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Core Elements Guidelines  
September 2022

**PRISMA**  
HEALTH®

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*Note: Prisma Health team members are encouraged to visit the Marketing and Branding Resources page on Connect for important information about Marketing, Communications & Consumerism. While there, they can access other Prisma Health graphic standard manuals, an editorial stylebook and templates they can download.*

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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 healthcare organization 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 features the word "PRISMA" in a large, bold, sans-serif font. Each letter is filled with a different color from a gradient: 'P' is yellow, 'R' is orange, 'I' is red, 'S' is magenta, 'M' is pink, and 'A' is a darker pink. Below "PRISMA" is the word "HEALTH" in a smaller, grey, all-caps, sans-serif font, followed by a registered trademark symbol (®).

PRISMA  
HEALTH®

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# Our brand

## Brand platform

The Prisma Health brand platform is the foundation of our identity. It informs everything from how we look to how we talk and guides decisions on our path to creating a better state of health by connecting everyone we serve to a life of living well.

**We are committed to:**  
(our brand pillars)

**Leveraging our legacy**  
Using what we've learned to question what's been done in the face of what's to come.

**Improving the everyday**  
Creating and connecting teams, tools, technology and teaching to elevate what's expected.

**Shaping tomorrow**  
Leading the way for others, knowing that ideas in action pave the path of progress for everyone.

**We are:**  
(our personality)

**Curious**

**Creative**

**Confident**

**Purpose statement:**  
(our purpose and reason for being)

**Inspire health.  
Serve with compassion.  
Be the difference.**

**Our brand platform should be used to:**

1. Guide internal and external behaviors and decision-making at all levels
2. Inform all communications
3. Inspire how we communicate our brand to the world

Note: The elements of the brand platform are not intended to be copied and pasted into communications or serve as a tagline.

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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 the affiliation will continue to grow and evolve.

### **Vision**

Each community – current and future – contributes to a vision beyond just local geography.

The logo for Prisma Health. The word "PRISMA" is written in large, bold, sans-serif capital letters. The letters are colored with a gradient: 'P' is yellow, 'R' is orange, 'I' is red, 'S' is pink, 'M' is magenta, and 'A' is dark pink. Below "PRISMA" is the word "HEALTH" in a smaller, grey, sans-serif font, followed by a registered trademark symbol (®).

# Our brand

## Brand architecture

### Entity treatment

There are two ways our logo may come to life with an entity treatment: remote or locked-up. Entity is defined as any campus, facility, department or program name. See co-branding guidelines on Page 72.

PRISMA  
HEALTH®

This distance = half the width of the word Prisma (see Page 8)

Greenville Memorial Hospital

PRISMA HEALTH®  
MIDLANDS FOUNDATION

#### 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 application)

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 for a locked-up logo:

- Do we own the entity or is it a separate company?
- 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 company?
- Are there regulatory and/or legal requirements that mandate 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 company to reasonably accomplish what it is tasked with accomplishing?
- Does the entity have resources and relationships that are exclusively aligned with our health company?
- Are there any plans to merge, acquire or sell the entity in question that might affect our strategy?

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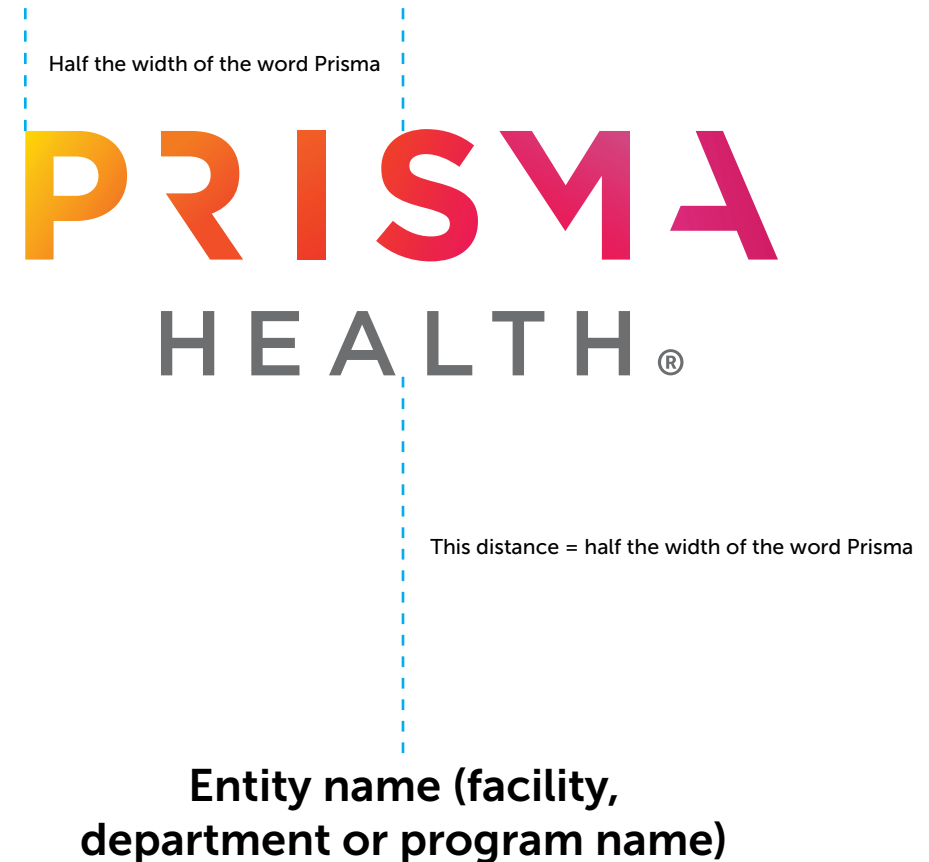
# Our brand

## Brand architecture

### Remote entity designation

If an entity designation such as a campus, facility, department or program name is placed below the Prisma Health logo, the text must be a minimum distance of half the width of the word Prisma below the logo. Entity designations must always be remote from the Prisma Health logo.

Note: The only exceptions are for exterior signage.





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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 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 logo will not change; however, the market qualifier for the Midlands or Upstate may be used in copy in approved marketing and communications executions.

For example: Prisma Health Children's Hospital–Upstate. 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 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 consists 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 precedent.
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®

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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 and physician practices.

Entity Name

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

Occasionally 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.



PRISMA HEALTH.  
Children's Hospital

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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 establish the benefit of creating a sub-brand with a locked-up logo.



PRISMA HEALTH.  
MIDLANDS FOUNDATION

*\*See Page 7 for sub-brand business case criteria.*



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)



PRISMA  
HEALTH®

The vertical logo configuration consists of the word "PRISMA" in a large, bold, sans-serif font. Each letter is filled with a different color from a spectral gradient: P (yellow), R (orange), I (red), S (magenta), M (purple), and A (dark purple). Below "PRISMA" is the word "HEALTH" in a smaller, grey, all-caps sans-serif font, followed by a registered trademark symbol (®).

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



PRISMA HEALTH®

The horizontal logo configuration consists of the word "PRISMA" in the same large, multi-colored, bold, sans-serif font as the vertical version. To its right is the word "HEALTH" in a smaller, grey, all-caps sans-serif font, followed by a registered trademark symbol (®).

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# 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 equal to that height.

For the horizontal configuration, the ® 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 color logo may only appear against a white or black background. 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. The white or black version of the logo must be used when it appears on any other background color or photo.

**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 "l")



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



# Logo

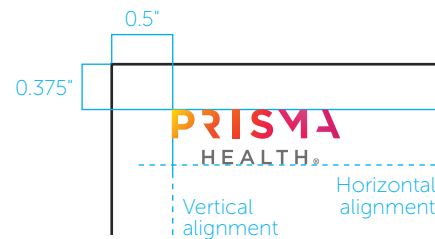
## Placement and alignment

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.

