

2.27.08 | Health First Graphic Identity System



Your guide to
FLEXING
Health First's
Graphic Standards
and building a
stronger brand.

Marketing
of **HEALTHFIRST**

U P D A T E D
0 0 . 0 0 . 0 8

WWW.HFMARKETING.COM

This guidebook has been designed to show the “rules” of the Health First graphic standards and how “flexible” they are. The system has been designed to encourage creativity and to offer logical flexibility. It is intended for associates and vendors who contribute to the marketing of Health First, Inc. and its entities. It is also a vehicle to both help express our brand and live it graphically.

Why graphic standards?

Tools and guidelines will help Health First, Inc. most effectively communicate our brand graphically. The sample layouts, font choices, colors, and style guides have been designed by Health First Marketing to serve various Health First Departments most efficiently—while still allowing for creativity and customized messaging.

- maintain brand consistency
- preserve clarity in message
- empower others to solve
- evoke creativity

What is a brand?

A brand is a person’s perception of a product, service, experience or organization. It is more than our logo. However, our logo and the graphics that surround it can help to tell the story of our brand.

Source: ???

Friendly Experts

Questions? Don’t hesitate to ask.

Why *care* about our brand?

Because **CARE** is at the heart of Health First, Inc. values and what we do. Evoking an emotional response from viewers by communicating the positive characteristics of our organization is paramount. A strong brand helps Health First gain greater respect and recognition in our community.

C

CLARITY

A clear voice helps solidify our place in the minds of our community – allow us to proactive in our message rather than be labeled by the unaware.

A

ATTRACTION

“Living” a developed and strong brand gives us the ability to attract and retain the elite caliber of health care workers needed to impact the well-being of our community.

R

RECOGNITION

A strong brand allows us to sustain awareness for the programs and services we provide for the community, for those in need, the sick or the less fortunate. These are valuable and measurable contributions that deserve recognition.

E

EVOLUTION

The graphic standards and supporting tools have been developed to be flexible and to successfully accommodate growth or other necessary business evolutions. By relying on the core system Health First, Inc. can conserve energy and resources needed when launching new endeavors.

Health First Values

Integrity

Compassion

Accountability

Respect

Excellence



TRY THIS STRETCH

Think of 5 ways every associate could help live our values and make our brand stronger. Submit them to xxx or share with your supervisor? Or make one small change today? Ute magna cons adignit ad diamet loborem non utpat wisl in henibh eseniam incinci tin ea facip ex eum irillam duisse dit ipsum ea facipsum autpatu eriuscil doloreet iriure do

Mission + Vision = the backbone of our message

The graphic standards that support Health First Inc.'s brand have been developed with our values, mission and vision in mind....when creating a communications for Health First, refer to these key points to stay focused and consistent.

HEALTH FIRST MISSION

Our team **POSITIVELY** changing the health and well-being of you and your family through **EXCELLENT** and **COMPASSIONATE** health care.

HEALTH FIRST VISION

Skilled and dedicated people delivering high quality, **PATIENT-CENTERED** health care that improves lives and communities.

EVERY PERSON. EVERY TIME.



TRY THIS STRETCH

If our mission were a picture, what would it look like to you?
If our vision were one object, what object would you choose?
Why? Write your thoughts on paper and refer to them when choosing imagery for your communications.

POSITIVE

Ute magna cons adignit ad diamet loborem non utpat wisl in henibh eseniam incinci tin ea facip ex eum irillam duisse dit ipsum ea facipsum autpat

+

EXCELLENCE

Ute magna cons adignit ad diamet loborem non utpat wisl in henibh eseniam incinci tin ea facip ex eum irillam duisse dit ipsum ea facipsum autpat

+

COMPASSIONATE

We are not just brick and mortar. We are people working together to help people, so, show them in your communications.....

+

PATIENT-CENTERED

Just as our patients are our focus when we are treating them, they should be our focus when creating messages for them to read...respect for subject matter and reader....easy to understand...most are not in the field and may not understand technical terms....

+

CONSISTENCY

Ute magna cons adignit ad diamet loborem non utpat wisl in henibh eseniam incinci tin ea facip ex eum irillam duisse dit ipsum ea facipsum autpat



Health First Logos

Health First, Inc. is comprised of many services and facilities. A system has been developed for a variety of communications mediums and situations including the introduction of tools to help simplify marks where the Health First logo may not be needed. The complete set of logos is located in Health First Marketing Department and on www.hfmarketing.com.

Health First Master Logo

Refined for improved readability



Hospital Logos

Cape
Canaveral
HOSPITAL



Holmes
Regional
MEDICAL
CENTER



Palm Bay
Community
HOSPITAL



Viera
HOSPITAL



Other Health First Facilities and Services Logos

Facilities with an affiliation to a particular Hospital need a different set of tools to help “tell their story.” Meanwhile, some of our services need unique logos to help them compete in a competitive marketplace. Below are select logo examples for integrated services, outpatient services, and other brands. Notice how each has its own look—working together as a system and supporting our brand with unified voice.

THE
Heart
CENTER
at HOLMES REGIONAL
MEDICAL CENTER



Hospice



Birthing Care
SERVICES

BRIGHT
STAR
of HEALTHFIRST



Private Duty
NURSING



Aging
INSTITUTE

When do I use “of Health First” or “at Health First” instead of the logo?

of HEALTHFIRST

at HEALTHFIRST

ADD “a service of”

This configuration assumes the Health First logo appears elsewhere in the communication piece. It was developed to help reduce redundancy and to help broaden our graphic identity.

FIRSTFLIGHT
of HEALTHFIRST

The Health First Marketing Department is responsible for addressing all logo needs on a “per department” basis.

Questions? Visit www.hfmarketing.com or call 321.434.4333.

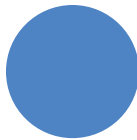
Color

Health First's color palette has been inspired by the real colors we see every day in Brevard County. From the blues in the sky and the Intracoastal to the shells that gather on our beach, these are the subtle soothing colors that express the healing services and facilities we strive to create.

Health First Colors



PMS 2756
HF Color Name



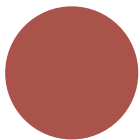
PMS 2727
HF Color Name



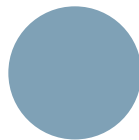
PMS 7403
HF Color Name

Hospital Affiliated Colors

Keystone facilities are assigned their own unique colors to help patients associate with each location.



PMS 2756
Holmes
Regional
Medical Center



PMS 2727
Cape Canaveral
Hospital



PMS 7403
Palm Bay
Community
Hospital



PMS 7403
Viera
Hospital

Type

Health First has two primary typefaces: Adobe Garamond Pro (a serif font) and Frutiger LT 55 (a sans serif font). Both are highly legible and work together well in a variety of weights and styles to give our graphic identity a broad visual range.

Adobe Garamond Pro Regular

Adobe Garamond Pro Italic

Adobe Garamond Pro Bold

Adobe Garamond Pro Bold Italic

Frutiger LT 55 Roman Regular

Frutiger LT 55 Roman Italic

Frutiger LT 55 Roman Bold

Frutiger LT 55 Roman Bold Italic

Font Licensing: What It Means To You

Fonts are protected under trademark law, which means you must own a legal copy before you can use it. Health First has a company-wide license for these fonts. Contact the Marketing Department for details.



TRY THIS STRETCH

Close your eyes and think about driving over one of the three causeways we have in Brevard. What colors do you see? What is the color of the water really like? The soothing feelings that you evoke replicates the environment we create for our associates, patients, and visitors. You are the front line of our business—by making the Health First experience more soothing, you're helping to build our brand.

Our Graphic Communications

Our print and digital communications have been designed with our Values, Mission and Vision in mind. They work together to send a unique yet unified voice about our brand to the community through subtle and strategic graphic elements. We will outline some of these elements on the facing page.

Sample layouts for our graphic communications have been developed by the Health First Marketing Department to help inspire the associates and vendors who create these documents. The messages they carry are important, and like our logos, will be managed by the Marketing Department.

Remember, the word-of-mouth about our brand carries more weight with the consumer brochures, ads and flyers. They work in conjunction for our brand, and it is the sum total of all our efforts—associates and marketing materials—to project a unified personality.

You are the most important part of our brand, as you provide the “face” of Health First. By learning about our graphic communications, you become better able to use your talents to live out our mission, vision, and values.

Have an idea? Send it to: hfmarketing@health-first.org



How do these sample communications reflect Health First's Mission and Vision? Look at each piece to and think about which of the words from below could be used to describe it. Pay attention to the feelings that the pieces evoke in you.

- POSITIVE
- +
- EXCELLENCE
- +
- COMPASSIONATE
- +
- PATIENT-CENTERED
- +
- CONSISTENCY

Introduction

It's all about being
FLEXIBLE,
and creating options
in lieu of restrictions.

Our print and digital communications system is designed to be flexible. It's all about freedom from the constraints of a rigid set of rules.

Our collateral works together to send a unique yet unified voice about our brand to the community through subtle and strategic graphic elements.

Inspiration Cards, found in this binder, for our graphic communications have been developed by the Health First Marketing Department to help inspire the associates and vendors who create these documents. They are intended to be guides that help launch communication projects, and are designed to provide options rather than limiting rules which must be followed in every situation. The system strives to:

- Empower problem solvers
- Sustain brand and branding elements
- Encourage creativity and critical thinking, while protecting the integrity of the brand

Our system is flexible and the Marketing Department are leaders who determine when rules can be broken—there are always exceptions when a situation calls for a unique solution.

A binder has been selected for the flexibility of updates and provides the latitude for users to add reference materials based on their role with Health First marketing.

