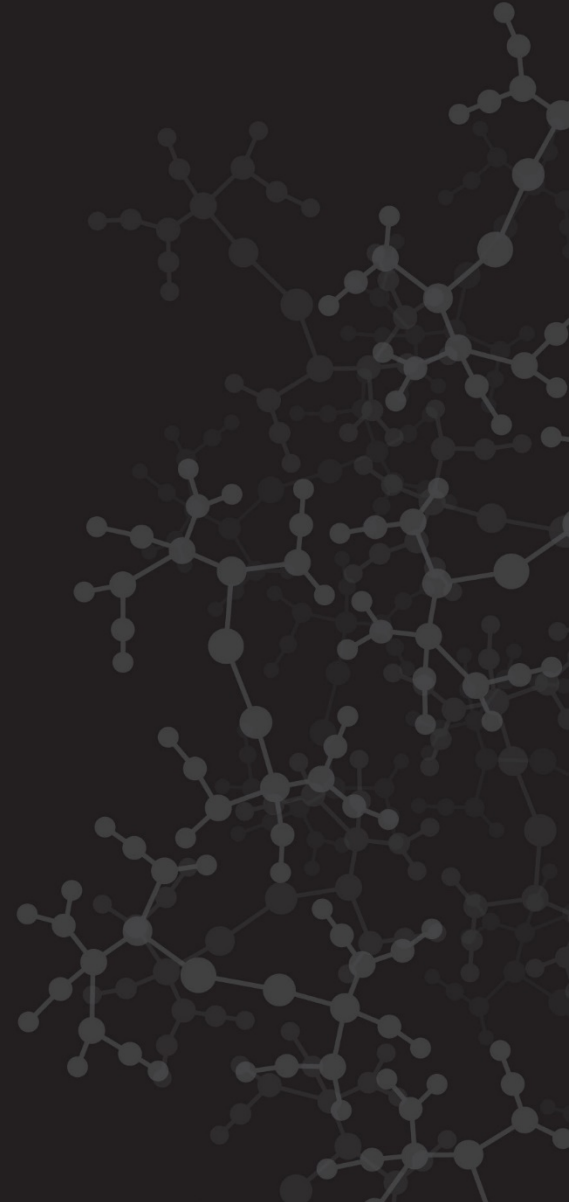


Rebranding

Build a Cohesive Digital Design Experience

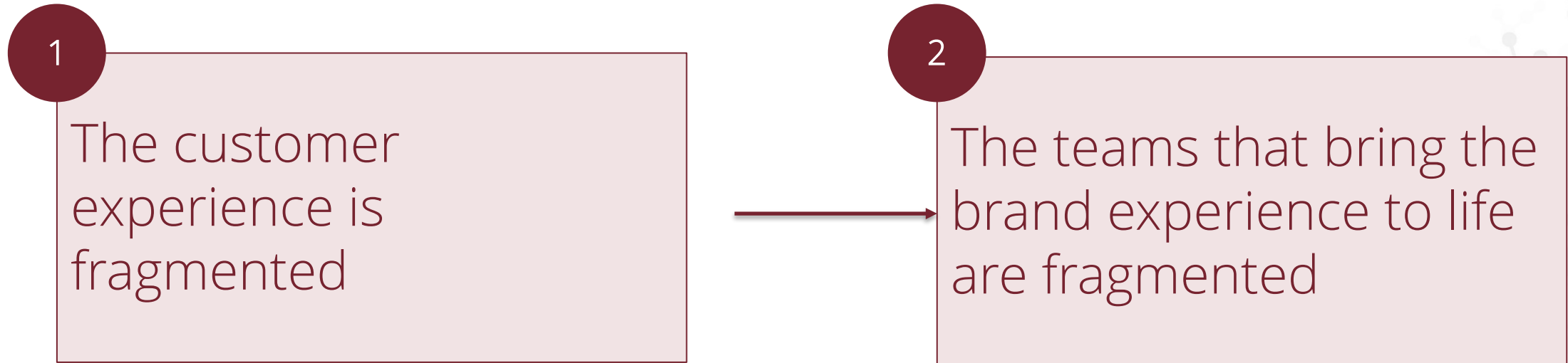


We live in such a fragmented world which reinforces the need for a comprehensive brand style guide to provide continuity





Two main reasons for a comprehensive style guide



Need that single source of truth that drives consistency and continuity across the end-to-end brand experience



What is a brand?



