

Scale St.
SOLUTIONS

Brand Guidelines

Scale St.

hello@scalestreet.com • scalestreet.com • 1

Primary Scale St. Logo

The full color and white versions of the logo should be used when possible. The black logo is fine for black and white printed material.

Scale St.

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Variations of Scale St. Logo

A variety of Scale St. Logos exist for any purpose. For example, do you need a profile picture for the LinkedIn account or other platforms? Use the simple blue “St.” icon. Do you need to be extra professional and use the full business name? Use the standard or stacked logo including “Solutions.” Do you need to place the logo on a blue or black background? Use the white version.



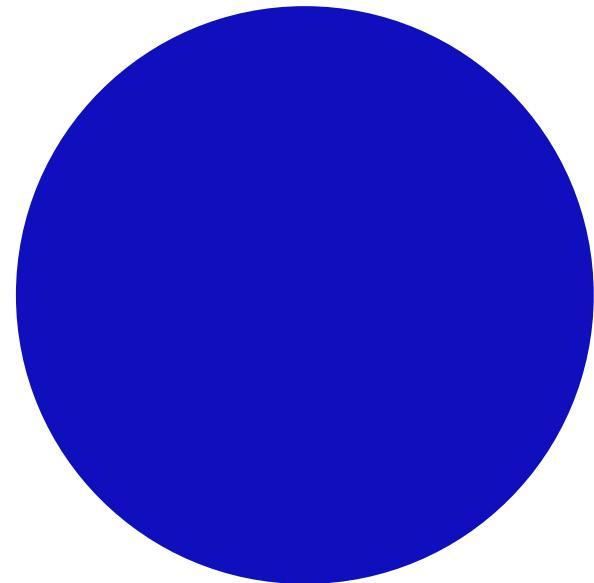
Breathing Room

Make sure there is a buffer area of at least the width of the “a” around the logo when placed with other elements. Use this method for creating space with all variations.

