



*River Hospital*

Safe harbor for your health.

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## **Brand Standards Style Guide**

Revised January 2022

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# Introduction



# Welcome

Welcome to River Hospital, the brand.

A brand is more than just logos and colors. A brand is a group of attributes that, together, produce an emotional image of our organization and personality. Our brand is our identity. Our brand stands for the trust we earn from our patients, employees, and supporters. This trust is of great value, and protecting it is an investment in our future. How we represent ourselves as a brand is critical to shaping the way people think, feel, and respond when they hear the name River Hospital.

Our brand standards document is a guide to the River Hospital brand. It explains what our brand stands for, how we use branding in the marketplace and how creative elements fit within our communications. It is designed to help anyone within the organization who is creating external- or internal-facing communications materials. While these guidelines are written mostly to marketers, we know that others within the organization will also need to use this document and we've tried to make the content as straightforward as possible.





# Our Story

## MISSION

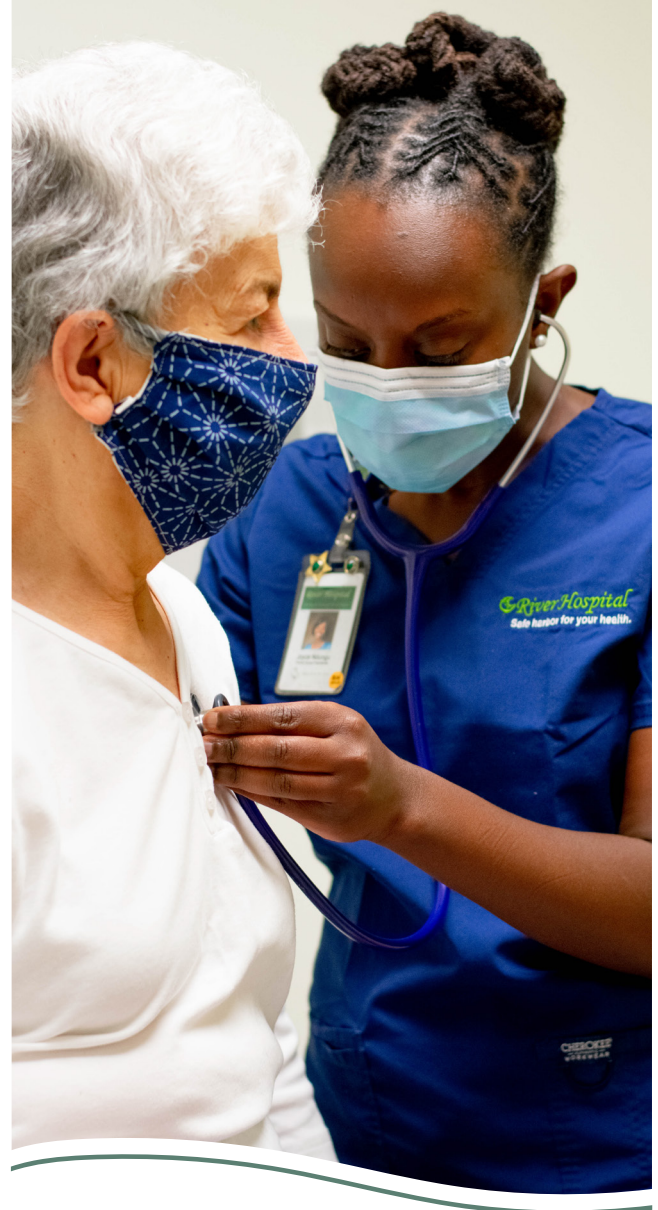
To deliver vital, patient-centered healthcare, which ensures access to compassionate, comprehensive health and wellness in the Northern New York community.

## VISION

To lead the advancement of rural healthcare, creating a healthier future for our community.

## VALUES

Teamwork, compassion, accountability, integrity, and community.







**Brand Elements**



# Logos

## PRIMARY MARK

This is the version of the logo with the tagline included. It should be used when first displayed or when the River Hospital logo is first displayed in a new medium. This is the most desired use of the logo.



# Logos

## USES

Consistent presentation of brand is essential to creating a connection between our logo and brand in the eyes of the recipient.

Used only on white or light backgrounds for print, outdoor and digital applications to allow for contrast and readability. If needed, use the black or white versions of logo.

