



**clarient**  
A Cerebrent Group  
Company

# Brand Refresh & Website Design for a Leading HealthTech Company

Brand Redesign

Responsive Website Design

Iconography

Visual Design System

HubSpot Marketing Automation



Crossscope

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**Radically Transform Patient Care  
by Unlocking The Power of AI**

## Crossscope – Revolutionizing Digital Pathology

The health-tech sector is one of the fastest-growing in the world. Crossscope, a leader in the digital pathology space, harnesses the power of AI to enhance cancer diagnostic accuracy and efficiency in anatomic pathology. Through its flagship solution, CrossscopeDX, it offers a comprehensive digital imaging platform that streamlines laboratory workflows, reduces errors, and supports informed treatment decisions.

Partnering with Clarent, Crossscope embarked on a strategic brand refresh to address its needs for a consistent online and social presence, strong brand voice, and satisfying experience for users across all touchpoints: services, website, and social media.

And that was our brief – reimagine the Crossscope brand for today and for years to come. Our collaborative effort was designed to redefine Crossscope's brand in the digital pathology market and establish a robust digital footprint that underscores its commitment to innovation and excellence in healthcare technology.

## Our Services

We brought together our web, content, digital media and branding team into this engagement to deliver a seamless set of services to Crossscope.

### Branding Strategy

Developing a new brand identity, including logo, color scheme, typography, and visual elements that aligned with Crossscope's innovative edge and market positioning

### Responsive Website Design & CMS Development

Design a visually compelling CMS-based website for improved user experience and engagement and establishing Crossscope's presence on the web and social platforms.

### SEO, Social & Content Strategy

Optimize the website's content strategy and structure to improve search engine visibility and user engagement, and to support the brand's thought leadership in digital pathology.

### Integration of Marketing Funnels and Automation

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## The Challenge: Build a brand that sets the standard for HealthTech companies

Navigating a transformative path, Crossscope confronted key challenges: evolving a brand identity that resonates with innovation, and crafting a seamless digital experience to captivate and engage their audience comprehensively. Some of the challenges we faced included:

### Establishing a Unique Brand Identity

As a pioneering HealthTech company, Crossscope needed to carve out a distinctive brand identity that not only reflected its pioneering work in digital pathology but also resonated deeply with its target audience.

The challenge lay in crafting a memorable and cohesive brand presence that clearly communicated Crossscope's innovative edge and commitment to enhancing diagnostic accuracy.

### Integrating Digital Communications

Crossscope faced the challenge of harmonizing its digital communications across various platforms and media to ensure consistent messaging and brand experience.

This required a meticulous approach to content strategy, design, and messaging that aligned with the brand's ethos and value proposition, ensuring every touchpoint contributed to a unified brand narrative.

### Delivering a Seamless User Experience

The complexity of Crossscope's offerings necessitated a website design that simplified the user journey, making it easy for visitors to understand and engage with their solutions.

The challenge was to distill complex information into an accessible format, guiding users through a seamless experience from first touchpoint to conversion, without sacrificing the depth or technical integrity of their products.

### Web Infrastructure and Backend Marketing Funnel Integration

A critical challenge was the seamless integration of Crossscope's web infrastructure with backend marketing funnels.

