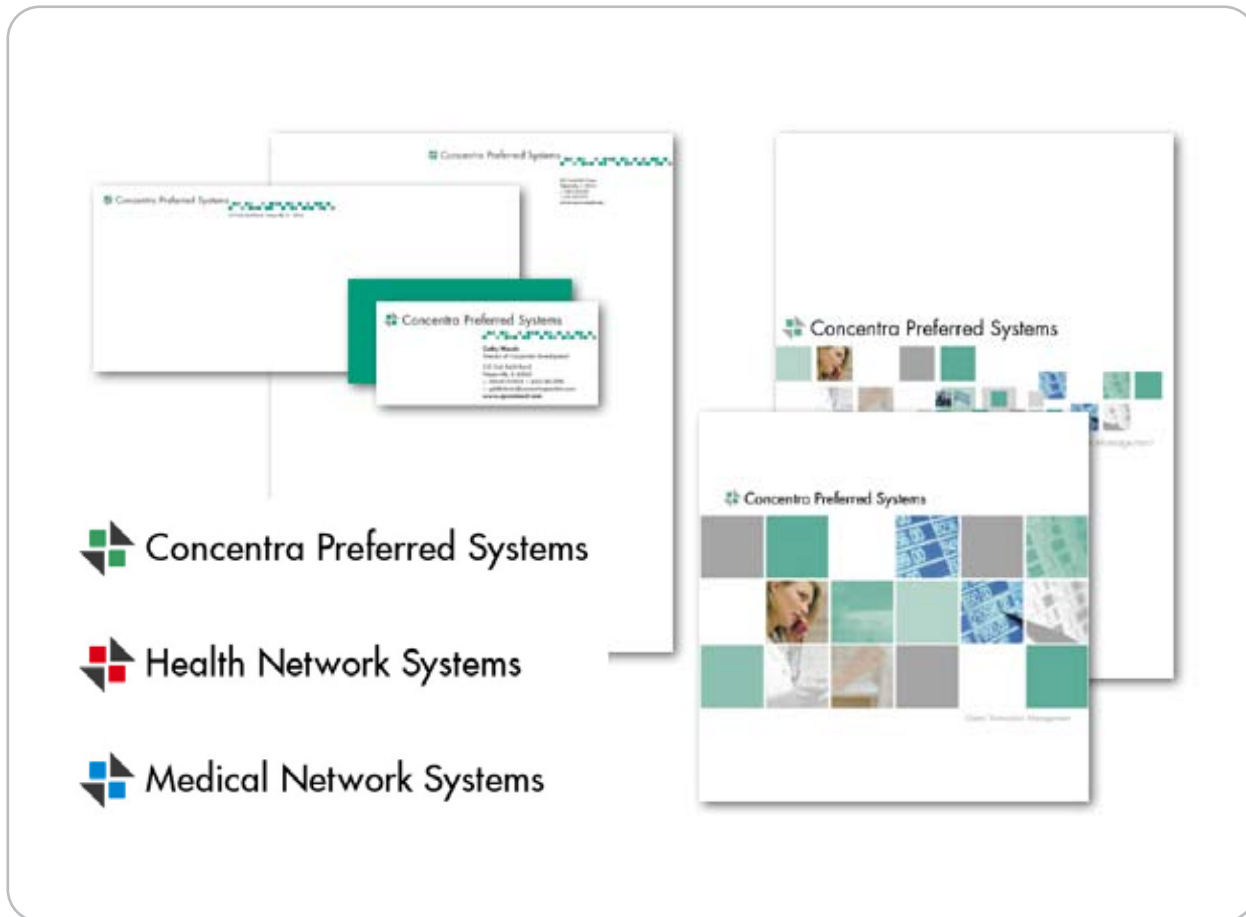


who?

Concentra Healthcare

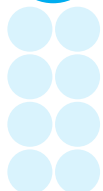


 Concentra Preferred Systems

 Health Network Systems

 Medical Network Systems

why?



Concentra is a leading health provider network and health network systems company that grew rapidly from both acquisition and organically to over \$1 billion in annual revenue. Despite this success, the original corporate logo was a leftover from the start-up days of clip-art Powerpoints.

how?



Agency of Record for several years, FUSION conducted a brand audit and considered a number of branding options. FUSION recommended evolving from the previous identity, along with ditching divisional and sub-brand logos for one corporate logo, with color-coding for divisions. The results, brand simplification, and several creative awards. Shown here: new corporate logo, division logos, stationery system, collateral program.