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Identity

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Brand

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Appendix: Brand
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Creative Brief

What are we trying to do?



Decouple ComSol from Stericycle and develop an entirely new brand identity

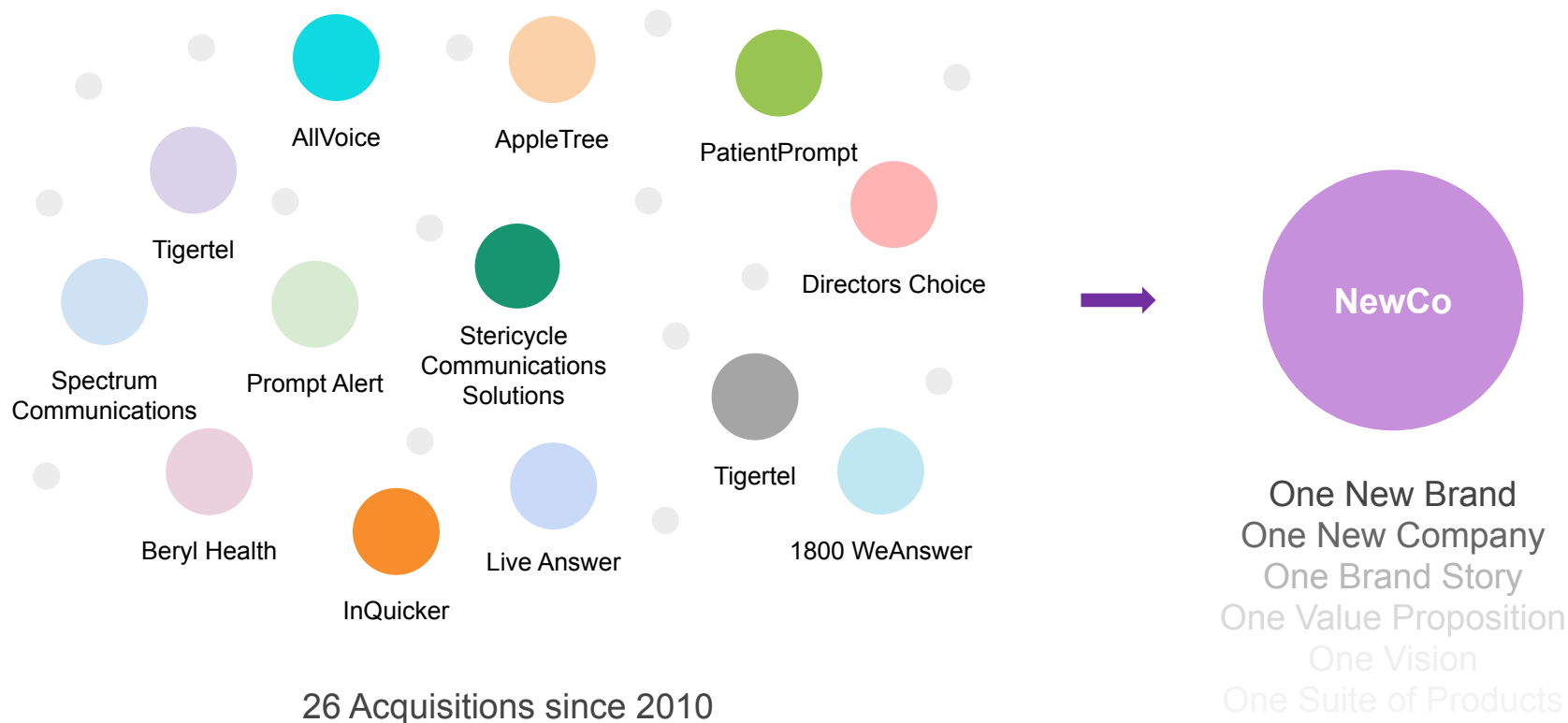


Reinvent NewCo as a bundled one-to-one communication service provider that caters to small, mid, and large healthcare and commercial clients (sunset all individual product brands)



Compellingly differentiate from competitors with a strong, compelling name and creative expression

Not Just a Rebrand. We're Reinventing Who We Are



Our Brand Promise

**Our brand promise is to be
a committed partner and act as
a seamless extension of our client's brand,
giving them the confidence and peace of mind
to focus on running their business.**

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Visual Concepts Explained



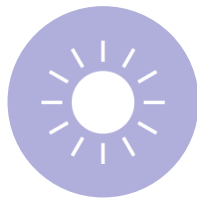
Name

Reflects brand
promise of committed
partner; palindrome



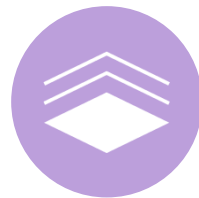
Logomark

Showcases the
concept of reflection
in the dots of the i



Visual concept

Light, and reflection
not just the use
of gradients



Depth

Mirror is a pane in
which you see depth
reflected



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mirr!



