



Welcome to our
Indispensable Healthcare Brand

Hendricks Regional Health Brand Guidelines



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Brand *Introduction*

Hendricks Regional Health communicates to both internal and external audiences using conversational, positive, respectful and relational style and tone. We encourage the use of “our” and “we” as much as possible when necessary as opposed to referring to HRH in third person.

OUR MISSION

To improve the health of our region through the provision of high quality healthcare in a compassionate, technologically-advanced and efficient environment.

OUR VISION

Hendricks Regional Health will be the indispensable healthcare provider to all those we serve.

OUR VALUES

Collaboration. Courage. Empathy. Engagement. Integrity. Loyalty. Respect.

OUR BRAND

Hendricks Regional Health is driven by a mission to carry out meaningful change. We are leaders who set examples through influential and collaborative behavior that’s worthy of following.

Content strategy is a key component of our brand. This smart and surprising approach should be reflected in everything we produce. We focus on the stories of our patients, our people and our places. We steer away from humor-oriented concepts that do not aptly show our strengths as a high-quality, low-cost healthcare partner with forward-thinking and compassionate caregivers at the helm.





Logo Usage *Guidelines*

Vertical Format

PRIMARY VERSION

The Hendricks Regional Health logo comes in both vertical and horizontal configurations. The preferred usage is the Primary Version of the identity, which is the vertical format. Care should be taken in choosing the format that best fits the space, thereby optimizing the size for impact and readability.

Green Color Breakdown

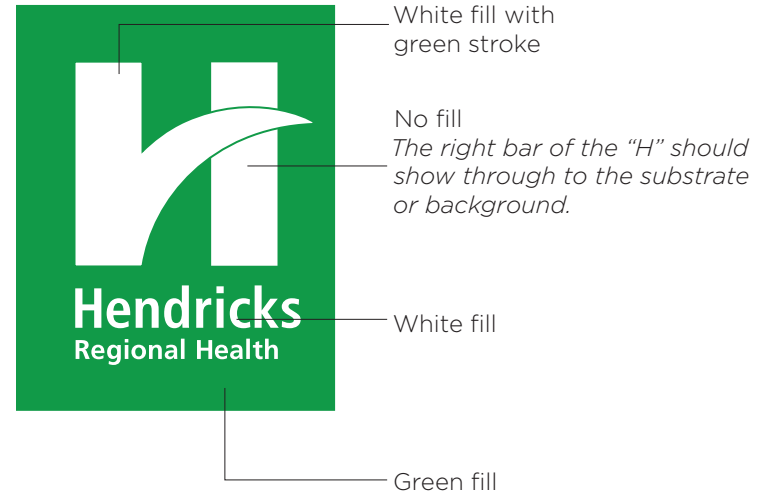
PMS: 347 | **HTML:** 009B48
C: 96 **M:** 0 **Y:** 88 **K:** 1 | **R:** 0 **G:** 155 **B:** 72

Horizontal Format

SECONDARY VERSION

In cases where the Primary Version is not optimal based on horizontal proportional constraints, the Secondary Version may be used.

Note: While different types of applications may specify a staging area that the logo must fit into, it is not necessarily optimal to maximize the size to the largest possible size. Some consideration for tasteful sizing that will allow space around the mark should be exercised.





Logo Usage *Guidelines*

Overview

LOGO COLOR BREAKS

There are three basic color breaks for the Hendricks Regional Health logo. They are 2-Color with Transparent Bar, 1-Color (PMS 347) and 1-Color (Black or White). The preferred version is, when possible, 2-Color with Transparent Bar.

At Hendricks Regional Health, we are focused on the well-being of our community, both in and outside of our walls. By keeping the right bar of the “H” transparent or with no fill, our logo literally blends in with whatever photo or ad specialty is placed beneath it – symbolizing our mission to reach out and be a part of the community around us.