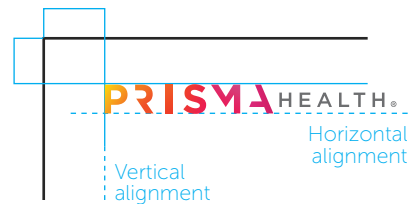
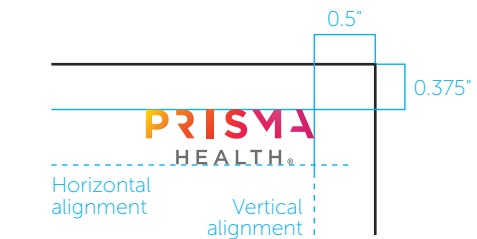
The logo may be placed in any of the four corners of a page. The examples to the right show our standard placement and alignment guidelines on standard-size collateral (8.5" x 11").

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.

### Top left placement



### Top right placement



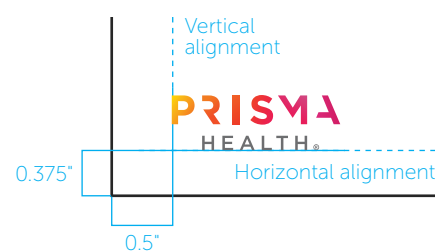
### Left alignment



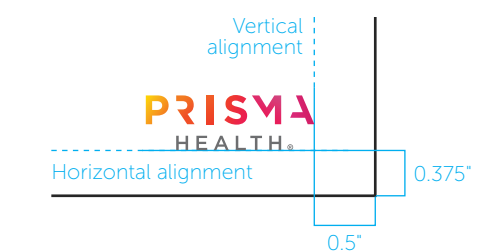
### Right alignment



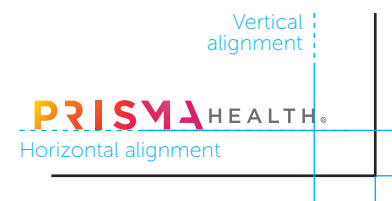
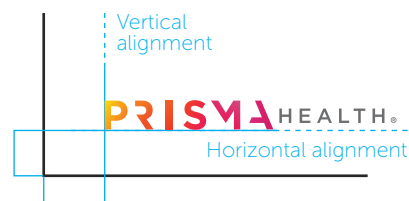
### Bottom left placement



### Bottom right placement



### Alternate left alignment

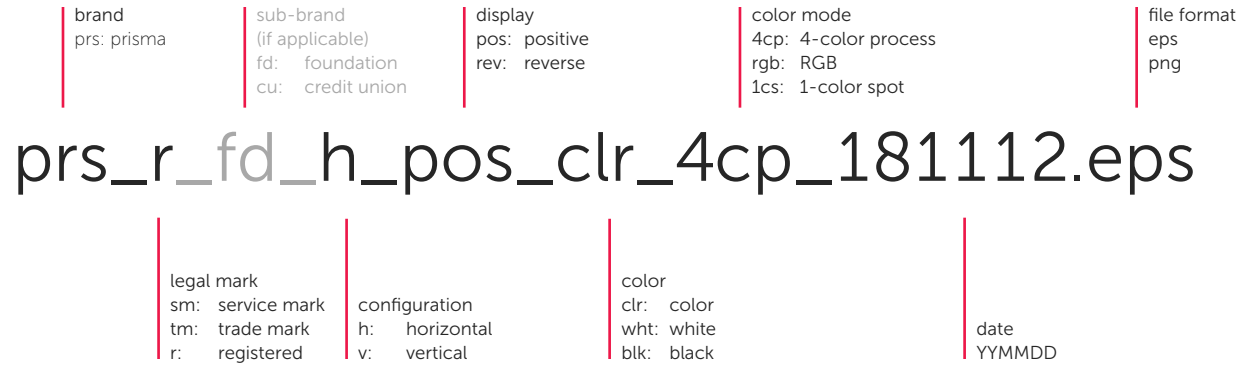




# Logo

## File nomenclature

To ensure scalability and to maintain organization of our brand assets, we have established a standard approach to naming logo files.



# 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 nots” that can diminish the value of our brand.

**Do not alter the logo gradient.**



PRISMA  
HEALTH.

The logo is shown with a blue diagonal line crossing it. The text 'PRISMA' is rendered with a distorted color gradient, appearing as a mix of yellow, orange, and red, which is not the intended brand color palette.

**Do not alter logotype placement.**



PRISMA  
HEALTH.

The logo is shown with a blue diagonal line crossing it. The word 'PRISMA' is positioned higher and more centered relative to 'HEALTH.' than in the standard logo, altering the visual balance.

**Do not outline the logo.**



PRISMA  
HEALTH.

The logo is shown with a blue diagonal line crossing it. The letters of 'PRISMA' and 'HEALTH.' are outlined in a light blue color, which is not part of the brand's color scheme.

**Do not add a drop shadow.**



PRISMA  
HEALTH.

The logo is shown with a blue diagonal line crossing it. The text 'PRISMA' and 'HEALTH.' has a dark grey drop shadow applied behind it, which is not the intended look.

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



PRISMA  
HEALTH<sup>SM</sup>

The logo is shown with a blue diagonal line crossing it. The word 'HEALTH' is significantly smaller and more widely spaced than in the standard logo, and a small 'SM' trademark symbol is added to the end.

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



PRISMA  
HEALTH.

The logo is shown with a blue diagonal line crossing it. The word 'PRISMA' is stretched horizontally, making the letters wider than they are in the standard logo.

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



PRISMA  
HEALTH.

The logo is shown on a solid pink background. The text is white, providing high contrast.

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



PRISMA  
HEALTH.

The logo is shown on a solid grey background. The text is white, providing high contrast.

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# Logo

## Embroidery standards

The following specifications are for Prisma Health embroidery standards:

- The preferred embroidery wordmark size is 3.5" wide
- The wordmark should never be embroidered smaller than 3.5" 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

*The Prisma Health authorized apparel branding guide is available by request through Marketing, Communications & Consumerism or may be downloaded from [Connect](#).*



# Logo

## Embroidery standards

One-color logos (black or white) are acceptable on colored fabrics. Use the one-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 one-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.

*The Prisma Health authorized apparel branding guide is available by request through Marketing, Communications & Consumerism or may be downloaded from [Connect](#).*



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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 shown here.

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



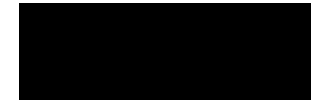
**Prisma Plum**  
PMS 675  
CMYK 30/100/26/2  
RGB 179/37/114  
HTML #B32572



**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

## Primary typeface

Our primary typeface is Museo Sans. It is a friendly, open and distinct typeface. Used consistently throughout all materials, Museo Sans creates a focused aesthetic and is a recognizable brand element.

We use the four weights of Museo Sans shown here.

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



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# Typography

## Accent typeface

Museo is our accent typeface and should be used for call-outs, subheads and headlines.

We use the five weights of Museo shown here.

Museo 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Museo 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Museo 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Museo 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Museo 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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# Typography

## Alternate typeface

Verdana should be used for all Microsoft Office Suite applications. This font can be found on all computers.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Verdana Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

# Typography

## Typesetting principles

Typography is used to create consistency and to establish hierarchy that organizes content throughout our communication materials. Whenever possible, typographic hierarchy should use no more than four type sizes. By streamlining our use of font sizes, we will simplify and enhance the overall layout and appearance for the reader.

Font weight, color and placement can be used to emphasize subheads, pull quotes and call-outs. When laying out text, keep in mind:

- All copy should be left-aligned.
- Museo is used only for headlines and should be set with a rule line above.
- Headlines that are a solid color should be set in a lighter font weight (100, 300 or 500).
- Gradient can be used for headlines (Museo 700 or 900).
- Lead-in paragraph and subheads are a different color and much smaller than the headline.
- Body copy should be 85% black.
- Suggested font size for body copy is 10 point with 14-point leading (10/14).
- Don't set type in Prisma Lemon.

