MEDIA & BRANDING
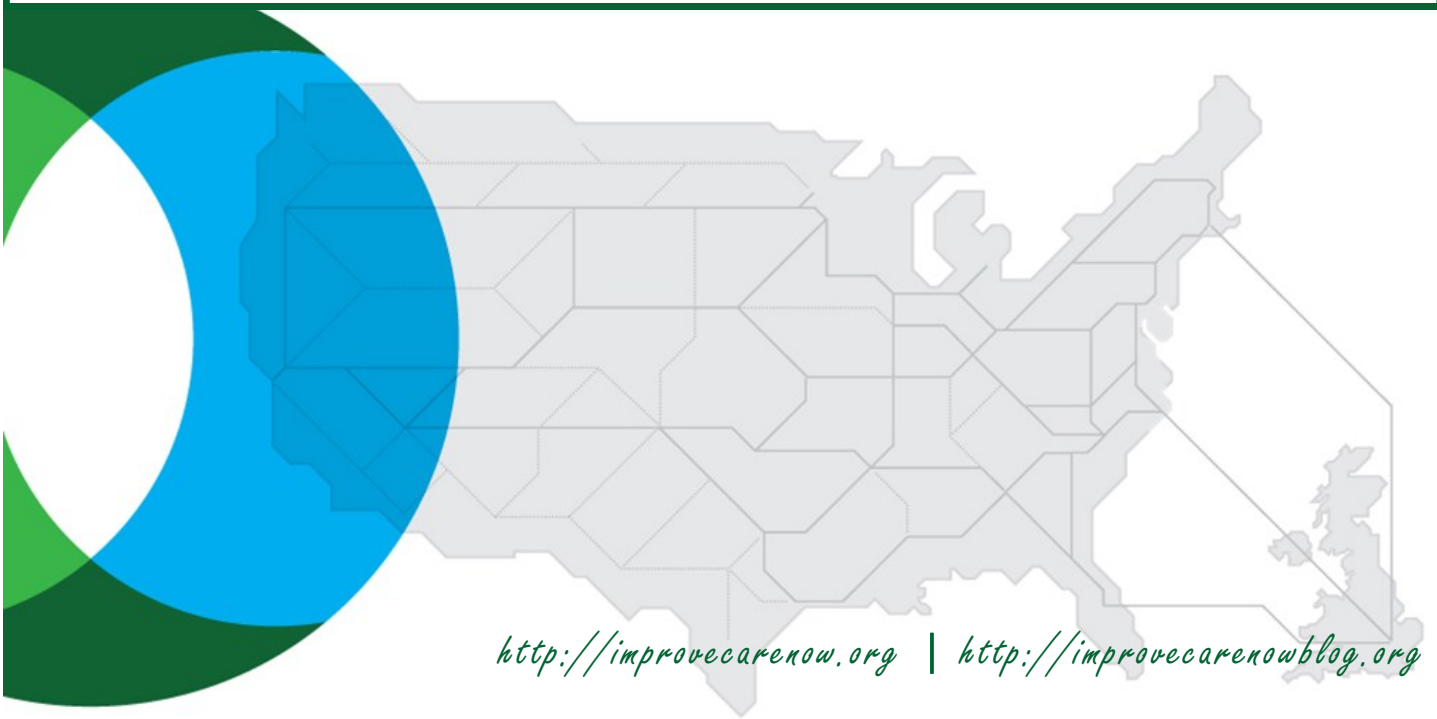
http://improvecarenow.org | http://improvecarenowblog.org

Referencing ImproveCareNow

For all public-facing communication, the name will be spelled out with no spaces:

- ImproveCareNow
- IMPROVECARENOW
- improvecarenow

Abbreviating the name to "ICN" is reserved only for internal communications.

ImproveCareNow Network and ImproveCareNow are both acceptable—and when referencing in an article, the former should be used first followed by the latter. It can then be referred to as just the Network (capitalized when specific to ImproveCareNow).

Medical sites that are members of ImproveCareNow are known as Care Centers.

