, used consistently.

The supplied reference establishes a master brand, a descriptor and a laboratory designation.

MASTER BRAND

Tetri’s Smile

The name used in conversation and running text.

SUPPORTING DESCRIPTOR

Dental Solutions

A supporting phrase within the detailed identity.

BUSINESS DESIGNATION

Laboratory

The context for this brand expression.

First mention: Tetri’s Smile Laboratory

Plain-text fallback: Tetri's Smile

The complete laboratory identity.

Use this version when space allows every part of the mark to read clearly.



The symbol

A geometric T and open smile connect the name to a warm, recognizable sign.

The wordmark

A strong, compact name. The small descriptor stays secondary.

The designation

A fine divider and spaced capitals establish the laboratory context.

A responsive family of marks.

Each file has a defined use. Choose the version that remains clear at the final size.



Master brand

Brand-led covers and stationery.



Small laboratory

Headers and practical applications.



Stacked laboratory

Square spaces and centered compositions.



Small master brand

Compact name with no descriptor.



Wordmark only

Where the symbol already appears.



Symbol

Avatars, favicons and small identifiers.

Protect the space around the mark.

Use x, the thickness of the T crossbar, as the minimum clear-space unit.



x

SYMBOL: 100 × 105 UNITS



TETRI’S SMILE

LABORATORY

Keep at least 1x clear on all sides. Measure x from the symbol at the final scale. Clear space is additional to the canvas inside the asset file.

For layouts with room to breathe, use 2x. Keep headlines, page edges, photos and finishing details outside this space.

Switch the lockup as the space narrows.

Recommended starting sizes for this reconstruction. Check legibility in the final application.



Full detailed lockup

600 px / 140 mm

For large headers, covers and signage.



Small laboratory

200 px / 45 mm

For card backs, email headers and navigation.



Small master brand

160 px / 34 mm

For tight layouts where the business context is nearby.



Symbol only

24 px / 7 mm

For recognizable small identifiers. Use the supplied favicon below 24 px.

Consistency makes the mark recognizable.

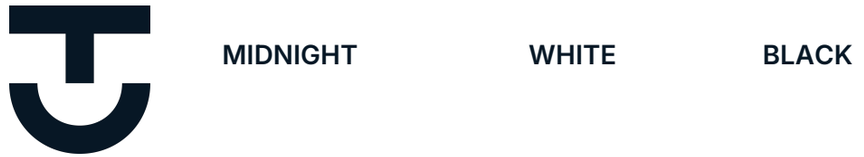
Use the supplied artwork. Scale proportionally and keep the lockup intact.

KEEP PROPORTIONS



Do not stretch the mark.

USE FLAT COLORS



Do not apply chrome effects to the logo.

MAINTAIN CONTRAST



Do not place dark artwork on dark navy.

KEEP THE LOCKUP INTACT



Do not move or resize individual parts.

Midnight, light and material.

A restrained palette with clear functional roles.

Midnight

#071725 RGB 7 / 23 / 37

Primary identity and deep backgrounds.

Navy

#153449 RGB 21 / 52 / 73

Secondary panels and tonal depth.

Chrome

#BAC6CF RGB 186 / 198 / 207

Rules, accents and decorative fields.

Pearl

#F3F5F6 RGB 243 / 245 / 246

Quiet surfaces and page backgrounds.

White

#FFFFFF RGB 255 / 255 / 255

Primary light surface and reversed type.

Steel

#536B7C RGB 83 / 107 / 124

Secondary text on light backgrounds.

Use silver as an accent. Keep text clear.

Palette pairs below are calculated for flat sRGB colors, before transparency or image backgrounds.

Aa / 0123

18.13:1 AA normal text

White on Midnight

Aa / 0123

10.42:1 AA normal text

Chrome on Midnight

Aa / 0123

16.58:1 AA normal text

Midnight on Pearl

Aa / 0123

5.58:1 AA normal text

Steel on White

Aa / 0123

5.10:1 AA normal text

Steel on Pearl

Aa / 0123

1.74:1 Decorative only

Chrome on White

For ordinary text, target at least 4.5:1. Large text (18 pt regular or 14 pt bold) uses a 3:1 minimum. Chrome on white is decorative and should not carry labels or body copy. Test text over photography against the actual image behind it.

Source: W3C WCAG 2.2, Success Criterion 1.4.3. Ratios calculated from this palette.

Technical clarity with a softer edge.

Two typefaces with distinct jobs and a shared, contemporary character.

Manrope

IDENTITY / HEADLINES / DISPLAY

Aa Bb Cc Dd Ee Ff

0123456789

Inter

BODY / CAPTIONS / INTERFACES

Clear information.

A considered rhythm.

An easy next step.

Use Manrope 600 for headlines and 700-800 for short display emphasis. Use Inter 400 for reading and 600 for labels. Use the packaged Google Fonts OFL editions and retain the included license files. The outlined logo does not require fonts.

