



IDENTITY STANDARDS

UPDATED 12-16-15

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TALLAHASSEE MEMORIAL HEALTHCARE LOGO

The Tallahassee Memorial HealthCare logo is the most immediate representation of our organization, our people and our brand to the community. It is a valuable corporate asset that must be included on all publications — in the proper, approved form.



Logo visibility is the objective when selecting which logo to use. All elements must be clearly visible and readable.

Positive Options

Full Color: Should be used in full color applications and is the preferred option. It should always be shown on a solid white background.

One-Color: (PMS 286) Should be used when printing is limited to spot color.

Black: Used in all applications where color is prohibited and background is light.

Reversed Option

White: When background is dark and positive, one-color options do not show up clearly.

NOTE: When background is a color, photograph or graphic, use appropriate version of either one-color, black or reversed option. NEVER USE FULL COLOR OPTION OVER A COLOR OR IMAGE.

POSITIVE - Full Color



POSITIVE - One-Color



POSITIVE - Black



REVERSED - White



The TMH logo should be used in all situations that call for the official mark of the organization. Approved configurations of the logo are available by request to Public Relations Department at 431-5875.

Primary - Stacked

The stacked logo with the Gradient TMH Cross is to be used as the primary logo and should always be used unless space prohibits legibility of type.

Secondary - Horizontal

The horizontal logo is to be used only when the vertical space prohibits legibility of type. For example specialty branded items.



PRIMARY - Stacked

SECONDARY - Horizontal



The two extreme options of the logo are to be used only in the rarest of circumstances. If you feel one is the only logo that will work in your situation, contact the Public Relations Department at 431-5875.



The TMH Foundation logo should be used for all Foundation materials. All usage guidelines for the TMH logo apply.

Positive Options

Full Color: Should be used in full color applications and is the preferred option. It should always be shown on a solid white background.

One-Color: (PMS 286) Should be used when printing is limited to spot color.

Black: Used in all applications where color is prohibited and background is light.

Reversed Option

White: When background is dark and positive, one-color options do not show up clearly.

NOTE: When background is a color, photograph or graphic, use appropriate version of either one-color, black or reversed option. NEVER USE FULL COLOR OPTION OVER A COLOR OR IMAGE.

POSITIVE - Full Color



POSITIVE - One-Color



POSITIVE - Black



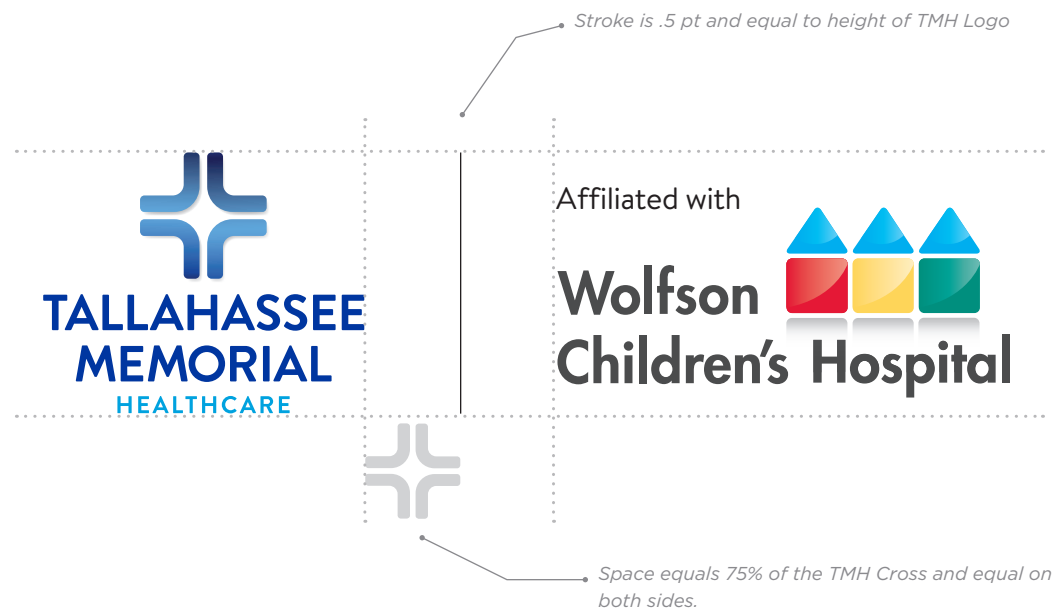
REVERSED - White



To ensure optimum legibility of the logo, a minimum area surrounding the logo must be maintained. The “Clear Zone” is the minimum allowable distance between the logo and all other imagery including typography, photography, illustration, page trim, etc. The defined clear zone to the right is to be used for all versions of the logo.



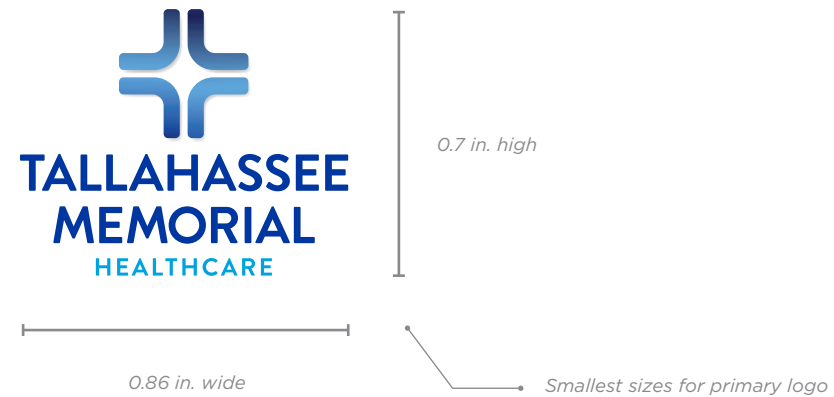
When using another logo with the TMH logo, always place the TMH logo on the left. Size both logos so that they are visually equal in size. Separate the two logos with a .5 pt stroke and include equal spacing between the stroke and each logo. The space should equal 75% of the size of the TMH Cross. The height of the stroke should equal the height of the TMH logo.



Minimal Reproduction Sizes

Avoid using the TMH logos smaller than the examples shown. For special cases such as specialty items where smaller logo sizes are needed, contact the TMH Public Relations Department at 431-5875.

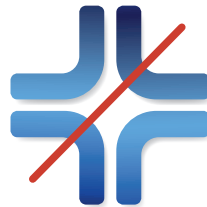
Logos shown are enlarged for clarity of measurements.



Do not alter the Tallahassee Memorial HealthCare logo in any way. Do not outline, animate, color, rotate, skew, or apply effects, such as drop shadow, to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the proportions.

The logo can appear on color, illustration or photographic backgrounds as long as the legibility and integrity of the logo are not diminished. (See page 2 for appropriate color options)

The Public Relations Department must approve use of the TMH logo in any publication or event materials.



TALLAHASSEE MEMORIAL HEALTHCARE VISUAL IDENTITY

Primary Color Palette

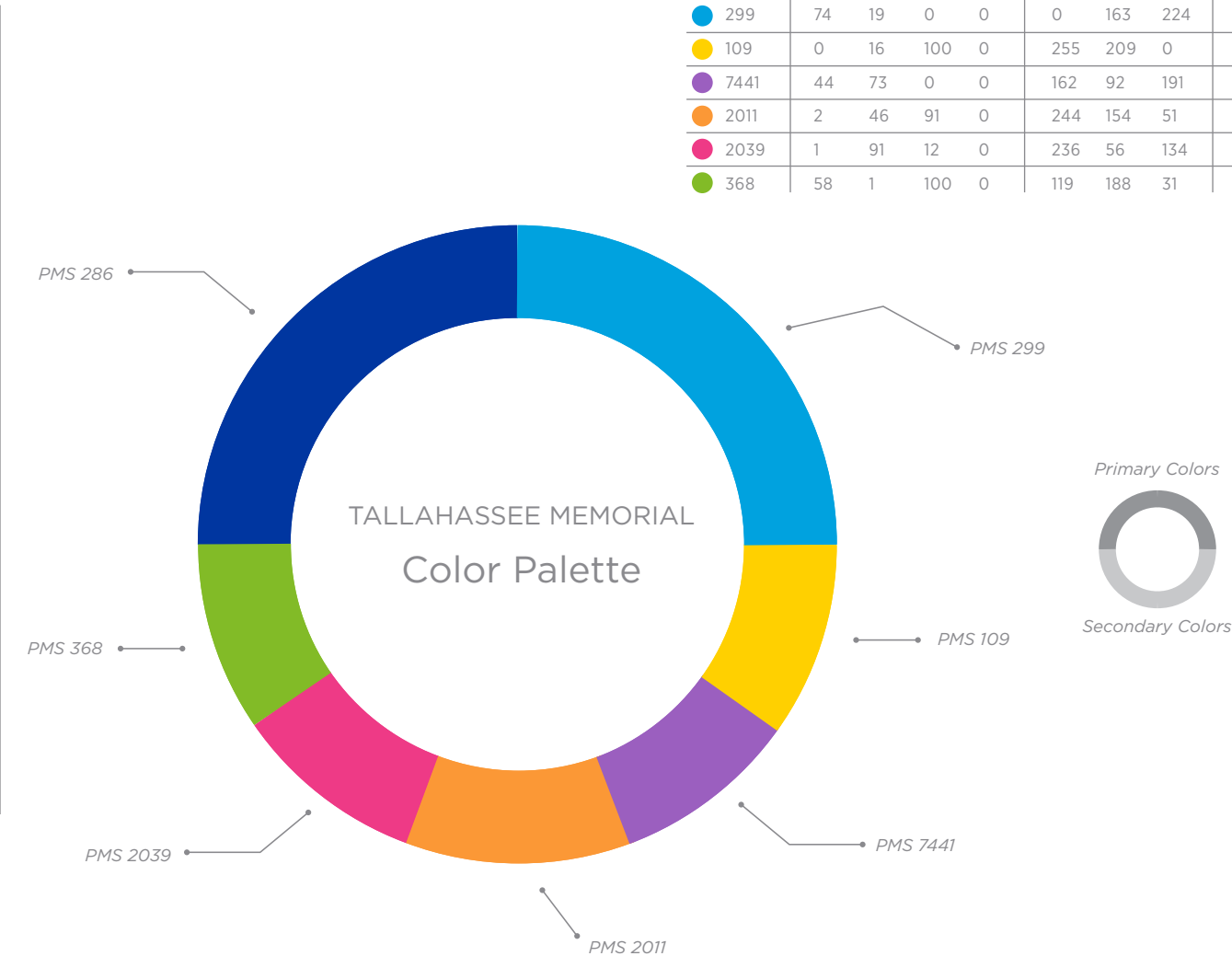
PMS 286 will remain as the primary TMH color, but is now used with PMS 299 on all corporate TMH materials.

