What is a brand?
A brand is like a person. It gives off a personality and feeling. It’s both factual and emotional. When you say the brand name, most people should perceive it in a similar way. By helping shape your brand, you can ensure people will think about your organization the way you want.

Why is this guide important to all of us?
Brand standards provide consistency in all of Med Center Health’s communications — from the look and feel to the tone and voice of our messaging. By following these standards, we are reinforcing our distinct brand, we are able to communicate our commitments — internally and externally — in clear and concise ways, and we’re making it easy for our audiences to identify our brand. The Med Center Health brand standards provide users with clarity and efficiency when creating internal and external Med Center Health brand communications.

Using these standards helps keep the brand strong.
In the following pages, you can find specific information about the voice and tone of the Med Center Health brand, including our goals and mission — the purpose that unifies our brand. Our brand guidelines also show users how and when to use the Med Center Health logos, colors and typography. While the standards may not cover every usage, they will provide a strong guideline and foundation for users to follow.
Questions?

If you have questions about the Med Center Health brand standards or would like help using them, please contact:

Barbara Taylor
Executive Director of Marketing & Public Relations
Med Center Health
270-796-5152
TaylBN@mchealth.net
Our mission is our North Star.

It determines our direction. It’s our purpose and we use this statement to remind ourselves why we exist. The mission statement serves as a “North Star” to keep everyone focused on the purpose of the organization.

our mission

To care for people and improve the quality of life in the communities we serve.
our vision

Med Center Health will be trusted for its clinical excellence and reputation as the first choice for healthcare in the region.

Our vision is our line of sight.
A vision statement is where we are going as an organization. Our vision inspires and challenges us to reach for something greater every day.
brand essence

The heart and soul of our brand.
The brand essence is a brand’s fundamental nature or quality. It is the one constant across our services throughout our communities and region.

Our value proposition.
As a resource deeply rooted in the communities we serve, Med Center Health offers more access to top-quality healthcare than any other provider in Southcentral Kentucky. Our wide footprint, combined with our commitment to proactively invest in the resources our communities need, helps people heal closer to home.

What
We are an integrated health system.

How
We believe the more good we do, the healthier our communities will be.

Why
We invest in people, communities and resources to ensure residents receive the care they need without having to travel far from home.
Our personality says it all.

We believe the more good we do, the healthier our communities will be. We want our actions and behaviors to reflect that. Our on-brand characteristics should be a guide for all of us to follow — personally and as an organization, every day.

**On-brand characteristics of our employees:**
- Selfless
- Involved
- Growing
- Efficient
- Proactive

**On-brand characteristics of our health system:**
- Friendly
- Consistent
- Transparent
- Innovative
- Engaged

on-brand characteristics
What we say and how we sound.

A strong, well-defined voice is the connection between you and your audience. It helps people understand who you are and engages them. In addition, a unique voice provides consistent brand experiences that build familiarity, trust and loyalty. Your tone of voice is the way in which you write and speak. It’s the words you choose, their order, their rhythm and pace. Your voice conveys the personality and values of the brand. And, it should be consistent across all mediums and be reflected in everything from copy to graphics, images, colors and typeface.
What is voice and tone?

On-brand characteristics (voice) are adjectives that are similar to how you would describe a friend, such as playful, funny and respectful. Voice expresses the overall personality. Tone expresses the mood or feeling of the voice. Your voice may be playful, funny and respectful, while your tone may be upbeat and empowered. Your tone can vary depending on the topic, but your voice needs to be consistent. The four different on-brand characteristics are discussed and defined on the next few pages. They are: **Friendly, Consistent, Transparent, Innovative and Engaged.**

**On-brand characteristic:**

**Friendly**

**Tone:**
- Conversational
- Personable

**Why:**
Med Center Health has a strong sense of community and is deeply invested in keeping people in Southcentral Kentucky well. We want people to feel like they can easily come to us for their needs.

**Writing tips:**
Use language that is easy to understand — a 6th grade reading level is the easiest to read. Use first and second person (we, us, our, you, your) point-of-view. This will make people feel like you are talking directly to them. Sometimes, you may need to establish who “we” is that you are referencing. Just be sure to use more first- and second-person perspectives.

**On-brand characteristic:**

**Consistent**

**Tone:**
- Genuine
- Simple

**Why:**
While we may get bigger, we’re always here for our community. Our patients are our purpose, and making care easy and accessible will always remain a priority.

**Writing tips:**
Our growth is all about strengthening the health of the communities we serve. As the largest not-for-profit healthcare system in the region, we want to remind people that their needs come first.

