

Morehouse School of Medicine

Situation The Morehouse School of Medicine (MSM) in Atlanta, Ga., is one of the country's leading educators of physicians and medical professionals committed to meeting the needs of underserved populations and people of color. To further grow its capacity to improve the health and wellbeing of its patients, broaden the diversity of the nation's health and scientific workforce, and continue advancing the frontiers of primary health care, MSM embarked on a major capital campaign in 2019. It recognized that in order to reach its fundraising goals, it needed an emotionally compelling message and communications assets that would immediately engage members of the donor community and motivate them to support the campaign.

MSM tapped TDC, a longtime branding and marketing partner for Morehouse Healthcare (the School's clinical practice arm), to develop a campaign identity, theme line, unique look-and-feel, high-level strategic messaging, a comprehensive campaign brochure, a companion microsite, as well as other assets.

Solution Prior to any creative brainstorming, TDC conducted a brief discovery dialogue with the MSM president and senior officers to better understand perceptions around MSM's capital campaign history and current noteworthy initiatives that would flourish from the campaign. From this insight, we established a positioning statement for the campaign as well as an overarching theme line: "The World Needs What We Do Best."

With this foundation, TDC developed a campaign logo and design look-and-feel that provided a dynamic platform for personal stories, program overviews, and appeals for support. This approach was incorporated into a 50-plus page brochure that focused on strategic beneficiary programs of the campaign, including research, medical education, pipeline programs, community engagement, and clinical innovations. We also created a microsite that mirrored the look-and-feel of the brochure, presented additional information on the campaign, and introduced key stakeholders and corporate supporters.

In addition, we developed a separate brochure, aimed at high-value donors, designed to attract support for the Hank and Yvonne Thomas Center, an expansive addition to MSM's National Center for Primary Care. Finally, to provide guidance for MSM personnel involved in the development of additional campaign pieces, we created a style guide outlining standards for logo usage, color palette, typography, and photography.

Result The materials and assets we developed are in the final stages of approval and are scheduled to be rolled-out in early 2020. MSM and campaign leadership have been highly complimentary of our work to date; we are currently in discussions to create additional pieces to further the impact and success of the campaign.

- campaign identity
- positioning statement
- brand standards

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Research Modes Used:

- Stakeholder Interviews
- Desk Research

THE CAMPAIGN FOR MOREHOUSE SCHOOL OF MEDICINE

The Campaign for Morehouse School of Medicine is seeking to inspire and attract support from new and current donors to strengthen the School's standing as an integral element of a healthcare system that meets society's most critical needs while serving the interests of all.

The Campaign offers donors a channel to help fund five strategic, solutions-focused initiatives that enhance physician training, expand the reach of medical research, increase community access to care, support clinical innovations, and grow future ranks of physicians committed to the wellbeing of underserved populations.



IDENTITY ELEMENTS - PREFERRED LOGO 2.1

The logo is made up of two primary elements: a distinctive type treatment of "IMPACT" and the tagline, which is locked up with the stylized arrow. All aspects of the logo have been carefully considered to ensure an appropriate balance between these two elements.

The IMPACT logo is considered artwork and may not be recreated or modified in any way. It is important that this logo is used in the correct manner at all times in order to ensure brand integrity.

Download Logos

Customized Typeface
 The typeface is a modified, proprietary typeface, a composite of two typefaces which are selected to be balanced yet also emphasize the word "ACT".

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Morehouse School of Medicine

IDENTITY ELEMENTS - COLOR PALETTE 2.4

The color palette is a three-tiered system that ensures brand flexibility and consistency. The primary color palette is comprised of two colors from the logo. The suite of saturated and unique complementary colors can be used as a secondary color palette and serves to represent each strategic initiative. The tertiary color palette is comprised of a suite of neutral colors designed to harmonize with the colors of the primary and secondary palettes.

