



curio museum design

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BRANDING & IDENTITY

Logo Design
Brookline Dental Specialists
May 8, 2018



Initial Color Inspiration



thistle

RGB: 114 36 108

HEX: 72246C

CMYK: 53 96 10 24



velvet

RGB: 133 120 116

HEX: 857874

CMYK: 17 25 22 51



basalt

RGB: 61 57 53

HEX: 3D3935

CMYK: 38 35 33 92

A B C D E

F G *hi!* J K

L M N O P

Main Font: Baskerville

Secondary: Gotham

Tagline: Museo 700

BROOKLINE
DENTAL SPECIALISTS



warm earth tones with one rich swath of pigment + a modern, stylized representation of an ancient design element



BROOKLINE
DENTAL SPECIALISTS



complete & convenient family care

Font details: A balance of modern and classic, like Brookline itself...



The main font for this logo is Baskerville italic. Created in 1757 England, John Baskerville was looking to bring print to a new level of beauty by creating a font with perfect balance and proportion. He was the first designer to bring decorative details to type that had previously only existed in hand-engraved copperplate.

Many consider Baskerville's italic typeface, particularly the capital N, an example of proportional and aesthetic perfection. Notice that I have repeated the flourish of the lettering within the graphic itself.

BRANDING NOTE: The main font is for logo use only; Baskerville italic should not be used in any other application (text, website, etc)

Font details: A balance of modern and classic, like Brookline itself...



The secondary font for this logo is Gotham book. Designed by American type designer Tobias Frere-Jones in 2000, Gotham was directly inspired by the architectural signage of mid-twentieth century New York.

This font has delightful geometry (an engineer could not have built it better), and it anchors the logo beautifully. Pairing this mid-century typeface with the classic letterforms of Baskerville creates a stunning combination.

Gotham (or a similar typeface) may be used on your website for headers, menu items, buttons, or other design elements.

Font details: A balance of modern and classic, like Brookline itself...



nve

The final font in the logo is Museo 700. Created in the Netherlands and released in 2008, the font's designer, Jos Buivenga describes Museo as resembling "pieces of bent metal wire." (While I chose this font solely for design reasons, I cannot help but love the auspicious design connection to orthodontics!)

Museo is known for being legible even at small sizes, allowing it to provide the perfect level of visual interest to your tagline without losing the message in the design. Your web developer may also choose to use Museo in their design for headers or menu items (if it works with their overall design strategy).



