



PROJECT FOCUS

To improve ICC's image and reach through re-branding and to improve its ability to convey its work to its desired audience via its website.

DELIVERABLES

- Competitive analysis results
- Summary of findings from stakeholder, user, customer, and hold-out interviews
- Research analysis summary and branding recommendations
- Report on research and development of a rebranding scheme, including new name, logo, brand colors, and typography
- Report on research and preliminary design of website's foundational information architecture



The Integrated Care Collaboration (ICC) is a nonprofit alliance of health care providers in Central Texas dedicated to the collection, analysis and sharing of health information with the goal of improving health care quality and cost efficiency across the continuum of care. One of the ICC's primary functions is the operation and management of a regional Health Information Exchange called the ICare system.

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