Your brand is defined by the perceptions
your customers have of you.

Brand Identity

The visible brand

LOGO

VISUAL IDENTITY

OFFERING

PERSONALITY, VOICE, AND
CORE MESSAGE

MARKET STRATEGY

BRAND POSITIONING

BRAND PROMISE

BRAND PURPOSE

CORE VALUES

Brand Strategy

The perceived brand





Why rebrand?

Five of the more common reasons why healthcare organizations rebrand



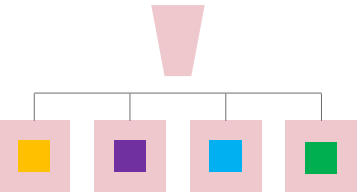
- 1 You look like everyone else
- 2 You're going after a new audience
- 3 It doesn't reflect your values
- 4 You've merged or acquired (M&A)

Brand Architecture Spectrum



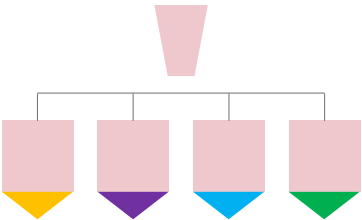
BRANDED HOUSE

Products/services organized around corporate umbrella brand



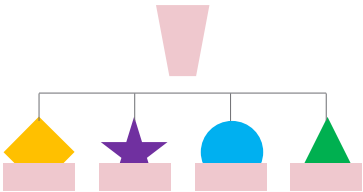
SUB-BRANDS

Brands that augment and connect to the master brand



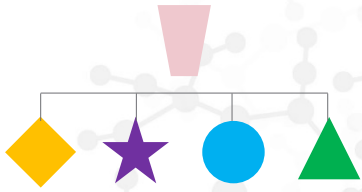
ENDORSED BRANDS

Brands and products/services that are endorsed by larger brands



HOUSE OF BRANDS

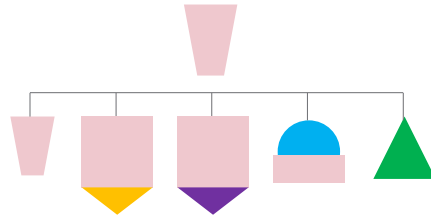
A company oversees a set of stand-alone brands