2-Color
PMS 347, White



1-Color
PMS 347 (No white fill)



1-Color
Black or White





Logo Usage *Guidelines*

Black Background

2-COLOR BREAKS

When the background is 50% black (or anything darker in color), there are a variety of 2-Color logo color breaks that are acceptable. The Primary Version of the logo will work as it is. The Secondary Version necessitates specific color breaks, as the type is not contained within a box.

Other Backgrounds

1-COLOR BREAKS

The most basic version of the logo is the 1-Color implementation. This applies to both the Primary and Secondary formats, and usage is generally driven by inherent constraints or production limitations.

2-Color PMS 347 Green Type		Hendricks Regional Health
2-Color PMS 347, White Type		Hendricks Regional Health
1-Color PMS 347		Hendricks Regional Health
1-Color Black		Hendricks Regional Health
1-Color White		Hendricks Regional Health



Logo Usage Guidelines

Primary & Secondary Logo

STAGING AREA

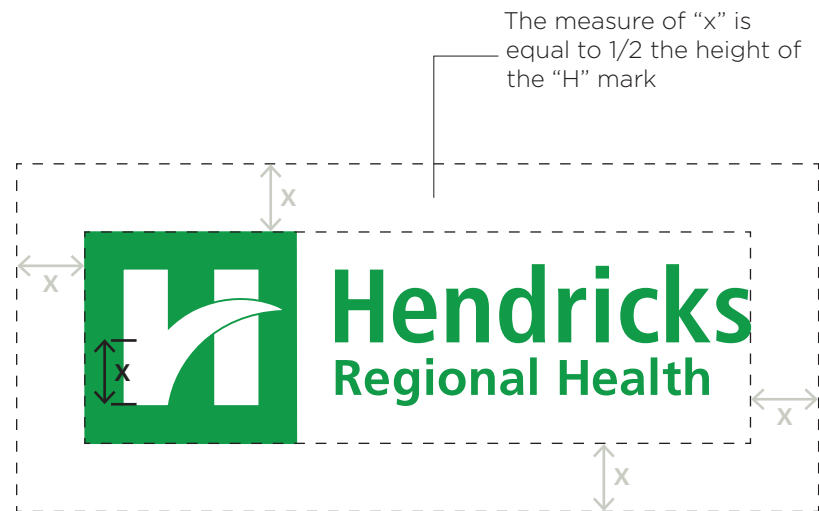
In order to avoid graphic elements from crowding the logo, space is detailed to ensure that nothing competes with nor denigrates the integrity of the logo. A staging area is established as a safeguard.

Primary Version Logo Staging Area



Area is equal to 1 times the height of "x" around logo

Secondary Version Logo Staging Area





Logo Usage *Guidelines*

Primary & Secondary Logo

MINIMUM SIZE

Among the practical usage parameters for the logo, the minimum size limit is important as there are inherent qualities to the different types of reproduction. If the mark gets too small, it will fill in and won't hold true to form.



Primary Version Logo Minimum Height:

PRINT
1.25" tall

IMPRINTING
1.58" tall
(see more details on page 10)

EMBROIDERY
2.37" tall
(see more details on page 9)



Secondary Version Logo Minimum Overall Size:

PRINT
.5" tall

IMPRINTING
.558" tall
(see more details on page 10)

EMBROIDERY
1.22" tall
(see more details on page 9)

Primary & Secondary Logo

DOS & DON'TS

It is paramount that approved logo artwork be used in every case, as supplied by the marketing department. This will ensure consistent look and thereby strengthen the brand in every application.

Shown below are examples of common things that should not be done with the corporate logo.



Color
DO NOT print the logo in any color other than the specified corporate colors.



Proportions
DO NOT stretch or distort logo. Take care when sizing to keep correct proportions.



Orientation
DO NOT position the logo at an angle or vertically.



Reconfiguring
DO NOT modify, re-proportion or reconfigure elements of the logo.



