Med Center Health®

brand standards guidelines
2021

doing good for the

greater good

the greater good

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.

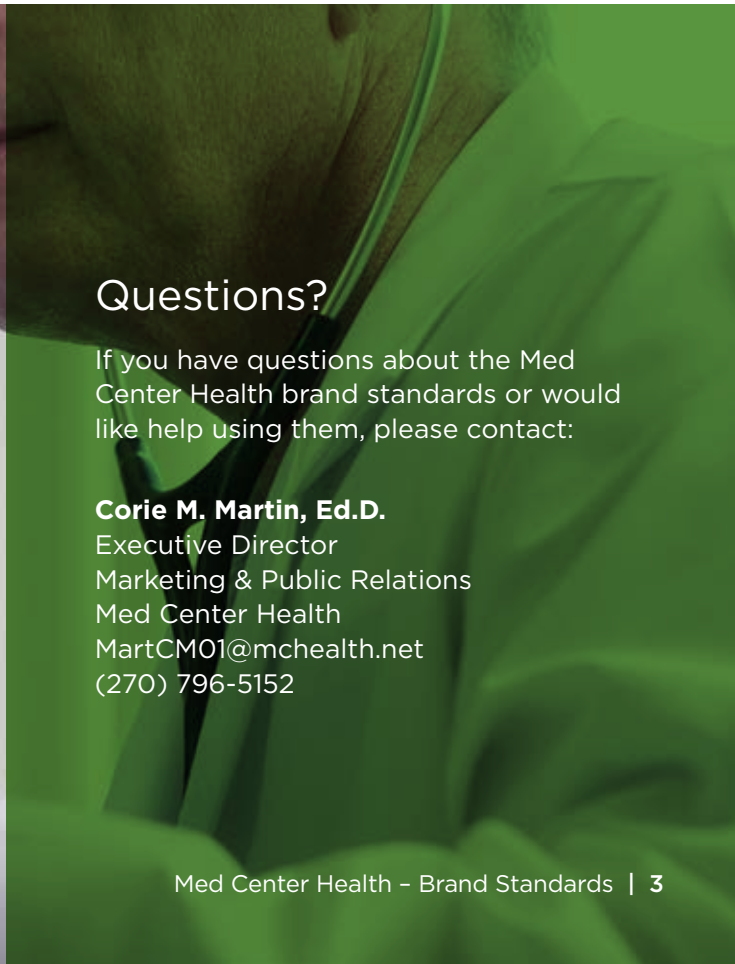## Why is this guide important to all of us?

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.

contents

Questions?

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

Corie M. Martin, Ed.D.
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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.
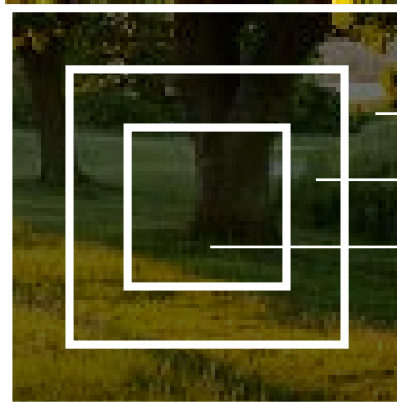
What
We are an integrated health system.

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.

What
How
Why

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 health system:

Friendly
Consistent
Transparent
Innovative
Engaged

On-brand characteristics of our employees:

Selfless
Involved
Growing
Efficient
Proactive

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 media and be reflected in everything from copy to graphics, images, colors and typeface.

brand voice

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
- Relatable
- Approachable

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.

logo usage

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.

