The Medcore MD Brand

July 2023

MEDCORE MD

Company Description

About Medcore MD

Medcore MD is a privately held software company founded in 2022 and is headquartered in Los Angeles, California. The company designed a platform which connects, optimizes and improves interactions between medical device, pharma reps and medical offices.

Clinics and medical offices are continuing to restrict in person visits from medical device and pharma reps in a time when solutions are changing at a greater pace. The loss of access can negatively impact the ability for offices to keep up to date on products, including recalls and quality concerns.

Our vision is to transform where and how these important groups engage - improving collaboration and communication, decreasing time spent on managing rep engagement to a mix of email, virtual and in-person coupled with a robust database of medical reps and the solutions they sell.

Data That Tells a Story

The average physician gets about 2,800 contacts per year from a medical sales rep.

For every hour spent at work, a physician gets contacted by a sales representative. Thus this becomes one of the item that the doctor needs to juggle as part of their workload as burnout within the procession continues to increase.

Platform Capabilities

- Central location to track and manage engagement
- Connection via Video Conference, Email
- Robust Search Engine

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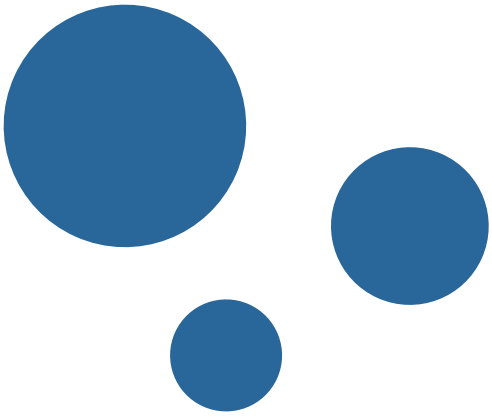
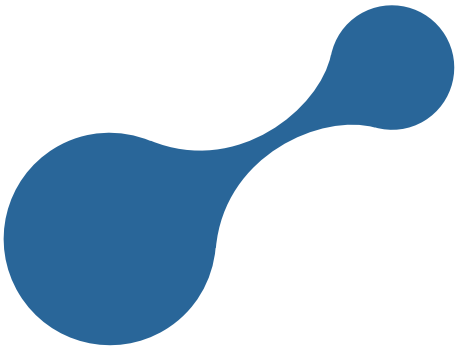
About Company Graphical Elements

Our brand uses a distinct graphical element derived from the logo that creates a unique look and make us distinct from our peers and instantly recognizable. It also helps to show connections, movement and fluidity which is at the center of our platform. When they're used consistently, these graphical elements create continuity within our family of materials, across a variety of media.

These patterns below work best as textural images in instances such as divider pages, backgrounds or interior covers. The simpler versions work well for framing short pieces of text. Patterns can also be cropped to fit a specific area of a design.

Any of the company's brand colors can be used to make patterns. However, the background behind the line work must be supportive without conflicting with the message's copy or main points. It should not overpower and instead serve as a complementary element in the brand story.





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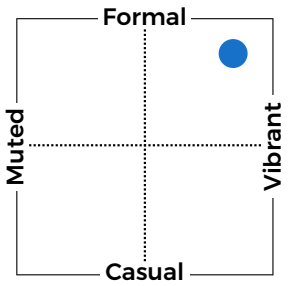
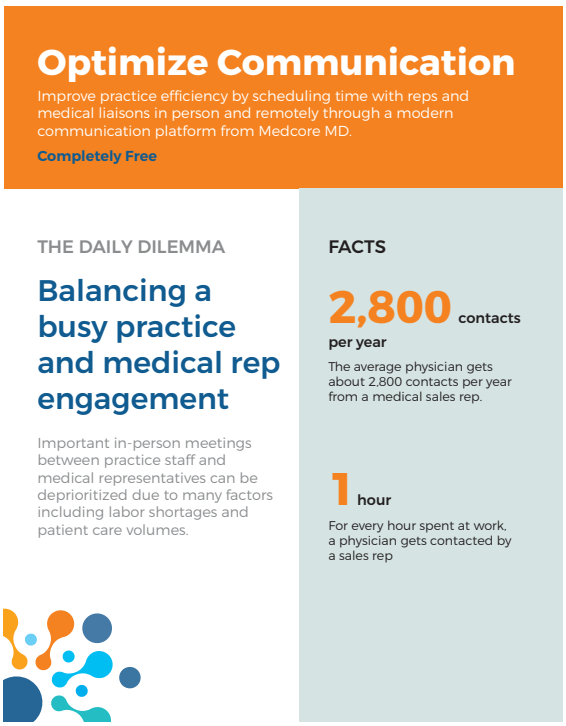
Examples of Uses of Graphical Elements

Tone, Voice and Copy

Our visual language can also convey tone, which we can map along two intersecting continuums: casual to formal and muted to vibrant. These ranges define four quadrants, onto which we can map the pieces we create, based on the mood evoked by the use of our color palette and visual elements.





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Examples of Social Media Banners

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