Our signature is the most visible aspect of the Saint Alphonsus identity system. To preserve the integrity of this signature, all elements should appear together as shown and their proportions should never be altered.

Reproduction art for the signature can be downloaded from the Saint Alphonsus server, obtained on CD or by contacting the Saint Alphonsus Marketing Communications Department.

**NOTE**
Any questions regarding the use or positioning of the signature should be referred to the Saint Alphonsus Marketing Department.

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**LOGO**
The corporate signature is comprised of a logo mark (the stylized cross) and logo type (the words).

**LOGO MISUSE**
Maintaining consistency in placement, size and spatial relationship of the Saint Alphonsus logo is critical to preserving our integrity. Never alter the logo.

**MINIMUM SIZE**
The minimum size of the Saint Alphonsus logo is 1.36" wide.
The Saint Alphonsus brand has strong awareness and preference throughout our region. As we have transformed and unified operations throughout our region so have we transformed and unified in consumers minds.

The Saint Alphonsus logo alone carries brand credibility and represents our collective services well, and therefore it is considered the default logo for our Health System. On advertising, apparel, promotional items, select business material and other elements that are intended to be shared or seen across the region, to represent one or more services, departments, or hospitals, or in cases where the space for the logo imprint is too small to be readable, this single unified logo should be used.

The only cases where a Saint Alphonsus Medical Group logo or designated Saint Alphonsus Medical Center logo should be used are for internal-facing purposes, such as select business or billing material where a clear benefit or legal obligation can be derived.

All logo elements should appear together as shown and their proportions should never be altered in order to preserve the integrity of the service. Certain exceptions have been granted with signage; refer to Signage Standards on pages 30-35.

In cases where a designated Saint Alphonsus Neighborhood Hospital logo should be used, such as select business or billing material where a clear benefit or legal obligation can be derived, all elements should appear together as shown and their proportions should never be altered in order to preserve the integrity of the service. Certain exceptions have been granted with signage; refer to Signage Standards on page 32.
The Saint Alphonsus Medical Group logo should be used only in internal-facing purposes, such as select business or billing material. All elements should appear together as shown and their proportions should never be altered in order to preserve the integrity of the service. The addition of the specialty under the line can be used on letterhead. Business cards should use the Saint Alphonsus Medical Group logo and include the specialty under the associate name as indicated [see business card, page 16]. For envelopes, it is recommended to use only the Saint Alphonsus Medical Group logo to ensure we are abiding by proper postal recommendations.

The Saint Alphonsus Health System logo should be used for Governance purposes and only at the direction of Senior Leadership, Governance Coordinator or the Saint Alphonsus Marketing, Communications and Public Relations Department.

In cases where a service line logo is required, it must first be requested of and approved by the Saint Alphonsus Marketing Department. All logo elements should appear together as shown and their proportions should never be altered in order to preserve the integrity of the service.

For clarifications on when you should use any of these logo styles, please contact the Saint Alphonsus Marketing Department.
The vertical stacked logo is a variation of the corporate signature. Any stacked style of logo is to be used only with special approval from the Saint Alphonsus Marketing department.

Use of the vertical stacked logo is limited to applications where the available space is not wide enough for the primary logo to have an effective presence. The logo versions shown here are to be used to accommodate certain print and design requirements, determined by space and color specifications.

**NOTE**
Any questions regarding the use or positioning of the signature should be referred to the Saint Alphonsus Marketing Department.

### VERTICAL STACKED LOGO
A variation of the corporate signature is comprised of a logo mark (the stylized cross) vertically stacked and centered above the logo type (the words).

### MINIMUM SIZE
The minimum size of the Saint Alphonsus logo is 1.36" wide.

The minimum size of the Medical Center, Specialty and Medical Group Logos is 1.26" wide.

The minimum size of the Regional Medical Center Logo is 1.86" wide.
To maximize the impact and integrity of the logo, an area of clear space surrounding the logo — free of text and other graphic elements — must be maintained.

The clear space area is determined by the height of the word mark. The dashed line at right indicates the minimum distance the logo can be placed from other graphic elements or the edge of the page.

1. Determine the height of X.

2. Use X to define the clear space around the logo.
The logo versions displayed at right are to be used when accommodating certain print and design specifications. In all instances, use only authorized logo artwork files provided by the Saint Alphonsus Marketing Department.

