
Branding in Action

Updated April 9, 2019

Greenville Health System (GHS) and Palmetto Health have come together to create Prisma Health. *Branding in Action* will keep team members informed as we continue to move through the rebranding process in 2019. The full rebranding process will take a year or more to complete.

This version of *Branding in Action*, found exclusively on the marketing resource website, features a compilation of the most important items from every issue.

Thank you for sending your questions to us so we can make our branding information even more clear. If you have questions, contact CCommunications@PrismaHealth.org.

Top items (alphabetically)

Campus names

As a reminder, a campus is the area where a hospital and all surrounding buildings are located; specific hospital names are separate from campus names.

- Prisma Health Easley Medical Campus
- Prisma Health Greenville Memorial Medical Campus
- Prisma Health Greer Medical Campus
- Prisma Health Laurens County Medical Campus
- Prisma Health North Greenville Medical Campus
- Prisma Health Oconee Medical Campus
- Prisma Health Patewood Medical Campus
- Prisma Health Simpsonville Medical Campus

Creating, ordering and printing materials

Click [here](#) to review answers to 12 common questions about the process for creating, ordering and printing materials.

Credit Unions

GHS and Palmetto Health Credit Unions will retain their current brands.



Email and signature settings

Take a moment to ensure your email signature mirrors the template provided on the marketing resource website.

- Your signature should be in Verdana font, size 9. Its color should be the grey provided in the template.
- The Prisma Health logo is the only image that should appear in your signature.
- Feel free to add your professional credentials (RN, MPH, etc.) to your signature.
- The default font for the body of your email should be set to Verdana, size 9. Its color should be set to automatic or black.

Example of correct signature:

Warm regards,

Firstname Lastname

Title, Department

Prisma Health

Address1, Address2

City, SC 00000

000-000-0000 (office)

000-000-0000 (mobile)

000-000-0000 (fax)



Inspire health. Serve with compassion. Be the difference.



Example of incorrect signature:

Warm regards,

~~*Firstname Lastname*~~

Title, Department

~~Prisma Health~~

~~Address1, Address2~~

~~City, SC 00000~~

000-000-0000 (office)

000-000-0000 (mobile)

000-000-0000 (fax)



Inspire health. Serve with compassion. Be the difference.

Email to our old addresses will be forwarded until the end of the year

Messages sent to @ghs.org, @PalmettoHealth.org, @thephqc.org and @myhfn.org email addresses will be automatically forwarded to our new @PrismaHealth.org addresses through Tuesday, Dec. 31. This is a longer forwarding period from what was previously planned.

Please note the following:

- In order to change your last name, please complete a name change form and fax or email it to Human Resources.
 - Click [here](#) to access the form in the Midlands.
 - Click [here](#) to access the form in the Upstate.
- Be sure to update your login details for any websites that have your old email address stored.
- SMS login IDs have not changed.
- You will need to re-enter your password the first time you access email on your mobile phone.

For any questions, contact the Service Desk at 803-434-4357 (Midlands) or 864-455-8000 (Upstate).



Foundations

Several foundations in the Midlands and the Upstate have rebranded:

- Palmetto Health Foundation is now Prisma Health Midlands Foundation.
- The Tuomey Foundation is now Prisma Health The Tuomey Foundation.
- GHS Baptist Easley Foundation is now Prisma Health Baptist Easley Foundation.
- GHS Oconee Memorial Hospital Foundation is now Prisma Health Oconee Memorial Hospital Foundation.

Help update GHS.org and PalmettoHealth.org websites

The Marketing and Communications team is actively updating our websites. Part of this includes changing old @ghs.org and @PalmettoHealth.org email addresses listed on the sites to @PrismaHealth.org. If you happen to notice an old address, let us know by emailing CCommunications@PrismaHealth.org.

Hospitals and outpatient facilities may now use branded items and apparel

Midlands and Upstate hospitals and outpatient facilities may now use/wear Prisma Health branded items and apparel.

Please take a moment to review:

- The [apparel branding guide and vendor list](#)
- [How to create, order and print materials](#)

Upstate physician practices need to continue using GHS branded apparel and items, especially for patient letters and billing statements, until July 1. Palmetto Health-USC Medical Group will rebrand in 2020.

Hospital campus signs

We will begin converting signs at our hospital campuses in May. Thank you for your continued patience as we make these highly visible changes throughout the coming months and into 2020.



Hospital names

It will take up to a year or more to change over all hospital signage, printed materials, etc.

