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## Core Elements Guidelines

February, 2019

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# Our brand

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# Our brand

## Our story

The Prisma Health name was driven by a need to look at things from a different perspective, harnessing the best parts of our affiliates to turn a complex, multifaceted health care system into one health company that illuminates new possibilities for everyone.

Our logo and design system represent that new perspective as well, taking inspiration from light refracting through a prism and radiating the energy of possibility. With a range of colors representing the community we serve, we're standing out from the rest of the category and setting a new standard.

The logo for Prisma Health. The word "PRISMA" is in a large, bold, sans-serif font, with each letter in a different color: P (yellow), R (orange), I (red), S (red), M (magenta), and A (magenta). Below it, the word "HEALTH" is in a smaller, bold, sans-serif font, with each letter in a different color: H (grey), E (grey), A (grey), L (grey), T (grey), and H (grey). A small "SM" trademark symbol is at the end of "HEALTH".

PRISMA  
HEALTH<sup>SM</sup>

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# Our brand

## Brand architecture

Our brand is expressed through a masterbrand strategy to create as much equity as possible in our unified company.

A commitment to a masterbrand strategy is the strongest way to create awareness, ensure consistency and build equity around a single brand promise.

This strategy allows us to focus our resources and bring the organization together in a way that is efficient, effective and scalable.

Our brand architecture connects the elements that define our ecosystem through the Prisma Health brand.

This allows each of our three strategic imperatives to come to life:

### Unity

Promotes our goal of unification, both now and in the future.

### Expansion

Recognizes that that affiliation will continue to grow and evolve.

### Vision

Each community—current and future—contributes to a vision beyond just their own geography.



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# Our brand

## Brand architecture

### Entity treatment

There are two ways our logo may come to life with an entity treatment: as remote or as locked-up.

## Entity Name



### Remote treatment (primary)

The name of the entity may show up within proximity, but **never** appear as a part of the Prisma Health logo. Use Museo Sans 300 for the entity name in remote treatment scenarios.

This is our primary option as it builds and maintains the most equity in the Prisma Health brand due to there being only one version of the logo.

### Locked-up logo (limited)

The name of the entity appears in tight connection with the Prisma Health logo.

We use this option only when there is an approved business case for doing so, as it dilutes equity in the Prisma Health brand due to the existence of multiple logo versions.

Please contact the brand team if you feel you have a scenario that meets the business case for a locked-up logo.

### Primary questions that inform the business case:

- Do we own the entity, or is it a separate 501(c)(3)?
- Does the entity have a separate leadership team, board, P&L and/or objectives, mission and vision?
- Is the entity in the direct path of delivering care?
- Does the entity serve the same market and/or audience?
- Does the audience expect the experience with this entity to be seamless with our health system?
- Are there regulatory and/or legal requirements that require the entity to be treated a certain way?
- Do we control the experience of the entity in question?
- Is the entity in question capable of consistently delivering on our promise?
- Does the entity need to retain distance from the health system to reasonably accomplish what they are tasked with accomplishing?
- Does the entity have resources and relationships that are exclusively aligned with our health system?
- Are there any plans to merge, acquire or sell the entity in question that might affect our strategy?

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# Our brand

## Brand architecture

### Nomenclature

Nomenclature guides how we name the entities that make up our ecosystem.

#### **What is nomenclature?**

Nomenclature is what we call individual entities that make up Prisma Health. It's important to have guidelines for how we name everything, to create a consistent and understandable experience for our consumers and patients.

#### **What do we call our entities?**

Our entities should directly describe what they are through the use of descriptive names. Using descriptive words to concisely and clearly articulate what we provide helps to simplify the experience for consumers.

#### **When and how do we distinguish between the markets?**

Unnecessarily adding more layers of information only serves to complicate the experience for consumers. The designated market qualifiers should be used only when:

- a) consumers will otherwise be confused and/or
- b) legal/regulatory requirements dictate that two similar entities must be distinguished. When appropriate, markets are distinguished by Upstate (the Greenville market) and Midlands (the Columbia market).

