



# CareCulture Health Partners

Brand Guidelines 2018



## Logo Mark

The logo mark is the centerpiece of the CareCulture brand, and while it should seldom be seen on its own, the meaning holds strong:

Change comes from a positive force, an upwards motion—just like the logo for CareCulture. Moving providers in the right direction, CareCulture provides guidance even through its mark.

The two lines on either side of the mark show how nothing is built out of one, and that it takes the whole team to rebuild a hospital.



## Primary Logo

The primary logo is the main logo for the brand and should be used whenever possible. The logo locks up with the logo mark at the exact height of the full CareCulture Health Partners name, and is created with two weights of the brand typeface Galaxie Polaris.





## Stacked Logo

This secondary stacked logo should only be used when space is compromised and the primary logo cannot be used. The logo should never be moved from the type position provided, or changed in any way to create an alternate lockup.





## Elongated Logo

The elongated logo should only be used in rare cases when the icon needs to appear more apparent than the wordmark itself—such as on large printed collateral like banners or posters.





## Logo Rules

In order to avoid compromising the integrity of the CareCulture brand, please adhere by the rules set out in the Brand Guidelines to maintain consistency.

The logo should never be seen in any other configuration other than how it has been defined. The logo mark is always the same height as the full height of the typeset name, and all surrounding materials should be exactly one "H" away from the full name and logo. Do not stack, stretch, reverse, or re-color the logo in any way.

## Brand Typeface

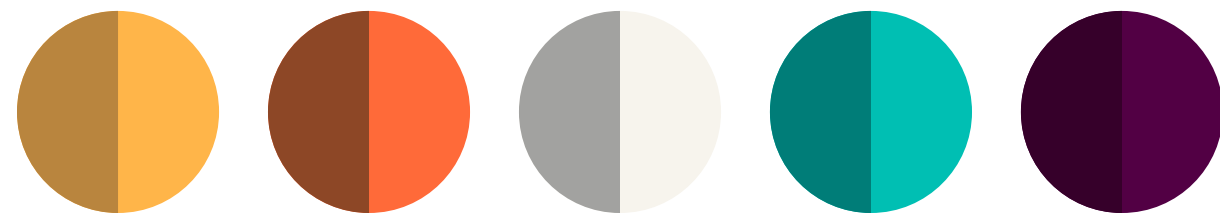
# Galaxie Polaris

Brand typeface used for all printed and web materials.

## System Typeface

# Arial

Alternate typeface only to be used when brand typeface is inaccessible.



## Color & Typography

Color and typography both play significant roles in the CareCulture brand space. Purple speaks to kindness and compassion, whereas its counterpart—orange and yellow—show light and change in this new direction. The full palette is defined on the following page.

The typeface selection, Galaxie Polaris similarly also point North—as it was named after the pole star by the design team Constellation. The system typeface Arial may be used when Galaxie is unavailable.

[Download Fonts](#)

## Color Palette



RGB 82 0 68  
HEX/HTML 520044  
CMYK 42 95 10 60



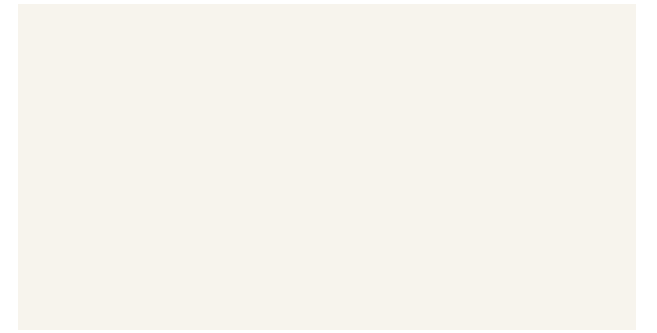
RGB 255 181 73  
HEX/HTML FFB549  
CMYK 0 34 76 0



