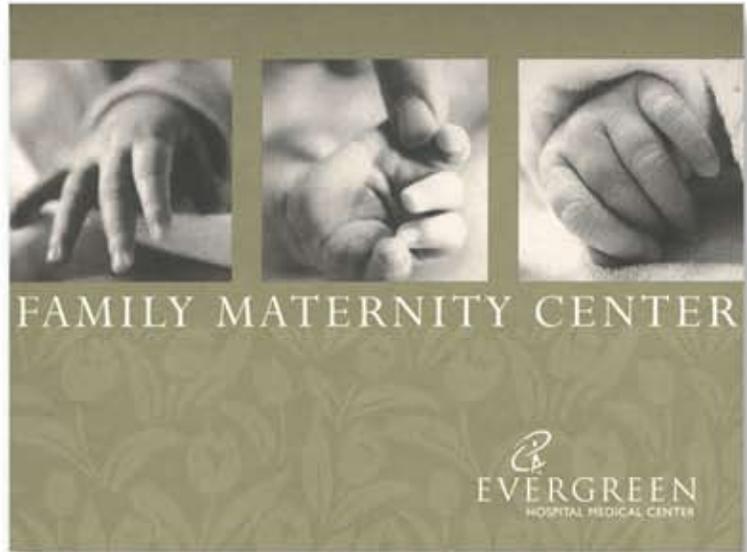


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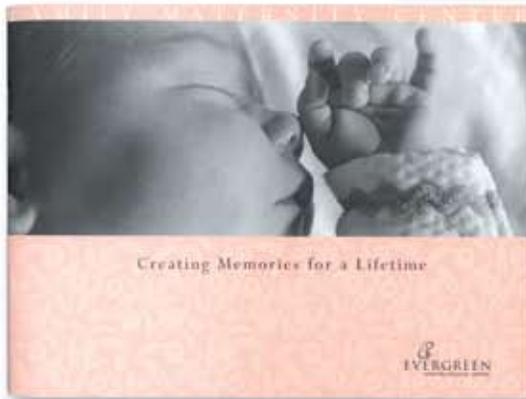


**Approach:**

Once the sole healthcare provider for a rural Seattle-area community, 20 years later, Evergreen Community Hospital found itself in a prosperous suburb with stiff competition. It was known as the place to take your child if stitches were needed. It wasn't known as the hospital where you would choose to have your baby, even though it had excellent OB/GYN physicians and facilities.

**Result:**

GIRVIN knew we had to help the new Evergreen brand strike a chord for both patients and referring physicians and it needed to cross all mediums. We performed a brand consultation, targeting each of their brand touchpoints and went to work. The name became Evergreen Hospital Medical Center and the updated landmark now felt personal, yet technically advanced. The new brand swept across business papers, staff attire, signage, the quarterly Monitor magazine and collateral to reflect the medical sophistication and personal touch Evergreen offered.



Message |



| Print