

Real Life™

California Institute for Regenerative Medicine (CIRM)
Public Outreach & Communications
Communications Subcommittee
March 7, 2024

CIRM
CALIFORNIA'S STEM CELL AGENCY



Team
Introductions



Communications
Plan Progress



Sickle Cell
Outreach
Campaign



Logo Update
Consideration

Marketing, Communications & Public Outreach Team



**Koren
Temple-Perry**

Sr. Director of Marketing
& Communications



**Esteban
Cortez**

Director of Marketing
& Communications



**Aditi
Desai**

Community Outreach
Manager



**Katie
Sharify**

Communications Team
Coordinator



**Christina
Smith**

Social Media &
Content Specialist

- CIRM's communications and outreach efforts are critical in ensuring the most relevant information reaches all our stakeholders
- This plan is the strategic blueprint for communicating how our efforts support CIRM's organizational pillars

Contents

- ✓ Overall Communications Plan
- ✓ Community Outreach Strategy
- ✓ Social Media Insights Report



PHASE I

Improving Channels & CIRM Brand

PHASE II

Build Momentum

PHASE III

Expand Reach

Q1

Q2

Q3

Q4

FY 2024+

Continuation of channel improvement and clean up, streamlining workflow

Brand guidelines + style guide

Messaging augmentation

Email list cleanup/segmentation

Develop network of communications partners

Digital enhancements and website refresh

Development of core materials + collateral

Launch of key strategies to support communications goals across CIRM pillars

Launch of public education campaigns

Build upon success of key strategies and patient education campaigns

Launch of robust integrated outreach initiatives to align w/Patient Support Program (PSP), Community Care Centers of Excellence (CCCE)

Future investments: Media relations + PR and Internal communications

Exploration of digital app for greater patient connectivity

Launched Brand Guidelines + Editorial Style Guidelines



Brand Usage Guidelines



Introduction

The Brand Usage Guidelines that follow are a comprehensive framework outlining the correct usage of CIRM's branding elements. This guide is crucial in maintaining consistency and upholding the integrity of our brand identity across various platforms and materials. It details the appropriate application of our logo, color palette, typography, imagery, and voice tone, among other elements. We encourage all our team members, partners, and collaborators to adhere to these guidelines when creating any branded material for CIRM. This ensures that every point of communication accurately reflects the professionalism and values at the core of our organization.

- Introduction
- Brand Values
- Logo
- Iconography
- Elements
- Typography
- Colors
- Photography

Visual Brand Overview



The visual and narrative brand of CIRM embodies dynamic innovation, supporting pioneering scientists and researchers in regenerative medicine. It captures the essence of groundbreaking research, showcasing CIRM's dedication to advancing science. The visual identity ignites wonder and inspiration, positioning CIRM as a trailblazer and industry guide.

It fuels excitement about CIRM's groundbreaking work, while also conveying its continued evolution and growth in academia, business, and policy. CIRM's brand identity imparts innovation, collaboration, and a long-term perspective to the world and its work.

"Science communication is vital to our quality of life. It helps everyone understand the problems that we face, and shares the ideas and solutions that can improve life for us all."

Col. Chris Hadfield

2

Brand Usage Guidelines

CIRM branded suite of 1-pagers, brochures, email signatures, branded letterhead, social media headers to align with updated design



Add a heading

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CIRM
CALIFORNIA'S STEM CELL AGENCY

CIRM.CA.GOV

Example of H1 title would look like this.

Example of a subhead would look like this.




CONTACT US

(510) 340-9101
INFO@CIRM.CA.GOV
601 GATEWAY BLVD, SUITE 400
SOUTH SAN FRANCISCO, CA 94080

ICON

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Tackling Sickle Cell Disease From Within

Evie Junior participated in a clinical trial funded by the California Institute for Regenerative Medicine (CIRM) to find and accelerate a potential gene therapy for sickle cell disease.





Evie Junior was born with sickle cell disease, a life-threatening condition that affects around 100,000 Americans, most of them Black and Latino. People with sickle cell disease have blood cells that are shaped like a hook (or sickle) rather than smooth and round, which can create clogs causing intense pain, organ damage, and stroke.

By 18, Evie experienced severe pain crises once or twice a month. In his mid-20s, he took part in a CIRM-funded clinical trial at UCLA, where researchers collected his blood-forming stem cells and, in the lab, inserted a gene that prevented the sickling of the cells. The modified cells were returned to his body to create a new blood supply.





