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*Armstrong Associates Creates Corporate Identity for
REACH Air Medical Services*

Santa Rosa, CA – February 11, 2009 – Armstrong Associates, a marketing communications agency based in Santa Rosa, California, recently refined the corporate identity and developed new supporting communications materials for REACH Air Medical Services.

REACH Air Medical Services, headquartered in Santa Rosa, California, provides helicopter and airplane patient transportation for critically ill or injured patients.

The marketing objective for REACH Air’s corporate identity was to create branding consistency in the company’s marketing efforts to support business expansion and recruitment plans. In addition to the identity work, Armstrong Associates developed a corporate brochure as well as presentation folders. As a part of their new corporate identity, Armstrong Associates also refined REACH Air’s “Above & Beyond” design strategy to further enhance the brand’s reputation and position.

Armstrong Associates is a full-service branding & marketing communications firm that produces results-focused solutions for their local and international clients. Established in 1979, the company’s projects span the entire range of branding and marketing communications, from identity design through implementation and evolution.

Armstrong Associates is the creative force behind brand development for many other companies including: Beam Global Spirits & Wine, Quattrocchi Kwok Architecture, Redwood Empire Food Bank, Hilmar Ingredients, SupHerb Farms and M.A. Silva Corks. To learn more about Armstrong Associates visit www.ArmstrongCreates.com.

REACHSM
Air Medical Services



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