

YSDN4007

Corporate Identity Design
Project 1–Research

Scarborough Health Network

Tristan Sabado
Professor: Lyle Fraiman
Fall 2021

Organization Brief

Scarborough Health Network (SHN) is a hospital network based in Scarborough Ontario. It serves to provide patient care and medical assistance to those in Scarborough with three hospital locations and eight satellite sites. Originally The Scarborough Hospital, in 2016 it merged with the Rouge Valley Health System to become what it is now. Shortly before this, Accreditation Canada had deemed all of what would be a part of SHN's sites and services to be "Accredited with Accommodation" meaning they are above and beyond the standards Accreditation Canada sets with its quality focused services. Alongside standard services provided at hospitals, it is known outside of its local community for having North America's largest nephrology program and regional community-based cardiovascular rehabilitation service. It is the designated cardiac center and center for spine surgery by the Central East Local Health Institution Network (LHIN). In addition to its services as a place for community care, it also has a foundation that works with the community to develop and maintain its infrastructure as well as purchasing new and effective medical technologies in order to better serve its patients. This side of the organization deals with publications, event organization and its philanthropist councils, in order to gather support and understand the health needs of the people in Scarborough.

Vision

Shaping the future of care through giving

Mission

Inspiring the support necessary to become Canada's leading community teaching health network

Values

Inclusive, Courageous, Innovative, Inspiring

SWOT Analysis

Strengths

- Accommodating for diverse needs through listening, understanding, and adapting
- Acknowledging the "patient voice"
- Specializations in particular programs and services

Weaknesses

- Staff not living up to the values identified in its strengths/ inconsistent quality of service
- Cold appearance
- Lack of clarity to the meaning of the merger to create SHN

Opportunities

- Focusing on accessibility
- Developing a welcoming atmosphere
- Cohesive identity

Threats

- Nearby hospitals and healthcare networks
(including North York General, Markham Stouffville, and Providence Healthcare)
- Covid-19 and the response strategy as conditions change

Building Community

The target market is that of any people living in Scarborough that need medical assistance. Ideally, SHN wants to be a place the community can rely on for patient care. However, the audience that will identify with the identity and brand will be that of young and middle aged adults who live independently and will actively seek out a hospital when needed, as opposed to young children or the elderly who would usually be escorted to one. This considers the instance of service as needed. They must also appeal to the sick that rely on their services on a regular basis regardless of age, as they are members of the community that are most closely acquainted with the corporate identity on an external level. On another level, working demographics that have the money to support and invest in the foundation are people SHN needs to appeal to with their brand and actions. And changing scales from the individual level to the group level, they must also be aware of how their organized partners and collaborators such as UofT or local clinics view them.

Considering the organization internally, SHN must consider an audience of hospital staff. At the forefront are the medical professionals that act in service to the values SHN has for patient care. They must be satisfied in the direction of their work. This also pertains to staff in other roles that contribute to the running of the hospitals, community engagement and other activities. The organization should satisfy its current staff as well as be appealing for future workers.

Project Statement

The initial interest I found in this organization was that it is close to home. When I look at their visual language and elements, it holds foundational elements that teases at its essence while having a lot of untapped potential for stronger and more effective communication. More can be done to enhance the experience by taking the static elements they have and reworking them into a more fluid and reaching corporate identity. The objective is to find a way to insert more meaning into the visual elements while giving it the flexibility to encompass the things that comprise the organization. I want the corporate identity to communicate more to its audience who put their trust in SNH with matters of health and wellness. There appears to be some discord between their brand and public opinion which should be addressed and bridged. A revised corporate identity cannot fix all these problems, however it can tie efforts together and give the identity a more active role in the public perception.

Desired Position

The Scarborough Health Network should keep upholding its values and beliefs that are rooted in the place the organization was founded in; Scarborough which is a location composed mostly of immigrants, creating a very diverse populace. Efforts to achieve its values is a good direction to head in and the next step is to develop a strategy that treats the issues SHN wants to tackle as an evolving problem that calls for evolving and adapting solutions. The corporate identity should reflect this, communicating a sense of welcome, warmth, flexibility and understanding, encompassed by community which is what has been fueling the direction. Community should be prevalent in essence like it is in practice.

Market Message

Key Words

Companion, everyone, care, adaptation, local, community, patient, health, wellness, accommodation, service, diversity, together, health matters, connected, stronger, growth, no strangers to health, place, home, compassion, borders

Old The Scarborough Hospital Slogan

Local in spirit, Global in Care

Old SHN Slogan

At Scarborough Health Network, caring for you and your family is not just our job, it is our privilege.