Logo should be used horizontally when possible, but stacked logo use will depend on available space.

## ACCEPTABLE LOGO FORMATS

- EPS and AI for page layout and print applications
- JPG for electronic and web
- PNG for transparent web and electronic media

## FULL COLOR



## FULL COLOR STACKED



## TAGLINE (PRIMARY MARK)



## BLACK



## WHITE





# Logos

## CLEAR SPACE

Clear space is the area around the logo that must be kept clear for optimal presentation. No other image or type should appear in this space.



## MINIMUM SIZE

The height of the mark is used as a guide for minimum size.

Print  
7 mm



Digital  
20 px



# Logos

## MISUSES

River Hospital's logos should never be altered. Alterations to the River Hospital brand image include but are not limited to the following.



Do not alter color



Do not stretch proportions



Do not use backgrounds darker than 10% black



Do not box in the logo



Do not add a drop shadow



Do not rotate



Do not use the abide by itself\*



Do not use complex backgrounds

\*The use of the abide by itself is not optimal and requires clearance from the River Hospital Marketing Department.



# Logos

## SECONDARY MARKS

The River Hospital logo is the primary entity. Lock-ups with the primary logo should be used when a service line needs to be represented.

The illustrations to the right indicate the appropriate handling of how the logo should be locked up with service lines.

The following examples show correct implementations of secondary logo marks:

## SERVICE LINE GUIDELINES



Service lines use the same layout and formatting as River Hospital's Primary Mark. The space where the tagline lives is replaced by the service line using **Helvetica Neue LT Std 53 Extended**. The service line's baseline is aligned to the bottom of the Abide.

## OTHER SERVICE LINE EXAMPLES



# Color Palette

## PRIMARY COLORS

River Hospital Safe Sage (PMS 5555) in combination with River Mist Gray (PMS Cool Gray 6) should be the primary focus of colors for design pieces.

### Safe Sage

PMS 5555 C

C 66 M 36 Y 56 K 12  
R 92 G 127 B 113  
HEX 5C7F71

### White

C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
HEX FFFFFFFF

### River Mist

PMS Cool  
Gray 6 C

C 0 M 0 Y 0 K 40  
R 167 G 168 B 169  
HEX A7A8A9

### Black

C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
HEX 000000

## SECONDARY COLORS

An accent palette provides a pop of color that feels modern and dynamic. The accent palette should serve to delineate sections, such as in a headline or subhead. These colors can also be utilized when creating infographics, charts or graphs.

In order to maintain a cohesive look for our brand, additional colors outside of the official palette should not be used in any marketing communications. Additional colors may be used in special circumstances, with prior approval from the Marketing Department.

### Dewy Mint

PMS 622 C

C 29 M 10 Y 24 K 0  
R 183 G 205 B 194  
HEX B7CDC2

### Lawrence Blue

PMS 4137 C

C 77 M 59 Y 37 K 16  
R 71 G 93 B 118  
HEX 475D76

### Stream Bed

PMS 482 C

C 14 M 20 Y 26 K 21  
R 219 G 200 B 182  
HEX DBC8B6

### Sun Rays

PMS 141 C

C 5 M 21 Y 75 K 0  
R 242 G 199 B 92  
HEX F2C75C

### Nautical Dusk

PMS 5135 C

C 53 M 74 Y 33 K 11  
R 126 G 84 B 117  
HEX 7E5475



# Print Typography

Using the approved fonts below for printed materials creates a consistent look and feel for the brand, and will help you communicate visually with your audience.

## NOTE

All typefaces are licensed by River Hospital for use by staff. They are presented in these brand standards for illustrative purposes only.

## PRIMARY FONT

Aa

### Calibri Bold

Headings

Initial Caps

Tracking 0

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#%&\*?)

A

### Calibri Regular

Sub-Headings

ALL CAPS

Tracking +20

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#%&\*?)

Aa

### Calibri Light

Headings & Body Copy

Initial Caps

Tracking 0

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#%&\*?)

## SECONDARY FONT

Aa

### FF Info Display Pro Italic

Headings, Taglines/Descriptors

Initial Caps

Tracking 0

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#%&\*?)

# Digital Typography

Using the approved fonts below for digital materials creates a consistent look and feel for the brand, and will help you communicate visually with your audience.

