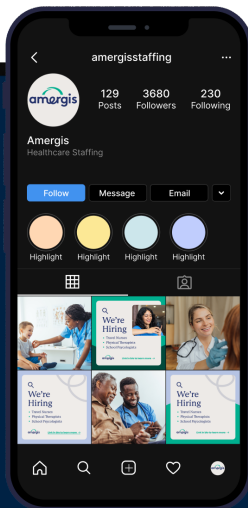
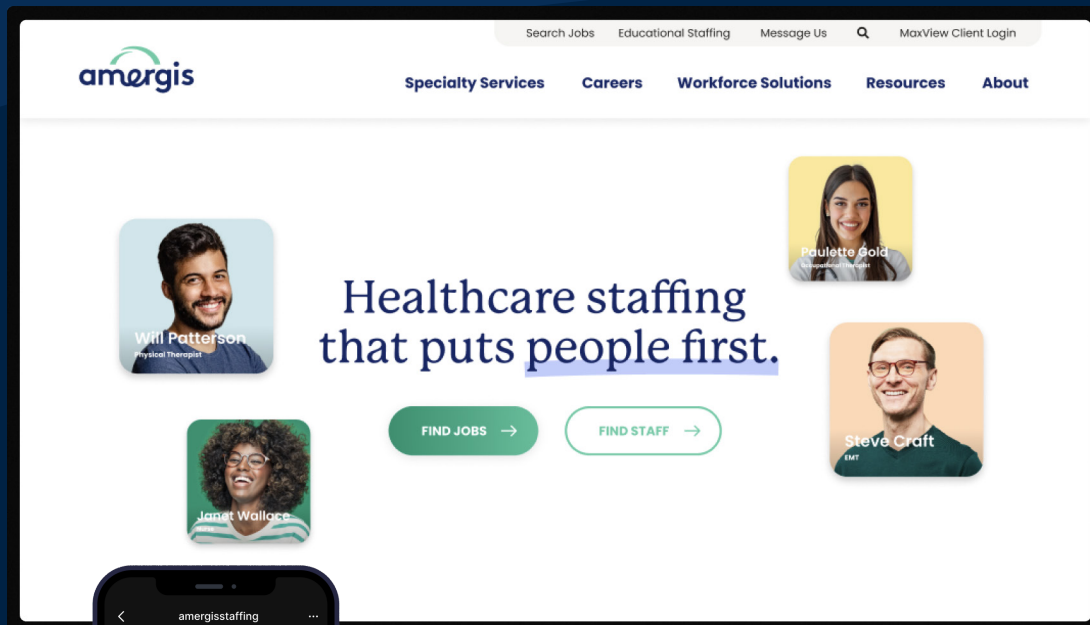


## CASE STUDY

# A healthcare staffing site goes from stale to amazing with a rebrand



# Bringing a new name to life and enhancing UX

## The challenge:

Healthcare staffing provider, Maxim, had wanted to overhaul their brand in 2019 but the effort stalled out. With a renewed emphasis on the rebrand, the team at Maxim had been toying with some names and mission statements but hadn't made any decisions at the point that they approached WebMechanix.

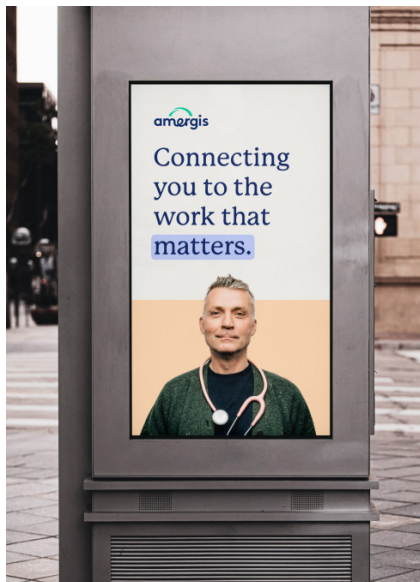
The WebMechanix team dove into the challenge of taking preexisting ideas, updating concepts, and guiding the client through a successful rebranding process.

