The purpose of the document is to ensure that the UC Health brand is consistently portrayed in all of our various touchpoints, from the way we interact with each other to the way we deliver patient-focused care.
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1.2 POPs & PODs
1.3 Positioning

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BRAND STRATEGY

Essence / Attitude

Leadership / The Best

Attributes / Core Values

Diversified
Interconnected
Leadership
Informative
Simplicity
Innovation
BRAND STRATEGY

POPs (Points of Parity)
- Patient-centered quality care (respect)
- Evidence-based medicine
- Health care “system”

PODs (Points of Difference)
- Academic-based, discovery-driven
- Connected with the University of Cincinnati
- Higher level of care from world-class physicians
- Over time, interconnected, responsive, seamless care
BRAND STRATEGY

Positioning

A comprehensive health care network that builds on an academically based, discovery-driven foundation to deliver best-in-class, personalized care to the people of Greater Cincinnati while preparing the next generation of health care professionals.
Diversified & Interconnected
(Rational & Emotional)

Leadership & Innovation
(Rational)

Simplicity & Informative
(Emotional)

– Creates branding shorthand for “The Best”
– Describes desired outcomes
– Approachable in the category
BRANDMARK USAGE

Safe Area
To ensure a clean visual presence of the brandmark, it is recommended to have a distance of at least half of the capital H on each side of the brandmark.

Minimum Size
To ensure maximum visual presence, the brandmark should be no smaller than one inch wide.
SECONDARY BRANDMARK USAGE

The preferred orientation for the brandmark is horizontal; but, in cases where it is not feasible the stacked variation is appropriate for use. This alternate orientation is approved on a case-by-case basis only.

**Safe Area**
It is recommended to have a distance of at least half of the capital H on each side of the brandmark.

**Minimum Size**
1/2”
BRANDMARK STAGING

The preferred background for the brandmark is white; however, it is permitted to use a light background that offers enough contrast to the brandmark (e.g., light grey, silver and light tones of cream).

In some instances it is needed to have the brandmark staged on a field of red or black. The exhibits below are examples of this treatment and are used sparingly as red and black equate to the academic and athletic UC brand.
BLACK & WHITE BRANDMARK USAGE

UC Health

UC Health

UC Health

UC Health
BRANDMARK DON’TS

- Do not place on dark field
- Do not alter proportions of elements
- Do not alter color of elements
- Do not rotate
- Do not use alternate typeface
- Do not add words
The exhibit below shows the lock-up for UC Health, University of Cincinnati Physicians. This lock-up must be followed in all cases, unless otherwise approved.
UNIVERSITY OF CINCINNATI PHYSICIANS

Safe Area
To ensure clean visual presence of the brandmark, it is recommended to have a distance of at least half of the capital H on each side of the brandmark.

Minimum Size
To ensure maximum visual presence, the brandmark should be no smaller than one and a half inches wide. (UNIVERSITY OF CINCINNATI PHYSICIANS no smaller than 6 pt. type size)
BUSINESS SUITE
UC Health

Name Lastname
Title
Location Company
123 Address
City, ST 45678

01, March 2018

Dear Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse purtutur pretium semper. Ut dictum ultrices nunc, quis imperdiet est lobortis sit amet. Praesent luctus est at amet mattis non ornare tellus pretium. Donec rutrum vel scelerisque, quis condimentum et adipiscing.

Nullam a ante mi, Nihilpulvinar diam eget nibh faucibus rutrum. Phasellus auctor metus a egestas. Fusce mattis tempus molestie in. In mattis luctus eget tellus efficitur quis auctor arcu pretium.

Nullam a ante mi, Nihilpulvinar diam eget nibh faucibus rutrum. Phasellus auctor metus a egestas. Fusce mattis tempus molestie in. In mattis luctus eget tellus efficitur quis auctor arcu pretium. Donec rutrum vel scelerisque, quis condimentum et adipiscing.


Nunc a ante mi, Nihilpulvinar diam eget nibh faucibus rutrum. Phasellus auctor metus a egestas. Fusce mattis tempus molestie in. In mattis luctus eget tellus efficitur quis auctor arcu pretium.

Sincerely,

[Signature]

Name Lastname
Title

Microsoft Word Template: www.needwebsitehere.com
BUSINESS SUITE - Business Card

UC Health

M. Stephen Long Last Name, MD
Assistant Professor, Residency Director
Department & Specialty Here

Location Here
7700 University Court, Suite 1700
West Chester, Ohio 45069
(t: (513) 475 8886 f: (513) 475 8880
name.lastname@uc.edu
www.UCHealthNow.com

Second Location Here
7700 University Court, Suite 1700
West Chester, Ohio 45069
t: (513) 475 8886 f: (513) 475 8880

3.5"
NAME = Minion Pro Medium 9 pt. + 5 letter spacing
TITLE = Minion Pro Medium Italic 8 pt.
ADDRESS = Myriad Pro Regular 6 pt. +20 letter spacing

ADDITIONAL ADDRESS IF NEEDED
BACK

OR

PANTONE® Warm Grey
PANTONE® 800 Pro Black
PANTONE® 186 C
BUSINESS SUITE - Envelope

UC Health

ADDRESS = Myriad Pro Regular 8 pt./10 pt.

