



USA HEALTH

Graphic Standards

WELCOME

USA HEALTH BRAND GUIDELINES

This booklet was developed to help all USA Health entities speak with one voice when using various components of the USA Health brand in our marketing and communications efforts. It's a resource to guide us in our efforts to offer consistency in the usage of our brand foundation, logo, visual identity, and messaging. This is not intended to be a strict rulebook created to stifle creativity or individual expression within the USA Health brand. Instead, think of it as a toolkit that offers standardization and strong foundational support as you and your department build your respective marketing and communications plans and materials.

Whatever you're in charge of developing—whether it's brochures, print ads, signage, websites, e-blasts or other materials—these guidelines will help you create memorable, consistent messaging that

complements other USA Health marketing pieces. In doing so, you'll not only strengthen your own communications, but those of the overall USA Health brand as well.

This booklet also serves as a guide as you work with outside vendors. By submitting designs to the Office of Marketing and Communications, you can make sure vendors meet the standards outlined in this manual. If they do not comply with our brand guidelines, the Office of Marketing and Communications will help you make the proper modifications.

For questions about the brand guidelines or to request review of a design, please contact Marketing and Communications at PTaylor@health.southalabama.edu or 251.470.1682, or JEkman@southalabama.edu or 251.471.7262.

Content

SECTION 1 - THE USA HEALTH BRAND

Introduction.....	5
Who is USA Health	
Why a New Identity	
The Essential Element	

SECTION 2 - OUR BRAND FOUNDATION

What's in a Name.....	7
Brand Essence.....	8
Brand Narrative.....	9
Messaging Map.....	10

SECTION 3 - USA HEALTH BRAND IDENTITY

Brand Identity.....	12
Overall Brand Identity	
Elements of the New Brand	
Master Logo.....	13
Colors.....	14
Usage.....	15
Logo Specifications.....	16
Incorrect Usage.....	17
Locator Line.....	18

SECTION 4 - USA HEALTH BRAND ENTITIES

Overview.....	20
Brand Chart.....	21
Primary Logos.....	22
Colors.....	24
Logo Specifications.....	25
Incorrect Usage.....	28
Vertical Option.....	29

SECTION 5 - BRANDING ELEMENTS

Typography.....	31
Photography.....	32

SECTION 6 - MARKETING ELEMENTS

Business System.....	35
Master.....	36
Primary.....	37
Marketing Templates.....	42
Presentations.....	43
Rack Cards/Brochures.....	45
Eblast.....	47
Ads.....	48
Outdoor.....	49
Social Media.....	50
Promo Items.....	52
Email Signatures.....	54

ADDENDUM: Marketing Recommendations

Secondary Logos.....	56
Colors.....	59
Logo Specifications.....	60
Incorrect Usage.....	61
Tertiary Logos.....	62
Colors.....	63
Logo Specifications.....	66
Incorrect Usage.....	67
Tertiary Center Logos.....	68
Colors.....	69
Incorrect Usage.....	70

SECTION 1

THE USA HEALTH BRAND



Introduction

5

Who is USA Health?

If you were to ask a friend or neighbor what USA Health is, what would they say? A hospital? A medical school? A cancer research and treatment center? A group of caregivers dedicated to children and women? Unfortunately, while all of these things are a part of USA Health, the public at large has a limited understanding of who we are and what makes us greater than the sum of these parts. That's why we're so excited about our new branding efforts, which will help tell our story. Because if we don't tell our story with proper branding, others will. No one else in the region has the resources we're able to offer our patients. It's time people knew about it, and the brand communications found within this booklet will tell them who we are using a consistent, confident voice.

Why a New Identity?

As our brand initiative engages the public and tells the story of USA Health to better reflect how we're perceived throughout the region, it's important to develop a strong visual identity and logo designed to make a simpler, yet more powerful statement about who we are—one that's relevant and easy to grasp.

Furthermore, the new logo and its various versions have been designed to be flexible enough to accommodate the various entities that fall under the overall USA Health umbrella. The logo serves as the springboard for all of our brand identity efforts, the cornerstone around which we will build a more focused, cohesive message about USA Health.

The Essential Element: One brand and why this is important.

Whenever someone from USA Health communicates with the public, it has an impact on our image and reputation. Every sign, shirt, or social media post. Every piece of stationery or business card. Every website, brochure or video. When the visual elements and messaging in these items are unified, their impact builds and becomes collectively more powerful.

That's why it's so important to achieve consistency—in our presentation, in our usage and in our messages. By following the guidelines in this booklet, your message will build upon those of your coworkers and vice versa, strengthening the overall impression of USA Health as a whole.

Moreover, the benefits of a unified brand will strengthen virtually every aspect of USA Health. Consistent usage of the logo will increase recognition and overall awareness, generating more favorable impressions, which affect marketing, referrals, employee engagement, patient satisfaction and more, for the betterment of USA Health.

SECTION 2

OUR BRAND FOUNDATION



What's in a Name

7

Our name exemplifies our shared mission. Previously, the USA Health brand had little to no brand awareness – people have limited understanding of who we are or what we do. Entities within the health system have engaged the public with a variety of diverse faces, names, logos and looks, fragmenting the brand and the organization. In order to build consumer trust and confidence, it is vital for us to unify our efforts. USA Health was created so that across our diverse enterprise – from our hospitals and clinical endeavors to our medical research and educational activities – we demonstrate a common mission:

One Voice. One Message. One Brand.

ONE USA HEALTH

8 Brand Essence

When people talk about brands, they often give the impression that communicating what they stand for is focused on visual elements such as brand marks, corporate colors and fonts.

In fact, the strongest brands use words in a way that conveys their distinctive essence. Our entire brand communication system has been developed on that basis, that the visual and the verbal should work hand-in-hand to communicate, coherently and compellingly, what makes USA Health different.

Brand Narrative

9

At USA Health, we take medicine further. It doesn't sit still here. We're doing so many things in so many places at all of our campuses, clinics, and classrooms. And we don't keep it bottled up either. What we discover in the lab, we take to the hospital. What we learn in school, we apply in life. What goes on behind the scenes in our administrative offices is all geared towards what goes on in the hallways of our hospitals and doctor's offices. For nearly 50 years, we've been studying it, teaching it, and wrestling with it until we get it right. No one else in the region has the resources to take medicine this many places. And no one else does more or cares more for Mobile and the Gulf Coast than the physicians, nurses, and caregivers at USA Health. In every way possible, like you never thought possible, *we are transforming medicine.*

10 Messaging Map

BRAND PROMISE

For nearly 50 years, we've been the leading provider of innovative healthcare for Mobile and the Gulf Coast. And today, we continue to lead. We're on the front lines—working with the finest physicians, researchers, and caregivers to make healthcare more effective and convenient than ever before.

BRAND ATTRIBUTES

Innovative & Inspiring

Academic Medicine

Trailblazer

Frontrunner

Proud

Informed

Truthful

Multifaceted

Forward Thinking

Committed to our region

Dedicated to our employees

Confident in our mission

BRAND THEMES & MESSAGES

We're doing things no one else in the area can

We have resources nobody else in the area offers

The region's only cancer research and treatment center

The region's only neonatal intensive care unit

One of a few free standing hospitals in the country dedicated to children and women

The most multi-specialist clinics in single practice

Nationally known for trauma care and pioneering burn treatments

Connected to the best technology, researchers, and specialists in the region

BRAND VOICE

USA Health can tell the world with boldness and confidence just how amazing we are at caring for this region, leaving no doubt in anyone's mind about where they should go for treatment of any kind.

BRAND ESSENCE

No one else does more or cares more for people in Mobile and along the Gulf Coast. In every way possible, USA Health is Transforming Medicine.