### Industries

Staffing Solutions,  
Healthcare

### Services

UX, Web Design,  
Development, Branding



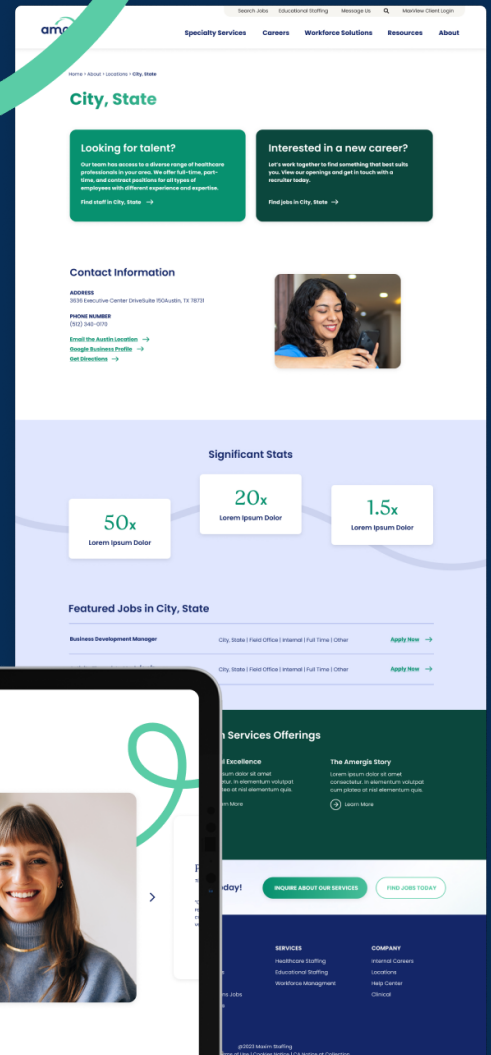
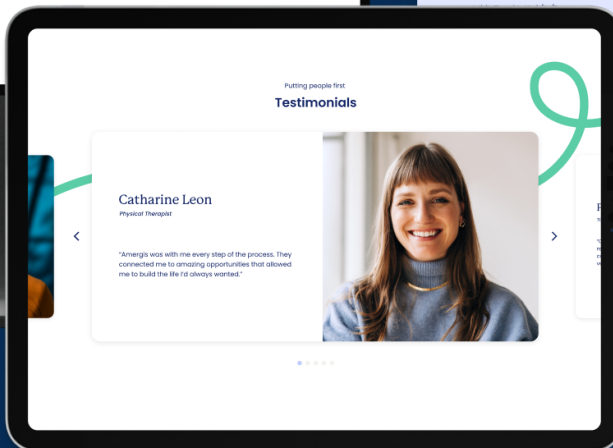
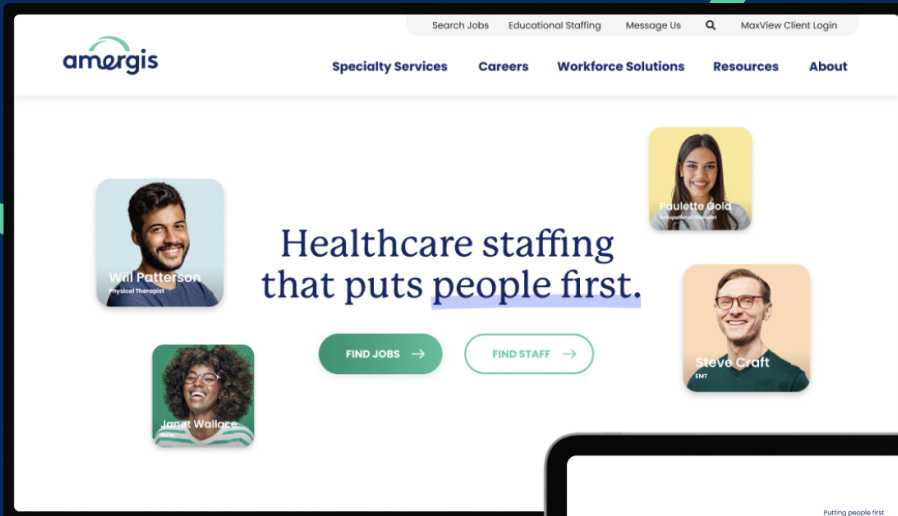
# The Solution:

Coming on board, Webmechanix made some additional naming recommendations and strategized the development of the brand, site, and UX. Eventually, the team landed on Amergis (origin: emerging from Maxim, but also merging our clients with needed talent.) From there, we went into branding — so we put together logos, typography, color palettes, sub-company logos and messaging and voice guidelines and branded collateral — before we dove into the redesign.

Once branding was established, the redesign went very smoothly. The client already had some rough wireframes that they had been working on, so we were able to iterate on those. From UX, we went into design. The internal rollout of the new brand and redesign was met with SO MUCH positive feedback. Amergis debuted in Q2 with a new name, elevated branding, and streamlined UX.



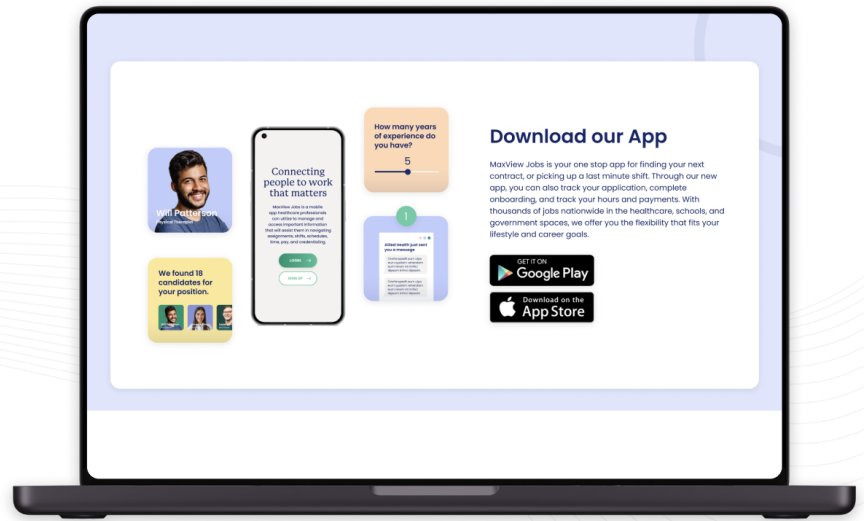
amergis





## The Result:

- The brand has been very well received internally.
- The site has a more vibrant style and feels like there is a more human touch to the business.
- The UX is intuitive and has a smooth flow throughout.



The brand has been received so positively. It's better than we anticipated. It's been a really nice rollout.

**Christina Lawless**  
Marketing Director @ Amergis

## What about you?

Looking to rebrand or enhance your UX?

We can help! [Give us a shout](#). We'll walk through some options. And even if we're not a fit, we'll try to point you in the right direction.



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