



# Implement a comprehensive brand structure and system

## Business

Fifth largest healthcare organization in Oregon, with multiple entities including community outreach, specialized Centers and Institutes, and healthcare partnerships

## Audience

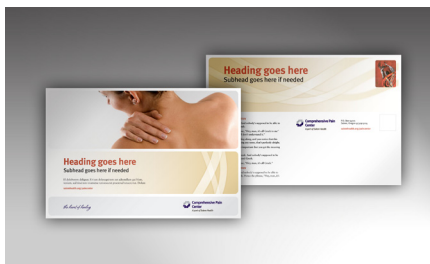
Internal leadership and administrative staff, external audiences and the community

## Challenge

With a recently completed brand identity update, Salem Health found itself overwhelmed with how to effectively implement the new brand, create brand stewards, and train staff on the importance of brand and its management across multiple entities and hundreds of employees. The organization's marketing team was focused on adopting a process, consistent look across multiple applications, and brand hierarchy that not only would ensure a successful introduction, but would support the organization as it continues to evolve.

## Strategy

Develop a brand hierarchy system and guidelines that clearly distinguishes each level of the organization and systematically identifies which entities have their own logo. Soften the Salem Health look by adding organic shapes to communication



*the heart of healing*

Communication materials from patient folders to a literature system and postcards incorporate the "streams" imagery and standardize application of the identity within its hierarchy.

"Creative Company has helped us organize the many levels of logos within our overall brand, and create a cohesive look and feel that still offers flexibility in its final execution."

—Sherryll Johnson Hear  
Manager, Marketing and Communications

tools, including a script font and graphic "streams" which echo the Ascension statue featured in the Salem Hospital plaza. Work closely with the marketing team to develop tools and templates for internal and external communication materials to support staff adoption and implementation of a synchronized brand image.



## Tools and templates provide brand consistency to internal and external communications

### Brand implementation | Internal audiences

The ID Guide summarizes standardized logo formats, proportions and relationships which include the “A part of Salem Health” support message as well as other brand elements—brand promise, fonts, correct application of the logo, color palettes, various levels of logos and their size relationships.

Stationery is designed for electronic usage as well as printed letterhead and cards, and versions created for twelve different entities.

Templates for staff are built to maintain brand consistency in all communications—

Word templates for stationery, forms and flyers; PowerPoint® templates for twelve different entities and color palettes; internal electronic display systems. Brand training PowerPoints, a User Guide and intranet site emphasize the importance of brand consistency while providing instruction on the use of templates.

### Brand implementation | External audiences

The format for the twice-yearly *Messenger* magazine and the alternating *Messenger Express* newsletter are updated to reflect the new brand look. A literature system including rack-sized brochures, rack cards and postcards is designed and provided as

InDesign templates for implementation for different entities by the marketing department. Folders and newspaper ad formats are designed for specific entities and provided as templates.

### Results

A cohesive, welcoming look integrates all levels of Salem Health communications, from everyday letters to brochures and ad campaigns. Awkward, hard-edged and unappealing layouts are replaced with a softer look in a functional, and adaptable system that is easy to manage and implement. Staff is pleased to have a system that makes their jobs easier while supporting a consistent brand program.

<b>AUDIENCE</b>	Internal Staff and Community
<b>MARKET</b>	Healthcare
<b>PROGRAM</b>	BrandClarify
<b>COMPONENTS</b>	Identity Guidelines, Document Templates and Digital Assets

“By creating templates for our in-house team to work with, we are creating a system that will work for the long-term while managing the many applications of our logo and identity efficiently.”

-Sherryl Johnson Hoar  
Manager  
Marketing and Communications

- ✓ The brand ID guide summarizes the levels within the brand hierarchy, demonstrates correct and incorrect logo application and identifies the color palette, fonts and logo system. PowerPoint formats provide template options for internal use within the brand system.

