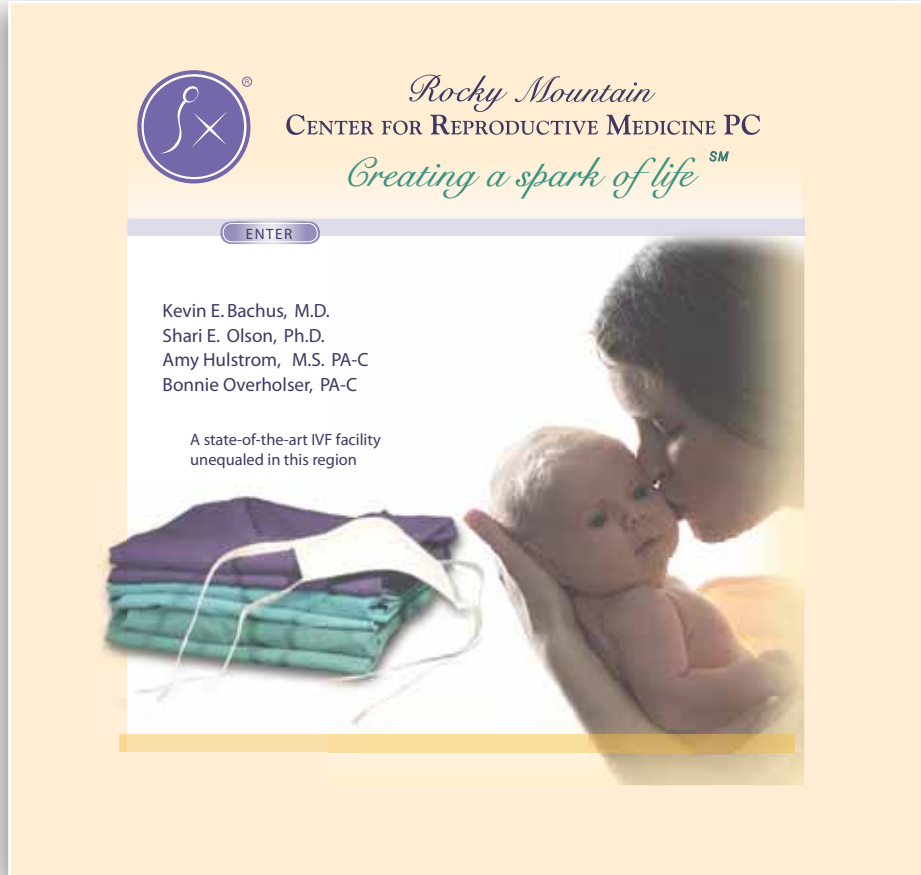




YELLOW BARON GRAPHICS LLC
Design that Sells.

Client: Rocky Mountain Center for Reproductive Medicine PC

Project: Web Site Design
Logo Design
Animation
Photography



As a comprehensive design project, this site shows the continuity of graphic design across several aspects of corporate identity.

The home page is designed to emphasize motherhood while the custom photograph of neatly stacked scrubs was created by Yellow Baron Graphics to integrate the physician's knowledge and experience with the pleasing image of the mother and baby. This clinic cares for it's patients with the dedication and skill of a complete medical personnel team.



Seasonal graphics update with site content throughout the year



Rocky Mountain CENTER FOR REPRODUCTIVE MEDICINE PC

Creating a spark of life

The logo for Rocky Mountain Center for Reproductive Medicine PC of Colorado, designed by Yellow Baron Graphics, incorporates the clients requested design elements with a spark symbolizing conception. An animation on the home page of www.drbaachus.com draws attention to the spark and incorporates the company's tag line, "Creating a spark of life", with the logo and business name.

The screenshot shows the website's navigation menu with options: Services, Doctors, FAQ, Contact Us, Home. Under the FAQ menu, there are sub-links for Articles, Glossary, Q&A, and Links. The main content area is titled 'Questions and Answers' and features three articles:

- What are some new advances in the field of infertility treatment?**

Within the last several years, a few infertility centers have started to culture embryos in the laboratory for five days until they reach the blastocyst stage of development before transferring the embryo to the uterus. An embryo at this stage is much more likely to implant (attach) to the uterus and result in conception. Although this technique is more demanding of the embryology laboratory, it is helpful in the selection of quality embryos resulting in a higher conception rate. A secondary benefit is that fewer embryos can be transferred, helping to reduce the incidence of multiples.
- Here at the Rocky Mountain Center for Reproductive Medicine in Fort Collins, Colorado, we began doing blastocyst transfers in April of 1998 with very good success. It has been vital in achieving our goal of a maximum pregnancy rate with a minimal risk of multiple pregnancies.**
- Is there help for the couple with a male infertility factor?**

Yes. Sometimes low sperm counts or poor sperm motility (movement) requires extra help to fertilize the oocyte (egg). A procedure called ICSI (Intracytoplasmic Sperm Injection - pronounced ICK-SEE) overcomes these severe male infertility factors. In our Fort Collins, Colorado lab, our embryologist, Shari Olson, Ph.D., performs this procedure by capturing an individual sperm cell and injecting it into the mature egg by means of a small pipette. This process is repeated for each individual egg.


- We are encouraged with the results that we have had using this procedure at the Rocky Mountain Center for Reproductive Medicine. For some couples, ICSI has overcome severe male infertility when only a few sperm were available for fertilization. This procedure gives new meaning to the phrase, "Sometimes it only takes one!"**

The left sidebar contains a photo of a woman holding a baby, a diagram of a sperm and egg, a bar chart labeled 'SART', a caduceus symbol, and the text 'Summer 2005'.

Within the site, the Questions and Answers section shows how an information-rich page is used to promote text as a design element.




custom photography

◀ stock photography

A combination of custom and stock photography guides visitors through technical information.

A custom drop-down navigation menu enhances the pages of the web site, notable for a significant quantity of information. The smooth drop down motion of this navigation adds the essence of high-tech to the visitor experience as they find professional medical knowledge from their desktop.

Forms are designed consistently, linked to secure databases for convenient browser-based processing. The design of the secure forms page is consistent with the look and feel of the site, screening the user from the quantitative complexities of the background database.

 *Rocky Mountain*
CENTER FOR REPRODUCTIVE MEDICINE PC (800) 624-9035
(970) 493-6353

[Home](#)

Inquiries

Note: Your submitted information is completely private and will be transmitted over a secure connection. If you prefer, you can speak directly to a Rocky Mountain Center for Reproductive Medicine representative by calling (800)624-9035 or (970)493-6353.

Website

**Denotes required field.*

Name
 *First Middle Last

I would like to be addressed as:

*Email:

*How did you hear about my practice?

*How did you find my website?

Comments/Questions:
(350 characters max.)

Request Submission Date: 05-Oct-2005

[Home](#)