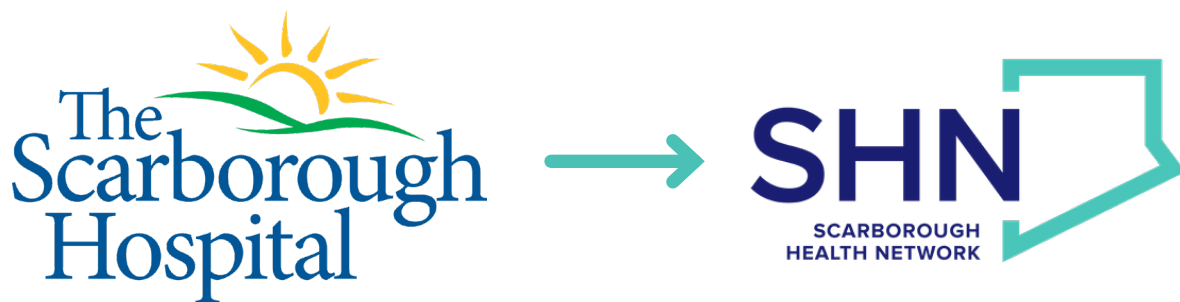
Improving lives through exceptional care.

Top 3 New Slogans

- *People helping people*
- *Wellness for one, is wellness for all*
- *Practicing healthcare and sharing wellness*

Visual Design Breakdown

The creative strategy will involve the redesigned brand, and marketing it to form the corporate identity. The brand will try to reinterpret its values making use of what it was as The Scarborough Hospital and what is as the Scarborough Health Network. Currently, the brand colours are indigo and teal, meaning of safety, wisdom, and health. It feels like a synthesis and transformation from The Scarborough Hospital's blue, green and yellow colour scheme. At the same time, it lost the empathic element that the yellow brought. This does reflect the contentions people have with SHN not living up to its promise of accommodation and diversity. The logo was also simplified from a yellow sun rising over the green hill to a teal outline of Scarborough. The meaning of the original, implying strength over adversity in the safety of home has been adapted into imagery of safety and health at home. Focusing the message makes sense, however it loses the element of hope and growth the original logo had. In the process of simplifying the message for clarity and modernity, the nuance is lost and the meaning feels empty of empathy.





SHAPING
THE
FUTURE
OF CARE



HERE,
EVERY VOICE
IS HEARD.

Our vibrant community — both inside and outside our hospital — has been an integral part of our journey to become SHN and set our direction for the future. From our staff, doctors, and volunteers, to patients and community members, we heard from thousands of people to understand what they are looking for in their hospital and what they want for their health care moving forward.

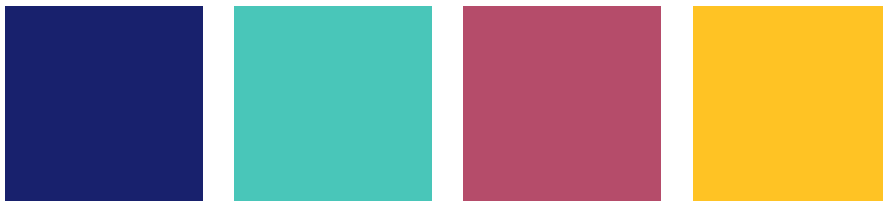
This is a once-in-a-generation opportunity for health care in Scarborough. Together, we're going to reinvent the role of a community hospital and create a truly united system that will be a model for health care in Ontario and across Canada.

Our team is excited with every next step, because we've been part of deciding where those steps will lead us.

Sweati Bhajan, Manager, Pharmacy, Community

4 | SHAPING THE FUTURE OF CARE

Expanding on other visual elements, there is the change of type style from serif to sans serif which simply reflects on a sense of modernization. SHN also makes use of elements that appear to be unique to its corporate brochure; abstract lines like ribbons wrapping around the layouts coloured in gradients made from the primary indigo and teal, as well as secondary red and yellow. The missing yellow exists here, however the sparse use of this and red simply serve only as accents of warmth in what has been mostly a cool atmosphere. Albeit generic and abstract, it allows these ribbon elements to express care and safety in a fluid and flexible way. It becomes confusing how these pieces of design are not used elsewhere in any of the marketing.



Developing a Creative Strategy

To improve on the current brand, we can start with the logo and consider factors in redesigning it. The colours identified previously for SHN can still be used. Indigo could be the primary colour while yellow and teal make for secondary colours. The sun imagery could be reimplemented and something to represent "home" or "community" can be changed. This doesn't have to be set in stone if better imagery or metaphor can be found during the process. At the moment, what seems most apparent to my observations is that I want to create a human element and thinking about the idea of prints and "leaving a mark" that matters. Perhaps a theme of hands representing the individual as well as togetherness will fit the needs of SHN.

The typestyle can remain a sans serif typeface, however it could be good to consider reworking the use of it or find something to pair it with. The one right now is simple and accessible to read, however the typography can be improved by making use of greater contrasts to create more engaging hierarchy. Referring back to the human element, a humanist sans serif would compliment the renewed direction compared to the mechanical looking neo-grotesque looking typeface used now.

To market the changes, the designed visual vocabulary can be applied to relevant materials and web presence. Efforts can be made to unify the three hospitals that still have remnants of their old identity before the Scarborough Health Network as well as put greater effort in the visual consistency in order to strengthen the sense of presence. Signage, documents, uniforms, identification, business cards, stationary, and specific materials needed for SHN hosted events like banners, posters, and one off materials can be designed cohesively with the visual system that will be created. The current covid situation can also be considered as an avenue to raise an awareness of SHN's efforts.

