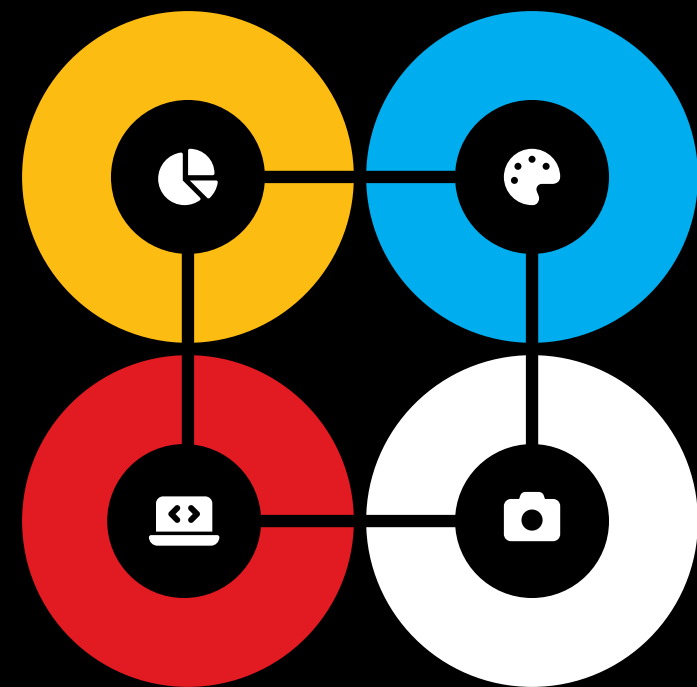


PERSONA ▶ EXPERIENCES ▶ CONSISTENCY ▶ TRUST ▶ ENGAGEMENT ▶ COMMUNITY

PERSONA ▶ EXPERIENCES ▶ CONSISTENCY ▶ TRUST ▶ ENGAGEMENT ▶ COMMUNITY

PERSONA ▶ EXPERIENCES ▶ CONSISTENCY ▶ TRUST ▶ ENGAGEMENT ▶ COMMUNITY

PERSONA ▶ EXPERIENCES ▶ CONSISTENCY ▶ TRUST ▶ ENGAGEMENT ▶ COMMUNITY



"I'm really proud of the brand we have moving forward. It unifies us and identifies us as a beacon within the communities we serve. UNANIMOUS brought so much to the table during rebrand. We know we have a true partner that gives us flexibility and opportunities to make an impact in our area."

Treg Vyzourek, CEO, Brodstone Healthcare

"It felt like they understood exactly what we needed and how to help us get it done. So often, you work with firms and spend your time educating them on what you are trying to accomplish. That was certainly not the case with UNANIMOUS."

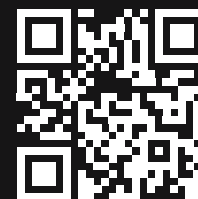
Troy Bruntz, CEO, Community Hospital

"The Gothenburg Health name and brand better represent who we are, a place for keeping people well and better managing their health. This is a very exciting milestone in our history."

Mick Brant, CEO, Gothenburg Health



UNANIMOUS
 8600 Executive Woods Drive #300
 Lincoln, NE 68512
 402.423.5447 - BeUNANIMOUS.com



HEALTHCARE BRAND ALIGNMENT MATTERS



UNANIMOUS

We Are UNANIMOUS

UNITED WE BRAND

We understand healthcare. We recognize the unique needs of the various stakeholders—patients, providers, board members, community members, donors, foundations, and more. We collaborate to develop strategies for growing engagement, recruiting, retaining talent, and increasing funding.

YOUR BRAND ALIGNMENT CHECKLIST

- Your organization's culture attracts and retains like-minded talent.
- Your brand accurately represents the services and expertise you provide.
- Your values are clearly defined, known, and lived out.
- Your internal communications are cohesive and consistent.
- Your external messages are an extension of your mission.
- You tailor your communication to clearly defined audiences.
- Your brand is progressive, competent, and compassionate.
- Your brand inspires pride among your employees.
- Your brand receives positive recognition from those in your community
- You regularly ask employees, patients, and families about their experiences.

If any of the items above are left unchecked, your brand may need work. Contact UNANIMOUS at 402.423.5447 to learn how we can help.

