
Prisma Health

Apparel Branding Guide

06.27.19

PRISMA
HEALTH®

Logo

Embroidery

After testing thread colors, logo sizing and fabric options, the following specifications are recommended for Prisma embroidery standards:

- The preferred embroidery wordmark size is 3.5 inches wide.
- The wordmark should never be embroidered smaller than 3.5 inches in width unless the product itself does not allow enough space.
- Fabric texture should not reduce the legibility of the logo.
- The full color logo should only be produced on white or black fabric.

The preferred Prisma Health embroidery thread is Madeira Polyester. The approved colors are:

P: Madeira Polyester 1951
R: Madeira Polyester 1778
I: Madeira Polyester 1987
S: Madeira Polyester 1508
M: Madeira Polyester 1984
A: Madeira Polyester 1787
HEALTH: Madeira Polyester 1689

If Madeira brand thread is not available, the approved Gunold Polyester thread colors are:

P: Gunold Polyester 61065
R: Gunold Polyester 61078
I: Gunold Polyester 61184
S: Gunold Polyester 61037
M: Gunold Polyester 61398
A: Gunold Polyester 61533
HEALTH: Gunold Polyester 61358



PRISMA
HEALTH



PRISMA HEALTH

3.5" width (preferred)

Logo

Embroidery

1-color logos (black or white) are acceptable on colored fabrics. Use the 1-color logo that offers the most contrast from the fabric color. The full color logo should only be produced on white or black fabric.

The approved Prisma Health embroidery thread for 1-color embroidery is as follows:

Black: Madeira Polyester 1800 (preferred)

White: Madeira Polyester 1805 (preferred)

-or-

Black: Gunold Polyester 61005

White: Gunold Polyester 61001

On gray material:

- If the gray is in the 100%–40% black range, the reverse white logo should be used.
- If the gray is in the 30%–10% black range, the all-black logo should be used.



Branding apparel

Lab coats

The Prisma Health color logo is to be sewn on lab coats in the approved color thread (see embroidery section, page 2). The vertical version (stacked logo) must be sewn on the right chest at 3.5 inches wide and the physician/clinician name, specialty and/or practice name must appear on the left chest above the pocket at a width less than the width of the pocket.

Physician/clinician name, specialty and/or practice name should be sewn in the approved Verdana font using Madeira Polyester 1689 gray thread. Depending on the amount of text, the font point size should be between 15 and 18 point to a maximum point size of 20 point.

No other insignia should appear on the front of the garment.

Note: Always abbreviate Department as Dept.



Scrubs/clinical attire

The Prisma Health vertical (stacked) logo when embroidered on scrubs and all other clinical attire must be sewn on the left chest in white or black thread as prescribed in the embroidery section. The color version of the Prisma Health logo may only be embroidered on white or black clothing.

When needed, practice, department or program names must be sewn on the right chest in the Verdana font using matching thread color of the logo as prescribed in the embroidery guide. If sewn with the color logo, these designations must be sewn in Madeira 1689 gray thread. Font point size should not exceed 24 point.

No other insignia should appear on the garment.

Note: Always abbreviate Department as Dept.



Branding apparel

Polo shirts

White and black polos may be embroidered with the color logo on the left chest as prescribed in the embroidery guide and sewn no less than 3 inches wide. If needed, practice, department or program designations should be sewn on the right chest in the Verdana font using Madeira Polyester 1689 gray thread at a size no greater than 24 point. Optionally, the entity designation may be embroidered on the left sleeve.

When embroidering the logo on colored polos, the logo must be sewn in either white or black as indicated in the embroidery guide. If needed, practice, department or program designations must be sewn on the right chest in the same color thread as the logo using the Verdana font at a point size no greater than 24 point. Optionally, the entity designation may be embroidered on the left sleeve.

Note: Always abbreviate Department as Dept.

No other logos or insignia should appear on the front of the shirt.

Whenever possible, please select colored shirts that approximate the Prisma Health color palette.