Secondary Color Palette

The TMH color palette has been expanded to include a secondary palette of dynamic colors that compliment each other as well as the two corporate blues.

When pairing colors together, avoid using only secondary colors. PMS 286 or PMS 299 should always be used in conjunction with any of the secondary palette.

| PMS | C | M | Y | K | R | G | B | HEX |
|------|-----|----|-----|---|-----|-----|-----|--------|
| 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| 109 | 0 | 16 | 100 | 0 | 255 | 209 | 0 | ffd200 |
| 7441 | 44 | 73 | 0 | 0 | 162 | 92 | 191 | a15dc0 |
| 2011 | 2 | 46 | 91 | 0 | 244 | 154 | 51 | f39a34 |
| 2039 | 1 | 91 | 12 | 0 | 236 | 56 | 134 | eb3987 |
| 368 | 58 | 1 | 100 | 0 | 119 | 188 | 31 | 76bd22 |

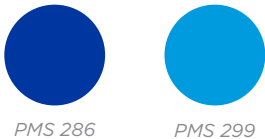


Heart & Vascular Colors

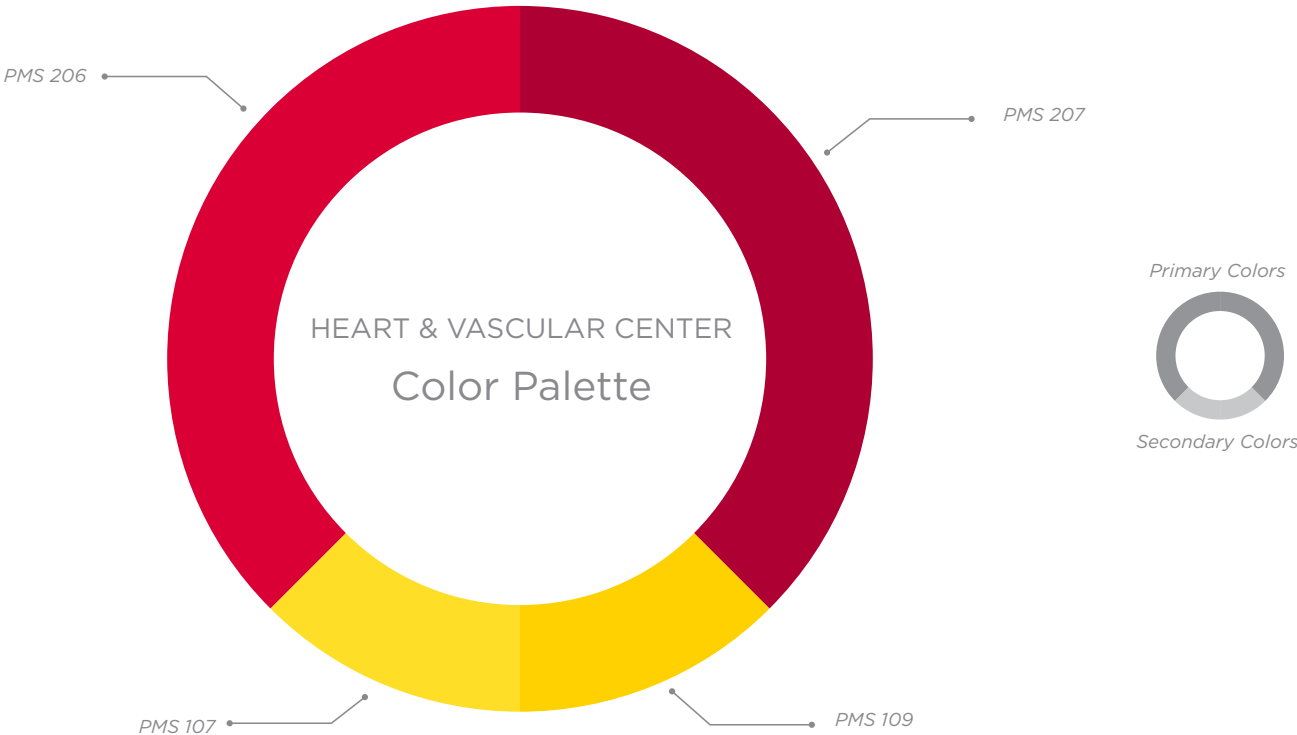
In addition to the TMH Color Palette, each Service Line has its own color palette chosen to best represent the center’s mission.

RED: Symbolizes energy, courage and strength. It is a powerful color that actually enhances metabolism and raises respiration and pulse rates.

PMS 286 and PMS 299 are the TMH identifying colors and must be included on all documents.



| PMS | C | M | Y | K | R | G | B | HEX |
|-----|-----|-----|-----|----|-----|-----|-----|--------|
| 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| 206 | 5 | 100 | 50 | 0 | 226 | 5 | 89 | d60037 |
| 207 | 22 | 100 | 78 | 15 | 172 | 0 | 51 | ab0033 |
| 109 | 0 | 16 | 100 | 0 | 255 | 209 | 0 | ffd200 |
| 107 | 2 | 7 | 96 | 0 | 255 | 224 | 30 | fee123 |

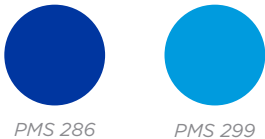


Cancer Center Colors

In addition to the TMH Color Palette, each Service Line has its own color palette chosen to best represent the center’s mission.

VIOLET: Symbolizes stability, dignity, independence, wisdom and is the universal symbol for survivorship. When seen, it takes awareness to a higher level of thought.

PMS 286 and PMS 299 are the TMH identifying colors and must be included on all documents.



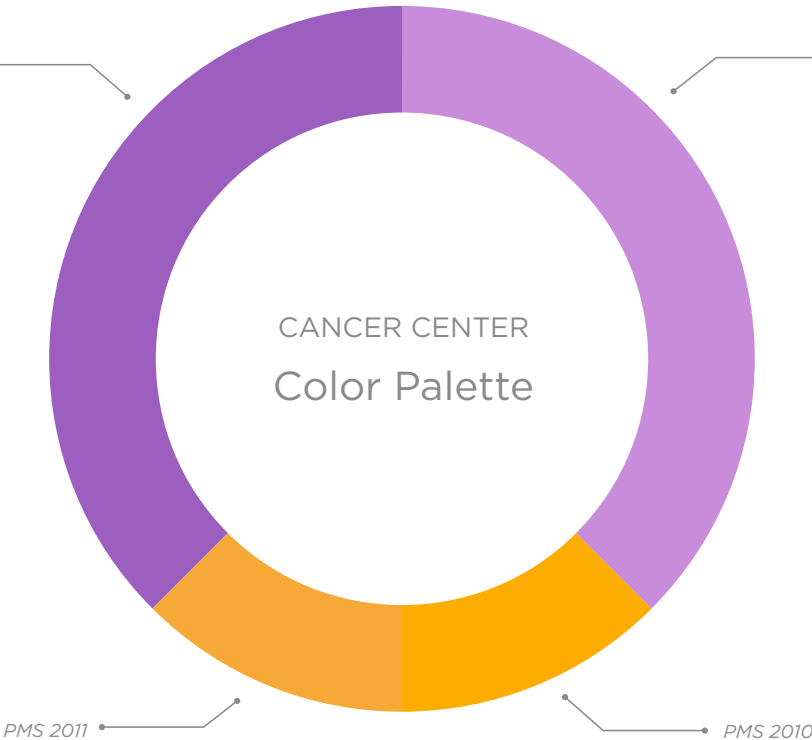
PMS 7441

PMS 2572

PMS 2011

PMS 2010

| PMS | C | M | Y | K | R | G | B | HEX |
|------|-----|----|-----|---|-----|-----|-----|--------|
| 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| 7441 | 44 | 73 | 0 | 0 | 162 | 92 | 191 | a15dc0 |
| 2572 | 23 | 50 | 0 | 0 | 205 | 139 | 218 | cb8bdb |
| 2010 | 0 | 37 | 100 | 0 | 255 | 174 | 0 | ffaf00 |
| 2011 | 2 | 46 | 91 | 0 | 244 | 154 | 51 | f39a34 |



