

Re imagining the Cork Medical Brand



Cork Medical had built a strong reputation in wound care and negative pressure wound therapy, but its visual identity had evolved over time without a consistent system to connect the brand across its many applications.

The opportunity was to create a more modern, cohesive identity—one that felt confident and recognizable while giving the organization a flexible visual language that could grow with the business.

As Creative Lead, I led the creative direction for the rebrand from initial concept through final implementation, developing the visual identity and bringing it to life across a wide range of brand touch points.



My Role

Creative Lead / Art Direction

I led the creative development and execution of the brand refresh.

Logo development and visual identity

Color palette and typography

Brand standards and creative guidelines

Art direction and design

Photography direction and image retouching

Illustration and supporting visual assets

Marketing collateral

Product and packaging graphics

Vehicle graphics

Trade show and environmental design

Digital and website design

Presentation design

Apparel and promotional materials

Vendor and production management

Ongoing brand stewardship and consistency

Building a Visual Brand

Looking at the existing brand, Cork was using several variations of their logo. Outside of the use of the name “Cork” and the colors, there was no consistency.

The new identity would need to be simplified, taking a more contemporary approach to the Cork Medical logo.

I explored multiple directions before developing the final identity system, refining the logo, typography, color palette, and supporting elements into a cohesive visual language.



CORK
MEDICAL

Creating the Visual System

The resulting system utilized a variable logo, designed to work just as effectively on a website or presentation as it does on product packaging, vehicle graphics, apparel, and large-scale environmental applications.

The brand palette established a strong foundation of deep, rich navy blue, complementary purples and blues, and a supporting range of secondary colors.

Typography and graphic elements were defined alongside the logo to create a system that could be consistently applied across internal and external communications.

I also developed brand standards to help establish consistency as the identity moved from concept into everyday use.



primary

 DARK BLUE C: 97 M: 93 Y: 40 K: 99 R: 15 G: 17 B: 58 HEX: #10102B PANTONE: P-103-45 C	 ACCENT BLUE C: 82 M: 89 Y: 0 K: 0 R: 83 G: 65 B: 164 HEX: #52409A PANTONE: P-56-7 C	 LIGHT BLUE C: 25 M: 22 Y: 0 K: 0 R: 185 G: 188 B: 223 HEX: #B8B8D9 PANTONE: P-102-1 C	 PURPLE C: 59 M: 80 Y: 0 K: 0 R: 126 G: 82 B: 161 HEX: #7E52A4 PANTONE: P-93-7 C	 MEDICAL BLUE C: 75 M: 53 Y: 0 K: 0 R: 75 G: 117 B: 186 HEX: #4C765A PANTONE: P-104-6 C
---	---	---	---	--

secondary

 LIGHT GREEN C: 34 M: 0 Y: 89 K: 0 R: 180 G: 212 B: 75 HEX: #B2D94C PANTONE: P-180-2 C	 DARK GREEN C: 27 M: 24 Y: 100 K: 5 R: 145 G: 161 B: 51 HEX: #76901D PANTONE: P-155-45 C	 ORANGE C: 0 M: 60 Y: 100 K: 0 R: 245 G: 140 B: 34 HEX: #F98020 PANTONE: P-144-4 C	 RED C: 0 M: 98 Y: 76 K: 0 R: 235 G: 35 B: 51 HEX: #ED3940 PANTONE: P-19-1 C	 CHARCOAL C: 0 M: 0 Y: 0 K: 80 R: 128 G: 128 B: 128 HEX: #808080 PANTONE: P-175-4 C
---	--	--	--	---

Fonts

PRIMARY	SECONDARY
Ruleway	Arial Bebas Neue Bold
Thin	Arial Regular
Extra Light	Arial Italic
Light	Arial Bold
Regular	Arial Bold Italic
Medium	Arial can be used when Ruleway is unavailable
SemiBold	
Bold	TERTIARY
Extra Bold	BEBAS NEUE BOLD
Black	
Heavy	

Photography & Visual Storytelling

Photography played an important role in making the refreshed brand feel more human and authentic.