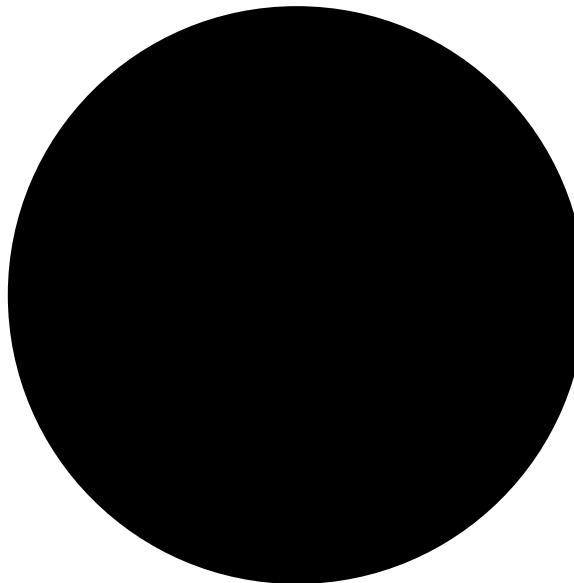


Color

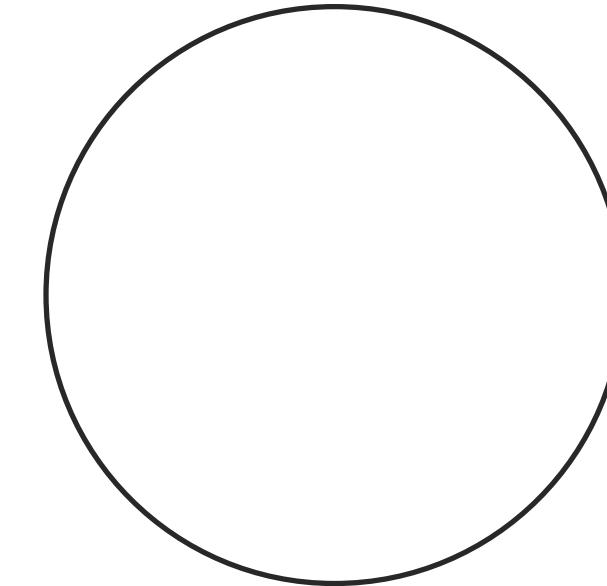
description



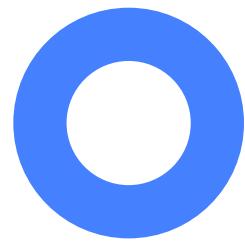
#0f0fb9



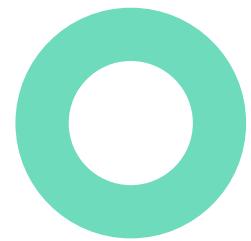
#333132



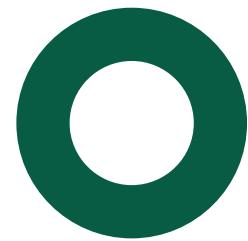
#ffffff



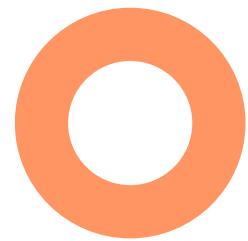
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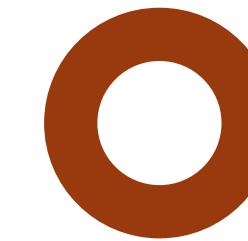
#6edb9c



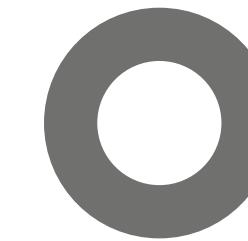
#095c44



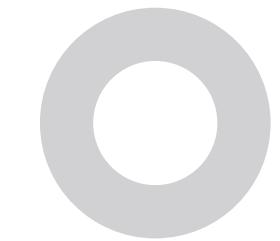
#ff9563



#993a0e



#70706e



#d1d1d4

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Typography

Source Sans Pro is a Google font freely available for use and available on most web-based platforms. Use the typeface whenever possible. Body copy should be Source Sans Pro Regular. Titles and headlines should be Source Sans Pro Black.