Hybrid model allows for flexibility in brand organizing strategies

HYBRID

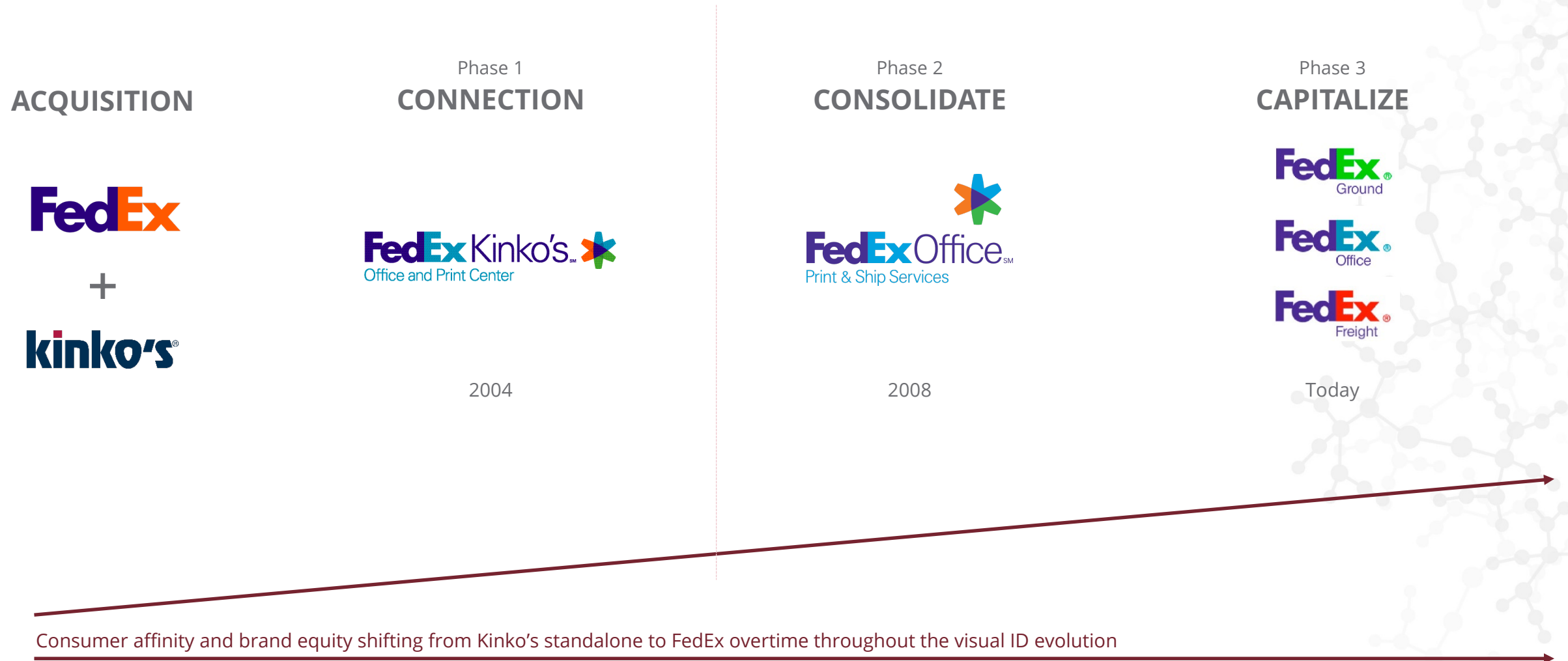
A mix of the different brand organizing strategies



amazon



Brand architecture roadmap from an acquisition over time



