

# Communication, marketing and social media

Marie Simpson, communication lead

About me...



# What does the comms team do?



- Branding and corporate identity
- Community/public relations
- Communication strategy, planning and implementation
- Work with creatives for design
- Copywriting
- Crisis management
- Media monitoring and relationships
- Print management
- Proofing and editing
- Research
- Social media
- Event management
- Websites (working with developers to create, then ongoing content management)
- Newsletters
- ...

Your brand is what  
makes your practice  
different.

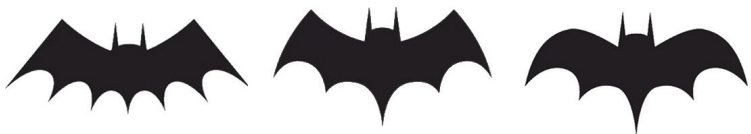




1939

1939

1941



1944

1946

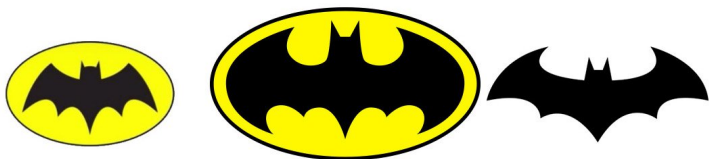
1950



1956

1958

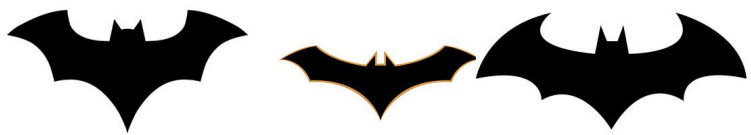
1960



1964

1966

2000



2011

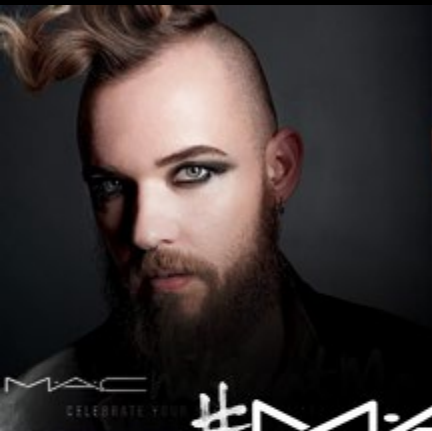
2016

2018

Brands evolve,  
building  
strength and  
recognition  
over time



Recognise these brands?



#MACnificentMe

MAC



MACnificentMe  
CELEBRATE YOUR STYLE, HEART AND SOUL

MACnificentMe  
CELEBRATE YOUR STYLE, HEART AND SOUL

MACnificentMe  
CELEBRATE YOUR STYLE, HEART AND SOUL



# Brand health check

- Value proposition
- Visual assets
- Messaging – brand voice



# Your visual assets

## Primary logo

The full-colour Pinnacle Inc. logo is the head of the Pinnacle brand family and represents the unified face of all our sub-brands. The full-colour logo is to be used at all times where possible.



## Mono versions

Occasionally the reproduction of the logo will be limited to a single colour.

- Use these versions in circumstances such as:
- When the logo is reversed out of a solid colour
  - When embossed, debossed, stamped or etched to a surface
  - Certain embroidery or production applications that only facilitate the use of a single colour or material



## Clearspace

Minimum clearspace around the logo is important to maintain visual clarity and prominence. The minimum required clearspace is defined by a unit derived from the logo itself, in this case the «-height (lowercase height) of the word 'Pinnacle'». Ensure no other element encroaches within the clearspace area.



## Minimum size

A guide to ensure the logo remains legible at a small scale. In print applications, the logo should not be used at less than 24mm wide.



## Primary palette

The colours of Pinnacle Inc. parent brand work together to create a sense of assured professionalism while connecting us with the sub-brands through the Pinnacle Blue.



PINNACLE INC. / VENTURES  
Dark Blue  
PANTONE 293C  
CMY / MGY / YBY / B50  
R41 / G53 / B98

PINNACLE  
Blue  
PANTONE 2945C  
CMY / MGY / YBY / B50  
R11 / G94 / B168

## Secondary palette

These additional colours are mostly derived from the Pinnacle Inc. sub-brand accents (refer page 2) and can be used to enhance the brand narrative in a supporting role. Use appropriately for accents, charts and graphics etc.



PINNACLE INC. / VENTURES  
Light Blue  
PANTONE 300C  
CMY / MGY / YBY / B50  
R78 / G274 / B227

PINNACLE INC.  
Silver / Grey  
PANTONE 877C  
CMY / MGY / YBY / B50  
R255 / G255 / B255

ITS MY HEALTH  
Magenta  
PANTONE 296C  
CMY / MGY / YBY / B50  
R229 / G0 / B83

ISOLANOS HEALTH  
Purple  
PANTONE 2881C  
CMY / MGY / YBY / B50  
R154 / G97 / B164

## Support type

Pinnacle Inc. uses the Museo Sans font family for its brand type — aligning it with most of the Pinnacle sub-brands.

