



## **Brand Launch | Frequently Asked Questions (FAQs)**

### **Purpose:**

Share key messages and statements about the Gillette Children's brand refresh.

### **Use:**

For internal Gillette Children's audiences as a reference for questions regarding the brand refresh.

### This Document for Internal Use Only

#### **What does "Brand" and "Brand Refresh" mean?**

Brand shapes how we sound, look, and communicate with internal and external audiences to create a consistent expression of our mission and impact. You can find detailed information about the brand refresh in *Redefining Our Future*, our guide for all communications. This document provides an overview of the changes. We refer to these changes as a "refresh" because although they are meaningful and impactful, they do not alter our organization's core purpose.

The refresh is the foundation of building a broader awareness and appreciation for the work Gillette Children's has accomplished since 1897.

#### **Why refresh our brand now? Is it related to our 125<sup>th</sup> year?**

Gillette Children's is proud to celebrate 125 years of treating brain, bone and movement conditions that start in childhood. While we honor 125 years of progress, refreshing our brand is about our future. Our new identity will expand awareness of our vision and mission, as well as our focus on advances in research, diagnoses and treatment.

We know we can help more children and families by expanding awareness of our services and mission. The brand refresh is the foundation of building that broader awareness of our vision of a world in which every child is able to create their own story.

#### **How will this change add value and benefit our patients?**

It is our hope that Gillette Children's brand refresh will help raise awareness of our specialty care for more patients and families with brain, bone and movement conditions, as well as referring physicians and donors. The brand refresh is the foundation of building that broader awareness of our vision of a world in which every child is able to create their own story. The Gillette Children's care model will not change, yet our refresh better explains how Gillette researches, diagnoses, and treats these complex conditions.

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## **Who was involved in this process?**

We engaged a diverse group of internal and external stakeholders throughout the process of developing and launching the brand refresh. Initial interviews were conducted with groups of donors, patient families, community and board members, Gillette team members and providers. Based on their feedback, concepts were developed for the refresh of the brand. Those initial concepts continued to be refined with the help of additional working groups of Gillette employees from across the organization. This process was facilitated in partnership with our creative agency, Revive. *See our story on GilletteNet for more detailed information about the teams involved.*

## **Why shorten our name to “Gillette Children’s”?**

Referring to ourselves simply as “Gillette Children’s” continues to pay tribute to our history and to our founder, Dr. Arthur Gillette. It reflects who we are to our patients, families, and employees. Although we will refer to ourselves as “Gillette Children’s” internally and externally, our legal name will remain Gillette Children’s Specialty Healthcare.

## **What does the new logo mean? Why will we no longer use the heart symbol?**

The refreshed Gillette Children’s logo was inspired by Gillette’s excellence in research and care for “brain, bone and movement” conditions. Although moving away from our previous logo was a difficult decision, it was ultimately important to make this change to create alignment between our mission, our vision for the future, and our visual identity. Note that elements of the previous symbol were brought forward in this refresh process, which also includes vibrant new colors and a more contemporary feel.

## **Why is the ‘g’ in the logo in lowercase?**

The lowercase, more contemporary ‘g’ in the refreshed Gillette Children’s logo is used only in the logo. Any use of Gillette Children’s in writing or content production will employ standard capitalization for a proper noun. Look around and you may notice many logos use lowercase, such as amazon, citibank, ebay, dyson, facebook, hulu, intel, macy’s, and xerox.

## **Why emphasize brain, bone and movement conditions?**

The term “brain, bone and movement” conditions is an approachable and straightforward way to define the many complex neuromusculoskeletal conditions we research, diagnose, and treat. It is a broad brushstroke that helps describe the majority, but not all, of our expertise. The need for more plain language when describing our work was identified by patients and others in our community.

## **How will the refreshed brand affect hospital operations or the care provided?**

The Gillette Children’s care model will not change. The expert care and treatment that has defined us for 125 years will continue to be at the center of all that we do. We will continue to partner with patients and families to understand their goals and be at the forefront of clinical treatments.

We are refreshing our brand to better define who we are and what we do. As we have done for the past 125 years, we will continue to build on our success and evolve so that we can best serve patients and families who need us.

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## **Will the refreshed brand impact provider referrals?**

We hope so! One goal of the brand refresh is to help Gillette Children's emerge from its status as a "hidden gem." By raising awareness on a broader scale, Gillette will increase referrals from a wider group of physicians, providers and community resources. How we welcome patients won't change, but a stronger brand helps us tell the story of Gillette in a clear, compelling way and keeps us top-of-mind for families, community members, referring providers and donors.

## **Will the brand refresh impact any of Gillette Children's research?**

The brand refresh – including the revisions to our mission statement – better tells the story of our expanding role in medical research, medical and surgical advances, education and training, and advocacy work for those living with brain, bone and movement conditions that start in childhood.

## **Will this impact current departments or positions at Gillette?**

This brand refresh will not impact departments or positions. However, we plan to use the brand framework on making decisions for the future in alignment with our current strategic plan, "Leadership Through Innovation."

## **How long will this process take?**

Many of the brand elements are already being incorporated into our communications, including some of the language, colors, fonts and other visuals. Employees will begin to see the new logo starting May 4. Patients, families and the broader community will begin to see the new logo starting May 16. Updates to signage, print materials, badges and other existing items will be made continuously throughout the year ahead. Any new materials created after May 16 should reflect the refreshed brand. Speak with your manager, or with your department's marketing partner, for additional guidance.

Personal items with the soon-to-be outdated logo, like apparel, may continue to be worn – although employees are encouraged to visit the online "pop-up" store to purchase new apparel. The new items include polo shirts, ¼ zip long sleeve shirts, vests and jackets.

## **How can I learn more?**

Employees, volunteers and other select partners will receive a "brand-aid box" with more information, along with a link to our brand launch site and complimentary branded merchandise. With specific questions not covered in those materials, visit [gillettechildrens.org/brand](http://gillettechildrens.org/brand). Speak with your manager, or with your department's marketing partner, for additional guidance.

## **How can employees support this change?**

Employees can review the materials and information within the "brand-aid box" and at [gillettechildrens.org/brand](http://gillettechildrens.org/brand), so they are prepared to field questions from patient families, colleagues and community members. They can also attend future brand ambassador trainings, share brand-related stories on social media, and purchase new apparel from the online "pop-up" store.

Also, watch for more ways you can ask questions. We know these are just highlights. You likely have more thoughts to share. As always, feedback helps us improve.