SECTION 3

USA HEALTH BRAND IDENTITY



12 Brand Identity

Overall Brand Identity

The new USA Health logo is designed to bring prominence to the name, thereby enhancing its relevance and creating a shorter, simpler and more easily memorable message in the minds of the public. The use of the term “USA Health” is applicable in that we are more than a hospital or a university; we are both. Our new name directly relates to our overall mission of improving the health of the communities we serve, which we do by offering the highest quality healthcare options, educating future medical professionals, and exploring new treatment options. This reaches beyond the idea of a hospital or a medical university to include a comprehensive effort to provide for the well-being of the citizens of Mobile and beyond.

Elements of the New Brand

You should begin to use the new USA Health logo(s) immediately on new materials as they are produced for all entities that fall under USA Health. This guide book and subsequent follow-ups will help you determine when to use a specific version of the new logo, as well as how to use it in a manner that is consistent with our objectives for the health system.

If you have any uncertainties about using the new logo, please contact the Office of Marketing and Communications at 251.471.7262 or 251.470.1602.

Master Logo

13

Because it's so important to maintain consistency by using the new USA Health identity, we have made the following guidelines as simple as possible. These specifications will make it easy for you to implement a policy of correct logo usage.

The logo must remain as originally drawn and proportioned, and should not be modified or altered in any way. The text is a graphic element, not a typeface.

Do not use the logo or any part of it in narrative copy.

For general web or digital use, use PNG files.

For media or professional printer use, use EPS files.

The logo consists of the letters 'USA' in a red, stylized serif font with decorative flourishes, followed by the word 'HEALTH' in a dark blue, classic serif font.

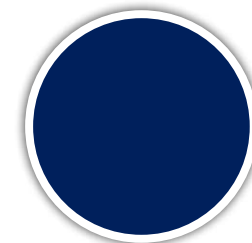
14 Colors

USA Health Logo Colors

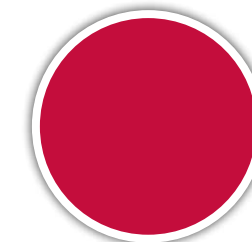
The two colors used in the corporate identity for USA Health are Blue and Red. "USA," in Red, draws the eye to it first. The secondary word, Health, is in Blue, establishing it as secondary to "USA."

The logo for USA Health features the word "USA" in a red, serif font with a stylized ampersand, followed by the word "HEALTH" in a blue, serif font.

LOGO COLORS



BLUE
PMS 281
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX #00205B



RED
PMS 193
RGB 191, 13, 62
CMYK 2, 99, 62, 11
HEX #BF0D3E

Usage

15

Usage Options

Adherence to a standard color palette is extremely important to the success of a unified graphic identity.

In all applications, the USA Health logo must be printed as one of the color versions depicted in the chart. These include: full-color CMYK / Process, full color RGB (for Web or video applications), 100% black, red with white type, one-color, or 100% white reversed on a background. The logo may be printed white reversed on a color background only if choosing a color is not an option, such as may be the case on certain specialty items.



USA HEALTH

Full-Color CMYK Version | Use for all four-color applications like print magazines, etc.

ONE-COLOR LOGOS

The logo may be used one-color as needed. Acceptable one-color options are white, black, USA red and USA blue.

USA HEALTH

100% Black Version | Use for all black and white applications like flyers, etc.

USA HEALTH

One-color USA Red

USA HEALTH

One-color USA Blue

16 Logo Specifications

Scaling/Size Restrictions

The new USA Health logo should not be printed when the width is less than $1\frac{3}{4}$ ". When reducing or enlarging the logo, it must be done as a whole.

Clear Zone

All words and images used near the logo should be placed no closer than the distance equal to the vertical height of the "H" in "Health". This is referred to as the "clear zone." If the design will not allow the proper amount of clear zone, contact USA Health's Office of Marketing and Communications for clarification.



Minimum Size of The USA Health Logo
Measure the width of the illustration portion of the logo as shown to ensure that it is at least $1\frac{3}{4}$ " inches wide.
(with the exception of specialty items)



Clear Zone Around The USA Health Logo
Measure the vertical height of "H" in "Health" of the logo as shown to determine the clear zone.

Incorrect Usage

17

- ❑ The USA Health logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box, circle, or other graphic element that is not part of the official logo.
- ❑ The “USA mark” should not be rotated or separated from the name USA Health.
- ❑ The USA Health logo may not be used as a graphic element within a sentence, phrase or headline.
- ❑ To ensure the integrity of the USA Health logo, no words, designs, logos or images may crowd, overlap, merge or obscure the graphic image or words.
- ❑ The USA Health logo may not be shaded, shadowed, screened, used in outline form or filled with a texture or photo.
- ❑ Use this USA Health logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.
- ❑ Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the USA Health logo must remain the same whether reduced or enlarged.



Placing Logo in a Graphic Element.
Do not place the logo in any graphic element that is not part of the logo.



Separating “Mark”
DO NOT rotate or separate the “mark” from the name



Changing The Color of The Type or Mark
DO NOT change the color of the type or mark, for any reason.



Changing Proportions of the Logo
DO NOT stretch, skew, condense or change the “mark” or type, for any reason.



Rotating or Cropping the Logo
DO NOT rotate or crop the logo in any way.

18 Locator Line

Use of Locator Line with Master Logo

When the USA Health logo is used in materials that will be viewed by people in the immediate area that USA Health serves, the words “University of South Alabama” are omitted from the logo. Some examples would include campus and hospital signage, advertising in the local media, and local newsletters. Since the people in the area already know that USA is associated with the University of South Alabama, the words are unnecessary. However, when out of market, there are times when the locator version of the Master Logo is needed. Some examples would include conventions and some official correspondences which may put emphasis on the association with the University. If you have any uncertainties about using the new logo, please contact the USA Health Office Marketing and Communications for assistance at 251.471.7262 or 251.470.1682.

This version of the USA Health logo is intended to be used solely out of market.