The one-color logo is to be used in situations when the production specifications are limited to only black and white such as promotional or job ads in some publications.

The reversed logo is to be used when the logo appears on a dark background. The alternate color versions shown here are available on request through the Saint Alphonsus Marketing Department.
For all marketing and communications, only authorized logo artwork should be used. Logo elements should not be rearranged, reset or altered in any way. The following examples illustrate incorrect logo uses.

**NOTE**
If you need to resize the logo — always adjust the size from one of the four corners (never the side) and hold the shift key down while doing so. This will maintain the integrity and size relationships of the elements.

Requests for any Saint Alphonsus logo from vendors or other external groups should always be referred to the Saint Alphonsus Marketing Department.

**DO NOT**
- use alternate typefaces
- alter the proportions of the logo elements
- rearrange any of the logo elements
- stretch or distort the logo
- alter the color of any logo elements
- use in a sentence or in conjunction with any word(s)
- place the logo over a background that provides insufficient legibility
Our watermark is a valuable element of the Saint Alphonsus identity system. To preserve the integrity of this watermark, it should appear as shown and its proportions should never be altered without prior approval from the Saint Alphonsus Marketing Department.

Reproduction art for the watermark can be downloaded from the Saint Alphonsus server, obtained on CD or by contacting the Saint Alphonsus Marketing Department.

NOTE
Any questions regarding the use or positioning of the watermark should be referred to the Saint Alphonsus Marketing Department.

SOLO WATERMARK LOGO
The corporate logo (the stylized cross) can be used alone as a large design element. When used in this manner, it is referred to as the “watermark”. It can be cropped from the top, bottom, left or right where the guidelines indicate. It can also be cropped to reveal two adjacent sides of the cross. The cropped edge should be anchored to the edge(s) of the piece.

WATERMARK COLOR
The watermark should be 10% black on white or a percentage of white when layered over photographic imagery. The opacity of the white cross should be 10% lighter or darker than the underlying image or texture. See pages 10 and 11 for usage examples.
To preserve the integrity of the watermark, it should appear as shown and its proportions should never be altered without prior approval.

Generally, the watermark should stand alone and not be behind text or combined with other graphic elements without prior approval from the Saint Alphonsus Marketing Department.

NOTE
Any questions regarding the use or positioning of the watermark should be referred to the Saint Alphonsus Marketing Department.

WATERMARK CROSS AS ARTWORK
- Only if used sparingly
- Only when placed as a supporting design component
- Never as an alternative to a Saint Alphonsus logo

SPECIAL CIRCUMSTANCES
There can be slight variations in the use of the watermark (e.g., drop shadow, dark red), but these styles should only be used with special approval from the Saint Alphonsus Marketing Department.
Saint Alphonsus has two corporate colors which provide a foundation for reproduction and supporting colors. The two corporate colors have been selected from the PANTONE ink system. Your local printer can order PANTONE inks and create the corporate colors using the formulas identified here. If printing is limited to one PANTONE color plus black ink, the gray PANTONE can be replaced with an 8% tint of black.

To preserve its integrity, the Saint Alphonsus logo and logotype should only appear in the official corporate colors (or their CMYK or RGB equivalents), black or reverse. These are the only approved colors for the logo and logotype.

**CORPORATE PALLETTE**

<table>
<thead>
<tr>
<th>PANTONE® 201</th>
<th>PANTONE® 428</th>
<th>BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 0 M 100 Y 63 K 29</td>
<td>C 2 M 0 Y 0 K 18</td>
<td>C 0 M 0 Y 0 K 100</td>
</tr>
<tr>
<td>R 163 G 13 B 29</td>
<td>R 196 G 196 B 196</td>
<td>R 0 G 0 B 0</td>
</tr>
<tr>
<td>HTML A30D1D</td>
<td>HTML C4C4C4</td>
<td>HTML 000000</td>
</tr>
</tbody>
</table>

