

“COMMUNICATION UPDATES”

Cynthia Bonsignore, EPF Communication Officer

“ A STRONG PATIENTS’ VOICE
TO DRIVE BETTER HEALTH IN EUROPE ”



- **2012**
 - ✓ Transition year
 - ✓ Revamping old communication tools
 - ✓ Creating new communication tools
- **2013**
 - ✓ Closed loop: new logo
 - ✓ Stabilisation phase
- **2014**
 - ✓ 2014-2020 communication strategy
 - ✓ Proactivity & assertiveness



LOGO Why changing?

The old logo:

- Did not **reflect the evolution** of our organisation
- Did not mirror the **changing role of patients**
- Was not **workable on all communication supports**



europeanpatients'forum

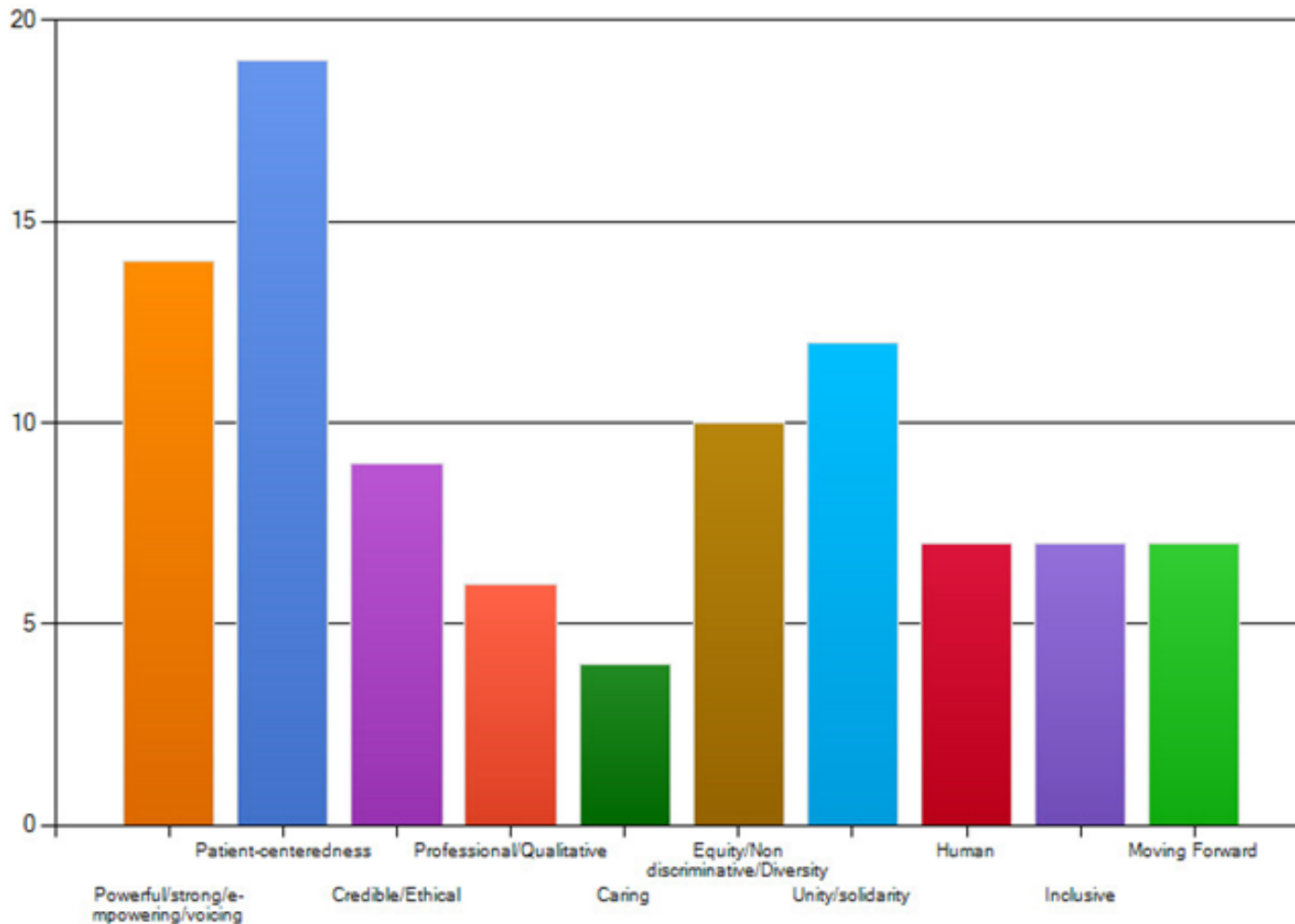
LOGO How did we proceed?

