

# BRANDING

Refresh 2022



**LOGO**

Same

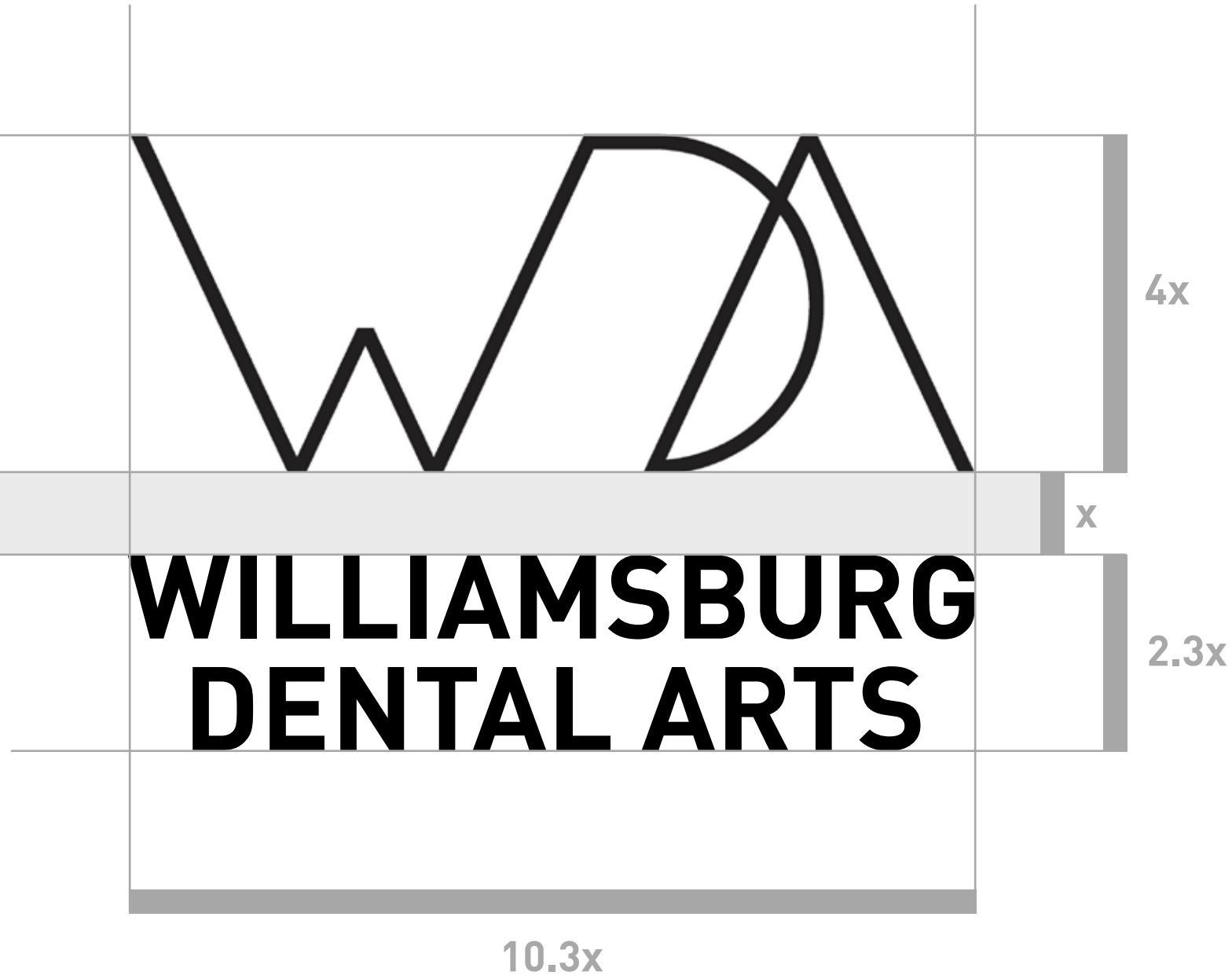
**3**



# FULL LOGO

## New

- same font size in all the letters
- less line spacing between the words
- fixed proportions



# TYPOGRAPHY

Same + more stylistic alternates

DIN  
E2E4

## DIN LIGHT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+

## DIN REGULAR

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+

## DIN BOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+

## DIN REGULAR

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+

## DIN REGULAR

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+

## DIN BOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+

## *DIN REGULAR*

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+*

## *DIN REGULAR*

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+*

## *DIN BOLD*

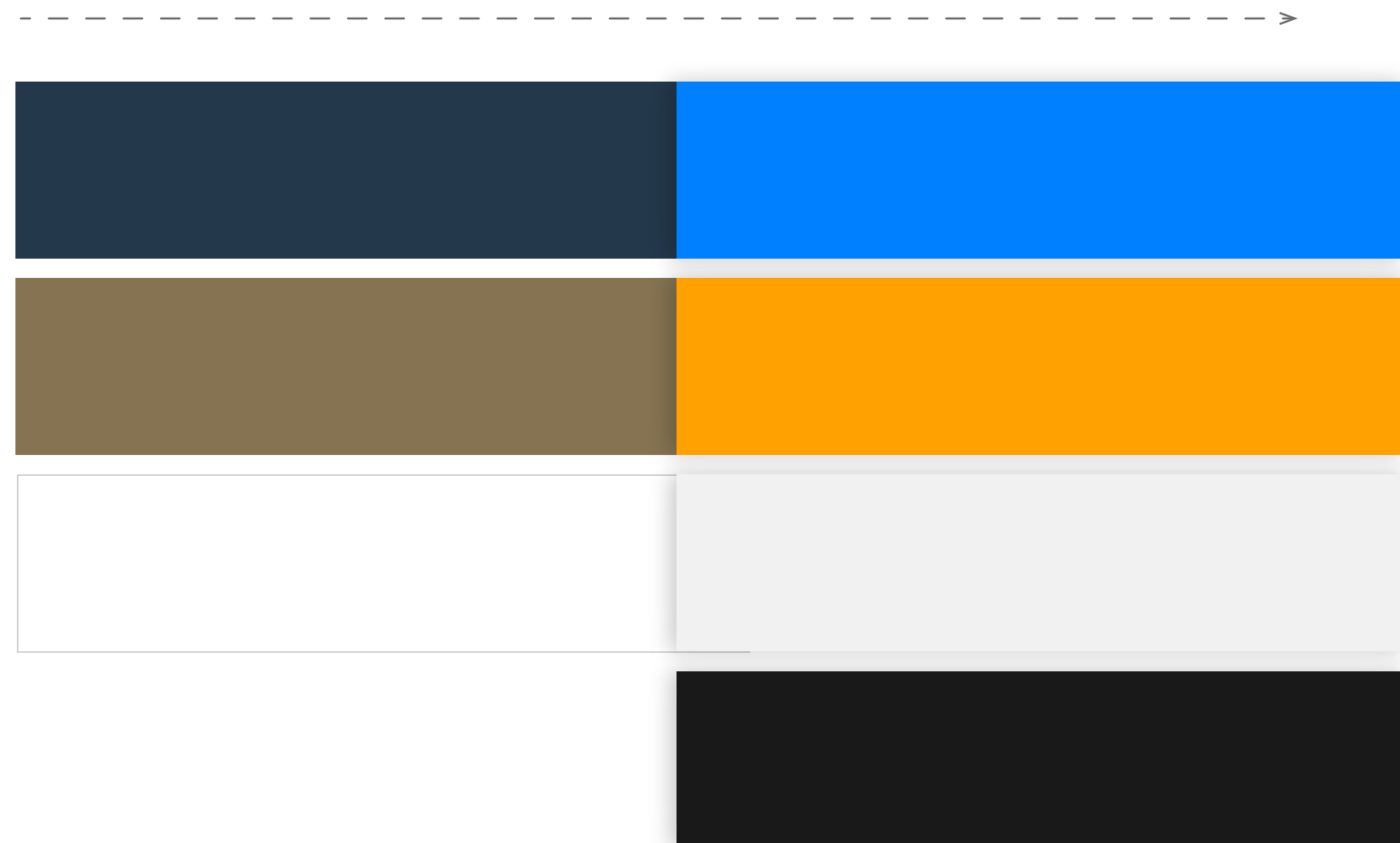
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*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()\_+*

# COLOR PALETTE

## New

- based on old colors → but more vivid for digital use (screens)
- clean and light colors referring to dentistry
- actual colors look “old”



#007FFF

#FFA400

#F4F4F4

#191919

# SLOGAN

7

## Approaches:

1- Referring to the TRIP clients experience in Williamsburg Dental Arts. Directing the attention to the audience & the doctor's team – with the word “all” – sense of union as a whole, team work.

