

Private Home Care Brand Before



Private Home Care



<p>Slate</p> <p>Pantone 223C CMYK 81 42 45 13 RGB 51 113 121 #337179</p>	<p>Leaf Green</p> <p>Pantone 7479C CMYK 68 0 72 0 RGB 38 208 124 #26D07C</p>	<p>Aqua</p> <p>Pantone 331C CMYK 32 0 20 0 RGB 167 230 215 #A7E6D7</p>
<p>Sky Blue</p> <p>Pantone 3255C CMYK 63 0 33 0 RGB 44 213 196 #2CD5C4</p>	<p>Yellow</p> <p>Pantone Yellow 012C CMYK 1 13 100 0 RGB 255 215 0 #FFD700</p>	<p>Sand</p> <p>Pantone 7499C CMYK 6 6 36 0 RGB 241 230 138 #F1E6B2</p>
<p>Cool Gray</p> <p>Pantone 444C CMYK 58 43 44 9 RGB 113 124 125 #717C7D</p>	<p>Night</p> <p>Pantone 7546C CMYK 86 69 51 46 RGB 37 55 70 #253746</p>	<p>Orange</p> <p>Pantone 2025C CMYK 0 56 83 0 RGB 255 138 61 #FF8A3D</p>



Private Home Care

Your Story. Your Home. Our Care.

Private Home Care New Brand Launch

Launch Highlights:

To stand out in a competitive industry, Werremeyer Creative redefined Private Home Care (PHC) brand to rise above the “sea of sameness” by emphasizing its dedication to trust, compassion, and personalized care.

Key initiatives included:

- Developing a comprehensive differentiation strategy rooted in PHC’s mission to provide families peace of mind through expert, personalized care.
- Reimagining their One-to-One Care model as **MatchCare™** — a unique pairing system emphasizing tailored, professional care that exceeds client expectations.
- Showcasing PHC’s family-owned roots, weaving a narrative of genuine care and personal connection. This story resonated deeply with adult children seeking stability and trust for their parents.
- Caregiver-centric practices: emphasizing PHC’s higher caregiver retention and superior benefits, underlining the brand’s ability to deliver consistent, high-quality care—a critical differentiator in a saturated market.



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Results:

Werremeyer Creative elevated PHC's brand by connecting deeply with its audience and redefining care delivery. The MatchCare™ model emerged as a powerful differentiator, resonating with families seeking trusted, compassionate partnerships.

Updated branding, marketing materials, and a redesigned website showcased PHC's commitment to authenticity, professionalism, and family values. Clients now see PHC not just as a care provider but as a true partner.

The rebranding also highlighted PHC's superior caregiver pay, benefits, and retention, ensuring consistent, high-quality care. This transformation solidified PHC's position as a standout in the industry, earning overwhelming praise for its empathetic approach and unwavering commitment to client and caregiver satisfaction.

One client summarized it best: *"I trust the people at Private Home Care to make my Mom's house remain Home."*

