

Luminis Health Case Study

How Luminis Health managed rebranding and content compliance across their hospital network





Overview

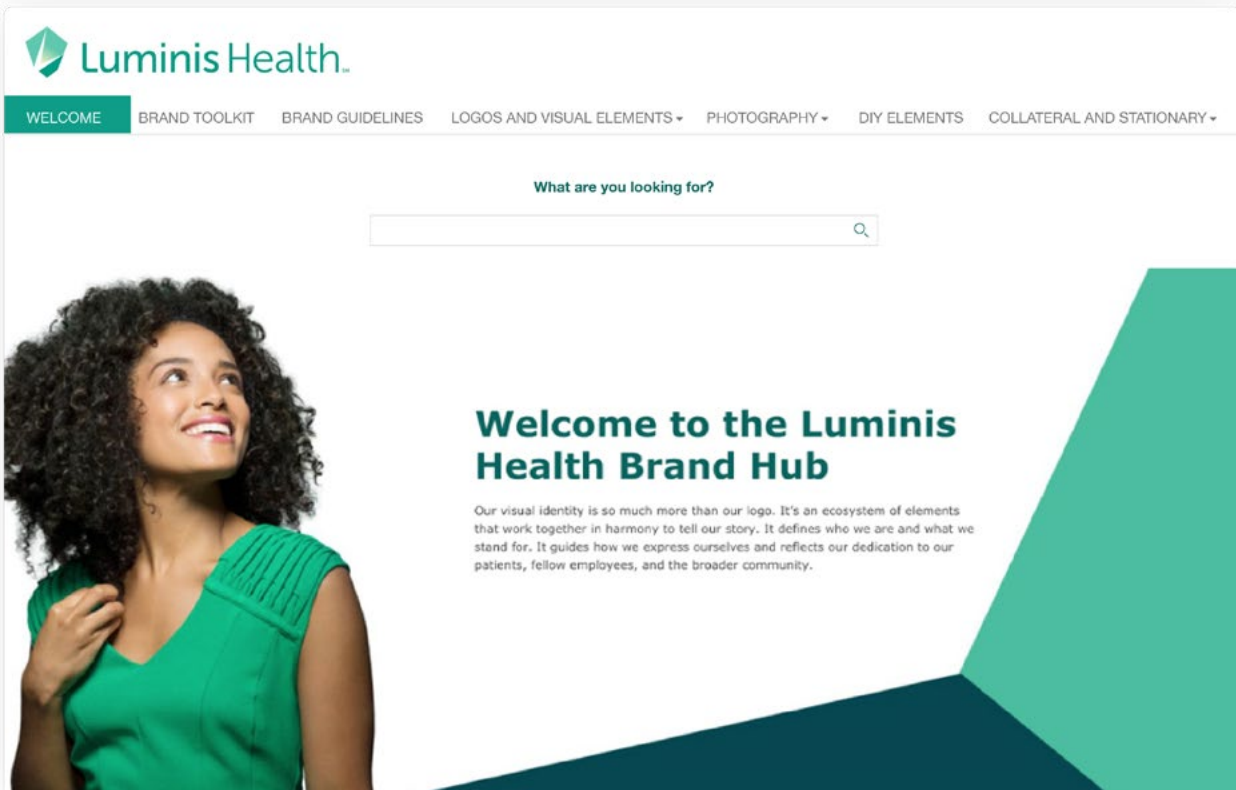


Luminis Health was established in 2019 when Anne Arundel Medical Center and Doctors Community Medical Center joined forces to create one combined health system.

Committed to driving healthcare forward and assisting more patients, Luminis Health caters to seven counties in the heart of Maryland, USA. Across its three hospitals, Luminis Health aims to maintain its reputation of being the top hospital in the region through the delivery of excellent and innovative medical services.

Both teams from Anne Arundel Medical Center and Doctors Community Medical Center recognized the need to have a seamless process for communicating ideas, sharing information and collaborating with each other to deliver consistent content across all of their channels.

To empower their brand and ensure their digital assets would be consistently well-managed, Luminis Health approached IntelligenceBank to implement its turn-key Digital Asset Management and BrandHub solution.





