



DENTAL
STUDIO



Designed by In Sync Design in 1998, this logo was created when Bruce Clark left Clark Chapple & Hume, In Sync then redesigned both corporate Identities to allow for the name change from Clark Chapple & Hume to Chapple Hume & Farmer. This design was based on their original design created by another graphic design company in the early 90's.



Designed by In Sync Design in 1998. This logo signified Bruce Clark's independence from the original group, as he was still practising in the same surgery, similarities in the overall design remained, in order to retain recognition & trust in the brand.



Designed by In Sync Design in 2000. This logo was created when Bruce Clark moved to new premises and ended any perceived connections to the original group, while still retaining the circular shape for brand consistency.

Original logo design

Due to eventual retirement of Bruce Clark, his name was removed from the brand in order to begin the process of a new identity. The focus on cosmetic dentistry along with new practices such as facial line reduction injections also precipitated the brand progression.

The new name, “Cosmetic Dental Studio” describes the services offered by the practice which prides itself on it’s superior customer service and friendly approach, especially where young children are concerned. This was an element that In Sync Design endeavoured to incorporate into the final creative solution.

The logos on the following pages demonstrate the design process. The options shown represent only a fraction of the solutions developed. Generally, for every visual created, only about 50% are finally presented to the client as we eliminate any which may prove weaker than others.





Initial Ideas



Idea Development



Logo Placement