A small, consistent type scale.

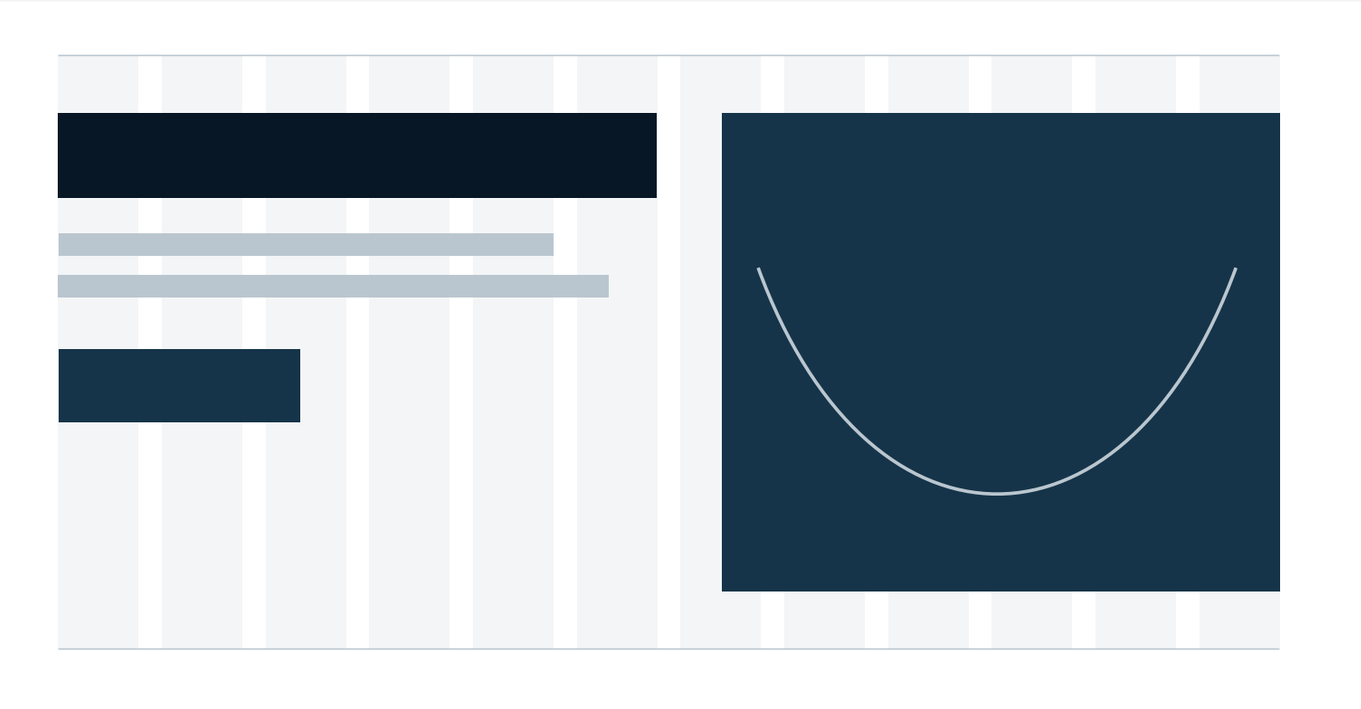
Use these digital sizes as a starting system. Scale the whole hierarchy for print and presentations.

ROLE / PX		FACE / WEIGHT	SPECIMEN
Display	64 / 70	Manrope 600	Considered detail.
H1	48 / 56	Manrope 600	A clearer conversation.
H2	32 / 40	Manrope 600	The details behind the work.
H3	24 / 32	Manrope 700	A clear next step.
Body	16 / 24	Inter 400	Write simply. State what happens next.
Caption	12 / 18	Inter 400	Supporting information stays easy to read.

Sizes are font size / line height. Sentence case is the default. Limit reading lines to about 45-75 characters. Space labels by 0.08-0.14em, use normal tracking for body text, and avoid long all-capital paragraphs.

Build on space and alignment.

An 8 px spacing rhythm keeps digital layouts coherent. Print layouts use an equivalent optical rhythm.



12 COLUMNS / 24 PX GUTTERS / 64 PX MARGINS

Desktop

Use a 12-column grid. Keep the brand, main message and action aligned to one edge.