Primary Colors



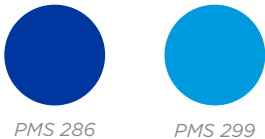
Secondary Colors

Women's Pavilion Colors

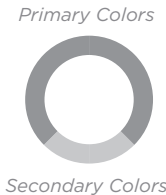
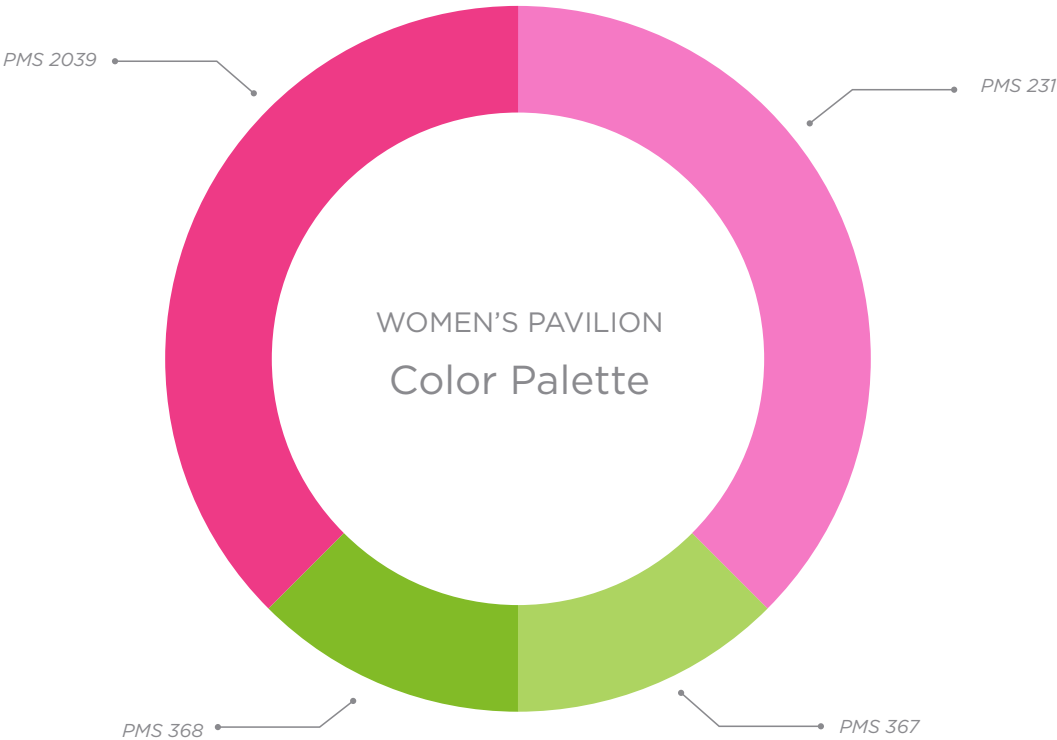
In addition to the TMH Color Palette, each Service Line has its own color palette chosen to best represent the center's mission.

PINK: Symbolizes femininity and evokes feelings of caring and nurturing. Psychologically, it is a powerful color which is also soothing physically.

PMS 286 and PMS 299 are the TMH identifying colors and must be included on all documents.



| PMS | C | M | Y | K | R | G | B | HEX |
|------|-----|----|-----|---|-----|-----|-----|--------|
| 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| 2039 | 1 | 91 | 12 | 9 | 236 | 56 | 134 | eb3987 |
| 231 | 5 | 65 | 0 | 0 | 246 | 120 | 196 | f578c5 |
| 367 | 40 | 0 | 81 | 0 | 164 | 213 | 93 | a3d55f |
| 368 | 58 | 2 | 100 | 0 | 119 | 188 | 31 | 76bd22 |

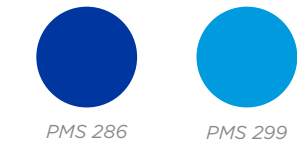


Neurosciences Colors

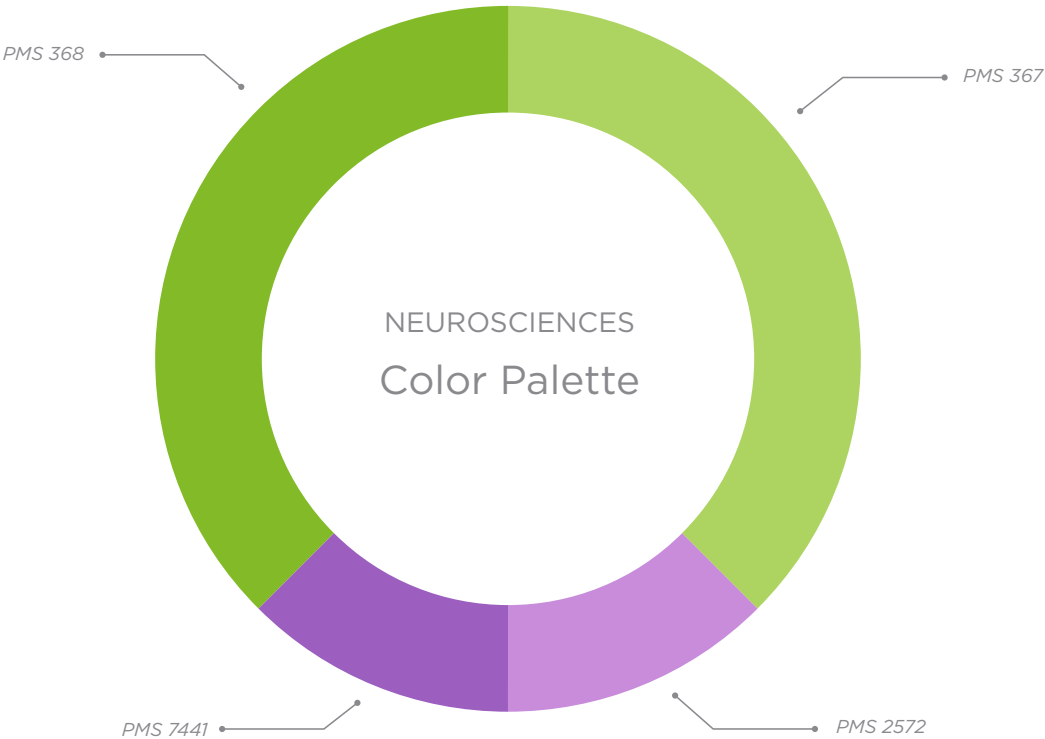
In addition to the TMH Color Palette, each Service Line has its own color palette chosen to best represent the center’s mission.

GREEN: Evokes feelings of harmony, relaxation and well-being. It is the most restful color for the human eye.

PMS 286 and PMS 299 are the TMH identifying colors and must be included on all documents.



| PMS | C | M | Y | K | R | G | B | HEX |
|------|-----|----|-----|---|-----|-----|-----|--------|
| 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| 368 | 58 | 2 | 100 | 0 | 119 | 188 | 31 | 76bd22 |
| 367 | 40 | 0 | 81 | 0 | 164 | 213 | 93 | a3d55f |
| 2572 | 23 | 50 | 0 | 0 | 205 | 139 | 218 | cb8bdb |
| 7441 | 44 | 73 | 0 | 0 | 162 | 92 | 191 | a15dc0 |