Since the treatment, Evie hasn't had any pain crises requiring medications or trips to the emergency room.



(510) 340-9101
INFO@CIRM.CA.GOV

601 GATEWAY BLVD, SUITE 400
SOUTH SAN FRANCISCO, CA 94080

Example of a back page design H1 title would look like this.

Example of a back page design subhead would go here.

Add a heading

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ICON

ADD A HEADING


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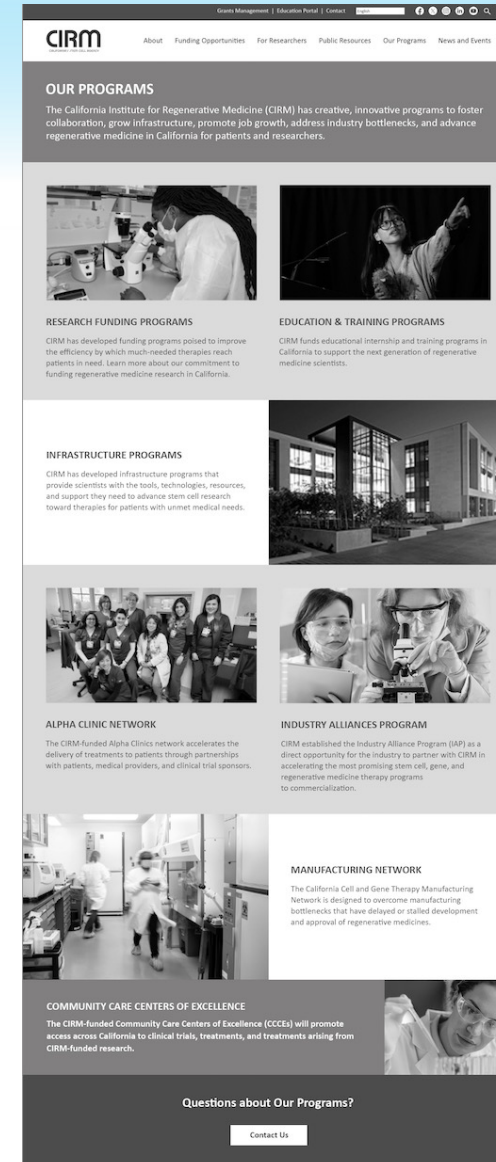


