

Master Brand Logo Overview

Our logo is a reflection of who we are and embodies our personality and heritage. Our logo is a visual icon that sets us apart from our competition. Our logo should be prominently displayed because it will be used by associates, partners, patients and community members to identify the many members of our system.

Our logo:

- Is three-dimensional to give it the same vitality we have in our system
- Resembles a stained glass window to capture our religious heritage
- Separates the icon from the type to allow us to build a brand architecture for all of our facilities and physician practices

The logo components are fixed spatially and should not be altered in any way. Always use approved electronic artwork. These colors must never be tinted or screened. Usage of any other logo will be considered a direct violation of brand policy.

Master Brand Horizontal Logo



Master Brand Stacked Logo



Clear Space

Clear space is the area required around the outside of our logo and must be kept free of other graphic elements such as headlines, text and the outside edge of materials. The minimum required clear space around the logo is defined by the square size within the white space of the cross.



Minimum Size

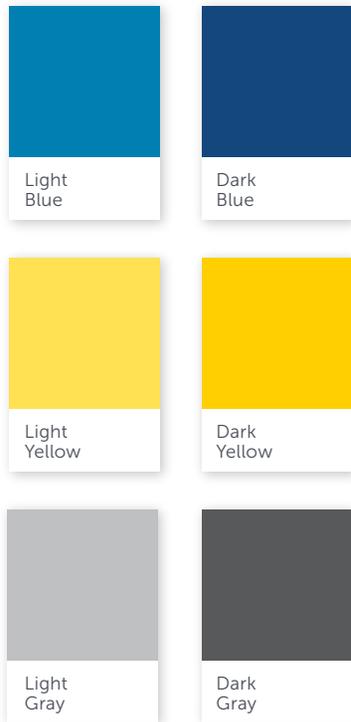
The minimum size of the TriHealth logo is restricted to 0.75". Violating this standard compromises the integrity and legibility of the logo. The minimum width for online usage is restricted to 100px.



Color Overview

To best promote our brand, our use of color must be consistent across all applications. This will eliminate guesswork and keep our brand looking sharp, memorable and unwavering wherever it is displayed.

Color helps us create brand recognition across our communications. It's one of the primary ways we signal TriHealth at every point we come into contact with our customers. From business cards to building signs to collateral, the consistent use of color reminds customers that we are committed to staying engaged with them.



<i>Color Name</i>	<i>Pantone®</i>	<i>CMYK</i>	<i>RGB/HEX</i>
Light Blue	PMS 641	C100 M4 Y0 K30	R0 G127 B178 #007fb2
Dark Blue	PMS 541	C100 M57 Y0 K38	R0 G71 B125 #00477d
Light Yellow	PMS 7404	C0 M9 Y79 K0	R255 G225 B82 #ffe152
Dark Yellow	PMS 7406	C0 M18 Y100 K0	R255 G207 B1 #ffc01
Light Gray	Cool Gray 5c	C0 M0 Y0 K29	R190 G192 B194 #bec0c2
Dark Gray	Cool Gray 10c	C40 M30 Y20 K66	R37 G37 B37 #252525

Typography Overview

The typography that represents our brand must be easy to read so it does not distract from our messages, but it must also have personality so it attracts the eye and draws people to us.

We have chosen Museo Sans as our primary typeface. It is an approachable typeface with personality. Museo Sans also expresses that our brand is modern and confident.

For Punctuation Guidelines, see page 23.

- **DO use only brand-approved typefaces Albra Bold, Museo Sans, Museo Slab or Museo Sans Condensed**
- **DO set type in sentence case**
- **DO use flush left, rag right for body copy**
- **DO use only brand-approved colors for type**
- **DO use black or TriHealth dark blue for body copy on printed collateral**
- **DO NOT set type in all caps**
- **DO NOT force justify body copy or use open letter spacing**
- **DO NOT substitute other typefaces for Albra Bold, Museo Sans, Museo Slab or Museo Sans Condensed on printed collateral**
- **DO NOT use the generic Museo font**

Sample Copy:

The beginning of a new era.

TriHealth began as a partnership between skilled physicians, two great hospitals—Bethesda and Good Samaritan—and the community. Today we are so much more. We are a unified health system that works to help you live better. We are more than 130 locations, hundreds of services and a broad range of physicians and specialists—all focused on improving your health. From imaging to complex surgery and from cancer care to senior services, we offer the help you need to get through serious illnesses and emergencies and to remain vital and healthy throughout your lifetime. For comprehensive, unified health care, look to TriHealth.

Typeface Family

Primary Font

Museo Sans

Use weights 300, 500, 700

Body copy—prefer 300 weight

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Brand Campaign Headline Font*

Albra Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

*Requires approval from Marketing & Communications prior to use

Secondary Fonts

Museo Sans Condensed

Use weights 100, 300, 500, 700, 900

Restricted space—prefer 300 weight for body copy

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Slab

Use weights 300, 500, 700

May be used for PowerPoint templates. Albra should be the typeface used for internal or external marketing materials.

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890

Universal Alternate Font

Our primary alternate typeface is Arial. Arial can be used as a substitute when Museo is not available in certain applications.

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890

Punctuation Guidelines

- **The H** in TriHealth is always capitalized. No exceptions.
- **DO** cap the T and H in URLs and email addresses.
- **DO** use a comma after a physician name and before degree/accreditation.
Example: Richard Smith, MD
- **DO NOT** use periods in “MD” (or other accreditations) when listing a physician name.
- **DO NOT** use periods in accreditations when listing a nurse name.
- **DO NOT** use hyphens or parentheses in phone numbers.
- **DO NOT** use ordinals for dates.

Correct usage

URL: TriHealth.com

Phone number: 513 569 5400

Physician name: Richard Smith, MD

Dates and times: April 4, 9 a.m.–5:30 p.m.