

Dignity Health Identity Guidelines

Identity Guidelines
July 2015

dignityhealth.org/brand

Identity guidelines | An important note about usage

These guidelines establish and explain how the Dignity Health brand is to be understood and expressed.

Dignity Health focuses on the human connection at the heart of medicine by providing caring, inclusive health care services.

Consistency in how the Dignity Health brand is visually represented allows us to differentiate in the health care field and reflect our unique approach to quality care.

These guidelines, along with a range of identity and marketing campaign assets, can be found at dignityhealth.org/brand.

Identity guidelines | Table of contents

Understanding our brand					
Overview	5	Specialties and services affiliated with multiple facilities	38–39	Infographics	78
Brand purpose and platform	6	Answering phones	40	Charts and graphs	79
Message	7	Multi-facility stationery	41	Maps	80
What is humankindness?	8	Multi-facility advertising	42		
		Tagline artwork	43–45	Advertising: Talking to the world at large	
		Sizing	46	Overview	82
Brand elements: Our voice				Brand—full-page ad	83–84
Overview	10	Brand elements: Co-branding		Regional—full-page newspaper	85
Tone	11	Overview	48	Regional—full-page ad	86–88
Dos and don'ts for tone	12	Partnerships	49–51	Regional—partial-page ad	89
Criteria for evaluating content	13			Brand—transit shelter	90
Sensitivities	14	Brand elements: Our colors		Regional—transit shelter	91
Editorial considerations	15	Overview	53	Regional—eco-poster	92–93
		Using the brand color palette	54	Brand—billboard	94
Brand elements: Our signature		Specifications	55	Regional—billboard	95–96
Overview	17			Brand—banner ad	97
Components	18	Brand elements: Our typography		Regional—banner ad	98
Configurations	19	Overview	57	Regional—allowable exemption of HHK	99
Color variations	20	Our typographic family	58		
Clear space	21	Typefaces	59	Brand marketing communications:	
Background control	22	Secondary / substitute typefaces	60	Talking to the Dignity Health family	
Incorrect use	23	Headline leading	61	Overview	101
Department use	24	Headline leading adjustments	62–63	Product brochures family	102
Vertical configuration	25	Avoiding headline problems	64	Tier 1—product brochures	103–105
Use in social media	26	Headline kerning and word spacing	65	Tier 2—product brochures	106–108
Lockup overview	27	Short-form body copy	66	Tier 1/2—product brochure interior	109–111
Facilities	28	Long-form body copy	67	Newsletter—Microsoft Word template	112
Facilities—clear space and sizing	29	Typography principles	68	Newsletter—complex custom	113–114
Facilities—naming rules	30	Typography hierarchy	69	Special event announcements	115
Medical foundation and groups	31	Typography scale	70	Digital—PowerPoint	116
Urgent care	32	Incorrect use	71		
Clinics, home health, and outpatient facilities	33	Brand elements: Our imagery		Internal brand applications: In-hospital posters	
Philanthropic foundations	34	Overview	73	Overview	118
Tertiary lockups	35	Photography	74	Instructional signage	119–120
Tertiary naming	36	Incorrect use	75	Special event signage	121
Tertiary applications	37	Illustrations	76		
		Service-line icons	77		

Understanding our brand

Dignity Health was founded on the belief that all people deserve quality medical care, regardless of their background or circumstances. Today our family of care centers has a strengthened commitment to keeping the human person at the forefront of modern medicine. We believe human connection is the catalyst for healing—body, mind, and spirit.

The word “dignity” perfectly defines what our organization stands for: respecting all people by providing excellent care. That means utilizing the most advanced medical technology. It means offering clinical expertise by way of the nation’s top doctors and nurses. It means working closely with our patients so they can lead healthy, meaningful lives. And, of course, it means doing all of this with compassion—the type of compassion that constantly seeks ways to deliver high-quality care at the lowest possible cost, so it’s accessible to all.

Understanding our brand | Brand purpose and platform

Our brand purpose is to unleash the healing power of humanity. This powerful goal guides everything we do and gets to the heart of our unique place within the larger context of the health care field.

We aim to inspire and empower everyone our organization touches, sparking innovation and creating momentum in how we approach health care.

We want to foster the ability in all of us to heal, nourish, protect, and support our mind, body, and spirit.

We're committed to encouraging and promoting universal human needs in everything we do. This is how we believe we can unleash the healing power of humanity.

The strength of compassion and humanity is rooted in every level of how we understand and communicate the Dignity Health brand.

Brand purpose

To unleash the healing power of humanity.

What customers value

Relationships Personal connection	Service Patient- and family- centered solutions	Capabilities Talented professionals
--------------------------------------	---	--

Brand messaging strategy

Remind people of the power of humanity within and all around them.

Guiding belief

Humanity holds the power to heal.

Tagline

Hello humankindness™

Understanding our brand | Message

“Hello” invites people to join the conversation.
Humanity + kindness = our rallying cry to the world:
Hello humankindness.™

Born out of our mission and values, it emboldens us to champion the ideals of humanity and human connection in medicine. Yet it’s broad enough to encompass all Dignity Health entities.

Hello humankindness™

Understanding our brand | What is humankindness?

Humankindness helps heal the whole person—body, mind, and spirit. That’s why we take steps to embed humanity and kindness in everything we do:

- Investments in our employees and managers to help expand and activate who and what a healer is.
- Build trusting relationships between our employees, caregivers, patients, and families across the care experience.
- Care center experiences and amenities designed with empathy in mind.
- Public speeches, advertising, and other communications that champion the healing power of humankindness.

It’s far more profound than just brightening someone’s day. Humankindness affects the healing process in ways that are both tangible and measurable.

It is demonstrated by:

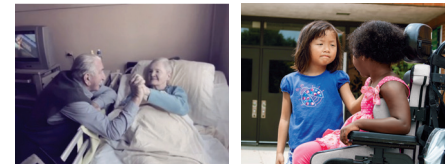
Empathy



Listening



Connection



Selflessness



Thoughtfulness



Respect



Brand elements

Our voice

Dignity Health is an organization full of kind, loving people who've dedicated their lives to helping others. The voice of the marketing campaign is therefore modest, intelligent, and thoughtful. We are never boastful or proud. In fact, that's one of the challenges: how to talk about our accomplishments without bragging or sounding self-congratulatory.

Dignity Health is unique because we don't shy away from the heart. Compassion is part of being human. And Dignity Health's professionals understand that our minds and spirits are just as important as our bodies when it comes to health care. Healing is about caring for the whole person. This voice must reach out and seek to connect with the humanity in each of us.

Our voice | Tone

The tone of the Dignity Health marketing campaign is built on four characteristics, and emphasis may shift from one characteristic to another depending on the medium or situation.

Honest

We are always transparent and truthful. We speak from the heart, even in the face of challenges. We speak to people as if they are right there in the room with us. What would we say if we could make eye contact with them? Patients are people first, and our language should reflect this.

Compassionate

We want to change the health care field. And we want to do it by investing in human connection. This may prove difficult at times, but it's a cause we believe in deeply. We don't apologize for caring, and we stay the course. The language should feel inspiring and uplifting. It should give people permission to feel emotions and hope for positive change.

Inviting

We are a warm and welcoming organization with a foundation in service. We never turn away anyone who comes to us in need, regardless of circumstances or appearance. The language is open and inclusive. It should reach out to people and invite them in, no matter who they may be.

Confident

We are a sensitive organization, but we are also backed by more than a century of experience. We believe in what we're doing, so steer away from negative language. For example, stay away from words like "if," as well as "this but not that" scenarios. We know the power of relationships has an effect on the way people heal, so the words we use to create confidence in us as a health care organization are important.

Do

- Find gentle ways to challenge the status quo.
- Be inspiring.
- Use human truths that are uplifting and optimistic.
- Be inclusive: Use “we,” “us,” and “our.”
- Look for simple but thought-provoking ways to talk about difficult subjects.
- Use action-oriented words.
- Speak from the heart.
- Always use humankindness as one word.
- Put everything you write through the lens of human connection.

Don't

- Use sarcastic language.
- Preach or lecture.
- Be blunt or mean.
- Try to sound like another marketing campaign.
- Boast or brag or sound self-important.
- Use negative or hesitant language.
- Overdramatize the problems.
- Mix metaphors.

Our voice | Criteria for evaluating content

It's important to review each concept, body of content, design, and piece of writing objectively for tone. Here are several questions to help determine if your work expresses Dignity Health's message of humankindness.

Ask yourself:

- Does this encourage or celebrate human connection?
- Does this feel clinical, negative, apologetic, or overly complicated?
- Is this founded in a human truth?
- Does this stand out from the rest of the health care field?
- Does this represent something good?
- Does it connect Dignity Health to the broader world?

And always:

- Do I feel an emotional connection as a human being?

If the answer to any of these is “no,” consider how you might change your approach.

Our voice | Sensitivities

Here are a few things we've learned as the Dignity Health marketing campaign and *Hello humankindness* message have taken shape.

Use of the word “dignity.”

Dignity is something everyone is born with. Never use the word to refer to dignity as something that can be given or taken away. We're simply here to remind people of the dignity that's already inside them.

Spiritual undertones are okay.

We are a faith-based organization, and we believe that healing involves body, mind, and spirit. Spiritual references that point to our belief in the inherent dignity of all people are encouraged, but it is important that any message resonates with people of different faiths and traditions, or even no tradition. Use spiritual references wisely to encourage greater human connection.

Humanity holds the power to heal.

There is power in ideas and in human connection, but humans themselves do not wield unlimited power. We want to avoid declarative sentences that suggest “humanity has the power to heal”—as that comes across as an overpromise. While we can support and aid a person in getting better, the actual process of healing is unique to each person and depends on many different factors and circumstances.

Our voice | Editorial considerations

Here are a few specific things to remember when writing for Dignity Health and the *Hello humankindness* campaign.

Use of our name

Never abbreviate Dignity Health to just Dignity or DH.

Use of humankindness in text

Humankindness is always spelled with a lowercase “h” unless it begins a sentence, as demonstrated here. It’s also always one word.

Use of *Hello humankindness* as the name of the campaign

If you are talking about the campaign as a whole, the “h” in Hello is always capitalized, and the “h” in humankindness is lowercase. *Hello humankindness* is also italicized.

Use of alternate words in campaign line

The campaign line should never be changed or modified editorially. For example, never modify it to a phrase such as “hola humankindness” or “spread humankindness.”

Use of trademark with *Hello humankindness*

The first mention of *Hello humankindness* on a page should include the trademark symbol.

Brand elements

Our signature

Our signature represents the coming together of many caregivers, services, and care centers to create a continuum of care. The three sections of our logo remind us of the three dimensions of our mission—healing, advocacy, and partnering.

The icon surrounds a central space, symbolizing how an integrated health system honors the inherent dignity of each individual. This vibrant, modern look helps us break through in the crowded health care space.

Our signature | Components

Our signature must be treated with the care and consistency that reflects our commitment to our mission and heritage.

The signature has two components: the emblem and the primary brand.

These components have been carefully drawn and proportioned and should never be redrawn, altered, or distorted.

TRADEMARK SYMBOL

While the trademark symbol (™) isn't considered one of the signature's components, it's almost always present when reproducing the signature. There are only a few instances when we don't use the trademark due to its size or reproduction methods, such as signage, websites, mobile applications, and promotional items.

Our signature



Our signature | Configurations

There are two signature configurations: horizontal (primary) and vertical.

The horizontal configuration is preferred and is used in most applications.

The vertical configuration (not shown) is restricted, and its use is confined to limited horizontal space applications such as signage. See page 25.

To obtain the horizontal signature, go to dignityhealth.org/brand.

WHEN TO USE THE HORIZONTAL CONFIGURATION

This is the primary configuration and should be used whenever possible.

Horizontal



Our signature | Color variations

The signature uses two versions of the symbol: gradient and solid. The full-color gradient variation is preferred and should be used against a white background.

If your application and budget allow for color printing, the full-color signature should be your first choice. The reverse variation is meant for extremely limited use against a black background.

The grayscale signatures should be used only for black-ink printing, such as newspaper advertising. They are never used in color applications.

Certain printing and other reproduction methods may require use of the solid signature variations. They have been developed for specific instances (i.e., when only one or two inks are being used) because the full-color signature can't be reproduced properly.

The same color variations are available for all configurations in print (CMYK/spot) and on-screen (RGB) color formats.

NOTE:

The boxes surrounding the signatures on this page and throughout these guidelines are for illustrative purposes only. The signature should never be placed in a box or other shape.

Positive

Reverse



Our signature | Clear space

Clear space creates breathing room for our signature. It prevents the signature from getting crowded by images, text, or other graphics, which can lessen its impact and visibility.

The clear space is derived from x , which is measured by the cap height of the wordmark.

Clear space should always be at least $1x$ on all sides of the signature. This amount of space should be increased whenever possible. The more space you give the signature, the greater impact it can have.

Clear space requirements are the same for all color variations and configurations.

Clear space



Our signature | Background control

Although it's impossible to foresee every design challenge, a few general guidelines can help ensure our signature is optimally displayed.

The examples on this page show a few right and wrong ways to use it on different backgrounds. The goal is visibility.

The full-color positive signature—our preferred variation—should always be staged against a white background.

In unique circumstances, it may be necessary to use the full-color reverse signature. This variation is only used against a black background.

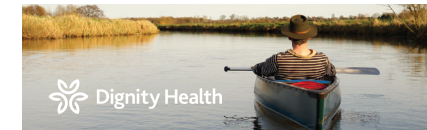
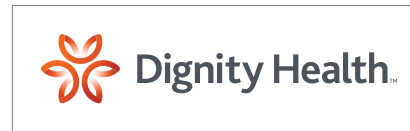
WHAT TO DO, AND WHAT NOT TO DO

From left to right:

- Do place the positive gradient signature on white backgrounds.
- Do place the reverse gradient signature on black backgrounds.
- Do place the solid reverse signature on colored backgrounds and unbusy areas of imagery that provide sufficient contrast.

- Don't place the positive variation on black backgrounds.
- Don't place any gradient signature against imagery of any kind.
- Don't place the positive signature on colored backgrounds.
- Don't place any signature on illustrations, patterns, or busy backgrounds.

Dos



Don'ts



Our signature | Incorrect use

Our signature is a unique expression of our brand. To properly strengthen and maintain its effectiveness, care must be taken to ensure correct and consistent use in every application.

Altering or redrawing the signature in any way weakens the power of the image and the message behind it.

Departments within Dignity Health may not create their own logos.

Some common signature misuses are shown here.

WHAT NOT TO DO

From left to right, top two rows:
Don't stretch, distort, or alter the signature.
Don't scale signature components individually.
Don't change signature colors.
Don't reposition signature components.
Don't add drop shadows or special effects.
Don't add outlines or other graphic elements.

From left to right, middle rows:
Don't use the emblem to create new signatures.
Don't use the emblem as a bullet point.

From left to right, bottom row:
Don't create new signatures or logos of any kind.

Signature misuse



Emblem misuse



Do not create new logos of any kind



Our signature | Department use

Department-specific logos are permitted when they are externally facing and provide a service to the customer. Internally facing departments within our organization may not have signature for tertiary logos.

Examples of department logos



Examples of department logos (not allowed)



Our signature | Vertical configuration

The vertical signature is allowed only in special circumstances and must be approved by Dignity Health Corporate Communications before using.

The same rules of restriction apply to vertical facility lockup configurations.

To obtain information, please email logo@dignityhealth.org.

CLEAR SPACE

The clear space is derived from x, which is measured by the cap height of the wordmark. Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. Clear space requirements are the same for all vertical color variations.

SIZING

The vertical signature can scaled up as large as you need, but it should never be used at sizes smaller than the recommended minimum shown here, which is based on the height of the symbol.

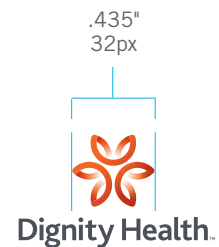
Vertical configuration



Clear space



Minimum size



Our signature | Use in social media

The following examples demonstrate the use of our brand elements in social media to create a consistent appearance across different social channels.

Note that the emblem is used alone in these applications. This is one of only a few instances where it's acceptable to use the emblem in this manner.

Use of the emblem on its own is allowed only in special circumstances. Permission must be obtained by Brand Marketing before using the emblem on its own in other applications.

Social media assets may be obtained at dignityhealth.org/brand.

Facebook



Twitter



Our signature | Lockup overview

A strategic decision has been made to present Dignity Health as the primary brand for all facilities. To obtain signatures, go to dignityhealth.org/brand.

Please contact Brand Marketing for all new logo requests.

<p>Dignity Health signature – PG 18</p> 	<p>Facilities – PG 28</p> 	<p>Urgent care – PG 32</p> 
<p>Medical foundation and groups – PG 31</p> 		<p>Philanthropic foundations – PG 34</p> 
<p>Clinics, home health, and outpatient facilities – PG 33</p> 		<p>Tertiary lockups (used for signage and apparel) – PG 35</p> 
<p>Specialties and services affiliated with multiple facilities – PG 38</p> 		<p>Multi-facility lockups (used for signage and apparel) – PG 41</p> 

Our signature | Facilities

All of our signature lockups must be treated with the same care and consistency as our master brand signature. Any facility that references the Dignity Health name also reflects our commitment to our mission and heritage.