**ALL ABOARD FOR HEALTH & LONGEVITY**

2- Short, simple and to the point.

**BEAUTY. HEALTH. LONGEVITY.**

**SPECIALIZED DENTISTRY. BEAUTY. HEALTH.**

3- Directing the attention to the place/space – with the word “where” –. Emphasising that Williamsburg Dental Arts is the place to go.

**WHERE LONGEVITY & DENTISTRY MEET**

4- Directing the attention to the audience – with the word “your” –. Showing the audience that Williamsburg Dental Arts is their path to travel.

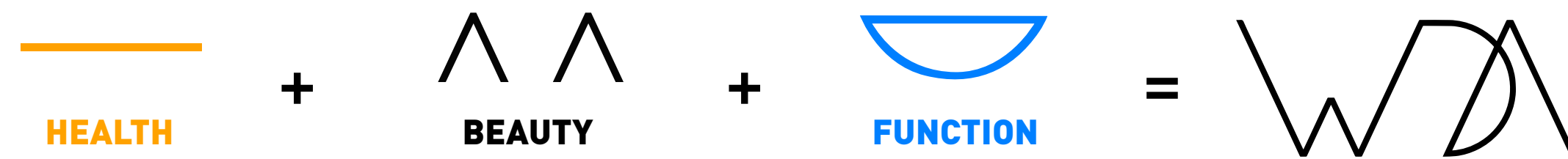
**YOUR PATHWAY TO LONGEVITY**

# NEW BRAND IMAGE

Minimalistic and simple but with a personal touch of a special / catchy color palette and image selection.

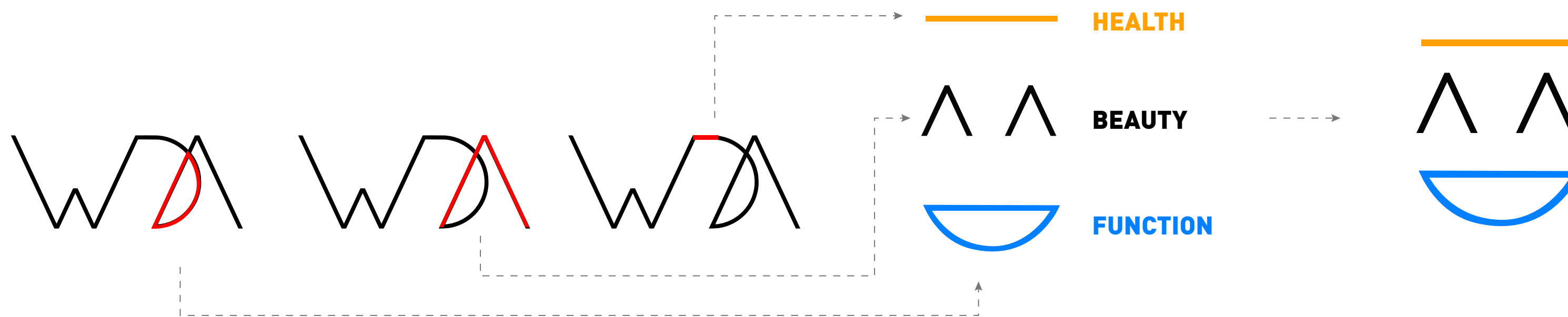
The visual graphic system is divided in two sections:

## 1) CORPORATE IDENTITY (INSTITUTION)



## 2) SECTIONS

Framing different parts of the logo and colors



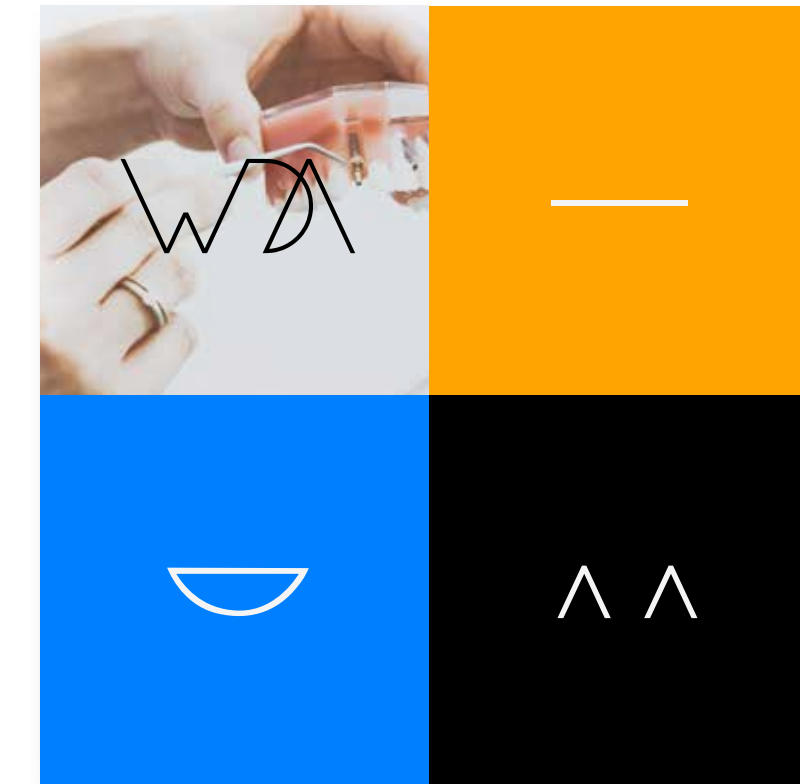
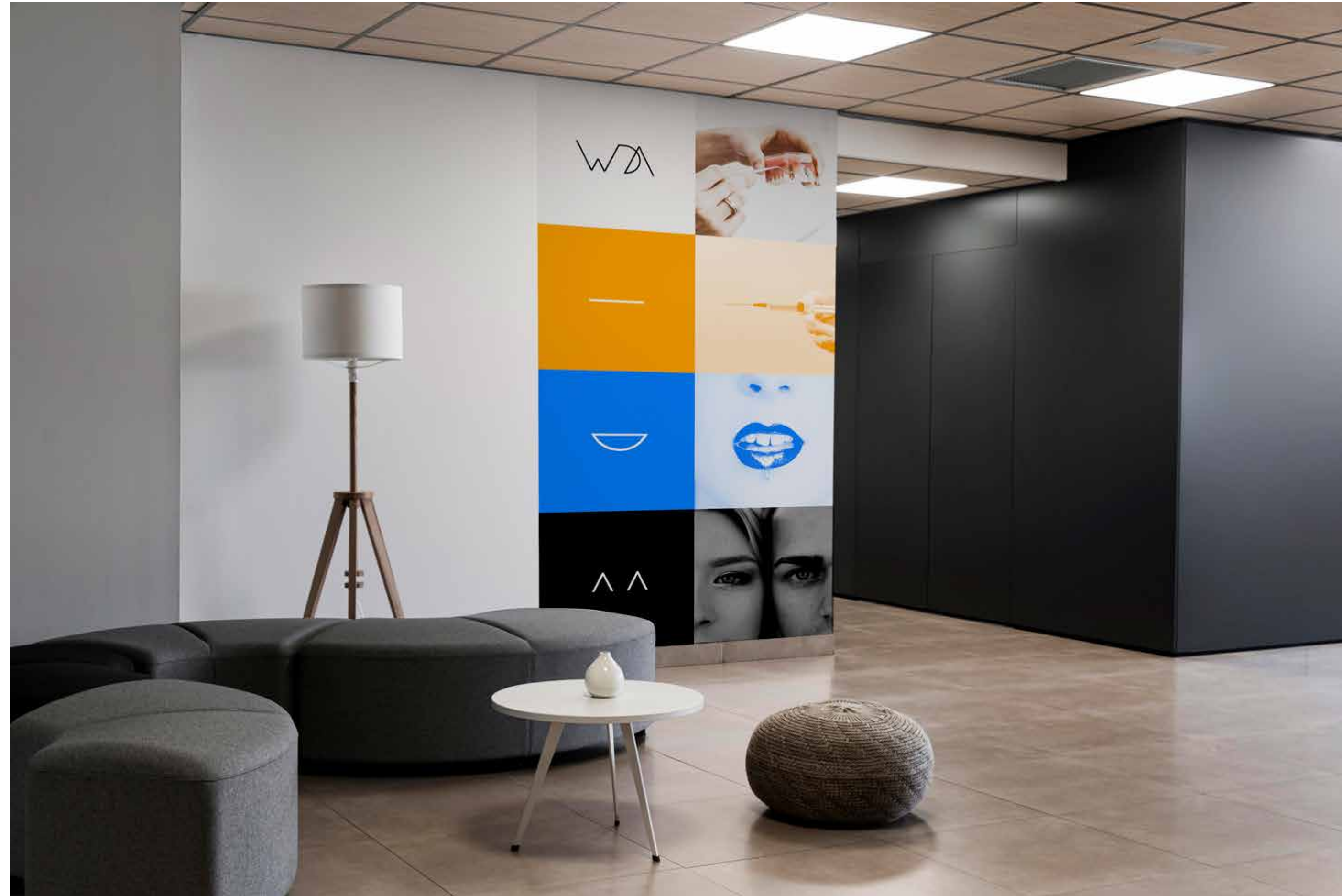
Health → **line** = surgical, heart line  
Beauty → **eyes** = blink, beautymed  
Function → **mouth** = dentistry



