



UnityPoint Health



Brand Standards Guide

3	Section 1: Introduction to the Brand	79	Section 7: Verbal Communications & Voice
4	History & Future	80	Editorial Style and Tone
6	Heart, Mind and Soul	84	Brand Reference Standards
7	About the Brand	87	Writing for Print
8	Section 2: Logo Guidelines	88	Writing for Web
9	System Identity Basics	91	Press Releases and Media Communications
11	Logo Family	94	Section 8: Photography
12	Logo Tiers	95	Personality & Tone
13	Logo Decision Tree	97	Colors
15	System Logo	100	Cropping
16	Clinic Logo	101	Diversity
17	Home Care Logo	102	Do Not's for Photo Direction
18	Hospice Logo	103	Custom vs. Stock Photos
19	Hospital Logo	106	Section 9: Logo, Tagline & Signoff Usage
20	Foundation Logo	107	Tag line Usage
21	Medical Facility Logo	108	Copy/Common Taglines/Verbiage
22	College Logo	109	Placement of Typographical Elements
23	Tier 3 & 4 Logos	111	Placement of Other Elements
28	Logo Color Variations	112	Signoff Options
45	Logo Do's and Do Not's	118	Logo Usage
48	Clear Space	106	Section 10: Graphic Elements
49	Co-Branding	120	Colored Line
51	Correct File Usage	121	Image Curve
52	Section 3: Color Palette	122	Design Themes
53	Primary	126	Size Recommendations
54	Secondary	127	Section 11: Broadcast Examples
55	Tertiary	128	TV and Video
56	Section 4: Typography	131	Radio
57	Logo Fonts	132	Section 12: Branded Environment
59	Headline Fonts	133	Giveaways
60	Body Fonts	134	Events
61	Section 5: Web/Digital Typography	137	Tradeshows
62	Headline Font	138	Exhibits
63	Body Font	140	Kiosks
64	Google Web Font	140	Section 13: Apparel Guidelines
65	Section 6: Applications	141	Logos
66	Business Cards	142	Color Variations
69	Letterheads	144	Color Palette
70	Fax Sheets	145	Logo Guidelines
71	Memo Sheets	149	Do's and Don'ts
72	Envelopes	150	Contact Information
73	ID Badges		
77	Email Signatures		

Section 1

Introduction to the Brand

History of the Iowa Health System Brand

In 1993, a small number of regional health care providers in the state of Iowa began to unite. Our membership, scope and vision have expanded ever since. Back then, insurance companies were consolidating. The federal government was pushing to get involved in health care in a bigger way.

It was risky for stand-alone hospitals to go it alone, yet traditional merger options weren't always beneficial to their communities.

A small group of health care leaders had a vision that was unique in health care: A platform where individual hospitals would give the parent organization certain powers to undertake on their behalf.

Yet operations and decisions about the hospitals and the delivery of patient care would remain at the local level. At that time, it made sense that such an alliance, consisting entirely of Iowa-based companies, would express its brand through a basic, straightforward name: "Iowa Health System."

On January 1, 1995, Iowa Methodist Medical Center, Blank Children's Hospital, and Iowa Lutheran Hospital of Des Moines, Iowa joined with St. Luke's Hospital in Cedar Rapids, Iowa.

Midwestern values of unity, collaboration and cooperation were the starting point of Iowa Health System.

But that was just the beginning.

We crisscrossed the state to recruit hospitals that shared our vision. By adding more regions, our system could partner to lower costs and improve patient care.

During the next five years, leading health care organizations in five regions sign on to participate in this vision:

Allen Hospital in Waterloo, Iowa in 1995.

St. Luke's Regional Medical Center in Sioux City, Iowa in 1996.

Finley Hospital in Dubuque, Iowa in 1997.

Trinity Fort Dodge, Iowa in 1998, followed by

Trinity Quad Cities (in Iowa and Illinois) in 1999.

For 20 years, Iowa Health System was the best expression of the brand as it was at the time.

Future of the Brand

Our core values remain the same. The health care landscape has not.

The environment today is faster, more complex, and more challenging than the one of yesterday.

There is also more opportunity.

In 2011, it became clear to Methodist Medical Center and Quincy Medical Group, both of Illinois, that there was more to the Iowa Health System brand than borders on a map. They joined an organization whose brand shared their ideals of unity, of patient-centeredness and of coordination, despite what the brand name might suggest.

More and more organizations, interested in growth and advancing medical care in an exciting new millennium, are taking note of what we are able to do.

Today, we're recognized as one of the nation's most integrated health care delivery systems.

- We are a national leader in the development of Accountable Care Organizations (ACOs).
- We were among the first health systems to embrace evidence-based medicine to improve patient care.
- We were the first in the U.S. to receive the coveted Codman Award for excellence in the treatment of diabetes.
- Our regions have been cited nationally for excellence in cardiac care and other clinical disciplines.
- And in a brief time, we've grown to become the fifth largest non-denominational health system and the fifteenth largest non-profit health system in the nation.

New challenges are ahead. But this time we not only face them together, in a partnership that's stronger than ever, but we are leading the march to meet those challenges on our terms, on behalf of the patient.

Our shared values and ideals bind us together, our innovative, nationally recognized approach to forming, launching and sustaining organizational innovations are what make us effective. We aspire to become the most coordinated point of care that any patient will ever know.

Our name change isn't change for the sake of it, because, when you think about who we are at the very core:

UnityPoint Health is who we have been all along.

The Research

The UnityPoint Health brand name was developed following a thorough evaluation of our core identity and through extensive research of our internal and external audiences.

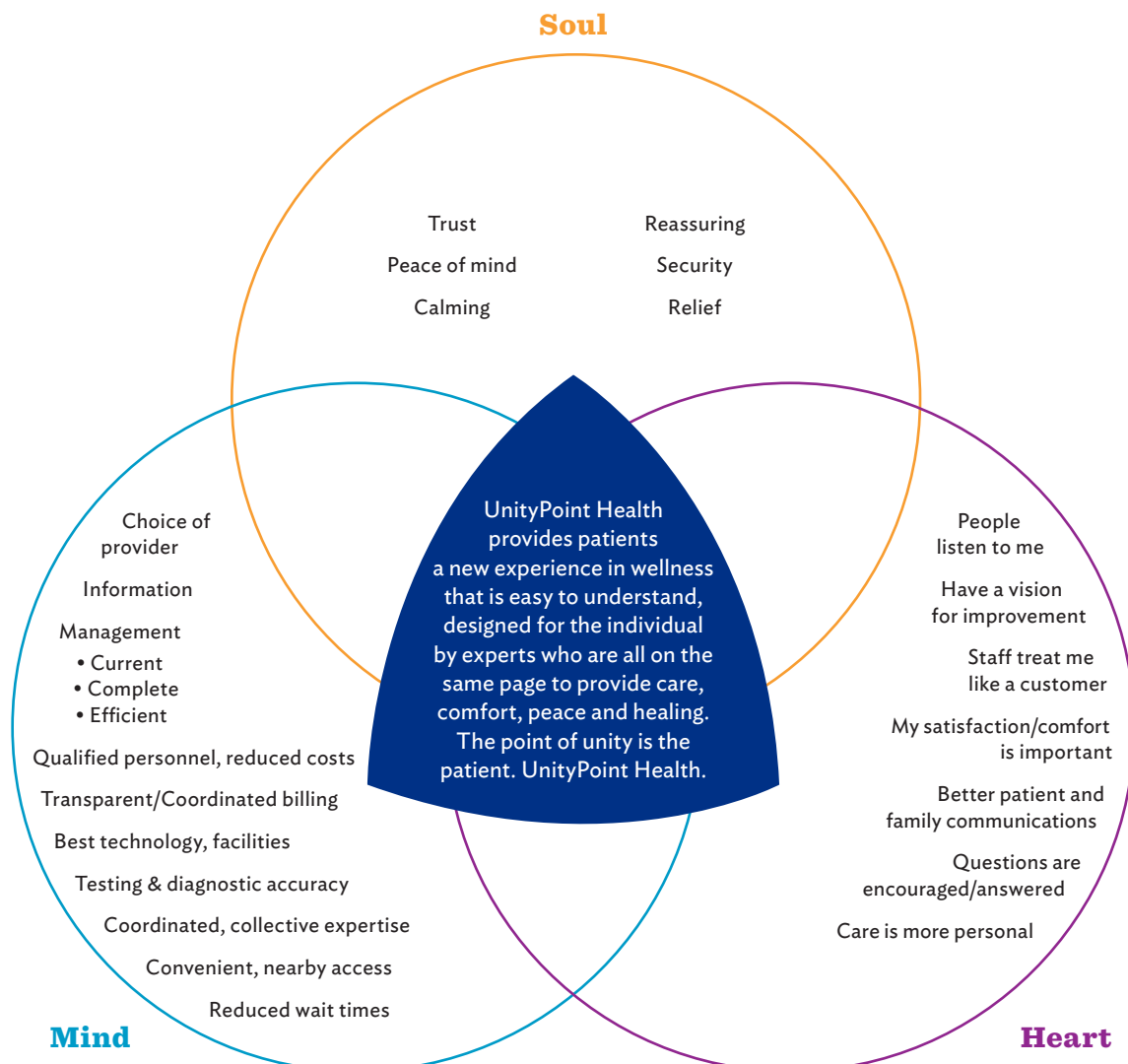
We view the attributes and structure that make UnityPoint Health a unique brand, through a simple model that identifies our “Heart, Mind and Soul.”

There are many rational reasons why our patients and the populations we serve choose us. A selection of those attributes can be found in the Mind circle. These are some of the reasons people give for choosing us.

Of course, there is an emotional component to every decision. Possible emotional reasons for choosing us lie in the Heart. These are the feelings people experience in our care.

The final circle, the Soul, contains what a patient might miss if UnityPoint Health did not exist.

This provides a picture of our patient in his or her ideal state of care.



About the Brand

UnityPoint Health Brand Story

Patients come to us because they need answers.

But they also need more.

They need understanding of what they're going through.

They need comfort.

They need to be treated as individuals, not as conditions.

They need to be included in their own care.

They need everyone who cares for them to be on the same page.

They are the point of everything we do.

They are the reason behind our brand.

*Our brand is a model of care that will help us work better together,
where our primary care physicians take the lead,
coordinating their patients' care through every step:*

From the hospital. To specialists. To rehabilitation.

To health services in the home, and in the community.

To making sure the treatments are effective.

By working as a team, we surround our patients with care.

Helping them manage their health and their conditions.

*Guiding them to making better choices
and living healthier lives.*

The UnityPoint Health model of care will help us do

what we got into health care in the first place:

To deliver the best outcome for every patient every time.

That's why we tell our patients:

"The point of unity is you."

Vision

Best Outcome for Every Patient Every Time

Mission

Improving the health and lives of communities and patients we serve.

Promise

We work as a team to surround you with the care you need to live a healthier life.

Section 2

Logo Guidelines

The UnityPoint Health logo is the face of our brand and a key element of our branding identity. Consistent use of the logo is essential to maintaining our identity and gaining instant recognition across all marketing channels and media. In this section, we will introduce standards for logo treatments and how they are applied in different situations.

The Basics

UnityPoint Health is the system identity that expresses the natural unity between regions. The consistent and immediate recognition of our alliance is necessary to inspire and reinforce the concept of the patient being embraced by comprehensive, coordinated care. Each region must clearly and consistently carry the UnityPoint Health name and look. Here are components of the UnityPoint Health identity system:

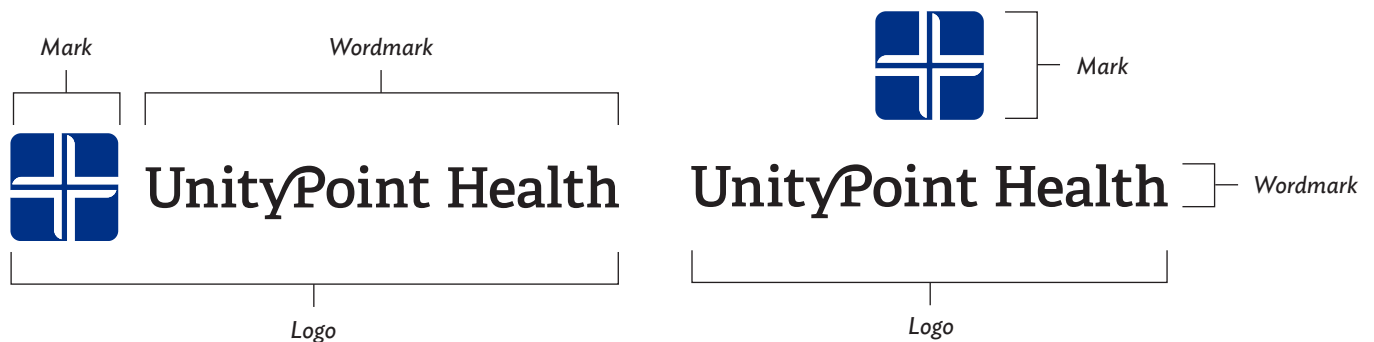
Verbal and Written References

When referring to UnityPoint Health, all verbal and written references should be "UnityPoint Health."

In written references, UnityPoint should always be treated as one word, not two words. No space between "Unity" and "Point" is allowed. Additionally, UnityPoint Health should always be set in upper and lower case unless set as a website url or email. Abbreviations such as "UPH" or "UP" should not be used.

Logo Usage

The logo is made up of two components, commonly known as the mark and the wordmark. The appropriate proximity between the mark and the wordmark must be maintained at all times. The UnityPoint Health system identity consists of two fundamental treatments of the same logo. The system logo identifies the UnityPoint Health network as a whole, and the entity logos, which identify the entities that fall under this organization wide umbrella (e.g., hospitals, clinics, home care, and colleges of nursing). The logos have two components – the mark (white cross on blue) and the wordmark (the name).



The UnityPoint Health naming architecture also provides additional entity identification using a tiered system, which is further defined in this document.

All of the logos are to be used in either the preferred horizontal format or vertical format to accommodate space availability. The horizontal format is the primary version of the system and entity logos and is to be used unless space does not permit. The vertical (stacked) format may be used as an exception, where horizontal space is limited and a prominent representation of the brand is required (e.g., on signage that will be viewed at a distance).

Other entity logos are listed on pages 16-23 of this document. See page 12 for an outline on logo tiers.

The logo is not to be scaled below the minimum size shown below:

.25"  UnityPoint Health

The UnityPoint Health system logo identifies the organization as a whole. The system logo consists only of the mark and wordmark. The regional system logo encompasses all of the region's entities and is only used when the organization's legal name must be present.

The organization's many entities are expressed through a tiered identity structure called entity logos. Both the system logo and entity logos can be represented in the preferred horizontal format and alternate vertical format.

System Logo



Entity Logos



The organization's many entities are expressed through a tiered identity structure called entity logos.

Tier 1 contains logos of each of the main entities (UnityPoint Health, UnityPoint Clinic, UnityPoint at Home and UnityPoint Hospice).

Tier 2 of entity logos identifies the specific location, as well as the entity.

Tier 3 includes specific information about the entity such as service line, department or specialty. These logos may or may not include location information as the second tier entity logos do. Regardless of location information, the specific information is always placed in the same position relative to the mark.

Tier 4 only occurs on a with a Tier 3 Variation when the identification of a facilities location is required.

Note: Tier 3 Variation where the service line positioning is maintained despite the tier 2 message not being present.



UnityPoint Health ————— Tier 1

TIER 1:
System logo



UnityPoint Health ————— Tier 1
Hospital Name ————— Tier 2

TIER 2:
Entity Logo with
system or facility name



UnityPoint Health ————— Tier 1
Hospital Name ————— Tier 2
SERVICE LINE ————— Tier 3

TIER 3:
Entity logo with facility
name and service line



UnityPoint Health ————— Tier 1
DEPARTMENT ————— Tier 3

TIER 3, VARIATION:
Entity logo with Department



UnityPoint Clinic ————— Tier 1
SPECIALTY ————— Tier 3
LOCATOR ————— Tier 4

TIER 4, VARIATION:
Entity logo with specialty
and locator

The brand decision tree serves as a graph or model that is used to determine our current and future logo architectures. Strictly followed, it ensures that our brand is unified, consistent and protected as we continue to grow.

SYSTEM LOGO:



UnityPoint Health

This logo encompasses all of our organization's entities and is to be used when identifying the entire organization.

ENTITY LOGOS:

Is this an ambulatory care organization?

YES



UnityPoint Clinic



UnityPoint at Home



UnityPoint Hospice

Entity listed in tier 1

NO

Is this a full-service hospital or foundation?

YES



UnityPoint Health
Hospital Name



UnityPoint Health
Foundation Name

Entity listed in tier 2
beneath UnityPoint Health

Note: Foundations have
an 18 month - 2 year grace
period to transition to this
architecture



Blank Children's Hospital
UnityPoint Health

This entity receives unique
artwork as common practice
among children's hospitals

NO

Is this a college?

YES



College Name
UnityPoint Health

Entity listed in tier 1
above UnityPoint Health

Colleges receive tier
1 as the their logos
must represent their
independent operation

NO

Is this a prominent medical facility?

YES



UnityPoint Health
Medical Facility Name

or



UnityPoint Health
Hospital Name
MEDICAL FACILITY NAME

or



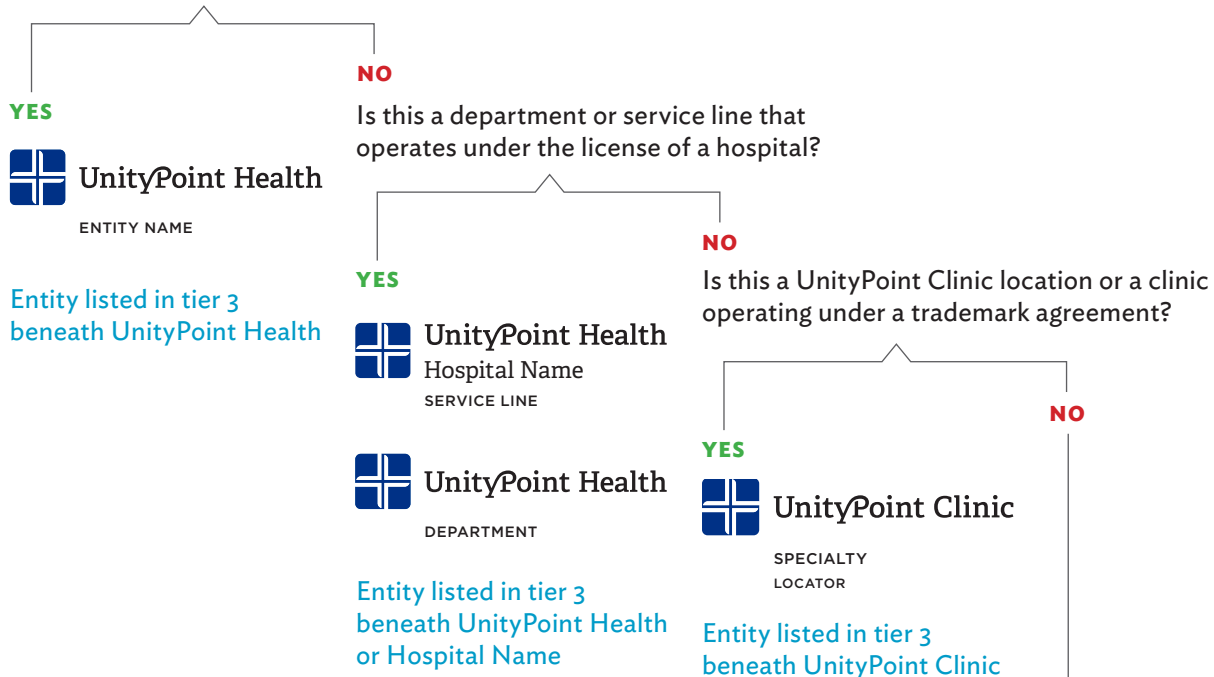
UnityPoint Health
MEDICAL FACILITY NAME

NO
(See next
page.)

There is flexibility in this
architecture. The decision
for entity name placement
within the architecture
between tier 2 or either of
the tier 3 options will be
made locally

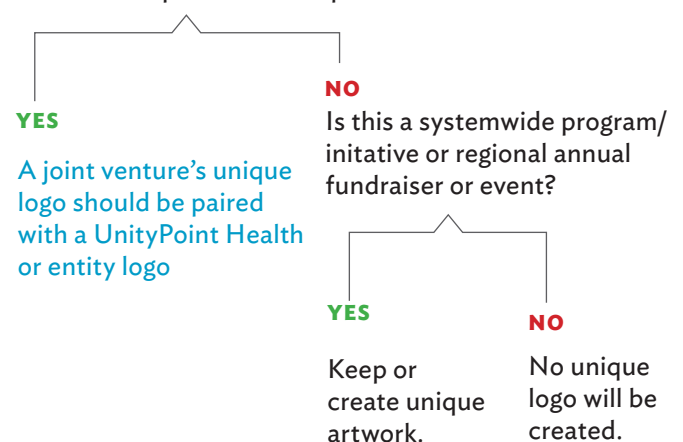
(Continued from previous page.)

Is this a fully-owned, separate corporate legal entity that operate as an LLC?



Tier 3 and 4 indicators are only intended to be used for signage or stand alone applications. Refer to the Brand Standards Guide for more details on logo usage

Is this part of a joint venture that is not billed as part of the hospital?



If you have questions regarding logo architecture in compliance with legal requirements, please contact your organization's legal representative.

The system logo encompasses all of UnityPoint Health's entities and is used to identify the organization as a whole.

The mark or the wordmark never stand alone and must always appear together. The mark and wordmark comprise our logo.

HORIZONTAL:



VERTICAL:



For more information on this logo architecture, refer to the Logo Decision Tree on page 13-14.

This logo represents clinics and clinical practices that are fully-owned by or in trademark policy agreement with UnityPoint Clinic, except for departments billed by the hospital. UnityPoint Clinic does **not** include Home Care or Hospice.

HORIZONTAL:**VERTICAL:**

For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

This logo represents home care clinics and practices that are fully-owned by or in trademark policy agreement with UnityPoint at Home. UnityPoint at Home does **not** include hospice organizations billed by the hospital.

HORIZONTAL:**VERTICAL:**

For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

This logo only represents hospice settings that are fully-owned or in trademark policy agreement with UnityPoint Hospice.

HORIZONTAL:**VERTICAL:**

For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

Tier 2 features the name of full-service hospitals, foundations or prominent medical facilities only (with the exception of colleges only, for legal purposes and children's hospital).