**SECONDARY PALLETTE**

<table>
<thead>
<tr>
<th>PANTONE® 153</th>
<th>PANTONE® 110</th>
<th>PANTONE® 459</th>
<th>PANTONE® 391</th>
<th>PANTONE® 575</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 3 M 61 Y 100 K 16</td>
<td>C 2 M 24 Y 100 K 7</td>
<td>C 2 M 5 Y 53 K 5</td>
<td>C 20 M 4 Y 100 K 32</td>
<td>C 57 M 11 Y 85 K 45</td>
</tr>
<tr>
<td>R 187 G 101 B 14</td>
<td>R 215 G 169 B 0</td>
<td>R 226 G 212 B 120</td>
<td>R 156 G 154 B 0</td>
<td>R 85 G 118 B 48</td>
</tr>
<tr>
<td>HTML BB650E</td>
<td>HTML D7A90</td>
<td>HTML E2D478</td>
<td>HTML 9C9A00</td>
<td>HTML 557630</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE® 465</th>
<th>PANTONE® 557</th>
<th>PANTONE® 5875</th>
<th>PANTONE® WARM GRAY 11</th>
<th>PANTONE® 7518</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 7 M 27 Y 55 K 22</td>
<td>C 41 M 3 Y 28 K 8</td>
<td>C 5 M 3 Y 26 K 6</td>
<td>C 23 M 32 Y 31 K 64</td>
<td>C 22 M 51 Y 47 K 61</td>
</tr>
<tr>
<td>R 179 G 153 B 93</td>
<td>R 145 G 186 B 163</td>
<td>R 214 G 212 B 174</td>
<td>R 103 G 92 B 83</td>
<td>R 109 G 80 B 71</td>
</tr>
<tr>
<td>HTML B3995D</td>
<td>HTML 91BAA3</td>
<td>HTML D6D4AE</td>
<td>HTML 675C53</td>
<td>HTML 6D5047</td>
</tr>
</tbody>
</table>
Typography is an important component of expressing our corporate identity. Typography should be used consistently in all our communication materials, including letters, memos, brochures and newsletters. There are two primary font families used for Saint Alphonsus corporate communications.

The primary sans serif font family is Gotham. Clean, legible and contemporary, Gotham is available in many weights and is appropriate for headlines, subheads, captions and in some cases body text.

The primary serif family is Adobe Garamond. A contemporary version of a classic typeface, it is intended primarily for use in body text, captions and as a title font in certain applications, such as service line names.

Select script fonts may be used at the discretion of and with the approval of management.

**NOTE**

---

**Corporate Fonts**

**GOTHAM LIGHT**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**GOTHAM BOOK**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**GOTHAM MEDIUM**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**GOTHAM BOLD**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM ITALICS AND GOTHAM CONDENSED ARE ALSO ACCEPTABLE.

**ADOBE GARAMOND REGULAR**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND ITALIC, SEMIBOLD, SEMIBOLD ITALIC, BOLD, AND SMALL CAPS ARE ALSO ACCEPTABLE.

---

**Supporting Fonts**

For basic business communications and presentation slides, Saint Alphonsus corporate fonts may be substituted with typefaces readily available on most PCs.

**ARIAL**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL ITALIC AND BOLD ARE ALSO ACCEPTABLE

Recommended usages include correspondence, press releases, envelopes, mailing labels and other general office text needs.

**CALIBRI REGULAR**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI ITALIC AND BOLD ARE ALSO ACCEPTABLE.

Calibri may be used as a substitute for Gotham. Use it for presentation slides and on the web.

---

**Arial**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Arial Italic and Bold Are Also Acceptable**

Recommended usages include correspondence, press releases, envelopes, mailing labels and other general office text needs.

**Calibri Regular**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic and Bold Are Also Acceptable.

Calibri may be used as a substitute for Gotham. Use it for presentation slides and on the web.
This corporate letterhead example is to be used for all patient communications. Corporate letterhead features the Saint Alphonsus logo (and its variations) on the top left and the 8% tint of black bar along the bottom that includes the address and web address. The Trinity Health identifying text is also located in the gray bar and is flush right within set margins and in all caps.

**NOTES**

Set letter text in Calibri 11 pt. on 13 pt. line space, set flush left with margin. Text should always look balanced on page.

Set address text in 8.5 pt. on 10 pt. line spacing Gotham Condensed Book Red Vertical Lines set Gotham Bold with two character spaces before and after.

Set Trinity Health line in 5.5 pt. Gotham Medium, track 20.

Spacing and specifications are the same for all Saint Alphonsus logo variations, unless otherwise noted. Please refer to pages 3 and 4 to determine which logo to use.
This corporate letterhead example is to be used for all non-patient, general corporate communications. Corporate letterhead features the Saint Alphonsus logo (and its variations) on the top left and the 8% tint of black bar along the bottom that includes the address and web address. The Trinity Health identifying text is also located in the gray bar and is flush right within set margins and in all caps.

