



# get your beauty sleep

logo & brand identity refresh

a case study featuring

***Fairway Medical***

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## Organization



**Fairway Medical** has been Arizona's most respected dependable medical equipment provider since 2010. Specializing in sleep apnea, they provide CPAP, BIPAP, APAP, MASKS, oxygen and accessories.

They also specialize in outstanding care for all people, regardless of age or medical condition.



- Refresh the logo in order to make it more modern and fresh
- Create an info sheet that would stand out in a binder of competitors

## Challenge

When Fairway Medical came to us, they were looking to refresh their logo and update some of their collateral in order to stand out in the marketplace. Many of their competitors used dull color schemes and very bland design. Fairway Medical decided that being in the medical industry did not mean they had to have sterile branding. They came to us looking for a makeover that would help them stand out in a crowd.

One of their chief concerns was a medical info sheet. When doctors prescribe sleep apnea equipment to patients, the office medical assistants are the ones who choose which company to refer. All of the options are kept in a large binder that the assistants simply flip through. Most info sheets were black and white, text heavy and basic. Fairway Medical saw this as an opportunity.

## Solution

Upon meeting with Fairway medical, we began by looking at their current logo.

before



The client wanted the main logo mark to stay, but was looking to freshen up the colors and fonts. We kept the original blue and gray color scheme for consistency, but added in a bright, eye-catching green. We switched out the fonts for cleaner, simpler lines and added contrast by using a sans serif for the main title with a serif tagline. Overall, the changes were subtle enough to maintain their brand awareness, yet bold enough to bring the logo up to date.

**Is your marketing looking tired?**



Next, we gave the medical info sheet some love. We developed a more varied color scheme, adding in a bold teal and bright orange to catch the attention of the assistants as they quickly flipped through the binders.

We also focused on clear messaging that spoke directly to the assistants with "Pick Us! We Make it Easy!" By showcasing some of the most common insurance companies, we also catered to the assistant's busy schedules, giving them even more reason to choose Fairway Medical.

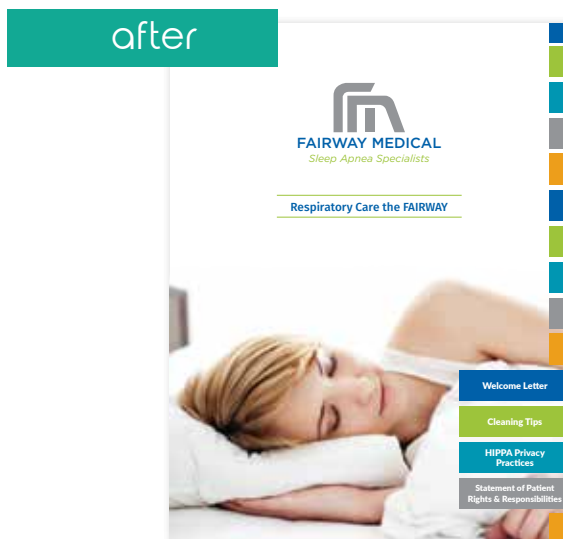
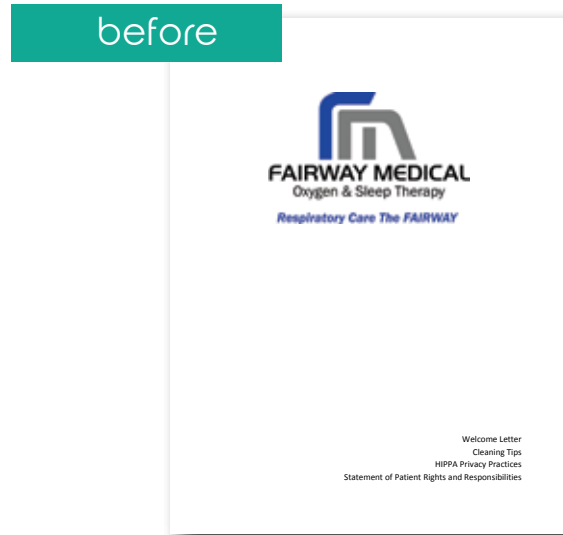


As we moved through the rest of their collateral — business cards, brochure, information packet, envelopes, magnets, notecards, etc. — we consistently used the new color scheme and fonts, making sure everything was cohesive, professional and appealing.



# Results

Our client was happy — and isn't that the best result of all? The before & After images below show just how far the brand refresh came and what an impact professional design can have on a piece.



*Pixa was amazing! We saw an increase in the amount of referrals and some of the office assistants told me they loved our colorful info sheet and picked us because of it. We could not be happier!*

-Lisa Klimczak, Owner

# oh, hey there!

Allow me to introduce myself...or should i say selves?  
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.  
Two is better than one, right? We like to think so.

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Our super skilled marketing department, where we combine talented design with innovation and execution.



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