



01 About us

02 A few case studies

01

About us

**"You can't move people to
action unless you first move
them **with emotion.**"**

- John Maxwell

Humanizing brands, moving people.

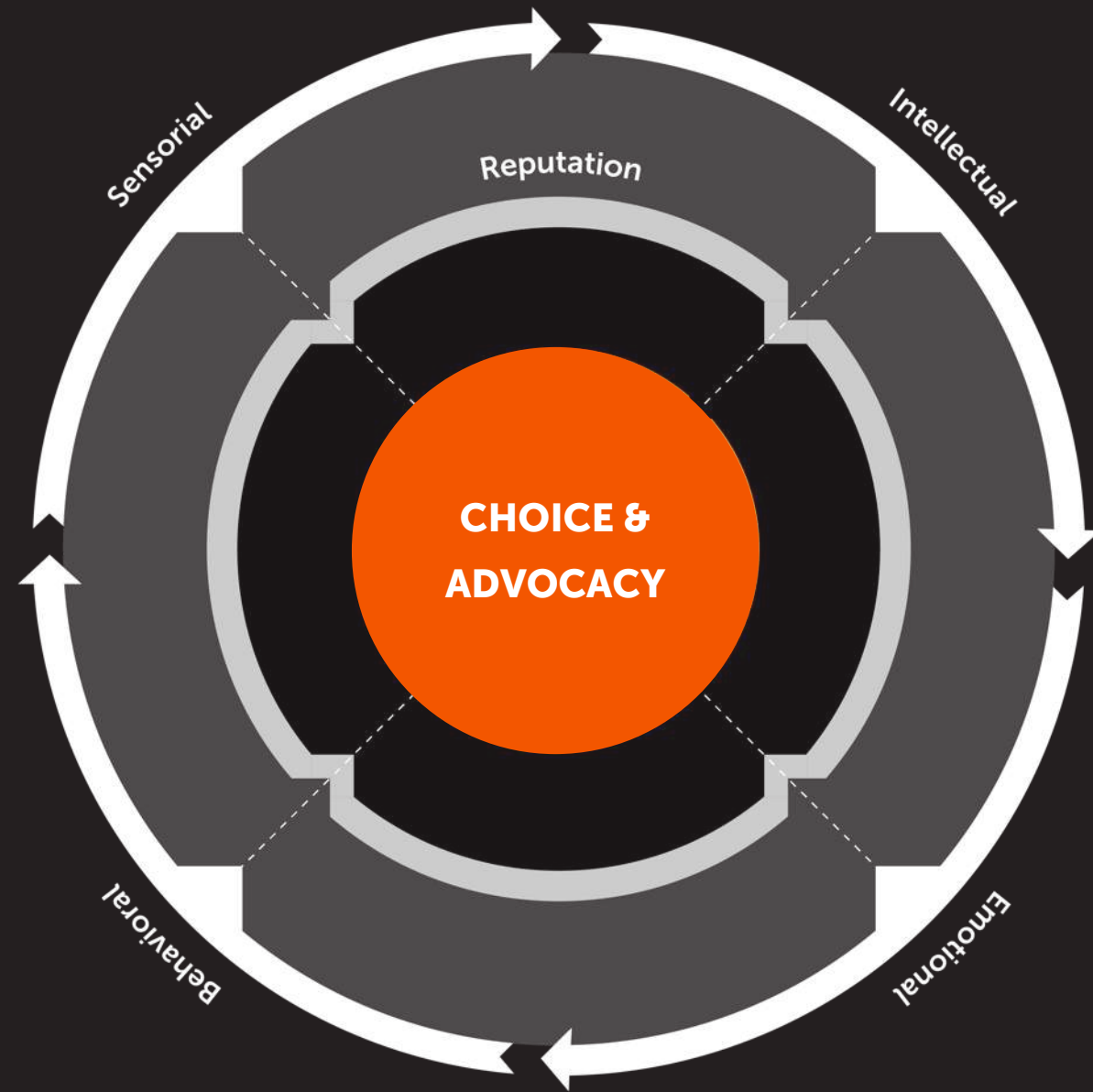
Humanizing brands requires deeper **human understanding** to create meaningful connections

Customers
Leadership
Employees
Communities
Influencers
Investors
Regulators

Moving people requires creating **human-centric moments** designed to inspire action

Choose
Join
Give
Refer
Engage
Help
Champion

Humanizing starts with understanding what drives choice



Monigle's Humanizing Brand Experience framework is built for today's brand leaders and is proven to drive growth.

The Humanizing Brand Experience framework is based on the latest social science and brand thinking, highlighting the experience-driven actions needed to grow reputation and move people.

At the heart of the framework is a structural equation model that has been validated and proven to drive consumer choice and advocacy.

Monigle at a glance

**Denver
New York +
beyond**



**Independent
in structure
and spirit**

**Supported by a
powerful network
of independent
agencies**

**80+
AGENCIES**

**40+
COUNTRIES**



FOUNDED IN 1971

**50 years
old**

TEAM MEMBERS

160

NUMBER OF CLIENTS

1500+

WE SPEAK OVER

20+

LANGUAGES



WHAT WE ARE

**A brand
experience
company**

WHY WE DO IT

**Move
people to
action**

WHAT WE DO

**Humanize
brands**

We bring a diversity of capabilities to ensure long-term impact and success

01.

Insights

Quantitative
Qualitative
Brand tracking
Brand valuation

02.

Strategy

Positioning
Brand architecture
Value propositions
Content strategy

03.

Expression

Naming
Verbal expression
Visual expression
Sonic expression

04.

Experience

Journey mapping
Experience design
Experience innovation
Digital experience

05.

Culture

Culture design
Employee value proposition
Behaviors and commitments
Values
Employee engagement

06.

Activation

Implementation / conversion
Launch
Governance and enablement
Signage and wayfinding
Online brand management

07.

Advertising

Campaign design
Campaign messaging
Production
Media

08.



























Transformation

Go-to-market design
Offering design
Category design
Catalytic design
Resilience design
Leadership design

We bring deep experience working with diverse leading global brands

And our experience in the health industry is unmatched

With expertise working across the entire health spectrum

 Gyms/ Wellness Centers	 Urgent Care/ Specialty Centers	 Telemedicine	 Diversified Health Solutions	 Research Institutions	 Specialty Care (Addiction, Mental, Behavioral)	 Pharmaceutical/ Life Sciences	 Anti-Aging Vitamins/ Drugs
 Diagnostics/ Preventative Care	 Concierge Medicine	 Digital Health Resources	 Health Systems	 Specialty Institutions (Cancer, Children's)	 Insurance/ Payors	 Senior Living Communities	 Retirement Solutions

← **Staying Well** ————— **Aging Well** →

Health Enablers

 Medical Staffing	 Medical Technology/ Solutions	 Health Blockchain Solutions	 Distributors	 Clinical Trials/ Data
 Medical Devices	 Health Technology Platforms	 Direct Health	 Pharmacy Benefits	 Genomics

We're leading the conversation on the future of health through our groundbreaking annual health care consumer experience study—

Humanizing Brand Experience.

Annually, we conduct research with 30,000+ consumers in this body of work alone.

Humanizing Brand Experience is now in its 7th year



Breadth of experience

Successful brands align business, brand, culture, and experience, which is why Monigle has significant experience across each of these disciplines and enables us to be your long-term partner to drive success

Impact

Our mantra is humanizing brands to move people, and our processes are proven to connect in more meaningful ways to move people to choose you, remain loyal, and be your advocate, which directly drives growth

Agility

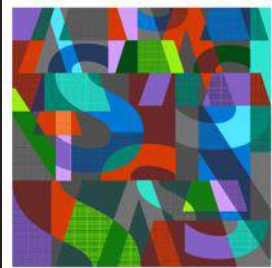
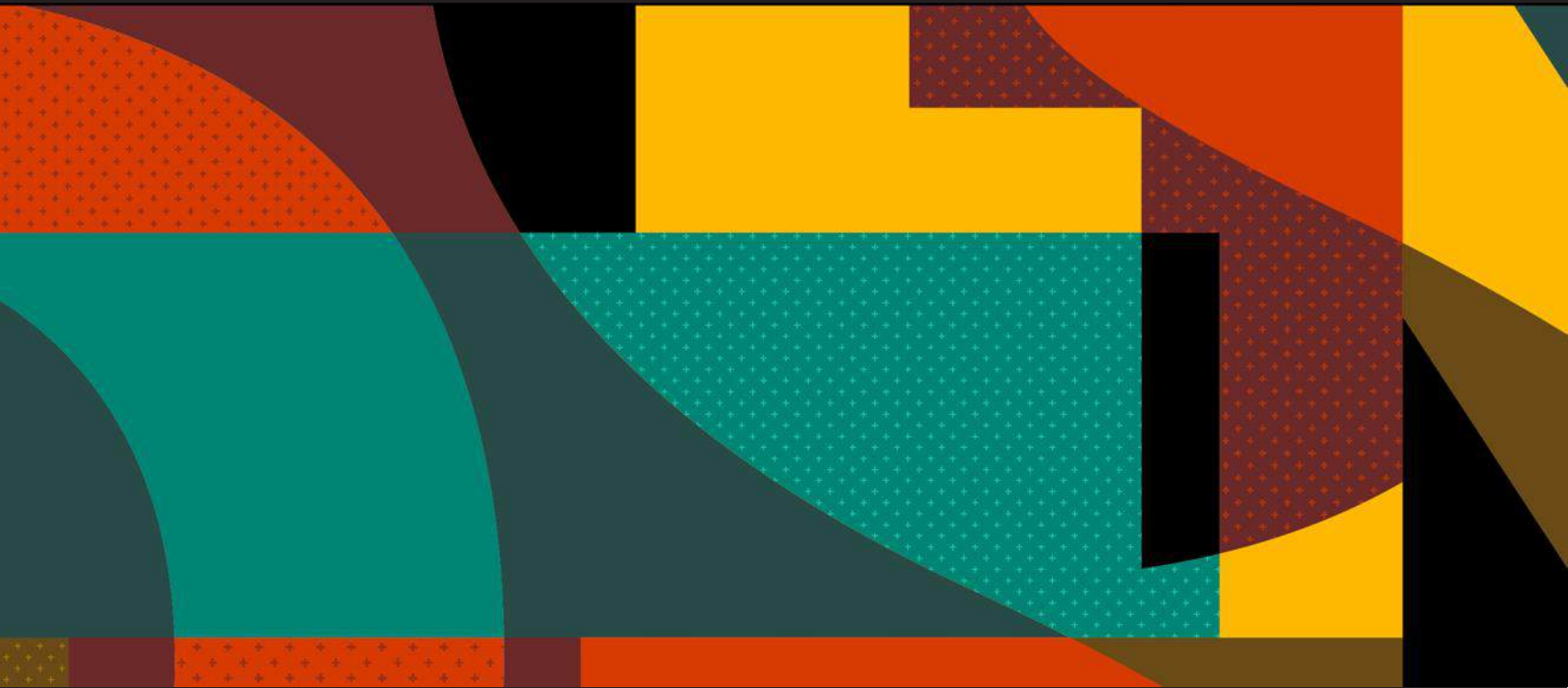
As an independent firm with agile work processes, we can move faster and better adapt to the unexpected with our primary goal being to do what is right for you, your business, and your brand

02

A few case studies



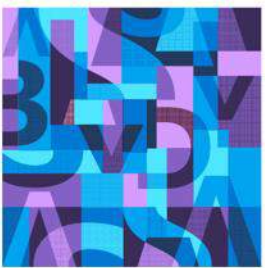
Broadening expression and uniting communities
in a diverse and inclusive world



ASIAN



BAM



DISABILITY



FAMILIES



GLEAM



HOLA



INDIGENOUS



MILITARY

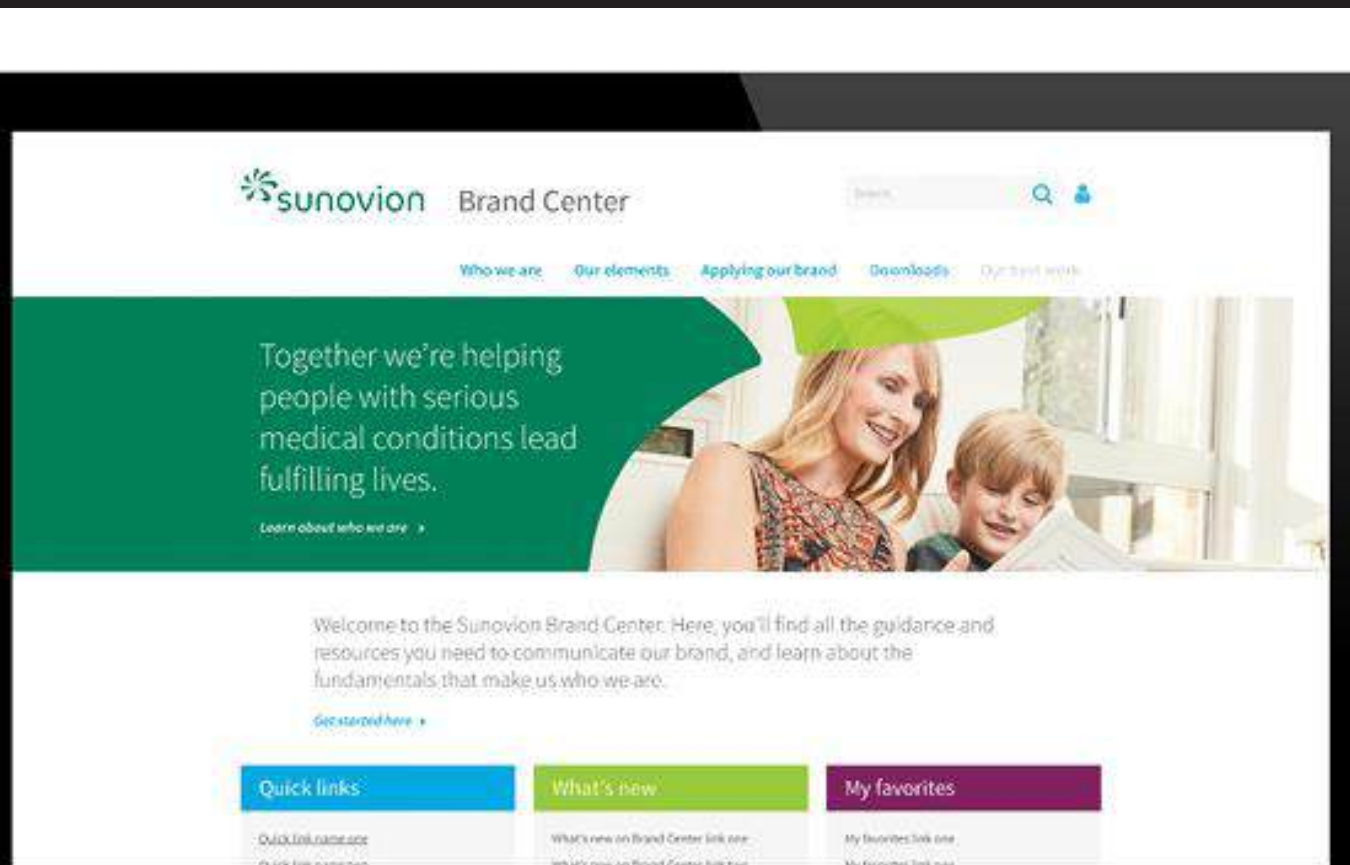


WOMEN



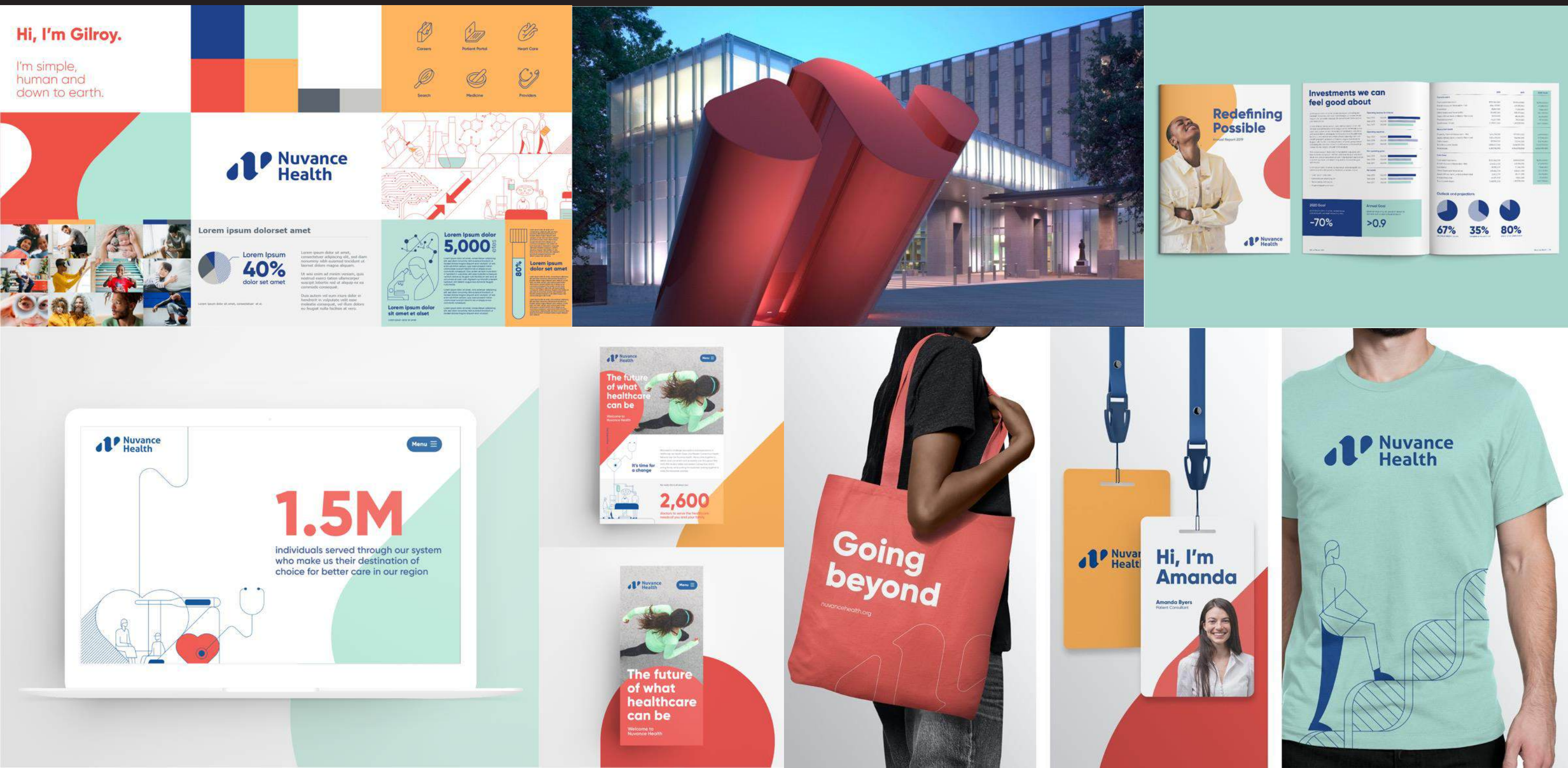


Refreshing an emerging pharma powerhouse to take a more proactive role in the lives of those they serve





Creating a new definition of health and wellness that brought the strengths of two organizations to the forefront



CASE STUDY

Northwell Health

Finding true north in a world of change

- Audience Research
- Brand Research
- Experience Innovation
- Brand Platform
- Brand Architecture
- Visual Identity
- Verbal Identity
- Brand Training
- Asset Conversion
- Brand Tracking
- Sign Design & Conversion
- Digital Patient Experience
- Hospital and Service Line
- Value Propositions

A massive health care system seeks its own truth

Imagine the sheer scale of a rebranding effort that includes 25+ hospitals, 650 outpatient locations, 3,900 employed doctors and more than 60,000 employees. Now factor in a name change to institutions with long histories and a dynamic CEO that continually pushes to rethink how healthcare is delivered. This is the challenge that New York state's largest private employer, North Shore-LIJ, took on. Following the 1997 merger between North Shore Health System and Long Island Jewish Medical Center, the organization grew through acquisition. The massive health care system needed to position itself for tomorrow's care and to fulfill its vision to grow bigger, better and more innovative.

