

brand standards guidelines

2025



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.

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Questions?

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

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Our mission is our North Star.

It determines our direction. It's our "why." 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:

Caring
Consistent
Transparent
Innovative
Engaged

On-brand characteristics of our employees:

Selfless
Collaborative
Growing
Connected
Proactive

on-brand characteristics



logo usage

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)



Med Center Health logo Stacked version (secondary)



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about the logo

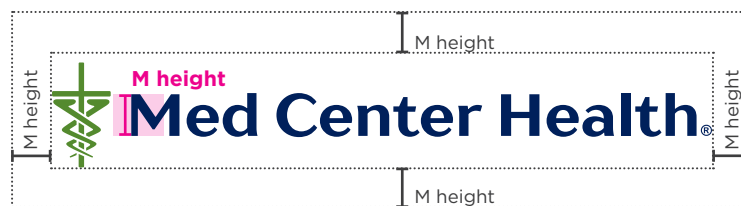


The caduceus symbol dates back to 1400 B.C. and has since evolved to be the symbol of medicine. The Med Center Health logo incorporates a modernized version of the recognizable caduceus for its logomark. Med Center Health's green caduceus reflects life and vitality, and represents our mission to care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

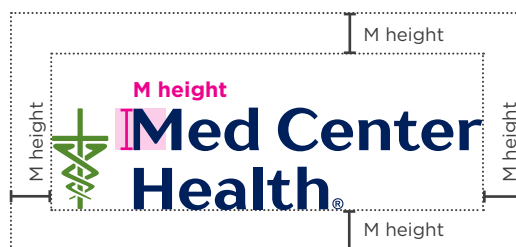
Clear zone

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

The following examples illustrate several preferred uses of the Med Center Health logo. These examples apply to all Med Center Health logos.



2-color, PMS 363 and PMS 281



2-color, PMS 363 and PMS 281



4-color CMYK (print) and RGB (digital)



4-color CMYK (print) and RGB (digital)



1-color, PMS 281



1-color, PMS 281



1-color, black



1-color, black



White

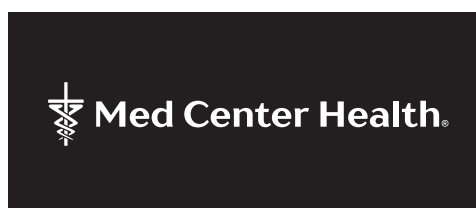


White

correct usage

logo 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.

incorrect usage

logo 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.	
Do not rotate the logo in any way.	
Do not change the colors of the logo.	
Do not compress or expand.	
Do not change the typeface.	
Do not add any words or graphics.	
Do not flip-flop, reposition or change the size of any elements of the logo.	
Do not make the logo transparent.	
Do not use previous versions of the Med Center Health logo.	

examples

logo usage

Logos are available in horizontal and stacked versions. All logos require a clear space around them and must follow the guidelines on page 9. If you have questions about the logos or need artwork files, please contact:

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Hospital logo examples



Service line logo examples



examples

logo usage

Co-branded logos



examples

logo usage

Health system department example



Event example



Outlier logos



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



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

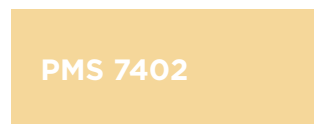


CMYK
c100 | m91 | y32 | k34
RGB
r0 | g31 | b91
HEX
001F5B

Secondary Color Palette



CMYK
c0 | m62 | y95 | k0
RGB
r232 | g119 | b34
HEX
E87722



CMYK
c1 | m4 | y45 | k1
RGB
r236 | g216 | b152
HEX
ECD898



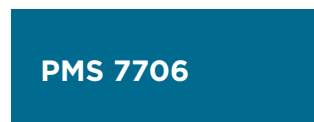
CMYK
c6 | m7 | y13 | k16
RGB
r196 | g191 | b182
HEX
C4BFB6



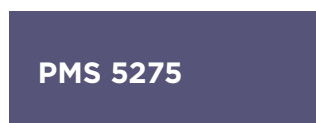
CMYK
c63 | m0 | y84 | k0
RGB
r108 | g194 | b74
HEX
6CC24A



