CONSTRUCTION

STRATEGIC MARKETING BY



With new leadership and tremendous sales growth, Wise reached out to Communications, Ink for help articulating and refining their Mission and Values. Through a series of focus groups and in-depth client interviews, that are a signature of our *Deep Dive*, we created their first Mission and Values statements. They were then visualized into a graphics that appear in their corporate office as well as on promotional items and event marketing. We also created a new tagline and key messages that reflect what they do and informs their audiences about what matters to them. This created a deep partnership that led to a brand extension and refresh.





MARKETING MATERIALS





Building at the intersection of reducing complexities and improving lives.

We understand the critical nature of patient care. This means we maintain an invisible presence, working around patients, staff, and visitors alike, never interrupting or compromising the operations of our client's facilities. As a leading healthcare builder in the Boston area, we put patient care first. Always.

Services



For three decades, our healthcare specialists have been improving northy overy floor of Boston's and the surrounding area's top hospitals. Many of our superintendents and project managers have become an integral part of these hospital communities, available on a first-anne, quick-dial basit. They've done it all – from inpatient rooms, med-surg floors, to baboratories – in occupied, sensitive environments. Neticulous planning coupled with an expert team makes it possible to execut these flawlessly without jeoparations, patient salety or your hospital operations.

> + Healthcar



INTERIOR OFFICE SPACE











New branding was not something Wise wanted to undertake at this time. That said, they had a limited brand that consisted of one logomark and one red color. We refreshed their brand with an expanded color palette, font family and iconography. The new color palette was also given an ombre treatment and we created a custom herringbone pattern to add dimension to their print and digital materials. We then created a new style guide to help the client with proper usage of their visual toolbox.

LOGOS





FONT FAMILY

Assistant Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

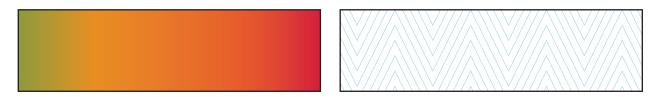
Assistant Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890



COLOR PALETTE

Pantone 57-8C	Pantone 20-8C	Pantone 161-15C	Pantone 37-8C	Pantone 118-3C
HEX: #D3163B	HEX: #E68E27	HEX: #8A993C	HEX: #DC5D34	HEX: #A3D3E4
CMYK: 0, 100, 68, 0	CMYK: 0, 47, 100, 0	CMYK: 31, 6, 93, 24	CMYK: 0, 73, 87, 0	CMYK: 30, 0, 5, 0
sRGB: 211, 22, 59	sRGB: 230, 142, 39	sRGB: 138, 153, 60	sRGB: 220, 93, 52	sRGB: 163, 211, 228

TREATMENTS & PATTERNS



ICONOGRAPHY





STYLE GUIDE





"With the Deep Dive, the Communications, Ink team has provided a fresh look to our decades-old brand and helped us to better define who we are and why we exist. If you're seeking a team that makes an impact and is fun to collaborate with, look no further!"

- Laura Player, CMO, Wise Construction

