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## IN-CLINIC BRANDING



Effective in-clinic branding is essential for retaining patients and fostering advocacy for your clinic. You can use consistent visuals throughout your clinic, reinforced by educational and promotional materials such as brochures, posters, and signage, to convey your brand message effectively.

### **BRAND PRESENCE**

When materials are displayed in your waiting room, consultation room, reception area or reception desk, or given to patients to take home, it is important that your practice maintains a strong brand presence. A healthy brand that is clear about its purpose and service offering can be better recognized in the community and will put you at top of mind for existing and potential patients.

### **BRAND CONSISTENCY**

It is important that all materials displayed at your practice are consistent in branding, which includes style, color, font, logo, terminology, and language. This helps your business appear coherent, unified, and professional. Materials should be up to date with current physicians, practice details, services, and so on.

Align your printed marketing materials with your practice signage and overall look and feel.

## THE PURPOSE OF IN-CLINIC BRANDING & MATERIALS

### PATIENT EDUCATION

Patients visiting your practice might not be aware of the full scope of your services, so materials may promote how you can help them and their friends and family. Some patients have been “pushed” to get a skin check by a loved one without appreciating their own risk factors for skin cancer, so this is an opportunity to provide helpful and relevant information for them. General patient education is also very important; you want to help your patients identify their risk factors and adopt healthy sun-safe and self-monitoring habits.

### GENERATING REFERRALS

You want existing patients to refer their friends and family to you for a skin check, so it is important that you emphasize skin cancer awareness while you have an attentive audience.

### MATERIALS

You might have a television in your waiting room, where promotional slides are shown to patients waiting for their consultation. (These slides include your services, patient stories, sun safety tips, referral promotions, links to your social media, and other entertaining and educational snippets. Sound not required.)

Examples of materials to display in your practice include:

- Posters
- Banners
- Brochures
- Signage
- Promotional flyers
- Appointment cards
- Referral cards
- Notices
- Patient handouts
- Waiting room TV slides

You can also give patients goodie bags to take home, filled with promotional and educational materials including branded pens, magnets, and printed brochures.



#### **YOUR TOOLKIT INCLUDES:**

- Style and branding guide
- PowerPoint slides for waiting room TV
- Educational videos for patients
- Brochure template
- Referral cards
- Poster templates

# TOOLKIT

## 1. STYLE & BRANDING GUIDE

### OVERVIEW

Your practice's brand is more than just a name. It's a set of values, attributes and artwork that reflects the spirit of your business. Using it consistently will reinforce your passion and commitment to what you do every day.

### WHO YOU ARE

You are a leading provider of skin cancer management in your community. You place a strong emphasis on excellence in medical care, with expertly trained physicians at a dedicated local clinic.

### YOUR PERSONALITY

- Your brand should convey a feeling of community (helpful, caring, you want to save lives and make a difference, etc.). You are local, not a corporate entity.
- You provide expert advice delivered in layman's terms so the information is easy for the average person to understand.
- You provide high-quality and professional yet affordable services without being confused with low-price and low-quality service providers.

## **YOUR LANGUAGE**

In all communications, you want to follow a human-to-human marketing approach. This represents the concept that behind every business there is a living, breathing human being who is making decisions about your practice.

The aim is to humanize your marketing to build trust and tap into people's emotions which is one of the most important elements in the decision-making process of the patient journey.

## **TALK LIKE AN ACTUAL PERSON**

Clear and conversational language, “easy” words and phrases, no over-engineered medical language.

## **TELL A STORY**

Use patient stories to be more memorable and evoke emotions.

## **USE VIDEOS**

Explain things in a digestible way and build a connection with your audience.

## **DO NOT SELL**

Share content that speaks to your patients and helps them make informed decisions.

## **ENGAGE ON SOCIAL MEDIA**

Answer questions and comments, post light-hearted content, and ask public questions.