HORIZONTAL:**VERTICAL:**

For more information on this logo architecture, refer to the Logo Decision Tree on page 13-14.

Tier 2, in isolation (i.e. with no accompanying Tier 3 architecture) is typically (with the exception of colleges only, for legal purposes, and Blank Children's Hospital, based on established artistic purposes) the area on the logo for full-service hospitals, foundations or prominent medical facilities only. In this instance, Tier 1 will ONLY include "UnityPoint Health" in the logo, NOT UnityPoint Clinic, at Home, or Hospice. If Tier 2 contains an entity that is NOT a hospital or a foundation, it MUST contain Tier 3 architecture. (See Tier 3, Entity Logos)

HORIZONTAL:



VERTICAL:



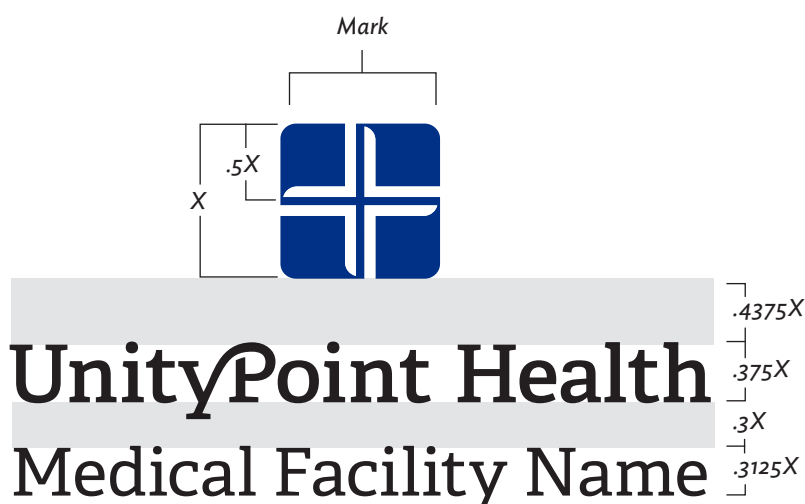
For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

Tier 2, in isolation (i.e. with no accompanying Tier 3 architecture) is typically (with the exception of colleges only, for legal purposes, and Blank Children's Hospital, based on established artistic purposes) the area on the logo for full-service hospitals, foundations or prominent medical facilities only. In this instance, Tier 1 will ONLY include "UnityPoint Health" in the logo, NOT UnityPoint Clinic, at Home, or Hospice. If Tier 2 contains an entity that is NOT a hospital or a foundation, it MUST contain Tier 3 architecture. (See Tier 3, Entity Logos).

HORIZONTAL:



VERTICAL:



For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

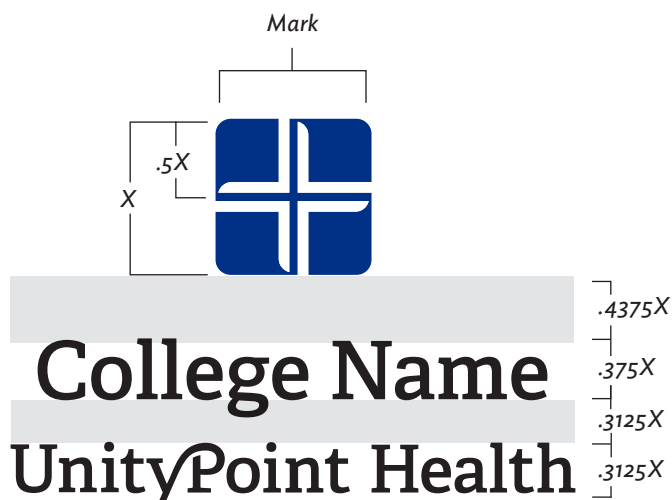
Tier 2, in isolation (i.e. with no accompanying Tier 3 architecture) is typically (with the exception of colleges only, for legal purposes, and Blank Children's Hospital, based on established artistic purposes) the area on the logo for full-service hospitals, foundations or prominent medical facilities only. In this instance, Tier 1 will ONLY include "UnityPoint Health" in the logo, NOT UnityPoint Clinic, at Home, or Hospice. If Tier 2 contains an entity that is NOT a hospital or a foundation, it MUST contain Tier 3 architecture. (See Tier 3, Entity Logos).

Exception – "UnityPoint Health" will appear on Tier 2 in this instance, and this instance ONLY, for legal purposes: when identifying a college associated with UnityPoint Health, the college must be designated, by college name, in Tier 1, with Tier 2 designation reserved for UnityPoint Health. ONLY UnityPoint Health may appear in Tier 2 (i.e. NOT UnityPoint Clinic) in that case, and Tier 3 architecture will not be used under any circumstance in this unique instance.

HORIZONTAL:



VERTICAL:



For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

This logo represents a number of alternatives not included in the main Tier 1 and secondary Tier 2 ONLY options.

Service Lines must appear in Tier 3, and will always be accompanied by UnityPoint Health in Tier 1, Hospital or Medical Facility name in Tier 2, and service line name in Tier 3.

Tier 3 and 4 logos are only intended to be used for stand alone applications such as signage, notepads, mugs, apparel, etc...They should NOT be used on stationary, ID badges, brochures or marketing and communication materials. Specialties, service lines, departments and other Tier 3 and 4 indicators should be spelled out in writing. See the Applications section for examples.

HORIZONTAL:



VERTICAL:



For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

This logo represents a number of alternatives not included in the main Tier 1 and secondary Tier 2 ONLY options.

Prominent medical facilities MAY, at local discretion, be determined to have the medical facility name placed in Tier 3 architecture instead of Tier 2 architecture. For example, to avoid confusion of services, a local entity with a standard Tier 2 full-service hospital may opt to display its related prominent medical facility with Tier 1 and Tier 3 architecture ONLY, and leave Tier 2 empty.

Medical facilities directly associated with a Tier 2 hospital will appear in Tier 3.

Tier 3 and 4 logos are only intended to be used for stand alone applications such as signage, notepads, mugs, apparel, etc...They should NOT be used on stationary, ID badges, brochures or marketing and communication materials. Specialties, service lines, departments and other Tier 3 and 4 indicators should be spelled out in writing. See the Applications section for examples.

HORIZONTAL:



VERTICAL:



For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

This logo represents a number of alternatives not included in the main Tier 1 and secondary Tier 2 ONLY options.

Prominent medical facilities MAY, at local discretion, be determined to have the medical facility name placed in Tier 3 architecture instead of Tier 2 architecture. For example, to avoid confusion of services, a local entity with a standard Tier 2 full-service hospital may opt to display its related prominent medical facility with Tier 1 and Tier 3 architecture ONLY, and leave Tier 2 empty.

Medical facilities directly associated with a Tier 2 hospital will appear in Tier 3.

Tier 3 and 4 logos are only intended to be used for stand alone applications such as signage, notepads, mugs, apparel, etc...They should NOT be used on stationary, ID badges, brochures or marketing and communication materials. Specialties, service lines, departments and other Tier 3 and 4 indicators should be spelled out in writing. See the Applications section for examples.

HORIZONTAL:



VERTICAL:



For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

This logo represents a number of alternatives not included in the main Tier 1 and secondary Tier 2 ONLY options.

Departments must appear in Tier 3, with a Tier 1 name REQUIRED and an eligible Tier 2 name decided at local discretion.

Tier 3 and 4 logos are only intended to be used for stand alone applications such as signage, notepads, mugs, apparel, etc...They should NOT be used on stationary, ID badges, brochures, fliers or posters. Specialties, service lines, departments and other Tier 3 and 4 indicators should be spelled out in writing. See the Applications section for examples.

HORIZONTAL:



VERTICAL:



For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

This logo represents a number of alternatives not included in the main Tier 1 and secondary Tier 2 ONLY options.

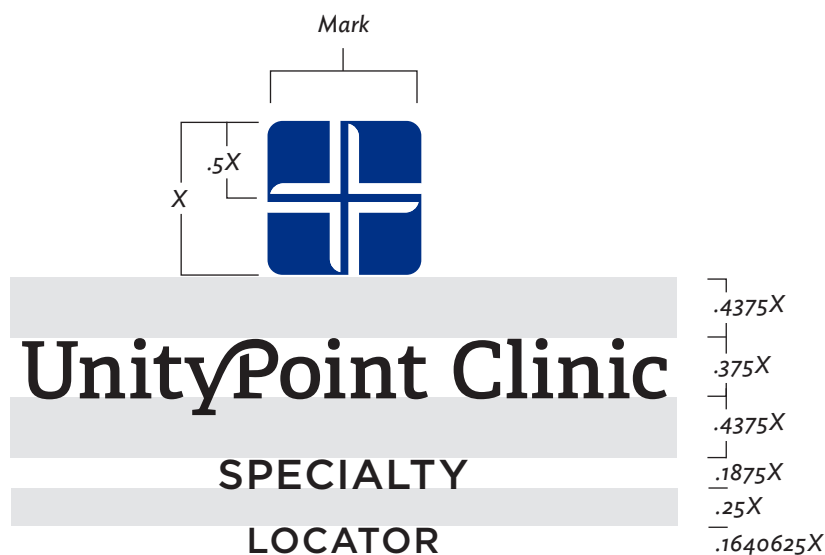
UnityPoint Clinic locations and clinics operating under a trademark agreement must contain UnityPoint Clinic in Tier 1, the specialty in Tier 3, and a locator below Tier 3, with NO Tier 2 designation.

Tier 3 and 4 logos are only intended to be used for stand alone applications such as signage, notepads, mugs, apparel, etc...They should NOT be used on stationary, ID badges, brochures or marketing and communication materials. Specialties, service lines, departments and other Tier 3 and 4 indicators should be spelled out in writing. See the Applications section for examples.

HORIZONTAL:



VERTICAL:



For more information on this logo architectures, refer to the Logo Decision Tree on page 13-14.

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black

White or light colored background



1-COLOR:
Blue

Single color media



1-COLOR:
Black

Black and white media, white background



1-COLOR:
Gray

Soft/light color media, limited usage



2-COLOR KEYLINE:
Blue and White, White outline surrounding mark

50-100% background color value (Exception: 100% only for orange and light neutrals)



1-COLOR:
White

Limited color media, limited usage

The vertical logo is restricted and its use confined to limited horizontal space applications.

Key

OF COLORS:

Color Type

Appropriate Usage



2-COLOR:
Blue, Black

White or light colored background



1-COLOR:
Blue

Single color media



1-COLOR:
Black

Black and white media, white background



1-COLOR:
Gray

Soft/light color media, limited usage



2-COLOR:
Blue and White

50-100% background color value (Exception: 100% only for orange and light neutrals)



1-COLOR:
Reverse

Limited color media, limited usage

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black

White or light colored background



1-COLOR:
Blue

Single color media



1-COLOR:
Black

Black and white media, white background



1-COLOR:
Gray

Soft/light color media, limited usage



2-COLOR KEYLINE:
Blue and White, White outline surrounding mark

50-100% background color value (Exception: 100% only for orange and light neutrals)



1-COLOR:
White

Limited color media, limited usage

The vertical logo is restricted and its use confined to limited horizontal space applications.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:

Blue, Black

White or light colored background



1-COLOR:

Blue

Single color media



1-COLOR:

Black

Black and white media, white background



1-COLOR:

Gray

Soft/light color media, limited usage



2-COLOR:

Blue and White

50-100% background color value (Exception: 100% only for orange and light neutrals)



1-COLOR:

Reverse

Limited color media, limited usage

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black

White or light colored background



1-COLOR:
Blue

Single color media



1-COLOR:
Black

Black and white media, white background



1-COLOR:
Gray

Soft/light color media, limited usage



2-COLOR KEYLINE:
Blue and White, White outline surrounding mark

50-100% background color value (Exception: 100% only for orange and light neutrals)




1-COLOR:
White


Limited color media, limited usage


The vertical logo is restricted and its use confined to limited horizontal space applications.

Key


OF COLORS:
Color Type
Appropriate Usage



UnityPoint at Home


UnityPoint at Home


UnityPoint at Home


UnityPoint at Home


UnityPoint at Home


UnityPoint at Home

2-COLOR:
Blue, Black

White or light colored background

1-COLOR:
Blue

Single color media

1-COLOR:
Black

Black and white media, white background

1-COLOR:
Gray

Soft/light color media, limited usage

2-COLOR:
Blue and White

50-100% background color value (Exception: 100% only for orange and light neutrals)

1-COLOR:
Reverse

Limited color media, limited usage

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black

White or light colored background



1-COLOR:
Blue

Single color media



1-COLOR:
Black

Black and white media, white background



1-COLOR:
Gray

Soft/light color media, limited usage



2-COLOR KEYLINE:
Blue and White, White outline surrounding mark

50-100% background color value (Exception: 100% only for orange and light neutrals)



1-COLOR:
White

Limited color media, limited usage

The vertical logo is restricted and its use confined to limited horizontal space applications.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black
White or light colored background



1-COLOR:
Blue
Single color media



1-COLOR:
Black
Black and white media, white background



1-COLOR:
Gray
Soft/light color media, limited usage



2-COLOR:
Blue and White
50-100% background color value (Exception: 100% only for orange and light neutrals)



1-COLOR:
Reverse
Limited color media, limited usage

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black

White or light colored background



1-COLOR:
Blue

Single color media



1-COLOR:
Black

Black and white media, white background



1-COLOR:
Gray

Soft/light color media, limited usage



2-COLOR KEYLINE:
Blue and White, White outline surrounding mark

50-100% background color value (Exception: 100% only for orange and light neutrals)









1-COLOR:
White

Limited color media, limited usage

The vertical logo is restricted and its use confined to limited horizontal space applications.

Key

OF COLORS:
Color Type
Appropriate Usage

 UnityPoint Health Hospital Name	2-COLOR: Blue, Black White or light colored background
 UnityPoint Health Hospital Name	1-COLOR: Blue Single color media
 UnityPoint Health Hospital Name	1-COLOR: Black Black and white media, white background
 UnityPoint Health Hospital Name	1-COLOR: Gray Soft/light color media, limited usage
 UnityPoint Health Hospital Name	2-COLOR: Blue and White 50-100% background color value (Exception: 100% only for orange and light neutrals)
 UnityPoint Health Hospital Name	1-COLOR: Reverse Limited color media, limited usage

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black

White or light colored background



1-COLOR:
Blue

Single color media



1-COLOR:
Black

Black and white media, white background



1-COLOR:
Gray

Soft/light color media, limited usage



2-COLOR KEYLINE:
Blue and White, White outline surrounding mark

50-100% background color value (Exception: 100% only for orange and light neutrals)









1-COLOR:
White

Limited color media, limited usage

The vertical logo is restricted and its use confined to limited horizontal space applications.

Key

OF COLORS:
Color Type
Appropriate Usage

 UnityPoint Health Foundation Name	2-COLOR: Blue, Black White or light colored background
 UnityPoint Health Foundation Name	1-COLOR: Blue Single color media
 UnityPoint Health Foundation Name	1-COLOR: Black Black and white media, white background
 UnityPoint Health Foundation Name	1-COLOR: Gray Soft/light color media, limited usage
 UnityPoint Health Foundation Name	2-COLOR: Blue and White 50-100% background color value (Exception: 100% only for orange and light neutrals)
 UnityPoint Health Foundation Name	1-COLOR: Reverse Limited color media, limited usage

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black

White or light colored background



1-COLOR:
Blue

Single color media



1-COLOR:
Black

Black and white media, white background



1-COLOR:
Gray

Soft/light color media, limited usage



2-COLOR KEYLINE:
Blue and White, White outline surrounding mark

50-100% background color value (Exception: 100% only for orange and light neutrals)









1-COLOR:
White

Limited color media, limited usage

The vertical logo is restricted and its use confined to limited horizontal space applications.

Key

OF COLORS:
Color Type
Appropriate Usage

 UnityPoint Health Medical Facility Name	2-COLOR: Blue, Black White or light colored background
 UnityPoint Health Medical Facility Name	1-COLOR: Blue Single color media
 UnityPoint Health Medical Facility Name	1-COLOR: Black Black and white media, white background
 UnityPoint Health Medical Facility Name	1-COLOR: Gray Soft/light color media, limited usage
 UnityPoint Health Medical Facility Name	2-COLOR: Blue and White 50-100% background color value (Exception: 100% only for orange and light neutrals)
 UnityPoint Health Medical Facility Name	1-COLOR: Reverse Limited color media, limited usage

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black
White or light colored background



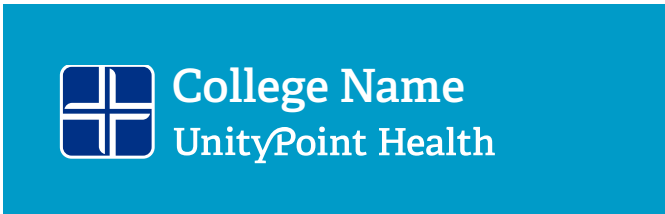
1-COLOR:
Blue
Single color media



1-COLOR:
Black
Black and white media, white background



1-COLOR:
Gray
Soft/light color media, limited usage



2-COLOR KEYLINE:
Blue and White, White outline surrounding mark
50-100% background color value (Exception: 100% only for orange and light neutrals)



1-COLOR:
White
Limited color media, limited usage

The vertical logo is restricted and its use confined to limited horizontal space applications.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Black
White or light colored background



1-COLOR:
Blue
Single color media



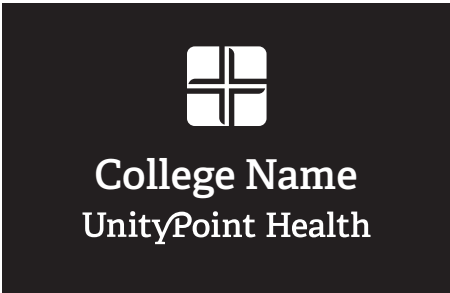
1-COLOR:
Black
Black and white media, white background



1-COLOR:
Gray
Soft/light color media, limited usage



2-COLOR:
Blue and White
50-100% background color value (Exception: 100% only for orange and light neutrals)



1-COLOR:
Reverse
Limited color media, limited usage

Color variations for Tier 3 and Tier 4 logos are not shown because usage is limited.
Application would be consistent with samples shown for Tiers 1 and 2.



For more information on
this logo architecture,
refer to the Logo Decision
Tree on page 13-14.

Do's



Use logo as is on approved background colors



Scale the logo proportionally



Use approved black and white versions



Use approved gray versions



Use blue and white keyline version on approved background color values



Place the logo on photos that don't compete with it



Use blue and grey version on white or light colored backgrounds



Only use reversed white version on limited color media

These examples do not illustrate every acceptable use of the UnityPoint Health logo. Beyond these options, the safest and best way to maintain our brand communications is to minimize alterations to the logo.

Don'ts



Do not flip the logo



Do not place the logo on a busy pattern or photo



Do not adjust the proportions of the logo



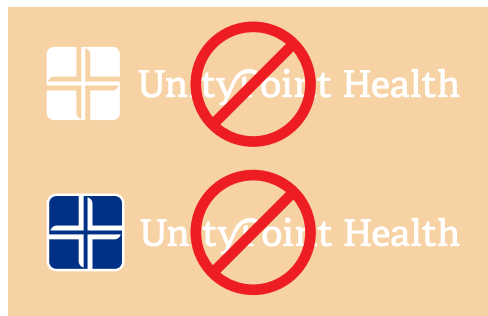
Do not reverse the logo with a blue interior cross



Do not use the mark without the wordmark



Do not use the wordmark without the mark



Do not use white versions on light color backgrounds



Do not use drop shadows behind the logo



Do not alter individual components of the logo



Do not apply effects to the logo



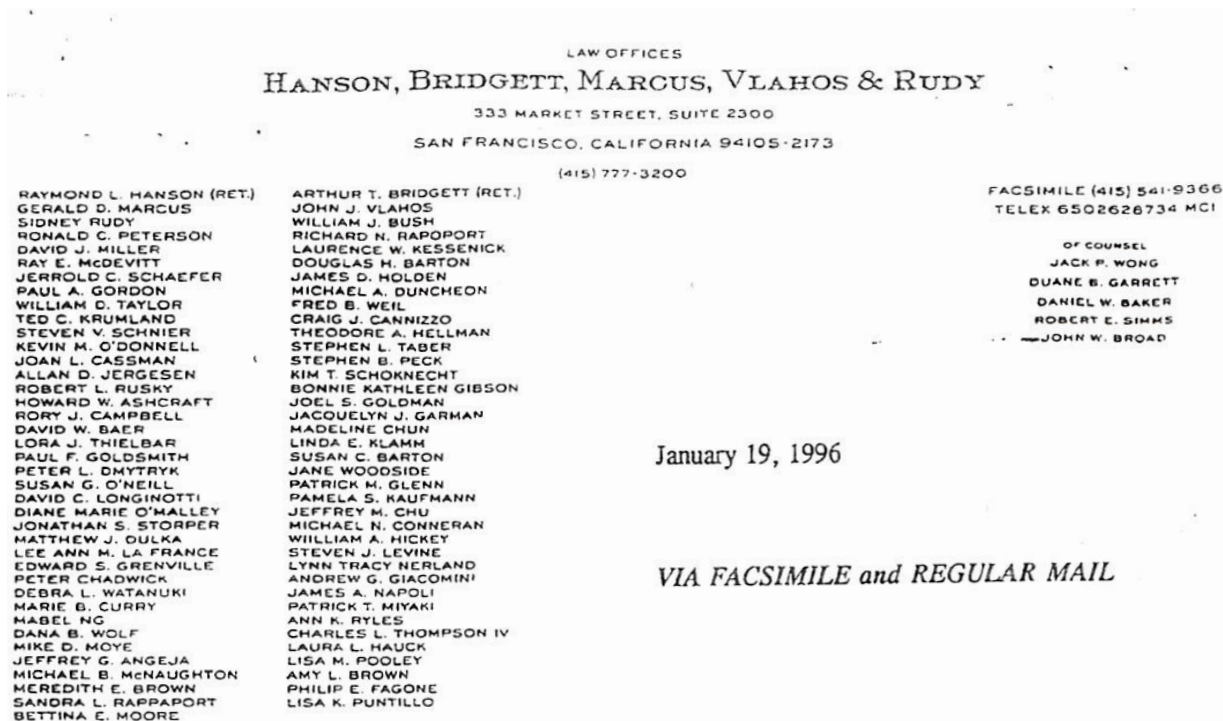
Do not modify the colors of the logo



Do not angle the logo

These examples do not illustrate every unacceptable use of the UnityPoint Health logo. Beyond these restrictions, the safest and best way to maintain our brand communications is to minimize alterations to the logo.

