



# kavéo

# inmotus

CONNECT

How can we help?

Keri Samiec

[keri.samiec@kaveoguides.com](mailto:keri.samiec@kaveoguides.com)

412.496.5570

# kavéo

**Client:** InMotus Connect

**Agency:** GPasqualetti Design

**Tactics:** Brand Creation

## Challenge

Create a distinctive brand identity for a healthcare intelligence platform that unites specialized technologies and partners into one seamless, trusted ecosystem.

## Strategy

Develop a modern, forward-thinking logo that communicates connection, collaboration, and the power of individual capabilities working together to transform the healthcare journey.

## Execution

Design a clean, contemporary visual identity for InMotus Connect that conveys movement, connectivity, and innovation while establishing a credible, scalable brand built on trust and transparency.

## Creative Team

Kavéo is proud to showcase this work by GPasqualetti Design, a studio known for brand identities that are both strategic and beautifully crafted. See more at [gerrypasqualetti.com](http://gerrypasqualetti.com).

Gerry Pasqualetti, Creative Director  
Visit Gerry's LinkedIn Profile

Carli Cominoli, Graphic Designer  
Visit Carli's LinkedIn Profile

## Creating Better Connection

InMotus Connect is a healthcare intelligence platform that brings together best-in-class medical technologies to create a more connected, seamless patient journey – from discovery and diagnosis to treatment and recovery.

### Pages from the Brand Guidelines



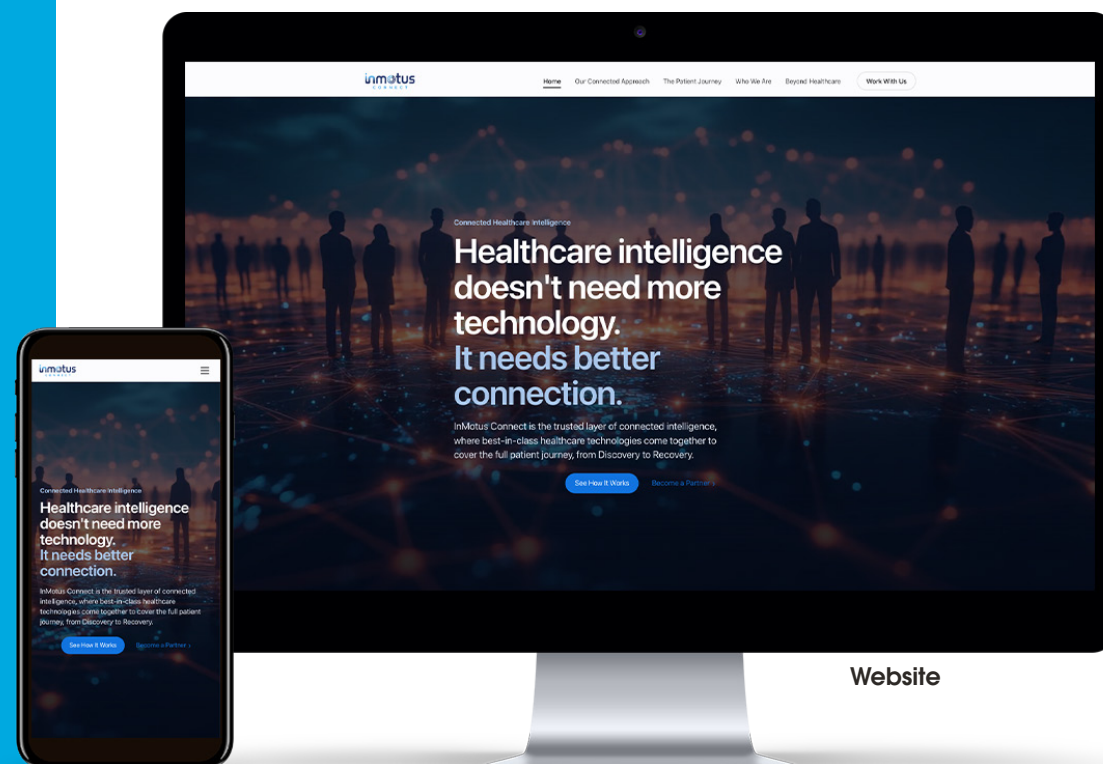
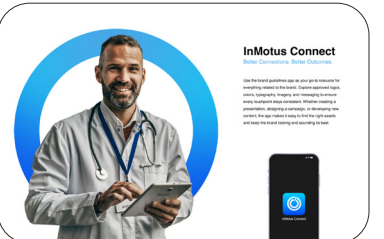
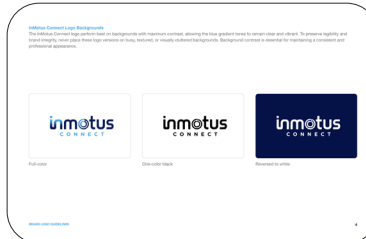
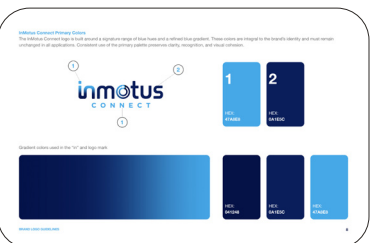
# inmotus

CONNECT

## 01 BRAND LOGOS



## 02 BRAND COLORS



Website



Swag and Giveaways