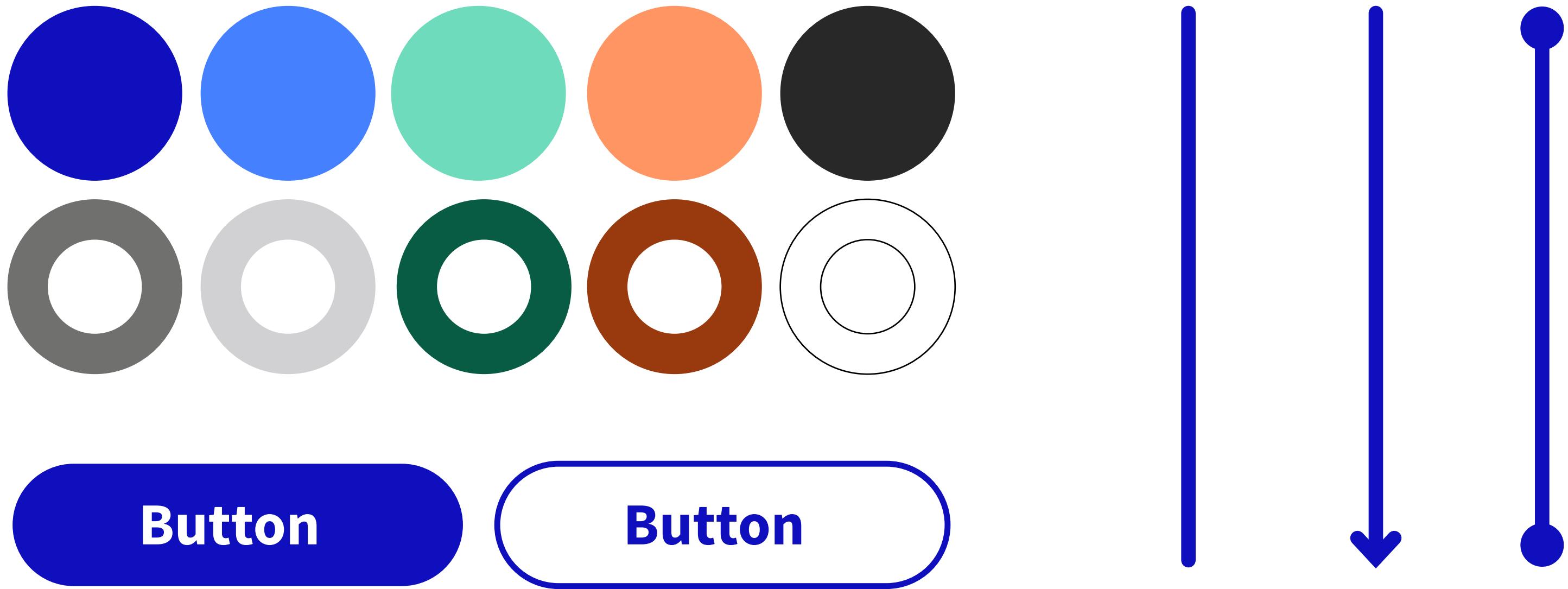
SOURCE SANS PRO

Source Sans Pro Bold

Source Sans Pro Regular

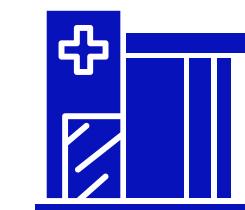
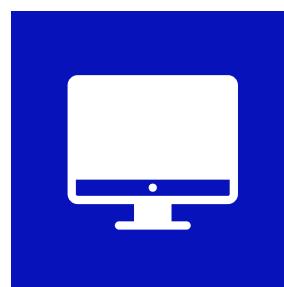
Circles

We use circle, never squares or triangles. Stroke caps should be rounded and corners should be curved.

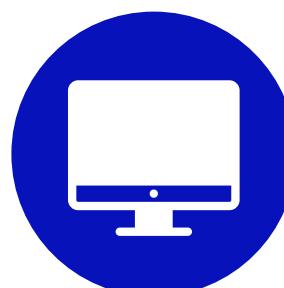


Graphics & Icons

Icons can help text & number heavy information be more digestible. Use white icons on solid colored circles for icons the majority of the time. Solid icons free of the circle background can be used sparingly.