Mobile

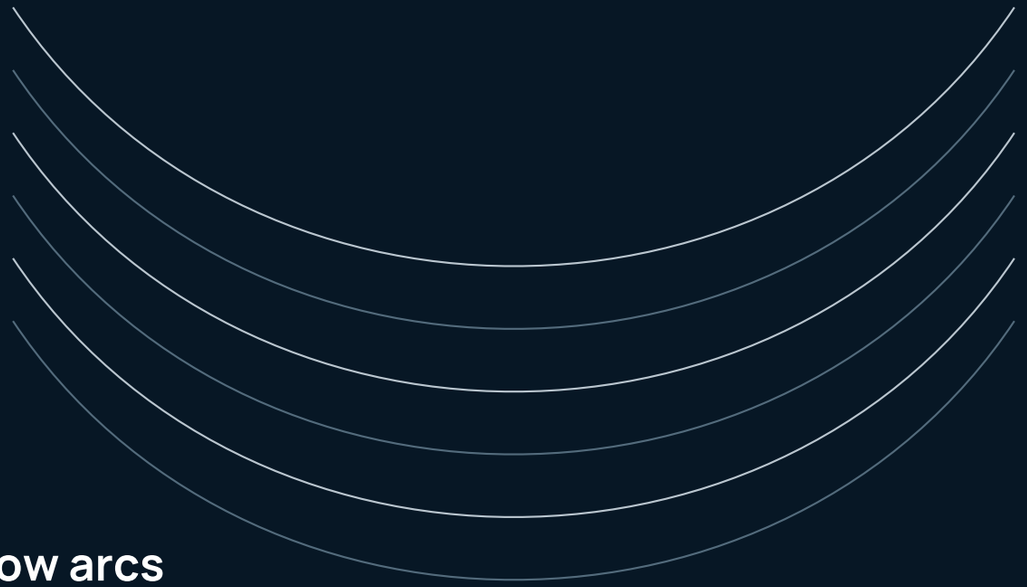
Use 4 columns and 24 px page margins. Stack content in reading order.

Spacing tokens

8, 16, 24, 32, 48, 64 and 96 px. Use larger gaps between ideas than within a group.

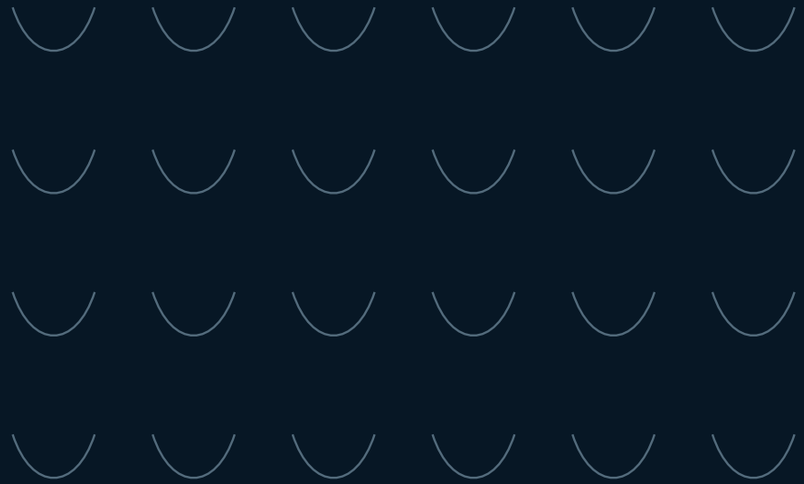
Let the smile shape the system.

Flat arcs echo the symbol. Metallic imagery supplies depth when the format needs it.



Flow arcs

Use one broad sweep or a controlled sequence. Keep strokes fine, leave generous negative space and crop with intention.



Small pattern

Use only as a quiet supporting surface. Keep the pattern away from body copy and clinical images.

Material-led. Calm. Deliberate.

Use the chrome tooth as a brand symbol, with actual work documented through authentic photography.

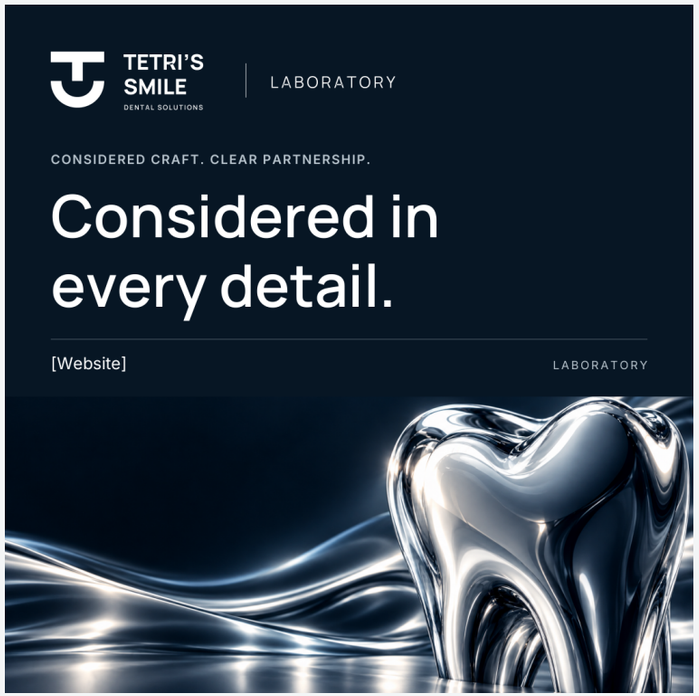


AI-GENERATED CONCEPTUAL BRAND ARTWORK

- Use midnight environments, neutral silver reflections and broad soft light.
- Keep an uncluttered area for type. One visual focal point is enough.
- Photograph real laboratory work faithfully. Preserve texture, shade and context.
- Use permissioned team and case imagery. Keep patient details in approved systems.
- Do not present the chrome sculpture as a restoration material, service proof or clinical result.