Fonts
DO NOT use different fonts for the logotype. DO NOT attempt to recreate logo.



Logo Usage Guidelines

VBOX Format

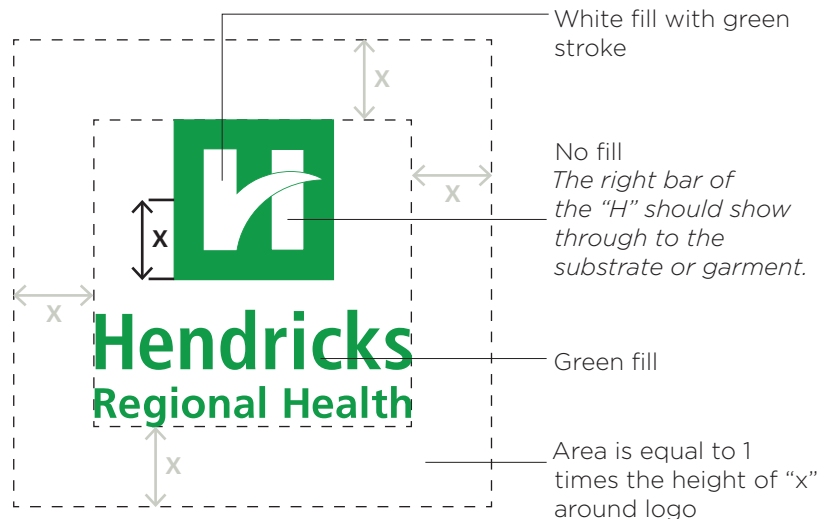
EMBROIDERY VERSION

For optimal readability and reproduction quality, the Hendricks Regional Health logo comes in a special Embroidery configuration. This version, as well as the horizontal format, may both be considered for use in embroidery, depending on the specific parameters of the selected apparel.

In order to ensure the integrity of the two logo versions, minimum size requirements should be considered. To specify a smaller size would not render the logo correctly.

Embroidery Version Logo

With Staging Area shown



Primary Version Logo

Minimum Height:

2.37" tall

Stitch count: 5525

Embroidery Thread

To keep our embroidered items consistent, we must limit the thread colors to the following four listed:

- Black
- White
- Isacord 5515 Green
- Madeira PolyNeon 1651





Logo Usage *Guidelines*

Promotional Imprint

LOGO VERSIONS

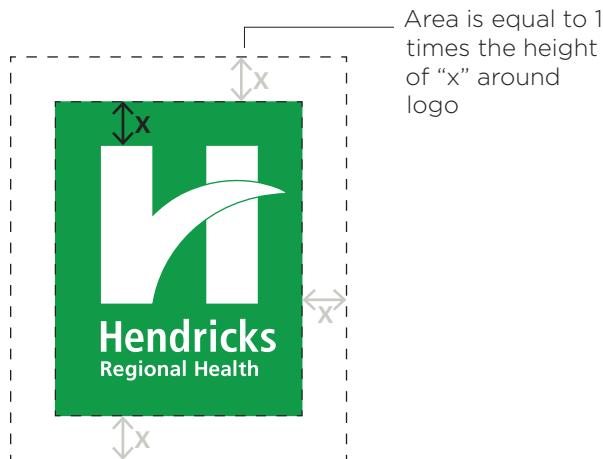
The Primary Version and Secondary Version are well-suited for use in the imprinting of promotional items, as the reproduction techniques are conducive to more detailed replication.

Note: Any of the color breaks detailed within this guide are allowed, dependent upon production specifications and/or constraints.

In order to ensure the integrity of the two logo versions, minimum size requirements should be adhered to. To specify a smaller execution would not render the forms correctly.