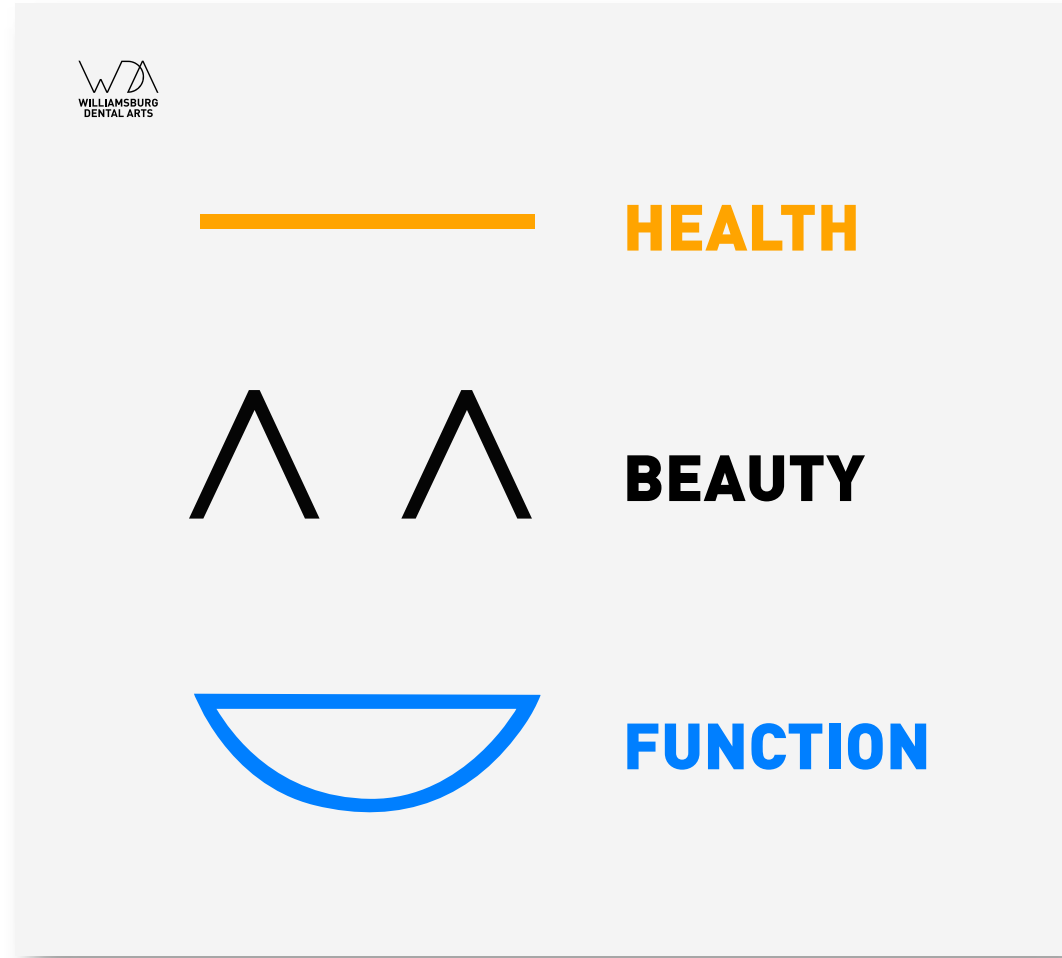
# BRANDING - CORPORATE IDENTITY



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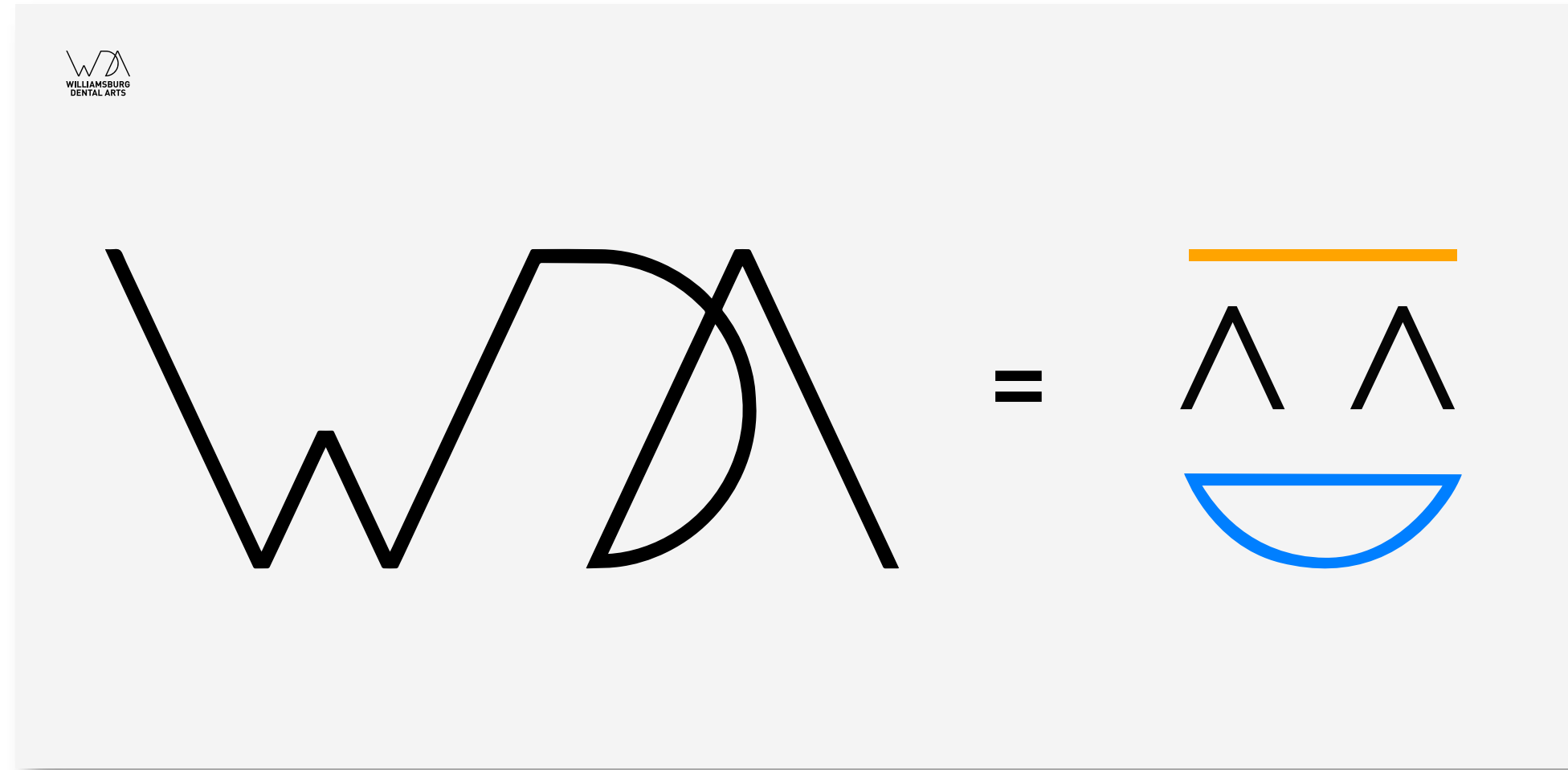


WDA  
WILLIAMSBURG  
DENTAL ARTS

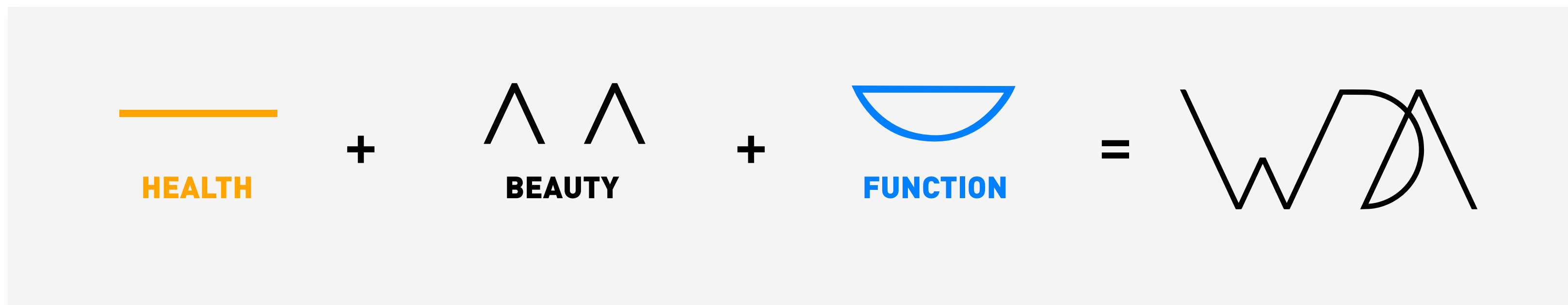