Simply getting the project off the ground was a feat in itself. Chief Marketing Officer, Ramon Soto, arriving after years and years of false starts, overcame disruption and pushback to secure the buy-in of over 100 board members to agree to name changes—for the system and for individual hospitals—that many considered sacred. That's how North Shore-LIJ began its journey to become Northwell Health.

Because New York is a vanguard state in health care, pioneering information exchange and technology, consumers value innovation more in this region than almost anywhere else in the country. The brand purpose had to embody the notion of being cutting-edge, while staying true to Northwell's roots as a boundary-pushing community pillar that provides high-quality all-around healthcare. Borrowing from the mindset of an industry-leading CEO, the brand positioning was built around leadership that focused on continuously defining and redefining the future of healthcare.

As the brand scaled and rolled out across the market, consumers and employees began to understand the power and reach of the Northwell brand. As soon as a year after launch, awareness and understanding metrics were spiking even in a complex media market across the Tri-State region.

Brand 1.0

Positioning

Leadership defining the future of healthcare

Attributes

Innovation

Systemness

Wellness

(Before)



(After)



The Constellation Symbol

The constellation symbol, used in the logo and throughout the design system, signals that Northwell Health is greater than the sum of its parts. The symbol's arrows of different sizes and colors, represents the diversity of minds and expertise that make up the organization, all united with dynamic energy. The upward direction of the arrows is a nod to Northwell's culture of innovation, demonstrating the system's forward-thinking orientation.



Master Brand



Hospitals



Facilities/Centers and Institutes	Alvin and Dorothy Schwartz Ambulatory Surgery Center Ambulatory Surgery Center Apelian Cochlear Implant Center Bioskills Education Center Brain Tumor Center of the Cancer Institute Broadlawn Manor Nursing & Rehabilitation Center Cancer Institute Center for AIDS Research and TreatmentLong Island Jewish Center for Advanced Medicine Center for Aesthetic Plastic Surgery	Center for Cranial Base Surgery Center for Diabetes in Pregnancy Center for Human Reproduction Gastrointestinal Oncology Center Gynecologic Oncology Center Neuroscience Institute Obsessive Compulsive Disorder (OCD) Center Orthopedic Institute Schein Voice Center The Smith Institute for Urology
Service Lines	Anesthesiology and pain management Bones, joints, muscles, hands, feet Brain and nerves Cancer and blood disorders Center for Head and Neck Oncology Cardiovascular and thoracic services Ear, nose and throat	Environmental and occupational health Heart and vein health Hospice & Palliative Care Kidney disease and hypertension Lungs and airways Mental health Plastic & Reconstructive Surgery

The unified architecture strategy created a powerful connection across a large and diverse system of care

Voice Principles

Writing Best Practices

Be confident.
Use a strong, active voice.

Keep it simple.
Think clear, concise and straightforward—don't write more than you have to.

Stay focused.
Pick one idea per piece of communication, and stay focused on that story.

Show and tell.
Create a "hook" that gets people engaged. Share a story, not just a statistic.

Know your audience.
Identify who you are speaking to, and consider what they know and where they are in their journey.

Peer review.
Have someone read your work out loud, and use our brand voice checklist to evaluate.

Our voice should feel like... A turning point

When innovation transforms from something cold and technological, to something unmistakably human

When something that was complex and overwhelming, suddenly feels clear

When you feel truly cared for—not just sympathized with, but seen and understood

The feeling that, finally, someone is seeing things from a new perspective ("Finally, someone gets me")



The Turning Point Voice

Voice Principle 1

Think human first

The turning point for healthcare will be when people stop thinking about innovation as tech-led, and start thinking about it as human-led. Our voice shows how we're ahead of the game just by sounding human. Lead with emotion, empathy and warmth. Help people feel supported, understood, and relieved ("Finally, someone gets me.")

Writing tactics:

- Use the first and second person ("you", "we", "us") to create a human connection— when possible, use first names
- Write like a human, not a company: lose the jargon, embrace human expressions, contractions, and emotion
- Simplify complexity wherever we can by explaining it like you really would, in-person

Voice Principle 2

Make vision real

A turning point is a moment of inspiration, that can only be created by those with the imagination to think beyond the status quo and the vision to question what's possible. Invite others to share in our big ideas about the future of healthcare. Energize and excite people by empowering them to imagine what possible.

Writing tactics:

- Create energizing, bold headlines with eye-catching statements about the work we're doing
- Encourage people to think big with us (Think: "What if...", "Imagine...")
- Always connect big ideas (science, innovations, awards) to what it means for people—paint a picture in their mind

Voice Principle 3

Shift perspective

With a new direction comes a new way of looking at the world. Share our unique vision with people by highlighting the differences that our perspective reveals. Create a clear shift in a story, when everything changes for the better. Take something simple—and turn it into something else entirely.

Writing tactics:

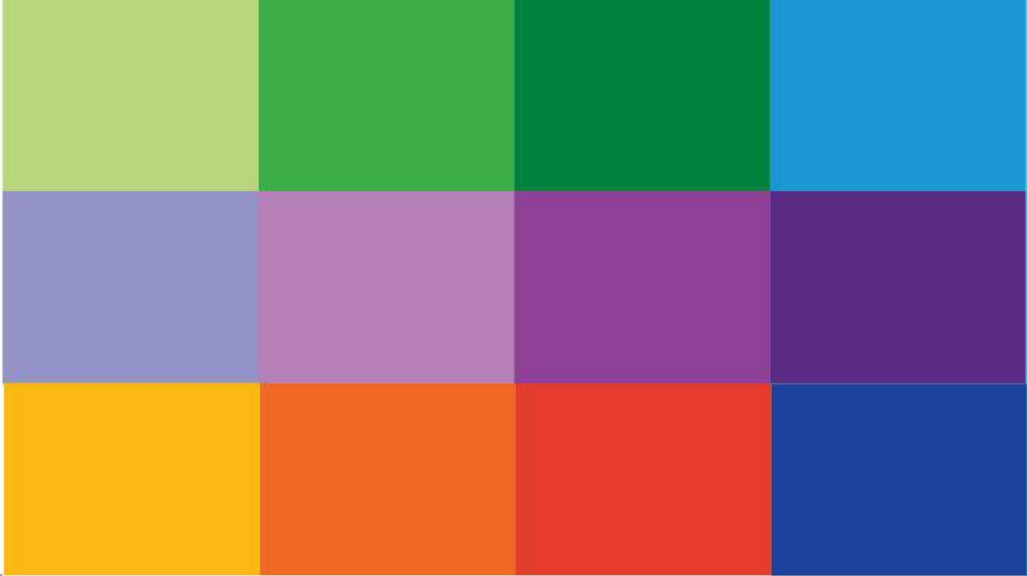
- Create a shift (visually, or through storytelling) when everything changes ("Everything seemed impossible. Until...")
- Create human action in unusual context—for example, give hands to an MRI machine; eyes to a needle
- Share a story from a unique perspective (Doctor by day, Dad by night)



The Sans human friendly simple



TheSans
AaBbCc123



Communicate



Innovations



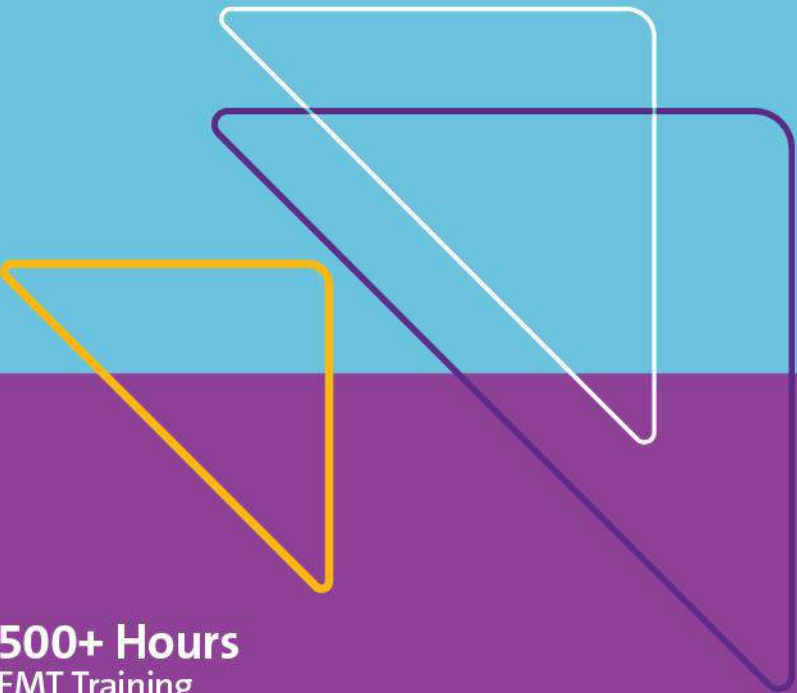
Wellness



Research

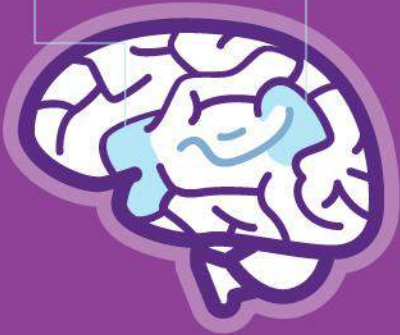


Northwell
HealthSM



500+ Hours
EMT Training

4 Months
Clinical Simulation



The symbol's multiple arrows, of different sizes and colors, convey the idea that many different parts combine to form a unified entity with dynamic energy. The upward right direction of the arrows is a nod to Northwell's culture of innovation, demonstrating the system's forward-thinking orientation.









giaecto
nus aut

que sum hitataque nulla dis re
amusto cus asperum quia cus
simolup tibeatur sustia perovid
quia nos eaquatur, consequos ilique

- Our Services**
- Comprehensive evaluation by expert physicians
 - Medical therapy
 - CyberKnife radiosurgery
 - Percutaneous micro-vascular options

Refer your patients to
our trigeminal neuralgia
experts and improve their
quality of life.

1-877-LICYBER
northwell.com/TCN

**CyberKnife of Long Island
Huntington**
270 Pulaski Road
Greenlawn, NY 11740

**CyberKnife of Long Island
Smithtown**
989 West Jericho Turnpike
Smithtown, NY 11787

**Northwell
Health**

Service Line or Location



**Largest team.
Latest technology.
Longest track record.**

**Mauris eu lacinia
turpis, ac egestas**

Suspendisse libero neque,
blandit et dictum vitae

Accumsan vehicula velit vestibulum
dictum accumsan uis non mattis



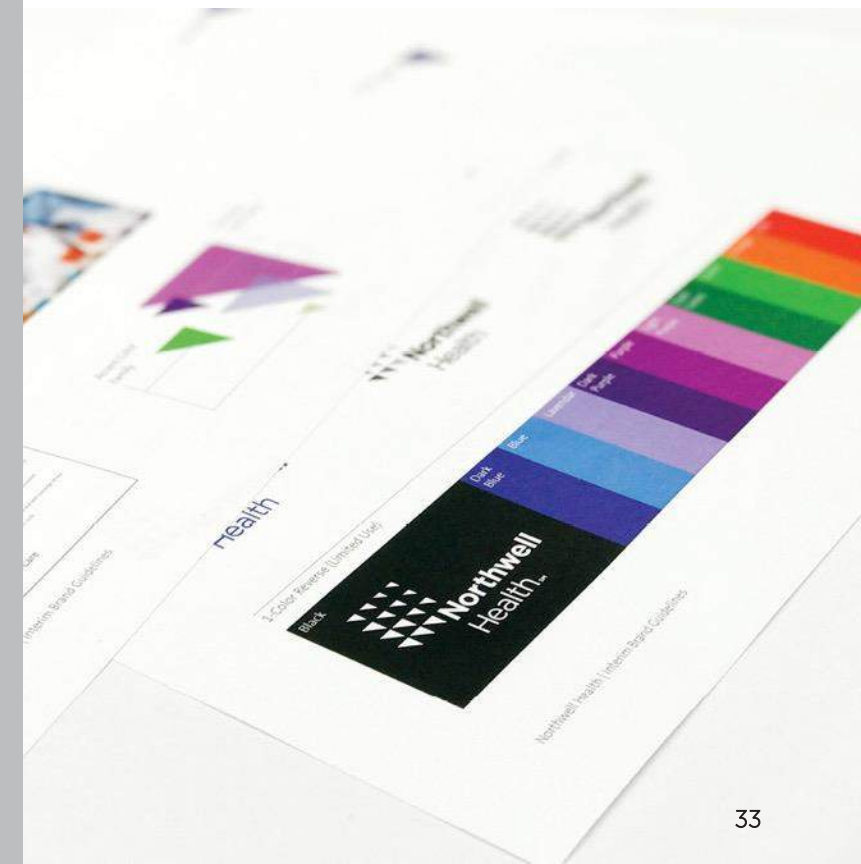
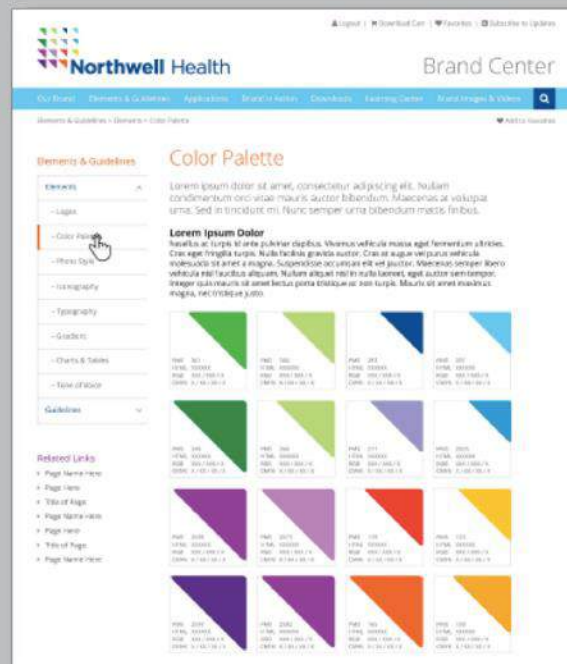
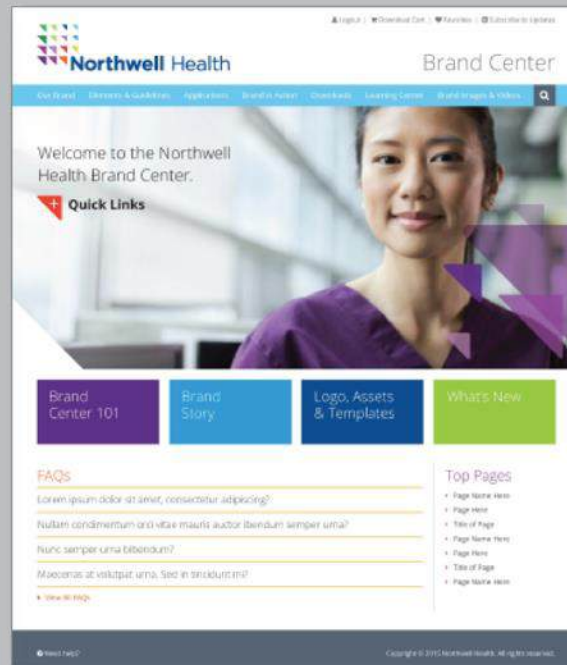
**Department of Medicine
Redefining Academic Medicine**



**Department of Medicine
Redefining Academic Medicine**







“For this to be successful, everybody has to have a vested interest in getting this to the right place. And the need to mobilize everybody and move in the right direction has probably been the hardest job. With that said, everybody is ready and energized. We have a really good story to tell and a really good platform to tell it.”

Ramon Soto
Chief Marketing Officer, Northwell Health

“Monigle has an amazing way of getting corporate players to talk honestly and collaboratively about their established brands and businesses. While respecting the essence of an existing brand, Monigle has a unique ability to find the white space and breakthrough to create a truly unique brand positioning and expression.”

