

Flinch.

Brand guidelines

EKX Studio · 1 November 2026
Portfolio concept. Fictional clinic.

Dentistry for people who do.

You're in control. Raise a hand and we stop.

Honest | Warm | Dry | Never smug

Primary. Use it first.

Flinch.

Secondary. When the tagline helps.

Flinch.

Dentistry for people who do.

Symbol. For icons and tiny spaces.

F.

Clear space

One full stop all round.

Keep the width of the full stop clear on every side.



Smallest sizes

Never smaller than this.

Shown at actual screen size.
Print sizes need a proof.



80 px

22 mm in print



280 px

75 mm in print



24 px

7 mm in print

Flinch.

× Don't stretch it

Flinch.

× Don't tilt it

Flinch.

× Don't recolour the full stop

Flinch.

× Don't add effects

Flinch.

× Don't use it on low contrast



× Don't place it on busy photos

Mint

Primary
HEX #9BE8C6
RGB 155 232 198
CMYK 33 0 15 9

Aa

8.5:1
All text

Aa

11.5:1
All text

Forest

Primary + text
HEX #0F3D2E
RGB 15 61 46
CMYK 75 0 25 76

Aa

11.5:1
All text

Aa

8.5:1
All text

Tomato

Accent, shapes
HEX #FF4B2B
RGB 255 75 43
CMYK 0 71 83 0

Aa

3.6:1
Large text only

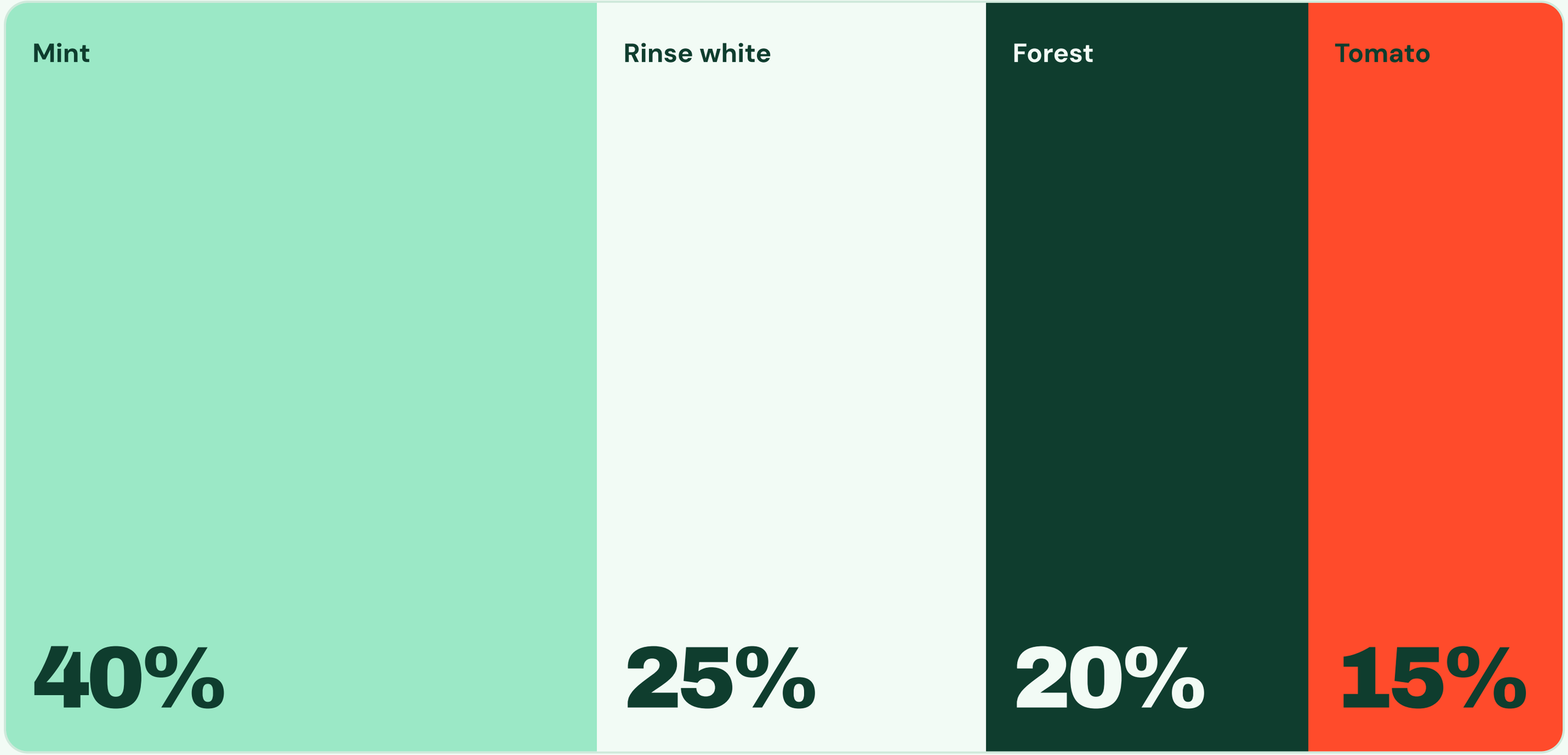
Rinse white

Neutral
HEX #F2FBF5
RGB 242 251 245
CMYK 4 0 2 2

Aa

4.6:1
All text

How much of each



Archivo, heaviest weight, squeezed tight, for what we shout

Raise a hand.

