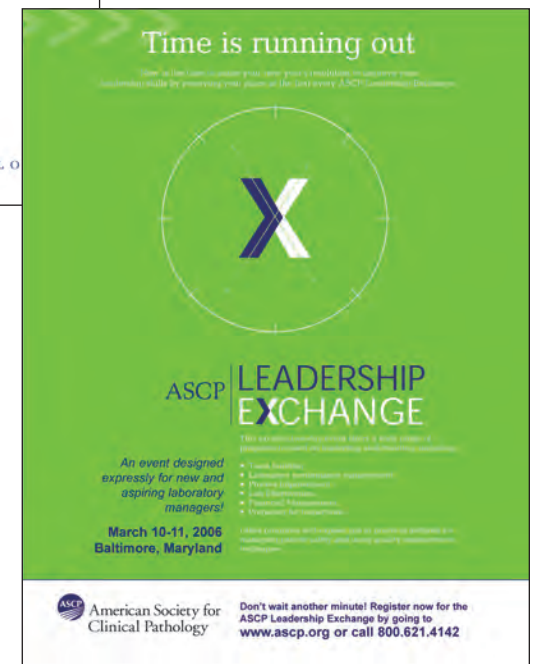
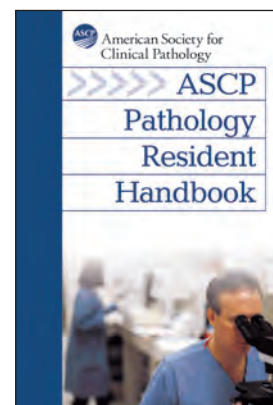


AMERICAN SOCIETY FOR CLINICAL PATHOLOGY



ASCP committed to re-define its Brand, re-connect with its more than 140,000 members and **re-establish its value with all audiences**. MKB performed a complete rebranding initiative—a coordinated re-organization, redesign and implementation of all Education, Publication, Certification and Advocacy materials and marketing. ASCP is now engaging strategies that help grow morale and improve member service, while cutting through departmental silos to ultimately satisfy the objectives of the board.