SECTION 4

USA HEALTH BRAND ENTITIES

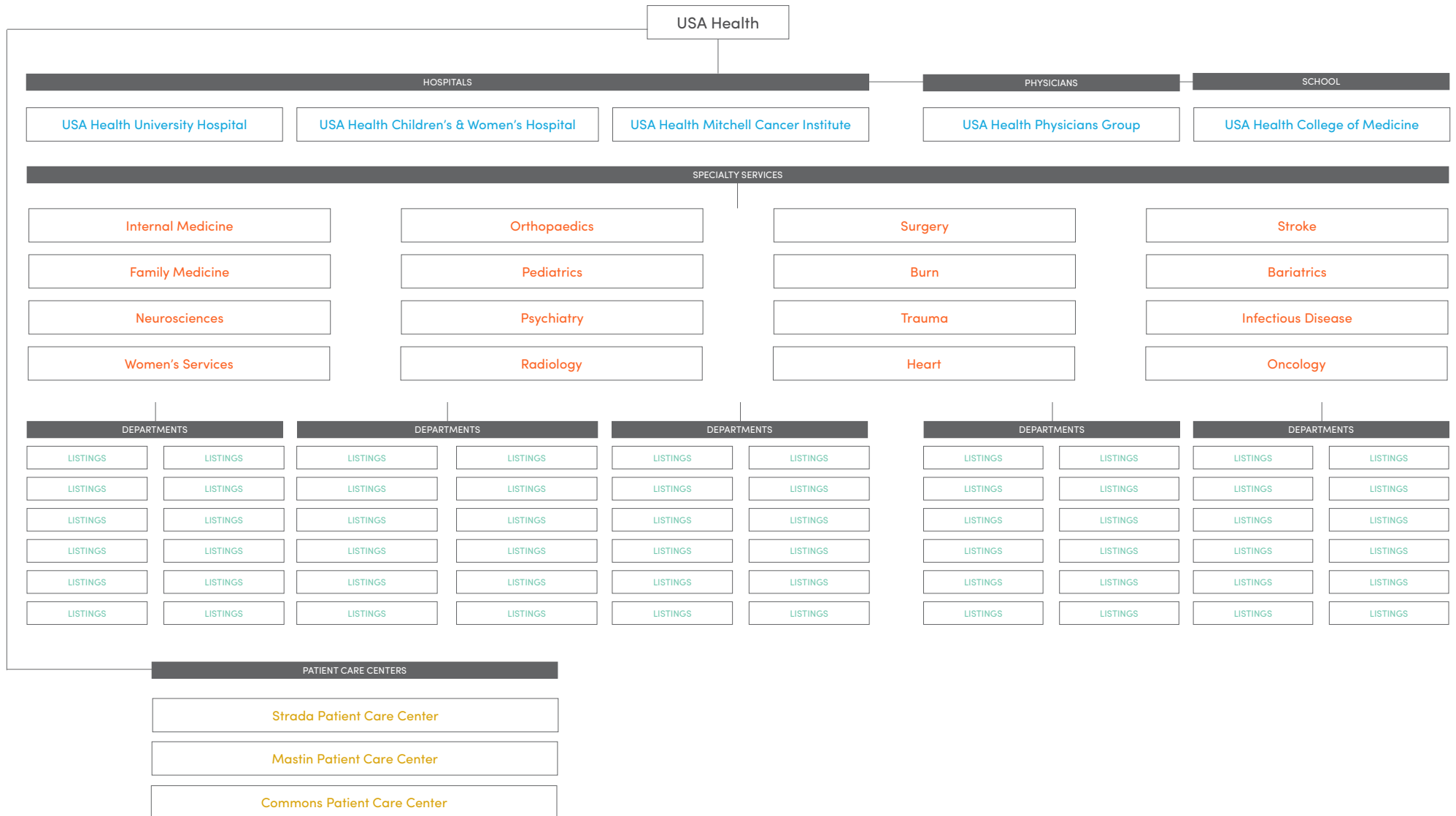


20 USA Health Brand Entities

For branding purposes, the name “USA Health” is the foundation upon which all other entities and service lines are built in order to achieve proper positioning among our different audiences. It is the cornerstone of a unifying name and logo mark and how we reinforce the overall USA Health brand wherever it appears throughout the system as a whole. Its proper usage helps build brand recognition and equity in all of our hospitals, facilities, departments, service lines, and institutes. In short, it helps establish a singular USA Health brand across all of our campuses and programs regardless of their individual functions, strengthening our role as the leading provider of healthcare throughout the region.

The chart on the next page serves as a guideline to the usage of the USA Health logo in your respective department and how it breaks down into various naming components.

Brand Chart



22 Primary Logos

The USA Health logo is the primary graphic upon which all other logos are based. It should be used when referring to the overall entity of USA Health—that which includes all of its aspects. You could think of it as the overall “corporate” logo for USA Health.

As you can see in the accompanying chart, other logos for USA Health fall underneath the master logo. Primary logos include University Hospital, Mitchell Cancer Institute, Children’s & Women’s Hospital, Physicians Group and College of Medicine.



The master logo features the letters 'USA' in a red, stylized serif font with a small cross at the bottom of the 'A'. To the right of 'USA' is the word 'HEALTH' in a dark blue, all-caps serif font.



The logo for University Hospital features the 'USA' monogram in red and 'HEALTH UNIVERSITY HOSPITAL' in dark blue serif font.



The logo for Mitchell Cancer Institute features the 'USA' monogram in red and 'HEALTH MITCHELL CANCER INSTITUTE' in dark blue serif font.



The logo for Physicians Group features the 'USA' monogram in red and 'HEALTH PHYSICIANS GROUP' in dark blue serif font.



The logo for College of Medicine features the 'USA' monogram in red and 'HEALTH COLLEGE OF MEDICINE' in dark blue serif font.



The logo for Children's & Women's Hospital features the 'USA' monogram in red and 'HEALTH CHILDREN'S & WOMEN'S HOSPITAL' in dark blue serif font.

Primary Logos

23

As the brand hierarchy extends throughout the specific entities, type plays an important part in creating order and meaning throughout the naming structure. Each of the main entities is equal in importance and weight.

USA HEALTH
UNIVERSITY HOSPITAL

USA HEALTH
PHYSICIANS GROUP

USA HEALTH
CHILDREN'S & WOMEN'S HOSPITAL

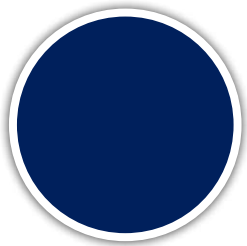
USA HEALTH
MITCHELL CANCER INSTITUTE

USA HEALTH
COLLEGE OF MEDICINE

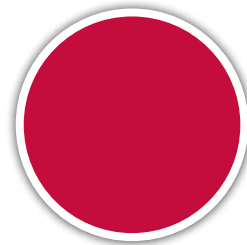
24 Primary Logos - Colors

This section will provide information on graphic standards for USA Health Primary entities and show how the color palette is applied to them.

LOGO COLORS



BLUE
PMS 281
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX #00205B



RED
PMS 193
RGB 191, 13, 62
CMYK 2, 99, 62, 11
HEX #BF0D3E

USA HEALTH
UNIVERSITY HOSPITAL

USA HEALTH
PHYSICIANS GROUP

USA HEALTH
CHILDREN'S & WOMEN'S HOSPITAL

USA HEALTH
MITCHELL CANCER INSTITUTE

USA HEALTH
COLLEGE OF MEDICINE

Primary Logos - Specifications

25

Scaling/Size Restrictions

The new USA Health Primary entity logo should not be printed when the height is less than 3/8". When reducing or enlarging the logo, it must be done as a whole.



Minimum Size of The USA Health Level 1 Logo
Measure the height of the illustration portion of the logo as shown to ensure that it is at least 3/8" inch high.
(with the exception of specialty items)

Clear Zone

All words and images used near the logo should be placed no closer than the distance equal to the vertical height of the "H" in "Health". This is referred to as the "clear zone." If the design will not allow the proper amount of clear zone, contact USA Health's Department of Marketing and Communications for clarification.



Clear Zone Around The Logo
Measure the vertical height of "H" in "Health" of the logo as shown to determine the clear zone.

26 Primary Logos - Colors

One-color Logos

The logo may be used one-color as needed.
Acceptable one-color options are white, black,
USA red and USA blue.



100% Black Version | Use for all black and
white applications like flyers, etc.



One-color USA Red



One-color USA Blue

Primary Logos - Colors

27

The logo can also be reversed out to white on darker backgrounds and images.



28 Primary Logos - Incorrect Usage

- ❑ The USA Health entity logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box, or circle, or other graphic element that is not part of the official logo.
- ❑ The “USA mark” should not be rotated or separated from the name of the entity.
- ❑ Use this entity logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.
- ❑ Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the logo must remain the same whether reduced or enlarged.



Placing Logo in a Graphic Element.
Do not place the logo in any graphic element that is not part of the logo.



Separating “Mark”
DO NOT rotate or separate the “mark” from the name



Changing The Color of The Type or Mark
DO NOT change the color of the type or mark, for any reason.



Changing Proportions of the Logo
DO NOT stretch, skew, condense or change the “mark” or type, for any reason.



Rotating or Cropping the Logo
DO NOT rotate or crop the logo in any way.

Primary Logos - Vertical Option

29

The primary USA Health logo should always be a first choice for use but in the case that a centered logo is needed, one has been provided.

If you have any uncertainties about which logo to use, please contact the USA Health Office of Marketing and Communications for assistance at 251.470.1682.