I directed photo shoots to capture the people, products, and environments that represent Cork Medical. I worked through the images after each shoot, selecting and retouching final photography for use throughout the brand.

The goal was to move beyond purely product-focused imagery and create a visual library that could support a broader brand story.



Product Illustration System

To create a more consistent and flexible way to showcase Cork Medical's product portfolio, I developed custom illustrations for each pump and its corresponding menu screens. Each product was rendered as a clean, accurate visual asset that could be easily swapped into different layouts and applications. This modular approach allowed the illustrations and screen graphics to be reused across product collateral, sales materials, training documents, presentations, and other communications, providing a consistent visual representation of the products while making future updates and new materials much more efficient.



Bringing the Brand to Life

A successful rebrand isn't just a new logo. It needs to work everywhere the brand shows up.

I applied the new identity across a broad range of marketing and communication materials, creating a consistent experience across print, digital, environmental, and physical applications.

From product literature and sales materials to packaging, presentations, trade show displays, vehicle graphics, and promotional items, each application was designed to feel like part of the same brand.

Collateral

- Business Cards
- Product Sell Sheets



Bringing the Brand to Life

Collateral

- Pocket Folder
- Corporate & Sales Forms



Trade Show & Environmental Design

Trade shows provided another opportunity to extend the new identity into physical space.

I developed booth graphics, displays, signage, product presentations, and supporting environmental elements designed to create a cohesive brand presence while communicating Cork Medical's products and capabilities clearly.

The same visual system used across the brand was scaled and adapted for high-impact environments.

Trade Show

- Trade Show Pop-Up Display Booth



Trade Show & Environmental Design

Trade Show

- Product Bannerstands



Product & Marketing Collateral

The refreshed identity was carried through the full range of Cork Medical's marketing materials.

I designed new collateral with an emphasis on clear information hierarchy, strong product presentation, and a consistent visual relationship between the corporate brand and individual products.

The work included product literature, sales materials, direct marketing pieces, packaging, forms, presentations, and other supporting communications.

Marketing Collateral

- Product Sell Sheets
- Product Comparison Chart
- Brochures & Instructions for Use



Product & Marketing Collateral

Marketing Collateral

- Company Flyers
- Product Instruction Guides



Improving Lives since 2007



Cork Medical is a medical device and support surface manufacturer that specializes in designing and manufacturing innovative products for the treatment and prevention of wounds. The company's products consist of negative pressure wound therapy, specialty mattresses, overlays, and cushions and are sold across the world.

Our Vision: To be a leading global manufacturer of wound care products.

Our Mission: To improve lives through innovative wound care products.

Through the execution of this mission, Cork Medical strives to provide its patients with fast, reliable wound care solutions; its healthcare providers with cutting-edge products designed to promote optimal healing outcomes; and its distributors with cost-effective negative pressure wound therapy (NPWT) products designed to transform the wound care industry.

Our Team

A cohesive and experienced leadership team supporting a growing organization.