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Color Palette
Typography
Photography

Advertising

Full Page, Color Ads
Ads, 4 color
Ads, Black & White
Postcard, Direct Mail
Web Banners

Brochures

4x9, Rack Card
4x9, Single-Fold, Rack Card
4x9, Tri-Fold, Rack Card
4x9, 4-Fold, Rack Card
4x9, Insert
8.5x11, Single Fold

Other Collateral

Flyer (8.5x11)
Posters (In-House, 8.5 x11)
President's Message

WORD COUNT CHART

	Suggested Word Count
Advertising	
Full Page, Color Ads (8.5 x 11)	65
Ads, 4 color	
3 col x 16"	117
3 col x 6"	64
2 col x 4"	44
Ads, Black & White	
5 col x 10"	345
3 col x 16"	117
3 col x 7"	85
2 col x 4"	44
Postcard, Direct Mail	115
Web Banners	
health-first.org Homepage	20
FloridaToday.com Blockbuster	10
Brochures	
4x9, 4-Fold, Rack Card*	1,100
8.5x11, Single Fold	1,020
4x9, Tri-fold, Rack Card*	746
4x9, Single-fold, Rack Card*	330
4x9, Rack Card*	155 (body), 88 (sidebar)
4x9, Insert*	155 (body), 88 (sidebar)
Other Collateral	
Flyer (8.5x11)	520
President's Message	483
Posters (In-House, 8.5 x 11)	212

Note: suggested word counts do not include headlines or captions.

MORE ON CREATIVE BRIEFS

Creative briefs are short documents that outline the strategic direction for creative development. Very short briefs cover questions like those asked on the inspirations cards such as specifications, target audience and contact information for the call to action. Longer briefs cover the communication objectives and strategy and detail any elements that the final piece of creative should include. To the right are some questions you can ask yourself and your internal client to help develop a strong communication piece.

A more complex tool has been developed to help Marketing Specialists assess the requirement of a project. This document can be found at [_xServerLocation_](#).

What is the objective and goal of the communications?

What do we want people to do differently and why?

How do we expect to impact attitudes and behavior?

What are people doing and thinking now instead? Why? How can we challenge that?

What do competitive communications look like and how should we avoid imitating them?

How To Use These Cards

EXAMPLE:

CARD TITLE

SPECS
This section will help you determine if the format is suitable for the desired function of the communication piece. The size of the piece is noted so that print estimates can be secured and a word count is included to help you work with a copywriter efficiently.

CHECKLIST
This section is intended as a final review. It will help determine if the piece being created is following the most important guidelines outlined in these cards.

CREATIVE BRIEF
This section is intended to help Marketing Associates relay important information about the communication piece to the vendor or other associate. It can also be used when assessing a project request from an internal client. For help creating more detailed creative briefs, see the back of this card.

Health
First

Logos

Logos, Corporate and Hospital

HEALTH FIRST LOGO

The logo for Health First has gained considerable equity in Brevard County and the surrounding areas. Our mark graphically identifies our facilities and services, in addition to distinguishing ourselves from other organizations. It should be used to identify all Health First communication and collateral.



Health First
Corporate Color



SAFE AREA

Provide sufficient space around the Health First logo. The recommended distance is approximately the height of the mark.

Note: The only exception is the "Color Wrap" which is explained on the "Color Wrap" card in the "Communication Elements" section.

BLACK & WHITE



REVERSE



MISUSES



Although PMS 2727 is one of our colors, do not use it on the logo. The only approved colors are PMS 2756 or Black.



Don't rotate the logo.



Don't stretch the logo.



Don't use just the "letters" of the logo. It should always be used with the blue or black background.



Don't fill the logo with a gradient.



Don't add embosses, shadows or glows to the logo.

HOSPITAL LOGOS

Available Formats

By using the correct file formats with the listed software, your Health First logo will reproduce at the highest quality level possible.

PRINT USE

Adobe InDesign

- Preferred: EPS, AI
- Other: TIF, GIF, JPG

Adobe Illustrator

- Preferred: EPS, AI
- Other: TIF, GIF, JPG

Microsoft Excel

- Preferred: TIF, GIF
- Other: JPG

Microsoft Publisher

- Preferred: EPS
- Other: TIF, GIF, JPG

Microsoft Word

- Preferred: TIF, GIF
- Other: JPG

Corel Draw

- Preferred: TIF, GIF
- Other: JPG

QuarkXPress

- Preferred: EPS, AI
- Other: TIF, GIF, JPG

ELECTRONIC USE

- Preferred: TIF, GIF
- Other: JPG

WEB USE

- Graphics: GIF
- Picture: JPG
- Other: PNG
- Do not use: TIF, EPS

Primary Logos

Health First primary logos represent each of our four hospitals. These logos are designed maximize visibility for the hospital name, as well as the Health First logo. It should be used as often as is logical, primarily in vertical or square applications.

**Cape
Canaveral**
HOSPITAL

*Health
First*

**Holmes
Regional**
MEDICAL
CENTER

*Health
First*

**Palm Bay
Community**
HOSPITAL

*Health
First*

Viera
HOSPITAL

*Health
First*

Secondary Logos

Health First secondary logos represent each of our four hospitals. These logos are designed to maximize space when it is determined that the primary logo cannot be used. It should be used when visibility is an important consideration, primarily in horizontal applications.

Cape Canaveral
HOSPITAL

*Health
First*

Holmes Regional
MEDICAL CENTER

*Health
First*

**Palm Bay
Community**
HOSPITAL

*Health
First*

Viera
HOSPITAL

*Health
First*

Limited Usage Logos

Health First limited usage logos represent each of our four hospitals. These logos are designed to be used sparingly when it has been determined that neither the primary or secondary logos will fit. It should be used only in extreme horizontal applications, such as shared signage.

*Health
First* **Cape Canaveral** HOSPITAL

*Health
First* **Holmes Regional** MEDICAL CENTER

*Health
First* **Palm Bay Community** HOSPITAL

*Health
First* **Viera** HOSPITAL

“of HEALTHFIRST” SUPPORT ICONS

The “of Health First” support icon was developed to provide a subtle connection to Health First, and should only be used when the Health First corporate logo appears elsewhere on the page. Use either PMS 2756 or PMS 2727. (See the “Creating Logos” card for full specifications.)

of **HEALTHFIRST** *of* **HEALTHFIRST**

HOSPITAL SUPPORT ICONS (Association w/Hospital)

These icons represent healthcare divisions located at a specific hospital. Only use PMS 2756. (See the “Creating Logos” card for full specifications.)

Horizontal Hospital Support Icon

Use in horizontal applications.

at HOLMES REGIONAL MEDICAL CENTER *at* CAPE CANAVERAL HOSPITAL
at PALM BAY COMMUNITY HOSPITAL *at* VIERA HOSPITAL

Stacked Hospital Support Icon

Use in vertical or square applications.

at HOLMES REGIONAL MEDICAL CENTER *at* CAPE CANAVERAL HOSPITAL *at* PALM BAY COMMUNITY HOSPITAL *at* VIERA HOSPITAL

“A SERVICE OF” SUPPORT ICONS

These icons represent services located at a particular hospital. Only use PMS 2756. (See the “Creating Logos” card for full specifications.)

a service of HOLMES REGIONAL MEDICAL CENTER *a service of* CAPE CANAVERAL HOSPITAL *a service of* PALM BAY COMMUNITY HOSPITAL *a service of* VIERA HOSPITAL

Understanding Logo Flexibility

Our company name holds considerable equity in Brevard County and the surrounding areas. Adding to the flexibility of our identity system, a kit of support icons have been created. In addition to graphically identifying our facilities and services, they provide a subtle connection to Health First for entities which require additional flexibility in their marketing.

The support icons can be broken down into three categories:

- “of **HEALTHFIRST**” Support Icons
- Hospital Support Icons (Association w/Hospital)
- “A Service of” Support Icons

Examples of these icons are on the back of this card. To see them used with the Health First Logo(s), refer to the “Creating Logos” card.

To determine the appropriate support icon(s) to use with a logo, you must first determine which category it falls into. The chart below can help make this determination.

Integrated Services	Association w/ Hospital	Health Services	Strategic Applications
Services provided across several hospitals.	Divisions located at specific hospitals, providing vital identifying information to viewers.	Locations which serve community members close to their homes.	Reserved for entities, divisions, and services in need of strategic differentiation via branding.
Examples: <ul style="list-style-type: none"> • Foundation • Vital Watch • Birthing Care Services • Cardiac Care Services • Cancer Care Services • Physicians 	Examples: <ul style="list-style-type: none"> • The Heart Center • Birthing Care Services • Trauma Center of HRMC 	Examples: <ul style="list-style-type: none"> • Home Care • Hospice • Medical Equipment • Medical Rehabilitation • Occupational Medicine • Private Duty Nursing • Pro-Health & Fitness • Sleep Centers 	Examples: <ul style="list-style-type: none"> • First Flight • BrightStar • William Childs Hospice House

Creating Logos

INTEGRATED SERVICES

Health First Integrated Services refers to services **which are provided across several hospitals.** Depending on the length of the name, the logo may contain a 'Support Description' which further identifies the service provided. The marks can stand alone if the Health First Corporate Logo appears elsewhere on the page, allowing for additional flexibility.

Examples Of Integrated Services:

- Foundation
- Vital Watch
- Birthing Care Services
- Cardiac Care Services
- Cancer Care Services
- Physicians

With Corporate Logo (No Support Icon):

Entity Name
SUPPORT

ADOBE GARAMOND PRO
FRUTIGER LT 55 ROMAN

CENTERED

Foundation

With Corporate Logo (With Support Icon):

Entity Name
SUPPORT

ADOBE GARAMOND PRO
FRUTIGER LT 55 ROMAN, Upper Case, Kerning Set to 300

CENTERED

Birthing Care
SERVICES

If Corporate Logo Used Elsewhere On Page (With Support Icon):

Entity Name
SUPPORT

ADOBE GARAMOND PRO
FRUTIGER LT 55 ROMAN, Kerning Set to 300

CENTERED



HEALTH SERVICES

This category represents a wide range of locations to serve community members close to their homes. The identity leverages the brand equity of Health First while also supporting the service offered. The logos can stand alone if the Health First Corporate Logo appears elsewhere on the page, allowing for additional flexibility.

