

UCD Brand Platform

Concepting — Phase 1, v2

A close-up photograph of a young woman with dark, curly hair and round glasses, smiling broadly. She is wearing a blue denim jacket over a white top. The background is a soft-focus mix of warm colors like orange, red, and green.

Concept 1:

The whole view

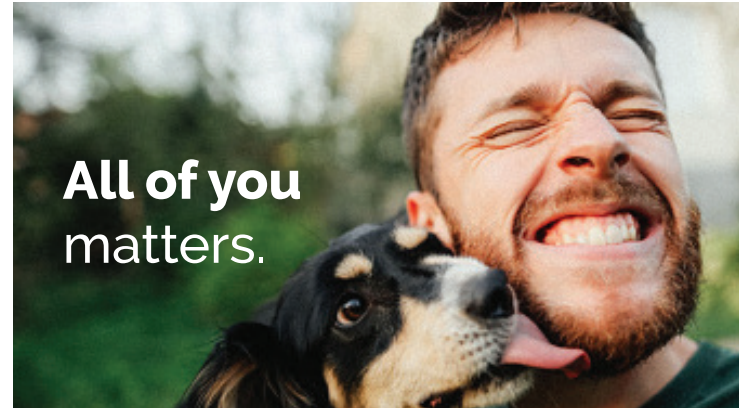
In the world of health, everything is connected — what's happening on the inside affects what you see on the outside, and vice versa. At United Concordia Dental, we think of your mouth as a window into your health. It's a powerful indicator of changes, symptoms, and even conditions within your body. That's why to us it's not just about healthy smiles. It's about getting the whole view to treat the whole you.

The whole view:

It's not just a
beautiful smile.
**It's a
healthier you.**



**All of you
matters.**



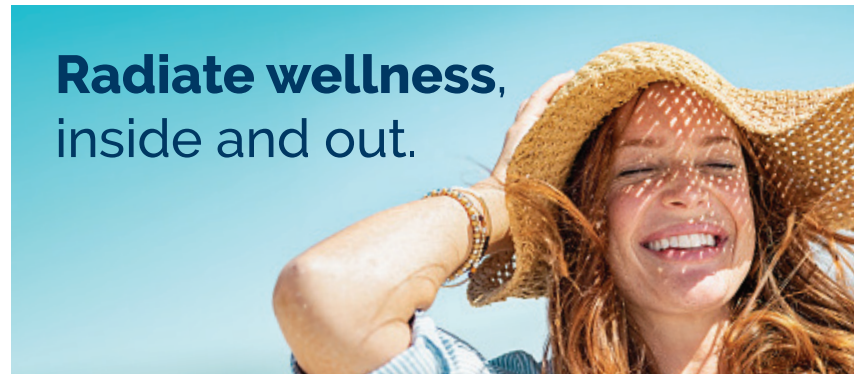
See **beyond the smile.**



Get the **big picture.**



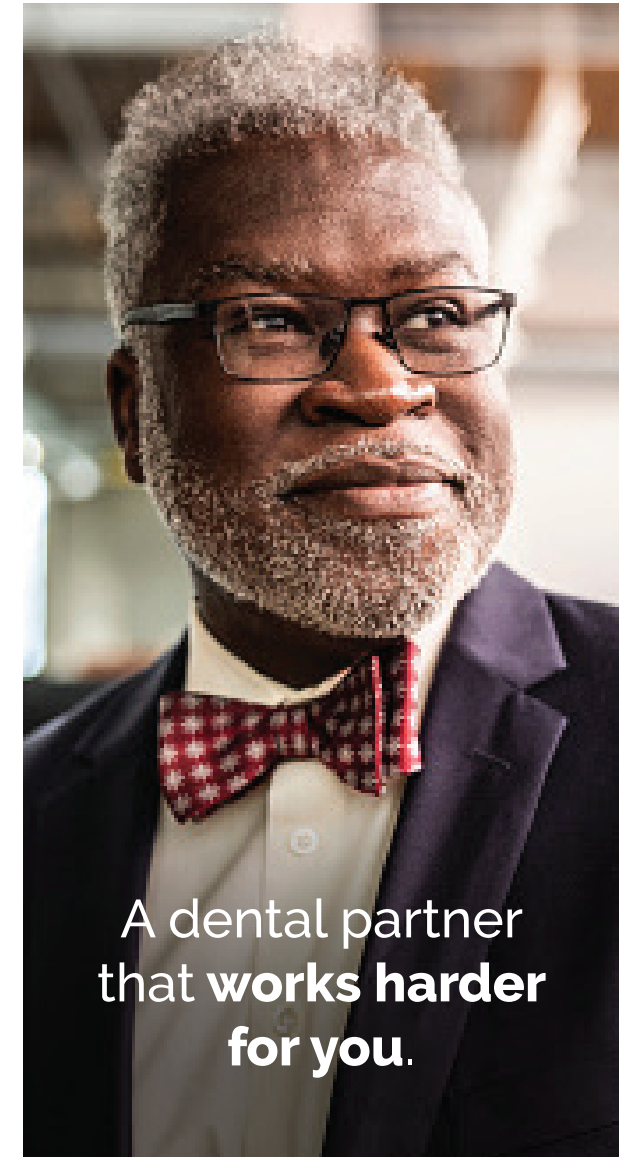
Radiate wellness,
inside and out.



