

# Minor Health Innovation

Semester 2

Class 1

Group 02

Alex – Andrejs – Mila – Okan – Sem – Yurick



# Agenda

1- Brand Guide

2- Content Strategy

3- Branding Materials



## Mission Statement

“

We seek to empower students from diverse disciplines to develop and implement innovative, user-centered solutions for healthcare.

Through collaboration and hands-on learning, we prepare future professionals to lead the transformation of healthcare with cutting-edge technology and creative problem-solving.

”

## Core Values



Innovative,  
Collaborative,  
Professional,  
& Fun

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## Audience

### Target:

The Health Innovation Minor is designed for second- and third-year students from various studies, including healthcare, IT, physiotherapy, computer science, and more.

Our target audience consists of students from various institutions across the Netherlands who are looking to enhance their skill set with a future-oriented and multidisciplinary minor.

This program is ideal for students seeking to be at the cutting edge of healthcare and technology, bridging the gap between innovation and real-world application.

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### Current Challenges:

Despite the relevance and potential of this minor, there has been a noticeable lack of engagement.

Many students are opting for more traditional or well-known minors, either due to a lack of awareness or misunderstanding about the unique value this minor offers.

This has led to an under-enrollment problem that needs to be addressed through a strategic rebranding effort.

# Tone of Voice

## FORMAL

### When to Use:

On the website, in brochures, academic course descriptions, email invitations, and communication with other academic institutions.

### Tone Characteristics:

Formal language: Maintain a professional tone that reflects the academic rigor and the multidisciplinary nature of the minor.

Clear and precise: Avoid ambiguity and be straightforward about the program's benefits and requirements.

Respectful and authoritative: Ensure the tone reflects expertise and the high standards of the institution.

## INFORMAL

### When to Use:

Social media (Instagram), student forums, event promotions, newsletters, and posters.

### Tone Characteristics:

Conversational: Speak directly to students, using an engaging and relaxed style that makes them feel like you're talking with them, not at them.

Encouraging and enthusiastic: Use motivational language to get students excited about joining the program and show how it benefits them.

Inclusive: Ensure all students feel welcome, no matter their background or academic focus.

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”

# Colors

- Carries connotations of trust and calm, but with a more mature, professional vibe.
- To be used for headings and accents.

#456782

#313030

- Neutral, serious, and balanced. It's associated with professionalism, reliability, and authority.
- It can be used for text, accents, or as a background to highlight the brighter blues and whites.
- Used in logo to stand out on lighter backgrounds.

#E3EDF5

#7AB5E5

- Provides a sense of cleanliness and simplicity. It's fresh and light, contributing to a modern and minimal aesthetic.
- To be used for backgrounds or as an accent colour to bring balance to the brighter tones.

- This soft blue conveys calm, trust, and openness. Blue is often associated with health, tranquility, and dependability, which aligns well with the "Health" aspect of the minor.
- Good to use as a main colour as it is eye catching.

## Logo

The usage of the logo is very crucial to maintaining a consistent brand identity across various media.

Here are some rules to follow when using the logo and its variations.

Ensure contrast and readability in color choices:

Do:



Don't:



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## Logo

Ensure appropriate use and legibility of logo variations:

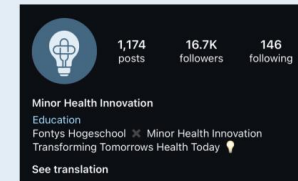


Variant 1:  
Lightbulb



Variant 2: Lightbulb with  
Wordmark

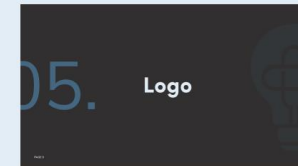
Do:



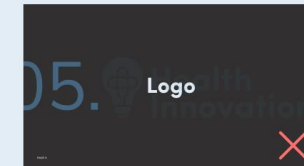
Don't:



Do:



Don't:



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## Typography

Aa  
Sofia Pro

Light

*Light italic*

**Bold**

***Bold italic***

**Black**

***Black italic***

## Typography

Aa  
Nunito Sans

Used for main text and smaller headers

Light

*Light italic*

Regular

*Regular italic*

**Bold**

***Bold italic***



fontysparamedisch\_fpa

Volgen

Chatbericht sturen



480 berichten

1.359 volgers

199 volgend

Fontys Paramedisch

Onderwijs

📍 Eindhoven

nl Fysiotherapie | Podotherapie | MBRT | Mens&Techniek | Logopedie | Gezondheid

gb Physiotherapy | MIRT

🗨️ #w... meer

🔗 [linktr.ee/fontysparamedisch](https://linktr.ee/fontysparamedisch)



Fontys Hogeschool

Eindhoven, Tilburg, Den Bosch, Venlo, Sittard, Helmond, Veghel,...