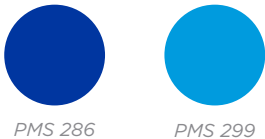


Orthopedics Colors

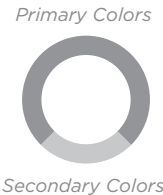
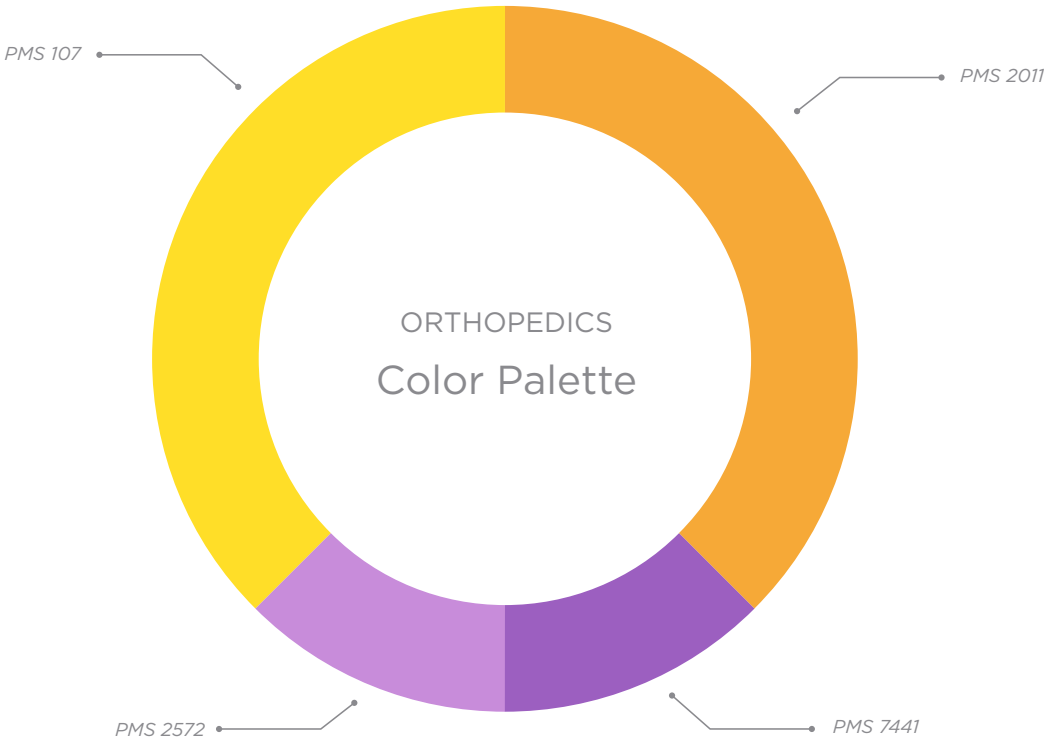
In addition to the TMH Color Palette, each Service Line has its own color palette chosen to best represent the center’s mission.

YELLOW/ORANGE: ???

PMS 286 and PMS 299 are the TMH identifying colors and must be included on all documents.



| PMS | C | M | Y | K | R | G | B | HEX |
|------|-----|----|----|---|-----|-----|-----|--------|
| 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| 107 | 2 | 7 | 96 | 0 | 255 | 224 | 30 | fee123 |
| 2011 | 2 | 46 | 91 | 0 | 244 | 154 | 51 | f39a34 |
| 7441 | 44 | 73 | 0 | 0 | 162 | 92 | 191 | a15dc0 |
| 2572 | 23 | 50 | 0 | 0 | 205 | 139 | 218 | cb8bdb |

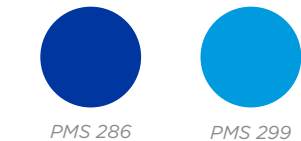


Emergency Services Colors

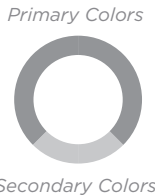
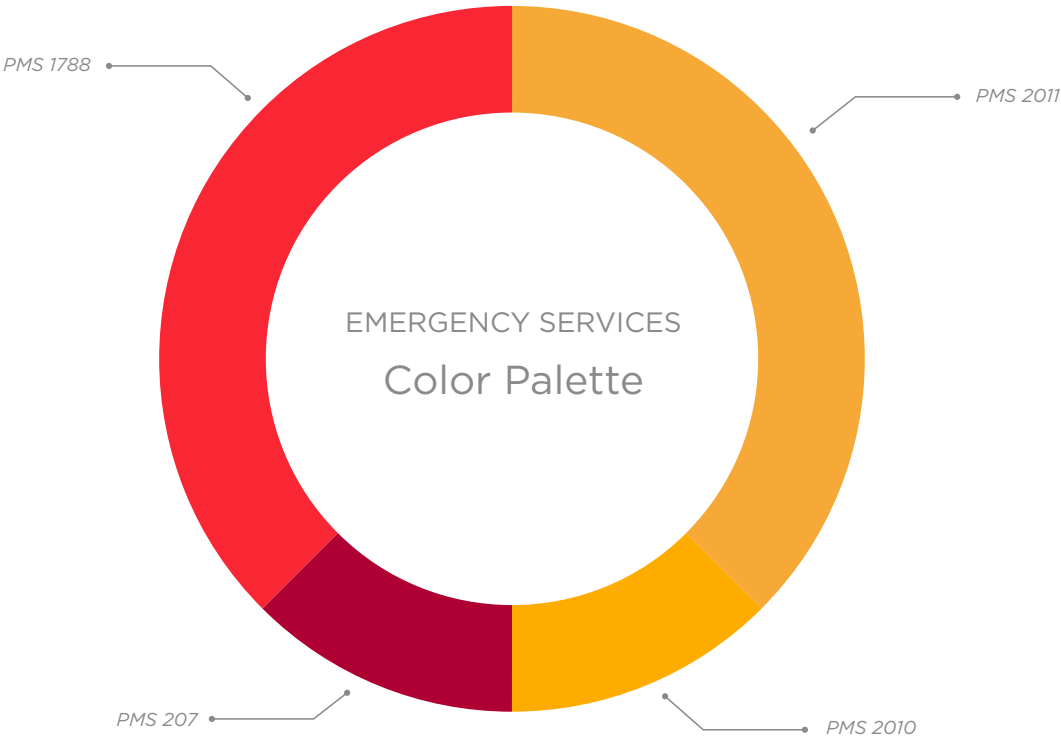
In addition to the TMH Color Palette, each Service Line has its own color palette chosen to best represent the center’s mission.

RED and ORANGE: Serve as recognizable colors for emergency medicine. They represent energy, friendliness and urgency.

PMS 286 and PMS 299 are the TMH identifying colors and must be included on all documents.



| | P M S | C | M | Y | K | R | G | B | H E X |
|---|-------|-----|-----|-----|----|-----|-----|-----|--------|
| ● | 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| ● | 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| ● | 1788 | 0 | 97 | 83 | 0 | 244 | 37 | 53 | f32836 |
| ● | 2011 | 2 | 46 | 91 | 0 | 244 | 154 | 51 | f39a34 |
| ● | 2010 | 0 | 37 | 100 | 0 | 255 | 174 | 0 | ffaf00 |
| ● | 207 | 22 | 100 | 78 | 15 | 176 | 0 | 51 | ab0033 |

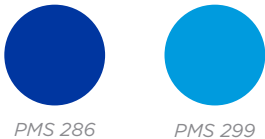


Behavioral Health Colors

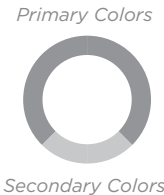
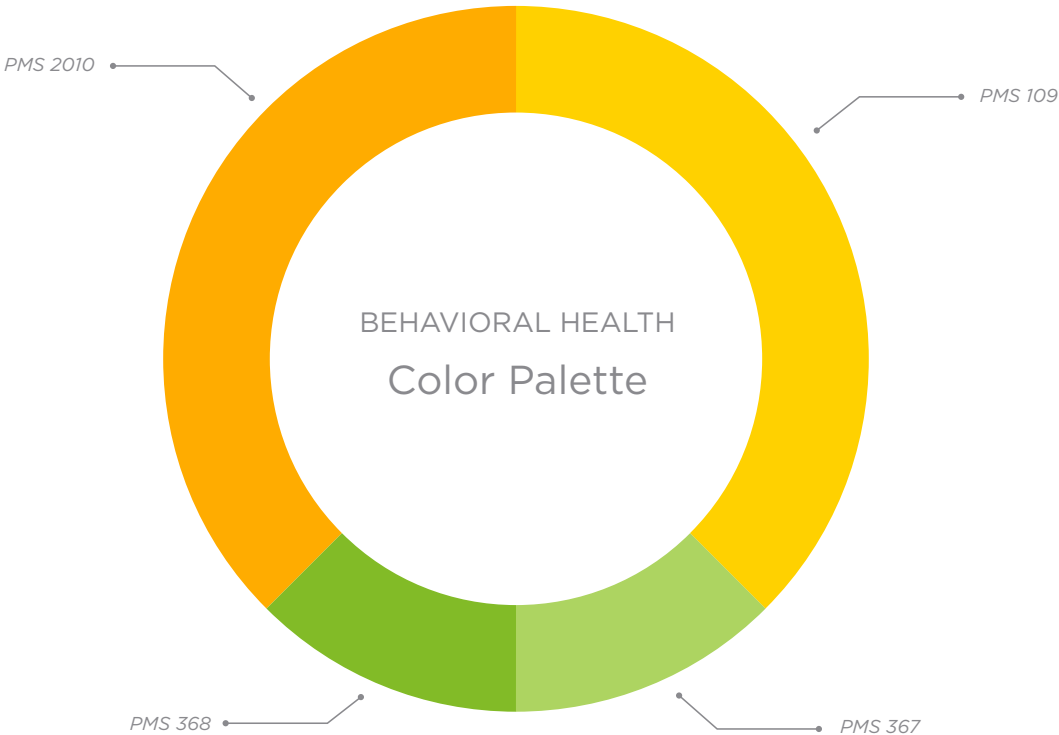
In addition to the TMH Color Palette, each Service Line has its own color palette chosen to best represent the center’s mission.

ORANGE AND YELLOW: Evoke feelings of comfort, enthusiasm, optimism and happiness. Increases the oxygen supply to the brain, producing an invigorating effect and stimulates mental activity.

