

## CREATIVE BRIEF



In reviewing the favored logo concepts around the web, a theme emerged of highly stylized, story-driven identity branding.

No stock photography or generic graphics would sufficiently tell the story of Paige Mead Recruiting, and the mission that drives you. Something intimately personal, that evokes the sentiment of commitment, integrity and personal connection.

You would sign your name to an official document, signaling a commitment to the agreement.

You would also sign your name at the bottom of a letter to a dear friend. Perhaps even to say, "With love, Paige".

What then, could better tell the story of your commitment and integrity to clients and candidates alike, than your personal signature?

The Red represents passion, pride, strength and authority.

The stylized signature replica with the pronounced Red 'P' conveys a modern, classy, and slightly edgy feel.

A perfect calling card for "The Ambassador to the Dental Industry".