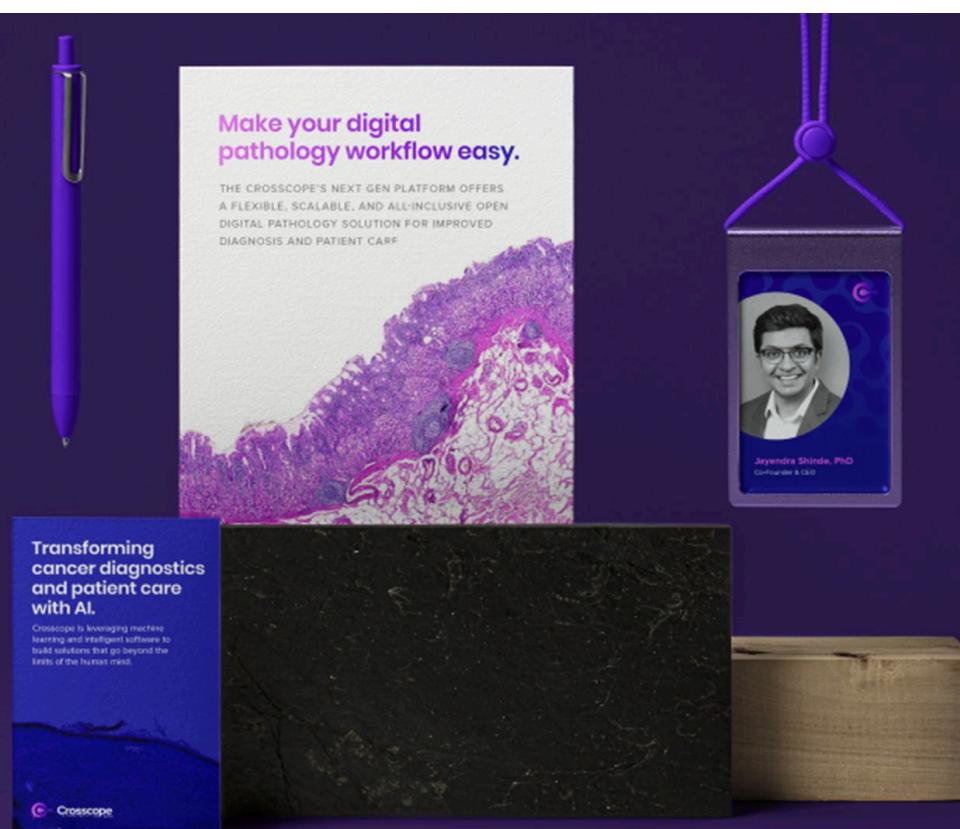
The goal was to create a cohesive ecosystem that not only provided an intuitive and engaging user experience but also effectively captured and nurtured leads through targeted content, personalized interactions, and strategic calls to action.

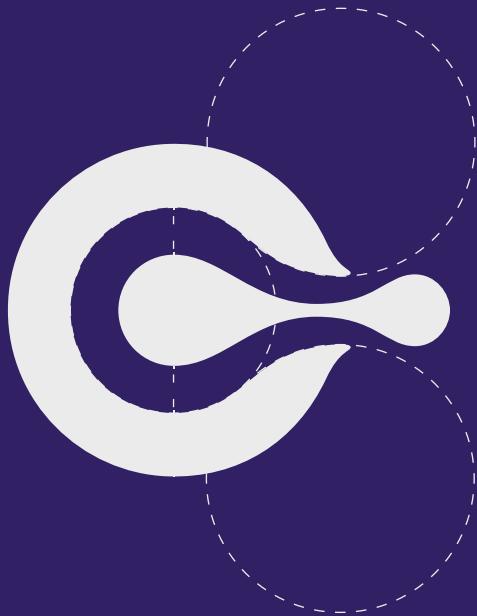
This integration needed to be robust and flexible, accommodating evolving marketing strategies and technologies.

### Establishing a Memorable Brand Presence

Amidst the noise of a crowded market, establishing a memorable brand presence that's uniquely Crossscope required a strategic blend of creativity, technology, and marketing acumen.

The challenge was to stand out not just for innovative solutions but also for a compelling brand story and visual identity that captured the imagination of their audience, compelling engagement, and loyalty.





## Constructing the Crossscope Logo

As we reimaged Crossscope's brand identity, the essence of its pioneering work in digital pathology is captured through the innovative construction of its logo.

Inspired by the intricate visuals of cells and tissues as seen under a microscope, the logo design pays homage to the foundational elements of pathology.

It intricately incorporates motifs of cell division and related imagery, symbolizing growth, connectivity, and the transformative power of Crossscope's AI-driven solutions.

