Brand Guide

Health
Innovation

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02. **Introduction**

Mission Statement

"

We seek to empower students from diverse disciplines to develop and implement innovative, user-centered solutions for healthcare.

Through collaboration and hands-on learning, we prepare future professionals to lead the transformation of healthcare with cutting-edge technology and creative problem-solving.

"

Core Values

> Innovative,
> Collaborative,
> Professional,
> & Fun

Audience

Target:
The Health Innovation Minor is designed for second- and third-year students from various studies, including healthcare, IT, physiotherapy, computer science, and more.

Our target audience consists of students from various institutions across the Netherlands who are looking to enhance their skill set with a future-oriented and multidisciplinary minor.

This program is ideal for students seeking to be at the cutting edge of healthcare and technology, bridging the gap between innovation and real-world application.

Current Challenges:
Despite the relevance and potential of this minor, there has been a noticeable lack of engagement.

Many students are opting for more traditional or well-known minors, either due to a lack of awareness or misunderstanding about the unique value this minor offers.

This has led to an under-enrollment problem that needs to be addressed through a strategic rebranding effort.

03. Tone of Voice

Tone of Voice

FORMAL

When to Use:
On the website, in brochures, academic course descriptions, email invitations, and communication with other academic institutions.

Tone Characteristics:
Formal language: Maintain a professional tone that reflects the academic rigor and the multidisciplinary nature of the minor.
Clear and precise: Avoid ambiguity and be straightforward about the program's benefits and requirements.
Respectful and authoritative: Ensure the tone reflects expertise and the high standards of the institution.

INFORMAL

When to Use:
Social media (Instagram), student forums, event promotions, newsletters, and posters.

Tone Characteristics:
Conversational: Speak directly to students, using an engaging and relaxed style that makes them feel like you're talking with them, not at them.

Encouraging and enthusiastic: Use motivational language to get students excited about joining the program and show how it benefits them.

Inclusive: Ensure all students feel welcome, no matter their background or academic focus.

04. **Colors**

Colors

- Carries connotations of trust and calm, but with a more mature, professional vibe.
- To be used for headings and accents.

- Neutral, serious, and balanced. It's associated with professionalism, reliability, and authority.
- It can be used for text, accents, or as a background to highlight the brighter blues and whites.
- Used in logo to stand out on lighter backgrounds.

#456782

#313030

#E3EDF5

#7AB5E5

- Provides a sense of cleanliness and simplicity. It's fresh and light, contributing to a modern and minimal aesthetic.
- To be used for backgrounds or as an accent colour to bring balance to the brighter tones.

- This soft blue conveys calm, trust, and openness. Blue is often associated with health, tranquility, and dependability, which aligns well with the "Health" aspect of the minor.
- Good to use as a main colour as it is eye catching.

05. **Typography**

Typography

Aa

Sofia Pro

Used for headers and logo

Light

Light italic

Bold

Bold italic

Black

Black italic

Typography

Aa
Nunito Sans

Used for main text and smaller headers

Light

Light italic

Regular

Regular italic

Bold

Bold italic

Logo

06.

Logo

The usage of the logo is very crucial to maintaining a consistent brand identity across various media.

Here are some rules to follow when using the logo and its variations.

Ensure contrast and readability in color choices:

Do:

Don't:

Logo

Ensure appropriate use and legibility of logo:

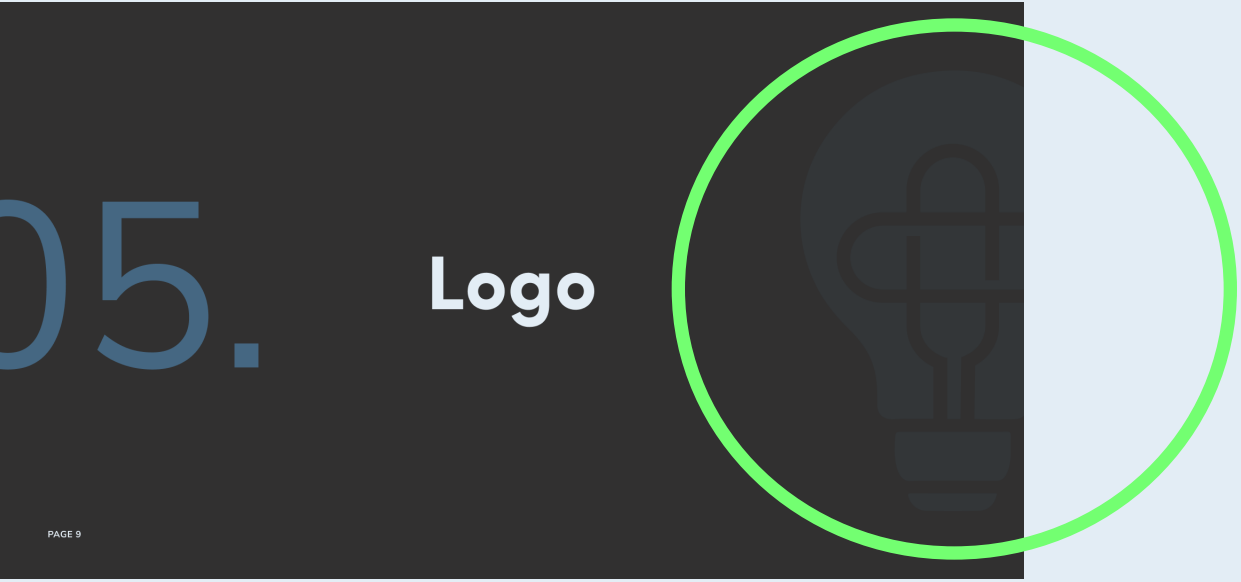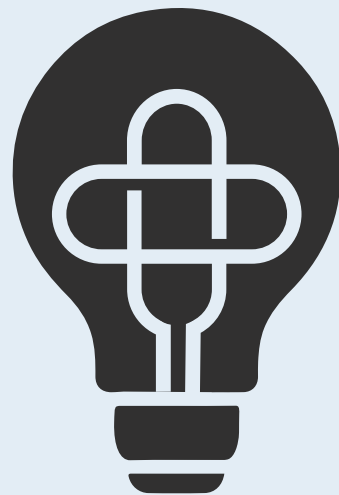**Do:**

Don't:

Do:

Don't:

Stylistic modification of the lightbulb is allowed (opacity and positioning):

Logo

Ensure appropriate use and legibility of logo variations:

*Variant 1:
Lightbulb*

*Variant 2: Lightbulb with
Wordmark*

Do:

1,174 posts   **16.7K** followers   **146** following

Minor Health Innovation
Education
Fontys Hogeschool ✖ Minor Health Innovation
Transforming Tomorrows Health Today 💡

See translation

Don't:

Health Innovation

1,174 posts   **16.7K** followers   **146** following

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See translation

✖

Do:

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Don't:

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✖

07. **Templates**

Templates

These two template variants can be used in any text-focused social media posts.

Announcement!

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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Announcement!

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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Templates

