

Cydan Development: Messaging and Branding



CHALLENGE

- Cydan, an orphan drug accelerator needed to articulate its unique brand personality via corporate materials
- Create a visual diagram of the complex, four-part drug discovery model

LHS SOLUTION

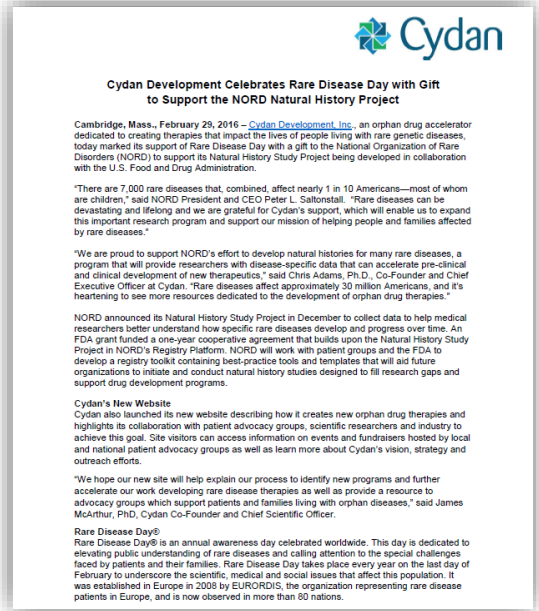
- Built a new website with a modern, compelling look and feel
- Created new messaging conveying commitment to patients, caregivers, advocates and scientists
- Formulated an infographic to demonstrate the company's path

RESULTS

- Developed brand hallmarks carried through in new logo, website, press release template and corporate materials
- Illustrated the Cydan business model depicting their investible corporate story to investors



Business Card



Press Releases