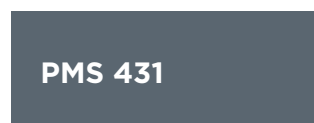
CMYK
c42 | m7 | y8 | k8
RGB
r141 | g185 | b202
HEX
8DB9CA



CMYK
c100 | m16 | y10 | k44
RGB
r0 | g106 | b142
HEX
006A8E



CMYK
c74 | m68 | y7 | k31
RGB
r89 | g84 | b120
HEX
595478

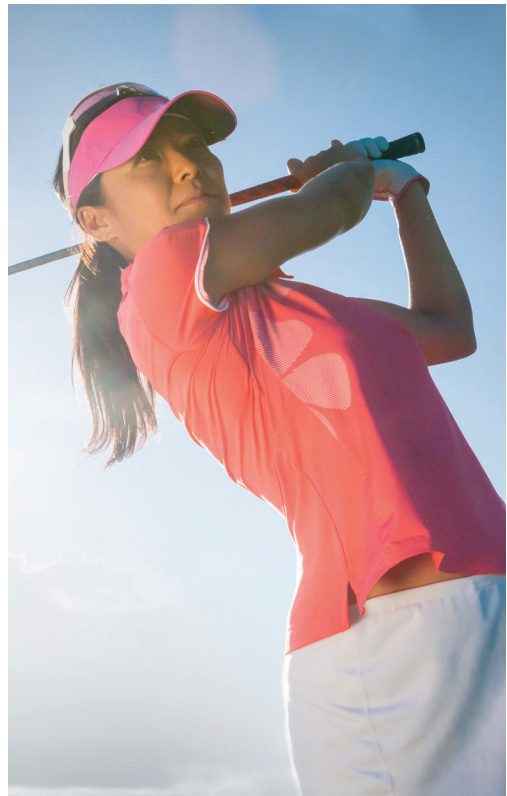


CMYK
c45 | m25 | y16 | k59
RGB
r91 | g103 | b112
HEX
5B6770

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 essence and personality (see pages 6-7).

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 caring. When possible and applicable, show a representation of technology, teaching and innovation, including the University of Kentucky College of Medicine-Bowling Green Campus, as well as providers caring for patients. 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 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 16 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/law-and-regs/design-standards/2010-stds/.



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

signage

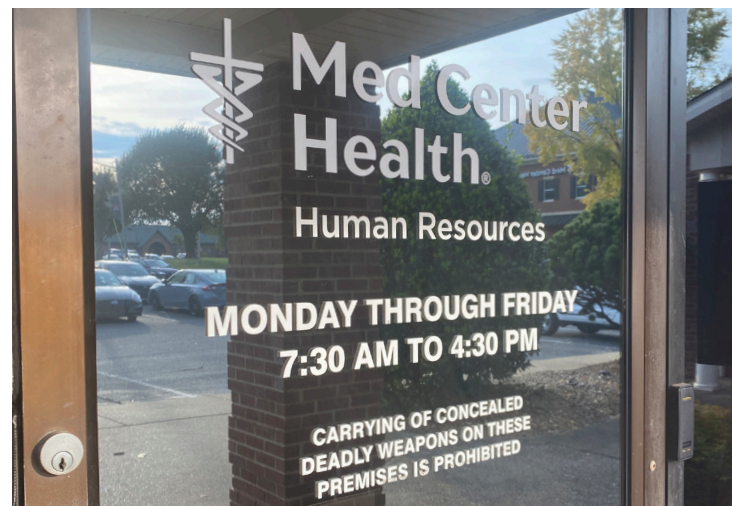
stand-off signage



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

signage

vinyl lettering



Shown:
White vinyl

outdoor

signage

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.



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

Signage for new construction, major renovations or facelifts

Gary Sullivan

Vice President, Facilities Management
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270-745-1654

Lee Carroll

Project Manager, Facilities
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270-745-1096

Cody Brown

Manager, Maintenance & Grounds
BrowJC@MCHealth.net
270-796-2175

Changes/Additions to new or existing signs or directories

Gary Sullivan

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Cody Brown

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Artwork Approval

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Summer Bolton

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BoltSC@mchealth.net
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vehicles

Vehicles often serve as “moving billboards” as many of our official vehicles traverse across our service area. Logo placement and contact information should be prominently placed on official Med Center Health vehicles. Any vehicle wrap designs should be created and/or approved by the Med Center Health Marketing department.



