

# FERGUS

## — case study



## BACKGROUND

Fergus Medical is a young, dynamic company born within the Promedon Group, an international medical technology company with over 30 years in the MedTech market. Fergus Medical develops, produces and distributes medical technology for minimally invasive orthopedic surgery and sports medicine in Latin America.



## THE PROBLEM

As a new startup, Fergus needed to quickly establish the brand and position itself in a competitive market.



## SOLUTION

We developed a complete branding system inspired by the idea of motion. This system was created to enable the brand to reach its maximum potential and included several components: company logotype as well as all product logotypes, website, marketing brochures, sales data sheets, medical illustrations, and corporate exhibits.



## RESULT

Fergus has a consistent, innovative brand identity positioning it as a leader of sports medicine across Latin America.