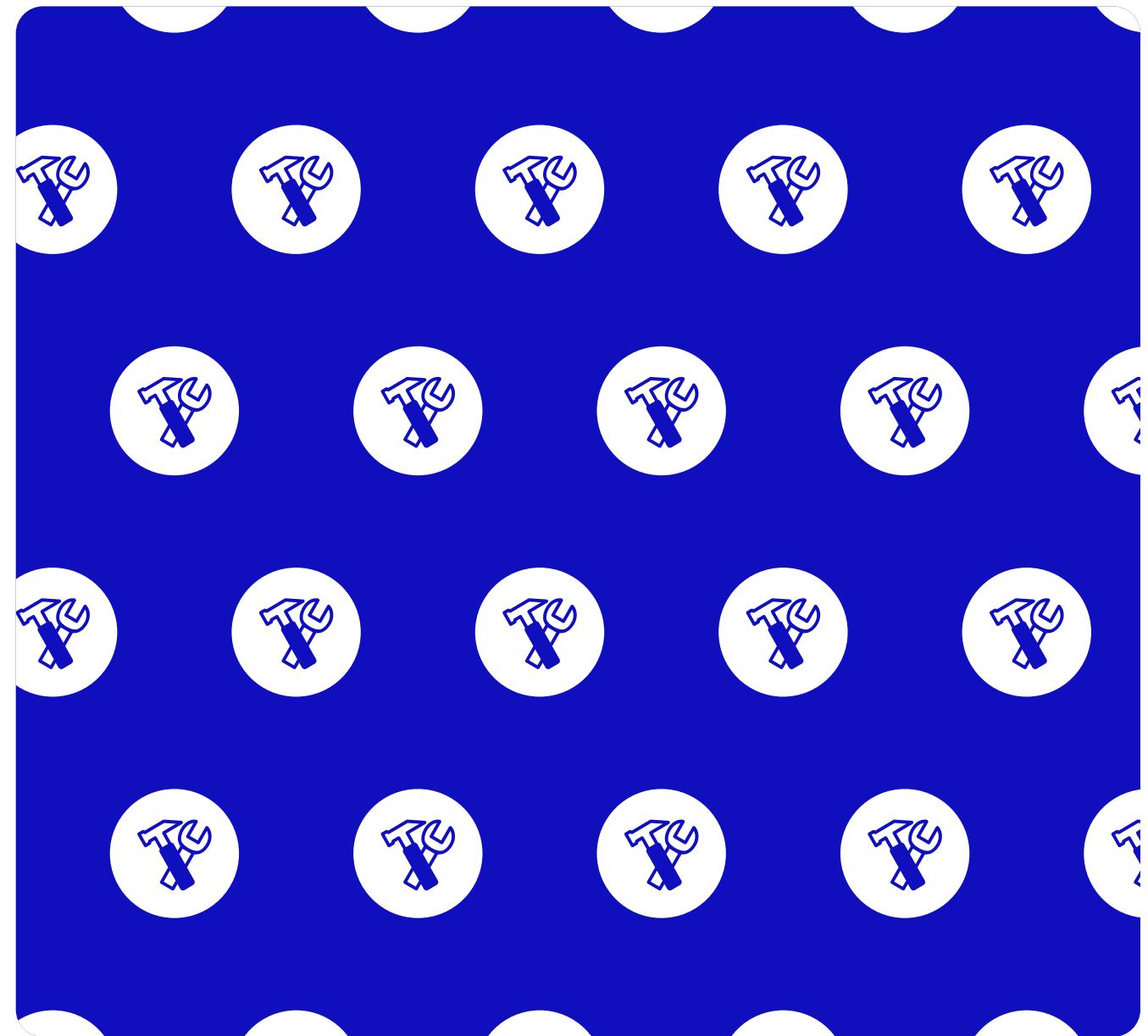
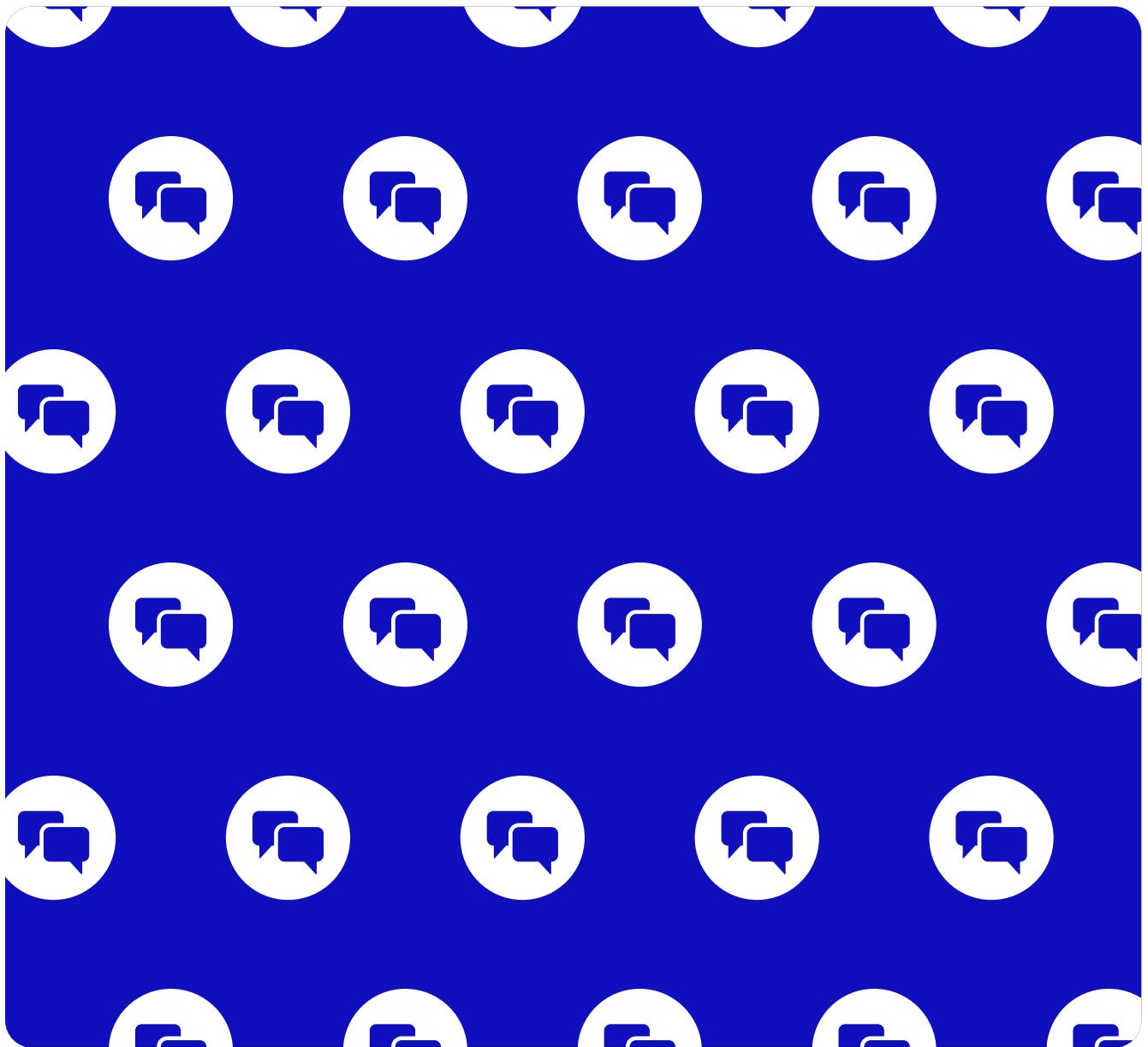


Do not use icons on square color blocks or other shapes. Do not use line based icons.



