



Maison Dentaire, No.32

An unusual and youthful visual identity for a Vancouver-based dental clinic by STUDIO JULY.

Maison Dentaire is not an ordinary dental clinic. Its laid-back atmosphere is more like that of a neighborhood barbershop. This, as well as the two-generational partnership of its founders, was the inspiration for the visual identity by Studio July. Evoking modernity and tradition, youthfulness and experience, a detailed and elegant serif typography is applied with a modernity fit for the Instagram age, catching the eye with a straightforward and youthful attitude and enhanced by a black-and-white palette. This is paired with a direct, straight-up tone of voice. The visual identity is applied to goodie bags, using scale to deliver an immediate impact, and to packaging, stationery, and tote bags, each one an opportunity for the brand to express itself and generate social media buzz amongst a younger clientele.

