

upshift

Creating a fresh, unified brand identity for an international health organization.



industry

- healthcare
- B2B

deliverables

- brand strategy
- brand identity
- logo design
- templates and systems
- identity guidelines

challenge

The American Association of Endodontists (AAE) is a specialty dental organization for endodontists, the root canal specialists. The association inspires its members to pursue professional advancement and personal fulfillment through education, research, advocacy, leadership, communication and service. Since its founding in 1943, the AAE has grown into a worldwide organization but much of the branding was disconnected, dated and inconsistent. The AAE tasked UpShift with redefining and re-visualizing their brand and messaging.

solution

The first step of the process was to redefine who the AAE is. By analyzing market research, executive interviews and surveys, UpShift helped the AAE to define their brand attributes, audiences and brand architecture. Through this work, we were able to then create new messaging that defined who the AAE is and what they do. Then we embarked on creating a fresh, modern and professional visual identity, including a new logo, brand look & feel, and templates across all channels to unify their communications.

results

The AAE launched the new brand at their annual conference in April 2016, to much acclaim from their members and attendees. Many of their key communications, including their website, have already been updated with the new branding. Their new brand and messaging has positioned them strongly in the industry, and has led to increased membership and raised awareness for their organization's mission and purpose.