Executive Leadership – CEO and President



15-Year Average

Executive Leadership Experience in Healthcare

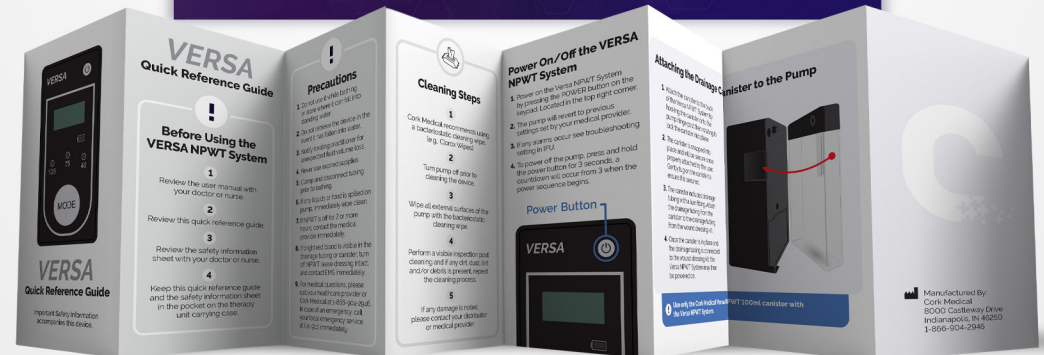
Sales and Operations Leadership



15-Year Average

Healthcare Industry Experience

CORK MEDICAL · corkmedical.com



Bringing the Brand to Life

Marketing Collateral

- Sales Flyers
- Quick Reference Guides



ONE NEGATIVE PRESSURE WOUND THERAPY SYSTEM

Simplicity Meets Proven Clinical Outcomes

The Nisus One Difference — The Nisus One is changing the way providers approach wound care by making NPWT more accessible than ever. Engineered for simplicity, affordability, and efficacy, this easy-to-use yet powerful system empowers clinicians to deliver consistent wound care outcomes in any clinical environment — without the complexity or costs of traditional devices.



Simplify NPWT Treatment

With intuitive one-button operation, the Nisus One makes utilizing NPWT as simple as possible. Its plug and place design reduces service calls, improves staff efficiency, and enables a seamless care experience.

High Performance, Low Costs

By solely focusing on NPWT's high power and high-performance features, the Nisus One offers the same power and performance of a traditional NPWT device at a lower price point.

Nisus Accessories

Nisus accessories can be used interchangeably with NPWT devices. Utilize existing inventory expand your wound care solutions!

Consistent Clinical Outcomes

Though simplified on the surface, the Nisus One uses the same internal pump technology found in the original Nisus and Nisus Touch—delivering proven clinical outcomes in a compact, portable, and patient-friendly device.

- 125mmHg continuous therapy mode setting
- 8-10 L/min flow rate
- Lightweight for better patient compliance, weighing less than 2 lbs.
- Portable allowing for uninterrupted patient mobility
- Accurate pressure tolerance at wound base
- Easy to release 500ml and 250ml canisters
- Standard wound dressing kit for convenience (small, medium, large)
- FDA cleared for use in hospitals, long-term care facilities, and home-care settings



VERSA RESHAPING Negative Pressure in the DME Industry

Affordable NPWT Designed to Improve Your Bottom Line: Reduce Cost, Minimize Service Requests, and Increase ROI

Lower NPWT Entry Costs

Versa offers advanced NPWT at a fraction of the traditional cost, making NPWT product category affordable and profitable.

Reduce Inventory Costs

Affordable and versatile, Versa can be used as a single-use device or up to multiple uses on multiple patients. Companies no longer need expensive capital investment to be able to offer NPWT product.

Top Clinical Solution

Versa meets FDA standards to deliver optimal NPWT outcomes. Equipped with continuous and intermittent modes, precise pressure control, and on-screen troubleshooting, Versa provides the flexibility clinicians need and ease of use facilities demand.

Versa uses a standard wound dressing kit (available in small, medium, and large) to align with standard NPWT treatments.

User Friendly Experience

Weighing less than 1 lb., Versa's sleek, lightweight design and replaceable batteries allow patients to stay mobile with ease. Its intuitive one-button display also simplifies operation for both clinicians and patients.

Enhanced Patient Compliance

With a compact, easy-to-release 300ml canister, Versa supports discrete mobility and easy handling. Quiet and equipped with three AA lithium batteries, it maintains treatment for up to a week — perfect for home care or long term care settings. Fewer interruptions equals higher patient compliance.