MUSEO SANS 500  
Use for body copy /  
Large headings

Use for body copy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\*!@#%\$%^&()-+{}:;'"

MUSEO SANS 700  
Use for subheadings  
and emphasis

Use for headings  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\*!@#%\$%^&()-+{}:;'"

MUSEO SANS 300 /  
MUSEO SANS BOUNDED 300  
Use as a display font / Pull quotes /  
Large scale intro paragraph

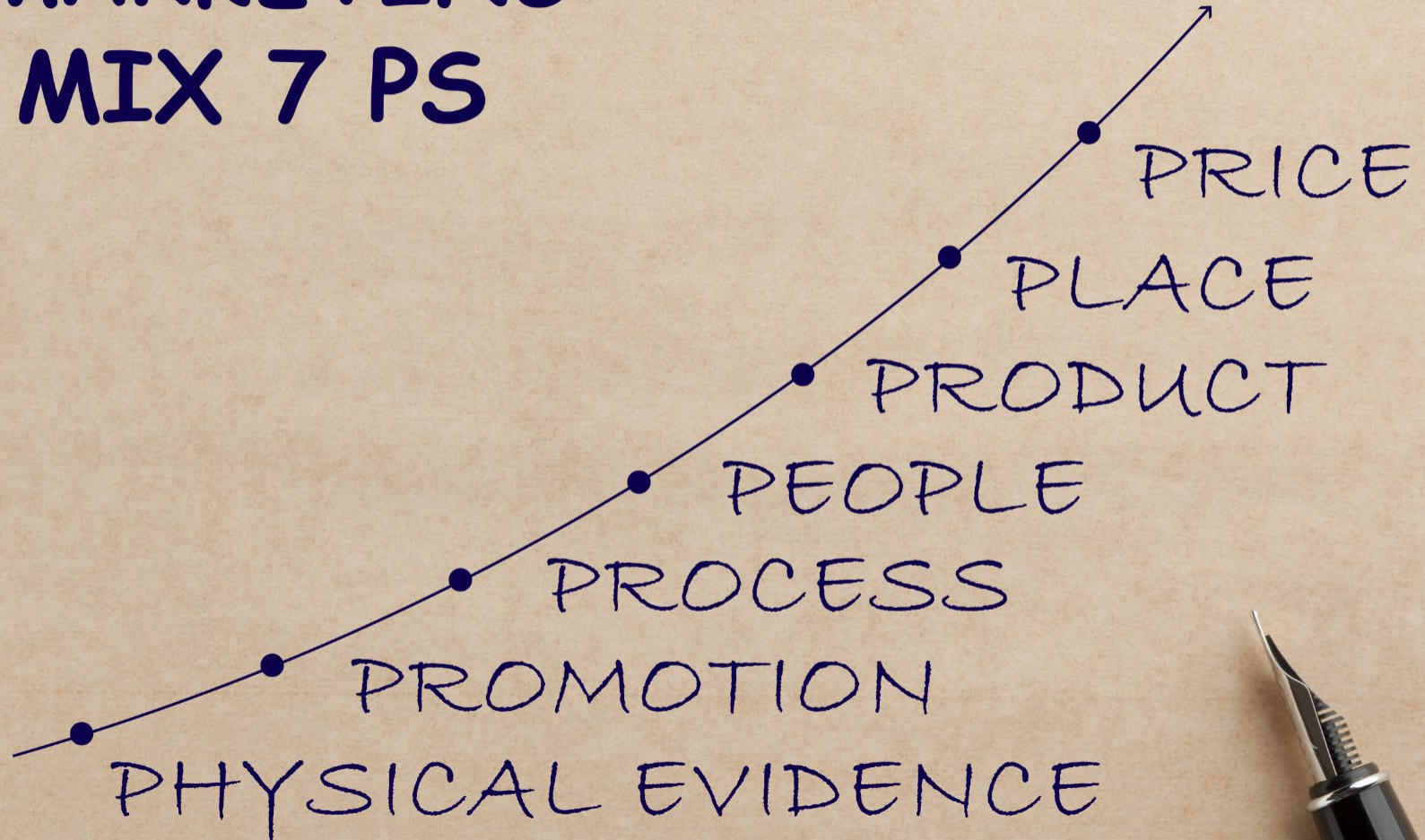
Use as a display font  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\*!@#%\$%^&()-+{}:;'"

# Finding your brand personality



Fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Serious
Edgy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Conservative
Loud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Understated
Contemporary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Traditional
Mimimal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Hi-tech	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Handmade
Spontaneous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Considered
“Country”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	“Towny”
Homely + approachable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Slick + polished
Individual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Collective
Consumer centric	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Corporate
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Central

# MARKETING MIX 7 PS





# Promotion – channels

Website

Newsletters

Portal

Email

SMS

Print ads

Health directories (e.g. Healthpoint)

Social media

Google My Business + Google Ads

# facebook

advertising



Advertising Standards Authority –  
changes for influencers



Facebook considerations...

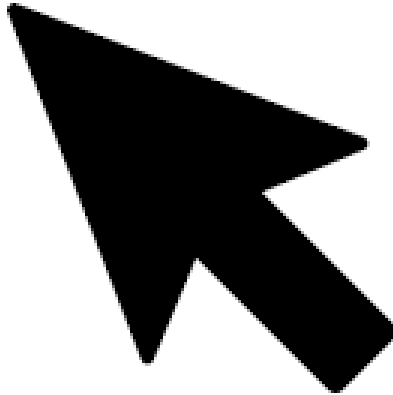


Google  
My Business

Getting started with Google My Business



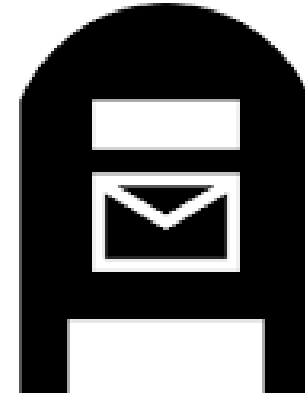
# Get started with Google



Visit  
[www.google.com/business](http://www.google.com/business)  
and click  
“start now”



Find or create your  
practice



Authorise yourself via  
the mail

# Here to help – get in touch



**Marie Simpson**  
Communication lead



**Sarah Naidu**  
Senior communication  
advisor