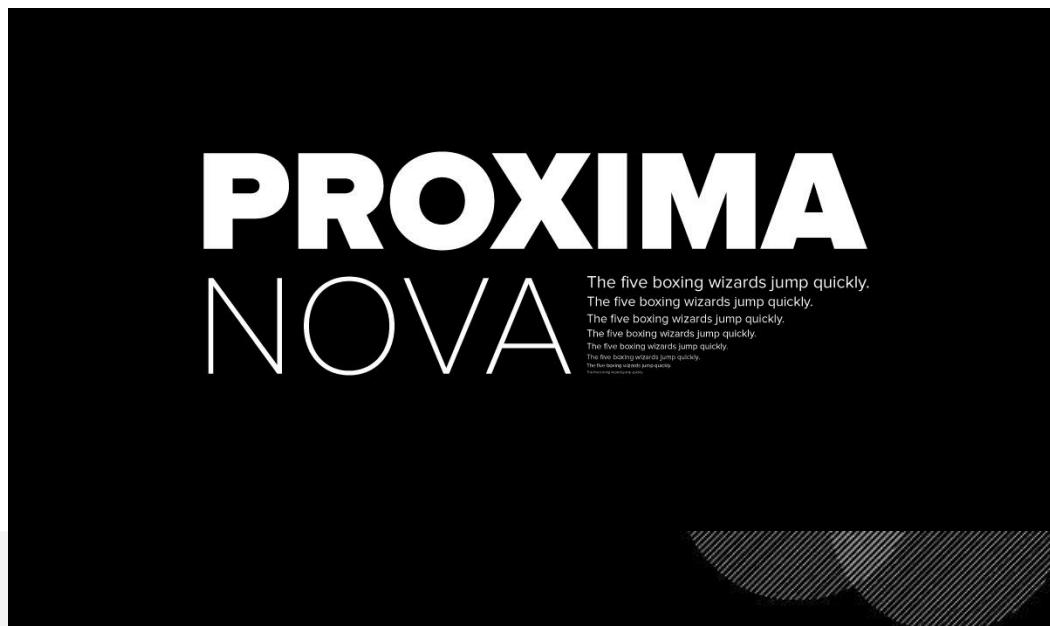
This thoughtful integration of scientific imagery into the logo reflects Crossscope's commitment to advancing cancer diagnostics, embodying the precision, innovation, and forward-thinking approach that define its mission in the healthcare technology landscape.

## Typography

The blend of Proxima Nova and Gotham fonts for Crossscope's branding epitomizes modernity and approachability, aligning flawlessly with its vibrant color scheme. Proxima Nova, known for its readability and warm geometry, is paired with the sturdy, straightforward Gotham for headings, reflecting Crossscope's robust, innovative solutions in digital pathology.

This strategic choice in typography underscores Crossscope's dedication to excellence, innovation, and the seamless marriage of technology with user-centric design, setting a benchmark for branding in the digital health sector.

Together, Proxima Nova and Gotham harmonize with the vibrant color palette of Crossscope, from the deep sapphires to the bright orchids, enhancing the visual impact of the brand. This thoughtful integration of typography and color not only differentiates Crossscope in the competitive health-tech landscape but also reinforces its position as a leader in transforming digital pathology through AI-driven innovations.