These two template variants can be used in any text-focused social media posts.
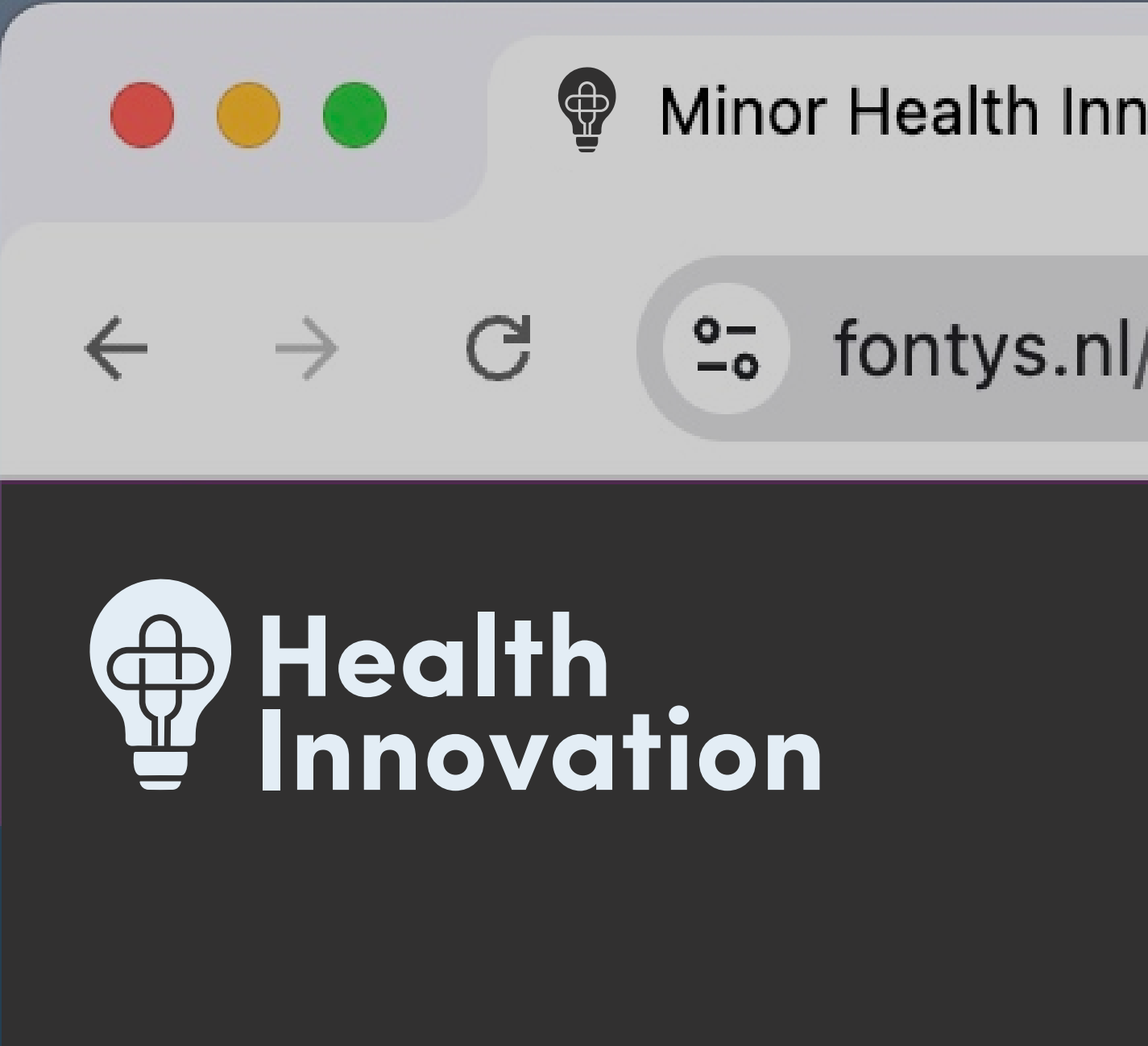
Mockups

