



**CORPORATE
GRAPHICS
STANDARDS**

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It is the strategic intent of Evangelical Community Hospital to position itself as the leader in healthcare in the Valley. Central to that positioning is our new corporate identity: our new Quality Mark and its proper implementation. This new identity acknowledges our heritage as an innovator in healthcare services, a solid member of the community, and a hospital that is contemporary, flexible and dynamic. The effective and consistent use of our new corporate identity is vital to building the leadership image of Evangelical.

Our corporate identity is our face to the world. It is a statement of our personality—presenting how we perceive ourselves and how we want others to perceive us. It is important that we have a consistent and professional visual identity. It says to people we are united as one organization, committed to the needs of our patients, and modern and professional in our behavior. The standards manual has been designed as a reference and resource guide for understanding and using our corporate identity properly.

QUALITY MARK USAGE

“EVANGELICAL”
TYPE IS PENYAE
BUT SHOULD NEVER BE
USED FOR ANYTHING OTHER
THAN THE WORD EVANGELICAL

THE LOGO HAS AN INVISIBLE FIELD
SURROUNDING IT THAT SHOULD
NOT BE INVADED, (UNLESS APPROVED
BY COMMUNITY RELATIONS) USE AS MUCH
WHITE SPACE AS POSSIBLE.

COMMUNITY HOSPITAL
SWISS 721 MEDIUM STRETCHED IN LENGTH 30%

BLACK AND WHITE VERSION “ARC” SCREENED
FROM 70% BLACK (TOP) DOWN TO APPROX 20%
SCREEN

SOLID COLOR LOGO
(SOLID “ARC” PMS 321 TEAL)

SOLID 1 COLOR VERSION
(BLACK RECOMMENDED)

IF LOGO IS USED ON A
DARK BACKGROUND IT
SHOULD BE WHITE. IF USED
OVER A PHOTOGRAPHIC
IMAGE, EITHER BLACK OR
WHITE IS ACCEPTABLE
CONSIDERING THE CONTRAST.

“ARC” IS SCREENED FROM 100% PMS 321 TEAL
DOWN TO APPROX. 30% SCREEN.



DEPARTMENT/SERVICES LOGOS

Departments and services will use the logo with a PMS 321 teal stripe separating the division name from EVANGELICAL. The division name will be set in Swiss 721 Black stretched 20%-30% and always in black.



TAGLINE USAGE

Current Tagline should be used on all advertising and corporate documents. It should not be used on signage or other long term items. Typeface should always be Times New Roman Italic. Use Teal or Black for color.



Healthcare...Above and Beyond

TYPESTYLES:

SWISS 721 LIGHT
(OR HELVETICA FAMILY SUBSTITUTE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

SWISS 721 MEDIUM
(OR HELVETICA FAMILY SUBSTITUTE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

SWISS 721 HEAVY
(OR HELVETICA FAMILY SUBSTITUTE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!
@#%&()?123456789

SWISS 721 BLACK
(OR HELVETICA FAMILY SUBSTITUTE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&()?123456789

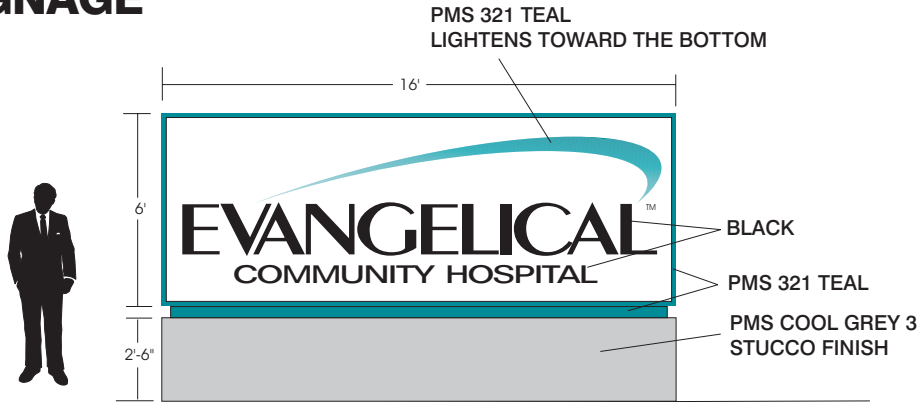
TIMES NEW ROMAN ITALIC
(TAGLINE TYPE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