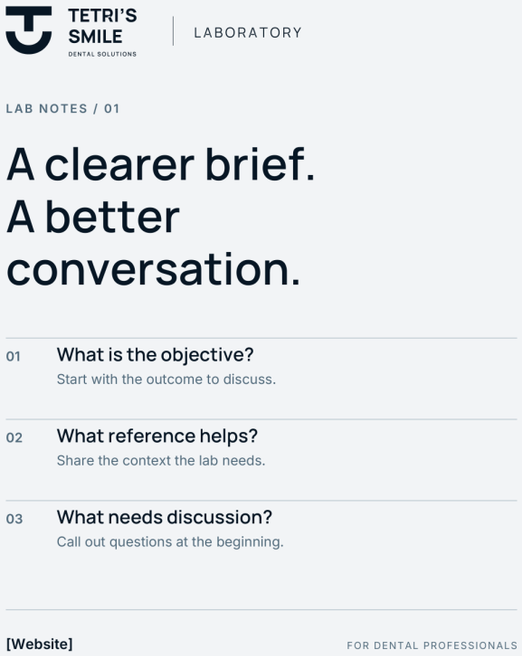
A recognizable rhythm across formats.

Use a brand statement, one useful idea or one clear invitation per post.



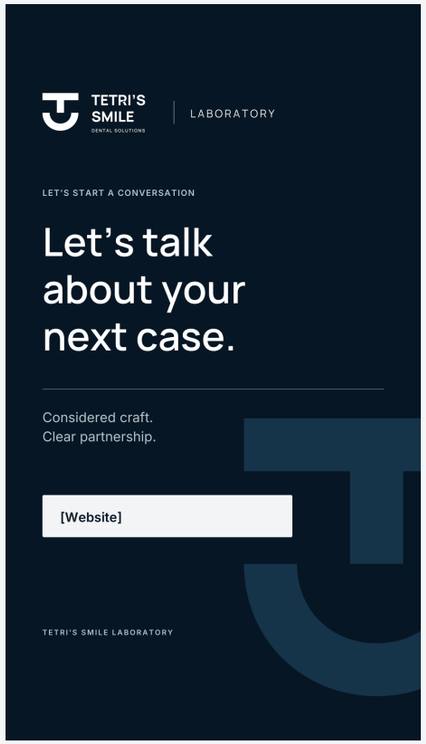
Square

1080 × 1080 / Brand introduction



Portrait

1080 × 1350 / Useful detail

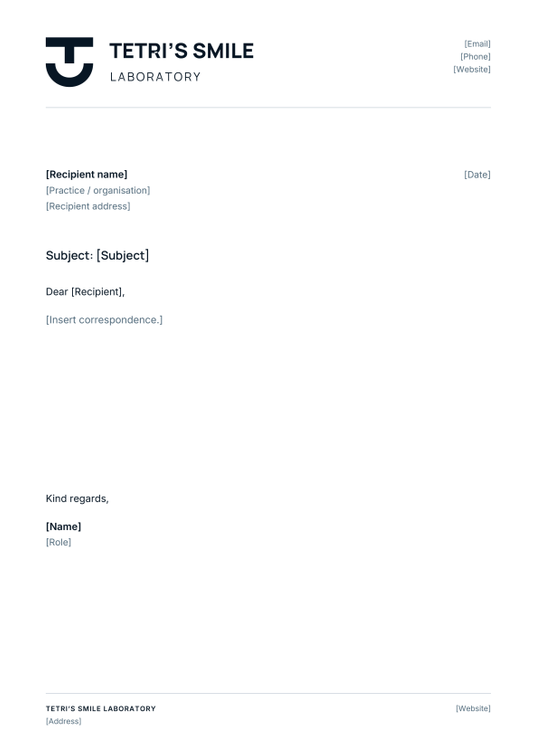


Story