The interior cross within the UnityPoint Health logo mark is never to appear in any shade of blue due to a binding legal contract with Blue Cross Blue Shield, as seen below:



Edward J. Sease, Esq.
Zarley, McKee, Thomte, Voorhees
& Sease, P.L.C.
801 Grand Avenue, Suite 3200
Des Moines, IA 50309-2721

Re: *Iowa Health System*

Dear Mr. Sease:

Here are the revisions we discussed:

1. Iowa Health System ("Iowa Health") will never use its cross design mark alone but instead will always use its cross design mark with a word mark which is a source identifier.
2. Iowa Health will never depict the white cross portion of its mark in any shade of blue.
3. Iowa Health will never increase the width of the internal line cross relative to the width of the white cross portion of the mark.
4. Iowa Health will not petition to cancel or otherwise challenge any of Blue Cross and Blue Shield Association's current registered marks.
5. The Association will not oppose or otherwise challenge Iowa Health's mark provided Iowa Health complies with all terms of the agreement.

Clear Space

Clear space allows 'breathing room' for the logo. Clear space prevents the logo from getting crowded by images, text or other graphics which can lessen its impact and visibility.



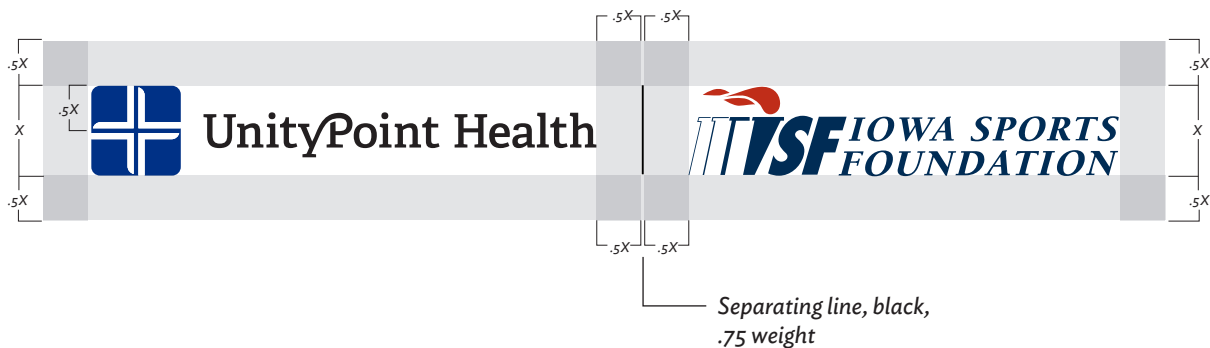
*The clear space surrounding the logo must be respected to help preserve the integrity of the brand.
The clear space distance of ".5X" surrounds the logo. "X" equals the height of the logo mark.*

Co-Branding

When co-branding with our logo, there are two formatting options. With the horizontal logo, use a black separating line and place the additional logo to the right. The separating line should be placed .5x below and equal width as our tier 1 signature.

Use discretion when co-branding based on your logo format. Our logo should remain dominate and should not be overpowered by the co-branded logo. Center the co-branded logo vertically with ours and create a proportioned balance.

HORIZONTAL FORMAT EXAMPLE:



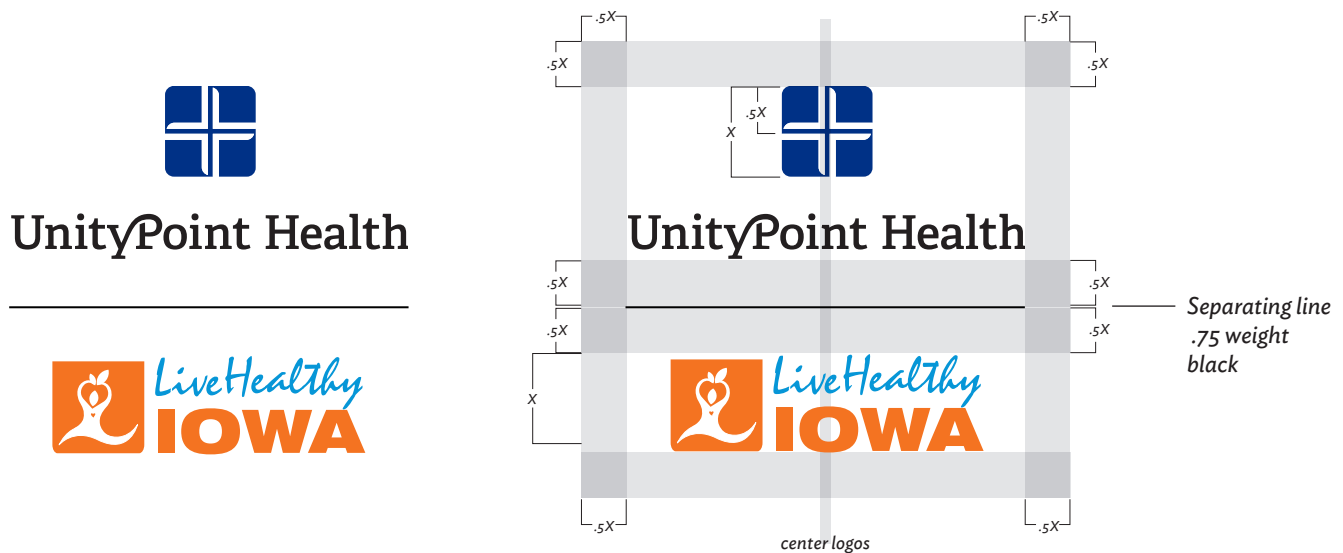
The clear space surrounding the logo must be respected to help preserve the integrity of the brand. The clear space distance of ".5X" surrounds the logo. "X" equals the height of the logo mark.

Co-Branding

When co-branding with our logo, there are two formatting options. With the vertical logo, use a black separating line and place the co-branded logo below. The separating line should be placed .5x below and equal width as our tier 1 signature.

Use discretion when co-branding based on your logo format. Our logo should remain dominate and should not be overpowered by the co-branded logo. Center the co-branded logo horizontally with ours and create a proportioned balance.

VERTICAL FORMAT EXAMPLE:



The clear space surrounding the logo must be respected to help preserve the integrity of the brand. The clear space distance of ".5X" surrounds the logo. "X" equals the height of the logo mark.

File Usage

Using the correct logo format is needed to get the best outcome.

For Print: .ai, .eps. Unless a professional printer is being used, black and white versions of the logo are recommended. Local or desk top printers do not maintain accurate color.

For Web or Microsoft Office: .jpg, .png, .gif. The best outcome is dictated by the dpi/lpi.

For Digital or four-color process: eps.

For all process color work: Black and white or four-color process logos.

See the last page of this document for questions and contact information on logos.

Section 3

Color Palette

UnityPoint Health uses a harmonious set of colors as a powerful tool to identify and communicate the mind, heart and soul of the brand - bringing the brand to life. Maintaining the integrity of the brand is supported by the importance of the color palette.

Color Palette

There are three complementary color palettes that can be used for both print and electronic communications.

Primary Color Palette

Below is our primary color palette. The primary color palette is intended for universal usage throughout all design as an immediate identifier. This palette should be used at all times.

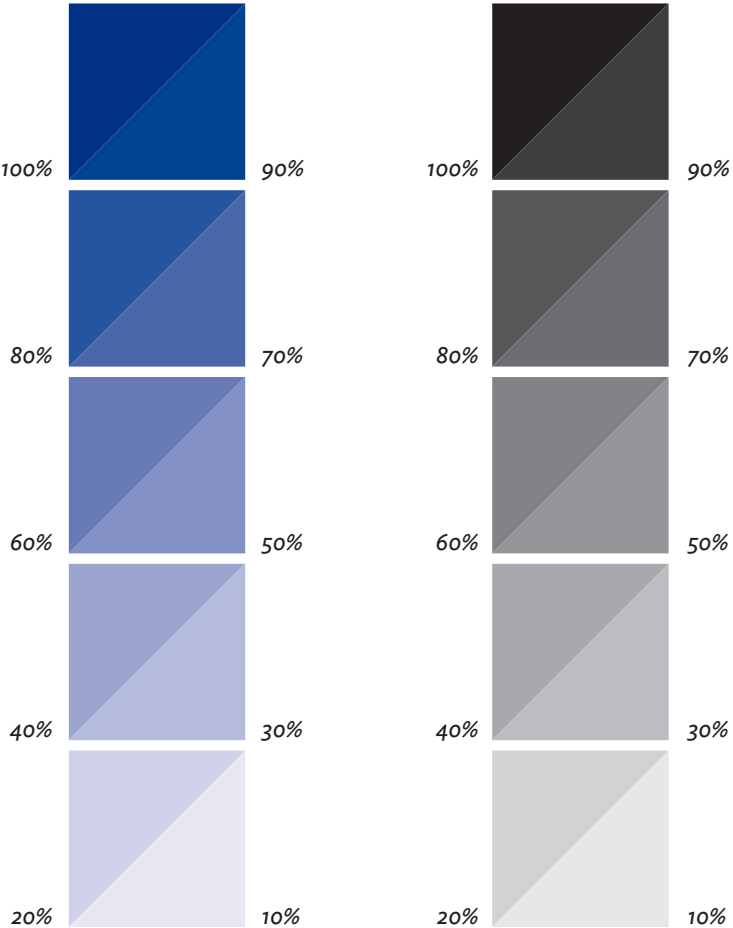
Primary

CMYK: 100, 69, 0, 11
RGB: 0, 82, 155
HEX: 00529B
PMS: 287 C

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: Black

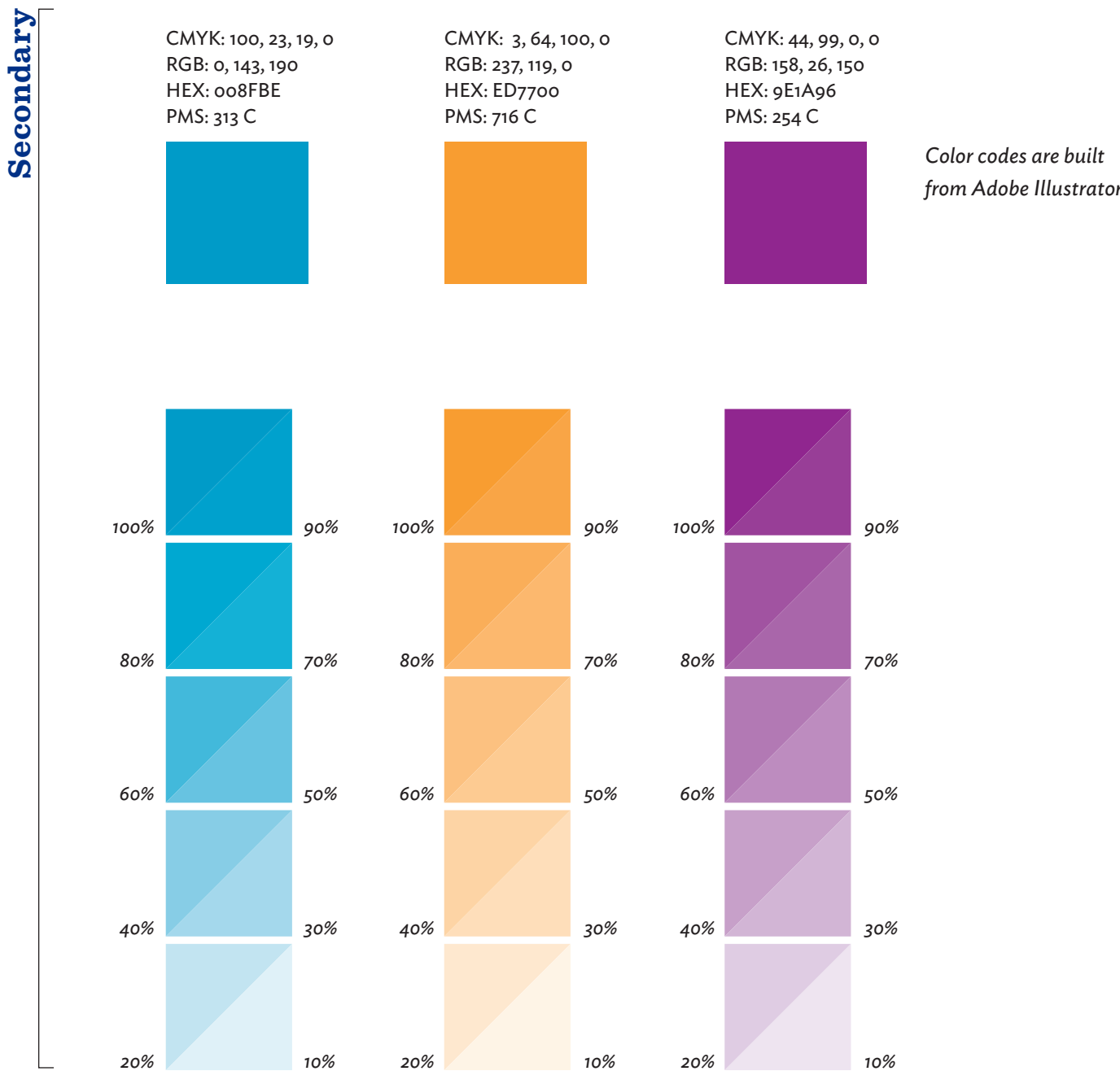
Color codes are built from Adobe Illustrator

PMS 287 can sometimes appear purple when screened. Use PMS 2708 C and PMS 2718 C as substitutes for screened PMS 287 C if needed



Secondary Color Palette

The secondary color palette creates a vibrant, complimentary balance for design accents. They should always be used in support of the primary color palette.



Tertiary Color Palette

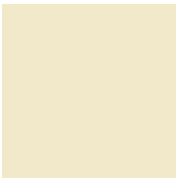
The tertiary color palette is intended to be used in a balanced combination with the vibrant secondary palette. When pairing colors together, use a combination of secondary and tertiary colors, not all secondary or all tertiary.

Tertiary

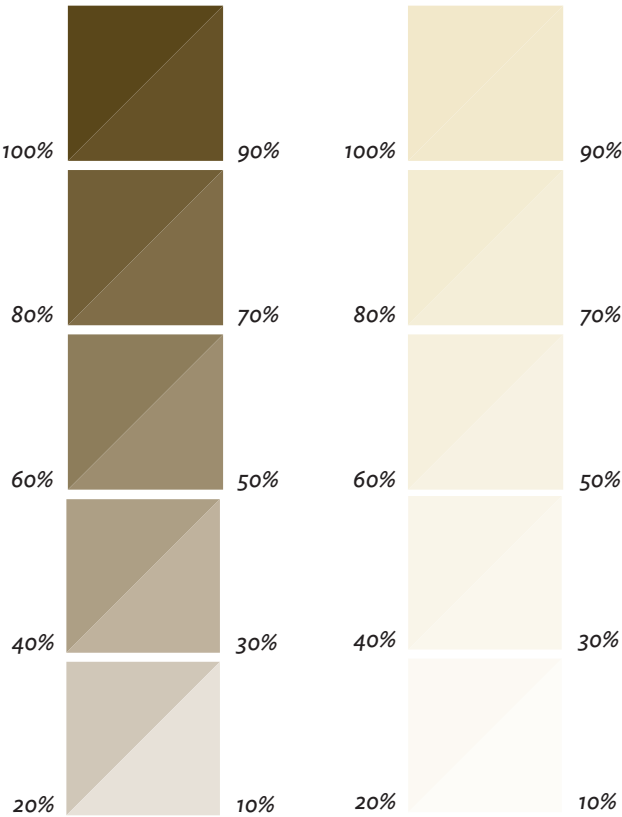
CMYK: 47, 61, 83, 44
RGB: 94, 69, 42
HEX: 5E452A
PMS: 462 C



CMYK: 17, 16, 42, 0
RGB: 214, 242, 158
HEX: D6CA9E
PMS: 4545 C



Color codes are built from Adobe Illustrator



Section 4

Typography

UnityPoint Health has selected distinct typefaces for both advertising and marketing communication. If possible, use the typefaces that are in this section. If it is not possible to use these typefaces, Web and Digital typefaces that can also be used as substitutes.

Typography

UnityPoint Health has selected distinct typefaces for advertising, marketing communications and marketing support materials. For advertising and marketing communications that are printed professionally—print ads and outdoor—we have chosen a proprietary font for headlines and a different one for the body copy (purchase and licensing of these fonts is required). As for marketing support materials—PowerPoint presentations and email signatures—we’ve chosen a typeface that is available as a default font on most computers. These typefaces should be used properly and consistently.

Logo Only Fonts, Tier 1 and 2

Adelle Semibold is reserved for Tier 1 of the logo only. Adelle Regular is reserved for Tier 2 of the logo only. Adelle is the exclusive logo font and provided to a limited number of designers.

Adelle

Semibold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789



UnityPoint Health — Tier 1, Adelle Semibold



UnityPoint Health
Hospital Name — Tier 2, Adelle Regular

Logo Only Fonts, Tier 3 and 4

Gotham Medium in all caps is reserved exclusively for Tier 3 and 4 logos.

GOTHAM

MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789



UnityPoint Health
Hospital Name

SERVICE LINE _____ *Tier 3, Gotham Medium*



UnityPoint Clinic

SPECIALTY _____ *Tier 3, Gotham Medium*

LOCATOR _____ *Tier 4, Gotham Medium*

Headline Fonts

Sentinel is to be used exclusively for headlines, subheads and prominent text. Varied weights of the font are to be used as desired. Please see sections 6 and 8 for examples of how this font is used.

Sentinel

Black Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Semibold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Semibold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Medium Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Medium

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Book Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Book

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Light Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Body Copy Fonts

Ideal Sans is reserved for body copy and heavy amounts of content. Varied weights of the font are to be used as desired. Italics is only used for emphasis. Please see sections 6 and 8 for examples of how this font is used.

Ideal Sans

Bold Italic

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Semibold Italic

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Semibold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Medium italic

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Medium

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Book Italic

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Book

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Light Italic

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Section 5

Web/Digital Typography

UnityPoint Health Web Typography typefaces are to be used primarily for web and digital platforms. However, the typefaces in this section can also act as substitutes for print fonts if necessary.

Web/Digital Typography

Headline Fonts

Georgia is reserved for headline, subheads and prominent text on web and digital platforms. If access to Sentinel is unavailable, Georgia can be used as a substitute for internal print materials. Varied weights of the font are to be used as desired.

Georgia

Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Body Copy Fonts

Arial is reserved for body copy and heavy amounts of content on web and digital platforms. If access to Ideal Sans is unavailable, Arial can be used as its substitute for internal print materials. Varied weights of the font are to be used as desired. Italics is only used for emphasis.

Arial

Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Web Only Fonts

Lato is a Google Web font that is included as a best practice and is restricted to website use only. This font is not to be used on any other digital applications outside of web use. Only light and regular font styles are permitted.

Lato

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Section 6

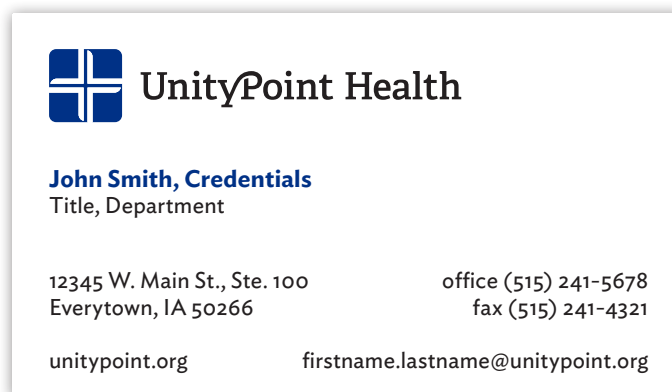
Applications

The UnityPoint Health visual system has been designed so it can be flexible enough to be used across many different types of media. This section is a guide for using this visual system. It is important to utilize this resource because each project helps build upon and support the brand. This section includes 'typical' examples (specifications are the same for Clinics, At Home, Hospice and Hospital applications except for the logo).

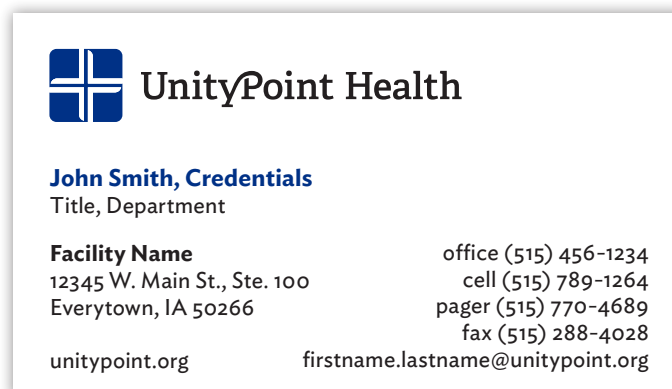
Applications

Business Cards

Tier 1 and 2 logos should be used on business cards. Tier 3 and 4 logos should not be used. Specialties, service lines, medical facilities and departments should be spelled out in writing beneath employee name. See page 68 for more examples.



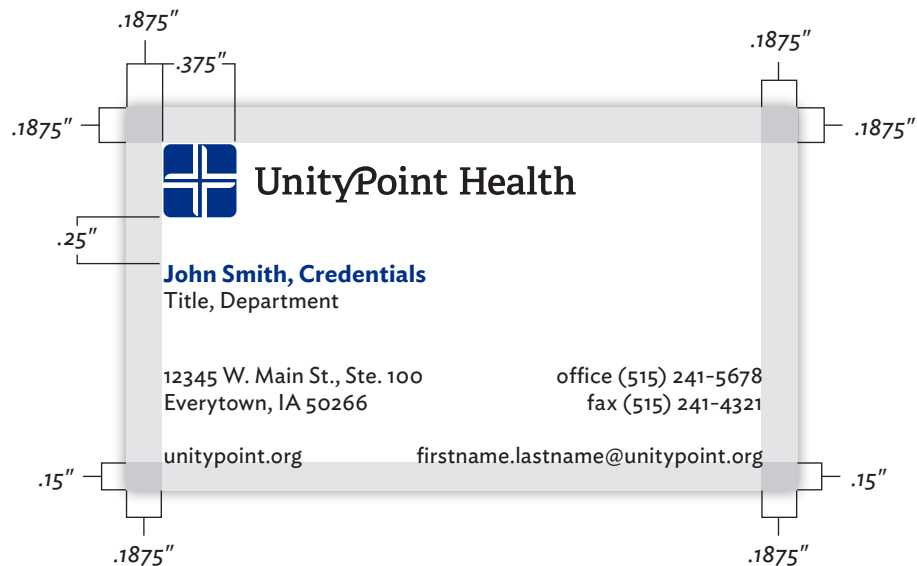
Minimum content



Maximum content

See the last page of this document for contact information on business cards.