For facilities, the lockup has three components: the emblem; the primary brand, which is Dignity Health; and the facility name.

These components have been carefully drawn and proportioned and must never be redrawn, altered, or distorted.

Regional signature—one line



Regional signature—two lines



Our signature | Facilities—clear space and sizing

Clear space

The clear space is derived from x, which is measured by the cap height of the Dignity Health wordmark.

Clear space should always be at least 1x on all sides of each lockup. Clear space requirements are the same for all color variations and configurations.

Sizing

For size requirements, refer to page 47.

When to drop the trademark symbol

Signage, websites, mobile applications, and promotional items don't need to use the trademark symbol. Also, when the lockup is used at minimum size, the trademark symbol is removed.

Clear space



Naming rules for facilities

Dignity Health is always in the primary position, followed by the facility name.

The combined name in our example is
Dignity Health – St. Mary’s Medical Center.

Note that when the facility is in text, we insert an en dash between “Dignity Health” and the facility name. (The en dash has a space on either side.) This helps us put a pause between the primary brand and the facility name. The pause is to remind everyone that the legal name of the facility has not changed. The en dash’s pause also mirrors how the combined name is read when it is in a lockup.

Use of names for print

On first use, the combined name is used. This is true even on collateral that includes the logo lockup. However, if the piece is short (such as an ad), the name may not need to be used at all. In that case, the logo lockup is usually sufficiently large and close enough to the copy that use of the name in text would be redundant.

After first use, the shortened “St. Mary’s Medical Center,” or simply “the medical center” is used.

Our signature | Medical foundation and groups

A large part of establishing the Dignity Health brand is ensuring we use it prominently and connect it to health care offerings beyond our facilities.

By using the industry-standard term “Medical Group,” we clearly communicate with our audiences and keep the primary brand-building efforts focused on Dignity Health, our primary brand.

Because the medical group is presented in association with a facility and we want the facility name to be clearly visible, “Dignity Health Medical Group” is the same size as the facility name.

For legal reasons, any medical group lockup in California must include the line “A Service of Dignity Health Medical Foundation.”

Medical foundation



Medical group



Our signature | Urgent care

A strategic decision has been made to present Dignity Health as the primary brand for all urgent care facilities.

It's important that urgent care facilities are immediately recognizable as such. That's why we use the descriptive term "Urgent Care" and why those words are as large as Dignity Health.

If a location must be used with the Urgent Care signature, please use the tertiary lockup configuration for placement of the city name. This lockup can only be used on signage and apparel.

It is important to note that there are detailed and specific regulatory requirements around naming these centers. Before undertaking any name or logo lockup change, please first work with corporate brand management and corporate legal counsel.

To obtain information, please email brand@dignityhealth.org.

Urgent Care signature—primary



Urgent Care signature—secondary



Our signature | Clinics, home health, and outpatient facilities

If legally permissible, clinics, home health, and outpatient facilities should use Dignity Health as the primary brand. The name of the clinic or home health facility uses a Dignity Health primary approach as shown in these examples. Our policy is not to include a location in these lockups.

It is important to note that there are detailed and specific regulatory requirements around naming these centers. Before undertaking any name or logo lockup change, please first work with corporate brand management and corporate legal counsel. To obtain information, please email brand@dignityhealth.org

ADDITIONAL FACILITIES

Facilities not listed above generally follow the same branding principles as clinics. If you have an instance of a facility that does not clearly fall into a category within these guidelines, please contact Brand Management.

Dignity Health primary approach



Our signature | Philanthropic foundations

As they are separate legal entities, all foundations will retain their existing names. Dignity Health is not used in the primary position, and consolidated philanthropic foundations are always led by the foundation name, followed by the endorsement line.

Foundation signature



Our signature | Tertiary lockups

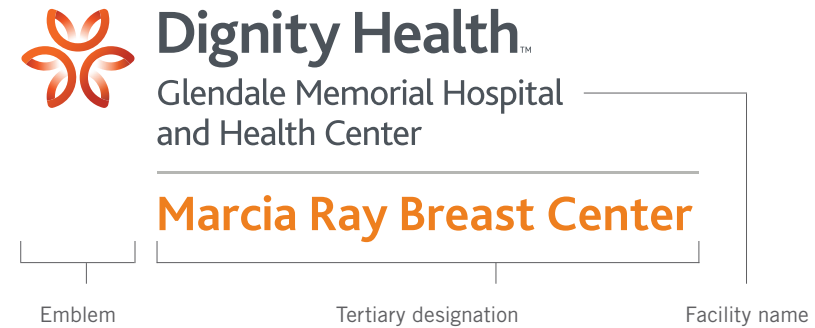
Tertiary lockups are used on signage and apparel only, for centers and externally facing departments that reside within a major facility. (The center or department is a third, or tertiary, piece of information within the lockup.)

The goal of all our lockups is to present a clear hierarchy of information. This helps our audience understand the context of the facility or service—and helps us grow awareness and understanding of the Dignity Health brand.

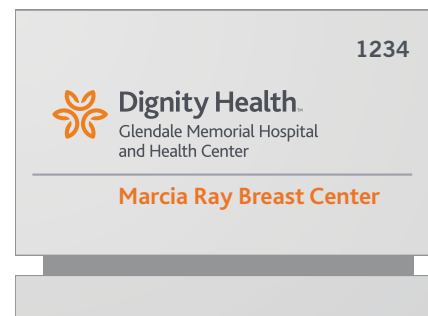
Tertiary lockup usage

Because tertiary lockups are often complex due to multiple lines of text, full tertiary lockups are only used for signage and apparel.

Tertiary lockups for signage and apparel only



Signage and apparel



Our signature | Tertiary naming

For centers and departments that reside within a major facility, the center or department name is always preceded by Dignity Health and the facility name. The name for the center or department itself is always descriptive.

We add a comma for readability, and the combined name in our example is Dignity Health—Glendale Memorial Hospital and Health Center, Marcia Ray Breast Center.

For a note regarding use of an en dash between “Dignity Health” and the facility name, please see page 30.

Use of names for print

On first use, only the facility name is used, and the facility-specific center or department is mentioned in the copy in a grammatically appropriate way. “Dignity Health” is not included, as it would create too many branding layers, and we want to focus the communication on the specialty or service. We are relying on the logo lockup to communicate the association with Dignity Health.

For example:

“You’ll love the new Marcia Ray Breast Center at Glendale Memorial Hospital and Health Center.”

Our signature | Tertiary applications

Stationery systems do not use tertiary lockups. Instead, these applications use the tertiary designation in text, as shown in the example at right.

Stationery

 **Dignity Health.**
St. Joseph's Hospital and Medical Center

Tertiary Designation
350 West Thomas Rd
Phoenix, AZ 85013
direct 602.426.3000
fax 602.424.4567
stjoseph-phx.org

Month Day, Year

Addressee's Name
Business Name
Street Address
City, State Zip Code

Dear Addressee,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat perfuno glorieta.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse chata molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod lobortis nisl ut aliquip euismod tincidunt.

Sincerely,



Sender's Name
Sender's Title

Siti

 **Dignity Health.**
St. Joseph's Hospital and Medical Center

Maria Gonzalez
Nurse Manager
m.gonzalez@stjosephs.org

Tertiary Designation
1420 South Central Ave
Glendale, CA 91204
glendalememorialhospital.org

direct 831.438.1254
mobile 831.438.6789
fax 831.438.5500

 **Dignity Health.**
Glendale Memorial Hospital and Health Center

Maria Gonzalez
Nurse Manager
Title Two
m.gonzalez@stjosephs.org

Tertiary Designation
1234 Market St
City, CA 91204

direct 831.438.1234
mobile 831.438.6789
fax 831.438.5500
other 831.438.6700

Mailing Address:
1555 Soquel Dr
Santa Cruz, CA 95065
stjosephs-phx.org

Our signature | Specialties and services affiliated with multiple facilities

Strategically, we want to build the Dignity Health brand. Toward that end, we have made the decision to use Dignity Health as the primary brand across our offerings. This also applies to specialties and services (including centers and institutes) that are affiliated with multiple facilities.

For multi-facility specialties and services that already have a strongly associated brand, we are keeping that brand, but it is secondary to Dignity Health.

Within the Dignity Health network, a few institutes and centers have the same name but are not affiliated with each other. In those cases, we use a geographical identifier following the name.

Specialties and services with associated brand



Specialties and services with associated brand and geographical identifier



Naming rules

For specialties and services affiliated with multiple facilities, the name is always led with Dignity Health followed by the specialty or service of the associated brand or geographic identifier.

The combined name in our example is Dignity Health—Heart & Vascular Institute of Greater Sacramento.

Please note that “of” is included before the geographic identifier in the written form of the name, but not in the lockup. This is for ease of reading.

For a note regarding use of an en dash between “Dignity Health” and the institute name, please see page 30.

Use of names for print

On first use, the combined name is used. This is true even on collateral that includes the logo lockup. However, if the piece is short (such as an ad), the name may not need to be used at all. In that case, the logo lockup is usually sufficiently large and close enough to the copy that use of the name in text would be redundant.

After first use, the shortened “Heart & Vascular Institute,” or simply “the institute,” is used.

Our signature | Answering phones

Naming rules

For specialties and services affiliated with multiple facilities, the name is always preceded by Dignity Health and followed by the specialty or service, and then the associated brand or geographic identifier.

The combined name in our example is Dignity Health – Heart & Vascular Institute of Greater Sacramento.

Answering a general call

Assume that the caller DOES NOT know they are in the Sacramento area and/or are calling a Sacramento-area phone number.

Hello! This is Dignity Health Heart and Vascular Institute of Greater Sacramento.
How may I help you?

Answering a transfer call

Hello! This is NAME in DEPARTMENT. How may I help you?

Our signature | Multi-facility stationery

Stationery systems do not use multi-facility lockups. Instead, these applications use the facility or service name in text, as shown in the example at right.

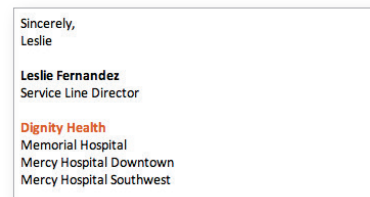
Multi-facility letterhead



Business card options



Multi-facility email signature options



Our signature | Multi-facility advertising

Communications such as advertising, collateral and web banners do not use multi-facility lockups.

The exhibits at right show different ways to use multiple facility or service names in text for print advertising and outdoor advertising. Note the placement of the facility or service names in text. Full multi-facility lockups are never used for advertising.

Print ad example

**Highly qualified.
Patient recommended.**

No matter how impressive our doctors' credentials are, you can have even more confidence in knowing they come recommended by the patients they serve. At Dignity Health Central Coast, many people are referred to our doctors by other patients.

Find a physician you'd recommend at dignityhealth.org/centralcoast or call 805.270.2513.

Hello humankindness™

 **Dignity Health.**

Amoy Grande Community Hospital | French Hospital Medical Center | Marian Regional Medical Center

OOH example

**ER kindness.
Stat.**

Hello humankindness™

Chandler Regional Medical Center | Mercy Gilbert Medical Center

 **Dignity Health.**

Our signature | Tagline artwork

Two versions of the campaign line are available as artwork: a one-line version and a stacked version. The one-line version is the preferred version, and you will see it more commonly used in most media. The stacked version has been provided as an alternate but is meant to be used only in cases where horizontal space is an issue. Each version is also available in white. The artwork should never be altered in any way.

These assets are available at dignityhealth.org/brand.

Primary lockup

Hello humankindness™

Secondary lockup

**Hello
humankindness™**

Our signature | Tagline artwork—incorrect usage

Don't change the position of the words

~~Hello
humankindness™~~

Don't change proportions

~~Hello
humankindness~~

Don't set in an alternate typeface

~~Hello
humankindness™~~

Don't create alternate versions of the line

~~Hola
humankindness~~

Don't create alternate versions of the line

~~Spread
humankindness~~

Don't break the word *humankindness*

~~Hello
human
kindness~~

Don't add a drop shadow

~~Hello
humankindness™~~

Don't convert to outlines

~~Hello
humankindness~~

Our signature | Tagline artwork—incorrect usage

The campaign line, *Hello humankindness*, is intended to act as a reminder of our purpose and mission. As such, it is best to reserve its use for work that communicates the bigger idea behind it (such as advertisements), where it can have maximum impact. Overuse will weaken the line's impact over time. It is recommended to use the *Hello humankindness* line sparingly for internal communications. The corporate office reserves the right to use it at their discretion.

Do use on advertising

Highly qualified. Patient recommended.

No matter how impressive a doctor's credentials may be, there's confidence in knowing they're also recommended by their patients. At Dignity Health Medical Group–North State, many people are referred to our doctors by other patients.

Find your new doctor at northstatemedicalgroup.org.

Hello humankindness



Don't use on internal brochures or signage

Medicine cures. Humanity heals.

In a few short minutes, you can help change health care at Dignity Health with the 2014 Physician Experience Survey.

Dedicated and compassionate physicians like you have shown us what health care can be when patients are treated like people first. Along with great medicine, it's our humanity that heals.

Our Physician Experience Survey is an important part of our effort to build a stronger, healthier world. By spending a few minutes of your time, you will be helping us deliver more humankindness to our patients.

No one sees our hospitals exactly the way you do. By completing the Dignity Health Physician Experience survey, you can be a catalyst for meaningful change.

So make your voice heard, and together we can make a difference for our patients and our community.

Opinions can inspire change. Please share yours at:

MyPhysicianExperience.org



 Dignity Health

Hello humankindness

Our signature | Sizing

Reference this chart for the correct minimum sizing for the Dignity Health logo and *Hello humankindness* lockup.



Full-page ad	.75"
Half-page ad	.50"
Transit ad	5"
Eco-poster	2'
Billboard	3'
Banner 300 x 250 & 728 x 90	40 pixels
Banner 1400 x 400	95 pixels
Full-page ad	2"
Half-page ad	2"
Transit ad	16"
Eco-poster	7'
Billboard	14'
Banner	165 pixels

Brand elements

Co-branding

Successful branding means occasionally working with partners to deliver a service. These are partners that either bring specific brand equity to an offer or service, or to whom we are lending our brand equity. These partnerships enable us to extend and increase our brand visibility.

This section defines some of the principles of how we successfully co-brand.

Please contact Brand Marketing for all new logo requests.

Co-branding | Partnerships

In a co-branding relationship where Dignity Health owns at least 51% of the partnership, our logo should always go above the partner logo. If multiple organizations are involved, our logo should be given prominence over others.

Some co-branding relationships are equal—or 50/50—as both brands bring the same amount of equity to the marketplace. When we are co-branding with a partner in such cases, the partner logo or signature shares equal stature with the Dignity Health signature and is visually the same size.

When we share less than 50% of the relationship, our logo should be placed on the right.

The Dignity Health signature is separated from the partner logo by a thin line as a mechanism for signaling partnership.

Shown on this and the following pages are the construction details for the different co-branding visual treatments.

Horizontal, Dignity Health led



Vertical, Dignity Health led



Co-branding | Partnerships

In the horizontal configuration, the left spot is considered the primary position. In this configuration, the spacing around the signature is 1.5x, with x being the cap height of the wordmark. The height of the 1pt. rule matches the clear space.

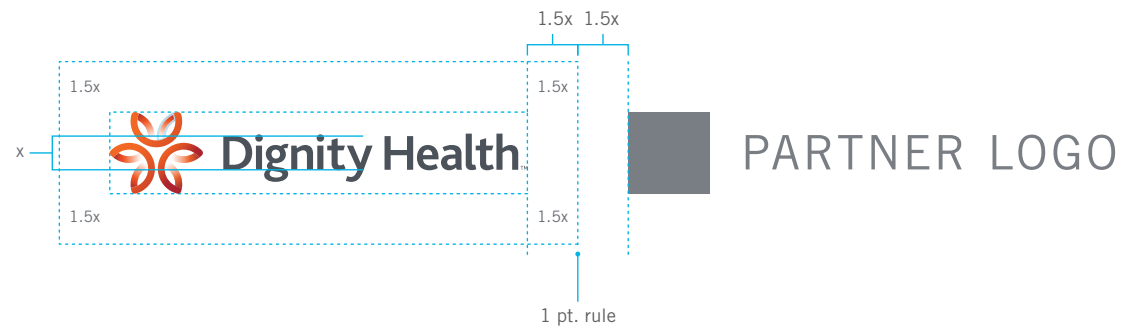
In the vertical version, the upper spot is considered the primary position. In this configuration, the spacing around the signature is 1x, with x being the cap height of the wordmark. The width of the 1 pt. rule matches the clear space.

The position of the Dignity Health signature in relation to the partner logo depends on the details of the partnership arrangement.

