University of Alberta Medicine Conference Logo Design

May 2017

Presented to & Approved by

University of Alberta Hospital Medicine Educators
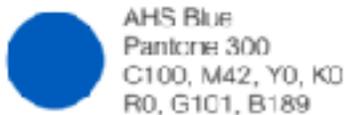
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Background Branding Research
May 5th Meeting Notes with Conference Education Committee

Visual Identity Points Presented & Discussed:
- Conference 'Terms of Reference' to date – No - Work in progress - Future development
- Colour preferences - Blue/Aqua / Green - 3r Gold/Yellow and other
  - Shared AHS Cares colouring
- Font : Streamline to AHS branding identity
  - Helventic Neue / Ariel / Helvetica, Tahoma, Verdana
- Symbolism - Creatively follow/compliment AHSCares marketing look
- Google drive reference any past programs/documents just to look at for idea of focus
- See below: AHS Colour Branding references for design purposes:

Colour

AHS Blue
Pantone 300
C100, M42, Y0, K0
R0, G101, B189

AHS Green
Pantone 7482
C95, M0, Y90, K0
R0, G165, B81

AHS Black
Pantone Black
C0, M0, Y0, K100
R35, G31, B32

Pantone™ colours

AHS Blue
Pantone 300

AHS Green
Pantone 7482

CMYK colours

AHS Blue
C100, M62, Y7, K0

AHS Green
C95, M8, Y100, K1

RGB colours

AHS Blue
R0, G62, B184

AHS Green
R0, G157, B78

Secondary colour palette

Blues

AHS Cyan
Pantone 7109
C86, M0, Y31, K0
R0, G172, B187

AHS Teal
Pantone 321
C100, M23, Y13, K2
R0, G137, B150

AHS Dark Blue
Pantone 7109
C100, M82, Y32, K10
R0, G54, B133

Greens

AHS Light Green
Pantone 367
C40, M0, Y81, K0
R164, G212, B90

AHS Lime Green
Pantone 583
C32, M13, Y100, K0
R184, G190, B52

AHS Dark Green
Pantone 581
C57, M22, Y91, K4
R122, G158, B73

Yellows

AHS Yellow
Pantone 1225
C0, M22, Y83, K0
R255, G200, B67

AHS Dark Yellow
Pantone 124
C7, M35, Y100, K0
R258, G170, B33

AHS Orange
Pantone 7410
C0, M57, Y70, K0
R238, G132, B88

Action colour—use sparingly

AHS Red
Pantone 180
C17, M91, Y83, K6
R195, G55, B50

Complementary colour palette

Lights

AHS Dusty Teal
Pantone 622
C41, M18, Y20, K0
R154, G166, B173

AHS Khaki
Pantone 5787
C29, M14, Y45, K0
R188, G200, B155

AHS Dusty Grey
Pantone 429
C30, M20, Y27, K0
R164, G169, B173

AHS Dusty Mauve
Pantone 5155
C26, M38, Y15, K0
R194, G154, B165

AHS Light Pink
Pantone 510
C5, M30, Y5, K0
R237, G190, B201

Darks

AHS Smoky Teal
Pantone 625
C71, M54, Y56, K12
R25, G127, B112

AHS Dark Khaki
Pantone 5773
C37, M33, Y69, K7
R138, G144, B100

AHS Dark Grey
Pantone 431
C66, M52, Y45, K17
R69, G103, B112

AHS Dark Mauve
Pantone 5135
C46, M61, Y39, K24
R109, G55, B93

AHS Dark Pink
Pantone 7423
C5, M76, Y26, K0
R229, G99, B103

AHS cares

compassion
accountability
respect
excellence
safety

compassion
- AHS Dark Green
- Pantone 575G
- C57, M30, Y91, K4
- R122, G166, B73

accountability
- AHS Orange
- Pantone 7413
- C9, M57, Y93, K0
- R220, G132, B50

respect
- AHS Red
- Pantone 180
- C17, M91, Y96, K6
- R185, G56, B40

excellence
- AHS Cyan
- Pantone 7466
- C80, M0, Y31, K0
- R0, G173, B187

safety
- AHS Dark Yellow
- Pantone 136
- C7, M35, Y100, K0
- R243, G173, B53

Discussion regarding the branding elements to consider:

- Simplicity
- Shape/Symmetry
- Colour
- Wording
- Collaboration
- Obligation Association - UofA / AHSCares

Suggestions discussed for new direction and brand development:

      Name of conference - I suggested: '**Medicine Cares' for AHSCares consistency**
      Suggestion to do inaugural launching of conference name and recognizable
      branding - Other ideas to incorporate can be provided once logo is completed.