## GOTHAM FONT

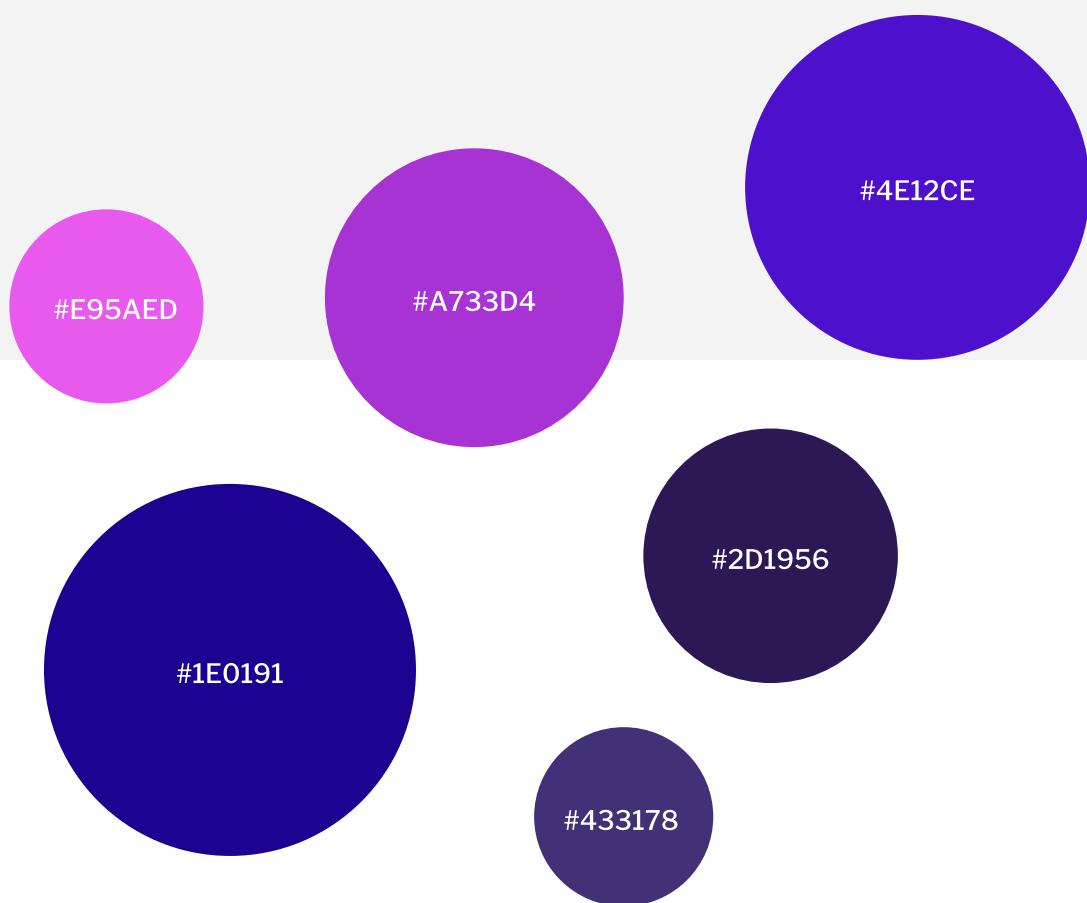
## Color Palette

The color palette we chose for Crossscope represents its innovative approach to digital pathology, balancing vibrancy with sophistication. The use of purples and blues differentiates Crossscope visually in the health-tech marketplace and aligns with the themes of innovation, trust, and clarity that are crucial in the medical and tech industries.

The strategic use of these colors in branding and digital assets enhances user engagement, improve brand recall, and communicate Crossscope's values. The contrast between the brighter and deeper tones allows for versatility in design, enabling clear hierarchies in web design, marketing materials, and product interfaces, which is essential for creating an accessible and navigable user experience.

The palette's alignment with the visual imagery associated with digital pathology—such as the vibrant hues seen in stained tissue samples under a microscope—reinforces Crossscope's core business and scientific foundation.

It creates a visual language that speaks directly to its audience, making the brand memorable and instantly recognizable. This thoughtful approach to color selection demonstrates Crossscope's commitment to excellence and innovation, positioning it as a leader in its field and making the palette a key component of its brand identity.



