

A woman with her hair in a bun, wearing a grey tank top, is in a starting crouch on a dark floor. She is looking forward with a focused expression. The background is a plain, light-colored wall.

Forté

SPORTS MEDICINE
AND ORTHOPEDICS

BRAND BEST
PRACTICES

BEST PRACTICES

A successful practice treats their brand like they do their patients – with continual passion and care for long-term health and success. Please use the reference guide to help you better understand the basics of who we are, how we should communicate internally and externally, and best practices for maintaining a consistent visual identity in all mediums.

The key to maintaining a strong brand and memorable brand is consistency. This guide serves that purpose. It establishes clear standards for how the brand is communicated, verbally and visually, for everyone associated with our brand and its success. Consistency is vital for any brand, and for us it creates trust with our community of partners, employees, and patients, which is a strong foundation on which to build brand loyalty.

For questions and approval for brand usage please contact marketing@forteortho.com

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FOUNDATIONS

This section offers background on the foundational elements – the building blocks of our brand – including the story behind our name, what we promise our employees, partners and patients, and our position as experts in sports medicine and orthopedics.

Forté ['fôr-tē]

Our name is derived from “Strong” in Italian and French. It refers to one’s most highly developed skill, talent, or characteristic, and allows us to not only talk about the highly skilled/specialized physicians but also returning people back to do what they love and what they excel at – their own Forté.



PROMISE

Our Brand Promise is where our strengths and clear point of difference intersects our patients' needs.

To provide specialized care and an elevated experience that allows patients to take an active role in fulfilling their goals and life purpose.



PILLARS

Our Pillars, also known as our Positioning or Value Propositions, support the benefits and promise of our brand. They are our strategic choices we make to provide the best experience possible for our patients.

DIFFERENTIATION

What sets us apart?

We have a reputation as highly specialized fellowship-trained physicians, physical/occupational therapists, athletic trainers, and support staff focused on evidenced-based care, testing, research, and innovation exemplary enough to warrant long-standing pro-level sports partnerships.

RELEVANCE

How do we preserve significance?

We are, first and foremost, customer obsessed, going to great lengths to make connections, earn trust, and exist to fulfill a larger purpose in evidenced-based care. Everything we do is designed to exceed the needs of our patients. We are also pervasively innovative, with emphasis on ground-breaking technologies and research that lead to faster treatments and overall better outcomes for our patients.

ESTEEM

How do we want to be regarded?

We are leaders and innovators in orthopedic care and sports medicine and a destination orthopedic center of excellence for patients and physicians. We add value by exceeding patient expectations and extending active lifespans by providing consistently excellent rehabilitation and surgical outcomes.

KNOWLEDGE

For what do we want to be known?

We are a highly specialized professional orthopedic care and sports medicine providers whose expert physicians, physical/occupational therapists, athletic trainers, and staff offer outstanding comprehensive pain management, physical therapy, surgical and recovery procedures.



MESSAGING

This section features our core messaging elements – including our Brand Story, Personality, and Tone of Voice – and establishes the foundation for how we communicate internally and externally. We use this messaging to “speak the brand” with confidence and authority.

BRAND STORY

Forté Orthopedics and Sports Medicine has a solid reputation as highly specialized fellowship-trained trained physicians, physical/occupational therapists, athletic trainers, and support staff focused on evidenced-based care, testing, research, and innovation exemplary enough to warrant long-standing pro-level sports partnerships. However, we rest neither on our history nor reputation, but continually strive for providing the most advanced physical therapy and medical rehabilitation services available through an emphasis on innovation that provides the best possible outcomes for our partners and patients.



PERSONALITY

Who we are and how we want to be seen.

The best brands think of themselves in terms of “people,” simply because they understand that the best brands in the world are both inspired and fueled by them. We are no exception.



Our brand personality is our character defined in human terms — the relevant, compelling, and differentiated benefits to our employees, partners, and patients. It is a perceived advantage derived from our products— as well as our services, features, and attributes. It is the strategic choices and investments we’ve made and continue to make to provide a better product and experience to our customers.

To connect with our audiences, we need to use language that speaks to them. Here are a handful of words that define our brand personality.

We are:

Determined

We approach every facet of our business with purpose and resolve.

Leaders

We are experts at the forefront of evidence-based care and research.

Thoughtful

We are conscientious caregivers who continually strive to improve the quality of life for employees, partners, and patients.

Trustworthy

We are friends, confidants, and trusted advisors who speak plainly and truthfully.

Confident

Our experience and knowledge are evident, yet never boastful.

TONE OF VOICE

In addition to exuding our unique personality, the “tone” we use in our communications must have a certain “feel.” The words we use in our communications are critical to how we are listened to in the market.

While actions always speak louder than words, how we “say it” is extremely important.



Because we are Determined:

- We never stop reaching for the best possible outcomes.
- We persevere toward treatment goals, despite obstacles.
- We continually learn, study, innovate.

Because we are Leaders:

- We are transparent, honest, and decisive. We take action.
- We exercise humility.
- We pave the way for appropriate and inspired solutions.

Because we are Thoughtful:

- We seek first to understand.
- We consider aspects outside of our patients’ medical needs.
- We observe, explore, reflect, and learn.

Because we are Trustworthy:

- We are authentic and real.
- Our concern for top-quality care is genuine.
- We are consistent in the quality of care we provide.

