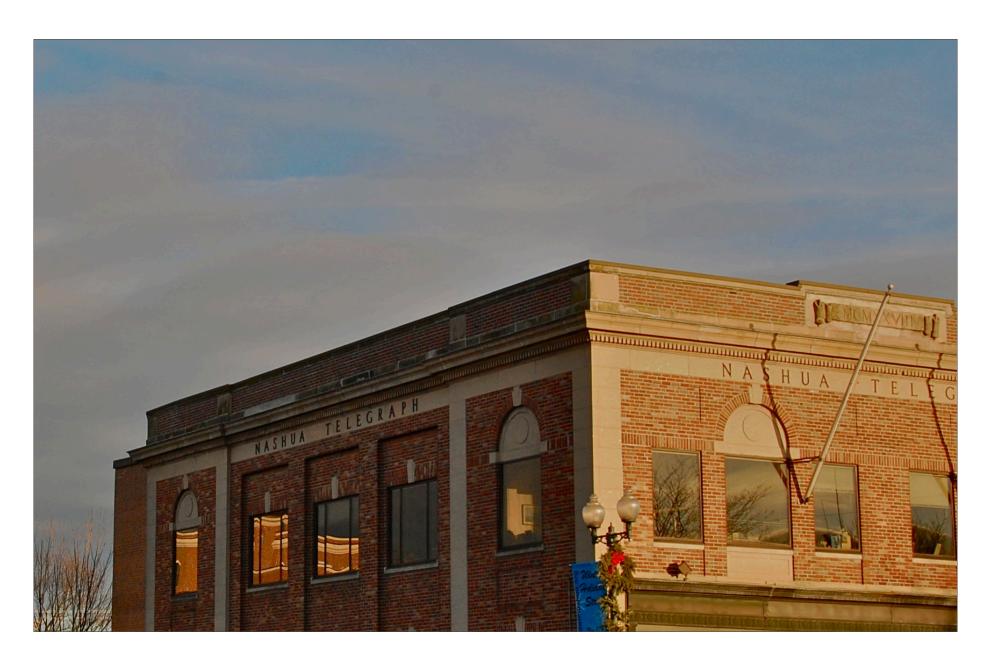


curio museum design

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BRANDING & IDENTITY

Branding Concept Package Nashua Riverfront Dentistry February 3, 2020



Nashua Telegraph Building, built in 1928 Photo © Kadeefoto (https://flic.kr/p/8YH3Uw)



indigo violet

RGB: 38 33 63

HEX: 26213F

CMYK: 95 90 0 60



cornflower blue

RGB: xxx xxx xxx

HEX: xxxxxx

CMYK: xx xx xx xx



a few of the secondary color options

blueberry

RGB: xxx xxx xxx

HEX: xxxxxx

CMYK: xx xx xx xx

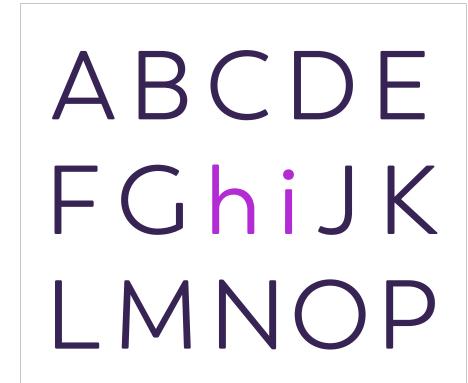


california poppy

RGB: xxx xxx xxx

HEX: xxxxxx

CMYK: xx xx xx xx



main logo font: BOSTON

NOTE: Secondary colors are preliminary! Once final colors are selected, I will fill in the appropriate Pantone chips and color formulas so you'll have a record of brand standards for use across all media.