Primary Version Logo

With Staging Area shown

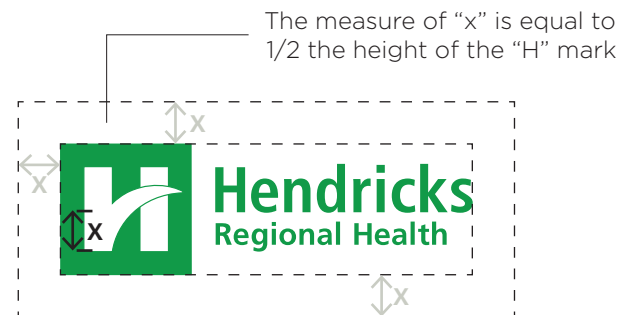


Primary Version Logo

Minimum Height:
1.58" tall

Secondary Version Logo

With Staging Area shown



Secondary Version Logo

Minimum Height:
.558" tall



Logo Usage *Guidelines*

Primary & Secondary **SERVICE LINE LOGO APPLICATION**

There are various service lines within the Hendricks Regional Health system that necessitate the need for their own specific logo identity. In order to maintain a controlled and consistent brand look under the Hendricks Regional Health master brand, care has been taken to create the logo configuration for each of the below entities in both horizontal and vertical formats.

These service line logos SHOULD NOT be recreated, but the existing artwork should be obtained and used as appropriate.

Additional Service Line Logos:

- Cancer Services
- Cardiovascular Services
- Emergency Services
- Foundation
- Immediate Care
- Medical Group
- Orthopedics
- Pediatrics
- Sports Medicine
- Surgical Services
- Womens Health Services



ORTHOPEDICS

Service Line Primary Version Logo

Minimum Sub-Brand Type Width:
1" wide

Note: Height will vary based upon service line logo.



ORTHOPEDICS

Service Line Secondary Version Logo

Minimum Sub-Brand Type Width:
1.5" wide

Note: Height will vary based upon service line logo.

Note: Please request existing artwork from Rebekka Sage at Rebekka.Sage@hendricks.org



Logo Usage *Guidelines*

Primary & Secondary

HENDRICKS AT WORK LOGO APPLICATION

The Hendricks At Work team partners with local businesses to solve problems and develop tailored programs to improve the health, well-being, and patient access to employees. The Hendricks At Work logo is used in communications, advertising and brand efforts specific to the audience of employers, benefit consultants, brokers and third-party administrators (TPA). In order to maintain a controlled and consistent brand look under the Hendricks Regional Health master brand, care has been taken to create the logo configuration in both horizontal and vertical format. These logos SHOULD NOT be recreated, but the existing artwork should be obtained and used as appropriate.

Note: Please request existing artwork from Rebekka Sage at Rebekka.Sage@hendricks.org



Hendricks At Work Primary Version Logo

Minimum Sub-Brand Type Width:
1" wide

Type Height:
1.5481" high



Hendricks At Work Secondary Version Logo

Minimum Sub-Brand Type Width:
1.5" wide

Type Height:
0.658" high



Brand Element *Guidelines*

Primary & Secondary **COLOR PALETTE**

Hendricks Regional Health corporate green is the keystone color for the brand and its recognition. To augment and extend the overall color choices, a secondary color palette has been developed. Functionally, the secondary palette can serve as accent colors or to differentiate sub-groups under a category.

Primary Color

Hendricks Regional Health Corporate Green

PMS 347
 C: 96 M: 0 Y: 88 K: 1
 R: 0 G: 155 B: 72
 HTML: 009B48

Secondary Color Palette

Accent Colors and Wayfinding

PMS 414
 C: 13 M: 8 Y: 16 K: 26
 R: 176 G: 177 B: 166
 HTML: B0B1A6

PMS 285
 C: 90 M: 48 Y: 0 K: 0
 R: 0 G: 115 B: 207
 HTML: 0073CF

PMS 2925
 C: 77 M: 25 Y: 0 K: 0
 R: 0 G: 154 B: 222
 HTML: 009ADE

PMS 485
 C: 6 M: 98 Y: 100 K: 1
 R: 225 G: 37 B: 27
 HTML: E1251B

PMS 715
 C: 0 M: 54 Y: 94 K: 0
 R: 248 G: 141 B: 43
 HTML: F88D2B

PMS 115
 C: 2 M: 12 Y: 94 K: 0
 R: 254 G: 217 B: 37
 HTML: FED925



Brand Element *Guidelines*

FONT FAMILIES

A mixture of the following fonts create a unique look that is both declarative and straightforward.

