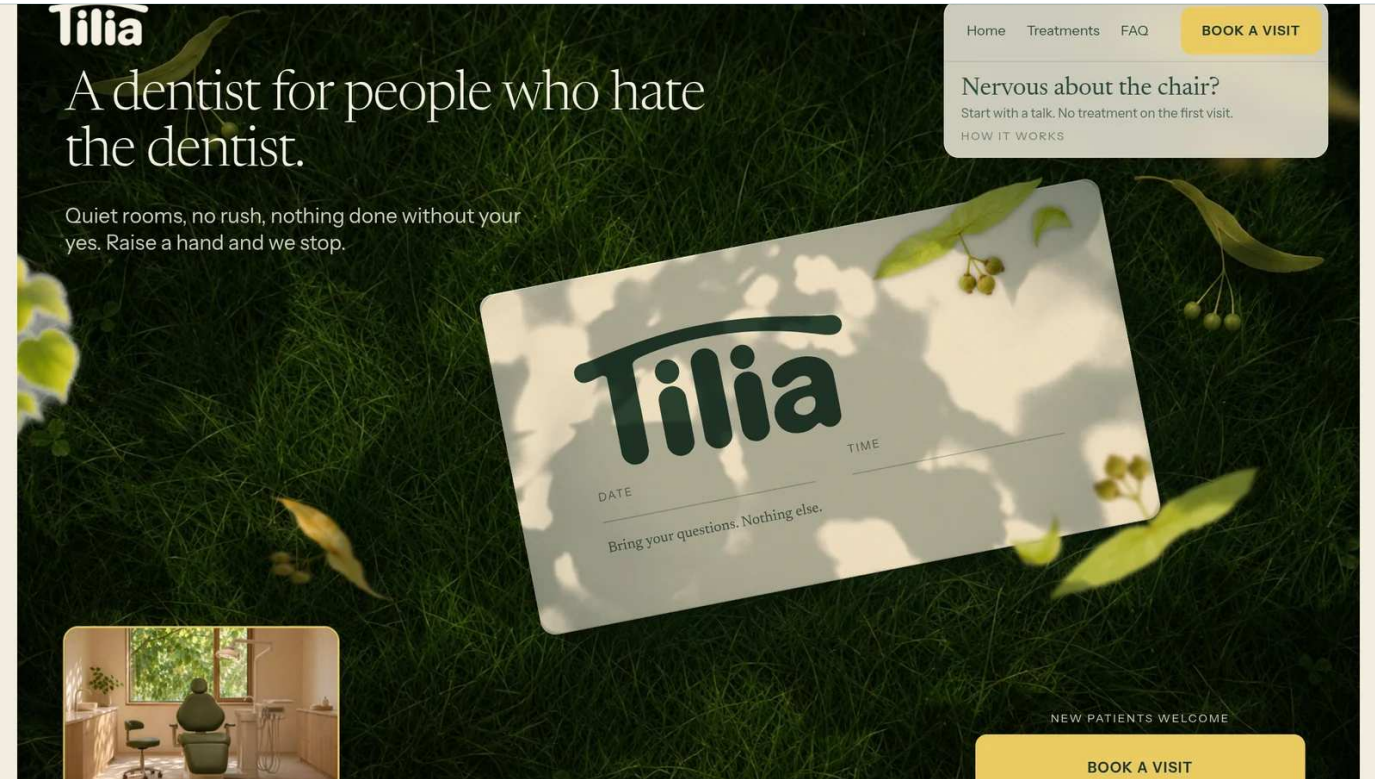
Tilia Guidelines.

A dentist for people who hate the dentist: quiet rooms, no rush, nothing done without your yes.

Introduction



The website's first screen: the appointment card in linden shade, bracts falling onto it.

Tilia is a dental clinic for people who would rather be anywhere else. Quiet rooms, no rush, nothing done without the patient's yes; raise a hand and the work stops. The first visit can be a talk, with no treatment at all.

Tilia is the linden tree, planted in squares and courtyards for its deep, cool shade. In the wordmark the T's crossbar stretches into one gentle arch over "ilia", like a canopy: the letters sit in its shade. Nothing in the drawing is sharp; every end is round.

