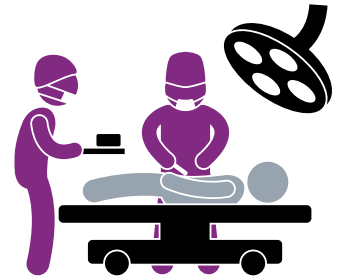




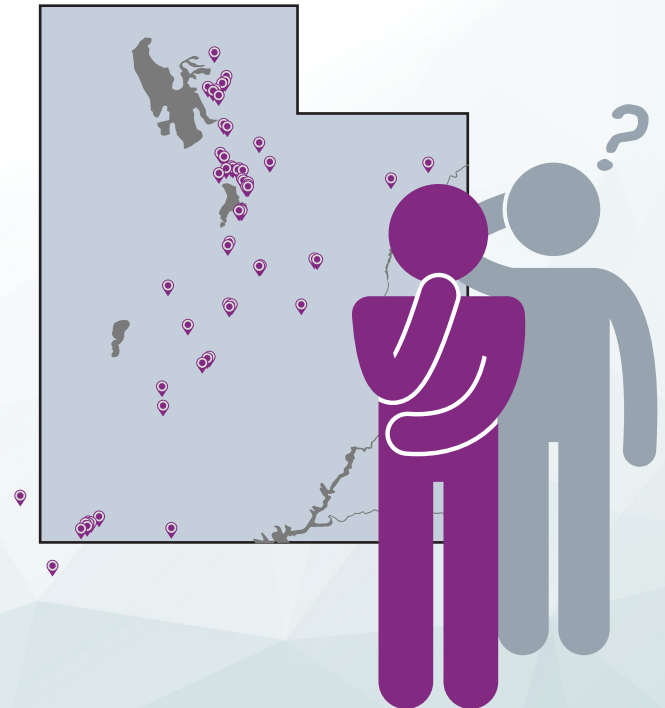
THE BRANDING PROCESS



Our passion is helping people. It's what we do best.

Our dedication to health and healing has led to expanded services and locations over the last several years.

As a direct result of growth, we recognize that our brand can be confusing to patients, particularly for our clinics and patients outside of “Central Utah.” To put it simply, we’ve outgrown our name. Confusion and inconsistency do not represent the unity and care we strive to provide. **So, we went to work.**



Over a two-year period, we took the opportunity to correct this problem and examine our organization's values, mission and strategies to ensure they aligned with patients' needs.



We involved patients, staff and the general public in the process as we refined our identity and core values. The valuable information gleaned from this research ultimately compelled us to completely **revamp our logo, our colors and our name.**

We are very excited to announce
Central Utah Clinic is now



Revere Health

Does this mean we've lost who we are at our core?

No. On the contrary—our name communicates what unites each of us: we truly revere health and life.

We haven't been acquired. We haven't merged with another group. **We are still the independent healthcare providers you know and trust—just easier to identify and more unified in our efforts.** We view this as more of a refocusing rather than a rebranding and this is simply the next step on our journey. Let's take it together. **Let's live better.**



reverehealth.com