



HENDRICKS REGIONAL HEALTH

BRAND GUIDELINES



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OUR BRAND



OUR BRAND

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

Our Mission

Dedicated to Exceptional Healthcare.

Our Vision

Hendricks Regional Health will be the indispensable health and wellness provider to all those we serve.

Our Values

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

Hendricks Regional Health Brand

At Hendricks Regional Health, we are the good guardians in caring for patients and the community in western Indiana, for the everyday and also the extraordinary. Supporting the community that we call home is just who we are. It always has been, and it always will be. We bear witness daily to our community's unstoppable spirit, and together, absolutely nothing can stop us.





BRAND TONE

OUR BRAND PILLARS

Leadership

We are true leaders who feel compelled to step up and take responsibility because it's in our nature to do so.

Commitment to Community

We embrace our community and look out for our neighbors.

Patient Experience

We recognize that patients are at the heart of what we do and how we look after them.

Our Associates Are Our Family

We prioritize the needs of our associates because everything starts with them.

OUR BRAND PERSONALITY

Protector

We speak up with respect, conviction and intelligence.

Neighbor

We share in a sense of belonging.

Caregiver

We offer selfless compassion and patience.

Advocate

We respond with understanding, empathy and support.



LOGO USAGE GUIDELINES

LOGO USAGE GUIDELINES

Vertical Format

Primary Version

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

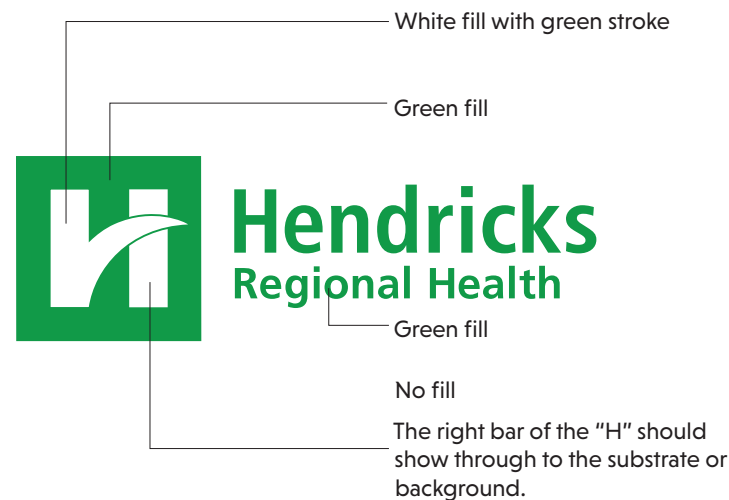
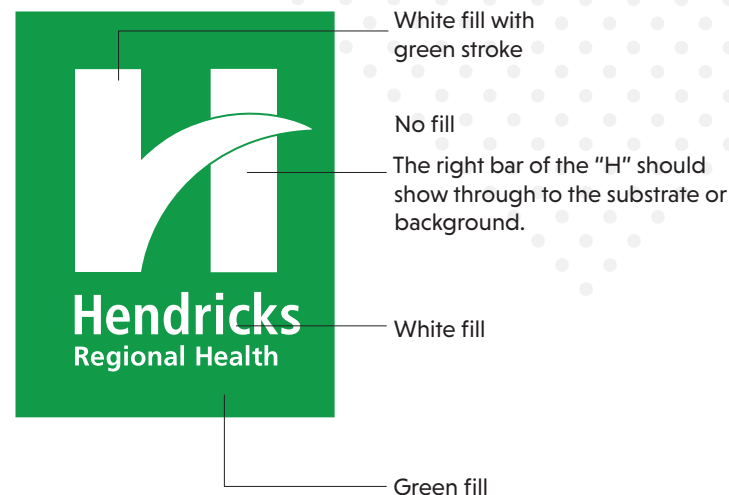
Green Color Breakdown

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

Horizontal Format

Secondary Version

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



****Important note:** Our logo is trademarked and requires prior approval for usage. For brand approval email info@hendricks.org



LOGO USAGE GUIDELINES

Overview

Logo Color Breaks

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

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

2-Color
PMS 347, White



1-Color
PMS 347 (No white fill)