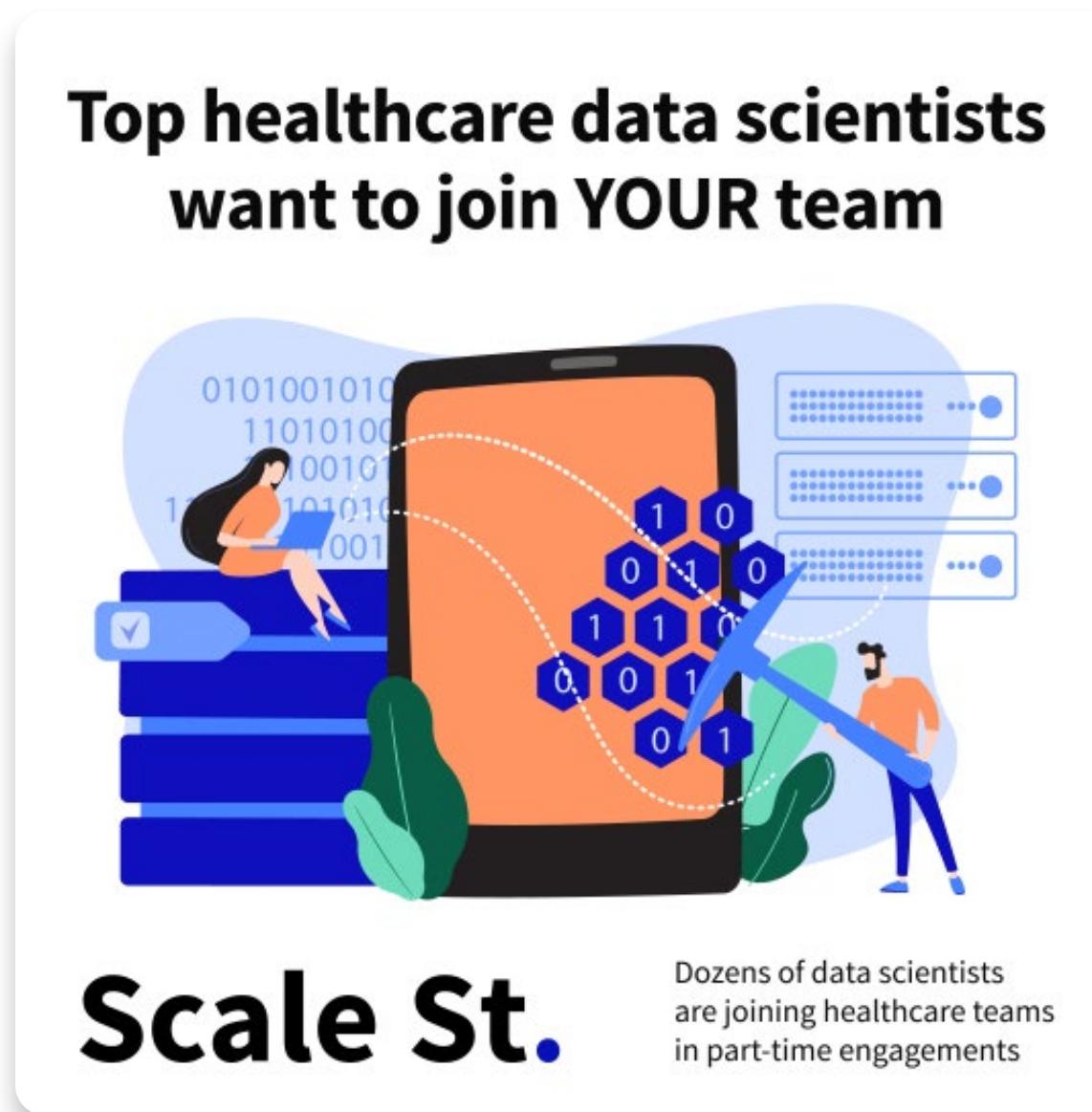
Patterns

Use icons to create patterns for cover images or graphics.



Illustrations

Illustrations should be vector based and use brand colors. Illustrations should display concepts relevant to the Scale Street's services and values.