One deep linden green on blossom cream, with the yellow of linden flowers as the one bright note. Warm daylight and leaf shadow instead of clinical blue and chrome.

At a glance

LOGO

Tilia

COLOURS

Blossom
#F3EEDF

Linden
#2C4A3E

Shade
#1E342B

TYPE

Aa Newsreader

Aa Instrument Sans

LINE

A dentist for people who hate the dentist.

BRAND KIT

47 files · 1.7 MB

Download the zip

Wordmark scale

96 px 

72 px 

60 px 

48 px 

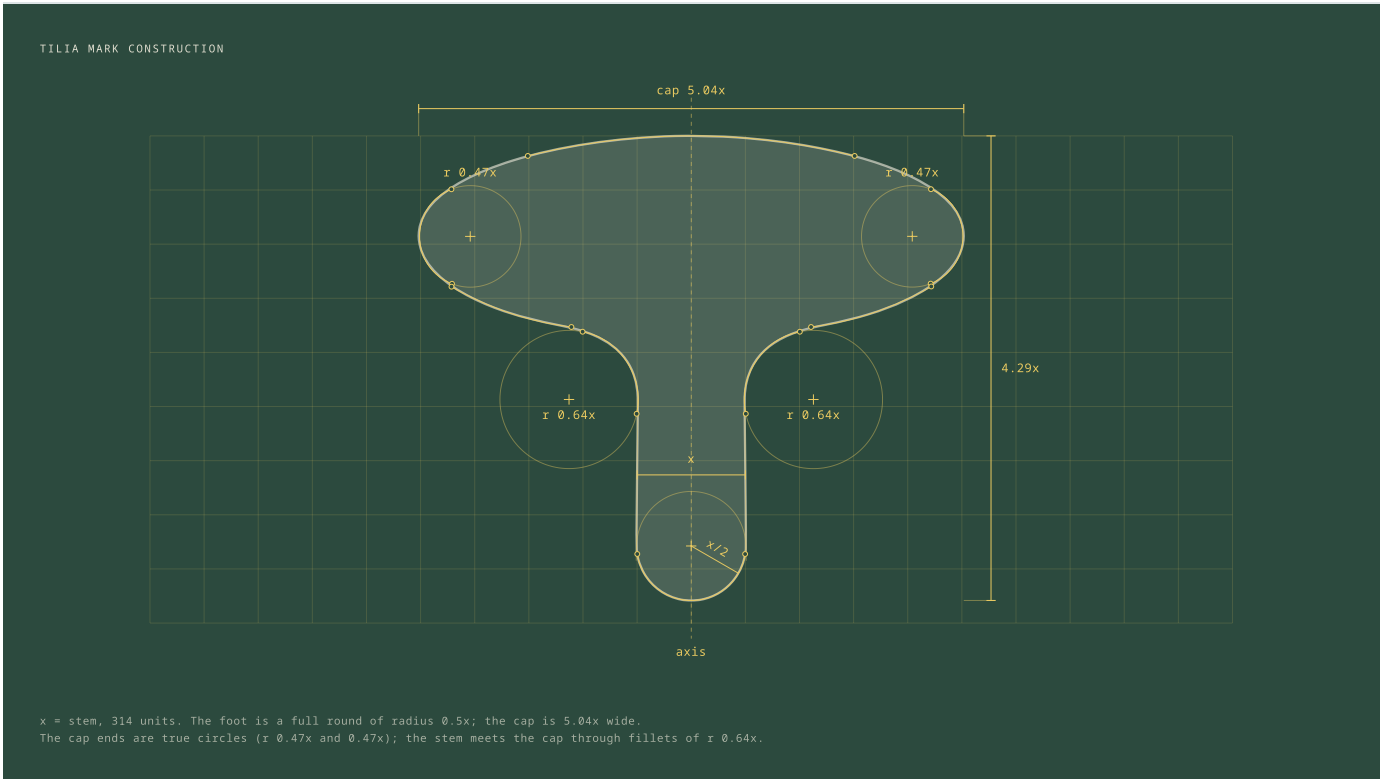
38 px 

30 px 

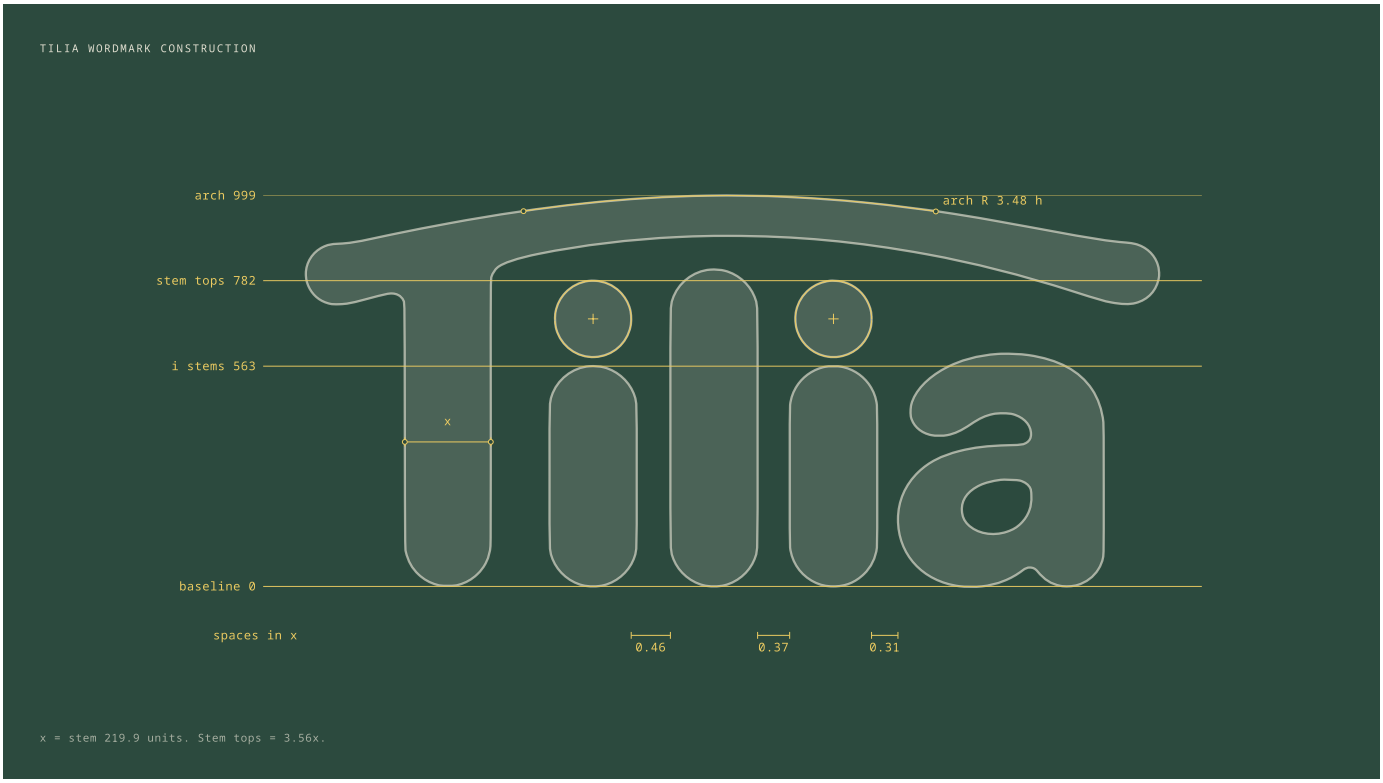
24 px 

The wordmark is the logo: it carries its own symbol, the canopy, so there is no separate lockup (a tree beside it would show the T twice). Use it wherever the name can be read: the door, the fascia, the card, the website. The T-tree is for small square places only: the app icon, the profile picture, the favicon, a glazed cup. Never redraw the arch, close the gap under it or let it touch a letter.

Mark construction



The stem is x wide and ends in a full round of radius x/2. The cap is 5x wide, both its ends are true circles of 0.47x, and it flows into the stem through fillets of 0.64x on each side of the centre line.