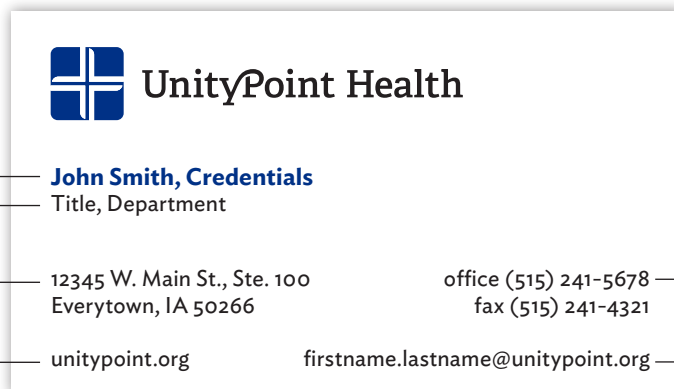
If maximum content is reached and some lines do not fit, some other content must be removed to accommodate space. See page 68 for examples of more entity business cards.



Ideal Sans Semibold
9 point type
10 point leading
flush left, rag right
upper and lower case
pms 287

Ideal Sans Book
8.5 point type
10 point leading
flush left, rag right
upper and lower case
black

Ideal Sans Book
8.5 point type
10 point leading
flush left, rag right
upper and lower case
black



Ideal Sans Book
8.5 point type
10 point leading
flush right, rag left
upper and lower case
black

Do not include additional taglines, quotes or marketing content to your business card.

Content may be added to the back of the business card for informational purposes only such as an appointment card.

See the last page of this document for contact information on business cards.

Examples

Tier 1 and 2 logos should be used on business cards. Tier 3 and 4 logos should NOT be used. Specialties, service lines, medical facilities and departments should be spelled out in writing beneath employee name. See the last page of this document for contact information on business cards.



UnityPoint Health

John Smith, Credentials

Title, Department

12345 W. Main St., Ste. 100
Everytown, IA 50266

office (515) 241-5678
fax (515) 241-4321

unitypoint.org

firstname.lastname@unitypoint.org



UnityPoint Clinic

John Smith, Credentials

Title, Department

Specialty Locator

12345 W. Main St., Ste. 100
Everytown, IA 50266

office (515) 241-5678
fax (515) 241-4321

unitypoint.org

firstname.lastname@unitypoint.org



UnityPoint at Home

John Smith, Credentials

Title, Department

Facility Name

12345 W. Main St., Ste. 100
Everytown, IA 50266

office (515) 241-5678
fax (515) 241-4321

unitypoint.org

firstname.lastname@unitypoint.org



UnityPoint Hospice

John Smith, Credentials

Title, Department

Facility Name

12345 W. Main St., Ste. 100
Everytown, IA 50266

office (515) 241-5678
fax (515) 241-4321

unitypoint.org

firstname.lastname@unitypoint.org



UnityPoint Health
Hospital Name

John Smith, Credentials

Title, Department or Service Line

Facility Name

12345 W. Main St., Ste. 100
Everytown, IA 50266

office (515) 241-5678
fax (515) 241-4321

unitypoint.org

firstname.lastname@unitypoint.org



UnityPoint Health
Foundation Name

John Smith, Credentials

Title, Department

Facility Name

12345 W. Main St., Ste. 100
Everytown, IA 50266

office (515) 241-5678
fax (515) 241-4321

unitypoint.org

firstname.lastname@unitypoint.org



UnityPoint Health
Medical Facility Name

John Smith, Credentials

Title, Department or Service Line

Facility Name

12345 W. Main St., Ste. 100
Everytown, IA 50266

office (515) 241-5678
fax (515) 241-4321

unitypoint.org

firstname.lastname@unitypoint.org



College Name
UnityPoint Health

John Smith, Credentials

Title, Department

Facility Name

12345 W. Main St., Ste. 100
Everytown, IA 50266

office (515) 241-5678
fax (515) 241-4321

unitypoint.org

firstname.lastname@unitypoint.org

Letterheads

Dimensions:

- Top margin: 1.125"
- Left margin: 1.125"
- Right margin: 1.125"
- Bottom margin: 1.125"
- Logo width: .5"
- Logo height: .75"
- Text block width: .5"
- Text block height: 1"

Font Specifications:

- Sentinel Semibold**
9 point type
12 point leading
flush right, rag left
upper and lower case
pms 287
- Ideal Sans Book Italic**
9 point type
12 point leading
flush right, rag left
upper and lower case
pms 287
- Ideal Sans Semibold Italic**
9 point type
12 point leading
flush right, rag left
lower case
pms 287

Letterhead Content:

UnityPoint Health

March 1, 2013

Secretarial Staff
Entity
Street Address
City, State, Zip Code

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin arcu nulla, vulputate ut convallis non, vehicula id metus. Cras pellentesque tempus orci, sit amet varius velit tristique eget. Vestibulum mattis, nulla sit amet elementum malesuada, risus erat pulvinar est, sit amet tincidunt massa dolor quis nisl.

Donec sodales velit ut sem porta congue auctor elit malesuada. Aliquam dignissim euismod lorem ac adipiscing. In quis neque vitae ante tincidunt suscipit. Sed ultrices luctus varius. In quis neque vitae ante tincidunt suscipit. Sed ultrices luctus varius. In quis neque vitae ante tincidunt suscipit. Sed ultrices luctus varius.

Vestibulum posuere augue nec mauris viverra quis lobortis augue pharetra. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Maecenas luctus elit mauris, vel aliquet dui.

Sed ultrices luctus varius. In quis neque vitae ante tincidunt suscipit. Cras pellentesque tempus orci, sit amet varius velit tristique eget. Vestibulum mattis,

Sincerely,

Employee Name

EN/ML

Enclosures
cc: M. Smith

Department
1234 Main Street
Anywhere, IA 56789
office (515) 241-1234
fax (515) 265-2001
tobedetermined.org

Sub Department
John Smith, D.O., FACOS

Sub Department
Jane Smith, M.D.

Left margin
1.125"

Department, sub department and contact information is not mandatory to include.

A black version of the logo and text should be used for if you do not have access to a color printer.

See the last page of this document for contact information on letterheads.

Fax Sheets

The diagram illustrates the layout of a typical fax sheet (8.5" x 11") with various dimensions and annotations:

- Dimensions:**
 - Top margin: 3.325"
 - Left margin: 1.125"
 - Header area: .25" (top), .3125" (left), .375" (left), .5" (left)
 - Logo area: .5" (width), .125" (width), 1.8125" (width)
 - Right margin: .5" (width), 1" (height)
- Annotations:**
 - "Make box the same length as the longest line in the logo" points to the FAX box.
 - "Sentinel Semibold 9 point type 12 point leading flush right, rag left upper and lower case black" points to the Department information.
 - "Ideal Sans Book Italic 9 point type 12 point leading flush right, rag left upper and lower case black" points to the Sub Department information.
 - "Ideal Sans Semibold Italic 9 point type 12 point leading flush right, rag left lower case black" points to the Sub Department information.
 - "Arial Regular 12 point type flush left" points to the Message area.
 - "Left margin 1.125"" points to the left margin.
- Form Fields:**
 - FAX** (in a box)
 - UnityPoint Health** (with logo)
 - Department** 1234 Main Street
Anywhere, IA 56789
office (515) 241-1234
fax (515) 265-2001
tobedetermined.org
 - Sub Department** John Smith, D.O., FACOS
 - Sub Department** Jane Smith, M.D.
 - Date: _____
 - Time: _____
 - To: _____
 - From: _____
 - Pages: _____ (Including Cover Sheet)
 - Important Confidentiality Notice**
The documents include in this facsimile transmission contain information which may be confidential or privileged. If you or your firm are not the intended recipient and have received this transmission mistakenly, you are hereby notified that reading, copying, disclosing, or distributing these documents, or taking any action based on the information contained within them, is strictly prohibited, and that the documents should be returned immediately. If you have received this facsimile in error, please notify us by telephone (add in phone number) immediately so that we can arrange to retrieve the transmitted documents at no cost to you.
 - Message:**

Department, sub department and contact information is not mandatory to include.

Memo Sheets

The diagram shows a memo sheet template with the following dimensions and layout:

- Top header: 2.09" wide, containing the word "MEMORANDUM".
- Left margin: .25" wide.
- Right margin: .25" wide.
- Bottom margin: .75" wide.
- Logo: UnityPoint Health logo (a cross inside a square) is positioned on the left side, below the header.
- Text area: The main body of the memo sheet, containing the following text:

Department/Name
Title

1234 Main Street
Anywhere, IA 56789
office (515) 241-1234

MEMORANDUM

 **UnityPoint Health**

Department/Name
Title

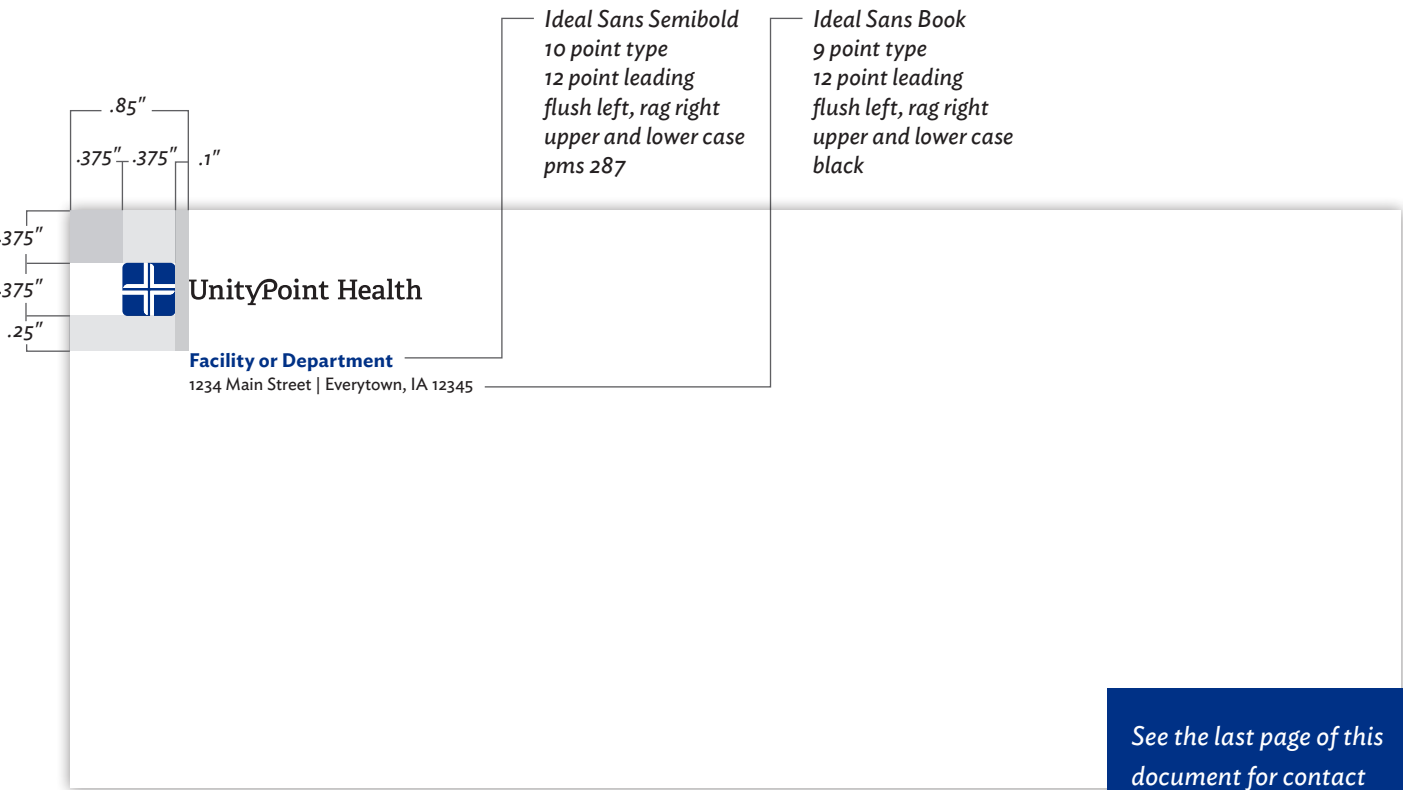
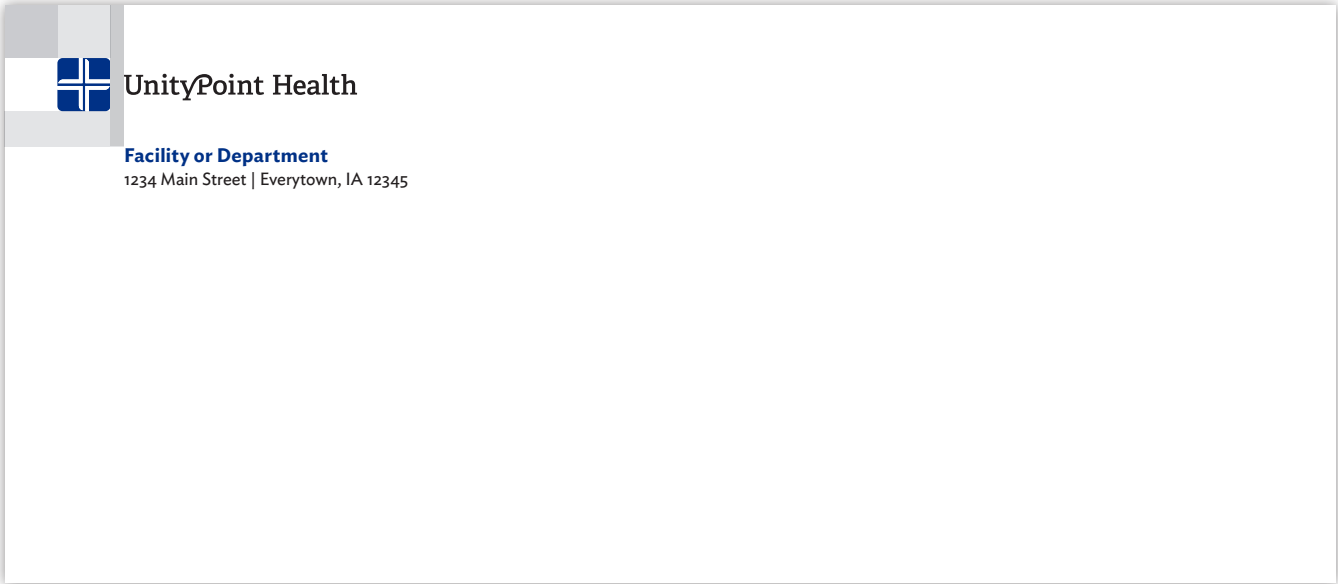
1234 Main Street
Anywhere, IA 56789
office (515) 241-1234
fax (515) 265-2001
tobedetermined.org

Sub Department
John Smith, D.O., FACOS

Sub Department
Jane Smith, M.D.

*Department, sub
department and contact
information is not
mandatory to include.*

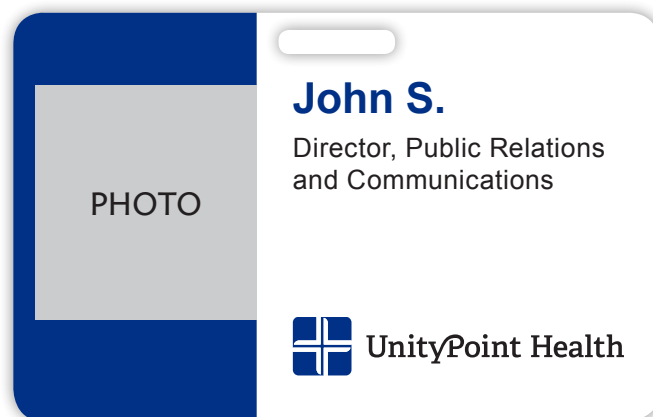
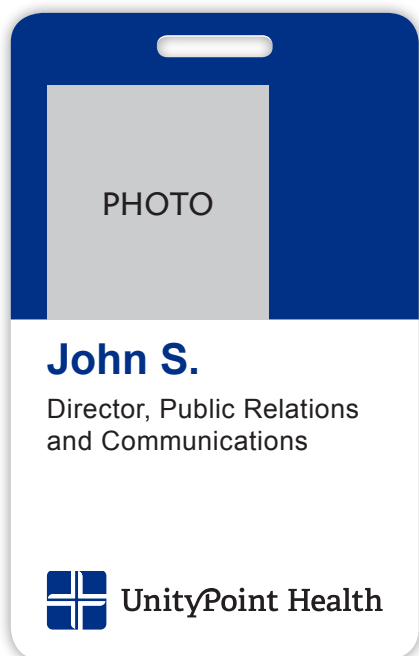
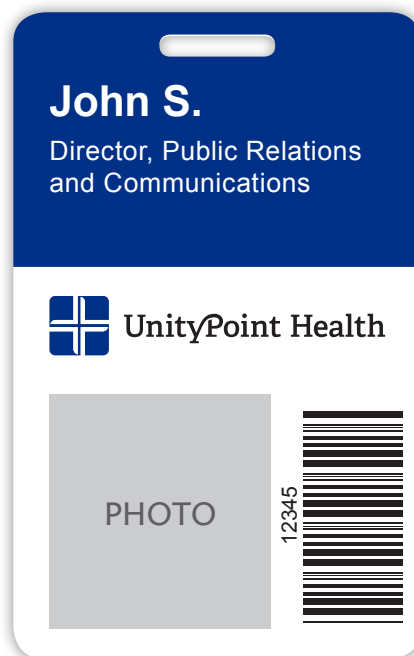
Envelopes



See the last page of this document for contact information on envelopes.

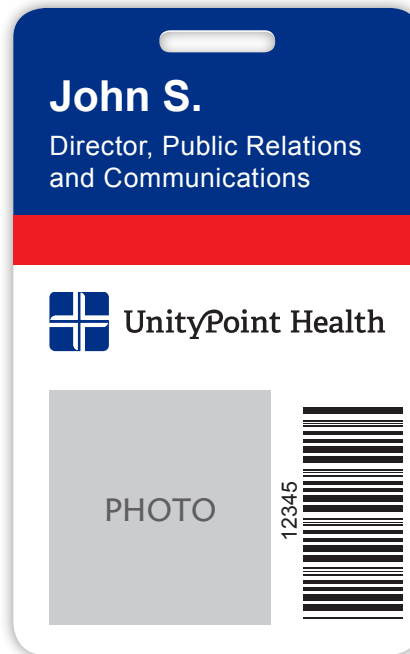
ID Badges

See page 75 for examples on more entity ID badges. See the last page of this document for contact information on ID badges.



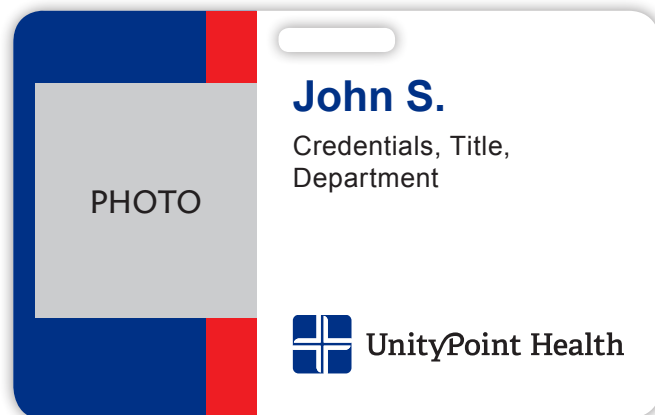
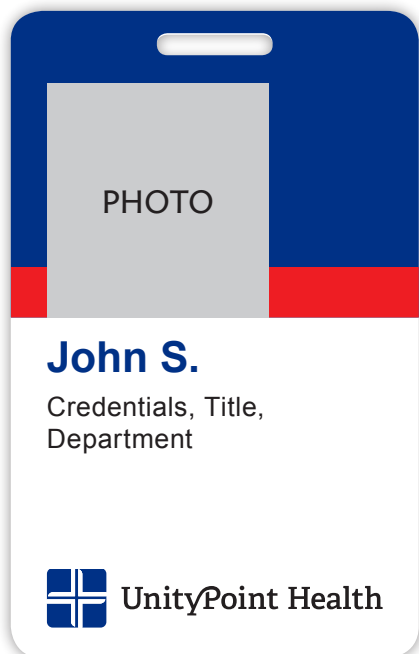
ID Badges with color bar

See page 75 for examples on more entity ID badges. See the last page of this document for contact information on ID badges.

