

NORTHSIDE PEDIATRICS

Caring for the complete health of children and teens

**amen
able**





who they are

Northside Pediatrics is well loved in the Columbus, Indiana, community and has a long history of providing excellent individualized medical care for children, teens, and families. The doctors and staff at Northside Pediatrics are known for their engaging and playful connection with patients.

Serving families of Columbus, Indiana, since 1972, Northside Pediatrics has established itself as a high-quality medical group that not only provides quality service, but genuine joy and care for their patients. As they continued to grow and expand, Northside had the opportunity to design and build a new building.



the challenge

When Northside Pediatrics reached out, they were preparing to move the practice to a new building which they had designed. They were aware that physical space impacts perception, and they recognized that their old brand didn't really fit this new space. With that in mind, they wanted to completely rebrand to reflect the spirit they wanted to project in the new location.



HOW WE
PARTNERED
TOGETHER

Because Northside Pediatrics was moving locations, they knew they were at a crossroads—they could either continue with their former brand or find something that was a better fit for the new space. Through our Brand Discovery conversation with them, they opted for the latter, and we got to work. We started by researching the target audience and learning more about who Northside Pediatrics serves. Then, we made three brand concepts and shared them with the Northside team. Based on their feedback, we made some edits and finalized the concept.



northside pediatrics

BRAND WORDS & PHRASES

welcoming & engaging

skilled & professional

knowledgeable & informed

compassionate & caring

kind & calm

positive, but realistic

understanding listeners

playful & friendly

safe & approachable

children and teens alike belong here

here for our patients

providing individualized, excellent medical care for each child, teen, & family

engaging children and parents where they're comfortable



— From there, we created a collection of brand assets—a style guide, logo files, fonts, and collection of stock photos—and we met up again to talk about how Northside wanted to implement their brand. We eventually settled on creating a range of print items, including letterhead, name tags, notecards, notepads, postcards, business cards, and envelopes, and then we coordinated with a local printer to make it happen.

PRIMARY LOGO



**northside
pediatrics**

TYPEMARK

**northside
pediatrics**

LOGOMARK




COLOR PALETTE



TYPEFACE

Urbane


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



**northside
pediatrics**

Todd Baxter, MD
Linda Guse, MD
Tamara Stone Iorio, MD
John Montgomery, MD
Scott Taylor, MD
Michelle Richer, CPNP

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Michelle Richer CPNP-PC
Certified Lactation Counselor



**northside
pediatrics**

4225 VICKERS DRIVE
COLUMBUS, IN 47203



congrats!

HAPPY BIRTHDAY!
HAPPY BIRTHDAY!
HAPPY BIRTHDAY!
HAPPY BIRTHDAY!
HAPPY BIRTHDAY!
HAPPY BIRTHDAY!

**SO VERY
EXCITED
FOR YOU!**



4225 VICKERS DRIVE
COLUMBUS, IN 47203





northside
pediatrics

See you
again soon!

NAME

next appointment at
Northside Pediatrics is

DATE

at TIME



northside
pediatrics

See you
again soon!

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STAFF NAME TAGS

Melissa
BILLING AND INSURANCE

Marie
RN

Chelsea
LPN

Megan
LPN

Cassidy
FRONT OFFICE ADMIN

Laura
NURSE MANAGER/LPN

Rebekah
LPN

Lisa
LPN



**hi. i'm
new here.**







— We finished the rebrand about 10 weeks before Northside Pediatrics switched locations, so we used the move as a catalyst for outreach and a way to showcase the new brand. We created and managed promotional materials, including postcards and posters that were hung throughout waiting rooms to raise awareness and familiarize patients with the new look.

we're moving!

Northside Pediatrics is moving to a new office space in early 2020.



Text **NorthsidePeds** to 844-334-4290 to sign up for text notifications.

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Northside Pediatrics is moving to a new office space in early 2020.