Katherine E. Zimmerman Sr.
Director of Brand, Marketing & Communications, Northwell Health

CASE STUDY

LCMC Health

Creating a health care experience that delivers “health care with heart”

Audience Research
Brand Research
Experience Innovation
Brand Platform
Brand Architecture
Visual Identity
Verbal Identity
Brand Book
Brand Video
Launch Event Design
Brand Trainings
Asset Conversion



Overview

New Orleans is a place unlike any other, filled with a community of patchwork parishes and cultural distinctions all bound together by infectious hospitality and *joie de vivre*. But it's also a community that struggles with consistent quality healthcare, accessibility across its very diverse socio-economic parishes but is ripe for a revitalization of health and health care. Meet LCMC Health, a homegrown health care system weaving together hospitals with 100+ year old legacies empowered to improve New Orleans' health and wellness landscape.

With a deep dive into the role of each hospital in contributing to the local micro-communities across the region, we developed a clear understanding of the raw material that we had to work with—the traits of established institutions that could become a part of a bigger story. The outside-in view of what consumers needed from the brand became the balance to that story.

New Orleans consumers hungered for a more personal, human touch while the place they called home demanded respect for individuality and the realization that each consumer wants and needs an experience as unique as they are. Thus, a new LCMC Health brand was born—one focused on celebrating extraordinary in a world of ordinary through the empowerment of team members to express their own *lagniappe*, a unique concept to Louisiana expressed by “a little something extra” that we each bring to our professional and personal pursuits.

Brand Essence

Mantra

We celebrate extraordinary in a world of ordinary

Attributes

Being authentically
New Orleans

Championing
originality

Always looking
forward

(Before)



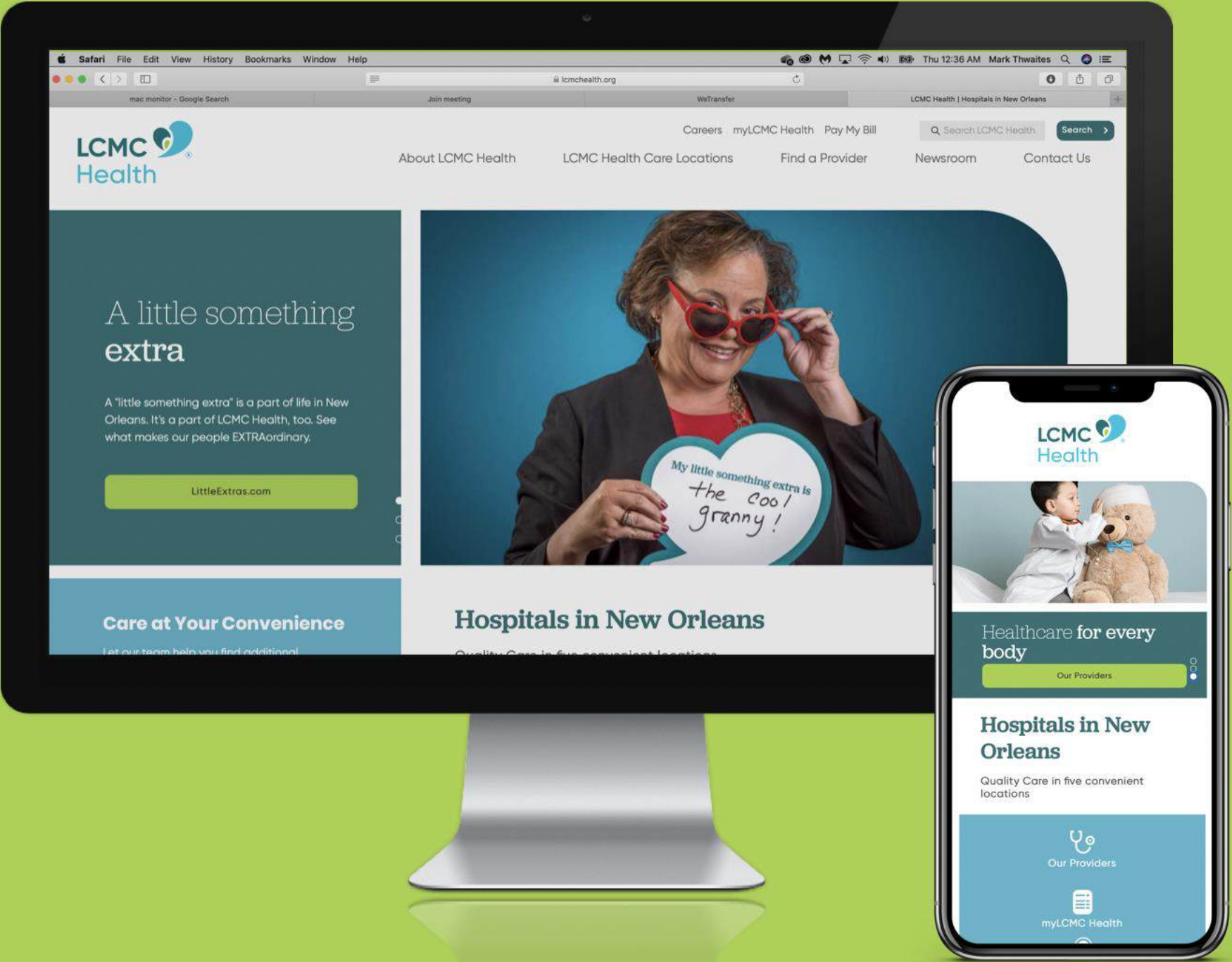
(After)

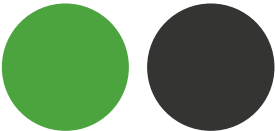
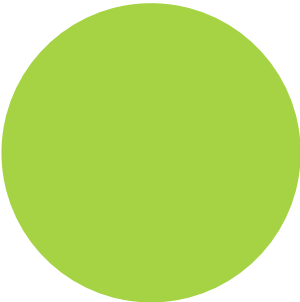
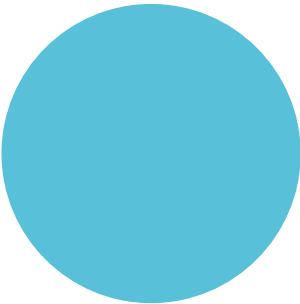
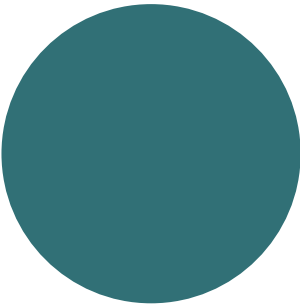


How do you bring extraordinary to life in a real, human way? That became the design challenge as we worked to craft a new visual expression of the brand. To build that human connection, we wanted to borrow a cue to which we could all relate.

The heart icon became a clear point of differentiation for the brand that repositioned the very technical, innovation-oriented competitor against this more emotional connection. And this connection has guided the experience ever since.

If you have ever been to New Orleans, you know that a little something extra is part of life here, because a little extra is the difference between ORDINARY and EXTRAORDINARY. Know that feeling you get when someone goes above and beyond? That is what this brand taps into: A Little Something Extra. We built this brand to deliver a personality that would not only be true to the region but would allow each employee to interpret what a little extra means to them and customize the delivery of their own extras. Since this brand is built around the employees, we knew that before we launched the brand externally, we had to get internal audiences engaged and excited.





Aa
Jubilat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

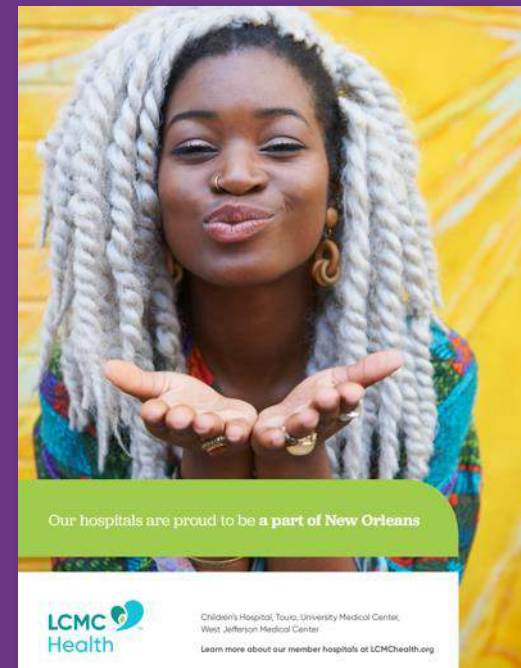
Jubilat Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU
Jubilat Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsT
Jubilat Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsT

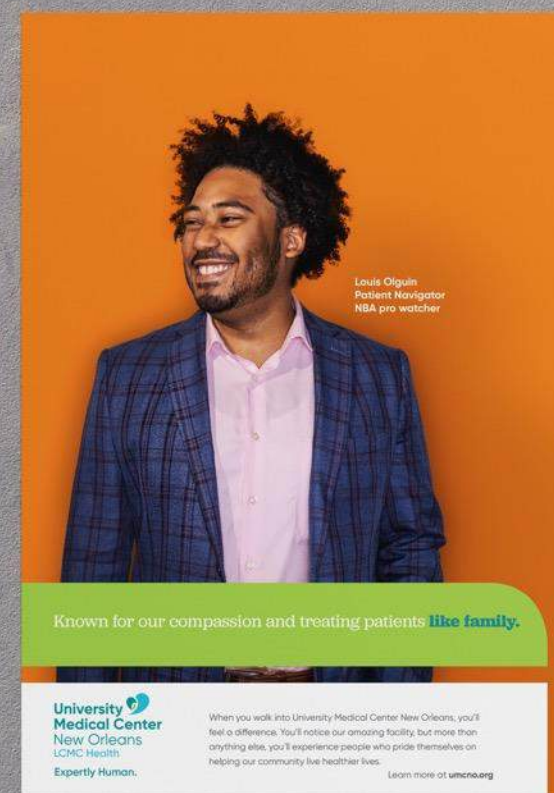
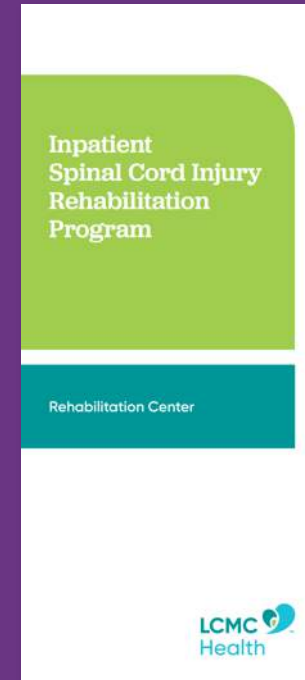
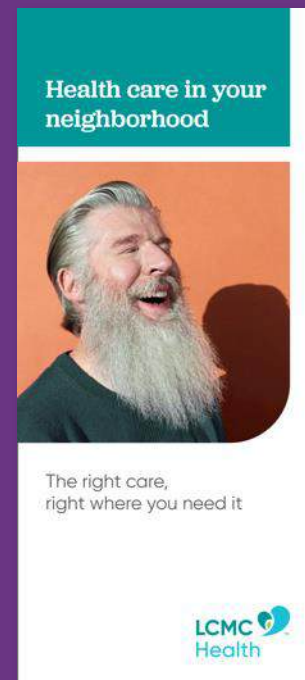
Aa
Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Gilroy Regular / Regular Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsT
Gilroy Bold / Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsT







Welcome to the family
New mothers guide



The right care,
right where you need it



Welcome to the family,
Dr. Taylor Ellis

A close-up photograph of a hand pointing with the index finger towards the text 'A little something something' on a white surface. The text is written in a blue, sans-serif font. The word 'A' is small and in a regular weight, while 'little' is also in a regular weight. The words 'something' and 'something' are in a bold weight. The hand is positioned in the upper right corner, with the finger pointing towards the first 'something'. The background is a plain, light-colored surface.

A little
something
something

LCMC Health



Dr. Bruce Wilson
Internist
Bow tie extraordinaire

World-class care **close to home.**

West Jefferson Medical Center
LCMC Health
Expertly Human.

We're naturals at helping patients on the Westbank. We're known for helping our community lead healthier lives. But what truly makes West Jefferson Medical Center extraordinary is the manner in which we do those things. Because for us, caring comes naturally.

Learn more at wjmc.org

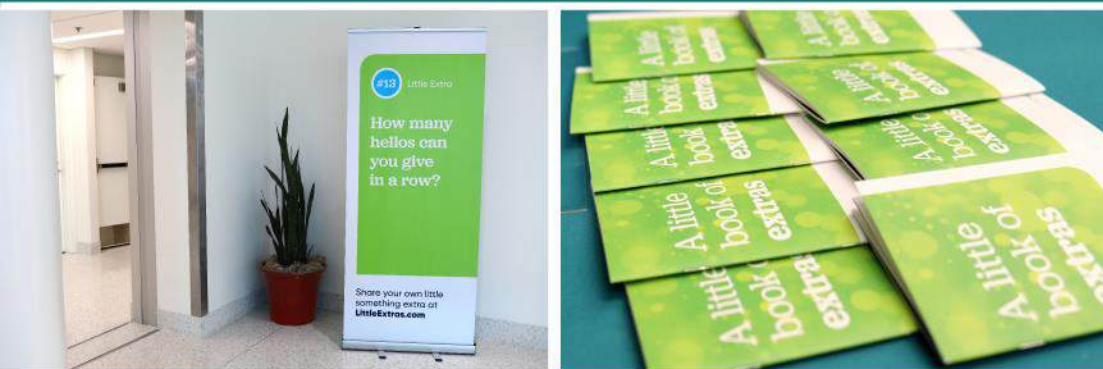
Teaser campaign & launch day

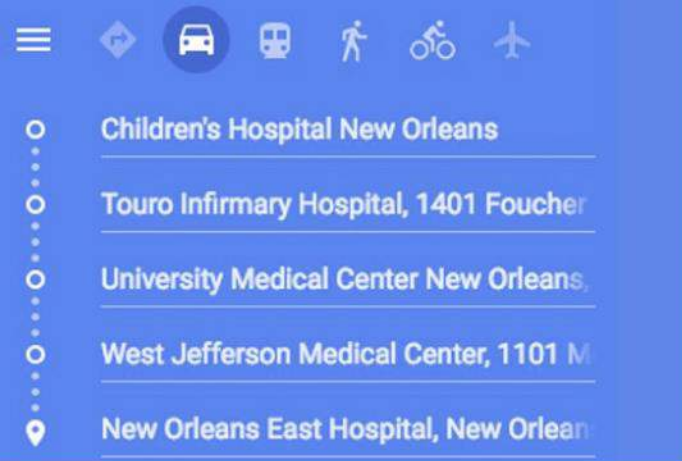
The brand was launched to incredible internal excitement and energy during a leadership roadshow that included a CEO-led second line, a live band and immersive experiences for employees at each hospital and office space that educated audiences and provided them with interactions that expressed the brand experience. The internal launch theme, built around littleextras.com, has guided the celebration of lagniappe across the system and continues to be used today to celebrate and elevate the work of employees and communities across LCMC Health. Through our first phases of brand research, we are seeing incredible momentum around the brand—the most in the market—that is translating to understanding and choice among audiences across the market.

A LITTLE SOMETHING EXTRA



littleextras.com









#LittleExtras





“ The response to our new brand has been positive and powerful. The most significant value is what it has done for our culture and employees. Brand launch brought people across the organization together and you could feel their pride in being part of something bigger, our health care system. Our people are energized by our very human brand that clearly communicates our story and empowers our employees to do that ‘little something extra’ every day. We’re now focused on sustaining that magical launch day feeling and hardwiring it in everything we do, internally and externally. Engaged and proud employees create a great culture and that positively impacts what’s most important to us, our patients and community.”

- Christine Albert, MPP, APR, Senior Vice President, Marketing and Communications, LCMC Health

CASE STUDY

UNC Health

**A new horizon in health where empathy
and expertise intersect**

Brand Platform

Brand Architecture & Nomenclature

Research

Naming

Visual Identity

Collateral & Stationery

Signage Program

BEAM

Brand Video

Digital Toolkit

Activation Planning

Training Video

Infusing expertise and innovation in a 70-year-old organization

UNC Health Care has strong historic roots dating back over 70 years but was facing an identity that was outdated and didn't properly reflect their aspirations as a system—their focus shifted to empowering health, not just health care, and caring for people across the state of North Carolina. In addition, the system was undergoing a larger scale transformation effort culturally and operationally to provide a modern, integrated approach to meet patient needs. As they looked to transform as a system, they needed to bring their brand along on that journey.

A robust discovery process, including internal interviews and consumer insights, confirmed a positioning for the system at the convergence of empathy and expertise, allowing it to stand out from local competition, including academic-focused Duke Health and community-focused Novant Health. Research also supported the decision to drop the word "Care" from the name, allowing the system to stretch beyond typical health care boundaries and reflect its future ambitions.

With these insights in mind, we created a visual identity that proudly displays the duality of the system, maintaining the traditional Carolina Blue that the system has proudly displayed since 1952, while introducing a new, modern secondary color palette. A robust socialization process helped to navigate the relationship between the health system and university, driving buy-in across the system. We simplified the system's brand architecture to reinforce the idea of ONE UNC Health and supported the activation process to introduce and integrate the new brand across the system. The result is a modern, aspirational brand that reflects the intersection of empathy and expertise, propelling the organization on their path of transformation.