Summary

The Scarborough Health Network is already an evolution of The Scarborough Hospital in order to expand and modernize itself. In the process, its results appear to be confusing to the general public as it happens with change in general. The meaning of the change is lost upon the people and just appears like any other modernization of a brand that's growing. By developing a reworked corporate identity, we can reintroduce the value of care and how patient care is built from the patient voice, while making the brand more distinct from others.

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Corporate Identity Design
Project 2–Process



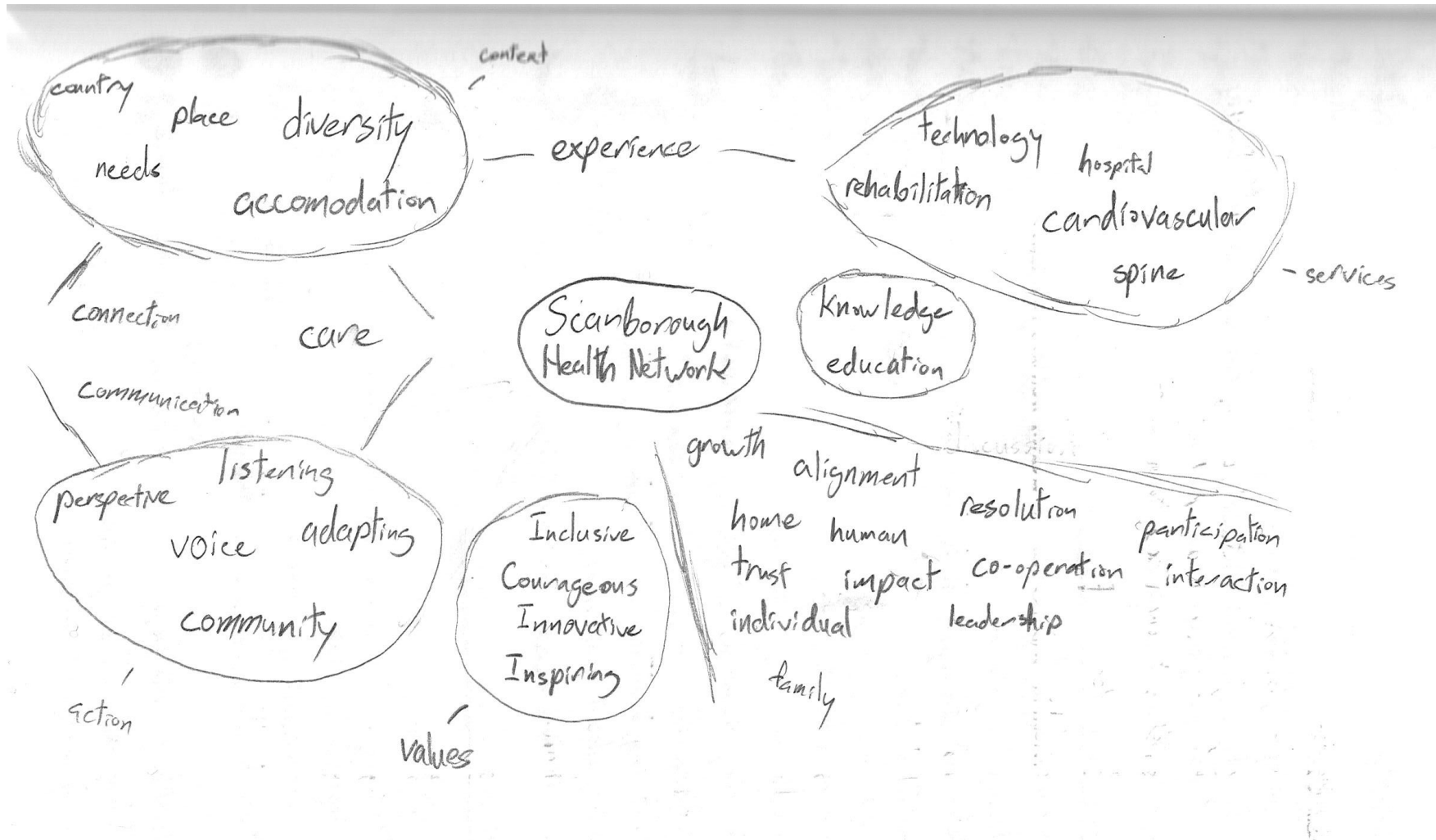
Scarborough Health Network

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Word Cloud

Key Words

knowledge, diversity, needs, community,
individuals, adaptation



Hospital Logo Mood board



Positioning Statements

Top 3 Slogans

- Health in the hands of people
- People helping people
- Forging a healthy future

Slogans

Old Slogans

- Local in spirit, Global in Care
- At Scarborough Health Network, caring for you and your family is not just our job, it is our privilege
- Improving lives through exceptional care

Slogans from Research Phase

- We care, health matters. (Health matters, we care?)
- Stronger Together
- We're no strangers to health
- Health at home
- People helping people *
- Sharing a healthy standard
- Healthy and happy together
- Working towards a healthy community
- Wellness for one, is wellness for all *
- Practicing healthcare and sharing wellness *
- Caring about your needs
- Your health needs are our future