Reliable
Service.

Personal
Touch.

mirr!m



Industry
Leading
Services

mirrim

mirrim

Our New Brand

Logos

mirrım

Primary mark

mirrım

Special use only

mirrım

mirrım

mirrım

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Brand Voice



General statements on content and style of writing

Old homepage headline

Innovative Products Meaningful Experiences

Provide communication tools, technologies, and services your customers expect.

New homepage headline

Reliable Service. Personal Touch.

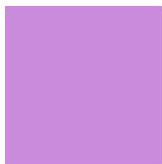
Mirrim is your trusted partner in delivering exceptional experiences through flexible, responsive communications and industry-leading technologies.



Color Palette

mirrīm

PRIMARY



PMS: 2572 C
RGB: 201 / 139 / 219
HEX: #C98BDB
CMYK: 29 / 55 / 0 / 0



PMS: 531 C
RGB: 223 / 200 / 231
HEX: #DFC8E7
CMYK: 9 / 24 / 0 / 0



PMS: 2622 C
RGB: 101 / 49 / 101
HEX: #653165
CMYK: 65 / 100 / 5 / 40

NEUTRAL



RGB: 56 / 56 / 56
HEX: #383838
CMYK: 0 / 0 / 0 / 78



RGB: 140 / 140 / 140
HEX: #8C8C8C
CMYK: 0 / 0 / 0 / 45



RGB: 210 / 210 / 210
HEX: #D2D2D2
CMYK: 0 / 0 / 0 / 18

SECONDARY



PMS: 284 C
RGB: 108 / 172 / 228
HEX: #6CACE4
CMYK: 59 / 17 / 0 / 0



PMS: 473 C
RGB: 240 / 191 / 155
HEX: #F0BF9B
CMYK: 0 / 32 / 42 / 0



PMS: 310 C
RGB: 106 / 209 / 227
HEX: #6AD1E3
CMYK: 48 / 0 / 9 / 0



PMS: 601 C
RGB: 240 / 233 / 145
HEX: #F0E991
CMYK: 4 / 0 / 47 / 0

TERTIARY



PMS: 177 C
RGB: 255 / 128 / 139
HEX: #FF808B
CMYK: 0 / 54 / 38 / 0



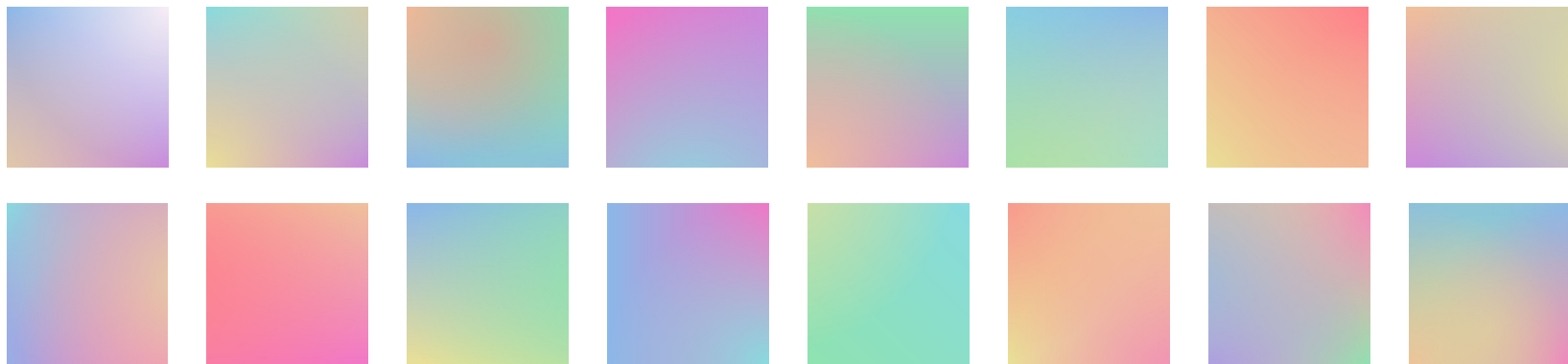
PMS: 352 C
RGB: 143 / 226 / 176
HEX: #8FE2B0
CMYK: 37 / 0 / 31 / 0



