

BRAND WORLD

Identity and communication guidelines - March 2024

Following these guidelines enables us to all build and maintain a strong brand. All communication and design materials are to be approved by the Marketing and Communications department.

Our Brand World is an evolving guide; it will grow with us. This guide is reserved only for St. Elizabeth associates and those suppliers with whom we have a signed Confidentiality Agreement.

Please do not hesitate to contact us if you have any comments, questions or concerns. Thank you for your assistance in building a strong and enduring brand.

Marketing Department
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OUR MISSION

As a Catholic healthcare ministry, we provide comprehensive and compassionate care that improves the health of the people we serve.

OUR VISION

St. Elizabeth will lead the communities we serve to be among the healthiest in the nation.

OUR FOCUS AREAS

These five focus areas will guide our strategy to achieve our VISION.

WORKFORCE

Be the best place to work and practice by supporting and engaging our team members in an inclusive, values-driven culture.

INNOVATION AND EXCELLENCE

Be a leader in transforming quality outcomes through new and improved treatments, pioneering advancements in technology, and practice model innovation.

SEAMLESS EXPERIENCE

Provide easy to access preventative, chronic and episodic care to all in our community at the time, place and modality that is most appropriate for them; a “St. E Easy Button” for your healthcare needs.

FINANCIAL SUSTAINABILITY

Support the mission of St. Elizabeth through prudent financial management and development of a more sustainable business model.

COMMUNITY CONVENOR

Support our vision of a healthier community by engaging with community partners to improve health across our region, especially for underserved populations.

OUR VALUES



INNOVATION

I seek better ways to perform my work, find creative solutions and embrace change.



COLLABORATION

I understand that mutual respect and teamwork are critical to accomplishing goals. I work with others to achieve the best individual and collective outcomes.



ACCOUNTABILITY

I use resources efficiently, respond to others promptly, face challenges in a timely manner and accept responsibility for my actions and decisions.



RESPECT

I respect the dignity and diversity of our associates, physicians, volunteers, patients and community members. I promote trust, fairness and inclusiveness through honest and open communication.



EXCELLENCE

I believe in serving others by pursuing excellence in healthcare. I compassionately care for the mind, body and spirit of each patient.

OUR CHARACTER

**EMPATHETIC AND VISIONARY
CAREGIVER**



CATHOLIC FAITH
—
GENUINE
COMPASSION
—
LOYAL CONNECTION
TO THIS COMMUNITY
—
HUMBLE & BOLD
—
VISIONARY
—
HERITAGE OF
INNOVATION
—
SERVANT LEADER

CHARACTER TRAITS

Who we are as a servant leader.

COMPASSIONATE

We are driven, caring and take pride in what we do. We go to any extent for our patients.



NORTHERN KENTUCKY LOYAL

We do what's right for the community. To us, "we" is greater than "me," and loyalty equates to integrity.



PASSION, PURPOSE, PRIDE

We are strong, confident and proud. We believe in our purpose, quality, integrity and the expertise of our people.



APPROACHABLE

We keep patients involved and engaged in every decision with the full care team to achieve the best results.



VISIONARY

We are a visionary caregiver who sees something that needs to be done and takes action.



TONE OF VOICE PRINCIPLES

How we talk as a servant leader.

Use empowering, uplifting words of hope and support for the individuals in the community.

Recognize the value of the community. Use copy that emphasizes the "we" and connects with others.

We use straightforward communication with unwavering beliefs and a steadfast approach. We use honesty, backed up by our actionable promise.

Be conversational, not formal. Speak in terms everyone can understand. Be supportive and helpful, providing the right details when necessary. Avoid presumptuous language.

We are investing in technologies in order to give our patients the most advanced medical care. We are a leader in transforming personalized health, doing more to create a culture of wellness within our community.

WATCH OUTS

We are loyal to Northern Kentucky, but we are not Northern Kentucky exclusive.

We may be humble, but we are not passive. Avoid using shy and hesitant language.

Although we are bold and proud of what we do, we are not boisterous.

We are visionary — we may be local, but we are not just a neighborhood hospital.

OUR BRAND

Superior care at the most personal level.



POINTS OF DIFFERENCE

Rooted in Northern Kentucky (NKY) – more than 155 years of knowing our community and continually growing to deliver better care. We are your family, friends and neighbors.

To know you better, our collaborative network of providers, nurses and staff work closely together to provide the most personalized care possible.

We care for you with the utmost respect, sincerity, compassion and empathy.

Our clinical expertise and technological advancements give us the tools and experience to better serve the community, leading to better outcomes.

OUR INSPIRATION

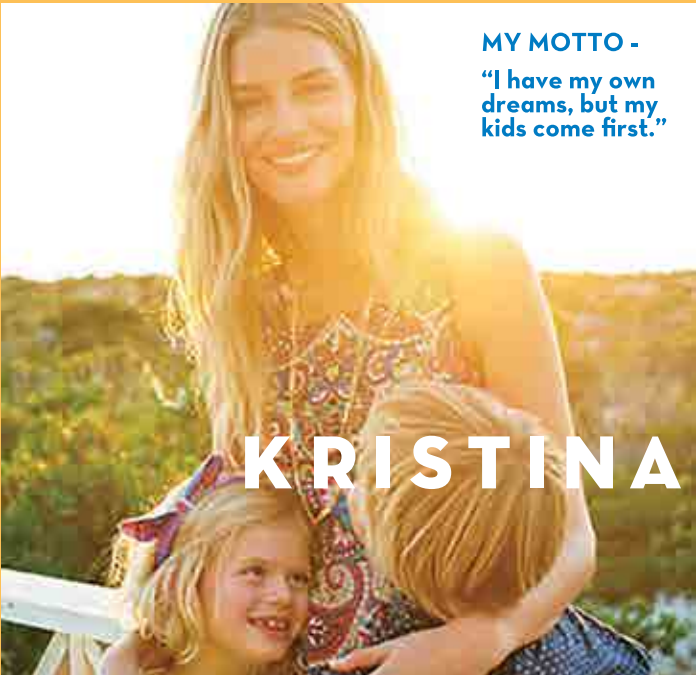
WHO WE SERVE
AND ENGAGE WITH :

ASSOCIATES

DONORS

PATIENTS

VOLUNTEERS



MY MOTTO -
"I have my own dreams, but my kids come first."

KRISTINA

LOCATION : Northern Kentucky

AGE : 35

OCCUPATION : Part-time Substitute Teacher

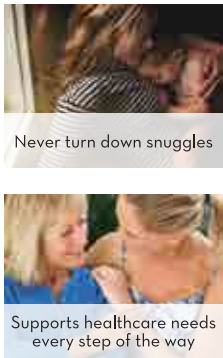
DEFINING QUALITIES : Faithful Caregiver

A LOOK INTO HER WORLD

her lifestyle and attitudes



There's always time for play



Never turn down snuggles



Proud Northern Kentucky family



Love the farm stand...



Family trips to the ballpark



...but never turn down pub fries



An active lifestyle is a happy one

ABOUT KRISTINA

Kristina was born and raised in Northern Kentucky, and with family and friends keeping their roots here, she has always planned to do the same. After graduating from Northern Kentucky University (NKU) with a degree in Early Childhood Education, Kristina married the love of her life and moved to Covington to start a family. She cut back on her hours at work to dedicate time to her children, while also making sure she had the time to join the school board and various parents' clubs. Kristina knows that Northern Kentucky is the perfect place for her children to grow—with Cincinnati Reds Baseball, Newport Aquarium and constant community events, her NKY roots make her family feel whole. Sure, life can get busy, but she knows that it's full, and she wouldn't have it any other way.

KRISTINA'S PERSONAL CARE

Even with a packed schedule and many people to take care of, Kristina always finds ways to keep healthy. Whether it's an early morning jog or making the effort to drink an extra cup of green tea, she has preventative healthcare habits in mind—especially because she is hyper-aware of the effects of using medication. She's also trying to promote this in her children, opting for healthier shopping lists and having them join her for walks. The best she can do is lead them by being an example herself. Kristina is also mindful of the older generations in her family. Her parents aren't getting any younger, and her mom recently had a heart scare. With frequent trips to the provider for check-ups, Kristina is ready to be a big support every step of the way.

- WHAT SHE NEEDS FROM ST. ELIZABETH
- To know that her care team works to know what's important to her so they can better look out for her and her family.
 - Easy access to information—online or over the phone—to have all of her questions about providers, services and options answered.
 - A system that knows her well enough to provide ways to make her life easier, alleviating all of her care stress.
 - To know that St. Elizabeth is active in the community like she is, making it a great place to live and raise her family—they shouldn't just be a business trying to make money, but people who genuinely care about others overall.

HER NETWORK



FAMILY
with every generation



FAITH
consistent with Christian values



CLOSE-KNIT COMMUNITY
part of Northern Kentucky heritage



FRIENDS
"we time"

HER FAMILY



HUSBAND
BRYAN

AGE : 36

OCCUPATION : Financial Advisor



KIDS
MORGAN & TATE

AGES : 6 & 8

FAVORITE ACTIVITIES : Church festivals & trips to the zoo

"I need to be healthy for my family, so I have no problem 'shopping' for my healthcare— I've never been tied to a particular provider. I'm looking for something that is 'personalized' and tailored for me based on my unique biology and my preferences."

KRISTINA'S PERSONAL CARE VALUES

A place to talk and share

A lifestyle that protects health

Family is personal care

Integrated health benefits



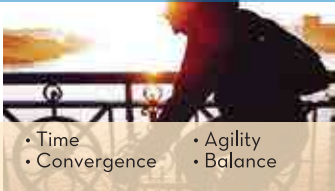
- Empowerment
- Control



- Health
- Relaxation
- Comfort
- Knowledge
- Balance



- Loyalty
- Responsibility
- Safety



- Time
- Convergence
- Agility
- Balance

HOW ST. ELIZABETH CAN FULFILL THESE VALUES

OUR BRAND ARCHITECTURE

MASTERBRAND

The masterbrand represents the St. Elizabeth main brand platform. All groups operate under this:



SUB-BRANDS

Two unique representations of St. Elizabeth.



