Atomica brand guidelines

Use this guide for Atomica’s website, store, emails, campaigns and presentations. Give readers a clear view of the product and one useful next step.

Wordmark

Preserve the original proportions. Leave at least one wordmark height clear on every side. Download the wordmark SVG

ATOMICA

ATOMICA

Color palette

Build the page with warm white and graphite. Use orange to draw the eye to the primary action.

Orange	Graphite	Warm white	Slate	Mist
#EB622E	#1F2329	#F8F7F4	#59616B	#E6E8EB
Primary action	Headlines and dark fields	Main background	Supporting text	Dividers and surfaces

Color for text Use action ink (#16191D) on orange buttons. For small accent text on warm white, use rust (#A8441B).

Layout

Align the headline, copy and primary action to one left edge. Use space or a thin divider between sections. On narrow screens, stack the headline, supporting copy and main action.

Typography and imagery

Use Inter across channels, with Arial as the fallback. Set headlines in SemiBold (600), labels and actions in Medium (500), and body copy in Regular (400).

Workflow headline

Plan implants around the restoration

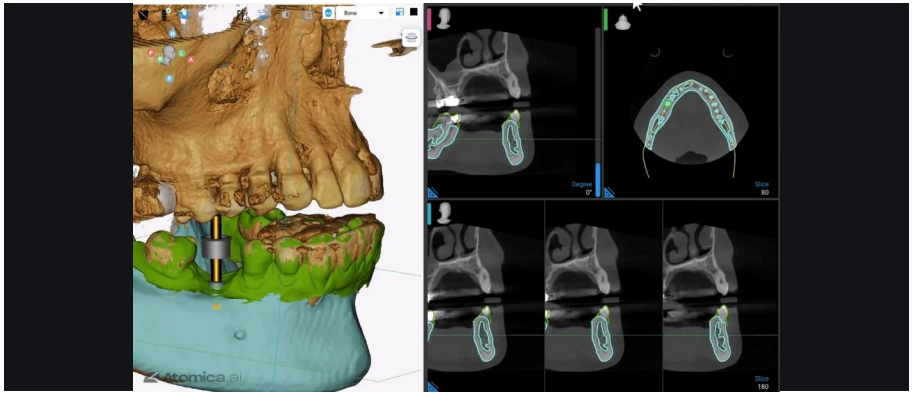
View the implant planning page

Starting sizes for digital layouts

Role	Desktop	Mobile
Hero	56 / 62	40 / 46
Section heading	40 / 48	30 / 36
Body	18 / 28	16 / 24
Label	14 / 20	14 / 20

Type size / line height in CSS pixels. Get Inter

Product imagery



Software

Show the tool and anatomy together. Crop to the decision being made and remove patient identifiers.



Equipment

Show the actual product. A hand gives the S300 scale and makes its controls easy to recognize.

Use product renders to explain form. When showing a clinical result, use a documented case.

Voice and calls to action

Introduce Atomica as AI-powered dental planning and design software. On product pages, name the workflow and explain what the clinician can do.

Homepage example

Digital dentistry. Supercharged by AI.

Try Atomica Book a software demo



Choose the next step

Software signup	Try Atomica
Software demo	Book a software demo
Equipment demo	Book a live demo
Bundle checkout	Buy equipment bundle

Give one action the filled button. Style an optional second action as a text link.

Adapt the design

Email and social. Use one product image and carry the same offer through to the landing page. Reframe the image for each format.

Slides and booth graphics. Enlarge one product or workflow detail. Keep the headline readable from a distance.

Company reach 20,000+ registered dentists across 80+ countries. View the homepage