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"You have brains in your head. You have feet in your shoes. You can steer yourself, any direction you choose."

- Dr. Seuss

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## Will Work For Food

### Mark's Freelance Corner - Corporate Branding Project

I would like to share a corporate branding project that I recently completed for a new hospital in Arlington, WA.

*Skagit Valley Hospital and Cascade Valley Hospital are building a new state-of-the-art facility just off the Smokey Point exit off of I-5, north of Marysville, WA.*

final logo design >>



CASCADE SKAGIT  
HEALTH ALLIANCE

The Cascade Skagit Health Alliance will open a two-story, 42,000-square-foot facility shortly after the start of 2012, with seven family practitioners, one pediatrician and nine mid-level providers, including physician assistants and nurse practitioners. The 8-million dollar facility is also set to include occupational medicine services, a retail pharmacy and a full-fledged laboratory.

Along with designing the logo, I created corporate letterhead and business cards. The client wanted the new look to represent a blending of the two facilities ([Skagit Valley Hospital](#) and [Cascade Valley Hospitals](#)), and the continuous commitment to friendly, personal and compassionate care, with modern, up-to-date facilities and technology.

*Below are earlier rough logo design ideas presented to the client:*

Cascade Skagit  
HEALTH ALLIANCE

  
CASCADE SKAGIT  
HEALTH ALLIANCE

CASCADE SKAGIT  
HEALTH ALLIANCE

### Four Principles of Effective Logo Design

#### 1. A logo must be simple

A simple logo design allows for easy recognition and allows the logo to be memorable. Good logos feature something unexpected or unique without being overdrawn.

Continues >>>

## 2. A logo must be memorable

Following closely behind the principle of simplicity, an effective logo design should be memorable and speak to the heart of the business. A great logo will create emotions of what the business is about-with or without accompanying words.

## 3. A logo must be timeless

An effective logo should be timeless - will your logo still be effective in 10, 20, 50 years?

## 4. A logo must be versatile

An effective logo should be able to work across a variety of mediums and applications. For this reason a logo should be designed in vector format, to ensure that it can be scaled to any size. The logo must also work in one color. If your logo loses impact in one color, it is not effective.

### In general, my logo design process consists of:

1. An interview with the client, to create a design brief
2. Research and brainstorming of ideas with the client
3. Sketching rough ideas on paper
4. Prototyping and conceptualizing the design
5. A meeting set-up to present the ideas to the client
6. Revision of the logo and add finishing touches
7. Supply files and a "Standards and Usage" document to the client.

As always, I am available for full-time employment or contract work. If you have a design or marketing project that you need help with, please contact me at 425.931.3440 or email me at [mark@yourcreativemark.com](mailto:mark@yourcreativemark.com)

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