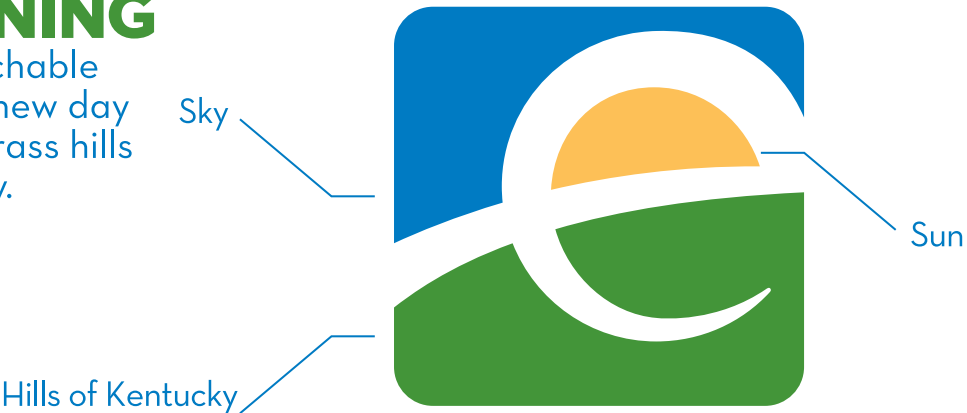
SERVICE PARTNERSHIPS

Offerings/services provided to the community that are joint efforts between St. Elizabeth and another provider. Such as:



ICON MEANING

Bright, bold, approachable representation on a new day rising over the bluegrass hills of Northern Kentucky.



The St. Elizabeth Physicians shield is a stylized stethoscope tube and chest piece that form a lowercase “e” for Elizabeth. This symbol resembles the “e” in the masterbrand shield and echoes the close relationship of the two organizations.



The St. Elizabeth Foundation shield is an iconic heart shape in the colors of the St. Elizabeth Healthcare brandmark. The three pieces of the heart visually link to the masterbrand, as though they were carved out of the St. Elizabeth Healthcare shield.

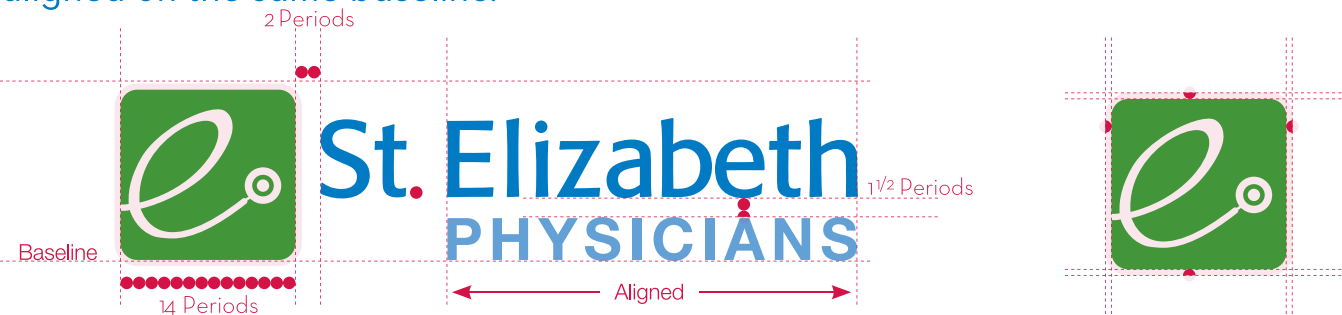


STRUCTURE

The position, size and proportional relationships have been carefully determined and may not be altered. The spacing is determined by the dimensions of the uppercase “H” in the logotype, referred to as “H.”



The spacing is determined by the diameter of the period in the St. Elizabeth logotype. The distance between the shield and the logotype is the width of two periods. The width of the shield is 14 periods. The Physicians name should always be the same width as the word Elizabeth. The shield and Physicians name should be aligned on the same baseline.



The spacing is determined by the diameter of the period in the St. Elizabeth logotype. The distance between the shield and the logotype is the width of two periods. The width of the shield should be visually equivalent to 14 periods. The Foundation name should always be the same width as the word Elizabeth. The shield and Foundation name should be aligned on the same baseline.



PRIMARY COLORS

Color provides a quick way to increase recognition and distinctiveness. For that reason, the full-color option is the preferred expression of the St. Elizabeth Healthcare brand. This is the primary color option and should be used on all brand applications when possible.







PMS 300C
CMYK: 100 42 0 0
RGB: 0 101 189
HEX: 0065BD

PMS UNKNOWN
CMYK: 60 26 0 0
RGB: 99 160 214
HEX: 63A0D6

PMS 136C
CMYK: 0 27 76 0
RGB: 255 188 61
HEX: FFBC3D

PMS 363C
CMYK: 68 0 100 24
RGB: 60 138 46
HEX: 3C8A2E

SECONDARY COLORS/TINTS

Tints of the three primary colors can be used. Preferred tint values are 60% and 30%. It is required that PMS 300 blue be printed as a spot color, and spot color be used whenever possible to reproduce tints of other equity colors.

60% = **PMS UNKNOWN (2382C)**
CMYK: 60 26 0 0
RGB: 99 160 214
HEX: 63A0D6

30% = **PMS UNKNOWN**
CMYK: 30 13 0 0
RGB: 173 200 233
HEX: ADC8E9

60% = **PMS UNKNOWN**
CMYK: 40 0 60 14
RGB: 137 183 122
HEX: 89B77A

30% = **PMS UNKNOWN**
CMYK: 20 0 30 7
RGB: 190 214 180
HEX: BED6B4

60% = **PMS UNKNOWN**
CMYK: 0 16 46 0
RGB: 255 215 151
HEX: FFD797

30% = **PMS UNKNOWN**
CMYK: 0 8 23 0
RGB: 255 233 199
HEX: FFE9C7

GUIDELINES

The full-color logo should be used on all brand applications when possible on a white background. On darker backgrounds, the full-color reversed logo should be used.





The minimum size of the logo is 1.5" wide.



The pixel minimum width of the logo should not be less than 110 pixels.

The Pixels Per Inch (ppi) should not be less than 72ppi.

QUICK REFERENCE GUIDE

PMS

PMS is an acronym for Pantone Matching System. These color swatches are similar to CMYK but are only to be used when requested by vendors.

Example of materials:

- Signage
- Business Cards
- Embroidery
- Screen Printing
- Letterhead

Color Specifications:

PMS 300

PMS 363

PMS 136

CMYK

File color setups that are needed for the majority of all printing needs.

Example of materials:

- Printed Materials
- Brochures, Magazine Ads & Other Literature

Color Specifications:

C:100 M:42 Y:0 K:0

C:68 M:0 Y:100 K:24

C:0 M:27 Y:76 K:0

RGB

File color setups all digital needs.

Example of materials:

- Powerpoints
- Websites
- Email

Color Specifications:

R:0 G:101 B:189

R:60 G:138 B:46

R:255 G:188 B:61

Style version to use for white or light colored background:

Full-Color Logo	One-Color PMS 300 Logo	One-Color Black Logo
Whenever possible, include the WHITE behind and surrounding the “e” logomark, especially if there is a texture or pattern in the background.	If only one color is available for producing the logo, whenever possible, use the PMS 300 Blue logo.	If only BLACK is available for producing the logo, use the BLACK logo.

Style version to use for black or dark colored background:

Full-Color Reversed Logo	One-Color White Logo
The WHITE behind and surrounding the “e” logomark must be included when placed on the BLACK or DARK background. Avoid using patterns and photos in the background behind the logo.	If only one color is available for producing the logo on a BLACK or DARK background, use the WHITE logo.

Logo Color Exceptions

Maintaining standard logo color treatments is of utmost importance to the integrity of the St. Elizabeth brand. Any variance to logo color treatments will be initiated by Marketing and critically reviewed by Creative Design before any exception can be considered.

OUR LOGO TREATMENTS

MASTERBRAND

The St. Elizabeth Healthcare logo is to be used whenever possible. It is also preferred to be used over any service line logos.



“Web Address” lockup is to be used when any materials require our url.



stelizabeth.com



stelizabeth.com

“Co-branded” lockups are to be used when multiple logos are needed. Horizontal and vertical options can be used depending on size requirements/constraints. The St. Elizabeth Healthcare logo should always appear to the right/bottom of the other logos.

Horizontal lockup



Vertical lockup



ST. ELIZABETH PHYSICIANS

St. Elizabeth Physicians is an extension of St. Elizabeth Healthcare but is owned and operated separately. Communications specific to St. Elizabeth Physicians should only include its logo.



Since St. Elizabeth Physicians and St. Elizabeth Healthcare are owned and operated independently, a co-branded lockup is permitted. The St. Elizabeth Healthcare logo should always appear to the right/bottom of the lockup.

Horizontal lockup



Vertical lockup



“Co-branded” lockups are to be used when multiple logos are needed. Horizontal and vertical options can be used depending on size requirements/constraints.

The St. Elizabeth Physicians logo should always appear to the right/bottom of the lockup.