**Positive headlines** on white are set in Museo 700 or 900 with the bar element.

**Reverse headlines** are set in Museo 300 or 500 with or without the bar element depending on space availability.

**Intro copy** 16/20  
Museo Sans 300

**Subhead** 12/14  
Museo Sans 700

**Body copy** 85% black  
10/14 Museo Sans 300

## Newsletter Header

December 2018  
Issue 134 • Volume 2

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### Ut wisi enim ad minim veniam

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**Lorem ipsum dolor sit ametuis autem vel eum iriureaq**

- Ad minim veniam
- Quis nostrud exerci tation
- Ullamcorper suscipit
- lobortis
- Nisl ut aliquip



**Lorem ipsum dolor sit amet**  
laoreet dolore magna aliquam erat veniam, quis nostrud exerci tation ullam corper.



**Lorem ipsum dolor sit amet**  
consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

**PRISMA**  
HEALTH®

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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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# Photography

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# Photography

## Principles

Our imagery should have a light, neutral overall color feel. When necessary, a lens flare effect can be added to reinforce our story of illuminating new possibilities for everyone.

### Photography elements to consider when shooting or selecting stock photos:

- Bright, natural light
- Sun flare effect
- Optimistic expressions
- Natural poses showing genuine moments
- Overall white and neutral color composition



---

# Photography

## Indoor photography

When shooting or choosing images indoors, they should still be light, bright and neutral. Set subjects near windows to take advantage of natural light. Bright light sources may also be used if no windows are present.



# Photography

## Creating the lens flare

A lens flare effect can be easily created in Adobe Illustrator, InDesign or Photoshop.



Original image.



Create a radial gradient from white to transparent. Customize the settings according to your image.



Example of gradient settings in Adobe Illustrator.



If necessary, add a white rectangle to cover some areas of the gradient.



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# Gradients

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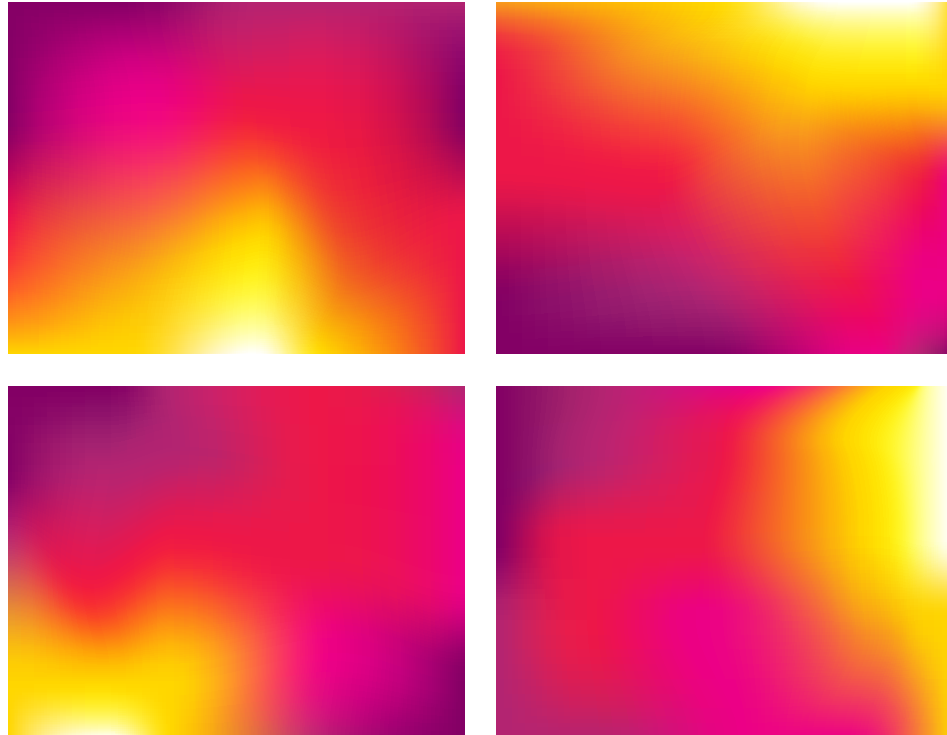
# Gradients

## Mesh gradients

We have established four approved gradients that can be used in both print and digital applications. Created as a gradient mesh from our brand color palette, each gradient may be featured as an additional design element to enhance backgrounds as well as typography and photography.

Gradients are available to designers in both CMYK and RGB color builds (Adobe Illustrator eps).

For approved gradient use with photography, please see Page 37 of these guidelines.



---

# Gradients

## Linear gradients

We have established an approved linear gradient that can be used in type, the band element, and select digital and print applications.

The gradient may also be used at a 45° angle or flipped in the opposite direction (from purple to yellow). To ensure readability of typography, avoid placing type over yellow.

On digital applications such as websites, the yellow may be slightly reduced to ensure readability of the logo and other type elements placed on the linear gradient.

### Standard linear gradient



### Limited-use reduced yellow linear gradient



# Gradients

## Applying gradients to type

Gradients may be applied to headlines on a range of applications when the headline is not staged on a color field or photograph.

Our preferred headline treatment is to fill the headline with a mesh gradient. The mesh gradient provides a dynamic color balance.

If the type must remain editable, the linear gradient may be applied to the headline and bar element at a 45° angle.

Only apply the gradients to a heavy weight font. Use Museo 700 or 900 for headlines.

Headline with mesh gradient



Headline with linear gradient at 45°



# Gradients

## Applying mesh gradients to photographs

Combining images with one of our mesh gradients (available as eps files) is done in Adobe Illustrator.



Original image.



With mesh gradient placed on top (multiply effect).



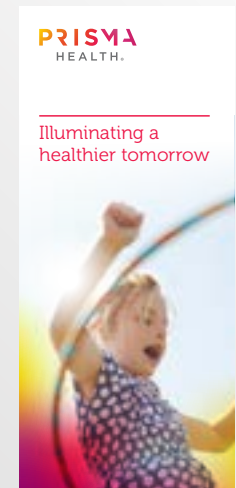
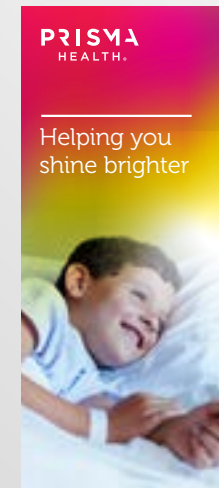
Modifying the color and position settings of the mesh gradient points to fit the desired effect (white will appear transparent).



Final image after complete mesh gradient modifications.

# Gradients

## Examples of mesh gradients on photographs



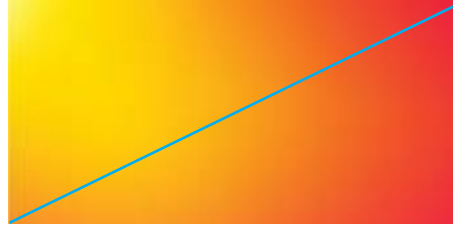
---

# Gradients

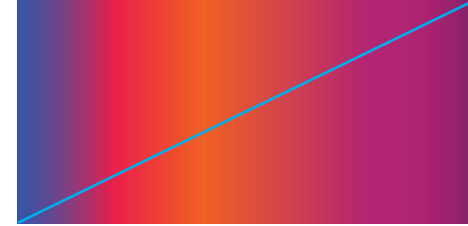
## Misuses

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

**Do not use gradient with an overall orange color signal.**



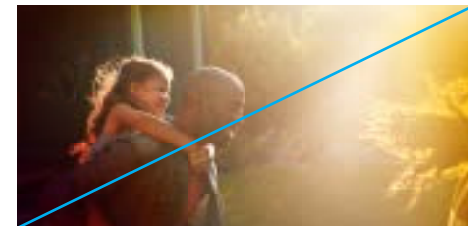
**Do not use unapproved gradient combinations.**



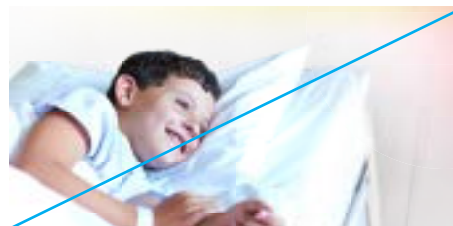
**Don't cover too much of the photo with color. Make sure the subject has a good amount of surrounding white space.**



**Do not place the gradient on dark photos. Use bright overall white photos to allow our colors to retain their brightness.**



**Do not tint or screen back the gradient. Our colors should be bold and bright.**



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Bar element



# Bar element

## Usage and construction

The bar element helps highlight the headline on the page and provides a stable, anchoring layout element.

