

# BAYLOR COLLEGE OF MEDICINE

BRAND BOOK ▶

Baylor  
College of  
Medicine



This document provides a comprehensive overview of the Baylor College of Medicine brand that will guide internal decisions regarding the management of our brand.

Although considered when managing our brand, this does not reflect how healthcare, research, education and community operate internally.



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# WHAT IS A BRAND?

Our brand is our identity.

Our brand communicates who we are, what we do, the quality we provide and our reputation for trustworthiness to the market.



## WHAT MAKES A BRAND STRONG?

One of the most valuable assets we own is our brand. Baylor College of Medicine is fortunate to have a brand rooted in respect, integrity, innovation, teamwork and excellence.

Consistency of look, feel and message is key to creating and maintaining a strong presence in the marketplace.

We must be consistent in how we communicate our identity.

## WHY IS THIS IMPORTANT?

Baylor College of Medicine represents the best in healthcare, education and research impacting lives all over the world.

The cumulative contributions and achievements of entities and individuals across the College to all four missions form the proof points that support the strength of our brand.

Consistent and unified presentation of our brand generates clear understanding of who we are and the value we provide, resulting in recruitment of top trainees, faculty and staff; consistent referrals; increase of patient care; stronger relationships with collaborators and funders; and expanded engagement of our alumni and donors.

## OUR FOUNDATION



Baylor College of Medicine is a health sciences university that creates knowledge and applies science and discoveries to further education, healthcare and community service locally and globally.



# AUDIENCE

- ▶ Alumni
- ▶ Collaborators
- ▶ Current patients and caretakers
- ▶ Current and prospective employees
- ▶ Current and prospective students and trainees
- ▶ Donors
- ▶ Local community
- ▶ Media
- ▶ Physicians and scientists
- ▶ Prospective patients and caretakers
- ▶ Referring physicians



# BAYLOR COLLEGE OF MEDICINE BRAND

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Our collaborative approach to healthcare means better, more personalized treatment options, greater access to clinical trials, and a better quality of life for our patients.

Our culture of innovation and collaboration combined with the exceptional resources of the College and the Texas Medical Center create an environment in which our trainees prepare to shape the future of science and healthcare and our scientists make advances that improve health locally, nationally and globally.





# BRAND PROMISE

A brand promise explains the commitment an organization makes to the people it serves.

Baylor College of Medicine—

- ▶ Delivers individualized, cutting-edge diagnosis and healthcare treatments in a compassionate manner to everyone.
- ▶ Educates diverse healthcare providers and scientists in programs considered among the elite in the world.
- ▶ Advances science and applies research to change and improve the quality of life.
- ▶ Partners with communities across the world to educate and develop new approaches to prevention, diagnosis and treatment.



Bayline  
Solutions  
Medicine

Marla Sarmiento, MD  
Primary & General  
Care Medicine

# BRAND POSITION

A brand position supports the brand promise, explaining how an organization stands apart from its competitors.



Baylor College of Medicine applies research to set new global standards for healthcare, health sciences and medical education and innovation.





# REASONS TO BELIEVE

Reasons to believe (RTB) are proof points or persuasive facts that support our brand promise. RTBs prove to consumers that we are who we say we are.

## We provide personalized, comprehensive and cutting-edge care ▼

- ▶ Nationally and internationally recognized physician experts and care teams
- ▶ One of three institutions to complete the Human Genome Sequencing Project and currently the largest clinical genetics program in the country
- ▶ One of three NCI designated Cancer Centers in the State of Texas

## We are a leader in clinical and biomedical education ▼

- ▶ *U.S. News & World Report* top ranked medical, graduate and allied health programs

## We are a leader in biomedical research ▼


- ▶ Nationally and internationally recognized leaders
- ▶ Top 20 in the country for NIH funding

## We serve communities across the world ▼

- ▶ Home to the National School of Tropical Medicine, the only school in the nation dedicated exclusively to neglected tropical diseases, the most common infections of the world's most disadvantaged people



## BRAND TONE



It is important that Baylor College of Medicine communications be respectful of the history of the institution and, more importantly, reflect its bold nature. The general tone of all writing should be optimistic, authoritative and mature. When writing about achievements, awards, breakthroughs and developments it is important that the tone be proud yet modest; never conceited or arrogant.

## BRAND ARCHITECTURE

### Primary Brand

Brand most recognized by our audience, what consumers think of when he or she hears or sees our name

- ▶ Baylor College of Medicine

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### Secondary Brand - Healthcare

Related brand used to build brand equity and supports primary brand with additional identity clarification

- ▶ Baylor St. Luke's Medical Center
- ▶ Dan L Duncan Comprehensive Cancer Center

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DAN L DUNCAN  
COMPREHENSIVE  
CANCER CENTER

# BRAND ARCHITECTURE

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**Baylor St. Luke's  
Medical Center**

Secondary  
Brand

Secondary  
Brand

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DAN L DUNCAN  
COMPREHENSIVE  
CANCER CENTER

## SERVICE LINES

Healthcare Clinics,  
Centers and  
Service Line Examples

- ▶ Cardiology
- ▶ Family Medicine
- ▶ Surgery
- ▶ Cardiothoracic Surgery
- ▶ Lester and Sue Smith Breast Center
- ▶ The Lester and Sue Smith Lung Clinic

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**SURGERY**

BAYLOR CLINIC | 6620 Main St. | 13th Floor, Suite 1350  
Houston, Texas 77030

## DEPARTMENTS

Education and Research  
Clinics, Centers and  
Department Examples

- ▶ The Margret M. and Albert B. Alkek Department of Medicine
- ▶ Michael E. DeBakey Department of Surgery
- ▶ Lester and Sue Smith Breast Center
- ▶ The Lester and Sue Smith Lung Clinic

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MICHAEL E. DEBAKEY  
DEPARTMENT OF  
**SURGERY**

## PHYSICAL LOCATIONS

Healthcare, Research  
and Education  
Physical Location Examples

- ▶ Baylor Clinic
- ▶ Baylor Family Medicine Clinic
- ▶ Baylor McNair Campus
- ▶ Baylor St. Luke's Medical Center
- ▶ Ben Taub Hospital
- ▶ Jamail Specialty Care Center

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DAN L DUNCAN  
COMPREHENSIVE  
CANCER CENTER



**Baylor St. Luke's  
Medical Center**

## AFFILIATIONS

Healthcare, Research  
and Education  
Affiliation Examples

- ▶ Harris Health System
- ▶ Michael E. DeBakey VA Medical Center
- ▶ Texas Children's Hospital
- ▶ Texas Heart Institute

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Baylor College of Medicine is a complex institution comprised of many entities including schools, departments, centers, institutes, affiliates and locations.

Many entities include additional brand components. When communicating to various audiences and marketing programs internally or externally, it is important to align messaging so we can position our brand including all components correctly. This can be best achieved by coordinating with institutional marketing and communications in addition to the leadership of the specific entity involved.



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