Horizontal lockup

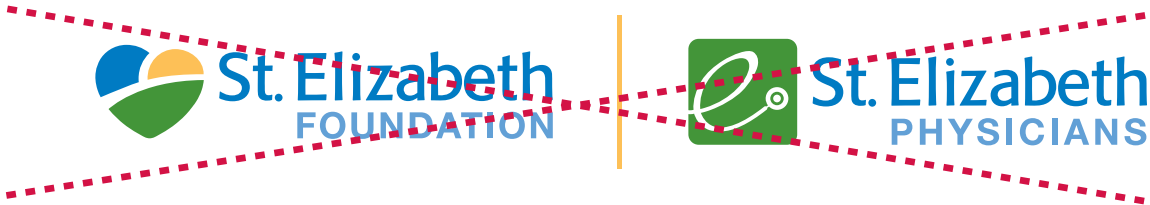
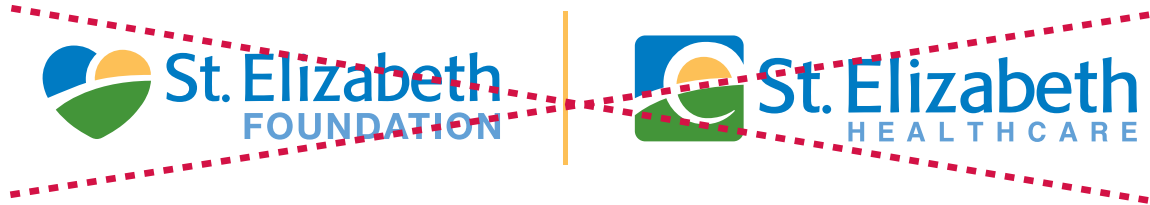


Vertical lockup



ST. ELIZABETH FOUNDATION

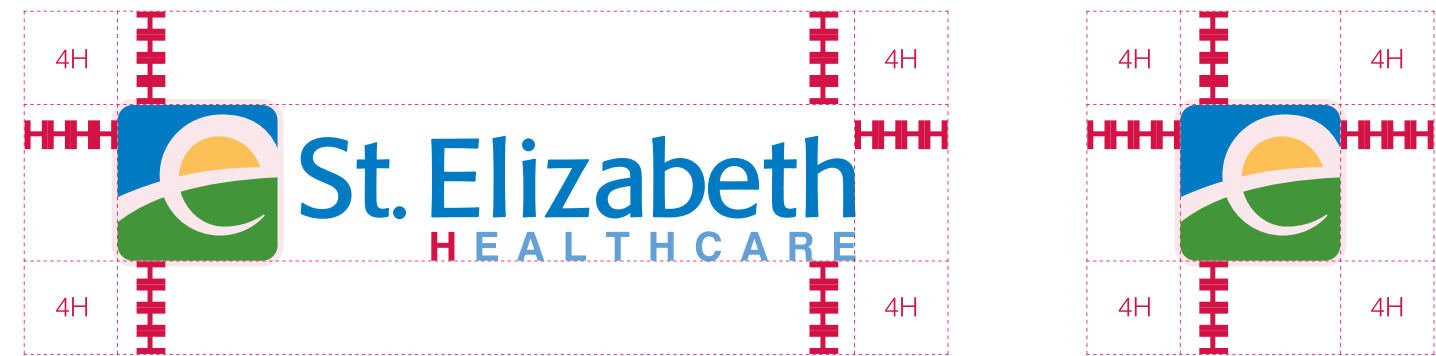
St. Elizabeth Foundation is a department of St. Elizabeth Healthcare. Because St. Elizabeth Foundation is a sub-brand of St. Elizabeth Healthcare, a lock-up is not permitted.



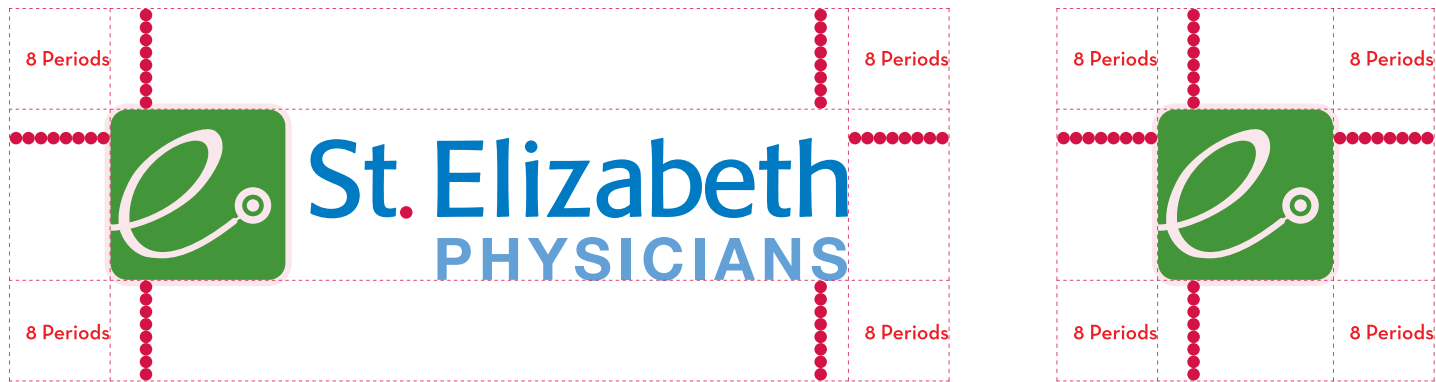
CLEAR SPACE

The logo should always be surrounded by a clear space so it can remain legible. The clear space should never be compromised by copy or other design elements, with the exception of when the logo is placed on a color or pattern background. This is a minimum amount of clear space. Please allow extra space where possible, especially next to a trim edge.

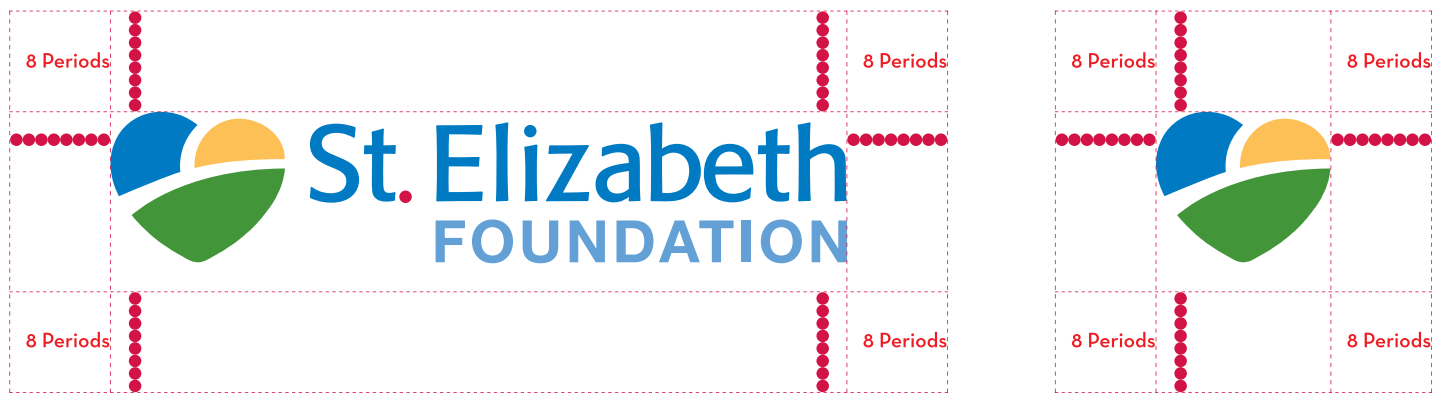
The space is determined by the dimension of the uppercase “H” in the logotype, referred to as “H”. The clear space should always be a minimum of 4 “H”s on all sides.



The space is determined by the diameter of the period in the logotype. The space should be visually equivalent to a minimum of 8 periods on all sides.



The space is determined by the diameter of the period in the logotype. The space should be visually equivalent to a minimum of 8 periods on all sides.



IN THE COMMUNITY

When St. Elizabeth is a sponsor of an event and a logo is needed, the St. Elizabeth “A PROUD PARTNER” lockup is to be used on any of our external sponsorship materials as a stand alone mark.

A PROUD PARTNER



A PROUD PARTNER



A PROUD PARTNER



When St. Elizabeth is a sponsor of an event, team, school or business and each party requires its logo, a co-branded lockup should be used and/or treated in a way that adheres to each parties guidelines. The St. Elizabeth logo should always be to the right/bottom of the lockup with the exception of the Cincinnati Reds.



From time to time, St. Elizabeth Healthcare may have affiliations with other entities that do not allow their logos to be locked up. Please refer to their style guides.



OUR APPAREL

To best promote the St. Elizabeth brand across our region and beyond, the standard practice for St. Elizabeth Healthcare and St. Elizabeth Physicians branded pieces is to utilize the full logos.

ASSOCIATE APPAREL | Uniforms

Creative Requirements: The masterbrand St. Elizabeth Healthcare or St. Elizabeth Physicians logo is required on all apparel.

An option to add additional information such as an associate, job role or division name as a second imprint location is available.

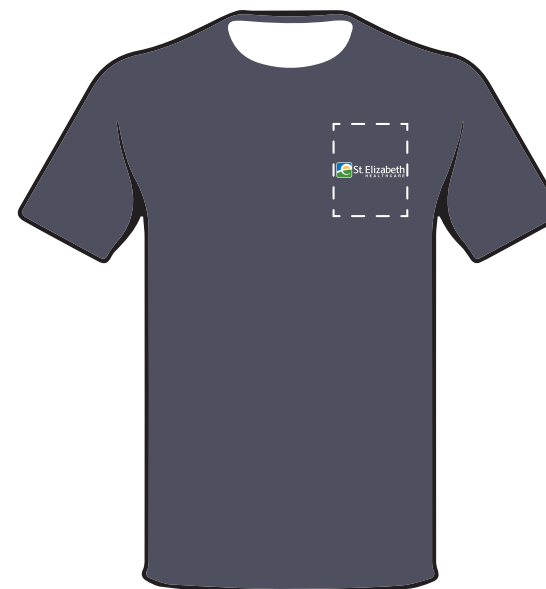
The additional information **CAN NOT** be same location of the St. Elizabeth Healthcare or St. Elizabeth Physicians logo.