Brand Essence

Mantra

**Ensure a healthy
future for all**

Attributes

Approachable

Transformative

Optimistic

(Before)

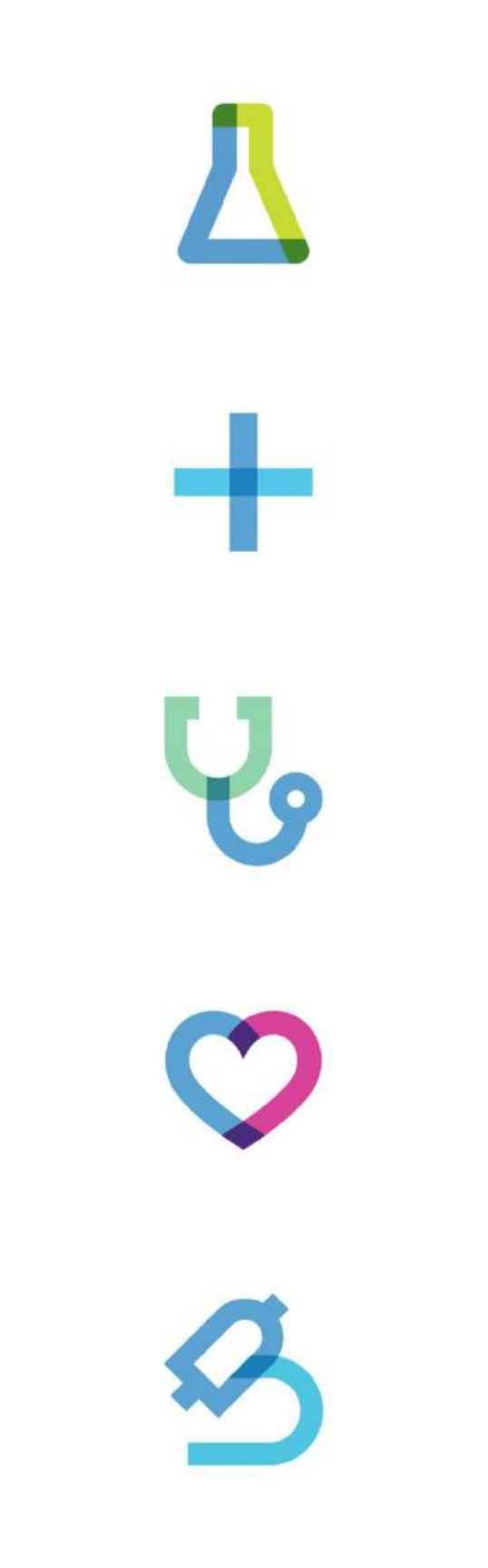


(After)



The new UNC Health name and logo mark are symbolic of a commitment to the health system's transformation strategy. That strategy was developed to ensure an ability to care for the people of North Carolina as customers adopt new technologies and expect a new kind of health care delivery. The logo embodies the essence of UNC Health's vision: **a new horizon in health where empathy and expertise intersect.**





Your family, our care and expertise

Ullorres dolupti umquiae numet ratur aut ipic to qui
restota quibus, il magna temporum faccusc ilitatis aut ut
ute vene laborest rera corum faccaec taquasi ut etust.

UNC
HEALTH.

unhealth.org

How we care for your family

UNC
HEALTH.

Lorem ipsum dolor sit amet

Mendae por ab imporeptae verum ius nihici blaute nam inustio nsequam, omnis
reperiatur sim sitae nit quam, secumque labonb uscopus dus, quia perum
quam quas atur?

- Rutrum sed phasellus massa, porttitor sit mi
- Urna sed rhoncus, rutrum nibh
- Consectetur sed pharetra, scelerisque nulla sollicitudin ut
- Faucibus conubia habitasse nulla venenatis ut

Omnit qui inhiil lum endem vid ut et hilorum ea arumque sim quiam quas atur?
Femam, optatia que idem dolum, conet laut event estiae usdaector autempest.

unhealth.org

Hours
Monday - Friday:
Saturdays: 8:30

Location
UNC Heal
555 Ad
Raleigh

UNC
HEALTH.

Michele Cerminaro
MD

**Your family,
our care and
expertise**



**UNC
HEALTH.**

unchealth.org

**UNC
HEALTH.**

Conquering cancer together

Que recture pedigna tion serae
iliquun dicatus et ferferis qui
volorpo remp orro

unchealth.org

**UNC
HEALTH.**

Find your doctor

Finding your doctor has
never been easier

From primary care providers to specialists,
UNC Find-A-Doc is your resource for finding
the right care close to home.

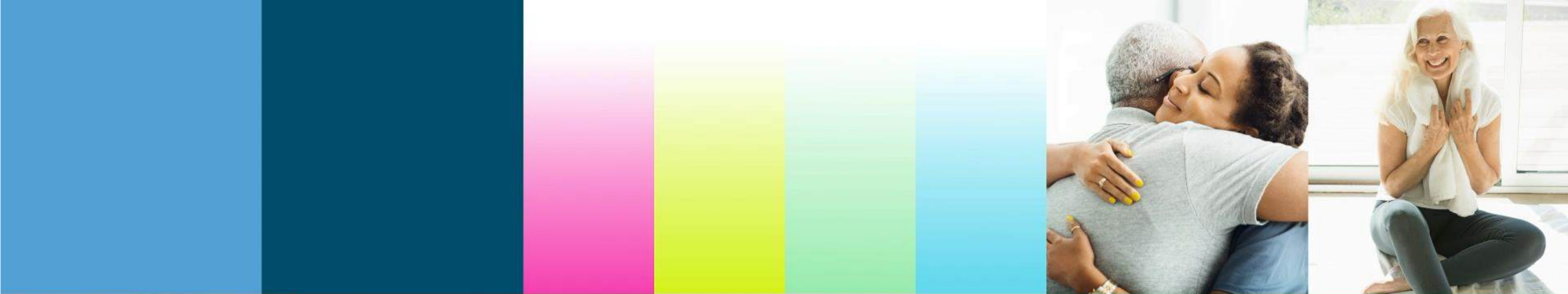
Begin your search at uncfindadoc.org
or call (984) 974-632

unchealth.org

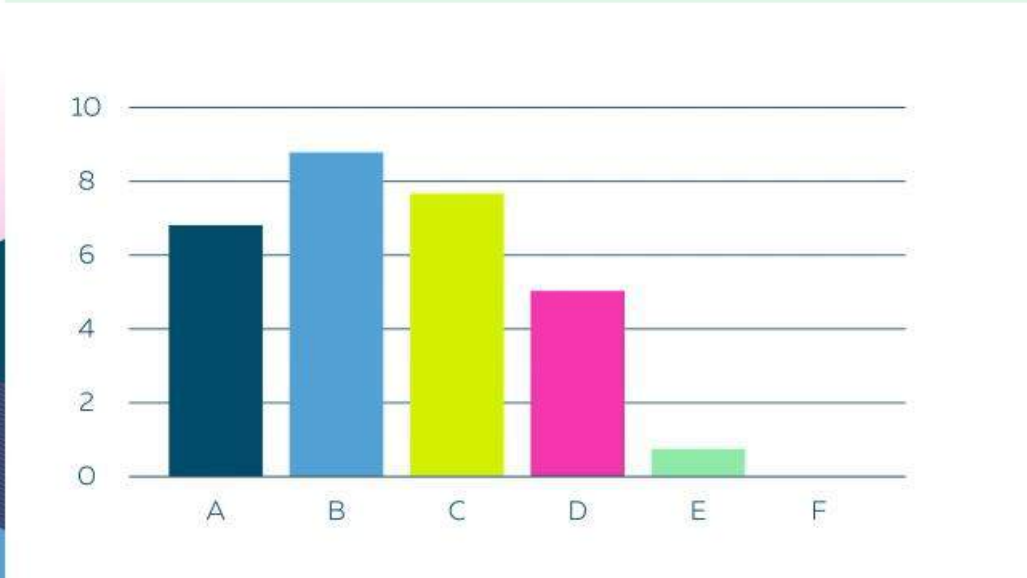
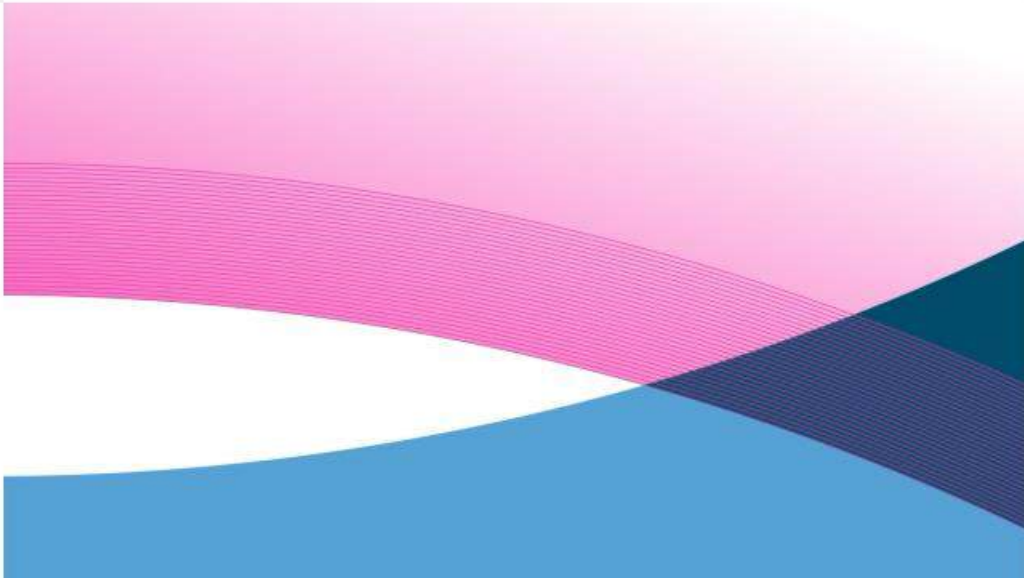
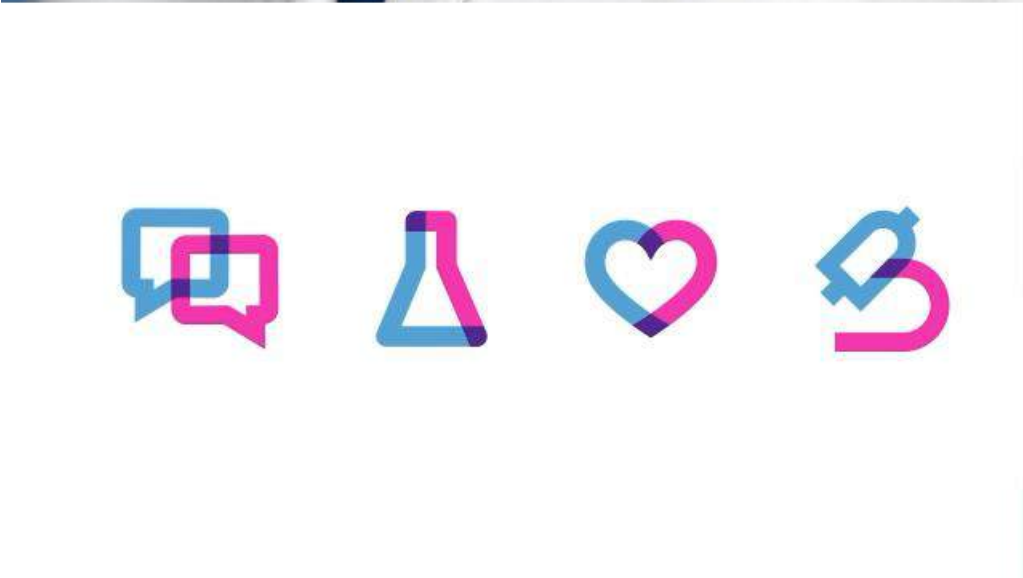
**How we
care for
your family**

**UNC
HEALTH.**

unchealth.org



Muller Light
Muller Regular
Muller Medium
Muller Bold



[Who We Are](#)[Guidelines](#)[Using our brand](#)[Downloads](#)[Resources](#)

Welcome to Brand Central!

Your go-to site for UNC Health brand information, assets and materials.

[Watch our brand video](#)

What are you looking for?



 Collections

 Favorites

 Profile

 Logout

UNC HEALTH

Who We Are

Guidelines

Using our brand

Downloads

Resources

Photography

Introduction

UNC Health Living

UNC Health Caring

In use

Misuse

Introduction

Our UNC Health photography is authentic, bright, clean and cool.

AUTHENTIC

BRIGHT

CLEAN

COOL

Our photography is a memorable and recognizable visual element that reflects the more human, emotional aspects of our brand. Through style and content, we can merge the empathy and expertise that our brand embodies. We have two palettes for UNC Health photography – Living and Caring. Our Living images represent the healthy lifestyle and positive outcomes of our expertise and care. Our Caring imagery portrays the people involved in and the environments where our communities experience our care.

All imagery should be professionally executed, well-lit and thoughtfully composed. Backgrounds should be clean, simple and uncluttered. Content should be candid, never posed or staged. **We would encourage you to use our images with more diverse populations to show the breadth of our co-worker and patient populations in North Carolina.**

UNC Health Living

When producing or selecting Living photography, follow the key principles below.

Capture everyday people in positive, healthy lifestyle activities.

Subject matter should be warm, human and diverse.

Color tone should be cool, clean and bright.

Lighting should be very bright, but still natural.

Subject should feel authentic and natural.

People can be alone or connecting with each other.

UNC HEALTH

Who We Are

Guidelines

Using our brand

Downloads

Resources

Brand voice

Our voice principles

Principle 1: We are approachable

Principle 2: We are transformative

Principle 3: We are optimistic

Brand voice

Style guide

Our voice principles

What are voice principles?

Voice principles are the feelings that deliver tone. Our principles directly align to our brand personality traits, and aid us in embodying the feeling we want our audiences to have when they engage with us.

If our voice was embodied by a person, that person would be:

Your high-achieving but down-to-earth friend who lives down the block. She has a PhD and has traveled the world, but she still comes over for barbecues and picks up your kid at soccer when you're stuck at work.

She's the person you go to when you feel lost or confused because she listens and then gives real advice – advice you can put into action. (And she always responds to text messages quickly, sometimes even with a phone call.)

She knows what she's talking about and isn't afraid to tell you something you might not want to hear. But she never bosses you around or criticizes you; she respects your knowledge and opinions. Talking to her makes you feel cared for, reassured and confident that you will get through a tough time.

Principle 1: We are approachable

At UNC Health, we are committed to combining the head and the heart. By uniting empathy and expertise, we ensure every North Carolinian has affordable access to a new standard of health.

An example of what we mean:

At UNC Health, we are committed to improving the health of all North Carolinians, through everyday patient care, ongoing research to improve people's lives, and inspirational encounters where we hope everyone we meet feels comfortable and included, asks questions, and leaves their interaction feeling heard and empowered about their health.

WHAT WE MEAN

We sound empathetic, warm, rational, inclusive and emotional.

WHAT WE DON'T MEAN

We don't sound judgmental, authoritarian, superior or cold.

HOW WE WANT AUDIENCES TO FEEL ABOUT US

We want our readers to feel comfortable asking us anything.

HOW WE BRING THIS TO LIFE

"I really want people to know that it's OK for you to talk with your primary care provider if you are feeling depressed, anxious or have any other concerns about your mental health. You don't have to wait for an appointment with a psychiatrist." – Dana M. Neutze, MD, PhD is an associate medical director at UNC Family Medicine Center at Chapel Hill, "How a Primary Care Provider Can Help Improve Your Mental Health," HealthTalk blog

Who We Are

Guidelines

Using our brand

Downloads

Resources

Logos

Logo library

Search Assets

OPEN FILTERS

Newest

A-Z

Popular

21 Results

UNC HEALTH

unch_sm_v_pos_clr_rgb_191218.png

PNG

17.0 KB

Download

Email

Collections

UNC Health – Vertical – Color

Color, Masterbrand, Vertical (preferred), PNG

UNC HEALTH

unch_sm_v_pos_clr_rgb_191218.png

PNG

17.0 KB

Download

Email

Collections

UNC Health – Vertical – Color

Color, Masterbrand, Vertical (preferred), PNG

UNC HEALTH

unch_sm_v_rev_wht_rgb_191218.png

PNG

15.0 KB

Download

Email

Collections

UNC Health – Vertical – White

White, Masterbrand, Vertical (preferred), PNG

UNC HEALTH

unch_sm_v_pos_blk_rgb_191218.png

PNG

16.3 KB

Download

Email

Collections

UNC Health – Vertical – Black

Black, Masterbrand, Vertical (preferred), PNG

unch_sm_v_rev_wht_4cp_191218.eps

EPS

860.3 KB

Download

Email

Collections

UNC Health – Vertical – White

White, Masterbrand, Vertical (preferred), EPS

unch_sm_v_rev_wht_rgb_191218.eps

EPS

293.0 KB

Download

Email

Collections

UNC Health – Vertical – White

White, Masterbrand, Vertical (preferred), EPS

UNC HEALTH

unch_sm_v_pos_clr_4cp_191218.eps

EPS

872.3 KB

Download

Email

Collections

UNC Health – Vertical – Color

Color, Masterbrand, Vertical (preferred), EPS

UNC HEALTH

unch_sm_v_pos_clr_rgb_191218.eps

EPS

305.3 KB

Download

UNC Health – Vertical – Color

“ Over the last year, Monigle has played an influential role in not only leading development of our new identity, but in the socialization and on-the-ground prep to make this change real across our system. Thanks to their partnership, we are proud to present a brand to the world that reflects the duality of our organization and illustrates our commitment to being a positive force for all of North Carolina. ”

- Elizabeth Hite,
Executive Director, Brand & Marketing

CASE STUDY

Luminis Health

**Illuminating a new era of healthcare
to a community**

Discovery

Brand Strategy

Naming

Brand Platform

Brand Architecture

Partnership Strategy

Verbal Identity

Visual Identity

Activation

Teaser and Launch

Brand Behaviors and Book

Guidelines

Brand Training

LIGHTING THE WAY WITH EASE AND SIMPLICITY

Industry Context:

In recent years, a new expectation has been set in the healthcare industry to shift the focus to a more patient-centric business model. However, while many brands strive to bring higher levels of humanity to their approach, few have embraced it as wholeheartedly and holistically as Luminis Health.

Challenge:

We began with two unique health systems with one shared goal: to transform people's care for the better. In order to do so, the new brand, culture, and voice had to be seamlessly integrated, externally and internally. Both organizations needed to come together around something that mattered.

When combined, these health systems stretched across nearly the entire state of Maryland, from Washington DC to Baltimore—a highly competitive region for healthcare. Our opportunity was to position against the big academic medical centers by offering something different: a simpler, more personal, more human approach.

Research showed that consumers want to feel prioritized, and want to be involved in their care. Ultimately, they want to be treated like a person that matters. Our new brand had to show how a small system with a big heart could deliver all of that, and more.