Five of the more common reasons why healthcare organizations rebrand



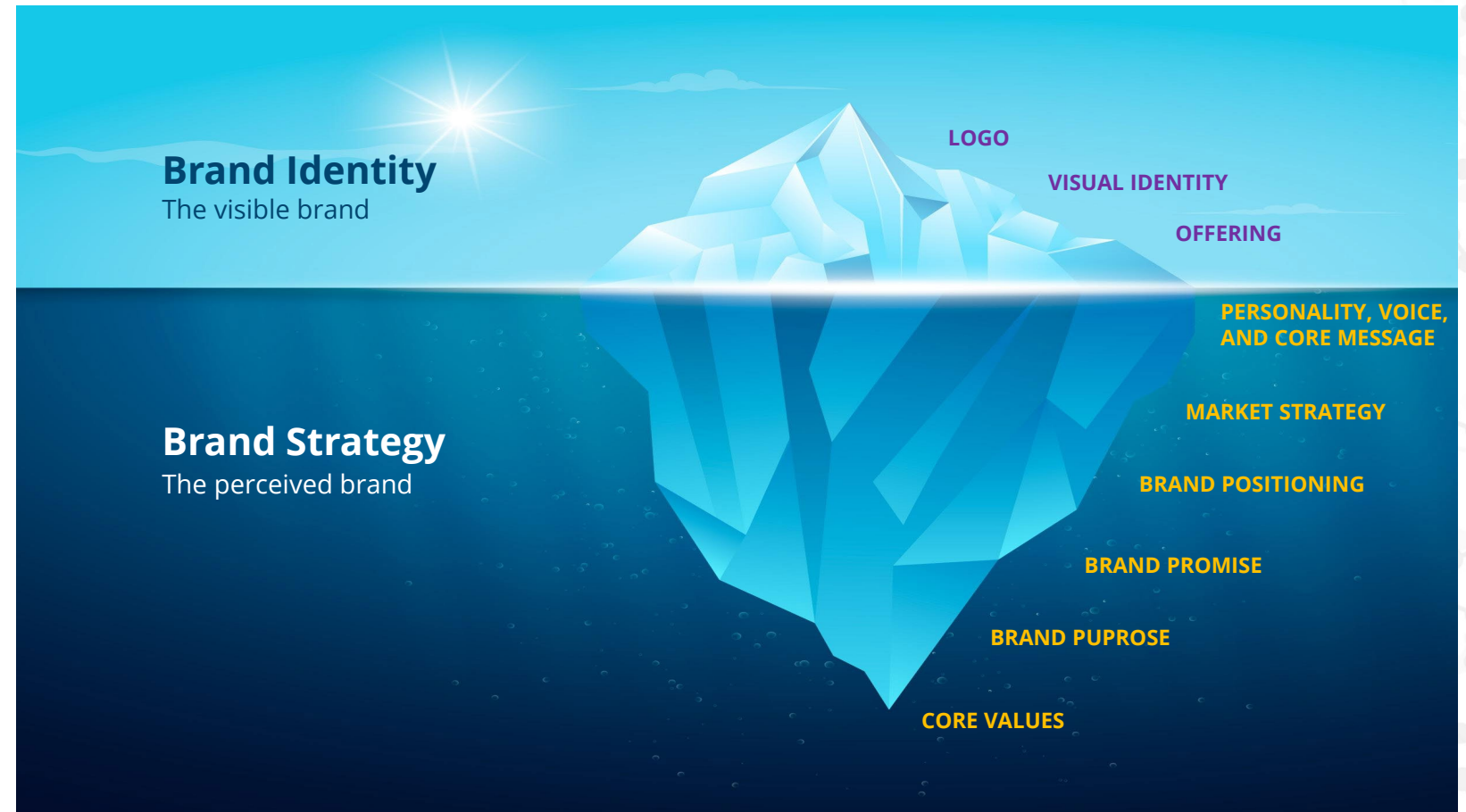
- 1 You look like everyone else
- 2 You're going after a new audience
- 3 It doesn't reflect your values
- 4 You've merged or acquired (M&A)
- 5 Your brand is outdated