CO-BRANDING PREFERENCES

It's preferred that all co-branding scenarios be created using the horizontal Dignity Health signature, even in a vertical format, as shown in the lower exhibit.

Co-branding construction (horizontal)



Co-branding construction (vertical)

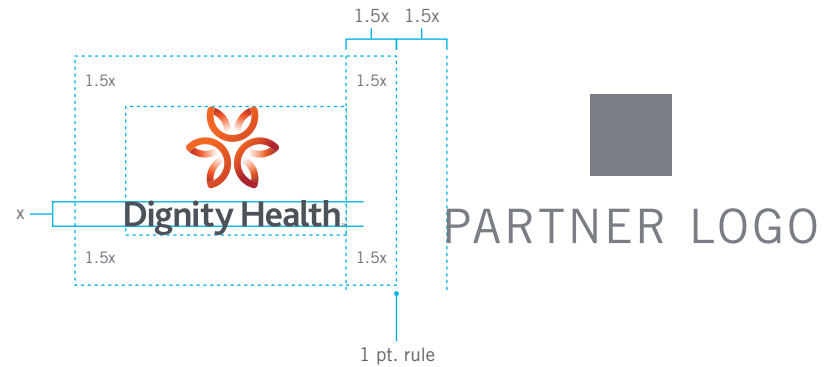


Co-branding | Partnerships

Occasions may arise that require the use of the vertical Dignity Health signature in a co-branding scenario. While this is not preferred, it is acceptable.

Construction details for creating these co-branded scenarios using the vertical Dignity Health signature are shown in these examples.

Co-branding construction (vertical signature)



Co-branding with vertical signature



Brand elements

Our colors

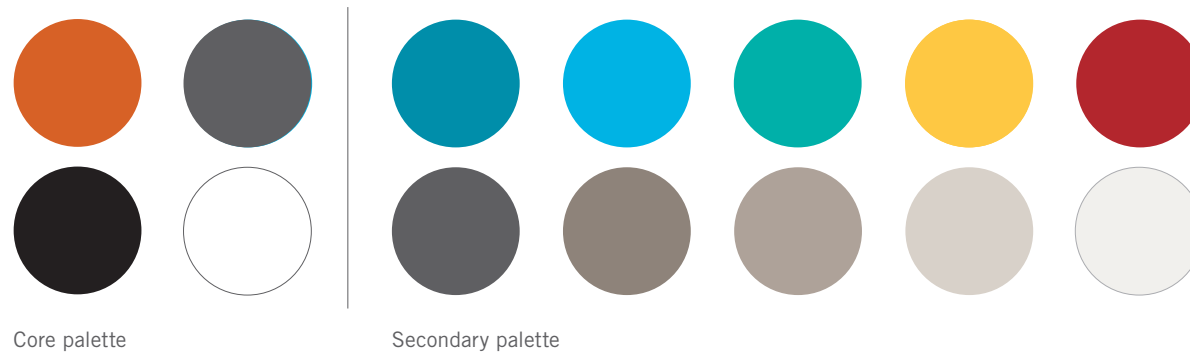
Color is one of the most powerful tools in creating a brand presence. It's a visual element that quickly identifies us and helps unify our brand identity system. It brings our brand to life and creates recognition among our audiences, both internal and external.

Even though Dignity Health Orange is our primary color, its impact is increased when accented by a complementary color. We have developed primary and secondary color palettes that work in conjunction with Dignity Health Orange.

Our colors | Using the brand color palette

Our color palette is contemporary, vibrant, and works universally across our design system. Dignity Health Orange is our primary color. It should be dominant on every piece of communication. The other colors in the core palette have been chosen to stand in contrast to the orange.

The secondary palette consists of 10 additional colors which can be used on larger pieces of communication (for example, a multi-page newsletter) to help provide visual interest.



Our colors | Specifications

All colors in the Dignity Health color palettes have precise color references, shown in the specifications chart on this page. Always use the exact color values listed that correspond to the medium being employed.















When printing a PMS color on uncoated stock, match color to the coated version of the PMS color.

Don't use color references or values from files that have been converted automatically between color modes.

Some software programs don't always make color conversions that are equal to the specific color values listed in the palette specifications. Slight variances in color may occur when printed through different processes or reproduced in different media.

PANTONE COLORS

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

		PANTONE COATED/UNCOATED	CMYK	RGB (FOR ON-SCREEN USE)	HEX	
CORE		Dignity Health Orange	717C	0 / 65 / 100 / 5	237 / 116 / 32	#ED7420
		Black	PANTONE Process	0 / 0 / 0 / 100	0 / 0 / 0	#000000
		Dignity Health Gray	425C	47 / 30 / 30 / 60	72 / 75 / 77	#484B4D
		White	n/a	00 / 00 / 00 / 00	255 / 255 / 255	#FFFFFF
SECONDARY		Dark Blue	3135C	100 / 0 / 25 / 10	9 / 114 / 136	#097288
		Blue	306C	73 / 0 / 3 / 0	0 / 188 / 231	#00BCE7
		Green	326C	79 / 0 / 35 / 0	0 / 181 / 175	#00B5AF
		Yellow	1225C	0 / 16 / 70 / 0	255 / 207 / 82	#FFCF52
		Red	1805C	5 / 96 / 80 / 22	170 / 39 / 47	#AA272F
		Medium Gray	424C	26 / 15 / 15 / 55	98 / 101 / 103	#626567
		Dark Warm Gray	Warm Gray 8C	10 / 16 / 20 / 43	139 / 128 / 120	#8B8078
		Medium Warm Gray	Warm Gray 5C	8 / 11 / 15 / 29	176 / 169 / 161	#B0A9A1
		Light Warm Gray	Warm Gray 1C	3 / 3 / 6 / 7	227 / 225 / 220	#E3E1DC
		Khaki	n/a	2 / 2 / 4 / 3	241 / 238 / 235	#F1EEEE

Brand elements

Our typography

Our typography | Overview

Typography is an important component of our identity system. Used consistently, typography reinforces our brand's recognition and visual style. Along with the signature, it serves as an anchor for our brand.

This section is a detailed reminder of how best to use our typography to achieve consistency, clarity, and simplicity.

Our typography | Our typographic family

Trade Gothic LT Std is the primary typeface for Dignity Health.

Trade Gothic LT Std is sans serif, which makes it more approachable, democratic, modern, and free of the classic associations of a serif typeface.

Its boldness makes it appear confident, clear, legible, and able to deliver strong hits of color, especially when used in larger headline sizes.

Marketing materials like product brochures should lead with Trade Gothic LT Std for headlines and Lyon Text Regular for long-form body copy.

For detailed specifications on which Trade Gothic LT Std weight should be used and when, see the specific guidelines for each project.

Trade Gothic LT Std family

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Trade Gothic LT Std Light
Trade Gothic LT Std Light Oblique
Trade Gothic LT Std Regular
Trade Gothic LT Std Oblique
Trade Gothic LT Std Bold 2
Trade Gothic LT Std Bold 2 Oblique

Lyon family

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Lyon Text Regular
Lyon Text Regular Italic
Lyon Text Semibold
Lyon Text Semibold Italic

Our typography | Typefaces

Marketing materials: product brochures

Headlines

Trade Gothic LT Std Light—Roman and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqr
1234567890

Subheads

Trade Gothic LT Std Bold 2—Roman and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqr
1234567890

Short-form body copy (primary)

Trade Gothic LT Std Light—Roman and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqr
1234567890

Long-form body copy (primary)

Lyon Text—Regular, Italic and Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqr
1234567890

Advertising: print, OOH, and signage

Headlines and Subheads

Trade Gothic LT Std Bold 2—Roman and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqr
1234567890

Short-form body copy (primary)

Trade Gothic LT Std Light—Roman and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqr
1234567890

Short-form body copy (alternate)

Trade Gothic LT Std Regular—Roman and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqr
1234567890

Above is a quick general reference for which typeface is appropriate for various settings. Typesetting specifications for headlines start on page 62. Body copy specifications are on pages 67—68.

Our typography | Secondary / substitute typefaces

Our secondary / substitute typefaces are used for internal documents and instances when it's not possible to use our primary fonts for external-facing materials.

Arial is our substitute typeface. Use it only when it's not possible to use Trade Gothic. For example, Arial should be used for all sans serif text in Microsoft® Word documents—such as faxes and memos.

Times New Roman is our substitute serif typeface. Use it only when it's not possible to use Lyon or Lyon Text. For example, Times New Roman should be used for all serif text in Microsoft Word documents—such as letters, memos, and press releases—to ensure consistency when distributing files across workstations and platforms.

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Times New Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

Our typography | Headline leading

The typographic look of our headlines is a signature part of the Dignity Health marketing campaign. A key aspect of the look is the leading between the lines.

The correct leading can be determined using the formula below.

Formula

$$\frac{\text{Point size}}{1.16} = \text{Leading}$$

Formula applied

72 pt. — Kindness
62 pt. leading is a gift
we give
ourselves.

Our typography | Headline leading adjustments (increasing leading)

There are instances when additional adjustments to the headline leading are necessary. When ascenders and descenders are crowded or touching, leading must be added to that line so that it visually appears to have the same leading as the other lines.

Leading per formula

Kindness
is a gift
we give
ourselves.

Leading adjusted

Kindness
is a gift
* → we give
ourselves.

* More leading is applied between these two lines

Our typography | Headline leading adjustments (decreasing leading)

There are also instances when the leading of a line needs to be decreased so it visually matches the other lines. In this example, there are no descenders in the second line and no ascenders in the third line, making the space appear too open between them. Decreasing the leading between these lines corrects this.

Leading per formula

When
we listen,
we are
free.

Leading adjusted

When
we listen.
* → we are
tree.

*Less leading is applied between these two lines

Our typography | Avoiding headline problems

Due to the tight leading of the campaign headlines, there are occasionally instances when ascenders and descenders from two lines touch. The best way to solve this problem is to try a different line break, as shown below.

Problem

Good for the
earth, good for
our patients.



*Ascenders and descenders are touching

Solution

Good for
the earth,
good for our
patients.

Our typography | Headline kerning and word spacing

Other signature aspects of Dignity Health headlines are the tight kerning and word spacing. The specifications (below right) will create the correct appearance when applied. Please note that individual adjustments may be required to keep letters from touching and to keep letters and/or words from being too far apart.

Default Adobe InDesign kerning



Kindness
is a gift
we give
ourselves.

- Default kerning: "Metrics"
- Default tracking: 0
- No manual kerning applied

Correct kerning



Kindness
is a gift
we give
ourselves.

- Kerning: "Metrics"
- Tracking: -50
- Word spacing: -50
- Manual kerning applied

Our typography | Short-form body copy

Short-form body copy is used in advertisements and situations where a short piece of explanatory copy is needed. There will be times when you will need to use body copy in an ad or other short-form document. Follow the guidelines below to help you format it properly.

Font:

Trade Gothic LT Std Light, sentence case

Point size and leading minimum:

12/16

Kerning and tracking:

Set overall kerning to “optical” with 0 tracking

Word spacing:

0

Alignment:

Body copy is set flush left

Color:

Pantone 425C, or equivalent in CMYK or RGB deliverables

Highly qualified. Patient recommended.

No matter how impressive a doctor's credentials may be, there's confidence in knowing they're also recommended by their patients. At Dignity Health Medical Group–North State, many people are referred to our doctors by other patients.

Find your new doctor at northstatemedicalgroup.org.

Hello humankindness™



Our typography | Long-form body copy

Long-form body copy typically shows up in newsletters and multi-page documents. In cases where you have considerable body copy, these guidelines will help you format it properly.

Font:

Lyon Regular

Point size and leading minimum:

12/16

Alignment:

Body copy is set flush left

Color:

Pantone 425C, or equivalent in CMYK or RGB deliverables

Tracking

Don't use wide or extremely tight tracking for text. It's preferred that tracking be set to zero. However, it's acceptable to manually track specific lines of text for copyfitting purposes.

Use tabular lining for numerals

This option can be found in the InDesign Type Palette. Click the downward-facing arrow in the upper right corner of the Type palette and scroll to OpenType > Tabular Lining in the drop-down menu.

Tracking—Numerals

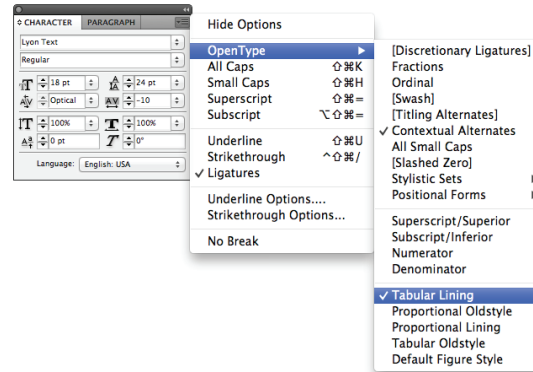
Correct: tracking set to zero with line-by-line manual tracking as needed

We're right where you need us.

We provide quality, compassionate health care at more than 40 hospitals and care centers that are serving communities across California, Arizona and Nevada every minute of every day. And while not everyone may live near a major medical facility,

Correct: numerals using tabular lining

1234567890



Incorrect: tracking too tight

We're right where you need us.

We provide quality, compassionate health care at more than 40 hospitals and care centers that are serving communities across California, Arizona and Nevada every minute of every day. And while not everyone may live near a major medical facility, Dignity Health is making health care more accessible

Incorrect: old-style numerals

1234567890

Our typography | Typography principles

Text-heavy documents should be well organized and use white space generously, allowing the reader's eye to scan and flow through the material easily.

Here are a few additional guiding principles to follow when setting type in communications:

- Use only our approved typefaces.
- Trade Gothic LT Std for headlines and subheads.
- Use Lyon Text for long-form body copy.
- Set text primarily flush left.
- Set headlines in sentence case.
- Use only colors from our palettes.
- Use text color, size, and weight to establish a typographic hierarchy and prioritize information.
- Don't rotate or angle text.
- Use the established point sizes found in the template style sheets.

Title Here Subtitle Here

Page title:
Trade Gothic LT Std Bold 2

Intro:
Trade Gothic LT Std Light

Body copy:
Lyon Text Regular

Subhead:
Trade Gothic LT Std Bold 2

Running footer/folio:
Lyon Text Regular Italic
Lyon Text Regular

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut ex ea commodo consequat.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Nam liber tempor cum soluta

Nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum.

dignityhealth.org 4

Our typography | Typography hierarchy

Using only a few different text sizes, colors, and weights in your communications helps establish a typographic hierarchy, aiding its readability and clarity.

Too many different point sizes, colors, and weights make it hard for the reader to distinguish information. Layouts should be kept clean and simple.

Primarily, headlines are set in Dignity Health Orange or PMS 425. Colors from the secondary palette can be used in sidebars and callout boxes, where noted. Do not use secondary colors in headlines.

Using size and weights

Different point sizes / same weights
20 pt. / 12 pt. Trade Gothic LT Std Light

Lorem ipsum dolor sit

Lorem ipsum dolor sitditia porrovi tio nsecabore occusan temqui initaemnie nih iciistrum quatur re moluptatios or aut mint voloresedis magnit.

Same point size / different weights
12 pt. / 16 pt. Trade Gothic LT Std Bold 2 / Trade Gothic LT Std

Lorem ipsum dolor sitditia porrovi tio

nsecabore occusan temqui initaemnie nih iciistrum quatur re moluptatios molor aut mint voloresedis magnit.

Incorrect: Too many different styles, weights, and point sizes

Lorem ipsum dolor sit

- Lorem ipsum dolor sit
- **Lorem ipsum dolor sit**
- Lorem ipsum dolor sit

Using color

Color headline / gray body copy

Lorem ipsum dolor sit

Lorem ipsum dolor sitditia porrovi tio nsecabore occusan temqui initaemnie nih iciistrum quatur re moluptatios or aut mint voloresedis magnit.

Incorrect: Uses color from the secondary palette for headline

Lorem ipsum dolor sit

Lorem ipsum dolor sitditia porrovi tio nsecabore occusan temqui initaemnie nih iciistrum quatur re moluptatios or aut mint voloresedis magnit.

Our typography | Typography scale

For clarity and efficiency, our typography system uses a precise series of type and leading specifications. These specifications, included as style sheets in the templates we've created, provide an ample range of text and leading options based on the application size. The templates' common fonts and sizes create visual unity, allowing you to focus on *what* to communicate, rather than *how* to communicate.

For copy-heavy documents, we recommend that all type align left to ensure visual consistency.

LEADING

Leading is generally set between 84% to 130% of the point size (or 1 to 4 points higher). The smaller the point size, the larger the leading; the larger the point size, the tighter the leading.

CAPTIONS

Set captions in Trade Gothic LT Std Light to keep them easy to read.

Text and leading

Long-form body: Trade Gothic LT Std Light 12 pt. /
Leading 16.2 pt. / **135%**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam euismod purus eget velit lobortis viverra. Ut semper interdum urna nec finibus blandit.

Intro: Trade Gothic LT Std Light 16 pt. /
Leading 20 pt. / **125%**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam euismod purus velit ipsum dolor.

