



Option 1

Spa-like, fresh and contemporary. This is a clean, high-end mark with character and type to match. The mark was inspired by the Vietnamese symbol for happiness. The four corners of the mark represent four areas of the practice: skin condition treatment, skin exams, skin cancer surgery and skin rejuvenation. The chosen typefaces are Fedra Sans for "Luring", a distinguished and contemporary style, and Scala Sans Bold Italic for "Dermatology" for its personality as an italic font.



Option 2

Compassionate, therapeutic and rejuvenating. The mark consists of flowing shapes folding over themselves to convey the caring philosophy of Lauring Dermatology. It can also be seen as a butterfly to represent transformation and beauty. The chosen typefaces are Bree Serif Bold and Light, for their gentle qualities.



Option 3

Caring, revitalizing and professional. The mark represents four areas of the practice. The rounded and overlapping shapes convey caring for the patient. The typefaces are Neutra Display Bold and Canterell Bold. The name "Lauring" was softened up by replacing the default letter "N" with a flipped letter "U."

LAURING

DERMATOLOGY

Option 4

A bold, stylized type treatment with arching elements representing the “before & after” of treatment. The arches also represent the welcoming and caring environment that Luring Dermatology provides. The typefaces are Neutra Display Bold for “Luring” and Gotham Medium for “Dermatology.”

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Option 5

A clean, simple and professional typeface. The name "Lauring" was crafted in a manner that appears product-eque. It stand on it's own and speaks for itself. It is an extended font called OPTIEdgar. This logo can appear clean, as seen here, or it can be framed by branding elements and accents for additional character. These elements could be placed in the web site, business card, or other print collateral.

1.



2.



3.



4.



5.