What are the different types of rebranding?

1. Full rebrand

The full iceberg is transformed with a new identity

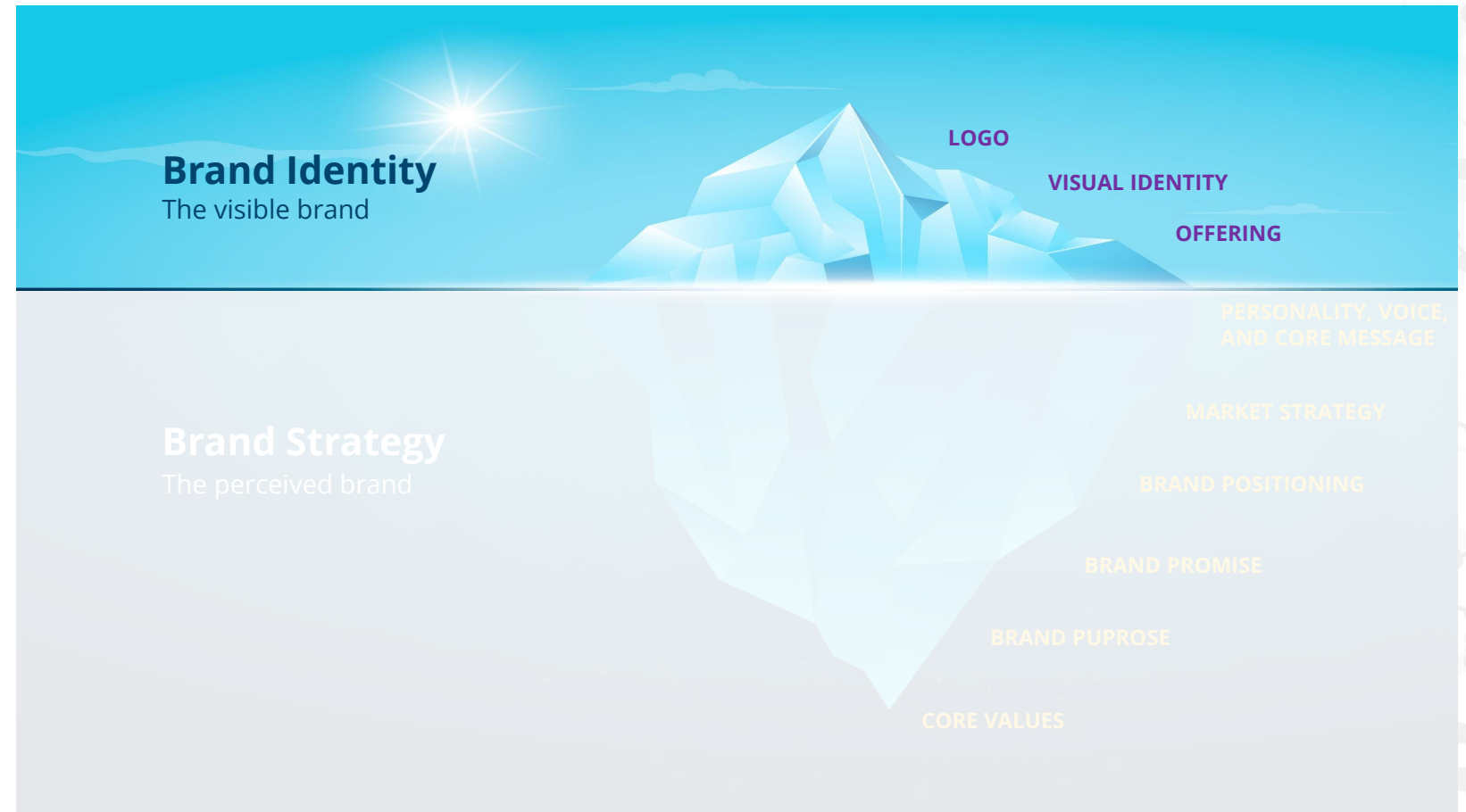




2. Brand refresh / visual rebrand

A visual identity refresh to remain up-to-date and designed for today's audiences

Maintains connection to the brand DNA or the brand strategy





Digital Style Guide Must-Haves

Digital Style Guide Must-Haves (inclusive of desktop and mobile)









- ✓ Brand Strategy
- ✓ Logo Usage
- ✓ Color
- ✓ Typography
- ✓ Iconography
- ✓ Photography & Illustrations

Colors

Main Colors

Additional colors

					
#4FD675	#FFFFFF	#B9C0BE	#5D6D6E	#7DSA3C	#EED4BE

Images

Bad recipe images

Too many objects

Strange crop

Background distracts

Wrong angle

Good recipe images

Typography

Titles

Source Serif Pro

Headline H1

Headline H2

Headline H3

Headline H4

Content

Lato / Source Serif Pro

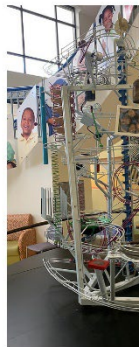
Body Lato

Apparently we had reached a great he atmosphere, for the sky was a dead bl stars had ceased to twinkle.

Body Source Serif Pro

Apparently we had reached a gr atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

Bridging the offline and digital experience through custom illustrations as a core design component