**More
moments
like this.**



A dental partner
that **works harder
for you.**



tonic

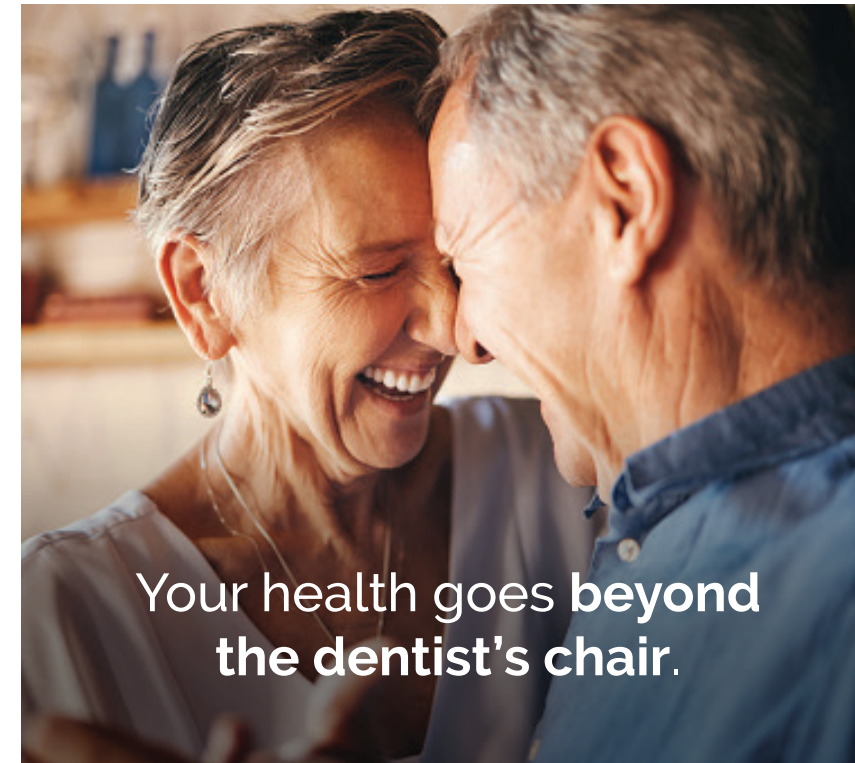
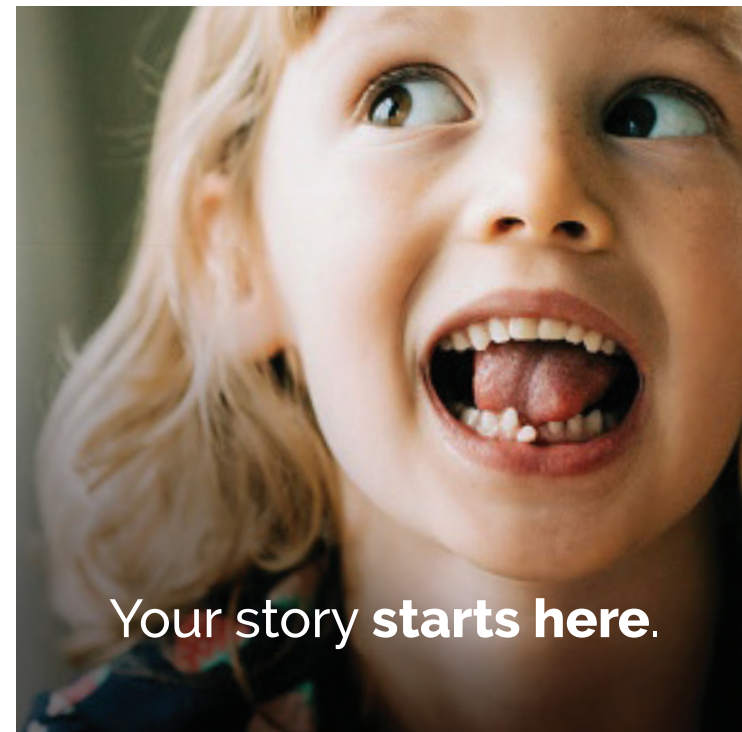
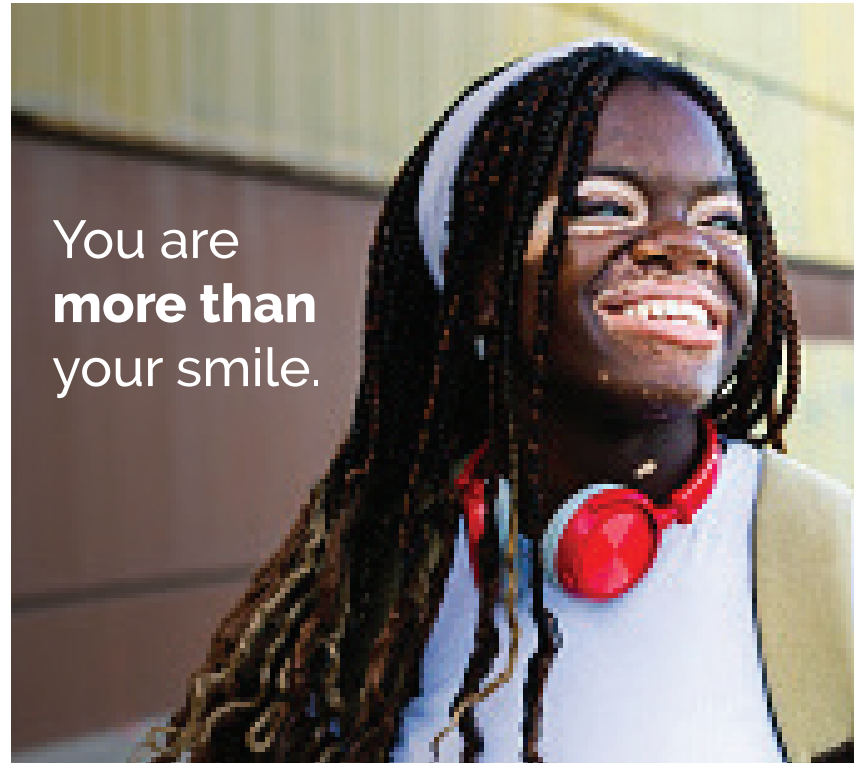


Concept 2:

Beyond dental

Being healthy is more than a once-a-year doctor's visit. It's about what you eat, where you live, and what makes you, you. At United