Second Take on Slogans

- People helping people
- Practicing healthcare and sharing wellness
- Stronger Together
- Caring about your needs
- *Your health needs are our future
- Grabbing onto hope (crafting)
- Making our own bright future • Forging a healthy future.
- Every wish, our mission

More Logo Sketches



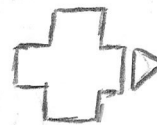
New Slogan

- Forging a healthy future ← rework
- A healthy future you can live in
- your healthy future
- making your healthy future real
- caring about your healthy future
- taking your healthy future to heart

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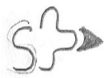






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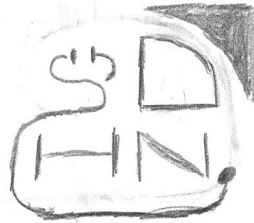


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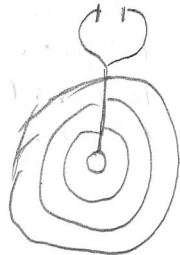
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Taking Your Health Future to Heart

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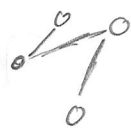
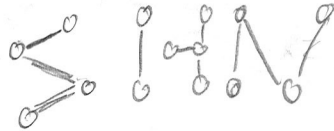


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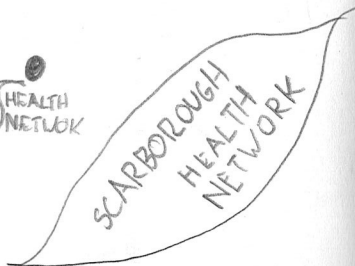
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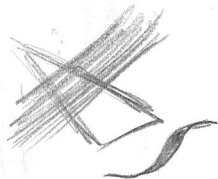
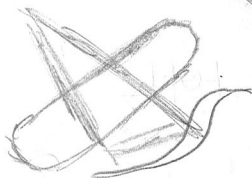
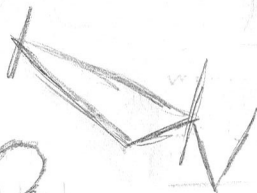
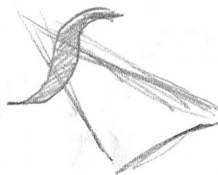
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Corporate Identity Design

Project 2–Process

Scarborough Health Network

Taking your healthy future to heart

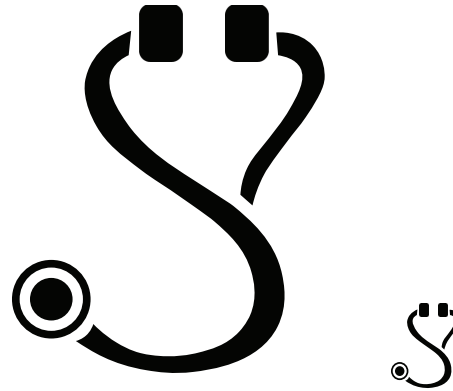
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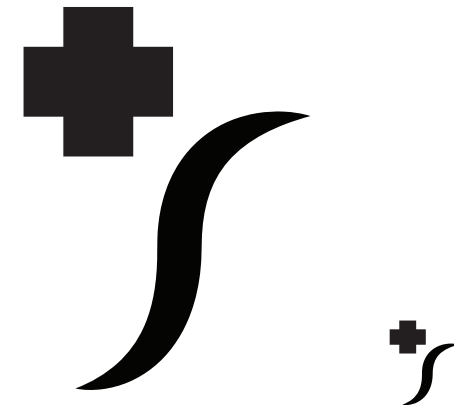
3 Logo Directions



This logo incorporates an integration of the traditional Red Cross with an S that identifies Scarborough. The typeface chosen for the S called Lao MN is an Asian humanist sans-serif that embodies the diverse demographic of mostly Asian backgrounds. The cross compliments the typeface with welcoming softer corners and having no filling colour to give it a lighter feel. SHN wants to be transparent about its healthcare and these parts represent that. The silhouette of Scarborough behind the cross is there to reinforce the place of the organization and the idea that the Scarborough community as a whole is a part of how the organization functions. The shape of the silhouette is somewhat arrow-like indicating forward and upward motion with the idea of producing a healthy future.



This logo takes a recognizable tool in the medical field and renders it in an imperfect way with line width variation and organic curves. The stethoscope is an instrument used to listen to people's hearts which makes for an apt metaphor for the idea of listening to the needs of diverse individuals. This stethoscope logo represents listening while being a symbol of healthcare practice. The way the tool is shaped, it also resembles the letter S in reference to Scarborough.



This logo direction is one that went far in the abstract end. The Red Cross icon is representative enough to indicate an association with healthcare. The S shaped swish is what makes the logo distinct as it represents Scarborough. Besides being an S shape, it is also meant to depict the Scarborough Bluffs which is a major location as corroborated by the Scarborough flag which is dominated by its illustration of the bluffs. It is positioned on the bottom right side of the cross because it reflects the bluffs that are along Lake Ontario on the south east side. The choice to depict the flowing water for the bluffs is done for its directionality towards the top left as well as water's fluid nature. Water is also a symbol of life which makes the pairing of symbols appropriate.