Primary Colors

PRG 0100 CMYK 100, 72, 0, 1 RGB 0, 51, 101 HEX 003366	PRG 0101 CMYK 70, 45, 0, 0 RGB 51, 154, 204 HEX 003366	PRG 0102 CMYK 0, 0, 0, 0 RGB 15, 161, 201 HEX 003366
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Strategic Initiative Colors

COMMUNITY SERVICE CMYK 10, 42, 55, 22 RGB 119, 123 HEX 003366	OUR EDUCATION CMYK 60, 47, 26, 0 RGB 3, 125, 168 HEX 003366	CLINICAL INNOVATIONS CMYK 20, 15, 25, 15 RGB 168, 120, 90 HEX 003366
PHYSICIAN PROGRAMS CMYK 0, 82, 100, 12 RGB 215, 70, 20 HEX 003366	OUR RESEARCH CMYK 55, 41, 9, 9 RGB 125, 41, 141 HEX 003366	

Tertiary Colors

CMYK 15, 22, 20, 0 RGB 127, 148, 155 HEX 777777	CMYK 20, 22, 20, 0 RGB 148, 148, 148 HEX 003366	CMYK 20, 22, 20, 0 RGB 148, 148, 148 HEX 003366
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IDENTITY ELEMENTS - TYPOGRAPHY 2.5

Using the selected typefaces is an important element in achieving a consistent look for the campaign. When used regularly over time on marketing and communications materials, the typeface will become associated with the campaign and recognized by the viewer as an element of the campaign identity.

DIN Family (Light, Medium, Bold)

A B C D E F G H I J K L M N O P Q R S T U
 a b c d e f g h i j k l m n o 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U
 a b c d e f g h i j k l m n o 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S
 a b c d e f g h i j k l m n o 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U
 a b c d e f g h i j k l m n o 1 2 3 4 5 6 7 8 9

Adobe Jenson Pro (Light, Regular, Italic, Bold)

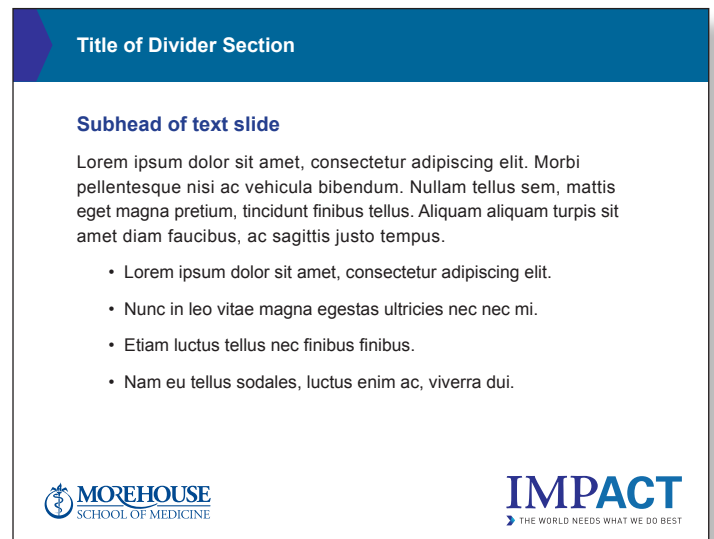
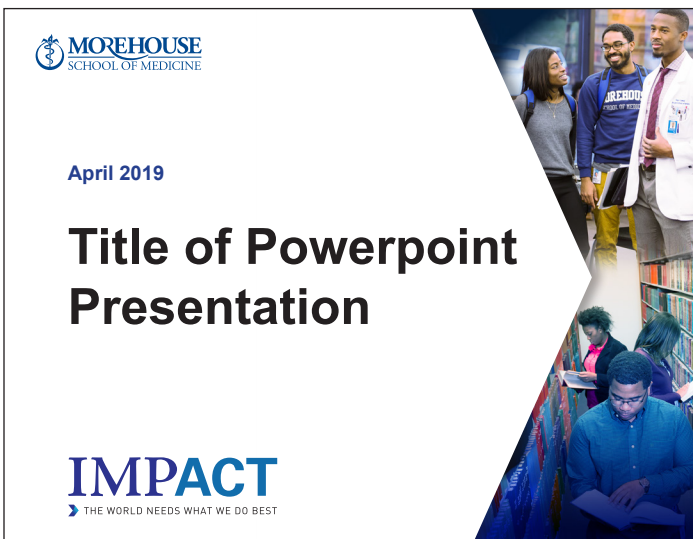
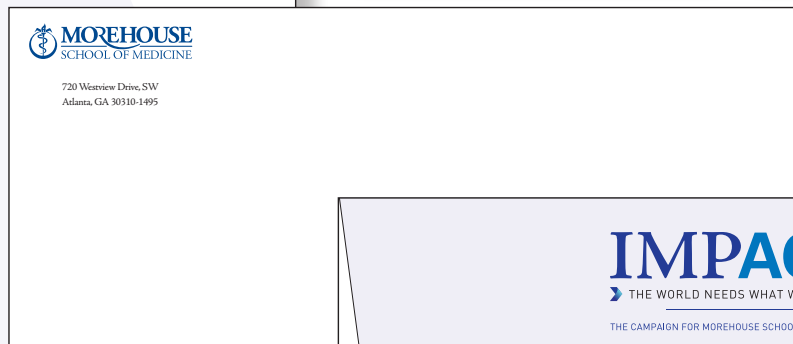
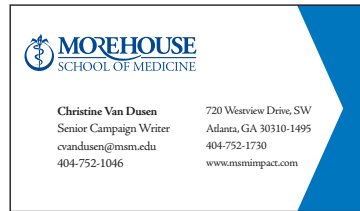
A B C D E F G H I J K L M N O P Q R S T U
 a b c d e f g h i j k l m n o 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U
 a b c d e f g h i j k l m n o 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S
 a b c d e f g h i j k l m n o 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U
 a b c d e f g h i j k l m n o 1 2 3 4 5 6 7 8 9