Every stem is one width, x, and ends in a full round; the i dots are true circles of one size; the arch is one arc of a large circle laid over the stem tops, which stand 3.56x tall.

Signature



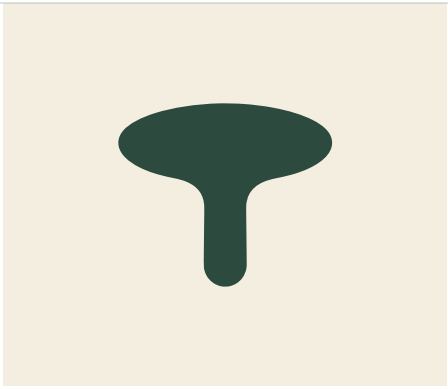


Linden on Blossom is the signature: the card, the website, letters, the reception desk.

Blossom on Linden for the fascia, the pouch and dark grounds; white on glass for the door.

Three cuts





Wordmark

Tilia under its canopy. The logo, everywhere the name can be read.

T-tree

The T as a tree, an oval crown on a spreading trunk. Square places only: icon, profile, favicon.

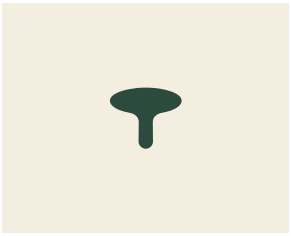
Small sizes



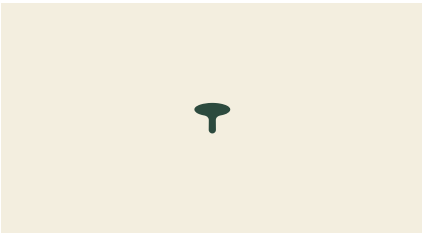
Wordmark, 24 px



Wordmark, 16 px



T-tree, 32 px



T-tree, 16 px

Clear space



Clear space is 1.5x on every side, where x is one stem. Every stem is one width and ends in a full round; the i dots are true circles of one size, set close under the arch; the arch is level at both ends and never touches a letter.

Logo on your background

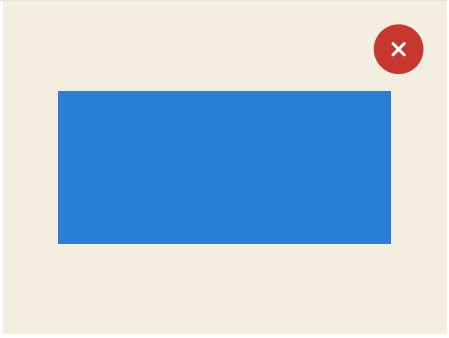
Please don't



Don't stretch or squeeze it. The arch must keep its gentle curve.



Don't tilt it. The canopy stays level over the letters.



Don't recolour it clinical blue, or anything else. Linden or Blossom.



Don't set it on a ground that swallows it. Check it with the tool above.



Don't add shadows, outlines or glows. Leaf shadow belongs to the photograph.



Don't fade it or make it see-through. One solid colour.

