

CONCEPT TWO:

LOVELY

Calm | Innovative | Sophisticated

Concept 2: Lovely: Typography

Font Gurmukhi MN

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:
Look a bit basic don't you
think?

Thoughts:
Not bad but not great
either.

Thoughts:
Ok, this font is great
but too modern?

Thoughts:
This one look both
classic and modern at
the same time, will run
with this for now.

DENE LODGE
DENTAL PRACTICE

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DENTAL PRACTICE

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DENTAL PRACTICE

DENE LODGE
DENTAL PRACTICE

Concept 2: Lovely: Icon

1



Love + Butterfly = Lovely

2



3



4



5



6



Why Lovely?

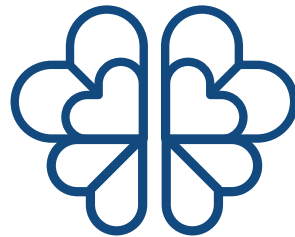
Seeking a shape that able to relate to all future practices and not just bond to 'Dene Lodge'. The heart shape symbolize caring, health and love which relates to all gender and age groups. The concept uses heart shapes to form a butterfly which is a emblem of love and beauty.

Concept 2: Lovely: Colours



#154a7f

Chosen brand colour is also known
as Classic Blue
(colour of the year 2020)



#ffffff



#bfcfdc



DENE LODGE

DENTAL PRACTICE





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DENTAL PRACTICE

Concept 2: Lovely: Mock Ups

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DENE LODGE

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Concept 2: Lovely: Mock Ups



DENE LODGE

DENTAL PRACTICE



DENE LODGE
DENTAL PRACTICE



GREY FARM
DENTAL PRACTICE



HONEYDALE
DENTAL PRACTICE



HEATHSIDE
DENTAL PRACTICE

Group Examples:

Each dental practice will have a
different name.



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.