
Brand Case Study.

Steiss Medical Equipment.

The Great Field.[™]
Strategy. Design. Brand.



Client:

Steiss is a provider of industry-leading precision healthcare equipment. Combining intelligent design with the highest quality manufacturing, Steiss represents healthcare engineering at its very best. Offering more functionality than equivalent products, Steiss is at the cutting-edge of healthcare design.

Problem:

Over the years, the brand messaging had become indistinguishable from its competitors' and the brand aesthetic had become inconsistent and overly complicated.

Solution:

A brand re-alignment was required; to cement the core ethics as market leader, and drive the brand forward with clarity. To build a strong reputation for Steiss as both educator and retailer. The brand messaging needed reinforcing with language the target audience could identify with. Research which touchpoints are crucial in the customer awareness process and simplify the brand aesthetic to be more consistent.

Benefit:

Due to a streamlining of core messaging, the sales team are more connected to the brand and are able to communicate its purpose and benefits. Steiss is no longer trying to be everything to everyone, and the conversations the sales team are having are more authentic. Marketing collateral and product packaging have become more cost-effective to produce, due to the removal of non-critical colours and graphic elements. Everything has been audited and redeveloped to become less complicated.

Stylescape Presentation.

Each project we undertake starts with an online brand workshop. Once completed, we take the conclusions from the workshop and create a brand roadmap. This roadmap steers the creative direction we take.

The creative process starts with a Stylescape.

A Stylescape is a collation of images, designs, colours and typography that show how all the component parts interact with one another.

Stylescape Example

The collage illustrates the brand identity for Steiss, featuring the following elements and labels:

- Logotype and strapline:** The Steiss logo (a stylized 's' icon followed by 'steiss' in lowercase) and the strapline 'empower | enable | equip'.
- Brand keywords:** A list of brand values: Excellence | Trust, Quality | Innovation, Professionalism | Care, Reliability | Efficiency.
- Product photography:** A photograph of a piece of medical equipment, likely a rehabilitation machine.
- Signage:** A vertical purple sign with the Steiss logo and text: 'steiss', 'imagine working with equipment designed in hospital, care home and community', 'steiss', 'hospital', 'care home', 'community'.
- Lifestyle photography:** A photograph of a healthcare professional in blue scrubs assisting an elderly patient.
- Mobile:** A photograph of a hand holding a smartphone displaying the Steiss website.
- Brand elements:** A collection of informational graphics including:
 - 'Did you know?' section with two bullet points: 'An estimated 4.1% of patients admitted to our acute environment die during a professional visit.' and 'Patients who use our chairs increase the quality of life and mortality.' (Note: the original image contains a typo 'mortality' which has been corrected).
 - 'Fire Resistance' section with a small image of a chair and text: 'From BS 5892:2010 - Part 2 - Scenario 2 Class BS 7175 - Class 1'.
 - '175+' icon.
- Fonts:** Three font styles are shown: Helvetica Light, Helvetica Regular, and Helvetica Bold.
- Mission statement:** A purple background with white text: 'Steiss provides clinical excellence in healthcare equipment, through innovation and high-quality engineering. For rehabilitation and care environments in the UK, Ireland and Canada, for customers that require optimum longevity and efficiency in a crowded marketplace.'
- Icons:** A row of five circular icons representing: Accredited, Asset Register, Safety & Risk, Call to Call, and a fourth icon.
- Colours:** A color palette showing three shades: Purple, Grey, and White.
- Headquarters / Showroom:** A photograph of a modern office hallway with the Steiss logo and strapline on the wall.

Logotype





Strapline

empower | enable | equip

Excellence | Trust
Quality | Innovation
Professionalism | Care
Reliability | Efficiency



Touchpoint Visualisation.

Ensuring the new branding works in every imaginable way and remains consistent across all forms of marketing communication.



 steisstm
empower | enable | equip



Industry leading care
equipment, designed for
hospitals, care homes
and rehabilitation.

Stand B3 →

empower | enable | equip



Pressure Care / Lifting Systems / Care Beds / Shower Trolleys and Couches / Mobile Hoists

Industry leading care
equipment designed for
hospitals, care homes
and rehabilitation.



[Click here to access
our Knowledge Bank](#)

empower | enable | equip



 steiss™

Innovative engineering.
Enhanced flexibility.

 steiss™



 steiss™



stais

stais

stais

Activate CT

The illuminating solution for your ceiling lift needs.



 steiss™

Innovative engineering
Enhanced flexibility



empower | enable | equip



- Tough but lightweight aluminium hoists
- User-friendly handle design for easy manoeuvrability
- Range of lift-heights and weight-capacities
- Lift-counter battery pack as standard

Style Guide and Brand Asset Creation.