PMS: 231 C
RGB: 242 / 119 / 198
HEX: #F277C6
CMYK: 3 / 60 / 0 / 0

Amorphous Gradient Library

mirrjm



Primary Typeface

mirrim

Azo Sans

Azo Sans is a sans serif loosely based on the elementary forms of geometry. It is constructed in a geometric manner but is instilled with a humanistic quality. Azo Sans is full of nuances that soften the strictness of pure geometry, making the typeface more human and pleasant to read in longer body text, while maintaining a sober and rational appearance.

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Medium **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Thin **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Alternate Typeface



Trebuchet

Trebuchet is a humanist sans serif designed for easy screen readability. Taking it's inspiration from sans serifs with large x-heights and round features, it's intended to promote readability. Trebuchet's letterforms are instilled with personality, even at small sizes, while retaining clarity and readability.

Trebuchet is a system font common to all PCs and Macs and should be used if/when Azo Sans is unavailable.

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Regular

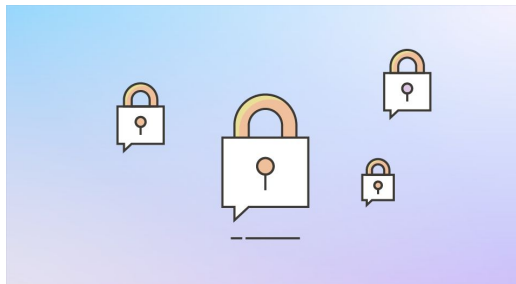
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Illustration

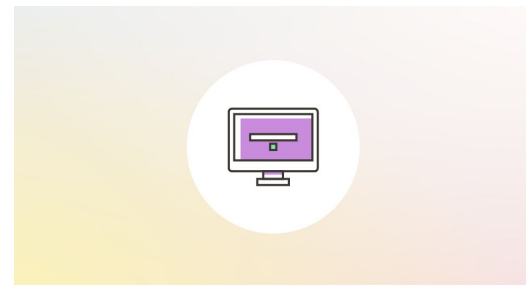
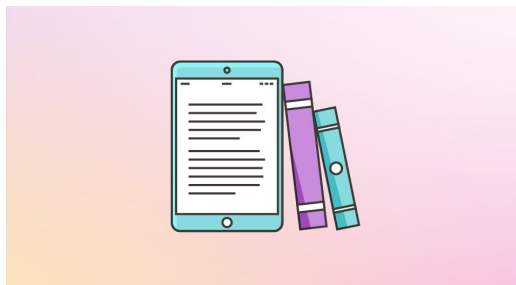
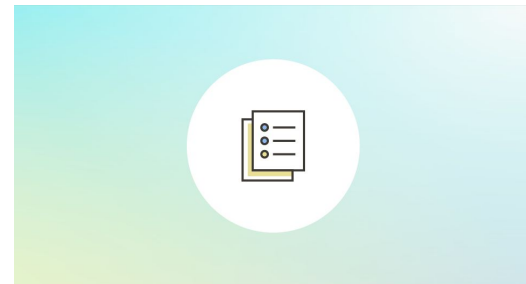
mirrjm

- Extend the visual language and allow for additional creative beyond photography
- Illustrations should be light and airy, not heavy or bulky
- Background opacity should be toned down to create a softer appearance; letting the illustration shine
- Single icons in a circle can be used for more tactical updates (news releases, etc.)