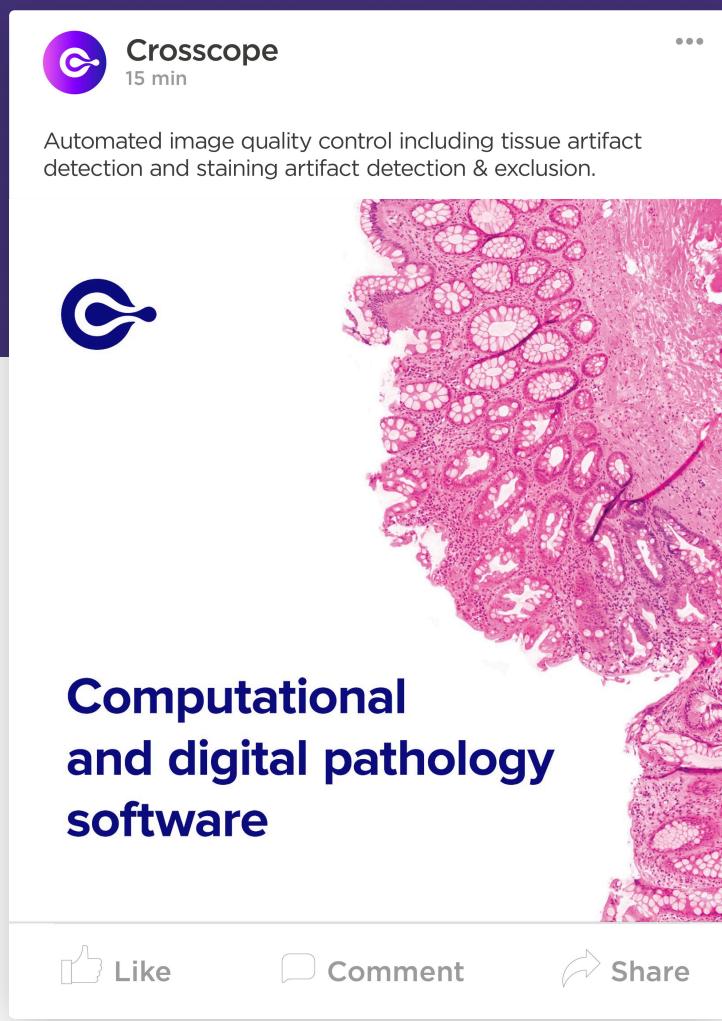
## 360° Branding. Ensuring brand consistency across all touchpoints.

The branding exercise for Crossscope was envisioned and executed as a comprehensive 360° endeavor, touching every aspect of the brand's presence both online and offline. This all-encompassing approach was aimed at ensuring brand consistency, recognition, and engagement across various touchpoints.

This detailed engagement to boost Crossscope's social presence was instrumental in amplifying its brand message, engaging with key stakeholders, and driving awareness about its innovative digital pathology solutions. By leveraging targeted graphics, strategic guidance, and a robust social media playbook, Crossscope was positioned to effectively navigate the complexities of social media marketing, ensuring its voice was heard loud and clear in the crowded digital landscape.

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## Social Media

### Social Media and Event Graphics for Crosscope

#### Customized Visual Content

Recognizing the importance of platform-specific content, we designed bespoke graphics to cater to the unique formats and user expectations of each social media channel.

This included engaging infographics, short video clips, and interactive posts tailored for platforms like LinkedIn, Twitter, Facebook, and Instagram.

#### Branding Consistency

We reinforced visual consistency across all platforms by designing graphics that incorporated Crossscope's updated color palette and visual elements, ensuring instant brand recognition. This ensured Crossscope was able to build a cohesive brand identity with every interaction, across all touchpoints.

#### Content Calendars

Our social media team created content calendars to strategically schedule posts, capitalizing on peak engagement times and significant dates related to healthcare and technology.

This ensured a steady stream of content that kept the audience engaged and informed.

### The Social Media Playbook

The social media playbook offered a comprehensive strategic framework for managing Crossscope's social presence and included best practices for content creation, audience engagement, and analytics tracking.

#### Engagement Tactics

The playbook outlined specific tactics for increasing follower engagement, such as hosting live Q&A sessions, participating in relevant hashtags, and collaborating with influencers in the health-tech space. These tactics were designed to foster a community around Crossscope's brand and drive conversations about digital pathology.

#### Monitoring & Analytics

The playbook provided guidance on tracking key performance indicators (KPIs) to measure engagement, reach, and the overall impact of social media activities. This data-driven approach enabled ongoing optimization of the social media strategy.

#### Brand Voice Guidelines

To ensure consistency in messaging, a set of brand voice guidelines was provided. These guidelines detailed the tone, style, and language suitable for Crossscope's brand, ensuring all social media communications were aligned with its identity and values.