Prisma Health–Midlands

- Prisma Health Baptist Hospital
- Prisma Health Baptist Parkridge Hospital
- Prisma Health Children’s Hospital–Midlands
- Prisma Health Heart Hospital
- Prisma Health Richland Hospital
- Prisma Health Tuomey Hospital

Prisma Health–Upstate

- Prisma Health Baptist Easley Hospital
- Prisma Health Children’s Hospital–Upstate
- Prisma Health Greenville Memorial Hospital
- Prisma Health Greer Memorial Hospital
- Prisma Health Hillcrest Hospital
- Prisma Health Laurens County Hospital
- Prisma Health Marshall I. Pickens Hospital
- Prisma Health North Greenville Hospital
- Prisma Health Oconee Memorial Hospital
- Prisma Health Patewood Hospital
- Prisma Health Roger C. Peace Rehabilitation Hospital

How to specify a Prisma Health affiliate in writing

When you need to specify a Prisma Health affiliate in writing, use Prisma Health–Midlands or Prisma Health–Upstate. Please note that affiliate is not an official part of our names; it should only be used if needed. An example of how to correctly use the term: Prisma Health–Midlands is an affiliate of Prisma Health.

When writing Prisma Health–Midlands and Prisma Health–Upstate, the symbol that is used is “En Dash” without any space between the word Health and Midlands or Upstate.

En Dash can be inserted in Microsoft Word or Outlook at:

- Insert
- Symbol
- More Symbols
- Special Characters
- En Dash



Intranet sites

For now, Prisma Health–Midlands will continue to use myPal and Prisma Health–Upstate will continue to use Plexus as our intranet sites. These sites will be rebranded in the coming months. We will keep you updated on when to expect changes to these sites.

Marketing resource website

Be sure to visit the marketing resource website to access helpful tools and resources. Items will continue to be added to the site throughout the rebranding process.

- [Midlands](#)
- [Upstate](#)

Our purpose

We are no longer using the word “statement” when describing our purpose. Additionally, we are no longer capitalizing the word “purpose.” Follow these examples of how to write accurately about our purpose.

- Our purpose: *Inspire health. Serve with compassion. Be the difference.*
- Everyone at Prisma Health is dedicated to bringing our purpose to life: *Inspire health. Serve with compassion. Be the difference.*

Palmetto Health-USC Medical Group

Palmetto Health-USC Medical Group will continue to use its current name and current physician practice names. Palmetto Health-USC Medical Group will become Prisma Health-USC Medical Group, and will begin transitioning to its new name when it has fully implemented its new patient registration, appointment scheduling and billing system. We will keep you updated on the Medical Group rebranding process.



Prisma Health Children’s Hospital has a new logo

Both affiliates are beginning to swap out previous Children’s Hospital logos for the newly created Prisma Health Children’s Hospital logo. A few items to keep in mind regarding this change:

- Both affiliates can begin using the new logo.
- Upstate physician practices need to continue using the GHS branded Children’s Hospital logo until July 1.
- Prisma Health Children’s Hospital–Midlands and Prisma Health Children’s Hospital–Upstate share the same logo; they do not have separate logos.
- Reach out to your Marketing department contact if you need the new logo.
- It will take several months to completely replace all previous branding.



Prisma Health Midlands Network and Prisma Health Upstate Network

Palmetto Health Quality Collaborative (PHQC) has been renamed Prisma Health Midlands Network. MyHealth First Network (MyHFN) has been renamed Prisma Health Upstate Network. They continue to function as separate, but aligned, clinically integrated networks.

Removal of GHS and Palmetto Health branded items

Wherever possible, Midlands and Upstate hospitals and outpatient facilities should begin removing GHS and Palmetto Health branded rugs, banners, flyers and similar items. The Facilities department will handle the removal of logos from walls.

Team member ID badges

Team member ID badges will be replaced with new Prisma Health ID badges in late summer. Your preferred first name will be used for your new badge. Stay tuned for details later this year.

Best practices

Always use our full name, Prisma Health

- Always use Prisma Health in writing and dialogue rather than just Prisma, PH or any other abbreviation.
- We have trademarked Prisma Health and do not own the trademark for Prisma by itself.

Prisma Health should always be written in upper and lower case – Prisma Health

- Outside of the logo, it is never written in all capital letters.

The Prisma Health logo should never be modified

- Adding affiliate, entity or department names directly below or beside the logo is not permitted.

To ensure the legibility and visibility of our logo, an area of clear space must be maintained around it

- When placing the logo among other logos, above or near any images/graphs, etc., the minimum amount of clear space can be determined by measuring the height of the “I” and establishing a perimeter around the edges of the logo that is equal to that height.



- **When placing text, especially a department, hospital or campus name, below the Prisma Health logo,** the text must be a minimum of half the width of the word Prisma below the logo. Without this buffer, it can look as if a logo was created specifically for a department, hospital, campus, etc.

PRISMA
HEALTHSM