(See pages 15 and 16 for detailed font usage guidelines.)

Headline and Subhead

Gotham Bold

abcdefghijklmnopqrstuvwxyZABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Accent Word Within Headline

Tartine Script Pro

abcdefghijklmnopqrstuvwxyZABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy, Primary Version

Gotham Book/Light

abcdefghijklmnopqrstuvwxyZABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Preferred Font for Microsoft and PC Applications

Verdana

abcdefghijklmnopqrstuvwxyZABCDEFGHIJKLMN**OP**QRSTUVWXYZ



Brand Element *Guidelines*

Headline

TYPE TREATMENT AND COLOR

The headline should be broken into two lines. It is preferred that the one line should be set in Tartine Regular, and the the other line should be set in Gotham Bold. If the headline doesn't work by breaking it up this way, the emphasis of the heading should be in Tartine, and the rest with be set in Gotham. Take note that Tartine makes the font appear smaller, so an increase in font size for Tartine is typically needed. Adjust so that both lines appear to be the same size when viewed.

The second line of the header will be indented to add in the green bar. This bar will be no smaller than 0.1" for any print or digital advertising. This will be sized accordingly for larger print productions. The green bar should always run off the page.

Headlines will always be white with the green bar. The only exception to this is for black and white print, then the green bar will go to white to match the headline. No other color variations will be permitted. The headline should be placed in the bottom third of the advertisement. It will be positioned above the copy and logo.

Note: Headlines will run margin to margin. Different size variations will be acceptable for headlines.

Exceptional care
is what we do every day.

Strong women standing up
to breast cancer - *together.*



Brand Element *Guidelines*

Body Copy

TYPE TREATMENT

The body copy should be set in 10-14 pt. Gotham Book, sentence case. Copy should be left aligned. The last sentence should contain the call to action and should be set in Gotham Bold. The URL should be set in camel case with the .org not capitalized.

Body Copy & URL

COLOR CHOICES & PLACEMENT

White or black are the only acceptable body copy text color. This color will remain the same for both the body copy and the URL or call to action. The body copy will be placed in the bottom third of the advertisement. It will be below the header and to the left of the logo.

Exceptional care
is what we do every day.

We believe that what makes healthcare exceptional isn't just one thing. Rather, it's a thousand small things that add up to making each patient feel like a VIP. We're proud of our deeply rooted legacy of providing high-quality, safe care. The tireless efforts and patient-centered spirit of our providers and associates are why we have been recognized as a national leader in quality, safety and the patient experience. To learn more about the indispensable healthcare we provide to our community, visit **Hendricks.org**.





Brand Element *Guidelines*

Copy Direction for

SUBSTANCE & STYLE

Copy for marketing and advertising should be straightforward and engaging, telling the story in a personal way that the reader can relate to on a base level. Copy should be human and quality-of-life driven.

Use of real physicians' names and also real patients lends a sense of authenticity and credibility that will speak to the audience.

Copy Direction for

PATIENT IDENTIFICATION

When mentioning a patient, use First Name only, followed by the city in which they live.

If the city is used somewhere else in the context of the sentence, refrain from repeating the community name.

Sample Copy

Breast cancer doesn't wait - *neither does our care.*

A breast cancer diagnosis can be life changing. And it typically comes with a lot of questions: What's my prognosis? Will I need surgery? How will this affect my family?

