

Formerly known as Southwest Alabama Behavioral Health Care Systems, CarePath Behavioral Health provides comprehensive services and resources through multiple inpatient and outpatient facilities across four counties. To distinguish itself from similar organizations within the state, strengthen brand recognition, and ensure a consistent, seamless patient experience across all locations, the organization deemed it was time for a new name and a full rebrand.

After an in-depth marketing action plan and evaluation of the existing brand, CarePath was selected to reflect the organization's compassionate, nurturing approach to supporting individuals as they navigate their health journeys.

Once the new name was chosen, we developed a logo featuring gentle curves that represent tenets important to the brand: compassionate care, connection, inclusion, and forward momentum. To ensure a smooth and reassuring transition for clients, new exterior and interior signage was created for each facility, and all communication materials—from business cards and stationery to appointment cards—were redesigned to debut on the official launch day. The rebrand announcement was supported by outdoor advertising within service areas, print ads in local publications, and consistent branded social posts, all reinforcing the new identity while assuring clients that existing services would remain unchanged.

The logo for CarePath Behavioral Health features the word "CarePath" in a large, teal, rounded sans-serif font. Below it, the words "BEHAVIORAL HEALTH" are written in a smaller, blue, all-caps, sans-serif font.

CarePath  
BEHAVIORAL HEALTH

Logo



Communications Package



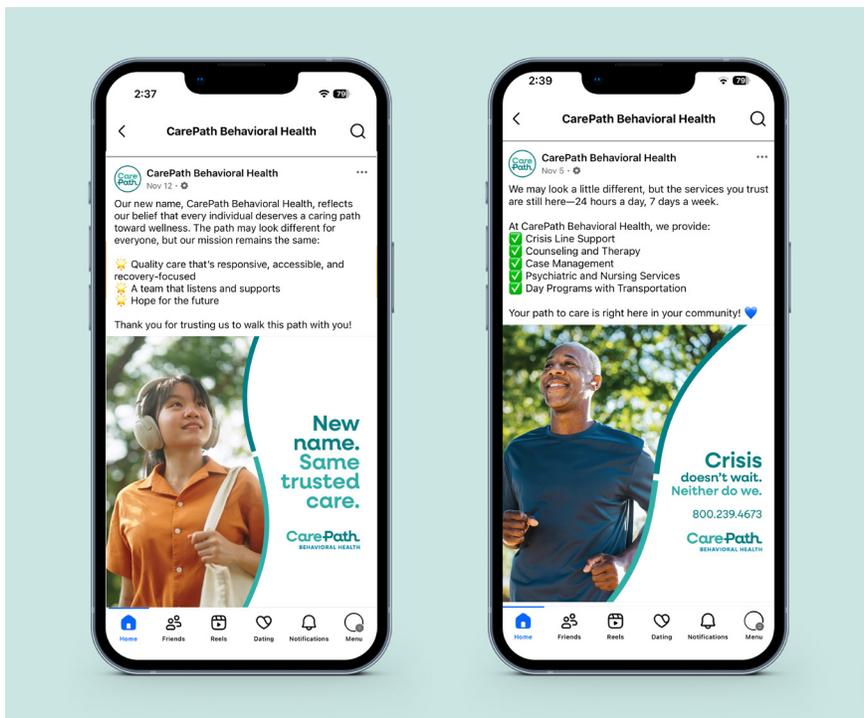
Signage



Print



Outdoor



Social