Strategy:

We focused the new brand around a single, essential concept: making healthcare refreshingly easy. This strategy not only aligned with what people want from their care experience, but also helped distinguish Luminis in a highly-competitive market. We elevated the big benefits of a “small” system: locations are easy to navigate, not huge and overwhelming; providers are embedded in neighborhoods, not big cities; and doctors have more time to care for individuals, instead of treating them like another number.

We set out to create a brand that looked, sounded, and felt as bright and welcoming as this refreshing approach. The Luminis name became our North Star, radiating the simplicity, humanity, and optimism of the strategy. Every detail, from the colors, to the photography and illustrations, to the language used in messaging, was developed to reflect and connect with the people served.

Results:

The new Luminis Health brand is a beacon for hope, healing, and a better approach to care—on a personal, and industry-wide level. With a positive energy and momentum that not even the challenges of 2020 could dim, Luminis Health promises a refreshing, simple, and wholeheartedly human experience that sets a new standard for personalized, patient-centric healthcare in Maryland and beyond.

Stakeholder perspective

"The opportunity is unbelievable. We can impact an entire community. There is a lot of excitement around this."

Luminis Health leveraged a three-pronged approach of consensus-building and buy-in to ensure a successful outcome

Internal leadership

- Initial participation in Discovery interviews to represent both organizations and their goals
- Share directions and options with leaders at each organization and later as a combined c-suite team
- Bi-weekly meetings with Tori Bayless, CEO, on progress and decisions (some meetings were internal-only, others included Monigle)
- Regular presentations with both sets of Board of Directors

Employees

- Focus Groups included as part of discovery process to represent both organizations
- Each phase included a workshop that welcomed HR, IT, and frontline staff as crucial participants
- Included at key decision points to provide input and make decisions



Communities and local officials

- Initial research via quantitative surveys with consumers and community influencers that spanned all geographies
- Government representatives were included in Discovery interviews
- Socialization with local mosques and churches before brand change was publicly announced
- Other local care organization including fire stations, EMTs, and schools were also involved before launch and invited to participate

**Key insights from
our research pushed
the brand positioning
to a unique and
ownable space**

Stakeholder perspective

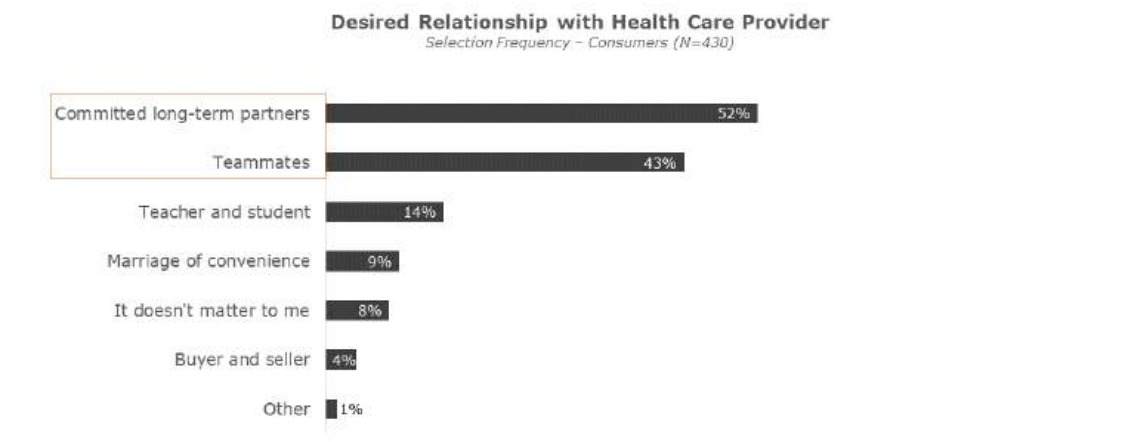
*"If you're just going to be another hospital,
you're not going to out-Hopkins Hopkins."*

People wanted a more personal and human experience, a health-partner

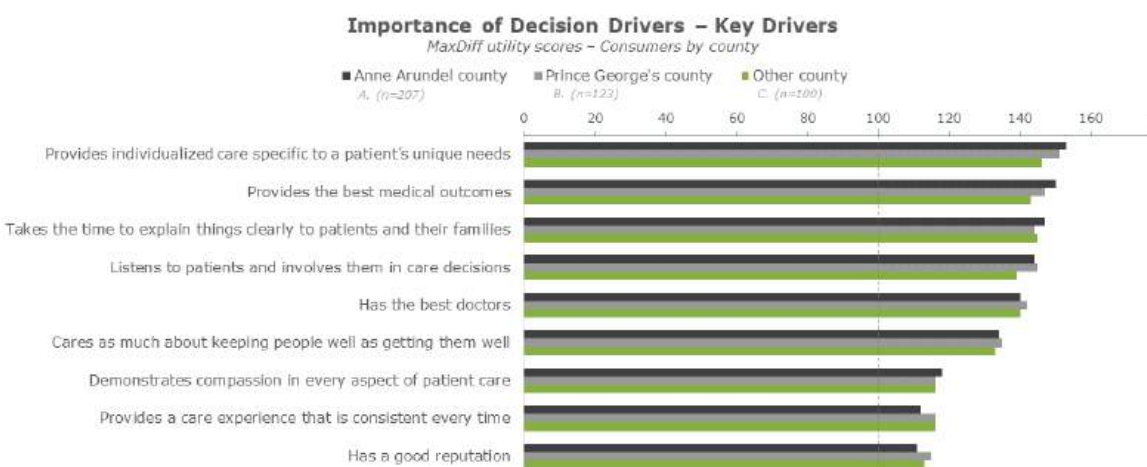
Consumers want to feel like the top priority when they receive care



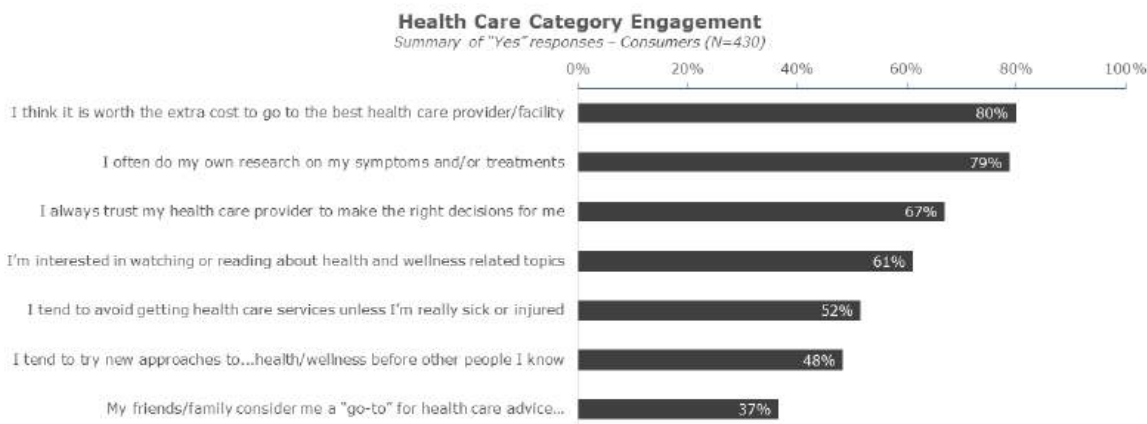
They also want to work together with their provider like partners and teammates



Our research shows that consumers from our region want a human and empathetic experience with quality care



Our consumers are willing to pay more for the best care and are active participants in their care



Brand Essence

Promise

Refreshingly easy

Purpose

Removing barriers to health

Pillars

Innate understanding

No one knows this community better than we do, and it shows. With expertise and understanding, we make each person feel like they're the only one that matters.

We are **attuned**.

Keeping people in the know

We work side by side with our community and patients in ways that matter most, ensuring that they're educated and informed, so they can take control of their health.

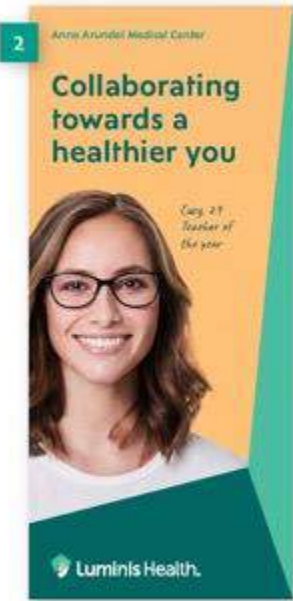
We are **forthright**

Expertise within reach

As an agile system of care, we're creating a new force in health care, delivering high-quality care in an optimal way by expanding our footprint, mobilizing our services and enhancing health in our communities.

We are **exceptional**.

The Luminis Health brand architecture and naming conventions are designed to build the brand and help patients easily find their way



Nomenclature Decision Tree
Naming a service or entity and confused about where to start? Follow the decision tree to determine which descriptor to use.



1: System

Our masterbrand, represented by the Luminis Health logo, is prominently placed with high visibility.

2: Key access points

Medical centers and major service lines are treated typographically, in a highly visible location.

3: Wayfinding

Practices, sub-specialties, support services and locators appear as remote descriptors or in the context of copy and address blocks.

And the naming strategy is driven by unity and simplicity

We are unified under one masterbrand.

How do we deliver on our experience of being refreshingly easy? One way is by unifying everything we do under a single system brand (our masterbrand). We can focus our resources and bring the organization together in an efficient and scalable way. This strategy allows us to:

- Simplify our portfolio
- Make it easier to access our system and benefit from the value it creates
- Organize our entities and offerings in a cohesive fashion
- Give clinical services and facilities distinct visibility while elevating our masterbrand
- More efficiently build equity in Luminis Health

The chart below outlines the levels of our brand architecture and where entities fall within this structure. The following page illustrates how these entities are treated visually in application.

Brand Architecture Level	Entities Included	Visual Treatment
1: System Represents Luminis Health and all that we have and do within our system. This is our only logo.	System brand	Luminis Health logo
2: Key access points Significant offerings of our system include medical centers and major service lines.	Medical centers and major service lines	Remote typographic descriptor
3: Wayfinding Helps guide people to the care and locations they're looking for.	Practices, sub-specialties, support services and locators	Remote typographic descriptor

Guideposts for our names.

We start with a general approach for our names:

- **Lead with Luminis Health:** Luminis Health is our brand and represents all we do. It's the first element of all our names.
- **Be descriptive:** Step into the consumer's shoes and use easy-to-understand language to clearly describe our offerings. Avoid unique or ambiguous names that consumers won't immediately get.
- **Avoid acronyms/initialisms:** They may be short, but acronyms and initials cause confusion, dilute the message, require further explanation and can be problematic for search engines.
- **Limit to last name:** While donors are critical to our system and growth, their names add complexity. When possible, use only last names of our donors.
- **End with the descriptor:** Provide critical information first, and then follow with a descriptor. Instead of "Center for X," write "X Center."
- **Meet regulatory and accrediting standards:** Comply with regulatory and credentialing requirements set by The Joint Commission, Centers for Medicare and Medicaid Services, etc.

Naming Our Services and Entities

Naming convention	Definition	Formula	Donor opportunity?	Receives marketing dollars?
Foundation	A separate nonprofit organization that supports the programs and services of a medical center. It operates independently, yet its goal is to raise money for the medical center and to increase community awareness.	Medical Center Name + Foundation	No	Yes
House	A location where patients, patients' families or long-term residents (i.e., nursing home) can stay or live.	(Last Name) + (Specialty/Locator) + House	Yes	Yes (not always)
Network	A collection of health providers, such as physicians, hospitals and post-acute specialists, that join together for a specific purpose. Networks are led or organized by Luminis Health.	Purpose + Network	No	No
Pavilion (on medical center campus)	A building on a hospital campus that provides clinical care and/or supports primarily educational or administrative functions.	(Last Name) + Pavilion	Yes	No

Locator name

The locator name helps patients and visitors understand where the entity is. Use the below list, in order, to select the most appropriate locator name:

1. Neighborhood or development
2. City or town
(if the area is too small to have a neighborhood name)
3. Street name
(if the city or town has multiple locations)
4. Cardinal direction or address number
(if there are multiple locations on the same street, within the same office park, campus, neighborhood, etc.)

When we have multiple practices at the same location, now or in the future, the signage, collateral and advertising should use specific addresses, including building names and suite numbers, for further wayfinding.

Include this information with other contact information such as web addresses and phone numbers to help people find their way.

Descriptor name

We distinguish our services and entities by creating systematic descriptors that can be used across our entire system.

Use the chart on the following pages as a blueprint for naming our services and entities:

- Classify a service or entity under the right naming convention
- Find the formula for naming a certain service or entity
- Determine whether a service or entity is a donor opportunity
- Check whether a service or entity receives marketing dollars



Before



After



The name **Luminis** is representative of light—the energy you can see, symbolizing shedding light on complexity in order to simplify it. The **logo** expresses light, forward movement, dimension and optimism, representing the commitment to being a beacon of light for our communities. The symbol, an evolution of the original lantern mark, is designed with geometric facets that speaks to clinical expertise and precision.

**The brand essence drove
the visual and verbal
expression**

AaBbCc 123

Ysans

Bold

AaBcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890!@#%&

Ysans

Regular

AaBcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890!@#%&

Ysans

Light

AaBcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890!@#%&



Luminis HealthSM

10,000

Optur andiaerit quatioste plisti omnis
as mo dolum nobis nis esequis est
earum rem volori sandi



Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
eiusmod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi



*Refreshingly
Personal*



25%

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



We communicate with boldness and simplicity.

Even something as simple as a typeface can still tell a story. This can be seen in the sharp and precise angles of our primary typeface, Ysans, and in the unique casualness of our handwritten font, Caveat. Like many of the other elements in our system, these two fonts work in harmony to balance our expertise with our humanity.

Ysans is our primary typeface. It's straightforward and easy to read.

AaBb

*Caveat is our secondary font.
It keeps us feeling human.*

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, 60, 0
rgb: 0, 157, 136
hex: #009d88

White

Seafoam

pms: 2254
cmyk: 35, 0, 42, 0
rgb: 169, 215, 170
hex: #a9d7aa

Starlight

pms: 7499
cmyk: 0, 4, 28, 0
rgb: 255, 240, 193
hex: #fff0c1

Jade

pms: 2248
cmyk: 66, 0, 48, 0
rgb: 76, 190, 160
hex: #4cbea0

Sunrise

pms: 149
cmyk: 0, 28, 58, 0
rgb: 253, 191, 122
hex: #fdbf7a

Forest

pms: 7719
cmyk: 100, 2, 46, 49
rgb: 0, 102, 98
hex: #006662

Midnight

pms: 316
cmyk: 100, 16, 33, 66
rgb: 0, 71, 81
hex: #004751

Iconography is simple and inspired by light and dimension



Appointments



Prescriptions



Water



Chat



Services



Chart

Icon Anatomy
Our icons are built out of simple shapes and have drop shadows to create a sense of dimension. Follow the steps below to create a new icon.

1: Silhouette
Begin with basic shapes (think circles, triangles, rectangles) and then modify as necessary to create a recognizable silhouette.

2: Shadow
Offset the silhouette 45 degrees to create a sense of dimension.

3: Details
Add subtle details using lines and fills. Keep things simple and add only as much detail as is needed to communicate the idea.

Icon Use
Place icons on mid to dark background colors. If needed you can place icons on white/light color backgrounds. In either case be sure the background provides enough contrast that the icon is easy to see.

VISUAL EXPRESSION / ICONOGRAPHY & ILLUSTRATION

The examples below show how icons, illustrations and data come to life through our brand's visual expression.

The Luminis Health brand voice is simple, bright and void of complexity and jargon

Our verbal identity helps us bring our brand personality to life through words in a way that's consistent and uniquely us.

In this section:

- Foundations**
The basic pillars that shape all of our writing
- Voice role**
A character reference that embodies our voice
- Voice principles & tactics**
A guide for how to apply our voice
- Lexicon**
A library of on-voice terms

VERBAL EXPRESSION / VOICE PRINCIPLES & TACTICS

Principle 3:

We're bright. We're warm and dynamic in every interaction. Our luminosity radiates through the words we say and the sentences we choose.

To be bright:

Be selective with light-driven language.
With a name like Luminis Health, it might be tempting to overuse light-driven language. Resist the urge—one light in the darkness is more powerful than a ton of spotlights. Rather than overkill: "We brighten your day with illuminating solutions," try a subtle nod: "In a tough time, you need a light."

Mix up the pace.
Changing the pace of writing can simplify the complex or focus on an emotional truth. Try one or more sentences of varying length, followed by a punchy statement or fragment used to end the sentence. Feels like punctuation.

Balance realism and positivity.
Employ positivity as an underlying theme—but never toxic or oppressive positivity. For example: We don't say: "You got this!" We say: "This is really hard. You've done hard things before, and we're going to handle this together." Acknowledge difficulty and couple that with a solution or actionable next step.

✓ This means we're:

- Uplifting
- Smart
- Modern

✗ But we're not:

- Ethereal
- Bubbly
- Syrupy

Our Element Guidelines

Luminis Health

15

VERBAL EXPRESSION / VOICE PRINCIPLES & TACTICS

When writing as Your Go-To Friend, we're real, pragmatic and bright. Our writing tactics bring these characteristics to life through specific, executional instructions.

Principle 1:

We're real. We're all people, with ups and downs. Our patients are too. And that's something we never forget.

To be real:

Give relatable examples.
Acknowledge the he people's lives. And g might say: "Between to school and watch puppy, who has time own check-up?" Sele lightheartedness—a the stone-cold serio

Adapt the realness.
If we're being real ab surgery, that's a diffi than if we're being nature of getting on the calendar. Flex yo straightforward to lig on the audience, see in moments of great write the most simpl moments, take creat

✓ This means we're:

- Relatable
- Refreshing
- Honest

✗ But we're not:

- Too familiar
- Too casual
- Bland

Our Element Guidelines

Luminis Health

16

VERBAL EXPRESSION / VOICE ROLE

Our brand voice sounds like your go-to friend.

Our voice role is a character that embodies our brand, expresses our unique personality and guides us to communicate with our audiences in a human way. It enables us to "get into character" every time we write for our brand.

We're that friend you seek out for support. We speak from a place of deep caring and tell you exactly what you need to know. Our realness sets us apart from the crowd. We emphasize. We understand. We're ready to listen, and we're here to take on your challenges as our own.