Strategic, narrative driven



Functional, tactical



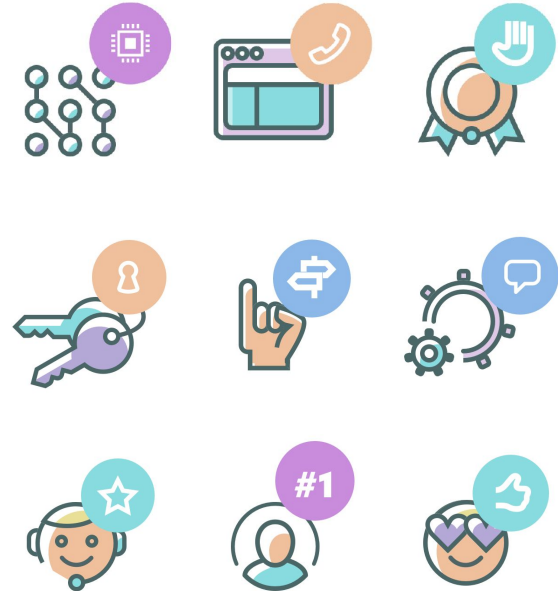
Iconography

mirrjm

Line icons (Industries)



Filled icons (Services, About, etc.)



Headings



H1 **Lorem Ipsum**

AZO SANS BOLD

H2 **Dolor Sit Amet**

AZO SANS BOLD

H3 Cras Justo Odio

AZO SANS LIGHT

H4 Donec Ullamcorper

AZO SANS REGULAR

H5 Etiam Porta Sem

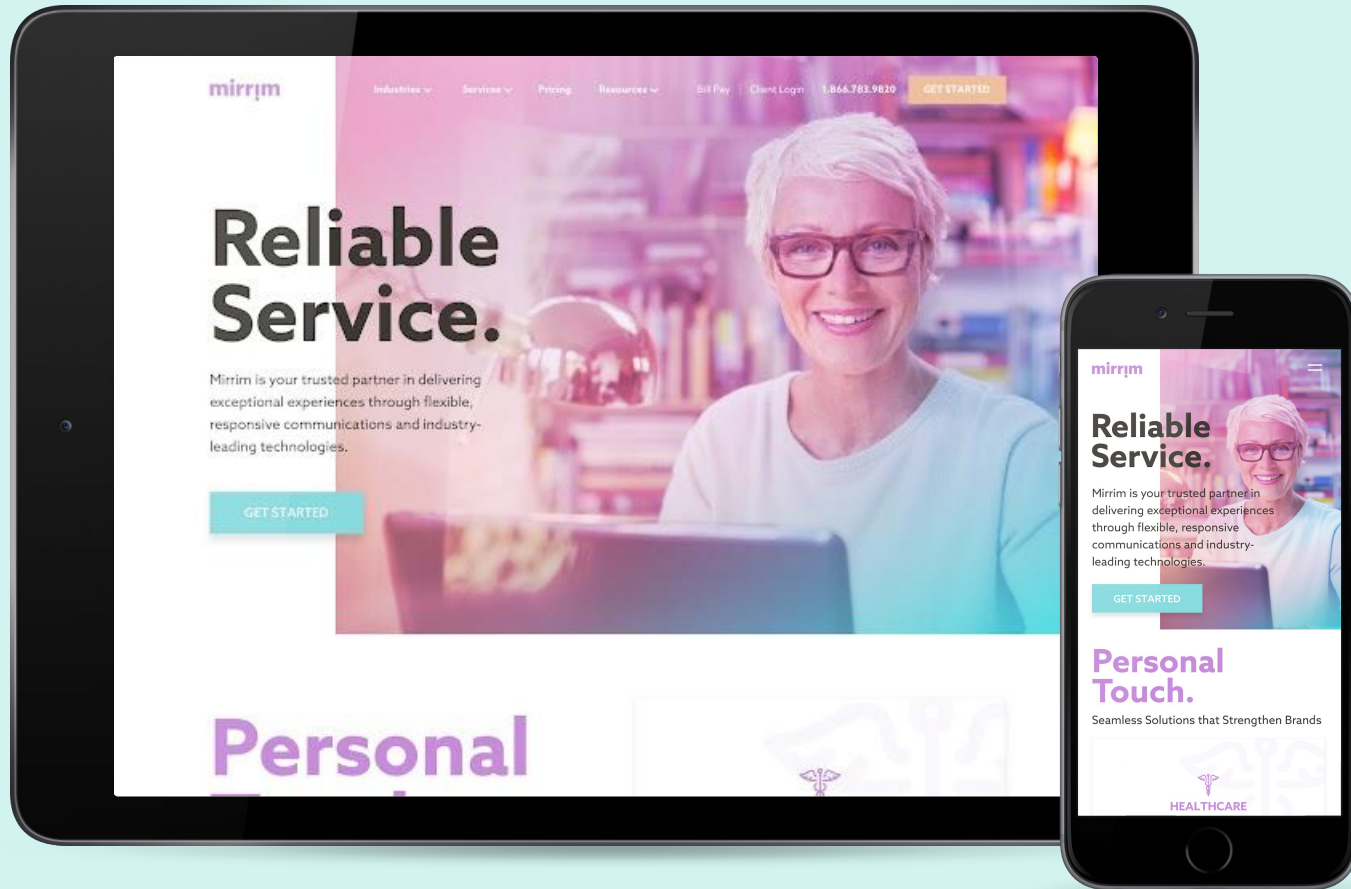
AZO SANS LIGHT

H6 Cras Vehicula Aenean

AZO SANS LIGHT

Appendix: Brand Applications

*still in design



Patients or Consumers

Strategies for Healthcare Engagement

Patients Are Deciding Where They Will Take Their Healthcare Needs More Than Ever Before.

Empowered by the commercial market's customer-driven engagement strategies, patients are seeking quick and easy communications, increased convenience and quality, and experiences that feel personal.

Make Patient Engagement Easy

Consumers are being connected to their mobile phone, and patients are, too. In fact, the average person holds their phone 46 times per day. That's 360 times per week, or approximately every 10 minutes. And, as technology advances, it's becoming easier to manage health, track progress, and receive care. For example, patients can now use their smartphones to schedule appointments, track their health, and even receive care. This is a huge shift in the way we think about healthcare. It's no longer just about the doctor's office. It's about the patient's life. And that's a good thing.

Appointment Reminder

Healthcare providers have been the same for many years, and have used the same methods to remind patients of their appointments. But now, with the power of mobile devices, they can do so much more. They can send reminders to patients' smartphones, tablets, or even smart TVs. They can also send reminders to patients' email, or even their social media accounts. This is a huge shift in the way we think about healthcare. It's no longer just about the doctor's office. It's about the patient's life. And that's a good thing.

Provide Convenient Digital Access

Convenient access means patients can find what they need for their healthcare. For example, they can find a doctor, schedule an appointment, or even receive care. This is a huge shift in the way we think about healthcare. It's no longer just about the doctor's office. It's about the patient's life. And that's a good thing.