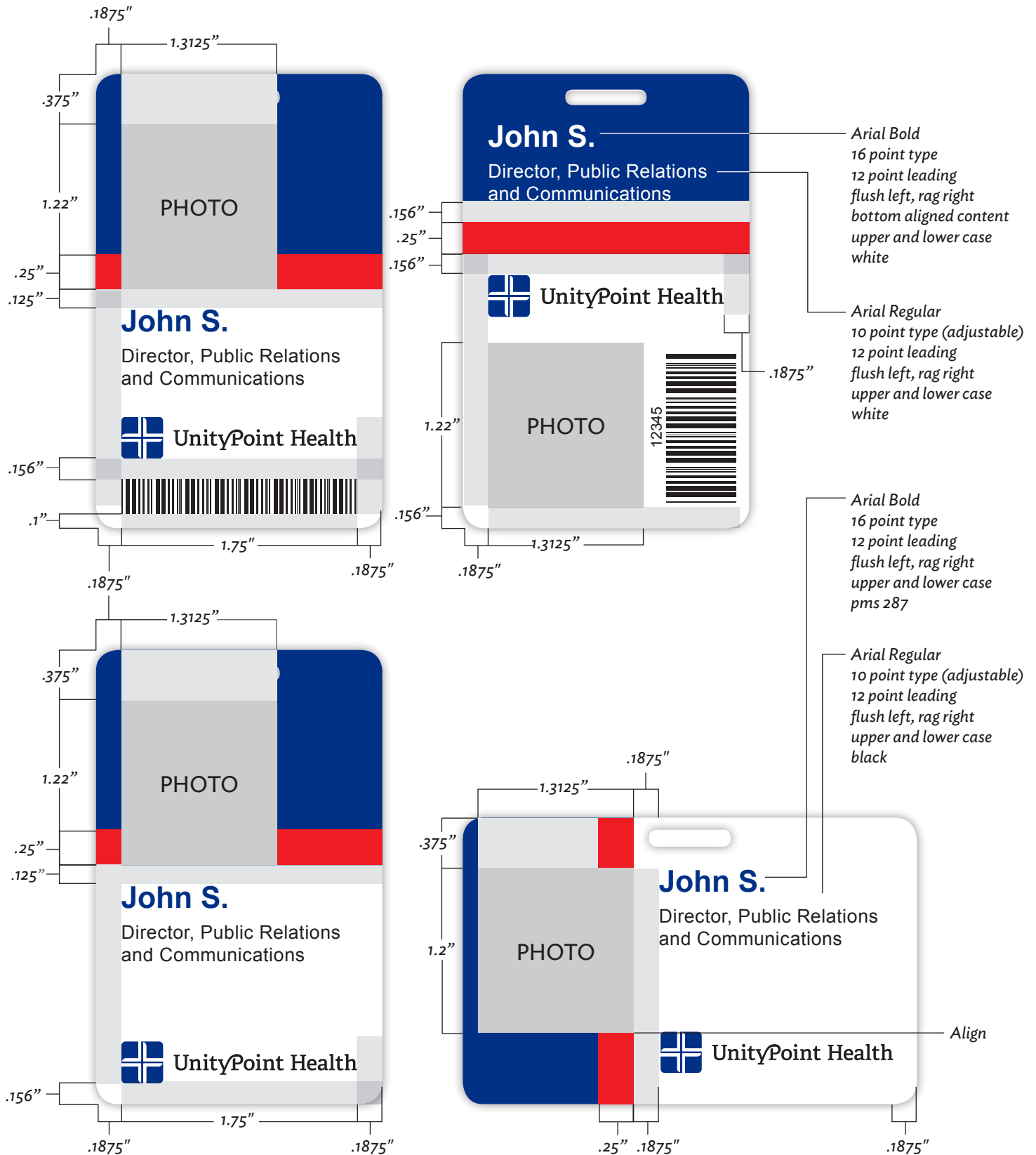


A color coded bar (.25") may be added to the indicated area of the badge to bring attention to employees in a specialized field for consumer awareness.

Custom colors should be decided at the local level.

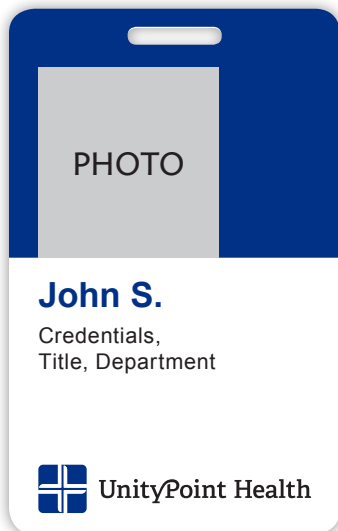


See page 75 for examples on more entity ID badges. See the last page of this document for contact information on ID badges.

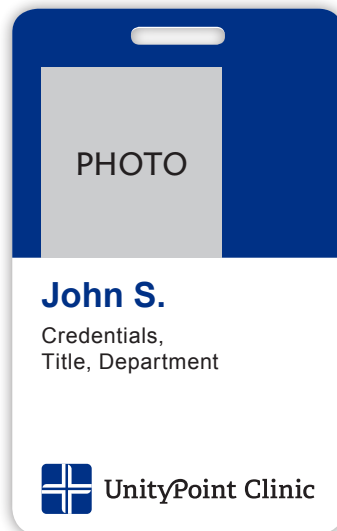


Examples

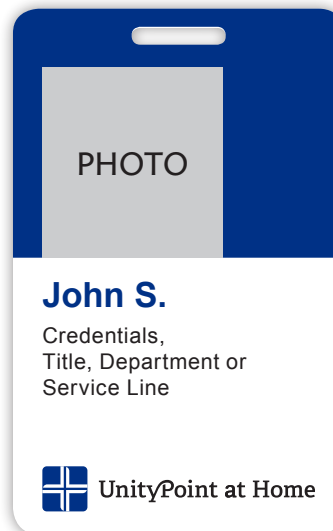
These samples show how Tier 1 and 2 logos can be used on ID Badges. The top row shows Tier 1 approved logo usage and the bottom row shows Tier 2 approved logo usage. Tier 3 logos should not be used. Beneath each badge sample indicates instructions on how to list applicable information. See the last page of this document for contact information on ID badges.



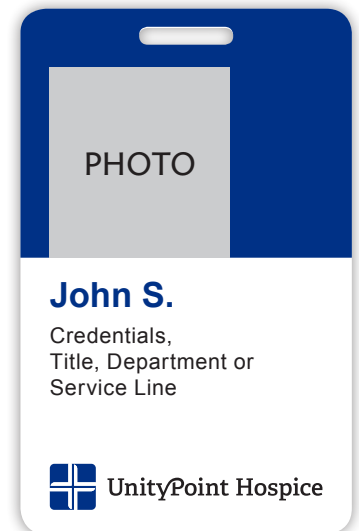
Tier 1 logo. Top line in blue is reserved for your name only. Spell out credentials, title or department beneath your name. Do NOT use a Tier 3 logo.



Tier 1 logo. Top line in blue is reserved for your name only. Spell out credentials, title or department beneath your name. Do not include specialty/locator as staff often floats to various locations. Do NOT use a Tier 3 logo.



Tier 1 logo. Top line in blue is reserved for your name only. Spell out credentials, title, department or service line beneath your name. Do NOT use a Tier 3 logo.



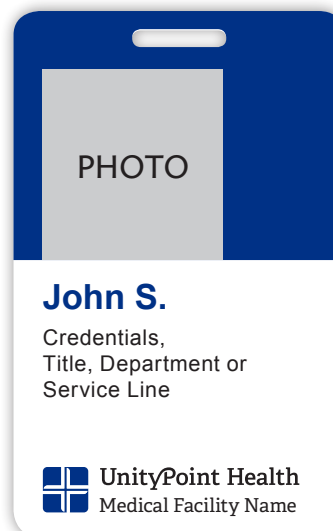
Tier 1 logo. Top line in blue is reserved for your name only. Spell out credentials, title, department or service line beneath your name. Do NOT use a Tier 3 logo.



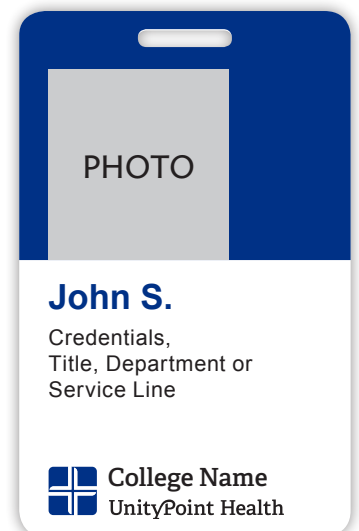
Tier 2 logo. Top line in blue is reserved for your name only. Spell out credentials, title, department, service line or medical facility beneath your name. Do NOT use a Tier 3 logo.



Tier 2 logo. Top line in blue is reserved for your name only. Spell out credentials, title, department or service line beneath your name. Do NOT use a Tier 3 logo.



Tier 2 logo. Top line in blue is reserved for your name only. Spell out credentials, title, department or service line beneath your name. Do NOT use a Tier 3 logo.



Tier 1 logo. Top line in blue is reserved for your name only. Spell out credentials, title, department or service line beneath your name. Do NOT use a Tier 3 logo.

Email Signatures

See the last page of this document for contact information on email signatures.

John Smith, Credentials

Director, Public Relations and Communications

UnityPoint Health
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

Please note that the included email address will expire after April 17th, 2014.

Arial Black
10 point type
flush left, rag right
pms 287

John Smith, Credentials

Director, Public Relations and Communications

UnityPoint Health
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

Arial Regular
10 point type
flush left, rag right
black

Arial Regular
10 point type
flush left, rag right
blue, highlighted link

unitypoint.org

*Please note that my previous email address
will no longer be effective after April 17th, 2014.*

Arial Italic
10 point type
flush left, rag right
black

**This line is
OPTIONAL**

Do not include the following
additional elements to your
signature:

- Quotes
- Backgrounds
- Graphics
- Other Logos
- Personal Signatures
- Photos

These elements are not allowed
because they sometimes slow
down our IT system, get caught
in spam filters or show up as
empty blocks.

Do NOT abbreviate UnityPoint
Health. Refer to the Editorial/
Media Relations Section of the
Style Guide for restrictions on
abbreviations.

Examples

Organization
name here

John Smith, Credentials

Title, Department

UnityPoint Health
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

John Smith, Credentials

Title, Specialty

UnityPoint Clinic Specialty Locator
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

John Smith, Credentials

Title, Department

UnityPoint at Home
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

John Smith, Credentials

Title, Department

UnityPoint Hospice
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

John Smith, Credentials

Title, Department

UnityPoint Health / Hospital Name
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

John Smith, Credentials

Title, Department

UnityPoint Health / Foundation Name
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

John Smith, Credentials

Title, Department

UnityPoint Health / Medical Facility Name
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

John Smith, Credentials

Title, Department

College Name / UnityPoint Health
1234 Main Street
Everytown, IA 12345
(123) 456-7890 office
(123) 456-7890 fax
(123) 456-7890 mobile

unitypoint.org

Section 7

Verbal Communications & Voice

The way we speak to our patients, the public, the media and our employees is often written down. We use the written word in a variety of formats to convey a simple, cohesive message of unity.

Editorial Style & Tone

Our Vision: Best Outcome for Every Patient, Every Time.

Our Tagline: The point of unity is you.

Our vision and tagline should provide a focal point and guidance for all of our communications.

We deliver innovative, team-based, patient-centered care that provides the critical resources to allow healing and wellness for individuals and the communities in which they live. This perspective should be reflected in all external and internal messaging.

Be understandable

We work in an industry that is highly technical and filled with jargon that most audiences do not understand. That may be fine when we're speaking to our colleagues, but it hampers our ability to tell our story to others.

- Tell our story with short, simple sentences
- Use active voice
- Eliminate abbreviations wherever possible

Explain programs in a clear and concise manner

Example:

- Do: An “accountable care organization” (ACO) coordinates the work of a team of doctors, nurses, hospital and home care. The team is paid on the basis of patient outcomes, rather than on the total number of patients served.
- Do Not: An accountable care organization is a health care organization characterized by a payment and care delivery model that seeks to tie provider reimbursements to quality metrics and reductions in the total cost of care for an assigned population of patients.

Use active voice

Example:

- Do: Doctors, nurses and home health professionals use electronic health records as a team to coordinate and deliver care to their patients.
- Do Not: Care is delivered by a team of doctors, nurses and home health care professionals. They are aided by electronic health records to assure they have the most up-to-date information about the patient.

Express warmth and coordination

When natural opportunities arise to do so, use “warmth” and “coordination” as critical concepts. Don’t force in creative writing or keywords, but be aware that often, we choose sterile, hard language in the medical profession. This is unsettling to a visiting patient. Use healing words.

Example:

- Do: Your care, between your doctor’s office, your hospital and in your home will be coordinated to put you at ease. We come alongside you with warm, professional support so that you heal and then remain well.
- Do Not: The distress of anticipating surgery can cause anxiety. There are so many things to take care of, it can be overwhelming, but don’t worry, we’ll take care of you.

Stay positive

Health care necessarily involves a problem of some sort. As health care professionals, we are oriented toward problem solving.

For example, we promote “falls reduction” as a solution to a problem, but it is very easy for the general public to hear “falls” and begin to start thinking about negative stresses. “I never even thought about the danger of falling in the care of a hospital!” they may think.

Even the smallest negative connotation can cloud the most positive story. Now, we also work and live in the real world, and some problems must be simply stated before expanding on the positive solution. So, when a negative must be written:

- Consciously address negatives **ONLY** if necessary for clarity.
- Either explain it quickly, and then spend the majority of the article explaining the positive outcomes.
- Or, set the tone with a positive message, and then include the negative as briefly as possible.

A simplified example:

The tendency of health care writers:

“Falls are a rampant problem in hospital care today. In fact, at Normaltown General, falls had such a high incidence that they contributed to 2 percent of all extensions of hospitalizations! Fortunately, Normaltown General has begun to address this problem through staff education.”

The UnityPoint Health way:

“Because our goal is to surround you with care that is a team led by your doctor, familiar to you and on the same page, we have a very high success rate when it comes to patient safety. Through training, a commitment to teamwork and an unwavering focus on each patient to meet their needs, UnityPoint Health has reduced all falls under our care to a single incident* over the past year.”

*Note – this is not true. In truth, our actual fall rate has fallen to zero! It was increased to one for the purpose of demonstrating how a negative- if it must be raised- should be raised.

This is not a strict guideline, but it should seem like one as you attempt to achieve the UnityPoint Health tone. In health care, it can be very easy to accidentally emphasize the negative for the patient. After all, health care is problem-solving industry. It makes sense for us to professionally talk about problems all the time. However, from the patient perspective, such attention of language on problems will cause more stress. Avoiding negatives and embracing positives on the website should be a key principle.

- **Instead of:** Provider error only affects 4 percent of all hospitalized patients.
- **With no negatives:** Ninety-six percent of all hospitalized patients have an ideal experience.

HOWEVER – Eliminating negatives is not enough. It is also important to ask, every time, is this statement necessary to patient messaging? If it is not necessary to the message, then any statement that could provide a negative connotation or stress should simply be removed. In the example above, if there is another way to express the point to the patient without involving the issue of errors at all, then do so.

UnityPoint Health “Voice”

Compassion, coordination, personalization and a positive outlook: These concepts should be central to all messaging.

Use phrases and concepts similar to the following examples:

- “Your care should be coordinated always, between your doctor’s office, your hospital and in your home.”
- “By surrounding you with care every step of the way, your care team can...”
- “...the comfort of your own home.”
- “You’ll be treated where it is most convenient for you...”
- “You are an individual. We work together to make sure you are treated like one.”

Vocabulary

Simple, positive words can convey a great deal of brand messaging effectively:

Examples:

- “You” = patient-centered
- “Team” = coordinated care
- “Home” = appropriate setting
- “Wellness” = Best outcome, chronic disease care
- “Convenient” = Efficient, cost-effective, appropriate setting
- “Family” = family-centered, inclusive

Glossary and style guide

UnityPoint Health has a basic glossary and style guide so that, throughout the system, all entities share the same core language. This should be used for all communications.

For more general rules of style, consult the latest Associated Press (AP) Stylebook and Briefing on Media Law.

Literacy level

Health literacy matters. Use plain language that can be read by the widest range of readers possible.

Health Literacy Iowa is an initiative started by UnityPoint Health that provides consultative services to organizations who want their communications materials reviewed and improved from a health literacy perspective. They can assist in providing assistance in making specific information and messages easier to read, understand and use.

For more help regarding plain language, contact:

Mary Ann Abrams, MD, MPH

Health Literacy Medical Advisor

(515) 471-9788

AbramsMA@ihs.org

Brand Reference Standards

Verbal & written reference

When referring to UnityPoint Health, all verbal and written references should be “UnityPoint Health.” In written references, The “UnityPoint” should always be treated as one word, not two words. No space between “Unity” and “Point” is allowed. Additionally, UnityPoint Health should always be set in upper and lower case unless set as a website url or email.

Abbreviations such as or “UPH” or “UP” or “UH” should not be used. Do not place an ‘s at the end of UnityPoint Health.

Example:

- Do: John Smith frequently visits the emergency room at UnityPoint Health.
- Do Not: John Smith is a frequent visitor to UnityPoint Health’s ER.

The same principle applies to both UnityPoint Clinic and UnityPoint at Home. Again, the “UnityPoint” word should always be treated as one, and not divided. Both names should each contain three capital letters. In UnityPoint Clinic, only the “U,” “P” and “C” should be capitalized. In UnityPoint at Home, only the “U,” “P” and “H” should be capitalized.

Abbreviations should not be used. Do not place an ‘s at the end of either UnityPoint Clinic or UnityPoint at Home.

Regional self-reference for print and automated (telephone) messaging

When referring to a regional entity in print or for automated messaging (such as telephone responses), the following guidelines should be used to develop a uniform brand name with a local point of reference.

Use the logo guidelines to determine whether the self-reference will use “UnityPoint Health,” “UnityPoint Clinic” or “UnityPoint at Home” as a base.

For entities under the UnityPoint Health reference:

First Reference: UnityPoint Health / [Shortest Regional or Full Entity Name]

Example #1: UnityPoint Health / Trinity

Example #2: UnityPoint Health / John Stoddard Cancer Center

Second Reference: Informal name, Shortened

Example #1: (Trinity)

Example #2: (John Stoddard)

For entities under the UnityPoint Clinic reference:

First Reference: UnityPoint Clinic [Local Clinic Specialty Locator]

Example: UnityPoint Clinic Pediatrics Ankeny

Note: When spoken, "UnityPoint Clinic Pediatrics at Ankeny" is acceptable.

Second Reference: UnityPoint Clinic [Local Clinic Specialty]

Example: UnityPoint Clinic Pediatrics

Note: The local hospital should not be used to "clarify" a clinic on second reference. For example: DO NOT use UnityPoint – Des Moines Ankeny Pediatrics on second reference (or Methodist Ankeny Pediatrics, either). If there is a concern that the second reference does not include a sufficient identifier, then simply repeat first reference guidelines throughout the content that might otherwise be confusing.

For entities under the UnityPoint at Home reference:

Note: "UnityPoint at Home" will in most cases serve as the local reference as well as the overall brand. Because the local "facility" of UnityPoint at Home is typically the personal home, there is less need for location-based branding. If a location-based identifier is critical to the reference, use the following:

First Reference: UnityPoint at Home / [Regional Name]

Example #1: UnityPoint at Home / Trinity

Example #2: UnityPoint at Home / Buena Vista

Second Reference: UnityPoint at Home

Press materials and interviews

Consistency in using the UnityPoint Health brand is essential in building brand equity in the regions we serve. Follow the guidelines below when referring to the UnityPoint Health brand names in press materials or interviews with members of the media.

A note on local references to hospitals: Regions will typically be referred to by the city where the main hospital of that region is. (Sioux City Region, Quad Cities Region, Etc.) Reference to the local hospital should be UnityPoint Health – Hospital Name in all cases where the hospital is the primary subject of an interview or story. Always seek the opportunity to refer to the entire region (ex. UnityPoint Health), including home care and clinic services.

When referring to the entire system:

FIRST MENTION: UNITYPOINT HEALTH

Example: Leaders at UnityPoint Health have implemented coordinated care initiatives that are improving patient outcomes.

SECOND AND SUBSEQUENT MENTIONS: UNITYPOINT

Example: Leaders at UnityPoint Health have implemented coordinated care initiatives that are improving patient outcomes. UnityPoint patient readmissions have declined by 25 percent

since coordinated care programs started in 2012.

When the primary topic flows from a local area but has a regional or national scope - (for example, a regional hospital announces a national initiative):

FIRST MENTION: UNITYPOINT HEALTH / LOCAL HOSPITAL NAME, UNITYPOINT CLINIC / LOCATION, UNITYPOINT AT HOME / LOCATION

Example: UnityPoint Health / St. Luke's announced a major breakthrough in the treatment of disease.

SECOND MENTION: SYSTEM / UNITYPOINT HEALTH, UNITYPOINT CLINIC OR UNITYPOINT AT HOME
REGIONAL ENTITY / BY LOCATION NAME

Example: UnityPoint Health / St. Luke's announced a major breakthrough in the treatment of disease. St. Luke's spokesperson Jane Doe noted that this is the second medical breakthrough of the year for UnityPoint Health, the fifth largest nondenominational health system in the nation.

SUBSEQUENT MENTIONS: SYSTEM / UNITYPOINT
REGIONAL ENTITY / BY LOCATION NAME

Example: UnityPoint Health / St. Luke's, announced a major breakthrough in the treatment of disease. St. Luke's spokesperson Jane Doe noted that this is the second medical breakthrough of the year for UnityPoint Health, the fifth largest nondenominational health system in the nation. St. Luke's is also the site of a new initiative that UnityPoint announced last week.

BOILERPLATES:

- Use a short, one-paragraph descriptor of UnityPoint Health and affiliate.
- When a press release primarily focuses on a specific affiliate, list the affiliate's boilerplate first, followed by the UnityPoint Health boilerplate.

Example: Methodist Hospital serves communities in central Iowa and coordinates care for more than X thousand patient visits per year. Methodist is a member of UnityPoint Health, the 15th largest nonprofit health care system in the United States.

Sub-Brands: UnityPoint Clinic, UnityPoint at Home

- Use the full name of the sub-brand in all references.
- Follow the first mention of the sub-brand with a descriptor of its connection to UnityPoint Health.

Example: UnityPoint at Home is the home health care affiliate of UnityPoint Health.

UnityPoint Health Writing for Print

Print materials vary widely depending on the format, but, in general, messaging should be consistent in voice, word choice and style.

Style principles

- **The point of unity is you.** This is more than a tagline. This should be an ethic that guides nearly every message you deliver to patients.
- **Write clear, simple and effective content.** The content of UnityPoint Health should be easy to read for everyone, preferably in a conversational style, and as brief as possible without dropping too much content.
- **Be concise.** Write short paragraphs and minimize unnecessary words. When telling a story, more leeway occurs here, but continue to strive for brevity.
- **Write in active voice** instead of passive voice. Avoid “is” and “was” as much as possible.
- **Include a list and/or an infographic** whenever possible.
- **White space.** Our design ethic is minimalistic, clean, image-oriented and unified. Instead of trying to fill space with text, allow for as much white space as is reasonable. People are more likely to read a few words on a clear page than a “wall of text.” White space is visually “warmer” than black text.

Length

Keep in mind the format, and place severe word count limits on your text when drafting in Word (for example) with the intention of dropping the design into a brochure. Again, leave space for white space, and avoid throwing “bricks of text” at your readers. Include important, clear concepts only.

But not too brief! Avoid shorthand, incomplete sentences and unfamiliar abbreviations whenever possible.

UnityPoint Health Brand Writing for the Web

Be brief, direct, and compassionate

Writing content for the Web is different than writing for print materials. Web users typically scan pages, picking out key information that is relevant to their specific task. It is important to write in a style that is clear, concise and answers questions.

Style principles

- **The point of unity is you.** This is more than a tagline. This should be an ethic that guides nearly every message you deliver to patients.
- **Write clear, simple and effective content.** The content of UnityPoint should be easy to read for everyone, preferably in a conversational style, and brief.
- **Front-load content.** Put the most important content on the page in the first paragraph, so that readers unitypoint.org will not miss the main idea.
- **Chunk content.** Cover only one topic per paragraph.
- **Be concise.** Write short paragraphs and minimize unnecessary words.
- **Write in active voice** instead of passive voice. Avoid “is” and “was” as much as possible.
- **Choose lists over paragraphs.** When possible use lists rather than paragraphs to make your content easier to scan.
- **White space.** Our design ethic is minimalistic, clean, image-oriented and unified. Instead of trying to fill space with text, allow for as much white space as is reasonable. People are more likely to read a few words on a clear page than a “wall of text.” White space is visually “warmer” than black text.

