



Malish & Pagonis

307 Iona Avenue
Narberth, PA 19072
610.660.9044
malishandpagonis.com



MedRisk

Corporate Brochure

For this claims-service and medical-management company, M&P developed a phased re-design of a new corporate identity, using the company's existing logo, which is well recognized in its target market, the worker's compensation insurance industry. This corporate-identity brochure, which followed the complete re-design of the company's Web site, uses design elements that appear on the site, including its unique interactive menu system, shown here as a cover graphic. In a nod to the slanted text of the logotype, the business-card cut in the back cover mimics the slanted type.

"We chose Malish and Pagonis Design firm to handle both our print and web design needs. We couldn't be happier. Their keen perception, innovative approach, and superior design skills have helped us to bring our corporate vision to life."

Rommy Blum
Director of Marketing



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MedRisk

Web Site

MedRisk, a claims service and medical management company in the workers' compensation industry, has grown explosively. As is often the case, this led to a patch-work Web site that no longer reflected the focus and coherence of the company. Before the design process began, M&P created a navigation system that reorganized the site around the most important part of the company: its customers. On this structure, M&P created a crisp, simple graphic design that reflects the dynamism of the company and puts information relevant to each audience at their fingertips.

