OVERVIEW

Company: New World Medical

Tagline: TBD

Website: http://newworldmedical.com/

Note that the company is currently undergoing a complete re-branding initiative; please do not consider the look and feel of the current website as a factor in your design concepts.

Project Overview: This is an initial concept phase in which you will create a minimum of two unique logo concepts for the company. each presented with and without the company’s tagline. If your initial concept is chosen, you will be expected to complete a second phase of work.

Project Timing: We would like to begin the initial concept phase of the project the week of 25 July.

Company Background: New World Medical has been in business for over 25 years. The company develops and manufactures tools and equipment for ophthalmological surgery. Their flagship product, the Ahmed Glaucoma Valve, is an internationally recognized brand among ophthalmologists. New World Medical is greatly engaged in charity work, and donates approximately half of their manufactured products to NGOs and surgeons who perform surgery in developing countries.

Target Audience(s):

● Surgeons

● Residents/university resident programs

● Office managers

● Surgical support staff

● Patients and their families

● NGOs

COMPANY DETAILS

Brand Personality:

● Focused on Humanity

● Honest and Trustworthy

● Reliable

● Young and Modern

● Global Leadership

● Safe

● High-quality Standards

● Reputable

● Generous

● Ethical

● Open to Change

● Passionate

● Sincere

● Elegant and Easy to Use

● Collaboration with Surgeons

● Cutting Edge Technology

Mission Statement: To preserve and enhance vision by delivering innovations to all of humanity.

Company Values:

What we believe in and how we behave:

● Benefit Humanity

● Act with Integrity

● Innovate

Company Vision Statement:

What We Want to Be

New World Medical will be the company that ophthalmic surgeons praise to peers and patients alike—both for our unparalleled innovations and our empathetic dedication to benefiting humanity.

By 2020, New World Medical will cement this reputation by introducing a pioneering ophthalmic surgical device every 1-2 years. Surgeons worldwide will eagerly anticipate these product launches, and our distributors will structure their organizations around them.

Throughout this dynamic growth, New World Medical employees will remain tight-knit, with a unifying focus on patient well-being, and an unyielding commitment to world-class professionalism and integrity.

Competitors:

● Glaukos (http://www.glaukos.com/)

● Novartis (https://www.novartis.com/)

● Aquasys (http://www.aquesys.com/)

DESIGN NOTES:

Color palette: The company is moving to a monochromatic color scheme, with <Insert color name and hex value> as the base color, and plans to use distinct product colors for each of its products.

You may use the base color or introduce any colors you see fit in the logo design. Your colors only need to “play well” with the base color. Please be creative!

We also welcome your feedback on shades and tints to be included as part of the brand’s overall color scheme.

How the Logo Will Be Used:

The logo will be used both online and in print, and should display well at both large and small sizes.

● Trade show booth displays: see samples at Exhib-it!

● Product packaging

● Product Brochures: see the current brochure for the Ahmed Glaucoma Valve for a sample; note that all brochures will be re-created following the branding initiative.

● Product Flyers: see a current flyer

● Patient Education Resources: see a sample here

● Company website

● Videos

● Training materials

● International Distributor Websites

● Business cards

● Company stationery

Words that May Help Your Concept: Some words that may help you to get started include: international, globe, world, eye, vision, help. We encourage you to think beyond what is presented here!