additional vehicles



promotional items

Med Center Health Marketing works with Med Center Health Purchasing to obtain pricing for promotional items, which must be approved by the appropriate department head and executive vice president before a formal purchase order may be generated. Correct logo placement and size are proofed by the requesting department and Marketing. Care is taken to find affordable, quality items. Promotional items include, but are not limited to:

- Ink pens
- Promotional items that will serve as event giveaways
- T-shirts for events
- Signage for events such as pull-up banners, pop-up tents, etc.



social media

Use, Voice and Tone

Voice

Our voice is professional, approachable, and trustworthy. We speak with confidence rooted in expertise, but always with warmth and respect. Whether communicating about a new service, sharing a patient success story, or promoting a community event, our voice should represent Med Center Health as both a leading healthcare provider and a caring neighbor.

Tone

Our tone may vary slightly depending on context:

- **Informational posts** (e.g., health tips, service announcements) should be clear, concise, and educational.
- **Celebratory posts** (e.g., staff recognition, community partnerships) should be positive, inclusive, and grateful.
- **Crisis or sensitive communications** should be calm, empathetic, and factual.

Social Media Use Guidelines

- Always uphold patient confidentiality and comply with HIPAA regulations.
- Share only verified, accurate information that reflects Med Center Health's standards.
- Engage respectfully with followers; avoid political, controversial, or unprofessional interactions.
- Use approved logos, images, and branding elements consistently.
- Seek guidance from the Marketing Department before responding to media inquiries or posting on behalf of a department.

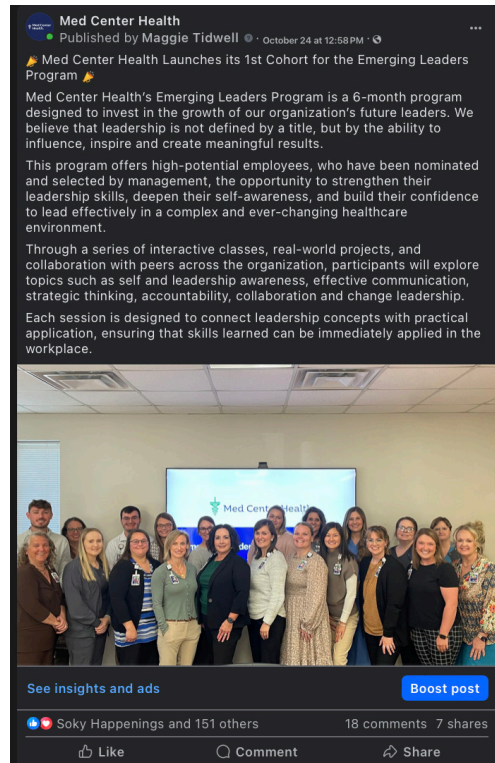
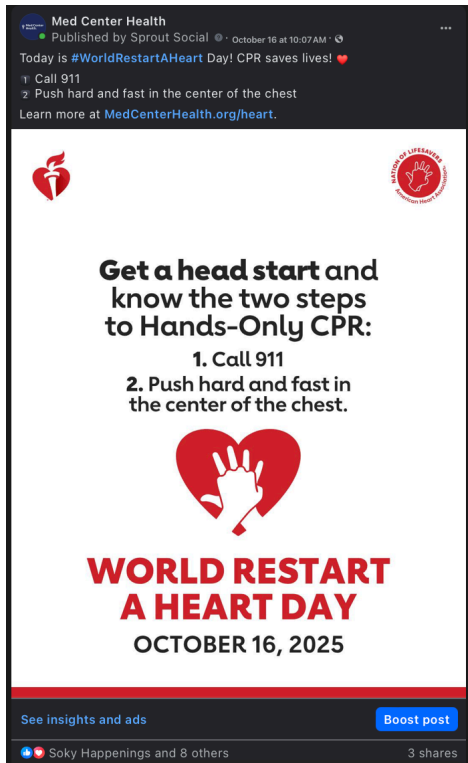
Our goal is to ensure every interaction—online and offline—reinforces Med Center Health's commitment to quality care and community trust.

