

Original Client Name: Central Oregon Health Collaborative

Original Client Tagline: None

New Client Name: HealthMatters

New Client Tagline: Many Voices. One Vision for Health.

BEFORE

*Central Oregon
Health Collaborative*

AFTER



healthmatters
of Central Oregon

Many Voices.
One Vision for Health.

Challenge: Central Oregon Health Collaborative is a critical hub for area health professionals involved in transforming the health care system into the most functional and inclusionary model possible. The organization needed a highly-specific professional brand with a medical feel, but that did not appear to be a hospital or health care provider, as much as a gathering place and welcoming forum for leading medical decision makers. Such a brand, including logo, name and tagline were needed within a tight deadline.

Solution: A very dedicated board and staff helped Sublime gather vital information about the organization, even as we helped them more clearly define and communicate themselves. We lead COHC through exercises designed to bring out the best descriptive words and concepts to use as themes to guide the branding process. This was a great “partnership” and helped our process go faster and smoother.

The symbol for Health Matters is comprised of a matrix of dots that elongate and change orientation as they move outward toward the edges, lending an impression of both visual perspective and vibrant energy. It is the characteristic arrangement of these dots that represents the essence of Health Matters: a powerful, concentrated convergence point of health care individuals and resources.

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