



Professional, approachable brand image for an in-home healthcare provider

The goal of our care is independence and safety while you recover in the comfort of your home.

Services We Provide

Skilled Nursing Care

- Comprehensive Nursing Assessment
- Comprehensive Home Safety Evaluation by Care and Instructions
- Medication Management
- Wound Care and Instructions

Active Therapies

- Physical Therapy
- Occupational Therapy
- Speech Therapy

Health Aides

- Nursing Assistants
- Trained

Home care is at the heart of what we do.

Overview of Home Care Services

Home care is at the heart of what we do.

Innovative Home Care Maintaining Optimum Health Prompt Home Care Services

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challenge

industry

- healthcare

deliverables

- brand strategy
- identity/logo
- marketing collateral

Transitions Home Care has a mission to provide the highest quality, client centered health, comprehensive, and personal care. They believe that healing begins in the least restrictive environment, the client's own home.

Transitions sought help from UpShift to create a professional, polished brand identity that helps them look established and connects with baby boomers who often make decisions for their families.

solution

UpShift's lifestyle branding expertise with businesses across many industries led to a successful solution for Transitions. We know to be effective, a brand has to be cohesive and clear—to project a clear takeaway and connect emotionally with target audiences.

results

With a solid, professional brand identity, Transitions was able to launch successfully and establish themselves as a leader in their market. We utilized elements of their old identity (the heart icon) yet modernized it through layout, color palette and typography.