Med Center Health logo
Left-justified version (preferred)

Logomark   Logotype

Med Center Health logo
Stacked version (secondary)

Logomark   Logotype

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about the logo

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

Med Center Health logo
Stacked version (secondary)
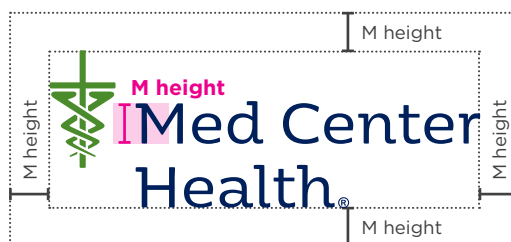
Med Center Health is a registered trademark and should always include the registered trademark symbol (®).
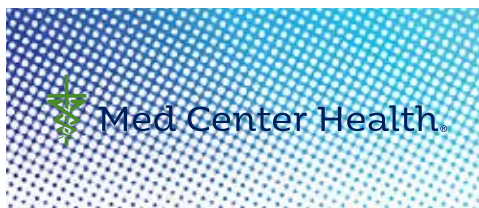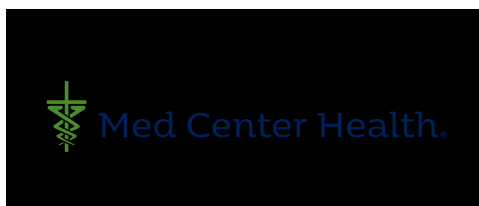
correct usage

Printing on backgrounds

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

Incorrect usage

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.

correct usage

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

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

incorrect usage

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.

Do not use parts of the logo as separate graphic elements.	
Do not use the logo without the registered trademark symbol.	Med Center Health
Do not rotate the logo in any way.	Med Center Health®
Do not change the colors of the logo.	Med Center Health®
Do not compress or expand.	Med Center Health®
Do not change the typeface.	Med Center *Health*®
Do not add any words or graphics.	Med Center Health® *Clinic*
Do not flip-flop, reposition or change the size of any elements of the logo.	Med Center Health®
Do not make the logo transparent.	Med Center Health®
Do not use previous versions of the Med Center Health logo.	MED CENTER HEALTH

examples

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

UK HealthCare
Orthopaedic Surgery
& Sports Medicine

WKU Official Healthcare Partner

Med Center Health®
The Medical Center at Bowling Green
Cancer Services

UK HealthCare
MARKEY CANCER CENTER
Network

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

UK College of Medicine
Bowling Green Campus

Med Center Health®

WKU®

examples

Health system department example

Med Center Health®
Foundation

Event example

Med Center Health®
10K CLASSIC
40 YEARS
2019 Experience the tradition.

Outlier logos

Med Center Health®
Physician Group

CFR
Commonwealth
Financial Resources

HILLCREST
CREDIT AGENCY

CENTER CARE
Health Benefit Programs

typography

Main font for headlines and body copy — PRINT ONLY

Specific typefaces (fonts) have been selected for use in Med Center Health print communications. These fonts must be used consistently to build recognition and create a cohesive look among all marketing pieces.

• **Gotham is the main font**
• **Text color is 90% black or PMS 648 type on a white background**

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Gotham Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Typography substitutions

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

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow is the selected font for fine print and other areas in which small type is needed.

Arial Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Arial Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

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

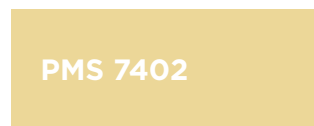| PMS 363 | CMYK c74 | m24 | y100 | k8 RGB r76 | g139 | b43 HEX 4C8B2B | PMS 281 | CMYK c100 | m91 | y32 | k34 RGB r0 | g31 | b91 HEX 001F5B |

