

# Institute for Personalized Medicine

## Identity and website

The Charles R. Bronfman Institute for Personalized Medicine at Mount Sinai is a pioneer in genome-informed personalized healthcare. As IPM's design partner since the inception of the Institute, Thinkso created a simple but elegant identity that expresses the intimate, personal nature of the research they conduct. Thinkso wrote and designed the website, which affords the Center a sense of independence as it reaches out to its constituents—while still reflecting obvious ties to the Mount Sinai Medical Center.

# thinkso

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