



I M A G E S P I G O T
graphic design

399 Macalester Street
Saint Paul MN 55105-2127
651-698-5552 v 651-698-5553 f
www.imagespigot.com

MEDIA RELEASE

14 November 2005

MEDIA RELEASE

Contact:

E-mail: info@imagespigot.com
Mail: 399 Macalester Street
St. Paul MN 55105
Phone: 651-698-5552
www.imagespigot.com/news.html

Sharon Sudman
Image Spigot LLC
399 Macalester St. Paul
651-247-2382

IMAGE SPIGOT IN SMILES OVER NEW VISUAL IDENTITY FOR CAMP SMILE PEDIATRIC DENTISTRY

Capsule: Design firm Image Spigot announces completion of a new logo and collateral system for the pediatric dental practice Camp Smile. Visit Image Spigot online at www.imagespigot.com.

Minneapolis/St. Paul, Minnesota November 14, 2005 – Image Spigot Graphic Design is pleased to announce completion of a new visual identity for Camp Smile Pediatric Dentistry, including naming and positioning consulting, logo design, letterhead, business card, brochure and web site.

Camp Smile Pediatric Dentistry is a dynamic dental practice exclusively for children located in Plymouth, Minnesota. It has a fun, friendly, caring persona that attracts parents and kids from all over the west metro area.

Says Image Spigot principal, Sharon Sudman, "The creative engagement of the principal dentist at Camp Smile was critical to this project's success and contributed to its logical unfolding. He had already created a fun, colorful space with custom operatories and a built-in playground and a super-nice, friendly staff. The brand experience was all there and just needed a translation into a visual promise that would pique the prospective patient's (and parent's) curiosity. Taking a brand experience like this and converting it to a visual promise is a real pleasure."

The pieces created for Camp Smile included a "super"hero-style logo that kids can relate to, an interactive brochure where kids and parents can find out what to expect at Camp Smile, and a name tag that helps the child anticipate the visit. "Upon arrival, the kid really gets to experience what was promised, because the colors, shapes, playground and most of all, friendly, caring people are really all there in the office, following up on the brand promise," continues Sudman.

"We have had simply a fantastic reaction to the new identity," says Camp Smile office manager Cindy Hofdahl, "Our customers really love the new name and look, and when we send out information on our office we always get a great response."

Working in all areas of organizational imagery, graphics and branding, Image Spigot has experience in identity systems, corporate and sales collateral, direct mail, packaging, web sites and trade show graphics. Rather than apply their own style to client projects, they have a special aptitude for discovering an organization's brand and expressing it visually. They are also committed to giving back to our community, and therefore ten percent of net revenues are contributed to charitable causes. Reach them at 651-698-5552 or info@imagespigot.com, or visit online at www.imagespigot.com.

* * *

For the text of this article, as well as photos and background, reference <http://www.imagespigot.com/news.html>