Headline: Trade Gothic LT Std Bold 2 27 pt. /
Leading 23 pt. / **86%**

**Lorem ipsum
dolor sit amet
consectetur
adipiscing elit.**

Short-form body: Lyon Text Regular 12 pt. /
Leading 16.2 pt. / **135%**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam euismod purus eget velit lobortis viverra. Ut interdum urna nec finibus blandit.

Intro: Trade Gothic LT Std Light 16 pt. /
Leading 20 pt. / **125%**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam euismod purus velit ipsum dolor.

Headline: Trade Gothic LT Std Light 27 pt. /
Leading 23 pt. / **86%**

**Lorem ipsum
dolor sit amet
consectetur
adipiscing elit.**

Our typography | Incorrect use

Shown on this page are a few things you shouldn't do with typography.

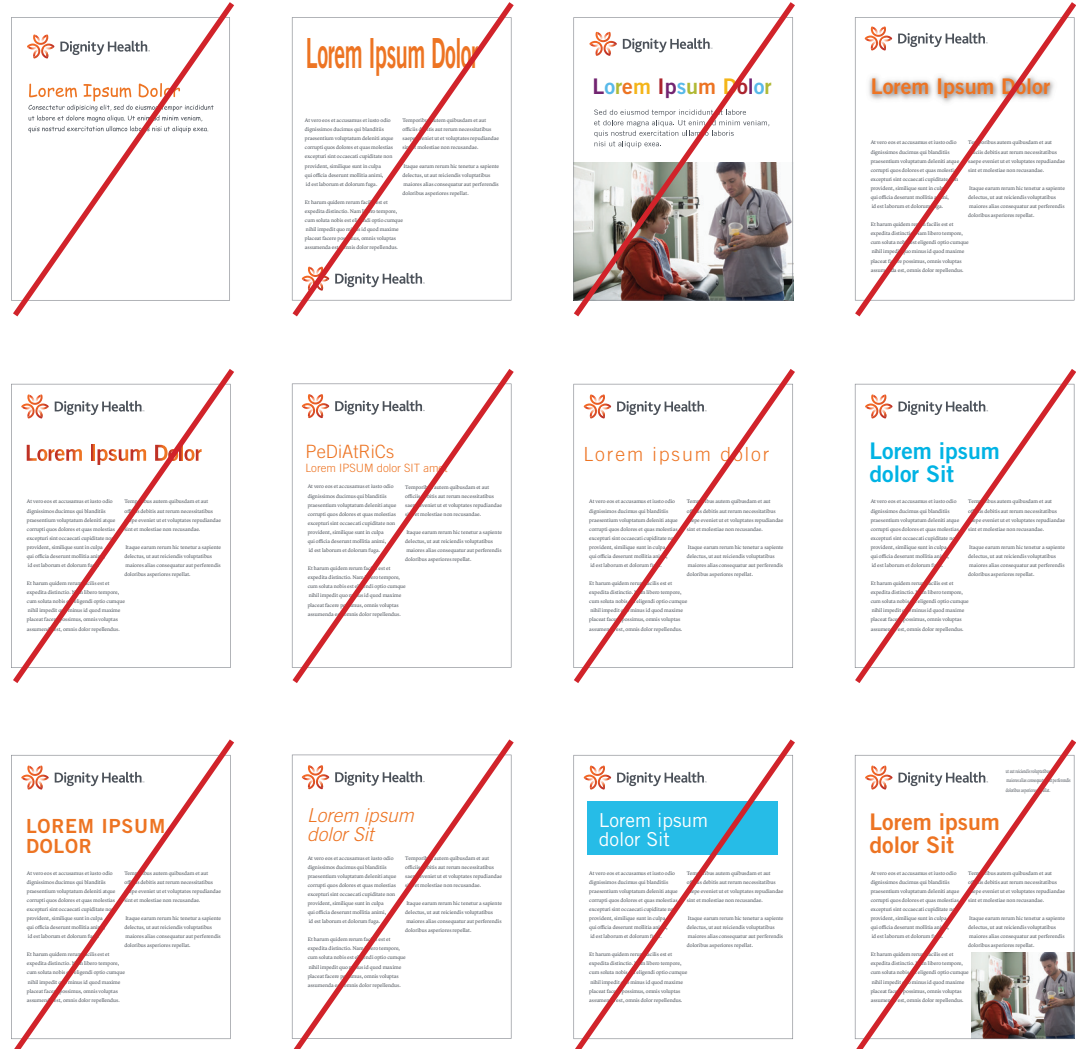
WHAT NOT TO DO

From left to right, top row:
 Don't use fonts outside our design system.
 Don't stretch or distort text.
 Don't use multi-colored text.
 Don't use drop shadows or special effects.

From left to right, middle row:
 Don't use gradients.
 Don't mix lowercase and all caps.
 Don't use wide or tight tracking; set tracking to 0.
 Don't set headlines in colors from the secondary palette.

From left to right, bottom row:
 Don't set headlines in all caps; set heads in sentence case.
 Don't set headlines in italics.
 Don't put headlines in boxes.
 Don't overcrowd pages with text; leave breathing room.

Type misuse



Brand elements

Our imagery

If a picture is worth a thousand words, then our imagery must be carefully selected to convey the right message.

Our imagery should always depict real people in real environments. Never contrived or cliché, images should be warm and human, capturing genuine connections and real moments in the lives of our caregivers, employees, and patients alike.

Our imagery | Photography

Our photography style is editorial and documentary in nature. It's authentic and captures the human spirit and its connections. Images should not feel posed or staged and should capture engaging moments that are honest, compassionate, and inviting.

The images should have natural light and be simple compositions that are free from clutter. Avoid medical images that are technical in nature or feel cold or sterile. Whether medical or lifestyle, people should appear engaged and natural. Photos should be of the highest quality and professionally shot.



Our imagery | Incorrect use

Just as there are correct ways to represent our photography style, there are as many ways to misuse it.

To ensure a clear representation of our photographic style, follow the guidelines discussed in this section.

Shown here are examples of unacceptable photography use.

WHAT'S WRONG WITH THESE IMAGES?

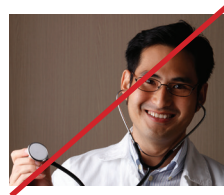
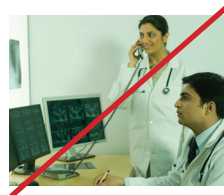
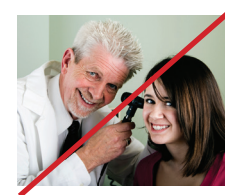
From left to right, top row:
Dated, awkward, and too dark
Too playful and staged
Too staged/fake
Too staged/fake

From left to right, second row:
Artificial and cold lighting
Too dark, oppressive
Background is too white and disappears
Too posed, lacks background

From left to right, third row:
Too staged, lacks context
Too technical and gory or scary
Too negative and somber
Blurred focus, bad/artificial lighting

From left to right, bottom row:
Not uplifting, patient appears concerned
Artificial or special effects, lacks context
Microsoft clip art
Microsoft clip art

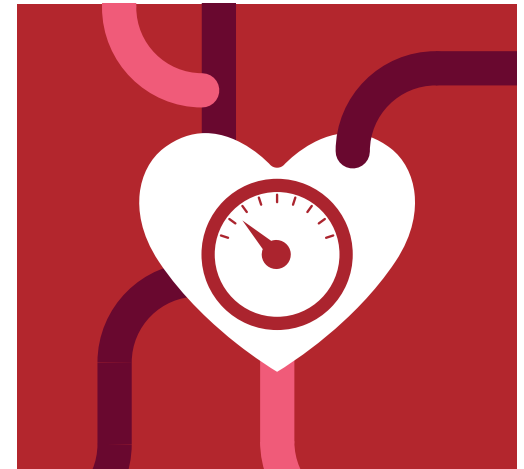
Imagery misuse



Our imagery | Illustrations

Illustrations are equally important in our look and feel. They are intended to be used in secondary applications, such as brochures and newsletters. They must complement our graphics and utilize our color palettes.

Illustrations should be simple, emphasizing the purpose of the piece they're in. If you find yourself in need of an illustration, please consult your regional marketing representative to see what's available.



Our imagery | Service-line icons

A set of icons has been developed for use on product brochures. The intent of the icons is to help patients differentiate between service lines when brochures are displayed together. At this time, the use of these icons is limited to the product brochures, and they should not be altered.



General health



Cardiac



Orthopedics



Emergency



Oncology



Maternity



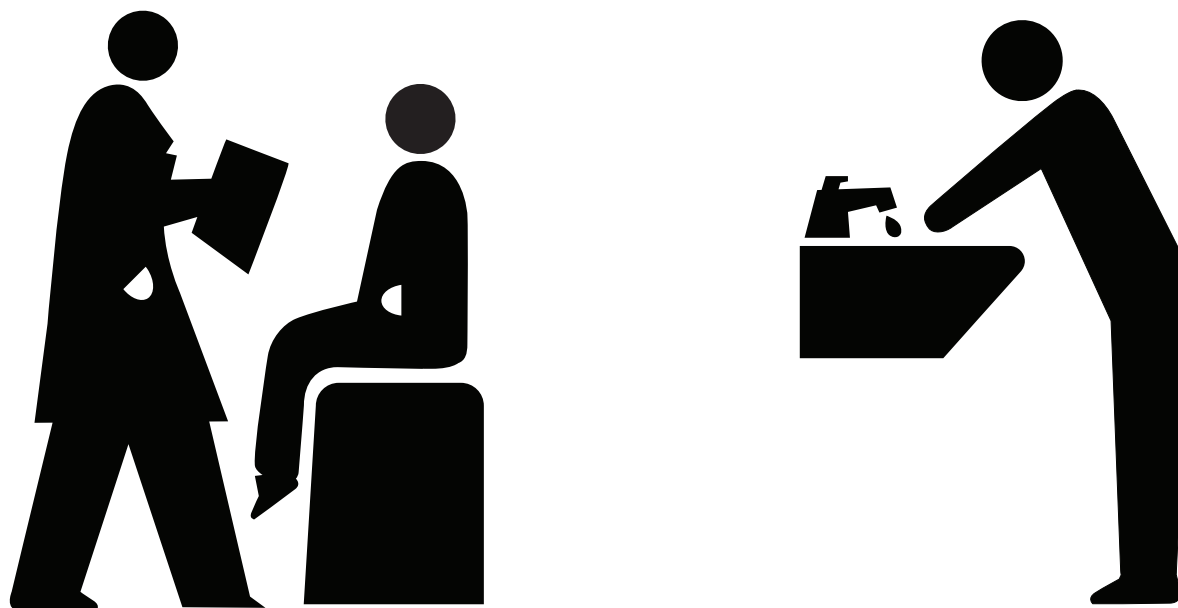
Women's health



Neurology

Our imagery | Infographics

We recognize there is a need for imagery to develop infographics and other signage. We are currently developing a library of those assets. Please contact your service area marketing lead for more information.



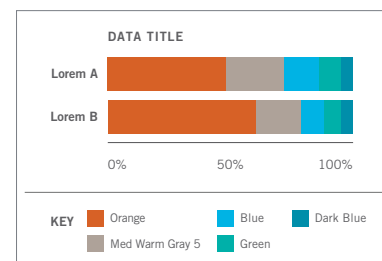
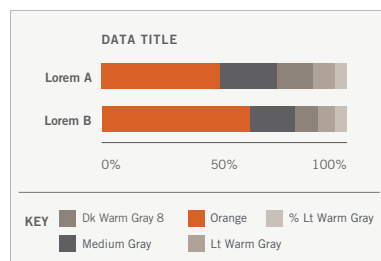
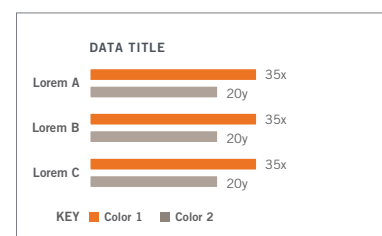
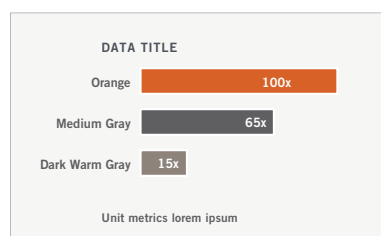
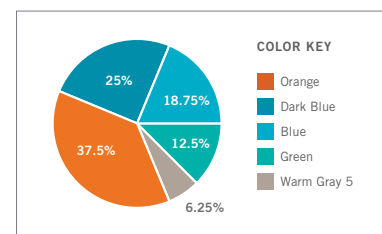
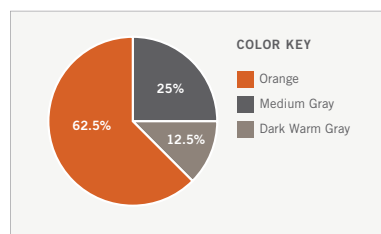
Our imagery | Charts and graphs

We use charts and graphs to relay complex information visually. They should not only be clear, organized, and easy to grasp, but they should also help reinforce our brand.

This means that information graphics should be created using the same color pairings, fonts, and design principles we use in all of our applications. Text styles are taken directly from maps.

Follow these directives when creating information graphics:

- Charts can be styled as 1 or 2 columns; smaller charts are 1 column wide; larger charts are 2 columns wide.
- Set primary and secondary text at 7 pt.
- Set tertiary text at 6.5 pt.
- Charts can be styled with or without a background tint; background tint is 60% of the color Khaki.
- Use only colors from our palettes for information graphics.
- Colors should match or complement those used in your layout.
- Tints may be used for information graphics.



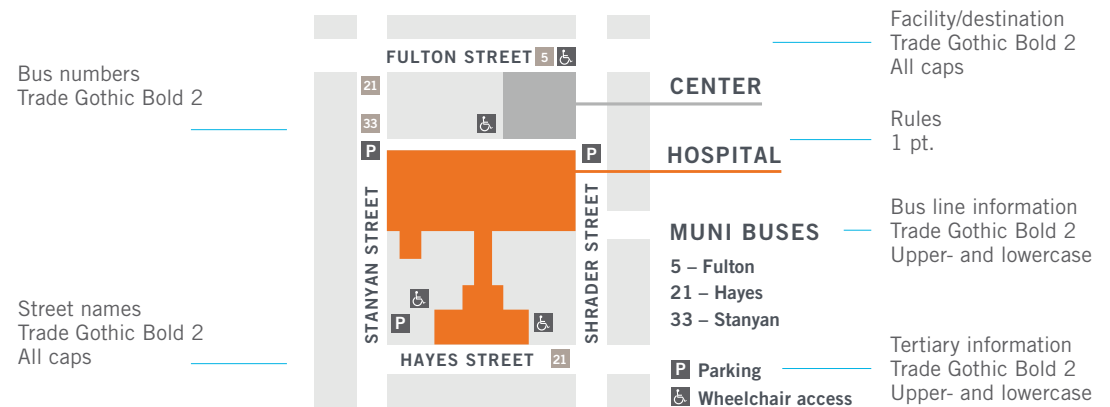
Our imagery | Maps

While maps may seem inconsequential, they are another opportunity to extend our look and feel.

Maps use the same color palettes, fonts, and design principles as our system. They should be clean and simple, offering basic transit and destination information.

Map colors should be complementary and never clash or vibrate.

The exhibit on this page represents a typical map. Trade Gothic LT Std is used for all map text, and rules are always 1 pt.



USE LOOSE TRACKING FOR MAP TEXT

Maps should use fairly loose text tracking for street names and destination text. In the example at right, we've set tracking to 65 for the street names and 58 for facility/destinations. Text tracking for tertiary information is set to 0, in uppercase and lowercase letters.

Advertising:

**Talking to the
world at large**

The following guidelines are designed to help ensure visual consistency across the Dignity Health brand. The examples shown on the following pages cover a range of sizes and proportions across our primary media types. While you will likely encounter size variations and asset alterations, we hope you can find a relevant example in this document to guide you. Most importantly, please respect the proportions of elements in relation to one another, regardless of the media dimensions being accommodated.

In an effort to preserve a cohesive brand identity, the contents in this section that pertain to our visual style are intended for use only by professional designers and our partner agencies, using the latest version of Adobe Creative Suite. Non-designers should contact their communications leads before creating these applications on their own.

Advertising | Brand—full-page ad

Our advertising in its simplest form consists of a headline, body copy, the Dignity Health logo, and the Hello humankindness lockup. We typically use these ads to address influencers in the health care industry. In these instances, full-page print ads allow the headline to take center stage. When producing on this scale, it is important to heed several signature mainstays in order to ensure consistency with the Dignity Health brand. Type size and proportions are important.

The headline is always set in Dignity 4C Orange. The mix is OC/60M/100Y/3K. Tracking is set at -50; and in addition to individual letter kerning, the space between each word should be set at -50. The size of the headline in this example is 93 pt., Trade Gothic LT Std Bold 2.

The spacing between the image, headline, body copy, and Hello humankindness logo should be equal.