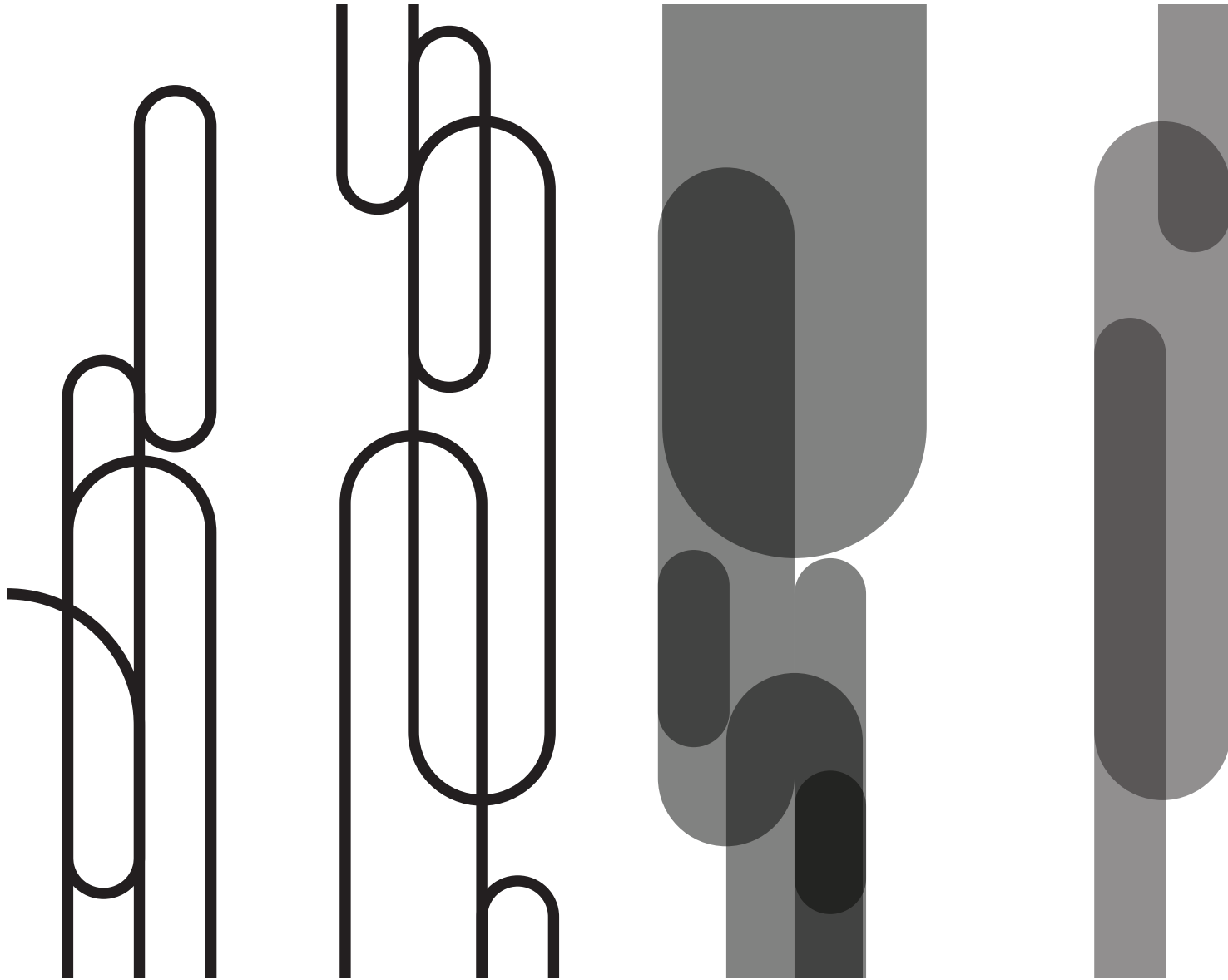
Typeface Demo: Lao MN

**Scarborough
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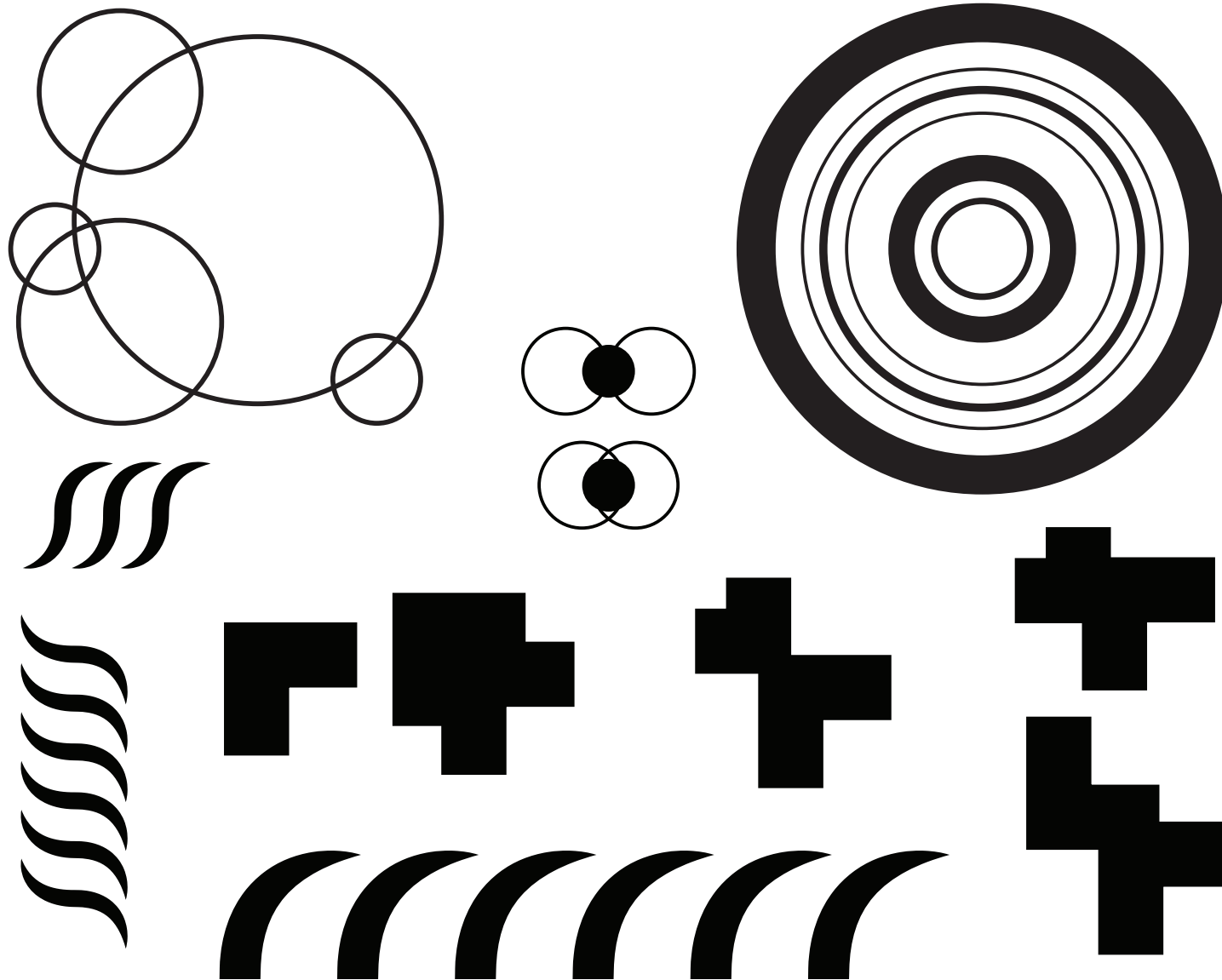
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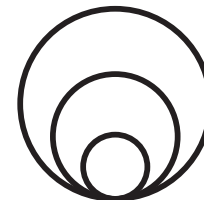