PMS 286 and PMS 299 are the TMH identifying colors and must be included on all documents.



| | P M S | C | M | Y | K | R | G | B | H E X |
|---|-------|-----|----|-----|---|-----|-----|-----|--------|
| ● | 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| ● | 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| ● | 2010 | 0 | 37 | 100 | 0 | 255 | 174 | 0 | ffaf00 |
| ● | 109 | 0 | 16 | 100 | 0 | 255 | 209 | 0 | ffd200 |
| ● | 367 | 40 | 0 | 81 | 0 | 164 | 213 | 93 | a3d55f |
| ● | 368 | 58 | 2 | 100 | 0 | 119 | 188 | 31 | 76bd22 |



Children’s Center Colors

In addition to the TMH Color Palette, each Service Line has its own color palette chosen to best represent the center’s mission.

The four colors ORANGE, RED, PINK and YELLOW are used equally symbolizing the varied expressions.

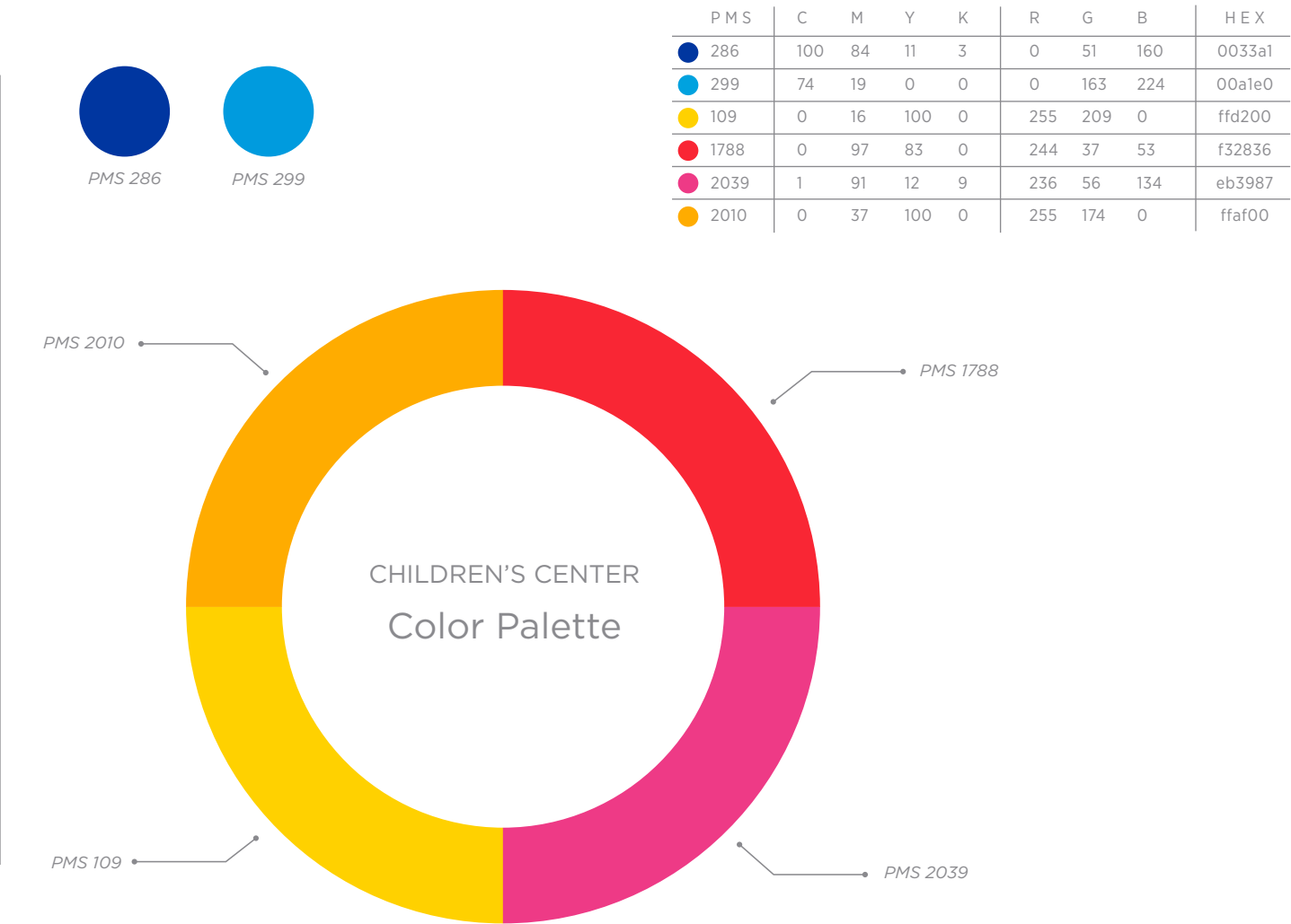
YELLOW: liveliness, optimism, comfort and energy

ORANGE: enthusiasm, stimulating and creativity

RED: courage, strength and determination

PINK: caring and nurturing

PMS 286 and PMS 299 are the TMH identifying colors and must be included on all documents.



As with our logo, consistent use of our corporate typefaces reinforces TMH's brand identity.

Gotham Family

Primarily used for headlines - can be used for captions and subheads.

Gotham Light
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium Italic
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold Italic
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black Italic
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Slab Family

Nexa Slab Light

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Slab Book

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Slab Bold

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Slab Heavy Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Slab Light Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Slab Book Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Slab Bold Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Slab Heavy Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 Family

Swiss 721 Light

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 Medium

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 Bold

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 Black

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 Light Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 Medium Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 Bold Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 Black Italic

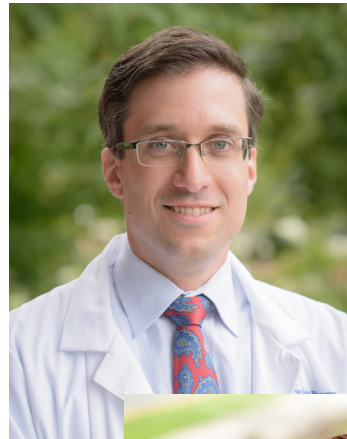
1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lifestyle photography is vibrant and colorful. It should be light and airy and evoke a sense of warmth and positive feelings:

nurturing
courageous
flourishing
resilient
thriving
healing
enduring
joyful
happiness



Portrait photography is warm and inviting. Subject is lit softly with natural lighting while background, preferably foliage, is out of focus.



TALLAHASSEE MEMORIAL HEALTHCARE COMMUNICATIONS

Logo at the top of the page and address at the bottom are both placed equal distance from edge of the paper.

CONTACT INFO

FONT: Gotham Book

SIZE: 8 pt

VERT LINE SPACING: 10 pt

HORIZ LINE SPACING: 10 pt

RULE

PMS 286, .5 PT.,

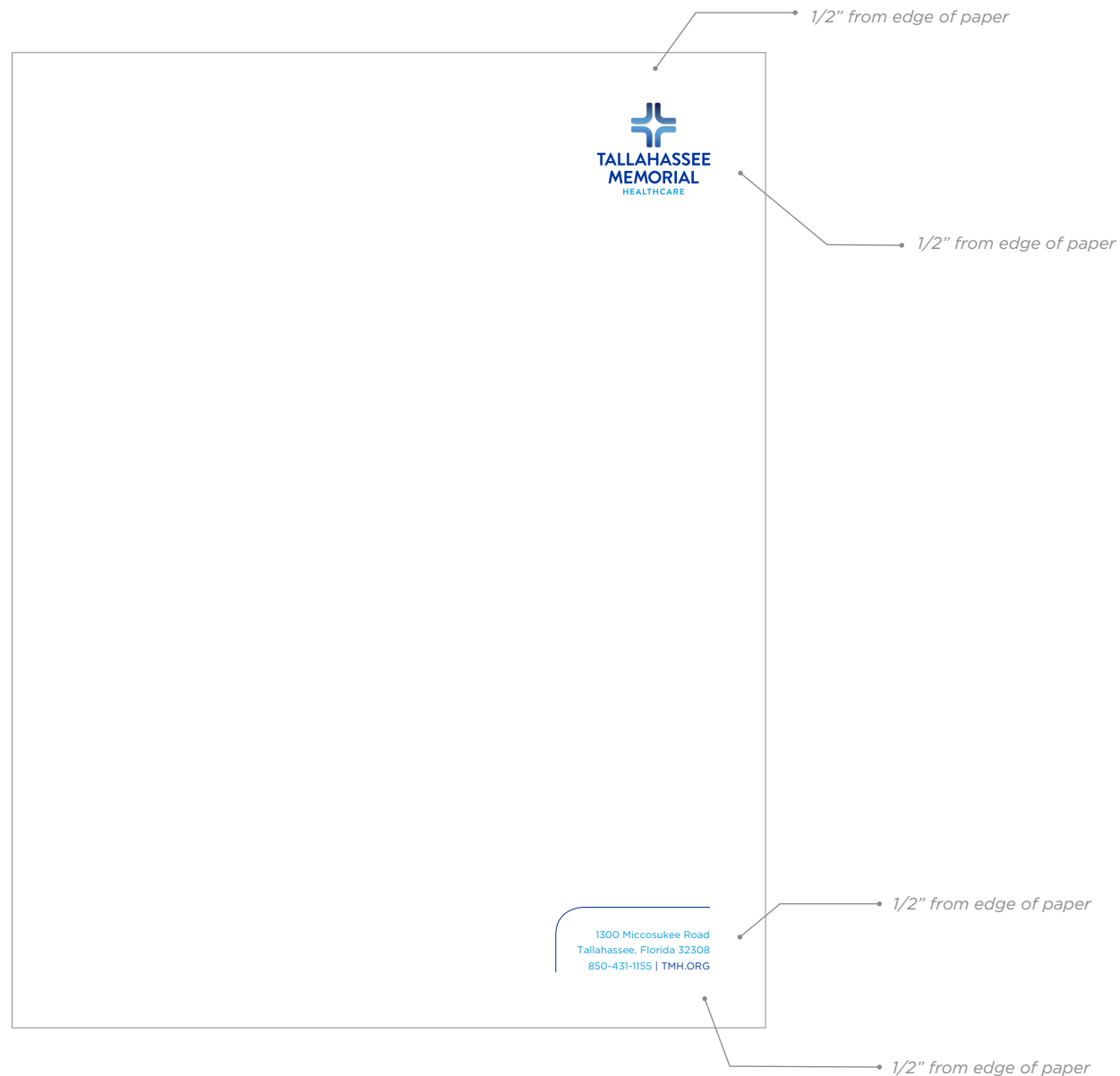
.3125 ROUNDED CORNER

LOGO

SIZE: 1.35 inches wide

PLACED ONE HALF INCH
FROM TOP AND RIGHT EDGE
OF PAGE.

