BRAND STYLE GUIDE

MOUNTAIN HEALTH
NETWORK

MOUNTAIN HEALTH
N E T W O R K

OUR MISSION

To improve the well-being of all we serve through understanding, respecting and meeting their health needs.

OUR VISION

To create a world-class health system that delivers compassionate and innovative care enhanced by education, research and technology.

ABOUT MOUNTAIN HEALTH

Mountain Health Network, Inc., is a West Virginia-based not-for-profit health delivery system comprised of Cabell Huntington Hospital, a 303-bed teaching hospital for Marshall University Schools of Medicine, Pharmacy and Nursing; St. Mary's Medical Center, a 393-bed teaching hospital that operates St. Mary's Schools of Nursing, Respiratory Care and Medical Imaging; Hoops Family Children's Hospital, a 72-bed pediatric specialty hospital within Cabell Huntington Hospital; and a management agreement with Pleasant Valley Hospital, a 201-bed facility with 101 licensed acute beds and 100 long-term care beds. Mountain Health is committed to improving the health and well-being of over one million children and adults in 23 counties in West Virginia, southern Ohio and eastern Kentucky through understanding, respecting and meeting their needs.

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This manual is a guide to the Mountain Health Network (MHN)brand. It explains what our brand stands for, how we use branding in the marketplace and how creative elements fit together in our communications. These guidelines should always be followed when developing communications.

A brand is a group of attributes that, together, produce an emotional image of our company and our personality. The image generated by our brand represents the whole of our organization and is one of the most valuable assets we own. It represents the platform that our system was founded upon.

The idea within our brand is simple and clear: To improve the well-being of all we serve through understanding, respecting and meeting their health needs. To create a world-class health system that delivers compassionate and innovative care enhanced by education, research and technology.

THE IMPORTANCE OF GRAPHIC STANDARDS

An organization's first impression is often conveyed by verbal and visual communications.

Clarity, consistency and coherency make a successful communications program. To ensure that all of our communications project a consistent visual and verbal impression while maintaining superior design quality, the standards outlined in this guide should be followed closely.

Everything produced as a communications tool — whether internal or external — is subject to Mountain Health Network's logo guidelines. This includes, but is not limited to:

• Brochures and flyers
• Email (HTML versions)
• Forms
• Mobile apps
• Newsletters
• Patient information
• PowerPoint presentations

• Print and broadcast advertisements
• Recruitment materials
• Signs
• Specialty items and merchandise
• Stationery and business cards
• T-shirts
• Websites
• Work apparel
• Billboards
• Sponsorships
• Case studies
• Patents
• Vehicles
• Equipment
• Office supplies
• Awards, certificates and recognition gifts

Additionally, any printed or digital item that uses a logo (for example, tickets, badges, shuttle buses, etc.) must conform to the established logo guidelines.

REVIEW PROCESS AND CONTACTS

All materials using the MHN logo must be approved prior to production by the MHN Strategic Marketing Team. This team is available to review materials prior to production in a timely fashion to ensure they reflect the MHN brand. If you have questions or doubts about the acceptability of any materials you are producing, MHN Strategic Marketing Team can provide guidance on graphic standards

Please send all materials for review to design@mountainhealthnetwork.org and allow two weeks for the approval process.

The Mountain Health Network branding team consists of:

Lisa Chamberlin Stump, Chief Strategy Officer
   Mountain Health Network

Phil Stanley, Corporate Branding & Design
   Mountain Health Network

Mike Brady, Multimedia Strategies
   Mountain Health Network

Kim Price, Intergrated Marketing Strategies
   Mountain Health Network

Mountain Health Network logo and branding guidelines have been provided in the following pages for many uses. If you have an additional branding need that falls into one of the categories listed below, please contact the MHN Strategic Marketing Team for direction at design@mountainhealthnetwork.org or call 304.526.6005.

• Apparel and promotional products
• Trademark use
• Mountain Health Network member logo usage
• Clinic, center and department branding
• Centers of Excellence
• Signage
• Domain names and URLs
• Social media sites
• Video production
• Web pages, apps and mobile development

LOGO USAGE STANDARDS

Logo
Each time the logo is used, it should adhere to the application guidelines specified in this manual. All approved MHN logo files are available for use at www.mountainhealthnetwork.org/brandguidelines.

Protective Field
For the greatest visual impact and design integrity, the logo is always surrounded by a protective field – or clear space – where no other image or type should appear. The box (shown above as a blue line) around the MHN logo indicates the protective field, which is the height of the green letter "O" around the entire logo.