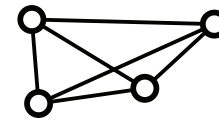
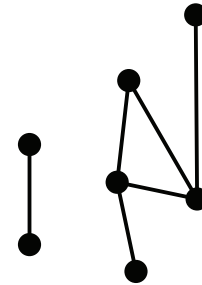
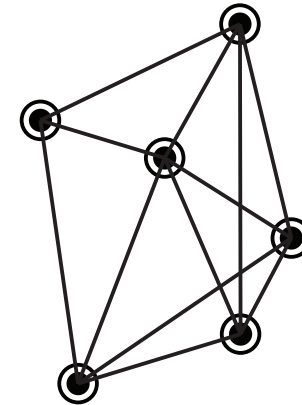
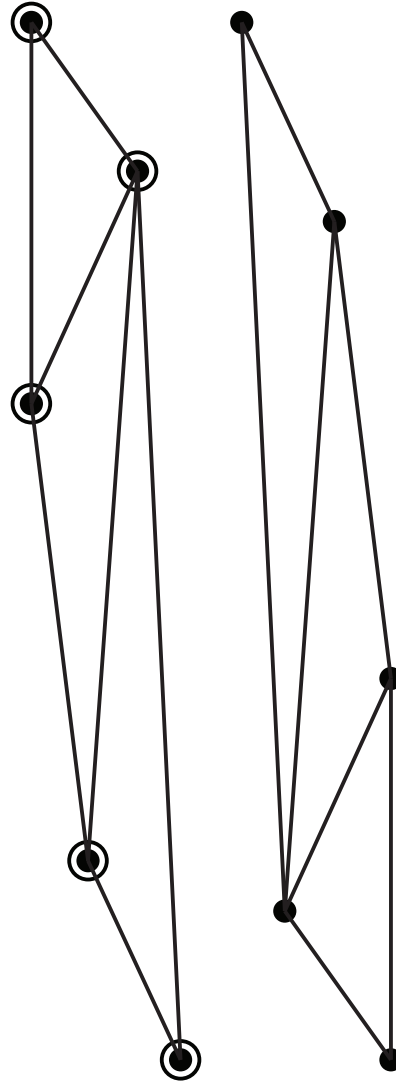
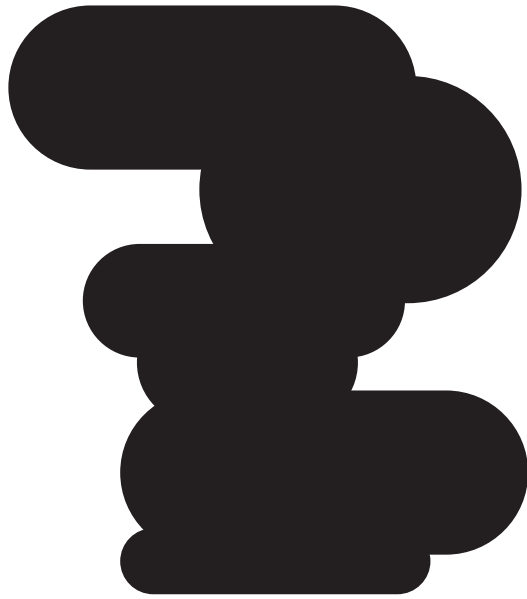
Fluid Element Variations