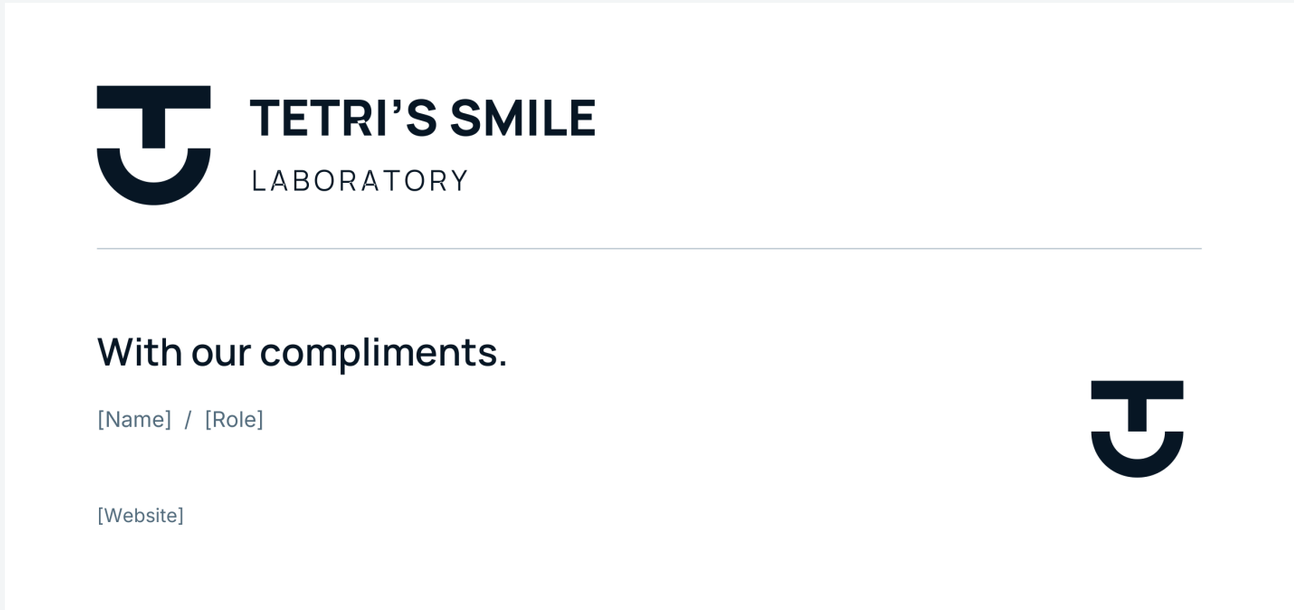
1080 × 1920 / Invitation

Give practical communication room to breathe.

White documents balance the dark campaign identity and keep information easy to use.



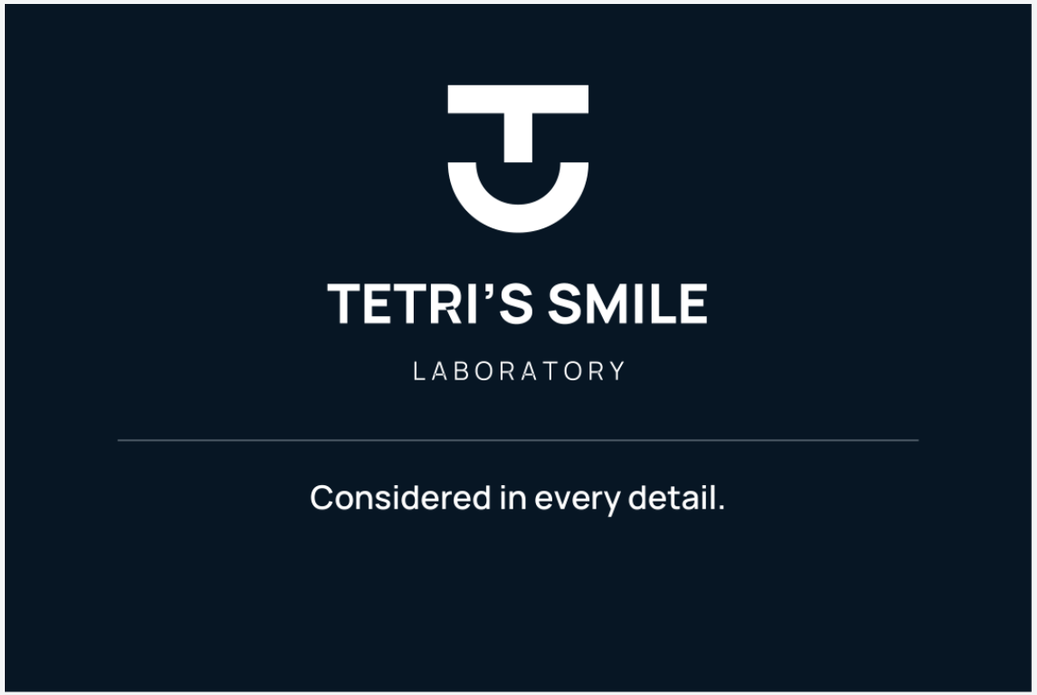
A4 letterhead / 210 × 297 mm
Generous margins, quiet footer and a compact logo. Keep the body in Inter 10-11 pt.

