

Greater Medford Visiting Nursing Association unveils new branding initiative

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Medford -

Greater Medford Visiting Nursing Association, (GMVNA) a non-profit organization, recently unveiled its new corporate branding initiative designed to strengthen their mission of providing home health care and community programs to area residents.

The new brand identity includes changes to the Greater Medford Visiting Nursing Association's logo, a separate new logo promoting their private home care services entitled "Additional Care," new brochures and new tagline which enforces GMVNA's commitment to high quality patient care: "Where Patient Care Is First."

"As a not-for-profit provider of home health care, we are faced with increased competition and a strong brand identity will help convey that we are an organization that has been around for over 100 years, with a highly-skilled staff and high tech medical technologies to provide the upmost quality patient care," said Marie Knasas, executive director of GMVNA.

The new logos maintain GMVNA's well-known house with a heart but instills a more modern design and font style. GMVNA's familiar blue color is still present but a new green color has been introduced to tie in the Additional Care Private Home Care Services division. The Additional Care logo utilizes the green as a main color but ties into the GMVNA brand by incorporating their well-known blue color.

The new logos and brochures were designed by Graphic Touch of Newburyport.

For more information or to check out their new logo visit www.gmvna.com.

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