

in

IDENTITY

RESEARCH

BRAND SAVVY

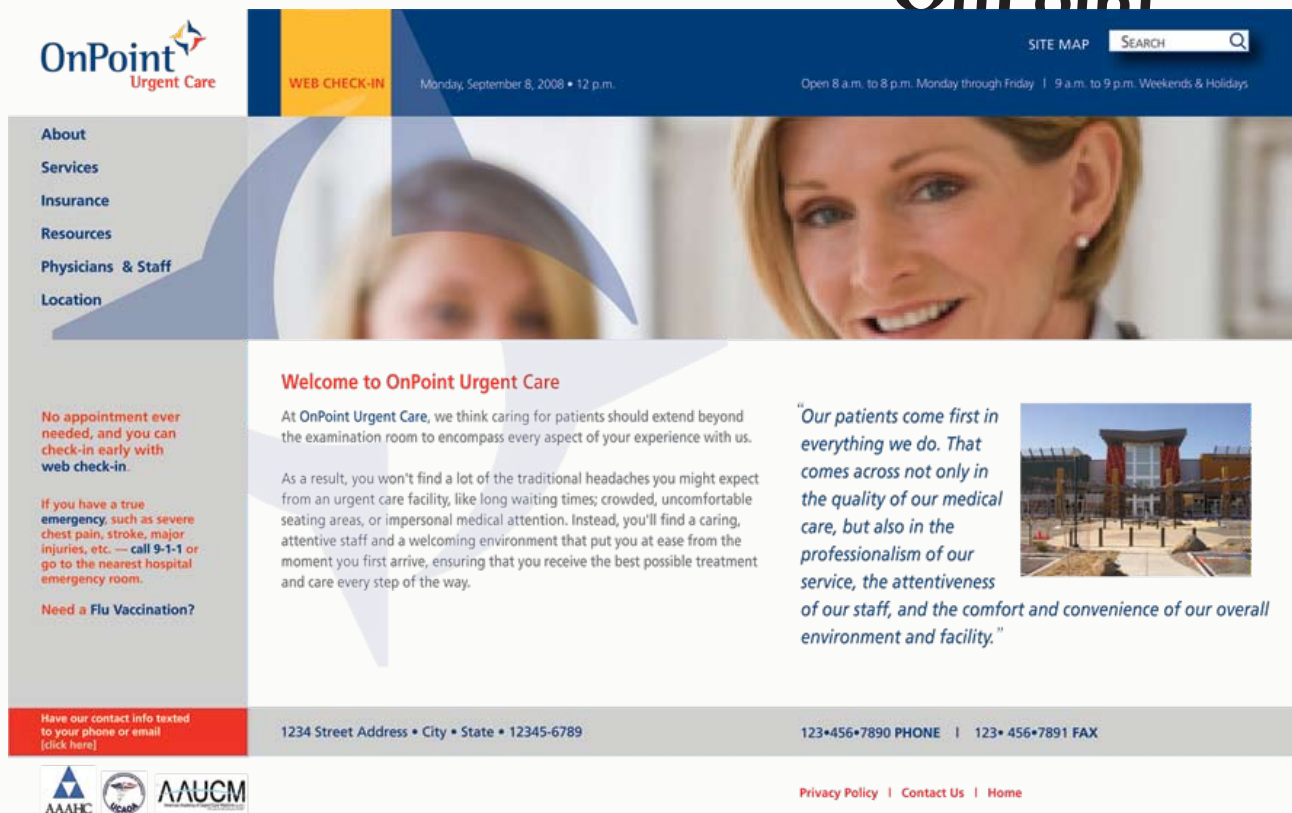
WEB DESIGN

DESIGN

Work Experience



Brand Savvy, Inc.



OnPoint Urgent Care requested that a new identity mark and website be designed. Several concepts with color and symbol options were submitted to the client.





Specifications

Name: Letterhead
Size: 6 1/2" x 11"
Typography: The address block is spaced in 6/10 pts. Frutiger Book left ragged right, upper and lower case. The headline of the address block should be used for Legal name or Department name if needed, and is spaced in Frutiger Book. Use only approved reproduction logo artwork.
Color: This artwork appears in three spot colors. The signature appears in PMS 654 C, PMS 1795 C and PMS 1221 C. These colors should be matched in the Pantone Color System Guide. The address block is solid Blue. The artwork element is 4% screen of PMS 654 C.
Paper Stock: Cougar Optima 75# Text 1 Smooth-Finish, if comparable
Printing: Offset Lithography

Client's Responsibilities:
 The client has been requested to match the approved design intent for this project. Acceptance of the artwork does not release the client from the responsibility to review and proof all copy, images, colors and layout. The client also assumes responsibility to create and approve specific colors, materials, reproduction techniques, sizes, quantities, and order to print.
Vendor's Responsibilities:
 The vendor must supply the client with appropriate proofing material to accurately verify all copy, images, colors, size, setup, images, materials, quantities, and delivery method.

