

Reimagine Wellness Case Study

Branding A Family Medicine Conference

By Angela Froese



Project Guidelines

Timeline

Jan 14 - Feb 11, 2025

Role

Graphic Designer

Project

Branding/Marketing

Project Overview

CLIENT

The client for this project is an annual family medical conference sponsored by The Association of American Family Practitioners.

My Responsibilities

- Research and develop the conference name and objective
- Develop and refine logos
- Design advertising and promotional materials for digital and print media
- Create cohesive signage for each conference area
- Put together promotional items that help meet the objectives of the conference

The Objective

The goal for the conference is to put together an event that is professional in nature yet warm and engaging. The visuals, from color choice to typography need to reflect the field of family medicine without being sterile. Logos need to be adaptable from large signage to social media posts. The promotional items need to align with the learning centered objectives. The signage is required to be legible from a distance of five to thirty feet depending on the item. It also needs to act both as information and guidance throughout the conference area.

Target Audience

The target audience for the Reimagine Conference includes certified professionals from family medical practices such as doctors, family nurse practitioners, physician assistants, and phlebotomists. They are interested both in the educational and networking aspects of the conference.

The Challenge

The challenge to develop a conference that balances professionalism and warmth using a cohesive visual system takes time for reflection and iteration. It also requires adaptable and scalable designs that worked across a variety of mediums. The typography needs to be legible at various distances while maintaining a friendly tone. Signed for the event also needs to be clear and intuitive.

The Results

In order to match the desired tone and theme of the conference I used geometric shapes throughout the branding. The cross is indicative of the medical community and an arrow shows movement towards the future. The color palette is a combination of warm and cool tones allowing for contrast and play. The typography mainly uses the large Myriad Variable Family as it is extremely legible and flexible.

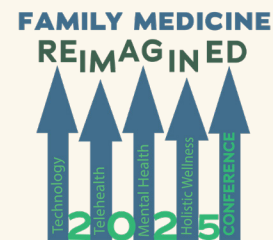


Design

+ Initial Sketches



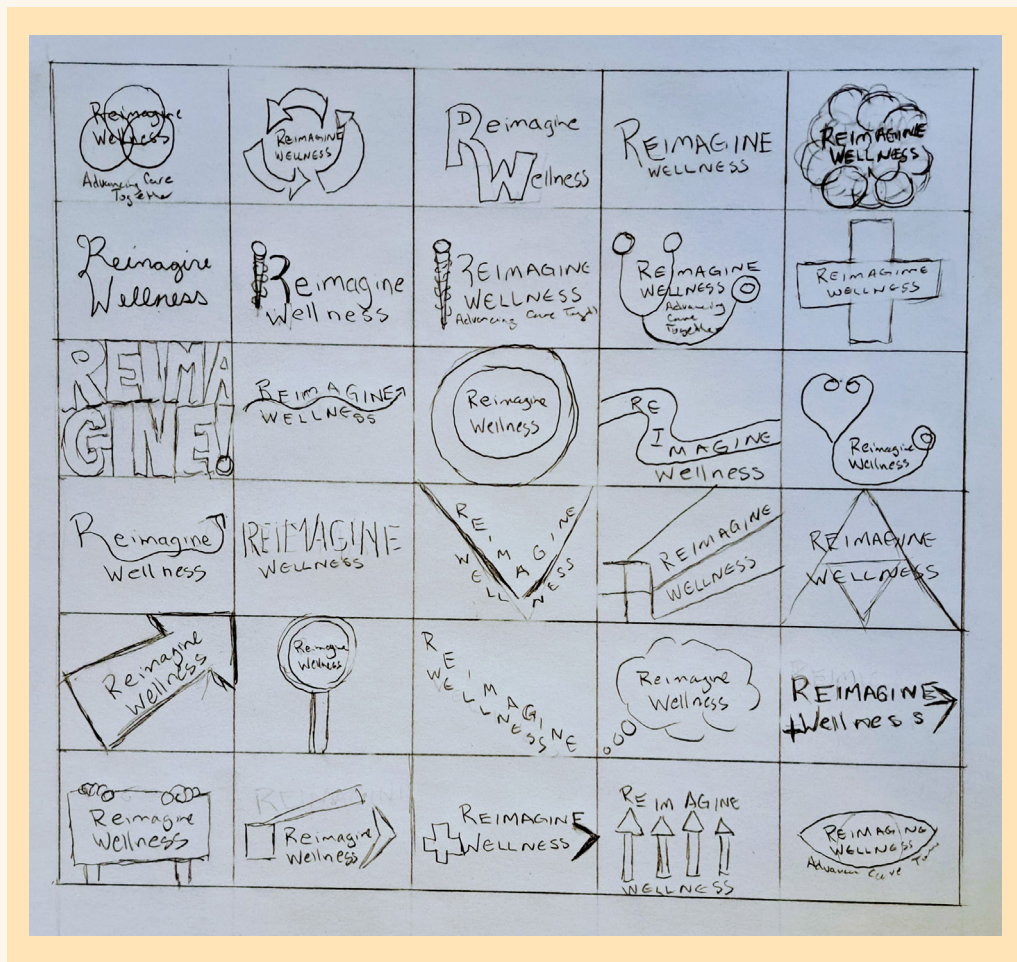
+ Logo WIP #1



After my first round of sketching and rough logo development, I settled on the angled arrow. I thought that the simplicity of it would communicate the message well. However, my peers pointed out that the colors were fairly dull. Even after adjusting the colors, I found the logo to be uninspiring and not cohesive with the conference tone and message. This led to another iteration.



