

CONCEPT ONE:

THE 'D'

Calm | Innovative | Sophisticated

Concept 1: The 'D': Typography

Font Gilroy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Thoughts:
Nice but missing something?

DENE LODGE
DENTAL PRACTICE

Thoughts:
Looking interesting
and fit into Innovative
& Sophisticated
categories. Let's take a
step further?

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Thoughts:
Maybe a bit too
much, lets take a
step back.

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DENTAL PRACTICE

Thoughts:
OK, just right and
running with it.

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Concept 1: The 'D': Icon

1



2



3



4



5



6



Why 'D'?

Dene = where you are

Dental = what you do

Dang = who you are

The chosen icon 'D' contain both 'D' & 'L' (Dene Lodge).

Concept 1: The 'D': Colours



#28395b



#ffffff



#b2b5b7

Concept 1: The 'D': Final logo V1



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Concept 1: The 'D': Mock Ups



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Concept 1: The 'D': Group



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GREY FARM
DENTAL PRACTICE



HONEYDALE
DENTAL PRACTICE



HEATHSIDE
DENTAL PRACTICE

Group
Examples:

Each dental practice will have a
different name.

Concept 1: The 'D': Group


DENE LODGE
GROUP


DENE LODGE
GUILDFORD


DENE LODGE
LONDON


DENE LODGE
CAMBRIDGE

Group Examples:

Keep 'Dene Lodge' as the 'core brand' and any additional will fall under it.

Thank you.