



Branding Checklist for Communicators

Basics:

- What is the business purpose of this asset?
- What is the essential message I want to communicate?
- What action do I want people to take?
- *Do the words and images reinforce each other?*

Layouts:

- Use [Canva templates](#) when possible
- Colors - correct use of brand colors
- Fonts – selection and style
 - Avoid all caps and italics
 - Let the words do the work for you
- Margins – don't cram stuff in, some white space is good
- Alignment – usually left aligned
- Spacing – no widows
- Clean – nothing extra

Logos:

- Placement
- Sizing
- Clear space – at least the size of “M” in Medicine
- Enterprise vs dept logo
 - Department logo at top and cobranded at bottom
 - When more than one department use enterprise logo

Messages:

- Language – dynamic, powerful, breakthrough, interconnected, all-in, immersive, empowering
- Punctuation – no Oxford comma, periods after degrees but not certifications
- Names – good idea to [check correct format](#) for department and hospital names, physician title format, etc.
 - Weill Cornell Medicine – spell out full name
 - NewYork-Presbyterian
 - NewYork-Presbyterian/Weill Cornell Medical Center
- Align to “excellence in action”
 - Does the copy speak directly to a specific audience and their needs?
 - Does it align to a proof-point or messaging theme that's relevant to that audience?
 - Does it reflect our brand's personality traits?
 - Is it concise and active?
 - Is it clear and direct, avoiding superfluous adjectives?
 - Does it feel crisp and compelling?



Photos:

- Feeling
- Eye contact
- Demographics
- Environment – modern, reflective of us, office, clothing
- Masking

No badges and no PPI

Personality:

Humanity

Warmth

Strength

Power

Get-it-done drive

Personality

Characteristics apply across
all 3 pillars.
Human characteristics that
capture the spirit of our brand

Humanity, Warmth

Forging a connection to patients on a personal level

Strength, Power

Bold, category leader

Get-it-done drive

Energy, urgency, vitality, innovation