



New Look Energizes 25-year-old Business

Challenge: The owner and operator of a 25-year old pediatric dentistry business was expanding the company and moving into a new million-dollar facility. She wanted to rebrand the company since it had the same “look” for 25 years. The business needed a new image with a new logo and updated print collateral.

Solution: After meeting with the owner and other office personnel to discuss a strategic marketing plan and direction, we created a new logo and brochure for the company using our graphic design services. We also incorporated the new design into the following items:

- Direct mail piece
- Notepads
- Referral cards
- Appointment cards
- First-visit flyer
- Posters and signs for the lobby area
- Stationery package including letterhead, envelopes and business cards.

Results: Because of the expense of the planned expansion, this owner needed to market the business to both new and existing customers to ensure continued growth. The newly branded materials helped solidify the business’ reputation and growth in the community, and the owner commented that it “created an unbelievable level of excitement for the business.” Many of the owner’s peers have shared compliments on the new look and expressed interest in doing the same for their businesses.