— HEALTH

^ ^ BEAUTY

⌒ FUNCTION



WDA = — ^ ^ ⌒



— HEALTH + ^ ^ BEAUTY + ⌒ FUNCTION = WDA

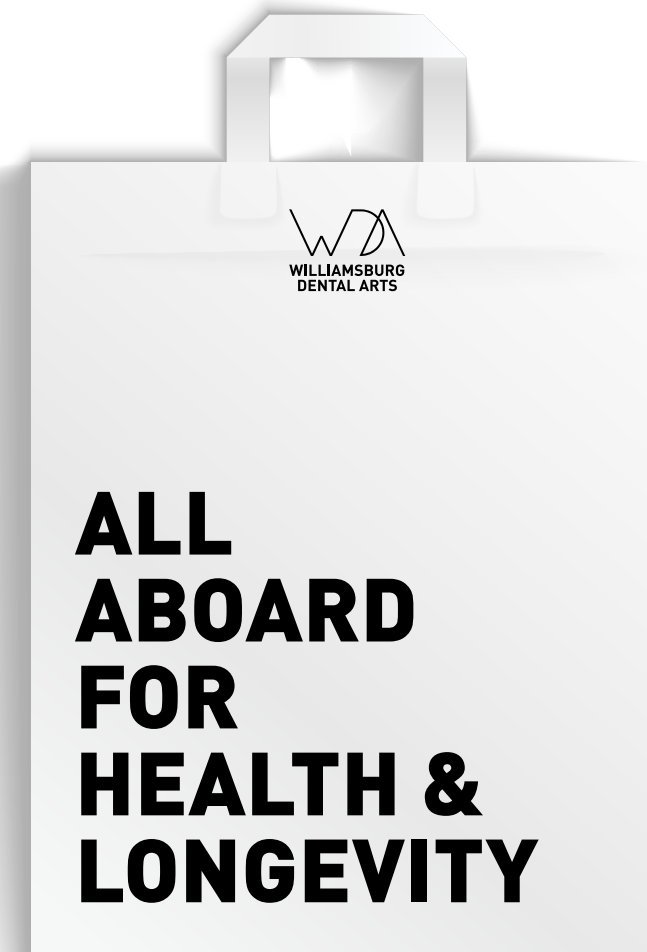
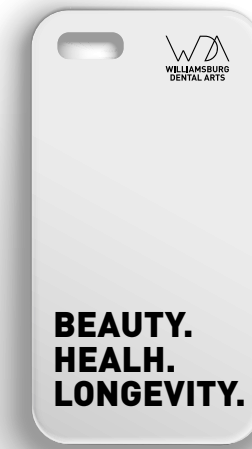
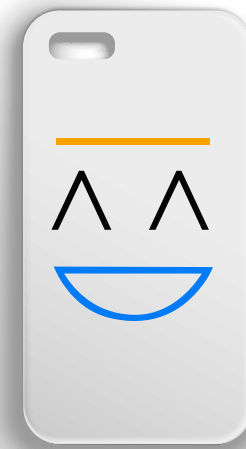
# BRANDING - CORPORATE IDENTITY