CONTACT

ImproveCareNow | UVM College of Medicine

N211 Given Courtyard
Burlington, VT 05405-0068

For Media + Branding Questions:

Please contact the ImproveCareNow Development Coordinator at
info@improvecarenow.org

Common Network Terms

- ImproveCareNow Network, ImproveCareNow, Network
- ImproveCareNow Care Center, Care Center(s), Participating Centers
- Core Quality Improvement Team, Quality Improvement (QI) Team, Core Team, Practice Team, Team/Teams
- Crohn's disease, Crohn's, CD, ulcerative colitis, colitis, UC
- Inflammatory Bowel Disease, IBD
- ImproveCareNow Registry, ICN2

ImproveCareNow Social Media

- Facebook: facebook.com/improvecarenow
- Twitter: twitter.com/improvecarenow
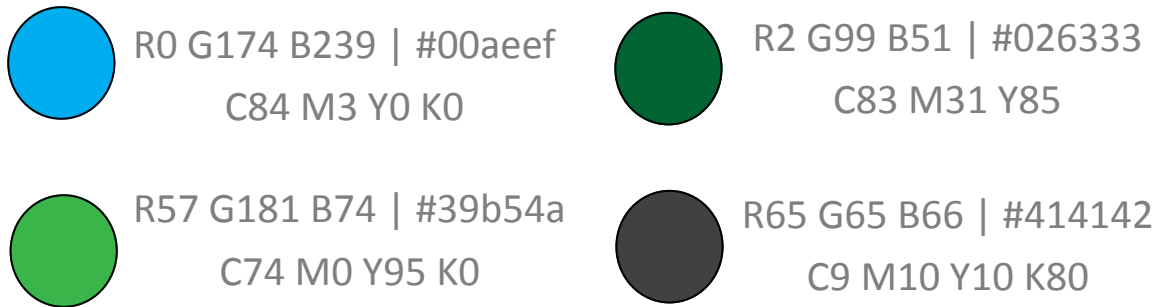- YouTube: youtube.com/improvecarenow

IMPROVE**CARE**NOW

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BRAND SUMMARY

logos | horizontal + vertical

colors + codes

 R0 G174 B239 | #00aeef
C84 M3 Y0 K0

 R2 G99 B51 | #026333
C83 M31 Y85

 R57 G181 B74 | #39b54a
C74 M0 Y95 K0

 R65 G65 B66 | #414142
C9 M10 Y10 K80

Simple Black: R0 G0 B0 | #000000 | C0 M0 Y0 K0
Variations of Gray Originating From #414142