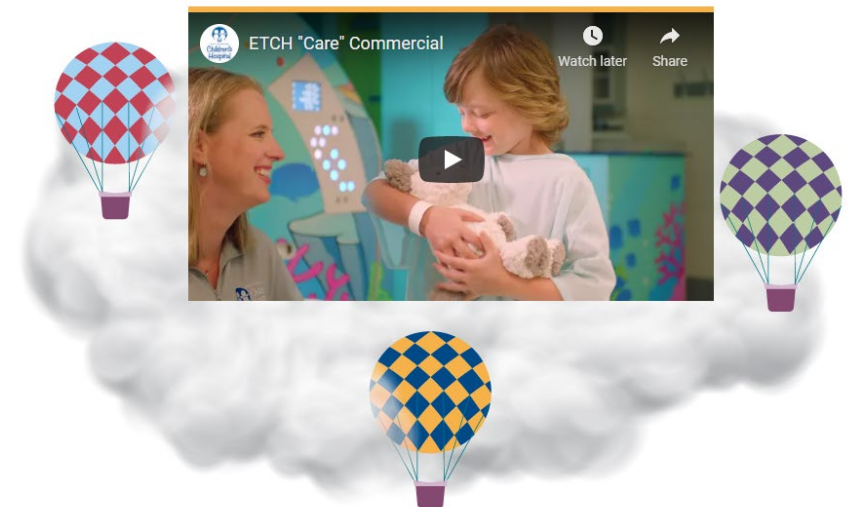


Callout Wide - Castle Background

This Callout uses the class names "CalloutWide", "Castle", "Left" and "Plain". Float the image to the right or left using the style dropdown on the CalloutWide div. The direction you select will determine which side of the