White



Black



Lemon
PMS 109



Tangerine
PMS 2013



Rubine
PMS 192C/206U



Fuchsia
PMS 219



Plum
PMS 675



Eggplant
PMS 2425



Branding apparel

T-shirts

The Prisma Health logo may be embroidered or screen printed on T-shirts. It may be embroidered in color only on a white or black shirt. **The logo may be printed in color only on a white shirt.** The logo must be reproduced in white or black on colored shirts. The white version of the logo is preferred. However, if the shirt is a very light color, the logo must be printed in black. The logo must be the vertical version and appear on the left chest no less than 3.5 inches wide.

When necessary, practice, department or program names must appear on the right chest in the Verdana font at a point size no greater than 24 point. If embroidered or printed on a white or black shirt with the color logo, the text must match the gray of "HEALTH" in the logo. On colored shirts, the text must be in white or black to match the logo.

Note: Always abbreviate Department as Dept.

No other art or insignia should appear on the front of the shirt.

T-shirts printed for special events may have a design on the back of the shirt. All text in the design must appear in approved Prisma Health fonts that include Adobe fonts Museo and Museo Sans. All designs are subject to approval by Prisma Health Marketing & Communications.

The following T-shirt brands and colors are identified as matching the Prisma Health color palette. Only specify these shirts unless granted permission from Prisma Health Marketing & Communications.

- Gildan – White
- Gildan – "Daisy" (yellow)
- Gildan – "Tangerine" (orange)
- Port & Company – PC61 "Fiery Red"
- Port & Company – PC54 "Red"
- Gildan – "Helconia" (fuchsia)
- Gildan – "Berry"
- Port & Company – PC54 "Purple"



Branding apparel

Blended or “heather” T-shirts

There are times when a blended or heather T-shirt is desired. They are generally much softer material and have a weathered appearance. The CVC garments are a blend of high-quality cotton and polyester. Triblend are generally a blend of cotton, polyester and rayon. Please specify the following makes and colors when choosing this type T-shirt. Previous T-shirt branding guidelines apply.

Next Level 6210 CVC Crew

60% combed ring-spun cotton, 40% polyester

Approved colors: White, Black, Charcoal, Dark Gray Heather, Banana Cream, Red, Purple Rush

Next Level 6010 Triblend Crew

50% polyester, 25% combed ring-spun cotton 25% rayon

Approved colors: Heather White, Vintage Black, Prem Heather, Vintage Red

Bella+Canvas 3001 CVC Unisex Heather CVC SS Tee

Blends of Airlume combed and ring-spun cotton and polyester

Approved colors: Solid White Blend, Solid Black Blend, Black Heather, Athletic Heather, Dark Gray Heather, Heather Storm, Deep Heather, Heather Yellow Gold, Heather Yellow, Heather Red, Heather Orange, Heather Raspberry, Heather Lapis, Heather Team Purple

Bella+Canvas 3413 Unisex Triblend S/S Tee

50% polyester, 25% Airlume combed and ring-spun cotton, 25% rayon

Approved colors: Solid White, Black Heather, Gray, Athletic Gray, Red, Solid Red, Purple, Orange, Yellow Gold



Branding apparel

Baseball caps

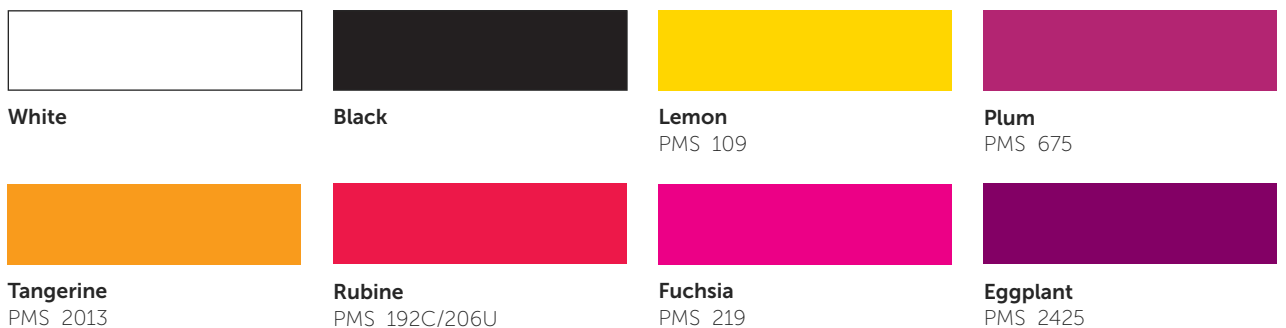
The color version of the vertical logo may be embroidered on a white or black cap. The white or black version of the logo must be sewn on all other colored caps. Embroidery must follow the directions in the embroidery guide section. The logo must be sewn at 3.5 inches wide.