Length

Use shorter sentences, words and paragraphs

- Content should be concise – half the word count or less, than writing for print.
- Sentences should be as concise as you can make them. Use only the words you need to get the essential information across.
- Paragraphs should only be 2 – 5 sentences.
- Different articles should be between 200 – 500 words.

Create independent content

Especially when placing many items on a site at once, it can become easy to forget that the vast majority of pieces that you write will be read independent of one another.

Create headlines and copy that stand on their own

- Site viewers tend to move through a website in a non-linear, unpredictable manner, making web pages more like newspapers than books.
- Topics and sections in websites are not necessarily intended to be sequential. As such, it's best to create content for each page that is not dependent on other sections. Site viewers can enter a site from any page, and move between pages as they choose. Related links can help to guide the reader to background or explanatory information.
- Don't assume that the reader has already scanned information on the prior page, or even the home page.

Tone

Online readers expect a personal, upbeat tone in web writing. They find bureaucratic writing so offensive and out-of-place that they simply ignore the message. Don't write to be ignored! To avoid bureaucratic language, turn the tone down a notch, then warm it up:

- **Seek and destroy jargon.**
- **Write in the active voice** (We care for you.) rather than the passive voice (The care you will receive from us will be the best.) Active voice, which emphasizes the "doer" of the action, is naturally warmer less bureaucratic.
- **Warm it up.** Here, word choice makes a big difference. Look to use warm words, both
- literal (such as glow, bright, warm, sunny, etc.) and figurative (such as pleasant, cordial, care, prepared, etc.)
- **Coordinate.** Again, care coordination is our deepest brand theme. Therefore, use words that imply coordination whenever possible, such as:
 - alike, counterpart, equal, like, parallel, same, accord, accustom, adapt, adjust, agree, attune, compose, coordinate, correspond, fit, go harmonize, integrate, make consistent, modify, play the game, proportion, reconcile, settle, shape up, suit, tailor, tailor-make, tune, accord, allocate, arrange, clarify, conclude, conform, coordinate, fine-tune, grade, modify, organize, reconcile, settle, sort, standardize, smooth

Scanability

- Use bulleted or numbered lists when possible. This allows users to read information vertically rather than horizontally, making it easier to scan.
- Bold important word in some paragraphs to ensure they stand out.
- Create links within the copy using descriptive text. Do not use "click here" when creating a link.
- Use descriptive sub-headings.
- Breaking up text with descriptive sub-headings allows site visitors to easily see what each section of the page is about. The main heading on the page provides a brief overall view of what the page is about, and the opening paragraph gives a brief conclusion of the page (because you've front-loaded the page content). Use sub-headings within the page to make the text more scannable.

Links

Write clear links. Don't create links that use the phrase "click here." Write the sentence as you normally would, and place the link anchor on the word or words that best describe the additional content you are linking to. Between one and five words is the ideal length for an effective hypertext link.

Search Engine Optimized (SEO) writing

In order to achieve maximum search engine visibility, you need to think like a search engine when writing.

Search engines look at the HTML code that makes up your web page and attempt to parse out the text on the page, eliminating the HTML markup used for layout. The text goes into the search engine's database.

The key to SEO is to make your front-loaded content keyword/phrase rich.

UnityPoint Health brand URL:

UnityPoint Health, UnityPoint Clinic and UnityPoint at Home have the benefit of a unified, geolocated URL. This means that any patient or visitor can type in "unitypoint.org" and, depending on their region, their local regional website will appear.

Thus, in most cases, "unitypoint.org" can be used in any and all communications with an audience primarily in the footprint of the region.

There are exceptions:

- If a local entity wants to direct a national audience to their region-specific site.
- If a local entity wants to direct other regional entities to their specific page.
- If the system is promoting a best practice or other highlight at a region specific site.

Under these circumstances or any other where it is important to direct people outside of a local region's specific market footprint, the extended URL should be used.

(For example: "unitypoint.org/Peoria")

UnityPoint Health Brand Press Releases and Media Communications

UnityPoint Health press release format

You must report in the “third person”. Just like a news story, a press release reports on an event, circumstance or occurrence by a third party. When writing a news release, be a reporter.

Third Person Example:

- Do: “According to Jane Doe, the new facility will be used by UnityPoint Health professionals to surround the patient with care at home...”
- Do Not: “I [Jane Doe] have been told that the new facility will be used...”

Length

Press releases are most effective when they are under 500 words, generally two to three paragraphs, preceded by a clear, informative and attention grabbing headline.

Parts of a UnityPoint Health press release

- Appropriate UnityPoint logo
- FOR IMMEDIATE RELEASE
- Date
- Contact: Contact Name, Title, Phone Number, Email Address

Headline

Be creative (but not cute – this can take some discernment) and keep it to one sentence. Capitalize the first letter of all words but do not use all upper case letters. Exclamation marks (“!”) convey that your release is advertising, not news. UnityPoint Health will lose credibility as a news source if they are used.

First paragraph

Physical location (City, State) – Begin with a strong introductory paragraph that captures the reader’s attention and contains the information most relevant to your message such as the “Five W’s” of (W)ho, (W)hat, (W)hen, (W)here, and (W)hy, when applicable. This paragraph should summarize the contents of the release such that if it was the only part seen by a reader, it would tell your entire message, and it should include a hook to get your audience interested in reading more.

Additional paragraphs

These paragraphs should contain more details, and make up the body of the release. Build on the information provided in your first paragraph, including quotes from key staff, patients or subject matter experts. Make sure you use correct grammar so as not to affect your credibility negatively.

As for content, keep in mind that you are writing a press release to grab the attention of the media. It is very important to maintain factual accuracy, make sure you are cleared to use quotes or information about businesses, and most importantly have an angle that will appeal to journalists (often by connecting your release to current events or issues). Effective releases use a strategy known as the inverted pyramid, which is written with the most important information and quotes first.

The body of your release should be more than one paragraph. The final paragraph should restate and summarize the key points of your release.

Boilerplate

Official, current UnityPoint Health boilerplate is mandatory on all releases. It will be placed immediately following the final paragraph of the release, with the following exception: if the news release is primarily local in nature, and is distributed via a UnityPoint Health region, then that region's boilerplate should come before the UnityPoint Health system wide boilerplate.

Note: regional boilerplates should end with a statement that could also serve as a transition to the UnityPoint Health system wide boilerplate.

Additional boilerplates (from, for example, associated organizations for a joint press release) should follow.

End all press releases with these characters immediately below
###

Boilerplate template

Because UnityPoint Health's boilerplate contains figures and rankings that are subject to frequent change, a template is included here for reference only, with all variables removed:

About UnityPoint Health

UnityPoint Health is one of the nation's most integrated health systems. Through relationships with XX hospitals in metropolitan and rural communities and more than XXX physician clinics, UnityPoint Health provides care throughout Iowa and Illinois.

UnityPoint Health entities employ more than XX,000 employees, working toward innovative advancements to deliver the Best Outcome for Every Patient Every Time. Each year, through more than X million patient visits, UnityPoint Health, UnityPoint Clinic and UnityPoint at Home provides a full range of coordinated care to patients and families. With annual revenues of \$X billion, UnityPoint Health is the nation's 15th largest nonprofit health system and the fifth largest nondenominational health system in America.

UnityPoint Health provides community benefit programs and services to improve the health of people in its communities.

Section 9

Photography

A photograph can grab your attention, make connections, invoke emotions, and change someone's perceptions. We use these photos to communicate our brand, and to demonstrate that the point of unity is to keep our patients living healthy lives. The point of unity is you.

Personality & Tone

The qualities of our photography

Every photo we use in our communications should demonstrate our message of health. Because "the point of unity is you," our images are generally people-centered. Models portraying our patients need to look healthy and optimistic. When the photo includes our physicians or staff, they should be shown in situations where they are confident, caring, and responsive to the needs of the patient. The photographs themselves should be simple and uncluttered, so as not to distract the viewer from the part of the image you're trying to emphasize. Along these lines, one photographic technique that is effective when shooting people is to have the subject in focus, while the surrounding background is blurred. The focus of the subject in the photo should not be directed straight at the camera. Lastly, the colors in the photograph have an impact on the overall impression. So the colors should have a warm and inviting feel to them.



BACKLIT:

Use images that have the subject in focus and a blurred depth of field.



DIRECTIONAL LIGHT:

Use sunny, warm tones to light the individuals. A 3-point lighting method is the best way to accomplish this.



DIRECTIONAL LIGHT:

You may also use a spotlight to make the image more dramatic, yet be sure image is soft enough for a closeup.

Colors

Color photography

The colors in the photographs should feel warm, calm and inviting. To achieve this, use as much natural light as possible. The backgrounds of the image should be colorful but not distracting. Find a background that won't clash or take the focal point away from the model.



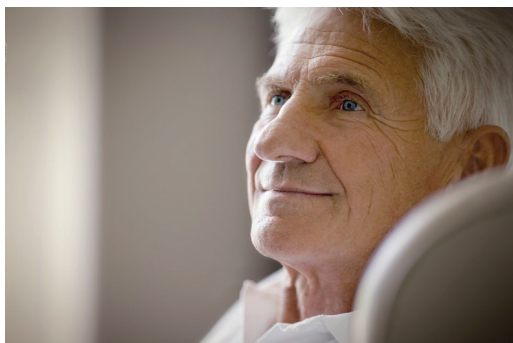
BRIGHT:

Viewers feel a sense of comfort when your images are full of natural light.



SUNRISE:

Photos that are taken during the summer sunrise or sunset give the viewer a sense of optimism and energy.



COOL TONES:

Cool tones are permitted as long as facial tones remain warm.

Black and White photography

The only time to use black and white photographs is when color print isn't available—such as newspaper. When finding these photos choose the ones that show a nice contrast in the picture. This will help the model seem more dynamic. The same style guides apply for black and white as for the color photos.



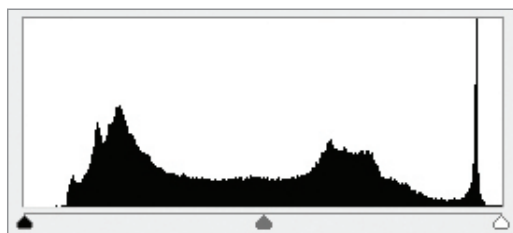
CLEAN:

The image should be visually clean and uncluttered.



CONTRAST:

The histogram should have balanced curves. This should help to avoid over-contrasting the image.



Color and Black and White Restrictions



NO CONTRAST:

Avoid images that are grayscale with no contrast. This creates a muddy look.



OVERSATURATION:

Avoid images that are oversaturated with color. This eliminates the details the photographs should have and it creates an unnatural color.

Cropping

Every picture tells a story. Some need a little help to tell it. That's why cropping is important. Cropping can clearly bring a larger or more intimate story out of the picture. See below for cropping examples.



DRAW VIEWER IN:

Crop in a way that draws the eye in, and lets the subject fit in the frame.



TOP OF THE HEAD:

This is permitted when it creates a sense of intimacy.



WHITE SPACE:

Clean "white" space is ideal for copy on some images.

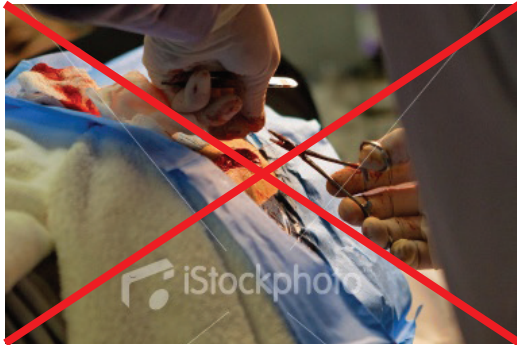
Diversity

Our target audience is made up of many different individuals. That's why it's important to show variety. Use photos that have diversity in age, sex, and race. This way all audiences can relate to the images. If looking for a photo with two people, consider searching for people who are diverse from each other.

Examples:



Don'ts for Photo Direction



PROCEDURES:

Don't show blood, wounds or medical procedures.



LITERAL:

Don't use images that repeat the headline.



CROPPING TOO CLOSE:

When you crop too close the image can leave the story out.



ATTITUDE:

Avoid using images where the model looks strange, aggressive, agitated, goofy, or angry.

Custom vs. Stock Photography

Shooting your own Photography

Our library of photos references is strategically focused to support the wide variety of needs throughout UnityPoint Health. But sometimes the shot needed isn't in the library and custom photography is necessary. Ensure that photographers follow the guidelines that are in this chapter. Also hire a photographer who can shoot in this style. The right photographer can help maintain the visual integrity.

Permissible Horizontal Compositions:



HEALTH AND WELLNESS

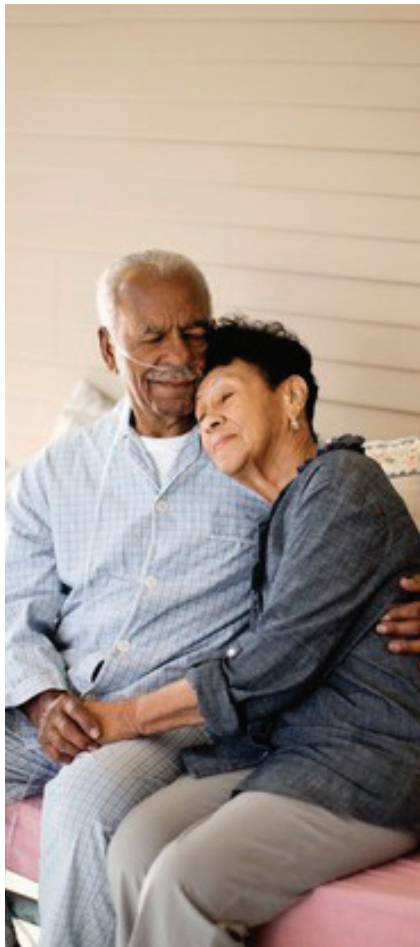


STILL LIFE:
Subjects sitting is permissible if scene connects to audience.



BACK TO CAMERA:
Even photos where the subjects do not face the camera can work well.

Permissible Vertical Compositions:



4" X 9" COMPOSITIONS:

This size is used for brochures and various other applications.



SQUARE COMPOSITION:

Subjects sitting is permissible if scene connects to audience.

Using Stock Photography

If an image cannot be found in our reference library that suits your needs, consider using stock photography. It is existing photography that can be purchased from a third party.

Stock photography offers a variety of different photos, so be sure to search for photos that fit our style guide.

There are two different types of stock photography: rights-managed and royalty-free. The rights-managed stock photography are the photos "leased" for a specific purpose and period of time. These photos are more expensive because they represent the best creative work of some of the world's foremost professionals. Royalty-free images are purchased outright and you only have to pay for them once. The photos can be used in multiple projects and for an unlimited amount of time.



OUTDOOR ACTIVITY:

*Photos full of light give
a sense of comfort*



HOSPITAL:

*Choose images that
minimize a typical
"hospital atmosphere"
even while picturing one.*



INTIMATE MOMENTS:

*Choose images that
capture a special moment.*

Section 8

Logo, Tagline & Signoff Usage

The UnityPoint Health logo and tagline is the face and voice of our brand. Together they are the key elements of our branding identity. That's why consistent and proper use of the logo is essential to maintaining our identity. In this section, we outline the proper way to use it in many different situations.

Tagline Usage

Our tagline, "the point of unity is you," is the most important part of our brand identity. This is a message that informs every viewer of our core values—comprehensive and coordinated care. And we should use it in every internal and external communication. It helps bring awareness to the brand, and it lets them know whom the message is coming from.

We want our tagline to be different so it will stand out. That is why it should never be used next to the logo. It should be by or underneath the copy in all communications. We want the message of the tagline to be distinct, and work with the copy in the communication. And the color of the tagline should always be in PMS 287 C. The tagline must be used consistently and properly at all times, to protect our brand identity.

Tagline:

The point of unity is you.

Sentence case

PMS 287 C or
reversed out white

Sentinel Medium
Italic or Medium,
it should always
be larger than or
stand out from
the body copy.

Refer to the Typography section for an outline of Sentinel typefaces.

Copy/Common Taglines/Verbiage

UnityPoint Health has a specific tone of voice and way things should be said. The tone should be compassionate, knowledgeable, and positive. And when we talk about a subject it should be discussed in a certain way. See examples below.

For more details on the "Voice" of UnityPoint Health, see Section 7: Verbal Communications & Voice.

When we talk about:

HEADLINES

- Patient centered care
- Coordinated care and our team of providers (including UnityPoint Clinic, UnityPoint Health and UnityPoint at Home)
- Describing the system of care
- Outcomes/results of coordinated care

This is how we should talk about it:

COPY

- Putting you in the center of everything we do.
- Your care should be coordinated always, between your doctor's office, your hospital and in your home.
- Access to the expertise and resources of a vast network of care that spans across the region./ UnityPoint Health is a regional team of physician-led clinics, hospitals and home care services.
- It's about helping you manage your health better to keep you healthy./The best outcome for every patient, every time.

Placement of Typographic Elements

It is very important that the typographical elements are placed in the right areas in each piece of communication. The headline should stand out, and it should have a large font size. The headline should bring the viewer in to read much smaller font-sized body copy. The tagline should go below or next to the body copy. It should stand out from the copy by being in the primary color blue.



Headline goes here.

Body Copy here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam lacinia dapibus euismod. Vestibulum viverra libero et justo ultrices non scelerisque elit mollis. Proin et metus id justo ultricies molestie. Nullam at quam vitae velit iaculis facilisis. Vestibulum semper vestibulum metus non dapibus. Ut at mi velit, nec laoreet erat. Cras orci urna, scelerisque sed.

Tagline goes here.



UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

HEADLINE:

Headline is primary color, dramatic size contrast to body copy and can be placed inside or below an image

BODY COPY:

Body copy should sit below a headline or image. It should not stretch over 2/3 the width of the page.

TAGLINE SIZE:

Tagline size should be larger than the body copy. It is used to sign off copy but must remain separate and distinct from it. Do not place by the tagline by the logo.



A new day in health care.



UnityPoint Health

Trinity Regional Medical Center
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

The tagline can be used as the headline. If this is the case, do not repeat the tagline on the piece of communication.

**A new name.
A new day in health care.**

Iowa Health System is now UnityPoint Health.
This isn't just a new name for us. It's a new way to think about providing care. It's about putting you in the center of everything we do. And collaborating as a team, your team, providing coordinated care between your doctor's office, Trinity Regional Medical Center, and in your home.

You'll have access to the expertise and resources of UnityPoint Health's vast network of care that spans across the region. We all work together with one goal in mind. Getting you healthy faster. And helping you stay that way. Welcome to UnityPoint Health.

The point of unity is you.




UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

Headlines, body copy and the tagline can also be placed over an image.

Use discretion when placing the PANTONE blue over any image.

Placement of Other Elements

It is very important that the typographical elements are placed in the right areas in each piece of communication. The headline should stand out, and it should have a large font size. The headline should bring the viewer in to read much smaller font-sized body copy. The tagline should go below or next to the body copy. It should stand out from the copy by being in the primary color blue.



Headline goes here.

Body Copy here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam lacinia dapibus euismod. Vestibulum viverra libero et justo ultrices non scelerisque elit mollis. Proin et metus id justo ultricies molestie. Nullam at quam vitae velit iaculis facilisis. Vestibulum semper vestibulum metus non dapibus. Ut at mi velit, nec laoreet erat. Cras orci urna, scelerisque sed.

Tagline goes here.



UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

IMAGE:

An image in an application can be cropped with a curved frame in the bottom right corner.

LOGO:

Logo should always be on the bottom right corner, above the signoff.

Use digression for the size of the logo so that it stands out but does not overpower important messaging.

Tier 3 logos should NOT be used.

SIGNOFF:

See next page.

WEBSITE:

Website should always be on the bottom left corner.

Use digression for the size of your website. It should be large enough that it stands out but does not overpower other prominent messaging. A similar size to the tagline is a good reference.

Signoff Options

UnityPoint Health core values are to give our patients comprehensive and coordinated care. That's why it's important to have all of our communications—for hospitals, clinics, and homecare—represent the same UnityPoint Health providers in the area. Doing this shows everyone that we are working together to deliver on our promise of coordinated care.

A new name. A new day in health care.

Iowa Health System is now UnityPoint Health.

This isn't just a new name for us. It's a new way to think about providing care. It's about putting you in the center of everything we do. And collaborating as a team, your team, providing coordinated care between your doctor's office, Trinity Regional Medical Center, and in your home.

You'll have access to the expertise and resources of UnityPoint Health's vast network of care that spans across the region. We all work together with one goal in mind. Getting you healthy faster. And helping you stay that way. Welcome to UnityPoint Health.

The point of unity is you.



UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

The signoff sits below the logo, centered and should include other providers in your market.

The line length should not stretch past the length of the logo.

See the next page for details.

UNITY POINT HEALTH SIGNOFF:



Maintain clear space.

The UnityPoint Health signoff should list Hospital first, followed by Prominant Medical Facilities, UnityPoint Clinic then UnityPoint at Home.

UNITY POINT CLINIC SIGNOFF:



Maintain clear space.

The UnityPoint Clinic signoff should list Hospital first, followed by Prominant Medical Facilities, then UnityPoint at Home.

UNITY POINT AT HOME SIGNOFF:



Maintain clear space.

The UnityPoint at Home signoff should list Hospital first, followed by Prominent Medical Facilities, then UnityPoint Clinic.

UNITY POINT AT HOSPICE SIGNOFF:



Maintain clear space.

The UnityPoint Hospice signoff should list Hospital first, followed by Prominent Medical Facilities, then UnityPoint at Home.

Signoff Usage in Multiple-Market Applications

Some of our hospitals, clinics, or homecare providers have overlapping markets. When these organizations send out external communications they need to include all UnityPoint Health providers in that market area. This joint marketing effort shows the viewers that we are working together to produce better outcomes across regions.

MULTIPLE-MARKET SIGNOFF:



Maintain clear space.

Multiple markets would be indicated by the inclusion of hospitals as shown.

When listing multiple providers to fit within three lines, use a vertical "|" in PMS 287 to separate them.

