



Creation new TRI[®] Dental Implants Logo

24.02.2020

#1 DIGITAL IMPLANT COMPANY

Information

Company Description:

TRI® Dental Implants is a fast growing global provider for digital implant solutions. Designed and manufactured in Switzerland, TRI® Dental Implants provides high-quality, innovative and easy-to-use implant solutions for the benefit of patients worldwide.

Target Group:

Dentists all around the world

Used Slogan:

#1 Digital Implant Company

Brand Mission:

Swiss Quality, Simplicity, Digital

Goal of new logo:

Enhance perception of being #1 Digital Implant Company, create a consistent brand appearance in line with our digital product portfolio



At the moment TRI[®] uses two different Logos



Product Logo

Used for product packaging and the website



Marketing Logo

Used for all marketing and communication activities

GOAL

Unify these two logos to one

Status quo – Existing Marketing Logo

4 critical elements

01

The rays are no longer used for other communication nor marketing purposes.

03

“dental implants” payoff is too small and most of the time unreadable.

02

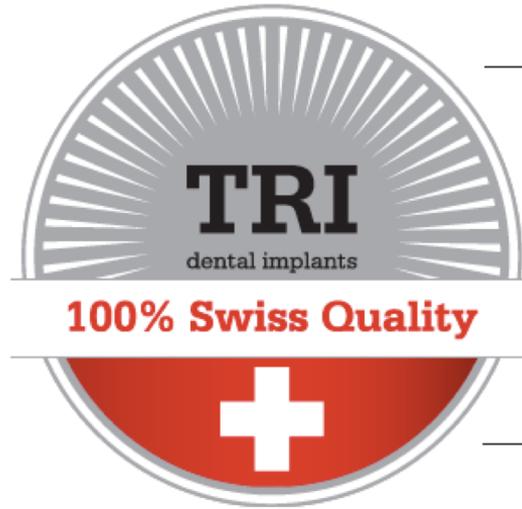
Printing Issues with logo. 4/4 colors.

04

Serifa Font, not used any more for other marketing purposes.



Current Colors – Marketing Logo



GREY

Pantone 877 C
C0 M0 Y0 K40
R176 G177 B189



BLACK

C0 M0 Y0 K100
R26 G23 B27



RED

C0 M100 Y100 K10
R209 G0 B25



RED SHADE

C0 M100 Y100 K30
C0 M100 Y100 K10
C0 M100 Y100 K50



LEFT

RIGHT

Current Colors – Product Logo



GREY

Pantone 877 C
CO M0 Y0 K40
R176 G177 B189



BLACK

Pantone Black
CO M0 Y0 K100
R26 G23 B27





The house fonts

All communications issued by TRI® Dental Implants are produced in the
Serife Bold or Myriad Pro Family.

Reason for rebranding

01

Although TRI® has a strong brand image and majority of the designs are modern, fresh and digital, parts of the TRI® brand identity is not in line with the business strategy to become #1 Digital Implant Company. Some parts of the brand identity looks old and dated.

02

TRI® business has outgrown the existing brand and is competing with more established companies in the digital implant field. The company has experienced a period of growth, but the brand is lacking.

03

A more consistent and «digitalized» brand appearance needs to be created. Only parts of the TRI® brand identity needs to be refreshed.

04

The TRI® marketing logo consists of the rays, which no longer are used for other communication nor marketing purposes.



First ideas – new direction to go

TRIDental
Implants

+ TRIDENTAL IMPLANTS

TRI **+**
DENTAL IMPLANTS

TRI
Dental **+**
Implants

TRIdental **+**
implants

TR**I** DENTAL
IMPLANTS