

Client: **Banner Health**
Phoenix, Arizona

Challenge:

Engage Banner Health's employees, agencies, and vendors in

building the new Banner Health brand.

In an increasingly competitive marketplace, Banner Health realized the need for both a new brand strategy and a new identity system to achieve their strategic objectives. Monigle Associates, with its expertise in branding and corporate identity, helped Banner Health accomplish these objectives through a combination of research, strategy development, and design. The project included developing a new brand positioning, brand architecture/nomenclature system, and guidelines for a thematic design system. With the new brand strategy and identity system in place, Banner Health recognized the need to offer easy-to-use tools that would allow them to manage the brand across the organization.



Solution:

identityManager®

Banner Health wanted to ensure that employees, suppliers, and vendors could execute the brand and identity system across multiple touchpoints—including stationery, business cards, newsletters, advertising, signage, vehicles, event invitations, Web sites, and more. The ability to communicate, educate, and engage employees in the brand-building process was also crucial.

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Logo Formats

Templates

Images

Banner Health Brand Central was developed to provide the required tools to promote and sustain the new brand strategy. This Web-enabled database, powered by identityManager®, shows Banner Health employees, through examples, how to properly implement this strategy; it also provides identity guidelines and implementation support. Online configuration templates, downloadable resources (logo, templates, images, maps, graphics, etc.), and brand education tools—are all available in an easily operated, easily updated toolkit.

The goal of Banner Health Brand Central is to create the key elements of a sustainable brand by helping to build awareness, drive participation, promote consistent communications, lower costs, and create an engaged organization.

While playing a pivotal role in the launch of the new brand strategy and identity system, Banner Health Brand Central has also continued to demonstrate its value over time. For example, employees are suggesting additional branding tasks that can be handled on Brand Central, and employee orientation now includes a module discussing the brand and an introduction to the site. Banner Health's design staff can also now focus more on strategic communications. Thanks to a team effort that has taken on full ownership of the brand strategy, the employees are helping to build the brand by living the organization's mission, vision, and values.

In November of 2005, Banner Health won an eHealthcare Leadership Award for Brand Central, powered by identityManager®. With outstanding benefits being enjoyed by the organization, Banner Health Brand Central is now recognized nationally as a best practice application.



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