DISTRIBUTION DESIGN

CORK UNIVERSITY

EMPOWERING OUR PARTNERS

DRESSING APPLICATION		WHAT HAPPENS WHEN DEVICE ALARMS	
STEP 1	Cleanse the wound and periwound area according to the institution guidelines and physician's order and let dry.	The table below describes all the error messages and alarms of the Nisus device. Troubleshooting for each alarm type is described below.	
STEP 2	Use transparent drape to window the periwound area, if needed.	Alarm Types	Notification
STEP 3	Cut the black foam to the shape of the wound and ensure that entire wound will be covered with the foam. Ensure that no foam comes in contact with the periwound area.	Low Battery 	Visual message displayed along with audible alarm. Battery life at or below 20%. Pump should be reconnected to battery charger and plugged in as soon as possible.
STEP 4	If required, cut the drape to size where indicated prior to removing the backing film. The drape should only be cut in the direction as indicated by the dotted line on the transparent drape. Remove the backing film labeled with "1", then "2" to peel the backing off. Remove the top cover labeled with "3" by peeling the tab on either side of the drape. Remove the paper tabs labeled with "Cork Medical Products" from both sides of the drape.	Critical Battery 	Visual message displayed along with constant audible alarm. Cannot be muted. Battery life is critically low. Take action immediately by connecting to battery charger and plugging in to prevent device from shutting down.
STEP 5	Gently lift the drape with your thumb and lever/lift over the center of the black foam and cut a 2.5 cm round hole (same size as hole of port opening) on the top of the drape.	Leakage 	Visual message displayed along with audible alarm. If muted and not corrected, visual message and audible alarm repeats within 7 minutes. Wound dressing not completely sealed. Canister not attached. Inspect drainage canister. Ensure port pad tubing is connected to canister tubing. Listen for air leak; use transparent film to seal leak.
STEP 6	Apply the suction port by removing the paper backing. Hold both ends of the suction port by the folded tabs and center the dome pad above the hole cut in dressing. Tack the skirt in place.	Blockage 	Visual message displayed along with audible alarm. If muted and not corrected, visual message and audible alarm repeats within 7 minutes. Clamps may be activated along with audible alarm. Ensure that the port pad does not have pressure on the dome.
STEP 7	Once in place, remove the paper tabs on each side of the skirt. Ensure entire skirt is securely sealed. Remove the top cover of the skirt.	Canister Full 	Visual message displayed along with audible alarm. Cannot be muted. Collection canister full. Change canister immediately to resolve alarm.
STEP 8	Connect the tubing to the canister tubing via the luer lock method and start the NPWT per physician's order.		

NISUS NPWT SYSTEM COMPONENTS AND ACCESSORIES

- Cork Medical Products NPWT Wound Dressing Kits
- Cork Medical Products Canisters
- Cork Medical Products NPWT Wound Dressing Accessories - Bridge Kit, V-Connector, Tubing Extension, White Foam

Use of the Nisus NPWT System must be prescribed by a physician per the stated indications for use. As a condition of use, the Nisus NPWT System should only be used by qualified and authorized personnel. The user must have the necessary knowledge of the specific medical application for which negative pressure wound therapy is being used.

CORK MEDICAL

8000 Castaway Drive • Indianapolis, IN 46250
TOLL FREE: 866-405-6138 • FAX: 866-429-5524
corkmedical.com

NISUS[®] NEGATIVE PRESSURE WOUND THERAPY PUMP

QUICK REFERENCE GUIDE

Product Packaging

The new brand system also needed to work at the product level.

I developed packaging and product graphics that brought the identity directly into the customer experience while maintaining clear product differentiation.

This required balancing brand consistency with the practical needs of product communication, helping create a more unified appearance across the Cork Medical portfolio.

Packaging Opportunities

- Shipping Boxes
- Product Packaging



Targeted Marketing Campaign

I developed the creative for a targeted marketing campaign designed to create a memorable, hands-on introduction to Cork Medical's products and brand. The campaign brought together a dedicated landing page with a promotional giveaway packaged in a custom-designed mailer. From the digital experience to the physical packaging, I created a cohesive visual connection between each touchpoint, using the refreshed brand to make the campaign feel intentional, engaging, and distinctive. The project also demonstrated how the new identity could extend beyond traditional collateral into more creative, experiential marketing opportunities.