1.85”

University Pointe
7700 University Court, Suite 1700
West Chester, Ohio 45069
<table>
<thead>
<tr>
<th>Name Lastname</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.03423648</td>
<td>4.03426587</td>
</tr>
<tr>
<td>2.03423648</td>
<td>3.03426587</td>
</tr>
<tr>
<td>3.03423648</td>
<td>2.03426587</td>
</tr>
<tr>
<td>4.03423648</td>
<td>1.03426587</td>
</tr>
</tbody>
</table>

Dear Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse purtintur pretium semper. Ut dictum ultrices nunc, quis imperdiet est lobortis sit amet. Pratenti consectetur est sit amet massa non orna tellus pretorius. Donec rhododendron velopip quan, quis condimentum est adipiscing.


Sincerely,

[Signature]

Name Lastname

Title

[Logo]
BUSINESS SUITE - Business Card
UC Health University of Cincinnati Physicians

NAME = Minion Pro Medium 9 pt. + 5 letter spacing
TITLE = Minion Pro Medium Italic 8 pt.
ADDRESS = Myriad Pro Regular 6 pt. +20 letter spacing

The back of the business card is used to house multiple addresses and appointment information.

Printing Information:
www.needwebsitehere.com
BUSINESS SUITE
UC Health University Hospital

Microsoft Word Template:
www.needwebsitehere.com
NOTE CARD
UC Health

7”

5”
PRESENTATION TEMPLATES

Title Presentation
Date Here

Main Headline Title Point Here
Subhead sub point here
• Bullet point here
• Bullet point here
• Bullet point here
EMAIL SIGN-OFF

Tony Condia
Vice President, External Affairs
Executive Director, University Hospital Foundation
UC Health – University Hospital
234 Goodman Street
Cincinnati, OH 45219-2316
513-584-1134
513-377-8530 (mobile)
tony.condia@healthhalt.com
www.uchealthnow.com <http://www.uchealthnow.com>

UC Health
University Hospital

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HOW WE WRITE IT

It is important that we follow consistency in the way we write the UC Health brand in the same way we use consistency in the UC Health brand graphics.

UC Health
Do not put periods at the end of U and C, e.g. U.C. Health
Do not place the “pipe” after UC, e.g. UC I Health

UC Health Email Sign-off
UC Health - University Hospital
UC Health - University of Cincinnati Physicians

The Time is Right is not a Tagline
Do not use any forms of “Right”, e.g. “The Time is Right.”, “Right Now!” etc.
SPECIALTY DESCRIPTORS

The size and proportion of the specialty descriptor to the UC Health University of Cincinnati Physicians brandmark is determined case by case. Often the specialty descriptor will be in the form of a headline or title (Lockups will occur most frequently in signage). See examples on following pages.

**Emergency Medicine**  
PRIMARY DESCRIPTOR = Minion Pro Semibold Italic

**Internal Medicine**  
SECONDARY DESCRIPTOR = Minion Pro semibold and is approximately half the size as PRIMARY.
SPECIALTY DESCRIPTORS

Interior Signage

Dermatology

Dermatology

Dermatology
SPECIALTY DESCRIPTORS
Lab Coat

NAME = Minion Pro Medium + 5 letter spacing

OR

PANTONE® Warm Grey
PANTONE® 80% Pro Black

SPECIALTY
Minion Pro Semibold Italic

M. Stephen Baxter, MD
Emergency Medicine

UC Health
UNIVERSITY OF CINCINNATI PHYSICIANS
SPECIALTY DESCRIPTORS

Collateral

The headline and/or the subhead designates the specialty with the support of the brand sign-off at the bottom of the page.

You’re invited to uncover the look you were meant to have. Learn how at our Skin Rejuvenation Seminar offered by the Plastic Surgeons of UC Health, University of Cincinnati Physicians.

You and a friend are cordially invited to a “Skin Health Rejuvenation Seminar” Thursday, November 20th 6:00 - 8:00pm

Enjoy a night of refreshments and appetizers while learning about advances in medicine that can restore your skin’s health & beauty and prevent the typical signs of aging.