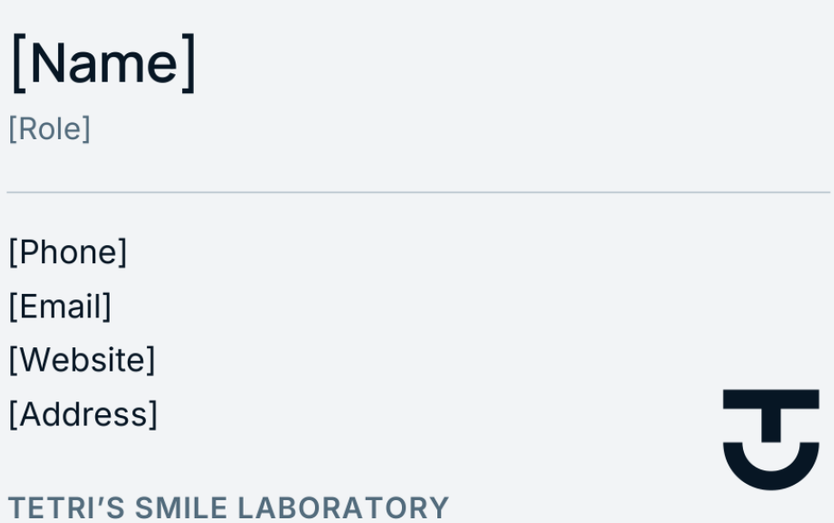


DL compliment slip / 210 × 99 mm
Use for a short message or enclosure. Replace every contact placeholder.

A composed introduction.

Keep the front expressive and the reverse practical.



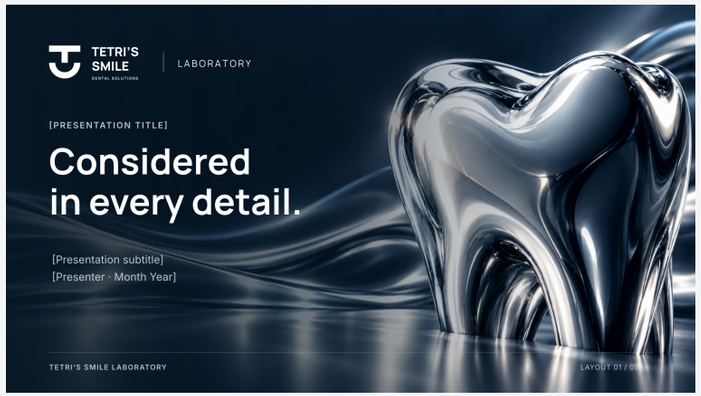


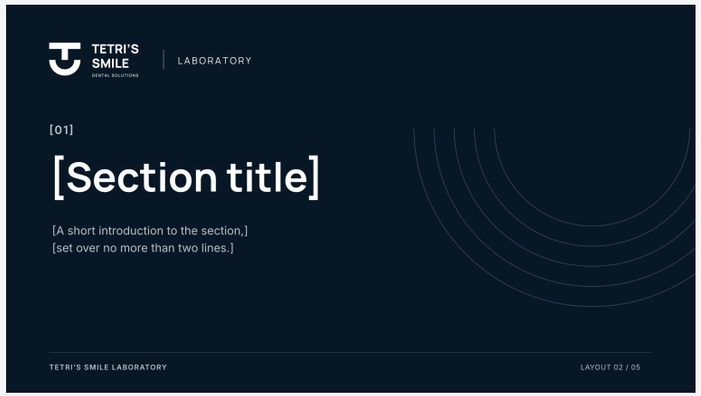
Trim: 85 × 55 mm. Bleed: 3 mm on each edge. Artwork: 91 × 61 mm. Keep live information at least 4 mm inside trim. The supplied PDF includes trim and bleed boxes.

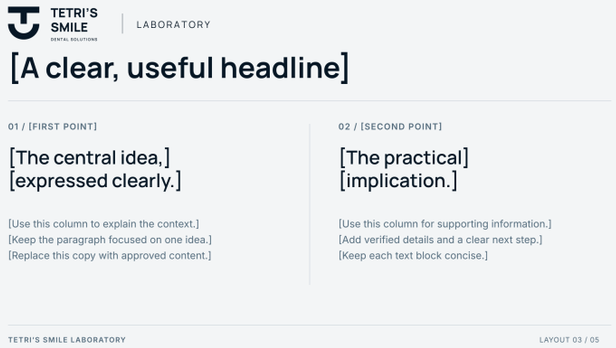
Suggested finish: matte navy stock or a coated navy print with restrained silver foil. Final stock, foil and ink depend on a printer proof.

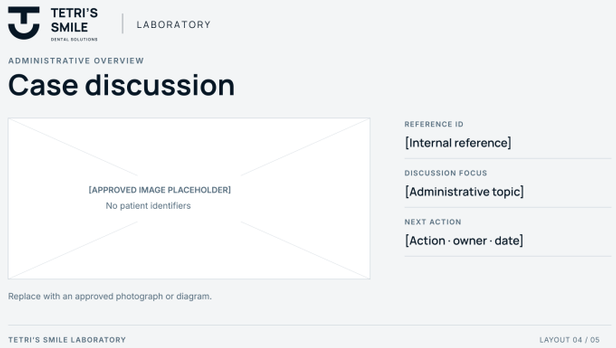
A reusable language for explaining the work.