Because we are Confident:

- We offer care that patients feel good about.
- We share the same values, priorities, and focus.
- We are happy and comfortable with ourselves, colleagues, partners, and patients.

VISUAL IDENTITY

Visual identity is how we visualize our promise. Therefore, careful execution and maintenance of our visual identity is necessary to keep our promise to employees, partners, and patients. Our visual identity must be thoughtful in its execution, well-maintained, and guarded with vigilance.

This section features our core visual identity – including our logo, colors, typography, and secondary graphic elements—and how to best use them to maintain a strong and consistent brand.

LOGO

The Lockup

Our name, Forté, together with our Business Category, "Sports Medicine and Orthopedics," comprise the "lockup." Using the logo lockup is preferred to using just our name/logo, especially in places where consumers may be unfamiliar with our brand. The lockup can be simplified with a one-color version represented by each of our primary colors. Those options are shown below on various backgrounds.

PRIMARY



VERTICAL



HORIZONTAL

SECONDARY



LOGO

Proper Use

Clear Space

To maintain the integrity of the logo lockup, which is vital for creating an engaging and powerful visual identity, it is important that no other logos, graphics, or copy infringe on its space. Our logo/lockup are always given the space they need to breathe. In the figure shown, "X" represents the negative space or cushion around logo. Nothing should be placed in this area.



Minimum Size

The logo/lockup should not appear smaller than figures shown.



1.5" / 108px



2.0" / 144px

LOGO

Improper Use

Improper Use

In addition to the previously stated guidelines, the logo/lockup should never be altered from their original state or compromised in any way. Examples of what **NOT** to do are shown below.

DO NOT change the color of the logo or any of its components.

DO NOT put the logo on a background made up of a color from the logo.

DO NOT put the logo on colors outside those listed in the Brand Guidelines.

DO NOT put a gradient behind, around or near the logo/lockup.

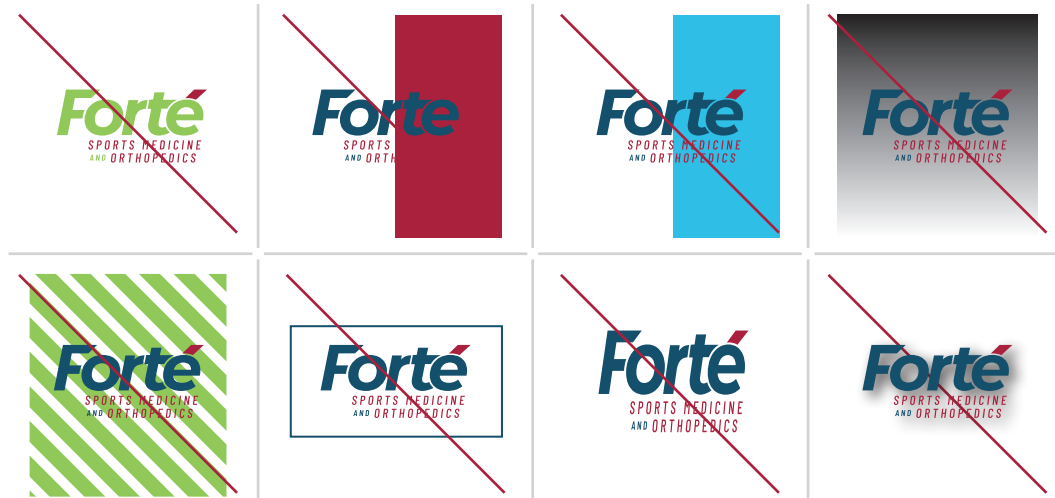
DO NOT place the logo over a photo or graphic element.

DO NOT put a box around the logo.

DO NOT stretch or distort the logo.

DO NOT put a drop shadow behind the logo.

DO NOT resize any aspect of the logo.



COLORS

RGB

RGB (Red, Green, and Blue) is used for the web or anything that is viewed on a screen or monitor. Hex and RGB values should only be used online with items not intended to be printed, these are useful in website and web-safe GIF file formats.

CMYK

CMYK (Cyan, Magenta, Yellow, and Black), aka “four-color” process. CMYK is used in inkjet and laser printers. CMYK colors can shift, so always refer to a Pantone™ book for actual color values.

Pantone™ (PMS)

Pantone™ is the industry standard for color matching used for professional offset printers. Please refer to a Pantone™ book and chips for accuracy.

Primary, Secondary & Tertiary Colors

Primary



Blue

Pantone: 3025 C
CMYK: 95/65/40/20
RGB: 17/80/108
HEX: 11506c

Secondary



Red

Pantone: 201 C
CMYK: 23/99/72/14
RGB: 171/33/62
HEX: 11506c

Tertiary



Green

Pantone: 367 C
CMYK: 47/1/84/0
RGB: 148/199/91
HEX: 11506c

IMAGERY

The images we use must convey the personality and purpose of our brand, playing a significant part in telling our story. The photography we use must be unique, saturated, lively, and positive. Photography should be the primary means for conveying the brand through imagery. Whenever possible, photos should have the following characteristics:

- Lifestyle-oriented. If doctors, vibrant, happy, collaborative. If patients, active with energy
- Bright and colorful, never flat or dull
- Engaging and fun
- Active and sporty
- Family oriented, if appropriate
- Smart and sophisticated, but not pretentious
- High-quality
- Unique, not staged or run of the mill stock
- Complementary with the brand (matches tone, colors, messaging)



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