

# DMG Unveils New Logo



Creighton Alliance founding partner District Medical Group has unveiled a new logo as part of a refresh for its visual branding strategy.

The diamond with four colors is based on one of the International Red Cross symbols that signifies political and religious neutrality, according to Jeff Weil, DMG's chief information and branding officer. Each side of the diamond represents the four pillars of DMG's business – patient care, research, education and community service.

“We wanted to embrace the old and come up with something new,” he said. “That’s why you see the legacy colors with added colors to balance it out. “

The official Jan. 6 rollout was the culmination of a six-month process that required various approvals.

DMG is a not-for-profit integrated medical group practice with over 650 credentialed providers representing more than 25 medical and surgical specialties and subspecialties.

Cora Blouch, executive assistant to Weil and the marketing/communications administrator, said the changeover is being done methodically.

“This gives us a chance to unify the DMG brand by creating a cohesive look and feel across the organization,” she said.

It replaces the logo that had been in place since 1994, when it was a different organization that eventually become DMG.