Marketing Collateral

- Custom Landing Page
- Custom Mailer/Packaging
- Custom Promotional Products



Digital & Internal Communications

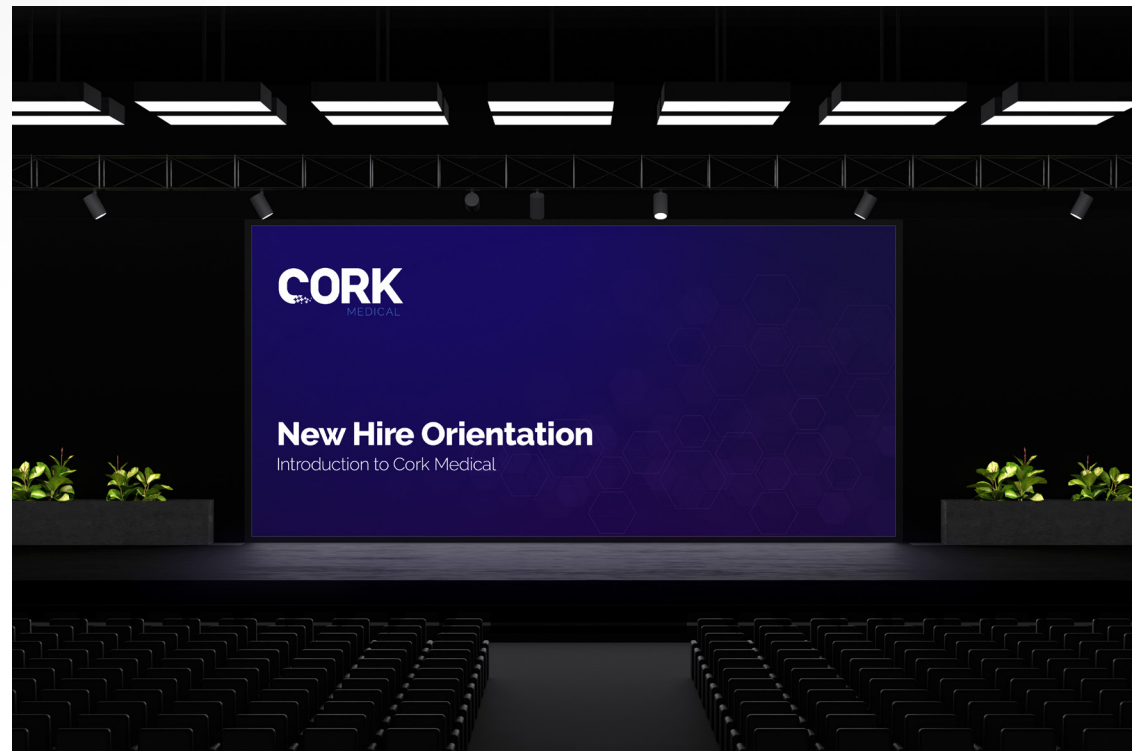
The refreshed brand extended beyond customer-facing marketing.

I carried the visual system into digital experiences, presentations, internal communications, and other organizational materials—helping create a more consistent experience wherever Cork Medical communicates.

The goal was to establish a system that was flexible enough for everyday use without sacrificing the visual character of the brand.

Communication Pieces

- PowerPoint Presentations
- Social Media Posts




Core Values Recognition




Russell Holton
Production Technician

"Russell has been giving an employee a ride home, and I think this is just the nicest thing! He is known around here for his kindness and selflessness, so it wasn't a surprise to find that he has been helping an employee get home, but it is so nice, and I wanted to make sure he got the recognition he deserves for wearing his heart on his sleeve. The world would be a better place if there were more Russells around!"

Employee Recognition



Paula Fleming
Customer Service & Fulfillment Manager
Indianapolis – Corporate Office



Jonathan Ragusa
Territory Sales Representative
Detroit Office




Collections Department

- **Elly Gallegos**
Insurance Collections Specialist
- **Gregory Stern**
Patient Collections Specialist
- **Melinda Ensor**
Facilities Collections Specialist
- **Michael Yingst**
Distributor Collections Specialist

Online Swag Store

I helped develop Cork Medical's online swag store by selecting branded products that aligned with the refreshed identity and would be useful, appealing, and representative of the brand. I prepared and adapted the artwork for each item, ensuring logos and graphics were properly positioned and production-ready across a variety of products. From product selection through final artwork, I helped create a cohesive collection that extended the Cork Medical brand into employee, customer, and promotional merchandise.