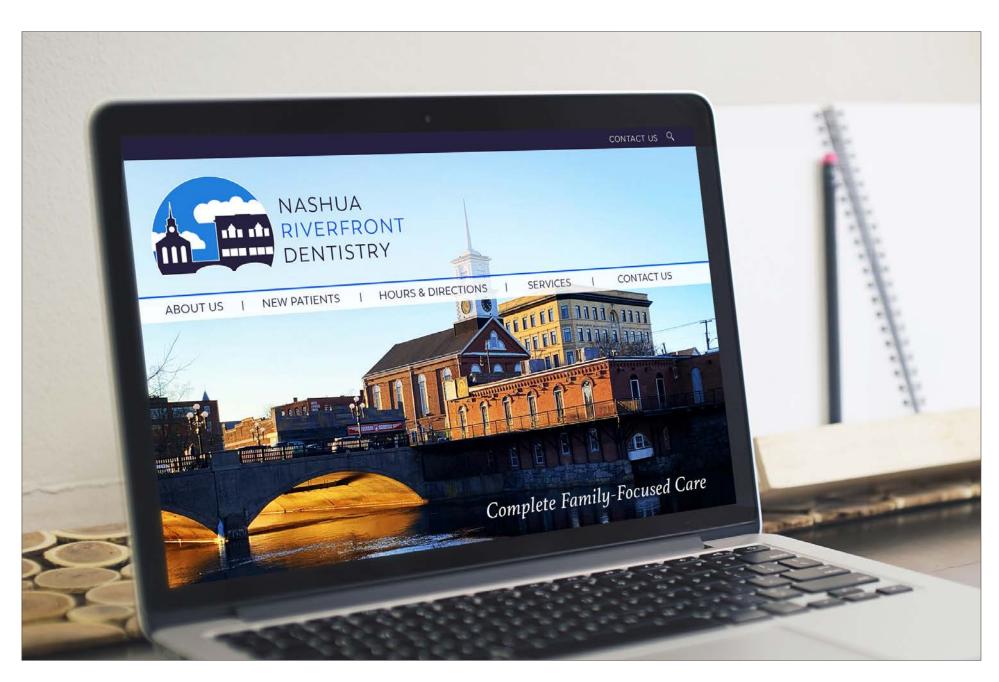
A sweet, clean representation of your corner of the Nashua River, combining your location with the main view from your office – Main Street Bridge & Gate City Church.







Print mockup - horizontal



Simple web mockup with tagline



White knockout (excellent for advertising and social media imagery)

Photo by Tamara Niedzolkowski



After the Snow Stops © Jonathan Ramsdell Photography Contact info for this photo available online: https://flic.kr/p/CTJwDS



Versatility: This design is strong enough to work on varied backgrounds and colors without losing its identity.

*Nashua River Tone Map © Jonathan Ramsdell Photography (https://flic.kr/p/oTh1dW)

PART II: Color Options

While the main structure of the logo remains dark purple throughout, the secondary color is easily swapped out and looks beautiful in varying hues.

Choose the one you love the most, the one that goes best with your office, or be daring and reserve the right to use them all!

(Perfectly ok with an illustrative graphic like this.)



Color option: purple sky

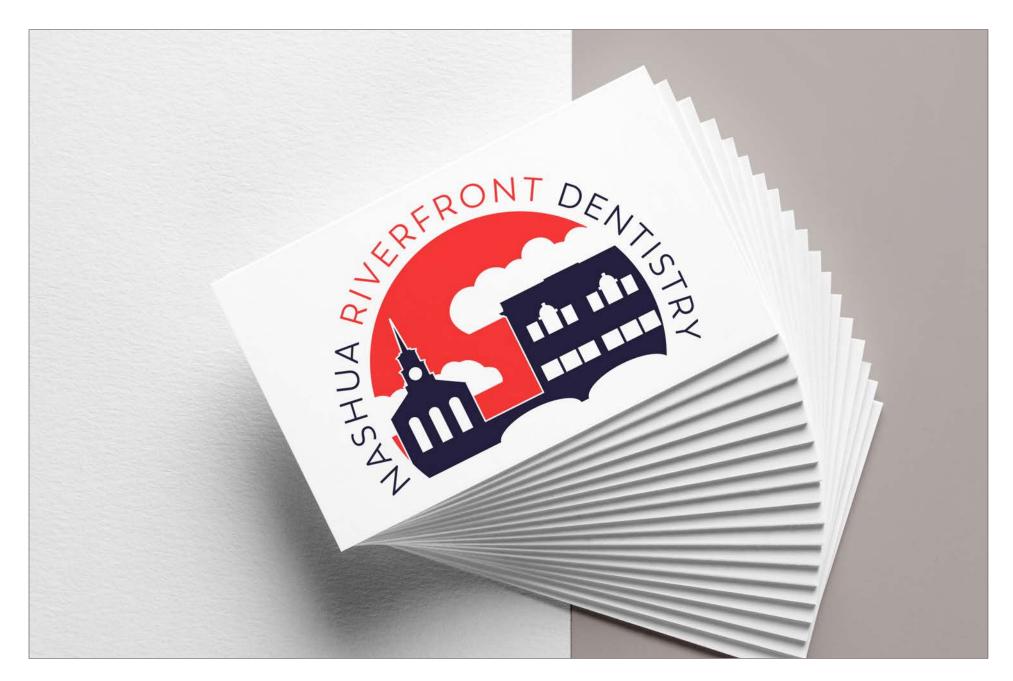




Print mockup - horizontal



Color option: poppy red sky





Color option: teal blue sky





Color option: tangerine sky





and back to the original combination – a sublime cornflower blue sky





Designed for Nashua Riverfront Dentistry by the Curio Museum

