

Helping a healthcare provider build and launch a strong brand.

OUR PARTNERSHIP WITH CENTRAL OHIO UROLOGY GROUP

advertising +
graphic design

Summerfield Advertising



Hit the ground running.

From local single professional practices to national multi-physician groups, compelling communication design is essential to a productive and successful business. From designing a logo or signage system, to launching a comprehensive brand communication plan, we are here to help pave the road.

Whether you want to grow your practice profits, enhance your reputation, attract your favorite cases, or differentiate yourself from the competition, we will always be focused upon delivering results.

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Central Ohio Urology Group (COUG) is a single specialty group of high quality physicians whose focus is evaluation and treatment of urological conditions. COUG has 15 locations around Central Ohio, bringing patients a consortium of top urology specialists who are on staff at all major hospital systems in Columbus, Ohio.

Summerfield Advertising had the privilege of collaborating with Central Ohio Urology Group, a Columbus-based group of urology specialists, in designing and launching their cohesive brand identity and communication program. COUG needed a brand that represented many individual practices coming together and operating under one identity. Flexibility within this brand was crucial, as the group will focus on continued growth for the future.

Summerfield Advertising was contracted to design all of COUG's brand identity assets and touch points. From the logo, stationery system and physician referral pads, to the marketing collateral, Web site and center signage, all were visually integrated to bring a cohesive brand standard to the fifteen regional urology centers.

Central Ohio Urology Group is well on its way to becoming a recognizable brand within the healthcare community of Central Ohio.





“Central Ohio Urology Group needed a brand identity, a cohesive collateral system, and Web site that reflected multiple practices coming together under a single group name. Summerfield Advertising was able to create a strong identity making it recognizable to patients, physicians and the healthcare community. Acting as true collaborators, Summerfield Advertising listened, heard our needs, and responded with a wonderful solution.

Today we are poised for growth and ready for the future. Thanks to Summerfield Advertising, Central Ohio Urology Group is secure in knowing that our brand is positioned to continue to grow with us.”

Linda M. Miller, MBA

Chief Operating Officer

Central Ohio Urology Group, Columbus, Ohio

ADVERTISING

BRAND COMMUNICATION

IDENTITY DESIGN

ANNUAL REPORTS

CORPORATE COLLATERAL

WEB/INTERACTIVE

RETAIL VISUALIZATION

ENVIRONMENTAL

MARKETING COMMUNICATIONS

PRODUCT PACKAGING

At Summerfield Advertising, we are inspired by supporting medical groups and health care providers. For more information on our work, call Andrew Summerfield at 614 221 4504 or send him an email, asummerfield@summerfieldadvertising.com.

We journey together
in search of the perfect
solution for your needs.

How can we help you?

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graphic design

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