If desired, practice, department or program designations may be sewn on the back of the cap as indicated. When the logo is sewn in color, these entity designations are to be sewn in the gray thread to match the word "HEALTH" in the logo. On colored hats, the entity designations are to be sewn in white or black to match the logo.

No other insignia should appear on the cap.



Please choose caps in colors that are in the Prisma Health color palette.



Children's Hospital logo

Embroidery

After testing thread colors, logo sizing and fabric options, the following specifications are recommended for Prisma Health embroidery standards:

- The preferred overall width for the Children's Hospital logo size is 4 inches wide.
- Only the official embroidery files should be used for production of the logo. The text size relationships have been altered and optimized for embroidery.
- The Children's Hospital logo should never be embroidered smaller than 4 inches in width unless the product itself does not allow enough space.
- Fabric texture should not reduce the legibility of the logo.
- The full-color logo should be produced only on white or black fabric.

The preferred Prisma Health embroidery thread is Madeira Polyester. The approved colors are:

P: Madeira Polyester 1951

R: Madeira Polyester 1778

I: Madeira Polyester 1987

S: Madeira Polyester 1508

M: Madeira Polyester 1984

A: Madeira Polyester 1787

HEALTH: Madeira Polyester 1787

Children's Hospital: Madeira Polyester 1994



4" overall width (preferred)

Children's Hospital logo

Embroidery

1-color logos (black or white) are acceptable on colored fabrics. Use the 1-color logo that offers the most contrast from the fabric color. The full-color logo should not be produced on colored fabric.

The approved Prisma Health embroidery thread for 1-color embroidery is as follows:

Black: Madeira Polyester 1800 (preferred)

White: Madeira Polyester 1805 (preferred)

-or-

Black: Gunold Polyester 61005

White: Gunold Polyester 61001

On gray material:

- If the gray is in the 100%–40% black range, use the reverse white logo.
- If the gray is in the 30%–10% black range, use the all-black logo.



Children's Hospital apparel

Lab coats

The Prisma Health Children's Hospital color logo is to be sewn on lab coats in the approved color thread (see embroidery section, page 9). The logo must be sewn on the right chest at 4 inches wide. The physician/clinician name, specialty and/or practice name must appear on the left chest above the pocket.

Physician/clinician name, specialty and/or practice name should be sewn in the approved Verdana font using Madeira Polyester 1689 gray thread. Depending on the amount of text, the font point size should be between 15 and 18 point to a maximum point size of 20 point.

No other insignia should appear on the front of the garment.

Note: Always abbreviate Department as Dept.



Scrubs/clinical attire

When embroidered on scrubs and all other clinical attire, must be sewn on the left chest at 4 inches wide in white or black thread as prescribed in the embroidery section on page 10. The color version of the Children's Hospital logo may only be embroidered on white or black clothing using the embroidery guidelines on page 9.

When needed, practice, department or program names must be sewn on the right chest in the Verdana font using matching thread color of the logo as prescribed in the embroidery guide. If sewn with the color logo, these designations must be sewn in Madeira 1689 gray thread. Font point size should not exceed 24 point.

No other insignia should appear on the garment.

Note: Always abbreviate Department as Dept.



Children's Hospital apparel

Polo shirts, T-shirts, Caps

The Prisma Health Children's Hospital logo must be embroidered at a width of 4 inches (digital .emb art file available through Prisma Health marketing). The logo may be reproduced at a width of 3.5 inches using screen or dye sublimation printing.

For Children's Hospital logo and entity name placement as well as apparel recommendations, follow the directions as indicated in these sections for the Prisma Health logo using the Children's Hospital logo and thread colors.

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

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