Our Element Guidelines

Luminis Health

12

VERBAL EXPRESSION / BRAND VOICE FAQS

Here's what else you need to know about using our voice tactics:

Should we use all the tactics at once?
Nope! Use the tactics that feel right for the context, audience and topic.

How do we know which tactics to use?
Some of our tactics are more general, which makes them a great starting place for anything we're writing. For example:

- Adapt the realness for the context
- Default to the present

Other tactics are best suited for specific situations. For example, we may want to use light-driven language when talking about our impact on the community and be next-level precise when trying to convey our expertise.

Does our brand voice vary by location? Service? Offering?
We're one brand—Luminis Health—so we have one voice. Our various locations, services and offerings will stand apart from each other based on what they're saying, but we always speak in the same voice. As we evolve, we may choose to emphasize some tactics for certain services or offerings, but all writing under the Luminis Health umbrella should:

- Reflect the principles of Your Go-To Friend
- Rely on one or more of our voice tactics

Our Element Guidelines

Luminis Health

18

With every piece of content, we aim to:

- Demonstrate we care
- Be inclusive
- Show respect
- Convey expertise
- Speak truth
- Earn trust

Our writing practices we serve a

To achieve th

Write simply
Our audienc ages, educat connect with and concis understand

Be useful.
Before you s what does th need to know

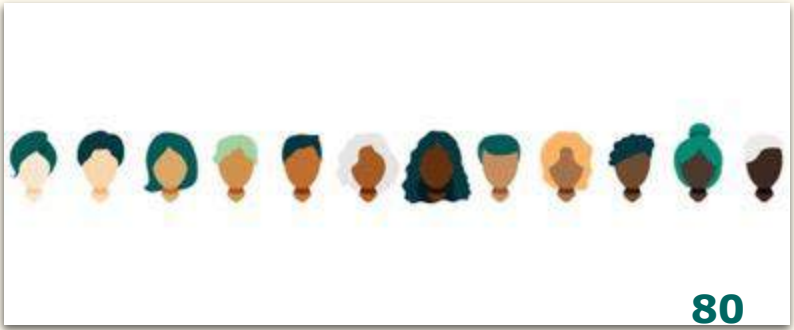
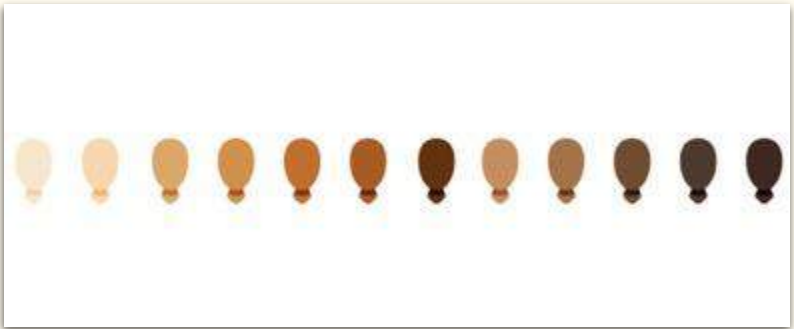
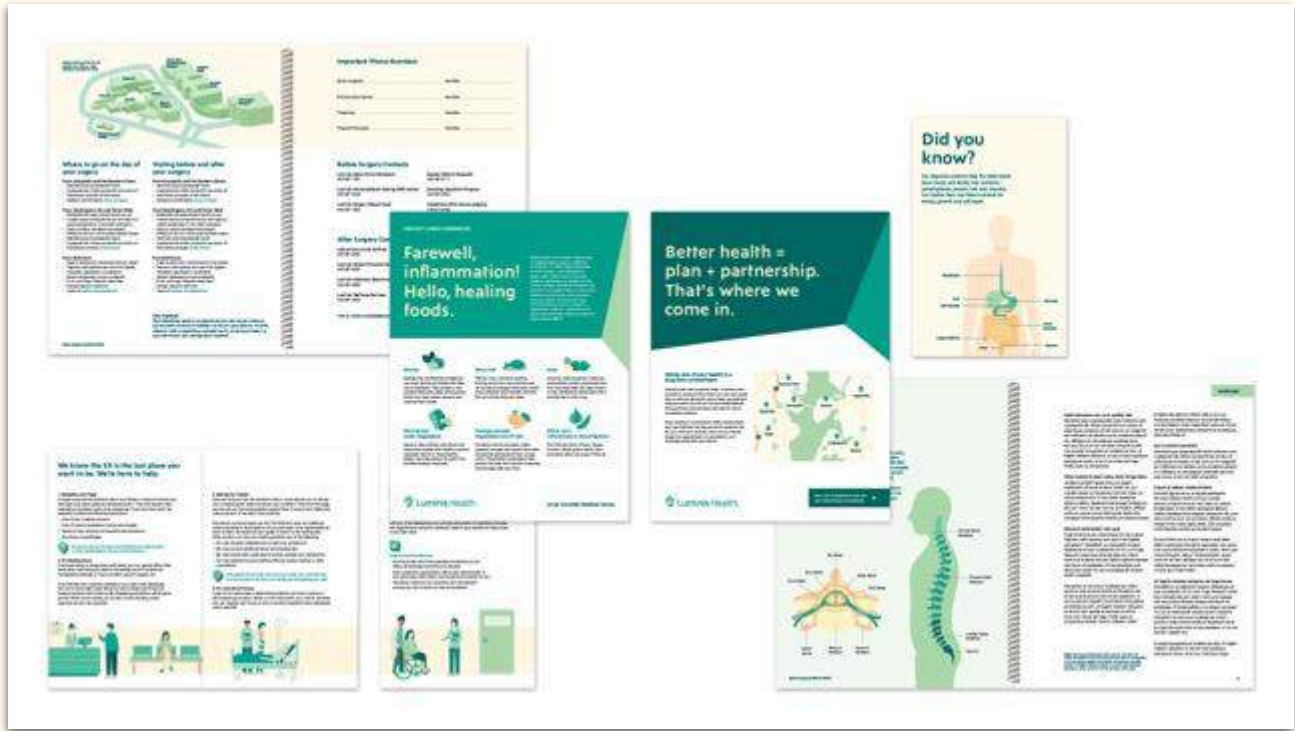
Make it com
Talk to peopl "you," "us" an Use preferen

Our Element Guidelines

Luminis Health

19

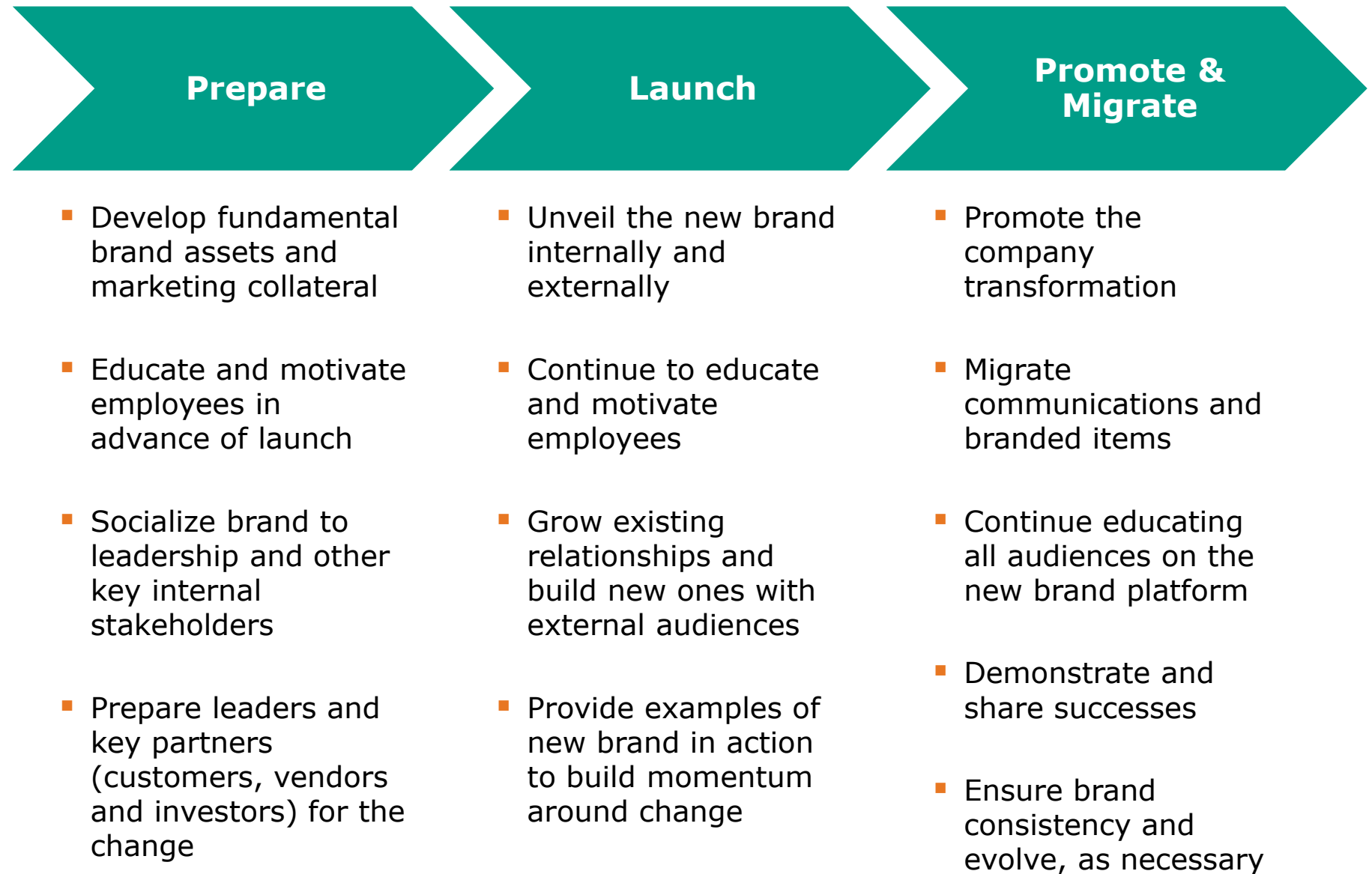
The illustration style helps simplify complex ideas, reinforce inclusivity, and makes intimidating moments more approachable



Activation Planning focuses efforts on where to make the most meaningful impact

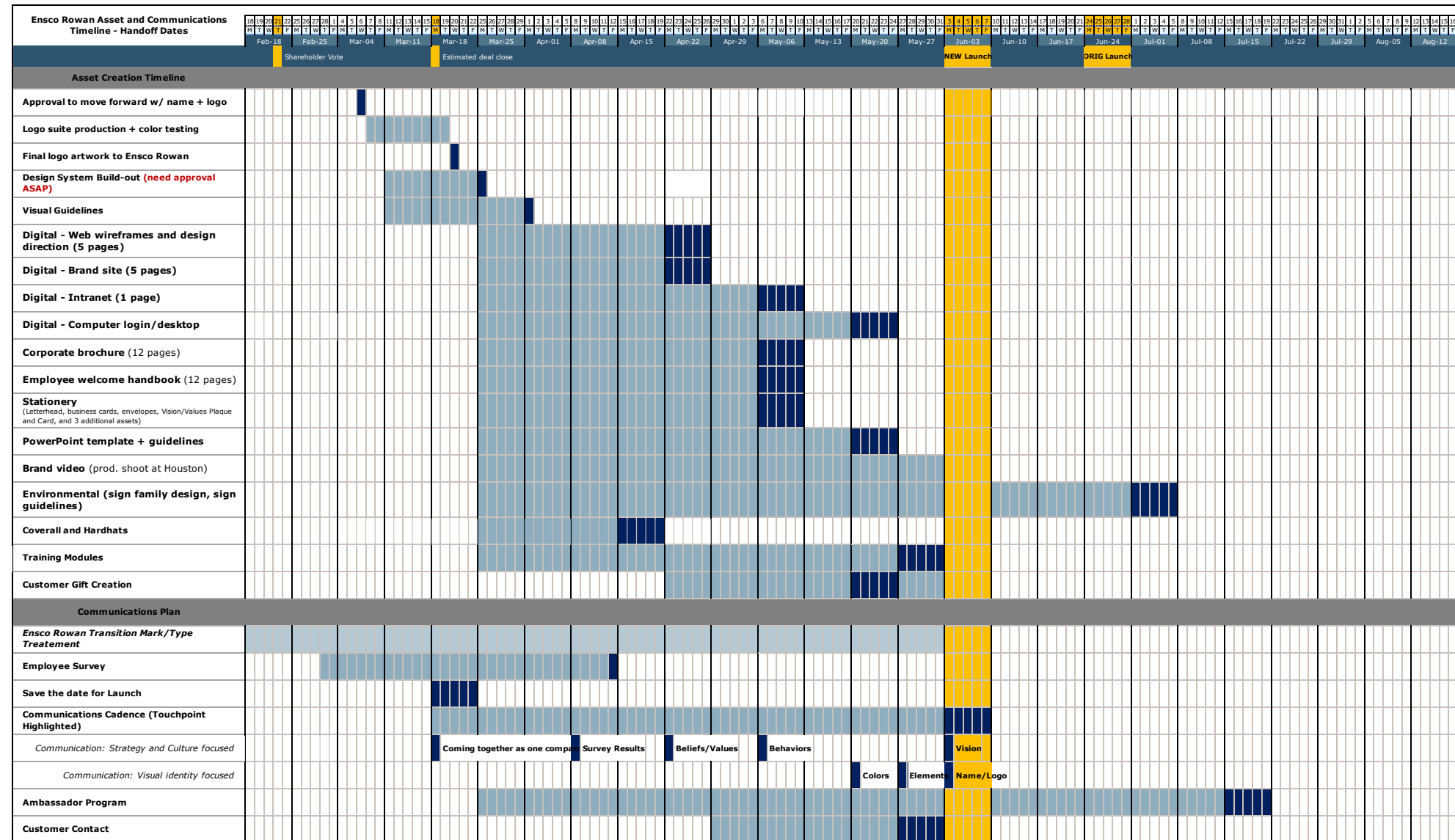
Rollout plan: The Framework

The rollout plan needs to consider activities before, during and after launch. For speed and efficiency, we typically recommend a phased approach to rollout, creating a powerful impact during launch while allowing time after to keep the momentum and complete the transformation.

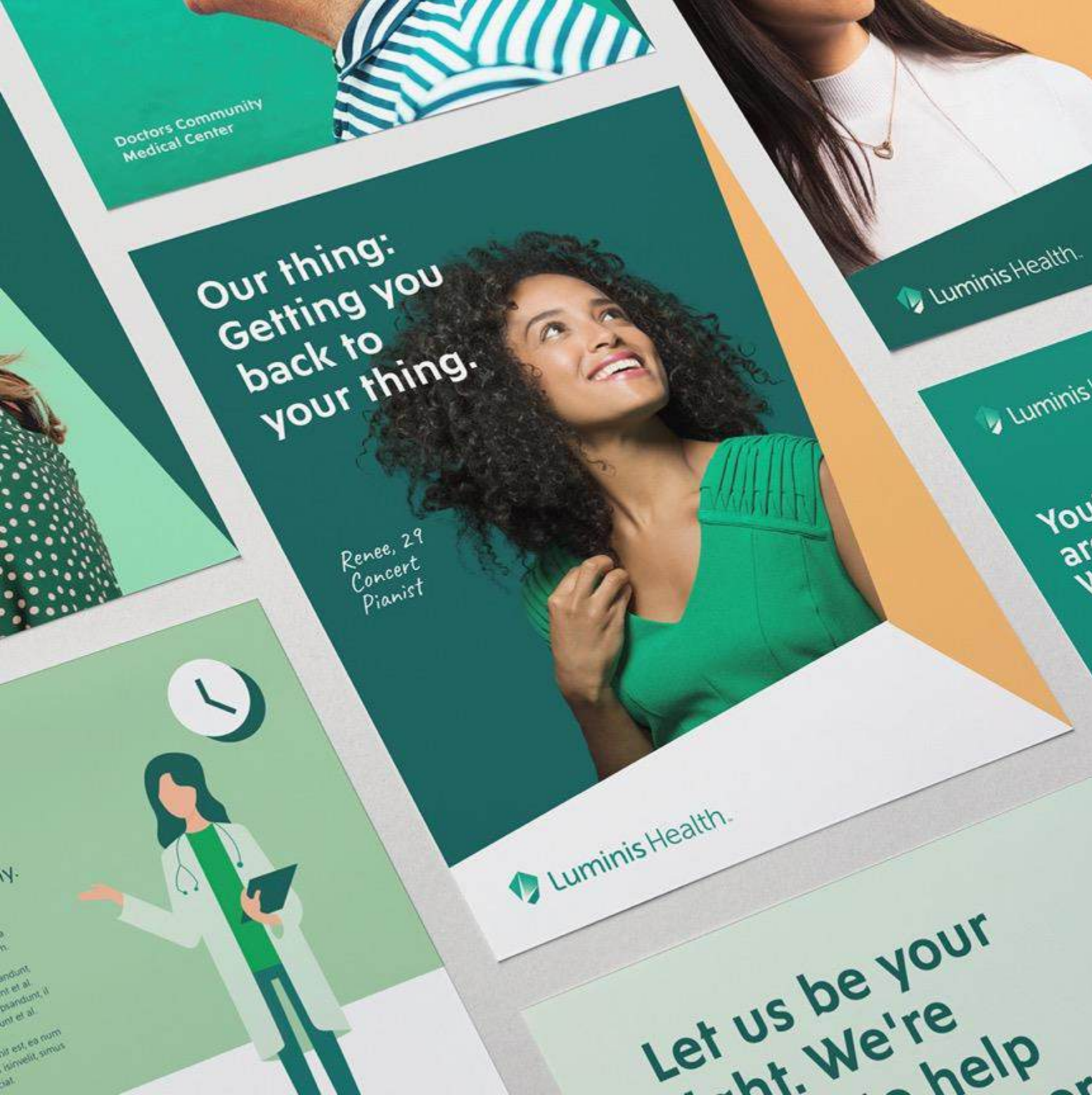


Rollout plan: Illustrative example

The rollout plan will provide the activities, timing, and cadence required to successfully rollout the brand. The plan focuses on the higher-level activities, and does not get into a detailed, step-by-step process for each workstream.



