



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>)



a few of the secondary color options



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



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



NASHUA
RIVERFRONT
DENTISTRY

Horizontal option



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



Print mockup - horizontal



Color option: poppy red sky



Print mockup



Color option: teal blue sky



Print mockup



Color option: tangerine sky



Print mockup



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



Last look



Designed for Nashua Riverfront Dentistry
by the Curio Museum