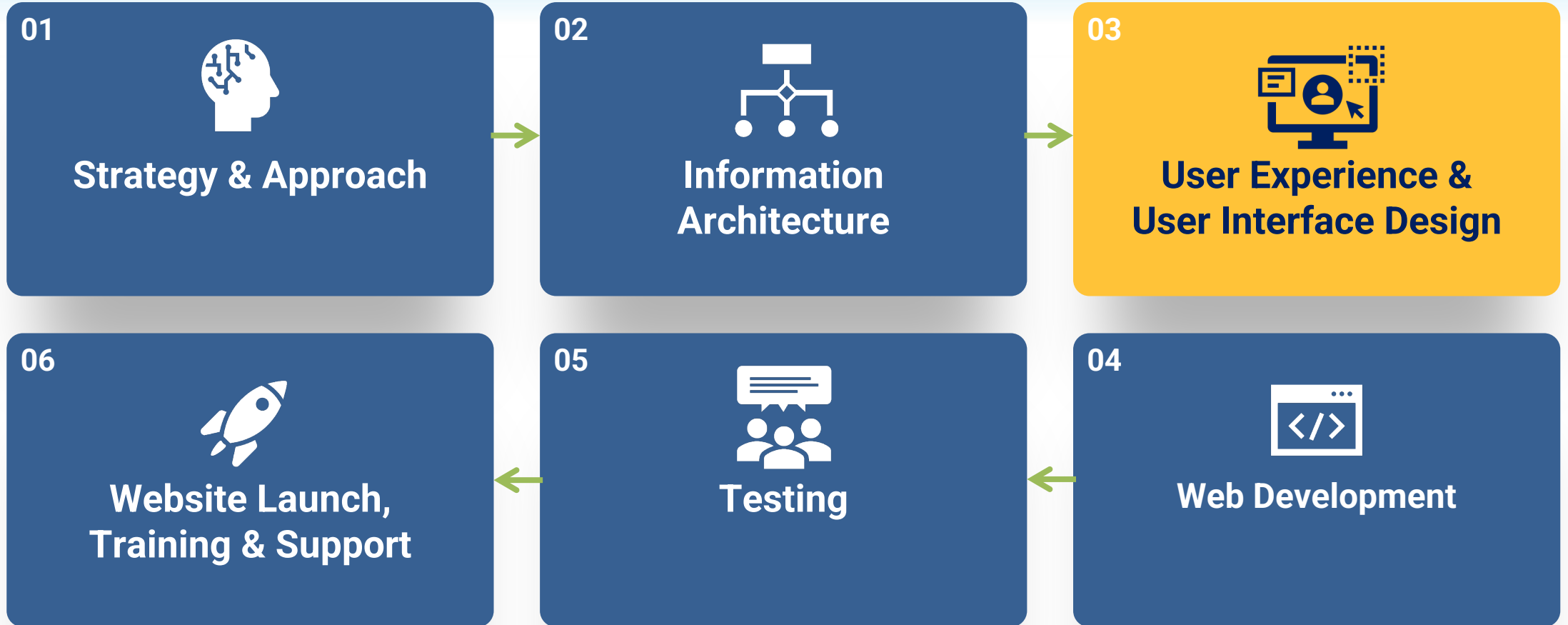
(510) 340-9101
INFO@CIRM.CA.GOV

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SOUTH SAN FRANCISCO, CA 94080

Digital enhancement goals for cirm.ca.gov

- Improved navigation
- Fresh, modern design to enhance user experience
- Consistent branding for a cohesive look
- Addition of new and relevant content
- Required by law to be ADA accessible
 - New widget will be installed to ensure accessibility compliance





35.8K Followers

5% increase

Facebook

Engagement Rate:
5.21%

Industry Avg: 2.19%

Reach Rate: **64%**

Industry Avg: 30.81%

Instagram

Engagement Rate:
8.4%

Industry Avg: 1.97%

Reach Rate: **45%**

Industry Avg: 30.81%

LinkedIn

Engagement Rate:
6.92%

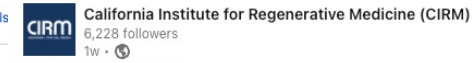
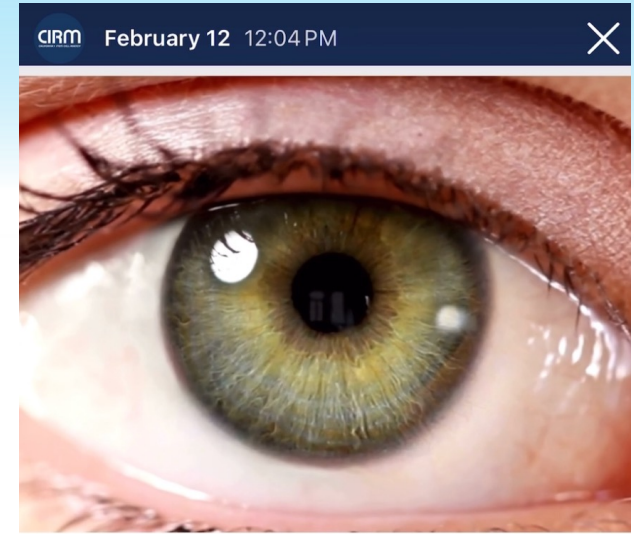
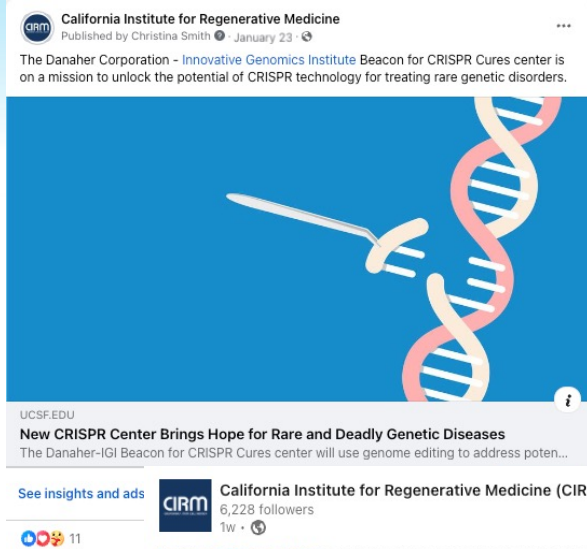
Industry Avg: 1.91%

Reach Rate: **10.40%**

Industry Avg: 2%

Reach Rate = Percentage of people our content reaches.

