

Doing good™  
through creative and strategic  
**Branding**

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**BRAND  
GUIDELINES**

Your strategy, program, and technology landscape is constantly changing and shifting in this age of digital everything. Digizent walks with you, providing innovative solutions to help you succeed in a digital world. We will help you create experiences for your audience that are engaging, strategic and inspiring, but more importantly, that generate results to further your mission.

# Branding

Your brand communicates you. It also speaks volumes on how you are perceived.

Your brand is the first impression you create in the minds of your visitors. An effective brand shapes your message to one that will be both compelling and memorable. Beyond that, scaling requires branding, and effective branding requires consistent application of brand standards. Digizent helps you clarify your strategic approach, identify audiences and perceptions, and define core value propositions that shape your messaging.

When it's time to rebrand, or even just refresh your brand, Digizent will meet with your team to clarify your goals and determine your brand approach. The next step is to design and present initial logo concepts for the new brand direction. Once a direction is chosen, we will complete the branding package — including a style guide to be implemented across all applicable channels of your business.

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We are very pleased with Digizent's support of AMH's branding efforts. It's not easy to visually express the scope of our work or the full extent of its impact to our very diverse audience. But Digizent was able to help us transform our previous branding into a new design direction. This new design has been an important element in effectively communicating who we are and what we are doing to help transform healthcare in Africa. Digizent also helped develop a full brand application guide that was very helpful in establishing policies and standards for consistently rolling out our new brand across all AMH's communication channels. I'm happy to say that we have received numerous compliments on our new branding, and we are grateful for Digizent's work and support.

— Scott Marcello  
President



## Our Work





## Doing good<sup>®</sup> for you

The Digizent team is truly international, with design, project management, and technical teams working out of our Puebla, Mexico office. Strategic and creative direction, along with copywriting, are provided by our Dallas-Fort Worth Metroplex-based team.

Team members are graduates of a variety of prestigious universities in Mexico, Europe, and the United States. Degrees cover a wide range of specialties including computer science, information design, project management, graphic and interactive design, international business, and communications. Digizent offers innovation and results in the digital arena that few digital groups of any size can match.

**Our team is proud to serve you!**



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