Contact Info

Maggie Tidwell
Marketing Strategist -
Social Media
TidwMF@mchealth.net
270-745-1384

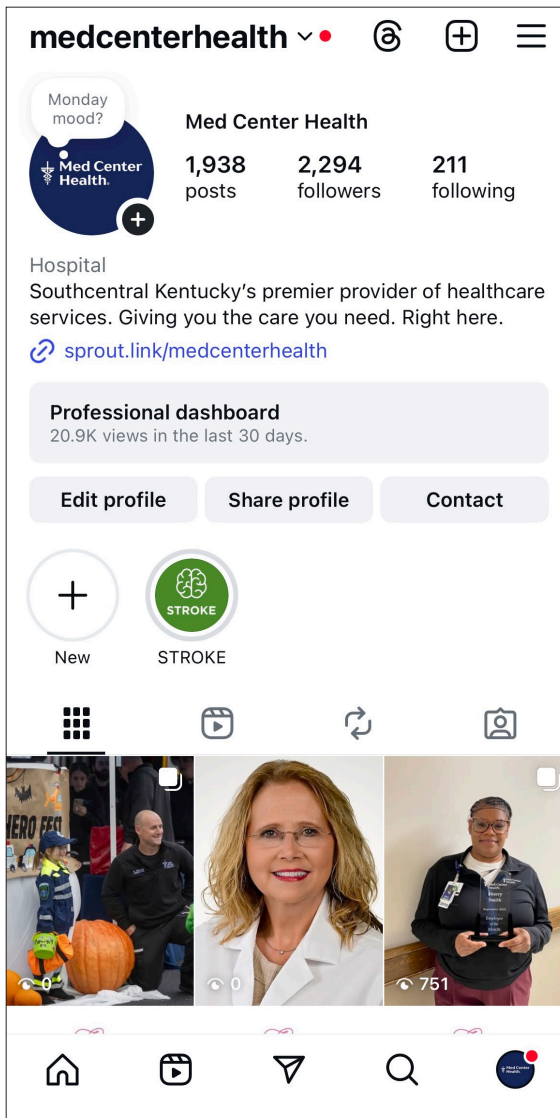
social media

Facebook



social media

Instagram



X



website

The **medcenterhealth.org** website serves as a primary connection between Med Center Health and the communities we serve. Every page, image, and message should reflect our mission to care for people and improve the quality of life in the communities we serve by providing compassionate, high-quality care and empowering patients with information that helps them make confident and informed health decisions.

Patient-Centered Focus

Our website content should be written with patients and their families in mind. Information must be easy to understand, accessible, and organized around the user's needs rather than the organization's structure. We strive to make it simple for visitors to find care, contact providers, and learn about services, wellness, and community programs.

Voice

Our website content should be written with patients and their families in mind. Information must be easy to understand, accessible, and organized around the user's needs rather than the organization's structure. We strive to make it simple for visitors to find care, contact providers, and learn about services, wellness, and community programs.

Tone

Tone should adapt to the purpose of the content while maintaining warmth and clarity:

- Informative pages (e.g., service descriptions, patient resources) should be clear, direct, and reassuring.
- **Celebratory posts** (e.g., staff recognition, community partnerships) should be positive, inclusive, and grateful.
- **Crisis or sensitive communications** should be calm, empathetic, and factual.

Contact Info

Karrie Cash

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Web and Digital
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video content

Video is one of the most powerful ways to share the Med Center Health story. Our videos should engage, inform, and inspire — highlighting the people, expertise, compassion, and innovation that define our organization. Whether produced for broadcast, social media, or internal communication, all Med Center Health video content should reflect our mission.

Voice

The Med Center Health voice in video is authentic, professional, and compassionate. Narration and dialogue should sound natural and conversational, reflecting genuine care for patients and pride in our people. When possible, let real patients, providers, and team members tell their own stories to build trust and human connection.

Tone

The tone of Med Center Health videos may vary depending on purpose and audience, but should always remain consistent with our values:

- **Educational or informational videos:** Clear, confident, and reassuring.
- **Patient or employee stories:** Warm, personal, and emotionally genuine.
- **Promotional or community-focused videos:** Positive, inclusive, and inspiring.