content the image appears on. This is a [text link](#). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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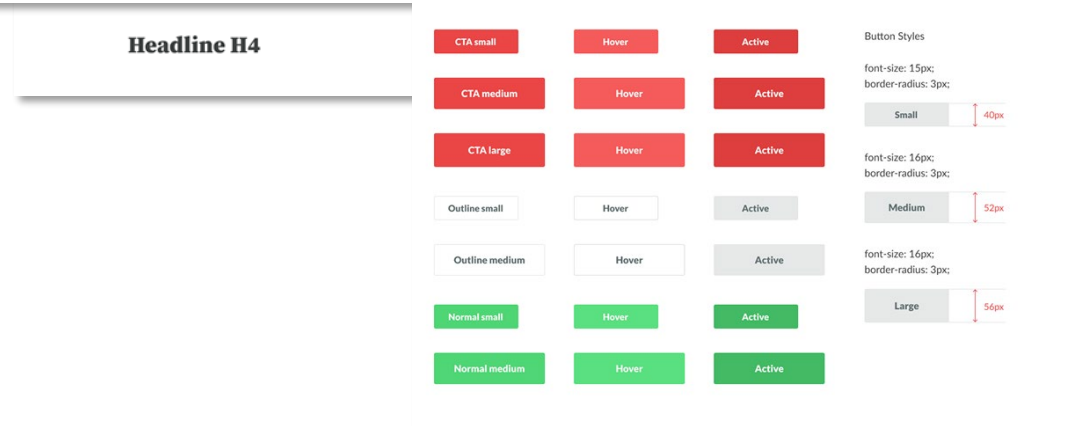
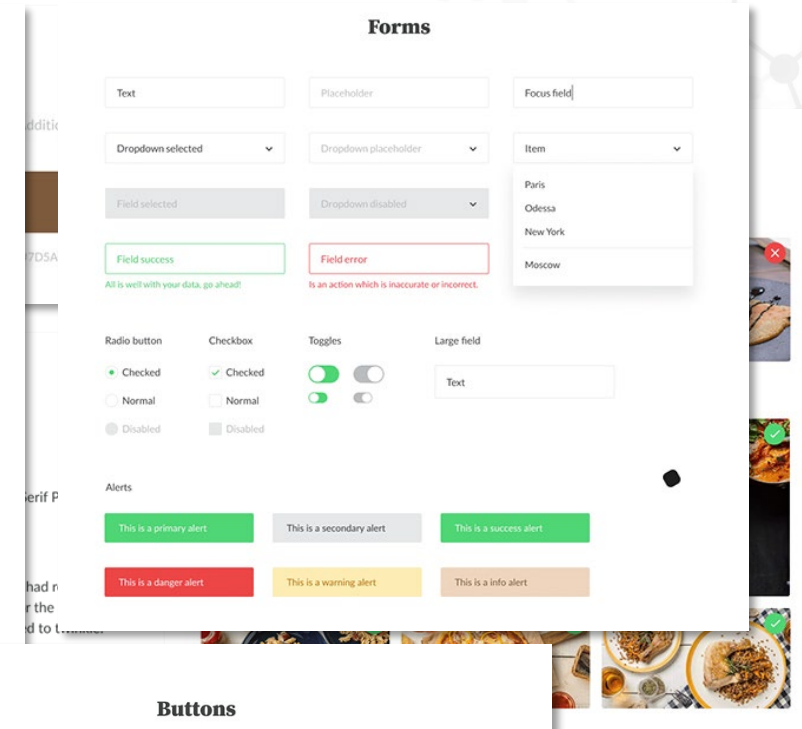
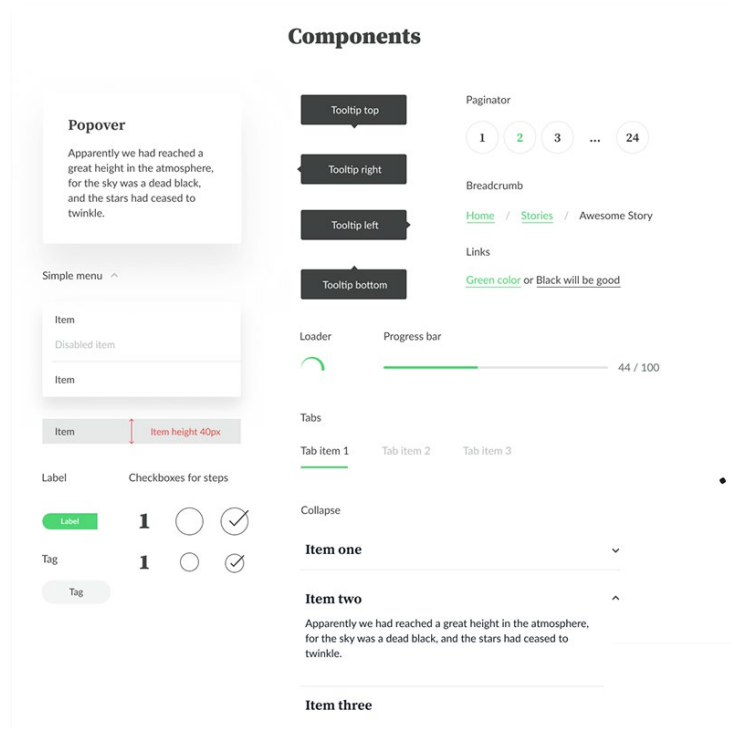
[Read More](#)