BROOKLINE
DENTAL SPECIALISTS

complete & convenient family care





web mockup v.2



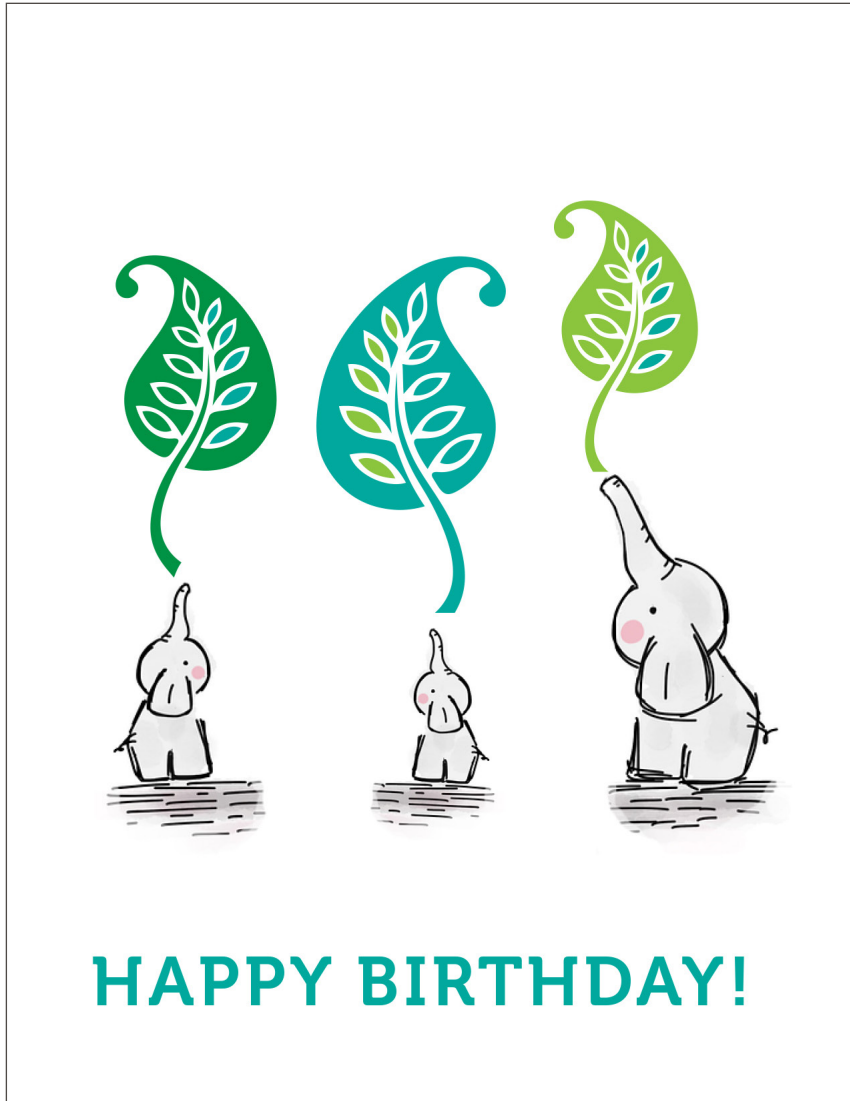
second print mockup w perspective



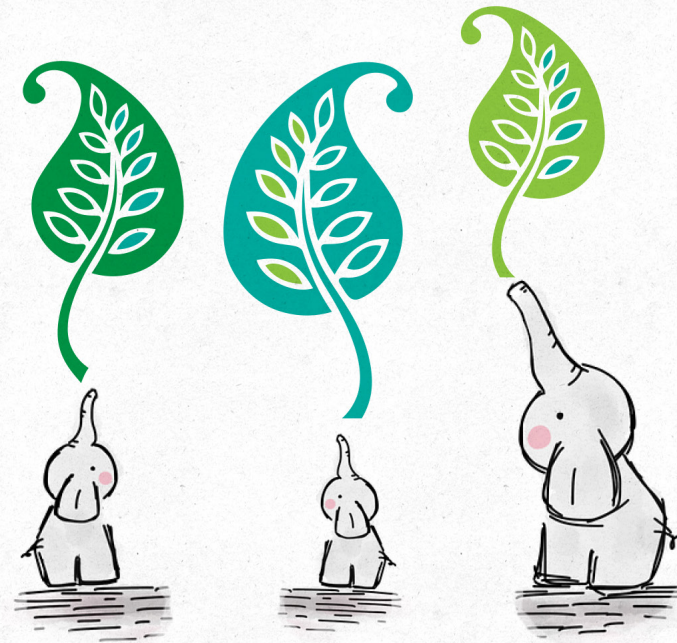
metal sign mockup (with tagline)



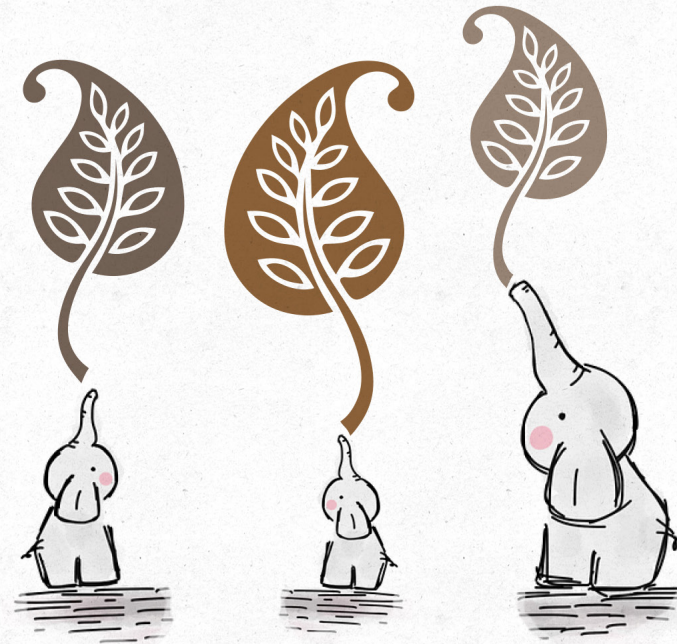
letterpress mockup



These designs are not print-ready, but show how the design can work outside of the logo.



HAPPY BIRTHDAY!



HAPPY BIRTHDAY!



Prepared for Brookline Dental Specialists
by the Curio Museum