#### **How should the market qualifiers be used?**

The preference is to use the market qualifier (Midlands, Upstate) in address blocks and copy. However, in instances where the entity qualifies for a locked-up logo, the market qualifier should be expressed in said logo only if the entity falls outside the Prisma Health care delivery ecosystem and functions as a legally self-contained "offering" specific to only one of the identified markets.

# Our brand

## Brand architecture

### Key steps

Our brand architecture strategy is comprised of four key steps:

1. Always consider alignment with the Prisma Health masterbrand strategy, including remote treatment of the entity, as the starting point.
2. Determine if there is a business case to make an exception in collaboration with the Prisma Health Brand Team.
3. If so, determine appropriate treatment based on established precedence.
4. Document tight architecture rules that prevent strategic "drift."

### Framework

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#### Health company (masterbrand logo)

Represents the collective promise of our entire organization, from individual interactions to affiliates. Serves as the brand starting point that all audiences should most immediately associate with Prisma Health.

**PRISMA**HEALTH<sup>SM</sup>

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#### Hospitals and other entities (remote treatment)

Any and all other entities that are not the overarching health company or an approved sub-brand. Includes, but is not limited to, hospitals, service lines, partners, departments, affiliates, Greenville practices and Prisma Health-USC Medical Group and physician practices.

Entity Name

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#### Clinical sub-brands (unique treatment)

Our clinical sub-brands receive their own logo because they meet the criteria of our sub-brands. They receive a visual treatment unique from our other approved sub-brands because it is a clinical endeavor.

TBD

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#### Non-clinical sub-brands (locked-up logo)

Reserved for a select few entities that meet or surpass established business case criteria, which clearly establishes the benefit of creating a sub-brand with a locked-up logo.

**PRISMA**HEALTH<sup>SM</sup>  
MIDLANDS FOUNDATION

Limited application for select entities that have been approved as non-clinical sub-brands, including Midlands Foundation.

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Logo

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# Logo

## Configurations

Our logo is a powerful piece of visual brand identity. It is the most recognizable element of our design system and must be represented consistently to create brand recognition. The logotype has been designed to encompass an array of spectral colors along with the subtraction of letter segments—creating the illusion of prism angles and light-refracting surfaces.

We have established two configurations—vertical and horizontal—to be used across all applications and to further reinforce brand recognition. The preferred version is vertical.

Never attempt to re-create our logo; use only approved logo artwork.

### Vertical (preferred)



### Horizontal (special cases, use only with approval from marketing team)



# Logo

## Clear space

To ensure the legibility and visibility of our logo, an area of clear space must be maintained around it in any application. This area must remain free from surface edges, typography, imagery and other graphic elements.

The clear space of our logo is defined by measuring the height of the "I" in PRISMA and establishing a perimeter around the edges of the logo that is equal to that height.

For the horizontal configuration, the SM mark is inside the clear space.



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# Logo

## Color formats

Our logo is available in several color formats to ensure its integrity across a variety of reproduction methods. The preferred logo is the positive color. The reverse white logo should be used only on approved gradient backgrounds (see page 33) or with the approved colors from our brand color palette.

**Positive color**



**Reverse white**



**Positive black**



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# Logo

## Minimum size

Some applications may require our logo to be small. To be sure our logo is legible, it should not appear smaller than the minimum sizes shown here.

**Print applications**  
0.125" (height of "I")



**Digital applications**  
12 pixels (height of "I")



# Logo

## Placement & alignment

By creating consistent placement and alignment in layouts, we maintain a professional and organized feel. Whenever possible, align typography, imagery and other design elements with our logo.

The logo may be placed in any of the four corners of a page. The examples to the right show our standard placement and alignment guidelines on standard-size collateral (8.5" x 11").

When a larger margin is desired for headlines (on covers only), the alternate left alignment may be used. Horizontal alignment will always be with the baseline of the logo.