Our logo should always be placed in the bottom left corner in a vertical layout. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements.

For a full-page ad, the width of the flower should never be more than .75". In this case, the flower is set at .5".

11.5" x 21"

Can our humanity save humanity?

It's a human truth: tragedy brings us together. After an earthquake or flood, we forget our incidental differences and act for each other in ways we don't on a day-to-day basis. Our skin color, gender, sexual orientation, and politics fall to the wayside. Our reflex to care kicks in and becomes unstoppable. But can we come together without a crisis?

Every day in our communities, research validates what we've all intuitively felt: simple humankindness—real, genuine connection—heals us from the inside out. Even those who care for our patients have noticed the health benefits circling back. And we each carry this power.

What if each of us could reach out in our own lives to help someone new? To offer a meal, or a shoulder? What would happen on a larger scale? How many of us would it take to turn the tide?

So I ask you, as I ask myself, our entire organization, and community leaders—could we actually change the world? This is bigger than health care. So let's unite and see what our collective humankindness can do.

Let's try. It would be inhuman not to.



David H. Green
David H. Green
Executive Vice President of Dignity Health

Hello humankindness



Learn more at dignityhealth.org.

The body copy is always 80% black, set in Trade Gothic LT Std Light at 18 pt.

The Hello humankindness logo should not be wider than 2".

Advertising | Brand—full-page ad with list and legal

There will be times when you will have only a headline to carry the idea. In these instances, full-page print ads allow the headline to take center stage. When producing on this scale, it is important to heed several signature mainstays in order to ensure consistency with the Dignity Health brand. Type size and proportions are important.

9.6" x 11.55"

The headline is always set in Dignity 4C Orange. The mix is OC/60M/100Y/3K. Tracking is set at -50; and in addition to individual letter kerning, the space between each word should be set at -50. The size of the headline in this example is 91 pt., Trade Gothic LT Std Bold 2.

The spacing between the headline, body copy, and Hello humankindness logo should be equal. In the case of a headline with descender(s), the spacing should be visually equal, as shown here.

Our logo should always be placed in the bottom left corner in a vertical layout. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements.

For a full-page ad, the width of the flower should never be more than .75".

The body copy is always 80% black, set in Trade Gothic LT Std Light at 12 pt.

Em dash characters should be set to 75% horizontal scale in the character dialog menu.

If the copy contains a list, the title of the list should be set in Trade Gothic LT Std Bold 2.

Physician or location/address lists should be a couple of point sizes smaller than the main body copy.

The URL should be set in Trade Gothic LT Std Bold 2.

The Hello humankindness logo should not be wider than 2".

Legal copy should be set in Trade Gothic LT Std Light and never smaller than 6 pt.


At Dignity Health, we don't just search for doctors who are experts in their fields—we search for the kinds of doctors who we want to build long-term relationships with as people. Maybe that's why our patients stay with their doctors longer than average.

Our family of affiliated physicians includes:

- Hill Physicians Medical Group
- Mercy Medical Group
- Woodland Clinic Medical Group

Find your new physician at dignityhealth.org/doctor.

Hello humankindness™

 **Dignity Health.**

*On average, 40% of consumers change providers or select a new provider every two years. Source: Market Strategies International

9.875" x 21"

The headline is always set in Dignity 4C Orange. The mix is OC/60M/100Y/3K. Tracking is set at -50; and in addition to individual letter kerning, the space between each word should be set at -50. The size of the headline in this example is 93 pt., Trade Gothic LT Std Bold 2.

The spacing between the image, headline, body copy, and Hello humankindness logo should be equal.

Our logo should always be placed in the bottom left corner in a vertical layout. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements.

For a full-page ad, the width of the flower should never be more than .75". In this case, the flower is set at .5".

**“It’s all
worth it when:
someone lives,
someone is born,
someone is
truly helped.”**

— Jessie Larsen, RN

To all the nurses at Dignity Health, we know it isn't easy.
Thanks for doing us proud. **Happy Nurses Week.**

Hello humankindness



Dignity Health Medical Foundation | Mercy Medical Center Mt. Shasta | Mercy Medical Center Redding | St. Elizabeth Community Hospital

The body copy is always 80% black, set in Trade Gothic LT Std Light at 18 pt. The phone number should be set in Trade Gothic LT Std Bold 2, excluding the period.

The Hello humankindness logo should not be wider than 2".

Locations copy line set in Trade Gothic LT Std Light at 10 pt.

8.875" x 11.375"

The space between the headline and the subhead is 75% of the space between the subhead, body copy, and Hello humankindness logo. In this case, the space between the headline and subhead is 85%, because the "p" in "champion" would appear too close to the subhead at 75%.

The spacing between the subhead, body copy, and Hello humankindness logo should be equal. In the case of a headline with descender(s), the spacing should be visually equal, as shown here.

Our logo should always be placed in the bottom left corner in a vertical layout. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements.

For a full-page ad, the width of the flower should never be more than .75".

Even champions need a champion.

Ask us about our cancer Patient Navigators.

They'll guide you through every step of treatment, from paperwork to scheduling to the emotions that come with a diagnosis. So you can focus on healing and continuing to live life to the fullest.

To learn more, call xxx.xxx.xxxx.

Hello humankindness™



Dignity Health
Mercy & Memorial Hospitals

The headline is always set in Dignity 4C Orange. The mix is OC/60M/100Y/3K. Tracking is set at -50; and in addition to individual letter kerning, the space between each word should be set at -50. The size of the headline in this example is 87 pt., Trade Gothic LT Std Bold 2.

Similar to the headline, the subhead is always set in Dignity 4C Orange. It is always smaller than the headline and is set in Trade Gothic LT Std Bold 2.

The body copy is always 80% black, set in Trade Gothic Std Light at 12 pt. The phone number should be set in Trade Gothic LT Std Bold 2, excluding the period.

The Hello humankindness logo should not be wider than 2".

Advertising | Regional—full-page ad with full image

When the subject matter requires photography that shows context and environment, the imagery must feel real and candid. Aim to show moments of humanity captured in a natural, unfettered way. Images should be selected based on human connection and photographic quality. Avoid cliché health care and lifestyle imagery when using stock photography sites, as these images can often feel overly stylized, posed, or artificially lit. If the image feels too generic or disconnected from the message, or if it gives the impression we are bragging, it's probably not right.

The headline is always set in Dignity 4C Orange. The mix is OC/60M/100Y/3K. Tracking is set at -50; and in addition to individual letter kerning, the space between each word should be set at -50. The size of the headline in this example is 45 pt., Trade Gothic LT Std Bold 2.

The spacing between the image, headline, body copy, and Hello humankindness logo should be equal.

Our logo should always be placed in the bottom left corner in a vertical layout. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements.

For a full-page ad, the width of the flower should never be more than .75". In this case, the flower is set at .5".

8.25" x 10.75"



The image should be placed in the upper right hand corner.

**Big-city
cancer care.
Close to home.**

Humankindness. It means bringing you the highest quality cancer treatment at Dignity Health Mercy UC Davis Cancer Center. From diagnosis to treatment, having a community that supports you is just as important as having the best health care possible. With chemo-certified nurses and skilled doctors, our university-based resources are at your service. To learn more, find a doctor, or explore our services, visit mercymercedcares.org.

The body copy is always 80% black, set in Trade Gothic LT Std Light at 12 pt. The URL should be set in Trade Gothic Std Bold 2, excluding the period.

Hello humankindness

The Hello humankindness logo should not be wider than 2".



8.25" x 10.75"



The image should be placed in the upper right corner.

The headline is always set in Dignity 4C Orange. The mix is OC/60M/100Y/3K. Tracking is set at -50; and in addition to individual letter kerning, the space between each word should be set at -50. The size of the headline in this example is 45 pt., Trade Gothic LT Std Bold 2.

The spacing between the image, headline, body copy, and Hello humankindness logo should be equal.

Reconstructive surgeons who really listen.

Our surgeons are here to help you look (and feel) your best. They perform a variety of procedures, such as facial, hand, and post-mastectomy breast reconstruction. Achieve the most natural look possible with highly trained, board-certified plastic and reconstructive surgeons.

Call **831.464.8880** to schedule a consultation.

The body copy is always 80% black, set in Trade Gothic LT Std Light at 12 pt. The phone number should be set in Trade Gothic LT Std Bold 2, excluding the period.

Hello humankindness

The Hello humankindness logo should not be wider than 2".

Our logo should always be placed in the bottom left corner in a vertical layout. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements.

For a full-page ad, the width of the flower should never be more than .75". In this case, the flower is set at .5".



**Dignity Health Medical Group.
Dominican**

A Service of Dignity Health Medical Foundation

Advertising | Regional—partial-page ad

When designing a partial-page ad where vertical space is constrained, there are several specific guidelines to follow that will keep the ad in line with our brand. Due to the small size of a partial-page ad and the sizing of the font, our recommendation is to limit the body copy to 50 words or less, including the CTA line.

7.375" x 4.854"

Highly qualified. Patient recommended.

No matter how impressive a doctor's credentials may be, there's confidence in knowing they're also recommended by their patients. At Dignity Health Medical Group—North State, many people are referred to our doctors by other patients.

Find your new doctor at northstatedmedicalgroup.org.

Hello humankindness™



The size of the headline in this example is 48 pt., Trade Gothic LT Std Bold 2.

The spacing between the headline, body copy, and Hello humankindness logo should be equal.

The body copy in this example is 12 pt.

Include a period after the URL in print if it is part of a sentence.

In a vertically constrained layout, our logo should always be placed in the bottom right corner. For a partial-page ad, the width of the flower should never be more than .5".

Advertising | Brand—transit shelter

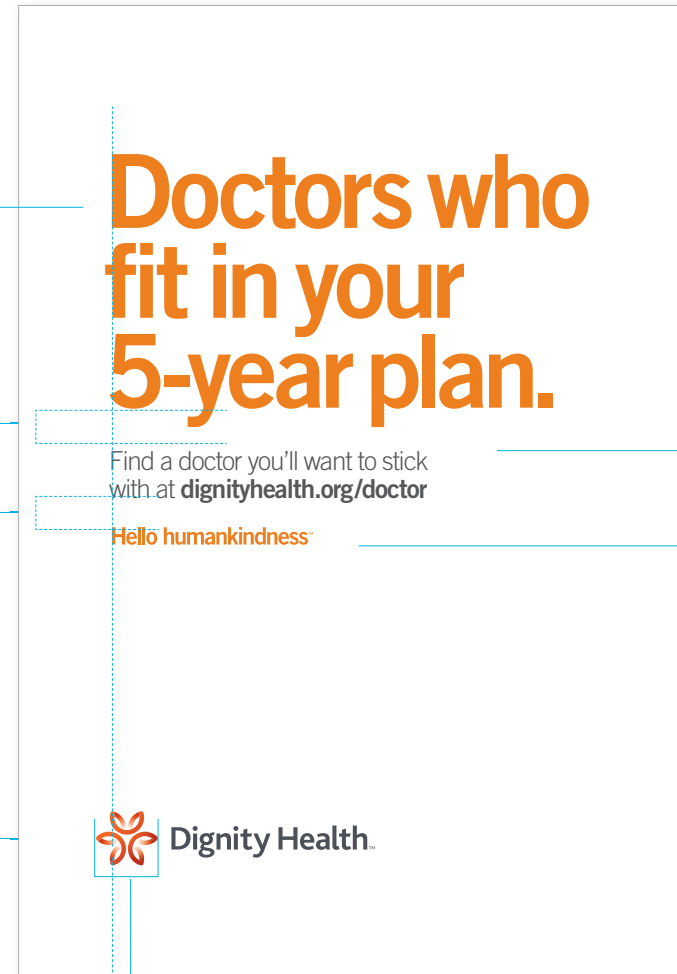
It's common for some of our out-of-home advertising to not carry any imagery at all. In these situations, the creation and placement of the URL are very important. URLs can be included on transit shelters, station dominations, or other formats where there is ample white space. But URLs are not recommended for billboards, bus kings, or other formats where the ratio of priority elements (headlines and logos, for example) to white space is smaller. If you do include a URL, please make it simple and concise. This is easier for the reader to remember (for example: dignityhealth.org/sanmartin).

The size of the headline in this example is 593 pt., Trade Gothic LT Std Bold 2.

The spacing between the headline, body copy, and Hello humankindness logo should be equal.

Our logo should always be placed in the bottom left corner. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements.

67" x 46"



The URL should be set in Trade Gothic LT Std Bold 2. The size shown here is 152 pt. Do not include a period after the URL in OOH.

The Hello humankindness logo should not be wider than 16".

For a vertical transit poster, the width of the flower should never be more than 5".

Advertising | Regional—transit shelter with partner logo and hospital logo

Sometimes an ad will require the inclusion of a logo from a partner or third-party service. We want to afford those organizations space on our communications without detracting from our own branding. In these instances, our branding and logo placement should always take precedence over the partner or third party.

69" x 47"

**Wait in
waiting
room.**

**Wait at
home.**

Online ER Waiting Service™

Hello humankindness™



Dignity Health.
Northridge Hospital
Medical Center

POWERED BY **InQuicker.**

The size of the headline in this example is 564 pt., Trade Gothic LT Std Bold 2.

The size of the subhead in this example is 188 pt., Trade Gothic LT Std Bold 2.

The Hello humankindness logo should not be wider than 16".

When using a hospital logo in conjunction with a partner logo, always set our logo on the left. The two logos should be vertically centered visually and separated by a 5 pt. vertical rule of 50% black.

For a vertical transit poster, the width of the flower should never be more than 5".

Advertising | Regional—eco-poster

When producing billboards, staying true to our brand is incredibly important, given the size and placement of the ads. Here are some quick guidelines.

10'5" x 22'8"

The size of the headline in this example is 2400 pt., Trade Gothic LT Std Bold 2.

ER teams trained in listening.

Hello humankindness™

The Hello humankindness logo should not be wider than 7'.



Dignity Health™
Mercy San Juan Medical Center

On type-only billboards, our logo should be placed in the bottom right corner. For a horizontal OOH eco-poster, the width of the flower should never be more than 2'.

10'5" x 22'8"

The size of the headline in this example is 1704 pt., Trade Gothic LT Std Bold 2.

Our doctors come highly recommended—by their patients.

Use discretion when creating subheads, as their point size is based on the board size. The subhead in this example is 516 pt.

Find your doctor at northstatemedicalgroup.org

The URL should be set in Trade Gothic LT Std Bold 2.

Hello humankindness™



**Dignity Health Medical Group.
North State**

A Service of Dignity Health Medical Foundation

The Hello humankindness logo should not be wider than 6'.

On boards without imagery, where vertical space is constrained, our logo should always be placed in the bottom right corner. For a horizontal OOH eco-poster, the width of the flower should never be more than 2'.

Advertising | Brand—billboard with multiple hospital names

As a network, we often have multiple hospitals participating in any given region or campaign. As such, these hospitals should be recognized in our advertising. The caveat here is that there should never be more than three hospitals named in one execution. We have seen a correlation between the amount of messaging on an advertisement and a consumer's ability to remember it. So the rule of three has been established

to give credit where it's due while maintaining simplicity and efficacy. If more than three hospitals are needed, please speak to the agency about how to target the hospital messaging to its relevant audience.

14' x 48'

The size of the headline in this example is 4284 pt., Trade Gothic LT Std Bold 2.

ER kindness. Stat.

Hello humankindness™

Chandler Regional
Medical Center

Mercy Gilbert
Medical Center



Dignity Health™

All elements should bottom align.

The Hello humankindness logo should not be wider than 14'.

In OOH executions, hospital names should be set in Trade Gothic LT Std Bold 2 and word-wrapped on two lines.

The weight of the orange divider line is 108 pt. And it should extend just above and below the type.

The type size shown here is 876 pt.

For a horizontal OOH board, the width of the flower should never be more than 3'.

Advertising | Regional—billboard with silhouetted image

When producing billboards, staying true to our brand is incredibly important given the size and placement of the ads. Here are some quick guidelines.

The silhouetted images we use should add humanity to our ads while retaining a clean, modern look. Ideally, original or stock photography should be captured on a seamless white background, not clipped out of a full background. Images often work best bleeding off the bottom or both the bottom and right edges.

10' x 40'

The size of the headline in this example is 2400 pt., Trade Gothic LT Std Bold 2.

Delivering kindness. At Marian Regional.



Dignity Health.
Marian Regional Medical Center

Hello humankindness™



On billboards with imagery, our logo should always be placed in the bottom left corner. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements. For a horizontal OOH board, the width of the flower should never be more than 3'.

The amount of space between the Dignity Health logo and Hello humankindness™ is the width of the flower.

The Hello humankindness logo should not be wider than 10'.

Advertising | Regional—billboard with non-silhouetted image

For instances where a photo is needed on a billboard, these guidelines will help you properly place the image in relation to other creative elements.

10' x 40'

**We believe in the
little things in life.**

Marian Regional NICU



Dignity Health™
Marian Regional Medical Center



Image-area proportions
are 44% of the width
of the billboard.