At Hendricks Regional Health Breast Center, we give you answers — not in a few weeks or days — but right away. Our promise is that if you're diagnosed with breast cancer, you'll be seen within 24 hours by a breast surgical oncologist. We'll talk you through your diagnosis, your options and connect you with all the resources you need to help you get well again.

We're standing up to cancer — together. Appointments are available today; request your mammogram at **[Hendricks.org/Mammogram](https://www.hendricks.org/Mammogram)** or call **(317) 745-3404**.

Senga of Avon has a fierce love for her husband, Billy, and their three children. When she discovered her family history increased her own risk of cancer, she wanted to do everything in her power to take care of herself and protect them.



Marketing Material *Guidelines*

Print ADVERTISING

The design look of Hendricks Regional Health should be characterized by a combination of key components that are used to create smart and engaging concepts. While trying to keep a level of continuity in brand look, there is a desire to stretch, excite and sometimes surprise, breaking the perceived norm or common convention.

Note: Layouts will vary based on the size of the publication.

Print Advertisement Full page format



Photography of people creates a direct and personal high-touch connection

There is sometimes a need to pull a transparent gradation of tone over image to enhance readability of text

Green bar bleeds off page

Copy is located in the bottom third of the ad, aligned left. Call to action is bold.

Strong women standing up to breast cancer – together.

A breast cancer diagnosis can be life changing. And it typically comes with a lot of questions: What's my prognosis? Will I need surgery? How will this affect my family?

At Hendricks Regional Health Breast Center, we give you answers — not in a few weeks or days — but right away. Our promise is that if you're diagnosed with breast cancer, you'll be seen within 24 hours by a breast surgical oncologist. We'll talk you through your diagnosis, your options and connect you with all the resources you need to help you get well again.

We're standing up to cancer — together. Appointments are available today; schedule your mammogram at [Hendricks.org/Mammogram](https://www.hendricks.org/Mammogram) or call (317) 745-3404.



Heading is in camel case Gotham Bold with Tartine Regular

Logo to the right of copy



Marketing Material *Guidelines*

Print

INTERNAL-USE TEMPLATES

There will be a significant need to create communications on a daily basis that will originate throughout the organization in order to conduct business. These communications will be subject to brand standard requirements and are yet another way to ensure that, at every level, the brand is strengthened.

Templates have been designed and created to be supplied for these needs. Again, this will ensure a professional and branded look. The templates are authored in standard software programs such as Microsoft Word and PowerPoint so that they are readily usable and available.

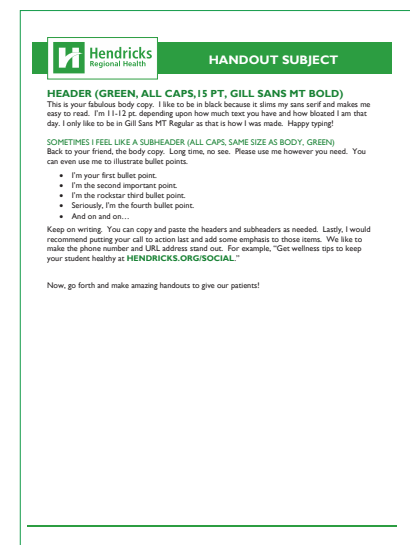
Some typical examples of the types of templates to be used are shown here. These templates can be found at **HUB.Hendricks.org/Templates**.

Note: Fonts will deviate from the main brand standard fonts, as the software contains its own set of widely-used standard fonts. In order to maintain consistency, do not change or alter the fonts (Gill Sans MT) or look of the approved templates.



