



VitalHealth Partners

# A HEALTHY, HOLISTIC TAKE ON A MEDICAL PRACTICE REBRAND



TRI-FOLD BROCHURE, MINI-PLANT GIVEAWAY AND COLLATERAL KIT

**VITALHEALTH PARTNERS IS A PRIVATE GROUP MEDICAL PRACTICE** that focuses on preventive, integrative, holistic healthcare. Practice founder Dr. Todd Pesek, M.D., is an established holistic physician, medical advisor, published scholar, professor and author specializing in disease prevention and reversal toward longevity and vital living.

Established in 2005, VitalHealth Partners' branding had grown tired. They turned to Shamrock for a brand refresh, seeking an updated brand profile to reflect the practice's innovative thought leadership and progressive, leading-edge medical services.

Shamrock revamped the sterile VitalHealth Partners' brand, designing a new logo and creating a graphic standards package with a warm, inviting, organic feel. The new brand better reflects the holistic therapies and plant-based care model championed by Dr. Todd and his staff—a natural fit for the practice.

## THE SOLUTION

The new spa-like branding was used to redesign all VitalHealth Partners' business stationery, including business cards and appointment cards. For seamless and recognizable branding, we designed and produced a full suite of marketing collateral for patients: A general practice brochure, patient welcome packet, informational handouts including Superfoods pyramids, supplements and chelation therapy; and in-office signage like banners and pop-up displays. We also designed, printed and distributed postcards for special-event promotions.

## WHY IT WORKS

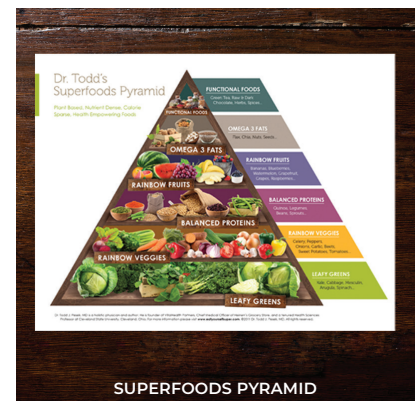
The earthy, organic new branding perfectly reflects VitalHealth Partners' holistic approach to patient care—natural, confident, approachable and trustworthy. By redesigning all practice collateral, we help VitalHealth Partners create a seamless, professional look that reinforces its command in natural healing.



APPOINTMENT CARDS



GRAND OPENING & HEALTH FAIR INVITATION



SUPERFOODS PYRAMID