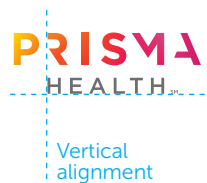
### Left alignment



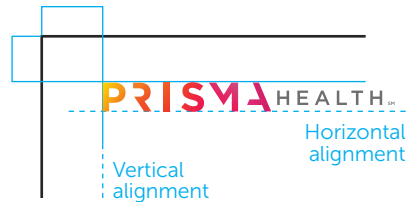
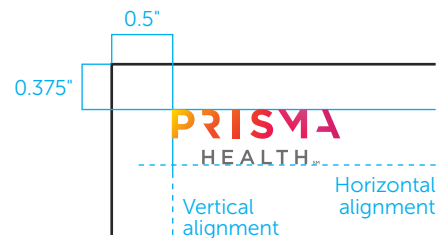
### Right alignment



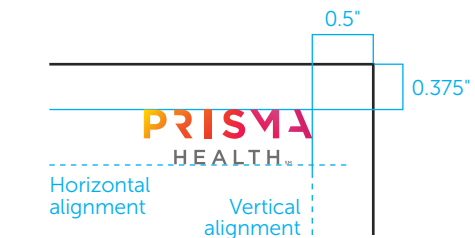
### Alternate Left alignment



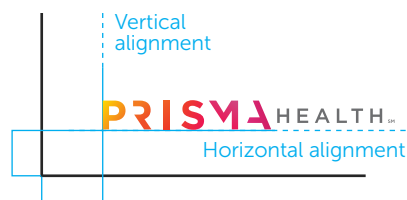
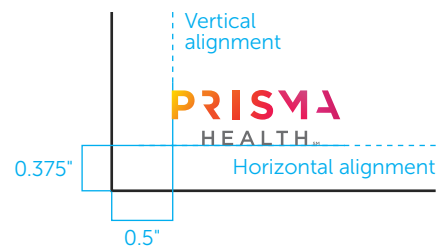
### Top left placement



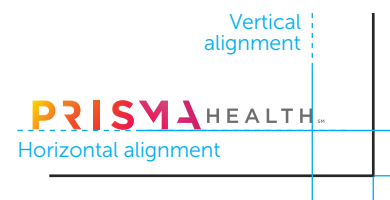
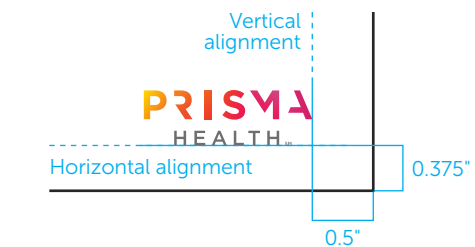
### Top right placement



### Bottom left placement



### Bottom right placement



# Logo

## Misuses

We created our logo and associated variations to ensure that those within and outside our organization represent our brand in a consistent way. We thoroughly considered variations and applications to provide flexibility—all other uses are considered misuses. These examples demonstrate “do not’s” that can diminish the value of our brand.

**Do not alter the logo gradient.**



PRISMA  
HEALTH <sup>SM</sup>

The logo is shown with a blue diagonal line crossing it, indicating it is a misuse. The word 'PRISMA' is rendered with a gradient that is not the official one, appearing more orange and red.

**Do not alter logotype placement.**



PRISMA  
HEALTH <sup>SM</sup>

The logo is shown with a blue diagonal line crossing it, indicating it is a misuse. The word 'PRISMA' is rendered in a different color and the 'HEALTH' wordmark is placed below it, which is not the official placement.

**Do not outline the logo.**



PRISMA  
HEALTH <sup>SM</sup>

The logo is shown with a blue diagonal line crossing it, indicating it is a misuse. The word 'PRISMA' is rendered with a thin black outline around each letter.

**Do not add a drop shadow.**



PRISMA  
HEALTH <sup>SM</sup>

The logo is shown with a blue diagonal line crossing it, indicating it is a misuse. The word 'PRISMA' is rendered with a dark drop shadow behind it.

**Do not alter the proportions of logo elements.**



PRISMA  
HEALTH <sup>SM</sup>

The logo is shown with a blue diagonal line crossing it, indicating it is a misuse. The word 'PRISMA' is rendered with a different proportion, appearing more compact and wider.

**Do not distort the proportions of the logo.**



PRISMA  
HEALTH <sup>SM</sup>

The logo is shown with a blue diagonal line crossing it, indicating it is a misuse. The word 'PRISMA' is rendered with a different proportion, appearing more elongated and narrower.

**Select the logo version that provides the best contrast with the background.**



PRISMA  
HEALTH <sup>SM</sup>

The logo is shown with a blue diagonal line crossing it, indicating it is a misuse. The logo is placed on a dark background, which reduces contrast.

