



## Branding Refresh and Collateral Development

As one of the nation's largest and fastest-growing healthcare placement firms in the U.S., Martin, Fletcher worked with MarketWave to promote its overall brand through marketing and PR initiatives. As shown here, we refreshed their logo, including changing the tagline from "Connecting People in Healthcare," to "Healthcare Staffing, Simplified," as well as developed collateral pieces representing their updated brand look with consistent, cohesive graphics and content. These materials gave them a new level of sophistication when meeting with executives and decision makers of some of the top healthcare organizations in the country.