Embrace Social Media - Or Be Left Behind

Social media is no longer just a place to hang out. It's a place where patients can find what they need for their healthcare. For example, they can find a doctor, schedule an appointment, or even receive care. This is a huge shift in the way we think about healthcare. It's no longer just about the doctor's office. It's about the patient's life. And that's a good thing.

Create Personalized Experiences for Lasting Relationships

Healthcare is no longer just about the doctor's office. It's about the patient's life. And that's a good thing. Healthcare providers are now using technology to create personalized experiences for their patients. This is a huge shift in the way we think about healthcare. It's no longer just about the doctor's office. It's about the patient's life. And that's a good thing.

Different Industries. Same Expectations.

As technology continues to advance, patients and consumers are demanding more from their healthcare providers. They want quick and easy access to their healthcare. They want personalized experiences. They want to be in control of their healthcare. This is a huge shift in the way we think about healthcare. It's no longer just about the doctor's office. It's about the patient's life. And that's a good thing.

Test Balance Reminders and Mobile Pay

Healthcare providers are now using technology to create personalized experiences for their patients. This is a huge shift in the way we think about healthcare. It's no longer just about the doctor's office. It's about the patient's life. And that's a good thing.

Patients or Consumers

Strategies for Healthcare Engagement

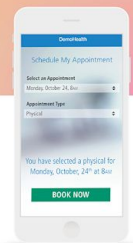


Empowered by the commercial market's customer-driven engagement strategies, patients are seeking quick and easy communications, increased convenience and quality, and experiences that feel personal.

Healthcare consumerism is not a new trend. However, patients' desire to be active participants within their healthcare journey has increased as high-deductible plans become more common, forcing them to research pricing and reviews in order to find the best value. And as technology advances, commercial industries will continue to appeal to consumers with convenient, always available services that reduce wait times, send reminders directly to mobile devices, and engage with reviewers post-transaction.