## YOUR BRAND

It is important that your clinic logo and signage aligns with your patient-facing communications and marketing materials; that is, your branding must have a consistent look and feel.

Here is an example of a skin cancer clinic's branding, including logo, color palette and fonts. You can use this as inspiration to create your own branding guide.

## LOGO GUIDELINES

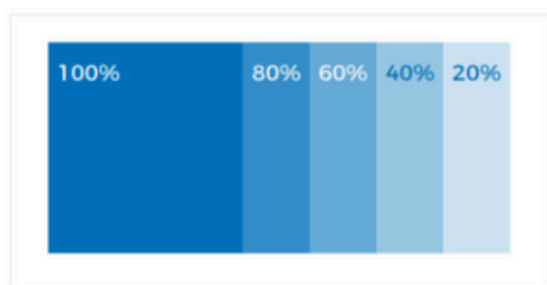
Your logo should be designed in your primary colors and include your practice name (which should ideally tell patients what you do). Use your logo consistently.



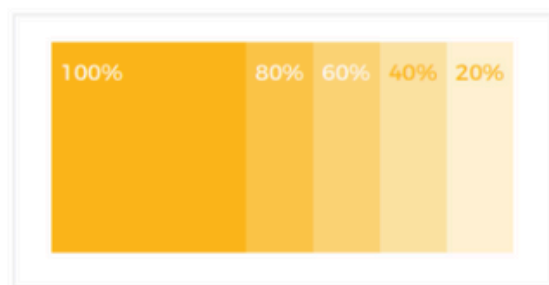
## COLOR PALETTE

Choose two primary colors and a handful of complementary colors. Use consistently across everything you do. E.g. signage, logo, marketing, promotions, social media, website, ads, etc.

### PRIMARY

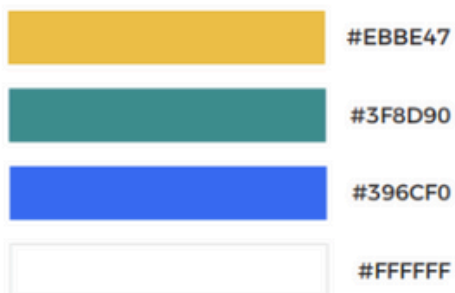


Pantone 300 C  
 CMYK 99 50 0 0  
 RGB 0 94 184  
 HEX #005EB8



Pantone 1235 C  
 CMYK 0 31 98 0  
 RGB 255 184 28  
 HEX #FFB81C

### SECONDARY



#### Blue tones:

credible, reliable, professional,  
 trust, peace, confidence,  
 integrity

#### Yellow tones:

caution, clarity, warmth,  
 optimism, cheerful, friendly

#### Green tones:

calm, soothing, reassurance,  
 health, growth, life, healing

WHAT COLORS REPRESENT:

## FONTS

Choose a font family that is easy to read and supports your look and feel. In this example on the right, the rounded shape gives a “friendly” feel.

## EVOLVING YOUR BRAND

Your clinic might already have a strong brand. It is recommended to keep your existing branding in place, especially if you already have a reputation in the local community.

### Montserrat Regular

1234567890!@#\$\$%&()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Montserrat Bold

1234567890!@#\$\$%&()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Montserrat Italic

1234567890!@#\$\$%&()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

As you integrate skin cancer management into your service offering, ensure that your new marketing continues to align with your current branding, as consistency is key.

You may choose to tweak parts of your brand in accordance with this guide. If so, try to make changes slowly so that your old brand blends with your new brand. This ensures your loyal patients can continue to recognize you.



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- 2. WAITING ROOM POWERPOINT SLIDES FOR TV**
  - 3. EDUCATIONAL VIDEOS FOR PATIENTS**
  - 4. BROCHURE TEMPLATE**
  - 5. REFERRAL CARDS**
  - 6. POSTER TEMPLATES**

*Download these templates below.*



Waiting room  
PowerPoint slides



Examples of  
education videos



Patient brochure



Referral cards



Posters