

Logo/design brief SmileGo

Describing the business

SmileGo is an e-commerce dental insurance, with a focus on the Latin American market and Latin American residents in USA.

SmileGo sells dental plans of third parties providing the service in several countries of Latin America.

The final product sold is a dental health plan, covering 132 procedures from cleanings to prosthetics, without co-payments, at an affordable monthly value.

SmileGO wants to project a modern image, leaving the stuffy (square, complicated, boring) image of large insurance companies. Maintaining levels of credibility and security for our customers.

We want a distinct image and trying to avoid red colors stand out from the little versatile palette of the health sector.

we are a technology company that uses its own and associated tools to better serve our customers. efficiently, and quickly.

Industry: Odontology/ Dentistry

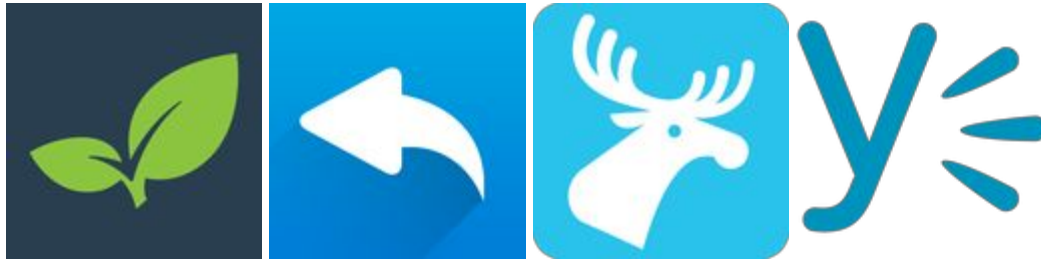
Main product/service: E-commerce dental insurance selling plans and /or odontological assistance with a focus on the Latin American market and Latin American residents in USA.

Unique selling points: In the future we want people from all over the world to be able to buy and use our plans when and wherever they are. For now the idea is to start in the USA, then people who live there can buy our plans for their families in any country in Latin America.

2) Logos we like

We like the kind of logos that are very simple but modern and contemporary, something we can use in our different marketing properties and also social media, internet and technology tools. Also, we would prefer if the logo was square but we really are open to different and new ideas. Avoid rectangular or long shapes Here some of the examples.





Feelings to convey

Keep in mind that we are in the Dental plans Industry but we want to show ourselves as something new, based on technology and progress: a new start, the beginning of something cool and modern. But our aim is also to help people and their families to make their lives better and to look after their dental health.

Where will your logo will be used



As you can imagine, “a great logo is not the end but the beginning of a great brand identity”.

Our Logo will be used in Business stationery, signage, vehicle branding and many other communication tools so they all send a unified brand message.

- Signage
- Online and Social Media

- Promotional material and publications
- Events
- Advertising

Who is your target market?

People from 18 to 65. middle class, workers, with family in Latin America.