Infographics

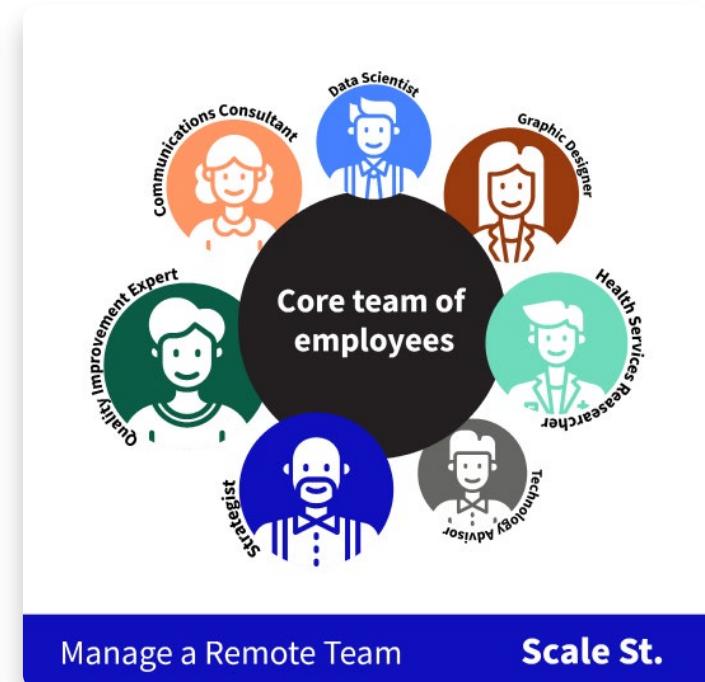
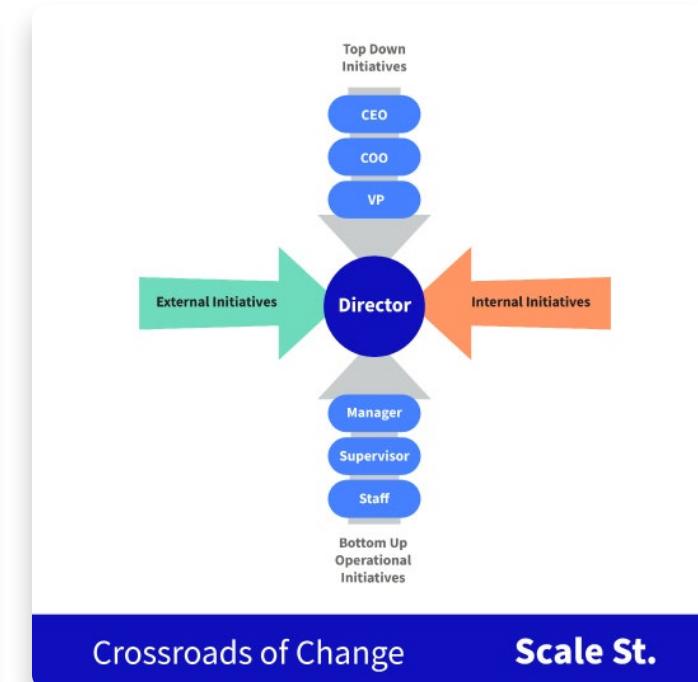
Infographics should utilize brand colors, icons, circles, and rounded corners when possible.

Hidden Costs of an Employee



- Retirement Benefits
- Technology
- Payroll
- Training
- Career Pathway
- Health Insurance
- Office Space
- Taxes
- Recruitment
- Workers' Comp

Hire a Freelancer **Scale St.**



One-Pagers

Clients may prefer to read a single page PDF over the website. That's okay! Use the Scale Street letterhead to create one-pagers full of information you'd like to share with potential or current clients.

Scale St.
SOLUTIONS

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Implementation Systems for Large-scale Impact

Redefine how you approach your healthcare-focused projects using expert Strategy Execution, Large-Scale Project, and Far-Reaching Interventions.

OUR CAPABILITIES
Scaling Project for Success

Strategy & Execution
Determine a clear path forward and develop the systems to get you there.

Program Implementation
Launch successful strategy-based programs with confidence

Project Management
Accomplish strategic goals and manage operational issues within key departments.

Process Improvement
Improve processes through quality improvement and thoughtful observations.

Health Data Analysis
Successfully gather, analyze, and act on key data insights.

OUR MARKET
Are our services for you?