Minimum Size
The MHN logo should never appear in a size smaller than 1.5" wide.

1.5"

Logo Proportion
The MHN logo should always be used in the correct proportion. DO NOT distort the logo in any way.
Use the SHIFT key when scaling the logo artwork within any document.

The MHN "complete signature" below is a single unit of identification, composed of a symbol and a wordmark. The elements of the signature should not be altered in any way.
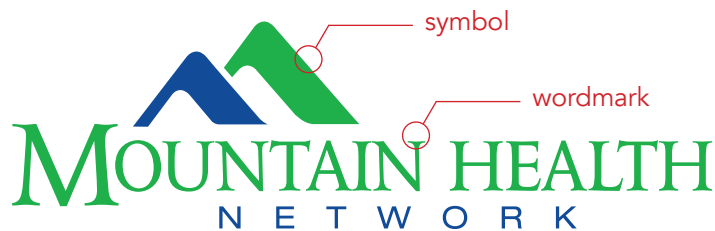
symbol

wordmark

symbol + wordmark = complete signature

The construction of the wordmark and its relationship to the symbol have been carefully considered and should not be altered or rearranged.

The logo should be used as provided. Pantone 354 green is used in the words "Mountain Health"and in the second mountain peak. Pantone 2945 blue is used in the first mountain peak and the word "Network."
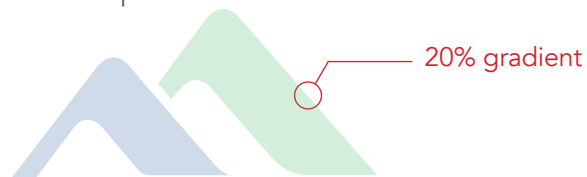
20% gradient

A 20% gradient of the arches as a stand alone icon may be used as a watermark in certain circumstances. Use of the logo in this way will require approval from the MHN marketing teameam prior to use.

DO NOT:

- Modify the proportional relationship between elements within the logos.

- Use the logos on any materials promoting alcohol, firearms or tobacco.

- Modify the spacing between elements within the logos.

- Place logo on patterned, busy or low-contrast backgrounds.

- Reshape, stretch or distort the logo.

- Rearrange the elements within the logo.

- Add words, images or other logos to create new composite logos.

- Cut and paste the logo from a website.

LOGO VARIATIONS

Preferred stacked format

Horizontal format: Acceptable with limited vertical space

DOUBLE BRANDING

Using two or more logos on the same piece is called double branding and is rarely approved. Some exceptions for co-branding may be made for community partners, sponsorships and membership affiliations, and must be approved by the Mountain Health Network Strategic Marketing team.

If more than one brand is involved within the system, the Mountain Health Network logo is to be used with other entities typeset in a list.

Below is an example of how to use the MHN brand along with other entity logos. The wordmark CAN BE present with entity names typeset in Octavian Standard font.

When using the entity logo brand or a service-line logo brand, "Member of Mountain Health Network" should be added underneath in Pantone 354 or gray.

COLOR PALETTE

Color plays an important role in communicating our brand. Different printing systems may require various color specifications. When Pantone colors can be specified, please use Pantone 354 green and Pantone 2945 blue.

MHN green and blue are our two primary colors, which are used most often and make up our Core Signature. When used consistently and properly, they build lasting brand recognition. Consistent usage will enhance the visual presentation of the brand across all expressions.

Secondary and tertiary color palettes have been developed for use in specific applications such as for the Hoops Family Children's Hospital logo, but should be used sparingly. These colors were carefully selected to complement MHN's primary colors and, when used consistently, will also help establish Mountain Health Network's personality.

Primary	Color		CMYK	RGB	HEX
	Mountain Health Green	PMS 354 C	81.1.100.0	3.175.75	#03af4b
	Mountain Health Blue	PMS 2495 C	100.81.8.0	16.77.151	#104d97
Secondary					
	Mountain Health Gray	PMS 446	11.0.15.79	79.86.80	#4f5650
	White		0.0.0.0	255.255.255	#ffffff
Tertiary					
	ECCC Gold	PMS 138 C	0.38.94.0	251.170.41	#fBAA29
	HFCH Red	PMS 1795 C	10.98.93.1	215.40.47	#D7282F
	HFCH Blue	PMS 2925 C	77.25.0.0	0.154.222	#009ADE
	HFCH Yellow	PMS 116 C	0.18.100.0	255.205.0	#FFCD00
	HFCH Purple	PMS 267 C	77.97.0.0	96.38.158	#60269E

TYPOGRAPHY

Two typefaces have been selected for use in the design vocabulary – Octavian MT Std and Helvetica Med Std 63 Extended. These typefaces complement each other and may be used together.

