



## News Release: for immediate release

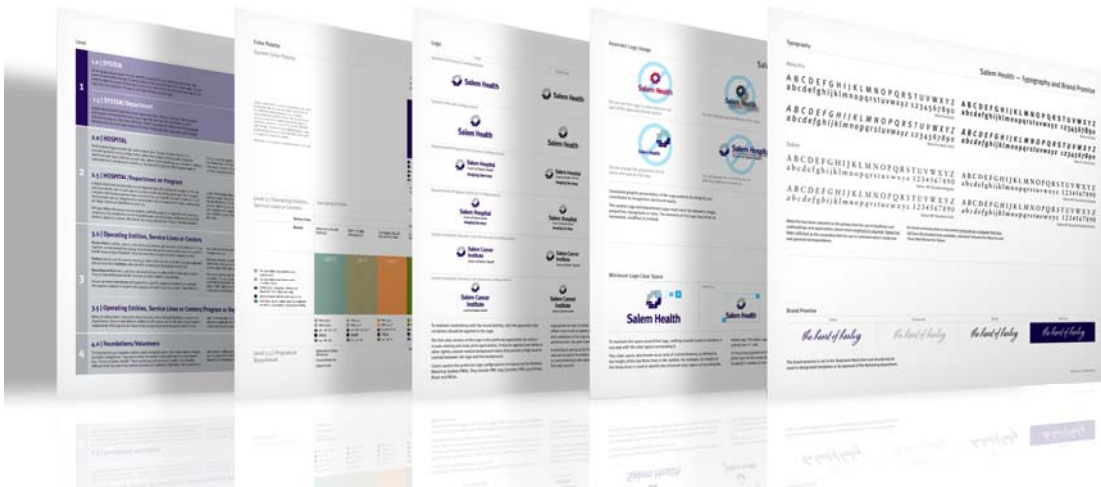
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*The Salem Health Brand Identity Guidelines summarizes the levels within the brand hierarchy, demonstrates correct and incorrect logo application and identifies the color palette, fonts, and logo system.*

## Creative Company enhances branding for Salem Health

MCMINNVILLE, OR: Creative Company, Inc., a strategic branding and communications firm, has been chosen to create and roll out an integrated brand program for Salem Health, Oregon's fifth largest healthcare organization. Working with a previously updated logo design, Creative Company designed a comprehensive brand system that provides better clarity among business entities and equips staff with tools to make their jobs easier while supporting brand consistency throughout the organization.

Included in the definition phase of the brand program, Creative Company worked with the internal Salem Health marketing team to develop an Identity Guide, designed to clarify usage of the brand and individual logos across numerous



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departments and entities and streamline the decision-making process for which entities receive which levels of branding. The creation of a brand story established a persona and tone for the award-winning healthcare organization. A “streams” design element to enhance the logo design was incorporated into the design system to echo the Ascension sculpture featured in the central courtyard next to the new patient tower at Salem Hospital.

In addition, Creative Company developed template solutions for Salem Health staff to effortlessly support brand consistency on all in-house digital documents and external communication tools. The template system includes formats for in-house flyers and newsletters, a brochure and folder system, stationery, print and electronic ads, as well as internal PowerPoint® presentation formats.

“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,” stated Sherryll Johnson Hoar, Salem Health’s Manager of Marketing and Communications. “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,” added Hoar.

Through the brand identity and communications tools, such as the templates, Creative Company has introduced a new visual language for Salem Health that echoes the heritage of the institution. The brand system has been designed to communicate the core strengths of the organization – a commitment to high standards; skilled and caring staff; an environment designed to comfort and heal;



*Communications materials, such as this brochure, incorporate the “streams” art and standardize application of the identity within its hierarchy.*





and exceptional technology; which all work together to support hope and healing. Creative Company accomplished the brand goals by incorporating design elements that integrate soft transitions of color, curved edges, and sweeping streams.

“The overall look we’ve created is soft, comforting and inviting, and it provides an adaptable system to support ongoing communications within different parts of the organization, while maintaining a recognizable look for Salem Health,” commented Jennifer Larsen Morrow, Creative Company’s president. “We have gained a deeper understanding of the scope and breadth of healthcare services offered, and of the organization’s commitment to exceptional care at all levels. Our goal is to have our work express and visualize that commitment to the many communities served by Salem Health.”

Creative Company has also updated the format for the twice-yearly *Messenger* magazine and alternating *Messenger Express*, to unify their design and reflect the new Salem Health brand identity. The magazine format organizes standard departments and page layouts to help readers easily find what they’re looking for.

A series of components are also in development to present internal brand training to the various levels of staff who will act as brand stewards. Training covers the importance of the brand to the organization as well as use of the various templates.

The new brand system began to appear in January of 2010, and will continue to roll out throughout 2010.

## About Creative Company

Creative Company, established in 1978 in Salem, Oregon and now based in McMinnville, advances businesses and organizations through strategic thinking and comprehensive branding and marketing programs. Creative Company’s work in marketing and branding has achieved exceptional results for food producers, financial and professional services firms, colleges, and manufacturing companies in





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the Northwest and beyond. For more information on Creative Company visit [www.creativeco.com](http://www.creativeco.com).

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