GRIFFIN HEALTH

All materials can be found on the intranet homepage and on the Public drive:
\\GH-WAHOO\Public\COMMUNICATIONS\Griffin Branding Files

COLORS

PANTONE	639	298	3278	360	715	1225	7497
CMYK	C=100 M=21 Y=10 K=0	C=65 M=10 Y=2 K=0	C=100 M=11 Y=69 K=1	C=62 M=0 Y=96 K=0	C=0 M=54 Y=94 K=0	C=0 M=22 Y=84 K=0	C=52 M=43 Y=62 K=16
RGB	R=0 G=147 B=200	R=64 G=180 B=226	R=0 G=152 B=121	R=107 G=190 B=74	R=247 G=141 B=42	R=255 G=200 B=67	R=120 G=119 B=98
HEX	#0093c8	#40b4e2	#009879	#6bbe4a	#f78d2a	#ffc843	#787762

GRADIENTS

FONTS

GOTHAM:	BOOK	**MEDIUM**	**BOLD**
CENTURY GOTHIC:	REGULAR *ITALIC*		**BOLD** ***BOLD ITALIC***
CALIBRI	LIGHT *LIGHT ITALIC*	REGULAR *ITALIC*	**BOLD** ***BOLD ITALIC***

FONT FORMATTING

GOTHAM:

BOLD	
MEDIUM	
BOOK	
BOLD	

HEADINGS CENTERED

Heading Text Largest
Subheading text smaller

Body content smallest. Undi rat es am fuga. Siminis tibusci dellescia voluptaesti conseriatis **que pra** verum mil.

BODY RIGHT-JUSTIFIED

CENTURY GOTHIC:

BOLD	
REGULAR	
REGULAR	
ITALIC	
BOLD	
BOLD ITALIC	

Heading Text Largest
Subheading text smaller

Body content smallest. Undi rat es am fuga. Siminis tibusci dellescia voluptaesti conseriatis que **pra conseri od** quas sandit percill essimus ***es sus, idit, omnih.***

CALIBRI:

BOLD	
REGULAR	
LIGHT	
LIGHT ITALIC	
BOLD	
BOLD ITALIC	

Heading Text Largest
Subheading text smaller

Body content smallest. Undi rat es am fuga. **Siminis tibusci dellescia** voluptaesti conseriatis que pra verum Olore mil. ***Dae occab illessitam*** qui rem reri doluptinctu, nonsequam.

FONT FORMATTING

MIXING FONTS:

GOTHAM BOLD

GOTHAM BOOK

CALIBRI:

LIGHT
LIGHT ITALIC

BOLD
BOLD ITALIC

Heading Text Largest
Subheading text smaller

Body content smallest. *Undi rat es am fuga.* Siminis tibusci dellescia voluptaesti conseriatis que pra conseri od quas sandit verum Olore mil. Sollabor sincia con percill essimus es sus, idit, omnih. **Dusandita dolorerum**, a con At aperem aliae mossimus dolorit atinus, nihit poreptatis ***ea nossiti oribusae recatur***.

CENTURY GOTHIC BOLD

CENTURY GOTHIC REGULAR

CALIBRI:

LIGHT
LIGHT ITALIC

BOLD
BOLD ITALIC

Heading Text Largest
Subheading text smaller

Body content smallest. *Undi rat es am fuga.* Siminis tibusci dellescia voluptaesti conseriatis que pra conseri od quas sandit verum Olore mil. Sollabor sincia con percill essimus es sus, idit, omnih. **Dusandita dolorerum**, a con At aperem aliae mossimus dolorit atinus, nihit poreptatis ***ea nossiti oribusae recatur***.

FONT FORMATTING

Mixing fonts is permissible within a document, but do not mix fonts within individual sections (e.g. body text with both Calibri and Century Gothic fonts). **Headings and subheadings should never be in Calibri, unless needed for compatibility purposes.**

The main color of body text should be 7497. When creating a header, it should be in 3278. Different colors can be used within headings/subheadings/body text, but refrain from using more than 2 colors in any section. Color should only be used to provide emphasis on certain short phrases or words with body text.

Heading Text Largest
Subheading text smaller

Siminis tibusci dellescia voluptaesti conseriatis que pra conseri od quas sandit verum, idit, omnih. **Dusandita dolorerum**, nihit poreptatis *ea nossiti oribusae recatur*.Illantinum imolupt aspero

Heading Text Largest
Subheading text smaller

Undi rat es am fuga. Sollabor sincia con percill essimus es sus, idit, omnih. **Dusandita dolorerum**, a con At aperem aliae mossimus dolorit atinus, nihit poreptatis *ea nossiti oribusae recatur*.