These typefaces are preferred for professionally produced print or digital products.

Octavian MT Std
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Med Std 63 Extended (Network)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Other font members may include:

Octavian MT Std - Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 43 Light Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 73 Bold Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 93 Black Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Complementary sans serif font for body copy may include:

Avenir Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Book Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Medium Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Black Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Complementary fonts for email signatures may include:

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

IMAGERY

Use images that evoke positive emotions. Familiar, nature images portray health and vitality. Reserve technological and scientific imagery for materials that will be given to scientific or academic audiences.

Photography
Stock photography images should be high resolution and accurately represent the Mountain Health Network brand image.

Before any photograph is used, it should be approved by the Mountain Health Network Strategic Marketing team.

Before deciding on an image, look for these key attributes:
• Appropriate subject matter
• Sophistication
• Intelligence
• Positivity
• Typical demographics in the region
• Composition
• Believable and not overtly posed
• Subdued palette
• Clean backgrounds and solid-colored clothing

The use of images featuring real-life patients, especially children, should not be used unless a Mountain Health Network photo authorization form has been completed by the subject and the photo has been approved for use by the MHN Strategic Marketing team.

Abstract Imagery
Abstract or conceptual imagery may be used provided it follows the attributes listed above. The image must be relevant to the subject of the marketing piece and should be approved for use by the MHN marketing team.
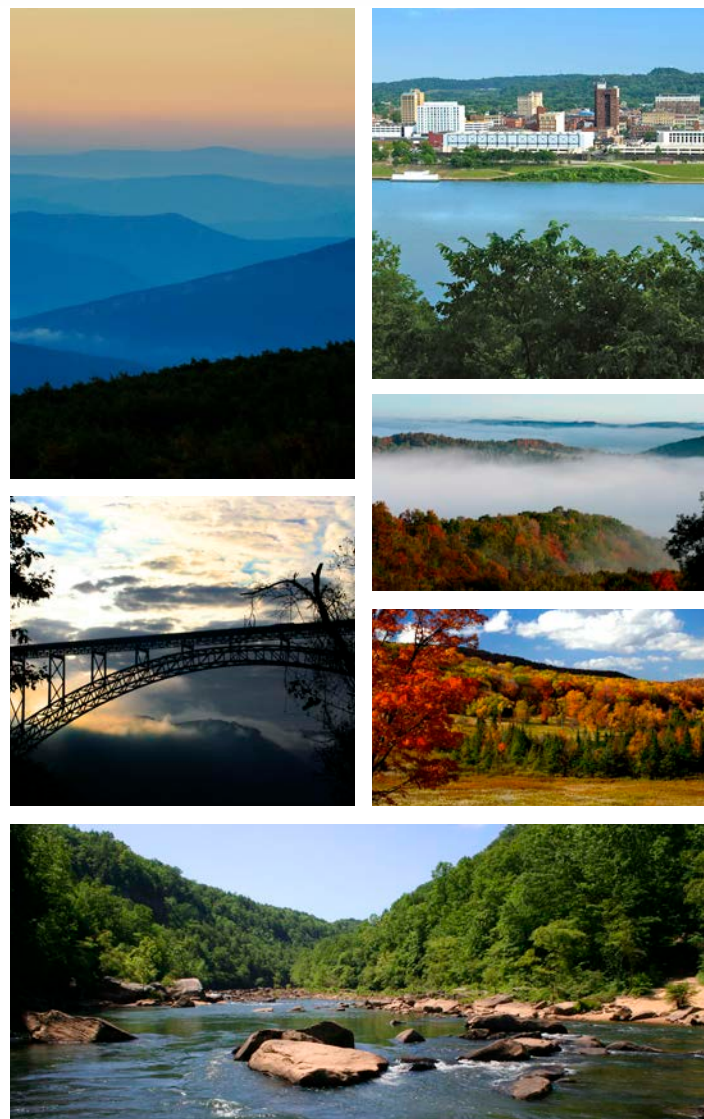
STATIONERY & POSTER/EVENT FLYER TEMPLATE
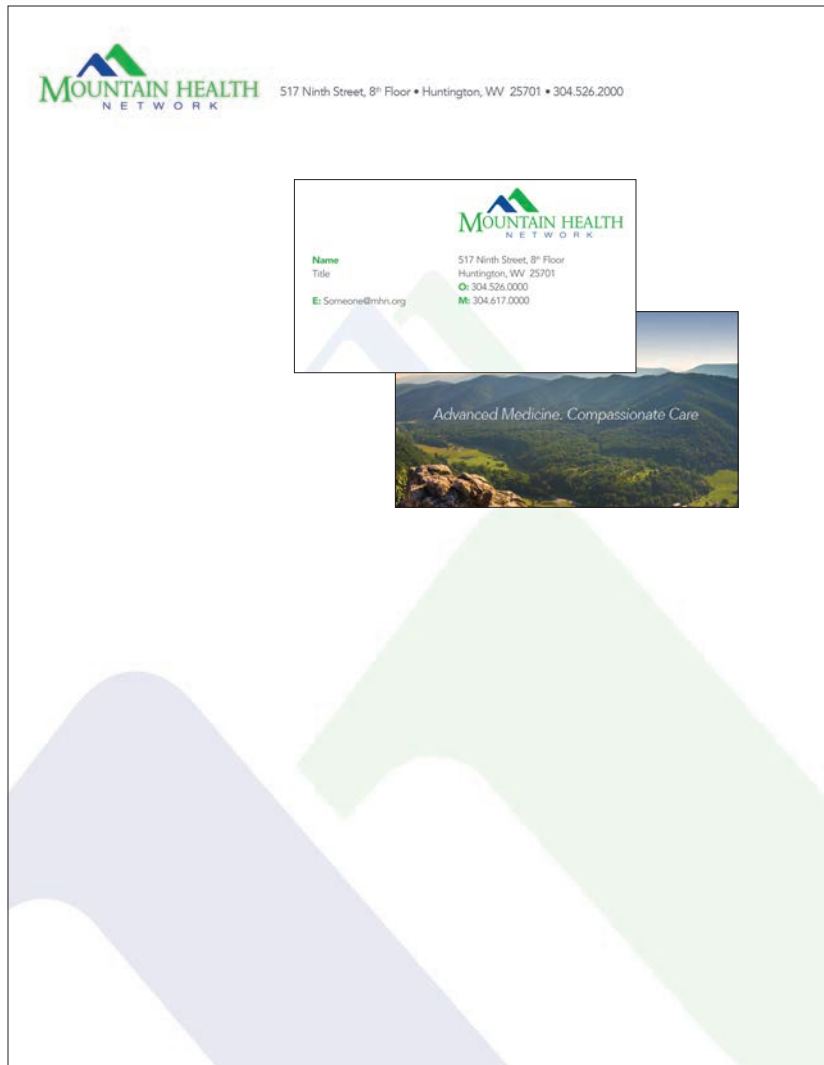
Download letterhead, business card and envelope templates at www.mountainhealthnetwork.org/brandguidelines/downloads.
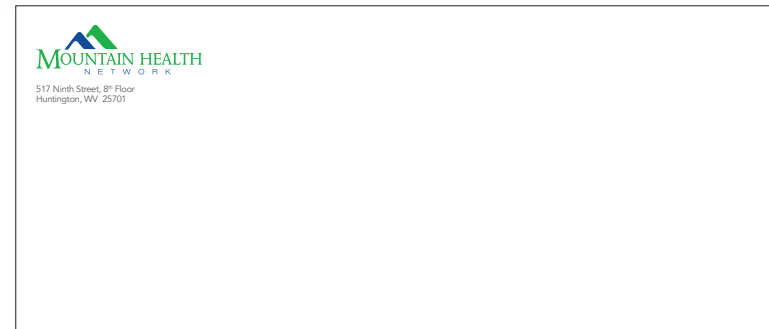
The poster/event flyer template is available at www.mountainhealthnetwork.org/brandguidelines/downloads.

POWERPOINT TEMPLATES AND EMAIL SIGNATURES

Email guidelines
• Do not include logos in email signatures (MHN logos or otherwise).
• Do not include additional graphics or backgrounds in email signatures.
• Do not include sayings or quotations in email signatures.
• Do not include photos in email signatures.
• Do not exceed 14 pt. font size.
• Approved fonts are Octavian, Calibri, Arial or Helvetica

Proper Email Signature Construction
The template below shows possible fields to include in an email signature. None of these fields are required.

We recommend keeping signatures straightforward.

Name
Title
Mountain Health Network
Department

Address
Email
Phone
Website

MOUNTAIN HEALTH
N E T W O R K

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www.mountainhealthnetwork.org