Page Designed in Figma

Graphic Design

Graphic Designed in Adobe Illustrator

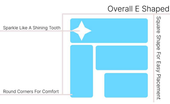
Personal Brand Case Study

Brand Alias

Breakdown

Original Expidental Design

Overall E Shaped Form



Light Blue Represents
Cleanliness, Loyalty, Responsibility

Setting The Bar

Expidental

Name represents fast results for the dental industry.

In further detail, Expidental is a made up marketing agency for dentists. Expidental would handle the overall growth and tactics for a dentistry's entire digital / online presence, including social media management, online ads, website design / development and SEO.

Core brand values are minimal and deliberate.
Target audience includes dentists and dental businesses looking to grow their digital presence.

Moodboard

Moodboard Assembled in Figma

Typography System

Logo Font — Calibri, Bold, #68D6FF

Legible, rounded, universal. Color matches logo.

Header Font — Archivo, Bold, #404547

Strong but minimal, yells quietly. Color more inviting than black but still strongly contrasts white.

Header 2 Font — Archivo, Regular, #404547

Compliments Archivo bold. A fit for subtext.

Header 3 Font — Calibri, Regular, #404547

Complimentary to other fonts but also capable of holding itself together for categorized sections requiring topic, titling. Solid alternate title font for smaller typography.

Body Font — Arial, Regular, #575D60

Legible, familiar. Color invites long reading without contrasting to an uncomfortable level.

Body 2 Font — Averia Serif Libre, Regular, #000000

Strong contrast for short reading. Used for detailing figures, images, graphs. Serif accents for legibility at small to tiny font sizes. Black color for further legibility.

Decorative Font — Marck Script, Regular, #404547

Minimal script font. Elegant and simple, good for visual compositions.

All font colors subject to change based on background color.

Color Palette

Primary		
68D6FF	4DA3F4	276EBE

Accent		
404547	575D60	CBDCE4
FFFFFF	FBF6FF	F3E4FF

Iconography

Icons created in Adobe Illustrator

Collateral Design

Business cards created in Adobe Photoshop

Letterhead created in Adobe Photoshop

Envelope created in Adobe Photoshop

About Expidental

Graphic designed in Adobe Photoshop
Page designed in Figma

Lorem Ipsum

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Contact Us

Lorem Ipsum

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