



iDocLocker: Kite makes them rise and shine.

iDocLocker (formerly Sagittarius Software) offers an easy-to-use and implement electronic medical records system with a current focus on customized sleep tools. Although a proven product and service, it was time to wake up the brand and increase awareness.

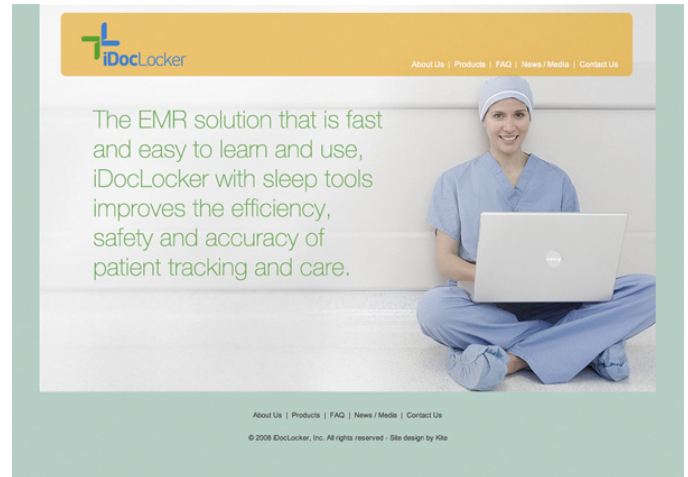
kite

The EMR field is crowded, but the focus on the practice of sleep medicine is unique and the need is great. So we leveraged all the brand equity into a differentiating and descriptive name that speaks directly to the benefits. Then we solidified positioning, created a new visual identity, rousing web site (www.iDocLocker) and other brand assets. Our PR has awakened interest and generated great press. And more sales.

Wake up your brand. Contact us.



New Name and Corporate Signature



Web Site



Visual Brand Guidelines

