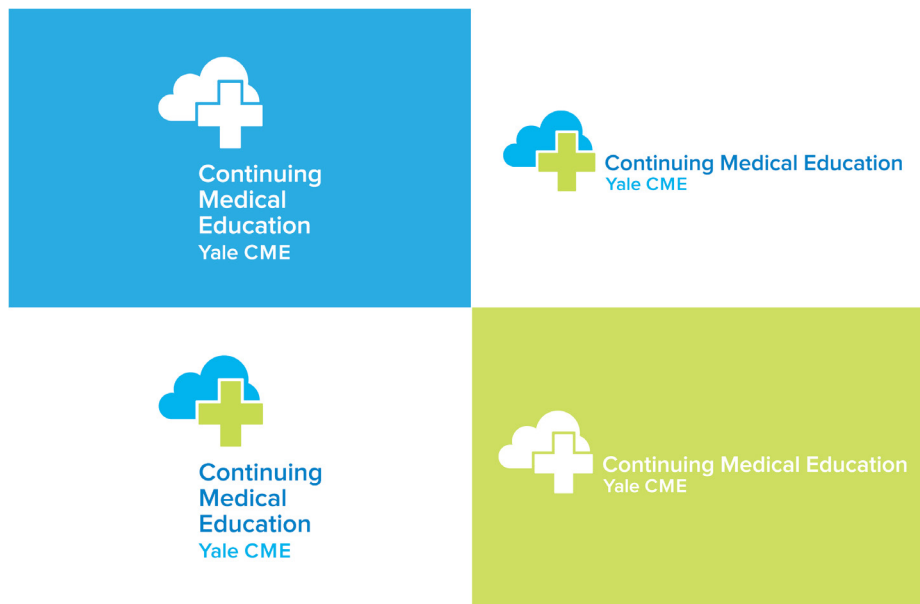


Yale CME Unveils New Logo and Visual Identity

We've officially unveiled our new logo and refreshed visual identity, and hope you love it just as much as we do!

The move reflects our center's 20+ year evolution from a two-person operation at risk of losing accreditation to a comprehensive full staff office awarded the highest level of accreditation from the ACCME, with a powerful learning management software customized for Yale CME and our learners in mind. We've enhanced our services to provide our clients with leading-edge educational experiences and optimized our resources by joining the Yale Medicine Learning & Development group - restructuring and transforming into a new center of excellence known as the Yale Medicine Learning Academy. We look forward to sharing more about the Learning Academy and our family of services in the new fiscal year; Summer 2021.

Yale CME's visual identity is embodied in the refreshed and modern logo design, which reimagines and streamlines medical education with the Cloud CME learning management software, an exclusive tool for our learners. **Our logo symbolizes the engine of Yale CME; combining medicine with innovation.** We are also employing a vibrant color palette, that has been incorporated into our monthly e-Newsletters, to reflect our energetic, passionate, and innovative approach to work.



“*Yale CME has always been relentlessly focused on developing our tools in line with the emerging challenges faced by our customers and the ever-evolving world of healthcare. Our refreshed logo and visual identity reflect our commitment to providing the highest-quality learning opportunities for physicians and other health care professionals. Our overall goal is to develop and implement creative, ethical, and evidence-based educational opportunities that are designed to increase physician competence, enhance practice performance, promote patient safety, and, where applicable, improve patient outcomes in the populations served by the health care providers we support. And now our visual identity serves as an extension to our commitment.*” - Allison Rentfro, Ph.D.; Director of Yale Continuing Medical Education

The refreshed brand identity project has already been implemented into our Cloud CME homepage and marketing materials and will be rolled out across all Yale CME elements over the coming months. We are especially thankful to Jennifer Stockwell, Brand Manager of Yale School of Medicine, for her hard work in making this possible.