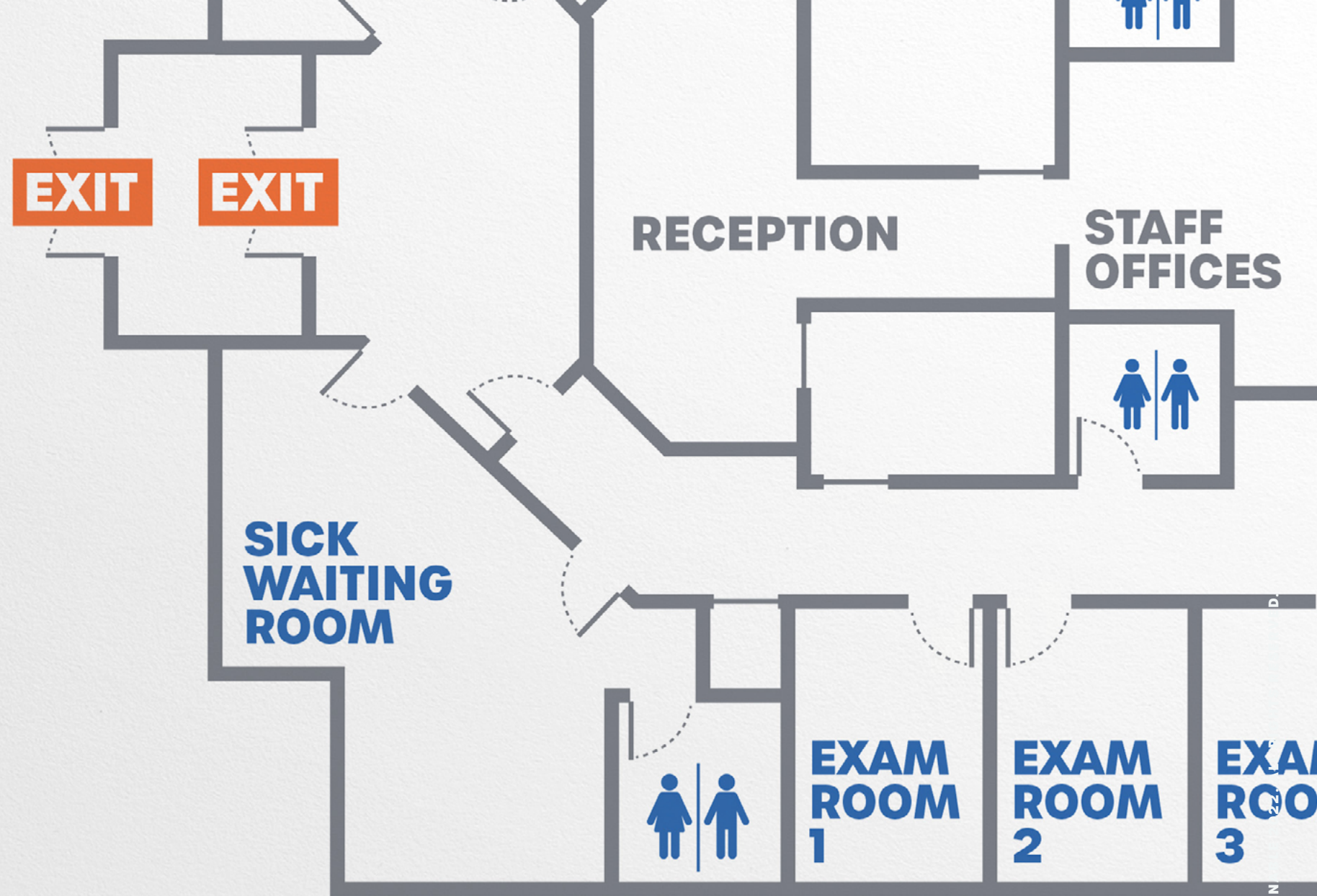
Text **NorthsidePeds** to 000000 to sign up for text notifications.





It was important for Northside to fully inhabit the new space, so after we worked to update their address on Google, we did a walkthrough of the building and examined the floor plan so we could identify signage needs. These needs included both indoor ADA compliant signage and outside landmark signage. After coordinating with a vendor to see what designs were feasible, we received final approval from the Northside team. When the time came for installation, we were on site with the signage company to ensure that the vision was being implemented well.

RECREATED FLOOR PLAN
FOR EVACUATION MAPS
& SIGNAGE PLAN





**northside
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NORTHSIDE-PEDIATRICS.ORG
812-379-9524

After hours emergencies: 812-379-4441



norths
pediat

NORTHSIDE-PEDIATRICS
812-379-9524

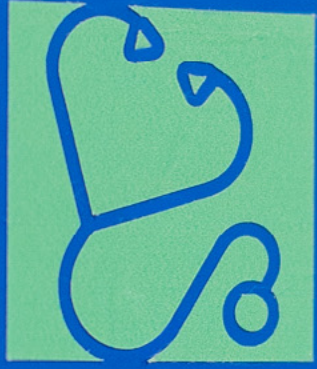
After hours emergencies: 812-379-4441



**STAFF
BREAK
ROOM**

STAFF BREAK ROOM



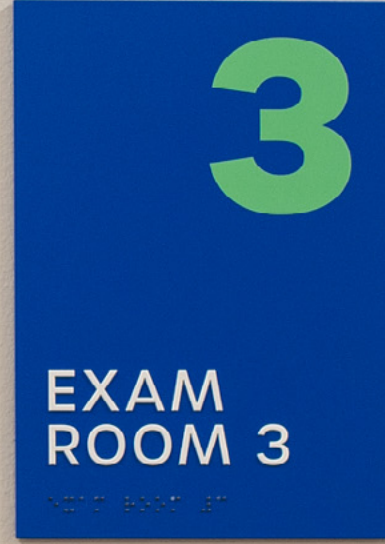


PATIENT

9

EXAM
ROOM 9





WAITING ROOM POSTERS





Finally, as part of the rebrand, Northside Pediatrics wanted to update their website. Their old one was outdated and difficult to edit, so much of the information was irrelevant. It was important to their team that they be able to update it as necessary. After reviewing both their current needs and their old website, we began on a new site map informed by our knowledge of their target audience. Due to the expedited timeline, we then collectively opted for a semi-custom site, which we populated with a mixture of updated and new content. Additionally, we populated the site with engaging stock photos that could also be used for social media posts. Most importantly, we created a site that the Northside team could easily update and use without difficulty.



northside-pediatrics.org

CUSTOM ILLUSTRATIONS OF DOCTORS & NURSE PRACTITIONERS FOR "ABOUT" PAGE







The impact of our partnership

Using the move to the new building as a launching point, we worked to bring a freshness and excitement to Northside's providers, patients, and families. The work we did made Northside's brand a more accurate representation of who they are, and we also helped them implement this brand into each aspect of their practice. From the signs, to the website, to their social media, current and prospective families are met with a warm and playful brand that eases anxieties, provides joy, and communicates care.



**Now that you know a bit more
about what we can do, want to learn
more about what we could do for you?**

Email us at hello@weareamenable.com with any questions you have.
We'd love to hear from you and have a conversation!

weareamenable