



BRANDING, MARKETING COLLATERAL,
WEB DESIGN, VIDEO

MedExpense Solutions initially came to us with a need to brand its new software product and create supporting marketing materials. After a thorough discovery, B2C Enterprises was tasked with creating a new brand identity that more accurately reflects the company's mission and vision. MedExpense Solutions became Beacon, and its software became LumenEx.

SOFTWARE BRANDING



LOGO VARIATION



HEALTHCARE COSTS ILLUMINATED

WEB DESIGN



SLIDE PRESENTATION



MARKETING VIDEO



MARKETING BROCHURE



ICON



COLOR PALETTE