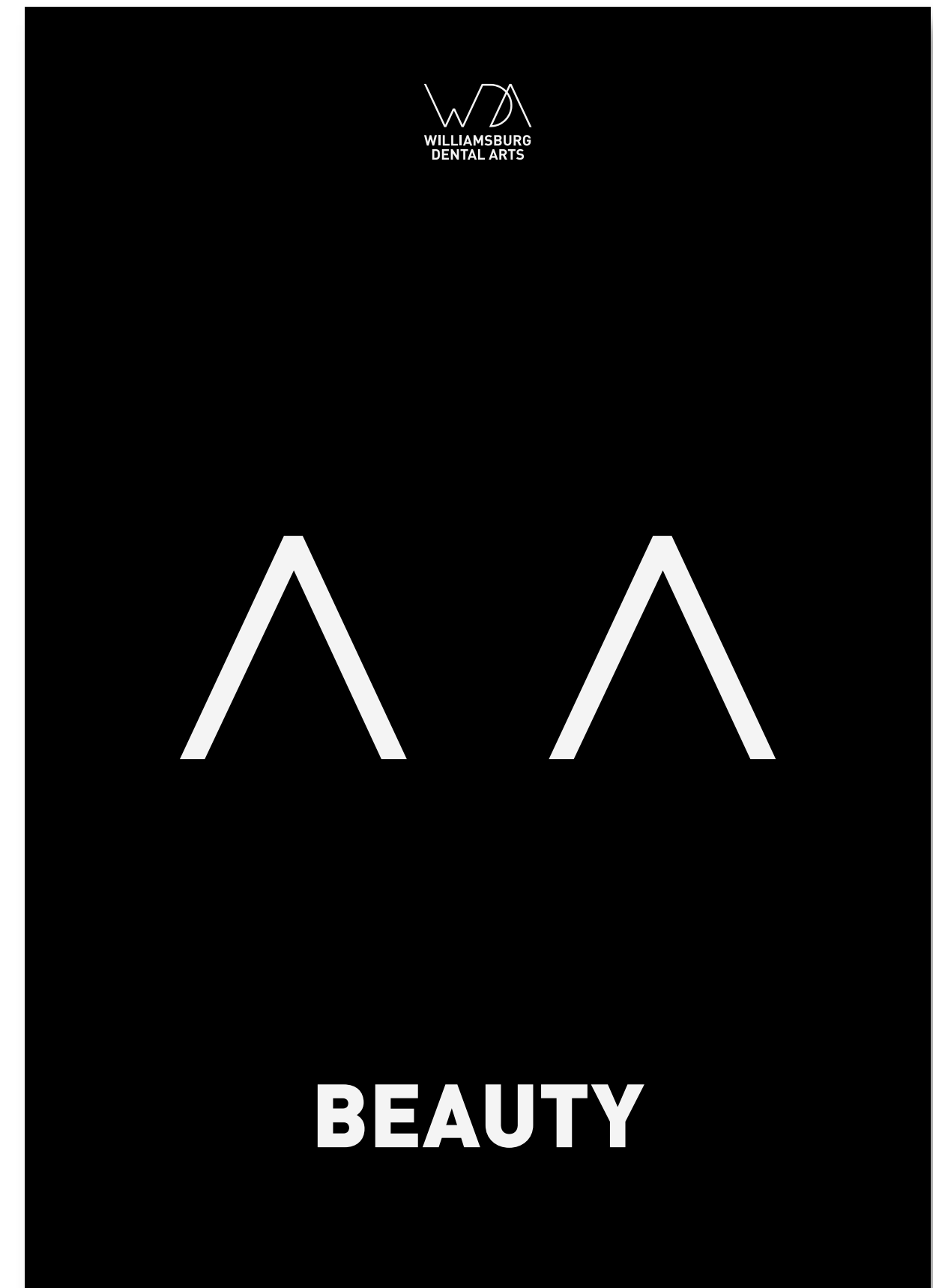
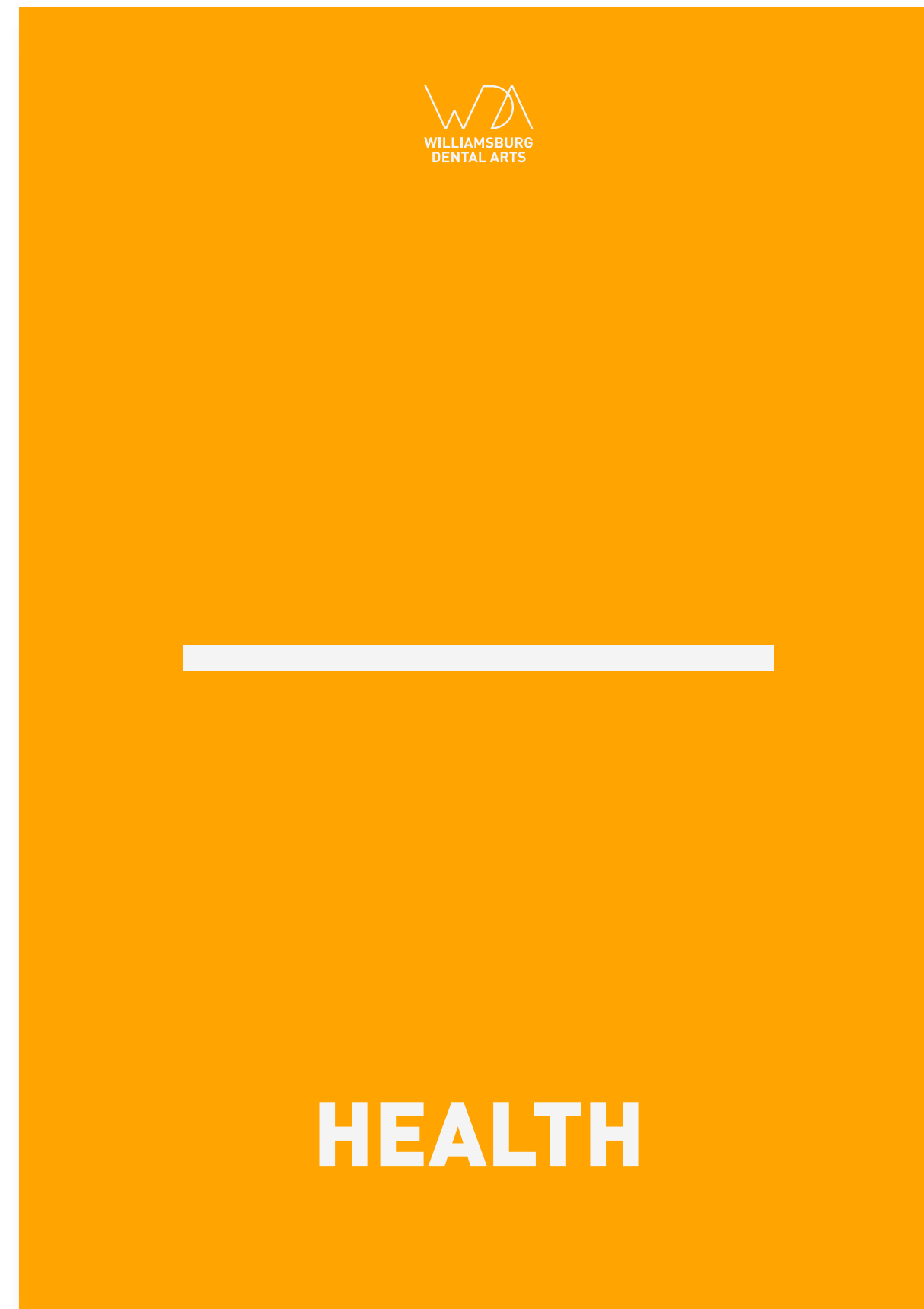
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