Overview



The Situation

The merger led to a major rebrand. With a new and broader health system, there was a need for updated brand guidelines, assets and marketing collateral. And more importantly, an interactive platform to facilitate brand education, brand inspiration and instant access to branded content and assets.

Throughout its three hospitals with 9,000 medical staff, employees and volunteers, Luminis Health realized it was vital to establish the ‘Luminis Health Brand Hub’ that would make it easy for all parties to access and share content across the organization.

The Solution

By implementing IntelligenceBank’s BrandHub and Digital Asset Management (DAM) software solution, Luminis Health now has a central hub for storing, managing and distributing brand assets, campaign elements and other marketing content for their brand.

Through it, employees within Luminis Health’s three hospitals can easily share branded materials, relevant information and marketing campaigns seamlessly. The platform also reduces its reliance on a slow VPN to access internal servers for assets.

The platform’s navigation bar and simple folder structure enable stakeholders of Luminis Health to easily find what they need. Its advanced AI metadata tag and decision-maker tools also allow individual centers to easily customize campaigns and maintain brand compliance.

“ With our new branding, we needed a flexible solution to visualize and share our brand guidelines. Providing a one-stop-shop and digital tools such as an online brand builder meant everyone in the health system could create their own on-brand materials. ”

Nicole Neboshynsky | Luminis Health



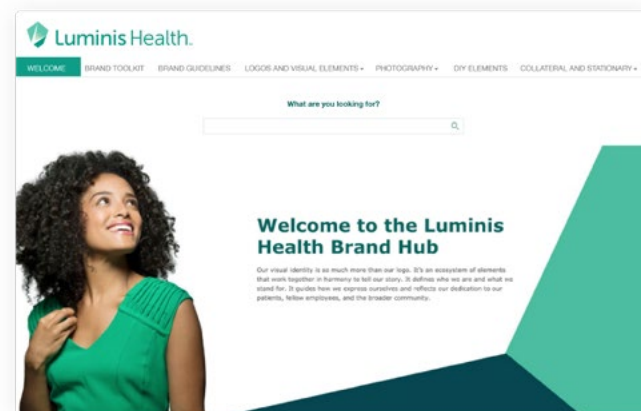
Outcome



'Luminis Health BrandHub', powered by IntelligenceBank includes the following key elements:

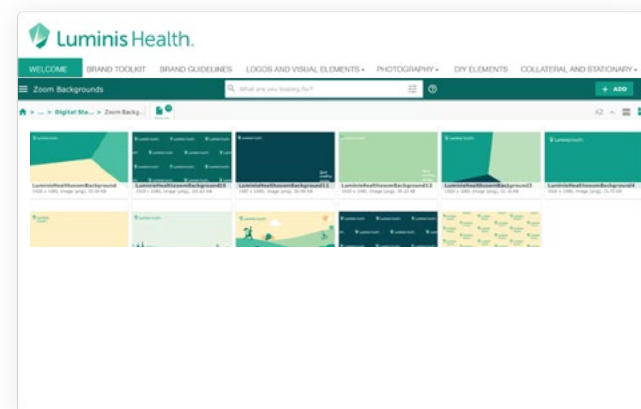
Custom Welcome Page

To engage first-time users and provide a quick search so people can instantly find what they are looking for.



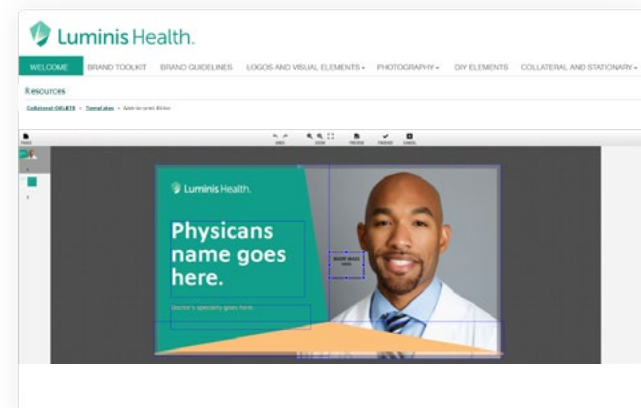
Single Source of Truth of Brand and Creative Assets

Across the network content is being made available where people can self serve headshots, icons, logos, building photography, collateral and stationery. Coupled with assets alerts and review dates - only approved content is accessible.