- Healthcare Systems
- Public Health
- Global Health
- Non-Profits
- International Development

Organizations We've Helped

ABOUT
The Principal Consultant

Tyler S. Wallace, Ph.D., is a healthcare leader, strategist, and consultant who combines his extensive experience with robust academic training to deliver exceptional value to his clients. His diverse background includes leading and consulting in various healthcare environments, including government, startups, academic medical centers, healthcare delivery systems, and rural health environments.

Dr. Wallace has a Ph.D. in Healthcare Management and Policy from the University of Texas School of Public Health, an MBA from Kennesaw State University, and a bachelor's degree in Health Administration from Indiana University (IUPUI). He currently resides in Athens, GA, with his wife and four children.

TYLER S. WALLACE, PH.D.

**Your Vision is Our Vision.
Your Success is Our Success.**

Learn More at [ScaleStreet.com](#)



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Experts Available for Cancer Centers

An ever-changing cancer care environment combined with an acute talent shortage has left cancer centers scrambling to acquire the expertise they need. On top of that, cancer centers continue to be under pressure to adapt quickly due to a changing atmosphere and increased competition in cancer care, both from established players and new entrants. Other industries facing similar challenges have adapted by hiring part time professionals to fill in as needed. This model is used by the majority, if not all, Fortune 500 companies and is an opportunity to further revolutionize cancer care.

About Scale St.

At Scale St., we've curated a community of professionals who are available to serve you in healthcare and grown through a trusted network. We provide premium talent to leaders. We have enabling immediate access to the expertise

Oncology Team

The oncology arm of our professional community of cancer care delivery. These experts bring to the nation's leading oncology programs. From us, we have the sought-after skill set needed to

Our professionals have worked with names in Oncology.

BCM Baylor College of Medicine
Piedmont HEALTHCARE

Access Our Community of Professionals



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Healthcare Strategy & Execution Consulting

We're a boutique consulting company focused on all things healthcare strategy and execution. Our team's experience plus our network of two dozen additional experts allows us to quickly hone in on issues, develop a solution, and provide any resources to get the job done.

"I've had the privilege of working with the world's best cancer center, regional community health systems, independent critical access hospitals, and even in global health strategy with the Federal Government. There are two common themes across everywhere I've worked, advised, or consulted. 1) The need for a coherent strategy and execution system. 2) Everyone is looking for talent and resources."

Tyler S. Wallace, Ph.D.
Sr. Consultant

At Scale St., we address both of those themes. For strategy, we've facilitated the strategy formation process for service lines, hospitals, health systems, and government agencies. We have strategy consultants, data scientists, market researchers, financial analysts. On execution, we have project managers, QI experts, change management leaders, and communications specialists. Our team uses a talent-on-demand approach which is used by the majority of Fortune 500 companies, due to its efficiency and cost-effectiveness.

Fill in gaps, manage initiatives, and overcome challenges with Scale St.

Ready to get started? We can't wait to work with you!
Email Tyler at tyler.wallace@scalestreet.com



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Continuing Services

Over the past year, we've worked alongside you as you've developed your strategic priorities. I know the pandemic caused a few delays, but we had some great momentum at times. With the pandemic subsiding, there should be minimal barriers moving forward, and now is the time to pick up and maintain momentum.

We'd love to keep working with you to ensure that the oncology strategy is properly executed. Here's how we could increase the likely of success moving forward: 1) Continue providing guidance on the strategy process 2) start using our project management software to keep track of initiatives 3) continue using our res...

Planning Phases

- Phase 1 Planning Structure
- Phase 2 Create Strategic Choices
- Phase 3 Make Choices
- Phase 4 Make Choices
- Phase 5 Launch



Tyler S. Wallace, PhD

tyler@tylerswallace.com • TylerSWallace.com

Executing your strategic priorities

Dr. Wallace is a management consultant primarily focused on strategy execution for large organizations. He was recruited by USAID to serve as a Sr. Advisor for the global pandemic response. After serving as a direct-hire employee (GS-15, Secret Clearance) for USAID's Global Health Bureau, Dr. Wallace then transitioned to a Sr. Advisor for the agency's COVID-19 Task Force.

