

# BRAND GUIDELINES



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**Wild Iris Medical Education, Inc.** is a privately-held, woman-owned company providing **online healthcare education.**

**Ann Johnson** is co-founder and CEO of Wild Iris Medical Education. We are headquartered in **Comptche, California**, nestled in the northern coastal redwoods.

# MISSION

The mission of Wild Iris Medical Education's, Inc., site is to provide **high-quality online continuing education** courses for health care professionals via the internet. Our primary responsibility is the education and **satisfaction of the customers** who use our services. We strive to offer a comprehensive selection of high-quality continuing education courses in an **efficient and easy-to-use** format. We believe that the well-educated health care professional is a safer and more efficient provider of care.

# ESSENCE

## **Professional, Friendly, Compassionate**

The essence of our company speaks to the intangible emotions we want our customers to feel when they experience our brand. The brand's essence is the representation of our company's heart, soul, and spirit, and is best described with the words - professional, friendly and compassionate.

U.S.P.

**Unique Selling Proposition**

High quality continuing education delivered conveniently and reliably with personal customer service.

# PERSONAS

## Senior Nurse, middle-age, returning customer

**ABOUT HER:** Donna Waters, 45 years old, married

**FAMILY:** 2 kids, boy-11 years, girl-15 years

**OCCUPATION:** Nurse, Registered Nurse, Senior-Level, Expert knowledge

**INTERESTS:** Spending time with family

**COMPUTER LITERACTY:** Proficient with the computer. Careful with online transactions.

**STORY:** Donna works in the emergency room and loves her job. She finds it very fulfilling to play such a vital role daily in helping people. But her job is extremely stressful and very emotional. She has been working as a nurse for a while and so earns fairly well. She does however have a family who depends on her financially. Any free time she gets, she would like to spend it with them. The ups and downs of the job mean that free time comes sporadically and in short bursts. She needs her life to be flexible.

**GOAL:** Donna needs to complete a state-required course in Domestic Violence Education in order to update her license.

**CHALLENGE:** She needs to do it by the end of the month which is just 4 days away.

**OBJECTIONS:** She has to continue to work and has family obligations so she cannot travel too far to take this course. Her schedule is set for the coming week so she cannot take the course during most of the day.

**WHY WIME:** Donna has taken classes with Wild Iris Medical Education before. When she first started as a nurse she decided to explore taking online classes as an option. She was very impressed with her first experience at WIME and has kept coming back.

Over the years, the website always retains its familiar look/feel, so now she can now breeze through the process, concentrating on studying the course. It allows her to feel confident in the time frame she has developed in her mind for completing this last minute course she needs.

Being a returning customer many times over, she wishes WIME would recognize this and offer her a discount. She considers herself a loyal customer and has even offered up a positive review of the company. She wishes that the company would recognize her patronage even with a small discount. It nice to be noticed.

## Junior Nurse, young, first-time customer

**ABOUT HER:** Lucy Williams, 29 years old, single

**FAMILY:** none

**OCCUPATION:** Nurse, Registered Nurse, Junior-Level, Entry-level knowledge

**INTERESTS:** Spending time with friends, Yoga, dating, learning about health care to improve her job opportunities and career.

**COMPUTER LITERACTY:** Highly proficient with the computer. Expert level with Internet usage.

**STORY:** Lucy has always been a big hearted person and decided to choose nursing as a career because she observed the trend in the national job opportunities. The country was moving towards improvements in health care, passing laws that would mean increased opportunities in employment in the health care field. She has been working for close to 2 years now and she enjoys the work very much. But the stress of the job is getting to her. No way is she willing to lessen her social life, balance is the key to keeping her sanity. She turns to technology and the internet to solve her problems.

**GOAL:** Lucy has just been transferred to work in the child care unit. She needs to complete a course in Child Abuse Mandated Reporter Training for New York State.

**CHALLENGE:** It's a requirement for the new position and she needs to get it done ASAP.

**OBJECTIONS:** This was a surprise shift in positions and she would really like to tackle these new CE courses while keeping her current schedule intact.

**WHY WIME:** Lucy asked a fellow co-worker, a senior nurse, for advice and was told to check out Wild Iris Medical Education. The company had been around a long time, she was told, and many of the nurses at her workplace had turned to WIME for courses. Their experiences had always been pleasant. Lucy googles the company name and reviews the website. The design has a simple, straightforward charm to it. Easy to read and to the point. She focuses a bit more and clicks through a couple of webpages till she sees a list of courses. She finds her course after a bit of scanning. The course content was very detailed. Lucy was impressed by the depth the course provided. Together with the test, it was a bit time consuming. But well-worth it. She does after all want to be a better nurse. And the website read well on her tablet, But wait! She just realized something. She'd just done the whole course and test and had not paid a dime yet. Wow! She felt like this website had just given her a free gift! What a nice way to do business. She continues on to pay for the course and get her certificate. Coming from the 'generation-free' genre, Lucy appreciates how WIME does business. It feels like they care, that they do it for the love not the money. She is impressed and happily tells others who need to find CE courses. Also, she returns from time to time to read over courses she just needs some extra knowledge in. She never forgets the WIME 'gift' and in turn recommends WIME and takes all the course she can here.