When a two imprint location is utilized, the ideal imprint location of the full logo is “LEFT CHEST”.

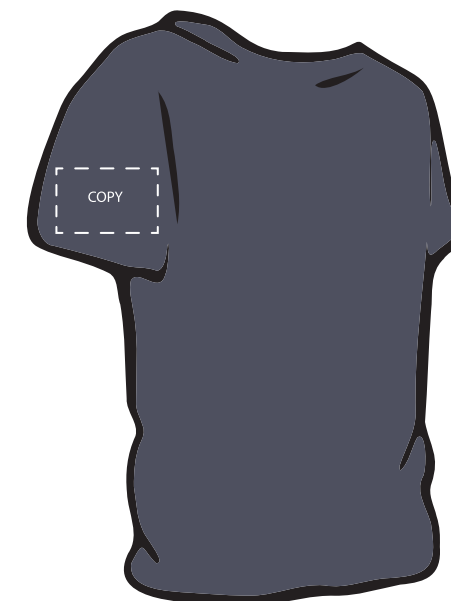
A list of all location imprint areas is provided on the next page named “Artwork Locations”.

EXAMPLE:

LEFT CHEST



RIGHT SLEEVE



PROMOTIONAL ITEMS & APPAREL | Giveaways/Sponsorships/Events

Only the full SEH/SEP logos are to be used on promotional items given to the public (including patients). This allows for consistency in messaging to the public and makes items more widely available for everyone to use.

- To complement the use of the full SEH/SEP logos, regular text can be added onto promotional items to highlight a division/department. For example, a newborn onesie could say “NICU Graduate” to spotlight NICU or a t-shirt could say "I love the St. Elizabeth Specialty Pharmacy!" to spotlight the Specialty Pharmacy.

ARTWORK LOCATIONS

To follow best practices and promote our brand in a consistent manner, the following artwork locations are preferred when ordering custom apparel. If you need help determining the best artwork placement for your item(s), please reach out to the Creative, Design & Project Operations team at creative.design@stelizabeth.com.



TECHNICAL DETAILS

Location sizing and brand requirements.

ARTWORK LOCATION	MAX SIZE
FULL FRONT	10" Wide x 12" Tall
SMALL FRONT	7" Wide x 7" Tall
LEFT/RIGHT CHEST	4" Wide x 5" Tall
SLEEVE	5.5" Wide x 3.5" Tall
FULL BACK	12" Wide x 12" Tall
LOCKER PATCH	4" Wide x 4" Tall
SHORTS	5.5" Wide x 3.5" Tall
PANTS HIP	5.5" Wide x 3.5" Tall
PANTS LONG LEG	5.5" Wide x 15" Tall

The minimum embroidery size of the logo is 3.5" wide.



Apparel items can be co-branded. If so, the following approved co-brand lockups must be used. The separator line is always yellow.

Horizontal lockup



Vertical lockup



For screen printing, PMS colors are preferred.

PMS COLOR VALUES

PMS 300	PMS 363	PMS 136
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For embroidery Madeira Thread colors (or equivalent) are preferred.

MADEIRA THREAD COLOR VALUES

1076	1024	1170
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The full-color logo should be used on all brand applications on a white or light-colored fabrics. On darker fabrics, the full-color reversed logo should be used.

LIGHT-COLORED FABRIC



DARK-COLORED FABRIC



Additional information/identifiers should use the font “Helvetica Neue LT Std (65 medium)” when available.



OUR VISUALS

To create ownership and instant brand recognition, blue should be used exclusively for St. Elizabeth materials whenever possible. Blue should be the predominant color used in the design. This does not include ancillary or associated sub-brands with established color associations. Our existing brand green and yellow can also be used when colors in addition to blue are needed, but not as a replacement for blue.

PMS 300C

PMS 363C

PMS 136C



SHAPES

When creating a box to contain type or logos, it should always feature one or two radius corners on opposite sides from each other. Below are two options to ensure consistent corners are used.

Option 1:

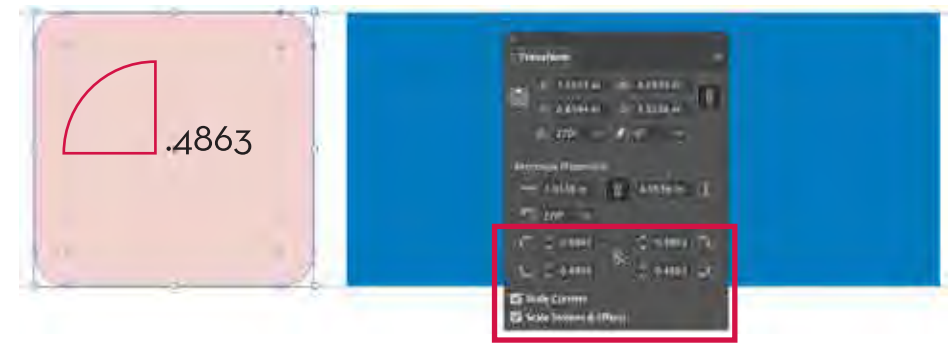
1 The background shape around our icon is what you will use to create rounded corners on any shapes. Start with an icon background at 1” or greater.



2 Scale shape equally to either the icons width or height.



3 Select the icon and use the transform window to get the corner values.



4 Select the shape and change the corner value to match icon corner values.



5 To change individual corners; select the shape and unlink corner values within the transform window and adjust the corner or corners to match the icon corner value.



6 Check the box “Scale Corners” within the transform window, then scale the shape as needed. Always scale new shapes to the original icon background.



Option 2:

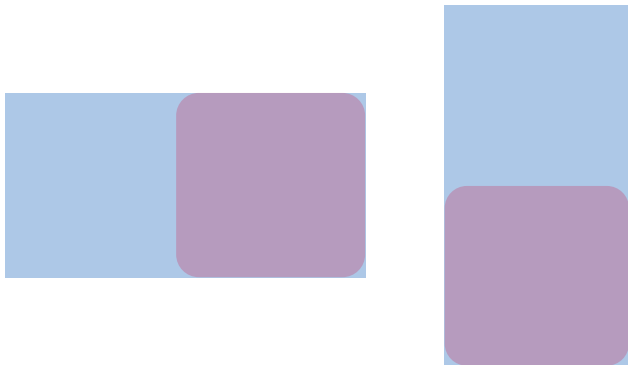
1 The first step is the same as option 1, but this process does not require a 1” or greater starting size.



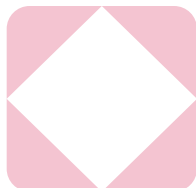
2 Create any size straight edge box.



3 Take the icon shape and scale it until it matches with three of the four sides.



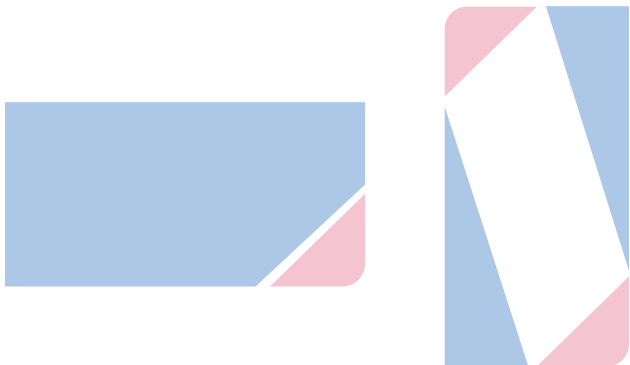
4 Use the scissors tool and cut the icon into four equal parts.



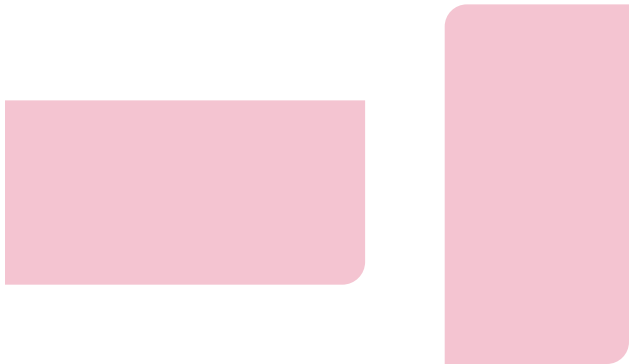
5 Take the radius corner and place it on the box.