**NOTES**

Set letter text in Calibri 11 pt. on 13 pt. line space, set flush left with margin. Text should always look balanced on page.

Set address text in 8.5 pt. on 10 pt. line spacing Gotham Condensed Book Red Vertical Lines set Gotham Bold with two character spaces before and after.

Set Trinity Health line in 5.5 pt. Gotham Medium, track 20.

Spacing and specifications are the same for all Saint Alphonsus logo variations, unless otherwise noted. Please refer to pages 3 and 4 to determine which logo to use.
Business cards for Saint Alphonsus are printed in a horizontal format. The business cards are printed in both of the corporate colors using PANTONE inks, via two-color offset printing. If a Saint Alphonus staff member works at multiple locations, please provide them with a two-sided business card. Each location should be represented separately on different sides of the card. The backside of the card should look identical to the front of the card.

**NOTES**


The addition of the appointment info on the back of cards is OPTIONAL.

When using the option of a photo, the photo should have a 2pt stroke in 12% black.

Spacing and specifications are the same for all Saint Alphonsus logo variations, unless otherwise noted. Please refer to pages 3 and 4 to determine which logo to use.
Our corporate envelopes are #10 standard business size, converted with square flaps.

Envelopes are printed in both of the corporate colors using PANTONE inks, via two-color offset printing.

The envelopes should match the stock used for the letterhead. Window envelopes print on white Cougar Opaque text or equivalent.

**NOTES**

On #10 envelopes (regardless of the logo used) the cross element should be .375” tall and .5” from the top and left hand side of the envelope.

Set return address copy in 8.5 pt. on 10 pt. line spacing Gotham Condensed Book, placed .125” from the lowest part of the logotype and flush left aligned with the logotype.

Set addressee in Book Antiqua 11 pt. flush left.

Spacing and specifications are the same for all Saint Alphonsus logo variations, unless otherwise noted. Please refer to pages 3 and 4 to determine which logo to use.

Use only the Saint Alphonsus Medical Group logo on envelopes. Do not include specialties.
Our large format envelopes are 12” x 9” standard business size. Envelopes are printed in both of the corporate colors using PANTONE inks, via two-color offset printing.

The envelope’s stock is Cougar Opaque text or equivalent.

**NOTES**

On large format envelopes, (regardless of the logo used) the cross element should be .5” tall and .75” from the top and left hand side of the envelope.

Set return address copy in 8.5 pt. on 10 pt. line spacing Gotham Condensed Book, placed .125” from the lowest part of the logotype and flush left aligned with the logotype.

Set addressee in Book Antiqua 11 pt. flush left.

Spacing and specifications are the same for all Saint Alphonsus logo variations, unless otherwise noted. Please refer to pages 3 and 4 to determine which logo to use.
For communications when a memorandum is appropriate, use the memo sheet. The layout includes the Saint Alphonsus logo with memorandum text flush left with the logo. All subject field subheads including “sender”, “receiver” and “regarding” text are flush right with logo.

**NOTES**


Set subject line in 11 pt. Calibri Bold.

Set Memorandum in Gotham all caps 14 pt. (or Verdana if needed) 100 tracking.

Spacing and specifications are the same for all Saint Alphonsus logo variations, unless otherwise noted. Please refer to pages 3 and 4 to determine which logo to use.
For communications when a facsimile coversheet is needed, use the corporate facsimile template. The facsimile coversheet includes the logo and FAX text flush left with the date, number of pages, and directional text listed below.

STATEMENT OF CONFIDENTIALITY: The information contained in this facsimile message is confidential information intended only for the use of the individual or entity recipients named above. If the reader of this message IS NOT the intended recipient, please know that any dissemination distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please immediately notify us by telephone and return the original message to us at the below address via the US Postal Service. Thank you.

NOTES


Set Fax in Gotham all caps 14 pt. (or Verdana if needed) 100 tracking.

Spacing and specifications are the same for all Saint Alphonsus logo variations, unless otherwise noted. Please refer to pages 3 and 4 to determine which logo to use.
For correspondence when the use of letterhead isn’t appropriate, Saint Alphonsus notecards are available. Saint Alphonsus logo variation appears on the front of back side of the card. A size A2 envelope fits all three notecards.