Engagement Rate = Average number of interactions our content receives per follower.



Neurona Therapeutics' financial success is an encouraging sign for the stem cell and gene therapy sector, highlighting partnerships with investors and public organizations like CIRM. ...see more



Neurona Therapeutics Raises \$120M to Advance Groundbreaking Pipeline of Regenerative Cell Therapy Candidates for Chronic Neurological Disorders
neuronatherapeutics.com · 7 min read

CIRM grants \$4 million to Ray Therapeutics for Geographic Atrophy (GA) research, a severe form of Age-related Macular Degeneration (AMD) impacting **100,000 Californians**.

Their proposed method delivers a light-sensitive protein gene to eye cells, aiming to restore vision without extra devices, says CEO Paul Bresge.

[READ FULL ARTICLE](#)



Integrated campaign highlights CIRM's collaboration with awardees, patients, and community-based organizations.

Total Attendees at Event: ~160
Attendee Demographics:
Adults 50+ and LGBTQ+

Email Total Opens: 1,030
Email Open Rate: 24.4%
Social Media Impressions: 7.7K
Total Engagement Rate: 5.58%



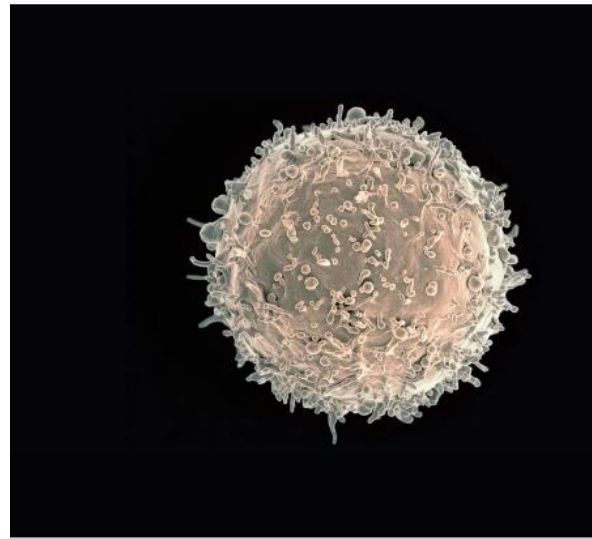
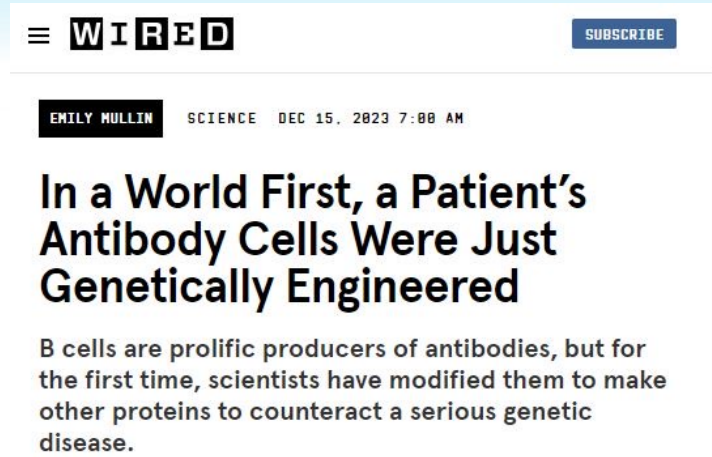
CIRM Joins World AIDS Day Campaign, Commits \$104 Million for HIV Research

DECEMBER 1, 2023 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM)



John A. Zaia, MD, of Beckman Research Institute of City of Hope






CIRM-Funded Clinical Trial Featured in WIRED

- 20 million+ website visitors
- Article recognized CIRM-funding and included CIRM leadership quote



Advancing Media Relations Efforts

- Collaboration with media partners and Alpha Clinics media teams
- Investments in PR Newswire + online newsroom
- In development:
 - Social Media Press Toolkit
 - Press Kit