Concordia Dental, we believe dental care should be no different. To us, you're not just a patient. You're a combination of your daily habits, your environment, and your unique self. That's why we support all parts of you. Because we understand it's more than just teeth — it's your whole health story.

Beyond dental:



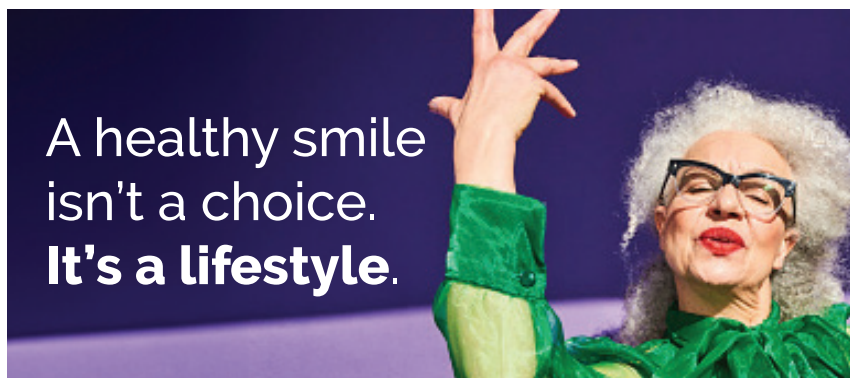


Concept 3:

Wellness starts with a smile

In a world where barriers divide us, a smile is the positive force that brings us together. Smiles make people feel seen, foster connection, and break down walls. That's a pretty big job. But smiles do so much more than just make someone's day — they are the cornerstone of wellness — and a vital link that connects oral health to overall well-being. So let's embrace the power of a smile, not just as an expression, but as a commitment to a happy, healthy lifestyle.

Wellness starts with a smile:



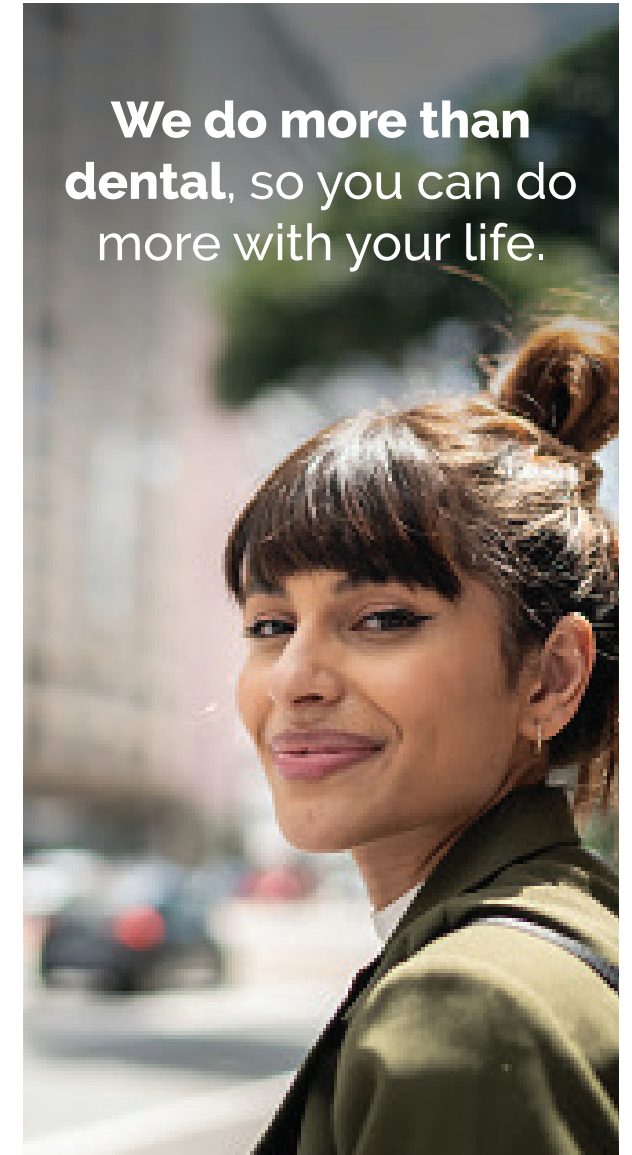
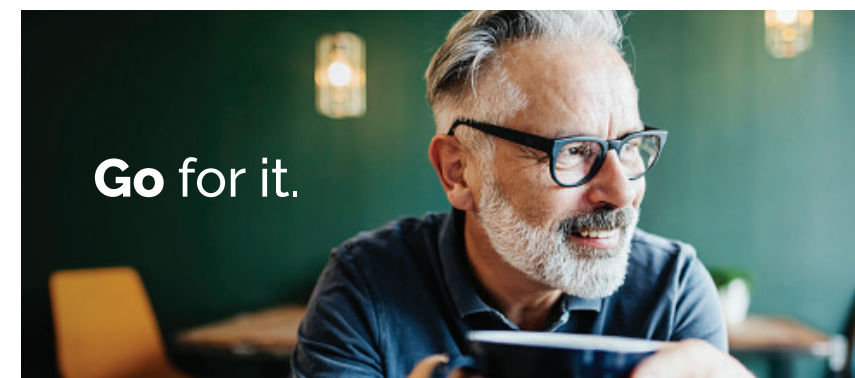
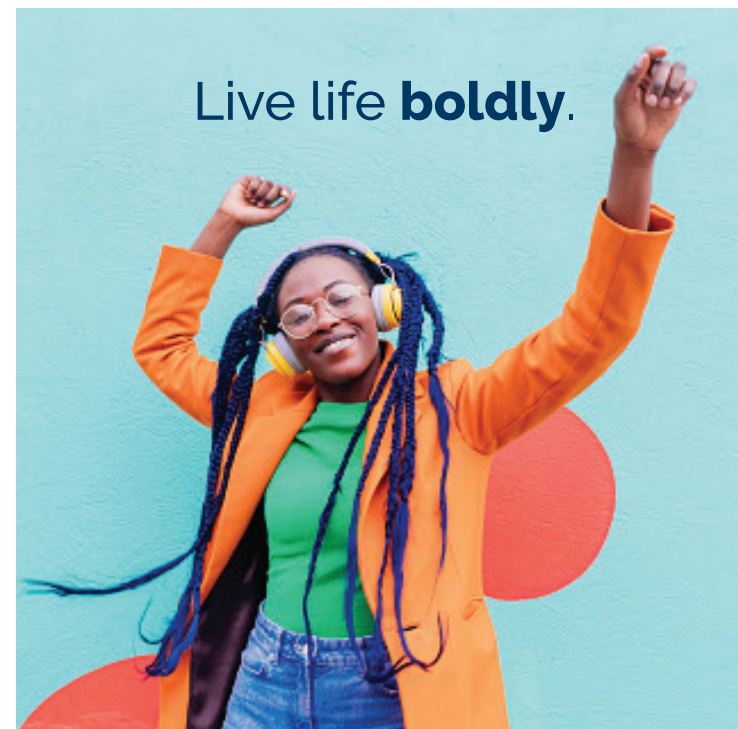
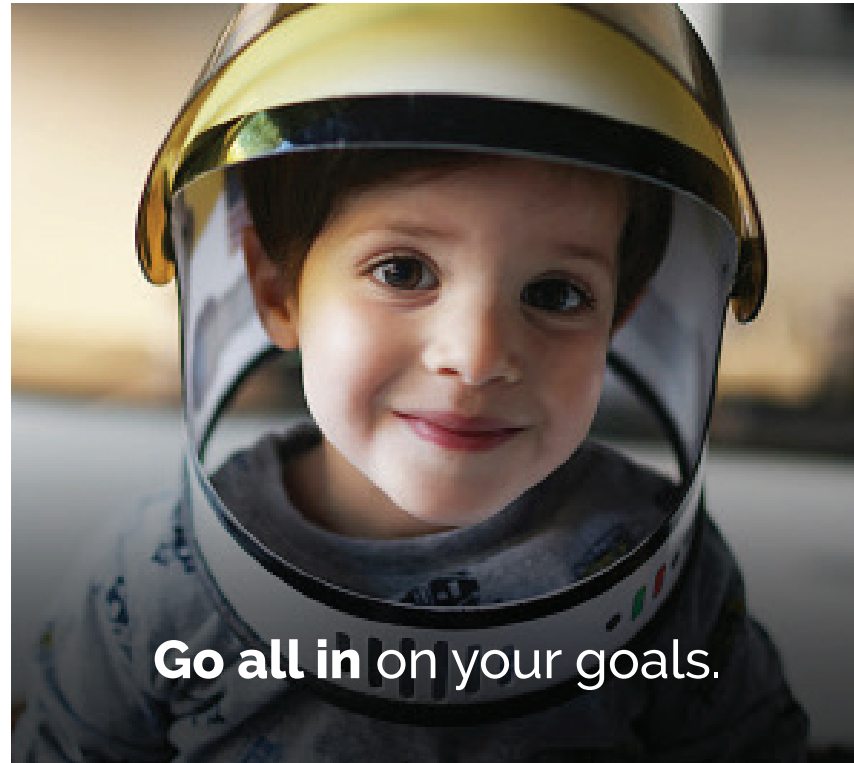
Concept 4:

Go all in

Life is meant for trying new things. For taking chances. For being your best self. At United Concordia Dental, we believe that you are more than your smile. You're an ever-changing, always-growing version of yourself. And that's why we look at the big picture of health, not just dental. So go ahead — live boldly, savor each moment, and go all in.