Despite identifying consumerism as an important trend, a majority of hospital executives have not implemented strategies to acquire and retain consumer-minded patients.¹ In fact, just 23 percent of hospital executives have the ability to develop consumer insights according to a 2016 Kaufman Hall report.

However, consumer-focused engagement strategies that provide the same convenience, availability, and personalization as commercial industries are key. And healthcare organizations that fail to proactively emulate commercial businesses' approach to customer behavior could fall behind. Outlined below are four strategies from the commercial world that will engage healthcare consumers.



Deloitte.

"Creating more engaged patients begins by recognizing that the health care system's traditional inclination to cater to 'patients' no longer works. Consumers want to engage the health system directly to purchase health services with the same energy and passion they use when selecting [consumer products]."

¹ Kaufman Hall, 2016.

Mobile Trends



Appointment Reminder

Hectic schedules have become the norm for many patients, and have paved the path for appointments and other healthcare commitments to be forgotten or overlooked. Appointment reminders can be a simple way to reduce no-shows and support the entire patient journey. For example, Michigan-based Infinity Primary Care cut their no-show rate in half after implementing a reminder solution across nine unique locations. This sort of improvement can help create more reliable staffing schedules and happier staff while also fostering a greater sense of care for the patient.

Text Balance Reminders and Mobile Pay

Unfortunately, patients are prone to forget more than their appointments; bills and other commitments can also fall under the radar. Mobile technologies, such as mobile pay and balance reminders, can help patients meet obligations in the same way they make transactions with commercial businesses: online. And with 52% of consumers wishing they could do more with their mobile devices,⁴ these solutions help satisfy patients' increasingly consumer-driven expectations.

Message Broadcast

Timely, useful information is proven to positively impact a patient's overall brand experience. And in many cases, broad audiences can benefit from the same messages. Flu season, for example, is a prime opportunity to promote the latest flu vaccine. By targeting eligible demographics, organizations can increase both patients' health and sense of being cared for. Other messages can also be distributed in this manner, including weather closings, construction updates, general health reminders, and more, ensuring patients are always up-to-date and looked after.

Patient Outreach and Preventative Care

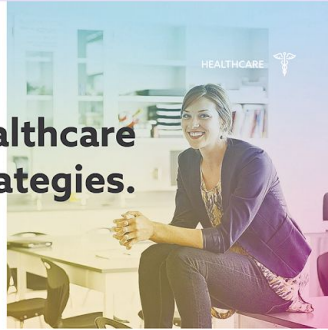
With strategically timed reminders and messages, healthcare organizations can better safeguard patient health. Reminders sent via text message, phone call, or email can be particularly effective method of supporting this initiative, as two-thirds of cell phone owners check their phones for alerts even when they haven't noticed it ringing or vibrating.⁵ With a reminder solution, organizations can prompt patients to schedule a follow-up or annual appointment and send reminders as the date nears, creating an exceptional patient experience from start to finish.

⁴ Time, 2015 | ⁵ Statista | ⁶ Salesforce, 2016 | ⁷ Pew Research Center, 2014

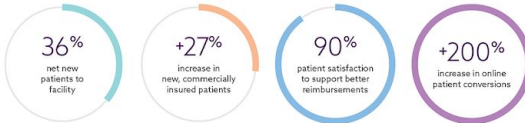


Enhance Healthcare Provider Strategies.

- ✔ Patient acquisition and retention
- ✔ Efficiency and load balancing
- ✔ Patient experience and satisfaction
- ✔ Care coordination



On average, Healthcare Scheduling Solutions users see:



With Healthcare Scheduling Solutions, you get:

An Enterprise-Wide Solution

Works with EDs, urgent cares, physician groups, and 12+ ancillary services.

Patient & Internal Scheduling Functionality

Facilitates both patient self-scheduling and internal scheduling at discharge.

A Cloud-Based Solution

Healthcare Scheduling Solutions is easy to implement and use.

Support in Managing Patient Flow & Sentiment

Integrates directly into your EHR, minimizing paper workarounds by clinical staff and creating a seamless patient experience.



"Healthcare Scheduling Solutions has proven to be among our most important strategic business initiatives. It differentiates a service line in a crowded market, while providing a solid ROI."