All stationery is available for
purchase through FMI.



Logo and address placement are consistent with all envelopes sizes. Distance from edges of the envelope is equal to the height/width of the cross.

When possible, return address is centered on the back flap. The name of the Service Line is always included above the return address.

RETURN ADDRESS

FONT: Gotham Book/Bold

SIZE: 7.5 pt

LINESPACING: 10 pt

COLOR:

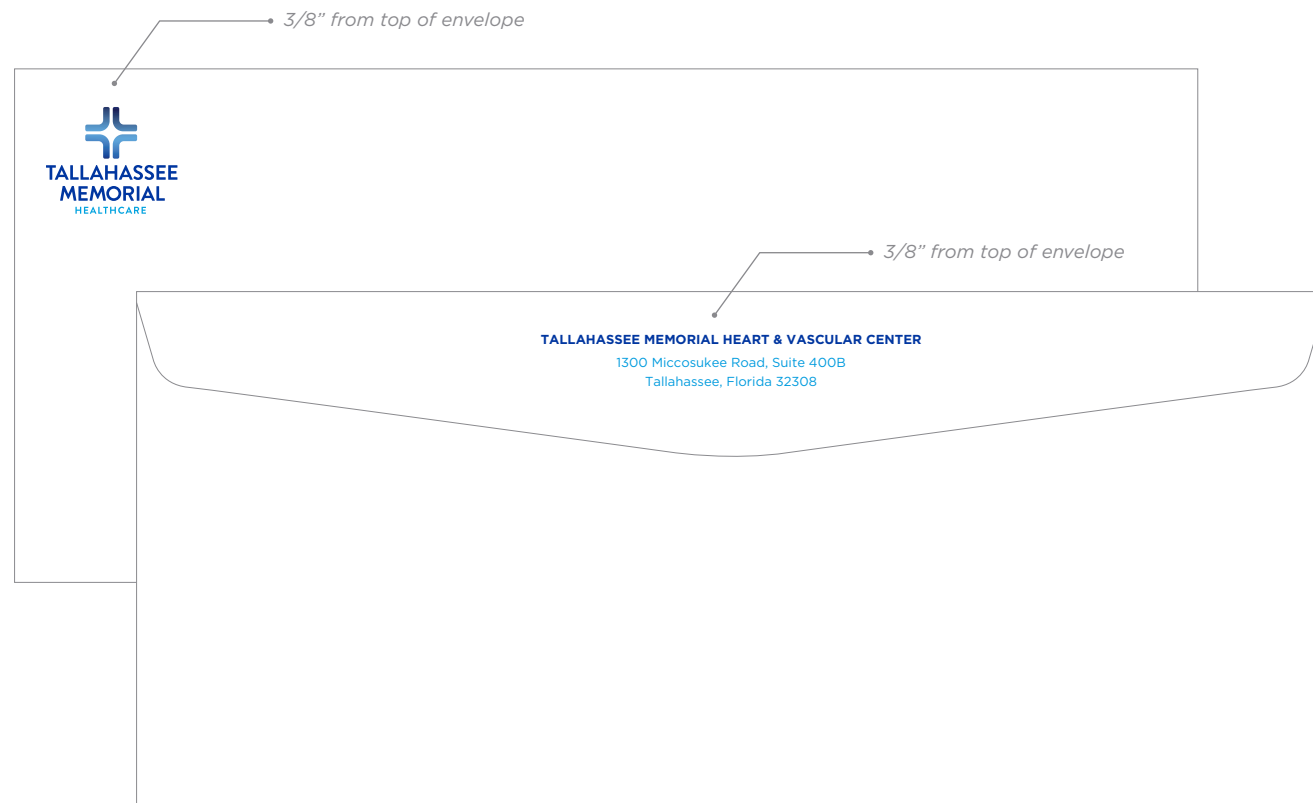
Service Center - PMS 286

Address - PMS 299

LOGO

SIZE: 1" wide

All stationery is available for purchase through FMI.



TMH FOUNDATION

All information on letterhead and envelope is spaced 3/8" from edge of paper.

LETTERHEAD:

LOGO

SIZE: 1.26 inches wide

BOARD MEMBERS

FONT: Gotham Narrow Book

SIZE: 7 pt

VERT LINE SPACING: 8.5 pt

CONTACT INFO

FONT: Gotham Book

SIZE: 8 pt

LINE SPACING: 10 pt

COLOR:

Address and Phone: PMS 299

Web Address: PMS 286

DISCLAIMER

FONT: Gotham Narrow Light

SIZE: 6 pt

VERT LINE SPACING: 7 pt

ENVELOPE:

LOGO

SIZE: 1" wide

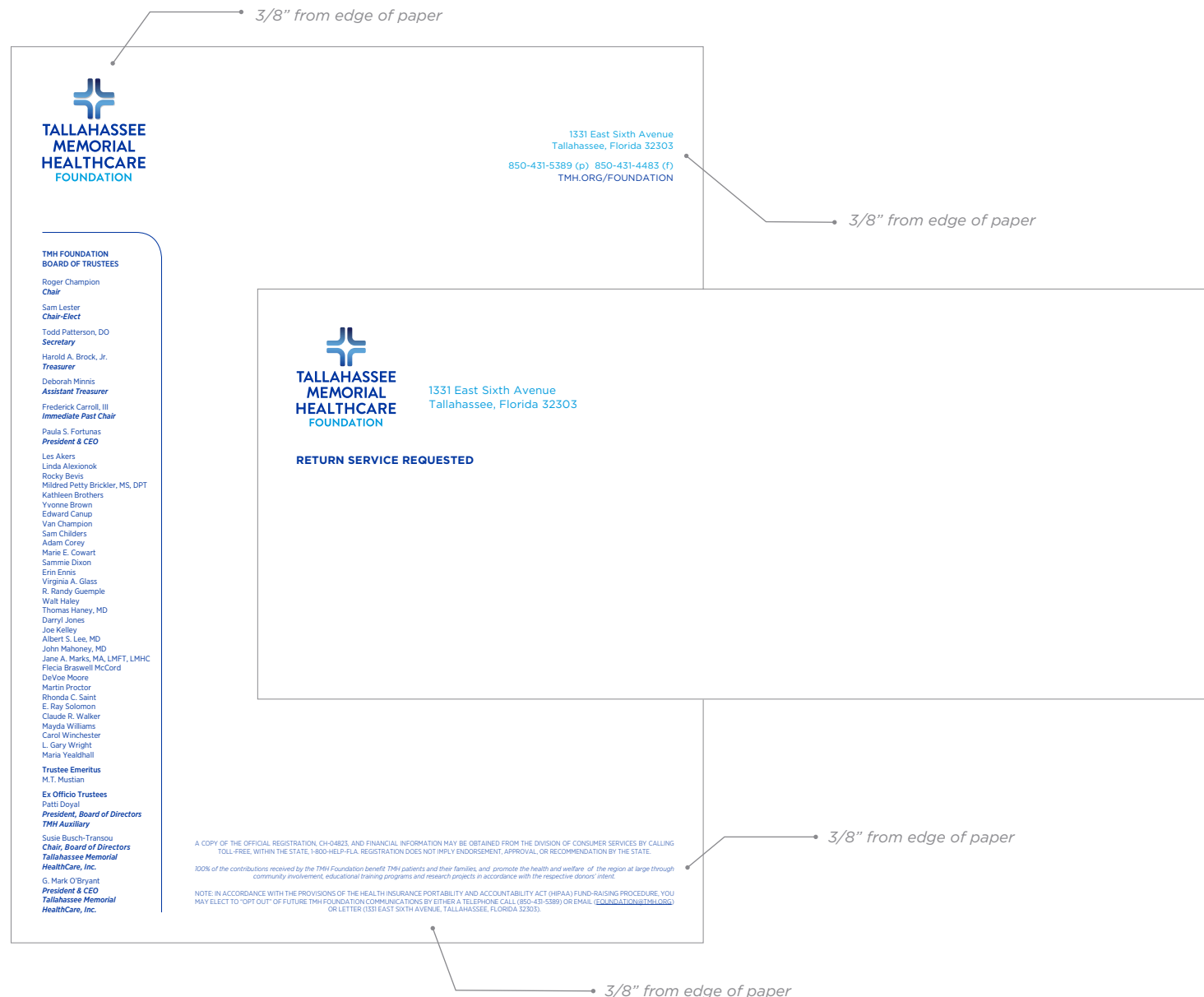
RETURN ADDRESS

FONT: Gotham Book/Bold

SIZE: 7.5 pt

LINE SPACING: 10 pt

COLOR: PMS 299



NAME

FONT: Gotham Bold
SIZE: 8 pt and 5.5 pt
LINE SPACE: 9 pt
COLOR: 80% Black

TITLE

FONT: Gotham Book Italic
SIZE: 7 pt
LINE SPACE: 8 pt
COLOR: 80% Black

CENTER

FONT: Gotham Book
SIZE: 7.5 pt
LINE SPACE: 9 pt
COLOR: White

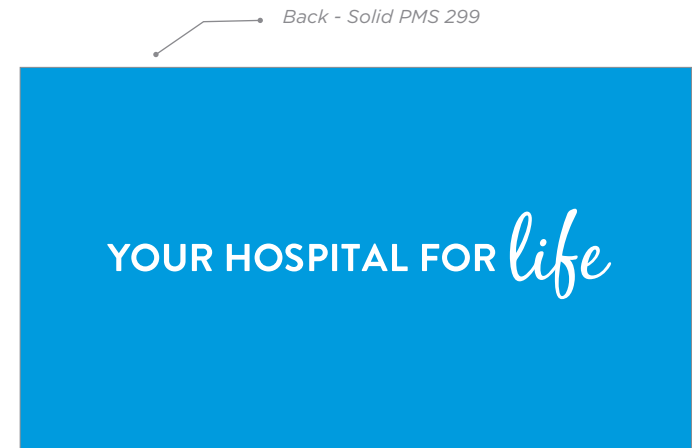
CONTACT INFO

FONT: Gotham Book
SIZE: 7.5 pt
LINE SPACE: 10 pt and 14 pt
COLOR:
Phone Number - PMS 286
Address - PMS 299
Email - PMS 286

General healthcare example



Service line example



COVER OPTIONS

There are two options for brochure covers—photo and solid color. Centers utilize their primary and secondary colors — otherwise PMS 286 and PMS 299 are used. The back of all brochures is consistent with example to the right.

COVER:

TMH IDENTIFIER

FONT: Gotham Medium
SIZE: 14 pt.

BROCHURE NAME

FONT: Gotham Bold
SIZE: 53 pt

INSIDE:

HEADLINES

FONT: Gotham Medium
SIZE: 13 pt
LINE SPACE: 10 pt and 14 pt
COLOR: Center Color

SUBHEAD

FONT: Gotham Medium-ALL CAPS
SIZE: 8.5
LINE SPACE: 11 pt
COLOR: Secondary Center Color

BODY COPY

FONT: Gotham Book
SIZE: 8.5 pt
LINE SPACE: 10 pt
COLOR: Black

BACK:

CONTACT INFO

FONT: Gotham Book/Bold
SIZE: 8 pt
LINE SPACE: 10 pt and 14 pt
COLOR: White

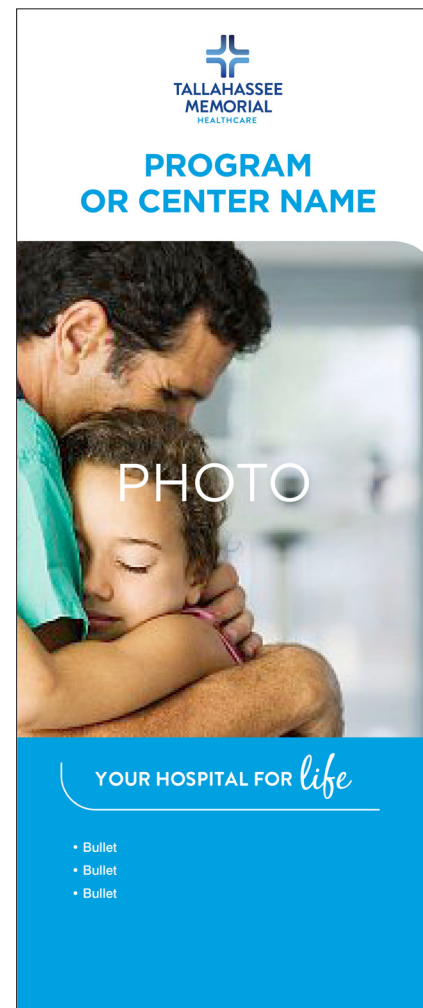
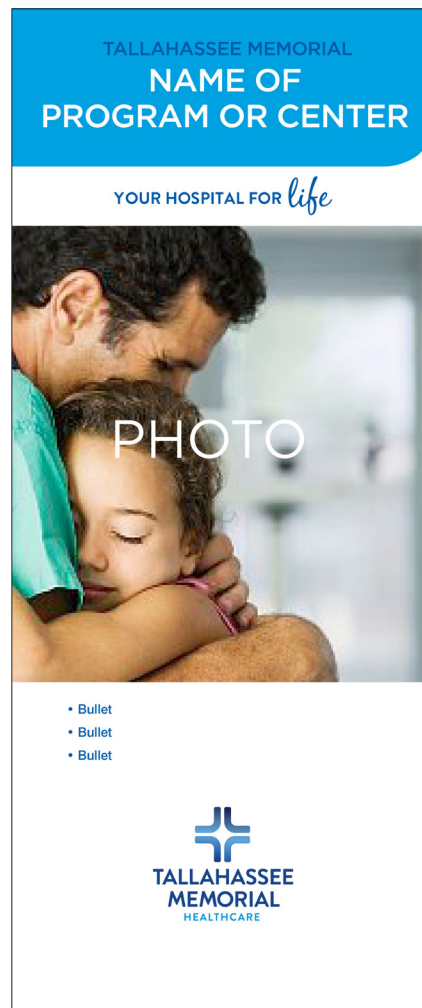


There are two layout options for vertical pop up banners. Service Lines utilize their primary and secondary colors — otherwise PMS 286 and PMS 299 are used.

BULLETED COPY

FONT: Swiss Light

SIZE: 80 pt. (Reduce in size if space is needed to fit copy.)



TMH has adopted a standardized email signature to be used by anyone sending a message from a TMH email address.

Using Microsoft Outlook's "signature" feature, create a signature by opening a new message. On the [Message](#) tab click [Signature](#), then click [Signatures](#). Here, you can create a new signature or edit your existing signature using the new standards. When you complete your signature(s), choose the default signature. This signature will now appear at the bottom of each new email message.

NAME

FONT: Calibri Bold
SIZE: 14 pt
COLOR: R-O G-57 B-166

Change the color of your name by selecting [color options](#) (it says automatic), then select [more colors](#) and select the [custom tab](#).

TITLE AND CONTACT INFO

FONT: Calibri Regular
SIZE: 12 pt
COLOR: Black

CONFIDENTIALITY NOTICE

FONT: Calibri Regular
SIZE: 10 pt
COLOR: Black

FORMATTING GUIDELINES

Use the full Tallahassee Memorial HealthCare (not TMH or Tallahassee Memorial).

Capitalize the "C" in HealthCare.

Follow the order and style shown to the right.

Format phone numbers with no parenthesis. Ex. 850-431-1155

Spell out words like "Street" and "Drive" "Road"

Email and web addresses should be in all lowercase, which is standard internet usage.

Avoid using italic or multiple colors for your text.

Do not include any additional information such as pictures, graphics, logos, backgrounds or quotes.

The standard security disclaimer must be incorporated at the end of all electronic mail messages - both internal and external.

Danielle Buchanan

Public Relations and Marketing Manager
Tallahassee Memorial HealthCare
1308 Hodges Drive
Tallahassee, FL 32308
850-431-5874 (p)
850-431-6737 (f)
danielle.buchanan@tmh.org

CONFIDENTIALITY NOTICE The information contained in this email message is intended only for the personal and confidential use of the designated recipient(s) named above. This message may be an attorney/client or physician/patient communication, and as such, is privileged and confidential. If the reader of this message is not the intended recipient, you are hereby notified that you have received this document in error, and that any review, dissemination, distribution, or copying of this message is strictly prohibited. If you have received this email communication in error, please notify me immediately by telephone.



Email signature example

The corporate Powerpoint template can be found on the intranet under Public Relations. Aside from editing the copy and graphics, do not alter the background or master slide in any way, including adding/changing colors, changing the font, etc.

SLIDE LAYOUTS:

Title Slide

Text / Graphic Slide

Section Slides (3)



Section Slides

Abbreviations

street addresses: Spell out complete address the first time the address is used in a sentence. Thereafter, abbreviate.

states: Spell out all states when alone. Place comma between city and state unless at the end of sentence.

money: Spell out cents. Use the dollar sign for every amount over one dollar. Spell out the word “million” instead of using zeros.