Go all in:

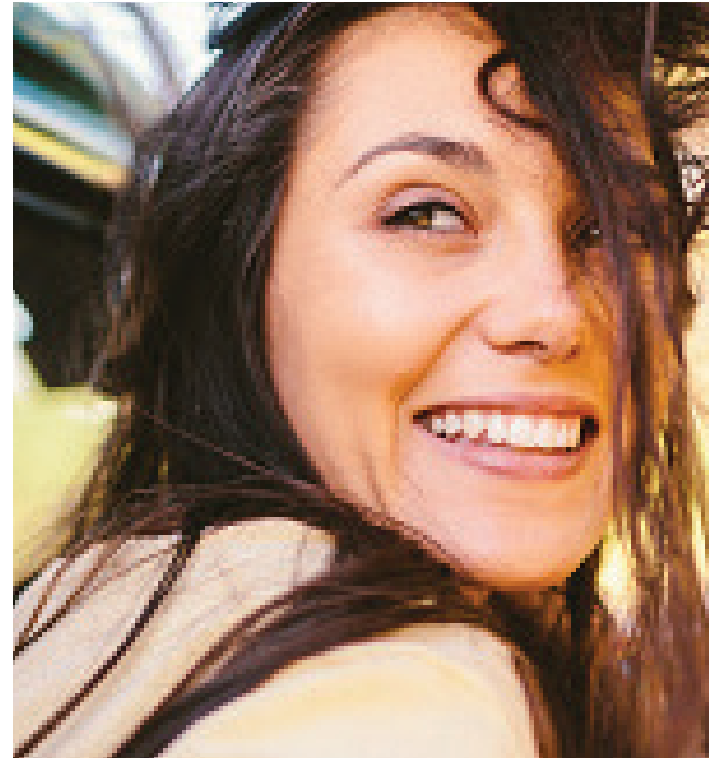


tonic

summary of concepts



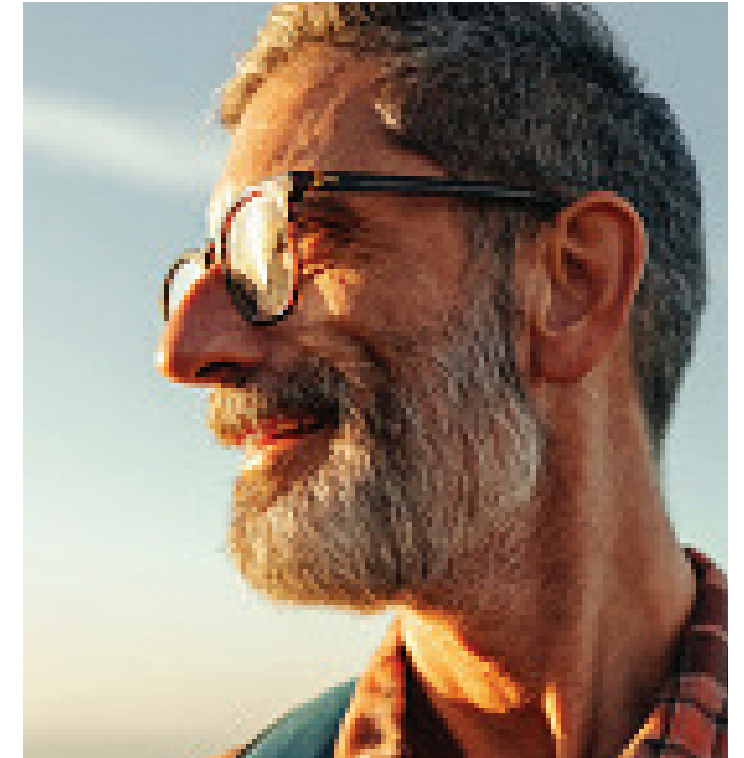
The whole view



Beyond dental



Wellness starts
with a smile



Go all in