

hmdg

Charles Carter Clinics

Logo & Brand Development

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1.

Icon & Typography Shortlist

Charles Carter Clinics

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Charles Carter
CLINICS

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Charles Carter Clinics
BISHOP'S STORTFORD

 **Charles
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Clinics**


Charles Carter Clinics
PRIVATE PHYSIOTHERAPY

*Charles
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Charles Carter Clinics
BISHOP'S STORTFORD

 **Charles Carter Clinics**
Bishop's Stortford

Rationale.

Having considered the positioning of the brand as a high value, 'Heritage' styled offering in line with the examples sent across (Farrow & Ball, Fairfax & Favour etc) the initial suggestions of script style font just don't sit well, they're better suited for more bespoke, craft-oriented business, whereas something with a weight, elegance and higher end offering trades best on a more substantial, classic approach to branding.

With this in mind, the recommendation would be to take a level of inspiration from both the example sites, and the Bishop's Stortford crest, by creating a logomarque that is influenced by it, whilst still remaining contemporary and fitting for digital consumption.

The pared back 'shield' icon, a nod to the towns crest 'crown', and the 'Three Layer C' inset, covers the three C's of the business name, whilst the subtitle of Bishop's Stortford locates the business, and further evokes a brand with a rich history, integrity and substance.

Further to this, should other clinics open in the future, the consideration has already been made for the location name to change whilst keeping the core brand elements intact. .

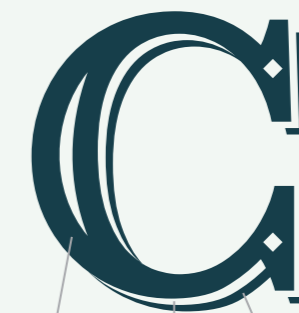
Key Elements



Bishops Stortford Crest



Contemporary Crest



Charles Carter Clinics

Contents.

2.1 Brand Identity

2.2 Brand Assets

2.

Branding



CHARLES CARTER CLINICS

BISHOP'S STORTFORD



CHARLES CARTER CLINICS

BISHOP'S STORTFORD



CHARLES CARTER CLINICS

BISHOP'S STORTFORD



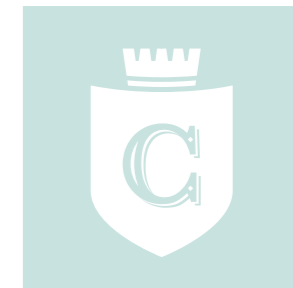
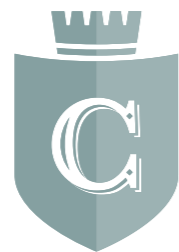
CHARLES CARTER CLINICS

BISHOP'S STORTFORD



CHARLES CARTER CLINICS

BISHOP'S STORTFORD



Baskerville SemiBold

Aa Bb Cc 123

Cabin Regular

Aa Bb Cc 123

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Thank You.

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