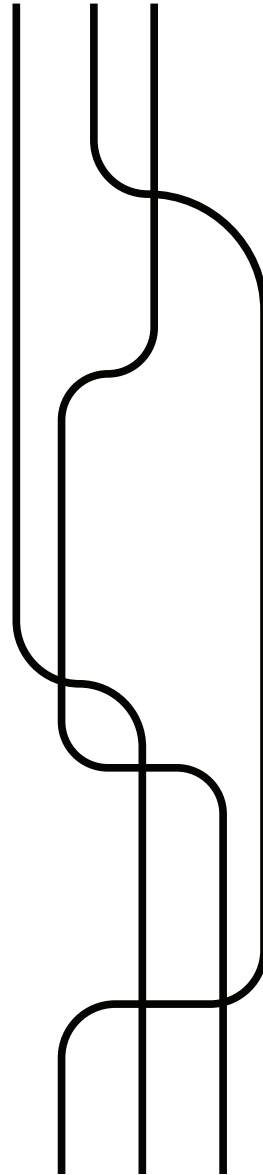
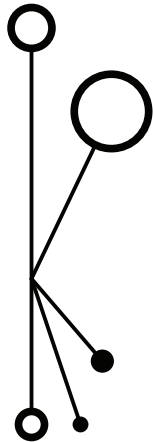
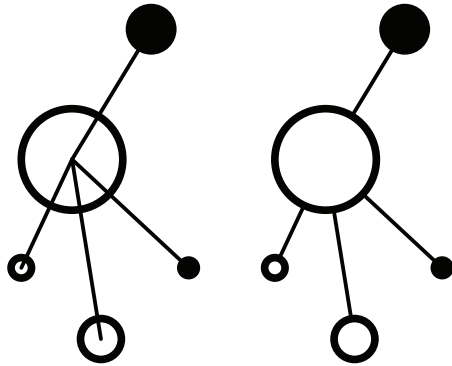
Fluid Element Variations



Fluid Element Variations

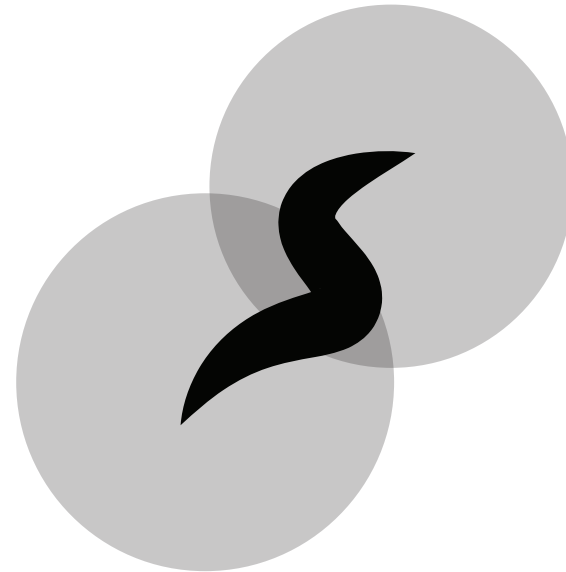


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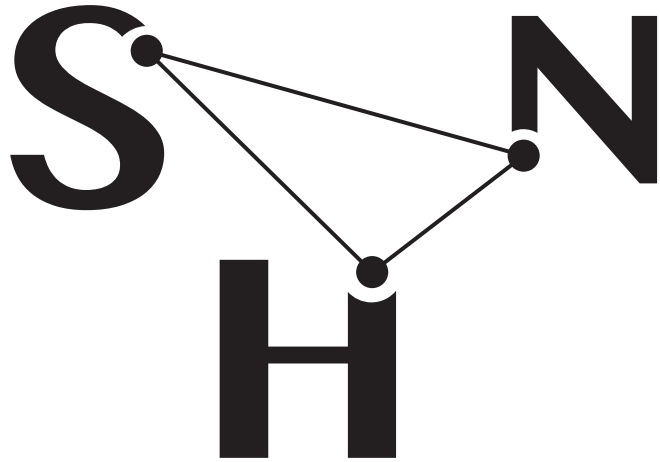