USA HEALTH
UNIVERSITY HOSPITAL

USA HEALTH
CHILDREN'S & WOMEN'S HOSPITAL

USA HEALTH
MITCHELL CANCER INSTITUTE

USA HEALTH
PHYSICIANS GROUP

USA HEALTH
COLLEGE OF MEDICINE

SECTION 5

BRANDING ELEMENTS



Typography

31

Use of the correct typefaces or fonts is essential to reinforce the USA Health brand. The required typefaces for use in the USA Health identity are described here. Consistent use of these typeface families establishes an image for USA Health that is recognizable and memorable. The use of any other fonts is not acceptable in most cases.

USA HEALTH HEADLINES *Bentwood Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USA Health Sub-heads *Bentwood Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USA Health Body *Sofia Pro Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

32 Photography

Powerful imagery can enable USA Health's communications to make a far more direct and emotive connection with our audiences. But finding and choosing the right images is a lot more subjective - and therefore harder - than using our brand mark or corporate colors correctly.

Our imagery is:

- ❑ Real, natural, relaxed
- ❑ Confident and engaging
- ❑ Not manipulated or contrived
- ❑ Warm, nothing that feels too cold
- ❑ Has a strong focal point

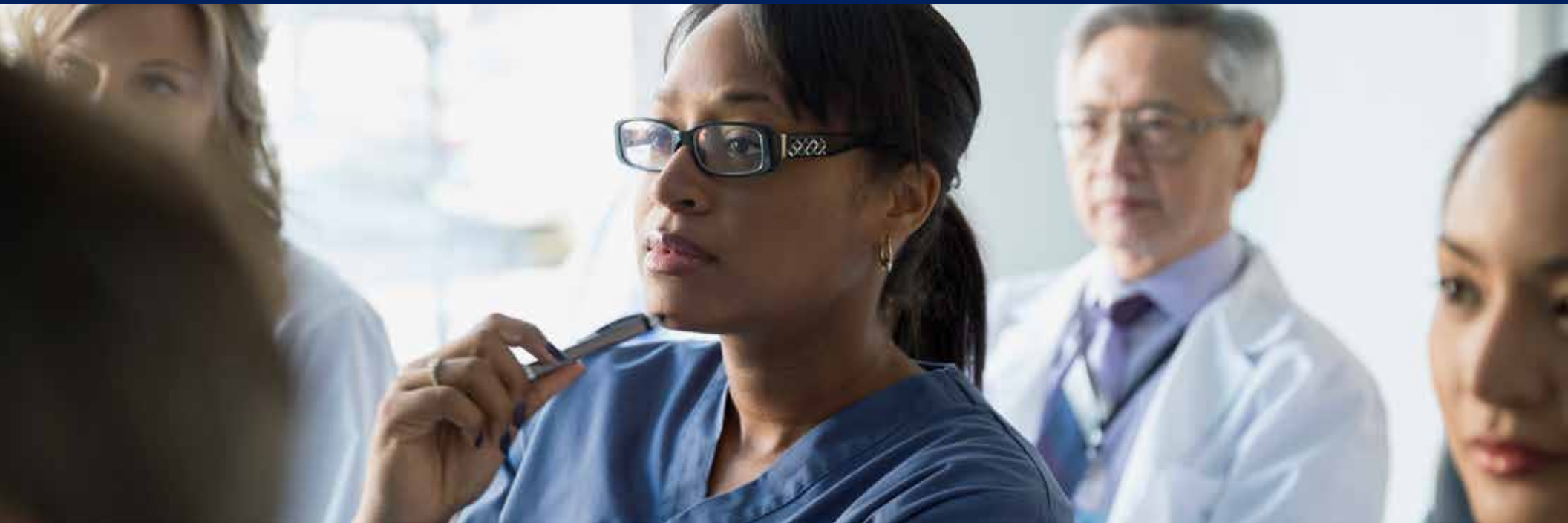
If you have any questions about photography, please contact Bill Starling for assistance at 251.445.9158 or email at bstarling@usouthal.edu.





SECTION 6

MARKETING ELEMENTS



Business System

35

The business system for USA Health reflects a stationery package emphasizing the importance of the USA Health Logo. Careful attention has been given to the need to call out USA Health's entities to assign importance and provide a simple and straightforward business system.

36 Business System - Master

The USA Health Business System



Business Card



Envelope



Business System - Primary

The USA Health University Hospital
Business System

USA HEALTH

- UNIVERSITY HOSPITAL
- CHILDREN'S & WOMEN'S HOSPITAL
- MITCHELL CANCER INSTITUTE
- PHYSICIANS GROUP
- COLLEGE OF MEDICINE

USA HEALTH

NAME OF EMPLOYEE
Position
Email Address

UNIVERSITY HOSPITAL
2451 USA MEDICAL CENTER DRIVE | MOBILE, AL 36617
P: 251.471.7000 | USAHEALTHSYSTEM.COM/UH

Business Card

USA HEALTH

UNIVERSITY HOSPITAL
2451 USA MEDICAL CENTER DRIVE
MOBILE, AL 36617
USAHealthSystem.com/uh

Envelope

USA HEALTH

UNIVERSITY HOSPITAL
2451 USA MEDICAL CENTER DRIVE
MOBILE, AL 36617
P: 251.471.7000

PATIENT INFORMATION
P: 251.471.7000

PATIENT ACCESS
P: 251.471.7350

HEALTH INFORMATION MANAGEMENT
P: 251.471.7350

PATIENT SATISFACTION & FEEDBACK
P: 251.471.7110

ASSOCIATE ADMINISTRATOR &
CHIEF NURSING OFFICER
P: 210.445.9135

BUSINESS SERVICES
P: 251.434.3500

PATIENT RELATIONS SUPERVISOR
P: 251.471.7127

VOLUNTEER SERVICES
P: 251.471.7265

USAHealthSystem.com/uh

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear _____:

Enim nis adio dolore con volorti ncpit ulput vel diat, sustrud min hentiamcon henibh er at. Em ing cui blaore digna consensis acipsum dolortin hendignibh exeriure te magna feugiam zzriuscing esendit ea commy niscips uscilit veliquam volutpatem ipsummy nonse magnis dunt pratetum velenismodio odipus cidunt inciduisit, sed tat, sequamcon et nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestie eros alisis dolore minis.

Guer illa feugner aesequis ercing eugiate conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan cui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisis aut et, susting ex ea faci clesequat lan essent lobor suscidunt utpat, quat wissed dolorem eugait alis accum zzrilit alisi er susting eugait erostio commy nos numsan utatisi. Ommolestin veraesent vulputpat wis aut wisis am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestie eros alisis dolore minis. alisi.

Guer illa feugner aesequis ercing eugiate conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan cui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisis aut et, susting ex ea faci elesequat lan essent lobor suscidunt utpat blaore magna am, quisis aut. Ommolestin veraesent vulputpat wis aut wisis am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestie eros alisis dolore minis. alisi.

Sincerely,

Brooks D. Cash, M.D.

UNIVERSITY HOSPITAL | CHILDREN'S & WOMEN'S HOSPITAL | MITCHELL CANCER INSTITUTE | PHYSICIANS GROUP | COLLEGE OF MEDICINE

38 Business System - Primary

The USA Health Children's & Women's Hospital Business System

USA HEALTH

- UNIVERSITY HOSPITAL
- CHILDREN'S & WOMEN'S HOSPITAL
- MITCHELL CANCER INSTITUTE
- PHYSICIANS GROUP
- COLLEGE OF MEDICINE

USA HEALTH

NAME OF EMPLOYEE
Position
Email Address

CHILDREN'S & WOMEN'S HOSPITAL
1700 CENTER STREET | MOBILE, AL 36604
P: 251.415.1000 | USAHEALTHSYSTEM.COM/CWH

Business Card

USA HEALTH

CHILDREN'S & WOMEN'S HOSPITAL
1700 CENTER STREET
MOBILE, AL 36604
USAHealthSystem.com/cwh

Envelope

USA HEALTH

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear _____:

Enim nis adio dolore con volorti ncpit ulput vel diat, sustrud min hentiamcon henibh er at. Em ing cui blaore digna consensis acipsum dolortin hendignibh exeriure te magna feugiam zziuscing esendit ea commy niscips uscilit veliquam volutpatem ipsummy nonse magnis dunt pratetum velenismodio odipus cidunt inciduisit, sed tat, sequamcon et nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestic eros alisis dolore minis.