Secondary Color Palette

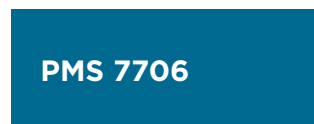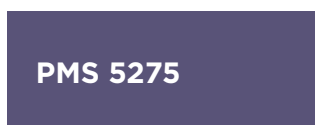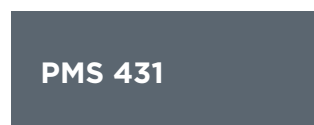| PMS 158 | CMYK c0 | m62 | y95 | k0 RGB r232 | g119 | b34 HEX E87722 | PMS 7402 | CMYK c1 | m4 | y45 | k1 RGB r236 | g216 | b152 HEX ECD898 |
PMS 400	CMYK c6	m7	y13	k16 RGB r196	g191	b182 HEX C4BFB6	PMS 360	CMYK c63	m0	y84	k0 RGB r108	g194	b74 HEX 6CC24A
PMS 550	CMYK c42	m7	y8	k8 RGB r141	g185	b202 HEX 8DB9CA	PMS 7706	CMYK c100	m16	y10	k44 RGB r0	g106	b142 HEX 006A8E
PMS 5275	CMYK c74	m68	y7	k31 RGB r89	g84	b120 HEX 595478	PMS 431	CMYK c45	m25	y16	k59 RGB r91	g103	b112 HEX 5B6770

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.

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.

Get imagery

Med Center Health uses custom photography whenever possible. Before seeking photography independently or relying on previously used photos, contact the Med Center Health Marketing & Public Relations Department to gain access to our photo library. We can also schedule photography sessions, if appropriate.

A graphic display to convey quality and trust while providing information

Often one of the first things customers see, effective signage is one of the best ways to achieve brand exposure. Med Center Health signage should convey our commitment to quality and the long-standing trust our community has in us.

In all cases, our signage must be easy to read, follow brand standards, and be placed for the convenience of our customers. **See page 19 for font styles and usage.**

signage

Please note that the following example photos may have been taken prior to Med Center Health becoming a registered trademark.

signage
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. 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 as well.

PMS 363

CMYK
c74 | m24 | y100 | k8
RGB
r76 | g139 | b43
HEX
4C8B2B

PMS 281

CMYK
c100 | m91 | y32 | k34
RGB
r0 | g31 | b91
HEX
001F5B

Warm Gray 11

CMYK
c53 | m53 | y59 | k24
RGB
r111 | g98 | b89
HEX
6F655D

indoor basic

A message of quality and help with wayfinding

Indoor basic signage should be uncluttered, clearly seen and easy to read. There may be variations based on building specs and requirements, such as seen in the photos that follow.

Shown:
3.5mil Matte Hi-Tack
Pressure Sensitive Vinyl

Shown:
3.5mil Matte Hi-Tack Pressure
Sensitive Vinyl

Bracket color
should be silver

ADA signs

General guidelines for accessibility

The Americans with Disabilities Act has certain requirements and recommendations regarding signage:

- Use a sans serif font of medium or bold (not extra bold) weight in ALL CAPS. Do not use italic, oblique, script or unusual forms. Minimum letter height is 5/8".

- Signs that identify a room or space must have raised letters and use Grade 2 Braille. Grade 2 is not "letter-for-letter," but contains 265 contractions that represent whole words or groups of letters. Braille must be 3/8" to 1/2" under last line of text.

- Leave a 3/8" minimum clearance on all sides of Braille or any other raised elements.

- Allow a six-inch high area for pictograms. As a rule of thumb, pictograms may start at 4-5 inches high.

- Letters and pictograms must contrast with their backgrounds (light on dark or dark on light).

- More detailed information is available at www.ada.gov/2010ADAstandards.

Shown:
ADA Substrate 7.875" x 3.875"
Color: Cinder
Metal frame 8.375" x 4.375
Braille