## Dentist, 30s, first-time customer

**ABOUT HER:** Eric Shaw, 34 years old, in-relationship

**FAMILY:** significant other

**OCCUPATION:** Dentist, Mid-Level, Mid-level knowledge

**INTERESTS:** Spending time with significant other, friends, travel.

**COMPUTER LITERACTY:** Proficient with the computer. Mid-level with Internet usage.

**STORY:** Eric enjoys dentistry. However, it's not his life. It's his career and his way of making a living. Once he was done with dentistry school, he was done. And then he found out about state-mandated requirements. Eric works when he works and the rest of the time he spends on 'real life'.

**GOAL:** Eric realizes he needs to complete a course in HIV/AIDS for healthcare professionals since he lives in Washington.

**CHALLENGE:** He needs to complete it while juggling his other obligations.

**OBJECTIONS:** Unwilling to alter his current social schedule. No way.

**WHY WIME:** Eric googles 'Washington HIV/AIDS course'. He quickly scans through the results. He clicks on the first link, the second. Both the pages he's taken too are a confusing mix of instructions and fine text. Nothing about the course. Irritated that its taking this long, he clicks the third link to WIME 'https://wildirismedicaleducation.com/courses/wa-hiv-aids-training-4-hour-ceu' What the?! Crystal clear headline. And a bar with the clear flow. And... Eric scrolls down the page and see the entire course right there. Finally. Eric reads the course but 15 mins into it, he gets a call. He needs to go out. But hey, there was an option to download a pdf. He adds it to his tablet and vows to continue reading later when he stops off at the park for some sun. In spite of the constant 'pressures' of his social life, Eric rapidly completes the course in small chunks. He pays for the certificate. And it's time to move on with life again. What was the name of that website? It doesn't matter. He's a visual person. He'll recognize it the next time he enters in keywords to the next course he has to take at the very last minute.

## Hospital Director, middle-age, first-time customer

**ABOUT HER:** Rosa Whitlow, 62 years old, married

**FAMILY:** 2 kids, boy-21 years, boy-26 years

**OCCUPATION:** Hospital Director

**INTERESTS:** Spending time with husband, foreign travel, theatre.

**COMPUTER LITERACTY:** Proficient with the computer. Mid-level with Internet usage

**STORY:** Rosa leads a very busy life. As Hospital Director she is faced with constant decision making challenges. And she needs to do them all rapidly. Everyone answers to someone and so does Rosa. She has to answer for any financial decisions she makes and so she has to be financially careful too. Rosa is a veteran of the health care industry. She knows the business, she knows a good discount and she expects it all with excellent service.

**GOAL:** Rosa needs to comply with a new hospital directive to provide her division with continued education.

**CHALLENGE:** She has a limited time to research and decide on a company which will meet her high standards and offer a good deal.

**OBJECTIONS:** She does not have time to waste. She needs answers and complete plans. Now.

**WHY WIME:** Rosa meets with her team of nurses to talk about the company decision to provide them with continued education. Her team is elated at the option for subsidized CE units but a bit peeved at the added weight of mandatory time needed for learning. A few of them have taken CE at WIME and they tell Rosa about their experiences. Rosa is impressed by the high-quality of the course content. And that it's a woman-owned business. She calls customer service at WIME. The lady she talks with is very knowledgeable and courteous. She clearly outlines a series of plans and options that WIME has for working with corporate customers. Excellent! She knows a good deal when she sees one. Rosa asks how long it will take to implement and is told that she will be provided with a discount code for all her nurses. And that they can begin ASAP. Her positive experience with WIME bolsters Rosa to approve the offer right then and there.

These profiles were built based on the biggest subsets of our audience. The characters represent our customers - their hope and dreams, their interests, how and why they make use of our product.



# COLORS



**Our colors are what give us our personality. We are smart, knowledgeable and dynamic.**

## **PRIMARY**

The primary color palette is designed to establish a strong recognizable identity which gives consistency to all WIME materials.

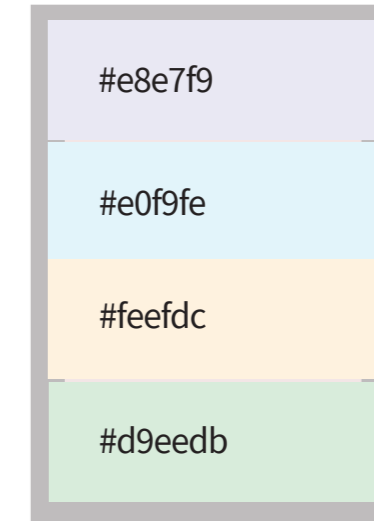
Use the #2e3094 primary color on its own or combine it with a secondary color palette.

