

BRAND OVERVIEW

Our Mission is to
improve your health
and well-being.

MISSION

YOU ARE A BRAND STEWARD

As part of the ProMedica family, you get to shape who we are and how we are perceived. You are a brand steward and we want you to own our brand. It's yours, and it's yours to protect in everything you do. You are a piece of the brand and our brand reputation. Please follow our brand guidelines and do not create or allow a vendor to manipulate our brand in anyway.

There are many specialized applications of the logo which cannot be covered in this simple overview. A good rule of thumb to follow is: if your project is going to be viewed by anyone outside ProMedica or if you are in doubt, contact your Communications Representative or e-mail mypromedica@promedica.org with any questions.

INSTRUCTIONS

Blue indicates **Clear Space**. The blue area must be kept free of other elements (see exceptions below). Gray padding indicates **Safe Zone**. **Magenta** indicates type and element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement "X" (equal to the height of the uppercase P and M, known as the "cap-height." The width is equal to the height.)



 **PROMEDICA**

Standard Use

 **PROMEDICA**

Reverse Use

 **PROMEDICA**

One Color Use

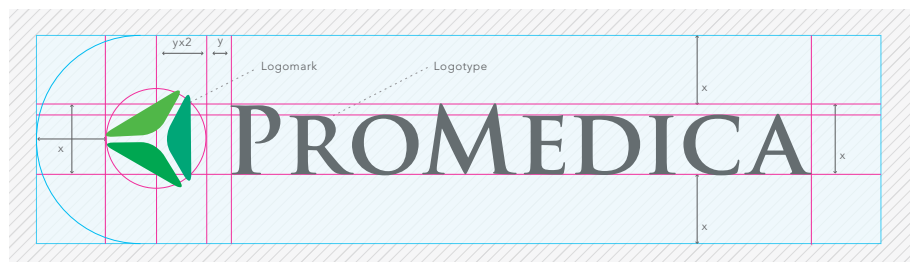
 **PROMEDICA** | **Your Health. Our Mission.**

Logo With Tagline

 **PROMEDICA** | **Your Health. Our Mission.**

 **PROMEDICA**

Minimum Width



CLEAR SPACE

DON'T ABUSE YOUR LOGO

 **PROMEDICA**

DON'T change element position.

 **PROMEDICA**

DON'T stretch or distort.

 **PROMEDICA**

DON'T change element size.

 **PROMEDICA**
CPR Rescue Training Center

DON'T add text under the logo

 **PROMEDICA**

DON'T use a one color logo other than black or white.

 **ProMedica**

DON'T change fonts/color.

 **PPG OPTIMIZATION**

DON'T create your own department logo.**DON'T** write Promedica with a lowercase m. ProMedica should always use a capital M.

BRAND OVERVIEW

Questions? Please direct all of your questions pertaining to the use of the ProMedica brand to your Communications Representative or e-mail mypromedica@promedica.org.

TYPOGRAPHY

Our primary font family is Avenir and can be used in all weights allowing for a clear hierarchy. Jubilat can be used as a header, subhead quotes, etc. Please use sparingly for any body copy.

Avenir and Jubilat are our official brand fonts and must be used when possible in all marketing collateral and the website. Whenever Avenir or Jubilat are not available, please use Arial or Times New Roman.

Primary Font Families:

Brand fonts

Avenir LT Std

Jubilat

TRAJAN PRO (LOGO FONT)

Secondary fonts

(only used when brand fonts not available)

Arial

Times New Roman

BRAND FONTS

Ease, Access and Trust. The ProMedica caregiver is a real person and in images will be portrayed as approachable and confident, never posed or staged.

Our brand photography uses a journalistic photography style that can have a more dramatic tone when the creative intent is to invoke emotion for a more serious use case, but when a dramatic tone is not appropriate a photography style with a lighter, less dramatic tone can be used. Either direction should portray a journalistic snapshot into patients, residents, members lives.

PHOTOGRAPHY



PRIMARY LOGO

FILE FORMAT DEFINITIONS AND USES



.png

The .png or "ping" file is for use in PowerPoint and Keynote presentations. This format can be used over lightly colored backgrounds without displaying a white box around the logo.



.jpg

The .jpg or "J-PEG" file is for use in electronic forms. It can't be resized without losing quality and will display a white box around the logo when placed on a colored background.



.eps

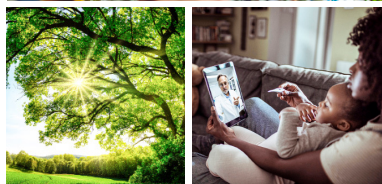
The .eps file is sometimes referred to as "vector" and is used for flyers and other printed materials. This format can be resized without harming the logo.



Reverse/One Color

The reverse logo is for use over dark or colored backgrounds. Also referred to as "white" or "knock out," there are reverse forms of each of the formats shown here.

NOTE: There are many specialized applications of the logo which cannot be covered in this simple overview. A good rule of thumb to follow is: if the logo use is to be viewed by anyone outside ProMedica or if you are in doubt, contact your Communications Representative.



COLOR PALETTE

Promoting a clean, simplified color system that is brand focused will help deliver a more consistent, outward visual voice across all mediums, even when used by a variety of internal teams, outside agencies and vendors. Any colors other than our brand colors are prohibited without ProMedica's Marketing and Communications Brand Team approval.

ProMedica Green | PMS 361 RGB 67 176 42

R 0
G 151
B 57

355

R 0
G 150
B 94

340

R 84
G 88
B 89

425

ProMedica's brand palette has the ability to be used consistently and beautifully to promote hierarchy, differentiation and clarity across all mediums for all audiences.