For questions or to learn more about when to use notecards instead of letterhead, contact the Saint Alphonsus Marketing Communications Department.

NOTES
Set return address copy in 8.5 pt. on 10 pt. line spacing Gotham Condensed Book.

Set addressee in Book Antiqua 11 pt. flush left with margin.

Spacing and specifications are the same for all Saint Alphonsus logo variations, unless otherwise noted. Please refer to pages 3 and 4 to determine which logo to use.
CORPORATE IDENTITY MANUAL
PRESENTATION SLIDES

Templates have been created to continue the Saint Alphonsus brand along with Trinity Health through presentation slides, and to provide all employees with a common set of tools to build effective presentations that present a unified image of the company, our services and brand.

Template sets, including Title, Content, and Transition slides are shown here.

Refer to the Presentation Slide Package on the internal web site for more information and specifications.

NOTES
Each piece should be used only with its respective family of slides.
This is a guide for taking headshot photography for Saint Alphonsus. Any questions regarding these guidelines should be referred to the Saint Alphonsus Marketing Department.

**MINIMUM** size 5 in. x 7 in. at 300dpi. If you have a larger size, please send that as well.

Preferred file format is TIFF. Preferred color mode is RGB.

The background should be a neutral grey or brown (PLEASE NO BLUE) and should be a lighter to medium value. Darker backgrounds can be hard for newspapers to print. Background texture should be subtle.

Please refrain from adding a lot of shading to the edges of the photos.

Please refrain from including a photo studio watermark, name or logo to the photo.

Please allow .75 in. from top of photo to top of head (not hair).

The top of head (not hair) to chin should be approximately 3.25 in.

Often, multiple headshots are used next to each other, and therefore consistent head size and placement is requested.

Please refrain from “airbrushing” the subject’s skin too much.

One shoulder should be cropped/anchored to one side.

If possible, there should be a small amount of negative space between the other shoulder and the side of the photo.

The subject’s body should be slightly rotated away from parallel to the camera.
Saint Alphonsus has established e-mail signature standards.

E-mail Signature Typography is Calibri font – 9, 10 or 11 pt.

NOTE
The Saint Alphonsus logo needs to be a hyperlink to the website.

OPTION 1 (if name and title tend to be long).

Jonathon Smithsonian  
Regional Marketing & Communications Manager  
Saint Alphonsus  
Work: (208) 367-6789  
Mobile: (optional)  
Companion Phone: (optional)  
Saintalphonsus.org

OPTION 2 (if the name and title are short and fitting them on one line creates balance within the signature):

John Smith  |  Communications Manager  
Saint Alphonsus  
Work: (208) 367-1234  
Mobile: (optional)  
Companion Phone: (optional)  
Saintalphonsus.org

Acceptable additions ONLY after Saint Alphonsus and Trinity Health logos:

Items NOT acceptable after Saint Alphonsus logo:  
No personal logos, favorite team logos, GIFs, quotes, etc.
Video is an important method of meaningful storytelling and information communication for Saint Alphonsus. All standards outlined in this guide document, including fonts, logo usage, imagery and tone of voice, apply to videos to ensure that the Saint Alphonsus brand is expressed in a strong, consistent manner.

**VIDEO ENDING**

Typically, the Saint Alphonsus logo should appear three seconds from the end of every video commercial. This last frame should include the logo and may contain a current slogan, a call to action or copyright. Ideally, use the full-color logo on a white background. However in some cases you may use a white-reverse logo on red background. The Saint Alphonsus logo should be up on the end background for at least 2.5 seconds and ideally any video imagery is faded out to the ending background for at least the last second.

**TYPOGRAPHY**

Titles and on-screen graphics should be set in the Gotham typeface. The type should be a minimum of 14pt.

**WATERMARK CROSS**

At the beginning of any video commercial or at the right time, the Saint Alphonsus watermark cross can appear and may remain on the screen throughout, however it should disappear at the end when the full logo appears.

**COPYRIGHT**

When applicable, use this copyright:
© 2018 Saint Alphonsus Health System
Our video "lower-third" on-screen graphic is templated for consistent representation of the Saint Alphonsus brand when identifying the speaking person.

IDENTITY FLAG
Create a white identity flag 115 px tall, flush on the left side of the live frame. It should be 15 px from the bottom of the screen so it bottom aligns with the Saint Alphonsus cross on the right side of the screen.

