

This email is going to be kind of long, but I wanted to put the thinking behind the logos in writing.

I really like your client's thinking when he connected the like of the medical device to the goddess of the hunt. In addition to being a hunter, she's also the bearer of light. Her brother, Apollo, brought the light of the sun to people. Artemis brings the light of the moon to illuminate the night (when she's not hunting or helping women in childbirth).

1). I pulled some other logos from pharmaceutical manufacturers and medications to show how they've created a single symbol for themselves and their products.

The caduceus, or staff with wings, is everywhere. I wanted Artemis to have a symbol that was unique to them. And as soon as you say diabetes or blood tests, we know it's medicine.

2). Artemis Goddess: So the first approach uses Artemis, the crescent moon (with which she is most closely associated rather than a full moon_, and her bow and arrow. I included the tag line "Targeting better medicine" as an option.

3). Artemis Bow: Here we use the bow and arrow as a symbol that links to both the Artemis name and the client's original tag line "Hunting better medicine with arrows of light".

4). Artemis Arrow: This version focuses on the arrow incorporated into the Artemis name, with the same tag line.

5) and 6). Artemis Light: As you mentioned last week, this technology really is about the light. It's the single biggest differentiator here. Literally light years away from how diabetes is monitored now. Forgive the pun! So I thought we could explore an approach focused on the light itself. The data they are looking for is the same. It's the light that changes everything, illuminating a whole new way forward. I tried a couple of alternate taglines that use "illuminating".

If the client likes this concept I would like to try a version that uses a white background, also. That was taking longer and I wanted to get the ideas to you this afternoon.

Please call to discuss after reviewing if you have any questions or suggestions. If the client likes one of these directions, that will, of course, drive the look of the Power Point slides.



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