The following rules should be applied to the rule line:

- Its color matches the color of the type.
- Its width is equal to the text box.
- The distance between the bottom of the rule line and the baseline of the type is equal to the leading.
- The thickness of the rule line can vary between 1/5 and 1/10 of the type size.
- The bar element should always reflect the characteristics of the font it's used with.
- If the font used is bold, apply a thicker bar. If the font used is light weight, apply a thinner bar.

Text box width



Thickness = 3pt  
(1/10 of type size)

Distance = leading

Leading



Thickness = 6pt  
(1/5 of type size)

# Bar element

## Examples of bar element



**Lorem ipsum dolor sit ameton diam feugait**

**Lorem ipsum dolor sit amet**  
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**PRISMA HEALTH.**

f t y p p rismahhealth.org

## Newsletter Header

December 2018  
Issue 134 • Volume 2

**Lorem ipsum dolor sit ameton diam feugait**  
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**PRISMA HEALTH.**

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# Bar element

## Misuses

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



Do not make the bar element a different color from the headline beneath it



Do not make the bar thicker than 1/5th the type size



Do not make the bar shorter than the width of the headline



Do not place the bar element below headlines

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# Band element

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# Band element

## Usage

The band element may be used on digital and content-heavy applications to bring a strong color signal when space and photography are limited.

It should be used to stage headlines and/or our logo.

The band can be used in a variety of thicknesses.

Its gradient may be rotated or reflected to provide better typographic contrast.

**The band is a limited-use element.**

**Use it only on:**

- Content-heavy applications or applications with no hero image
- PowerPoint
- Web and digital applications

**The linear gradient is applied to the band element when the band is thin or when the mesh gradient cannot be used.**



**The mesh gradient is applied to the band element when the band is thick.**





# Band element

## Misuses

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

**Don't use the linear gradient in our band element when it exceeds approximately 1/8th of the page. The mesh gradient is always preferred.**



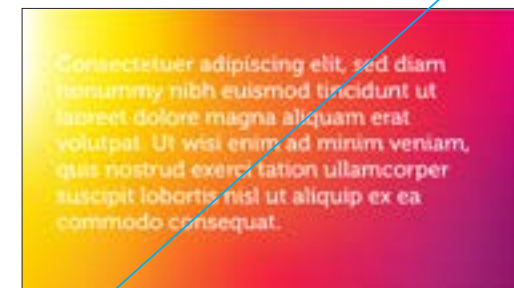
**Don't use the bar element above headlines when space is limited inside the band.**



**Don't use the band element on applications with a hero image.**



**Don't allow insufficient contrast for typography or logo in the band element.**



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# Iconography

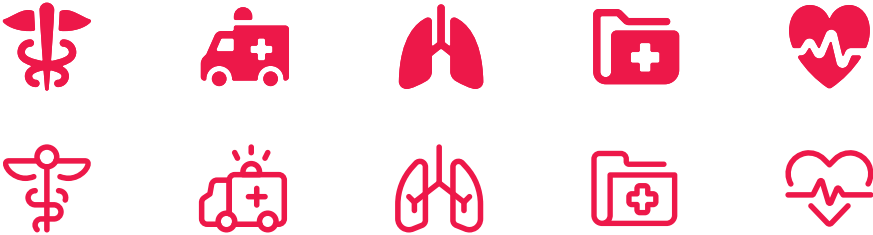


# Iconography

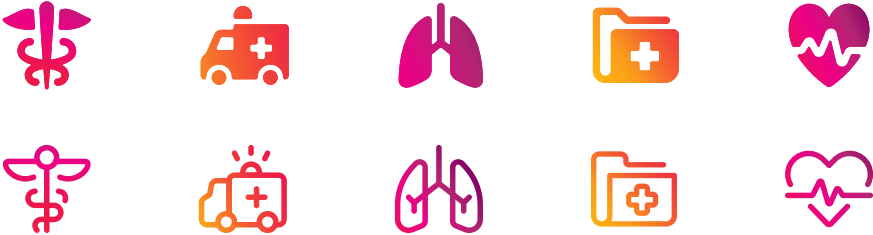
## Usage

A 10,000+ library of icons ranging in subject, weight and file type is available for use on all Prisma Health applications. Contact Marketing, Communications & Consumerism for more information.

**One-color treatment**  
(Icons are set in any of the Prisma Health colors.)



**Gradient treatment**  
(Each icon is a two-color gradient.)



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# Brand applications

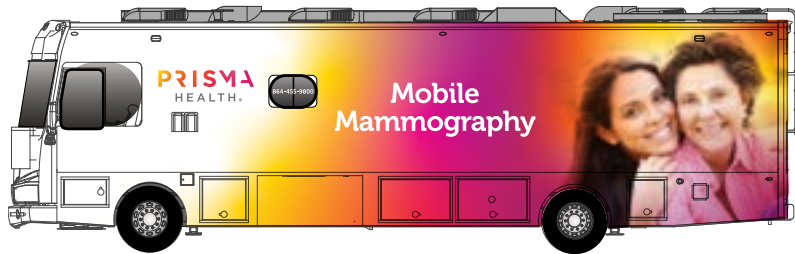
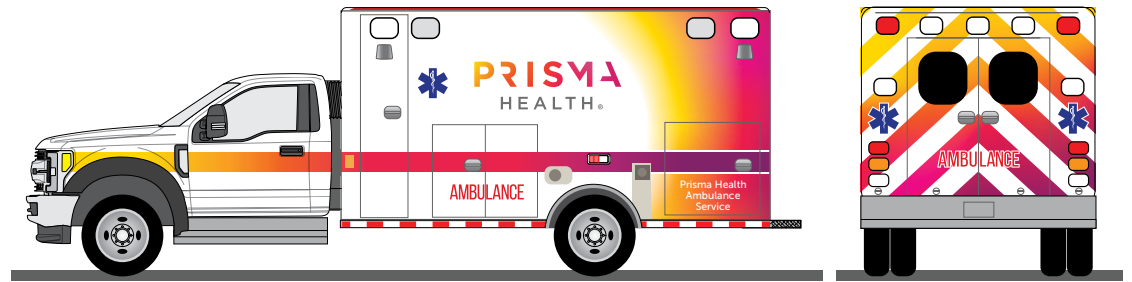
# Facility signage

Our signage system accommodates a complex array of identification and wayfinding needs. A detailed signage style guide is available for approved signage vendors.



# Service vehicles

Our service vehicles provide high brand visibility in the many communities we serve. A detailed vehicle branding guide is available through the Prisma Health Marketing, Communications & Consumerism department.



# Stationery and business collaterals

Our stationery system reaches a wide audience ranging from patients to academic institutions. Stationery items include letterhead, envelopes, business cards, appointment cards, pocket folders and note cards.

Prisma Health stationery is obtained through Digipath, our online ordering system offered through Consolidated Printing, the organization's internal printing company. This system is used by Prisma Health team members for ordering a wide range of print materials including patient information and marketing collateral. Digipath may be accessed through the Prisma Health intranet on Connect or by going to [prismahealth.rocsoft.com](http://prismahealth.rocsoft.com).

Business cards, appointment cards, letterhead and envelopes are all customizable through Digipath. Team members can enter the information they would like printed, then review and approve an electronic proof and place the order.