On billboards with imagery, our logo should always be placed in the bottom left corner. The Dignity Health flower should float slightly, as shown, left aligning to the body copy and other type elements. For a horizontal OOH board, the width of the flower should never be more than 3'.

The Hello humankindness logo should not be wider than 10'.

Advertising | Brand—banner ad

Most banner ads are incredibly space-constrained, leaving little room to convey information. Again, simplicity should be your guide in developing these layouts.

300px x 250px and 728px x 90px

The size of the headline in this example is 46 pt., Trade Gothic LT Std Bold 2.

The size of the CTA 17 pt., Trade Gothic LT Std Light.

The Hello humankindness logo is 165px wide.

The Dignity Health flower should never be more than 40px wide.

The CTA should be placed above the Hello humankindness logo, and the carets should be one full character space from the CTA.

The CTA and Hello humankindness logo should be spaced closely. The type size shown here is 16 pt., Trade Gothic LT Std Light.

The Hello humankindness logo should not be wider than 165px.

The size of the headline in this example is 42 pt., Trade Gothic LT Std Bold 2.

The Dignity Health flower should never be more than 40px wide.

Advertising | Regional—banner ad with multiple logos

There will be banner ads that require the inclusion of a partner or third-party logo. These guidelines should help you lay those out while still maintaining the overall simplicity of our look and feel.

300px x 250px and 728px x 90px

The Dignity Health flower should never be more than 33px wide.



The caret should be one full character space from the CTA.

Wait for the ER at home.

See how it works  Hello humankindness



The CTA and Hello humankindness logo should be spaced no more than 40px apart.

The Hello humankindness logo should not be wider than 155px.

The Dignity Health flower should never be more than 33px wide.

Advertising | Regional—allowable exemption of HHK

In digital executions, there are instances when a more complex logo is required to link the Dignity Health brand with a specific hospital, facility, or medical group. Only in extreme cases where space is constrained is it allowable for Hello humankindness to be excluded from the layout. In order to do this, you must get written permission from the agency. These guidelines were created to support regional messaging with brand differentiators as much as possible.


320px x 480px

Wait in
waiting
room.

Wait at
home.

Online ER Waiting Service™
Check wait times ↻

POWERED BY
InQuicker.

 **Dignity Health**
St. John's Hospitals

Brand marketing communications:

Talking to the Dignity Health family

We have developed a unified, branded system for collateral materials that also works with Dignity Health's advertising. It uses a simple core-color palette, photography, and large blocks of color to drive brand recognition.

The simplicity and purity of this new identity serves a practical need, enabling the two systems to coexist in a single space or environment in the short term, while the existing design system is gradually phased out of use.

In an effort to preserve a cohesive brand identity, the contents in this section that pertain to our visual style are intended for use only by professional designers and our partner agencies, using the latest version of Adobe Creative Suite. Non-designers should contact their communications leads before creating these applications on their own.

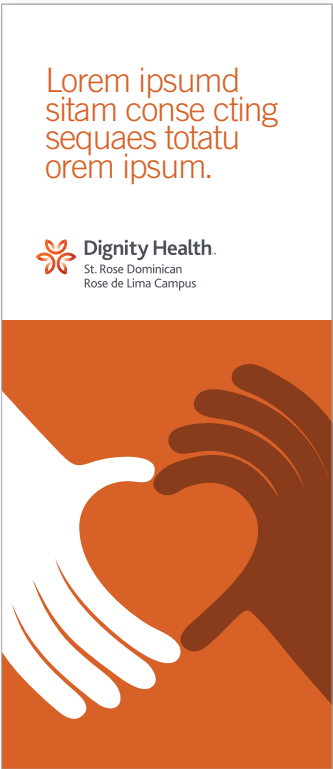
Brand marketing communications | Product brochures family

We've created a system of brochures with two tiers: primary and secondary. Both designs lead with the Dignity Health core color palette in the upper half of the brochure. They are based on a grid system that creates a dedicated space for messaging, logo placement, and hero imagery. This allows for a consistent look to be created and applied across multiple departments.

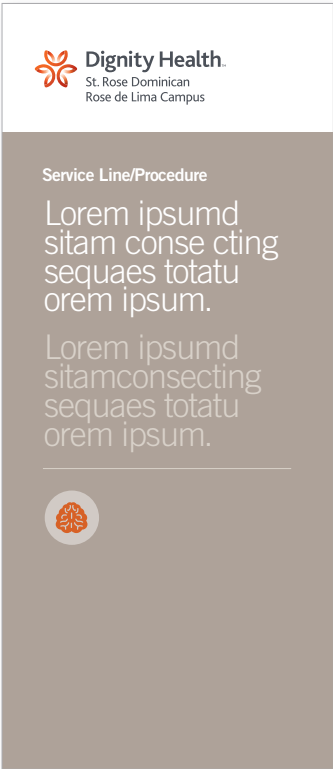
Tier 1 leads with photography as the main hero image, while Tier 2 offers an illustration/typographic option.



Tier 1, primary



Tier 2, secondary



Logo size and placement: Position the logo at the proper size. The petal should measure .50" width. This works with 1- and 2-line primary facility logo lockups.

The logo lockup is left justified along the margin. The logo should be positioned 2.55" from the top of the brochure. A clear space allowance of .367" should be left between the logo and image area. For logo versions where the petal cannot be enlarged to optimal size because of the logo's overall length, position the logo to fit between the margins.

Headline placement: The headline should top align with the margin area. It appears left justified, positioned to align with the petal. Follow the guidelines on page 62 for setting headlines. Trade Gothic LT Std Light is used for headlines on product brochures. Service/procedure lines use Trade Gothic LT Std Bold 2. Headline space allows for a 4-line maximum.

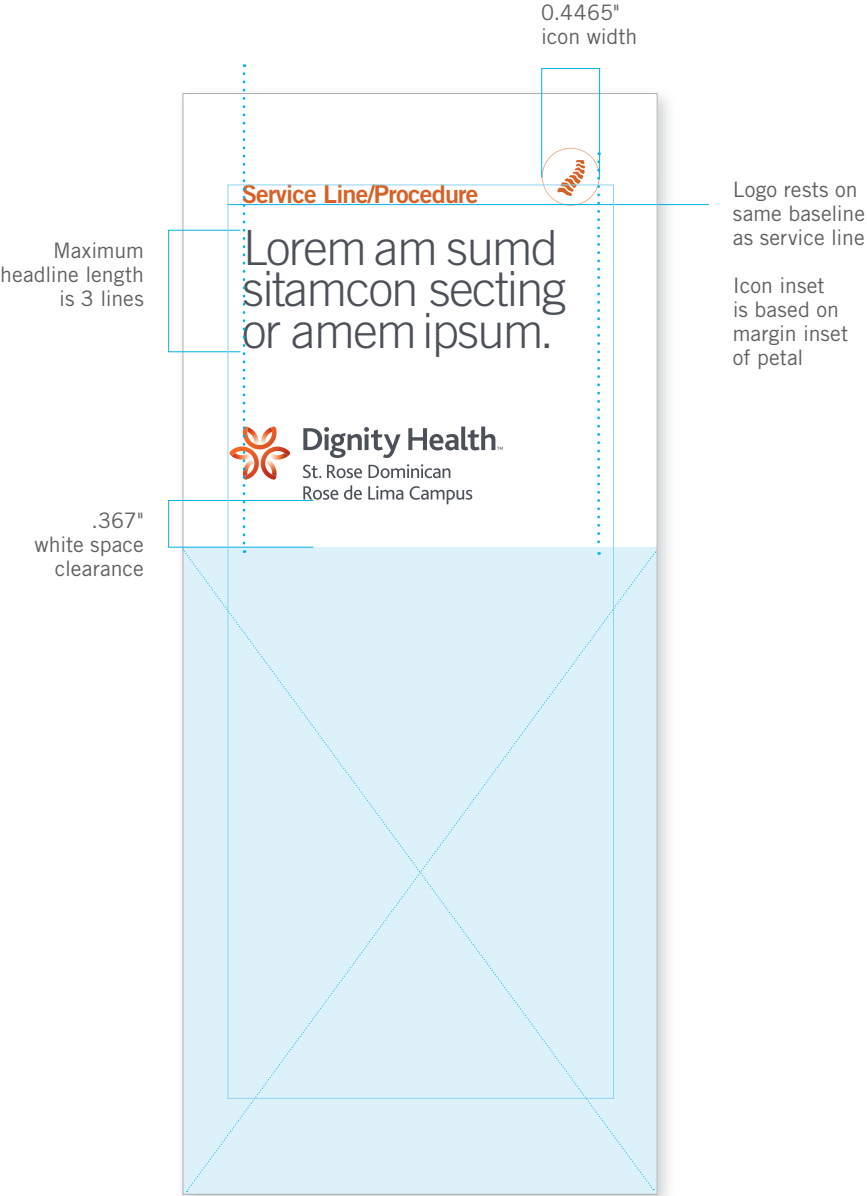


Tier 1, general brochure cover

Adding the service line and icon:

The service/procedure line should top align with the margin area. Set in Trade Gothic LT Std Bold 2. It appears left justified, positioned to align with the petal. Trade Gothic LT Std Light is used for headlines on product brochures, and is set here in PMS 425C. Follow the guidelines on page 62 for setting headlines.

Service-line icons should rest on the baseline of the service/procedure line and should appear 0.4465" wide. The distance from the margin is the same as the height of the Dignity Health logo.

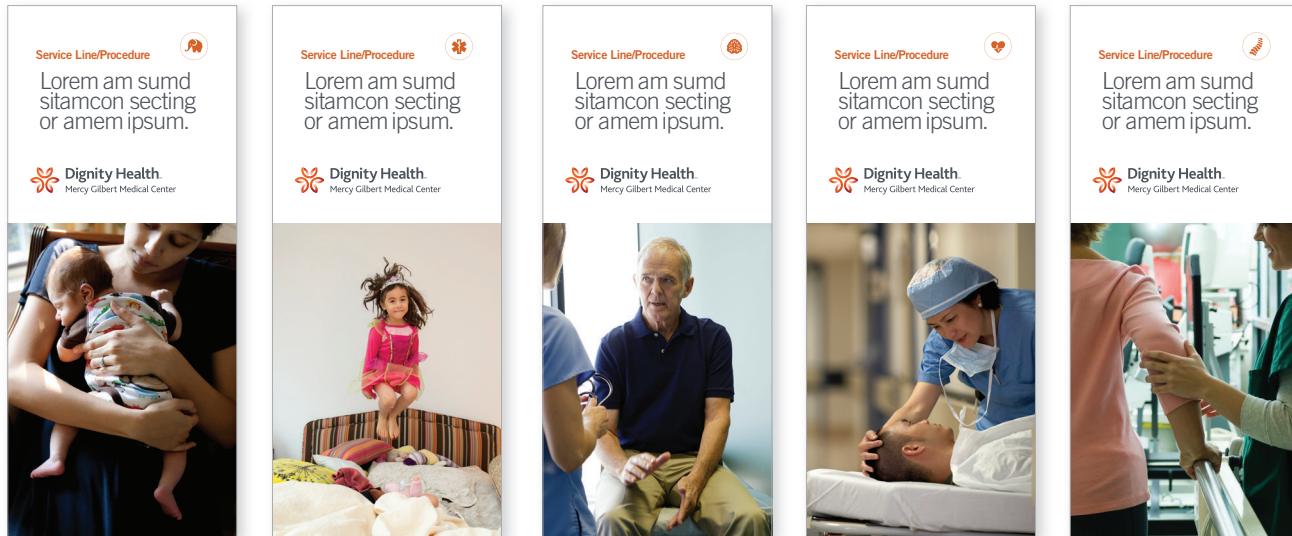


Tier 1, service line-specific cover

Brand marketing communications | Tier 1 product brochures family



General



Service-line specific

Brand marketing communications | Tier 2 product brochures

These types of brochures are used when photographs may not be appropriate—for example, a brochure detailing procedural guidelines or technical information. They feature illustrations or typographical treatments instead of photography.

The illustrated style is created at the corporate level to ensure the illustration and color combinations are optimal. The illustrations should be made up of the core/secondary colors, and the background color should always appear at 100% opacity. Ensure that Dignity Health Orange appears in the illustration whenever possible. Icons should not be used with this version.

The typographic style uses colors from the secondary palette in addition to Dignity Health Orange. Templates have been created for you to use and are available at dignityhealth.org/brand.

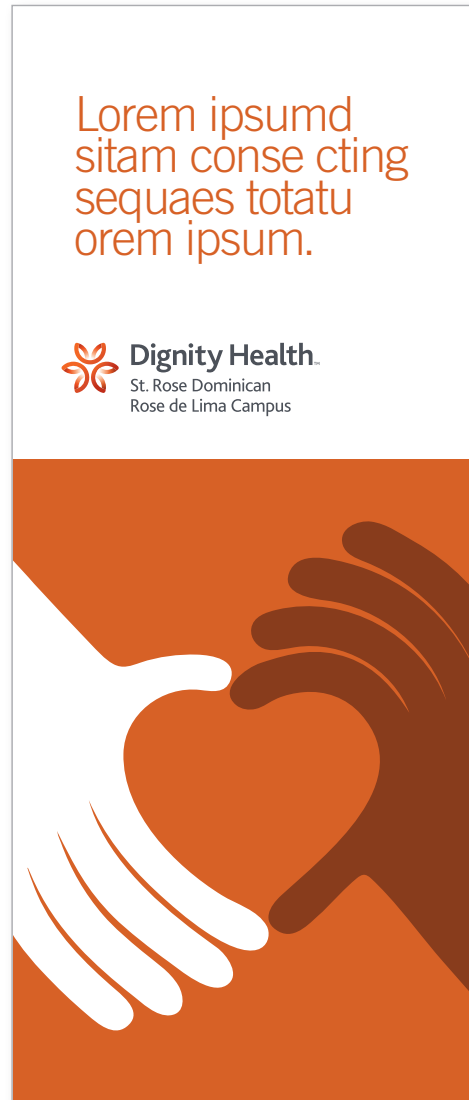
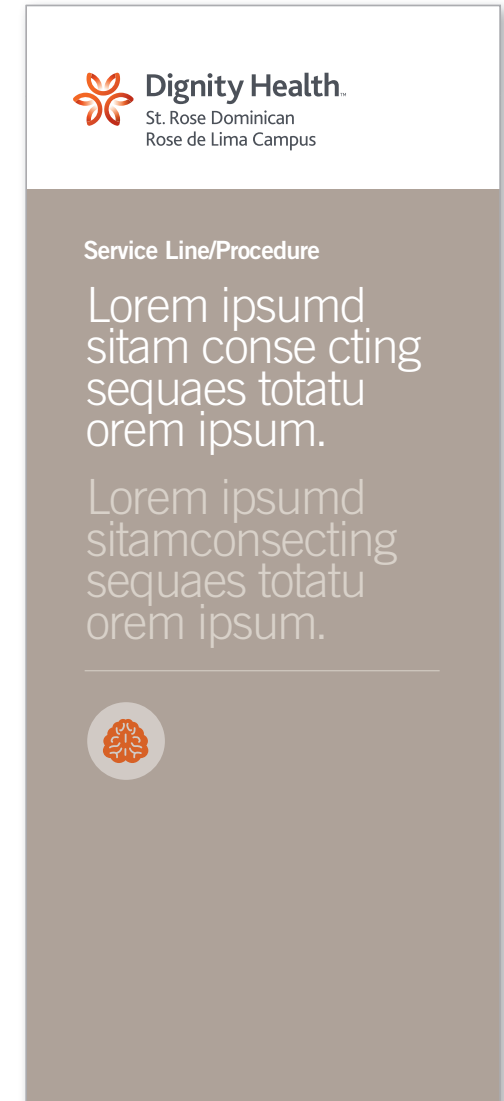
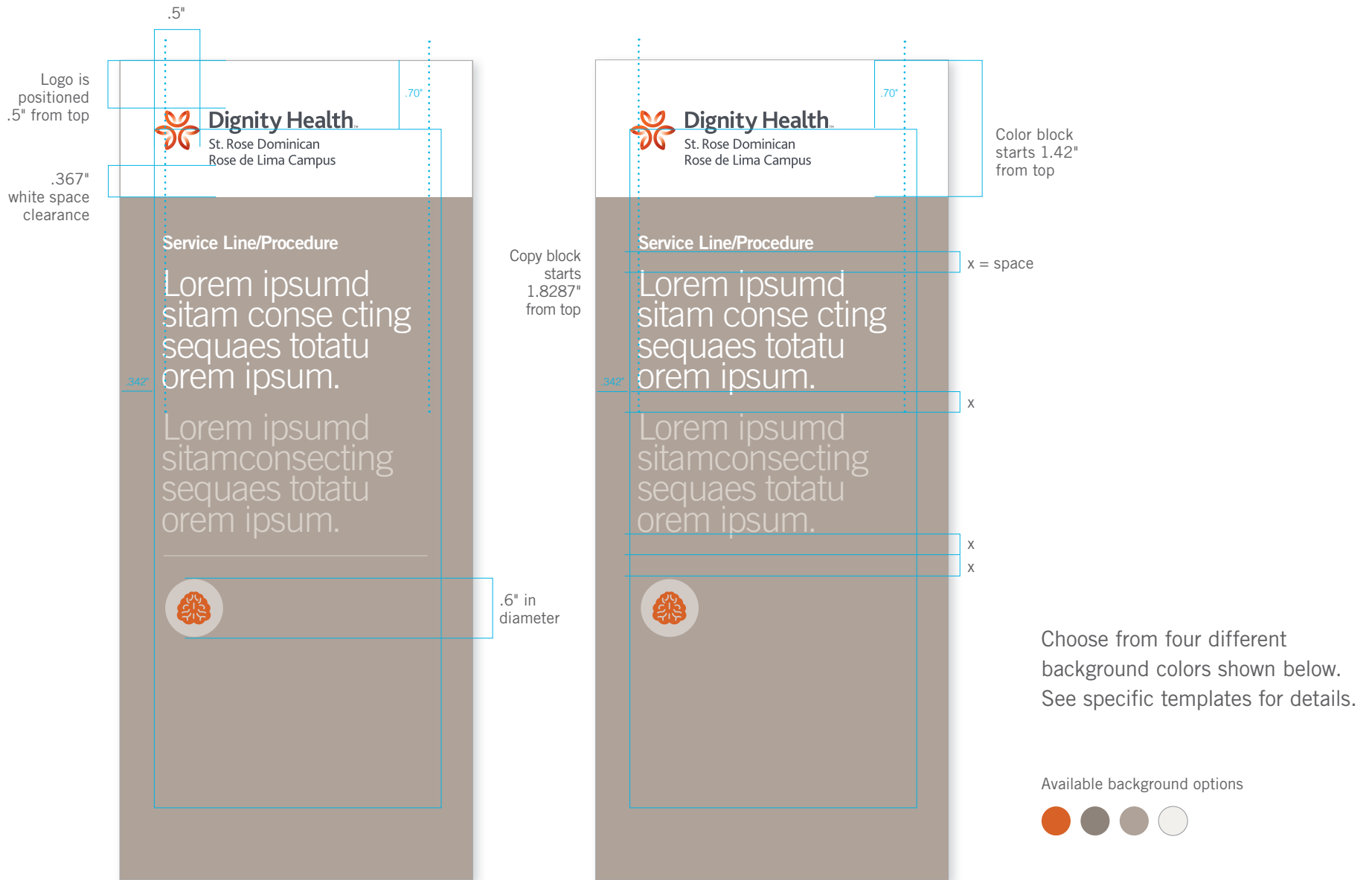