- stationery system
- powerpoint template





OUR COMMUNITY SERVICE

We know that health equity does not happen inside an academic bubble. We pay close attention to what is happening outside of our walls and maintain a steadfast commitment to making our community stronger, healthier, and more equitable.

We connect to community by developing collaborations with other local organizations as part of the **National Black Leadership Initiative on Cancer (NBLIC) Community Network Program**, which seeks to reduce disparities for African-Americans through education, research, and training. Our **Healthcare Without Walls** initiative addresses the needs of at-risk populations such as homeless, pregnant services at Mary Nell Freedom House, a substance abuse rehabilitation facility.

We connect to community with **ACEC clinics** that treat more than 3,000 HIV patients and screen 10,000 high risk clients each year. We partner with the faith community to promote education, mentoring, counseling, referrals, and substance monitoring as part of a program called **Not One More Life**.

We connect to community through our **High School and Young Adults Community Health Worker** training program, which over the period of a year, train students to become advocates for better health for their families, peers, and community. MSM also hosts health fairs and screenings, providing blood pressure readings, diabetes screening, and other services while recruiting for clinical trials.

We connect to community with four laboratory facilities in the Atlanta area and a mobile unit. Students are trained to deliver their primary care services and provide access to medical, dental, laboratory, and specialty referral services for the underserved, homeless, and uninsured.

And we connect to community by encouraging our residents to host in Georgia with **"Operation KeepSafe,"** a program that provides \$20,000 a year for two years to residents who agree to remain in the state.

connection

PROBLEM

For many diseases, African Americans have the highest death rate in the United States.

SOLUTION

MSM is diversifying the health sciences workforce and the body of research to benefit African-American patients.



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THE WORLD NEEDS WHAT WE DO BEST

MAKE AN IMPACT

ABOUT | STORIES | WHAT WE DO BEST | HOW TO GIVE | NEWS | CONTACT

THE WORLD NEEDS BREAKTHROUGHS THAT BENEFIT ALL POPULATIONS

Morehouse School of Medicine is on a mission to serve the underserved and solve the most pressing problems in the world today. Through graduate education, clinical innovations, community service, pipeline programs, and research, we are strengthening healthcare in this country and around the globe. With your support, we can do so much more. Join us in making an impact.

OUR CAMPAIGN

\$38,733,101 PHASE 1: \$10 MILLION | \$150,000,000 PHASE 2: \$100 MILLION | PHASE 3: \$30 MILLION

GIVE NOW

We hope you will join us on this journey of transformation. Let's make an IMPACT.