Consolidated Printing is open Monday–Friday, 8 a.m.–4:30 p.m.  
Phone: 803-296-3349. Email: [ConsolidatedPrinting@PrismaHealth.org](mailto:ConsolidatedPrinting@PrismaHealth.org)

**PRISMA HEALTH**

**Firstname Lastname, MD, ETC**  
Title  
Title2 (if necessary)

P. 803-000-0000 ext. 000  
C. 803-000-0000  
F. 803-000-0000

Department, Practice or Program Name  
(continued on 2nd line if necessary)  
123 Street Address  
City, SC 29600  
Firstname.Lastname@prismahealth.org

**PRISMA HEALTH**

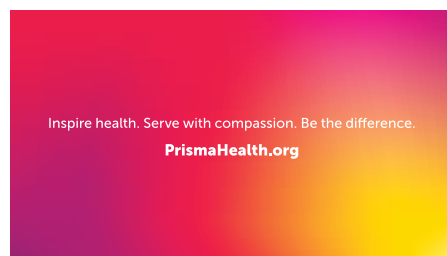
PrismaHealth.org

Department, Practice or Program Name  
123 Street Address  
City, SC 29600

P. 803-000-0000  
F. 803-000-0000

John A. Doe, MD  
 John A. Doe, MD  
 John A. Doe, MD  
 John A. Doe, MD  
 John A. Doe, MD

John A. Doe, MD  
 John A. Doe, MD  
 John A. Doe, MD  
 John A. Doe, MD  
 John A. Doe, MD



**M** \_\_\_\_\_ HAS AN APPOINTMENT ON \_\_\_\_\_

MON.  TUE.  WED.  THURS.  FRI.

DATE \_\_\_\_\_ AT \_\_\_\_\_ A.M.  
P.M.

LAB \_\_\_\_\_ AT \_\_\_\_\_

NO FOOD OR DRINK 12 HOURS BEFORE APPOINTMENT.

OTHER \_\_\_\_\_

If unable to keep appointment, kindly give 24 hours notice.

**PRISMA HEALTH**

Department/Practice Name

Department/Practice Name

Prisma Health—Midlands  
123 Street Address  
City, SC 29600  
P. 000-000-0000  
F. 000-000-0000

Prisma Health—Midlands  
123 Street Address  
City, SC 29600  
P. 000-000-0000  
F. 000-000-0000

Prisma Health—Midlands  
123 Street Address  
City, SC 29600  
P. 000-000-0000  
F. 000-000-0000

PrismaHealth.org

PrismaHealth.org

**PRISMA HEALTH**

Department or Practice Name  
123 Street Address  
City, SC 29600

ADDRESS SERVICE REQUESTED

# Stationery



**PRISMA**  
HEALTH.

9"x12" pocket folder



**PRISMA**  
HEALTH.

Department or Practice Name  
333 Green Avenue  
City, SC 29500

ADDRESS SERVICE REQUESTED



PrismaHealth.org

**PRISMA**  
HEALTH.

A6 note card



Inspire health. Serve with compassion. Be the difference.

# Print collaterals

Collateral includes any printed material used to provide information about Prisma Health while supporting the brand. The Prisma Health Marketing, Communications & Consumerism department produces a wide range of content within two general categories: promotional and informational. Each category has an important communication function and goal.



# Print collaterals

## Promotional

Prisma Health promotional collaterals for current and prospective patients convey engaging and persuasive messaging that actively promote a wide array of services, procedures and events. Promotional print collateral includes brochures, booklets, flyers and direct mail.

Photography incorporating a lens flare effect and gradient overlay is used prominently to instill feelings of connection with the target audience and the brand.

8.5"x11" booklet



### Inpatient rehabilitation

Our 53-bed licensed rehabilitation hospital is accredited by The Joint Commission and the Commission on Accreditation of Rehabilitation Facilities (CARF). Accreditation is evidence that our organization strives to improve efficiency, fiscal health and service delivery, creating a foundation for patient satisfaction. Information about our CARF-accredited specialty programs follows.

#### Brain Injury and Stroke Program

- Patient- and family-centered care with an interdisciplinary team of physicians, nurses, dietitians, therapists, case managers and psychologists
- Team members who are certified rehabilitation registered nurses and Academy of Certified Brain Injury Specialists (ACBIS) clinicians
- Specialty treatment interventions addressing physical, cognitive, behavioral and social challenges

4

- Specialty unit (including single patient rooms, nursing care unit and gym space) that meets the unique needs of person with brain injury
- Individualized patient/family training to prepare families and caregivers for safe transition home
- Discharge planning for most appropriate follow-up specialty program and/or services

#### Spinal Cord Injury (SCI) Program

- Patient- and family-centered care with an interdisciplinary team of physicians, nurses, dietitians, therapists, case managers and psychologists
- Certified rehabilitation registered nurses
- Specialty care to address physical, psychological and emotional challenges of SCI
- Focus on patient/family education regarding SCI and the continuum of care
- Discharge planning for most appropriate follow-up specialty program and/or services

#### Amputee Program

- Patient- and family-centered care with interdisciplinary team of physicians, prosthetists, orthotists, nurses, dietitians, therapists, case managers and psychologists
- Certified rehabilitation registered nurses
- Comprehensive treatment interventions including strengthening, pre-prosthetic and prosthetic management, gait training, daily living skills and patient/family education
- Collaborative relationship and care provided on-site with Prisma Health Center for Prosthetics & Orthotics
- Advanced orthotic and prosthetic technology
- Focus on patient/family education regarding amputation/limb loss and the continuum of care
- Discharge planning for most appropriate follow-up specialty program and/or services

#### General program for comprehensive rehabilitation

- Patient- and family-centered care with interdisciplinary team of physicians, nurses, dietitians, therapists, case managers and psychologists
- Certified rehabilitation registered nurses
- Diagnoses include but are not limited to Guillain-Barré syndrome and other neurologic conditions, debility, and cardiac, orthopedic or multi-trauma conditions
- Comprehensive treatment interventions to achieve and maximize level of independence
- Individualized education and training to prepare patients, families, and caregivers for safe transition home
- Discharge planning for most appropriate follow-up specialty program and/or services

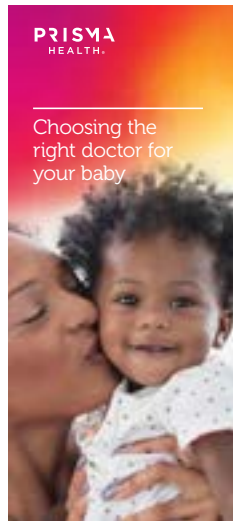
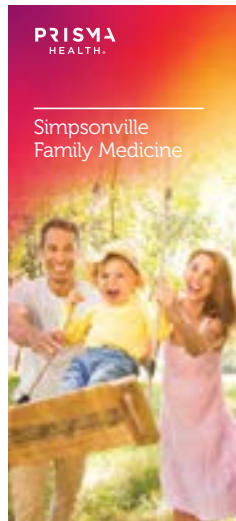


5



# Print collaterals

## Promotional



4"x9" brochures/panel cards

Feel better faster with SmartExam

Quick online care for minor conditions

**Easy, affordable access**  
Get easy, affordable access to a Prisma Health care provider from your mobile device or computer. Only \$20 (not billed through insurance) for a diagnosis and treatment plan.

**Virtual care service**  
SmartExam is a virtual care service that allows you to complete an online interview about your symptoms, which are reviewed by licensed Prisma Health providers. Responses are provided within one hour of completion between 8 a.m. and 8 p.m. every day. And any prescriptions are sent electronically to the pharmacy of your choice. SmartExam is for adults age 18 and older.

**Conditions treated**

- Acne
- Bladder infection or urinary tract infection (UTI)
- Burn or sunburn
- Cough, cold, allergy or chest infection
- Ear pain
- Eye pain, eye bump or irritation
- Flu
- Migraine or headache
- Mouth sores
- Rashes and other skin conditions
- Sexually transmitted infection exposure
- Sinus pain or pressure
- Sore throat
- Yeast infection

To learn more or create an account, visit [PalmettoHealth.org/SmartExam](http://PalmettoHealth.org/SmartExam).

PRISMA HEALTH.

## Eight weeks to a healthier you!

Welcome to Fit Club  
Monday, Feb. 11–Monday, April 8

**Choose your challenge:**  
Weight loss or exercise

**Goal:**  
Reach two percent weight loss or 150 minutes of physical activity each week

**Rewards:**  
Bragging rights, better health and Fit Club prizes

---

Register now through Sunday, Feb. 17:  
[myHealthRewards.PalmettoHealth.org](http://myHealthRewards.PalmettoHealth.org)

Participants are required to log their weight or physical activity.

PRISMA HEALTH.