Heading Text Largest
Subheading text smaller

Conseriatis que pra conseri od quas sandit verum, idit, omnih. **Dusandita dolorerum**, nihit poreptatis *ea nossiti oribusae recatur*.Illantinum imolupt asperoPiet faccus. Simus magnatur re experum.

Departments can utilize the logo as part of their branding - whether on brochures, apparel, or otherwise.

VERTICAL

HORIZONTAL

Don't change the colors of the logo outside of the defined Griffin color scheme, unless expressly directed to do so as part of a promotional activity.

If needed, black and/or white versions are acceptable, as well as using white-only text to stand out from dark backgrounds.

When adding the logo to a document or other media, be sure to maintain the correct proportions. **Do not skew the logo to be too tall or too wide as this will distort the image.**

Also, **do not use the old logo** - on anything, anywhere. Discard any brochures, papers, posters, signs, etc. within your department that have the old logo, unless they are a necessity to keep (machines, plaques, etc.). If you need updated materials, contact the Communications & Public Affairs office for assistance.

DEPARTMENT LOGOS

All departments should follow the same logo formatting, as outlined below. We are one organization, so we should have one logo. **Certain departments/specialties may be exceptions if they are already a recognized "brand"** (see exclusions below)

The Hewitt Center *for* Breast Wellness
at Griffin Hospital

The Childbirth Center
At Griffin Hospital

The Center *for* Cancer Care
at Griffin Hospital

GRIFFIN BARIATRICS
CREATING NEW BEGINNINGS

Other than those instances, separate or unique logos for your unit, department, or project are often unnecessary and can confuse the audience and your message. **Administrative, specialty and support units may not create, commission, or adopt individual unit logos.** All other logos should follow this format:

GRIFFIN HEALTH
INFUSION CENTER

GRIFFIN HEALTH
COMMUNITY OUTREACH & PARISH NURSING

GRIFFIN HEALTH
ENVIRONMENTAL SERVICES

If needed, the logo can read "Griffin Hospital" like the examples below.

GRIFFIN HOSPITAL
CHILDBIRTH CENTER

GRIFFIN HOSPITAL
DEVELOPMENT FUND

If a logo update is needed, contact Communications & Public Affairs.

DEPARTMENT LOGO PLACEMENT

For specialty centers/departments that have a logo exception: When printing materials or otherwise pairing the Griffin Health logo along with the exception logo, the formatting should follow the below example - the two logos should be the same height, side-by-side, separated by a straight line (in Grey) made the same height as the Griffin Health Logo, at approximately one "G" distance between.

When printing/embroidering and color gradients are not permitted, utilize the color scheme below:

PANTONE	7409	7481	2995	7497
CMYK	C=2 M=33 Y=99 K=0	C=79 M=0 Y=98 K=0	C=72 M=17 Y=0 K=0	C=49 M=45 Y=67 K=19
RGB	R=246 G=178 B=33	R=0 G=181 B=78	R=7 G=167 B=227	R=122 G=113 B=87
HEX	#f6b221	#00b54e	#07a7e3	#7A7157

EMAIL SIGNATURES

Calibri	**16 Bold, Grey** **12 Bold, Green** *12 Italic, Grey* **10 Bold,** *Italic, Grey* 10 Regular, Grey **12 Bold, Green**	**Full Name** **Griffin Health Services** *Position/Job Title* **Tel:** 203-732-7XXX **Fax:** 203-732-7XXX GRIFFIN HEALTH 130 Division Street Derby, CT 06418 www.griffinhealth.org **Empowering People, Advancing Care.**

Information to include:
- Name and credentials
- Title
- Work/Office phone
- Cell phone (optional)
- Fax (optional)
- Address

Calibri	**16 Bold, Grey** **12 Bold, Green** *12 Italic, Grey* **10 Bold,** *Italic, Grey* 10 Regular, Grey **12 Bold, Green**	**Full Name** **Griffin Health Services** *Position/Job Title* **Tel:** 203-732-7XXX **Fax:** 203-732-7XXX 130 Division Street Derby, CT 06418 www.griffinhealth.org **Empowering People, Advancing Care.**

SHORTENED SIGNATURE

Calibri	**16 Bold, Grey** **12 Bold, Green** *12 Italic, Grey* **10 Bold,** *Italic, Grey*	**Full Name** **Griffin Health Services** *Position/Job Title* **Tel:** 203-732-7XXX

Do not add non-Griffin or non-Planetree images to your signature. Quotes and non-white background images/colors are discouraged as well.