## NOTE

Open Sans is a free font provided by **Google Fonts**

Download Open Sans at:  
[fonts.google.com](https://fonts.google.com)

Aa

### Open Sans Bold

Headings

Initial Caps

Tracking 0

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$\$%^&\*?)

A

### Open Sans Regular

Sub-Headings

ALL CAPS

Tracking +20

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$\$%^&\*?)

Aa

### Open Sans Light

Headings & Body Copy

Initial Caps

Tracking 0

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$\$%^&\*?)

Aa

### Open Sans Italic

Descriptors

Initial Caps

Tracking 0

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789(!@#\$\$%^&\*?)

# Email & Stationary

## EMAIL SIGNATURE GUIDELINES

An email signature is a vital part of presenting River Hospital as a unified brand and supporting professionalism in communications both in and outside of our organization. Pictures, backgrounds, quotes, and religious references should not be included on email templates or signatures.

**Employee Name** ← Calibri Bold (12pt)  
**Title** ←  
**Department** ←  
**P: (315) 482-XXXX**  
**C: (315) 955-XXXX**  
**F: (315) 482-XXXX** ← Calibri (11pt)

 **River Hospital**  
Safe harbor for your health.

## STATIONARY\*

Our stationery reaches a wide audience. Business cards, letterhead, and envelopes may be ordered from Materials Management.

 **River Hospital**  
Safe harbor for your health.

4 Fuller Street  
Alexandria Bay, NY 13607

(315) 482-2511

(315) 482-4981

 **River Hospital**  
Safe harbor for your health.

4 Fuller Street • Alexandria Bay, NY 13607

 **River Hospital**  
Safe harbor for your health.

**Employee Name**  
*Position Title*

(315) 482-XXXX  
(315) 482-XXXX  
(315) 955-XXXX  
name@riverhospital.org

4 Fuller Street  
Alexandria Bay, NY 13607  
riverhospital.org

Business Card

Envelope (Available in #9 and #10)

\*Visuals are not proportionally scaled

Letterhead





**Creative Execution**



# Tone of Voice

The River Hospital tone of voice is what brings our brand to life. While our message will vary depending on the subject matter and audience, our tone should remain consistent. The tone reflects our personality and creates feeling around our words. It's what conveys our brand promise and brings a human element to what could otherwise feel cold, or clinical.

Our voice is our way to express our brand and creates an emotional and authentic connection with our audiences. It helps our hospital stand out and differentiates us from other healthcare institutions. It's also another way for our consumers to identify and engage with our brand. Whether it's a patient and family, referring physicians, a member of the media, potential donors, or new hires, we want to speak with the same tone of voice. In a world where medicine can feel cold, clinical, complicated, and intimidating, we want all communications coming from River Hospital to feel conversational, genuine, human, and accessible.

## *Conversational*

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Our voice is conversational and has the familiar tone of someone who understands. Our goal is to help make tough messages sound less scary for patients and families. It also reflects a hopeful undertone that emphasizes our dedication to do everything in our power to achieve the best possible outcomes.

## *Genuine*

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Our tone of voice needs to reflect our attitude that we want every individual—regardless of age, background, level of education or income— to feel confident, respected, valued, and inspired after every interaction at River Hospital.

## *Human*

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We offer expertise, modern technology, and clinical information, but also comfort, compassion, and emotional support. We have the utmost confidence in our abilities and knowledge, but we're down-to-earth and express that confidence with humility. We want to be understood by everyone—from physicians and medical staff to the everyday person to make our message clear.

## *Accessible*

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Whether it's a routine well visit, or we are helping someone through an emergency, our tone should be open to make people feel comfortable. Accessible also means that we are a comprehensive healthcare facility, and that theme should be consistent when speaking about River Hospital and any one of its parts.

# Vendor Responsibilities

When a vendor is asked to provide River Hospital with any marketing, media, or promotional products, they must adhere to the guidelines identified in this document. Maintaining the standards illustrated in this manual will assist us in protecting the integrity of our brand. If there are any questions, please call the Marketing & Communication Department at **315-482-1270**.