Remember to always be consistent in our tone. Consider what people need from their healthcare provider. Keep it simple and easy to understand. And make it feel easily accessible.
On-brand characteristic: Transparent
Tone: • Sincere • Concise • Helpful
Why: Whether we’re providing health information or helping people understand the health system, we want our communities to be as informed as possible.
Writing tips: Always offer helpful information to your audience when you have the opportunity — from ways to prevent illness and injury to providing a phone number to contact us.

On-brand characteristic: Innovative
Tone: • Inspiring • Confident • Smart • Capable
Why: Med Center Health is a healthcare leader in Southcentral Kentucky. We’re constantly investing in technology, education, partnerships and people to be able to bring the best healthcare to people in our communities.
Writing tips: When you have the opportunity, tell people about the advancements that Med Center Health brings to Southcentral Kentucky. While you should tout our services, remember to tie it back to the reason we invest in the best — keeping our community members healthy and happy.

On-brand characteristic: Engaged
Tone: • Optimistic • Encouraging • Outgoing
Why: At Med Center Health, we have a responsibility to reach out to our community members and keep them involved in their health.
Writing tips: When you have the opportunity, remind your audiences about their responsibility in their health. At the same time, make it a positive message. If it feels easy and non-threatening, we may be able to reach more of our audience. Wherever possible, try to include relevant information about ways we are reaching out to the community or ways they can take part. For example, free screenings, free seminars, walk/runs, etc.
Using the Med Center Health logo correctly ensures the visual impact and overall integrity aren’t diluted or compromised. There are logo options you can choose from based on layout considerations, size constraints or type of communication.

**Med Center Health logo**

Med Center Health serves as the health system’s master brand. The logo is comprised of a logomark and logotype. The logomark and logotype are aligned in a fixed relationship, allowing no change except where permitted by these guidelines.

The left-justified version of the main logo is the preferred configuration. The stacked, secondary logo is an option when horizontal space is limited.

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**Questions?**

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**Med Center Health logo**

Left-justified version (preferred)

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**Med Center Health logo**

Stacked version (secondary)
The caduceus symbol dates back to 1400 B.C. and has since evolved to be the symbol of medicine. The Med Center Health logo incorporates a modernized version of the recognizable caduceus for its logomark. Med Center Health’s green caduceus reflects life and vitality, and represents our mission to care for people and improve the quality of life in the communities we serve.

**Clear zone**

A clear area around all Med Center Health logos prevents any nearby text, illustrations, photographs or other graphics from interfering with the visual impact of the logos. Please refrain from printing graphics, rules, typography or other elements in the clear space. **The height of the M is the minimum clear zone around the logos. Examples below:**

**Med Center Health logo**  
**Left-justified version**

![Left-justified logo example](image)

**Med Center Health logo**  
**Stacked version (secondary)**

![Stacked logo example](image)
correct usage

Printing on backgrounds

The Med Center Health logomark and logotype may be reversed out of background colors.

Do not place the logo on a photograph or textured background if the logo can’t be easily seen.

Do not print the color logo over black.
The following examples illustrate several preferred uses of the Med Center Health logo. These examples apply to all Med Center Health logos.

- **Med Center Health**
  2-color, PMS 363 and PMS 281
  
- **Med Center Health**
  4-color CMYK (print) and RGB (digital)

- **Med Center Health**
  1-color, PMS 281

- **Med Center Health**
  1-color, black

- **Med Center Health**
  White
Applying the Med Center Health logo correctly ensures visual impact and overall integrity are not diluted or compromised. Although this is not a complete list, the following examples illustrate incorrect uses.

<table>
<thead>
<tr>
<th>Do not use parts of the logo as separate graphic elements.</th>
<th><img src="image" alt="Med Center Health" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not rotate the logo in any way.</td>
<td><img src="image" alt="Med Center Health" /></td>
</tr>
<tr>
<td>Do not change the colors of the logo.</td>
<td><img src="image" alt="Med Center Health" /></td>
</tr>
<tr>
<td>Do not compress or expand.</td>
<td><img src="image" alt="Med Center Health" /></td>
</tr>
<tr>
<td>Do not change the typeface.</td>
<td><img src="image" alt="Med Center Health" /></td>
</tr>
<tr>
<td>Do not add any words or graphics.</td>
<td><img src="image" alt="Med Center Health Clinic" /></td>
</tr>
<tr>
<td>Do not flip-flop, reposition or change the size of any elements of the logo.</td>
<td><img src="image" alt="Med Center Health" /></td>
</tr>
<tr>
<td>Do not make the logo transparent.</td>
<td><img src="image" alt="Med Center Health" /></td>
</tr>
<tr>
<td>Do not use previous versions of the Med Center Health logo.</td>
<td><img src="image" alt="MED CENTER HEALTH" /></td>
</tr>
</tbody>
</table>
Logos are available in horizontal and stacked versions. All logos require a clear space around them and must follow the guidelines on page 12. If you have questions about the logos or need artwork files, please contact:

