



NATIONAL SEATING & MOBILITY UNVEILS NEW BRANDING IDENTITY

NASHVILLE, Tenn. (February 5, 2018) - Complex Rehab Technology (CRT) Solutions provider, [National Seating & Mobility \(NSM\)](#), is unveiling a new brand identity designed to reflect the legacy, mission, and future of the company. The refreshed identity package, driven by customer and partner feedback, includes a new logo, tagline, mission and vision statements, core values and a suite of new marketing materials, modernized to capture and convey the heart of the client-centric company.

“NSM has been on a trajectory of growth and evolution over the last several years and it is important to ensure that our branding genuinely reflects who we are and where we are going as a company,” said Bill Mixon, NSM CEO. “This branding initiative is a powerful way for us to convey to the marketplace our brand story and tap into the passion that drives us to serve our clients with excellence. We are especially proud to have had our clients play a role in supporting this effort.”

The brand development process included extensive third party research involving almost 2,000 individuals from stakeholder groups including referral sources, clients, payers, and employees. This research influenced the updated design of new branding elements including a new logo and tagline. The new logo represents a wheelchair in motion. The lowercase “n” represents the national scope of the company’s work. The bottom half of the logo reflects a person with uplifted arms meant to reinforce the company’s client-centered commitment.

The new tagline, “Let’s Get Moving,” captures NSM’s mission to serve clients by providing independence and self-reliance and is an internal rallying cry for the company as a whole. Updated marketing materials celebrate the impact of mobility and independence, featuring actual NSM clients, while reinforcing NSM’s industry expertise. In addition to updating the company’s vision and mission, NSM rolled out new core values, driven by the acronym **hearts** for **honor, excellence, accountability, respect, teamwork** and **service**.

“Our core values were crafted as a reminder to always have our clients’ best interests at heart. These values are the lifeblood of our company, shaping our culture, supporting our vision and guiding everything we do,” added Mixon.

The new branding package, the most comprehensive re-design since the company was founded in 1991, will be seamlessly integrated throughout all NSM digital platforms, materials, and communications this year. To read more about NSM’s brand story, visit [letsgetmoving.com](#).

About National Seating Mobility

[National Seating & Mobility](#) is the nation’s premier Complex Rehab Technology Solutions provider, partnering with physicians, therapists and clients across the U.S. to design customized innovative mobility, rehabilitation and adaptive product solutions for individuals with disabilities. Founded in 1992, the company has grown from five locations to a national network of professional Assistive Technology Providers (ATPs). National Seating & Mobility has earned the highest professional accreditation from the independent, not-for-profit, The Joint Commission. Visit [nsm-seating.com](#).