YES: five cents, \$1.50, \$3 million NO: 5¢, three dollars, \$3,000,000

Common Terms

healthcare: Use as one word.

email: Do not use hyphen. Do not capitalize unless used to begin a sentence.

website: Do not use hyphen. Do not capitalize unless used to begin a sentence.

Credentials

MD, DO, RN, BSN, LPN, PharmD, PhD

Do not use periods after letters in credentials. Use comma to separate multiple credentials.

Dates

Wednesday, June 17: Spell out months and days of the week.

6-17-15: Abbreviate dates with dashes between month, day and year if necessary.

Phone Numbers

850-431-1234 ext. 1

Small dashes are used between the area code and the prefix of the number and again between the prefix and last four digits.

No parentheses or periods are used. Follow number with a space and “ext.” for extensions.

Times

8 am: No periods used. If time is at top of hour, no colon or zeros are used.

8 - 9 am: When starting and ending times are either all am or pm, only use with ending time.

8 am - 2 pm: When starting and ending times are am and pm, use with both times.

“Tallahassee Memorial”

Do not substitute Tallahassee Memorial with TMH when referring to a service or center.

YES: Tallahassee Memorial Cancer Center NO: TMH Cancer Center

Web Address

Do not use “www”. TMH.ORG should always be in all caps followed with forward slash and page identifier.

YES: TMH.ORG/Heart NO: www.tmh.org/HEART

Center Names

In written form, correspondence, ad copy, etc., – the full name of the center shall be used the first time it is listed in writing ie: Alexander D. Brickler, MD, Women’s Pavilion. When the center is listed again in the same article, ad copy, etc, the shorter abbreviated name shall be used ie: Women’s Pavilion.

NOTE: Audio Uses

When a center is mentioned in audio ie: radio, TV and other audio presentations, the shorter abbreviated name shall be used ie: Women’s Pavilion.

TMH

PHYSICIAN PARTNERS

General Logo

The general logo is used when material represents the group of partnerships as a whole.

Individual Logo

The individual logo, which consist of the general TMH Physician Partners logo and descriptor of specific services, is always used when material represents specific partnership.



FOUR COLOR PROCESS

PMS 286



FOUR COLOR PROCESS

PMS 286

PMS 299

Logo visibility is the objective when selecting which logo to use. All elements must be clearly visible and readable.

Positive Options

Full Color: Should be used in full color applications and is the preferred option. It should always be shown on a solid white background.

One-Color: (PMS 286) Should be used when printing is limited to spot color.

Black: Used in all applications where color is prohibited and background is light.

Reversed Option

White: When background is dark and positive, one-color options do not show up clearly.

NOTE: When background is a color, photograph or graphic, use appropriate version of either one-color, black or reversed option. NEVER USE FULL COLOR OPTION OVER A COLOR OR IMAGE.

POSITIVE - Two Color



POSITIVE - One-Color



POSITIVE - Black



REVERSED - White



To ensure optimum legibility of the logo, a minimum area surrounding the logo must be maintained. The “clear zone” is the minimum allowable distance between the logo and all other imagery including typography, photography, illustration, page trim, etc. The defined clear zone to the right is to be used for all versions of the logo.



The TMH PP “Clear Zone” is defined by using the height/width of the cross.

Minimal Reproduction Sizes

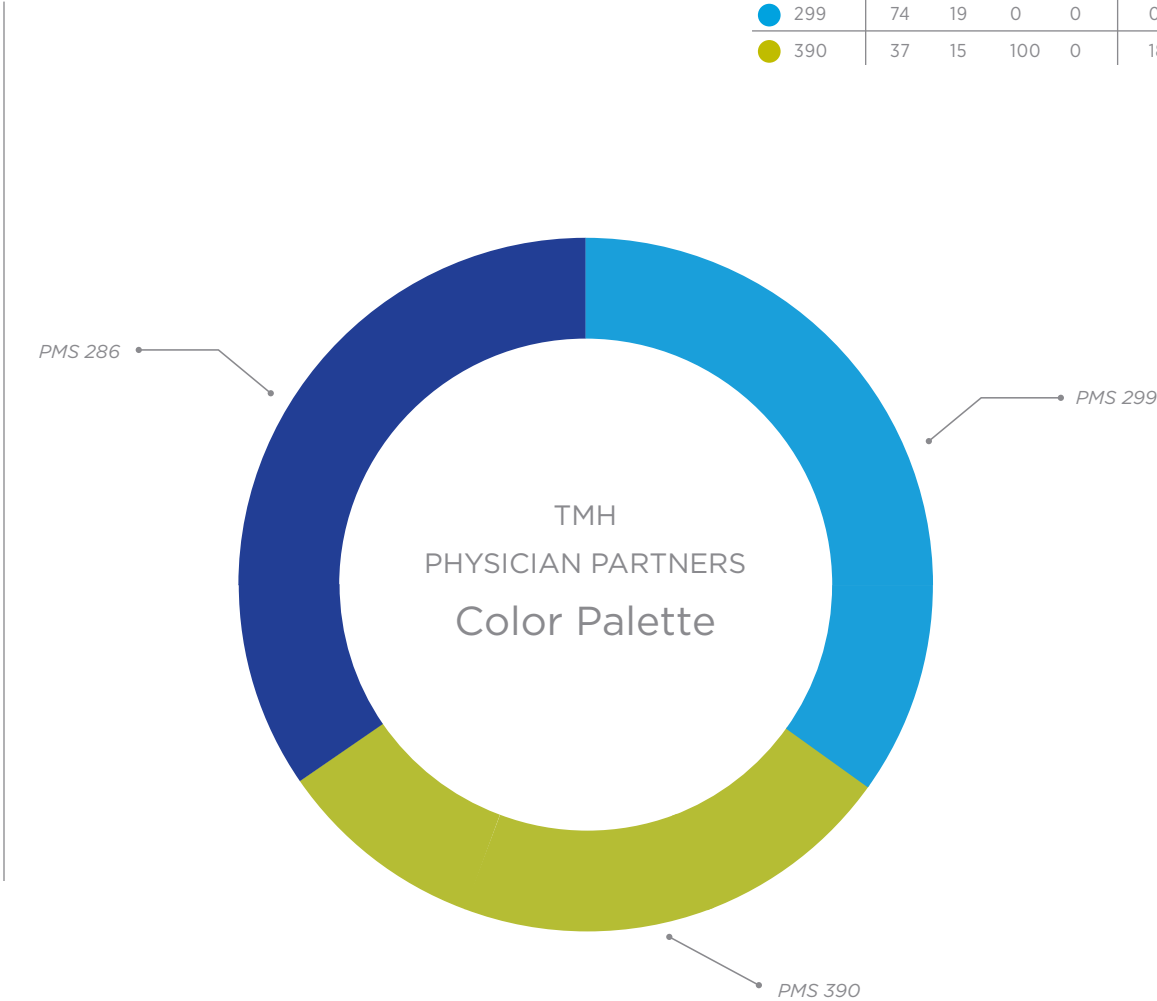
Avoid using the TMHPP logos smaller than the examples shown. For special cases such as specialty items where smaller logo sizes are needed, contact the Public Relations Department at 431-5875.

Logo shown is enlarged for clarity of measurements.



Color Palette

| PMS | C | M | Y | K | R | G | B | HEX |
|-----|-----|----|-----|---|-----|-----|-----|--------|
| 286 | 100 | 84 | 11 | 3 | 0 | 51 | 160 | 0033a1 |
| 299 | 74 | 19 | 0 | 0 | 0 | 163 | 224 | 00a1e0 |
| 390 | 37 | 15 | 100 | 0 | 181 | 190 | 0 | b5be00 |



As with our logo, consistent use of our corporate typefaces reinforces TMPP's brand identity.

Din Family

Primarily used for body copy, subheads and signature elements, e.g. phone number, address.

Archer Family

Primarily used for headlines and subheads.

Din Light

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Regular

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Bold

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Black

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Medium

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Medium Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Semibold

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Semibold Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Bold

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Archer Bold Italic

1234567890!\$%&+?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

All information on letterhead and envelope is spaced 1/2" from edge of paper.

LETTERHEAD:

LOGO

SIZE: Cross and Physician Partners should equal 2.5" in width
COLOR: PMS 286

DOTTED LINE

Japanese Dots - 1.25
COLOR: PMS 286

TAGLINE

FONT: Archer Semibold
SIZE: 11 pt.
HORIZ LINESPACING: -30
COLOR: PMS 286

CONTACT INFO

FONT: Din
SIZE: 10 pt
HORIZ LINESPACING: -10
COLOR: PMS 286

ENVELOPE:

LOGO

SIZE: Cross and Physician Partners should equal 2.5" in width
COLOR: PMS 286

RETURN ADDRESS

FONT: Din
SIZE: 10 pt
HORIZ LINESPACING: -10
COLOR: PMS 286



LOGO

SIZE: Cross, TMH and Physician Partners should equal 2" in width
Spaced 1/4 inch from top and left edge of card.

COLOR: PMS 286

NAME and CREDENTIALS

FONT: Din Bold

SIZE: 12 pt

COLOR: White

CONTACT INFO

FONT: Din Regular

SIZE: 9.5 pt

LINE SPACE: 14 pt

COLOR: PMS 286

Physician Bus Card Example