- Examples of Community Health Services:**
- Home Care
 - Medical Equipment
 - Occupational Medicine
 - Pro-Health & Fitness
 - Hospice
 - Medical Rehabilitation
 - Private Duty Nursing
 - Sleep Centers

With Corporate Logo (With Support Description)

Entity Name
SUPPORT

ADOBE GARAMOND PRO
FRUTIGER LT 55 ROMAN, Kerning Set to 300

CENTERED

Private Duty
NURSING

If Corporate Logo Used Elsewhere On Page (With Support Decision):

Entity Name
SUPPORT

ADOBE GARAMOND PRO
FRUTIGER LT 55 ROMAN, Kerning Set to 300

CENTERED

Private Duty
NURSING

If Corporate Logo Used Elsewhere On Page (With Additional "of Health First" Branding Applied):

Entity Name
SUPPORT
of HEALTHFIRST

ADOBE GARAMOND PRO
FRUTIGER LT 55 ROMAN, Kerning Set to 300

VISUALLY CENTERED

Private Duty
NURSING
of HEALTHFIRST

If Service Name Is One Word (No Support Description):

Entity Name
of HEALTHFIRST

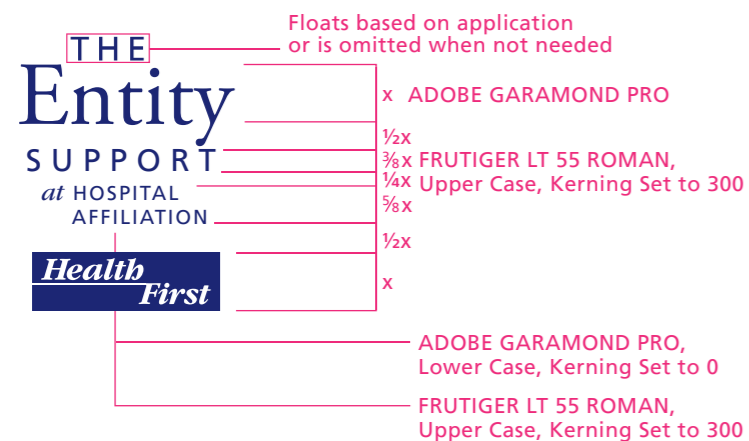
ADOBE GARAMOND PRO

Hospice
of HEALTHFIRST

ASSOCIATION WITH HOSPITAL

These icons represent **divisions located at specific hospitals**, providing vital identifying information to viewers. The marks can stand alone if the Health First Corporate Logo appears elsewhere on the page, allowing for additional flexibility.

With Corporate Logo (With Support Icon):



Examples Of Hospital Services:

- The Heart Center
- Birthing Care Services
- Trauma Center of HRMC



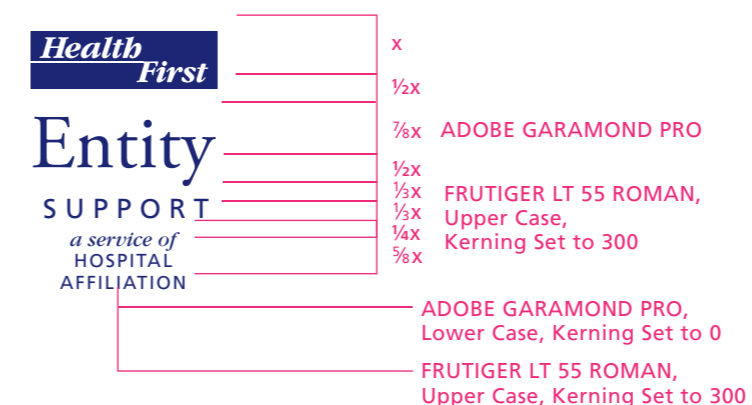
" A SERVICE OF " ICON

Health First Hospitals offer services on-site, which require a special designation. They have been designed to provide vital information—the service and physical hospital location—in all communication. The marks can stand alone if the Health First Corporate Logo appears elsewhere on the page.

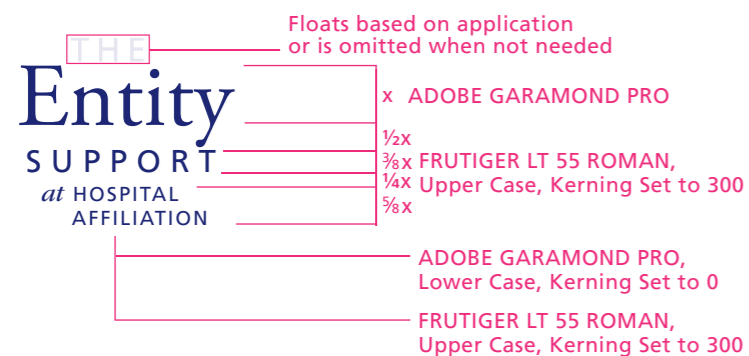
Examples:

- Aging Institute
- Diagnostic Center
- Pain Management
- Wound Management

With Corporate Logo (With Support Icon):



If Corporate Logo Used Elsewhere On Page (With Support Icon):



Birthing Care

SERVICES

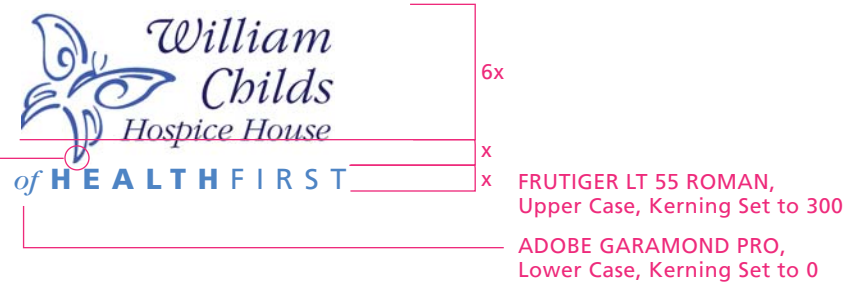
at HOLMES REGIONAL MEDICAL CENTER

at CAPE CANAVERAL HOSPITAL

Note: Birthing Care Services are at two hospitals, and the icon guidelines support co-branding

STRATEGIC APPLICATION LOGOS

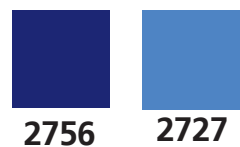
These highly stylized logos are meant to compete head-to-head with similar products or to serve any other strategic requirement in the marketplace. They cannot be changed or customized. By using a distinctive combination of symbols, design, and words, they create a highly visible identity which allows them to be distinguished from competitors.



SUPPORT ICONS

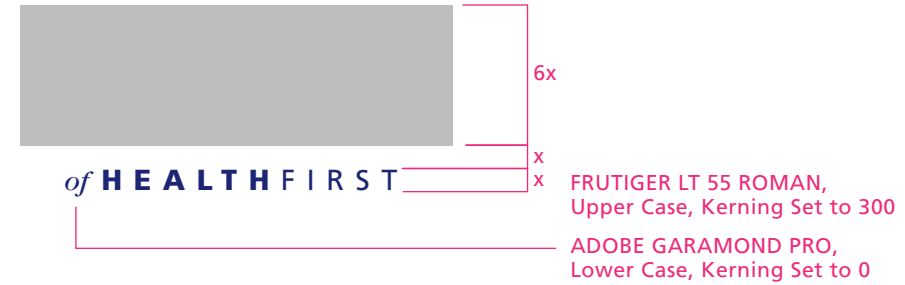
The "of Health First" support icon must be used with all strategic application logos. It can be used with or without the Health First Corporate logo. Use either PMS 2756 or PMS 2727.

of HEALTHFIRST of HEALTHFIRST



Logos, Strategic Application

If Corporate Logo Used Elsewhere On Page:



Strategic Application logos serve to create a custom branded image. They are reserved for entities, divisions, and services in need of strategic differentiation.

These logos use the "of Health First" icon to tie back to the Health First brand. (For more information about support icons, see the "Logo" section and find the "Services" card.)

The Health First Marketing Department is responsible for addressing all logo needs.

The Strategic Application Logo can occupy an area up to the limit indicated above. The logo size is flexible enough to vary—below are a few of the recommended proportions.

Note: Only the Health First Marketing Team has the authority to create Strategic Application logos.

