

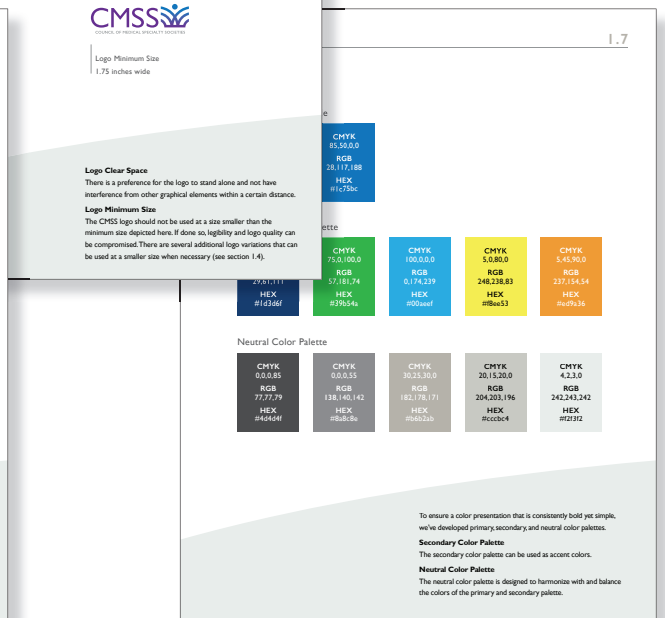
Council of Medical Specialty Societies (CMSS)

- Situation** The Council of Medical Specialty Societies (CMSS), headquartered in Chicago, is a coalition of more than 50 organizations representing more than 800,000 physicians across the U.S. that is dedicated to strengthening the collective efforts of medical specialty societies to advance healthcare. Given its position as a leading voice in helping to build understanding and support innovations for better patient care, CMSS needed a brand presence that better reflected the knowledge, influence, and expertise it holds. Accordingly, it enlisted TDC to develop a brand platform that could help it achieve this goal.
- Solution** Following an exploration of several concepts and creative directions, a new logo and look-and-feel was quickly approved by CMSS. TDC then developed other brand applications, including logos for several sub-branded programs. In addition, TDC developed a comprehensive brand standards guide as well as a stationery system, PowerPoint template, and graphics for CMSS's social media and online marketing campaigns.
- Result** The client was extremely pleased with the materials TDC developed. It introduced the new logo at its annual conference and even added a section on the "About" page of its website showcasing the logo and explaining how the visual components conveyed the essential values of the organization. CMSS is currently in discussion with TDC to redesign its website.

- o identity
- o brand standards

CMSSS

COUNCIL OF MEDICAL SPECIALTY SOCIETIES





Governance & Leadership Excellence
Across Medicine



Specialty Societies Advancing
Adult Immunization



- o business papers
- o powerpoint template

