



Introducing SCMS' New Brand Identity & Logo

We are proud to announce the launch of the Spokane County Medical Society's (SCMS) new logo as part of the ongoing evolution of our society's brand.

Our medical society has grown and evolved over the years, and we felt it was time for a change. We have refreshed our logo to reflect who we are today and to symbolize our future.

Tran Creative was a vital part of this process. Headquartered in Coeur d'Alene, Idaho, Ben Tran, Founder and Creative Director, generously donated his services, along with the services of his award-winning team, in helping create our new brand identity.

After careful consideration, we chose a new logo that reflects a more modern look and captures our mission of "serving as the guardian of community health and wellness while leading and promoting the professional practice of medicine."

The new logo captures the values and principles of the society aligning together to form two interlocking shapes creating the letter "S" for Spokane, with the leaf shape depicting growth and wellness.

If you have used the SCMS logo in any of your marketing materials, please assist us in updating them. We appreciate your kind support. If you have any questions, please contact Shelly Bonforti at shelly@spcms.org.

Thank you, Tran Creative!



tran-creative.com