# Transforming cancer diagnostics and patient care with AI.

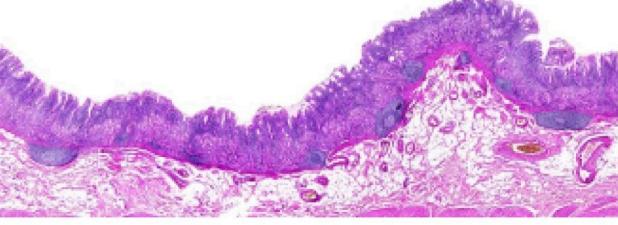
Crosscope is leveraging machine learning and intelligent software to build solutions that go beyond the limits of the human mind.



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## Imaging AI

Our AI-enabled solutions are enabling pathologists to make precise cancer diagnosis and positively impact their workflow and patient outcomes.



### Cancer Diagnostics

AI-enabled solutions applied in the traditional clinical cancer workflow can be leveraged for an early, more accurate diagnosis and prognosis of cancer.

- Physical exam**: Your doctor may feel areas of your body for lumps that may indicate a tumor.
- Laboratory tests**: Laboratory tests, such as urine and blood tests, may help your doctor identify abnormalities that can be caused by cancer.
- Imaging tests**: Imaging tests allow your doctor to examine your bones and internal organs in a noninvasive way.
- Biopsy**: During a biopsy, your doctor collects a sample of cells for testing in the laboratory.

### AI for Transforming the Diagnosis and Treatment of Cancer

The integration of AI with digital pathology offers image-based analysis and unification of knowledge that is beyond human limits, making breakthroughs in cancer diagnosis and treatment.

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## Research & Education

As industry leaders adopt AI-based digital diagnostics solutions that offer increased speed, accuracy, collaboration, and efficiency, it has become imperative to streamline collaboration and develop breakthroughs in drug discovery. Crosscope brings together experts, academic institutions, and life sciences organizations to transform digital pathology and scale the adoption of computational pathology.



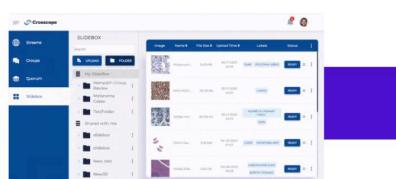
### Features

Crosscope offers a comprehensive digital pathology solution to enable laboratories and pathologists to deliver the best patient care. Our platform is designed to speed up workflows, optimize storage solutions, accelerate image analysis, and empower collaboration.

- Store & Explore**
- View**
- Share & Discuss**
- Analyze**

#### Image Management System

Access data effortlessly, organize your data, and integrate your workflow. Use our Virtual Slidebox to save your time to solve diagnostics challenges, and not on data navigation.



**CANcer SCREENING**

### Artificial intelligence in Cancer imaging and diagnosis

The increasing incidence of cancer and the need for personalized cancer care has created



**AI IMAGING**

## Next generation diagnostic pathology – Leveraging AI to Reshape the practice of Pathology

Pathology is undergoing a transformation with an increase in workloads and the need for efficient workflows to improve the quality of diagnosis. Computer-assisted diagnosis and automated image analysis are becoming key to workflow standardization. Whole Slide Images are an accurate representation of scanned glass slides, at a high resolution and are diagnostic quality images, that aid in creating diagnostic algorithms or applications that can augment the diagnostic workflow.

Show more

**ORION AI**  
Deep learning for image analysis  
Improving digital image analysis is a major reason AI is being incorporated into pathology.

**PROSTATE AI**  
Selected Applications of AI in pathology  
Prostate cancer is the second most common cancer in men in USA and the leading cause of cancer death in men in the UK.

Coming Soon!

Coming Soon!

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## Next Generation Pathology

The Crossscope Platform offers a flexible, scalable, and all-inclusive open digital pathology solution that supports all leading image formats and provides access to the existing repository of pathology solutions. It integrates AI, AP-LIS, and third-party applications to provide pathologists with the ideal image viewer and management capabilities for more accurate diagnosis and clinical use.



### CROSSCOPE DX

## Transforming Digital Pathology with Explainable AI

CrossscopeDX is a turnkey digital pathology imaging solution providing best in class whole slide image viewing experience with unprecedented speed and efficiency. Our intuitive and flexible platform optimizes laboratory workflows to reduce errors, support diagnosis and inform treatment decisions for anatomical pathology.