RGB 255 106 57  
HEX/HTML FF6A39  
CMYK 0 63 75 0



RGB 0 191 179  
HEX/HTML 00BFB3  
CMYK 76 0 38 0



RGB 247 244 237  
HEX/HTML F7F4ED  
CMYK 2 2 5 0



RGB 54 0 42  
HEX/HTML 36002A  
CMYK 42 95 10 80



RGB 183 133 62  
HEX/HTML B9853E  
CMYK 0 34 76 30



RGB 141 71 38  
HEX/HTML 8D4726  
CMYK 0 63 75 50



RGB 0 125 120  
HEX/HTML 007D78  
CMYK 76 0 38 40



RGB 162 162 160  
HEX/HTML A2A2A0  
CMYK 2 2 5 40

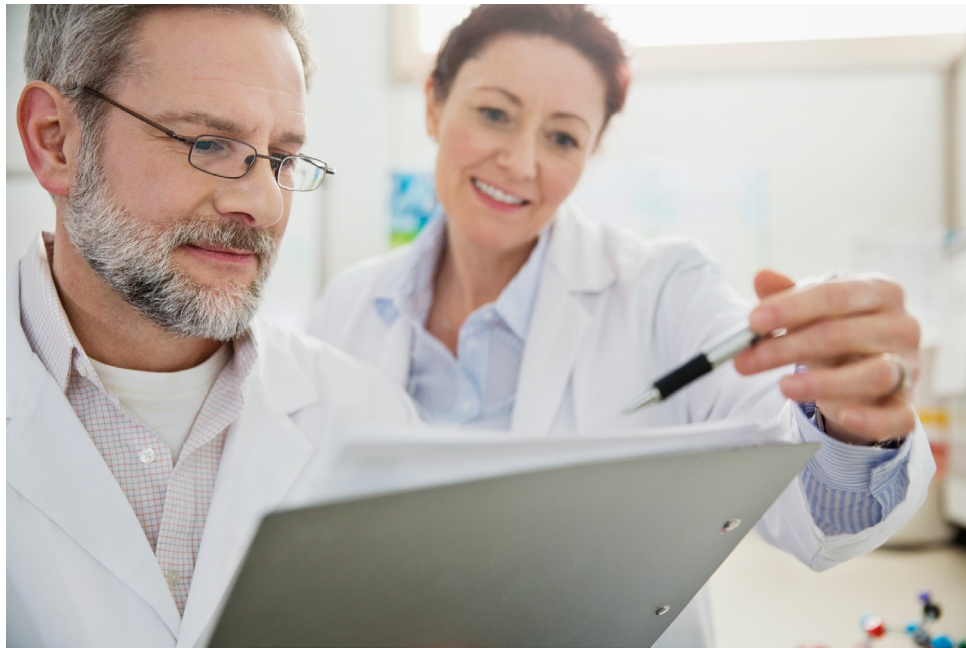




## Icons & Illustrations

Duo-tone treatment with slightly rounded edges make up this approachable, but professional custom illustration style for CareCulture. Seen only in the brand color palette, illustrations are enhanced with a solid circle behind them, when applicable.

When illustrated in icon form, rounded strokes should be used, and lines should be broken at times—to convey softness and subtlety within the shapes. Icons should only be created one color.



## Photography Style

When selecting photography, images should always be seen as warm and approachable. When possible, providers should be shown with patients, and the images reflected should give users a sense of calm and not rushed or overwhelmed, as emergency room photos are usually depicted. CareCulture exists to relieve the stress from their clients hospitals, and the images should emote the same feeling, without being overly staged or posed.

# Sample Execution

The following pieces are examples of how the branding can be implemented.



6333 E Mockingbird Lane  
Suite 147-511 Dallas, TX 75214  
[www.careculture.com](http://www.careculture.com)




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Suite 147-511 Dallas, TX 75214

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President

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We're on a mission to improve the lives of providers, hospital leaders and the colleagues, patients and communities you serve.



Learn how we serve hospitals & health systems

[Learn More](#)



Explore clinical career opportunities.

[Learn More](#)

CASE STUDY



## 17,500 Volume ED Overcomes Provider Tension and Inefficient Operations

**THE CHALLENGE**

We were called to address poor performance metrics, unstable culture, and tension between physicians and nurses at this 10-bed, level 4 trauma center. The facility already had a great medical director in place, but he needed support to drive change.

