LIBIN CARDIOVASCULAR INSTITUTE

BRANDING

April 2020
In the summer of 2019 Leadership committed to moving forward on a rebrand.

Growth and evolution spanning 17 years warranted an updated representation.

The existing brand was difficult to use online without compromising legibility.

The “of Alberta” did not accurately describe the Libin scope.

Assets had become fragmented over time.

New branding would be done with guidance from the University of Calgary.

An updated brand will work well in print and online, will enhance name recognition and assist in attracting essential resources, from talent to capital.
Eleven stakeholders with a range of involvement in the institute — from students, to donors, to researchers and clinicians — participated in interviews as part of a discovery process. Information gleaned from these interviews helped guide the branding process.

At the outset, most everyone agreed:

• People are Libin’s greatest strength,
• Leadership is strong,
• Clinicians and researchers are world class, collaborative and hardworking.
LIBIN CARDIOVASCULAR INSTITUTE
Discovery Findings - WHO WE ARE, WHAT WE DO

Collaborative  Excellence  Leading Edge  World Class  Innovative
Innovative  Bold  Diverse  Fun  Intense
Progressive  Kind  Low key  Friendly  Cutting Edge
Belonging  Invested  Visionary  Approachable

We save lives  It takes more than heart  Small and nimble
Leading in research  Our strength is togetherness  Making better heart people
Game changers  No one else does what we do  Part of something greater
World class care  Small but mighty  So much potential
There are seven health Institutes within the Cumming School of Medicine. The Libin Institute is unique in that it is the only one with a mandate to provide clinical care.

Our three pillars define us: Research, Education and Clinical Care.

Audiences include donors, the public, leadership, research and clinical staff.

Aspirations include …

– to be better recognized across the country and the globe;
– to attract the top talent across the country;
– to be well known in Calgary, regarded as an integral part of this community;
– to become recognized as leaders in cardiovascular health.
In a competitive analysis of the cardiovascular landscape it became clear that the Libin Cardiovascular Institute did not stand out, but rather blended in.
LIBIN CARDIOVASCULAR INSTITUTE
Conceptual Development - THEMES AND IMAGERY

Geography
ROCKY MOUNTAINS + HEART BEATS

Vascular Systems
PATHWAYS, ARTERIES, NETWORKS

Heart
CARDIOLOGY + CONNECTIONS TO EXISTING BRAND
LIBIN CARDIOVASCULAR INSTITUTE
Conceptual Development – OUR PILLARS

Research –
BOOKS, LIBRARIES

Education –
TOWERS OF LEARNING

Clinical Care –
CLEAR PATHWAYS, OPTIMAL HEALTH
The Results

• We are now the LIBIN CARDIOVASCULAR INSTITUTE (of Alberta has been removed)
• Our typography and our colour palette are bold, clean, modern and fresh.
• Our three pillars are unchanged and are clearly represented within the new imagery.
• As we embark on our 10-year strategic plan, the Libin Cardiovascular Institute and our brand, will become synonymous with the future of cardiovascular health.
At the confluence of research, education and clinical care.
The Way Forward

• The Libin Cardiovascular Institute is a joint entity of the University of Calgary and Alberta Health Services.

• Libin members are world-class clinicians and scientists known for: excellence in the treatment of cardiovascular diseases, health prevention and promotion, developing innovations through research and scholarship, and training the next generation of leaders in cardiovascular health.

• By bridging research and education with clinical care, the Libin Institute will shape the future of cardiovascular health for our community and provide a model for the world.

libin.ucalgary.ca
Our Brand Rollout

- Begin using the new logo now
- Assets have been created and are available online
- E-signatures will be delivered to you shortly
- Assets can be found here: live-libin.ucalgary.ca/about/brand
For additional information please contact libin@ucalgary.ca