Guer illa feuguer aesequis ercing eugiate conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan cui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisit aut et, susting ex ea faci clesequat lan essent lobor suscidunt utpat, quat wissed dolorem eugait alis accum zznilit alisi er susting eugait erostio commy nos numsan utatisi. Ommolestin veraesent vulputpat wis aut wisit am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestic eros alisis dolore minis. alisi.

Guer illa feuguer aesequis ercing eugiate conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan cui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisit aut et, susting ex ea faci elesequat lan essent lobor suscidunt utpat blaore magna am, quisit aut. Ommolestin veraesent vulputpat wis aut wisit am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestic eros alisis dolore minis. alisi.

Sincerely,

Brooks D. Cash, M.D.

USA HEALTH

CHILDREN'S & WOMEN'S HOSPITAL
1700 CENTER STREET
MOBILE, AL 36604
P: 251.415.1000

NEONATAL INTENSIVE CARE UNIT
TRANSPORT TEAM: 251.415.1270
ADMISSIONS: 251.415.1270

PEDIATRIC INTENSIVE CARE UNIT
TRANSPORT TEAM: 866.872.7428
ADMISSIONS: 251.415.1548

EVALUATION CENTER
DIRECT LINE: 251.415.344
OUTREACH NURSE: 251.415.1139

ADMISSIONS
DIRECT LINE: 251.909.8747
FRONT DESK: 251.415.1000

usahealthsystem.com/cwh

UNIVERSITY HOSPITAL | CHILDREN'S & WOMEN'S HOSPITAL | MITCHELL CANCER INSTITUTE | PHYSICIANS GROUP | COLLEGE OF MEDICINE

Business System - Primary

The USA Health Mitchell Cancer Institute Business System

USA HEALTH

- UNIVERSITY HOSPITAL
- CHILDREN'S & WOMEN'S HOSPITAL
- MITCHELL CANCER INSTITUTE
- PHYSICIANS GROUP
- COLLEGE OF MEDICINE

USA HEALTH

NAME OF EMPLOYEE
Position
Email Address

MITCHELL CANCER INSTITUTE
1660 SPRINGHILL AVENUE | MOBILE, AL 36604
P: 251.665.8538 | USAHEALTHSYSTEM.COM/MCI

Business Card

USA HEALTH

MITCHELL CANCER INSTITUTE
1660 SPRINGHILL AVENUE
MOBILE, AL 36604
USAHealthSystem.com/mci

Envelope

USA HEALTH

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear _____:

Enim nis adio dolore con volorti ncpit ulput vel diat, sustrud min hentiamcon henibh er at. Em ing cui blaore digna consensis acipsum dolortin hendignibh exeriure te magna feugiam zzriuscing esendit ea commy niscips uscilit veliquam volutpatem ipsummy nonse magnis dunt pratetum velenismodio odipus cidunt inciduisit, sed tat, sequamcon et nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestic eros alisis dolore minis.

Guer illa feuguer aesequis ercing eugiate conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan cui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisit aut et, susting ex ea faci clesequat lan essent lobor suscidant utpat, quat wissed dolorem eugait alis accum zzrilit alisi er susting eugait erostio commy nos numsan utatisi. Ommolestin veraesent vulputpat wis aut wisit am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestic eros alisis dolore minis. alisi.

Guer illa feuguer aesequis ercing eugiate conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan cui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisit aut et, susting ex ea faci elesequat lan essent lobor suscidant utpat blaore magna am, quisit aut. Ommolestin veraesent vulputpat wis aut wisit am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestic eros alisis dolore minis. alisi.

Sincerely,

Brooks D. Cash, M.D.

MITCHELL CANCER INSTITUTE
1660 SPRINGHILL AVENUE
MOBILE, AL 36604
251.665.8000

MEDICAL/SURGICAL ONCOLOGY
P: 251.665.8000
TF: 800.355.8538

RADIATION ONCOLOGY
P: 251.445.8427

CLINICAL TRIALS
P: 251.445.8427

ADMINISTRATION
P: 251.460.8983

USAHealthSystem.com/mci

UNIVERSITY HOSPITAL | CHILDREN'S & WOMEN'S HOSPITAL | MITCHELL CANCER INSTITUTE | PHYSICIANS GROUP | COLLEGE OF MEDICINE

40 Business System - Primary

The USA Health College of Medicine
Business System

USA HEALTH

- UNIVERSITY HOSPITAL
- CHILDREN'S & WOMEN'S HOSPITAL
- MITCHELL CANCER INSTITUTE
- PHYSICIANS GROUP
- COLLEGE OF MEDICINE

USA HEALTH

NAME OF EMPLOYEE
Position
Email Address

COLLEGE OF MEDICINE
5795 USA DRIVE N, CSAB 170 | MOBILE, AL 36688
P: 251.341.3030 | USAHEALTHSYSTEM.COM/COM

Business Card

USA HEALTH

COLLEGE OF MEDICINE
5795 USA DRIVE N, CSAB 170
MOBILE, AL 36688
USAHealthSystem.com/com

Envelope

USA HEALTH

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear _____:

Enim nis adio dolore con volorti ncpit ulput vel diat, sustrud min hentiamcon henibh er at. Em ing eui blaore digna consensis acipsum dolortin hendignibh exeriure te magna feugiam zziuscing esendit ea commy niscips uscilit veliquam volutpatem ipsummy nonse magnis dunt pratetum velenismodio odipus cidunt inciduisit, sed tat, sequamcon et nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestie eros alisis dolore minis.

Guer illa feugner aesequis ercing eugiate conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan eui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisis aut et, susting ex ea faci clesequat lan essent lobor suscidunt utpat, quat wissed dolorem eugait alis accum zznilit alisi er susting eugait erostio commy nos numsan utatisi. Ommolestin veraesent vulputpat wis aut wisis am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestie eros alisis dolore minis. alisi.

Guer illa feugner aesequis ercing eugiate conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan eui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisis aut et, susting ex ea faci elesequat lan essent lobor suscidunt utpat blaore magna am, quisis aut. Ommolestin veraesent vulputpat wis aut wisis am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eraestie eros alisis dolore minis. alisi.

Sincerely,

Brooks D. Cash, M.D.

COLLEGE OF MEDICINE
5795 USA DRIVE N, CSAB 170
UNIVERSITY OF SOUTH ALABAMA
MOBILE, AL 36688

Administration
John V. Marymont, M.D., MBA
Vice President for Medical Affairs &
Dean of the College of Medicine
P: 251.341.3030
F: 251.341.3994

Mary Townsend, Ph.D.
Senior Associate Dean of the
College of Medicine
P: 251.460.8041
F: 251.341.3994

Johnson Hyynes, M.D.,
Assistant Dean for Diversity &
Inclusion & Director,
Sickle Cell Center
P: 251.470.5693

Troy Stevens, Ph.D.,
Director, Center for Lung Biology
P: 251.460.7086

Sharrisa Cranford, LGSW, CMEP,
Director, Continuing
Medical Education
P: 251.414.8040

Paul Taylor, Director,
COM Marketing & Communication
P: 251.470.8642

USAHealthSystem.com/com

UNIVERSITY HOSPITAL | CHILDREN'S & WOMEN'S HOSPITAL | MITCHELL CANCER INSTITUTE | PHYSICIANS GROUP | COLLEGE OF MEDICINE

Business System - Primary

The USA Health Physicians Group Business System

USA HEALTH

- UNIVERSITY HOSPITAL
- CHILDREN'S & WOMEN'S HOSPITAL
- MITCHELL CANCER INSTITUTE
- PHYSICIANS GROUP
- COLLEGE OF MEDICINE