**THE SOLUTION**

Our team worked with the medical director and hospital administration to define department culture and metrics goals. We then turned to the clinical team to ensure we had clinicians in place who were rooted in the community and empowered to practice with a sense of purpose. We prioritized improving physician-nurse communication and implemented a real-time patient feedback process.

6333 E Mockingbird Lane  
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**THE RESULTS**

Within six months, these efforts resulted in:

**4% TO 0.85%  
DROP IN LWBS METRICS**

**28% REDUCTION  
IN LENGTH OF STAY**

**TRANSFER RATE DROP  
FROM 9% TO 6%**

## Compassionate Emergency and Hospital Medicine Management

As experienced healthcare leaders, we understand that performance measures and efficiency are always top-of-mind. We don't discount their importance. But, we believe a laser focus on performance and money over people and patient care is an unfortunate side effect of the corporate practice of medicine. We're here to change that.

Time after time, we've found that prioritizing clinicians, leadership, and communication, equates to more fulfilled clinicians, better patient service, and improved clinical and operational performance.

**WHAT WE DO**

We transform emergency and hospitalist medicine practices. Our clinical, operational, and administrative support solutions result in high-functioning, dedicated clinical teams. We empower clinicians to be genuinely fulfilled at work, which directly benefits your facility, patients, staff, and the community you serve.

**OUR SERVICES**

- Emergency department management
- Hospitalist program management
- Clinical leadership development
- Patient service education
- Physician and advanced practice provider recruiting & retention
- Clinical quality improvement
- Operational efficiency improvement

"We're devoted to transforming emergency and hospital medicine practices into high-functioning, empowered teams with a renewed sense of purpose."

**Dr. Eugene Gicheru,  
Affinitas Health CEO**

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### How We Serve Hospitals + Health Systems

We transform emergency and hospital medicine programs into high-functioning, clinician-driven groups by focusing on communication and leadership improvement. We will establish a culture of accountability and service within your clinical team without abandoning empathy and compassion.

#### Our services

- Emergency department management
- Hospital medicine management
- Clinical leadership development
- Physician + APP recruiting + retention
- Clinical operations improvement
- Clinical quality + patient satisfaction improvement

**Contact Us**  
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### Who We Are

CareCulture is physician-owned and led emergency and hospital medicine management services company that serves hospitals and health systems across the United States. We take a genuine, people-centric approach to transform every facility we serve.

"At the very core of who we are, we are culture people. We truly believe in serving one another. Once you improve culture, you always see performance and quality increase."  
CEO Eugene Gicheru, MD,  
FACPE, MBA

"They came into our new facility and set the bar higher than we ever could have expected. They brought metrics from nearly dismal to some of the best in the region. I cannot thank them and the provider team enough for all you have done for this community and facility."  
Hospital Administrator,  
Acute Care Hospital

### Emergency + Hospital Medicine Management Services with Heart.

We firmly believe—and our methods prove—that healthcare doesn't have to be transactional. We've found that prioritizing people, leadership, and communication, results in more satisfied teams and clinical and operational performance naturally follows. Whether you're challenged by disjointed clinician team culture, poor patient satisfaction, rocky community relations, or staffing coverage issues, our strategies will help transform your program.

#### We empower clinicians.

The heart of our approach is investing in people. We believe that empowered, fulfilled clinicians are more effective. Applying this people-first philosophy results in more purposeful, satisfied, and locally invested clinical teams.

#### We invest in developing leaders.

We aren't successful without on-site, hands-on medical leadership. Through dedicated mentorship and ongoing clinical and operational management, we develop clinical leaders who are equipped to excel.

#### Service is in our DNA.

At CareCulture, we do what we say we're going to do. We transform emergency departments and hospitalist programs through hands-on, humane physician practice management, leadership, and education services.



Enter to win an  
Amazon Echo Spot



 **CareCulture**  
Health Partners

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Emergency  
and hospital  
medicine  
management  
services  
**with heart.**

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 **Care  
Culture**  
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