Ron Yukelson



With Healthcare Scheduling Solutions, you get:

Turnkey Marketing Support

In-house marketing team has extensive experience driving patient acquisition via paid search campaigns as well as traditional marketing tactics, including press releases, newsletter briefs, and social media.

A Search Engine-Optimized Platform

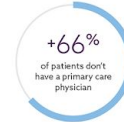
Landing pages are built for optimal search engine rankings. Approximately 20-30% of InQuicker patients come from SEO.

"Powered By" Branding

"Powered By" approach supports increased recognition for your brand. InQuicker uses your logo and colors to create a seamless patient experience.

Detailed Reporting

Comprehensive reporting provides insights into patient volume, new patient mix, patient satisfaction, and important demographic information.



Healthcare Scheduling Solutions pioneered the online scheduling space and has proven success with leading health systems such as Dignity, Ascension, SSM, and more.

Create a Better Patient Experience

Two-Click Scheduling for Office Visits and Ancillary Services

- ✔ Enable patients to schedule appointments in a way that better fits into their busy schedule, enhancing your brand's overall convenience and experience
- ✔ Increase patient satisfaction by minimizing wait times
- ✔ On average, InQuicker users see 90% patient satisfaction scores

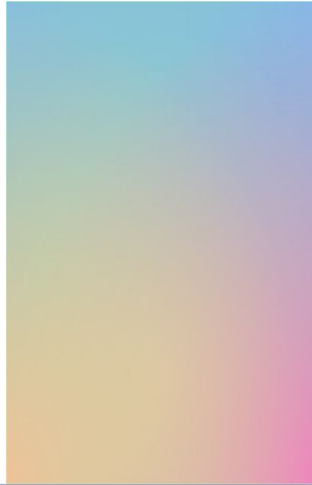
Online Ed and Urgent Care Check-In for Patients With Non-Life-Threatening Conditions

- ✔ View estimated treatment times
- ✔ Check-in online, providing information on why they're visiting to ensure your staff is prepared for them
- ✔ Wait from home until their estimated treatment time

Contact us to learn more or to schedule a demo

866.783.9820
mirrim.com

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Ruth
Abdulmassih

Executive Vice President

ruth.abdulmassih@mirrim.com

+1 317 713 2211 *office*

+1 317 431 8314 *mobile*

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Jeffery Green,

Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Nullam quis risus eget urna mollis ornare vel eu leo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec ullamcorper nulla non metus auctor fringilla. Curabitur blandit tempus porttitor.

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Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec id elit non mi porta gravida at eget metus. Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed posuere consectetur est at lobortis.

Emma Doe

Emma Doe
Co-founder & CEO

mirrim

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nulla vitae elit libero, a pharetra augue. Morbi leo risus, porta ac consectetur ac.

Cras mattis consectetur purus sit amet fermentum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean lacinia bibendum nulla sed consectetur.

Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Vestibulum id ligula porta felis euismod semper. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas faucibus mollis interdum. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