Single-Line Logo



Double-Line Logo



Triple-Line Logo



CREATIVE BRIEF

Entity: _____

Target Audience: _____

Marketplace Differentiator: _____

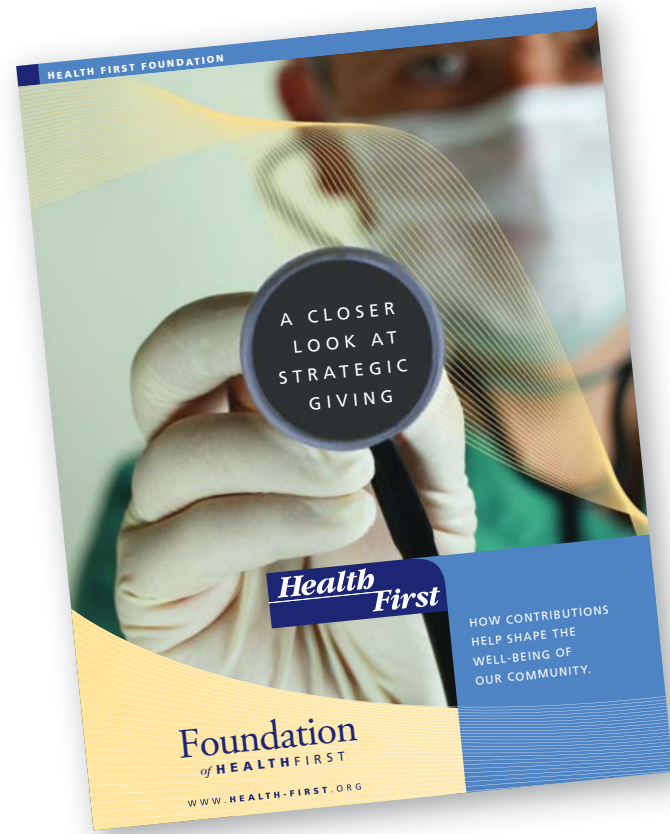
HF Marketing Contact: _____

Notes: _____

Health
First

Communication Elements

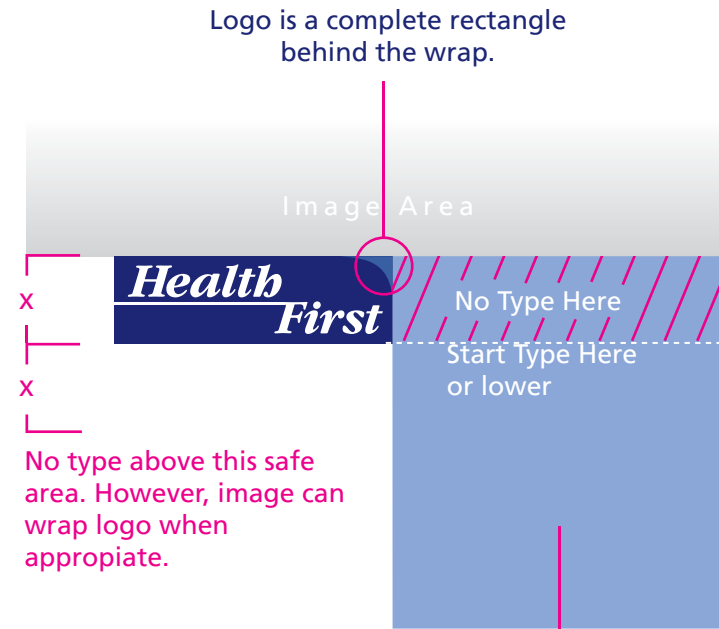
EXAMPLES



These are samples only. They are not meant to represent approved designs.

Color Wrap

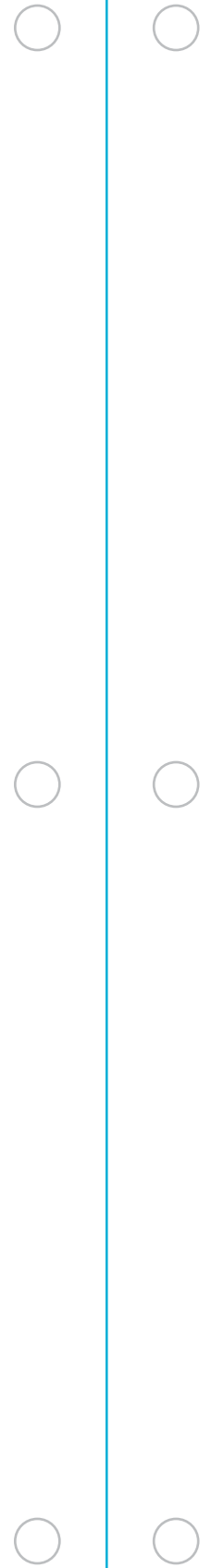
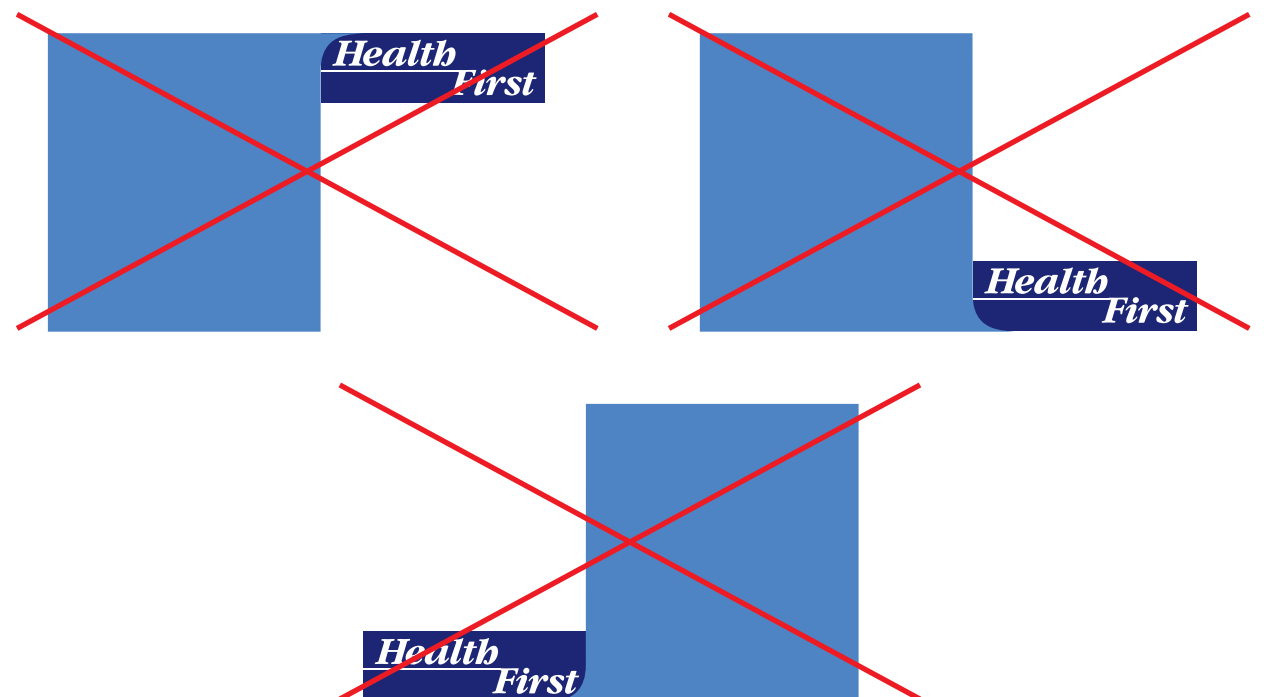
ABOUT THE COLOR WRAP
The color wrap is a creative element used throughout the Health First Identity to add interest, hold text and to integrate the corporate logo into a softer, warmer design.



The color wrap is always printed at 100% of Health First's Secondary Corporate Color or one of the Hospital Colors. See the Color Card for details.

MISUSES

The logo is only to be wrapped along the upper right hand edge. Do not wrap any other corner.



VARIATIONS

Note, the color bar did not get wider even though the slideshow on the right is taller.



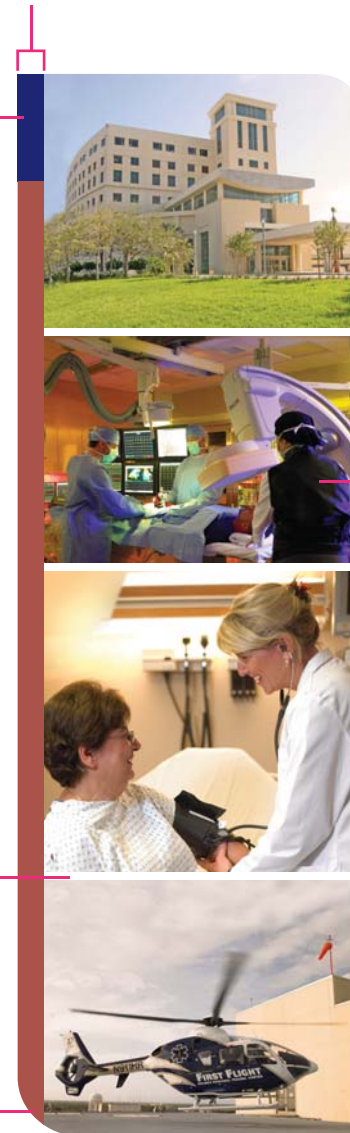
White lines should always be between **2 points** and **4 points** no matter how large you scale the slideshow.

EXAMPLES IN USE

Color Blocks and Slideshows

The Color Blocks and Slideshow tools have been developed to help organize multiple images and associate them to a particular Health First entity by color coding.

The width of this block should be between .125" and .1875" no matter how large the size of the printed piece.



Note curved corner.

Color Blocking: PMS 2756 and secondary support color. The example shown here is PMS 7524 which is used on Holmes Regional Medical Center materials.

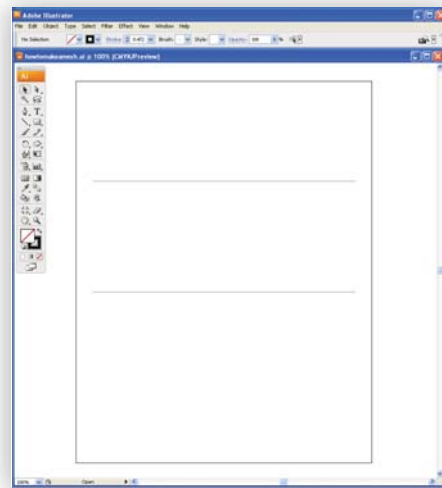
These blocks of color should always be between .125" and .1875" no matter how large the slideshow is scaled.

The number of pictures varies based on your needs. It can include 1 to 4 images. See the back for variations.

White rule divides pictures and wraps along the outer edges of the photos. This line should always be between **2 points** and **4 points** no matter how large you scale the slideshow.