6 Select the scissors tool and cut the edge off of the original box.



7 Select the pen tool and connect the shapes.

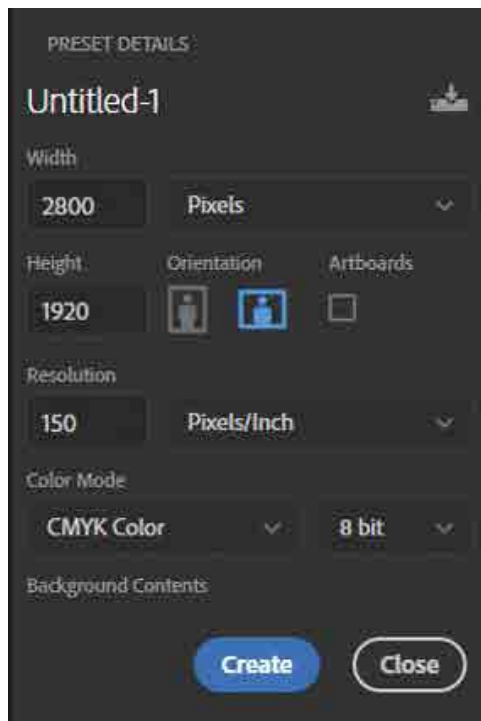


GRADIENT

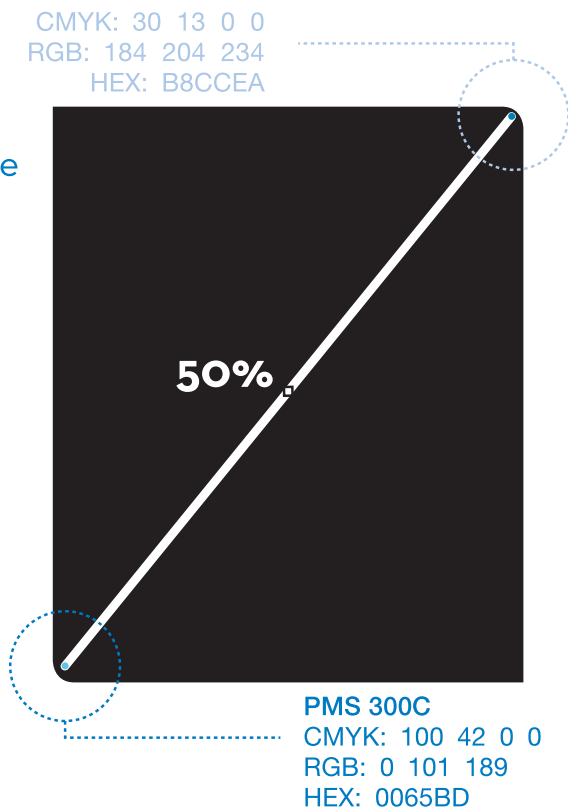
To help visually communicate the idea that there’s something new happening, the blue gradient should be used in branded communications whenever possible. The gradient should always start with our 100% blue at the bottom left edge and end with our 30% blue at the top right edge.

How To Create Gradient - Photoshop

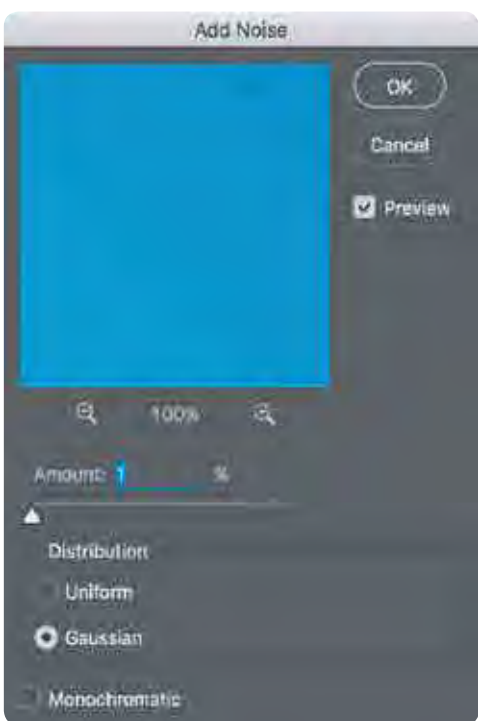
- 1 When building a Photoshop gradient, build it to a larger size than needed. A good size to begin with is 1920x2800 px at 150dpi “smart object” to allow room for expansion and placement of the gradient.



- 2 Select the gradient tool and draw a line from edge to edge.

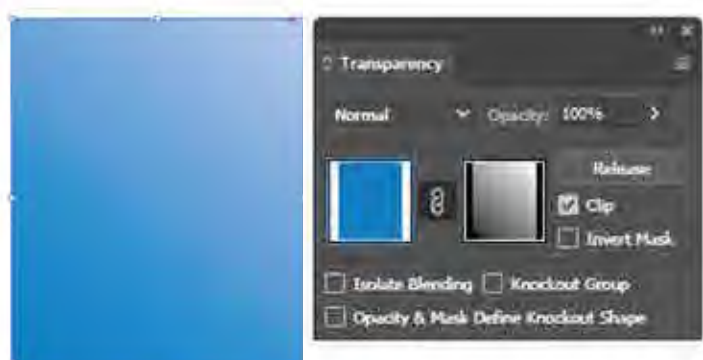
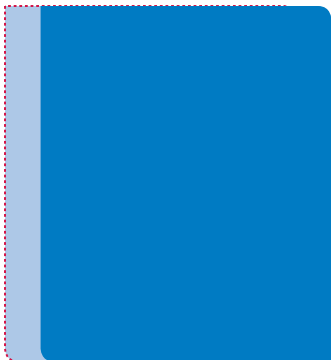
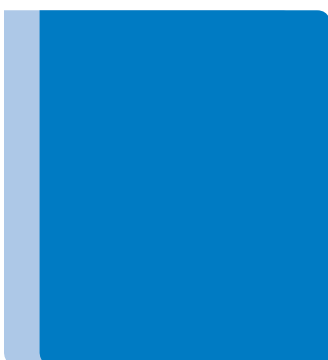


- 3 Once the gradient has been built, the last step is to add noise to alleviate any banding. An amount of 1% with a “Gaussian” blur should be added.



How To Create Gradient - Illustrator

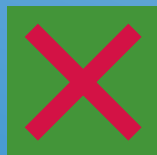
- 1 Fill desired shape with 30% blue.
- 2 Select shape & copy in front (Ctrl + C, Ctrl + F). Fill with 100% blue.
- 3 Select 30% blue shape & lock selection (Ctrl + 2).
- 4 Select 100% blue shape & copy in front (Ctrl + C, Ctrl + F). Fill with black to white gradient. Select gradient tool, draw a line edge to edge.
- 5 Select 100% blue shape & the gradient shape. In the “Transparency” options, click “Make Mask”.



INCORRECT GRADIENT TREATMENTS

How NOT to use the gradient.

Do not place any colors other than white on top of the gradient.



Do not place the blue-type logo on the blue background.



Should always use reversed out logo.



Do not create a gradient using new/additional colors.



CORRECT GRADIENT TREATMENTS

How TO to use the gradient.

**AS A
FILL-IN
FOR LARGE
TYPE.**

As a background behind medium/ large type and simple shapes (type should always be knocked out in this instance).

As a subtle accent that helps to create brand consistency when a significant use wouldn't be right.

HEADLINE GRADIENT ANGLE

Headlines with gradient should always be on the left side. The gradient should start from bottom left, 100% blue, to top right 30% blue

The gradient boxes can be different sizes and grow in height to accommodate copy. They do not need to mirror each other in height/length.

When gradient boxes or gradient text are stacked, the gradients should be opposite of each other. Dark blue to light blue on one, and light blue to dark blue on the other.

GRADIENT TEXT

How To Create Gradient on Text - Illustrator

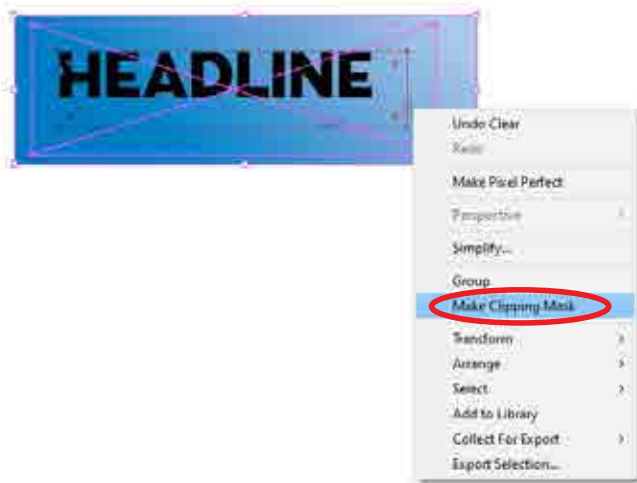
1 Create a shape with the blue gradient.



2 Place the text over the gradient.



3 Select the text and gradient shape, right-click, then select Make Clipping Mask.



4 Final text with gradient. Text is editable, but you may have to move the gradient to fill the mask.

HEADLINE

HOW TO DETERMINE WHAT EDGE TO ROUND

The rounded edged is used to draw the readers eye to the content above or below.

Treatments for rounded edges & full bleed gradients from the left.

The gradient always starts with 100% blue at the bottom left bleed side and finishes with 30% blue at the top right.

Start here: 100% blue

Finish here: 30% blue

HEADLINE GRADIENT

If the shape is used as sub copy to the headline, the rounded edge is bottom right.

HEADLINE GRADIENT

If the shape is used behind the headline copy, the rounded edge is top right to draw the eye to the copy.

Call-Out

A Call-out rounded corner is determined by where the supporting copy is. Top right rounded corner moves your eye down towards the additional information.

Bottom right rounded corner moves the eye up towards supporting copy above.

Treatments for rounded edges & full-bleed gradients from the right.

The gradient always starts with 100% blue at the bottom right bleed side and finishes with 30% blue at the top left.

Finish here: 30% blue

Start here: 100% blue

HEADLINES LEFT JUSTIFIED

The main headline copy should always be left justified. A gradient shape can come in from the right for sub copy to the headline.

Call-Out

A Call-out rounded corner is determined by where the supporting copy is. Top right rounded corner moves your eye down towards the additional information.

A gradient shape with a rounded corner bottom right is used when its supporting copy above.

Treatments for rounded edges & no bleed restricted print margins.

HEADLINES LEFT JUSTIFIED

This shape is to be used for all no bleed treatments. The shape can be any size needed. The rounded corners are always top right and bottom left.

HEADLINES LEFT JUSTIFIED

Finish here: 30% blue

The gradient always goes bottom left to top right.

Start here: 100% blue

OUR **TYPOGRAPHY**

Our main font is Neutraface. This font family should be used whenever possible.