👥 236K volgers



1.777 personen van uw onderwijsinstelling zijn hier aangenomen

➔ Bericht sturen

✓ Volg ik



**LIVE : Fontys Health Innovation Minor**



Fontys Hogeschool  
3,04K abonnees

Abonneren

👍 2



🔗 Delen

🔖 Opslaan



88 viewers Started: 18 Minutes Ago

Top Chat ▾



- afarTV** ✓ We want to put a web ca...
- Nightbot** ✓ Welcome to our stream! Please read the description below the feed for further details and please keep chat related to what is presented. If you like what you see, please give us a thumbs up 👍
- maz** Hi @Paul Smith 😊
- Rizwana Patel** paul hello.
- Paul Smith** Hi Rizwana
- Rizwana Patel** 🙌
- Rizwana Patel** heading towards Indonesia.
- Jimmy** morning @Paul Smith
- Jackie** Morning @Mazz.
- Jimmy** morning @Jackie 🙌
- Paul Smith** Evening Jimmy
- Jackie** Hiya Jimmy
- Jimmy** howdy
- Rizwana Patel** good day all 🙌
- maz** Hey @Jackie @Jimmy 😊 🙌 🙌
- Jimmy** 🙌 🙌 🙌

🔒 Alleen voor abonnees



Een Japanse ambachtsman die zijn leven heeft gewijd aan het...  
Amazing JAPAN  
293K weergaven • 12 dagen geleden

**Fontys Hogeschool**

@fontyshogeschoolen



UPLOADS  
**389**

SUBSCRIBERS  
**3.04K**

VIDEO VIEWS  
**1,276,429**

C

## September Start

Jan	<b>Raise awareness</b>
Feb	<b>Create incentive</b>
Mar	
Apr	
May	
June	<b>Last Call to Action</b>
July	<b>Preparation</b>
Aug	<b>Raise awareness</b>
Sept	
Oct	
Nov	
Dec	

## February Start

Jan	<b>Preparation</b>
Feb	<b>Raise awareness</b>
Mar	
Apr	
May	
June	<b>Create Incentive</b>
July	
Aug	
Sept	<b>Last Call to Action</b>
Oct	
Nov	<b>Preparation</b>
Dec	



@ Fontys Rachelsmolen, R3

# Open Day!

"Get Creative, Change Lives"

 Health Innovation



@ Fontys Rachelsmolen, R3

# Open Day!

"Get Creative, Change Lives"

 Health Innovation

## Announcement!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

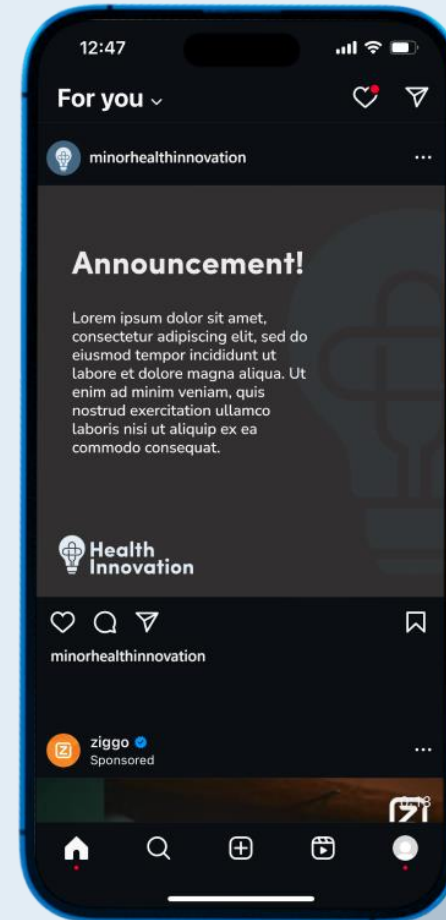


## Announcement!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.





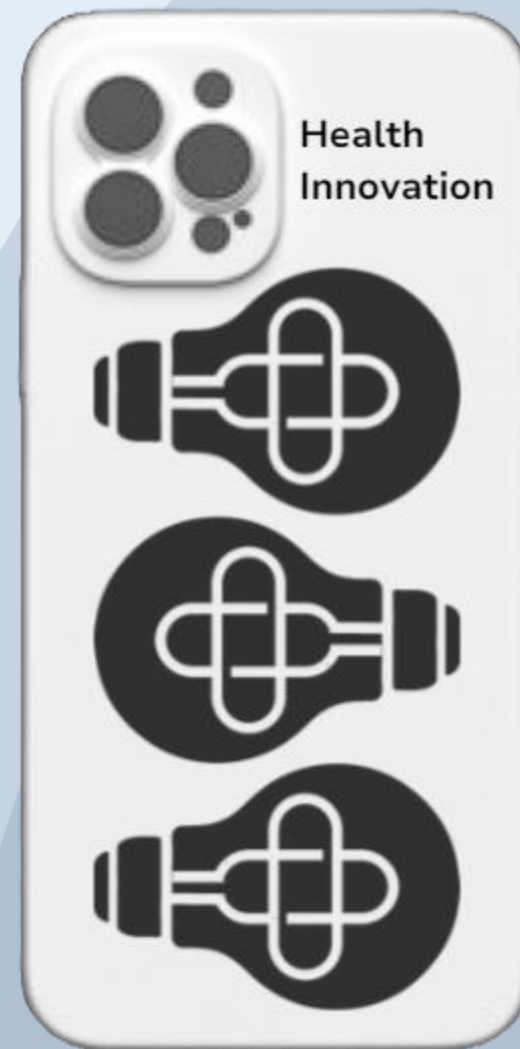




**"FUEL YOUR INNOVATION"**









# Thank you!