Core palette

Blossom

HEX #F3EEDF

RGB 243, 238, 223

CMYK 0, 2, 8, 5

Linden

HEX #2C4A3E

RGB 44, 74, 62

CMYK 41, 0, 16, 71

Shade

HEX #1E342B

RGB 30, 52, 43

CMYK 42, 0, 17, 80

Bark

HEX #5F5A4E

RGB 95, 90, 78

CMYK 0, 5, 18, 63

Bract

HEX #CBD69A

RGB 203, 214, 154

CMYK 5, 0, 28, 16

Flower

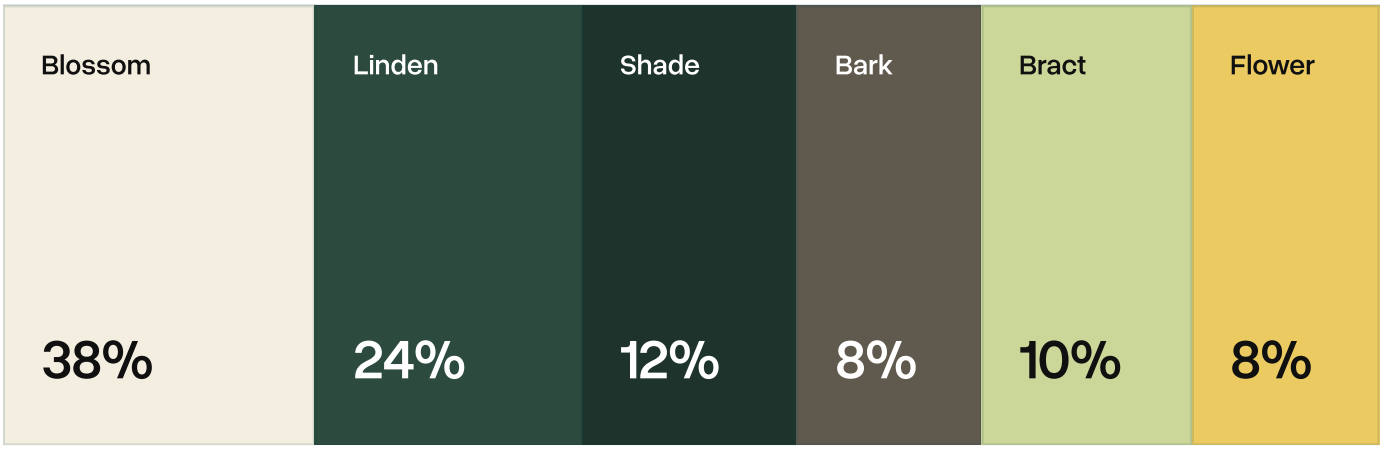
HEX #EBCB62

RGB 235, 203, 98

CMYK 0, 14, 58, 8

Taken from the linden tree in June: the deep green of its leaves for the logo, the cream of its blossom for the ground, the pale green of the bract that carries the flowers, and the flowers' yellow as the one bright note. Shade and Bark carry the words. No clinical blue, no white tiles, no chrome. CMYK values are a plain device conversion for reference; proof the green and the yellow on press.

Color proportions



Blossom and Linden do most of the work. Bract is the soft second ground; Flower appears once per surface, on the one action that matters.

Readable combinations

Aa	Shade on Blossom	11.4:1	AAA
Aa	Linden on Blossom	8.3:1	AAA
Aa	Bark on Blossom	5.9:1	AA
Aa	Blossom on Linden	8.3:1	AAA
Aa	Shade on Flower	8.3:1	AAA
Aa	Linden on Bract	6.3:1	AA
Aa	Bract on Linden	6.3:1	AA
Aa	Blossom on Shade	11.4:1	AAA
Aa	Flower on Linden	6.1:1	AA

Aa	Flower on Blossom	1.3:1	Fail

Flower is never text on Blossom (1.3:1): it is a ground for Shade text, as on the Book a visit button, or large display on Linden. Bark is the lightest text colour that holds AA on Blossom. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Newsreader: A dentist for people who hate the dentist.

Headlines and the warm, spoken lines, as on the website: light 300 at 57 px, tight but not cramped. A reading serif with soft details, so the clinic sounds like a person, not a system. By Production Type, SIL Open Font License 1.1, Google Fonts, about 90 KB for the variable roman. This preview doesn't load it yet, so the line above falls back to your system's face.

Instrument Sans: Raise a hand and we stop.

Text, forms, buttons and signs: 16 to 22 px, regular 400 and semibold 600 for the button in capitals. Open and friendly at small sizes. By Rodrigo Fuenzalida and Jordan Egstad, SIL Open Font License 1.1, Google Fonts, about 70 KB variable. This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Newsreader · 300 · 54.9px · 3.433rem

No rush.

HEADING 1

Newsreader · 300 · 43.9px · 2.747rem

A dentist for people who hate the dentist.

HEADING 2

Newsreader · 300 · 28.1px · 1.758rem

Nervous about the chair?