Second Iteration



WIP #2

Before I began to reconstruct the logo, I went back to my research to solidify the purpose of the conference. This conference was about education and networking for multiple different positions within a family medical clinic. The original title of “Reimagined” made it sound like a conclusion had been drawn, rather than a group learning together. The title shifted to “Reimagine” with a tagline of “Advancing Care Together. I tried the new wording with some of the previous logos but was inspired to update the arrow in a new, innovative way.



Final Logo



Logo Development Steps

Research

Current Trends
& Competition

Mind Mapping

Brainstorming
Words & Images
that Express the
Client's Values

Thumbnail Sketches

Exploration of
Shape & Form
that Reflect the
Main Objectives

Black & White Digital Roughs

Create Clean
Images & Present
Logo Options

Color Palette Exploration

Research &
Experimentation
with Color that
Reflect Mood
& Tone

Refinement of Logos

Investigate Legibility,
Contrast, & Message
Conveyed

Incorporation of Logos



Brand Guide

LOGOS



TAGLINES

- Caring for the Whole Person, Together
- Advancing Care Together
- Bringing Heart & Wellness to Family Medicine
- A Holistic Approach to Family Care
- Wellness Beyond Medicine
- Compassion, Innovation, Whole Health

TYPOGRAPHY

Headings

Myriad Variable Concept
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Sub Headers

Myriad Variable Concept
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

Body

Myriad Variable Concept
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Contrast Type

Cy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

SHAPES/PATTERNS



COLORS

#FFEB7
CMYK (0,10,31,0)
RGB (255,228,183)

#BEE0C7
CMYK (26,0,26,0)
RGB(191,225,200)

#D7DBE1
CMYK (13,9,6,1)
RGB (215,219,225)

#617E96
CMYK (67,44,29,3)
RGB (97,126,150)

#F8F0DF
CMYK (2,4,12,0)
RGB (248,240,223)



Advertising

Advertising for the Reimagine Wellness Conference 2025 includes both print and digital assets. Posters would be sent to individual family medicine offices for display, a magazine print ad would be included in the national family practice journal, and LinkedIn ads would run digitally.



August 22 to 24, 2025
**Duke University
Penn Pavilion**

Conference 2025



Dr. Surika Patel, PhD HHP
Dr. Patel, a licensed psychologist specializing in holistic health, will explore the vital connection between mind and body. Her talk will focus on patient empowerment, & holistic practices in healthcare.

TOPICS INCLUDE

- Proven Holistic Medicine Applications
- New Tech Demonstrations
- Telemedicine Ethics and Law
- Caring for Your Patient's Mental Health

Presented by:



**ASSOCIATION OF AMERICAN
FAMILY PRACTITIONERS**

LEARN MORE
familypractitioners.org



Dr. Gerry Haupt, PhD MD
Dr. Haupt, an experienced family physician and business owner, will discuss emerging technologies that enhance family health. He will also explore the role of telehealth, highlighting its benefits and limitations.

Registration:

- Early Bird Rate: \$150 from Mar 1, 2025—May 1, 2025
- Regular Rate: \$170 from May 2, 2025—Aug 12, 2025
- Late registration after Aug 12 will be accepted if space is available



For questions regarding registration or to request accommodations, please email questions@fp.reimagine.org or call 919-422-7348.





**Family Medicine
Conference 2025**
August 22-24, 2025 | Durham, NC

Early Bird
Registration
is OPEN until
May 1st.






**FAMILY MEDICINE
CONFERENCE 2025**

August 22-24, 2025 | Durham, NC

Last week for Early Bird pricing!
Register by May 1st





**Don't miss it!
Join us in one week!**



Promotional Items

The promotional materials for the conference reflect the objective of the conference itself. A personalized lanyard sets the tone for the conference as friendly and welcoming. The branded notebook and pen are provided for note taking during educational sessions. The bag allows conference attendees to keep everything with them but keep their hands free.



Signage & Banners

The signage offers clear direction and communication with engaging colors and shapes. The muted background creates contrast and visual resting spaces. Each piece is reflective of the other without being redundant.



Project Success Metrics



Outcome

As a result of diligent research, client feedback, and a review of the overarching design, the Reimagine Wellness conference is a cohesive, engaging design. Each facet was examined as part of a whole: the shapes chosen, the color palette used, the typography selected, and the images included. The conference presents as both professional and warm. It asserts goals of education and personal connection. From advertising, to promotional items, to signage, the main objective of learning together is evident.



Reflection

This project did not start off on the right foot for me. After my first round of design, I was extremely unhappy with the outcome. For the first time in my classes, I had to ask for an extension for the branding guide in order to regroup and redesign the project. The main objective remained the same but the execution was reexamined. Though this put pressure on the project timelines, it became evident that the redesign was much more engaging and professional. It addressed each goal of the conference while creating warmth and vibrancy.



Next Steps

To round out the marketing end of the conference design, I would investigate other social/digital media assets to include. This could be a web page banner, Instagram ads, and possibly Facebook posts. I would also create additional signage for the event including a banner with a schedule for the conference with a QR code.