10 pts. Frutiger Book left ragged right, upper and lower case. The Employee Name is spaced in Frutiger Book. Frutiger Book left ragged right, upper and lower case. The headline of the address block should be used for Legal name, and is spaced in Frutiger Book. Use only approved reproduction logo artwork.

6. PMS 1795 C and PMS 1221 C. These colors should be matched in the Pantone Color System Guide. The address block is 4% screen of PMS 654 C.

Four

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Business Card Front



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#10 Envelope - No Conversion



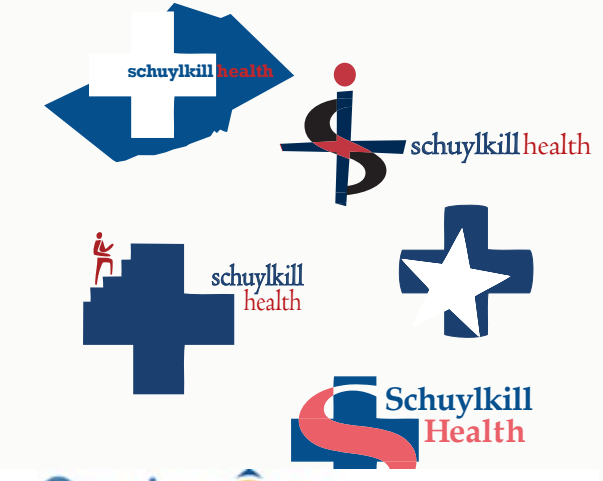
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System Guide. The address

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OnPoint Urgent Care, the client, chose the logo that was designed by the art director at Brand Savvy. Once the client chose the color palette, I designed several concepts for the stationery to be presented. This is the final chosen stationery, including the specifications required that was submitted to the printers.





Schuylkill Health, Syngeia Partners, Augusta Medical/Health, Centre One Bancorp, Sterling Healthcare were other clients that requested new identity marks to be designed and/or name developed. These were logo development concepts.

The Breast Center

Breast care is an important and ongoing component of your total health. At The Breast Center we have gathered a team of specially trained clinicians to guide you through your breast health needs in a comfortable, supportive and technologically advanced environment. Important especially for women, the new design in breast health concentrated on the areas of safety to ensure a historical and comprehensive care plan uniquely designed for you.

- Screening
- Caring
- Diagnosis
- Treatment
- Support

Teaching

Every woman should know her body. The Breast Center offers breast health education for all ages, including men and women.

- We teach women how to conduct a monthly breast self-exam.
- We provide education about your changing body and breast health concerns.
- And, we explain breast health risks, diagnosis and treatment options.

Every woman should know her body.

Say Know to Breast Cancer

www.floyd.org **FLOYD**

Every Woman Should Know

Accessing Our Services

You do not need a physician referral to access our services. Simply call The Breast Center to schedule your breast health visit at the best time.

The Breast Center at FLOYD

180 South Hill Rd.
Rome, GA 30096
770.535.7333
111 W. 10th St.
Columbus, GA 31906

The Breast Center

Treatment

Every woman should know her options. If your examination reveals a breast abnormality, we will work with you to determine the best course of action. We will discuss your options and help you understand your choices.

Support

Every woman should know she is not alone. At The Breast Center, we believe in the power of knowledge and the power of community. When you have completed our program, we'll continue to be a resource for you. We will continue to be your primary resource for breast health care. We will continue to work with other resources for complementary support and lifestyle advice. And, we will encourage you to share the information that we have for you.

Two Pathways

Every woman should know that her individual needs can be met. At The Breast Center, we have designed two pathways of care to enable you with the best system that works best for you.

Screening Pathway

When you call for your screening mammogram, you have the option of choosing a Rapid Results, Recall, or Mobile Mammography appointment. The Breast Center offers flexible care with an imaging appointment and results on the same day (for most patients). Our program enables you with your imaging appointment and next day results (for most patients). Our Mobile Mammography system provides you with your imaging on our Mobile Mammography Unit and quick results. Results showing the screening pathway receive a comprehensive breast health screening.

