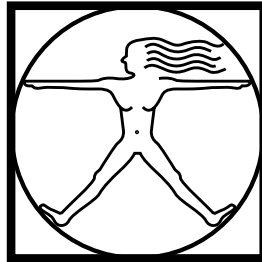


Michigan Cosmetic Surgery Center

Michigan Cosmetic Surgery Center needed an identity to reflect the art of discovering 'A New You.' This logo image portrays a renaissance image where art and science combine to sculpt beautiful form.

This identity ad campaign communicates the message of discovering 'A New You' with glamorous transformation, while connecting with the inner desire to improve one's appearance.



DR. MICHAEL W. GRAY, D.O.
Michigan Cosmetic Surgery Center



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