

BLOODYBIGSPIDER BRANDING



CLIENT

Jesenia

BRIEF

Brand a new medical tourism (plastic surgery and cosmetic dentistry) company aiming for the top-end of the market in both the UK and UAE.

SOLUTION

Choosing a soft feminine sounding name (the vast majority of cosmetic surgery patients are women), which in Arabic can mean 'flower', we coupled this with a stylised Jasmine flower icon.

The flower icon symbolises the beauty being unlocked as the patient 'blooms' after the procedure.

A conservative soft colour palette combined with the classical typography give the identity a premium feel – perfect for the target audience.