Bringing brand to life...





3million

women deal with anemia

Optima sit que veni, quanto quid et adit? et mole etis consadas omnia, eos intelligere, aut faciem que.

Deni dolupta horerum quaspediat maxim et quam, ipsa a duci core corae nonempe ribeanibus, ommolul facerat aliquit eumque nam fuga. Ceaquam quunt et alas.

Beaurum, que aut am fugitae liquis rerum fugiam, neri ibustanda sus endelibus ne noniero qui blant hil minetur?

Pudicil lugias et qui er modis ma plis quam, neri quis adipam ex evel ma enia nonsequoda mossi dicit vel esti aut.

45%

continued improvement

Et alitagoa beaurum faciem que multatipum.

Et eum nonsequamus in pariam volut aut qui que entiam, quamtum vero voluta dicit et reia volutatem exoptatibus, namque vel modiam volute volutatur et et accimus, utitipum sunt neri effundam. Et eum nonsequamus in pariam volut aut qui que entiam, quamtum vero voluta dicit et reia volutatem exoptatibus, namque vel modiam volute volutatur et et accimus, utitipum sunt neri effundam. Et eum nonsequamus in pariam volut aut qui que entiam, quamtum vero voluta dicit et reia volutatem exoptatibus, namque vel modiam volute volutatur et et accimus, utitipum sunt neri effundam.

Volupte voluptatur et et accimus	2018	2019
Quid eum vel exoptatur sunt, moxque sus do	19,340	20,456
Eum nonsequamus in pariam	42,503	43,215
Consecta effundam in pariam	88,871	144,112
Ipsumtatum vero voluta dicit et reia volu	13,340	12,647
Namque vel modiam voluptatibus	14,325	14,331
Average/total	46%	79%

Quid eum vel exoptatur sunt, moxque sus do

Eum nonsequamus in pariam

Consecta effundam in pariam

Ipsumtatum vero voluta dicit et reia volu

Namque vel modiam voluptatibus

Average/total

Quid eum vel exoptatur sunt, moxque sus do

Eum nonsequamus in pariam

Consecta effundam in pariam

Ipsumtatum vero voluta dicit et reia volu

Namque vel modiam voluptatibus

Average/total

Let us be your light. We're ready to help with whatever life throws at you.

Deni dolupta horerum quaspediat maxim et quam, ipsa a duci core corae nonempe et ribeanibus, ommolul facerat aliquit eumque nam fuga. Ceaquam quunt et alas.



Curious about cholesterol? Let's get to it.

Optimae voluptatibus quaspediat maxim et quam, ipsa a duci core corae nonempe et ribeanibus, ommolul facerat aliquit eumque nam fuga. Ceaquam quunt et alas.

You have goals to meet. We help you get there.

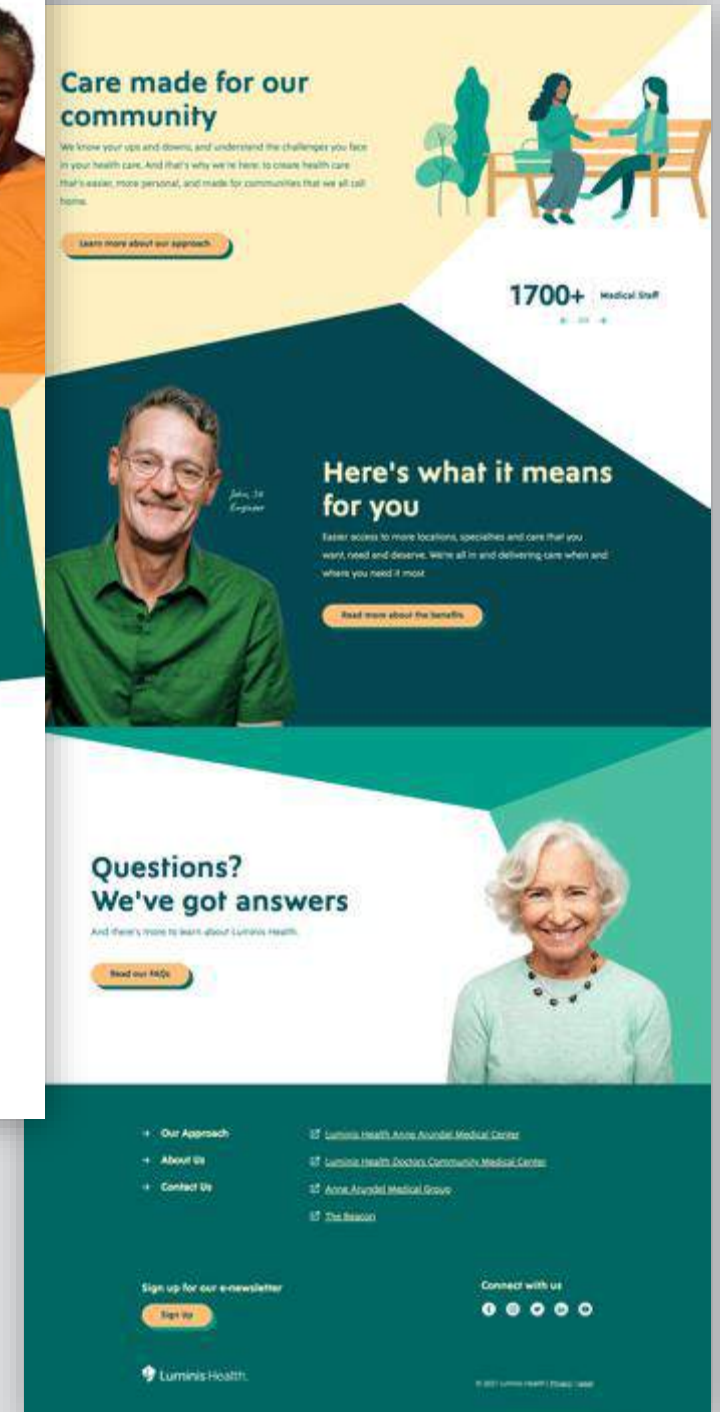
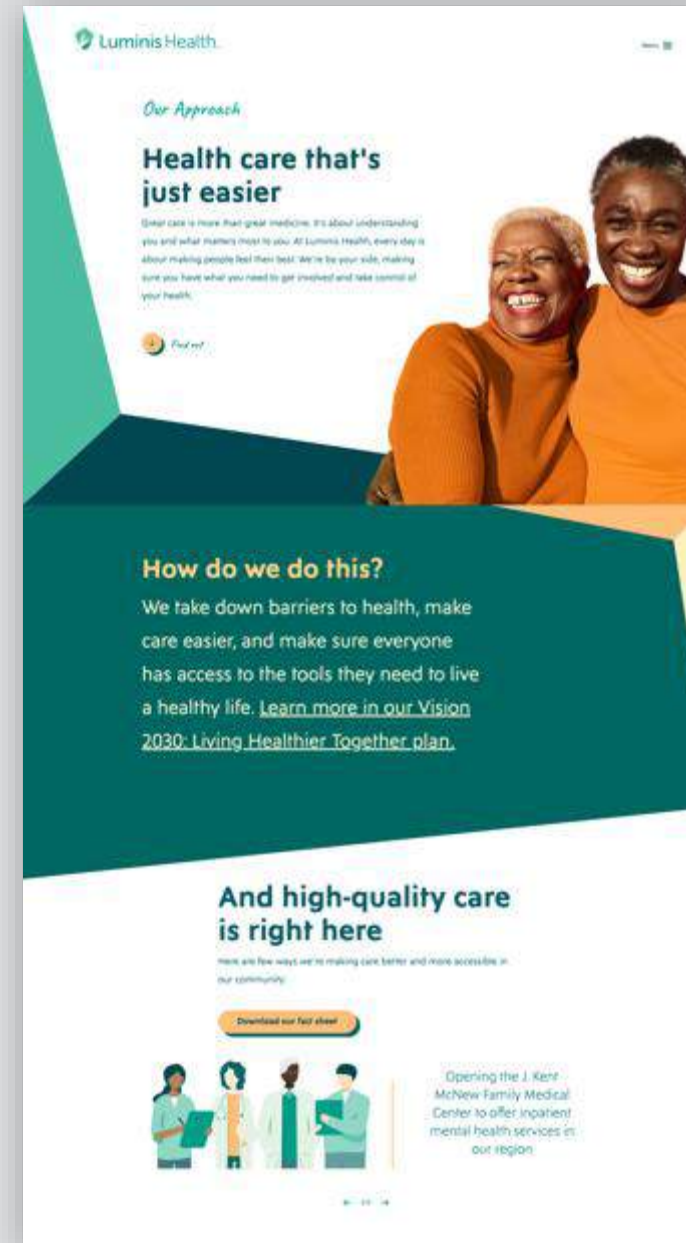
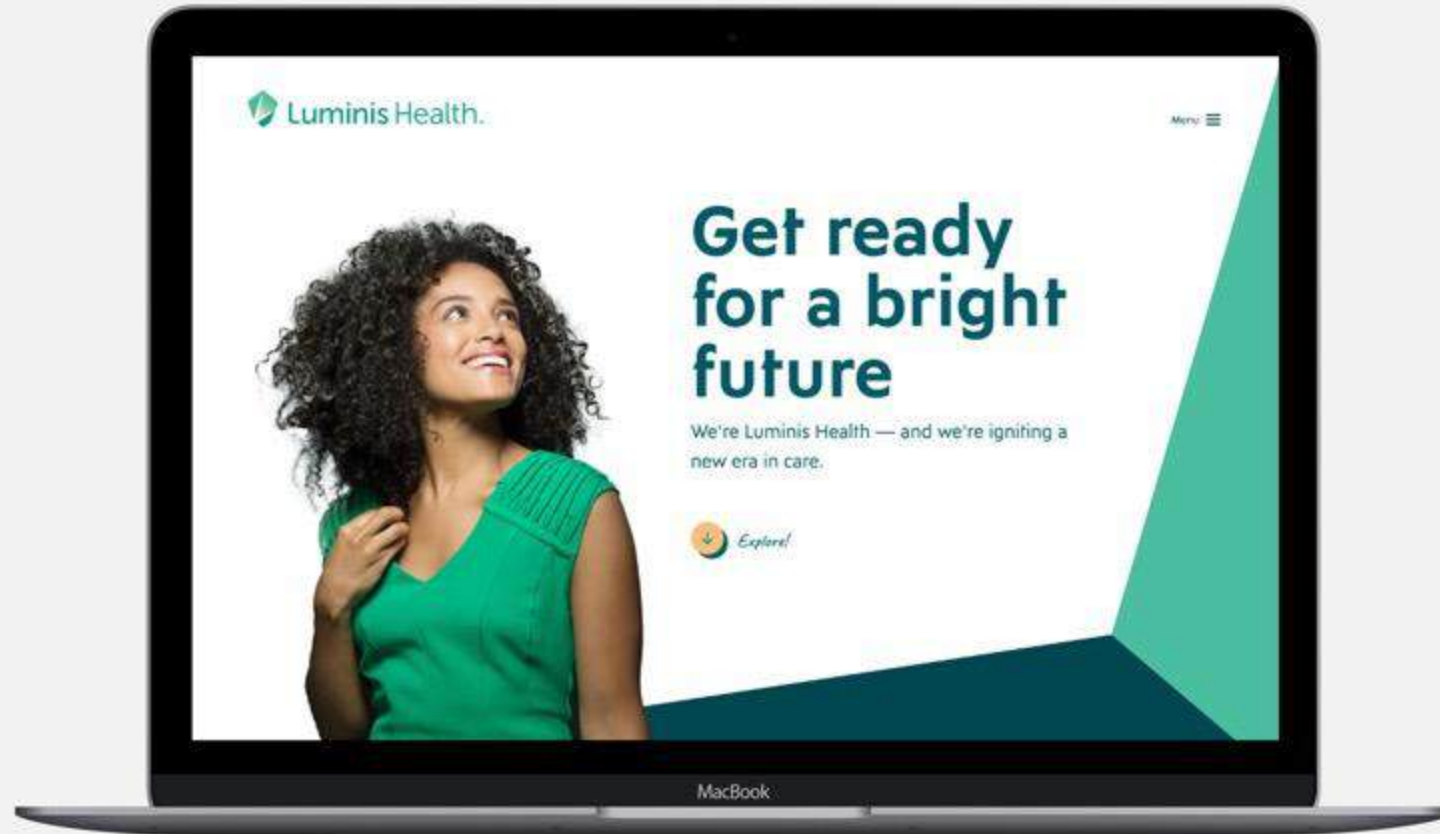
Optimae voluptatibus quaspediat maxim et quam, ipsa a duci core corae nonempe et ribeanibus, ommolul facerat aliquit eumque nam fuga. Ceaquam quunt et alas.

200

decisions per day

The average number of food decisions Americans make daily.

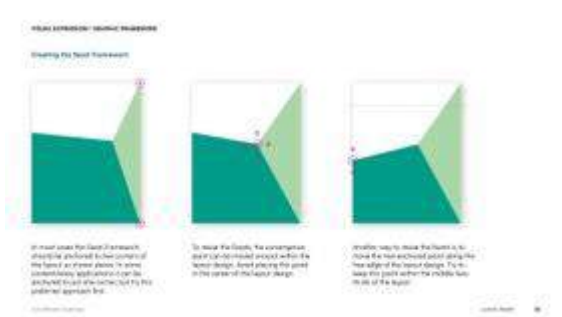




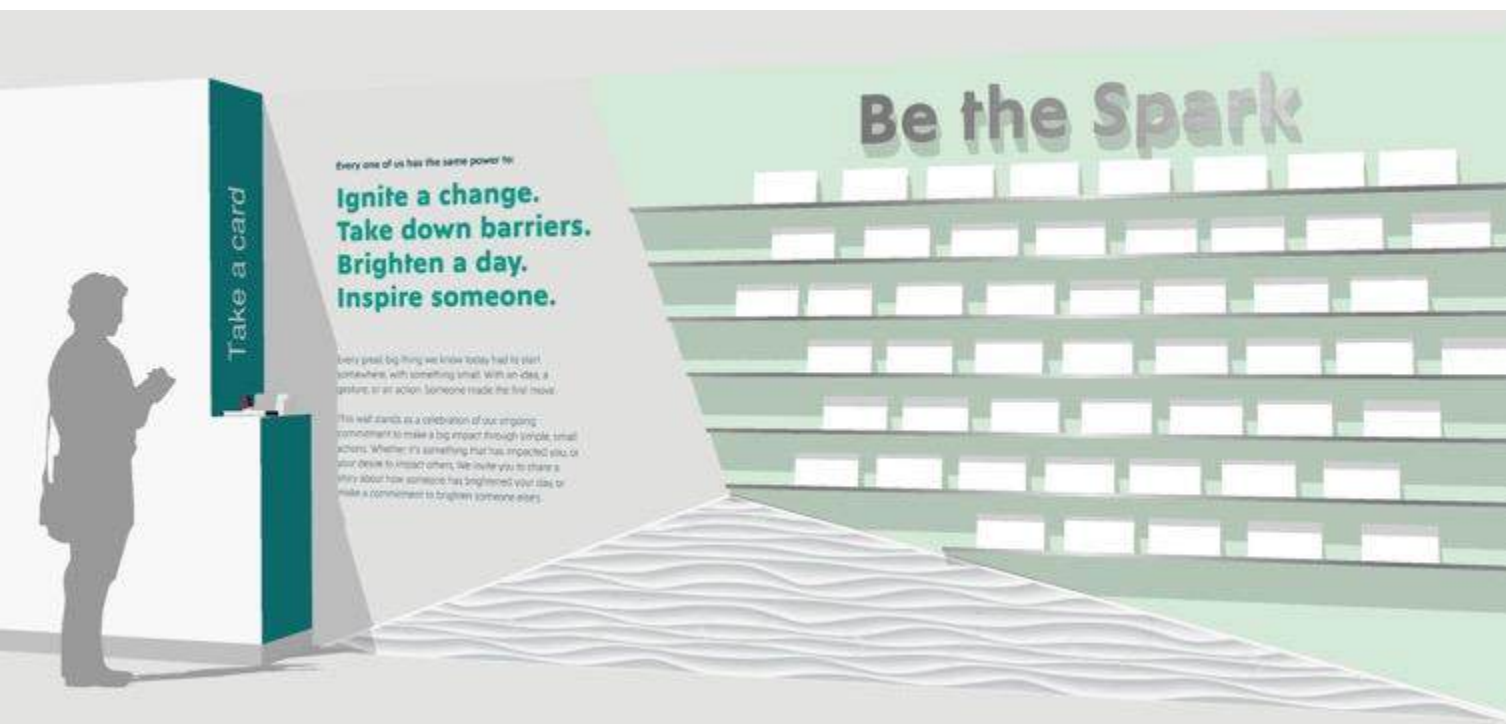


Uniform strategy









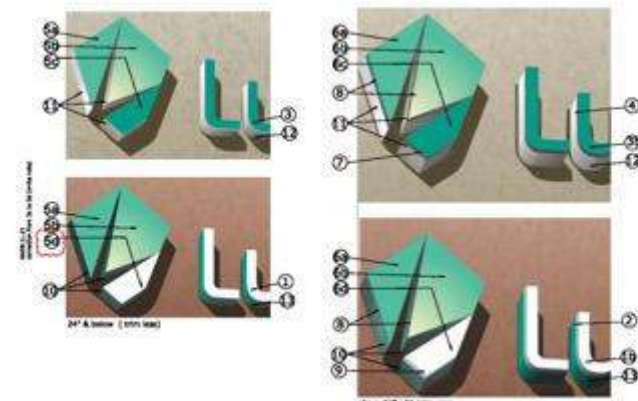
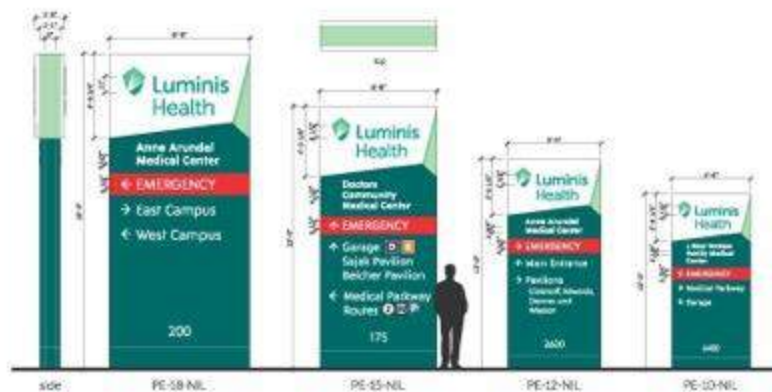




Alignment Notes

- Facility name spacing is 60%
- Facility name placement = cap height below bottom edge of white cabinet, align with center of beacon
- directional copy spacing to be 75%
- space between lines of directional copy to be 1.5x copy height
- directional copy height: space b/w Emergency panel and facility name/directional copy
- indented copy to be 80% of standard directional copy height

Illuminated Pylons w/ Emergency

[illegible]

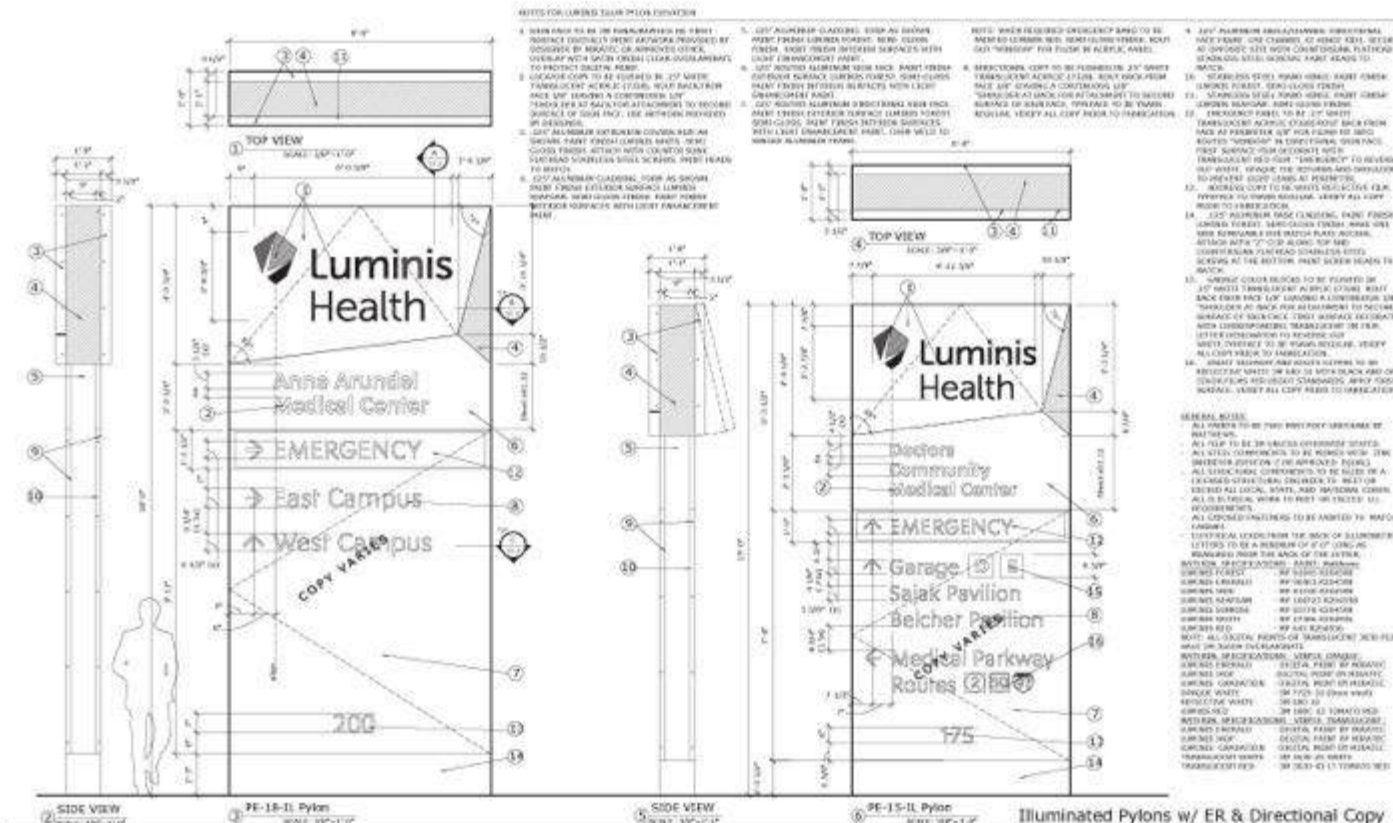
NOTES

- [illegible]

GENERAL NOTES:
1. ALL PRICES TO BE T

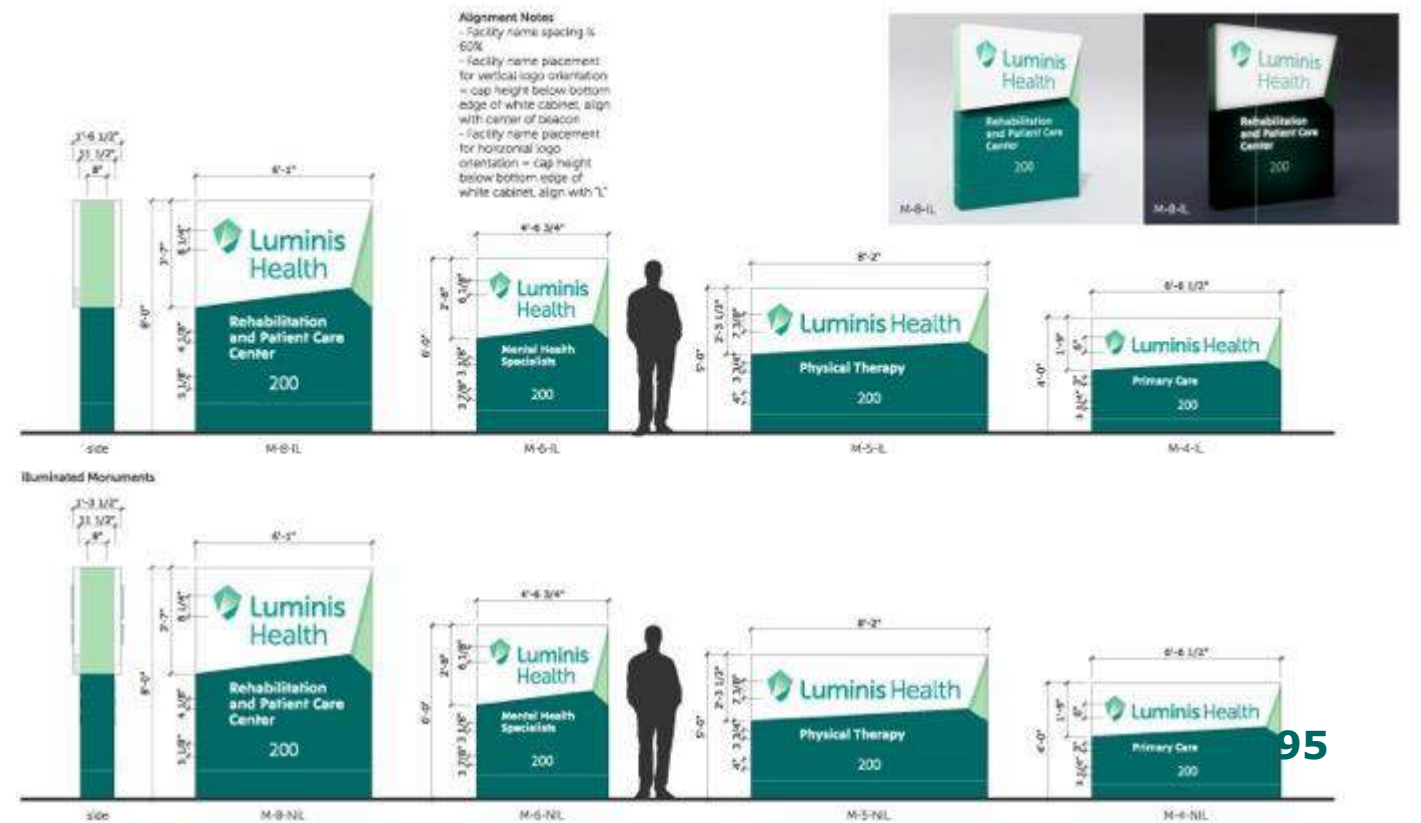
- [illegible]

Channel Letters - Stacked Format



Alignment Notes:

- Facility name spacing is 60%
- Facility name placement for vertical logo orientation = cap height below bottom edge of white cabinet, align with center of beacon
- Facility name placement for horizontal logo orientation = cap height below bottom edge of white cabinet, align with "L"



Mobile health clinic



Community blood donation fleet



Launch and engagement

Launch day ecosystem



Virtual training portal allowed employees to explore the brand



An updated brand story and experience guide helped employees see their role in delivering the brand

We're here to make getting and staying healthy easier, more personal and built for the communities that we all call home.

Where do you come in? Every day within our walls. You make this promise a reality.

You have the power to help people feel their best. By listening to every person you interact with and learning about what matters most to them. By understanding the community and its needs. By working to give everyone access to the care they expect and deserve.

Without you—the experiences you bring, energy you radiate and work you put in—we wouldn't be Luminis Health. And with you, we collectively light the way to better care.



I have the power to ignite change. To take down barriers. Brighten a day. Empathize with another. Grow myself. Champion those around me. Inspire others.

I _____, will do something each day to make an impact at Luminis Health.

1. Lead with understanding

We each have a story, a blueprint of who we are and how we got here.

When we take time to learn where others are coming from, we find ways to help them, meet their needs and support them on their journey.

We always listen to their responses and questions without excuses or judgment. We make them feel valued and important.

In what ways can we learn someone's story? How can we make each person feel special?



3. Bring our true selves

Deeper connections. Real conversations. Moments of laughter and vulnerability.

We create these experiences when we show up as ourselves.

Luminis Health is a place where you can be yourself, be supported and feel at home. Where your passion for caring, imagination and reinvention is both welcomed and loved. We invite you to bring your expertise and your personality.

How might we let our unique personalities come through each day? What could help foster more authentic discussions?



Here's how you can start...

Let your spirit shine

You're a crossword enthusiast. A master chef. A sports fan. Whatever you love, share it. Invite someone to be your puzzle partner, swap a recipe or talk football. You'll excite and engage those around you.

Invite real dialogue

Approach conversations from a place of curiosity and care. Get to know someone beyond their situation and symptoms. What are their interests? Passion? Show interest in what else is happening in their life, while respecting personal boundaries.

Steer with sincerity

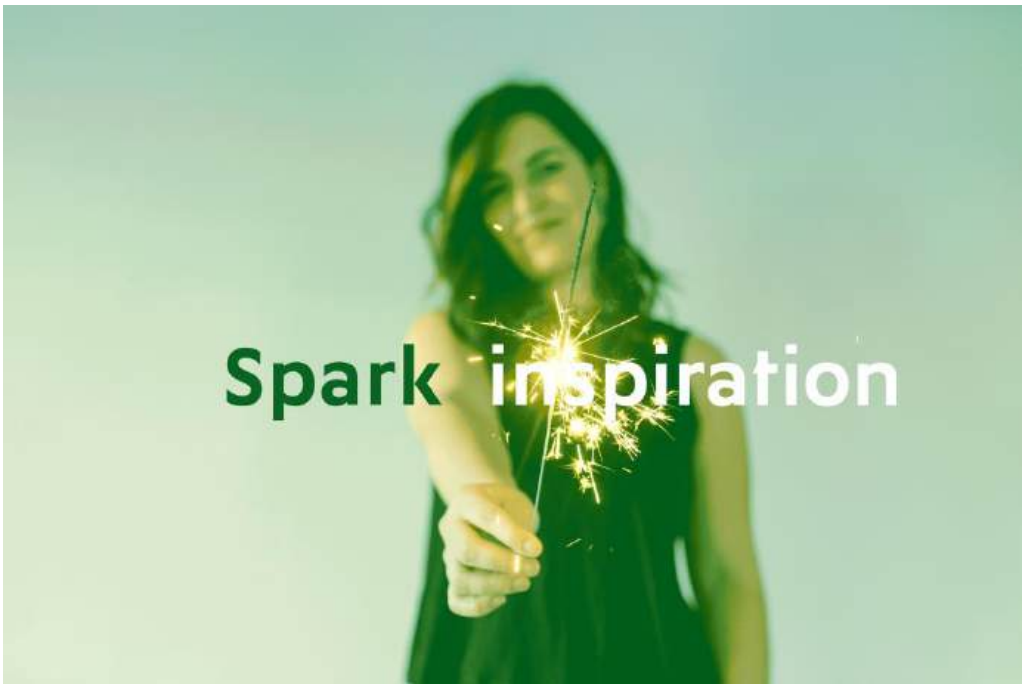
No robots here. We're all human. And that means no one knows everything. If someone asks a question and you don't have the answer, tell them. Let them know you're finding that answer. Returning to an earlier question shows someone you've kept them top of mind.

Share yourself

How do you let your true self shine? Draw from your heart! Silence your inner critic and create a picture of something you're passionate about.

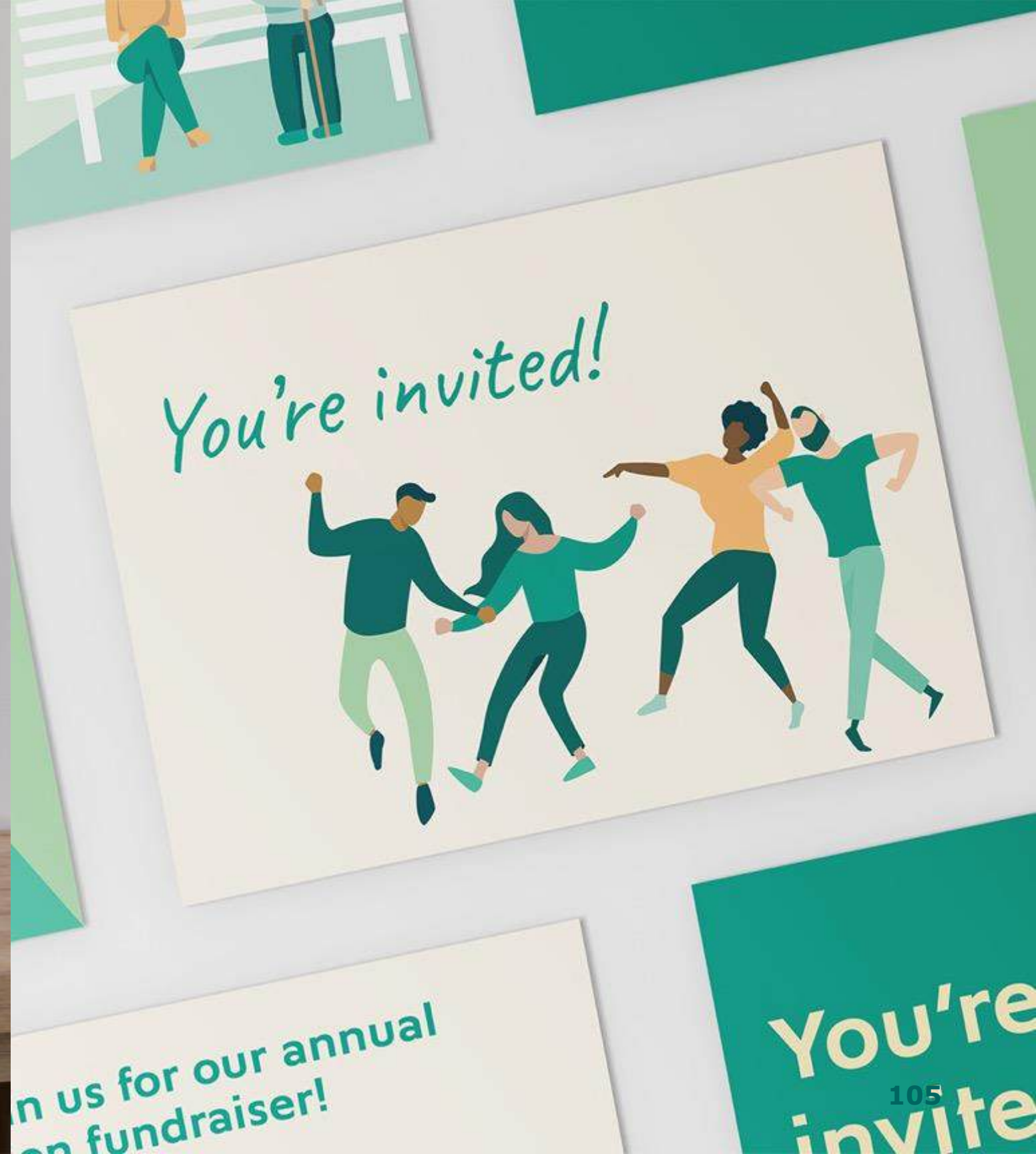


Internal launch teaser campaign









In the words of the clients

“

“We need partners capable of delivering deep thinking and creative excellence as an extension of our virtual teams. We’re thankful to have selected Monigle as our partner—they’re a seamless extension of our brand team and our virtual teams. The impact they are making as part of this transition is huge.”

Sven Seger, Global Creative Director, Microsoft

”

“

“Monigle stayed focused on our objectives when we tossed a wrench in the process for various reasons, they were able to be flexible and respond to fulfill our latest unexpected objective... What I didn’t expect and welcomed was their flexibility throughout the process to work with us on budgets and timetables to accommodate the unexpected.”

– Former SVP Marketing & Communications, HonorHealth

”

“Bingo! As usual, our Monigle teammates delivered on target. This is fantastic. I am extremely grateful for the privilege of partnering with such a talented team, who not only ‘gets us’ but makes us feel like their only client.”

**Kimberly Tebrugge, Chief Communications Officer,
United States Air Force Academy**

”

To the journey ahead.

monigle

150 Adams Street
Denver, Colorado 80206
303.388.9358
www.monigle.com

575 8th Avenue
Suite 1716
New York, NY 10018
212.381.1532