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### Hospital logo examples

- **Med Center Health**
  The Medical Center at Bowling Green
- **Med Center Health**
  The Medical Center at Franklin

### Service line logo examples

- **Med Center Health**
  Surgery
examples

Co-branded logos

Med Center Health
Orthopaedics & Sports Medicine

[Logo]

HealthCare
Orthopaedic Surgery & Sports Medicine

Official Healthcare Partner

Med Center Health
The Medical Center at Bowling Green
Cancer Services

[Logo]

HealthCare
Markey Cancer Center Network

Med Center Health
The Medical Center at Scottsville
Cal Turner Rehab and Specialty Care

[Logo]
Health system department example

Med Center Health
Foundation

Event example

Med Center Health
10K Classic
2019 Experience the tradition.

Outlier logos

enspire
Quality Partners.

CFR
Commonwealth
Financial Resources

Hillcrest Credit Agency

Center Care
Health Benefit Programs
Fontography

Typography substitutions

Verdana is the substitute font when Gotham isn’t available. Examples for use: Microsoft Word documents and PowerPoint presentations.

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Gotham Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Letter spacing

Typography should never be too tight or open. Increasing or decreasing letter spacing (tracking) up to -10 points or +5 points is acceptable. Examples:

Spacing is too tight = -15 tracking
Spacing is too open = +25 tracking
Spacing is correct = -10 through +5
color palette

Med Center Health colors

PMS 363 and PMS 281 are the authorized colors for printing the Med Center Health logo. Black or reversed-out white are the only other authorized options used when printing is restricted to one color. Whenever possible, logos should also be placed on a white background. If printing in 4-color process without any PMS spot colors, use the 4-color (CMYK) process formulas. RGB and HEX formulas are also provided for digital design.

All colors can be screened back to improve the look of the design and add color variance (with the exception of colors in the logo).

Primary Color Palette

<table>
<thead>
<tr>
<th>PMS 363</th>
<th>PMS 281</th>
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<tbody>
<tr>
<td>CMYK c74</td>
<td>m24</td>
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<tr>
<td>RGB r76</td>
<td>g139</td>
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<tr>
<td>HEX 4C8B2B</td>
<td></td>
</tr>
<tr>
<td>CMYK c100</td>
<td>m91</td>
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<tr>
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<td>g31</td>
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Secondary Color Palette

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<tr>
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<table>
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<tr>
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<td>HEX 006A8E</td>
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</table>

<table>
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<th>PMS 5275</th>
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<tr>
<td>RGB r89</td>
<td>g84</td>
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<tr>
<td>HEX 595478</td>
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<tr>
<td>CMYK c45</td>
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<tr>
<td>RGB r91</td>
<td>g103</td>
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<tr>
<td>HEX 5B6770</td>
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</tbody>
</table>
imagery

Photos tell stories and help support stories. Our eyes are often drawn to a photo before anything else on a page. Med Center Health photo styles should represent the brand’s tone and personality (see pages 7-10).

Lifestyle photos should be warm, inspiring and candid. They should feel like a snapshot of someone’s life rather than a staged photo. They should also feel relatable to the region, which is vast — from rural to urban. Choose various aspects of landscapes that tell the story of different ways of living. Or, choose photo landscapes that reflect where the audience lives.

Get imagery

Med Center Health uses custom photography whenever possible. Before seeking photography independently, contact the Med Center Health Marketing & Public Relations Department to gain access to our photo library. We can also schedule photography sessions, if appropriate. For images or questions, contact:

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imagery

Clinical photos should feel innovative and powerful. When possible and applicable, show a representation of technology, teaching and innovation, including the University of Kentucky College of Medicine-Bowling Green Campus. Try to show a variety of medical professionals in imagery. Researchers, teaching staff, environmental services, maintenance, nurses, doctors, techs and other support staff are all valuable members of the medical team and patient experience. They all represent Med Center Health and help maintain the high level of care we provide.

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notes
brand standards
guidelines