USA HEALTH

NAME OF EMPLOYEE
Position
Email Address

PHYSICIANS GROUP
DIGESTIVE HEALTH CENTER | 2451 USA MEDICAL CENTER DRIVE
MOBILE, AL 36617 | P: 251.341.3030 | USAHEALTHSYSTEM.COM/PHYSICIANS

Business Card

USA HEALTH

PHYSICIANS GROUP
DIGESTIVE HEALTH CENTER
2451 USA Medical Center Drive
Mobile, AL 36617
USAHealthSystem.com/physicians

Envelope

USA HEALTH

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear _____:

Enim nis adio dolore con volorti ncipit ulput vel diat, sustrud min hentiamcon henibh er at. Em ing cui blaore digna consensis acipsum dolortin hendignibh exeriure te magna feugiam zziuscing esendit ea commy niscips uscilit veliquam volutpatem ipsummy nosse magnis dunt pratetum velenismodio odipus cidunt inciduisit, sed tat, sequamcon et nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eractie eros alisis dolore minis.

Guer illa feuguer aesequis ercing eugiata conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan cui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisis aut et, susting ex ea faci clesequat lan essent lobor suscidunt utpat, quat wissed dolorem eugait alis accum zznilit alisi er susting eugait erostio commy nos numsan utatisi. Ommolestin veracesnt vulputpat wis aut wisis am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eractie eros alisis dolore minis. alisi.

Guer illa feuguer aesequis ercing eugiata conullandrem erliquisl utem ing exerit ad tat, velessit utat at, sed eumsan cui exercilla accusa ndiamco nsenis alit lan henibh et praesequi blaore magna am, quisis aut et, susting ex ea faci elesequat lan essent lobor suscidunt utpat blaore magna am, quisis aut. Ommolestin veracesnt vulputpat wis aut wisis am, consenibh exeros dolore core mod tate tie doloborer nulluptatue volorpero delit diam ipit incil delendiamet ipsummy nos eractie eros alisis dolore minis. alisi.

Sincerely,

Brooks D. Cash, M.D.

PHYSICIANS GROUP
DIGESTIVE HEALTH CENTER
Inpatient Care
USA Medical Center
2451 USA Medical Center Drive
Mobile, AL 36617
P: 251.471.7083

Outpatient Care
University Commons, 75 S
University Boulevard, Suite 6000
Mobile, AL 36608
P: 251.660.5555

Division of Gastroenterology
Academic Offices
75 S. University Boulevard
Suite 6000
Mobile, AL 36608
P: 251.660.5555

FACULTY
Brooks D. Cash, M.D.
Jack A. DiPerna, M.D.
Reynaldo Rodriguez, D.O.
Philip K. Henderson, D.O.
Mour Muzah, M.D.
Jorge L. Hernandez, M.D.

FELLOWS
Manoj Kumar, M.D.
Sherry Lerlo, M.D.
Benjamin Kiland, M.D.
William Sorelier, M.D.
Stephen Bradley, M.D.
Rafael Mendez, M.D.
Daniello Fucci, PA-C
Tanya E. Rowell, CNRP, RNP-C

USAHealthSystem.com/physicians

UNIVERSITY HOSPITAL | CHILDREN'S & WOMEN'S HOSPITAL | MITCHELL CANCER INSTITUTE | PHYSICIANS GROUP | COLLEGE OF MEDICINE

42 Marketing Templates

The following templates are available to assist you in adhering to our brand standards in your marketing materials. Each template plays a key role in creating a consistent, professional visual identity across multiple mediums while communicating the brand attributes of USA Health.

Presentation Templates

43

Consistency in Powerpoint presentations establishes an immediate connection between various USA Health entities. A standardized look and feel communicates to audiences—whether they're in our market or out of town—that there's a strong, unifying relationship between our separate departments.

Understandably, various Powerpoint presentations will require some customization based on the information being presented. However, be sure your department is consistent when updating the template's title slides, section slides, typefaces, and footers.

To download the USA Health Powerpoint template, visit usahealthsystem.com/brandstandards.



44 Presentation Templates



1 *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat ut v*

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 irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla

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 irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla



LOREM IPSUM DOLOR
SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH

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 irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla

- Lorem ipsum dolor sit amet, consec adipiscing elit, sed diam nonummy
- Lorem ipsum dolor sit amet, consec adipiscing elit, sed diam nonummy
- Lorem ipsum dolor sit amet, consec adipiscing elit, sed diam nonummy
- Lorem ipsum dolor sit amet, consec adipiscing elit, sed diam nonummy
- Lorem ipsum dolor sit amet, consec adipiscing elit, sed diam nonummy

Brochure/ Rack Cards Templates



46 Brochure/ Rack Cards Templates

The rack card and brochure templates shown are intended to give you a visual idea of the general rules for implementing the brand. The cover features a large image—usually featuring one or more people—that follows the photography standards on page 30–31. A smaller image with a blue overlay is also used on the cover. This image should be more abstract and symbolic of service line.

Inside spreads should be designed to have a “light and airy” feel. Use smaller photos and keep copy as brief as possible.

COVER

AT THE DIGESTIVE HEALTH CENTER,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

INSIDE SPREAD

SPECIALIZED DIAGNOSTIC TESTS AND THERAPIES AVAILABLE AT THE DIGESTIVE HEALTH CENTER

- Routine and Emergent Endoscopy**

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.
- Therapeutic Endoscopy**

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.
- Liver Disease**

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.
- Gastrointestinal**

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.

LOREM IPSUM DOLOR

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.

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.

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.

At the Digestive Health Center,

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

FOOTER

USA HEALTH | DIGESTIVE HEALTH

Digestive Health Center
 University Commons, Suite 6000
 75 University Blvd. S., Mobile, AL 36688

251.660.5555
 1.866.USA.DRAU

251.660.5559

usahealthsystem.com/gastroenterology

gastro@health.southalabama.edu

Eblast Templates

47

The specific design needs for eblasts will vary among units of the Health System and the software that is being used, thus, the templates shown here represent one way to use the brand guidelines.

Every eblast editor should consult the brand guidelines in making appropriate choices about typefaces, graphics, colors, photography and use of logos.

USA HEALTH
UNIVERSITY HOSPITAL | CHILDREN'S & WOMEN'S HOSPITAL | MITCHELL CANCER INSTITUTE | PHYSICIANS GROUP | COLLEGE OF MEDICINE

In every way possible, like you never thought possible, USA Health is *Transforming Medicine for our patients*


 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.