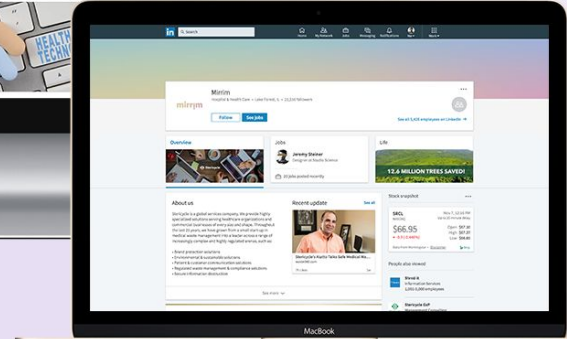
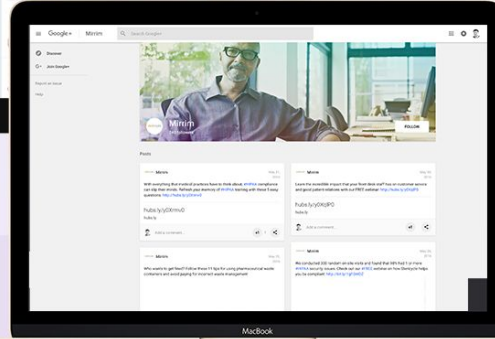
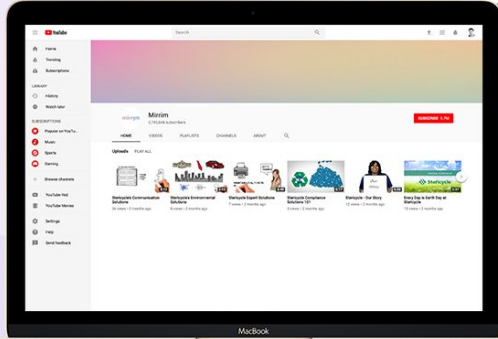
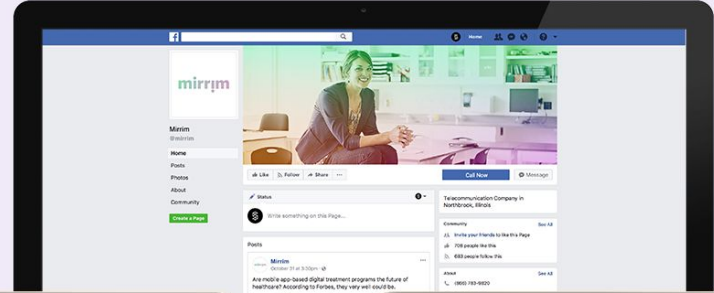
Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Nullam quis risus eget urna mollis ornare vel eu leo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec ullamcorper nulla non metus auctor fringilla. Curabitur blandit tempus porttitor.

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mirrimTweets
930Following
358Followers
658Likes
858

Follow

**Mirrim**

@Mirrim

Mirrim provides high quality telephone answering, appointment scheduling, and automated communication services.

Northbrook, IL

mirrim.com

Joined September 2013

Tweet to Mirrim

192 Photos and videos

Tweets

Tweets & replies

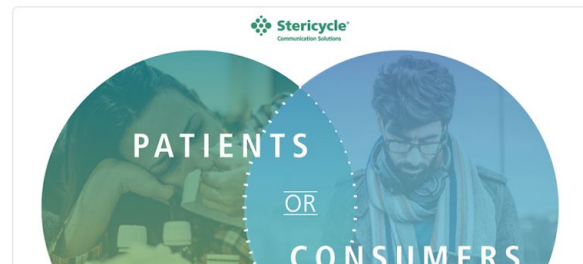
Media



Pinned Tweet

**Mirrim** @Mirrim · Feb 1

#HealthcareConsumerism is on the rise. Our white paper outlines 4 strategies to meet evolving patient expectations: bit.ly/2jWG5DK



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**Stericycle Experts** @Steri... ×

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**Michael A. Gaspar** @Mic... ×

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Create a Page



Call Now



Status



Write something on this Page...

Telecommunication Company in
Northbrook, Illinois

Community

See All

Invite your friends to like this Page

708 people like this

683 people follow this

About

See All

(866) 783-9820

Typically replies within an hour
[Send Message](#)

www.stericyclecommunications.com

Telecommunication Company · Business
Service · Professional Service

Posts



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October 31 at 3:30pm · 🌐

Are mobile app-based digital treatment programs the future of healthcare? According to Forbes, they very well could be.



Digital Telemedicine: The Future of Health Care Will

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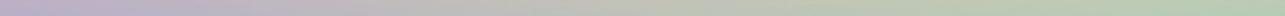
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Waste Management



Canadian Association







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Stericycle's Communication Solutions

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3:05

Stericycle's Environmental Solutions

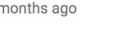
8 views • 2 months ago



3:49

Stericycle Expert Solutions

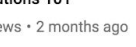
7 views • 2 months ago



5:17

Stericycle Compliance Solutions 101

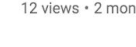
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Stericycle is a global services company. We provide highly specialized solutions serving healthcare organizations and commercial businesses of every size and shape. Throughout the last 25 years, we have grown from a small start-up in medical waste management into a leader across a range of increasingly complex and highly regulated arenas, such as:

- Brand protection solutions
- Environmental & sustainable solutions
- Patient & customer communication solutions
- Regulated waste management & compliance solutions
- Secure information destruction

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Jeremy Steiner

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Hi Jeremy,

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Thanks,
Jenny

Jenny Rhine

Director of Digital Marketing

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September 2017 Release

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