HEADING 3

Newsreader · 300 · 22.5px · 1.406rem

Start with a talk

BODY

Newsreader · 300 · 18px · 1.125rem

Quiet rooms, no rush, nothing done without your yes. Raise a hand and we stop.

CAPTION

Newsreader · 300 · 14.4px · 0.9rem

New patients welcome

Tone of voice

Tilia speaks like the kindest dentist you have met: slow, plain and on your side. It says what will happen before it happens, and it always says you can stop.

Short sentences, ordinary words, no clinical terms unless they are explained. Fear is taken seriously, never joked about.

Shade on a hot day

A linden tree in a square: somewhere to sit, cool and unhurried. The people reading are scared, embarrassed or both, so every line lowers the stakes and gives them control.

SIGNATURE

A dentist for people who hate the dentist.

PROMISE

Quiet rooms, no rush, nothing done without your yes. Raise a hand and we stop.

FIRST VISIT

Nervous about the chair? Start with a talk. No treatment on the first visit.

ON THE CARD

Bring your questions. Nothing else.

WELCOME

New patients welcome

CALL TO ACTION

Book a visit

You’re in charge

Every page says how to pause, ask or stop. Nothing is done without a yes.

SAY	AVOID
Raise a hand and we stop.	Just relax, it won’t hurt a bit.
We’ll tell you what we see before we do anything.	Our expert team knows what’s best for you.

Plain, slow words

Explain before you name. One idea per sentence, no jargon left unexplained.

SAY	AVOID
A filling: we clean out the soft part and close the hole.	Composite restoration of the carious lesion.

Kind, never cute

Warm, not jolly. No jokes about pain, drills or dentists.

SAY	AVOID
Many people feel this way. You’re not the first.	Don’t be a scaredy-cat!

Fascia



Blossom on Linden, hand-painted on the shopfront: the canopy over the name, a real linden over the canopy.

Front door



Frosted glass at eye level, with one plain line under it. The waiting room shows through: no surprises.

Appointment card



Letterpress in Linden on cotton card. Date, time and nothing else to read.

Reception desk



The wordmark routed into pale oak and inset in green: the first thing a nervous patient sees inside.

Aftercare pouch



One-colour print on linen: the aftercare pouch every patient takes home.

Waiting-room cup



The T-tree glazed on a cup: one of the few square-ish places where the mark stands alone.

Device: the shade



The wordmark's T and its arch, cropped so the canopy runs out past the edge: covers, signs and section openers. A tiled T-tree was tried and dropped; repeated, it reads as mushrooms.

Export assets

▶ What's inside the zip · 47 files · 1.7 MB

Wordmark



Linden



Blossom

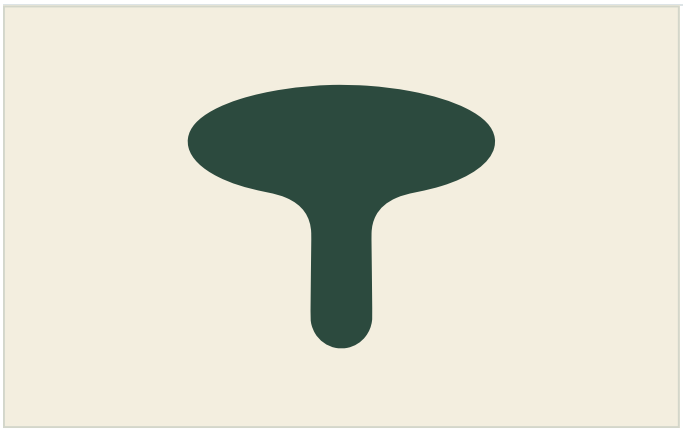


Linden, with ground



Blossom, with ground

T-tree



Linden



Blossom

Profile pictures



Linden



Blossom



White

Device



The shade

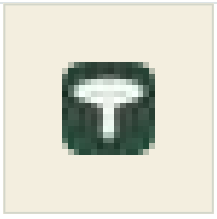
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon



PWA icon



PWA icon large

Applications



Tilia · 01



Tilia · 02



Tilia · 03



Tilia · 04



Tilia · 05



Tilia · 06

Typography

Aa Newsreader

Aa Instrument Sans

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