

CST Transformational Learning: Brand Identity & User Journey Experience



CLINICAL & SYSTEMS TRANSFORMATION

July 2016 – December 2016

An initiative of:
VCH, PHSA, and PHC



BRAND IDENTITY: LOGO & ICONS

USER JOURNEY BROCHURE

BRANDED POWERPOINT TEMPLATES

THE PROJECT

The Clinical and Systems Transformation (CST) project is a joint initiative between Vancouver Coastal Health, Provincial Health Services Authority, and Providence Health Care. It aims to transform clinical practices and improve patient care by standardizing clinical processes and introducing an electronic health record. The Health Design Lab was approached by the CST Transformational Learning team to create a new sub-brand specific to the learning team, along with a variety of visual materials for educational and communication purposes. The final outcomes included a complete visual identity, six different brochures, a poster, and branded templates for Microsoft Word and Powerpoint.

THE OUTCOME

- 1. SUB-BRAND:** We created a new brand identity for the Transformational Learning team, which is distinct from the overall CST brand but still maintains a visual connection. Deliverables included a logo, 14 icons, primary and secondary color schemes, and a library of graphic elements.
- 2. BRANDED TEMPLATES:** Templates were created for use in Microsoft Word and Powerpoint. The templates feature visual elements from the Transformational Learning brand, as well as the overarching CST brand, but still offer plenty of white space to maximize usability.
- 3. USER JOURNEY BROCHURES:** We designed a series of four-fold brochures, which visually summarize the CST learning journey for six different user groups. The brochures are customized for each user group, making use of each user's icon and colour. A "Frequently Asked Questions" section was also included on the back of the brochure to address some of the most common questions and concerns that were raised in the co-creation workshops. The brochure was later adapted into a large poster for a more general audience.

THE PROCESS

Our primary research involved two co-creation workshops and a telephone focus group. The first co-creation session was a two-hour branding workshop with CST staff, which focused on identifying the core values and aesthetics that best represent the Transformational Learning team. The results from the workshop were later used to develop the team's brand identity.

The second workshop was aimed at better understanding the learning journeys of the nine CST target user groups, and included participants from both CST and its affiliated advisory group. Lastly, we conducted a condensed version of the learning journey workshop over the phone with another group of CST affiliates, as a means of supplementing our data. These results greatly informed the design of the user journey brochures.



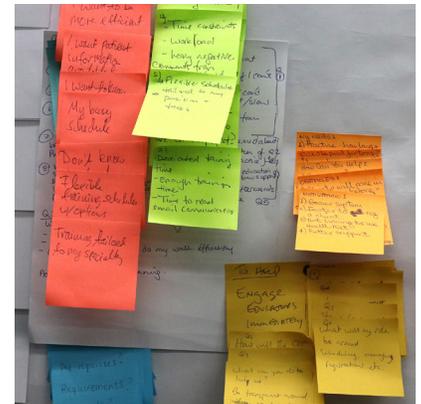
BRANDING CO-CREATION

Participants identified important brand values and matched them with visual imagery.



ICON STYLE & CONTENT

Participants sorted through different icons to identify which ones best represent the various users and learning modalities.



USER JOURNEY ROLE-PLAYING

Participants adopted the personas of different users in order to better understand the needs and concerns of those users.