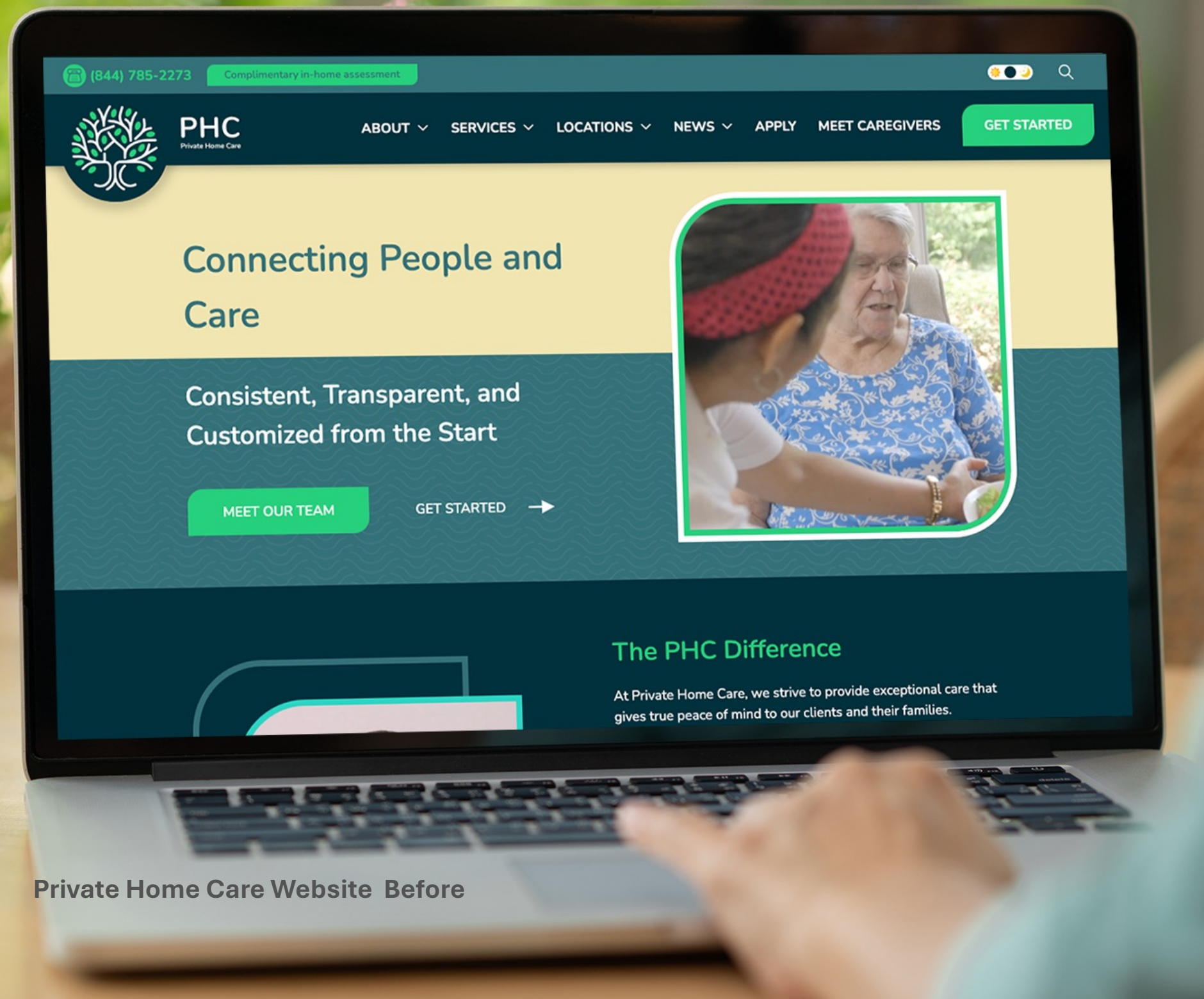


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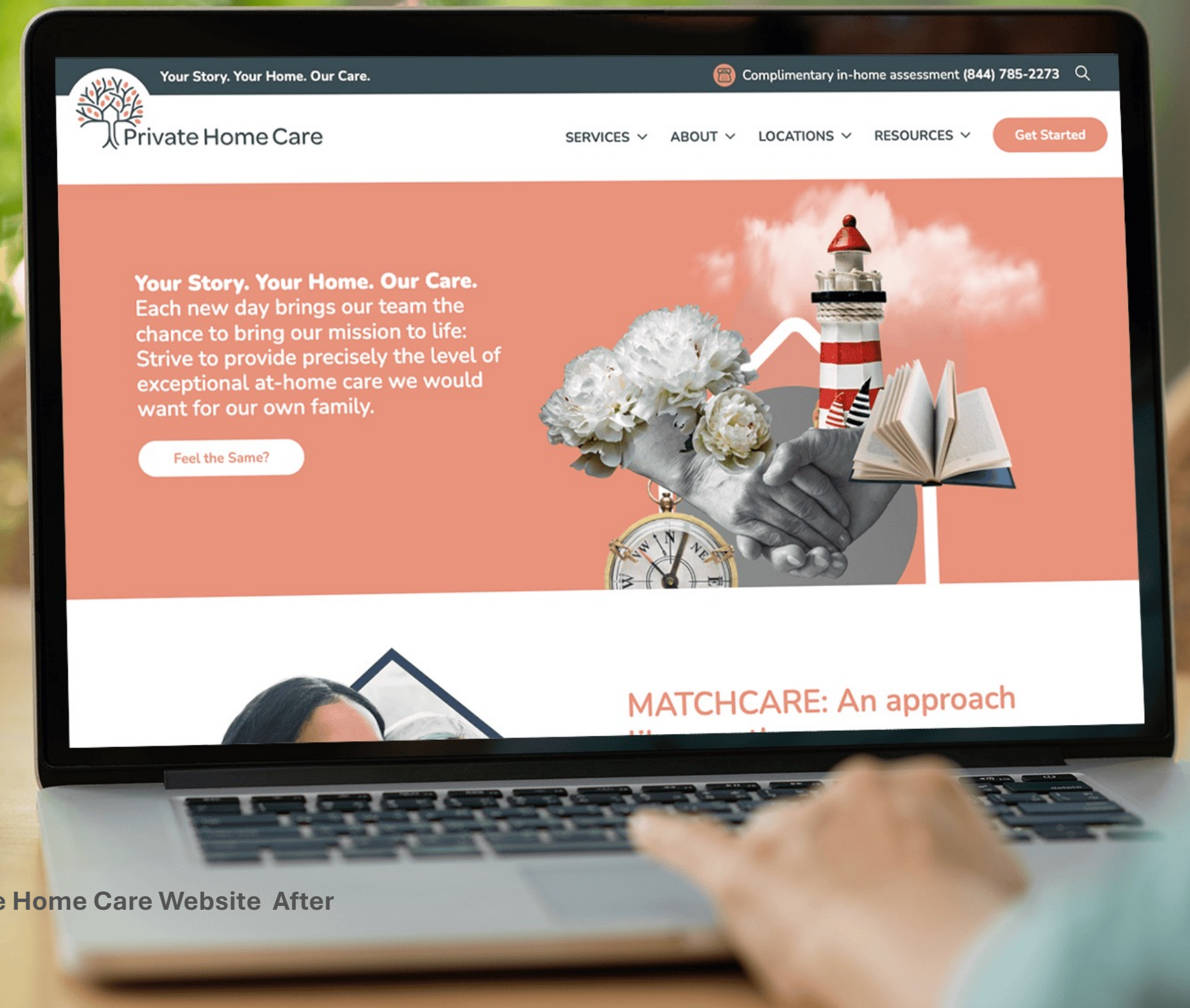


Your Story. Your Home. Our Care.
Campaign Collages

For older adults, family photos, heirlooms, and personal treasures hold deep meaning, making their home a reflection of their life's story. We created a series of four collages, each made up of images that, together, represent the richness of a person's story. These collages highlight PHC's personalized care philosophy and became the backbone of a cohesive new look. A warm, professional color palette and unified design conveyed trust and compassion.



Private Home Care Website Before



Private Home Care Website After

Your Story. Your Home. Our Care. Website Redesign

Werremeyer redesigned PHC's website with accessibility, clarity, and simplicity at its core, ensuring that families and loved ones can easily connect with the compassionate care their loved one deserves. Using the updated brand toolbox, we enhanced contrast for better text readability. The navigation has been simplified to allow quick access to key information, while a decluttered design and prominently displayed contact details provide peace of mind for visitors seeking help.