



Malish & Pagonis

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**BioBehavioral Diagnostics**  
Branding, Marketing Materials  
and Display Booth

This start-up healthcare company has taken the guesswork out of determining if a person with Attention-Deficit/Hyperactivity Disorder is receiving the proper medications at the right dosages. Its Quotient™ ADHD System

reads body movements to help physicians monitor and adjust medications. The company could waste no time going to market, so in three months Malish & Pagonis designed and produced a top-to-bottom corporate-identity program, including the logo, letterhead, marketing materials and trade-show booth. The dynamic logo symbol represents the points of movement measured by the company's product in motion around a square, which represents a calm, balanced state of mind.