8.5"x11" flyers

PRISMA HEALTH.

## Diagnosed with AFib? We can help.

AFib occurs because electrical signals in the heart beat abnormally. AFib can lead to stroke-related complications. To help correct AFib, our team of electrophysiologists – cardiologists who diagnose and treat heart rhythm disorders – uses advanced technology such as ablation and the Watchman® implant, our team can help you in a normal rhythm but also effectively reduce the risk of stroke caused by the long-time use of blood thinners.

To make an appointment with a heart rhythm specialist for a first OR second opinion and to learn about treatment options for your AFib, visit [ghs.org/afib](http://ghs.org/afib). No referral is necessary.

Prisma Health Heart & Vascular Institute  
Greenville • Greenville • Simpsonville • Easley • Charleston • Seneca  
[ghs.org/afib](http://ghs.org/afib)

\*Greenville Health System and Palmetto Health have joined to become Prisma Health.

700 Grove Road  
Greenville, SC 29605

Non-Profit Org.  
US Postage  
PAID  
Columbia SC.  
Permit No. 740

Watchman® implant

PRISMA HEALTH.

direct mail post cards

# Print collaterals

## Events

Prisma Health event materials and messaging are designed to promote and increase attendance at conferences, continuing education programs, and community and philanthropic events. Event collaterals include mailers, flyers and program brochures.

**PRISMA HEALTH.**

All proceeds from this golf tournament, now in its 21st year, benefit the UCAN Adaptive Sports Program at Roger C. Peace Rehabilitation Hospital.

This program is 100% donor supported and offers community-based functions that give people with disabilities an opportunity to enjoy adaptive sports and recreational activities at low or no cost.

Adaptive sports help people with disabilities develop independence, confidence and fitness.

**PRISMA HEALTH.**  
 Roger C. Peace Rehabilitation Hospital  
 701 Grove Rd., Greenville, SC 29605-4120

Like us on Facebook!  
 @RogerPeace

**Triumph on the Greens**  
 Adaptive Golf Tournament

Thursday, Oct. 15, 2020 • 9 a.m.  
 The Furman Golf Club • Greenville, SC

direct mail brochures

**Save the date**

**45th Annual Greenville Orthopedic Day**  
 Hip Preservation and Hip Arthroscopy

**Friday, May 21**  
 7 a.m.–3:30 p.m.  
 Robert E. Coleman Medical Staff Auditorium  
 Prisma Health Greenville Memorial Hospital  
 Greenville, S.C.

Featuring J.W. Thomas Byrd, MD  
 and Matthew R. Schmitz, MD

J.W. Thomas Byrd, MD    Matthew R. Schmitz, MD

The event is free, but registration is required. Please contact the CME Office at 864-455-3546 or CME@PrismaHealth.org if you have any questions.

*This activity has been approved for AMA PRA Category 1 Credit™.*

For more information or to register, visit [ghscme.ethosce.com/content/2021OrthoDay](https://ghscme.ethosce.com/content/2021OrthoDay).

**PRISMA HEALTH.**

PrismaHealth.org

20-0628 011

flyers

**PRISMA HEALTH.**

**The 46th Annual Greenville Orthopedic Day**

43rd J. Warren White, MD, Orthopedic Lectures: Orthopedic Trauma

Friday, May 20, 2022  
 7–8 a.m.: Continental breakfast & registration  
 8 a.m.–3:30 p.m.: Educational program

Robert Coleman Medical Staff Auditorium, Prisma Health Greenville Memorial Hospital  
 701 Grove Rd., Greenville, SC 29605

program booklets and agendas

**PRISMA HEALTH.**

**11th Annual Upstate Stroke Symposium**

Saturday, Dec. 11, 2021 • 7 a.m.–3 p.m.

In person:  
 Greenville One Center  
 2 W. Washington St., Greenville, SC 29601

# Print collaterals

## Informational

Our informational collaterals convey practical details about medical topics and institutional policies and procedures.

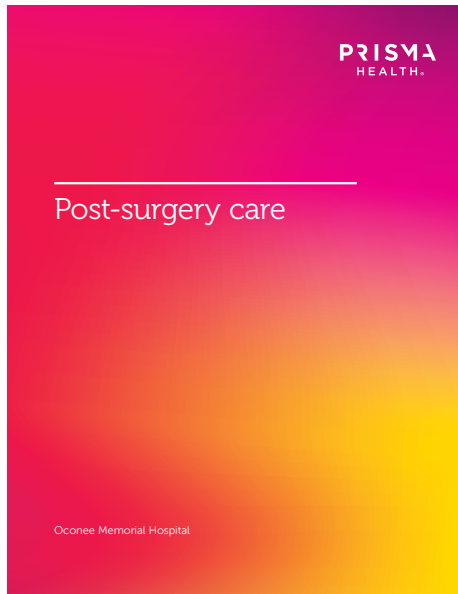
Informational collaterals consist of black and white sheets and color brochures in various formats depending on the length and desired durability of the content. Their purpose is to explain procedural, medical or institutional information.

The covers of informational brochures use only the Prisma Health gradient without photography. Interior photography or illustrations are used to ensure comprehension of the material or to demonstrate a procedure. The lens flare technique and/or gradient-colored images are not used in informational collaterals.

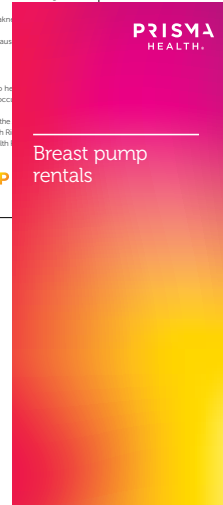
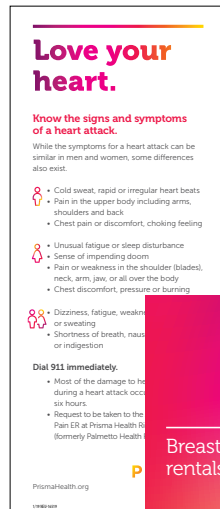


# Print collaterals

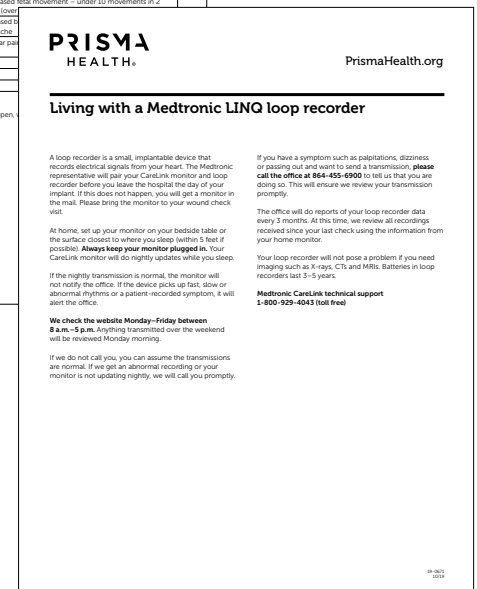
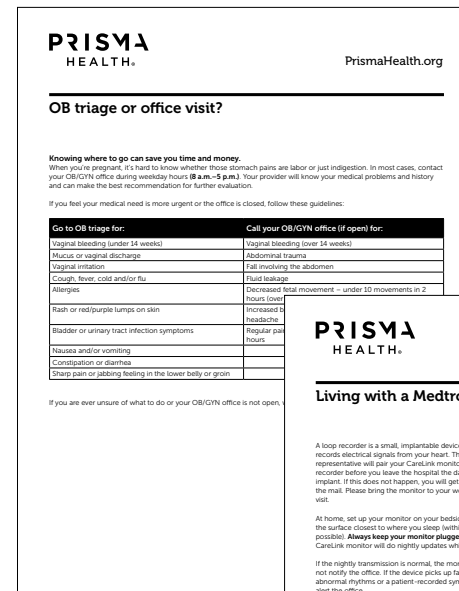
## Informational