## ASSET MANAGEMENT

When a project has been completed, vendors are required to provide River Hospital with all the assets used to create the final product. This includes, but is not limited to, source files, including packaged InDesign files (.indd), original layered/unflattened Photoshop files (.psd), and packaged Illustrator files (.esp or .ai), of all linked media (photo, vector graphics and fonts\*). A press-ready and print-ready PDF of all printed collateral is also required.

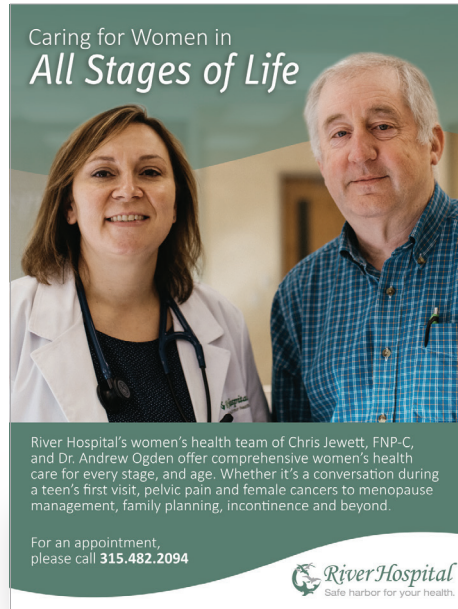
\*Fonts obtained from Adobe Fonts are only accessible to individuals/entities that have their own Creative Cloud subscription. In order to provide print-ready files to River Hospital for vendor production, one of three following methods must be done:

1. Convert all text/copy to curves/outlines. In using this method, ensure both an editable and outlined packaged file are saved and provided to River Hospital upon asset completion.
2. Obtain a font license by purchasing the necessary font from the appropriate type foundry, or through an authorized reseller such as Monotype or MyFonts.
3. Embed the font by creating a press-ready PDF. Per Adobe standards, "creating a PDF file is, in most cases, the best and most reliable way to ensure typographic fidelity in documents destined for print output." However, there are cases in which a PDF may not be the best suited option to provide print-ready files. In such a situation, it is advised to use either of the previously directed methods for supplying print-ready files when using Adobe Fonts.

# Advertising

Building strong, visually engaging print or digital ads is essential to making an impact in the market and differentiating ourselves from our competitors. In our ads, a strong strategy-based concept works with realistic imagery and engaging copy to deliver a clear and persuasive message. There is design flexibility, but our fundamental brand standards must be maintained.

## PRINT & SOCIAL MEDIA



## BILLBOARD





# Photography

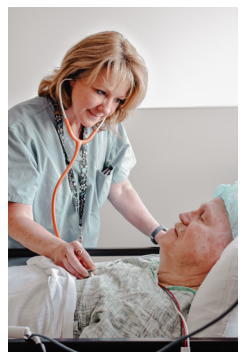
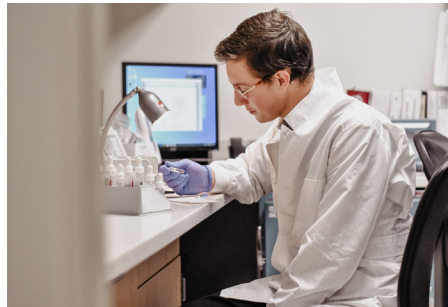
Photographs are an important part of building our brand. They should be carefully selected for quality and consistency in style and appropriateness for the end audience. Quality of image and lighting conditions are important to unifying a look. Photographs taken on campus are preferred, if possible. Stock images may be used if needed. Always try to use bright, natural light, and shoot in uncluttered spaces.

For photography that includes patients, be sure you have signed HIPPA consent forms from each patient included.

Photos should represent the following:

**Advanced Medicine**  
**Teamwork**  
**Healthcare in Motion**  
**Modern Facilities &**  
**Innovative Technology**

The following photographs are representative of the River Hospital brand attributes:





# Photography

## STAFF PHOTOGRAPHY

When possible, shoot staff in real interactions, and create natural settings for portraits. Images shouldn't feel clinical or intimidating. Shots should capture real interactions when possible, not staged or awkward. When possible, take photos in spaces that give the perception of lightness and openness.