Identify each speaking subject only once upon their first speaking appearance. Include his or her full first and last name and credentials on the first line in Pantone 201, Gotham Book 20 pt. Place the specialty and location smaller beneath the name in black, Gotham Book 10pt. Separate the two with a red vertical bar the same font size as the specialty and location. Always list the job title or specialty first and the location or entity second.

The identity flag can be adjusted if there are legibility issues with the background image on the video. The identity flag can be a percentage of black with the transparency set to "multiply" and the text can be Gotham Book white (see example 2).

The identity flag should only extend 15 px past the last letter in the provider’s credentials.
IDENTITY FLAG ADDITIONAL OPTION
The speakers’ information can also be shown on a red flag with white text (see example 3). If a name with credentials or a subheading of the specialty or title is too long to fit on one line, reduce the point size. Abbreviate to keep the title readable within a short timeframe.

MULTIPLE SUBJECTS
There should only be one subject identified — never two at the same time.
gradient feather from Pantone 201 to transparent. Extends 50 px past the name.

80% opacity white.

“Multiply” layer style. gradient feather from 40% black to transparent.
It is important to maintain legibility and standards when reproducing any Saint Alphonsus logo on clothing and apparel.

On colored apparel, use a white reverse logo. On white or light-colored apparel, use a two-color logo.

All embroidered apparel should be ordered via riversideemb.com where there is a large variety of pre-approved apparel to choose from and customize within approved embroidery guidelines.

**NOTES**

The Saint Alphonsus logo should never be altered or added to or taken apart. This includes the type, boxes, shadows, outlines or embellishments. Other types of apparel should first be approved by the Saint Alphonsus Marketing Department.
When creating this type of apparel, the appropriate Saint Alphonsus logo must appear on the lab coat as it is being used to represent the health system – for patient safety and to reassure patients they are being seen by Saint Alphonsus providers.

All laboratory coat identification elements must be consistent with brand standards and any deviation from this must first be approved by the Saint Alphonsus Marketing Department.

The provider name and credentials* are located on the left-chest area of the lab coat, centered above the pocket. There is a 23 character limit, including spaces. If the name is too long, use the first initial and lastname. The name cannot exceed 3.75 in. The bottom edge of the name should be 1 in. above the pocket.

The following is the template for the name:
Firstname Lastname, CREDENTIAL

The Saint Alphonsus logo** is directly across from the name on the right-chest area (not above the pocket). It should be 4 in. wide. A Saint Alphonsus logo with a Service Line can be used (if applicable).

**NOTES**
*Limit of two credentials. In all cases, consider what credential provides the most clarity from a patient’s perspective.

**All logos must be created by and obtained from the Saint Alphonsus Marketing department.

ORDERING LAB COATS
All lab coat apparel should be ordered via Uniformity, (208) 672-8821 or uniformity1@gmail.com where there are pre-approved lab coats available to customize within approved guidelines.
Always maintain legibility and standards of the Saint Alphonsus logo on all promotional materials.

On colored promotional items, use a white reverse logo. On white or light-colored promotional items, use a two-color logo.

All promotional items, system-wide, should be ordered via eLead. A large selection of pre-approved items are available to choose from and customize.

ORDER FROM THIS SITE
www.TrinityHealthStore.org/Saint_Alphonsus_Health_System

NOTE
The Saint Alphonsus logo should never be altered or added to or taken apart. This includes the type, boxes, shadows, outlines or embellishments. Other Promotional items or vendors should first be approved by the Saint Alphonsus Marketing Department.
Saint Alphonsus has established sign standards both internally and externally.

NOTE
Requests for any exterior signage should always be referred to the local Facilities Director or to the local Marketing Department for review.
Saint Alphonsus has established sign standards both internally and externally.

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Double Face Internally Illuminated Directional Monument

Double Face Non-Illuminated Directional Monument
Saint Alphonsus has established sign standards both internally and externally.

NOTE
Requests for any exterior signage should always be referred to the local Facilities Director or to the local Marketing Department for review.
Saint Alphonsus has established sign standards both internally and externally.

NOTE
Requests for any interior signage should always be referred to the local Facilities Director or to the local Marketing Department for review.