1-Color
Black or White





LOGO USAGE GUIDELINES

Black Background

2-Color Breaks

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

Other Backgrounds

1-Color Breaks

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

2-Color
PMS 347
Green Type



2-Color
PMS 347,
White Type



1-Color
PMS 347



1-Color
Black



1-Color
White



LOGO USAGE GUIDELINES

Primary & Secondary Logo

Staging Area

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

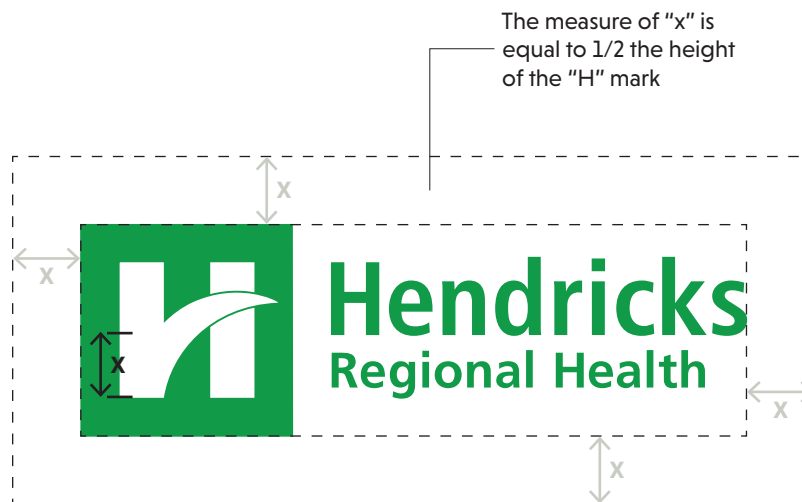
Primary Version

Logo Staging Area



Secondary Version

Logo Staging Area



LOGO USAGE GUIDELINES

Primary & Secondary Logo

Minimum Size

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



Primary Version Logo
Minimum Height:

PRINT
1.25" tall

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

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



Secondary Version Logo
Minimum Overall Size:

PRINT
.5" tall

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

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

Primary & Secondary Logo

Dos & Don'ts

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

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



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



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



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



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



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

LOGO USAGE GUIDELINES

BOX Format

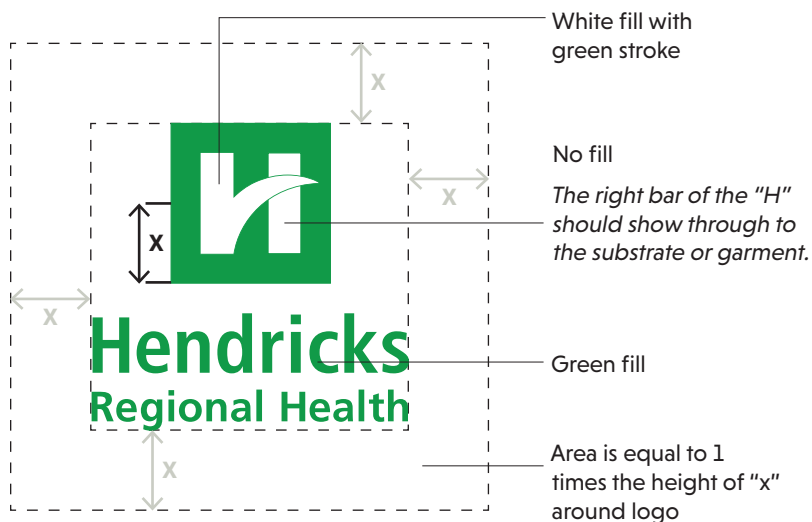
Embroidery Version

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

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

Embroidery Version Logo

With Staging Area shown



Primary Version Logo

Minimum Height: 2.37" tall
Stitch count: 5525

Embroidery Thread

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

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



LOGO USAGE GUIDELINES

Promotional Imprint

Logo Versions

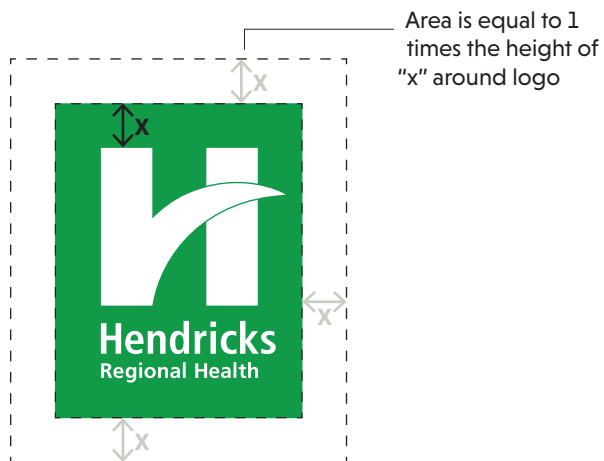
The Primary Version and Secondary Version are well-suited for use in the imprinting of promotional items, as the reproduction techniques are conducive to more detailed replication.

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

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

Primary Version Logo

With Staging Area shown

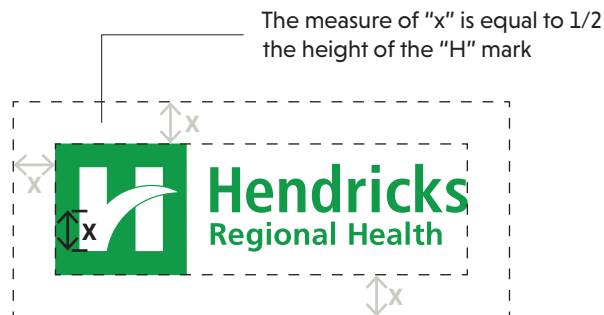


Primary Version Logo

Minimum Height: 1.58" tall

Secondary Version Logo

With Staging Area shown



Secondary Version Logo

Minimum Height: .558" tall

LOGO USAGE GUIDELINES

Primary & Secondary

Service Line Logo Application

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

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

Additional Service Line Logos:

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



ORTHOPEDICS

Service Line Primary Version Logo

Minimum Sub-Brand Type
Width: 1" wide

Note: Height will vary based upon service line logo.