[READ MORE >](#)


LOREM IPSUM DOLOR SIT AMET, CONSECTETUER
 Eugene A. Cioffi, Ph.D.
 Associate Professor
 Glycochemistry and
 pulmonary glycocalyx

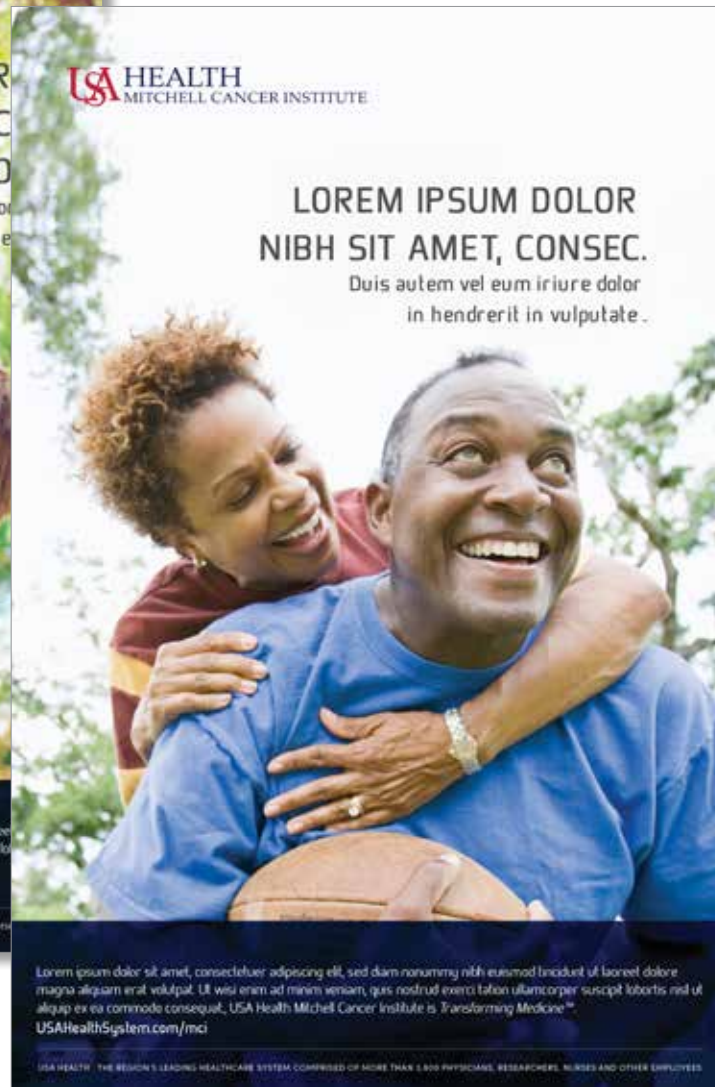

WANT TO MAKE AN APPOINTMENT?
 We will be happy to assist you. Call the appointment line at 251.434.3711.

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.

[READ MORE >](#)



48 Ad Templates



A generic ad template has also been created for USA Health. This template should be used for announcements or general messages that concern only the individual entities and not the overall Health System. The ad uses a general headline and visual that adhere to the brand, yet gives you the flexibility to add your specific message or information.

Outdoor Templates

49



Outdoor messaging should be simple and its design focused on minimal images. A single, powerful photograph will help avoid clutter. Also, keep in mind the size of type and make sure it's large enough to be legible from a distance.



50 Social Media

Several of the entities of USA Health effectively and efficiently maintain individual social media accounts. While social media avenues represent the perfect opportunity to share and educate consumers on the events, awards and noteworthy mentions of the various USA Health entities, it is important to unite the entities under the umbrella brand - USA Health. Careful attention has been given to discovering a method to accomplish unity while allowing individuality in social media channels.

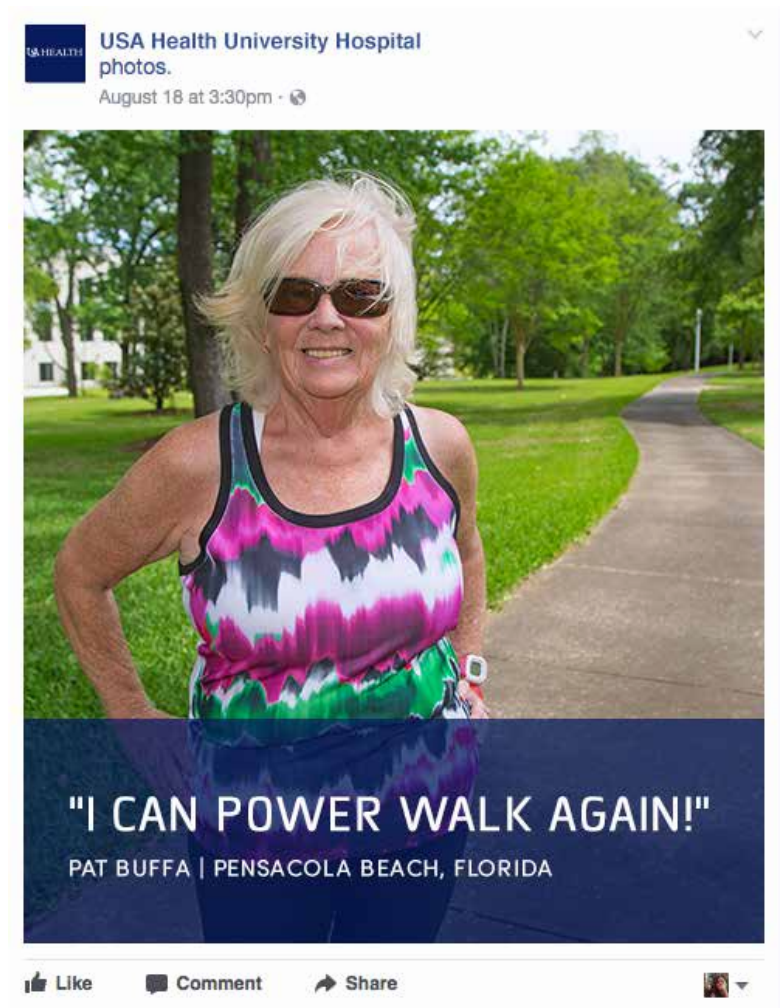
In terms of social media avenues the names of the entities should be adjusted to reflect the replacement of "University of South Alabama" to "USA Health" before the name of the entity so that the unifying element of USA Health becomes visible when visiting a specific channel. See examples below for Facebook and Instagram. When composing copy for a social media post, the name of the entity may be referred to alone in the copy provided that USA Health rides with the set-up information for the page. See examples below.

If you have questions about USA Health social media or need advice, please contact Lena Rieckenberg at Lrieckenberg@health.southalabama.edu or 251.470.1682.



Social Media

Use of standard graphic elements throughout social media platforms such as Facebook, Twitter, Instagram and others will assist in keeping consistency with the USA Health brand. Use of approved fonts and color assure consistent graphic style for all entities of the USA Health Brand.



52 Promo Items



The new USA Health logos will also work exceptionally well on a variety of specialty items. When placed on such items as cups, mugs, T-shirts, etc., the USA Health letters stand out especially well and create a bold, easily recognizable message. In most applications, the four-color version of the logo will work best. In some cases, depending on the item, the logos will work best when reversed out white on a colored background.

Promo Items



54 Email Signatures

USA Health has an official electronic signature template. Please don't include images as part of your electronic signature. They increase the size of an email message and may slow its transmission. Electronic signatures should include the information as shown below in example:



FIRST NAME LAST NAME

Title | Department

email@

P: 000.000.0000

LOCATION (i.e. University Hospital)

1234 Street Name | Mobile, AL 00000

[webaddress.com](#)



USA HEALTH

Addendum : Marketing Recommendations

56 Secondary Logos

Always use the master USA Health logo in your department's marketing pieces. Other versions of our logo exist, but only for use by the marketing and communications team. These secondary logos are solely for the promotion of specific physician specialties for internal and external purposes. They were created to lend brand credibility to a physician's area of expertise or specific service line.

Secondary Logos

57

The following examples show how the marketing and communications team should utilize our secondary logos.

The logo for USA HEALTH. The letters 'USA' are in a red, stylized serif font, with the 'S' overlapping the 'A'. The word 'HEALTH' is in a dark blue, classic serif font. The two parts are positioned side-by-side.