How to update your signature:
1. Open Microsoft Outlook
2. Click File > Options > Mail > Signatures.
3. Click the signature you want to edit, then copy your choice of signatures above from the "Email signatures" document in the Brand files and paste it into the Edit signature box.
4. Edit the pasted signature with your contact information
5. When you're done, select Save > OK.

PRESENTATIONS

When presenting to any outside organizations, and for almost all internal presentations we should use a standardized PowerPoint template. The file can be found in the Branding Files folder located at \\GH-WAHOO\Public \COMMUNICATIONS\Griffin Branding Files

BUSINESS CARDS

All business cards must maintain the standard Griffin branding design for image and quality consistency (see example below), and be printed by the Griffin Print Shop. **The only exceptions to this format are for the previously discussed logos.**

Business cards are small and are intended to provide basic contact information. Titles, credentials, and logos should be limited. Department heads and supervisors must approve business cards for individuals.

When submitting a request, please send an email (including department head or supervisor approval) to Steve Katilius (skatilius@griffinhealth.org) including this information:

- Name and credentials
- Title and department
- Work/Office phone
- Cell phone (optional)
- Fax (optional)
- Email address
- Address (if off-site)

LETTERHEAD

Griffin Health also has a standard letterhead (see right). It is available in the Branding Files folder.

Additions to or omissions from the standard format need to be approved by Communications & Public Affairs prior to printing. **Again, the only exceptions to this format are for the previously discussed logos.**

When using images in your publications, printed materials, etc., you should strive to utilize the type of imagery that is consistent with Griffin's mission to provide quality, person-centered care and to be leaders in our community.

Patients, caregivers, and other subjects should be the main focus, and doctors, nurses, and other staff should be shown to be caring for them. We should abstain from using images that show a staff person looking down on patients, or where patients are not in focus. We should also abstain from using images that are too abstract for a patient to fully understand.

Griffin Health has a large amount of beautiful scenery and environments that lend themselves well to utilization in our materials. We should also look to use actual staff and patients whenever possible, such that we can drive the point home that Griffin truly is a local, community-oriented organization.

We are NOT to use copy & paste images from Google searches (or similar) in our materials. The quality of those images is generally low, and will not reflect well on the quality of Griffin.
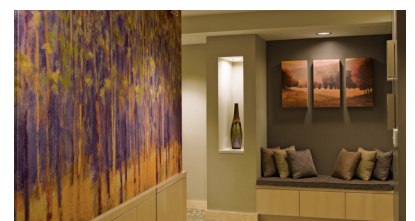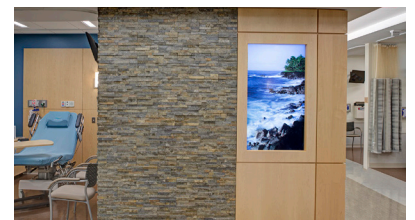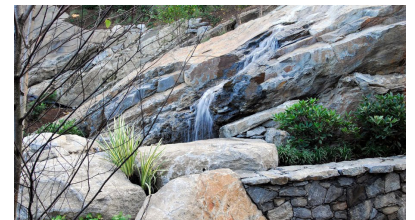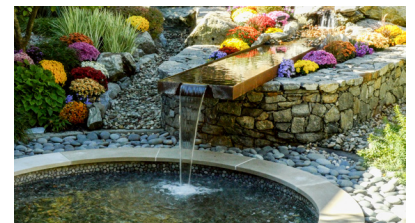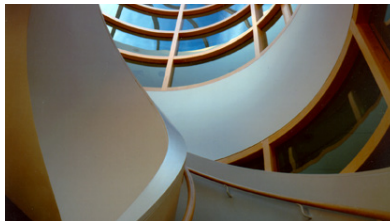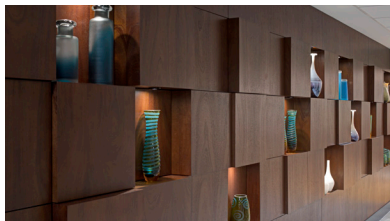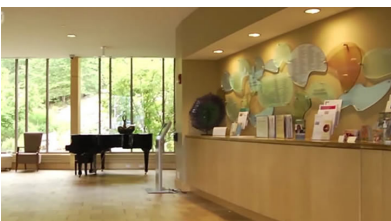
If you can't find a suitable picture to use in our image library in the Branding Files folder, you can search for images in Google and contact Communications & Public Affairs to help get a high-quality version of what you're looking for.

For examples of the imagery we have around Griffin, which can be copied and pasted directly from this document, see the following pages.