Shown:
ADA Substrate 14.875" x 5.875"
Color: Cinder
Metal frame 15.375" x 6.375
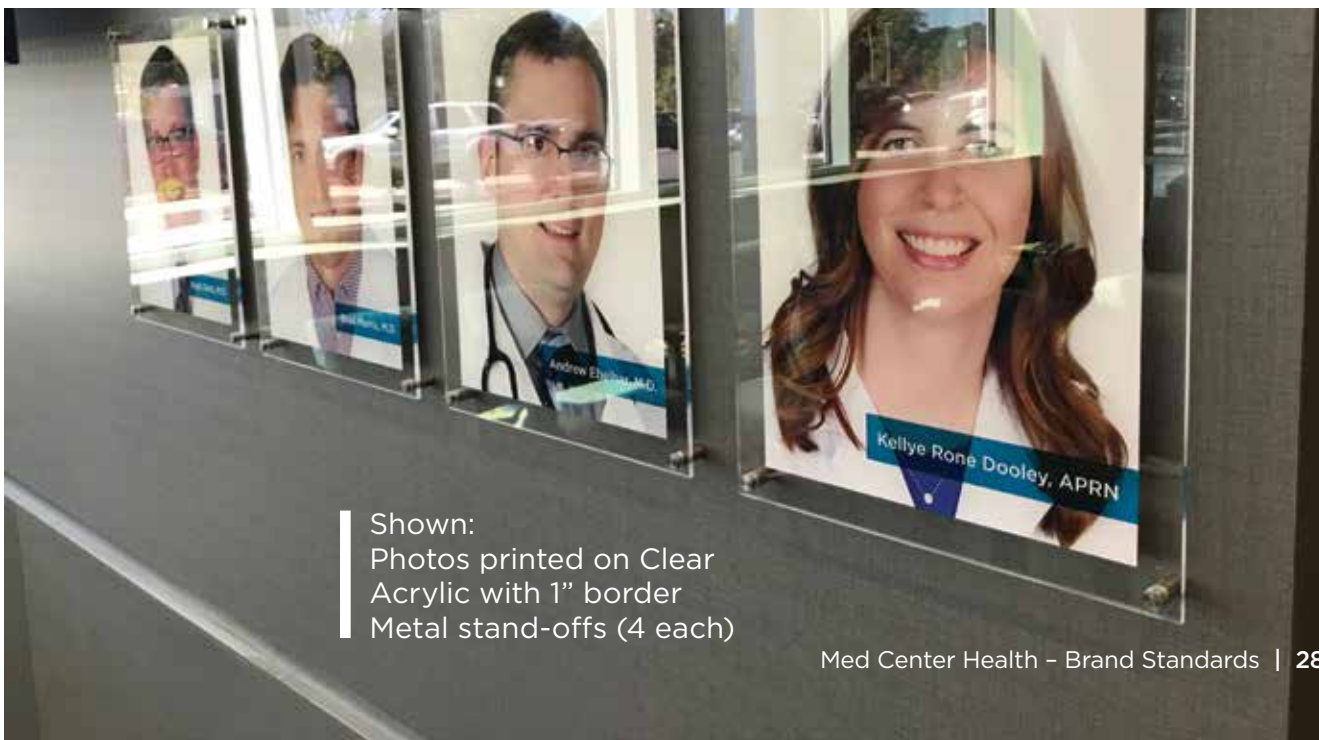Braille

additional signage

Other types of signage in use through Med Center Health include faux metal lettering, stand-off for photos and posters, and white vinyl on doors and windows. See the following photos for examples of each.

Shown: Brushed aluminum laminate on foam
1/2" thick

stand-off signage

Shown:
Photos printed on Clear
Acrylic with 1" border
Metal stand-offs (4 each)

vinyl
lettering

Shown:
White vinyl

outdoor

Outdoor signs must be durable and follow brand standards of design and readability

Each location presents unique opportunities for signage. The key is consistency. Brand standards and colors are to be followed, with rare exception such as the Emergency Department sign pictured below.

Red is a color exception for Emergency signage.

incorrect usage

Consistency presents an image of quality and reliability. When creating signage, ensure that the correct fonts, colors and logos are being used.

