

BACKGROUND

Finch University of Health Sciences/The Chicago Medical School is located in North Chicago, Illinois. The University, with its rich, 92-year history, consists of The Chicago Medical School, The College of Health Professions, The School of Graduate and Postdoctoral Studies, and The Dr. William M. Scholl College of Podiatric Medicine.

OBJECTIVE

The University's new leadership was looking for a new name and identity that would reflect its new vision of predictive and preventive medicine. It also wanted a brand that would position the University as a research center, attracting high-caliber students and medical staff, as well as research dollars. Additionally, the University required an identity that would seamlessly encompass each separate educational entity into an integrated whole, in keeping with the integrated medicine philosophy in practice at the University.

HIGHLIGHTS

Facilitated an in-depth assessment process to uncover the distinct vision, characteristics and passion of the University, and its faculty, students and staff.

Repositioned the University as Rosalind Franklin University of Medicine and Science, a name that would not only honor the scientific contributions of Rosalind Franklin, Ph.D., the woman whose research led to the discovery of the structure of DNA, but also provide depth and meaning to the University's vision and philosophy.

Crafted a unique brand strategy and message platform that enabled the University to communicate its distinction clearly within the context of its innovative vision, while linking all four schools under one umbrella and positioning the University as a destination research center to attract students and research grants from around the world.

Elevated the mission and vision of the University with the development of a brand strategy, "Life in Discovery," that recognizes the commitment to predictive and preventive medicine in training the next generation of healthcare professionals.

Embodied the brand strategy through four pillars – Education, Research, Clinical Practice and Community Service – which support an ability to live a "Life in Discovery," serve to inspire and inform the institution's actions, and infuse the brand into the daily work.

Used a combination of black/white to exemplify the concept of illumination, or the moment of discovery, and the colors of the spectrum to represent the X-ray crystallography by which Dr. Franklin made her discovery.

Utilized Dr. Franklin's "Photo 51" as the University seal and the title ("51") for the external magazine; the DNA strand served as a creative element and the name for the internal newsletter ("Double Helix").

Formally launched a national naming ceremony and day of events to reveal the University's new namesake and identity to the internal stakeholders, as well as to the local, regional and national media.

Generated brand awareness through various initiatives: a symposia honoring Dr. Franklin's life, a mini-medical school for local students, an educational movement to have Dr. Franklin included in the K-12 curriculum, and town hall meetings with key internal stakeholders.

Translated the brand strategy and identity to various communication tools, including campus signage, a "Life in Discovery" Vision Movie, course catalogs, newsletters, websites, etc.

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