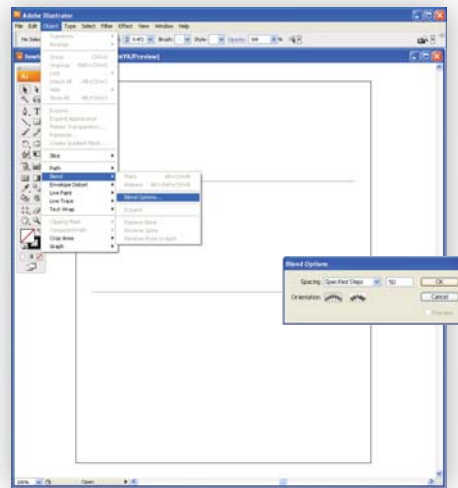
Note curved corner.

HOW TO MAKE YOUR OWN MESH



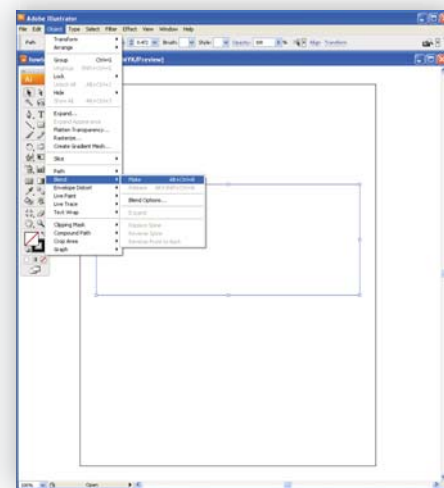
Step 1
In Adobe Illustrator, create 2, .5 point lines.

Note: In any print application, no matter how large, the mesh should never have a stroke larger than .5 points.



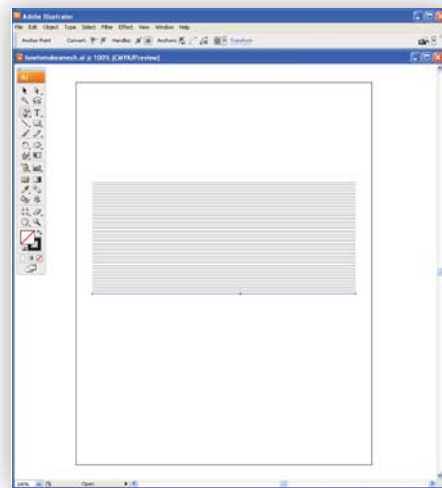
Step 2*
Go to the "Object" Tab, Blend, Blend Options.

When the window pops up, set it to "Specified Steps" and type in 50.

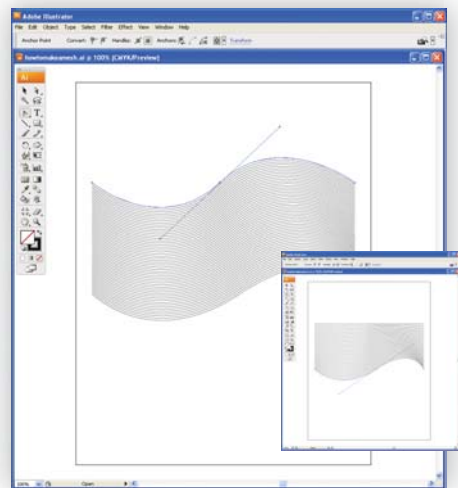


Step 3
Select both lines.

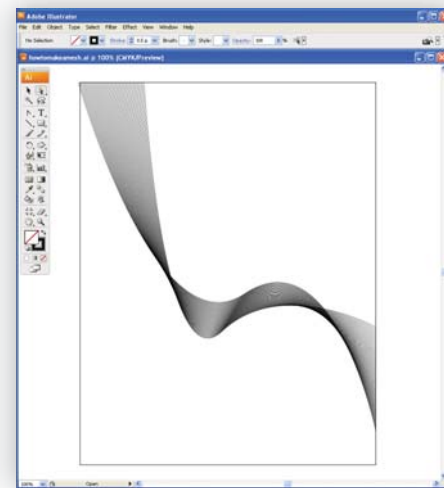
Go to the "Object" Tab, Blend, Make. This will make the blend. See Step 4 for the result.



Step 4
The result of making the blend.

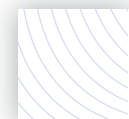


Step 5
Using the "Add Anchor Point Pen" tool, add a point to the top and bottom line. Use the "Convert Anchor Point" tool to curve the lines.

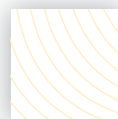


Step 3
Using the "Direct Selection Tool" (white arrow) move the end point and middle points around the page to create a unique mesh as seen above.

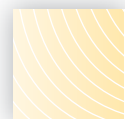
THREE MESH COLOR OPTIONS * LOW-RES GRAPHICS (72dpi)



20%
PMS
2727



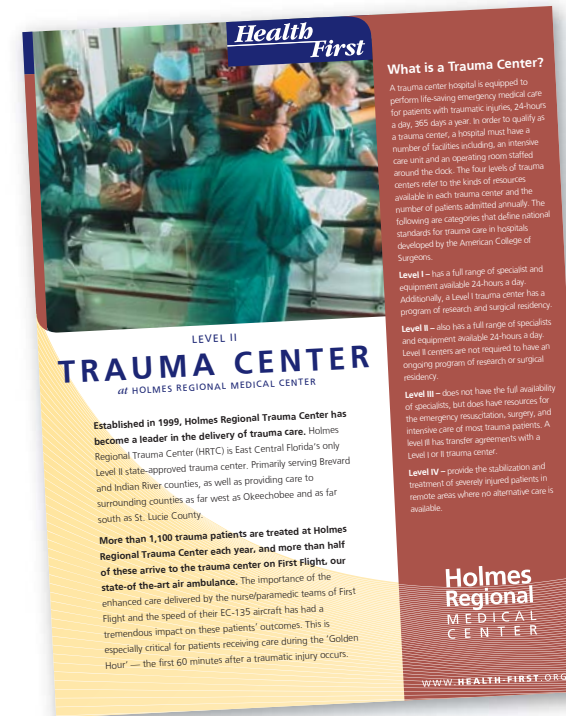
50%
PMS
7403



100%
White Over
PMS 7403

Step 2
Go to the "Object" Tab, Blend, Blend Options.

When the window pops up, set it to "Specified Steps" and type in 20.

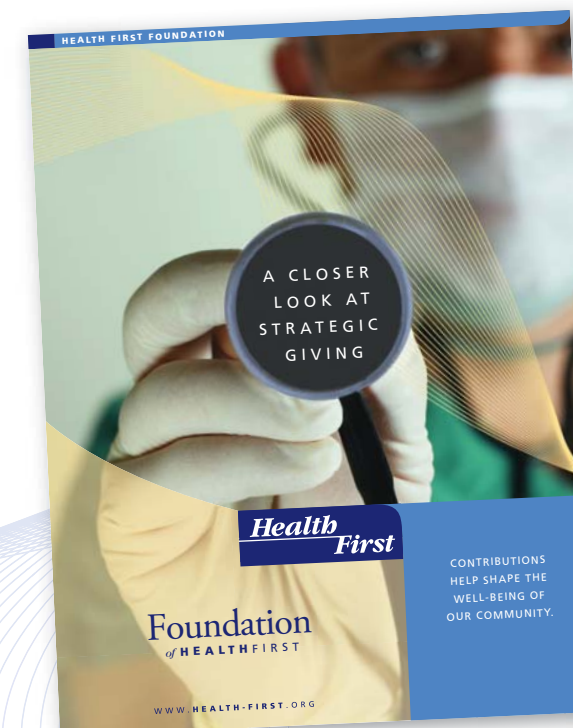


One Mesh Example

ABOUT THE MESH:
The mesh is a creative element used throughout the Health First identity to represent technology, create movement, and soften our voice in the community.

It is often used as an arch along the left and bottom of collateral, however, it can also be used in other formats.

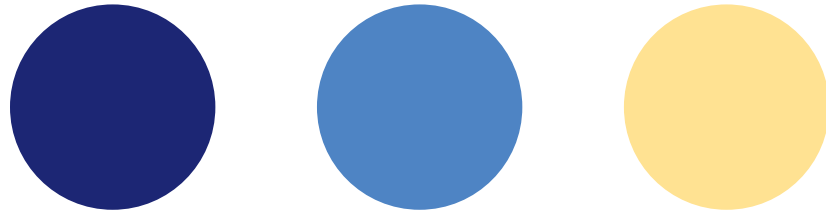
BE CONSERVATIVE:
It is preferable to use one mesh per page. Limit the use of meshes to no more than two per page.



Two Mesh Example

PRIMARY & SECONDARY COLOR BREAKDOWNS

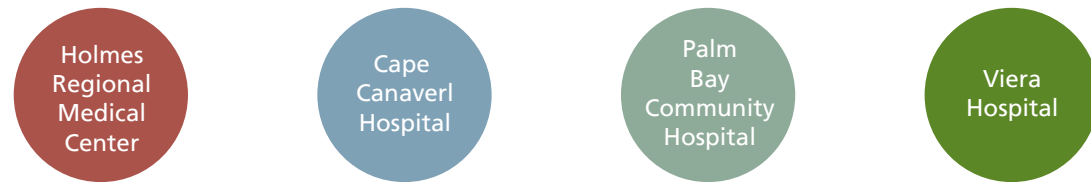
SYSTEM-WIDE



PANTONE Coated	PMS 2756 C	PMS 2727 C	PMS 7403 C
PANTONE Uncoated	PMS 2747 U	PMS 285 U	PMS 7403 U
PANTONE Metallic	PMS 8783 C	PMS 8183	n/a
4-Color Process	C 100 M 94 Y 0 K 24	C 91 M 51 Y 0 K 0	C 0 M 11 Y 51 K 0
RGB	R 15 G 20 B 119	R 32 G 83 B 163	R 237 G 205 B 130
Websafe	000066	6666CC	E8CE79
Vinyl (Signage)	Avery A9593-T (Pantone 2747® C) Blueberry (Translucent)	Avery A9503-T (Pantone® 279 C)	n/a

Note: Vinyl Colors are usually special order. Check with your signage vendor.