We bulletproof the brand by creating a Style Guide that explains how all of the designed elements are used. Essentially everything about how the brand works in the real world across all customer touchpoints.

Digital files of the logo, and any other brand elements, in all required formats are then created. The files become the intellectual property of the client, and can be shared freely with whoever needs them.

steiss

Style Guide



empower | enable | equip

Our logo

It is essential that the Steiss logo is used correctly and consistently across all communications.

The logo must be clearly visible wherever it is used. It shouldn't be redrawn or modified.

Primary logo



Logo usage

A



B



Exclusion zone

A

The exclusion zone of the logo is there to ensure maximum legibility and impact of the logotype.

The example shown here demonstrates the minimum space that should surround the logo. This space is equal to the size of the 'i' device.

B

The minimum size of the logo is 20mm wide, excluding the TM.

Files:
logo_primary

Location:
steiss_brand_assets / logotypes

Formats:



Consistency of colour

Our colours are essential to communicating our brand. The choice of colours reflect the brand's character and are used consistently in the values shown.

For professional printing, PANTONE® colours should be used where possible. When this isn't achievable, CMYK versions of the logo have been supplied. RGB should be used for screen. The hexadecimal colours (shown as #) can be used for web based application.

Colours



PANTONE®
2405 C
C32 M100 Y2 K0
R100 G100 B124
#b11bc



PANTONE®
Cool Gray 9 C
C85 M47 Y44 K10
R100 G100 B103
#76777a



BLACK
84%
C0 M0 Y0 K94
R79 G89 B82
#4f5952

This colour is used for text only.

Fonts

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Style Guide

Weights and application

Helvetica is our corporate font. It is clean, distinctive and legible.

We use three weights: Light, Regular and Bold. Regular and Bold can be used liberally through all of our literature, they're particularly suitable for smaller headings, bulletpoints and titles.

Helvetica Light is more suited to larger headings and lengthy copy.

Arial can be used online when Helvetica is unavailable.

Helvetica can be purchased online at fontlab.com

The intent of our icons

Our icons help the user absorb and process information efficiently.

Icons should be used to draw attention to the content, not to diminish or replace it.

This is usually done with a lot of white space, and using icons that compliment the content.

Using icons in a consistent manner can enrich the content by giving it more substance. Enabling effective communication without wordiness.

Files:
icons

Location:
steiss_brand_assets / elements

Formats:



Icons



Alternating Mode



Auto Adjustment



Battery Back Up



Cell in Cell Technology



Low Pressure Alarm



Max Firm Mode



Micro Air Loss



Narrow Heel Cells



Panel Lock



Power Failure Alarm



Service Notification



Static Mode

Information shapes

Did you know?

- An estimated 4-10% of patients admitted to an acute environment develop a pressure ulcer.
- Pressure ulcers can cause sickness, reduced quality of life and morbidity.



Fire Resistance

Foam
BS 5852: 2010 - Part 2 - Source 5
Cover
BS 7175 - Crib 5



PREMIUM CAPACITY
175kg

The use of shapes

Coloured boxes and circles are ideal assets to use for information which must stand prominent.

They can help to entice readers into an article, or highlight a key feature. They can add visual interest to text-heavy pages.

Our boxes all contain rounded corners. As the dimensions of the corners will alter when the boxes are resized, use the supplied files as a guide.

Boxes have outlines set at 0.5pt.

Files:
shapes

Location:
steiss_brand_assets / elements

Formats:



"Over the years, our brand messaging and aesthetic had become inconsistent and slightly confusing. By focusing on our business objectives, Jamie and his team removed any subjective ideas we might have had coming into the process. This has given the business complete clarity moving forward".

Rachel Davis

Marketing Manager
Steiss Medical Equipment



The Great Field.

Strategy.

Design.

Brand.

Purpose-driven brand design
for organisations making
a positive social impact.

Address:

12 Cutterburrow Lane,
Braunton, North Devon,
EX33 1FB UK

thegreatfield.co.uk



Registered in England and Wales. Company number: 6998945.

The content contained in this document is the intellectual property of Steiss Medical Limited. You may not reuse, republish, or reprint this content without their written consent. All information is merely for informational purposes. While the information on this document has been verified to the best of our abilities, we cannot guarantee that there are no mistakes or errors.