

## BRANDING CASE STUDY

# Keystone Behavioral Pediatrics



**AWARD:** Graphic Design USA Winner

**CHALLENGE:** The founders insisted the corporate identity incorporate the concept of a “keystone” because the programs offered at the new private school and clinic for children with special needs are key to each child achieving his or her full potential in life.

**APPROACH:** Mindful that most clinics and institutions have a cold, utilitarian environment, we wanted to present Keystone Behavioral Pediatrics in a more family and kid-friendly manner to differentiate from University and hospital based alternatives. The keystone concept is shown in a colorful child’s pinwheel that suggests a child-centric focus as well as movement as the child progresses through the programs. All the different collaterals are colorful and friendly, they maintain the consistency through out the entire brand.

**OUTCOME:** In the first year, Keystone Behavioral Pediatric achieved projected census and subsequently achieved significant growth year-over-year until it now occupies more than 10,000 sq. ft. and has an enrollment of more than 250 students and a growing staff of over 75 professionals. The clinic has different organizations such as an academy, summer camps, and a childrens development center.