Corporate Branded Apparel

- Clothing
- Headwear
- Technician Badges



Bringing the Brand to Life

I developed creative for both exterior signage and interior environments, extending the brand beyond traditional marketing materials and into the physical spaces where employees, and visitors experience it firsthand. This included designing exterior signage, environmental graphics, large-scale murals, wall treatments, and custom artwork that transformed offices and facilities into cohesive, engaging brand experiences.

Each element was thoughtfully designed to balance visual impact, brand consistency, and the unique character of the space to create environments that communicate the organization's identity while making the experience feel distinctly its own.

Elements

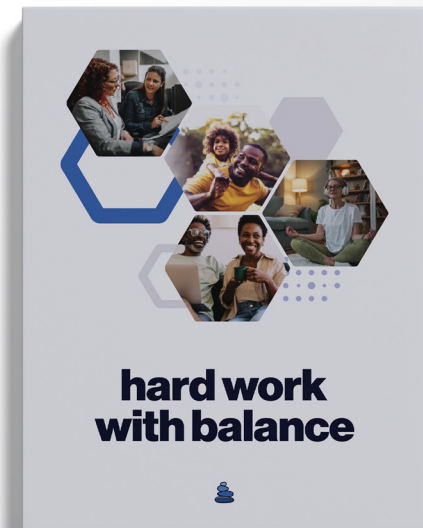
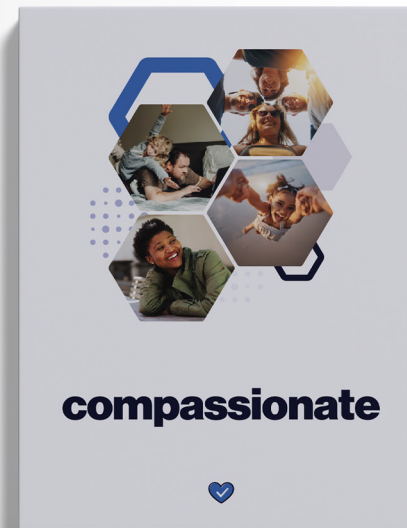
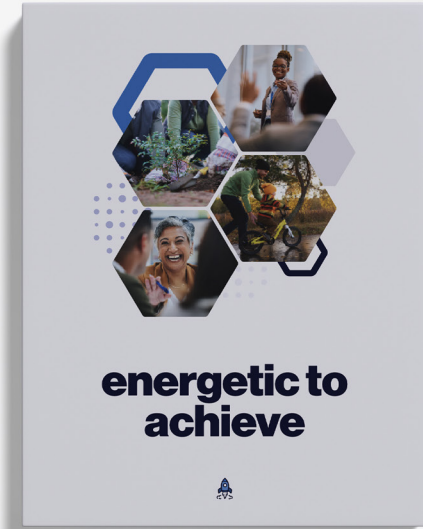
- Exterior Signage
- Interior Design



Core Value Program

I developed the visual graphics and supporting materials for Cork Medical's Core Value Program, helping bring the company's values to life throughout the organization. The goal was to create a clear, engaging visual system that made the values easy to recognize, understand, and incorporate into the company culture.

I translated the core concepts into a cohesive set of graphics that could be used across internal communications, presentations, signage, and other employee-facing materials, giving the program a consistent visual presence while reinforcing the behaviors and principles that define the organization.



A Brand Built to Work

The Cork Medical refresh was ultimately about more than creating a new look. It was about building a visual system that could support the brand across every point of contact.

From a logo on a business card to graphics on a vehicle, from product packaging to a trade show environment, the identity was designed to be recognizable, flexible, and consistent.

As Creative Lead, I was involved throughout the process—from developing the core identity and establishing the visual standards to directing photography, designing the applications, and overseeing production.

The result was a more unified Cork Medical brand with a visual language designed to carry the organization forward.

My Contribution

- Brand Identity
- Visual Strategy
- Brand Standards
- Image Retouching
- Packaging
- Digital
- Environmental Graphics
- Presentation Design
- Art Direction
- Logo Design
- Photography Direction
- Illustration
- Collateral
- Trade Shows
- Vehicle Graphics