General Hospital Flyer
Microsoft Word Document

Patient Handout
Microsoft Word Document





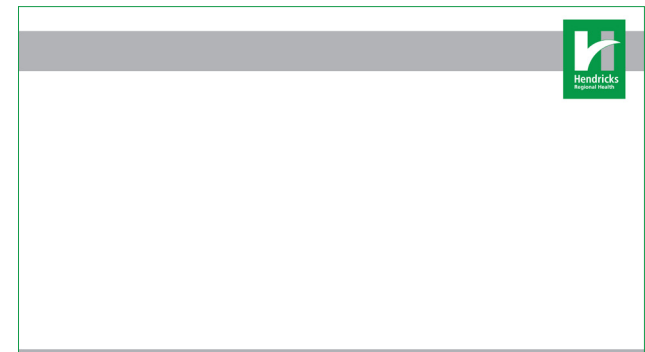
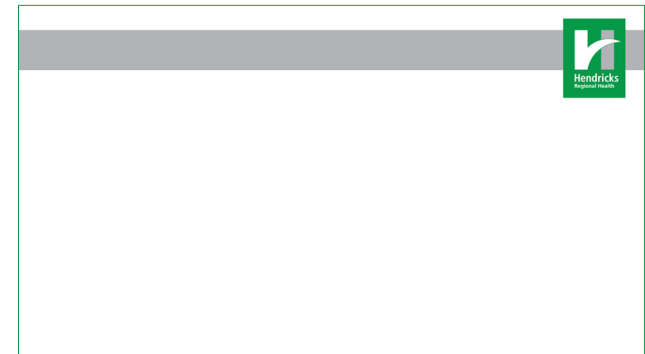
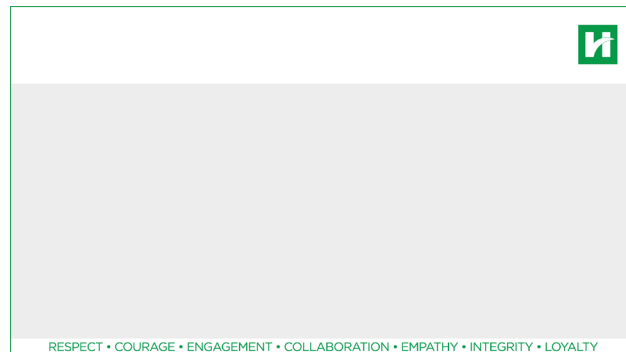
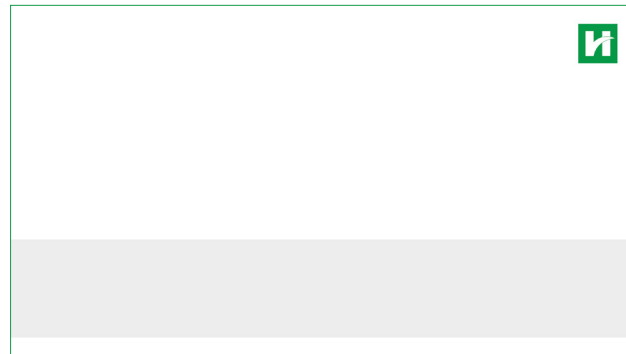
Marketing Material *Guidelines*

PowerPoint

INTERNAL-USE TEMPLATES

For presentation purposes, PowerPoint templates are available to accommodate this need. Care should be taken in creating presentations to keep the look and feel in-character with the examples contained within the standards. Color palette, photo styles and any other components should feel like they belong as part of the brand family. These templates can be found at HUB.Hendricks.org/Templates.

Note: Fonts will deviate from the main brand standard fonts, as the software contains its own set of widely-used standard fonts. In order to maintain consistency, do not change or alter the fonts (Gill Sans MT) or look of the approved templates.





Creating Logos for *Departments*

Overview

LOGO SPECIFICATIONS

On occasion, there may be a need to create a new logo for departments, programs or initiatives that don't fall under service lines logos already approved. These logos will be requested through the marketing department, and this department will decide if this logo is authorized to be created.

If the authorization is granted, the marketing department will create logos based on our current brand standards. Under no circumstances will a logo be created outside of the marketing department.

Here are a few examples of logos created, and guidelines to follow when creating new logos.

