



challenge

Sg2 provides expert leadership to healthcare administrators and medical professionals to maximize efficiency and quality care across the full continuum of health care services.

Their advanced analytics, business intelligence, education and publications lead the industry. Their brand identity, however, was not conveying the same leadership. As they added new products and services, the identity became cluttered, messaging unclear.

solution

As part of their brand identity refresh, UpShift retained the parts that had existing equities, polished items that needed clarity, and built a few key brand identity items that were lacking.

We kept the strong orange and lime green colors because they were recognizable to customers—but we tweaked them so they work better across print and online channels.

Then, we developed a new dynamic “circle-graphic” that abstractly conveys what they do and functions as a strong unifier of all communications.

results

We’re working with Sg2 to clarify the messaging in addition to the visual aspects of the brand identity.

As a result of our efforts, brochures are simpler, to the point. The website is stronger and functions as a better marketing tool. And, they are leveraging their brand across all media channels, including eNews, Social Media, video, web site, PowerPoint, signage and direct mail marketing.

industry

- healthcare

deliverables

- brand identity
- logo design
- web site design
- marketing collateral
- direct mail marketing
- eCommunications