Mockups

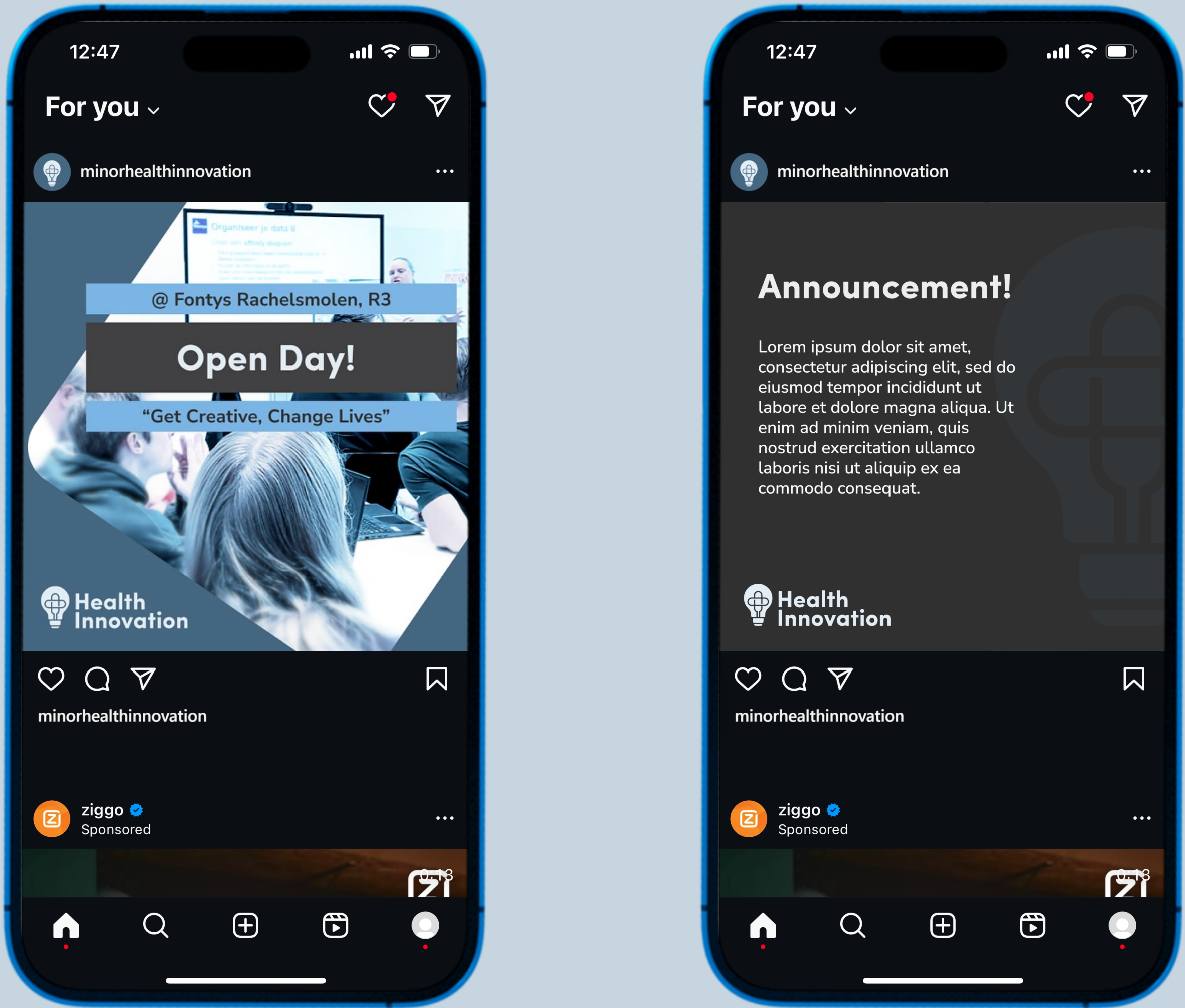Some examples of the implementation of this style and its guidelines in various media.

Mockup of Instagram profile bio
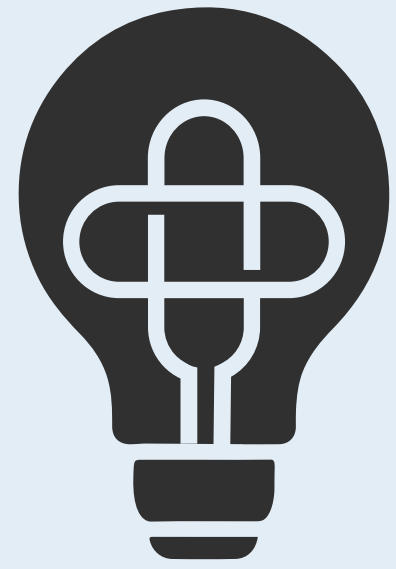
Use of wordmark logo on a site

Mockups

Some examples of the implementation of this style and its guidelines in various media.

Examples of post templates on Instagram feed

Health Innovation

Credits

Alex

Andrey

Mila

Yurick

Okan

Sem