



Design for the Healthcare Industry

We are experts at designing complex brand identities, developing visual systems and producing clear communication materials for healthcare organizations and networks.

The image shows the entrance of a modern building with large glass windows and doors. The Northwestern Medicine logo, a stylized white 'M', is prominently displayed on the left side of the glass. To its right, the words 'Northwestern Medicine' are written in a clean, white, sans-serif font. The background, visible through the glass, shows a city street with cars, including a white SUV and a dark car, and a building with a blue sign that partially reads 'MAYO CLINIC'. The scene is captured in a slightly dim, overcast light, suggesting an urban environment.

M Northwestern
Medicine®



Help bring our brand to life!

Our Brand Center offers a variety of resources, tools, downloads and tips so that we can all help build the Northwestern Medicine brand with clarity and consistency. Use this site as an ongoing reference and resource. Visit often to find new postings.

Quick Links

- [Brand Guidelines](#)
- [Visual System](#)
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- [Logo Downloads](#)
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Learn more about our brand and how you can help bring it to life.



Find our visual brand identity guidelines and logo downloads.



Select and download business templates and order branded materials.

Northwestern Medicine
Northwestern Memorial University Feinberg School of Medicine transform healthcare through excellence and breakthrough research. It's also our master brand identity so that we clearly communicate our mission.

Find a guide to editorial style and other editorial resources.



Learn about our visual style and download images for business use.



Find answers about our transition to the Northwestern Medicine brand.

For email signature instructions, [click here](#).

Questions about the brand? [Contact us](#).



Psychiatry and Behavioral Sciences

and the Norman and Ida Stone Institute of Psychiatry

Northwestern Memorial Hospital
Northwestern University Feinberg School of Medicine

Connections Home

NM Downtown

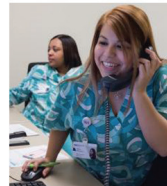


nmquestions@nm.org

DO YOU HAVE QUESTIONS ABOUT OUR HEALTH SYSTEM?

A new email address – nmquestions@nm.org – is now available.

1 2



EMPLOYEE ANNUAL MEETINGS ARE ON THEIR WAY!


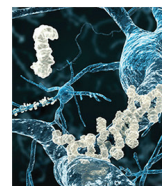
A MESSAGE FROM DEAN M. HARRISON

What our patients are saying

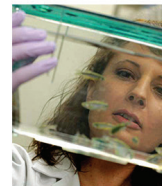
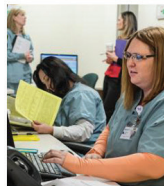
'PEACE OF MIND' FOR ONE OF OUR OWN

SOCIAL WORKER ASHLEY KAPPMAYER, LCSW, EARNS A PATIENTS FIRST AWARD.





CLICK FOR MORE.



Follow Us!



NORTHWESTERN MEDICINE BY THE NUMBERS

 600,000 Together we serve more than 600,000 patients.	 60 Sites of care and growing.	 3,400 A faculty of 3,400 conduct research and teach future physicians.	 25,000 A workforce of 25,000 strong.
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LOCAL EDITIONS
NM Downtown
NM North
NM West

PARTICIPATE
High Five
Ebola Questions?
Take a quiz!

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Galleries
Videos
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NMI



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Twist Out Cancer Annual Report 2023



Backbone
By Suhani Amin
Inspired by Donna Dang, Caregiver to fiancé with chondrosarcoma and osteosarcoma

The Impact of Brushes With Cancer



A report that highlights the value of Brushes With Cancer, a program created by Twist Out Cancer



Almost Home Kids™

Share the Care

2023 Annual Report





The bridge from hospital to home.

Almost Home Kids provides a bridge from hospital to home through an innovative community-based care system for children with medical complexities. We respond to the needs of families, train caregivers, offer respite care, advocate for accessibility and inclusion and educate healthcare professionals.

How can we help?



Caregiver Resources



Clinical Referrals



Donate Online



AHK Update

Spring Summer 2024



A biannual newsletter for Almost Home Kids that features recent accomplishments, stories and news

The Verigene™ System

The new standard for molecular testing.