HOSPITAL ONLY



PANTONE Coated	PMS 7524 C	PMS 5425 C	PMS 443 C	PMS 576 C
PANTONE Uncoated	PMS 180 U	PMS 5425 U	PMS 443 U	PMS 377 U
PANTONE Metallic	PMS 8881 C	PMS 8480 C	PMS 8281 C	PMS 8682 C
4-Color Process	C 9 M 70 Y 59 K 28	C 44 M 15 Y 7 K 22	C 29 M 10 Y 14 K 28	C 52 M 6 Y 79 K 25
RGB	R 165 G 89 B 76	R 125 G 154 B 170	R 148 G 157 B 158	R 105 G 146 B 58
Websafe	A5594C	7D9AAA	949D9E	69923A
Vinyl (Signage)	n/a	n/a	n/a	n/a

Note: Metallic inks should be used for high-end special communications that need to stand out above other day-to-day collateral and advertising.

Examples include: VIP Event Collateral & Special Event Invitations

Color Palette



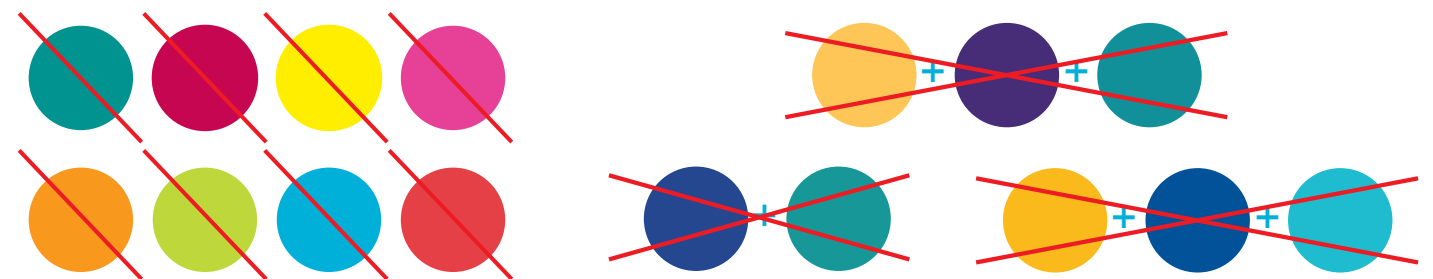
Health First's color palette has been inspired by the real colors we see every day in Brevard County. From the blues in the sky and the Intracoastal to the shells that gather on our beach, these are the subtle soothing colors that express the healing services and environment we strive to create.

Shown here are a range of colors to consider. You are not limited to these colors. Use them as inspiration.

SYSTEM-WIDE PRIMARY COLORS
See the back of this card for technical color breakdowns.



HUES TO AVOID



Avoid stereotypical Florida tourist colors you might find on a beach ball.

Avoid color combinations that are the official colors of other local health care providers.

TYPOGRAPHY OPTIONS

UPPER CASE AND LOWER CASE

The typography system for our communications is flexible. Sometimes a headline is more effective in all lower case paired with all caps. Other times, in more formal communications, title case will be more appropriate. Keep in mind the message and audience you are talking to and design appropriately.

WIDE TRACKING

Use up to a 200 setting on headlines to help them stand out and to help give a feeling of lightness. Alternatively, a tracking setting of zero with Frutiger bold may be used to support a more forceful statement like "URGENT."

BODY COPY

A good rule of thumb for body copy is 10/13 (point size/leading).

In cases where the readers may have a hard time reading, try 12/15.

Always try to use a leading 3 pts above the point size of the copy.



COLOR

All type should be printed in Health First Blue, Black or white when reversed.

SIDEBARS AND CAPTIONS

Frutiger Light Italic is an ideal font for sidebars.

TYPOGRAPHIC HIERARCHY

A working typographic hierarchy allows for the reader to unconsciously know what to read first, second and last. These levels should be apparent by graphic signals such as size, color, type style, etc. Because we have a flexible typographic standard, these signals can be mixed and matched over various pieces but should be consistent throughout a single communication piece.

The above sample uses the following hierarchy:

- 1 Headline: Larger Size and Kerning
- 2 Body Copy: Bold lead in, consistent point size and leading
- 3 Side Bar: Light White Italic

HELPFUL TERMS

TRACKING

Tracking is the adjustment of letterspacing for words, phrases, and extended blocks of text. Tracking can be applied automatically by word processing and page layout software or manually applied to only portions of text to enhance readability, to fit more text in a column, or for special effects.

LEADING

Leading is the space between lines of type. It is generally measured from baseline to baseline and expressed in points. The name leading is derived from the days of hot metal type when strips of lead were placed between lines of type to provide line spacing.

Typography

PRINT FONTS

Health First has two primary typefaces: Adobe Garamond Pro (a serif font) and Frutiger LT 55 (a sans serif font). Both are highly legible and work together well in a variety of weights and styles to give our graphic identity a broad visual range. In our print communications, Frutiger is used more often for body copy and headlines. Reserve Garamond for creating Health First Logos and for special applications.

FONT

Frutiger LT 55 Roman Regular
Frutiger LT 55 Roman Italic
Frutiger LT 55 Roman Bold
Frutiger LT 55 Roman Bold Italic

Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic

FONT LICENSING: What It Means To You

Fonts are protected under trademark law, which means anyone working with the fonts in a design capacity must own a legal copy before they can use it. Health First has a company-wide license for these fonts. Contact the Marketing Department for details.

HTML/WEB FONTS

Verdana is the standard for HTML text in Health First Web sites and mass email communications. As an alternative, Arial may be used. Note that although Adobe Garamond Pro and Frutiger are the primary typefaces for the Health First print identity, they should not be used in Health First Web sites.

USE

Headlines
 Body Copy
 Secondary type of
 Health First Logos

Creating Health First Logos
 Special Applications
 Accents

VARIATIONS

Variations:

- No slideshow
- Second mesh
- Image drops behind logo
- Headline above logo, over image



Variations:

- Slideshow contains 3 pictures rather than 4
- Color block and logo extend to top of ad allowing for additional support copy

Adjusted word count:

65 (body)

138 (sidebar)

Health
First

INSPIRATION CARD

Full Page, 4-Color Ads

SUITABLE FOR:

- Magazines
- Newspaper

SPECS:

- 7.875" x 10.375"
- No bleed (8.5x11 or larger page)
- 4-color printing (images and artwork should be CMYK)

SUGGESTED WORD COUNT:

- 65 words (body)
- 33 (sidebar)
- (does not include captions or headlines)
- See back for alternatives.

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Slideshow
- Mesh
- Logo wrap



This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

Publication(s): _____

Publication Date: _____ Release Date: _____

HF Marketing Contact: _____

These are samples only. They are not meant to represent approved designs.

Health
First

Advertising

SMALL SPACE ALTERNATIVES

SPECS:

- 3 col x 6" (5.7625" x 6")
(Florida Today specifications)
- 4-color printing
(images and artwork should be CMYK)

WORD COUNT:

- 64 words
(does not include captions or headlines)



SPECS:

- 3 col x 6" (5.7625" x 6")
(Florida Today specifications)
- 4-color printing
(images and artwork should be CMYK)

WORD COUNT:

- 64 words
(does not include captions or headlines)



SPECS:

- 2 col x 4" (5.7625" x 16")
(Florida Today specifications)
- 4-color printing
(images and artwork should be CMYK)

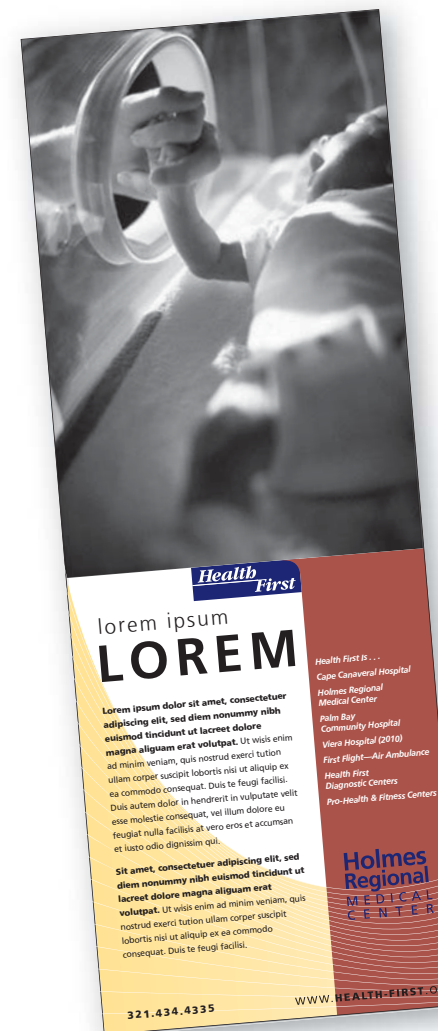
WORD COUNT:

- 44 words
(does not include captions or headlines)



*
Note: three options for hospital co-branding

These are samples only. They are not meant to represent approved designs.