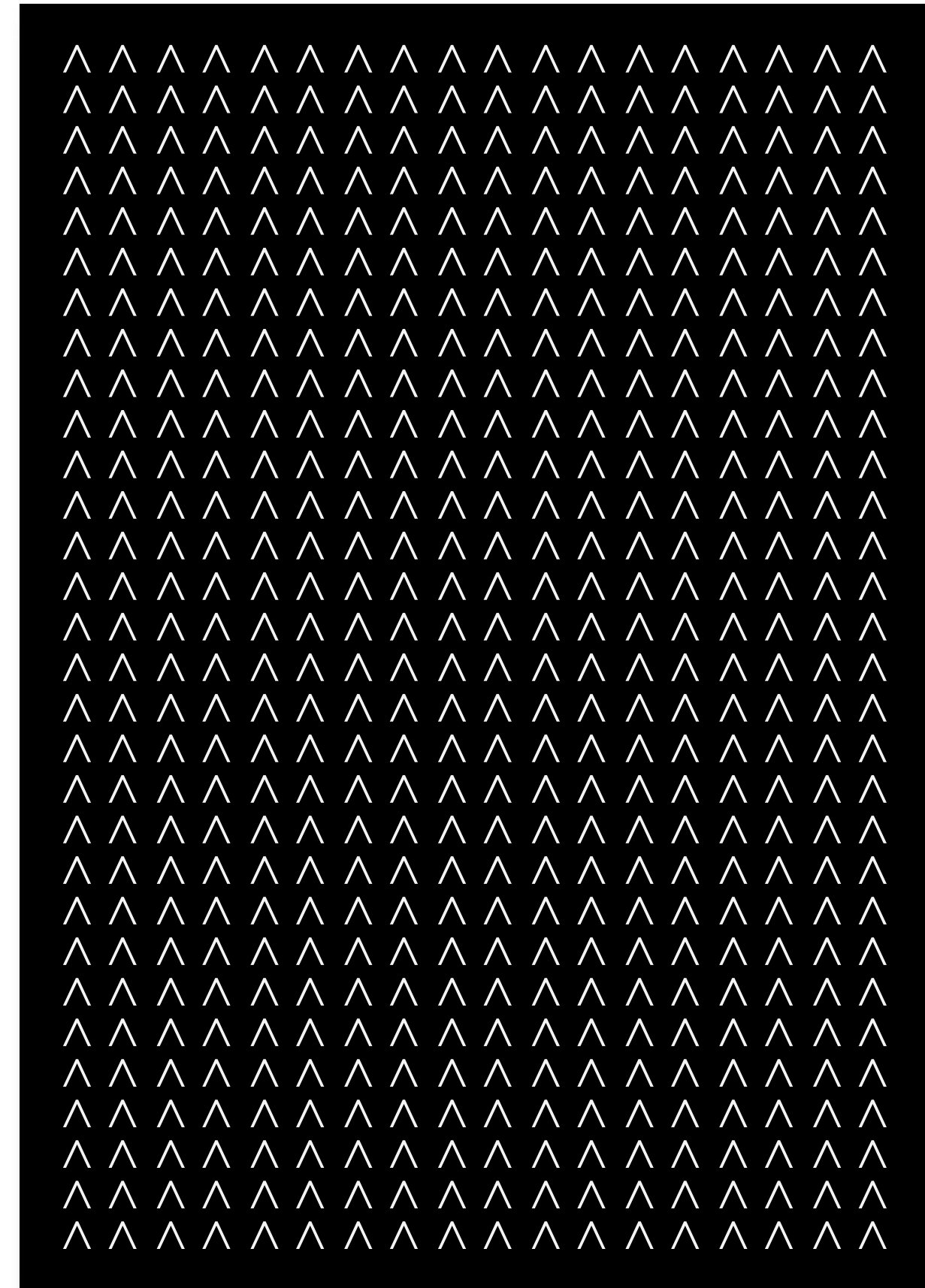
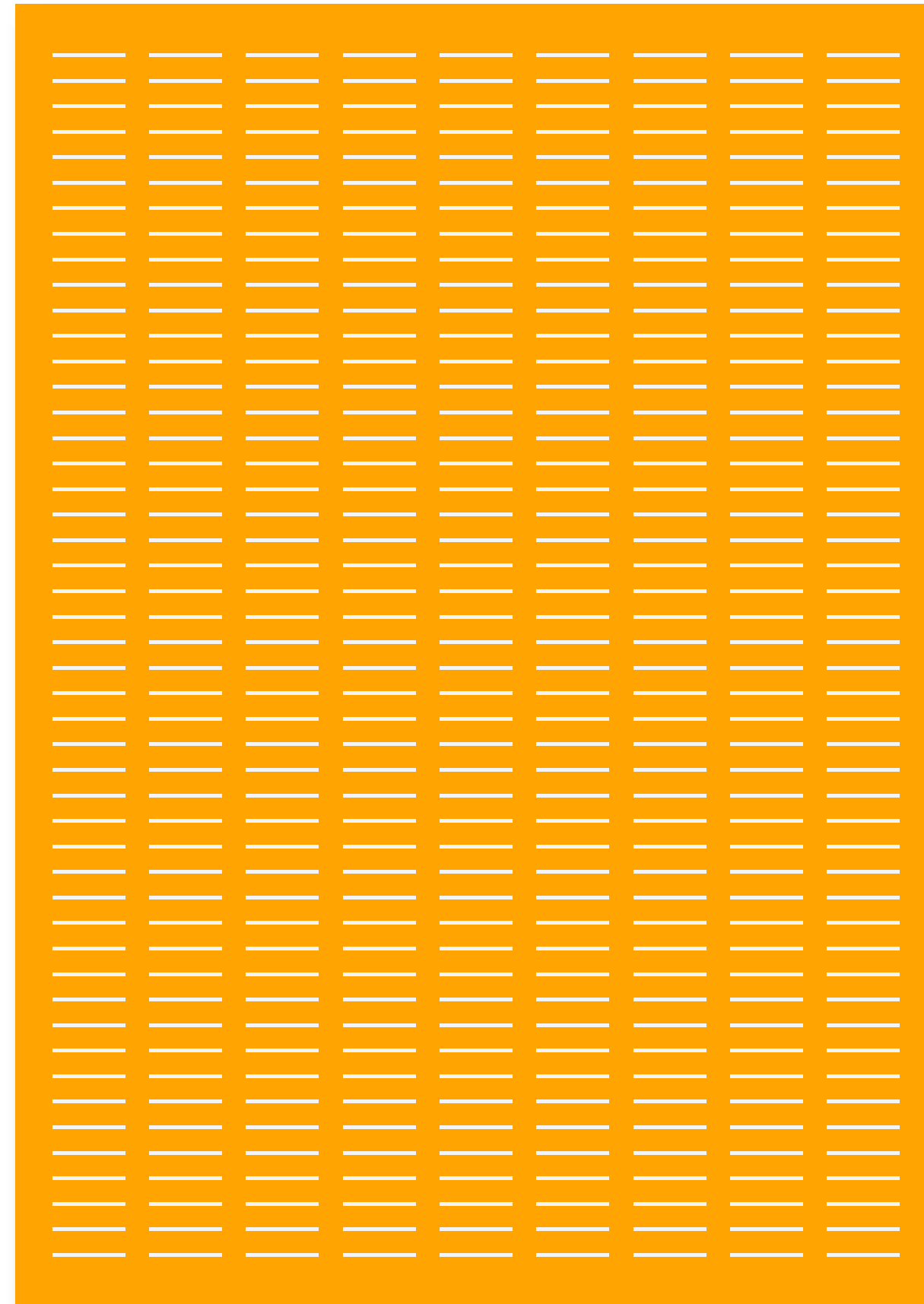
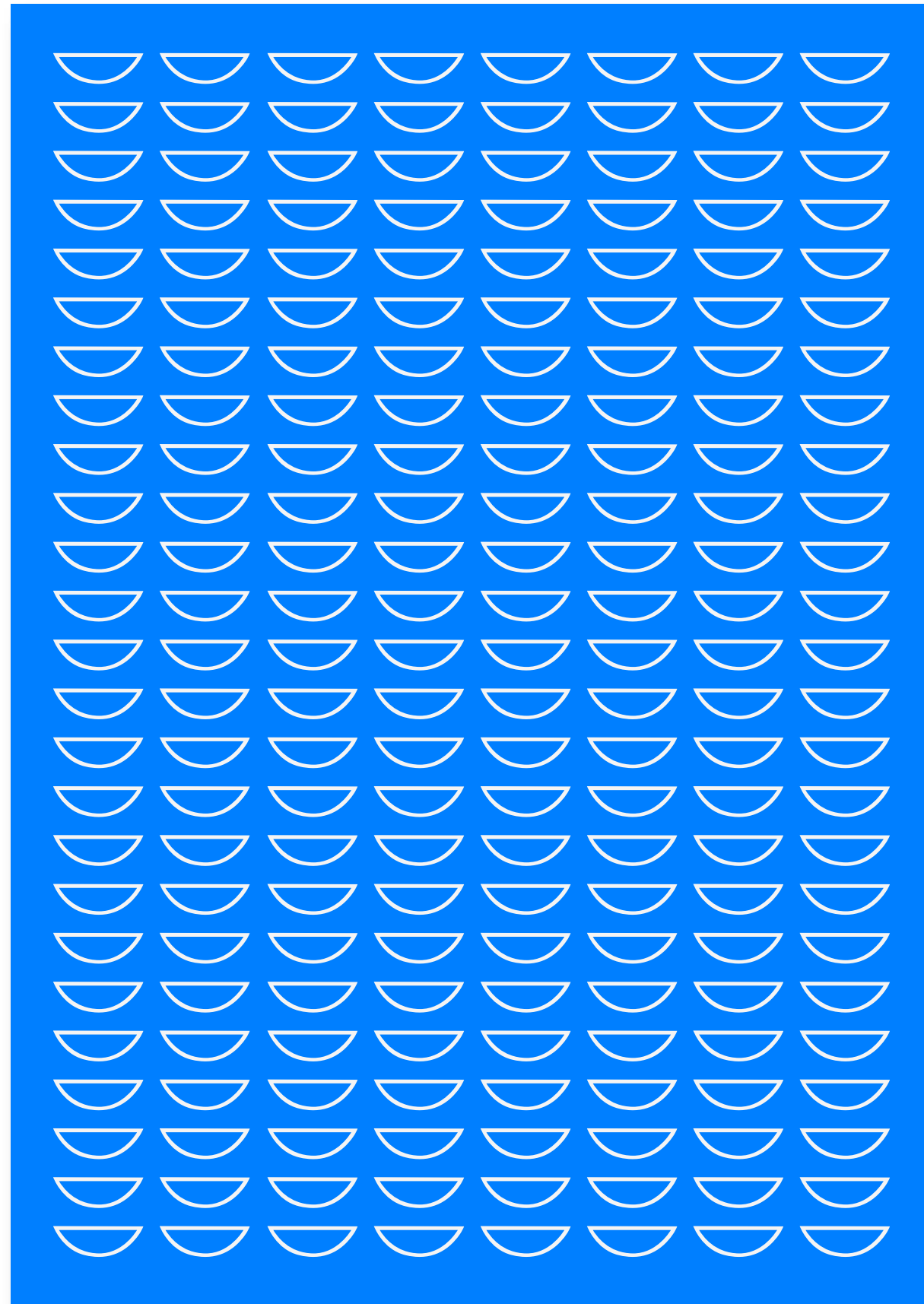
# BRANDING - CORPORATE IDENTITY



