

# ORGANIZATIONAL IDENTITY MANUAL



In today's increasingly competitive market, a cohesive design program is one of an organization's most valuable assets. Because establishing a consistent identity is so important, CMH Regional Health System developed the enclosed identity guidelines.

We have created standards for consistent use and treatment of the CMH Regional Health System logos, as well as logo treatment and design element use for publications, brochures and specialty items such as clothing, coffee mugs and other premiums.

We've worked hard to shape CMH's identity, and we must work equally hard to protect what we have created. When properly used, the following elements of the identity will create a distinctive look and help position CMH Regional Health System as a strong and cohesive organization. Please make every effort, therefore, to follow these guidelines.



# Our Brand: CMH REGIONAL HEALTH SYSTEM

For nearly half a century, CMH stood for Clinton Memorial Hospital and healthcare in Clinton County. Today, CMH stands for the organizational system that includes the hospital as well as many healthcare components spread throughout Wilmington and Clinton County. The hospital is just one component, albeit the largest, of **CMH Regional Health System**.

It is essential to always use the correct name when referring to the system. Below are some common incorrect descriptions of our system brand:

- Clinton Memorial Hospital Regional Health System
- Clinton Memorial Health System
- CMH Regional Health Systems
- CMH Regional Healthcare System
- Clinton Memorial Hospital Health System

## INTRODUCTION

This is an overview of the Organizational Identity Standards for CMH Regional Health System. Please familiarize yourself and your staff with these graphic guidelines. Uniformity in the ways we all use our corporate identity will visibly demonstrate that all departments and all services are working together as part of a unified provider organization. The use of the CMH Regional Health System logo(s) must adhere to these standards or be approved by Community/Public Relations. If you have any questions, please call (937) 382-9464.

## DEFINITIONS

**Logo** – The icon and logotype together make up the system logo. As such, these elements should never be separated or altered. (See System Logo below)

**Icon** – This cross with the ‘C’ incorporated into it was retained from the former hospital logo and represents the link to CMH’s history.

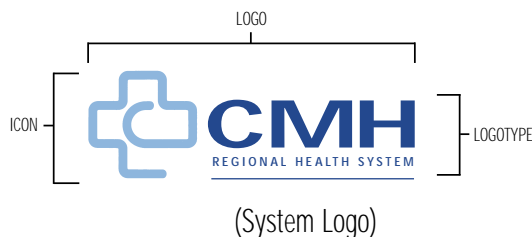
**Logotype** – This is the configuration of the name CMH Regional Health System within the signature. The logotype must be used as shown. There should be no type font substitutions or proportion alterations.

**Entity** – The space directly below the line of the logotype is either left blank or contains one of the five accepted entities. (See Entity Logos below)



## ACCEPTABLE ARTWORK

To ensure high-quality reproduction and the correct usage of the corporate identity, it is imperative that you provide your vendors with the proper materials. Do not use Xerox copies of logos, mastheads or stationery. Camera-ready artwork is computer-generated line art on photographic-quality paper that is necessary for proper scanning resolution and clear reproduction. Digital artwork is an electronic file of the logo, artwork, etc. that vendors can work directly from to output for reproduction. The vendor’s specifications and the nature of the project will determine which form of artwork is required. Please contact Community/Public Relations for materials.



## COLOR

The current approved corporate colors are Pantone 280, Pantone 543 and black.



In any printed application, color should be applied only as follows:

- 2 PMS colors – the icon is PMS 543, the logotype and entity are PMS 280.



- 1 PMS color – there are two acceptable options:
  - Both the icon, logotype and entity are printed in 100% PMS 280.



- The icon is a 40% screen of PMS 280 and the logo type and entity are 100% PMS 280.



When the logo is to be printed in black, there are two acceptable options:

- The entire logo is 100% black.



- The icon is a 40% screen of black, the logotype and entity are 100% black.



When reversing the logo out of a colored or black background, all elements will appear as solid white (the icon is NOT screened).



DO NOT print the logo in any other colors other than the accepted color combinations mentioned in this manual.



## SPECIALTY ITEMS

The logo is the property of CMH Regional Health System. Items bearing it should be approved by Community/Public Relations. When ordering CMH-logo imprinted specialty items (e.g. t-shirts, coffee mugs, pens, magnets) for yourself, staff or department please complete a special requisition form and submit to the Purchasing Department. Purchasing will work with Community/Public Relations to obtain the proper logo materials and layout approval for your vendor. Purchasing and Community/Public Relations can also make recommendations on vendors and suppliers.



# FLIERS AND OTHER PRINTED MATERIALS

If you are planning to issue printed communications to internal or external audiences that incorporate the system or hospital logo, please contact Community/Public Relations for the correct artwork.

Here are some suggested guidelines when considering printed communication. Use internal memos without a logo for internal communication when the target audience is an

individual, a department or smaller group. For those messages that need to go to all employees or large numbers of people internally and/or externally, use a formal communication plan and options such as the hospital newsletter, brochures, printed and online updates (see samples below) that can be facilitated by Community/Public Relations.



## BROCHURE GUIDELINES

A brochure design template which utilizes the correct logo(s) has been developed to accommodate creation of brochures for various CMH departments and service lines. Contact Community/Public Relations if you have an idea for a new CMH-related brochure to determine if it can be developed in house or by an outside vendor.



# LOGOTYPE USE

This is the ONLY acceptable way to use the system entity logo. (See inside for other versions)



DO NOT alter the system name by substituting any department or product names.



DO NOT place the icon above the logotype.



DO NOT place the entity name or any other name over the logo.



DO NOT use any other typeface on the entity name.



DO NOT alter the line breaks on the entity names.



DO NOT place any other service line under the rule except for the appropriate entity.



DO NOT alter or stretch the logo in any way.