Correct

Correct

Incorrect *font*

Incorrect *color*

Incorrect *logo*

signage
contacts

Signage for new construction, major renovations or facelifts

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Project Manager
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William Finch
Maintenance Supervisor
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Changes/Additions to new or existing signs or directories

Dennis Strom
Vice President, Facilities Management
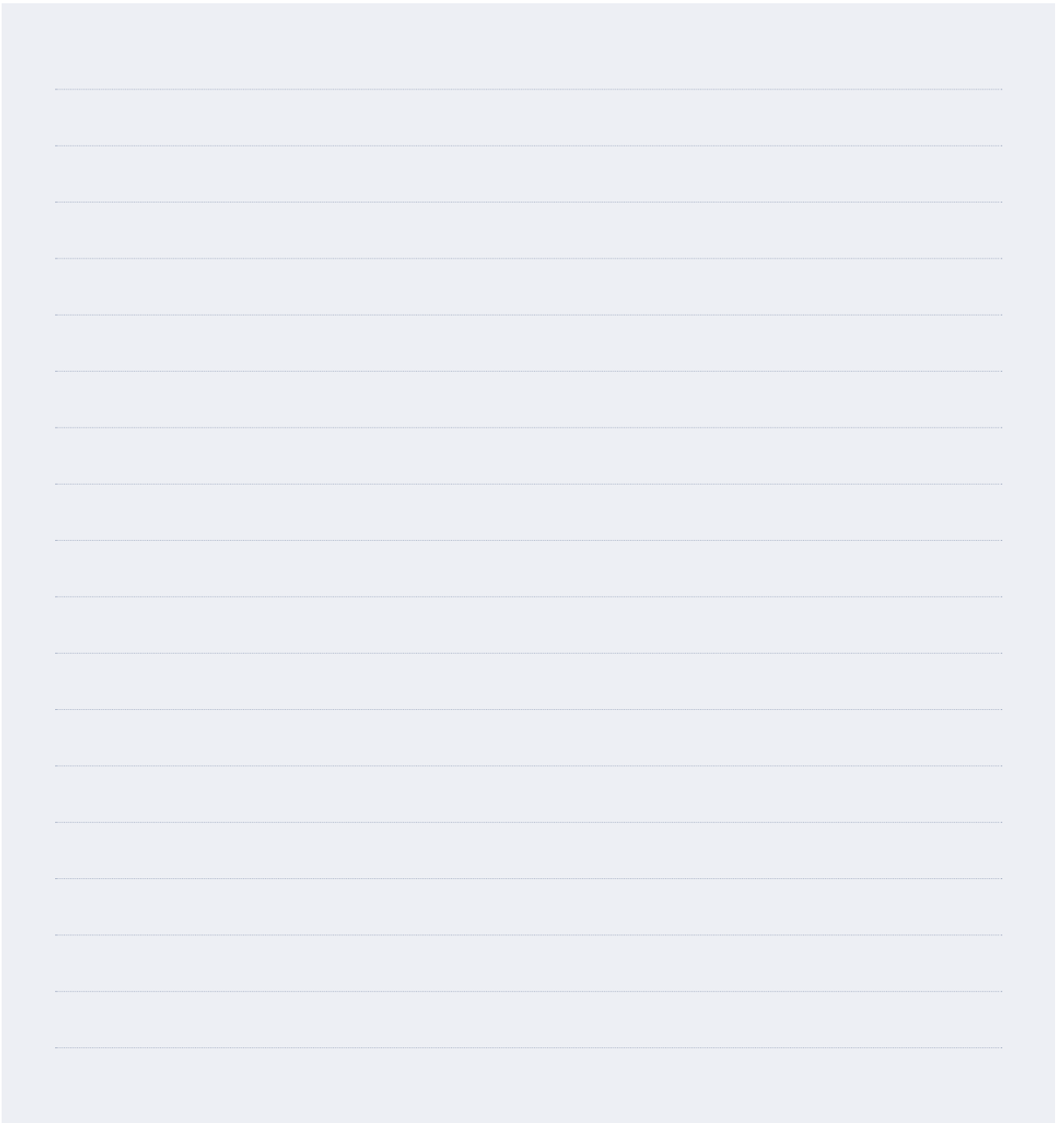DJStrom@MCHealth.net
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Artwork Approval

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notes

**brand standards
guidelines**

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