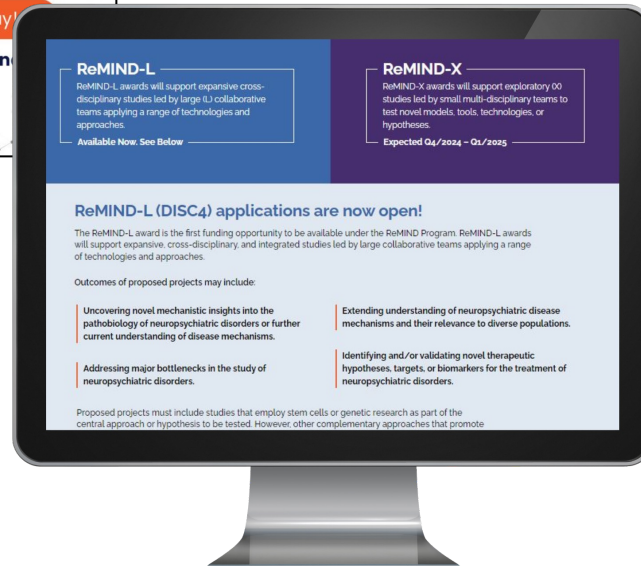
**ReMIND-L
Webinar**

January 8, 2024 | 4 p.m.

Attendees will learn more about CIRM's ReMIND-L Awards, eligibility requirements and the application process.

[Register Today!](#)

cirm.ca.gov/remind-l



ReMIND-L
ReMIND-L awards will support expansive cross-disciplinary studies led by large (U) collaborative teams applying a range of technologies and approaches.
Available Now. See Below

ReMIND-X
ReMIND-X awards will support exploratory (O) studies led by small multi-disciplinary teams to test novel models, tools, technologies, or hypotheses.
Expected Q4/2024 – Q1/2025

ReMIND-L (DISC4) applications are now open!

The ReMIND-L award is the first funding opportunity to be available under the ReMIND Program. ReMIND-L awards will support expansive, cross-disciplinary, and integrated studies led by large collaborative teams applying a range of technologies and approaches.

Outcomes of proposed projects may include:

- Uncovering novel mechanistic insights into the pathobiology of neuropsychiatric disorders or further current understanding of disease mechanisms.
- Addressing major bottlenecks in the study of neuropsychiatric disorders.
- Extending understanding of neuropsychiatric disease mechanisms and their relevance to diverse populations.
- Identifying and/or validating novel therapeutic hypotheses, targets, or biomarkers for the treatment of neuropsychiatric disorders.

Proposed projects must include studies that employ stem cells or genetic research as part of the central approach or hypothesis to be tested. However, other complementary approaches that promote

Communications Goal Progress

- ✓ Promote funding opportunities to broader California research communities
- ✓ Elevate public visibility of CIRM-funded science and CIRM-supported grantees
- ✓ Promote CIRM's Alpha Clinics, Community Care Centers of Excellent (CCCEs), and Patient Support Program (PSP) to support patient access strategy
- ✓ Increase awareness of opportunities available to individuals from diverse backgrounds within CIRM educational/training programs and infrastructure programs

1

**Enhance
Awareness
and
Understanding**

2

**Strengthen
Collaborative
Partnerships**

3

**Increase
Geographically
Focused
Outreach**

+100,000 Americans Impacted by Sickle Cell



Goals, Purpose, and Tactics

- Highlight rare condition disproportionately affecting Black and Brown communities
- Emphasize CIRM's commitment to advancing research for SCD
- Multi-lingual, culturally competent approach
- Engage with patient advocacy groups and board members

Campaign Launched Feb. 25

- Campaign theme: Champion Sickle Cell Change Together in California
- Incorporated community feedback
- Emphasize CIRM's commitment to advancing research for SCD
- Highlight patient stories and impact of CIRM-funded research
- Partnerships: Axis Advocacy, UCSF Sickle Cell Center of Excellence, Sickle Cell 101, and UCSF All of Us Program.
- Highlighted partnerships with national organizations like NHLBI Cure Sickle Cell Initiative, Global Genes, and NORD



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JUNTOS APOYAMOS EL CAMBIO DE CÉLULAS FALCIFORMES EN CALIFORNIA

The California Institute for Regen El Instituto de Medicina Regenerativa de California (CIRM, por sus siglas en inglés) ha tenido un gran impacto en la investigación científica y el descubrimiento de células falciformes, erative major impact on and discovery.

JUNTOS APOYAMOS EL CAMBIO DE CÉLULAS FALCIFORMES

Visite cirm.ca.gov/sickle-cell para obtener más información sobre cómo puede ayudar.

CIRM

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Tackling Sickle Cell Disease From Within

Evie Junior participated in a clinical trial funded by the California Institute for Regenerative Medicine (CIRM) to find and accelerate a potential gene therapy for sickle cell disease.