8.5"x11" booklets



4"x9" brochures and panel cards

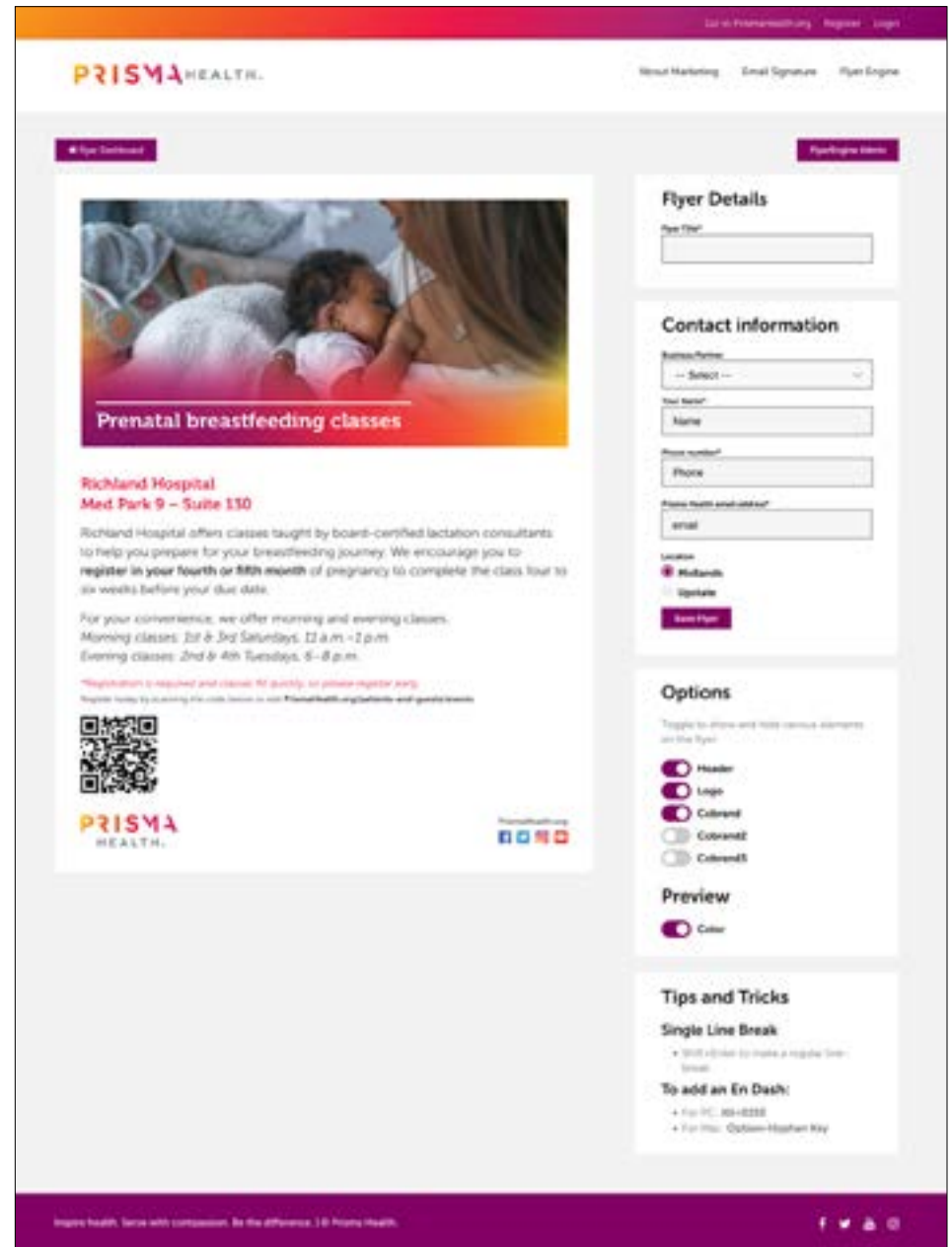


8.5"x11" information sheets

# Print collaterals

## Online flyer generator

Promotional flyers feature the benefits of specific services, practices, programs, events or other offerings. Prisma Health Marketing, Communications & Consumerism provides an online flyer generator that is available to team members to facilitate the quick creation of promotional content. All flyers are reviewed by Editorial Services, then may be saved for printing in PDF format. The flyer generator is available internally at [Marketing.PrismaHealth.org/flyerengine](https://Marketing.PrismaHealth.org/flyerengine). Our stylebook for copy standards is available internally at [Marketing.PrismaHealth.org/stylebook](https://Marketing.PrismaHealth.org/stylebook).



# Advertising

## Standard design

The standard advertising design includes the gradient overlay over photography or the gradient background only. Examples include print, digital ads and outdoor boards.

Digital ads



Print ads



Outdoor boards

# Advertising

## Campaigns

Marketing campaigns targeting specific audiences vary from the standard advertising design. However, campaigns still incorporate our fundamental brand assets including the Prisma Health logo, color palette, fonts and photography style.



Print ads

Digital ads



Outdoor boards

# Advertising

## Campaigns

Direct Mail



Print ads




Outdoor boards



# Display graphics

## Posters

Posters may be created for a variety of purposes. They generally promote programs and services to patients, guests and team members. Posters follow a templated design that complements other Prisma Health-branded materials. Often, a poster will be one element in a promotional campaign and will use the same photo image as other related projects such as flyers, billboards or collateral materials. Posters are available in a variety of sizes.



### Meet Bo

Same dedication as any Prisma Health team member, but with floppier ears

Bo is a full-time facility dog, specially trained to work in the healthcare environment. He's here for you to offer support that only a four-legged friend can bring.

When you see Bo, be sure to say hello.

For more information about Bo, ask your provider or Bo's handler at 864-455-7846.

Thank you to Zena Clifton Zeno, Inc. for Bo's vest.

**PRISMA**  
HEALTH.



### We value your voice


Prisma Health wants to be our best for you, and you can help.

You will receive a survey asking for your feedback on your experience with us. Please complete the survey.

We use your feedback to enhance our care and to recognize extraordinary team members.



© 2018 Prisma Health. All rights reserved.



### Shhh ... it's Cuddle Time.

Observed 2-4 p.m. daily

To improve the patient experience at Prisma Health Baptist Parkridge, we provide parents with Cuddle Time.

Cuddle Time is a two-hour period offered every afternoon to give parents and their newborn babies uninterrupted time to:

- Bond
- Breastfeed
- Rest

*Thank you for helping our families bond and newborns thrive!*

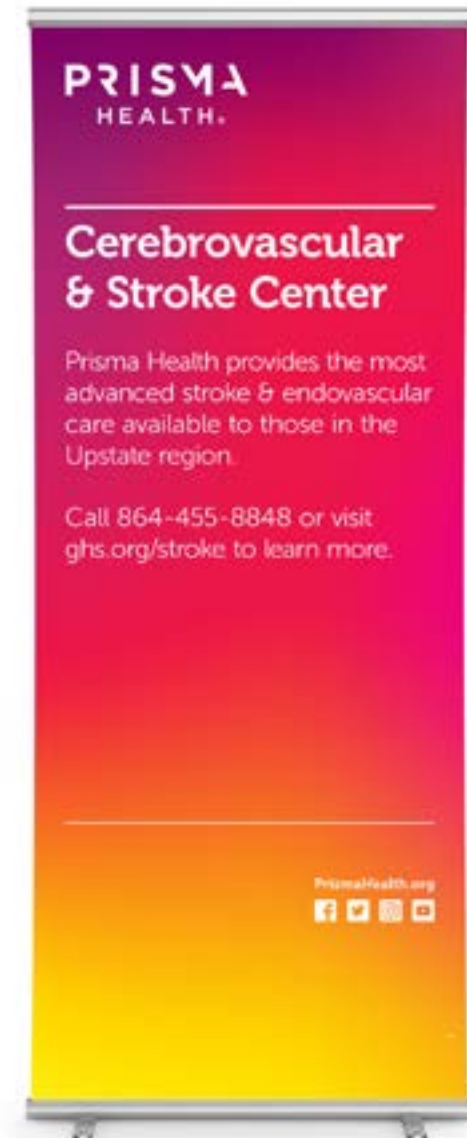
© 2018 Prisma Health. All rights reserved.