- September – December 2012
 - ✓ Brainstorming session with **EPF Board** and **Secretariat**
 - ✓ Survey with our **Members**
- January-March 2013
 - ✓ **Concept development** based on brainstorming & survey
 - ✓ Choice of **colours**
- April – May 2013
 - ✓ **Approval** by the Board
 - ✓ Creation of a **visual chart**
 - ✓ Development of communication **supports**
- **22 May 2013: logo unveil with our members**
- **3 June 2013: official logo launch**



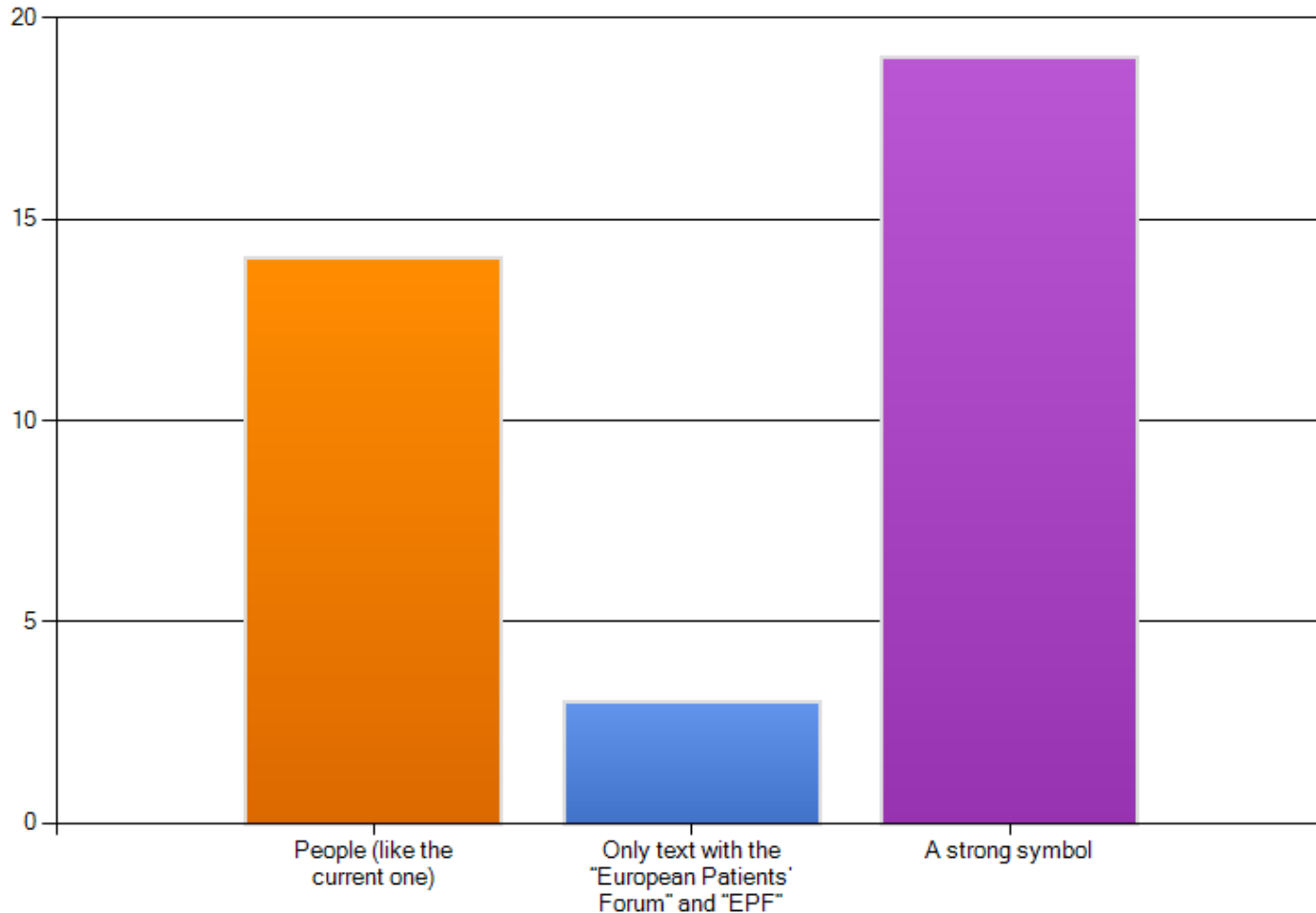
LOGO Survey with our members

Which values do you want to see reflected in the new logo?



LOGO Survey with our members

What should the future logo be made of?



LOGO Video



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NEW LOGO What does it represent?

The new logo:

- Mirrors EPF values:
 - ✓ Patient centeredness
 - ✓ Powerful/strong/empowering/voicing
 - ✓ Unity/solidarity
- Keeps legacy with the previous logo
- Shapes a new symbol: the forum
- Owns new colours
- Highlights our acronym
- The name is written in full to ensure clear understanding





NEW LOGO How to use it?



< 10 mm



Squared version





THANK YOU FOR YOUR ATTENTION!

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More information:

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