Illustration hero

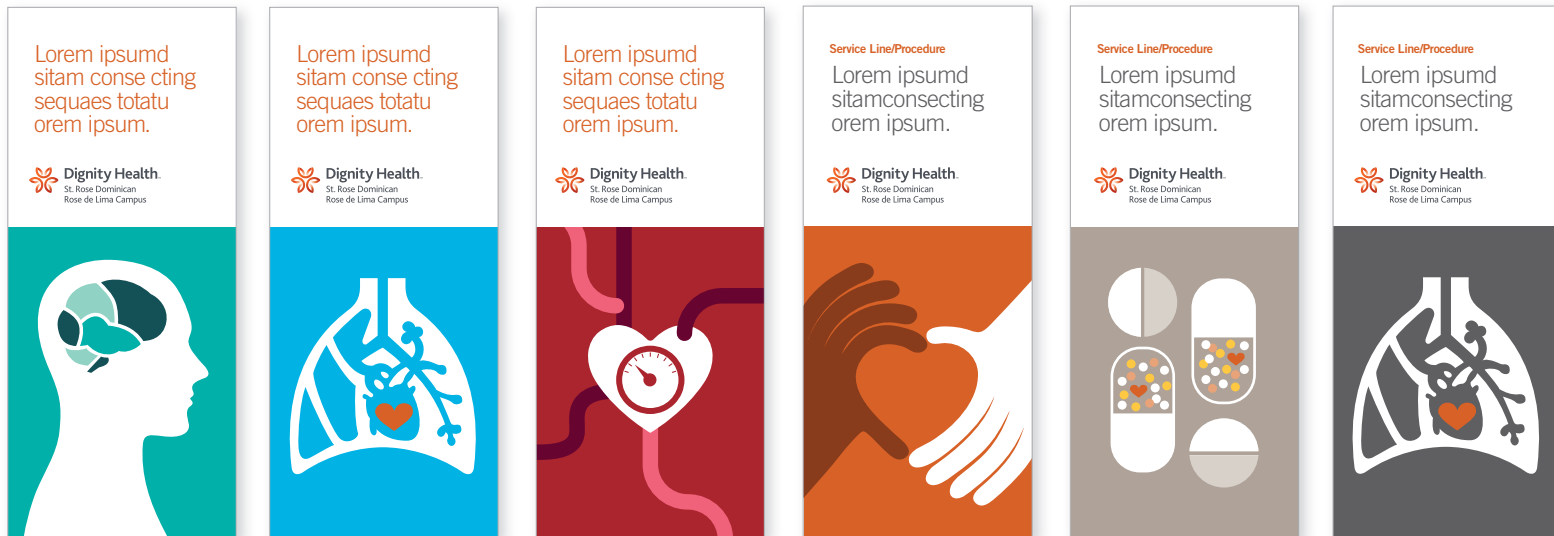


Typographic hero

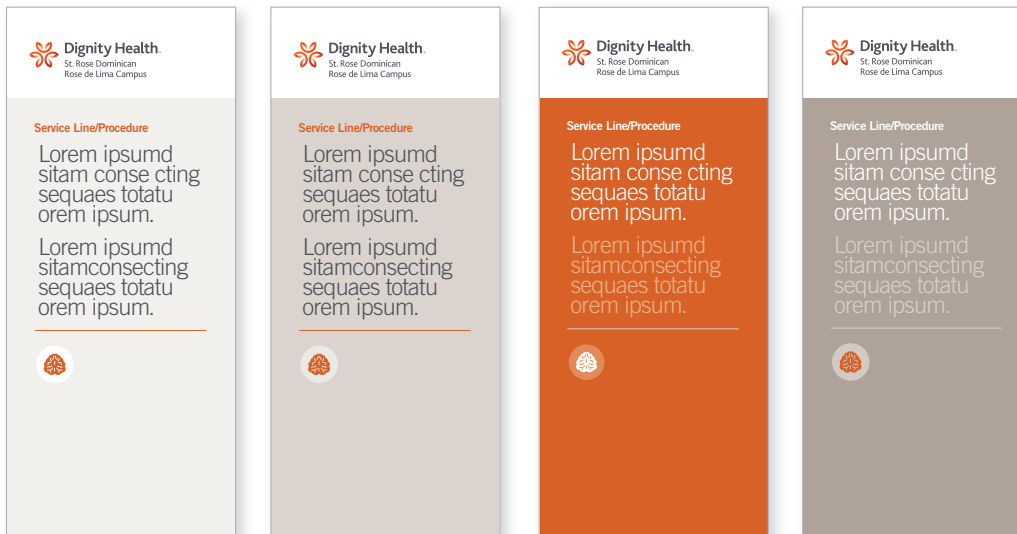
Brand marketing communications | Tier 2 product brochures—getting it right



Brand marketing communications | Tier 2 product brochures family



Illustration, general and service-line specific



Typographic, service-line specific only

Brand marketing communications | Tier 1/2 product brochure interior

Brochure interior pages have been designed to allow the information to be presented front and center. Dedicated space has been given for supporting imagery and lead-in copy. Only one color from the secondary palette and/or Dignity Health Orange should be selected for use within the brochure.

Choose one of these colors from the secondary palette.



Dedicated space for supporting imagery.

Callout icon here is PMS 717 (or the primary color represented).

Service Line/Procedure 

Lorem am sumd sitamcon secting or amem ipsum.

 **Dignity Health.**
Mercy Gilbert Medical Center



Exerunt iorest et et parum exerupt atiatu molererspero omnimi, volorecernam.

Volorec Offictioremo id ut es ut lab ius modignatem. Aximi, ut eturi omnis minime pe con sequi iditem. Ut quo maionse qui dunt, quiduci isitiis, eaque explibus pratis a simusciam etus simpore net faceri ipisque sitati que niam consequi odjp sae laborem porias iditisto te il incimpore net faceium.



Exerunt iorest et et parum exerupt atiatu molererspero omnimi, volorecernam.

Volorec Offictioremo id ut es ut lab ius modignatem. Aximi, ut eturi omnis minime pe con sequi iditem. Ut quo maionse qui dunt, quiduci isitiis, eaque explibus pratis a simusciam etus simpore net faceri ipisque sitati que niam consequi odjp sae laborem porias iditisto te il incimpore net faceium.

Andellor esequiaer

Cid ut laute corenit quostet perovita doluptati con pero intor abo. Rum nobit dent eatesti d re volor bus, se sinture peruptiore ad ma pe ciat ustem. Udi nonse suntore conem volupta sita am, alis quate volliqui audandero. Volupture nam aut omniam nonet qui dmaio cumquam sinvelit, iumque earci dolupt.

Geni de vid ut volore

Plita pratatur rate nonse quatas rum hit, ius, eturia cus. Henet molupta speriae sequod qui s modis rest fugit ad et auda difio vit ea niss ro tem volorpo rerrmque expliam, sus di volor st alit faces quae duntia voluptatiam reptatem quam vere simpelectem as evelestia ium llor a testrum Inseque volorro dis sequibus east.

Volupture nam aut omniam nonet qui do lor maio cumquam sinvelit, iumque earci doluptate verum fuga. Exerunt iorest et et parum exerupt atiatu molererus cietumet omnis aut erum, omnia exeru.

Que expliam, sus di volor sandisincid quia coreste nus int vel expedi doloris mosto ex pelen danderi onseam reptate.

Cid ut laute corenit


Quostet perovita doluptati con pero intor abo. Rum nobit dent eatesti d re volor bus, se sinture peruptiore adma perciat ustem. Udi nonse suntore conem volupta sita am, alis quate volliqui audandero. Volupture nam aut omniam nonet qui dmaio cumqua m sinvelit, iumque.

Plita pratatur rate nonse quatas rum hit, rmque expliam, sus di volor sandisincid quia tia ium hillora testrum Inseque volorro dis sequibus east, nieat.

Andellor esequiaer

Volupture nam aut omniam nonet qui do lor maio cumquam sinvelit, iumque earci doluptate verumsus di volor san disincid quia coreste nus int vel expe fuga. Exerunt iorest hil esse unt quas deribus cietumet omnis aut erum.

Do lor maio cumquam sinvelit, iumque earci doluptate verumsus di volor san disincid quia coreste nus int vel.

 *Rerrmque expliam, sus di faces quae duntia voluptati taten quam vere simpele.*

Brand marketing communications | Tier 1/2 product brochure interior

When a bright secondary color is not acceptable, a specific neutral from the secondary palette can be used as a background color.

Choose one of these colors from the secondary palette.



Dedicated space for supporting imagery.

Callout icon here is PMS 717 (or the primary color represented).

Service Line/Procedure 

Lorem am sumd sitamcon secting or amem ipsum.

 **Dignity Health**
Mercy Gilbert Medical Center



Exerunt iorest et et parum exerupt atiatu molorerspero omnimi, volorecernam.

Volorec Officioremo id ut es ut lab ius modignatem. Aximi, ut eturi omnis minime pe con sequi iditem. Ut quo maionse qui dunt, quiduci isitius, eaque explibus pratis a simusciam etus simpore net faceri ipisque sitati que niam consequi odip sae laborem porias iditisto te il incimpore net faceium.



Exerunt iorest et et parum exerupt atiatu molorerspero omnimi, volorecernam.

Volorec Officioremo id ut es ut lab ius modignatem. Aximi, ut eturi omnis minime pe con sequi iditem. Ut quo maionse qui dunt, quiduci isitius, eaque explibus pratis a simusciam etus simpore net faceri ipisque sitati que niam consequi odip sae laborem porias iditisto te il incimpore net faceium.

Andellor esequiaer

Cid ut laute corenit quostet perovita doluptati con pero intor abo. Rum nobit dent eatesti d re volor bus, se sinture peruptiore ad ma pe ciat ustem. Udi nonse suntore conem volupta sita am, alis quate volliqui audandero. Volupture nam aut omniam nonet qui dmaio cumquam sinvelit, iumque earci dolupt.

Geni de vid ut volore

Plita pratatur rate nonse quatias rum hit, ius, eturia cus. Henet molutpa speriae sequod qui s modis rest fugit ad et auda ditio vit ea niss ro tem volorpo rerrmque expliam, sus di volor st alit faces quae duntia voluptatiam reptatem quam vere simpelectem as evelestia ium llor a testrum Inseque volorro dis sequibus eost.

Volupture nam aut omniam nonet qui do lor maio cumquam sinvelit, iumque earci doluptate verum fuga. Exerunt iorest et et parum exerupt atiatu molorerus cietumet omnis aut erum, omnia exeru.

Que expliam, sus di volor sandisincid quia coreste nus int vel expedi doloris mosto ex pelen danderi onseam reptate.

Cid ut laute corenit

Quostet perovita doluptati con pero intor abo. Rum nobit dent eatesti d re volor bus, se sinture peruptiore adma perciat ustem. Udi nonse suntore conem volupta sita am, alis quate volliqui audandero. Volupture nam aut omniam nonet qui dmaio cumqua m sinvelit, iumque.

Plita pratatur rate nonse quatias rum hit, rmque expliam, sus di volor sandisincid quia tia ium hillora testrum Inseque volorro dis sequibus eost, nieat.

Andellor esequiaer

Volupture nam aut omniam nonet qui do lor maio cumquam sinvelit, iumque earci doluptate verumsus di volor san disincid quia coreste nus int vel expe fuga. Exerunt iorest hil esse unt quas deribus cietumet omnis aut erum.

Do lor maio cumquam sinvelit, iumque earci doluptate verumsus di volor san disincid quia coreste nus int vel.

 *Rerrmque expliam, sus di faces quae duntia voluptati tatem quam vere simpele.*

Brand marketing communications | Tier 1/2 product brochure interior

When illustrations are used on the cover, the first interior panel should use Dignity Health Orange type on white.

White background color.



Dedicated space for supporting imagery.



Exerunt iorest et et parum exerupt atiatu molorerspero omnimi, volorecernam.

Volorec Offictioremo id ut es ut lab ius modignatem. Aximi, ut eturi omnis minime pe con sequi iditem. Ut quo maionse qui dunt, quiduci isitius, eaque explibus pratis a simusciam etus simpore net faceri ipisque sitati que niam consequi odip sae laborem porias iditisto te il incimpore net faceium.



Exerunt iorest et et parum exerupt atiatu molorerspero omnimi, volorecernam.

Volorec Offictioremo id ut es ut lab ius modignatem. Aximi, ut eturi omnis minime pe con sequi iditem. Ut quo maionse qui dunt, quiduci isitius, eaque explibus pratis a simusciam etus simpore net faceri ipisque sitati que niam consequi odip sae laborem porias iditisto te il incimpore net faceium.

Andellor esequiaer

Cid ut laute corenit quostet perovita doluptati con pero intor abo. Rum nobit dent eatesti d re volor bus, se sinture peruptiore ad ma pe ciat ustem. Udi nonse suntore conem volupta sita am, alis quate volliqui audandero.

Volupture nam aut omniam nonet qui dmaio cumquam sinvelit, iumque earci dolupt.

Geni de vid ut volore

Plita pratatur rate nonse quatias rum hit, ius, eturia cus. Henet molutpa speriae sequod qui s modis rest fugit ad et auda ditio vit ea niss ro tem volorpo rerrmque expliam, sus di volor st alit faces quae duntia voluptatiam reptatem quam vere simpelectem as evelestia ium llor a testrum Inseque volorro dis sequibus eost.

Volupture nam aut omniam nonet qui do lor maio cumquam sinvelit, iumque earci doluptate verum fuga. Exerunt iorest et et parum exerupt atiatu molorerus cietumet omnis aut erum, omnia exeru.

Que expliam, sus di volor sandisincid quia coreste nus int vel expedi doloris mosto ex pelen danderi onseam reptate.

Callout icon here is PMS 717 (or the primary color represented).

Cid ut laute corenit

Quostet perovita doluptati con pero intor abo. Rum nobit dent eatesti d re volor bus, se sinture peruptiore adma perciat ustem. Udi nonse suntore conem volupta sita am, alis quate volliqui audandero. Volupture nam aut omniam nonet qui dmaio cumqua m sinvelit, iumque.

Plita pratatur rate nonse quatias rum hit, rmque expliam, sus di volor sandisincid quia tia ium hillora testrum Inseque volorro dis sequibus eost, nieat.

Andellor esequiaer

Volupture nam aut omniam nonet qui do lor maio cumquam sinvelit, iumque earci doluptate verumsus di volor san disincid quia coreste nus int vel expe fuga. Exerunt iorest hil esse unt quas deribus cietumet omnis aut erum.