**PRISMA**  
HEALTH.

# Display graphics

## Pop-up banners

Pop-up banners are used to draw attention to an exhibit, invite interest and provide at-a-glance information. Content must fit into a set template and follow editorial style. Templated pop-up banners are consistent with the professional image and graphic style of Prisma Health.



# Display graphics

## Outdoor banners and event signs

Our outdoor banners and temporary event signs are used for physician practice openings, event announcements, temporary directional signage, exhibits and promotions.

# 3D mammography

**Available here!**

**Call to schedule: 864-522-9729**

PrismaHealth.org



# Primary Stroke Center

**Stroke care close to home!**

**Visit PrismaHealth.org/Stroke**

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PrismaHealth.org



## Event Parking



**PRISMA**  
HEALTH.



## Job Fair Today!

**PRISMA**  
HEALTH.



# Digital branding

Prisma Health has a variety of digital assets that deliver timely information to our communities about our services and company culture. Our website, [PrismaHealth.org](https://PrismaHealth.org), is a prime example. Prisma Health also has a strong presence on social media. The Prisma Health Go app provides mobile connectivity to our services. All digital media follows brand standards. The Prisma Health digital style guide is available by going to [PrismaHealth.org/styleguide](https://PrismaHealth.org/styleguide).

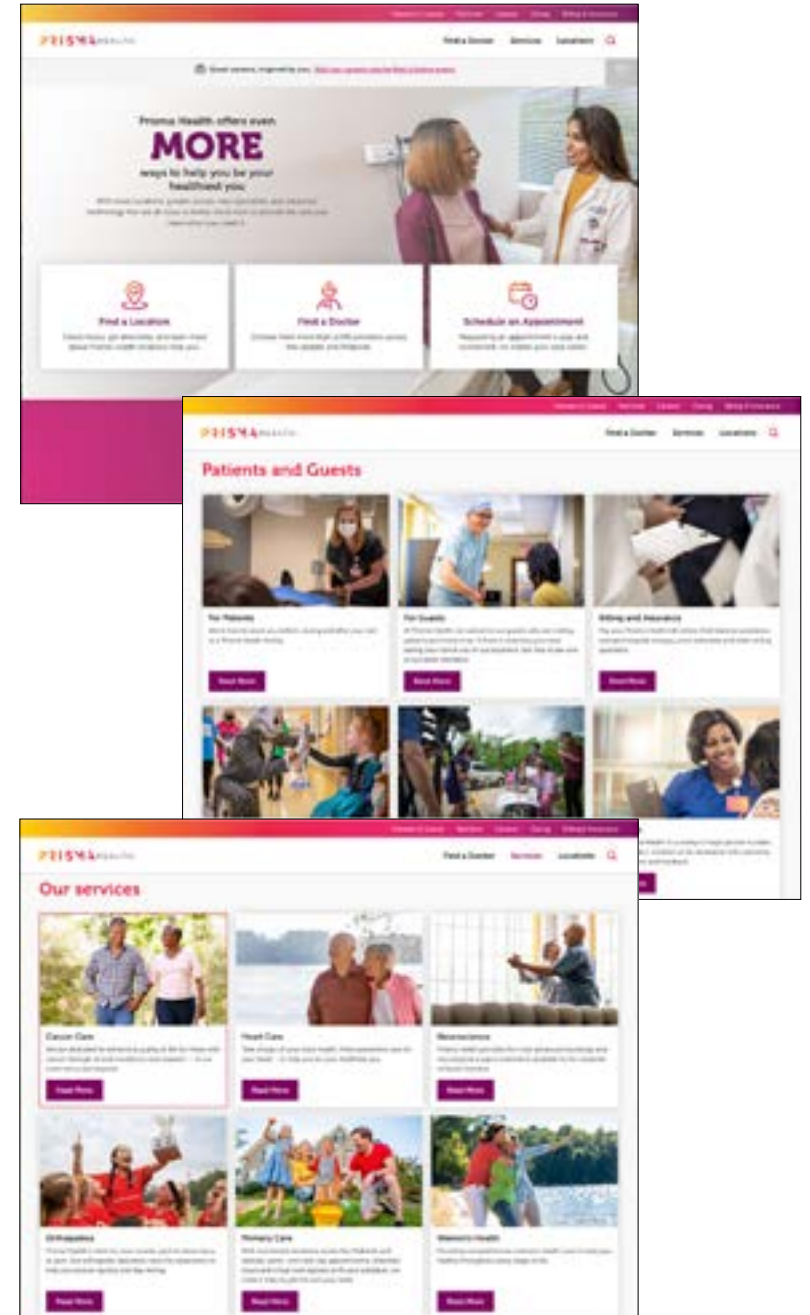
Social media



Go App



PrismaHealth.org



# Apparel branding

## Branded apparel

The Prisma Health logo may be applied to various items of clothing. All apparel branding must follow the guidelines as set forth in the Prisma Health Apparel Branding Guide and must be produced by authorized vendors.

Prisma Health Marketing, Communications & Consumerism has authorized a select number of apparel vendors to brand clothing with the Prisma Health logo. Branded apparel such as T-shirts, polo shirts, vests, jackets and hats are available for order through the Prisma Health online store. The online store is only available for team members and may be accessed through Connect at [PrismaHealthStore.org](https://PrismaHealthStore.org).

Clinical attire, including lab coats and scrubs, may be branded only through [authorized vendors](#).

A detailed [apparel branding guide](#) is available for review.



# Promotional branding

Prisma Health offers a wide variety of promotional materials through the Prisma Health online store. Promotional items strictly adhere to brand standards. Team members may access the online store on Connect or at [PrismaHealthStore.org](https://PrismaHealthStore.org).



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# Related brands and co-branding

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# Other Prisma Health brands

Prisma Health has several related brands, each with its own branding guidelines. These include: Prisma Health Children's Hospital, inVio Health Network and Promise Health Plan. Information about these brand guidelines is available upon request from Marketing, Communications & Consumerism.





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# Prisma Health Children's Hospital

Prisma Health Children's Hospital serves pediatric patients and their families in the Midlands and Upstate. While the essence of the Prisma Health brand is maintained through the Children's Hospital identity, it is expanded upon through its unique logo, fonts and design elements that communicate the entity's pediatric focus.



# inVio Health Network

inVio Health Network is an organization that negotiates value-based contracts with Medicare and other payors to improve the patient experience, improve quality, close gaps in healthcare, and be rewarded for reducing and improving efficiency in healthcare spending.



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# Promise Health Plan

Promise Health Plan was created to ensure high-quality healthcare is affordable for the local business community by giving businesses the ability to self-fund their healthcare plans.

# Promise<sup>SM</sup> Health Plan



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# Co-branding

Co-branding requests are considered on a limited basis. For more information, contact Scottie Dye ([Scottie.Dye@PrismaHealth.org](mailto:Scottie.Dye@PrismaHealth.org)) or Gary Hipps ([Gary.Hipps@PrismaHealth.org](mailto:Gary.Hipps@PrismaHealth.org)). To ensure the Prisma Health brand is used appropriately and only by authorized entities, written approval is required. Approval may be requested through the department of Marketing, Communications & Consumerism.



**COVID-19 Vaccination Pop-up**  
**Nov. 20 & Dec. 11 | 10 a.m.– 1 p.m.**

MCKISSICK CENTER  
349 EDGEMONT AVENUE, LIBERTY

**PRISMA**  
HEALTH.

**mealsonwheels**  
PICKENS COUNTY

**PFIZER**

The graphic features a blue background with a white syringe and a blue vial labeled 'VACCINE' on the left. The text is in white and blue. The Pfizer logo is at the bottom left, Prisma Health is at the bottom center, and mealsonwheels is at the bottom right.

# Purchased Services Agreement

Prisma Health provides a variety of operational support arrangements through Purchased Services Agreements with physician practices in the inVio Health Network. The locked-up logo is the graphic identifier disclosing the relationship between the practice and Prisma Health.



Questions about our brand guidelines may be directed to:

**Steven Serek**

[steven.serek@prismahealth.org](mailto:steven.serek@prismahealth.org)