**Do not place the full-color logo on a background darker than 10% black.**



PRISMA  
HEALTH <sup>SM</sup>

The logo is shown with a blue diagonal line crossing it, indicating it is a misuse. The logo is placed on a dark background, which reduces contrast.

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# Colors

# Color

## Formulas

The color specifications shown here have been tested and must be consistently followed to maintain the integrity of our visual brand identity. Do not introduce additional colors to the color formulations below.

For designers, the Prisma Health color palette is available in CMYK, RGB and PMS color swatches as an Adobe Swatch Exchange (ASE).



**Prisma Lemon**  
PMS 109  
CMYK 0/14/100/0  
RGB 255/214/0  
HTML #FFD600



**Prisma Tangerine**  
PMS 2013  
CMYK 0/46/100/0  
RGB 249/155/28  
HTML #F99B1C



**Prisma Apricot**  
PMS 021  
CMYK 0/78/100/0  
RGB 241/95/34  
HTML #F15F22



**Prisma Rubine**  
PMS 192C/206U  
CMYK 0/100/68/0  
RGB 237/24/73  
HTML #ED1849



**Prisma Fuchsia**  
PMS 219  
CMYK 0/100/4/0  
RGB 236/0/134  
HTML #EC0086



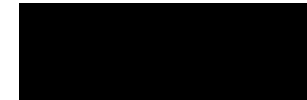
**Prisma Plum**  
PMS 675  
CMYK 30/100/26/2  
RGB 179/37/114  
HTML #B32572



**Prisma Eggplant**  
PMS 2425  
CMYK 40/100/10/26  
RGB 131/0/101  
HTML #830065



**85% Black**  
CMYK 0/0/0/85  
RGB 38/38/38  
HTML #262626



**Black**  
CMYK 0/0/0/100  
RGB 0/0/0  
HTML #000000



**White**  
CMYK 0/0/0/0  
RGB 255/255/255  
HTML #FFFFFF

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# Typography

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# Typography

Verdana should be used for all Microsoft Office Suite applications. It is a system font and can be found on all computers.

Recommended font size for regular body text should be 9 pt.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Verdana Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

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# Typography

## Misuses

Well-considered typography helps maintain sophistication in our communications. While not all-encompassing, the following examples demonstrate potential typographical misuses that can detract from the clarity and integrity of our visual brand identity.

**Do not set type in Prisma Lemon.**

~~Temporibus autem quibusdam  
et aut officiis debitis aut rerum  
necessitatibus saepe eveniet ut~~

**Do not set Museo Sans 100 in Prisma  
Tangerine or Prisma Apricot.**

~~Temporibus autem quibusdam  
et aut officiis debitis aut rerum  
necessitatibus saepe eveniet ut~~

**Do not set Museo Sans 100 or Museo  
100 below 12pt.**

~~Temporibus autem quibusdam et aut  
officiis debitis aut rerum necessitatibus  
saepe eveniet ut quibusdam.~~

**Do not apply the gradient to  
body copy**

~~Temporibus autem quibusdam  
et aut officiis debitis aut rerum  
necessitatibus saepe eveniet ut~~

**Do not use gradient with Museo 100  
or 300.**

~~Temporibus autem quibusdam  
et aut officiis debitis aut rerum  
necessitatibus saepe~~

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# Design elements

# Bar element

## Examples of bar element



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**PRISMA HEALTH**

f t y i prismahealth.org

### Newsletter Header

December 2018  
Issue 134 • Volume 2

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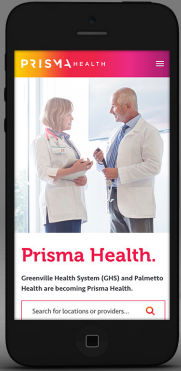


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consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

**PRISMA HEALTH**

# Band element

## Examples of band element



# Examples of applications



If you have any further questions  
about our brand, please contact:

Gary Hipps  
[ghipps@ghs.org](mailto:ghipps@ghs.org)  
864-797-7545

Liz Phillips  
[liz.phillips@palmettohealth.org](mailto:liz.phillips@palmettohealth.org)  
803-434-1004