

I PRO

Inspire improvement with a cohesive brand identity

I PRO needed a cohesive brand identity to articulate capabilities, drive business and meet goals. Langton Creative Group created a new identity with the tagline "Improving Healthcare for the Common Good" as a rallying cry that everyone in the company could stand behind. The new logo, brand identity, and website established a united front for a wide range of service offerings and made I PRO more attractive for recruiting top talent.

The logo won the Apex Award for Excellence, the TM Trademark International and the American Design Award.

"We've found remarkable support companywide for the rebranding. The tagline has been especially well received; I think it underscores our sense of mission and reinforces the pride employees feel about our organization."

SPENCER VIBBERT
VICE PRESIDENT, EXTERNAL AFFAIRS
I PRO

SERVICES

- Logo Design
- Newsletter System
- Website Design
- Marketing Positioning
- Tagline Writing
- Identity Guidebook
- Annual Report



working for the common good



25 years of service