Dynamic Creative Templates

A tool that allows people to customize printed materials and banners online - all of which is linked directly to their DAM and approval workflows.





Outcome



Online Brand Education and Guidelines

Beautifully designed guidelines that showcase essential brand elements such as brand architecture, visual and verbal expression guidelines, logos, colors, fonts, photography and iconography.

Colors

Our color signal is green, with a touch of sunshine.

Where green celebrates our scientific side, our warmer tones celebrate our humanity. The depth of our palette ensures that we can create dimension and effectively leverage color as a tool to communicate. These color formulas are optimized specifically for our brand and should be used in place of PANTONE® or Adobe® color references.

Emerald pms: 2402 cmyk: 100, 9, 40, 0 rgb: 0, 157, 136 hex: #009888	Seafoam pms: 2254 cmyk: 35, 0, 42, 0 rgb: 169, 215, 17 hex: #a9d7aa	Jade pms: 2240 cmyk: 66, 0, 48, 0 rgb: 76, 190, 160 hex: #4db69d	Forest pms: 7719 cmyk: 100, 2, 46, 49 rgb: 0, 102, 98 hex: #006662
Midnight pms: 310 cmyk: 100, 16, 33, 66 rgb: 0, 71, 81 hex: #004751	Sunrise pms: 149 cmyk: 0, 28, 58, 0 rgb: 253, 191, 122 hex: #f9b77a	Starlight pms: 7499 cmyk: 0, 4, 28, 0 rgb: 255, 240, 193 hex: #ff0c1	White cmyk: 0, 0, 0, 0 rgb: 0, 0, 0 hex: #ffff

Visual Expression

Our visual identity is so much more than our logo. It's an ecosystem of elements that work together in harmony to tell our story.

As the elements of our visual identity come together, they create a look and feel that balances precision and humanity with ease. Each of these elements plays a critical role in curating this experience. The role of our designers? To leverage these elements to communicate a variety of messages and tones that engage our audiences.

An overview of our visual expression is shown on the following page, followed by (preliminary) guidelines for our various elements.



Results



The 'Luminis Health Brand Hub' not only ensures their brand values, guidelines and elements are consistently communicated to designers and employees, but it also provides a process which enables people to 'self serve' items, in turn saving the brand team thousands of hours in admin work.

The flexibility of using IntelligenceBank's out of the box BrandHub meant that Luminis Health could quickly launch while being able to express their brand and educate their users at the same time.

44

Templates to automate local ad creation

600

Visitors per quarter to their online brand guidelines

9000

Managed digital assets including headshots, icons, logos, images and creative templates

23%

Time saved on brand admin and content compliance



Key Takeaways



Make sure you have a flexible online brand portal to represent your brand and make approved assets easily accessible to your entire network



Automate as much as possible – including language choices, alerts when new assets are added, talent usage rights and customization of advertising



Keep the creative fresh and ensure it's beautifully designed – your audience is made up of marketers and creatives and they need to love the experience



Work with a vendor who is willing to explore possibilities in new ways to express your brand

Photography

People make us vibrant.

That's why they're the focus of our photography. We feature people in a variety of situations, in both staged settings and more candid moments. The purpose of our photography is to connect with our audiences and to perpetuate optimism and hope. While we have several different categories of photography, all of our images are unified by these characteristics:

- Inspiring
- Interplay between light and shadow
- Referencing our color palette
- Celebrating diversity

Refreshing Personalities

Smiling faces and energetic poses are a hallmark of this photo category. Simple, single-colored backgrounds (inspired by our palette) make the subject the element of focus. Whether the subject is looking directly into the camera or not, this image palette portrays personalities in a way that is refreshing for health care (hence the name).

Refreshing personalities



Want to know more?



At IntelligenceBank, our mission is to provide an effective and tailored solution for organizations. That's why we work closely with our clients like Luminis Health and listen to their unique challenges carefully to successfully address them with a bespoke solution.

Using our Digital Asset Management and Online Brand Portal, Luminis Health was able to empower their brand and ensure their digital assets would be consistently well-managed across their hospital network.

We all know that the strength of a brand comes from its quality and consistency. If you would like to know how you can sustain a consistent brand experience for your customers to uphold the integrity and relatability of the brand - worldwide - our friendly experts are just an email or phone call away.



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