Indoor Signage Typography is Fruitger Bold Condensed

Wayfinding Signs

- Sign Type F-2
  - Care Room ID
  - (8.5” x 5.5”)

- Sign Type P-1
  - Ceiling-mouted
  - Curtain Area ID

- Sign Type R-1
  - Office ID with Insert Holder (8.5” x 5.5”)

- Sign Type R-2
  - Room ID with Insert Holder (8.5” x 11”)

- 2206
  - 1234
  - (8.5” x 5.5”)

- Registration

- Check In

- Wound Care & Hyperbaric
Saint Alphonsus has established sign standards both internally and externally.

**NOTE**
Requests for any interior signage should always be referred to the local Facilities Director or to the local Marketing Department for review.

Indoor Signage Typography is Fruitger Bold Condensed

Secondary Typography is Adobe Garamond

Entry Door Lettering with Provider Names

Doors

Lobby Directory
Saint Alphonsus has established sign standards both internally and externally.

NOTE
Requests for any interior signage should always be referred to the local Facilities Director or to the local Marketing Department for review.

Indoor Signage Typography is Fruitger Bold Condensed
Secondary Typography is Adobe Garamond

Important Information Poster Holders

Important Information 11x17 Posters
NOTE
Whenever possible, maintain consistent design elements and standards to ensure that brochures remain within the Saint Alphonsus family.

COMMON ELEMENTS INCLUDE:
• Only one photo on the brochure cover
• When possible, place headline and logo in the upper one-third of the brochure cover.
• Gotham font family
• Contact information located on the back cover
• You may use the watermark cross element sparingly and take care to not place it behind text
• Clean design elements (e.g., no flourishes, or non-standard elements)

TRIFOLD EXAMPLE

Helping You Raise Healthy Kids!

You desire healthcare for your children that is compassionate, thorough, and...
While the “All about you” campaign is still in use, and until it is officially concluded, please follow these guidelines. The “All about you” manifesto is rarely used in its entirety in advertising. However, many lines are pulled from it to help with ad body copy, scripts and messaging.

**NOTE**
Overall copy style should be simple, direct, clear and compelling, with an emphasis on explaining our true/real value or differentiation. Avoid industry jargon and buzz words. Whenever possible, the copy should start with “The best kind of care is...” and end with “all about you.”

Body copy is set in Gotham book, black, with the intro and conclusion in Gotham bold, red.

Sidebars, pullout quotes and captions are typically red or gray.

**MANIFESTO**

**The best kind of healthcare** is care that helps you stay healthy. Or recover quickly. So you can get back to living your life and doing the things you love. It’s care you can count on to meet the highest standards of safety and quality. It might be routine or critical. It’s the right care at the right time and in the right place. It’s a doctor who takes the time to listen. Or a nurse who takes the time to explain. So you’re inspired to make healthy choices. It’s care that’s available when you need it. Easy to access. Based on strong medical evidence proven to provide the best outcomes. And tailored to your unique personal needs. The best kind of care is delivered with compassion and respect. By someone who treats you like you’re someone special. Because you are. At Saint Alphonsus, we believe the best kind of care is *all about you.*

**HOW TO STRUCTURE BODY COPY**

**Introduction**

“**The best kind of care is...**”

or

“**You deserve care that’s...**”

**Definition/ Proof Points**

“**That’s why Saint Alphonsus offers...**”

**Value to You**

“**We call it... You call it...**”

or

“**So you can...**”

**All About You Conclusion**

“**Because the best kind of... is all about you.**”
The best kind of orthopedic care is tailored to your needs and helps you recover quickly. That’s why Saint Alphonsus offers full-service orthopedic care close to home. From sports related injuries to hip and knee replacement surgery, our team of providers are available to care for all of your orthopedic needs. Care when and where you need it, because at Saint Alphonsus it’s all about you.

All about feeling good.

SCHEDULE YOUR APPOINTMENT TODAY
SaintAlphonsus.org/Ortho      (208) 452-8100
910 NW 16th Street, Fruitland, ID 83619

NOTE
Headlines are set in Gotham book and bold. The preferred formatting is the headline on one line but it can be two lines if the hard return is after the “about”. Place headlines below the photo or on top of the photo if the image isn’t too visually distracting or dark. The height of the headline should be about the size of the height of the cross in the logo.

If there is a list of services or procedures included, it can be right justified with the last letter in about. It should be Sentence Case, Gotham book, Pantone 201 red. No bullets before each line and no periods at the end of each line.