GARAMOND BOOK CONDENSED
(PRIMARY ADVERTISING HEADLINE TYPE)

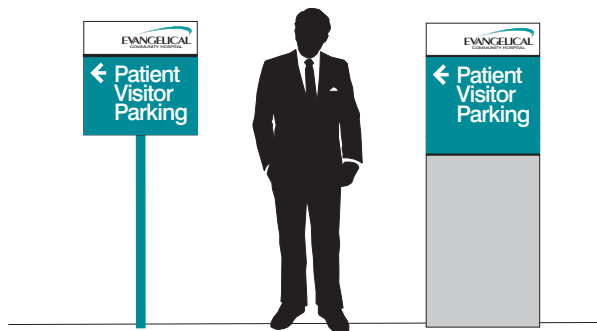
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

SIGNAGE



PRIMARY SITE SIGNS

This page illustrates the main types and uses of signage and typical layouts. Drawings are not to scale and are for reference and layout ideas only.



SMALL FORMAT DIRECTIONAL SIGNS
ALL NON-ILLUMINATED SIGNS TO HAVE REFLECTIVE LETTERING

INTERIOR SIGNS ARE TO
HAVE PMS 315 DARK TEAL
BACKGROUNDS WITH
WHITE LETTERING AND
PMS 321 STRIPE



INTERIOR SIGNAGE

ALL TYPES TO CONFORM WITH
ADA GUIDELINES



TYPICAL FLEET GRAPHIC USAGE

DEPARTMENT/SERVICES LOGOS



DEPARTMENT/SERVICES LOGOS (Continued)



LOGO CUT SHEET



EVANGELICALTM
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This manual is to be given to anyone involved in any and all cases using the Evangelical logo, department/services logos or any other corporate identity involved processes. Any doubts or questions should be directed to the Evangelical Development and Community Relations Office. Logos and typefaces can be provided electronically on cd or emailed by request.



EVANGELICALTM
COMMUNITY HOSPITAL
Healthcare...Above and Beyond

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570.522.2000 FAX: 570.522.2745
www.evanhospital.com

Above and Beyond

**INTRODUCING THE NEW SYMBOL
OF HEALTHCARE EXCELLENCE
FOR THE SUSQUEHANNA VALLEY**

As we complete our first 75 years of delivering unsurpassed healthcare for the Susquehanna Valley, **EVANGELICAL COMMUNITY HOSPITAL** is proud to unveil our new graphic identity.

Now as we stand at the dawn of our next 75 years, this new identity is poised to become the new symbol of everything we do every day to provide unrivaled healthcare throughout the many communities of our valley. With the introduction of this new look, our goal is to consistently speak with **“ONE VOICE”** to all of our many audiences both public and medical.

Central to our new image is our new **“QUALITY ARC”** symbol of excellence. This new mark is always to be used in combination with our new graphically-rendered name: **“EVANGELICAL.”**

Together, these two unique designs combine to represent the clear and unified message that **EVANGELICAL'S** medical services and related technologies provide the finest care available in our valley today—care **“ABOVE AND BEYOND”** our patients' expectations—and always offered with the personal touch for which this institution is renowned.

This manual outlines the accepted use for this new graphic identity. Please refer any questions regarding its use to our **DIRECTOR OF DEVELOPMENT & COMMUNITY RELATIONS** (*please call 570-522-2686*), who is ready to answer any of your questions.

Thank you.



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