Topics covered include:

Witness a pharmacist and a product designed to help produce younger, “photo-regenerant” skin, and learn new procedures that can reverse the visible signs of aging.
SPECIALTY DESCRIPTORS

Business Card

The specialty descriptor is under the person's name.
SPECIALTY DESCRIPTORS

UC Health University Hospital

Cardiology Center

PRIMARY DESCRIPTOR = Minion Pro Semibold Italic

PANTONE® Warm Grey

PANTONE® 65% Pro Black
COLLATERAL

Patient Brochure

The Uc Health brandmark must be on the same page/close visual proximity to the hospital name.
SIGNAGE

[Image of a signage with the text "University Hospital"]

[Image of another signage with directions to various locations such as Emergency, Hospital Entrance, and Parking]
SIGNAGE
SIGNAGE
BALANCE OF ELEMENTS

There must be a balance of innovation/technology (*functional*) imagery with approachability/warmth/humanity (*emotional*). The use of the established design assets on the following pages (color, typography, imagery, landscape, etc.) will help to achieve the proper relationship. This balance will effectively bring to life UC Health’s position of leadership and patient-centeredness.
COLOR PALETTE

Do not use large amounts of red and black. These colors represent the academic UC brand.

**Primary**

- **PANTONE® 186 C**
- **PANTONE® Pro Black**
- **PANTONE® Warm Grey 7506 C**

Small amounts of red (should be held mostly in UC monogram) supports UC leadership

- **White PANTONE® 0000 C**
- **PANTONE® 421 C**

Used for readability and precision

- Simplicity, innovation, leadership and has a sense of cleanliness

**Accent**

The accent palette is used sparingly. This palette never replaces the primary palette. (ACTUAL NUMBERS TBD)

- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**

- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**
- **PANTONE® 0000 C**

Warmth and approachability

**Color Guide**

The exhibit to the right demonstrates to appropriate amount of color use.

There is a large amount of clean white with gray and cream infused. Red is visible from the UC monogram and small highlighted text. Black is mostly body copy. Warm gray is mainly used for headline copy. The secondary accent color is seen as highlighted text and/or a subtle color wash in the background.
TYPOGRAPHY

Minion Pro Family – Used to communicate approachability and used for headlines

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
</table>
| Minion Pro Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz  
0123456789 |
| Minion Pro Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz  
0123456789 |
| Myriad Pro Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz  
0123456789 |
| Myriad Pro Black | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz  
0123456789 |

Myriad Pro Family – Used to communicate innovation and used for body copy

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
</table>
| Myriad Pro Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz  
0123456789 |
| Myriad Pro Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz  
0123456789 |
| Myriad Pro Black | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefgijklmnopqrstuvwxyz  
0123456789 |

NOTE: To purchase the above typefaces please contact Angela Klocke, Creative Services; 513-556-5223, angela.klocke@uc.edu.
Alternative typefaces will be acceptable, however the typography principles must be followed. Headlines are in a serif typeface; e.g. Times and it is recommended that body copy/informational text is in a sans serif typeface; e.g. Arial.
BACKGROUND TEXTURES

The overall brand look of the UC Health brand is clean with white and grey/silver. The background textures used are an evolution of the UC academic brand: ‘Pathways of Transformation’. The UC Health continues this theme, however the shapes are softer with tones of grey/silver and overlays of white. The introduction of the warm cream color serves to establish an approachable balance to the sterile, clean white and grey.

NOTE: Depending on the media the contrast of the background textures may need to be adjusted visually, e.g. outdoor and signage the contrast between the light gray and white will need to be adjusted to make the graphic texture visible.
PHOTOGRAPHY PRINCIPLES - Medical Professionals

Authentic images are used in context of the environment and engaged with their discoveries, or with their viewer with an appealing look. It is important that there is a mix a professional diversity among staff, support functions, medical students and physicians.
PHOTOGRAPHY PRINCIPLES - Patients

Authentic images are used in context of the environment. The idea of satisfaction and delight is portrayed with a little smile, or an outdoor activity. NOTE: Due to privacy and usage rights, it is acceptable to use stock photography.
PROFESSIONAL ATTIRE

It is recommended to stay true to the UC Health brand palette in wardrobe with the primary brand colors of white and light gray. However, it is acceptable to deviate from this when it is not practical to wear white/light gray. (Follow the appropriate brandmark color on page 12.)

preferred

acceptable

NOTE: In special cases where the clothing item is not in the UC Health brand palette of white, light gray, cream, red or black, use an all white treatment for the brandmark.
MERCHANDISE & APPAREL

Approved, licensed vendors (through the Collegiate Licensing Association) are required to produce items bearing the UC Health mark. As part of their approval, licensed vendors have access to all UC Health logos. Vendors requesting the logo are often not licensed.

For assistance in developing merchandising items, please contact the appropriate office for your department:
University of Cincinnati Physicians Marketing 513-475-8006  
University Hospital Marketing 513-584-9899  
For UC Licensing, please contact Martin Ludwig: martin.ludwig@uc.edu
CONTACT INFORMATION

Angela Klocke
Director, Creative Services
Chair, University Branding Committee
University of Cincinnati
PO Box 210141
Cincinnati, OH 45221
513-556-5223
angela.klocke@uc.edu
Campus location: 3300 Two Edwards Center