TYPOGRAPHY

Example headline (on white/light background)

All about healthy hearts.
“About” is in black Gotham book
Follow up statement is red (Pantone 201)
Gotham bold
Period at the end

Introduction (red Gotham bold, when appropriate)

The best kind of heart care is tailored to your needs, and helps you stay healthy and active. That’s why Saint Alphonsus provides the most advanced cardiac and vascular care available, from minimally-invasive surgeries to the region’s only Women’s Heart Care program. It’s the highest level of heart care, delivered from the heart – with compassion and respect. Because the best kind of care is all about you.

All copy ends with “all about you.” (red Gotham bold)
If your marketing materials aren’t a part of the “All about you” campaign, it is important to maintain some consistency.

Generally, headlines should be Gotham, Pantone 201, and Sentence Case with punctuation marks at the end. It is acceptable to use heavier weights of Gotham in black or grey.

Subheadings should be All Caps Gotham medium or bold, and the letter spacing 100 pts. Pantone 201, black or 80% grey.

As a rule of thumb, only use one large photo per piece. It should extend to the edges and take up at least 1/3 of the layout.

When using provider headshots, be sure to format his or her name as FirstName LastName, Credentials. Never refer to providers as Dr. Lastname.

If the advertisement doesn’t bleed, include a 1 pt. Pantone 201 border.

Knee pain or Arthritis in the knee?

JOIN US FOR A FREE SEMINAR

You deserve healthcare that helps you feel your best and gives you the most out of life. That’s why Saint Alphonsus is proud to offer you the latest advancements and treatment options for knee pain and arthritis of the knee. Join us for a free dinner and learn how our highly-trained surgeon Michael Shevlin, MD can get you back to doing the things you love – pain free.

Thursday, February 27
6:00 – 7:30 p.m.

Saint Alphonsus Medical Center
I-84 & Garrity Campus
4300 E. Flamingo Ave., Nampa
2nd Floor | Ponderosa Conference Room

RSVP (208) 367-7790
SaintAlphonsus.org/Shevlin-Seminar

Take the right steps.

Regular mammograms are the first step in catching breast cancer in its most treatable phase.

Whether its prevention, detection, or treatment, Saint Alphonsus is with you at every step with state-of-the-art technology, genetic counseling, and a dedicated staff.

Schedule Your Mammogram Today
(208) 367-8787 | SaintAlphonsus.org/Mammo
The best kind of orthopedic care is tailored to your needs and helps you recover quickly. That’s why Saint Alphonsus offers full-service orthopedic care close to home. From sports-related injuries to hip and knee replacement surgery, our team of providers is available to care for all of your orthopedic needs. Care when and where you need it, because at Saint Alphonsus it’s all about you.

All about feeling good.

SCHEDULE YOUR APPOINTMENT TODAY
SaintAlphonsus.org/Ortho  (208) 452-8100

Phone numbers follow (208) 367-DOCS or (208) 367-2328 format with area code in parenthesis. Do not use 208-367-DOCS. This is so the phone number stands out from the area code.

Call to action should generally be in the same place either at the bottom of a print ad or flyer or above the mailing label on a mailer. Exceptions can be made to allow for best formatting and flow.

Align the call to action box and the Saint Alphonus logo horizontally. The logo should appear in the lower right corner of the advertisement. Some exceptions can be made for it to be placed in the upper right hand corner of the layout.

Shading, PMS 201, and reverse-outs may be used for added emphasis.

Calls to action may be more subtle and not include borderlines.

Url extensions including the forward slash should be in PMS 201.

Place longer URLs or addresses below the box.
NOTE
Direct mail can be built with the same elements as ads, adding shading and blocks of red to organize and/or emphasize information. Keep the design as simple as possible, and choose the format and call to action box style that works best for your needs. In order to minimize costs of printing and postage, two standard mailer sizes have been established.

1) Flat postcard: 8.5 in. wide x 5.5 in. high.

2) Folding mailer: 17 in. wide x 5.5 in. high (flat). Folding in half to a finished size of 8.5 in wide x 5.5 in. high.

POSTCARD EXAMPLES

Early cancer screenings help save lives.

Mail panel needs to accommodate 4 in. wide x 2 in. tall white space as required by the USPS.

FOLDING MAILER EXAMPLE