Example

**A new name.
A new day in health care.**

Iowa Health System is now UnityPoint Health.
This isn't just a new name for us. It's a new way to think about providing care. It's about putting you in the center of everything we do. And collaborating as a team, your team, providing coordinated care between your doctor's office, Trinity Regional Medical Center, and in your home.

You'll have access to the expertise and resources of UnityPoint Health's vast network of care that spans across the region. We all work together with one goal in mind. Getting you healthy faster. And helping you stay that way. Welcome to UnityPoint Health.

The point of unity is you.

unitypoint.org

UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

Right and left margins should be 1/2".

Right 1/3 of page remains void of content above logo signature.

Maintain required clear space surrounding the logo.

Signoff

Bottom margin is 1/4".

Website should always be on the bottom left corner, under tagline, in lower case letters.

Body content should not stretch over 2/3 the width of the page.

Logo should always be on the bottom right corner.

Ourdoor Ad Example

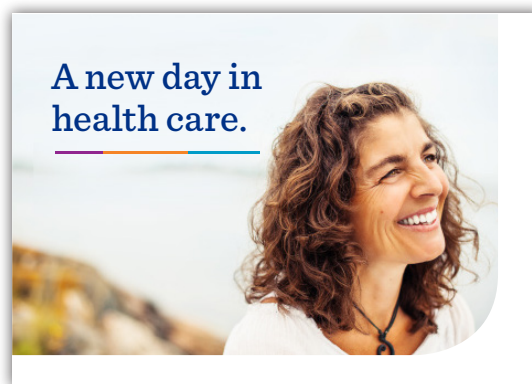
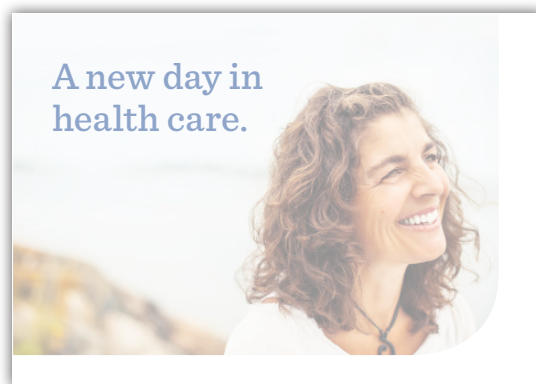


Graphic elements should be bigger for increased visibility on outdoor billboard ads only.

Bottom margin is 2/3" width of the side margin.

Website can be in upper and lower case for outdoor billboard ads only.

Digital or Online Ad Example



Digital and online ads can be animated where graphic elements and photos fade into the frame. The final frame should contain a logo and signoff.

Logo Usage

Please see below for a list of approved logos to use on marketing and communication materials. Tier 3 logos are reserved for stand alone applications and signage only where there is no content present to explain them in writing.

Approved	DO NOT USE
<p>TIER 1:</p> <div> UnityPoint Health</div> <div> UnityPoint Clinic</div> <div> UnityPoint at Home</div> <div> UnityPoint Hospice</div>	<p>TIER 3 & 4:</p> <div> UnityPoint Health Hospital Name SERVICE LINE</div> <div> UnityPoint Health Hospital Name MEDICAL FACILITY NAME</div> <div> UnityPoint Health MEDICAL FACILITY NAME</div>
<p>TIER 2: ENTITY SPECIFIC COMMUNICATIONS</p> <div> UnityPoint Health Hospital Name</div> <div> UnityPoint Health Foundation Name</div> <div> UnityPoint Health Medical Facility Name</div> <div> College Name UnityPoint Health</div>	<div> UnityPoint Health DEPARTMENT</div> <div> UnityPoint Clinic SPECIALTY LOCATOR</div>

Section 10

Graphic Elements

Maintaining the UnityPoint Health's visual brand identity is very important. Everything from the color to the type we use has a set purpose. This makes us more recognizable to our patients and helps us stand out from our competitors. That's why it's important for the brand to use what is in this section properly and consistently in every form of communication.

Colored Line

Incorporate this colored line as a garnish to separate content and graphics and showcase our secondary color palette.



The thickness of the line should always be thin and scaled proportionately. The length and order of each colored section is not restricted.

Include PMS287 if it is not present in surrounding graphics.



UnityPoint Health

Use only the secondary color palette if the primary color palette is present in elsewhere.

Brand Standards Guide

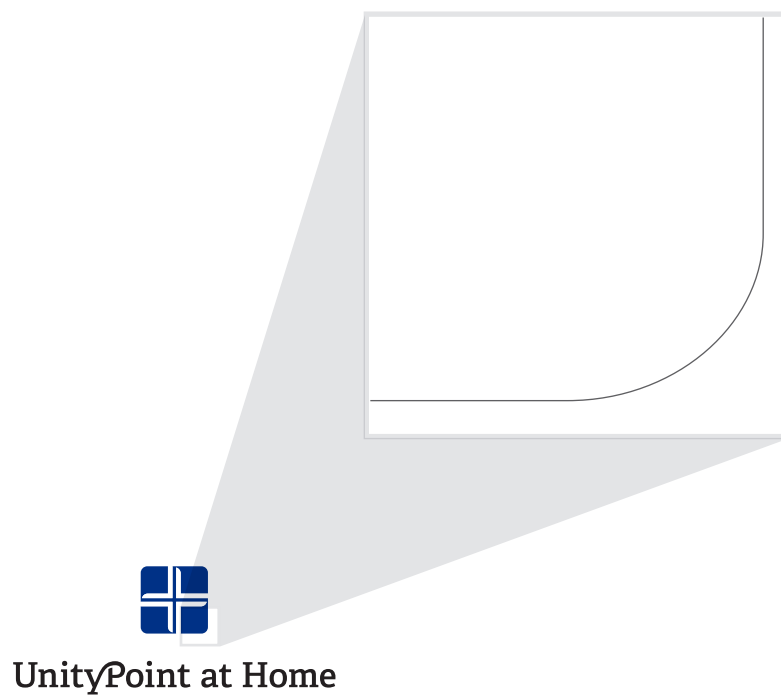
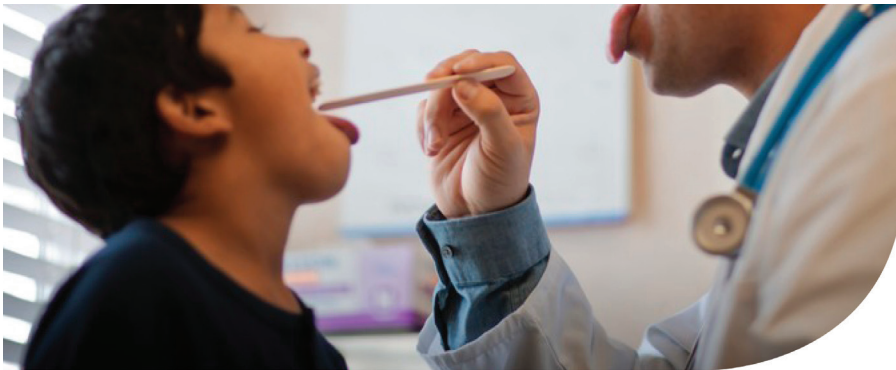


Create balance between colors.



Image Curve


An image in an application can be cropped with a rounded corner to accent the mark in our logo.



The curve must be at least twice the size of the logo mark's height.

Design Themes


In order to provide a design variety in collateral pieces, four families using different visual elements have been developed. Designers are able to choose the most appropriate template based on collateral piece type, message, photography and delivery.



Place your headline here.

Gendam, officit, sa vollecae dus alianda esequa repercia quidelesciis repro bernatem Gendam, officit, sa vollecae dus alianda esequa repercia quidelesciis repro bernatem Gendam, officit, sa vollecae dus alianda esequa repercia quidelesciis repro bernatem Gendam, officit, sa vollecae dus alianda esequa repercia quidelesciis repro bernatem.

The point of unity is you.



UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

MINIMUM
The minimum family template includes minimal graphic elements in addition to photography.



Place your headline here

Gendam, officit, sa vollecae dus alianda esequa repercia
quidelesciis repro bernatem Gendam, officit, sa vollecae dus
alianda esequa repercia quidelesciis repro bernatem Gendam,
officit, sa vollecae dus alianda esequa repercia quidelesciis re-
pro bernatem Gendam, officit, sa vollecae dus alianda esequa
repercia quidelesciis repro bernatem.

The point of unity is you.



UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

THIN BAR

The thin bar family template includes a thin color bar graphic that is placed horizontally at the top of the photography.

Use colors from the primary and secondary color palette in the thin color bar graphic that mesh well with the photography.

First part here
second part on this line.



Gendam, officit, sa vollecae dus alianda esequerepercia
quidelesciis repro bernatem Gendam, officit, sa vollecae dus
alianda esequerepercia quidelesciis repro bernatem Gendam,
officit, sa vollecae dus alianda esequerepercia quidelesciis re-
pro bernatem Gendam, officit, sa vollecae dus alianda esequere

The point of unity is you.



UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

THICK BAR

The thick bar family template includes a thick color bar graphic that is placed horizontally at the top of the photography.

PMS: 287 C must be used for the thick bar graphic.

Place your headline here.

Gendam, officit, sa vollecae dus alianda esequ repercia quidelesciis repro bernatem Gendam, officit, sa vollecae dus alianda esequ repercia quidelesciis repro bernatem Gendam, officit, sa vollecae dus alianda esequ repercia quidelesciis repro bernatem Gendam, officit, sa vollecae dus alianda esequ repercia quidelesciis repro bernatem Gendam, officit, sa vollecae dus alianda esequ repercia quidelesciis repro bernatem.

The point of unity is you.

UnityPoint Health

Hospital Name
UnityPoint Clinic
UnityPoint at Home

unitypoint.org

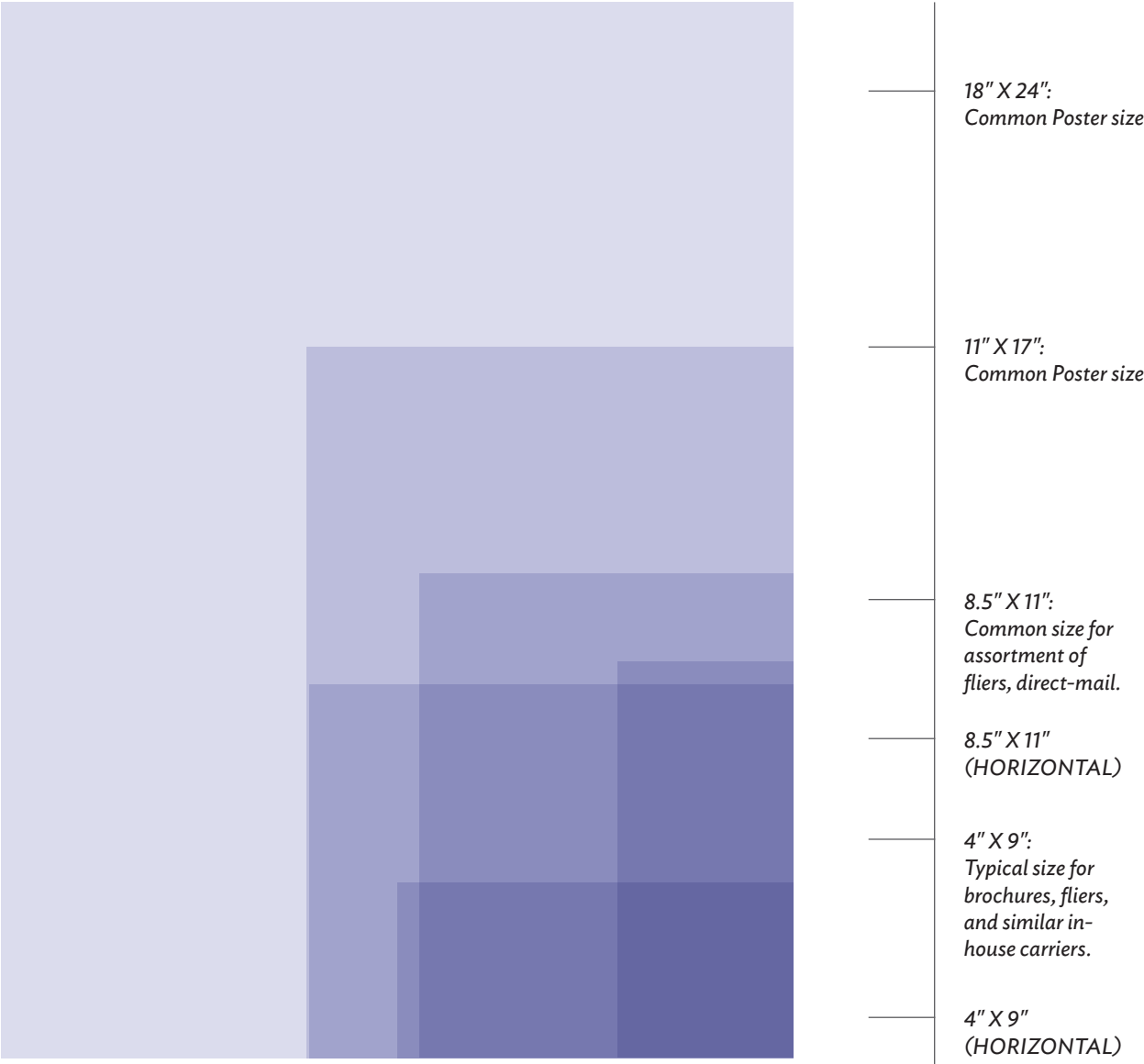
SQUARE GRAPHIC
The square graphic family template includes an opaque box placed over the photography for headline placement.



A box with one corner rounded, filled with 40% PMS 313 C.

Size Recommendations

UnityPoint Health communicates with many audiences in many different ways. Below are general print sizes which may be used for these communications. This is not a comprehensive list of sizes.



Section 11

Broadcast Examples

Maintaining the UnityPoint Health brand identity throughout every medium is very important. In this section you'll see how to do this in TV, videos, and radio. It's important to use this section to properly and consistently develop these types of communication.

TV and Video

UnityPoint Health has a specific tone for all of our communications. The tone you should use needs to be compassionate, knowledgeable, and positive. This should be consistently applied to TV and video. Make sure to use the approved Sentinel font when you have supers or text on the screen. And to help the feeling of the spot choose music that is positive, and uplifting. For more background on language to use for tone, consult the Editorial/Media section.

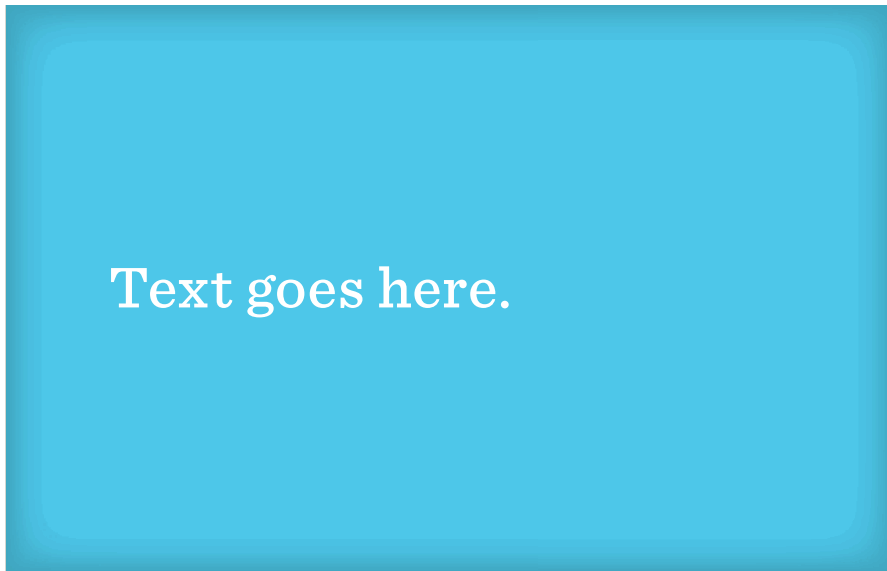
Logo Usage

In TV and video our logo should be the most dominant visual on the screen, and centered. It shouldn't take up the entire screen. Leave room for clear space surrounding all sides of the logo. The signoff should be centered below the logo. This is demonstrated below.



When using an end card with the logo you should use a gradient white background.

Graphic usage



SUPER:

A screen with colored background can be used with white Sentinel type to highlight important information.



At the end of a video, showing the logo on a gradiated white background is advised, as shown.

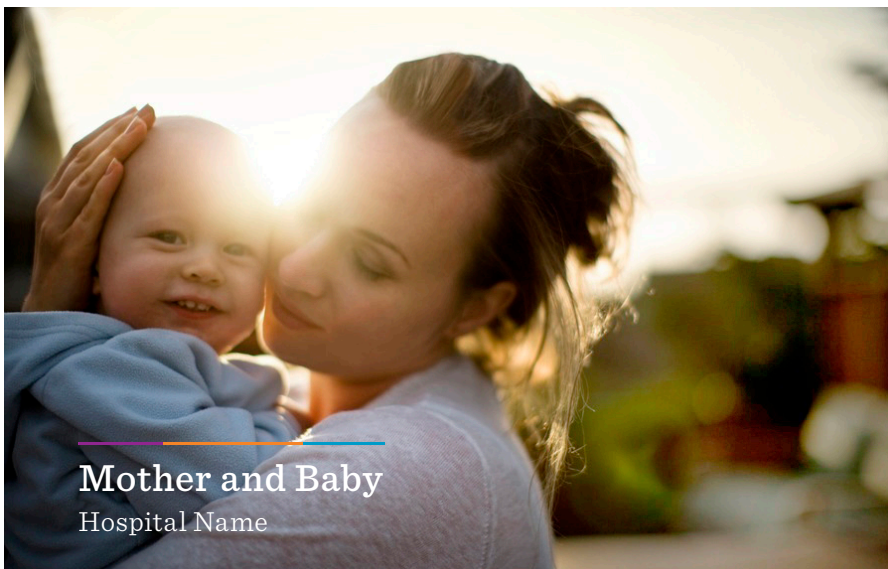


Mother and Baby

Hospital Name

LOWER THIRDS:

This is a block of text used to tell the audience who they are watching.



Mother and Baby

Hospital Name

A simple color-block line can also be used to show a Lower Thirds.

Radio

UnityPoint Health has a specific tone for all of its communications. The tone that we use for radio should be compassionate, knowledgeable, and positive. Effectively creating this tone is the key to keeping our brand identity consistent.

Section 12

Branded Environment

UnityPoint Health has many alternate ways of communicating our brand other than print and TV. It's very important that these environmental elements keep to our brand standards. In this section, we'll show you the proper way to use it in giveaways, at events, and on functional items such as kiosk.

Giveaways

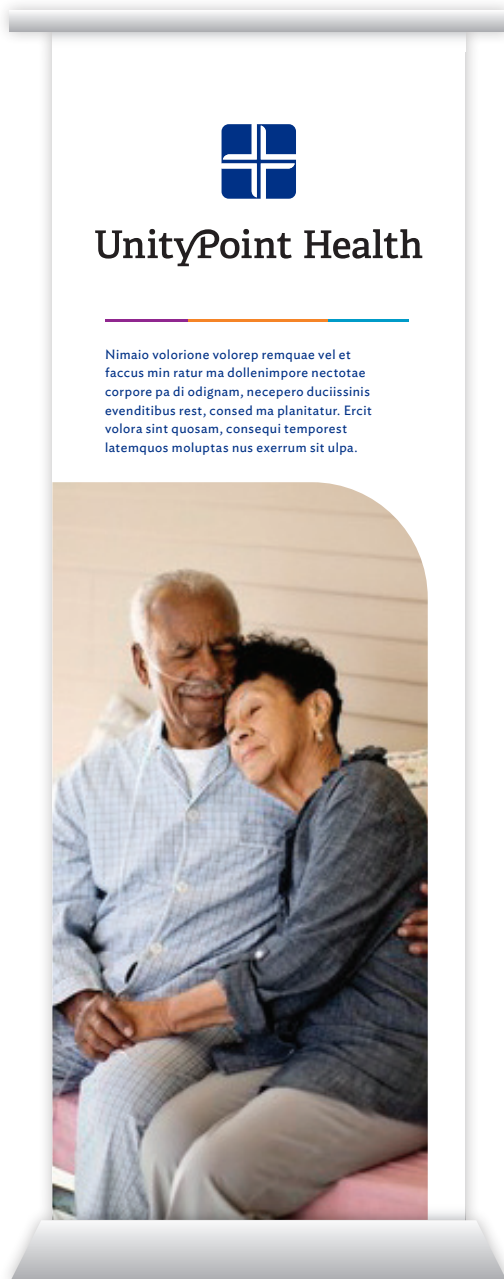
We use giveaways to help people recognize our brand. Just like any other piece of communication, it's important that we use our logo consistently and properly. Our logo should be centered and in a place that it doesn't compete with anything else. The type of the logo should never be larger than the mark.



Events

Marketing Banners

UnityPoint Health will have a presence at many different types of events every year. It's very important to make sure that our displays use the same standards as our other marketing materials.



The logo should be in a place that is at eye level or above. Never place it at the bottom of the banner.

All headlines need to be in the approved Sentinel font.

All secondary or body copy needs to be in the approved Ideal Sans font. This copy also needs to be in a smaller font than the headline.

The tagline should be used away from the logo.

The photos need to have models that look healthy, happy, and inspirational. When the photo uses a physician if they need to be confident, happy, and healthy. The colors of the photo should feel warm and inviting. Refer to the Photography section for more information about photography direction.

Multiple Photo Banners



UnityPoint Health



UnityPoint Health



Sometimes multiple photos are needed to portray a certain feeling or theme or capture various demographics.

