



Building a Brand from the Ground Up

When Dr. Stephen P. Anthony, a nationally known cancer research and treatment specialist, decided to return to Spokane after a two-year hiatus and start his own practice, he and his wife Sheryl turned to Anderson Mraz Design for help.

The name of the practice – Evergreen Hematology & Oncology – was already established. “It’s a metaphor for Steve’s approach to treatment,” explained Sheryl. “That there is life, and hope, even in the darkest of moments.” AMD was tasked with creating a logo, tagline, and environmental graphic design elements around the name, along with a series of print advertisements in area newspapers and magazines.

That turnkey approach to Evergreen’s branding and communications strategy was a huge benefit for a small practice just starting out, Sheryl said. “What’s even more important,” she added, “is that everyone at AMD really gets Steve – and what he’s trying to accomplish here.”

“Steve and Sheryl are a great team to work with,” said John Mraz, founding principal and senior designer at AMD. “They have a shared vision of what the ultimate patient experience should be. They’re passionate about treating the patient both physically and emotionally – and they understand the importance of both a well-considered image and a soothing patient environment, and how each contributes to achieving that goal.”

2008 marks AMD’s twentieth year operating as a communications design group in local, regional, and national markets. The company’s primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design across a diverse and wide-ranging client base. For more information, visit www.am-design.com.



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