

AN OPEN-ENDED SERIES FROM
EMU DESIGN STUDIO

Short Stories



Alliance Dentistry



ABOUT THIS SERIES

Each book in the *Short Stories* series is a brief overview of what Emu has accomplished with one of our clients. We hope you will give us a call so we can add your story to the series.

When Tim and Maureen Raczka – both veteran dentists – decided to open their own dental practice, called Alliance Dentistry, they approached Emu to help give their new company an eye-catching identity and a presence in the local marketplace.

We began by developing a logo and visual identity elements that had a professional, memorable, and friendly feel. We then applied the new identity to a suite of stationery materials including business cards, letterhead, envelopes, and notecards. Finally, we extended the Alliance brand to the web with a clean and easily navigable online presence.

Alliance is generating a strong local presence following their grand opening, and plans to work with Emu in the new year to develop an ongoing community awareness program.

Alliance Dentistry provides diagnostic, preventive, cosmetic and restorative dental care to people living and working in the Wake County, NC area.
www.alliancedentistryNC.com



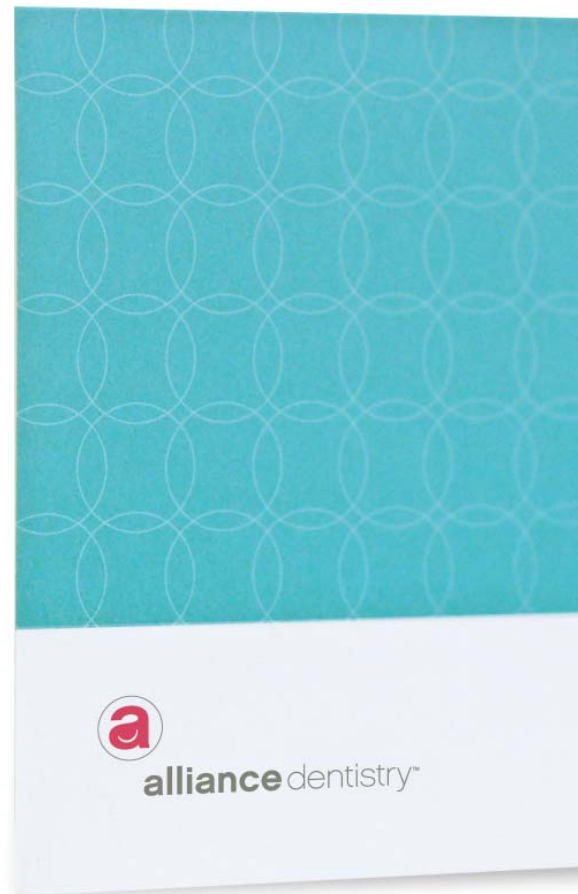
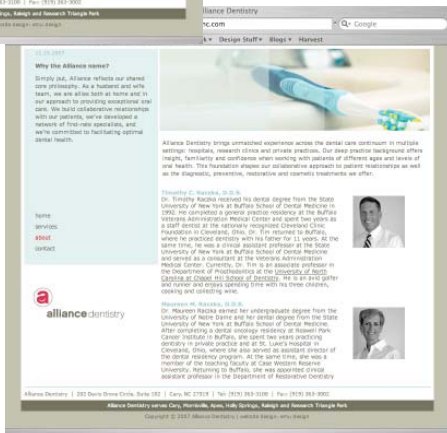
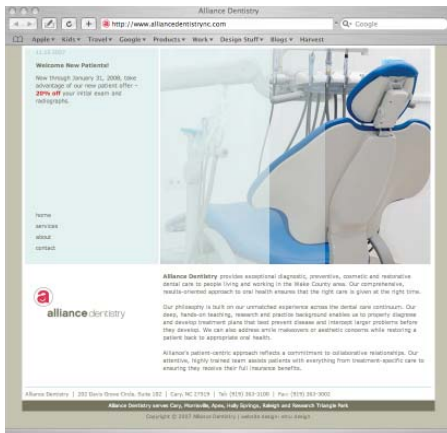
alliancedentistry™



trademark & business card (detail view)



stationery system : business card, letterhead, #10 envelope, notecard





EMU DESIGN STUDIO

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about emu

Emu Design is a leading strategic branding and communication firm. We help companies communicate through effective, creative, and innovative solutions that allow you to differentiate yourself from the competition and achieve your strategic objectives.

our capabilities

Logo & Identity Development, Sales & Marketing Collateral, Trade & Consumer Advertising, Website Development, and Interactive Multimedia Development.

client experience

Alliance Dentistry, Allscripts, Comcast, Crossings at Geneva, Discover Financial Services, Joseph Woodworking, Kraft Foods, Nook & Cranny Cabinetry, StudioC Salon & Spa, Yorke Printe, Zarb Prosthodontics.