Editable SVG layouts provide a consistent starting point for presentations.









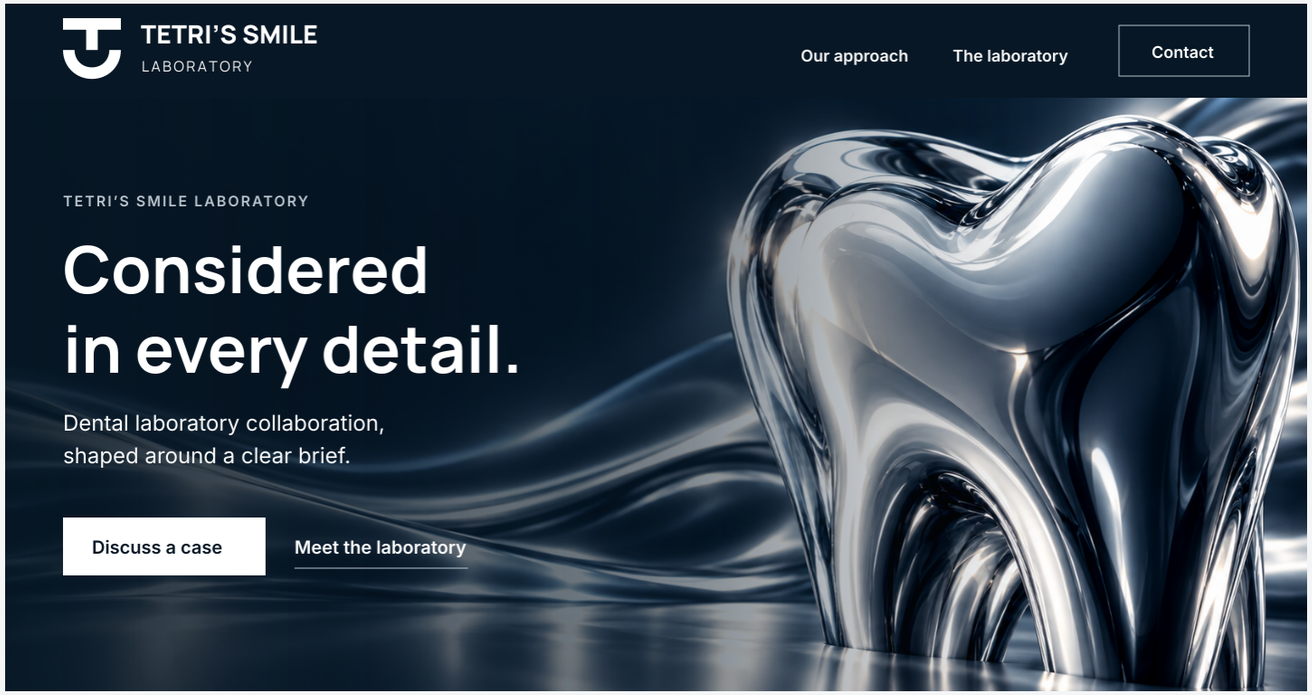
Five layouts

Cover, section divider, two-column explanation, case discussion and closing/contact. Four examples shown.

Import the SVG into a design tool to customize it. Install the included fonts before editing live type. Case layouts carry administrative reference placeholders only.

Carry the same character onto screens.

Desktop and mobile hero concepts show hierarchy, image placement and responsive behavior.



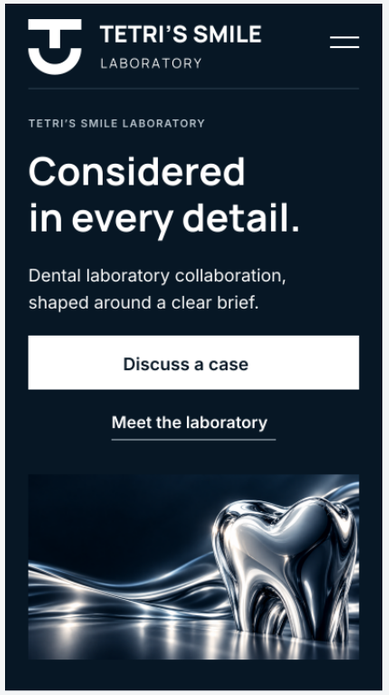
CONTENT PLACEHOLDERS

[Verified service overview]

CONTACT PLACEHOLDERS

[Email] · [Phone]

Static design specimen. Confirm services, contact details and destination links before implementation.



CONTENT / CONTACT PLACEHOLDERS

[Verified service overview]

[Email] · [Phone]

Static design specimen. Replace placeholders.

Desktop: 1440 × 900 px. Mobile: 390 × 844 px. These are editable design compositions, with placeholder navigation and contact details. They are not a published website or a connected case-submission workflow.