It is an intuitive software solution to streamline and accelerate the pathology lab processes by facilitating interoperability, storage, image management, and collaboration. Our AI based solution leverages cloud digital intelligence to integrate the available digital ecosystems and provide pathologist centric AI applications.



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## digital pathology workflow easy

The Crossscope's Next Gen Platform offers a flexible, scalable, and all-inclusive open digital pathology solution for improved diagnosis and patient care.



### Pathology Workflow

#### A SEAMLESS DIGITAL PATHOLOGY WORKFLOW TO EMPOWER PATHOLOGISTS AND EASE COLLABORATION

## Accelerating and enhancing digital pathology experience

The Crossscope platform is a comprehensive, scalable and flexible solution to enhance the pathology lab processes and create efficient workflows. We leverage the power of computational pathology to empower pathologists and simplify the lab processes with the primary focus on accelerating and optimizing diagnosis and treatment accuracy.



## Transformative Impact. Strategic Advantage.

### Improved User Experience & Engagement

#### User-Centric Design

The overhaul of Crossscope's website focused on user experience, ensuring intuitive navigation and accessibility. By implementing a user-centric design approach, Clarent has significantly improved user engagement, reducing bounce rates and increasing time spent on the site.

#### Responsive Design

The website's responsive design ensures an optimal viewing experience across all devices, further enhancing user engagement and satisfaction.

### Future-Proof Digital Presence

#### Scalable Solutions

Clarent has provided Crossscope with a scalable web and branding solution that accommodates future growth and technological advancements, ensuring the company remains at the forefront of digital innovation.

#### Ongoing Support and Evolution

Clarent's commitment to ongoing support and strategic guidance ensures that Crossscope's digital presence continues to evolve in alignment with industry trends and customer expectations.

### Measurable ROI and Better Market Positioning

#### Analytics and Performance Tracking

With advanced analytics and performance tracking, Clarent has enabled Crossscope to measure the ROI of the branding and website redesign project accurately. This data-driven approach ensures continuous improvement and strategic adjustments to maximize outcomes.

#### Elevated Market Positioning

The comprehensive brand refresh and website redesign have elevated Crossscope's market positioning, setting it apart from competitors and reinforcing its status as a leader in digital pathology.

### Streamlined Lead Generation & Conversion

#### Marketing Funnel Integration

Integrating marketing funnels with Crossscope's web infrastructure has streamlined the lead generation process, capturing more leads with targeted content and engaging call-to-actions. This strategic alignment has led to an increase in qualified leads entering the funnel.

#### CRM and Marketing Automation

The use of CRM and marketing automation tools has optimized the lead nurturing process, improving conversion rates through personalized follow-ups and content, demonstrating the effectiveness of a well-integrated digital strategy.

### Increased Visibility and Search Engine Rankings

#### SEO Optimization

Through comprehensive SEO strategies, including keyword optimization, content strategy, and technical SEO, Clarent has significantly improved Crossscope's visibility on search engines. This has resulted in higher organic traffic, better keyword rankings, and increased brand visibility.

#### Content Strategy

The development and implementation of a targeted content strategy have established Crossscope as a thought leader in digital pathology, further enhancing its visibility and authority in the industry.

# The future of healthcare is digital. And, we're here for you.

In these times, hope is all we have. This hope is what keeps us going day after day, achieving the impossible, helping us all get through the darkest of nights. And yet, we need to have more than hope to meet the challenges of modern healthcare.

At Clarent, we work with hospitals, medical practitioners, health-tech companies, and healthcare organizations to enhance service delivery, drive innovation, improve outcomes and enhance patient experience. From saving lives in ICUs and helping hospital administrators predict capacity to outcome-focused healthcare services and products, our clients trust us with their healthcare system design and development needs.

Whether you're bringing an innovative healthcare product or service to market or reengineering processes and systems at scale, we are a partner you can trust. Reduce time-to-market, supercharge innovation, and get that smile back on your patients' faces.

**At Clarent, we are always looking out to make this world a better place and create a healthier tomorrow. Get in touch with our healthcare solutions team today. Let's design what's next in healthcare together!**

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