Visual and Brand Consistency

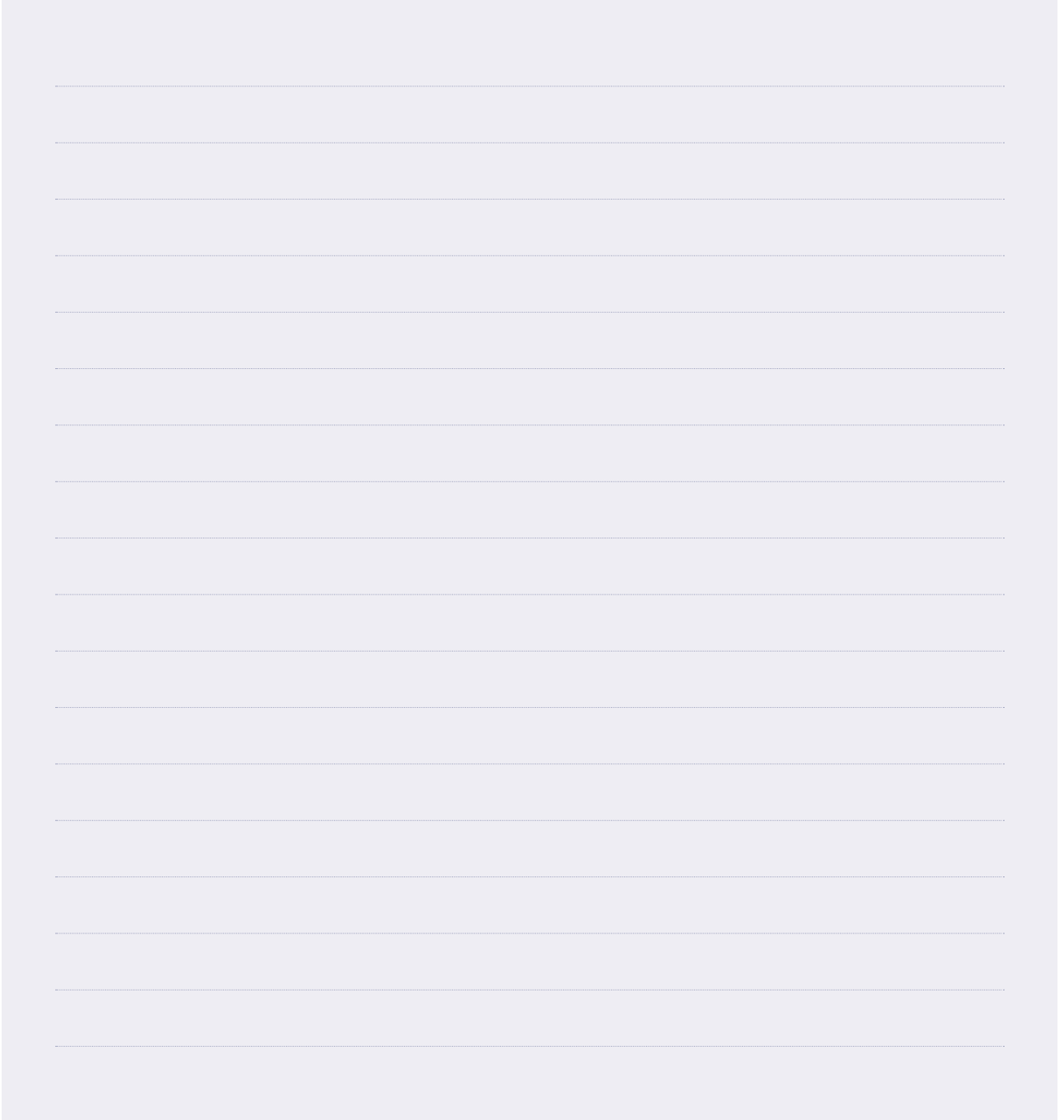
- Use approved logos, colors, and graphics according to brand standards.
- Maintain high production quality that reflects our professionalism and credibility.
- Ensure accessibility by including captions and clear visuals whenever possible.
- Take great care to protect patient privacy at all times.

Every Med Center Health video should leave viewers with a sense of trust, compassion, and pride in the care we provide.

Contact Info

Jake Hook
Marketing Specialist -
Media Relations
HookJ@mchealth.net
270-745-1513

notes

A large light gray rectangular area containing 20 horizontal dotted lines for writing notes.

**brand standards
guidelines**

