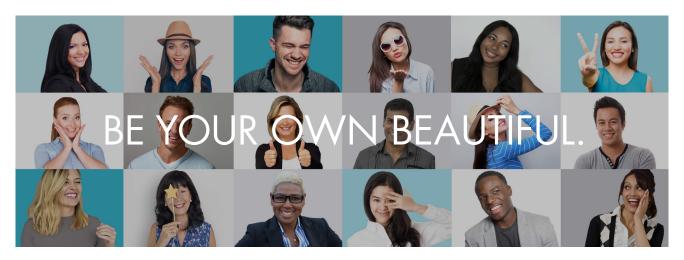


The Spotlight team continues to diligently execute Kwan Dermatology's marketing plan. William Kwan MD is the founder of Kwan Dermatology and is the country's leading dermatology expert in ethnic skincare. Kwan Dermatology is located in the Tiffany building in San Francisco's Union Square.



To further communicate Kwan Dermatology's brand values to their audience (patients), under the direction of the Spotlight marketing department, the Spotlight graphic design team created branded artwork to be hung on the newly painted practice walls. The artwork was created to not only compliment and enhance the new decor (featuring brand pallet colors), it was also created to communicate how the brand embraces diversity and authenticity, which is reflected in the new "Be Your Own Beautiful" brand tagline.



Spotlight also designed the new practice logo, which our team then had manufactured and installed behind the reception desk in the Kwan Dermatology waiting area. The Spotlight team supervised the entire production process – from seeking vendor quotes, to interfacing on a regular basis with the fabricator, to traveling from Los Angeles to San Francisco to ensure that the practice sign and the branded artwork was installed optimally and flawlessly.