*Background search on GOOGLE regarding on 'MEDICINECares' 'Medicine Cares' -
    At this time no domain taken: www.medicinecares.com / www.medicinecares.ca available
    Closest to "MedicineCares' is Penn Medicine Cares

Additional Considerations
AHS vision:
Healthy Albertans. Healthy Communities. Together.

Here is the mission:
To provide a patient-focused, quality health system that is accessible and sustainable for all Albertans.

3RD Conference:
" It will allow both nursing and allied health professionals an opportunity across Edmonton and the entire province to share in and learn more about the broad and dynamic specialty of medicine and the patients within it."

Background online search for image branding

Symbols that are associated with 'healing' 'medicine' 'caring'
Google image search - <u>NOT MY DESIGNS</u> - cut & paste visual references from internet
'what is out there' and what pre-existing branding will support possible brand
recognition'

Caduceus of Hermes / Staff of Asclepius

New concepts to brand MEDICINEcares

Rationale to general design work:

- Keep two words Medicine Cares together to compliment the AHSCares space branding.
    - MEDICINEcares (to match upper case 1st word but lower case 'c' in cares to differentiate the 2nd word)

- Match font to compliment AHS branding - simple to read, generic visual *see AHS Branding Kit resource for full corporate branding rationale.

- Keep in line of AHScares colours as can incorporate the compassion, accountability, respect, excellence and safety colour coding.

- Incorporate the key 'virtue-word' directives of AHSCares - compassion, accountability, respect, excellence and safety in other possible design and conference frameworks.
    - Examples
        ‣ Use the 5 AHSCares colours to visually code break-out rooms / helps with conference programming - colour coding topics, rooms, talks, presentation 'streams'
        ‣ Use AHSCares key 'virtue-word' directives to frame the conference break-out session focus objectives: *Just examples…so many possibilities!*
            1. **compassion** session(s) = personal clinical relationship stories that bridged 'good, sound patient-centred care' from all medical care specialities
            2. **accountability** session(s) = example: workshop of cost scenarios of treatment/device etc. options, medical professional liability discussions/ learnings, patient referral process presentation, wait-time strategies…
            3. **respect** session(s) = multi-disciplinary/ interdisciplinary discussions, learnings to appreciate who and what they do in the care-team structure, "don't know what you don't know" feature sharing, learn the role of……..,
            4. **excellence** session(s) = mentorship learning - expert KOL with resident/ intern case, some type of award ceremony of the conference…
            5. **safety** session(s) = clinical guidelines, infection control feature, OT/PT work??

MEDICINEcares Logo Branding
Approved design: 'Medicine Cares Wings'

*Wings - symbolism of taking flight and rapid progress, soaring with new perspective, to deliver a message/learning - Protection & Cooperation to flock together.

*Winged disk, which as a hieroglyphic means "to become – to be – to create,"

*Symbolic for Greek God, Hermes (Winged Sandals) messenger god (Roman equivalent Mercury) - Delivering news, learning

*Middle circle symbolic for gathering, collaboration, unity

*Colours of letters and feathers can be changed & order adjusted

MEDICINEcares Logo Branding Options

ASK ME ABOUT
MEDICINEcares
CONFERENCE 2018

MEDICINEcares
CONFERENCE 2017

MEDICINEcares
CONFERENCE

🐦 @Medicinecares   f MEDICINEcares   ✉ medicinecares@ahs.ca

Alberta Health Services   AHS cares   compassion accountability respect excellence safety   UNIVERSITY OF ALBERTA

-**Email Signatures**
-**Communication letter Footer**
-**Signage / Program branding**
-**Conference swag items**
-**Pins and recognition awards/certificates**
-**Social media channel branding and posts**

MEDICINEcares
CONFERENCE

The University of Alberta Medicine Educators presents the
5th annual UAH Medicine conference.

SOLD OUT

Fri, 16 June 2017
8:00 AM – 4:15 PM
University of Alberta Hospital
Bernard Snell Hall
8440 - 112 Street

Full day of guest speakers who are all experts in their field
Product booths & Vendor engagement
Future Conference excitement and more!
Breakfast & Lunch provided

MEDICINEcares Branding
Other Considerations

Recommended to secure all social media channels:
https://twitter.com/Medicinecares
Facebook -either MedicineCares / MEDICINEcares
LInkedIN - set up a group - MEDICINEcares - can be linked with UofA (?)

Website possibilities:
Can work with UofA/AHS online sites? (link with)
At this time no domain taken:
www.medicinecares.com / www.medicinecares.ca available

Future Services:
▸ Creative Conference Planning
▸ Social Media Organization
▸ Conference Communication Organization