



Minority Status as a Business Strategy

Sonrisa's New Name & Logo Identifies New Dental Services

The business formerly operating as Midwest Periodontal and Oral Reconstruction had been facing a challenge: rebranding their business. They expanded their services to include traditional spa treatments (upper body massage, facials, botox, etc.), executive accommodations and a special section dedicated to pediatric dental services. In an effort to proceed with such a complex identity project in an organized and professional manner, they retained the SosaGroup to produce their new brand and marketing materials for the dental practice, and our other businesses that are inter-related.



After several options were presented, the name, Sonrisa (the Spanish word for smile), was chosen to represent the practice. The simple



mark was designed to help a viewer understand what sonrisa meant and to be child-friendly. We also coined the term, "periodontal spa" in an effort to communicate the specialized dental services practiced by one of their principal doctors.

The primary visual components also needed to work for the other business owned by the Sonrisa principals. Simply applying different colors to each enterprise (which were also the colors used on the interior walls) was enough to differentiate them, but also to unite them.



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