Digital Style Guide Must-Haves (inclusive of desktop and mobile)



- ✓ Brand Strategy
- ✓ Logo Usage
- ✓ Color
- ✓ Typography
- ✓ Iconography
- ✓ Photography & Illustrations
- ✓ Animation & Movement
- ✓ UI Styles & Interactions
- ✓ Do's & Don'ts
- ✓ Governance & Process





Once developed, now what?

Need to consider ownership, where to put it, how to save it,
how to share it



Static PDF for easy sharing



Design system - Live site for access to greater detail



Healthcare site B

Healthcare site A

CMS / DXP

Healthcare site C

Digital Style Guide /
UI Component Library

Master brand refresh

Key considerations your web design agency will need when going through a rebrand

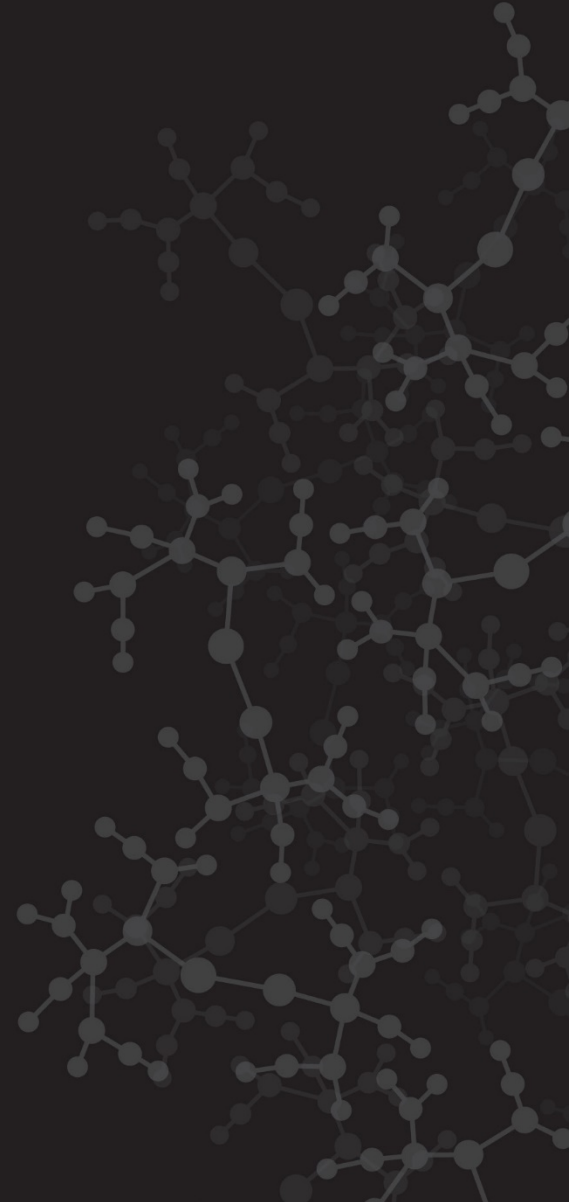


- 1 Brand strategy
- 2 Brand architecture (if available)
- 3 Don't let digital design be an afterthought
- 4 Style guide governance plan
- 5 Rebrand timeline



In summary

A comprehensive style guide helps to ensure a continuous and seamless brand experience while driving efficiencies internally



Request a Free **Digital Branding Consultation**

geonetric.com/branding-consult

How it works ...

- Request a consultation
- We'll **follow up** to learn more about your brand, your questions, and to schedule the consultation.
- Geonetric's brand, design, and digital experts will join you for a **conversation** to answer your unique questions about:
 - Planning for an upcoming rebrand or visual refresh
 - Governance and design guides
 - Current best practices for translating your brand to a digital experience

Upcoming Webinar

How to Do More with Healthcare Digital Advertising

*Join us Wednesday, March 24, 2021
at 2 p.m. EDT / 11 a.m. PDT*

Stop tracking page views and learn best practices for turning your PPC spend into a true appointment generator.

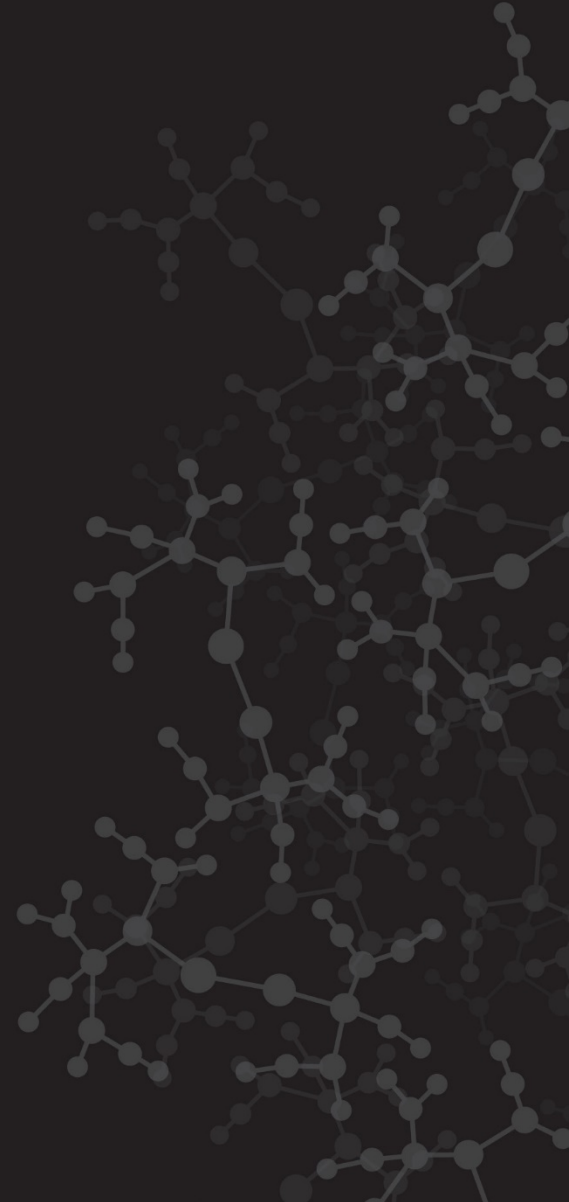
Register at: geonetric.com/webinars

You'll learn how to:

- *Ensure your health system's paid and organic efforts are working together to maximize your investments in both*
- *Build your campaigns to match patient journeys, keeping in mind PPC best practices that are unique to healthcare*
- *Develop tracking that deliver real results and don't hide behind awareness metrics like page views or click through rates*



Questions





Thanks for attending today's webinar!