

Now that HRH has updated our logo with a fresh, new color and look ... what comes next? You've probably seen the updated logo on more and more items around our organization. This is part of our rebranding process. And we've only just begun. Rebranding will take many months to complete – and we need the help of all of our associates to be successful. After all, our associates are our most important brand ambassadors. From your [ID badge](#) to your corporate apparel, you help tell the story of our brand and solidify the brand experience.



This is the first article in a series of four about the rebranding process. You'll learn why our logo is so much more than just an "H," and how you can help in this important rebranding effort. Plus, you'll find out about some new initiatives around the corner such as a new online company store. Stay tuned over the next couple of weeks for more rebranding information.

### **WHY IS A LOGO SO IMPORTANT?**

The logo is the visual representation of our hospital rolled into one distinguishable mark. It's the face of Hendricks Regional Health that reaches beyond our hospital signage. It's shown in our advertisements, at community events, school sponsorships and corporate partnerships. It's everywhere we provide care in Hendricks and the surrounding counties.

### **WHY CHANGE IT?**

Over time and use, any logo can lose its luster and importance as the company evolves. We are currently growing to meet the needs of the changing healthcare landscape, and our visual identity needs to evolve along with this momentum. Our Hendricks Regional Health brand must move forward (without looking back) as we go from good to great as a hospital.

### **WHAT IS THE MEANING BEHIND THE NEW LOGO?**

At Hendricks Regional Health, we are focused on the well-being of our community, both in and outside of our walls. By making the right bar of the "H" transparent, our logo literally blends in with whatever photo or background is beneath it – symbolizing our mission to reach out and be a part of the community around us.

By choosing a more vibrant green as our primary color, we hope to illustrate our dynamic, Treat People Better spirit, as well as stand out more from our competitors who have blue in their logos. We also placed more prominence on the word "Hendricks" over "Regional Health" as we are striving to be more than a regional hospital and become indispensable to our community and our associates.

## **HOW LONG WILL IT TAKE TO REBRAND?**

Rebranding will be a lengthy, two-year process as we try to audit all HRH branded items, prioritize these changes and redesign all the necessary items with the least amount of financial impact on the hospital. For example, items like exterior signage on our buildings may not be updated until 2016.

## **HOW CAN I HELP WITH THE REBRANDING?**

Our first step in the rebranding process is identifying every single item in, on and around our campuses that have our logo on it. We will be working with departments and physician practices to help us audit these items. If you think of items that will need to be updated, please create a list or compile the items and submit it to your department manager or director.

Some of these items you may have created yourself for your department. In those instances, we have created new letterhead as well as patient handout, informational flyer and powerpoint templates for you to use to update these items. The next article in our rebranding series will teach you more about these template resources.

## **WHAT DO I DO WITH OLD LOGO ITEMS?**

We would like everyone to be good stewards of resources and utilize what we may have left of the existing logo items before we transition these items over to the new evolved look and feel. Our former logo is still an important part of our history and it can happily coexist with our new logo during the rebranding process.