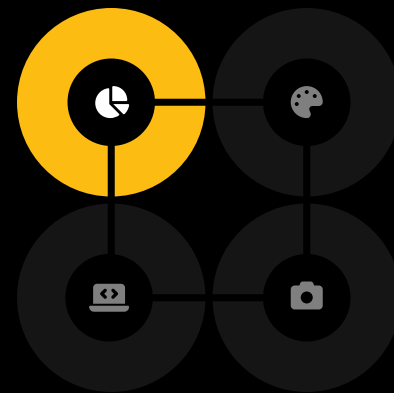
Marketing & Advertising

STRATEGY + VERBAL IDENTITY

Connecting with and engaging your audience is the key to success in a competitive marketplace. We work diligently to understand your business, research the market, and make sure you stay top of mind. We will analyze your competition, develop strategies to reach your targets, motivate action, and build brand loyalty.

- ▶ Internal Communications
- ▶ External Messaging
- ▶ Research & Analysis
- ▶ Brand Naming & Renaming
- ▶ Digital & Traditional Advertising
- ▶ Copywriting & Content
- ▶ Social Media Management
- ▶ Public Relations
- ▶ Fully Integrated Campaigns

Are you regular, relevant, and strategic with your brand communication?



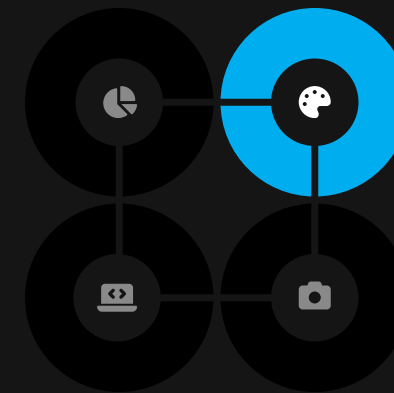
Creative & Design

AESTHETICS + VISUAL IDENTITY

Like most things, you get out of it what you put into it — your brand is no different. It's your first impression, and people will make an instant decision about the merit of your work based on your appearance alone. It's important to be intentional and to ensure your brand represents the quality of your organization.

- ▶ Logo & Identity Design
- ▶ Brand Guidelines & Standards
- ▶ Brand Architecture
- ▶ Collateral & Stationery
- ▶ Signage & Outdoor
- ▶ Vehicle Graphics
- ▶ Tradeshow & Exhibits
- ▶ UX/UI/AX Design
- ▶ Promotional Materials

Does the look of your brand match the quality of your organization?



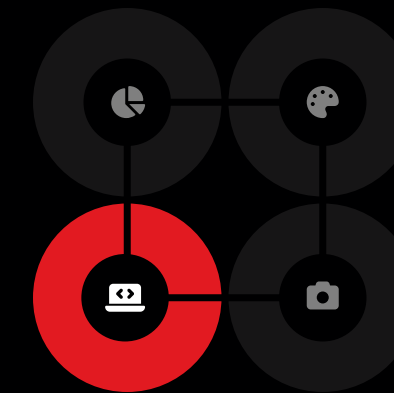
Website & Interactive

WEB DESIGN + DEVELOPMENT

Comprehensive website planning, design, and development is the true passion of the UNANIMOUS web team. Our website projects range in size, scope, and complexity. We ensure our websites offer a professional user experience to engage visitors with compelling messaging and intuitive functionality.

- ▶ Custom Web Design
- ▶ In-House Web Development
- ▶ Website Planning & Architecture
- ▶ E-commerce & Online Transactions
- ▶ API & Third-Party Integrations
- ▶ Analytics & Search Console
- ▶ Landing Pages & Micro-sites
- ▶ Hosting & Maintenance
- ▶ Website Support

Are you consistently tracking metrics, reviewing results, and making adjustments online?



Video & Photography

STORYTELLING + IMAGERY

Put your organization in the spotlight, bring your story to life, and activate your brand. UNANIMOUS will guide the entire process from storyboarding, animating, shooting, editing, and distribution. Our experts combine strong imagery with compelling stories to connect and encourage your audience to take action.

- ▶ Pre-Production & Planning
- ▶ Video Shoot Production
- ▶ Post-Production & Editing
- ▶ Project Scripting & Storyboarding
- ▶ Professional Portraits
- ▶ Product Photography
- ▶ Drone Video & Aerial Photography
- ▶ Motion Graphics & Animation
- ▶ Video Distribution & Promotion

Do you have an efficient and effective way to share your story with your audience?