Key USAID Activities

- Facilitated strategic planning effort for Global Health's Sustained Crisis Response Team
- Led strategic planning activities for the COVID-19 Task Force's Operations Pillar
- Collaborated across agencies to develop a new pandemic response framework
- Co-Author USAID's Blueprint for Global Health Resilience

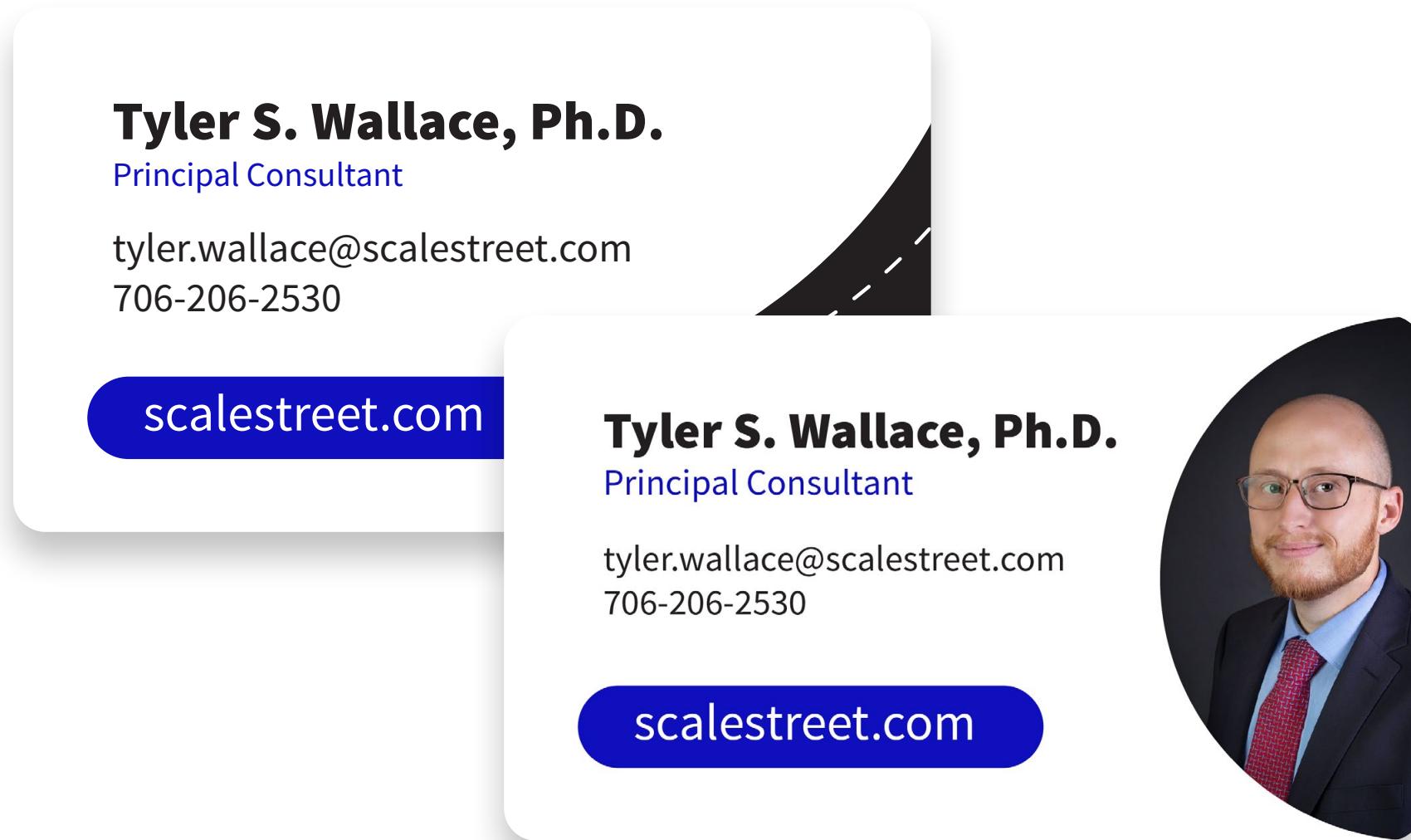
Before civil service, Dr. Wallace was the Director of Strategic Management at The University of Texas MD Anderson Cancer Center. He facilitated the development and implementation of the organization's strategic execution framework. Also, he's led and managed several successful, high-profile, and politically-charged projects to successful completion.

He obtained a Ph.D. in Healthcare Management and Policy from the University of Texas School of Public Health. In addition to his doctorate, Dr. Wallace possesses an MBA from Kennesaw State University and a bachelor's degree in Health Administration from Indiana University (IUPUI). He currently resides in Athens, GA, with his wife and four children.

Alma L. Dickey, M.D.
Former Assistant Administrator
(Senate Confirmed)
USAID Bureau for Global Health



Business Cards



The End.