Use the #ff9600 primary color as the Call to Action color for buttons, etc.

## **SECONDARY**

The secondary color palette is designed to provide creative flexibility.

Use the light palette for a simple, focused and airier design with each color representing a particular profession.



# TYPEFACE

# PT SERIF

PT Serif Regular

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890!@#%&?

PT Serif Bold

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890!@#%&?

PT Serif Italic

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890!@#%&?

PT Serif Bold Italic

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890!@#%&?

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890!@#\$%&?

**AaBbCcDdEeFfGgHhIi**  
**JjKkLlMmNnOoPpQqRr**  
**SsTtUuVvWwXxYyZz**  
**1234567890!@#\$%&?**

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890!@#\$%&?

SOURCE SANS PRO

## IMAGES

Our customers are caring, hard working individuals who work high pressure, emotional jobs for the rewarding experience of helping people.

We currently have our imagery divided up into 3 major categories:

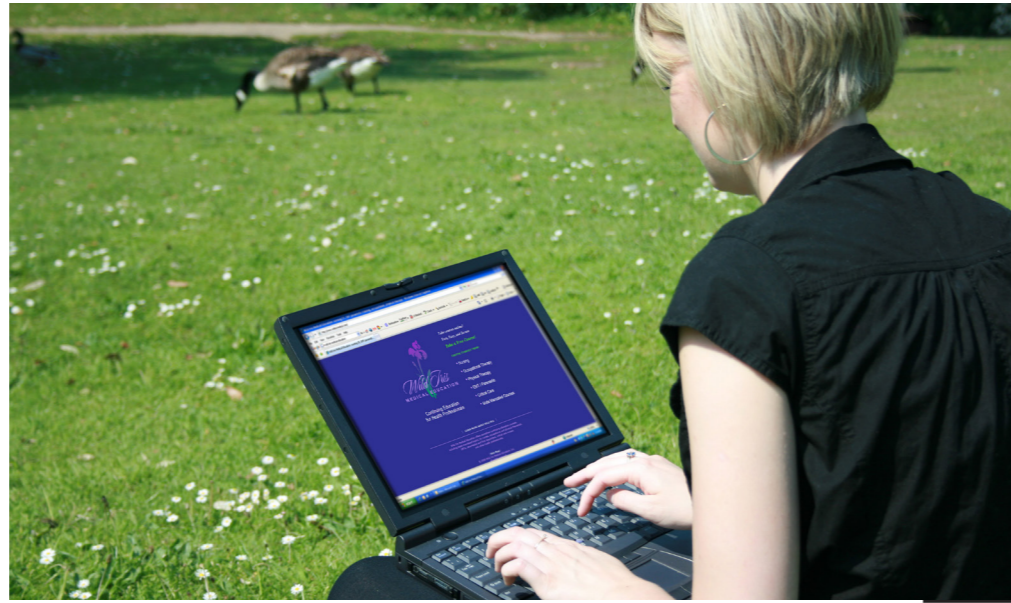
a) Medical Professionals, b) Work From Anywhere, c) WIME Branding

### **Medical Professionals**





## Work From Anywhere



## WIME Branding



## LOGO



Nestled in the northern coastal redwoods, where we are headquartered, are purple wild irises that bloom in profusion each spring and are the inspiration behind our company's name.

## LOGO - VARIATIONS

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**Logo on light background**



**Logo on dark background**



**Monotone Logo**

## LOGO - DO NOT'S

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**Logo without text**

You must use the complete logo. Do not use a partial or incomplete logo.



**Monotone Logo of non-branded color**

Do not reproduce our logo in any color other than those specified in our styleguide.



**Distorted Logo**

Do not skew or squeeze the logo, distorting its original proportions.



**Rotated Logo**

Do not rotate the logo to get it to adjust into a specified space or to fit a design.

# PERSONALITY

## **Smart, Knowledgeable, Dynamic**

We know our stuff. Our courses are first-rate. Our authors are knowledgeable. Our presentation is diverse. We hold the highest bar in course quality



# tone of voice

## **Tone is: Positive, Motivational**

Our tone aims to sound confident and clear. We want to motivate a tired, hard-working professional to raise their standard of education at their own personal pace. Our tone gives the student purpose and clarity and speaks in a familiar peer-like manner (we are, after all, nurse/woman owned so we know and relate to our customers).

### **PHRASES**

Online, offline, save time.

Your CE. Now.

All of your CEU needs. In one location

License expires tomorrow? No need to panic! We can work with that

Continuing Education at your fingertips. Any Time. 24/7

Wild Iris Medical Education. Your partner for CE success

# CONTACT

**For more information, please contact us via...**

our website - <https://wildirismedicaleducation.com/contact-us>  
or, by phone - 1-707-937-0518 (Monday-Friday, 9am - 5pm Pacific)  
or, by mail - PO Box 257, Comptche, CA 95427

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