Message from the President and Dean and the Campaign Co-Chairs

VIDEO: ABOUT

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RESEARCH EXCELLENCE

People of color are frequently left out of data collection and analysis. Leaving our people of color also hurts patterns of other ethnicities. As science and medicine attempt to understand the entirety of the human condition and develop healthcare that is specialized, cost-effective, and efficient, the work will be incomplete if a large part of the population is ignored.

For many diseases, African Americans have the highest death rate of any racial group in the United States. The causes are many, and include social and economic disparities that result in unequal access to opportunities, resources, education, housing, and medical care, including early detection and treatment.

MSM is committed to understanding the health-care workforce as well as the needs of African American patients – a mission that will lead to a greater understanding of human history, biology, disease, and the therapeutic options that can benefit everyone.

"I never would have known I could do this if it weren't for this program. It made me want to work with underserved populations, and to serve communities like the one I came from."

AMER HANTERS, MD

Read My Story

WHY MSM

Morehouse School of Medicine – through Morehouse healthcare and many community partners – sees thousands of patients a year. Most of these patients are African American and come from the underserved communities that have the most pressing healthcare needs.

We have the reach, the capability, and the track record to improve the health of African Americans in clinical trials, as well as custom-tailored campaigns that we can implement all across a diverse medicine body of research.

Our researchers do not just stop the communities, collect data, and disappear to publish papers. They are committed to working collaboratively with underserved communities to address the issues that affect their lives.

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Message from the President and Dean and the Campaign Co-Chairs

HOME | ABOUT | MESSAGE FROM THE PRESIDENT AND DEAN AND THE CAMPAIGN CO-CHAIRS

You want to make a difference, a mark, an impact. You want to make thoughtful investments in people, places, and programs that will truly make a difference. We understand and share those ideals and goals. That is why we support Morehouse School of Medicine.

MSM is more than a medical school. It is an institution on a mission to make the world a better place through greater diversity, access, quality, and equity in healthcare.

To create this kind of transformation in the world, MSM is transforming itself – growing the number of students, increasing its degree offerings, and reaching deeper into the community.

All the while, MSM is guiding the health-care professionals this country needs most: those who are dedicated to primary care, to underserved communities, and to tackling the most pressing healthcare problems facing our country today.

We are inviting you to be part of the solution.

Together we can provide scholarships, programs, facilities, and other support for the students who will change the face of healthcare forever. We can serve the underserved and, in so doing, improve and save lives.

That's the world we need. And we need you. Please join us today in support of the Morehouse School of Medicine Campaign. Together, we can make an IMPACT.

Vivian Montgomery Rice, MD
President and Dean of Morehouse School of Medicine

David Abney
Chairman and Chief Executive Officer of UPS
Co-Chair of MSM Campaign

Larry C. Benko
Vice Chairman of BoardHealth Group and
Founding and Managing Partner of Quinn Venetian
Co-Chair of MSM Campaign

OUR CAMPAIGN

- event banner-ups
- event take-one card
- gift tumbler

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To create this kind of transformation in the world, MSM is transforming itself. We invite you to be part of that transformation.

Truly, the world needs what MSM does best. And we need you. Please join us today in support of the Morehouse School of Medicine Comprehensive Campaign.

Together, we can make an IMPACT.


To give today, please visit www.msm.edu/supportmsm

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 > THE WORLD NEEDS WHAT WE DO BEST
 THE CAMPAIGN FOR MOREHOUSE SCHOOL OF MEDICINE

Morehouse School of Medicine is in the midst of transforming the world by:

- Growing the ranks of compassionate, community-minded health leaders
- Realizing better health equity through clinical innovations
- Helping underserved communities gain wider access to care
- Advancing children's aspirations of becoming healthcare professionals
- Widening medical research to serve more populations

You can strengthen, expand, and accelerate the impact of these efforts through your support of the Morehouse School of Medicine Comprehensive Campaign. The world needs what we do best. With your help, we can deliver it.



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Identifying and Nurturing
Compassionate Health Leaders

Transforming Health Equity
through Clinical Innovations

Lifting Communities through
Mission-based Medicine

Building Pathways for Tomorrow's
Healthcare Professionals

Expanding Research Benefits
for All Populations