

# MIMOSA Diagnostics Rebrands For Growth

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As MIMOSA enters its full commercialization and next growth phase you may have noticed a fresh new logo, color palette and new curves on our website. Today we're launching MIMOSA Diagnostics brand refresh. The logo, color palette, typeface, and more have all been given a style evolution, and we're giving you a peek behind the scenes to understand what this means for our customers and us.

*"Our technology is evolving. Therefore, our brand required evolving to match. We want to celebrate our transformation from a startup to a growing full service mobile imaging company with this new visual identity. A bright, energetic visual language and image that is both friendly and adaptable." Dr Karen Cross, CEO.*

The original yellow tone, based on the MIMOSA flower and the light pattern emerging from our device were a testament to our youth and the bursting energy we wanted to bring to our customers. Five years down the road, our technology has evolved and grown, and so has our team — we've tripled our headcount since then. The flower is blossoming and growing!

Our product team is constantly evolving the MIMOSA technology and platform to make it easier for clinical teams to understand and assess patients. We're developing stronger capabilities, enabling teams to capture more data for better clinical insights, and to provide better care, helping save limbs and lives. Vascular compromise is no longer hidden or missed, as MIMOSA makes the invisible, visible!

*“The original bright, energy of the yellow was tweaked to a richer hue — conveying maturation, trust, growth and stability, with an edge of sophistication”. Ethan Fenton, Director Cageless Content.*

We want to celebrate our transformation from a startup to a full-blown mobile medical imaging company with this new visual identity. A bright, energetic imaging solution that is both equitable and accessible.

## **Setting up to stand out**

When we set out to redesign our brand, we chose to work with an agency, Cageless Content, who first interviewed key internal stakeholders to get a better idea of how we wanted to be perceived. “Equitable, accessible and helpful, making a difference” came up many times. We wanted to be unique, more contemporary, more front of mind.

When we looked at our competitors in the market and how we fit in we admit, our previous visual brand story — while a humble nod to our startup roots — needed some improvements, just a little tidying up to be the brand, look and feel that fitted our product and organization. We wanted to have more consistency to establish recognition and trust.

## **First impressions matter**

The brand refresh started with bidding adieu to our beloved energetic, spectral petals, the energetic child of yellow that brought us to where we are today.

Colour plays a significant role in audience recognition and has a psychological impact on consumers' moods. Therefore, we switched from an energetic yellow to a deep, rich orange tone to evoke a sense of maturity and growth. This is the core of our company evolutionary phase where we will aim to make every user experience in the world a positive and equitable one.

# **From energy and youth to sleek and mature representing our future on the cutting edge of tissue health assessment**

If you didn't know before, our logo, both old and new is based on the MIMOSA flower. While it continues to be so, we blossomed the logo by completing the petals, creating the maturity from the bud to the blossom. Nature does this over time and our product, technology and company are evolving into that mature strong flower that makes you stop and take notice. We spent the last few years developing our deep roots and the foundation of our company and the flower represents the fruits of that labour. Just like our product, we have spent time building a solid foundation, reputation and brand as the go to clinical platform for the assessment of tissue health status.

## **A human touch**

If you're a customer of MIMOSA Diagnostics, you may already be familiar with our friendly virtual faces. We want to show the world the people behind the technology. Our team is deeply committed to creating equity within the healthcare system and also within our company.

As we are supporting real clinical teams who are providing care for real people, we've decided to start introducing not only more about the technology but also the team, interacting and collaborating, to develop and deliver it.

So, there you have it. We still have the tenacity of a young startup and the energetic enthusiasm of the old logo, but we've grown up. We have become the providers of mature, well tested and validated technology changing the lives of patients and clinicians globally.

Thank you for reading, and keep watching this space as we build out our new visual story!

*For more information about MIMOSA Diagnostics email us at [info@mimosadiagnostics.com](mailto:info@mimosadiagnostics.com).*