SUITABLE FOR:

- Magazines
- Newspaper

SPECS:

- 3 col x 16" (5.7625" x 16")
(Florida Today specifications)
- 4-color printing
(images and artwork should be CMYK, or images can be grayscale)

SUGGESTED WORD COUNT:

- 117 words
(does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Mesh
- Logo wrap

This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images in the proper color mode and the proper dpi for the publication? See the back of the "Photography Card" for more information.
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

Publication(s): _____

Publication Date: _____ Release Date: _____

HF Marketing Contact: _____

ALTERNATIVES

SPECS:

- 3 col x 7" (5.7625" x 7")
(Florida Today specifications)
- 1-color printing
(images and artwork should be grayscale)

WORD COUNT:

- 85 words
(does not include captions or headlines)



SPECS:

- 5 col x 10" (9.68" x 10")
(Florida Today specifications)
- 1-color printing
(images and artwork should be grayscale)

WORD COUNT:

- 345 words
(does not include captions or headlines)



SPECS:

- 2 col x 4" (5.7625" x 16")
(Florida Today specifications)
- 1-color printing
(images and artwork should be grayscale)

WORD COUNT:

- 44 words
(does not include captions or headlines)



Ads, Black & White

SUITABLE FOR:

- Magazines
- Newspaper

SPECS:

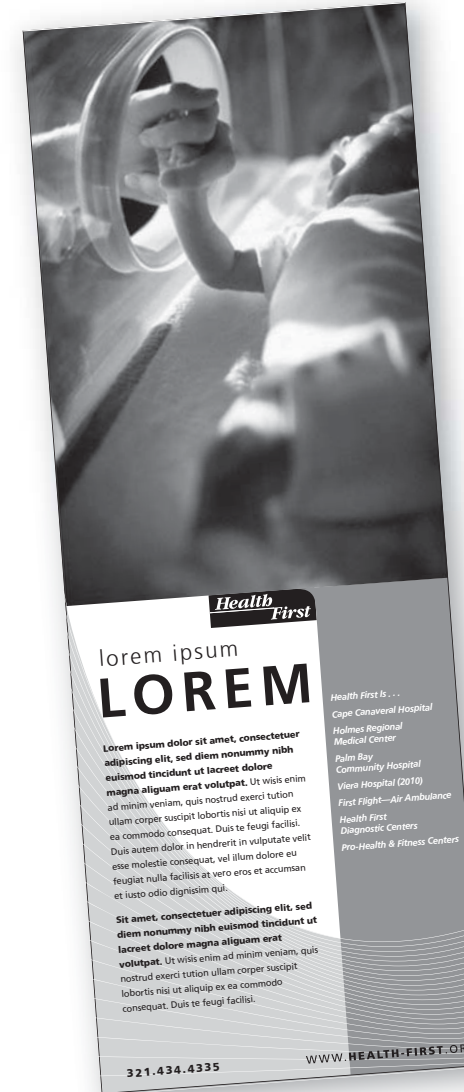
- 3 col x 16" (5.7625" x 16")
(Florida Today specifications)
- 1-color printing
(images and artwork should be grayscale)

SUGGESTED WORD COUNT:

- 117 words
(does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Mesh
- Logo wrap



CHECKLIST

- Have you used the proper entity logo?
- Does your copy fall within the word count?
- Are all your images BW and the proper dpi for the publication? See the back of the "Photography Card" for moer information.
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

Publication(s): _____

Publication Date: _____ Release Date: _____

HF Marketing Contact: _____

COVER VARIATIONS



These are samples only. They are not meant to represent approved designs.

Postcard, Direct Mail

SPECS:

- Flat size: 6" x 11"
- 4-color printing (images and artwork should be CMYK)

SUGGESTED WORD COUNT:

- 155 words (does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Mesh
- Logo wrap
- Color banding & blocking



Note: at least .75" is left white to allow for mail processing imprints at the post office.

This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Have you used proper mailing indicia?

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

Indicia Info: _____

HF Marketing Contact: _____

VARIATIONS



SUITABLE FOR:

- www.health-first.org Homepage

SPECS:

- 560 pixels x 170 pixels
- RGB (images and artwork should be RGB)

SUGGESTED WORD COUNT:

- 15 words (does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Mesh
- Logo wrap

This is a sample only. It is not meant to represent an approved design.

Web Banners

SUITABLE FOR:

- www.FloridaToday.com Blockbuster Ad

SPECS:

- 300 pixels x 250 pixels
- RGB (images and artwork should be RGB)

SUGGESTED WORD COUNT:

- 10 words per screen
- Note: animated gifs allow multiple screens for longer messages (see back for example)

ELEMENTS USED IN THIS EXAMPLE:

- Mesh
- Logo wrap



This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 72 dpi and RGB?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____



Health
First

Brochures

VARIATIONS

Rack cards sit together in displays—for this reason it is essential to leave the design of the headers intact. Always use a **color band** and the **Health First Logo** to ensure the rack cards are visible on in a display.

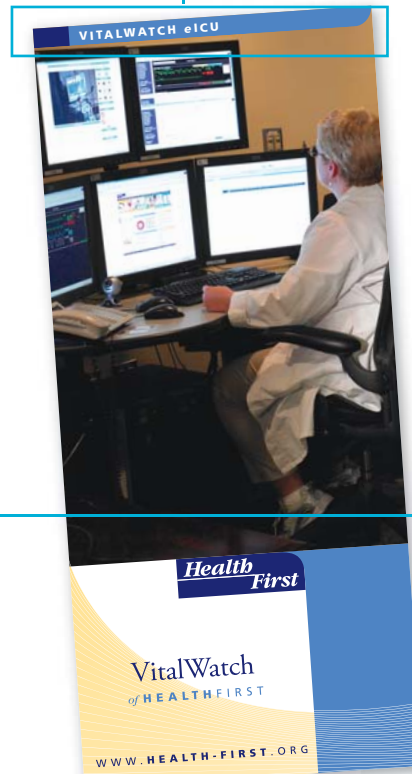
Adding a photo slideshow is a great option when including multiple photos.

Variations:

- Addition of slideshow (4 photos)

Adjusted word count: 192

These key elements on Rack Cards must remain intact (color band).



FRONT

These key elements on Rack Cards must remain intact (logo).



BACK

Variations:

- Addition of slideshow (2 photos)
- Change colors to PMS 7524 to reflect a Holmes Regional Medical Center- focused topic

Adjusted word count: 192



FRONT



BACK

These are samples only. They are not meant to represent approved designs.

Health First

INSPIRATION CARD

4x9, Rack Card

SPECS:

- Flat size: 4" x 9"
- Finished size: 4" x 9"
- Full bleed
- 4-color printing (images and artwork should be CMYK)

SUGGESTED WORD COUNT:

- 155 words (body)
- 88 words (sidebar) (does not include headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Mesh
- Logo wrap



This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

VARIATIONS

Note: These elements (top color block and Health First logo) must always remain intact.

BACK PANEL

LOREM IPSUM

image or map

Health First


LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIEM NONUMMY NIBH EUISMOD TINCIDUNT UT LACREET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISIS ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TUTIUN ULLAM CORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

321.000.0000
000 Address, City FL 32000

WWW.HEALTH-FIRST.ORG

FRONT PANEL

LOREM IPSUM



Health First

WWW.HEALTH-FIRST.ORG

INSIDE PANELS



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIEM NONUMMY NIBH EUISMOD TINCIDUNT UT LACREET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISIS ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TUTIUN ULLAM CORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIEM NONUMMY NIBH EUISMOD TINCIDUNT UT LACREET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISIS ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TUTIUN ULLAM CORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

Sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIEM NONUMMY NIBH EUISMOD TINCIDUNT UT LACREET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISIS ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TUTIUN ULLAM CORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

Duis te feugit facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au que dui dolore te feugiat nulla facilisi.

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper

image

Adjusted word count: 444

These are samples only. They are not meant to represent approved designs.

Health First

INSPIRATION CARD

4x9, 2-Panel, Single-Fold, Rack Card

FRONT PANEL



BACK PANEL



INSIDE PANELS



SPECS:

- Flat size: 8" x 9"
- Finished size: 4" x 9"
- 4-page parallel-fold
- Full bleed
- 4-color printing (images and artwork should be CMYK)



SUGGESTED WORD COUNT:

- 330 words (does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Slideshow
- Mesh
- Logo wrap

This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

VARIATIONS

Note: These elements (top color block and Health First logo) must always remain intact.

Adjusted word count: 926



INSIDE PANELS

Variations:
- Addition of mesh tool
- Layout has been flipped



These are samples only. They are not meant to represent approved designs.

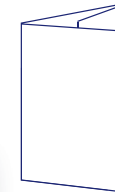
Health First

INSPIRATION CARD

4x9, Tri-Fold, Rack Card

SPECS:

- Flat size: 12" x 9"
- Finished size: 4" x 9"
- 6-page parallel-fold
- Full bleed
- 4-color printing (images and artwork should be CMYK)



SUGGESTED WORD COUNT:

- 746 words (does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Slideshow
- Mesh
- Logo wrap

Note: if more space is needed, consider using a 4x9 Rackcard insert.



This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

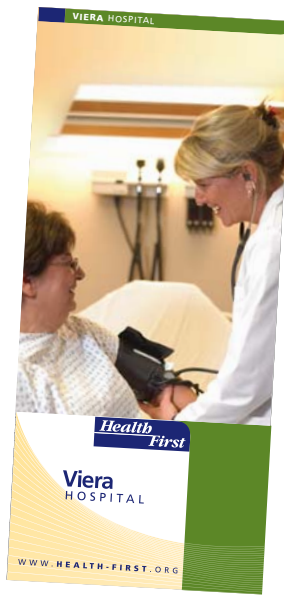
Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

VARIATIONS

Note: This top color block must always remain intact.