NEUTRAFACE DISPLAY TITLING + GOTHAM BLACK

(THIS VARIATION HAS NO LOWER CASE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890, .?;:’”!@#\$\$%---&*()**

HOW TO

To create a visually pleasing headline, it will be necessary to substitute the font used for certain characters in the headline. Our headline font is a combination of Neutraface Display Titling and Gotham Black.

**A custom open-type font called
“ST E TITLE”
is available.**

“ST E TITLE” automatically replaces the characters below.

AMNVWZ357, .?;:’”!

Neutraface Text Bold Alt

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890, .?;:’”!@#\$\$%---&*()**

Neutraface Text Demi Alt

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890, .?;:’”!@#\$\$%---&*()**

Neutraface Text Demi Italic Alt

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890, .?;:’”!@#\$\$%---&*()**

Neutraface Text Book Alt

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890, .?;:’”!@#\$\$%---&*()**

Neutraface Text Book Italic Alt

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890, .?;:’”!@#\$\$%---&*()**

USING TYPE

Typographic guidelines that establish hierarchy within the brand.

ST E HEADLINES
when a bold
statement is needed.

HEADLINES
WITH FEW
WORDS.

Neutraface Text Bold
(or Demi) Alt
Kerned to -15
Tight (but not
too tight) leading.

Subheads can be treated in a
manner similar to this right here.

Neutraface Text Book
(or Demi) Alt
Kerned to zero
Auto-leading.

And then there’s body copy. To ensure legibility, always use a
“text alt” version of the Neutraface font in body copy.

Neutraface Text Demi
Italic Alt
Kerned to zero
Auto-leading.

Sidebar or pullout copy needs to be treated separately—and
less significantly—from body copy. A point size or two smaller
and italicized is often appropriate for this copy.

TYPOGRAPHY - ALTERNATE

In cases where Neutraface cannot be used due to technical
constraints, Arial may be substituted. These applications may include
electronic media where standard default typefaces must be used.

Arial regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,.?:;:’”!@#\$\$%- – —&*()

Arial bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,.?:;:’”!@#\$\$%- – —&*()

Arial italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,.?:;:’”!@#\$\$%- – —&*()

Arial bold italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,.?:;:’”!@#\$\$%- – —&*()

Helvetica Neue LT Std is used on
wayfinding/signage and on apparel.

OUR COPY GUIDELINES

St. Elizabeth follows Associated Press (AP) Style in all digital and printed communications with the exceptions noted in these guidelines.

GENERAL USAGE NOTES

Do not break <St.> <Elizabeth> over two lines.

For more than 155 years, St. Elizabeth has been the heart and soul of healthcare in Northern Kentucky.

✓ For more than 155 years, St. Elizabeth has been the heart and soul of healthcare in Northern Kentucky.

Do not break <St. Elizabeth> <Healthcare> (or <Physicians>) over two lines.

For more than 155 years, St. Elizabeth Healthcare has been the heart and soul of healthcare in Northern Kentucky.

✓ For more than 155 years, St. Elizabeth Healthcare has been the heart and soul of healthcare in Northern Kentucky.

Do not say <St. Elizabeth's...>.

St. Elizabeth's Heart & Vascular Institute

✓ St. Elizabeth Heart & Vascular Institute

Do not use <St. E> or <St. E's> in printed materials.

Exception: It's acceptable to refer to <St. E> when using a conversational tone, such as in radio scripts.

Always spell out <St. Elizabeth Physicians> and <St. Elizabeth Healthcare>.

Do not use the acronyms SEP or SEH, with the exception of internal communication where it is referenced earlier in a body of copy.

Bulleted lists should always use periods.

Unless there are three words or fewer in the list. If one bullet requires a period, all bullets should use periods.

WORD-TREATMENT SPECIFICS

- **Employees** should be referred to as <associates>.
- Always capitalize titles, department names and service lines.
- start-up (use a hyphen).
- Level III NICU (capitalize the L; do not use a hyphen).
- word-of-mouth (use hyphens even when not a modifier).
- Northern Kentucky (capitalize <N> in <Northern>).
- Always use <orthopaedic>, not <orthopedic>.
- Do not use periods on MD, RN, APRN or any other medical job title acronym.
- Always treat **healthcare** as one word.

VISION STATEMENT

An alternate version of the statement should be used when placed on materials that already include the St. Elizabeth brand and logo.

- For non-branded materials, such as a press release, use the original statment: "St. Elizabeth will lead the communities we serve to be among the healthiest in the nation."
- For branded materials, such as a poster, use the alternate statment: "We will lead the communities we serve to be among the healthiest in the nation."

URLs

Written out URLs should appear in lowercase.
Exception: When the URL is lengthy and it would help with readability, some initial letters of words can be capitalized.

Do not use <http://> or <www> with URLs.
Exception: Internal communications may need to include "www." due to St. Elizabeth network requirements.

www.stelizabeth.com
http://www.stelizabeth.com

✓ stelizabeth.com

Use a period after URLs in standalone calls to action.

Learn more at stelizabeth.com/heartandvascular

✓ Learn more at stelizabeth.com/heartandvascular.

When URLs appear within body copy, do use a period.

Trust the St. Elizabeth Heart & Vascular Institute to help you care for your heart. Learn more about heart health at http://stelizabeth.com/heartandvascular

✓ Trust the St. Elizabeth Heart & Vascular Institute to help you care for your heart. Learn more about heart health at stelizabeth.com/heartandvascular.

I-C-A-R-E STATEMENT

In the St. Elizabeth I-C-A-R-E five-bullet statement, use periods at the end of the bulleted copy even though they are not sentences.

- I-C-A-R-E
- Innovation: Finding creative solutions and embracing change.
 - Collaboration: Working with others to achieve the best possible outcomes.
 - Accountability: Accepting responsibility for our actions, decisions and the efficiency of our use of resources.
 - Respect: Promoting trust, fairness and inclusiveness through honest and open communication.
 - Excellence: Serving others with compassionate care for the mind, body and spirit.

PHONE NUMBERS

In standalone calls to action that end in a phone number, do use a period.

For more information and to register, call (888) 888-8888

✓ For more information and to register, call (888) 888-8888.

Phone numbers should be formatted as (888) 888-8888.

Exception: Phone numbers in the St. Elizabeth Physicians Provider Directory are formatted as 888.888.8888.
Exception: When a phone number is used with letters, use dashes instead of parentheses.

(859) 301-WELL (9355)

859-301-6316

1 (800) 301-6316

✓ (859) 301-6316

859-301-WELL (9355)

(800) xxx-xxxx

AP USAGE NOTES

Dates

Use numerals for dates.
Do not use st, nd, rd or th with dates.
Only abbreviate the following months (and only if they are used with a date): Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
Do not use a comma between the month and the year when used together (e.g., June 2018), but do use a comma when a specific date is included (e.g., June 6, 2015).
Use apostrophes for decades if numerals are left out: the '90s.

Times

Use a.m. and p.m.
Use numerals, but spell out noon and midnight.
Use a colon to separate hours from minutes, but don't use :00.
Use the following abbreviations: EST, PST: 9 a.m. EST (note no commas).
For ranges, use the following format: 9-11 a.m., 10:30 a.m. to 2:30 p.m.

In body copy, we prefer to spell out numbers one through nine, and use numerals for numbers 10 and greater. This is true of ordinal numbers, as well. Spell out first to ninth, and capture 10th or greater with numerals.

OUR PHOTOGRAPHY



The message of our brand suggests that the people of St. Elizabeth care for their patients in the same way that those patients care for their own friends and family.

Our photography reflects that same spirit through depictions of genuine empathy, dedication and joy to serve. And always in an authentic manner – not forced or posed.



When needs arise for additional photos outside of our campaign images (for non-campaign communications such as events, announcements, treatment, or disease education, etc.), we should follow the same basic principles mentioned above whenever possible and/or applicable.

ADDING WHITE SPACE: PHOTOSHOP

To integrate our photography into design, you will need to add white space.

- 1

Open the desired photo in Photoshop.
- 2

Create new layer, select all and fill with white.
- 3

Duplicate background layer.
- 4

Add mask to new background layer.
- 5

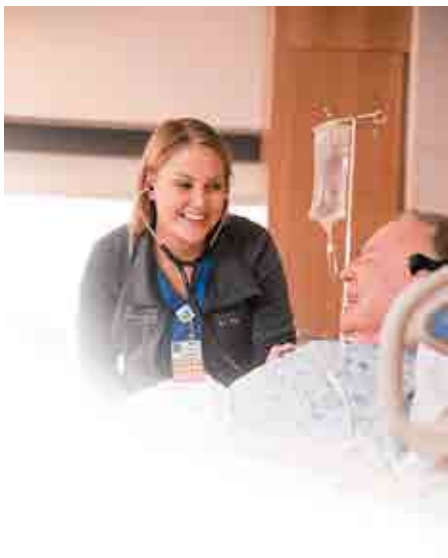
Select the eraser tool.
- 6

Increase the size of eraser to the maximum workable size. Hardness at 0%.



- 7

Erase the edges of the photo as needed. Avoid erasing any focal point(s) of the photo.



Sample



ADDING WHITE SPACE: ILLUSTRATOR

To integrate our photography into design, you will need to add white space.

- 1

Place photo in Illustrator document.
- 2

Create new rectangle with white gradient fill.
- 3

100% to 0% transparency.
- 4

Align rectangle and photo.
- 5

Adjust gradient as needed.
- 6

Group or create clipping mask.



- 7

Avoid masking any focal point(s) of the photo.



