

## WORLD'S BEST HOSPITALS 2024 LOGO PACKAGE



### BENEFITS TO YOUR HOSPITAL

- › Demonstrates third-party **validation** from a trusted global media source
- › Provides **visual support** for branding and marketing strategies
- › Increases **trust among stakeholders**
- › Boosts **awareness for your medical institution**
- › Attracts **potential patients and employees**

### WHAT IS INCLUDED?

- ✓ 12 or 24 months license
- ✓ High resolution files
- ✓ Trophy and certificate
- ✓ Suggested logo usage document

### EVALUATION BASED ON

- › Hospital recommendations from peers
- › Hospital quality metrics
- › Patient experience
- › PROMs implementation survey

PLEASE SEE  
THE ATTACHED  
ORDER FORM IF  
YOU WOULD LIKE TO  
PURCHASE THE  
LOGO LICENSE

<<Lfd Nummer>>

TURN OVER FOR MORE EXAMPLES...

# NEWSWEEK – WORLD'S BEST HOSPITALS 2024 LOGO PACKAGE

## Suggested usage of the logo

### BRANDING

- Hospital website
- E-mail signatures



### SOCIAL MEDIA

- LinkedIn, Facebook
- Instagram, Twitter, TikTok



### ADVERTISEMENT

- Billboards
- Online advertising



### RECRUITING

- Job postings
- Career websites



### PRINT MATERIALS

- Promotional newsletters
- Brochures, Flyers, & Business Cards



### IN-HOSPITAL USE

- Front desk
- Official documents



## DO YOU HAVE ANY QUESTIONS?

Contact me on: E-Mail <<SM Mail>> ■ Phone <<SM Phone>>

## WORLD'S BEST HOSPITALS PARTNER NETWORK

### Newsweek

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