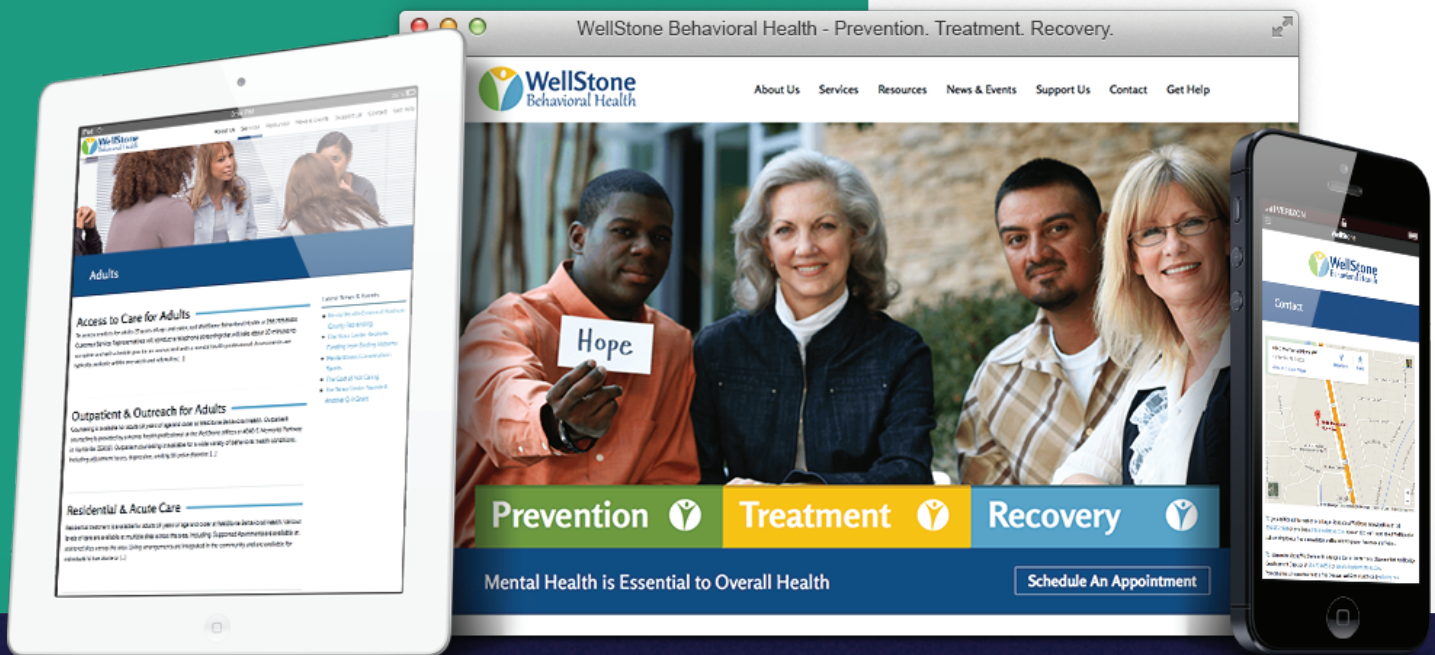


Company Rebranding and Website Design Case Study

IMAGE in a box



Local organization in need of rebranding to expand their market reach

Overview

The Mental Health Center of Madison County (MHC) had become known within the local community as a state entity serving only the most severely ill people with no financial resources. They desired to expand their market reach as a behavioral healthcare provider to all people throughout the area. Image in a Box (IIAB) was able to help MHC rebrand through company renaming, logo design, and website design. The result was WellStone Behavioral Health; a new image that is as fresh and rejuvenating as the results their services produce.

"The staff at IIAB were great to work with. They always found the right balance between giving us direction while allowing us to maintain control. The staff at IIAB were patient and also met every deadline. [...] I would absolutely recommend IIAB to anyone looking for a partner who can help them freshen up their image or engage the public in new ways. We loved having someone local who is available when needed and is invested in our success."

Brian Davis, LCSW

CEO, WellStone Behavioral Health
www.wellstone.com

What Solution Did IIAB Provide

- **Company renaming.** IIAB worked with MHC to develop a new company name that projected the image that MHC desired to portray within the local community.
- **Logo design.** IIAB developed new logos for all of MHC's main, distinguished programs to cohesively portray the fresh and rejuvenating aspects of the new name, WellStone Behavioral Health.
- **Website design.** IIAB crafted a new website design that was very easy for MHC's web visitors' to navigate and use. Also, through IIAB's hands-on training, MHC's staff can easily update and maintain the new site.



Services Used



website



branding



hosting

Focus on your business...not your online presence.

Let Image in a Box knock it out for your business. Call for a free consultation!