

CONCEPT THREE:

GOLDEN FLOWER

Calm | Innovative | Sophisticated

Font
Bodoni

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:
Prada Font: It's nice, but hard
on the eyes.

Thoughts:
Versace Font: The thin
line can cause an issue
when the logo is used
small.

Thoughts:
Dior Font: Very nice
font, going to be a
top pick.

Thoughts:
Gucci Font: Just the
right balance I think.

DENE LODGE
DENTAL PRACTICE

DENE LODGE
DENTAL PRACTICE

DENE LODGE
DENTAL PRACTICE

DENE LODGE
DENTAL PRACTICE

1



2



3



4



5



6



Why Golden Flower?

And so the journey began..

Guildford began as a Saxon village by a ford. It was called the guilden (golden) ford.

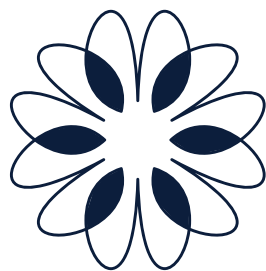
It may have been called that because of **golden flowers** that grew at the riverside or because of the golden sands on the banks of the river. The village of Guildford turned into a town in the early 10th century.

History | Traditional | Trusted : Let's not forget about them...

Concept 3: Golden Flower: Colours



#0e1f3d



#ffffff



#a1886a

Concept 3: Golden Flower: Final logo V1



DENE LODGE

D E N T A L P R A C T I C E



Concept 3: Golden Flower: Mock Ups



Concept 3: Golden Flower: Mock Ups



DENE LODGE

DENTAL PRACTICE



Concept 3: Golden Flower: Mock Ups



DENE LODGE

DENTAL PRACTICE

Concept 3: Golden Flower:

Group



DENE LODGE

DENTAL PRACTICE



GREY FARM

DENTAL PRACTICE



HONEYDALE

DENTAL PRACTICE



HEATHSIDE

DENTAL PRACTICE

Group

Examples:

Each dental practice will have a different name.

Concept 3: Golden Flower:

Group



DENE LODGE

G R O U P



DENE LODGE

G U I L D F O R D



DENE LODGE

L O N D O N



DENE LODGE

C A M B R I D G E

Group

Examples:

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

Thank you.