fonts + styles

Calibri + Light

> ImproveCareNow
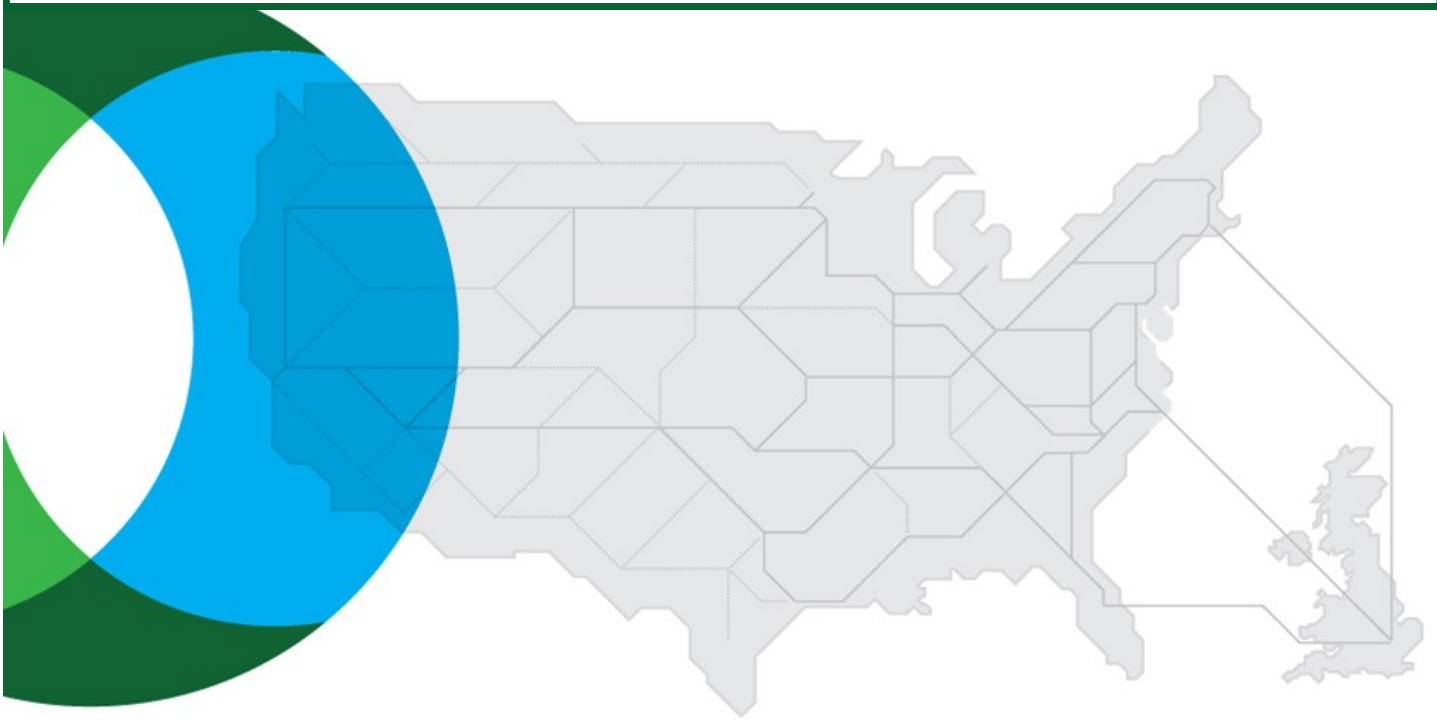> **ImproveCareNow**
> *ImproveCareNow*
> IMPROVECARENOW

Calibri is the default sans-serif font for new OS and MS Office Suites. Calibri should be used for all communications (email, print, PPT, PDF, web, etc.) when possible.

Arial

> ImproveCareNow
> **ImproveCareNow**
> *ImproveCareNow*
> IMPROVECARENOW

Arial is an older sans-serif font that is compatible with older OS and versions of MS Office Suite. Arial should be used for all communications originating from or destined to computers without Calibri.

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Connect with ImproveCareNow

Social Media

- **Like us on FACEBOOK**
  www.facebook.com/improvecarenow
  Facebook is a great place to view our latest news and updates, write to us and chat with others. But liking our page is the simplest way to stay connected.

- **Follow us on TWITTER**
  www.twitter.com/improvecarenow
  Twitter can be really interactive, and fast-paced—get our attention by mentioning @improvecarenow or using the hashtag #ICNLS in your tweets.

- **Subscribe to us on YOUTUBE**
  www.youtube.com/improvecarenow
  Watch and hear from our patients, clinicians, families and people just like you—you can easily share our videos, give them a thumbs up and post a comment.

Want to take part in our communications?

Please reach out to
Sarah Nocito, Communications Manager
sarah.nocito@uvm.edu

Online + ePublications

- **Get in the LOOP**
  www.improvecarenowblog.org
  LOOP is our blog, where patients, families, clinicians and researchers post about what's important to them. YOU can be an author, or simply write a comment, share a post and even FOLLOW the blog.

- **Join our inner CIRCLE**
  www.improvecarenow.org/subscribe
  CIRCLE is great, because this eNews lands directly in your inbox every other month. We're always looking to hear from you, and learn what you want to see in future editions.

- **Get important tools and connect with your care center ONLINE**
  www.improvecarenow.org
  Surf our pages, and get your hands on helpful tools and learn how we are helping kids feel better today.

- **Pin to our boards on the EXCHANGE**
  www.improvecarenowexchange.org
  Pin ideas and see what other parents, patients and care teams are doing around the Network—**register** today and share your thoughts in real time.

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