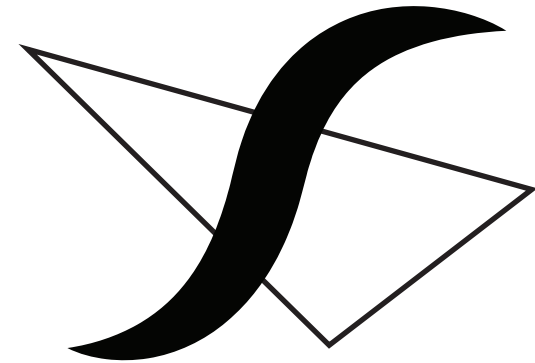
This logo takes a crossword approach to represent an interconnected organization, while incorporating circles that vaguely reference the locations of the three hospitals under SHN.



This logo contains an S shape that wave like, travelling between two intersecting circles. The idea is of healthcare, bridging the gap between patient and caregiver, and accommodating patient needs which isn't a linear approach.



This logo also references the locations of the hospitals while integrating the initials with each point. The point behind this is that the logo could take on other positions by moving the triangle points, however the organization stays united and strong. It's able to adapt to different needs.



This logo has two components; a triangle referencing the hospitals, and an S shaped swish travelling through the triangle. The triangle is a strong shape but also its side lengths are all different and complex, like patient care. The swish will pass through this “circumstance” and move forwards and upwards.



YSDN4007

**Corporate Identity Design
Project 2—Logo & 3 Fluid Elements**

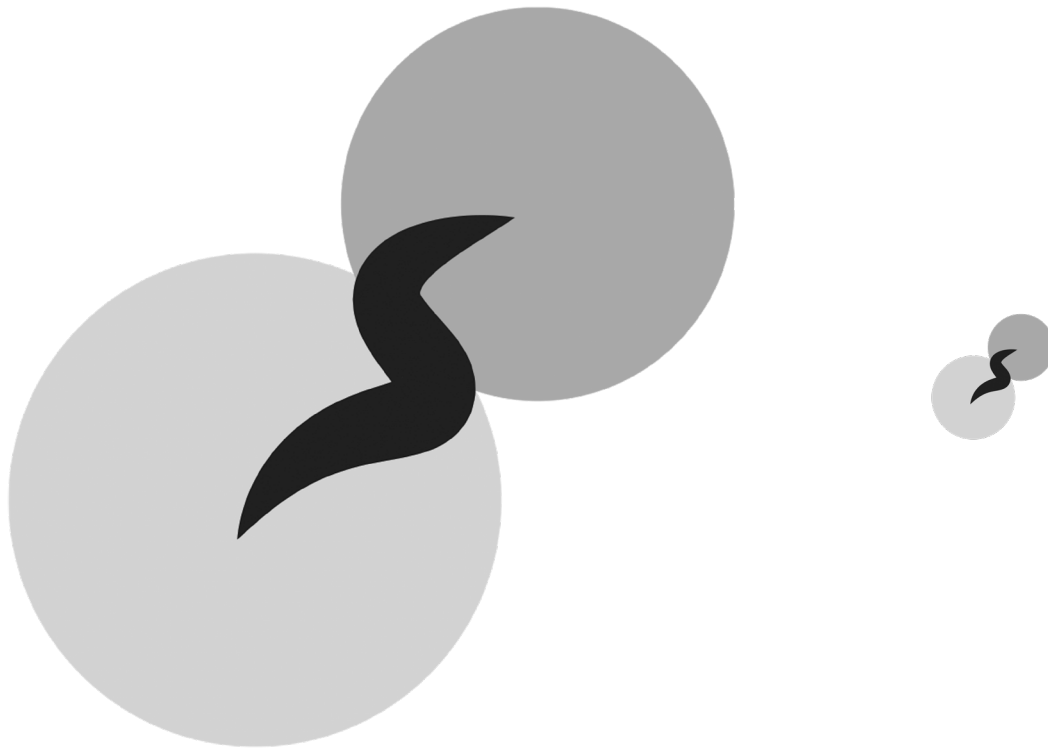
Scarborough Health Network

Taking your healthy future to heart

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Professor: Lyle Fraiman

Fall 2021

BW Logo & Rational



This logo contains an S shape, traveling between two intersecting circles. The idea is to represent healthcare and bridging the gap between patient and caregiver. Scarborough is a diverse place with many different cultures and backgrounds; but people all the same. Scarborough Health Network prides itself on its ability to accommodate to patient needs and foster community. Accommodating patient needs isn't a linear approach, hence the squiggled line, that works out to be in the shape of the letter S to represent Scarborough.

Stationary

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Custom Items