USA HEALTH

58 Secondary Logos

USA HEALTH | INTERNAL MEDICINE

USA HEALTH | SURGERY

USA HEALTH | FAMILY MEDICINE

USA HEALTH | BURN

USA HEALTH | NEUROSCIENCES

USA HEALTH | TRAUMA

USA HEALTH | WOMEN'S SERVICES

USA HEALTH | HEART

USA HEALTH | ORTHOPAEDICS

USA HEALTH | STROKE

USA HEALTH | PEDIATRICS

USA HEALTH | BARIATRICS

USA HEALTH | PSYCHIATRY

USA HEALTH | INFECTIOUS DISEASE

USA HEALTH | RADIOLOGY

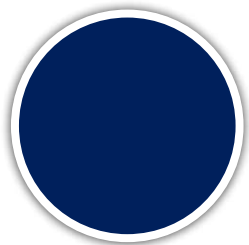
USA HEALTH | ONCOLOGY

Secondary Logo - Colors

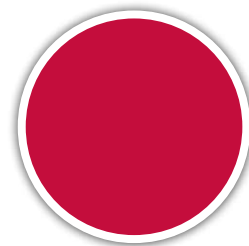
59

This section will provide information on graphic standards for USA Health secondary logos and show how the color palette is applied to it.

LOGO COLORS



BLUE
PMS 281
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX #00205B



RED
PMS 193
RGB 191, 13, 62
CMYK 2, 99, 62, 11
HEX #BF0D3E

USA HEALTH | INTERNAL MEDICINE

USA HEALTH | FAMILY MEDICINE

USA HEALTH | NEUROSCIENCES

USA HEALTH | WOMEN'S SERVICES

USA HEALTH | ORTHOPAEDICS

USA HEALTH | PEDIATRICS

USA HEALTH | PSYCHIATRY

USA HEALTH | RADIOLOGY

USA HEALTH | SURGERY

USA HEALTH | BURN

USA HEALTH | TRAUMA

USA HEALTH | HEART

USA HEALTH | STROKE

USA HEALTH | BARIATRICS

USA HEALTH | INFECTIOUS DISEASE

60 Secondary Logo - Specifications

Scaling/Size Restrictions

The new USA Health secondary logo should not be printed when the height is less than 1/4". When reducing or enlarging the logo, it must be done as a whole.



Minimum Size of The USA Health secondary Logo
Measure the height of the illustration portion of the logo as shown to ensure that it is at least 1/4" inch high.
(with the exception of specialty items)

Clear Zone

All words and images used near the logo should be placed no closer than the distance equal to the vertical height of the "H" in "Health". This is referred to as the "clear zone."



Clear Zone Around The Logo
Measure the vertical height of "H" in "Health" of the logo as shown to determine the clear zone.

Secondary Logo - Incorrect Usage

61

- ❑ The USA Health secondary logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box, circle, or other graphic element that is not part of the official logo.
- ❑ The “USA mark” should not be rotated or separated from secondary service name.
- ❑ Use this secondary logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.
- ❑ Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the logo must remain the same whether reduced or enlarged.



Placing Logo in a Graphic Element.
Do not place the logo in any graphic element that is not part of the logo.



Separating “Mark”
DO NOT rotate or separate the “mark” from the name



Changing The Color of The Type or Mark
DO NOT change the color of the type or mark, for any reason.



Changing Proportions of the Logo
DO NOT stretch, skew, condense or change the “mark” or type, for any reason.



Rotating or Cropping the Logo
DO NOT rotate or crop the logo in any way.

62 Tertiary Logo

The USA Health logo is the primary graphic upon which all other logos are based. It should be used when referring to the overall entity of USA Health—that which includes all of its aspects. You could think of it as the overall “corporate” logo for USA Health.

We also have tertiary logos for departments. While they should never be used on letterheads or signage, they may be utilized for promotional items.

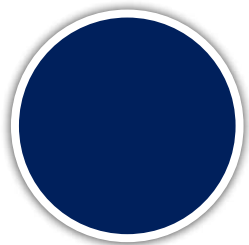


Tertiary Logo - Colors

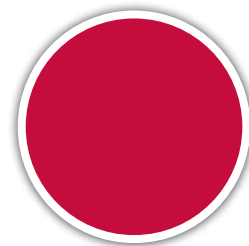
63

This section will provide information on graphic standards for USA Health tertiary logos and show how the color palette is applied to it.

LOGO COLORS



BLUE
PMS 281
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX #00205B



RED
PMS 193
RGB 191, 13, 62
CMYK 2, 99, 62, 11
HEX #BF0D3E



64 Tertiary Logo - Colors

One-color Logos

The logo may be used one-color as needed.
Acceptable one-color options are white, black,
USA red and USA blue.



100% Black Version | Use for all black and
white applications like flyers, etc.



One-color USA Red



One-color USA Blue

Tertiary Logo - Colors

65

The logo can also be reversed out to white on darker backgrounds and images.



66 Tertiary Logo - Specifications

Scaling/Size Restrictions

The new USA Health tertiary logo should not be printed when the height is less than 1/2". When reducing or enlarging the logo, it must be done as a whole.



Minimum Size of The USA Health tertiary Logo
Measure the height of the illustration portion of the logo as shown to ensure that it is at least 1/2" inch high.
(with the exception of specialty items)

Clear Zone

All words and images used near the logo should be placed no closer than the distance equal to the vertical height of the "H" in "Health". This is referred to as the "clear zone."



Clear Zone Around The Logo
Measure the vertical height of "H" in "Health" of the logo as shown to determine the clear zone.

Tertiary Logo - Incorrect Usage

67

- ❑ The USA Health tertiary logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box, circle, or other graphic element that is not part of the official logo.
- ❑ The “USA mark” should not be rotated or separated from tertiary department name.
- ❑ Use this tertiary logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.
- ❑ Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the logo must remain the same whether reduced or enlarged.



Placing Logo in a Graphic Element.
Do not place the logo in any graphic element that is not part of the logo.



Separating “Mark”
DO NOT rotate or separate the “mark” from the name



Changing The Color of The Type or Mark
DO NOT change the color of the type or mark, for any reason.



Changing Proportions of the Logo
DO NOT stretch, skew, condense or change the “mark” or type, for any reason.

68 Tertiary Logos - Centers

The USA Health logo is the primary graphic upon which all other logos are based. It should be used when referring to the overall entity of USA Health—that which includes all of its aspects. You could think of it as the overall “corporate” logo for USA Health.

As you can see in the accompanying chart, other logos for USA Health fall underneath the master logo. These are the tertiary center logos for all other USA Health Patient Care Centers. A patient care center is one facility that houses numerous physician specialties for patient care.

The tertiary center logos are to be used on signage only. When mentioning in advertising, use the name of the Patient Care Center in copy. Any correspondence coming from physicians located in the specific center will be branded under the specialty service.

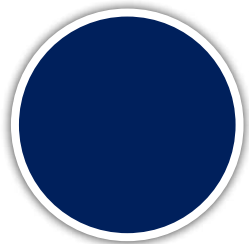


Tertiary Logos - Centers - Colors

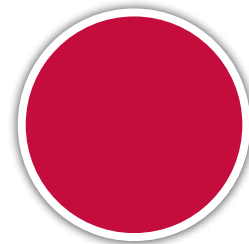
69

This section will provide information on graphic standards for USA Health tertiary center logos and show how the color palette is applied to it.

LOGO COLORS



BLUE
PMS 281
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX #00205B



RED
PMS 193
RGB 191, 13, 62
CMYK 2, 99, 62, 11
HEX #BF0D3E

USA HEALTH
STRADA PATIENT CARE CENTER

USA HEALTH
MASTIN PATIENT CARE CENTER

70 Tertiary Logos - Centers - Incorrect Usage

- ❑ The “USA mark” should not be rotated or separated from their tertiary center patient care center name.
- ❑ Use this tertiary center logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.
- ❑ Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the logo must remain the same whether reduced or enlarged.



Separating “Mark”
DO NOT rotate or separate the “mark” from the name



Changing The Color of The Type or Mark
DO NOT change the color of the type or mark, for any reason.



Changing Proportions of the Logo
DO NOT stretch, skew, condense or change the “mark” or type, for any reason.



USA HEALTH

Graphic Standards