

# ANNE KLEIN COMMUNICATIONS GROUP

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## **Unifying a Brand Identity** One in a Series of Intelligent Solutions

### **The Challenge:**

The Visiting Nurse Association of Greater Philadelphia (VNA) and one of its most expansive service offerings, Hospice of Philadelphia, faced a brand identity challenge. Each was represented by a different logo and collection of collateral materials. The VNA and its hospice service lacked cohesiveness in their marketing materials, stemming from vastly different graphic identities.

### **Results:**

- Created a unified brand identity for the VNA and its Hospice of Philadelphia through new, complementary logos that project the cohesiveness of the organization.
- Successfully integrated elements from the prior brand identity to ensure consumer and referral source brand recognition of new graphic elements.
- Completed corporate identity materials to coincide with the relocation of the VNA's headquarters and opening of the Hospice of Philadelphia inpatient unit.
- Fostered a collaborative approach among the organization's senior leadership team in the development of the new brand identity. This inclusiveness encouraged input and sharing to ensure the result reflects the team's vision for the organization.

### **Background:**

The Visiting Nurse Association of Greater Philadelphia is the Philadelphia region's largest and oldest non-profit home care and hospice provider. The VNA engaged AKCG to unify and re-energize the brand of the VNA and one of its services, Hospice of Philadelphia, by creating a new graphic identity to represent the organization.

### **The Campaign:**

AKCG first analyzed the most important elements of the brand. From there, AKCG worked with its strategic partner, Enterprise Marketing & Communications (EMC), to develop a unified look for the VNA and Hospice of Philadelphia's new logos. Working together, EMC and AKCG ensured those elements most integral to the current brand were conveyed in the new, updated designs. The team worked collaboratively with the VNA's senior leaders to obtain input as the designs took shape. Integrating feedback along the way, AKCG presented a graphic solution to the VNA leadership that met the needs of both the VNA and the Hospice of Philadelphia. The final designs were approved unanimously by the board of directors.

*To learn more about how Anne Klein Communications Group can help you build and strengthen your brand's identity, please call and ask for Anne Klein or John Moscatelli.*