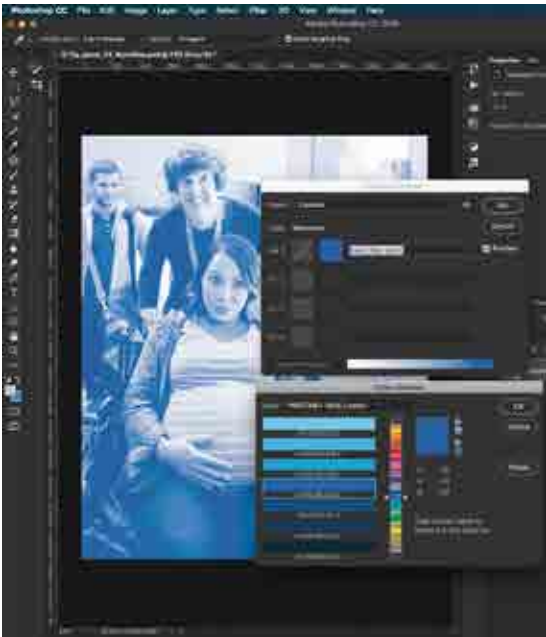
MONO/SEPIA TONES

Photos can be treated in the St. Elizabeth blue Monotone as needed.

Image Mode
Convert to
Gray Scale



Duotone Options Type
Monotone Select
Duotone Ink Color



Duotone Options
Adjust Duotone
Curve



Save As, Add Duotone
Type and Color at the
end of the name



Tip: save as .psd and link to .psd file. This will allow for quick update adjustments. Embed later as needed.

Before treatment



After treatment



OUR ICONS

ICON: A SIMPLE IMAGE THAT REPRESENTS A REAL THING.

Without any words we know what these symbols represent, what they mean, and where they fit in our lives.

Below are a variety of icons that have been customized to fit within the St. Elizabeth brand. Please use these icons and shapes as needed. To view and download all available icons, please visit the Intranet or Canto.

						
Arrow	Stroller	Book	Cell Phone	Check Mark	Cross	Emergency
						
Gift Box	Graduation	Heart	Hospital	Kentucky	Letter	Light Bulb
						
Mail	Microscope	Money	Navigation	Paperclip	Pen	Pencil
						
Point on map	Prevention/ Awareness	Question	Quiet	Star	Wrench	

OUR **PAPER STANDARDS**

FINISHES

Coated

- Should be used when a piece does not need to be written on.
- Dull, Matte and Satin finishes are preferred.
- Gloss finishes should not be used unless otherwise specified.

Uncoated

- Should be used when the piece needs to be written on and/or when the piece needs a more personal texture.

BRIGHTNESS

96 brightness minimum for all white sheets.

WEIGHTS

Postcards & Mailers

- 110# Cover minimum

Flat/Panel cards, bi-fold & tri-fold brochures, booklets *(cover page only)*

- 100# Cover minimum

Quad-fold brochures

- 80# Cover minimum

Booklets *(interior pages only)*

- 80# Text minimum

PRODUCT ITEM SPECIFICS

Business Cards

- Finch Fine Bright White Ultra Smooth 130 lbs DTC
- Domtar Cougar Smooth White 130 lbs Cover
- Mohawk Smooth Ultra White 120 lbs DTC

OUR OVERALL CAMPAIGN

IDEA

Utilized across a myriad of platforms, the use of "I'm Right Here." should be reserved for campaign-level communications that speak to St. Elizabeth in a general sense, and only as a headline. It should always be followed by copy that speaks to the idea of what being "right here" for someone means.

tone of voice

It's more than a statement, it's a promise that's not taken lightly, nor broken easily.

It defines a shared understanding between two people that you're there for them no matter what life may bring. You have their back, no matter what. You'll do whatever it takes to make them feel safe and secure.

It's three simple words that provide comfort to a person in need. Your words let them know that they are not alone – and from that moment on, they are the center of your universe.

At St. Elizabeth, we understand the importance of being here for one another. That's why it is our goal to provide the community a place where people always feel like they are the most important person in the room. A place of health and healing, where they know they can always receive the right care. Right here.

I'M RIGHT HERE CAMPAIGN THEME

In addition to the base use of "I'm Right Here." as seen above, a custom campaign theme has been created for specialized use. This theme changes as our brand evolves. The current campaign guidelines can be found on the following pages. Please note: these guidelines should only be used for IRH3 specific ads and campaign assets, otherwise, our regular I'm Right Here theme should be followed.

COPY SAMPLES

The “I’m Right Here.” campaign idea should be integrated at every opportunity in a single piece of communication. This could be using the terms “I’m right here” in copy and/or communicating the essence of the campaign.

WHY I’M RIGHT HERE

“I want to be available at all times, not just when it is convenient for me.”
Chris Coleman - Physical Therapy

To me, being "right here" means being available to someone at all times, not just when it is convenient for me. It also means doing something for someone even if they can't do anything for you in return. If my patients feel like I am only there for them during their 30-minute appointment and I am unavailable any other time, then I haven't done a good job of making them feel like I am genuinely concerned about their well being. -Chris Coleman #ImRightHere

HERE.

We are right here when you need us, Ft. Thomas.

Learn More



JUST OFF THE AVENUE

Top-quality care, right here in Ft. Thomas.

Learn More





**THE RIGHT CARE.
RIGHT AROUND THE CORNER.**

St. Elizabeth Physicians knows the importance of having the right care when you need it most, which is why we’ve opened medical facility right here in Dearborn County to suit all of your primary, specialty, and urgent care needs.

We asked Dr. Mandapkala to share a time in his life when someone was ‘right there’ for him.

DIGITAL FORMAT STYLE

Here are guidelines and visual elements to help you design for the web.

WATCH ASK THE EXPERT

Sponsored by:

 St. Elizabeth
HEALTHCARE

Mobile banner without photography.

FT. THOMAS

Advanced care *right here*, so you don't have to cross the bridge.

Learn More

 St. Elizabeth
HEALTHCARE

Imagery.

All caps treatment is preferred but only to be used for short headlines.

Use the blue gradient to anchor the bottom of the banner and house the logo.

Don't let your heart stop you from doing what you love.

Learn about TAVR, a different kind of valve replacement.

 St. Elizabeth
HEALTHCARE

Learn More

WHY CROSS THE RIVER?

Top-quality care, right here in Ft. Thomas.

 St. Elizabeth
HEALTHCARE

A white gradient with a fade to photography is used to create room for messaging.

Learn how
TAVR heart valve replacement can help you keep going.

Download a Free Guide

 St. Elizabeth
HEALTHCARE

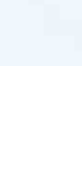
The call to action is housed in a banner the has the bottom corner rounded opposite of its flush side.

ADVERTISING SAMPLES



WHY I'M RIGHT HERE

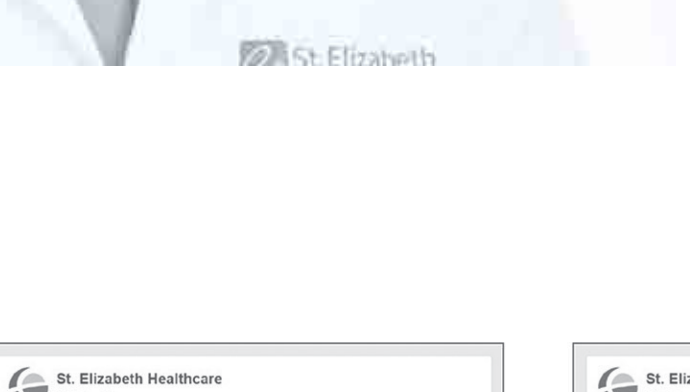
Chaitanya Mandapakala, MD



St. Elizabeth Healthcare

16 hrs · 🌐

The people of St Elizabeth are "right there" for you in many ways.



WHY I'M RIGHT HERE

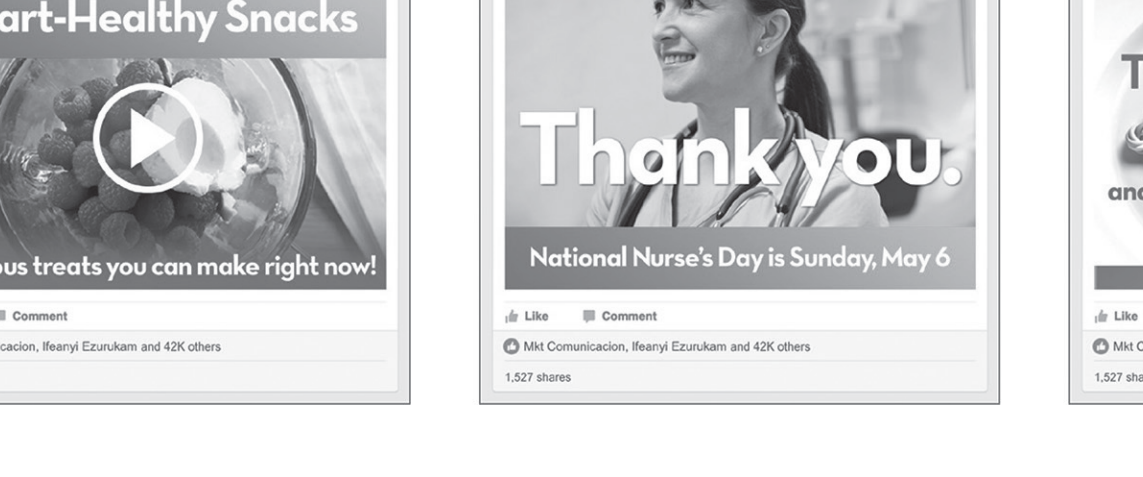
Cindy Barton, RN - Cancer Care Center, Edgewood

👍 Like

💬 Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares



I'M RIGHT HERE.