# BRANDING - SECTIONS

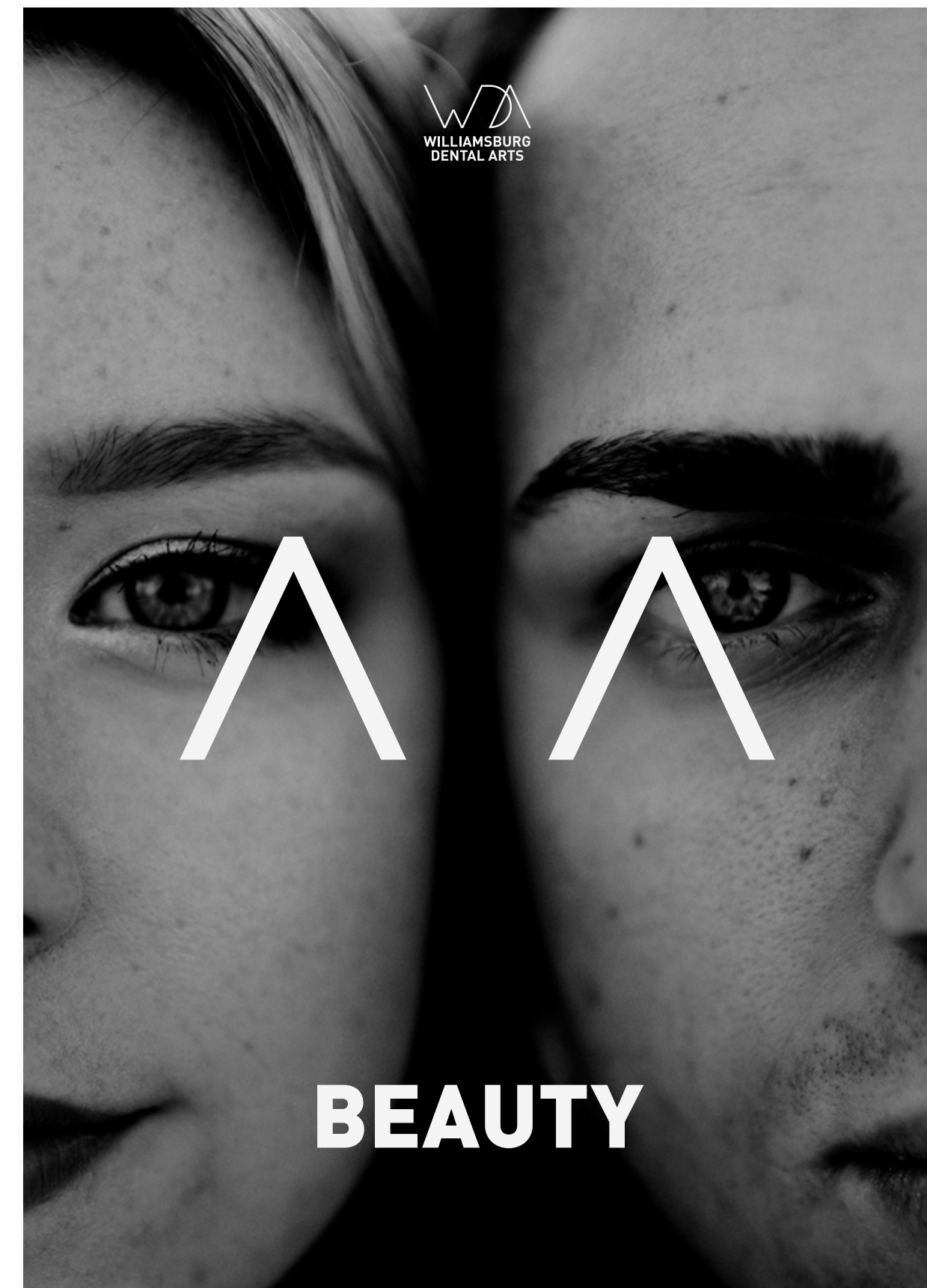
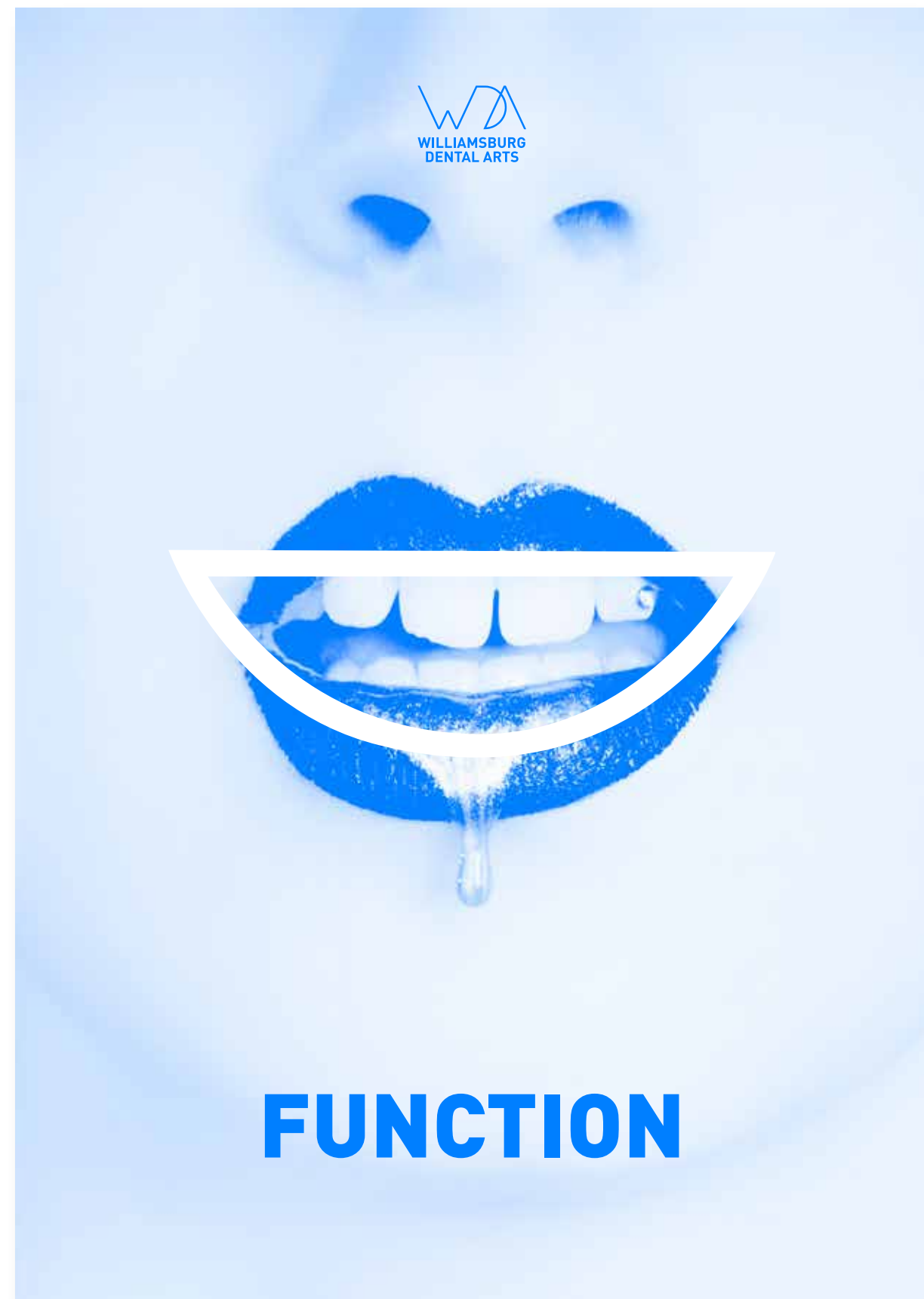


