

THE Smile ClinicTM ELITE

Nothing you wear is
more important than your smile

Brief

Develop a complete brand identity for Smile Clinic Elite, creating a clean, sophisticated visual presence that reflects the practice's commitment to exceptional dental care and premium patient experience.

The objective was to establish a modern, professional identity that stood apart from traditional dental branding by deliberately avoiding clichéd tooth and smile icons in favour of a refined, minimalist approach.

> **Refresh Branding**

Private Patient

> **Re-positioning**

Communicate

> **Quality & Expertise**

Website Optimisation

> **and User Journey
Streamlining**

Outcomes

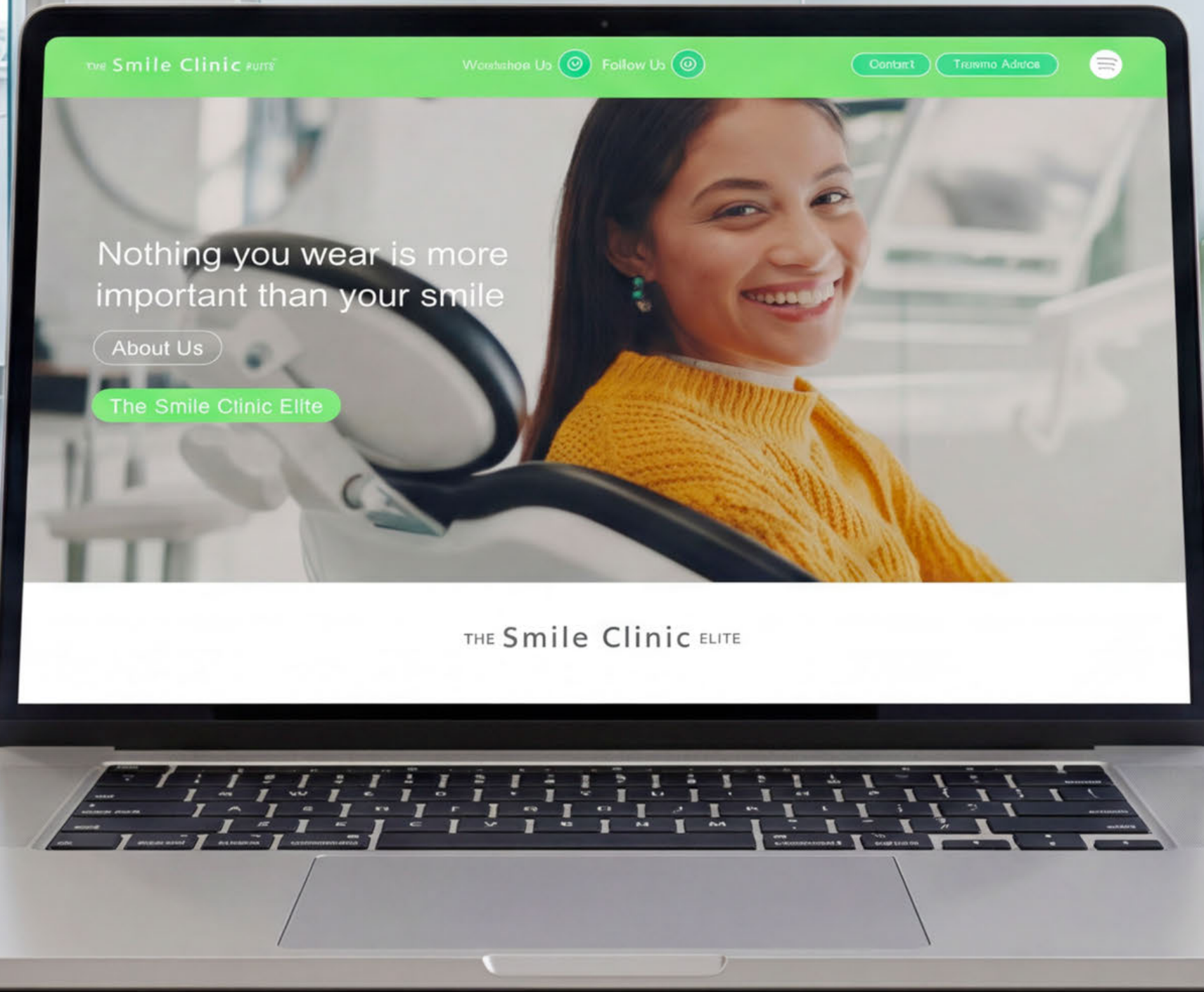
Our approach combined a refined, contemporary aesthetic with the practice's commitment to exceptional patient care, creating a distinctive brand that differentiated it from traditional dental clinics. The result was a cohesive, premium identity that strengthened brand recognition, enhanced patient confidence, and delivered a consistent experience across both physical and digital touchpoints.

➤ **Refreshed Brand Identity : Elite Private Patient Practice**

➤ **Engaging External Practice Branding and Window Graphics**

➤ **Redesign of the Existing Website**

➤ **Internal Practice + Touchpoint Signage**



THE Smile Clinic ELITETM

Excellence in Every Smile



THE Smile ClinicTM ELITE
Excellence in Every Smile

Implant



Implant Cleaning



Implant Maintenance Orthodontics



Absolutely amazing staff, can't fault the effort they go to. Above and beyond service and a fab dentist.

Michaela







THE Smile Clinic ELITE™

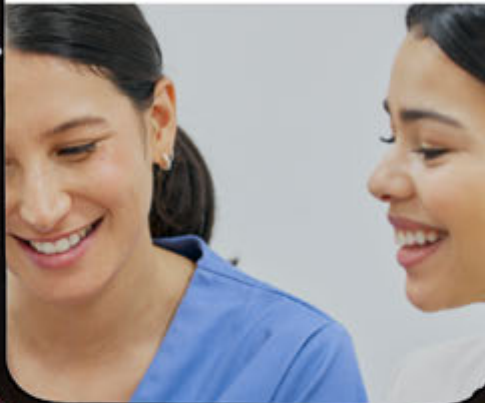
Contact By Phone

Trauma Advice

A Winning Team

Recognised in our field with
numerous industry and healthcare
awards.

Awards



THE Smile ClinicTM ELITETM

Excellence in Every Smile

RECEPTIONIST



TURN UP THE HEAT



Contact our team
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