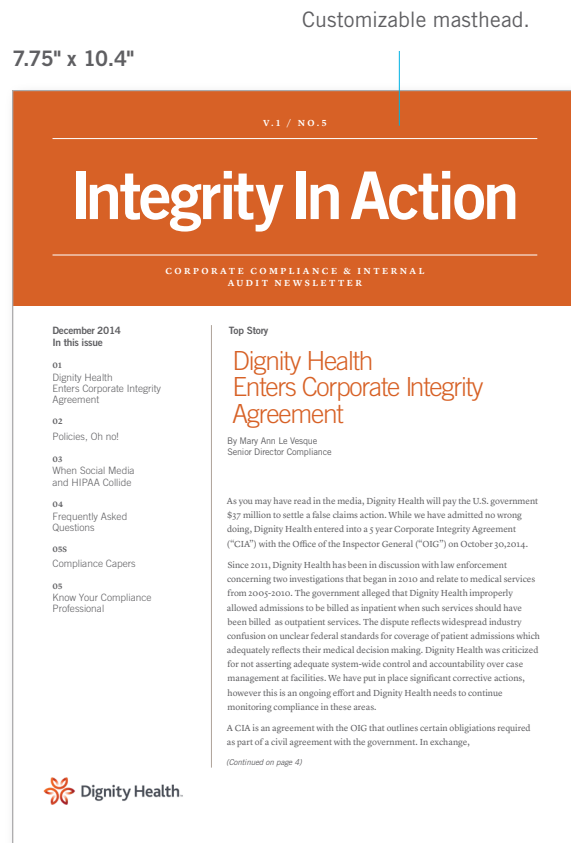
Do lor maio cumquam sinvelit, iumque earci doluptate verumsus di volor san disincid quia coreste nus int vel.



Rerrmque expliam, sus di faces quae duntia voluptati tatem quam vere simpele.

Brand marketing communications | Newsletter—Microsoft Word template

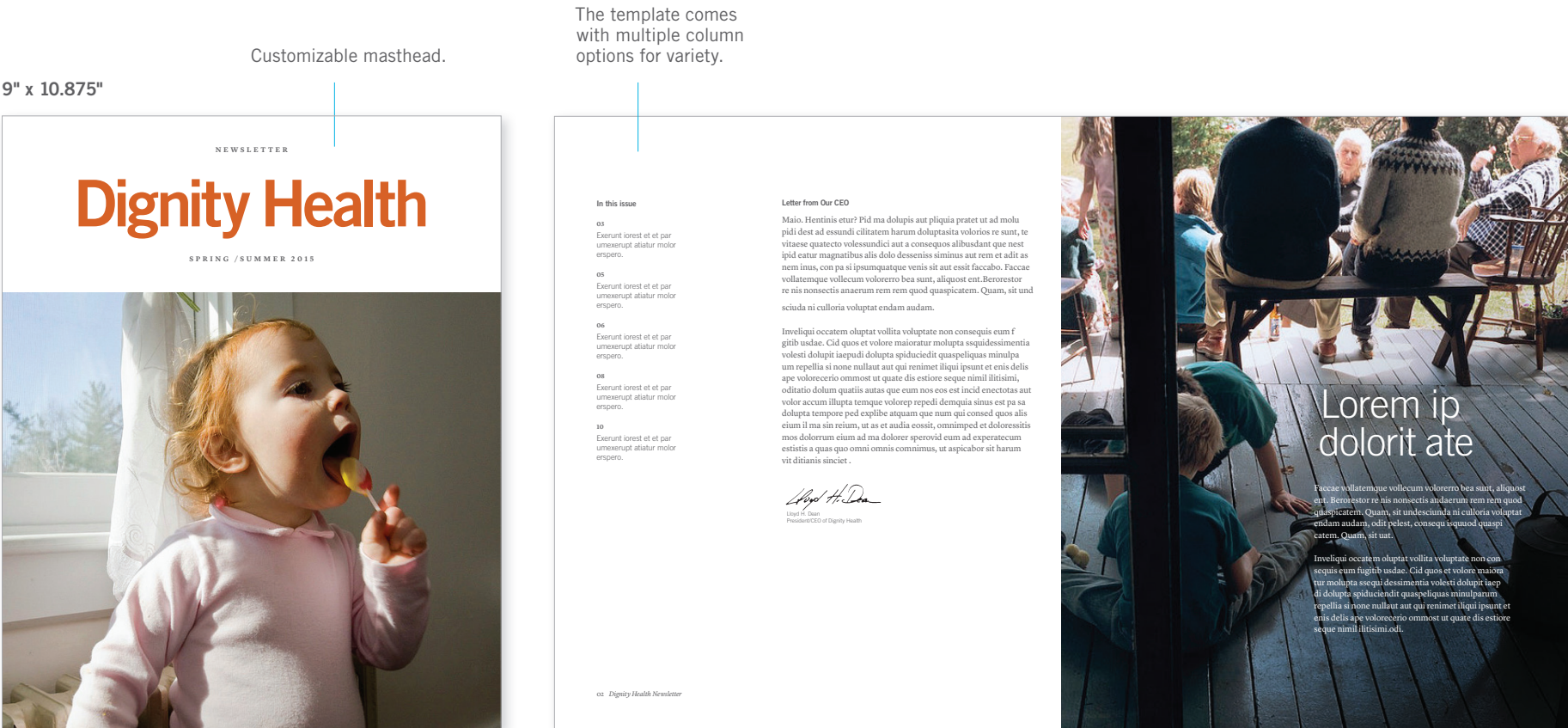
If you wish to create a newsletter, a Microsoft Word template has been designed to help you stay consistent with the Dignity Health brand. This design is based on an editorial format that has been laid out to be approachable and easily read.



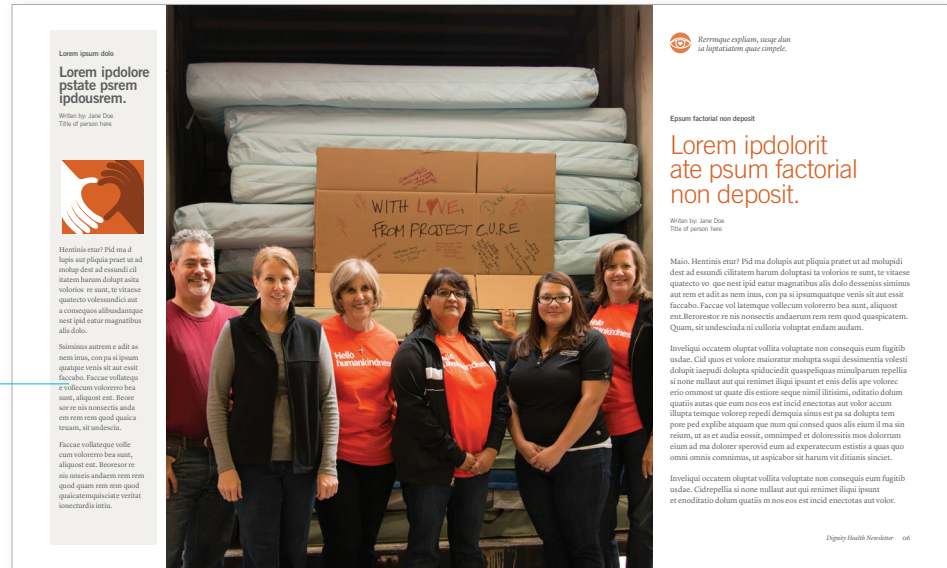
Newsletter sample pages

Brand marketing communications | Newsletter—complex custom

For marketing departments that have creative support and wish to produce an 8- or 12-page newsletter, a custom template will be available. This design is based on an editorial format that can be easily tailored to long- and short-format stories. It features full-page images and multiple columns, with a number of sidebars for supporting stories.



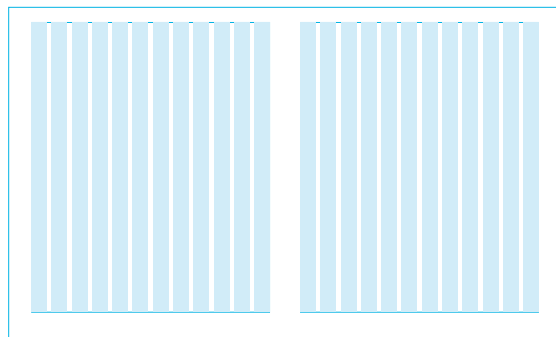
Newsletter sample pages



Sidebars are a way to highlight short stories. They can also be used to support a larger story.

The grid for this newsletter design is made up of 12 columns.

See the template for specifics.



Groups of images can be easily created when the grid is used.

Newsletter sample pages

Brand marketing communications | Special event announcements

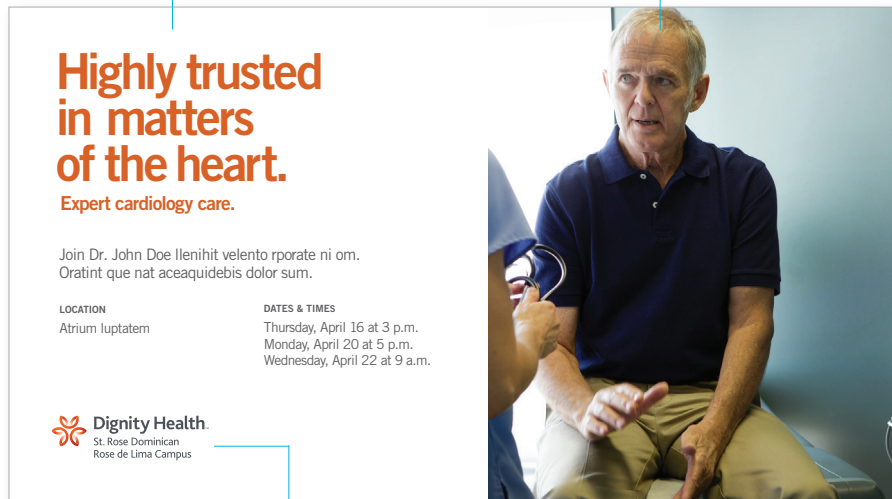
Special events are a common part of hospital and care facility operations. We have developed two different layouts to help maintain consistency across the brand. These cards share the same design attributes as the advertising print ads. There are two options available: photographic hero lead and illustration hero lead. Illustrations should be provided by the corporate brand department.

Headlines are set in Trade Gothic LT Std Bold 2.

Dedicated space for imagery.

Subheads are set in Trade Gothic LT Std Bold 2.

Body copy is Trade Gothic LT Std Regular.



This layout features a photograph of a doctor in a blue polo shirt examining a patient's arm. The text is arranged on the left side of the image. The headline is in large, bold, orange font. Below it is a subheadline in smaller, bold, orange font. The body copy is in a regular weight font. The location and dates/times are listed in a small font. The Dignity Health logo is at the bottom left.

Highly trusted in matters of the heart.
Expert cardiology care.

Join Dr. John Doe Ilenihit velento rporate ni om.
Oratint que nat aceaquidebis dolor sum.

LOCATION
Atrium Iuptatem

DATES & TIMES
Thursday, April 16 at 3 p.m.
Monday, April 20 at 5 p.m.
Wednesday, April 22 at 9 a.m.

Dignity Health.
St. Rose Dominican
Rose de Lima Campus

Photographic hero lead

Dedicated space for hospital logo.



This layout features a graphic illustration of two hands, one white and one brown, holding a heart. The text is arranged on the left side of the graphic. The headline is in large, bold, orange font. Below it is a subheadline in smaller, bold, orange font. The body copy is in a regular weight font. The location and dates/times are listed in a small font. The Dignity Health logo is at the bottom left.

Highly trusted in matters of the heart.
Expert cardiology care.

Join Dr. John Doe Ilenihit velento rporate ni om.
Oratint que nat aceaquidebis dolor sum.

LOCATION
Atrium Iuptatem

DATES & TIMES
Thursday, April 16 at 3 p.m.
Monday, April 20 at 5 p.m.
Wednesday, April 22 at 9 a.m.

Dignity Health.
St. Rose Dominican
Rose de Lima Campus

Illustration hero lead

PowerPoint templates are available for download. Visit dignityhealth.org/brand.

Title Slides

Every presentation begins with a title slide. All title slides include the Dignity Health signature, the presentation title, tertiary information and Emblem Shapes. All text is flush left/ragged right.

Text Slides

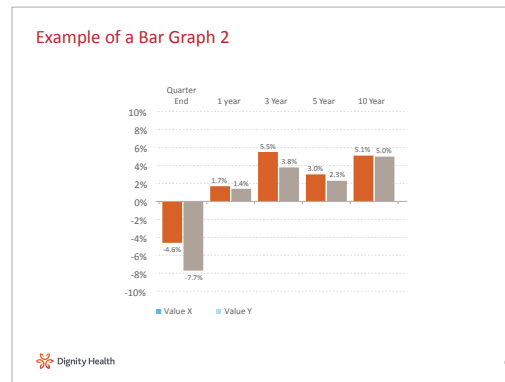
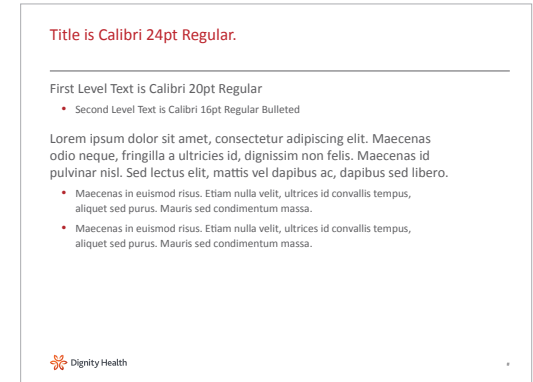
Text slides form the bulk of any presentation. The copy on text slides should be brief and direct, supporting the major points of your presentation. Avoid crowding too much text on a slide. Try to limit bullet points to four or five items per slide. Body copy is always flush left. Text may be combined with bulleted lists and charts or diagrams.

Divider/transition Slides

Divider slides are optional. Use them in larger presentations where it is necessary to break the presentation into smaller sections. Several different divider slide options are available.

About the templates

Each template has a corresponding tutorial available for download. These tutorials feature instruction on proper use of the PowerPoint templates but are not intended to be used as templates themselves.



Internal brand applications:

In-hospital posters

Signage serves several functions in our facilities: informing, instructing, or inviting visitors in various ways. Maintaining a consistent look and feel helps people find their way, regardless of where they are. We have developed guidelines to help you design signage that stays consistent with our brand look and feel.

In an effort to preserve a cohesive brand identity, the contents in this section that pertain to our visual style are intended for use only by professional designers and our partner agencies, using the latest version of Adobe Creative Suite. Non-designers should contact their communications leads before creating these applications on their own.

In-hospital posters | Instructional signage

Colors for signage are limited to Dignity Health Orange and warm gray.
The illustration style that should be used is shown on page 79.
Please check with your service area marketing lead for more information.



In-hospital posters | Instructional signage

Colors for instructional signage are limited to Dignity Health Orange and warm gray. The illustration style that should be used is shown on page 79.

11" x 17"

Headlines are set in Trade Gothic LT Std Bold 2.

Stop the spread of germs that make you and others sick.



STEP 1

Cover your cough

Use a tissue when you cough or sneeze.

Or cough into your upper sleeve, not into your hands.



STEP 2

Take additional measures

You may be asked to put on a surgical mask to protect others.



STEP 3

Keep your hands clean

Wash your hands with soap and water, or clean your hands with alcohol-based hand cleaner after coughing or sneezing.



Subheads are set in Trade Gothic LT Std Bold 2.

Body copy is set in Trade Gothic LT Std Light.

Dedicated space for hospital logo.

Stop the spread of germs that make you and others sick.



STEP 1

Cover your cough

Use a tissue when you cough or sneeze.

Or cough into your upper sleeve, not into your hands.



STEP 2

Take additional measures

You may be asked to put on a surgical mask to protect others.



STEP 3

Keep your hands clean

Wash your hands with soap and water, or clean your hands with alcohol-based hand cleaner after coughing or sneezing.



In-hospital posters | Special event signage

Special event signage should always lead with colors from the core palette. Colors from the secondary palette may be used only as accents.

8.5" x 11"

Headlines are set in Trade Gothic LT Std Bold 2.

Subheads are set in Trade Gothic LT Std Bold 2.

Body copy is set in Trade Gothic LT Std Regular.

Dedicated space for hospital logo.

The music cart.

Come join us llenihit velento rporate ni omnis aut eos mo luptatem il eost quo ipsaped magn.

LOCATION
Atrium luptatem, Room 215
Rosa de Lima Campus

DATE & TIME
Thursday, April 16
at 3 p.m.

Dignity Health.

The music cart.

Come join us llenihit velento rporate ni omnis aut eos mo luptatem il eost quo ipsaped magn.

LOCATION
Atrium luptatem, Room 215
Rosa de Lima Campus

DATE & TIME
Thursday, April 16
at 3 p.m.

Dignity Health.