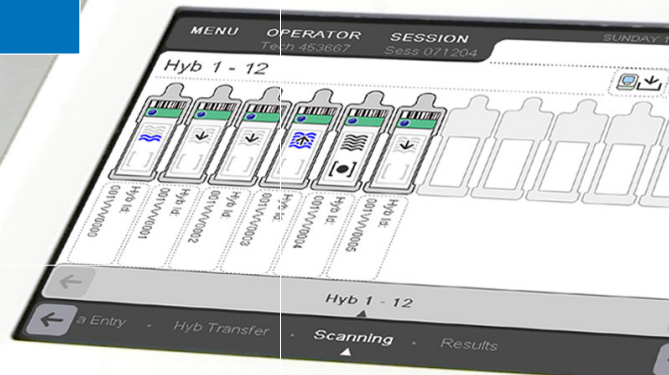
This elegantly simple system for testing DNA, RNA and proteins introduces a revolutionary step forward in molecular testing. Delivering unparalleled accuracy, the Verigene System is remarkably easy to use from start to finish.

Objective results are achievable in less than one hour of processing time without PCR, specialized labor or extensive training of laboratory staff. This is due to the advances of the Verigene System's automated assay process and pat-

ented ClearRead™ nanoparticle probe technology. With the affordable Verigene System, a virtually limitless range of molecular diagnostics assays can be performed wherever and whenever they are needed.

One
System.

Infinite
Assays.



The ADA Signature

Signature Orientations

The signature is provided in two different orientations, stacked and horizontal. Having the option of two signatures, one vertical and one horizontal, provides flexibility for designing various layouts.

- Never use the symbol alone.
- Never alter the spatial relationship between the symbol and typography.
- Only the stacked vertical and horizontal signatures may be used, no other configurations are allowed.



ADA American
Dental
Association®

Stacked vertical



ADA American Dental Association®

Horizontal



The endorsement by the American Dental Association appears on consumer products nationwide



An report highlighting the scientists at the Brain Research Foundation of the University of Chicago is helping to study all aspects of the brain

Our State of the Art Facility

Our first priority is treating you as efficiently as possible. That's why we've established an advanced facility with all the equipment necessary to diagnose and treat you in one convenient location. In one office visit, you can receive diagnostic tests, preliminary results and a recommended treatment plan. Not only does this save you time, it's a way for us to ensure the speed and accuracy of your diagnosis. We've also integrated technology into your medical care in ways that actually help you better understand your health.



Coronal Sinus

Axial Sinus

Reformatted Coronal of IAC (ear bones) .625/300

CT Scans

At Northwestern Nasal + Sinus, we invest in the latest technologies that help us diagnose and treat your nasal and sinus conditions. Our new on-site CT scanner, one of the most advanced models in the US, provides ultra-high resolution scans in a matter of minutes. When performed at our office, CT scans can expedite your diagnosis by providing your doctor with an immediate view into your sinuses. That helps us treat you as soon as possible so that you can experience relief.

While you may have to wait weeks for an appointment at an imaging center, same-day appointments are often available at our office. All scans are completed by a certified CT Technologist and analyzed by an experienced radiologist from Global Medical Imaging Group. When you have a sinus scan, your doctor will review the preliminary results with you immediately, so you don't have to schedule an additional appointment. If you receive any other type of scan, the radiologist will review your results and issue a report to your doctor within 24-48 hours.

Best of all, you can relax in familiar surroundings where we always emphasize your comfort.

CT scans are painless exams used to provide doctors with a detailed view of virtually any part of the body. Our advanced CT scanner captures precise images in as little as 2 minutes.



ADA American
Dental
Association®

nasa Northwestern
Surgical Associates

M Northwestern
Medicine®

MDI Molecular Diagnostics


Thyroid Surgical Clinic

 **Almost Home Kids**
Share the Care

CLINCO

NN
NORTHWESTERN NASAL + SINUS


HARSHA
BEHAVIORAL CENTER

TWIST
OUT
CANCER



HealthLink


**LYNN SAGE
BREAST CANCER
FOUNDATION**


**CHICAGO BREAST CANCER
RESEARCH CONSORTIUM**
Convened by the Lynn Sage
Breast Cancer Foundation



The UVM Health Network Care Coordination System

Impact Report
June 2022

THE
University of Vermont
HEALTH NETWORK



**End the silence on
health care violence.**

THE
University of Vermont
HEALTH NETWORK

Digital and print campaign to raise awareness about healthcare violence



**End the silence on
health care violence.**

**“ I didn’t become a doctor
to watch my colleague get
stabbed with kitchen shears.**

Laura Mulvey
Emergency Department Physician

For high-quality health care and
the latest in medical technology,

Look Closer.



THE
University of Vermont
HEALTH NETWORK

Elizabethtown Community Hospital

**Liska +
Associates**

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