

# CYNOSURE BRANDING KIT



## **Improve. Healthcare. Faster**

Cynosure is committed to improving quality and reducing patient harm with innovative, tailored solutions driven by effective implementation.

# CYNOSURE BRANDING KIT

## TABLE OF CONTENTS

TABLE OF CONTENTS	2
WHO WE ARE	3
OUR VISION	3
OUR MISSION	3
OUR PROMISE	3
COLOR SCHEME	4
COLOR	4
TITLES	4
HEADINGS	4
BODY TEXT	4
TEXT	5
FONT	5
TITLES	5
HEADINGS	5
BODY TEXT	5
SPACING	5
LOGO	6
CYNOSURE BLACK VECTOR	6
CYNOSURE WHITE VECTOR	6
CYNOSURE EMAIL BANNER	6
VOICE	7
EMAIL TONE	7
EXAMPLES	7
TEMPLATES	9
WORD	9
EXCEL	9
POWERPOINT	9
SIGNATURE EMAIL	9
TEAM CONTACTS	10



# CYNOSURE BRANDING KIT

## CYNOSURE HEALTH

### WHO WE ARE

Cynosure Health is a not-for-profit organization dedicated to improving health care at the local, regional and national level. We work collaboratively with hospitals, hospital associations, and others who seek our expertise and support as they work toward improving quality and reducing patient harm. We customize our services and solutions to match the needs of our clients.

### OUR VISION

To create the day when suboptimal care is eliminated; when safe, reliable, and affordable healthcare is a reality for every person.

### OUR MISSION

We will vastly improve health care by using innovative, tailored solutions driven by effective implementation.

As thoughtful leaders in partnership with our clients and a network of world experts, we combine superior talent with hands-on involvement and rigorous management to deliver pace setting results.

### OUR PROMISE

An uncompromising and unconditional commitment to one-on-one attention for each client using customized solutions ensures resolution of problems faster and more effectively, leaving clients highly engaged, more self-sufficient and productive than imagined.



# CYNOSURE BRANDING KIT

## COLOR SCHEME

### COLOR



#292950



#1D4483



#00BEF0



#F36815

Cynosure  
**BLUE**



#1D4483

Secondary  
**BLUE**



#00BEF0

Tertiary  
**BLUE**



#292950

Compliment  
**ORANGE**



#F36815

Text should be **WHITE**

Text should be **WHITE**

Text should be **DARK**

Text should be **DARK**

## TITLES

Main aspects to the titles should be in **CYNOSURE BLUE**

Secondary text should be in **SECONDARY BLUE**

## TOPIC IMPROVEMENT SERIES

## LARGE HOSPITAL AFFINITY GROUP

## HEADINGS

**HEAD HEADING SHOULD BE CAPITALIZED AND IN CYNOSURE BLUE**

**SUBHEADING SHOULD BE CAPITALIZED AND IN CYNOSURE SECONDARY BLUE**

**THIRD SUBHEADING (IF APPLICABLE) SHOULD BE CAPITALIZED IN CYNOSURE ORANGE**

## BODY TEXT

Black or Tertiary Blue



# CYNOSURE BRANDING KIT

## TEXT

### FONT

Lato

### TITLES

Main aspects to the titles should be in **LATO BLACK** or **LATO HEAVY** - size **18**

Secondary text should be in **LIGHT** - size 18

### HEADINGS

**Lato Bold** or **Lato Heavy** - size **14** or **16**

### BODY TEXT

Lato Light or Lato Regular - size 11

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### SPACING

Spacing should be 1.5 in Word documents.



# CYNOSURE BRANDING KIT

## LOGO

### CYNOSURE BLACK VECTOR

Use with a light background



Logo can be found [here](#)

### CYNOSUREWHITE VECTOR

Use with a dark background



Logo can be found [here](#)

### CYNOSURE EMAIL BANNER



Logo can be found [here](#)



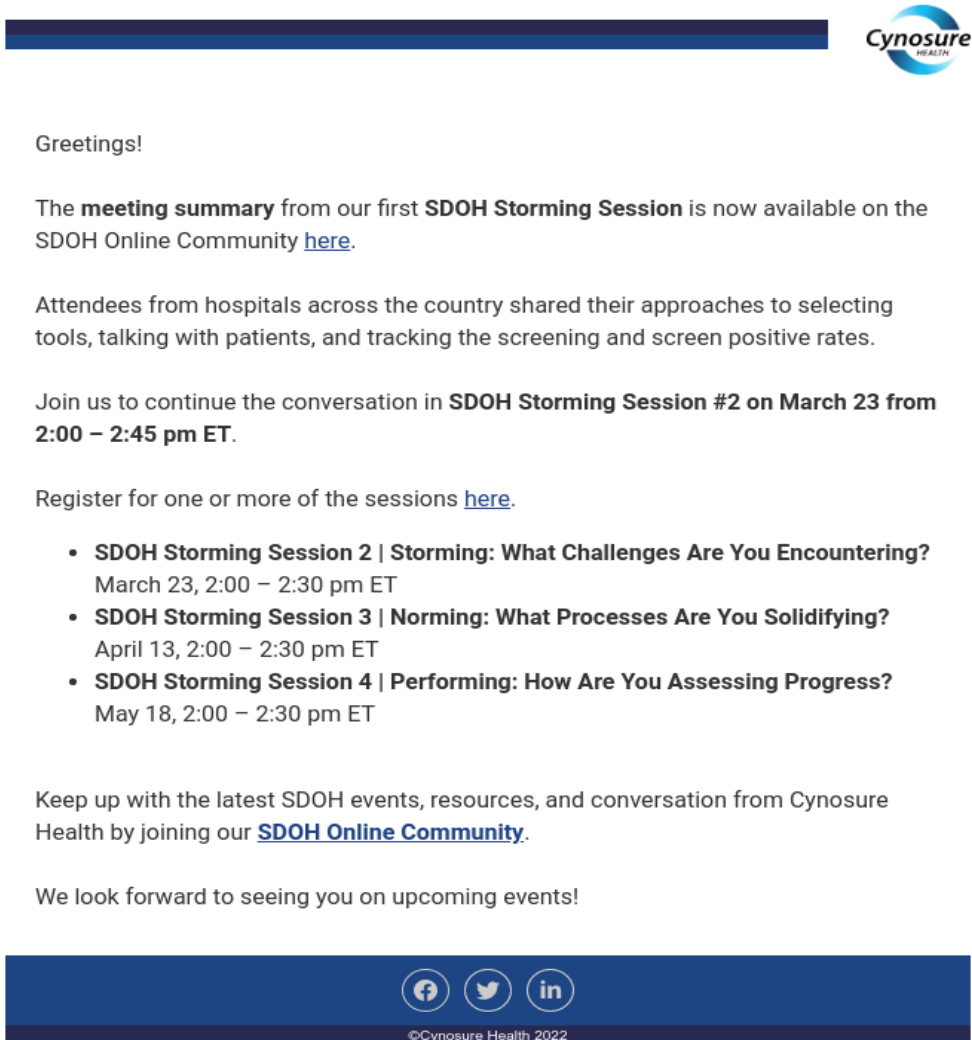
# CYNOSURE BRANDING KIT

## VOICE

### EMAIL TONE

Relaxed, friendly, educational, engaging, “your friend”

### EXAMPLES



Sent to: %EMAIL%

[Unsubscribe](#)

%SENDER-INFO-SINGLELINE%



# CYNOSURE BRANDING KIT

## VOICE



Greetings!

**Our next SDOH Storming session is here!** This time we'll dig into the toughest implementation challenges you face in both setting up screening processes and considering ways to address SDOH, both in real-time for individual patients and when thinking about broader community-level change.

Help us prioritize the conversation by telling us a little about the #1 challenge you're encountering:

<https://www.surveymonkey.com/r/SP6WY97>

Join us on **March 23 from 2:00-2:45 pm ET** for this interactive session.

**REGISTER TODAY!**



Just a little over one week until our Resilience Roundtable commences.

We want to hear from you! Join the conversation by submitting a question for the panelists [here](#).

**SUBMIT YOUR QUESTIONS!**

**CHECK OUT THE AMAZING LINEUP BELOW!**





# CYNOSURE BRANDING KIT

## TEMPLATES

### **WORD**

Template can be found [here](#).

### **EXCEL**

Template can be found [here](#).

### **POWERPOINT**

Template can be found [here](#).

### **SIGNATURE EMAIL**

Template can be found [here](#).





# CYNOSURE BRANDING KIT

## TEAM CONTACTS

NAME	ROLE	CONTACT INFORMATION