- Screening Mammogram
- Clinical Breast Exam
- Breast Self-Exam Education
- Lifestyle Risk Assessment
- Same Day or Next Day Mammography Results

Diagnostic Pathway

The diagnostic pathway is designed for women who come to The Breast Center with an abnormal breast exam or mammogram. When you call for your appointment, you will receive a comprehensive diagnostic breast health exam.

- Diagnostic Mammogram
- Additional Diagnostic Imaging
- Clinical Breast Exam
- Breast Self-Exam Education
- Lifestyle Risk Assessment
- Same Day or Next Day Mammography Results
- Tactile History of Mammogram
- Next Day Breast Results

Based on your diagnostic breast health screening, you will meet with a physician to learn more about your pathology results and options for treatment. You will also receive a personalized care plan that will support your imaging and pathology results as well as your treatment options. And, our staff members will work with you to ensure you to additional resources.

Our Services

The Breast Center at Floyd is the region's only comprehensive center for breast health that provides diagnostic and treatment services in one location.

We offer a multidisciplinary Breast Evaluation and Treatment Program.

- Digital breast imaging, including mammography, ultrasound and MRI
- Same Day clinical breast exams
- Genetic, nutritional, psychological and individual/family psychological counseling
- Rapid access to biopsies
 - "Fast Track" appointment access
- Non-malignant breast health treatment for high-risk patients
- Minimally invasive techniques, including stereotactic and ultrasound-guided core needle biopsies, fine needle aspiration and MRI-guided biopsies
- Cancer Navigators
- Pathology
- Clinical trials

Reduce Your Risk

Primary care physicians are the most likely target of lawsuits involving breast cancer misdiagnosis.

Midstage breast cancer is the most common cause for medical malpractice lawsuits in the United States, according to the Physician Inquiries Association of America... and it is among the most costly.

Early detection is the key to breast cancer survival. Each year...

- 295,000 women are diagnosed with breast cancer... 40,000 die
- 1,700 men are diagnosed with breast cancer... 430 die

The National Cancer Institute and U.S. Department of Health and Human Services recommends that:

- Women 40 and older have a mammogram every one or two years
- Women in a high-risk category should receive a screening mammography and clinical breast exam annually by a professional specially trained in breast disease detection.

Our comprehensive exam, timely diagnosis and custom tracking mean we can oversee your patient's breast health needs without you spending your resources on patient tracking.

Say Know to Breast Cancer

The only way to know is to know where to go.

The Breast Center is the only facility in northeast Georgia that provides state-of-the-art, comprehensive diagnostic and treatment services in one location.

Refer Your Patient

To refer a patient contact a Certified Breast Care Nurse and Provider at the following contact address:

The Breast Center
180 South Hill Road
Rome, GA 30096

Complete Care

The diagnostic and diagnostic services at our center ensure a comprehensive care plan.

Personalized

We use evidence-based approaches and work with you to ensure your patient's best results.

Health Partners

The Breast Center is a proud member of the following health partners:

Clinical Excellence

Clinical excellence and patient care are our top priorities and are at the heart of our mission.

"This is the national best practice and we must bring this standard to Rome, Georgia," says Paul Brock, MD, The Breast Center Medical Director

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Several brochures were created for Floyd's Healthcare Breast Center. Black and white photos were juxtaposed with arches, color hues, etc. compliant with Floyd's graphic standards.



Graphic standards were established with design elements for Floyd Heath's new Breast Center. Specific colors, taglines, imagery, and the arch symbol, representing the pink ribbon for breast cancer awareness, and a paisley background montage were created. These design elements were designed to reflect not only how Floyd is currently presented but with a feminine appeal applicable to women.



Breast Center stationery, folders, cd's, flyers, brochures, and binders with inserts were also designed along with many marketing and ephemeral material, such as t-shirts, POP's, banners, billboards, etc.



These are examples of the parking lot banners that I designed and submitted to the client.

Floyd Healthcare Foundation
& alex Boutique

Present

Fashion for a Cause

October 23rd, 2008
7 p.m. - 9 p.m.
Forrest Place

Tickets - \$20
Available at alex Boutique, 436 Broad Street
& Floyd Healthcare Foundation, 420 East Second Avenue








Fashion for a Cause

October 23rd, 2008
Forrest Place | 7 - 9 p.m.
Tickets available at Floyd Healthcare Foundation or alex of Rome

Proceeds benefit
The Breast Center
at Floyd Medical Center



A Fashion for A Cause email flyer and billboard was designed for an event sponsored by Floyd and alex Boutique.