These three words have the power to comfort, console, and heal, because they mean someone who truly cares is looking out for you. And at St. Elizabeth, we take this idea to heart because your care is very personal to us. That's why we're committed to being right here for you as Greater Cincinnati's only Cardiovascular Center of Excellence accredited by the American Heart Association. So there's no reason to go anywhere else.





St. Elizabeth Healthcare

16 hrs · 🌐

National Nurse's Day is Sunday, May 6



Heart-Healthy Snacks

Delicious treats you can make right now!

👍 Like

💬 Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares



St. Elizabeth Healthcare

16 hrs · 🌐

National Nurse's Day is Sunday, May 6



Thank you.

National Nurse's Day is Sunday, May 6

👍 Like

💬 Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

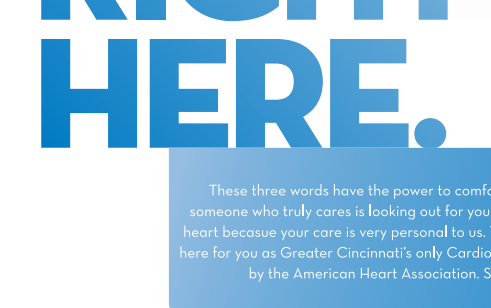
1,527 shares



St. Elizabeth Healthcare

16 hrs · 🌐

It's not that hard to be diabetes-smart. [Click to learn](#) what you can do.



The ABC's of Diabetes

and how you can avoid it.

👍 Like

💬 Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

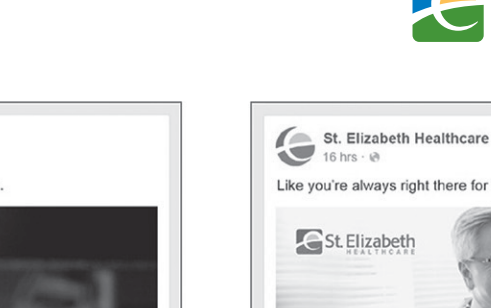
1,527 shares



St. Elizabeth Healthcare

16 hrs · 🌐

Meet Dr. Doug Flora, lorem ipsum dolor sit amet.



Dr. Doug Flora

PHYSICIAN SPOTLIGHT

👍 Like

💬 Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

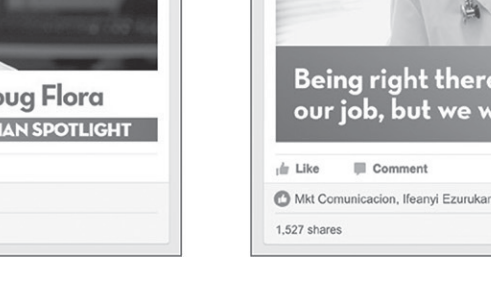
1,527 shares



St. Elizabeth Healthcare

16 hrs · 🌐

Like you're always right there for them, we're right here for you.



Being right there for you may be our job, but we wouldn't call it work.

👍 Like

💬 Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

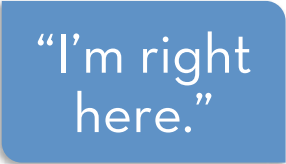
OUR LATEST CAMPAIGN TREATMENT

I'm Right Here. 3

Over the years, "I'm Right Here." has evolved in phases (overall campaign elements with a special focus) and is currently in its third phase that focuses on conversations to show St. Elizabeth is "right here" for our community's health needs. With a myriad of sizes to navigate for designs, different approaches to content can be utilized instead of a one-size-fits-all approach.

The following guidelines, built in consideration of overall St. Elizabeth brand guidelines, outline standards to target the best messaging and design for each type of campaign asset.

Key

	• Chat Bubbles = Boxes with Rounded Corners Answers Only Placed behind caregiver photo but in front of background image. RGB equivalent of PMS300 blue, at 50% opacity, on top of an 85% gray shape at 30% opacity, with light drop-shadow applied to gray shape. (<i>Neutraface Text Book Alt font</i>)
	• CTA = Call-to-Action RGB equivalent of PMS300 blue. (<i>StElizabeth Title font</i>)

BASIC STANDARDS

- Blue (RGB equivalent of PMS300 blue) 1 pt. stroke border (aligned inside) is applied around outside edge of ad.
- **I'M RIGHT HERE.** is never used in the standard St. Elizabeth brand formatted way (St. E Headlines font) – instead it's used as a part of a conversation (Neutraface) for applicable scenarios.
- Caregiver images are incorporated into designs except for in smaller sizes like 300 x 50 / 320 x 50. The person should always face-inwards (the direction their shoulders point) towards the copy of the ad. So, the person could be on the left or right side of the ad.
- The St. Elizabeth Healthcare (or St. Elizabeth Physicians) logo is placed in the lower right corner of all designs, except on vertical ads where centered placement works better.
- For "Lead-in" Statement:
 - Patient Question: Neutraface Text Book Alt font and is paragraph center aligned, and visually center aligned top to bottom between the ad edge and the photo.
 - Services Call-Out: Neutraface Text Book Alt font, and is paragraph center aligned, and visually center aligned top to bottom and left to right between the ad edge and the photo.

FOR STATIC DESIGNS (PRINT & DIGITAL)

- Two-Way Conversations | Lead-in (Patient Question) + Answer (I’m right here.) + CTA
- Minimum Size: 300 x 600 pixels (digital) or 4 x 8.25 inches (print)
- Other Elements:
 - Lead-in is designed in blue text with quotation marks, Neutraface Text Book Alt font, and patient name in gray, Neutraface Text Book Italic Alt font.
 - Answer is designed in white text with quotation marks in a chat bubble, Neutraface Text Book Alt font.
 - CTA wording is designed in white StElizabeth Title font over a blue button.



- One-Way Conversation | Lead-in (Services Call-Out) + CTA
- Minimum Size: 728 x 90 pixels (digital)
- Other Elements:
 - Lead-in is designed in blue, Neutraface Text Book Alt font.
 - CTA wording is designed in white StElizabeth Title font over a blue button.



Example of person on left side.

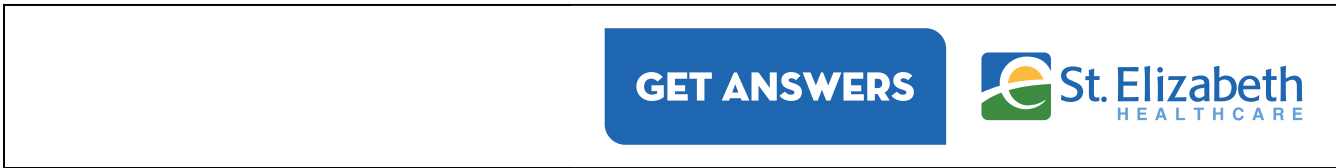
- Direct Appeal | CTA Only
- Minimum Size: 300 x 50 pixels (digital)
- Other Elements:
 - CTA wording is designed in white StElizabeth Title font over a blue button.
 - Lead-in and Answer are not included due to limited space available.



FOR ANIMATED DESIGNS (DIGITAL)

- One-Way Conversations | Statement + CTA
 - Minimum Size: 300 x 50 pixels (digital)
 - Other Elements:
 - Message is designed in blue text, Neutraface Text Book Alt font. Copy appears in sections, similar cadence to when speaking.
 - Photo slides in from left or right side, never top or bottom.
 - CTA wording is designed in white StElizabeth Title font over a blue button. When applicable, a reversing color is applied when mouse hover and logo changes to full-color reversed version.
 - On mobile ads (300x50 & 320x50), Logomark is always visible until full logo slides in. Mouse hover effect is not applied.
 - Animation loops 3 times.
 - After the third loop, final frame shows the full copy and photo on larger ads, and shows the full logo with CTA on mobile ads (300x50 & 320x50).
 - Per Basis ad guidelines, URL is added in as a ClickTag element and not hardcoded into the artwork.

728 pixels x 90 pixels



1



3



5



2



4



6

Example of mouse-over effect



Examples of animated screens/progression. Animations may differ depending on what works best for each size and cadence of message.

Final static frame.

FOR ANIMATED DESIGNS (DIGITAL)

- Two-Way Conversations | Lead-in (Patient Question) + Answer (I’m right here.) + CTA
 - Sizes: 300 x 600 pixels & 300 x 250 pixels (digital)
 - Other Elements:
 - Lead-in is designed in blue text with quotation marks, Neutraface Text Book Alt font, and patient name in gray, Neutraface Text Book Italic Alt font. Copy appears in sections, similar cadence to when speaking.
 - Answer is designed in white Neutraface Text Book Alt font with quotation marks in a chat bubble.
 - Photo and chat bubble slide in together from left or right side, never top or bottom.
 - CTA wording is designed in white StElizabeth Title font over a blue button. When applicable, a reversing color is applied when mouse hover and logo changes to full-color reversed version.
 - Animation loops 3 times.
 - After the third loop, final frame shows the question with CTA.
 - Per Basis ad guidelines, URL is added in as a ClickTag element and not hardcoded into the artwork.

300 pixels x 250 pixels



Examples of animated screens/progression. Animations may differ depending on what works best for each size and cadence of message.

OUR **APPENDIX/RESOURCES**

LOGO FILES

Many St. Elizabeth logos are available for download at stelizabethlogos.com.

For a division/department lockup, please contact creative.design@stelizabeth.com.

CREATIVE/DESIGN ASSETS

For the following assets, please contact Creative/Design at creative.design@stelizabeth.com.

- Icons
- Design elements
- Fonts
- All logo file options
- Photo and video libraries
- Templates

PUBLIC RELATIONS POLICY

For the following policies, please visit the intranet homepage > Compliance 360 > PR/Marketing/Strategic Planning > Public Relations.

- Published Materials, (Leaflets, Brochures, Pamphlets, websites, etc.)
- Guidelines for news media and St. Elizabeth Healthcare
- Persons authorized to release information
- Connection