CHAMPION SICKLE CELL CHANGE TOGETHER IN CA

The California Institute for Regenerative Medicine (CIRM) has had a major impact on Sickle Cell scientific research and therapy development. CIRM is committed to helping Sickle Cell patients, family members, and caregivers by funding groundbreaking regenerative medicine research.

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WHAT IS SICKLE CELL DISEASE?

Sickle cell disease is a genetic disorder that causes red blood cells to assume a sickle shape under stress - clogging blood vessels, producing episodes of excruciating pain called crises, and causing organ damage. This disease disproportionately affects people of African American heritage.

Normal Blood Cell	Sickle Cell
Healthy red blood cells, flow freely within blood vessels.	Abnormal sickle cells block blood flow within blood vessels.
Rounded and pliable shape of healthy hemoglobin	Rigid cell-form strands that cause a sickle shape

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Championing Change for Sickle Cell in California

Accelerating Research and Awareness of Sickle Cell Disease: The California Institute for Regenerative Medicine (CIRM) is funding regenerative medicine and gene therapy research to improve the lives of sickle cell patients in California and the world.

WHAT IS SICKLE CELL DISEASE?

Normal Blood Cell	Sickle Cell
Healthy red blood cells, flow freely within blood vessels.	Abnormal sickle cells block blood flow within blood vessels.
Rounded and pliable shape of healthy hemoglobin	Rigid cell-form strands that cause a sickle shape

How is CIRM helping Sickle Cell patients?

CIRM is funding innovative research and gene therapy and stem cell transplantation to improve the lives of sickle cell patients. We're also funding research to better understand the disease and how to prevent it. CIRM is also funding research to improve the lives of sickle cell patients by funding research to improve the lives of sickle cell patients.

Our Mission for Sickle Cell

It is our mission that CIRM Acceleration of Regenerative Medicine will use with sickle cell disease to the end of the disease and the improvement of the lives of sickle cell patients.

CIRM is committed to helping improve the lives of sickle cell patients by funding regenerative medicine research for sickle cell and helping speed education and awareness of the disease.









Funding Research is Crucial

CIRM is committed to helping improve the lives of sickle cell patients by funding regenerative medicine research for sickle cell and helping speed education and awareness of the disease.

Working Together to Champion Change

Event Recap

- Launch of Sickle Cell Campaign
- Opportunity to spread awareness and visibility of CIRM
- 20,000 attendees annually
- 40-50 engagement and conversations, including with sickle cell patients
- Optimal booth location, steady traffic near booth for exposure
- Diverse Community: Majority Black/AA
- Plinko board to simplify science, popular with attendees of all ages
- Attendees appreciated learning more and expressed gratitude for CIRM's work

BLACK  
 **JOY**  
  **PARADE**
FEB 25, 2024 

OAKLAND, CA 

PRESENTING SPONSOR

 **black infant health**
Empowering Pregnant and Mothering Black Women

Photo Credit: Black Joy Parade







Phase II of the Sickle Cell Awareness Campaign

- Place digital Google ads driving folks to landing page
- Reach out to various CBOs for ad/content placement
 - Collaborating on future events hosted by CBOs for CIRM to provide resources or have a presence
- Contact organizations working in communities of African American Ancestry, public health agencies, or CDPH for cross promotions on social media, newsletters, or website
 - Provide materials for any community events and inquire about possibility to have a booth/presence at the event
 - Place digital ads for communities of African American Ancestry
- Reach out to newspapers to place editorial content
- Review data from partners on where and how materials have been shared and the metrics they have on engagement

Metrics for Campaign

- ✓ Email open rates and engagement
- ✓ Blog post views
- ✓ Social media engagement
- ✓ Views from digital ad placement
- ✓ Views from printed ad/content placement
- ✓ Presence as events hosted/attended by partners

1

Improve
readability &
visibility of our
name

2

Increase
clarity of
CIRM for
new
communities

3

Strengthen
our current
brand
identity

O

E

A

C

While there is no requirement for official logos to conform to any ADA standards, standard best practice is to incorporate the values and techniques for compliance as much as possible into any logo design.