COVER EXAMPLES



INSIDE FLAT EXAMPLE

Health First

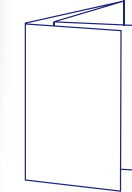
INSPIRATION CARD

4x9, 4-Fold, Rack Card



SPECS:

- Flat size: 16" x 9"
- Finished size: 4" x 9"
- 8-page parallel-fold
- Full bleed
- 4-color printing (images and artwork should be CMYK)



SUGGESTED WORD COUNT:

- 1,100 words (does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Slideshow
- Mesh
- Logo wrap

This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

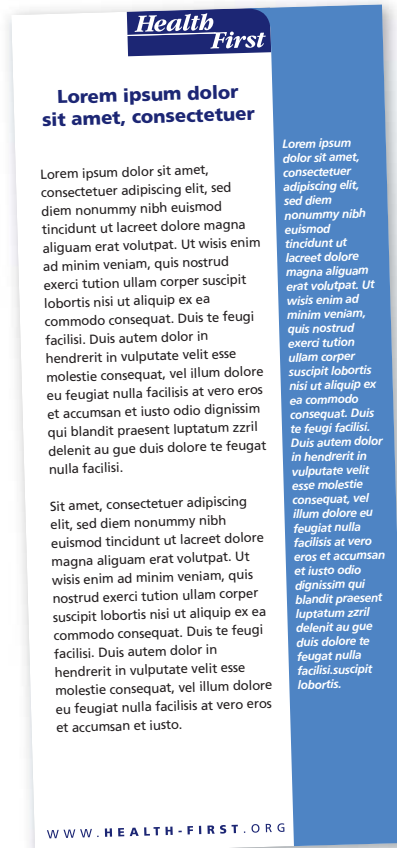
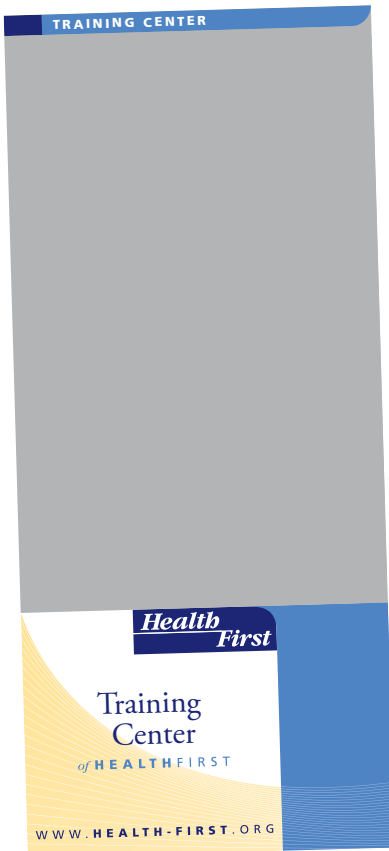
Target Audience: _____

Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

4x9 Rack Card Inserts



SUITABLE FOR:

- Supplement to 4x9 Rackcards

SPECS:

- Flat size: 3.875" x 8.875"
- Finished size: 3.875" x 8.875"
- Full bleed
- 4-color printing (images and artwork should be CMYK)

SUGGESTED WORD COUNT:

- 155 words (body)
- 88 words (sidebar)
- (does not include headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Mesh
- Logo wrap

This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

8.5x11, Single-Fold, Brochure

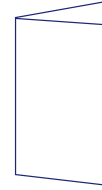
BACK PANEL

FRONT PANEL



SPECS:

- Flat size: 17" x 11"
- Finished size: 8.5" x 11"
- 4-page parallel-fold
- Full bleed
- 4-color printing (images and artwork should be CMYK)



SUGGESTED WORD COUNT:

- 1,020 words (does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Slideshow
- Mesh
- Logo wrap



This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

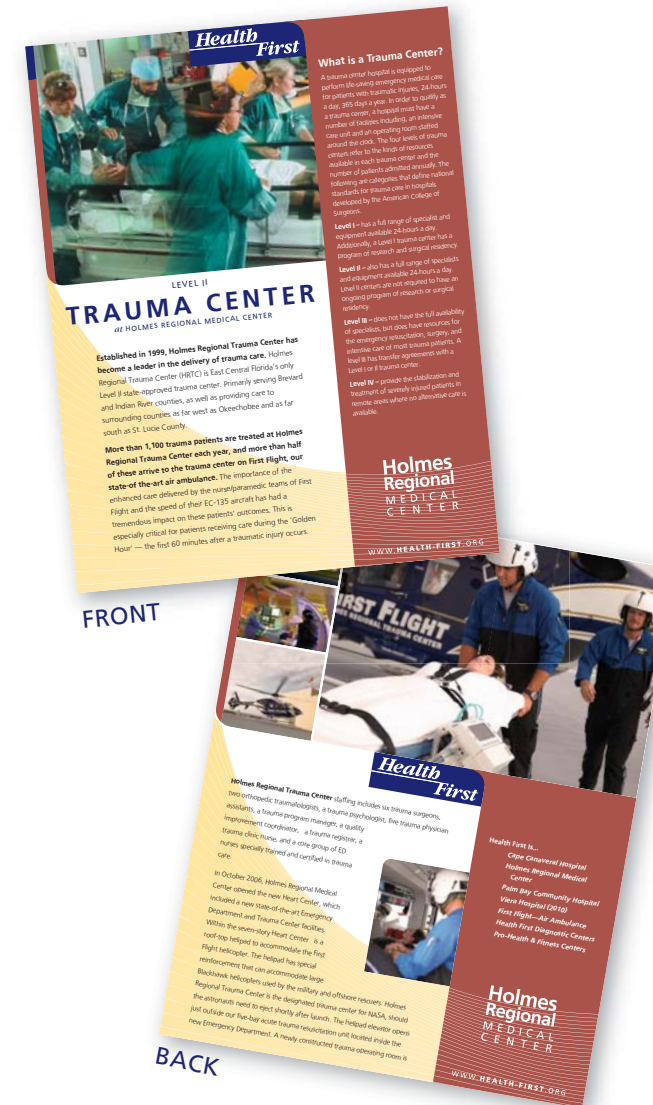
Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

Health
First

Other Collateral



SUITABLE FOR:

- Department promotions
- Special events
- Point of service displays
- Packet inserts
- Office displays
- Patient education

SPECS:

- Flat size: 8.5" x 11"
- Finished size: 8.5" x 11"
- Full bleed
- 4-color printing (images and artwork should be CMYK)

SUGGESTED WORD COUNT:

- 520 words (does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Slideshow
- Mesh
- Logo wrap

This is a sample only. It is not meant to represent an approved design.

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and CMYK?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

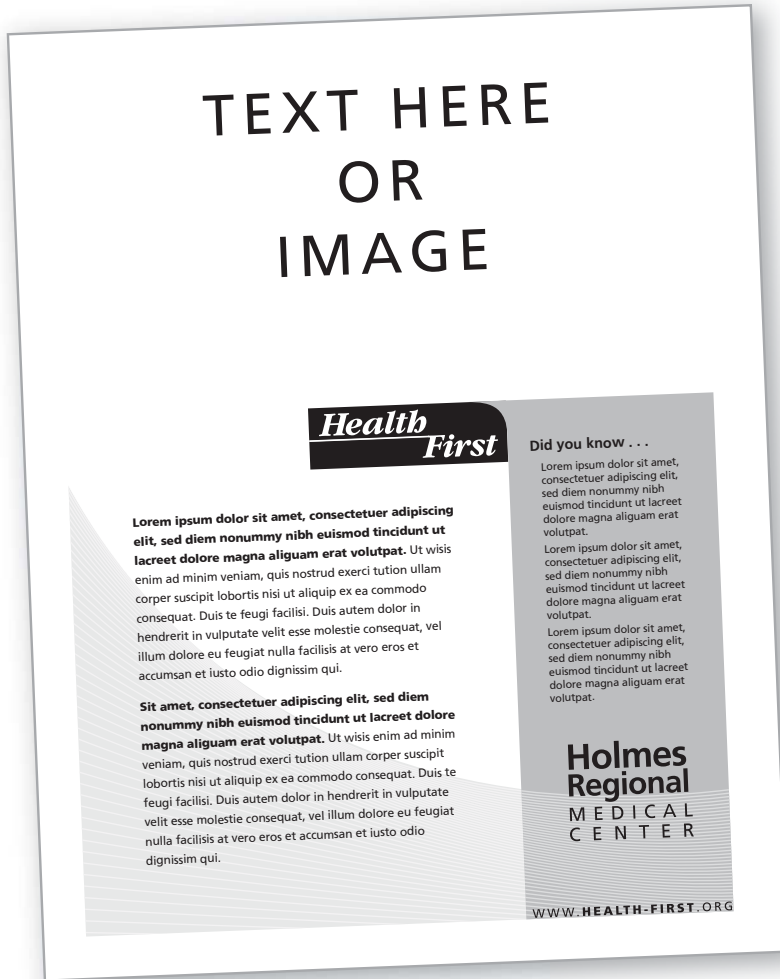
Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

Method of Distribution: _____

Posters (In-House, 8.5x11)



SUITABLE FOR:

- In-house events (retirements, birthdays, office celebrations, meeting notices, etc.)

SPECS:

- 8.5" x11"
- 1-color printing (artwork should be grayscale)

SUGGESTED WORD COUNT:

- 212 words

ELEMENTS USED IN THIS EXAMPLE:

- Mesh
- Logo wrap

Note: This template is provided in Microsoft Word for flexibility and ease of use.

CHECKLIST

- Have you used the proper entity logo?
- Does your copy fall within the word count?
- Are all your images 300 dpi and BW?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

President's Message



SUITABLE FOR:

- President's Message only

SPECS:

- Flat size: 8.5" x11"
- Finished size: 8.5" x11"
- 2-sided
- No bleed
- 1-color printing (images and artwork should be grayscale)

SUGGESTED WORD COUNT:

- 483 words (front)
- 800 words (back)
- (does not include captions or headlines)

ELEMENTS USED IN THIS EXAMPLE:

- Color banding & blocking
- Mesh
- Logo wrap

CHECKLIST

- Have you used the proper entity logo?
- Have you used the proper entity color?
- Does your copy fall within the word count?
- Are all your images 300 dpi and BW?
- Have you ran spellcheck?
- Have you checked header consistency? (e.g. All Caps, Upper/Lower Case, etc.)
- Did you use dots for phone numbers? (e.g. 321.434.7873)

CREATIVE BRIEF

Entity: _____

Target Audience: _____

Call to Action: _____

Contact Info: _____

HF Marketing Contact: _____

2.27.08 | Health First Brand Book

