

Breastcare, Oncology and CK Wellness Centers Branding



Challenge:

Give a professional and cohesive look to a new foundation and its associated cancer treatment centers, following a large grant from the Knott family. This new group set out to provide a complete diagnostic work-up, and a plan of action on a single visit to their center. That sense of synergy needed to be represented across all entities.

Solution:

Strong marks and an ultra clean font were used to convey this new and very simple approach to cancer care. Each of the three brands has a distinct mark that, when combined with the others, together represent healing and renewal. The cloud icon, of the Center for Wellness, represents hope, brightness and a future on the other side of the hill. The wind icon, of the BreastCare Center, represents the turmoil and change that come with a breast cancer diagnosis. The curves in this icon also recall the shape of a woman's breast. The leaf icon, of the Oncology Center, represents the renewal that comes with cancer treatment.

- Logo designs
- Graphic standards/usage guidelines
- Corporate identity package
- Websites
- Patient materials
- Building signage



Result:

Both The Cordelia Knott Wellness Foundation and the Wellness Center continue to use the branding and even share the same mark today. The BreastCare and the Oncology Centers were purchased in 2007 by RadNet, the largest provider of women's imaging services in the U.S.A. The newly organized Breastcare & Imaging Center opened its doors in June 2008 with an all-new RadNet look and feel.