Best practices of developing ADA accessible fonts:

- Adequate paragraph spacing and proper spacing between letters and characters
- Equal height and differences between capital and lowercase letters
- Characters like O, E, A, and C look distinct from other letter shapes
- Acceptable weight and width fonts to be readable at any scale
- Color compliance with ADA web content standards



Complement New website Roll out

We plan to launch our new website this fiscal year and we want to ensure our branding is consistent and cohesive



Enhancing Outreach Efforts

We have a number of outreach campaigns planned this year. As we try to reach new communities, we need to be clear about who we are



Developing new educational materials

To reach those communities and to communicate CIRM's value proposition, we plan to roll out suite of core educational and branding materials



- Needs increased spacing between letters
- "C" is not distinct and can lead to confusion with the "I"
- CA Stem Cell Agency doesn't capture full breath of our innovative programs, from infrastructure to education
- People unfamiliar with CIRM ask what CIRM stands for
- Fails color contrasting standards

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#F1592A
Lightness
↔

Background Color
#FFFFFF
Lightness

Contrast Ratio
3.38:1

[permalink](#)

Normal Text

WCAG AA: **Fail**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input ✓

Readability

- The “R” looks like an incomplete “B”. The “C” and “I” look like a lowercase “a”
- Tagline all in caps is difficult to read

Clarity

- Consensus among stakeholders for spelling out name vs retaining "CA Stem Cell Agency"
- Misunderstandings generally occur when community members see "stem cell" and think we're an agency that offers stem cells
- Spelling out “CIRM” is a good idea. 2A is most like current logo and seems clearer for legibility and ADA compliance

"When I mention CIRM to other people, I feel it's not an easy connection for people to make. The current logo is not representative of the agency. It does not feel innovative or modern. The agency shouldn't focus on "stem cells" but rather "regeneration" as it is more encompassing of where the current focus lies. We don't want to just "cure" diseases with "stem cells" anymore. There's no such thing as a magic "cure". We are in the business of stopping, repairing, regenerating."

- patient advocate

Legible + Approachable + Clean + Human

- ✓ Our team has developed refined versions of the existing logo, incorporating legible, contemporary sans serif typefaces.
- ✓ These adjustments are carefully balanced with the retention of key design elements, ensuring a modern yet familiar visual identity.
- ✓ Slight adjustments made to logo colors for improved visibility.
 - ✓ Increase color contrast ratio to 6.05:1, which is a passing ratio for the WCAG AA standards

CIRM
CALIFORNIA INSTITUTE *for*
REGENERATIVE MEDICINE

CIRM | CALIFORNIA
INSTITUTE *for*
REGENERATIVE
MEDICINE

CIRM
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CIRM | CALIFORNIA'S
STEM CELL
AGENCY

- Typeface with a contemporary and assertive character
- Maintains a professional demeanor
- The chosen letterforms ensure complete legibility
- The accompanying text beneath the CIRM letters is crafted to be distinct, crisp, and easily readable, aligning with the overarching design ethos

CIRM
CALIFORNIA INSTITUTE *for*
REGENERATIVE MEDICINE

CIRM | CALIFORNIA
INSTITUTE *for*
REGENERATIVE
MEDICINE

CIRM
CALIFORNIA'S STEM CELL AGENCY

CIRM | CALIFORNIA'S
STEM CELL
AGENCY

- This typeface has a close resemblance to the existing CIRM logo.
- The *C* and *R* characters in this typeface exhibit traditional, easily recognizable forms, significantly reducing the potential for misinterpretation.
- The geometric consistency of all letterforms conveys uniformity, cleanliness, and organizational structure.
- Preserved the *M* letterform from the original design, seamlessly linking the new with the familiar, while embodying a sense of human touch and progressive thinking

C I R M
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

C I R M | CALIFORNIA
INSTITUTE FOR
REGENERATIVE
MEDICINE

C I R M
CALIFORNIA'S STEM CELL AGENCY

C I R M | CALIFORNIA'S
STEM CELL
AGENCY

- Responding to the board's aspiration for a more contemporary logo interpretation, we explored a typeface reflective of a more modern style.
- Its geometric nature, coupled with increased spacing between letters, cultivates an elegant, sophisticated modernity.
- This design approach not only establishes an official and authoritative presence but also projects confidence and forward-thinking.

1

A

CIRM
CALIFORNIA INSTITUTE *for*
REGENERATIVE MEDICINE

A

CIRM
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REGENERATIVE MEDICINE

A

C I R M
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

B

CIRM
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B

CIRM
CALIFORNIA'S STEM CELL AGENCY

B

C I R M
CALIFORNIA'S STEM CELL AGENCY

2

3



How should we approach updating CIRM's logo?



Do any of the design options resonate with this subcommittee?

Thank you!