Service Line Secondary Version Logo

Minimum Sub-Brand Type
Width: 1.5" wide

Note: Height will vary based upon service line logo.



Foundation brand standards can be found at hendricks.org/FoundationBrand

****Important note:** Please request existing artwork at info@hendricks.org



LOGO USAGE GUIDELINES

Primary & Secondary

Hendricks at Work Logo Application

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

***Important note:** Please request existing artwork at info@hendricks.org



Hendricks At Work Primary Version Logo

Minimum Sub-Brand

Type Width: 1" wide

Type Height: 1.5481" high



Hendricks At Work Secondary Version Logo

Minimum Sub-Brand

Type Width: 1.5" wide

Type Height: 0.658" high



BRAND ELEMENT GUIDELINES



BRAND ELEMENT GUIDELINES

Primary & Secondary

Color Palette

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

Primary Color | Hendricks Regional Health Corporate Green

PMS 347
CMYK 96/0/88/1
RGB 0/155/72
#009B48

Supplementary Green Colors

PMS 348
CMYK 97/22/100/9
RGB 0/131/62
#00833E

PMS 349
CMYK 91/33/99/26
RGB 0/105/55
#006937

PMS 345
CMYK 44/0/42/0
RGB 144/213/172
#90D5AC

Secondary Color Palette | Wayfinding

PMS 267
CMYK 77/97/0/0
RGB 97/51/147
#613393

PMS 285
CMYK 90/48/0/0
RGB 0/115/207
#0073CF

PMS 2925
CMYK 77/25/0/0
RGB 0/154/222
#009ADE

PMS 485
CMYK 6/98/100/1
RGB 225/37/27
#E1251B

PMS 715
CMYK 0/54/94/0
RGB 248/141/43
#F88D2B

PMS 115
CMYK 2/12/94/0
RGB 254/217/37
#FED925



BRAND ELEMENT GUIDELINES

FONT FAMILIES

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

Corporate Communications

Gotham Family

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

Preferred Font for Microsoft and PC Applications

Verdana

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

Advertising | Headline + Subhead

NEW FRANK

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

Advertising | Body Copy

Niveau Grotesk

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

PHOTOGRAPHY

Strong portraits with our patients, our associates and our providers looking at the camera are used to highlight members of the community in and out of the organization.

Natural, bright, open lighting and staging should be used to make our community members appear epic and heroic. They should not be overly bright or overexposed and should take place in environments they belong. The below images are for inspiration and reference and not licensed for use.





MARKETING MATERIAL GUIDELINES

MARKETING MATERIAL GUIDELINES

Print

Internal-use Templates

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

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

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

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



MARKETING MATERIAL GUIDELINES

PowerPoint

Internal-use Templates

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

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





CREATING LOGOS FOR DEPARTMENTS

CREATING LOGOS FOR DEPARTMENTS

Overview

Logo Specifications

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

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

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





CORPORATE APPAREL & PROMOTIONAL GUIDELINES

CORPORATE APPAREL & PROMOTIONAL GUIDELINES

Standards

When creating corporate apparel and promotional items, you should only use our primary or secondary Hendricks Regional Health logo. It cannot be altered or changed. It can only be printed as Pantone 347 green, white and black. No other color is accepted.

Please use only an approved vendor on our list below to ensure that the products maintain the integrity of our brand and trademarks. All items designed, should present a proof or mock-up prior to production for approval to Marketing at info@hendricks.org.

T-shirts

To have t-shirts created for an event or department, you have to get prior approval from administration and work with one of our approved vendors. Final t-shirt designs must be submitted to Marketing for approval before production.

Approved Vendors

For an approved list of Hendricks corporate vendors, please visit hendricks.org/brand.





CORPORATE APPAREL & PROMOTIONAL GUIDELINES

Becoming an Approved Vendor

New vendors will be evaluated by Marketing for adherence to brand guidelines, color matching and product quality. You will be required to submit samples such as an embroidery sew out and production samples of our logo, which may be subjected to product testing. In addition, you will need to submit a proof to Marketing for approval of any item you create for our brand and services. Failure to comply will result in removal from our approved vendor list.

To start this process, please reach out to info@hendricks.org.

Hendricks Regional Health Trademarks

A trademark is a design, graphic, logo, words or any combination thereof that identifies our health system and its services that gives our organization the legal rights to prevent unauthorized use.

Here are some trademark examples:

- Words (Hendricks Regional Health)
- Phrase (Dedicated to Exceptional Healthcare, Unstoppable Expertise)
- Symbol (H in a green box)
- Color (Green)
- Group of Letters (HRH)

Hendricks has a pending trademark for our logos and the name Hendricks Regional Health. Any usage of the logo will need to be reviewed and approved by emailing info@hendricks.org.