

**LifeScience Alley**  
identity, visual system, website



How a new identity and visual system helped create a single, strong entity after the merger of two life sciences trade associations

**situation**

When trade associations Medical Alley and MNBIO merged to better serve the growing life sciences industry, they looked to Larsen for an identity that would communicate the combined group's new name and mission.

The new identity needed to represent the diverse 500+ member organizations, which included medical technology manufacturers, health care organizations, and leaders in agriculture and food products.

The identity and visual system had to reflect the growth and burgeoning potential of the life sciences industry.

**challenges**

**Myriad applications.** From stationery to promotions to a website, the new visual system had to be adaptable to a wide variety of applications.

**Universal appeal.** Because the membership of the trade group was so diverse, the logo could not visually represent any particular industry, such as health care or agriculture, for instance.

**Global audience.** The identity needed to appeal to a growing international audience, taking into consideration cultural differences.

**results**

LifeScience Alley has emerged as a leading trade association in the growing life sciences industry, with strong brand recognition.

The organization's success is leading it to expand its influence into other Midwestern states and Canada, leading with a unified brand presence.

Reaction to the new identity and visual system by both internal and external audiences has been extremely positive.

Creating marketing materials is easier and more efficient now that visual guidelines have been codified.