Make the next step easy to find.

A quiet signature and a structured acknowledgement turn the identity into a useful service experience.

EMAIL SIGNATURE

[Full name]

[Role]

Tetri's Smile Laboratory

[Email] / [Phone]

[Website]

The HTML signature is text-first and uses system-font fallbacks for email compatibility.

ACKNOWLEDGEMENT STRUCTURE

Thank you for your request.
Your reference is [reference ID].

Current status	[Confirmed status]
Information needed	[Items or none]
Next step	[Action and owner]
Next update	[Agreed date or arrangement]

Keep patient identifiers and clinical instructions out of public brand templates. Use the practice's approved workflow.

Translate the palette into materials.

A visual direction for future production, to be resolved against actual products and supplier specifications.



Paper

Matte or lightly textured. Keep fine text in solid dark ink.

Metal

Neutral silver or brushed steel. Match the finish with a physical sample.

Packaging

Use a quiet facade and a clear information zone. Supplier dielines are a separate step.

Ready-to-adapt language.

Replace bracketed fields and confirm business facts before external use.

Short introduction

Tetri’s Smile Laboratory brings a considered perspective to dental laboratory work, with an emphasis on detail, clarity and professional collaboration.

SUGGESTED HEADLINES

The details behind the work.

Let’s start with a conversation.

A clear next step.

A thoughtful approach to dental solutions.

SOCIAL INTRODUCTION

Considered in every detail.

Introducing the visual identity of Tetri’s Smile Laboratory. A composed expression of craft, clarity and connection. To learn about the laboratory, contact [approved contact].

CTA / Start a conversation

From master artwork to finished output.

Keep the editable source and the distribution export together.

Digital

SVG logos, PNG graphics, sRGB colors. Use the supplied icon exports for small sizes. Export social graphics at their named dimensions. Keep all live UI labels legible.

Print

The supplied PDFs preserve vector text and artwork where possible and use RGB brand colors. Ask the print supplier to convert to their required ICC profile and approve a physical proof.

Bleed & trim

Business cards include 3 mm bleed. Letterhead and compliment slip use white edges. For other pieces, apply the supplier's exact trim, bleed and safe-area specifications.

Finishing

Silver foil, metallic ink, debossing and fabric embroidery need separate production artwork and minimum line checks. The flat Chrome color is a visual reference, not a metallic finish.

A clear handoff for the next designer.

The source package contains masters, exports, working templates and the fonts they use.

01_Guide	Brand guide PDF and overview preview.
02_Logos	7 lockups in white, midnight and black; SVG/PNG plus app icons and favicon.
03_Design_System	Color/spacing/type tokens, CSS, palette swatches and vector patterns.
04_Templates	Social, stationery, email, presentation layouts and digital design specimens.
05_Imagery	Supplied reference, new text-free hero and material concept artwork.
06_Fonts	Manrope and Inter files, original licenses and source information.
07_Copy	Positioning, voice, headlines, social copy and administrative templates.
08_Source	Rebuild scripts and production notes for further development.

The decisions that complete the handoff.

The design system is ready to customize. Confirm the following before release.

- [ ] **Approve the identity** — Confirm the exact name, apostrophe, descriptor, laboratory designation and campaign line. Compare with original vector artwork if it becomes available.
- [ ] **Supply business details** — Replace names, roles, contact details, website URLs, address, hours and other bracketed fields.
- [ ] **Confirm the service story** — Add only verified services, material information, technologies, accreditations, timelines and terms.
- [ ] **Review real imagery** — Use approved team, laboratory and case photography. The chrome artwork is a conceptual brand asset.
- [ ] **Prepare final outputs** — Test links and small-size readability. Install fonts before editing. Obtain the printer's color conversion and physical proof.

Keep the system coherent as it grows.

Start with the packaged masters. Add detail only when it helps the reader or the production process.

Start here

1. Read this guide.
2. Install the packaged fonts.
3. Choose the correct logo size.
4. Duplicate an editable template.
5. Replace placeholders and export.

PRIMARY REFERENCE LINKS

github.com/google/fonts/tree/main/ofl/manrope
github.com/google/fonts/tree/main/ofl/inter
github.com/rsms/inter/blob/master/LICENSE.txt

REFERENCE & SOURCE NOTES

Identity reference

User-supplied Tetri’s Smile Laboratory image. New vector assets are a proposed reconstruction, not the original master.

Fonts

Google Fonts OFL editions of Manrope and Inter. Original notices and source URLs are included in 06_Fonts.

Accessibility

W3C WCAG 2.2 / 1.4.3 Contrast (Minimum).
www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html

Imagery

New hero and material mockup created with image generation. The hero is 1672 × 941 px; use a higher-resolution render for large print.

Scope

SVG presentation and screen layouts are design templates. Material mockups are visual concepts. No live website, clinical workflow or manufacturer dieline is included.