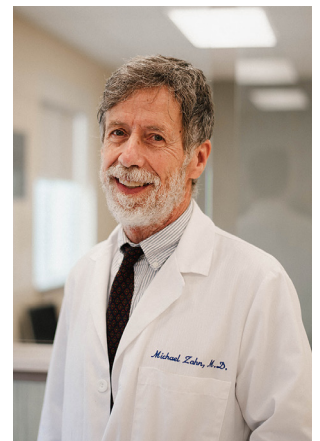
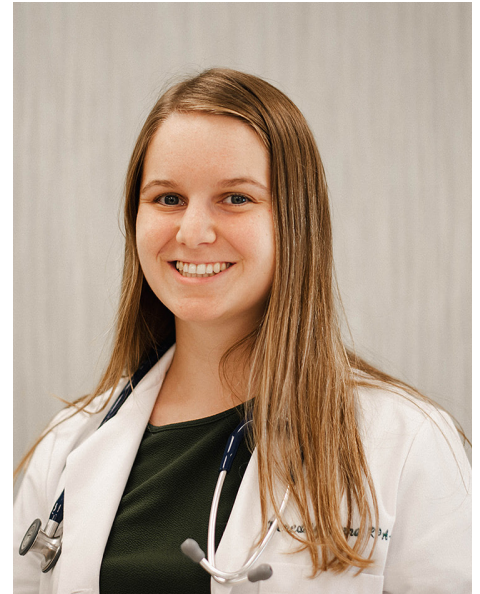
Clothing should never distract from the image. Staff should look casual, but professional. Lab coats are optional, but must be correctly branded. Avoid busy prints and fabrics, any recognizable trademarks other than River Hospital. Staff should also avoid overly formal clothing, hair, or makeup.



# Photography

## STAFF PORTRAITS

An approved backdrop consistent with our approved color palette provides a simple and focused setting to capture the subject. Staff headshots should feel approachable, reflect warmth and personality, and give a sense of who we are. Clothing should never distract from the image. Staff should look casual, but professional. Lab coats are optional, but must be correctly branded. Avoid busy prints and fabrics, any recognizable trademarks other than River Hospital. Staff should also avoid overly formal clothing, hair, or makeup







**Promotional Assets**



# Promotional Items\*

Following the basic logo guidelines will help us maintain a high level of reproduction quality.

Use the primary logo first, if possible. The logo should always appear in the approved colors. Listing or including a sub-entity is acceptable if there is a second side/area on which to print. Only approved vendors should be used. Marketing must approve final proof.

The logo should also be legible, and the size should never be smaller than the recommended minimum size.

Always remember when selecting promotional product items such as, lotions, lip balm, sunscreen, food and or any product someone could have an allergy, hypoallergenic or reaction to if applying to the skin or consuming, and the River Hospital logos should not be applied to the commercial products.

The River Hospital logo may not be included on merchandise or materials produced by a third party without approval. For information about a specific situation, please contact the Marketing Department.



\*Items pictured are for representation only. Please check with Marketing for exact item availability

(Not to scale)

# Apparel & Lab Coats

Apparel and Lab Coats are a highly visible representation of the brand throughout the River Hospital health system. When reproducing the logo on clothing, apparel, and promotional items, it is important to maintain legibility and a high-quality appearance.

The preferred treatment for applying the logo to apparel, including lab coats, is embroidery. The logo should always appear in the approved colors.

Select items that allow the minimum size logo to be used and use the approved identity fonts. Do not choose items that have a small imprint area, and do not alter the logo to fit.

## APPAREL



Primary Logo: **Right Chest**

Thread Color Options:



**White**

## LAB COAT

Primary Logo: **Right Chest**



Thread Color Options:



**Green**

Name, Degree & Department: **Left Chest**

**Jane Smith, NP**  
**Emergency Department**

*Arial Bold*

Thread Color Options:



**Green**



**Gray**



**Black**

The logo should always be placed on the right chest, as worn, while department names, employee names, etc., are placed on the left chest. The names should align with the baseline of the primary mark, when possible, and be typeset in Arial for the best legibility. Do not use a serif (Times New Roman) or script typeface. The River Hospital logo should never be altered as depicted on **page 10**.

These are the River Hospital apparel standards, and only preferred vendors should be used for official staff apparel. These vendors have guidelines and know the correct format, fonts, colors, and thread colors for River Hospital standards and protocols for staff apparel, lab coats, including scrubs and thread colors. They have all the approved logo files.



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Contact the River Hospital Marketing & Communication  
Department with any questions at **315-482-1270**.