

SURFACE MEDICAL ESTHETICS

LOGO DESIGN

Design 1

FULL CIRCLE

The Full Circle design concept creates an elegant symmetry, bringing the eye from side to side and holistically around the logo motif. The "D" and "C" are interlocked in a continuous curved stroke, lending itself to a contrast with the accompanying geometric business name.

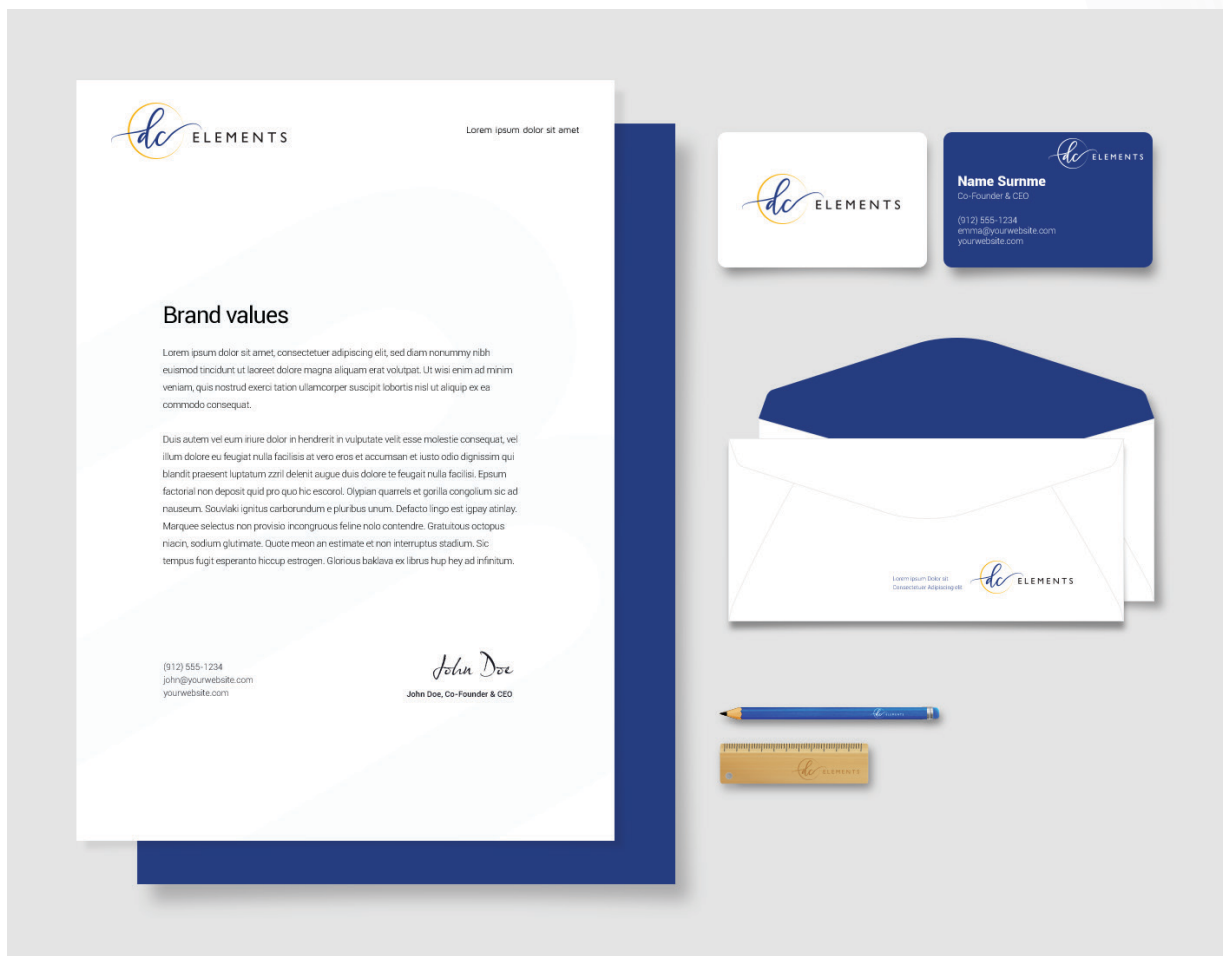


Inspired by interwoven motifs, this design is both delicate and whimsical. The varying curvature of the accents flowing out of the letters give each one its own personality and individuality.

Alternate color option:



Mockups:





Design 2

FUSION

The Fusion design combines elegance and beauty with the trust and reliability of Surface Medical Esthetics' licensed staff. Two letters become one in this classic design and not only are the initials fused, but also the relationship between class and clinical.

d | E L E M E N T S

d E L E M E N T S

d
E L E M E N T S

d

The serif typeface nods to high-fashion while conserving a clinical ambiance with the precise edges throughout the design.

Alternate color options:



Mockups:





Design 3

FEMININE MYSTIQUE

The Feminine Mystique design takes a more abstract approach, using gesture to reference the woman's form and catering to a predominantly female clientele. The hybridity of the "DC" initials references the Fusion design concept but in a more understated way. The simplicity of the design contrasts with the mood of an Eastern visual style, creating a modern flair.



ELEMENTS



Inspired by syllabic writing systems, this custom illustration plays off of the warm atmosphere created by the curved and soft lines. The head of the figure is tilted upward, lifting the shape in a gesture of hope and new possibility.

Alternate color and style options:



Mockups:



