

LIBIN CARDIOVASCULAR INSTITUTE

B R A N D I N G

April 2020

- In the summer of 2019 Leadership committed to moving forward on a rebrand.
- Growth and evolution spanning 17 years warranted an updated representation.
- The existing brand was difficult to use online without compromising legibility.
- The “of Alberta” did not accurately describe the Libin scope.
- Assets had become fragmented over time.
- New branding would be done with guidance from the University of Calgary.
- An updated brand will work well in print and online, will enhance name recognition and assist in attracting essential resources, from talent to capital.

LIBIN CARDIOVASCULAR INSTITUTE

Brand Development Process – STAKEHOLDER ENGAGEMENT

Eleven stakeholders with a range of involvement in the institute — from students, to donors, to researchers and clinicians — participated in interviews as part of a discovery process. Information gleaned from these interviews helped guide the branding process.

At the outset, most everyone agreed:

- People are Libin's greatest strength,
- Leadership is strong,
- Clinicians and researchers are world class, collaborative and hardworking.

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Discovery Findings – WHO WE ARE, WHAT WE DO

Collaborative	Excellence	Leading Edge	World Class	Innovative
Innovative	Bold	Diverse	Fun	Intense
Progressive	Kind	Low key	Friendly	Cutting Edge
Belonging	Invested	Visionary	Approachable	

We save lives	It takes more than heart	Small and nimble
Leading in research	Our strength is togetherness	Making better heart people
Game changers	No one else does what we do	Part of something greater
World class care	Small but mighty	So much potential

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Unique Value Propositions – WHAT SETS US APART

- There are seven health Institutes within the Cumming School of Medicine. The Libin Institute is unique in that it is the only one with a mandate to provide clinical care.
- Our three pillars define us: Research, Education and Clinical Care.
- Audiences include donors, the public, leadership, research and clinical staff.
- Aspirations include ...
 - to be better recognized across the country and the globe;
 - to attract the top talent across the country;
 - to be well known in Calgary, regarded as an integral part of this community;
 - to become recognized as leaders in cardiovascular health.

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A Competitive Scan

In a competitive analysis of the cardiovascular landscape it became clear that the Libin Cardiovascular Institute did not stand out, but rather blended in.



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Conceptual Development – THEMES AND IMAGERY

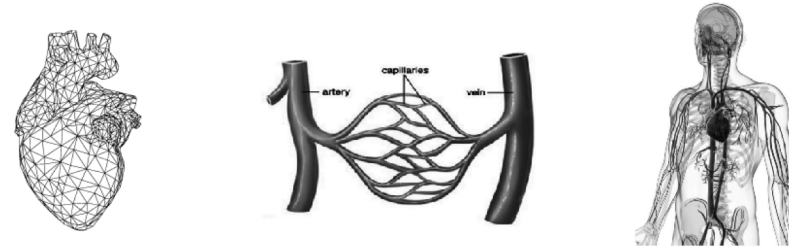
Geography

ROCKY MOUNTAINS + HEART BEATS



Vascular Systems

PATHWAYS, ARTERIES, NETWORKS



Heart

CARDIOLOGY +
CONNECTIONS TO EXISTING BRAND



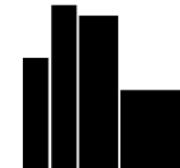
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Conceptual Development – OUR PILLARS

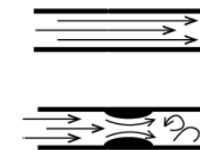
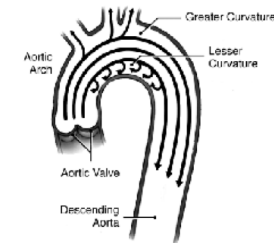
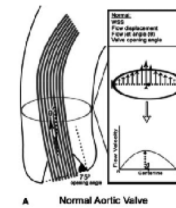
Research –
BOOKS, LIBRARIES



Education –
TOWERS OF LEARNING



Clinical Care –
CLEAR PATHWAYS, OPTIMAL HEALTH



The Results

- We are now the **LIBIN CARDIOVASCULAR INSTITUTE** (of Alberta has been removed)
- Our typography and our colour palette are bold, clean, modern and fresh.
- Our three pillars are unchanged and are clearly represented within the new imagery.
- As we embark on our 10-year strategic plan, the Libin Cardiovascular Institute and our brand, will become synonymous with the future of cardiovascular health.







At the confluence of research, education and clinical care.

The Way Forward

- The Libin Cardiovascular Institute is a joint entity of the University of Calgary and Alberta Health Services.
- Libin members are world-class clinicians and scientists known for: excellence in the treatment of cardiovascular diseases, health prevention and promotion, developing innovations through research and scholarship, and training the next generation of leaders in cardiovascular health.
- By bridging research and education with clinical care, the Libin Institute will shape the future of cardiovascular health for our community and provide a model for the world.

libin.ucalgary.ca

Our Brand Rollout

- Begin using the new logo now
- Assets have been created and are available online
- E-signatures will be delivered to you shortly
- Assets can be found here: live-libin.ucalgary.ca/about/brand

live-libin.ucalgary.ca

For additional information please contact
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