We stop.

Bodoni Moda italic, for the wry second half

DM Sans, for everything you need to know

Your hygienist will tell you what happens next, how long it takes and what it feels like. Then you say go.

Aa Bb Cc Dd
0123456789

All three fonts: SIL Open Font License, free for commercial use.



Wince lines. Three strokes on the corner of anything.

Book a Tuesday →

Ask us anything →

See the house rules →

Pill buttons. Always with an arrow.



The raised hand. It always means stop.



The stamp. A sticker, never a seal of approval.

Clench.

Squeezed letters, for the moments that hurt to say.

Say

Tuesday, 10:30. Yes, we know.

Raise a hand. We stop.

No lectures about flossing. Probably.

Don't say

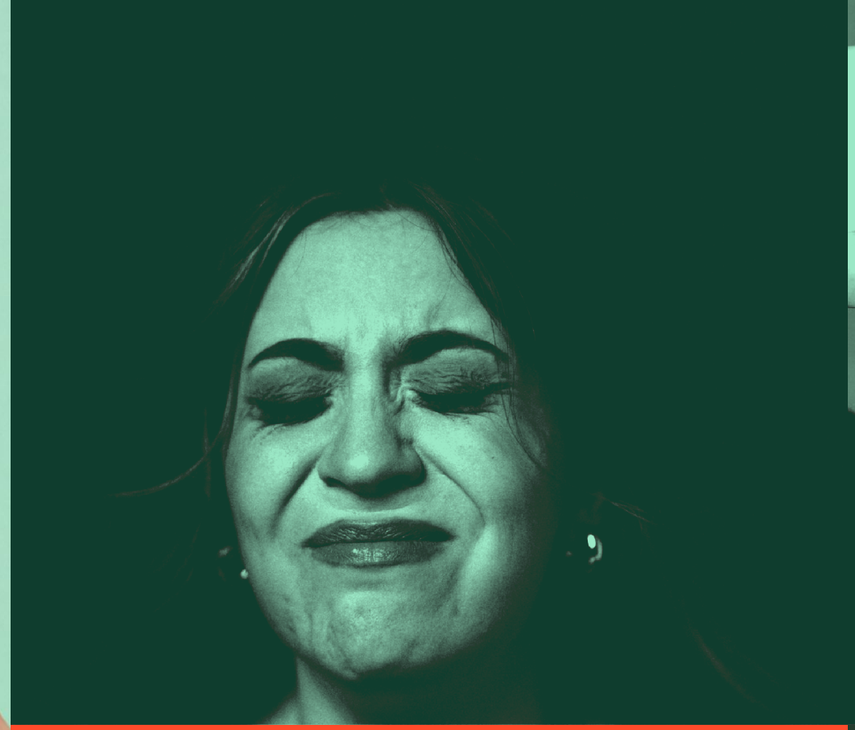
Say goodbye to dental fear!

Painless. Guaranteed.

Your perfect smile starts here.

Joke with nervous people, never at them. Never promise painless.







Real faces.
Real nerves.



House rule no. 1

Raise a hand. *We stop.*



Booking

Tuesday, 10:30. *Yes, we know.*

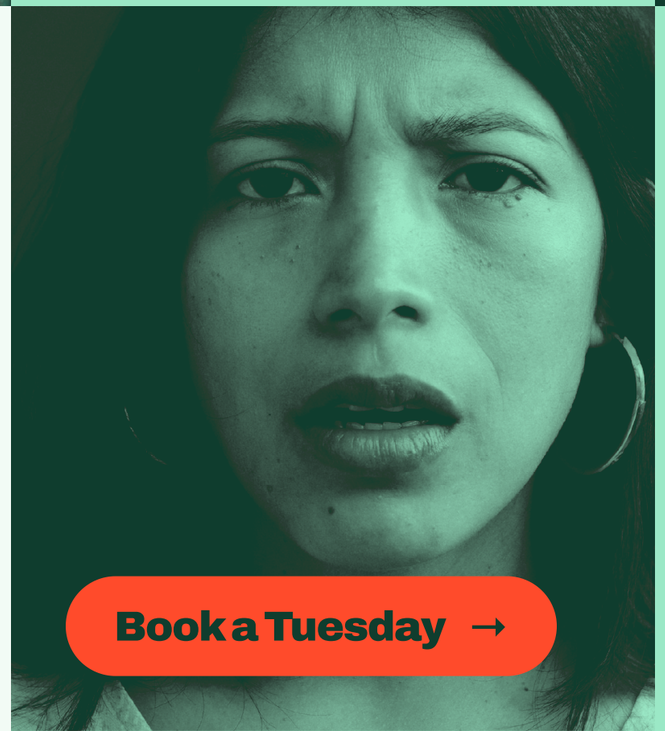
Good company

15% of adults feel it.



The deal

No lectures about flossing. *Probably.*



RAISE A HAND F. WE STOP

House rule no. 1

Raise a hand.

We stop.

Flinch.
Tue 10:30
Yes, we know.

Flinch.
Fri 8:15
Yes, we know.



Every patient gets a paddle.
That's the whole promise.

In the world