# BRANDING - SECTIONS

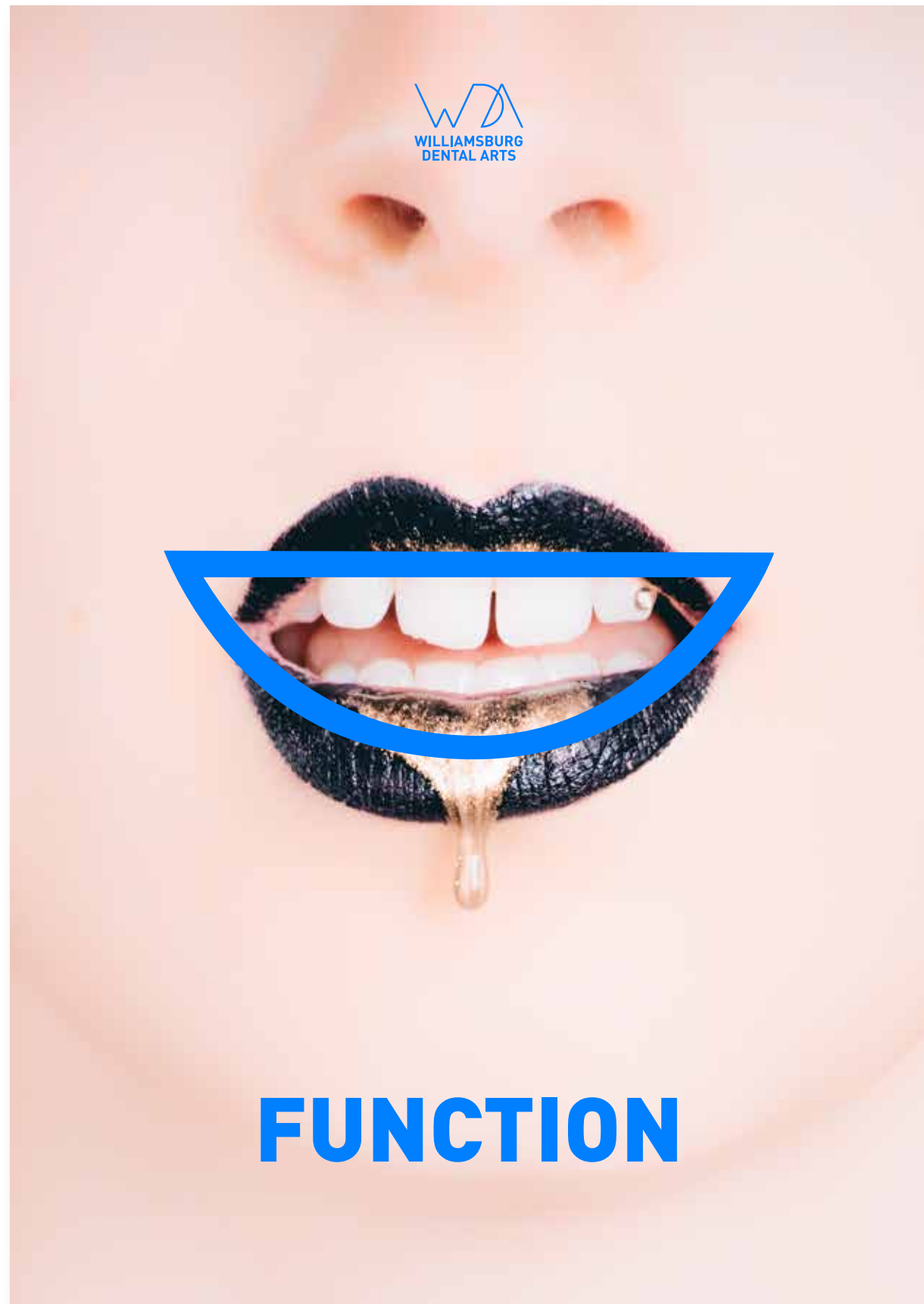




# BRANDING - SECTIONS



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## Ideas to create:

### STATIONARY:

- papers, envelope, cards
- magazine / Fanzine
- book cover
- book marker
- pens
- appt cards
- prescription pads

### PIECES:

- brochures
- fanzines (more artsy)
- explicatory dentistry booklet
- explicatory beauty booklet
- posters (for insde office)
- street posters
- interior signage (locate bathrooms, doors..etc.)
- promo gifts cupons
- mural
- stickers
- paper towels
- wallpaper for office walls
- backgrounds for computers and monitors

### MERCH:

- doc clothes
- clothes
- tooth brush
- toothpaste
- chapstick
- cup
- bags for dental kit
- note pad
- pins
- caps
- water bottle
- keys - llavero