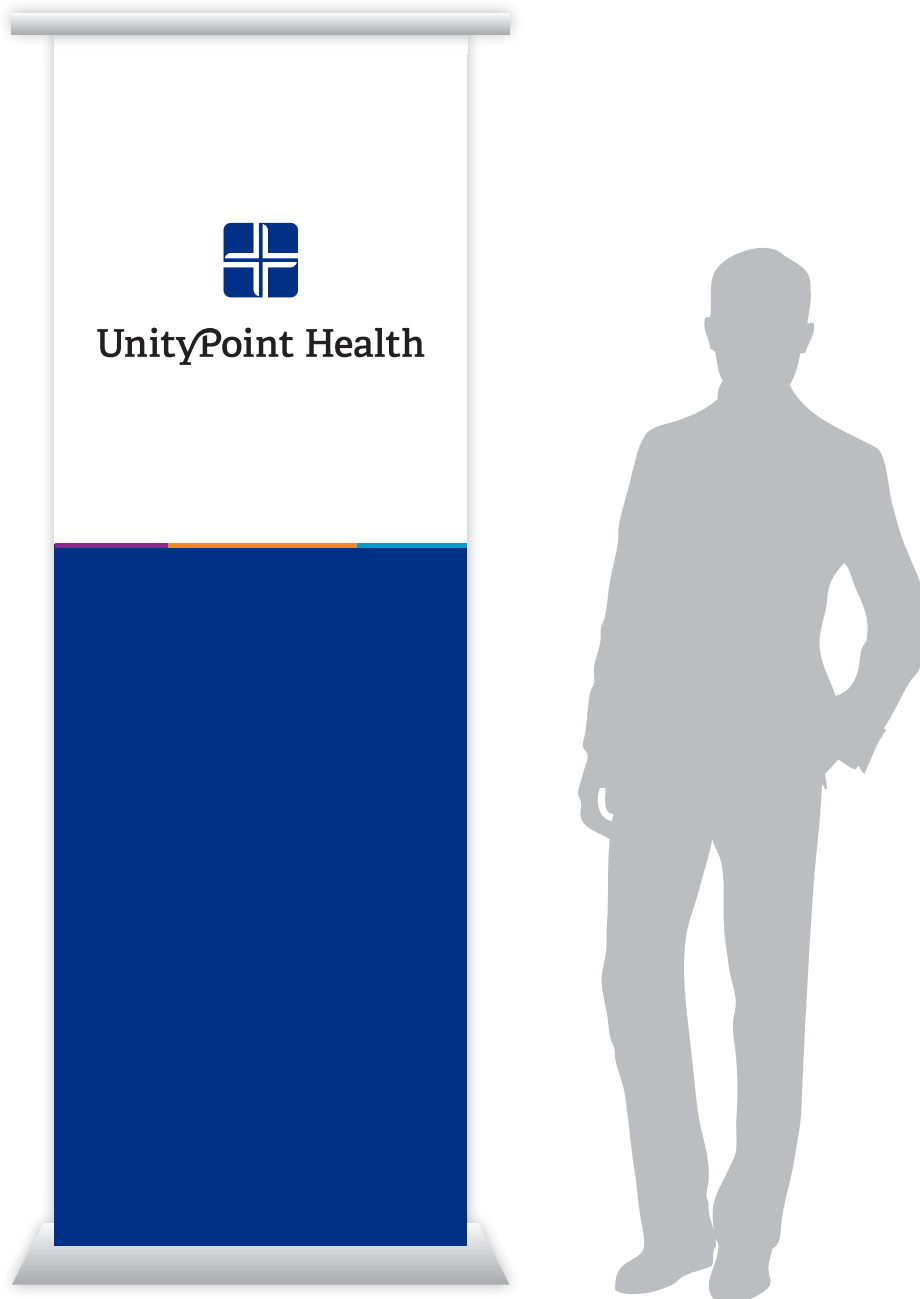
The photos should include models that look healthy, happy, and inspirational.

If a photo includes a physician, they should appear confident, happy and healthy.

The colors of the photo should feel warm and inviting. Refer to the Photography section for more information about photography direction.

An alternative to including multiple photos on one banner is to stand two or three single photo banners side by side to capture a various demographics.

Logo Only Banners

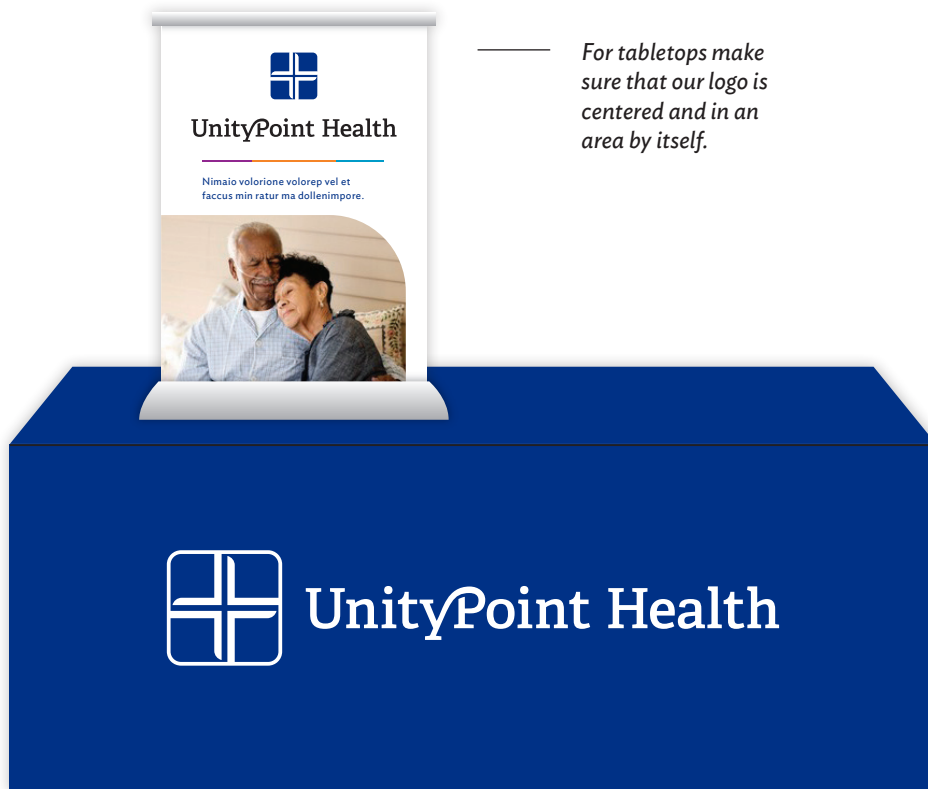


On any banner the logo needs to be in a place that is at eye level or above. Never place it at the bottom of the banner.

Logo only banners can incorporate visual elements that showcase our primary and secondary color palette as shown.

Graphic elements can be minimized if color printing is limited.

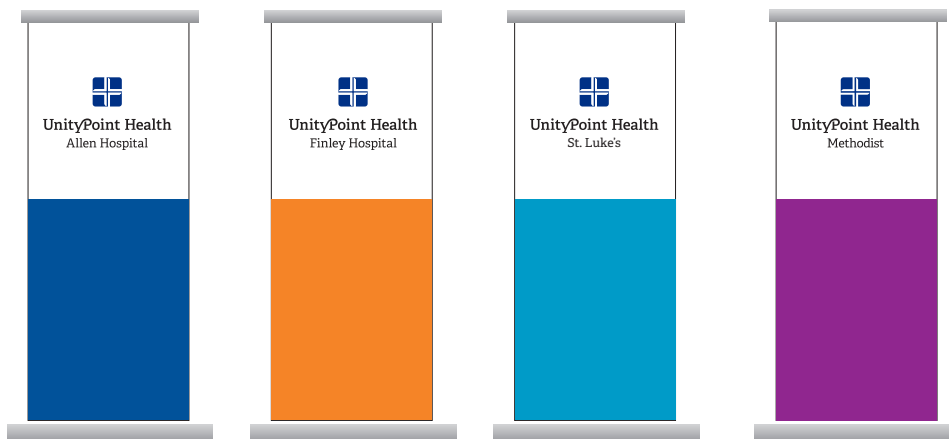
Tradeshows



For tabletops make sure that our logo is centered and in an area by itself.

Exhibits

UnityPoint Health will have an opportunity to exhibit at many different types of events every year. It's very important to make sure that our displays use the same standards as our other marketing materials.



POP-UP

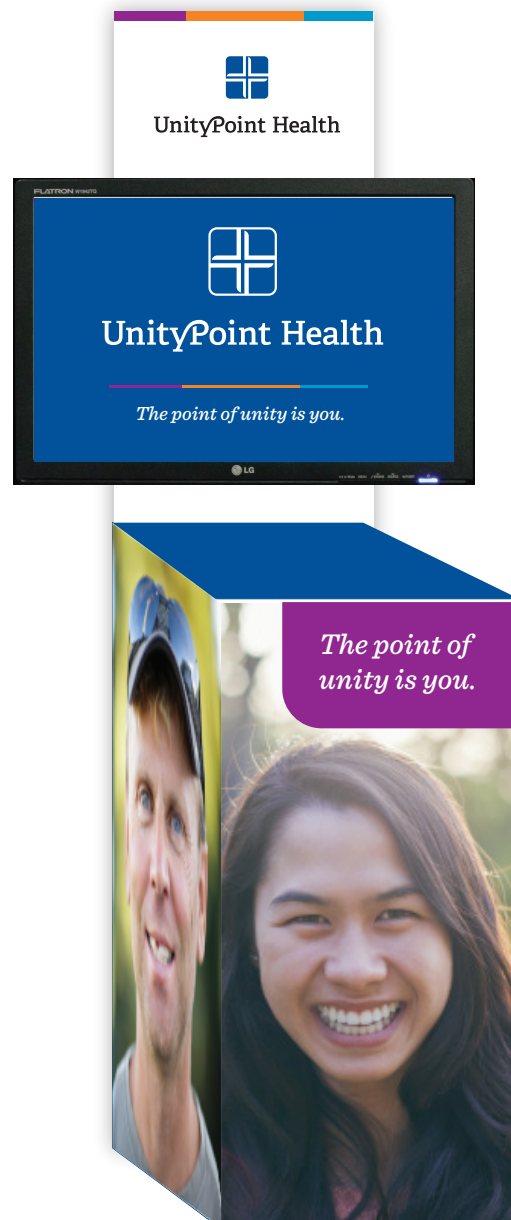
BANNERS:

When representing multiple hospitals or clinics create banners to represent each one. Differentiate them by using the assigned secondary and tertiary color palettes.



Kiosks

Another way we communicate is through Kiosks. When creating these elements use the proper logo guidelines, color palettes, photography, and fonts to maintain our brand identity. Make sure the logo is in a place that is eye level or above, and it's not competing with anything in its area. The photos should include models that look healthy, happy and inspirational. When the photo includes a physician, they should appear confident, happy and healthy. The colors of the photo should feel warm and inviting. The headlines need to be in the approved Sentinel font.



Section 13

Apparel Guidelines

When a garment portrays a logo or a reference to our organization or services, it is a form of marketing – it is an extension of our brand and it is an opportunity to reinforce our corporate identity in a consistent manner. Please refer to the following design guidelines to fit with our overall branding efforts.

There are four possible tiers of hierarchy within the logo to indicate our organization's many entities.

Tier 3 logos include three levels of hierarchy. Examples below:



For specifics on where and how entities' names should be placed within the logo architecture, please refer to the logo decision tree.



Not all 3rd Tier logos include a secondary level. They are still considered Tier 3 because of the applied treatment and placement.



The horizontal logo is intended for majority usage and promoted as our primary identifier.

Only those processes that can produce a legible reproduction of the logo should be used. Whenever possible, the preferred 2-color logo should be used. The interior cross within the mark is never to appear in any shade of blue due to a binding legal contract with Blue Cross Blue Shield, as seen on page 47 of the Brand Standards Guide.

Key

OF COLORS:
Color Type
Appropriate Usage



2-COLOR:
Blue, Gray
White or light
colored background



1-COLOR:
Blue
One color imprint



1-COLOR:
Black
One color imprint

white outline
surrounding
mark should be
.5 the width
of the white
interior cross



2-COLOR:
Blue and White
50-100% background
color value (Exception:
100% only for orange
and dark neutrals)



1-COLOR:
White
Black and white or
limited color usage

The horizontal logo is intended for majority usage and promoted as our primary identifier.

Only those processes that can produce a legible reproduction of the logo should be used. Whenever possible, the preferred 2-color logo should be used. The interior cross within the mark is never to appear in any shade of blue due to a binding legal contract with Blue Cross Blue Shield, as seen on page 47 of the Brand Standards Guide.

Key { **# OF COLORS:**
Color Type
Appropriate Usage



UnityPoint Health

2-COLOR:
Blue, Gray
White or light
colored background



UnityPoint Health

1-COLOR:
Blue
One color imprint



UnityPoint Health

1-COLOR:
Black
One color imprint

white outline
surrounding
mark should be
.5 the width
of the white
interior cross



UnityPoint Health

2-COLOR:
Blue and White
50-100% background
color value (Exception:
100% only for orange
and dark neutrals)



UnityPoint Health

1-COLOR:
White
Black and white or
limited color usage

Color Palette

Primary

The primary color palette is intended for universal usage throughout all design as an immediate identifier.

CMYK: 100, 69, 0, 11
RGB: 0, 82, 155
HEX: 00529B
PMS: 287 C



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: Black



*Color codes are built
from Adobe Illustrator*

Secondary

The secondary color palette could be considered for shirt color.

CMYK: 100, 23, 19, 0
RGB: 0, 143, 190
HEX: 008FBE
PMS: 313 C



CMYK: 3, 64, 100, 0
RGB: 237, 119, 0
HEX: ED7700
PMS: 716 C



CMYK: 44, 99, 0, 0
RGB: 158, 26, 150
HEX: 9E1A96
PMS: 254 C



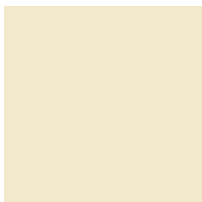
Tertiary

The tertiary color palette could be considered for shirt color.

CMYK: 47, 61, 83, 44
RGB: 94, 69, 42
HEX: 5E452A
PMS: 462 C



CMYK: 17, 16, 42, 0
RGB: 214, 242, 158
HEX: D6CA9E
PMS: 4545 C



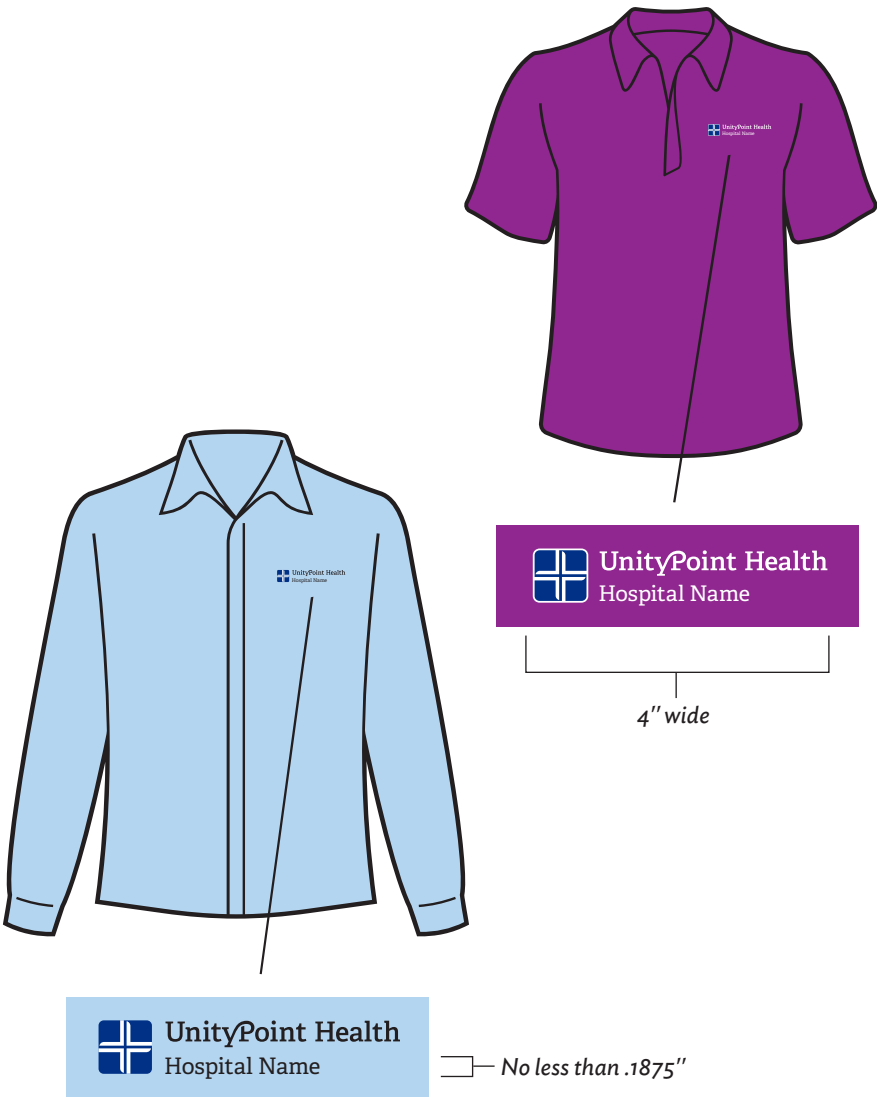
Logo Guidelines for Apparel

Work Wear and Uniforms

Our patients and visitors feel reassured when they see uniformity in the appearance of our employees — that “sameness” conveys a certain level of professionalism, and sends a message to our audiences that we are one team.

Certain departments may allow, or choose to have employees wear apparel in the workplace that is representative of their department. In these cases, standard logo apparel guidelines are to be followed.

Work Wear must meet the Appearance Policy: no t-shirts, sweatshirts, hooded sweaters, etc.



No other graphics or text are allowed on standard corporate apparel unless the garment is for a joint venture with a business outside our organization.

The logo should primarily appear on the left chest area, approximately 4” wide.

The type should not be smaller than .1875” when embroidered.

Non-Standard Corporate Apparel

Many non-standard apparel items tend to be t-shirts, sweatshirts, hats/caps, warm-up jackets and therefore are not appropriate for the workplace. Refer to the Appearance Policy for a complete listing.

These items and other casual wear may be purchased and worn outside the workplace, but must also follow standards.



No other graphics or text are allowed on non-standard corporate apparel unless the garment is for a joint venture with a business outside our organization.

The logo should primarily appear on the left chest area, approximately 4" wide. Other locations are acceptable such as on the back or sleeve.

The type should not be smaller than .1875" when embroidered.

Non-Standard Corporate Apparel - Events

Non-standard apparel may be produced for walks, runs and major events that are owned by UnityPoint Health and its entities, such as JD RF, Heart Walk, RAGBRAI, etc. We recognize the need for participants to demonstrate that they are part of a team representing our organization.

These garments may include typography and images as a means of promoting the event, and the logo or name of the hospital or organization must be included somewhere on the garment. Large event apparel must be designed or approved by Public Relations/Marketing.

A limited time frame for wearing such shirts that promote large, organization-wide events in the workplace may be established if permission is obtained. Decisions will be based on a number of factors including: who will be wearing the shirt, the size of the event, and the permanence of the event.



For team shirts, the logo may be printed large on the back or front of the shirt, with a text reference to the event in a display font suited for the event, or art may be developed for the front based on the template used for small events. It is encouraged that the logo be on the back for most walks/rides, as that is where it will be most visible.

Any color of garment may be ordered, however, blue is our corporate color and shades of blue are encouraged.

Small Event Apparel

For smaller events such as service line anniversaries (10th anniversary or increments of 25 years), Cancer Survivor's Day, Safety Safari, etc., permission to develop non-standard apparel must be given by Relations/Marketing.

Other Apparel

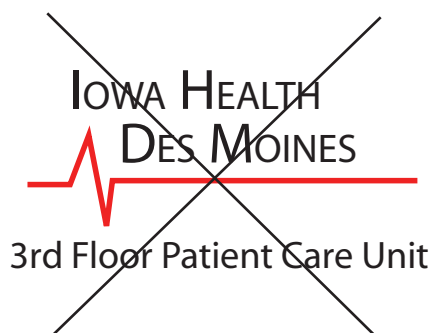
Garments that incorporate design elements with our corporate name/logo, that only serve to create awareness of a service or department, are not allowed.

This includes:

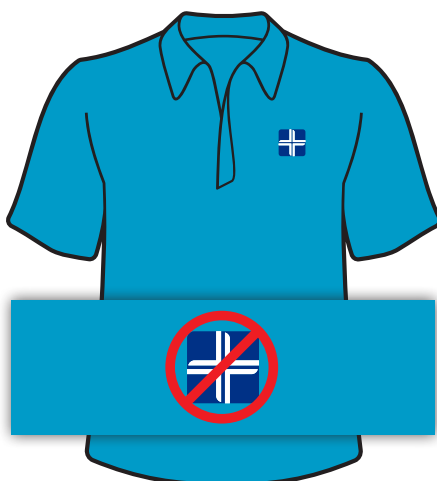
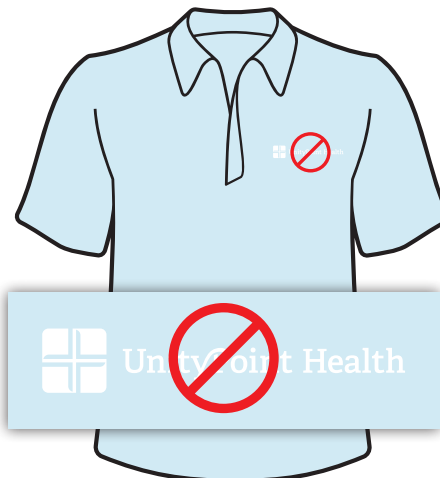
- Shirts that recognize a week or month (National Pharmacy Week, National Nutrition Month, etc.)
- Shirts that recognize goals or certifications that have been met.
- Production and sale of garments for the sole purpose of fundraising (Unless for a large event or for a department that depends solely on grants and fundraising to exist).

Decisions will be based on a number of factors including: who will be wearing the shirt, the size of the event, and the permanence of the event.

Departments are not allowed to develop their own artwork to be placed on apparel:



Do's and Do Not's



These examples do not illustrate every acceptable use of the UnityPoint Health logo. Beyond these options, the safest and best way to maintain our brand communications is to minimize alterations to the logo.

Do use a blue and white keyline version of the logo on approved dark blue colored garments.

Do not reverse the logo with a blue interior cross.

Do use a two color logo on approved light colored garments.

Do not use white versions of the logo on light colored garments.

Do not use the mark or wordmark alone. The logo must always be used with both the mark and wordmark together.

Contact Information

General Questions

General questions on brand standards, please email brandcentral@ihs.org

Logos

To acquire your entity's customized logo or logo decision tree, please contact your local Marketing/Communication's department.

ID Badges

For questions on ID Badges, please contact your direct manager.

Email Signatures

For questions on email signatures, please email servicedesk@ihs.org

Printed Applications

Our organization's Printshop will host customization for all stationary templates. Please email the Print Graphics Department at graphicsihs@ihs.org for questions regarding the following printed applications:

- Business Cards
- Appointment Cards
- Letterheads
- Memos
- Fax sheets
- Envelopes
- Mailing labels
- Calendars
- Note pads
- etc.

Apparel

For questions about the ordering apparel and guidelines to follow, please contact your local Marketing/Communications department.