



BRAND GUIDELINES

Management of the UC Health Brand

February 2012



STATEMENT OF PURPOSE

The purpose of the document is to ensure that the UC Health brand is consistently portrayed in all of our various touchpoints, from the way we interact with each other to the way we deliver patient-focused care.



BRAND GUIDELINES

*Management of the
UC Health Brand*

SECTION 1: BRAND STRATEGY

- 1.1 Essence & Attributes
- 1.2 POPs & PODs
- 1.3 Positioning

SECTION 2: BRANDMARK

- 2.1 Definition
- 2.2 Usage
- 2.3 Secondary Usage
- 2.4 Staging
- 2.5 Black & White
- 2.6 Don'ts
- 2.7 Lockups
- 2.8 Safe Space

SECTION 3: BUSINESS SUITES

- 3.1 Business Suite Sample
- 3.2 PowerPoint Templates
- 3.3 Email Sign-off

SECTION 4: LANGUAGE

- 4.1 How We Write it
- 4.2 About UC Health
- 4.3 Governance
- 4.4 Key Talking Points
- 4.5 Key Style Points
- 4.6 First Reference
- 4.8 Second Reference
- 4.10 Web Addresses
- 4.11 News Release Format
- 4.12 Boilerplates
- 4.13 News Writing

SECTION 5: SPECIALTY DESCRIPTORS

- 5.1 Special Cases

SECTION 6: MARKETING

- 6.1 Examples
- 6.4 Billboards
- 6.5 Ad Exceptions
- 6.6 Signage

SECTION 7: DESIGN ASSETS

- 7.1 Balance of Elements
- 7.2 Color Palette
- 7.3 Typography
- 7.4 Background Textures
- 7.5 Photography Principles

SECTION 8: APPAREL & MERCHANDISE

- 8.1 Lab Coats
- 8.2 Professional Attire
- 8.3 Merchandise

SECTION 9: CONTACT INFORMATION



BRAND STRATEGY



BRAND STRATEGY

Essence / Attitude

Leadership / The Best

Attributes / Core Values

Diversified

Interconnected

Leadership

Informative

Simplicity

Innovation

BRAND STRATEGY

POPs (Points of Parity)

- Patient-centered quality care (respect)
- Evidence-based medicine
- Health care “system”

PODs (Points of Difference)

- Academic-based, discovery-driven
- Connected with the University of Cincinnati
- Higher level of care from world-class physicians
- Over time: interconnected, responsive, seamless care

BRAND STRATEGY

Positioning

A comprehensive health care network that builds on an academically based, discovery-driven foundation to deliver best-in-class, personalized care to the people of Greater Cincinnati while preparing the next generation of health care professionals.



BRANDMARK

Diversified & Interconnected
(Rational & Emotional)



Leadership & Innovation
(Rational)

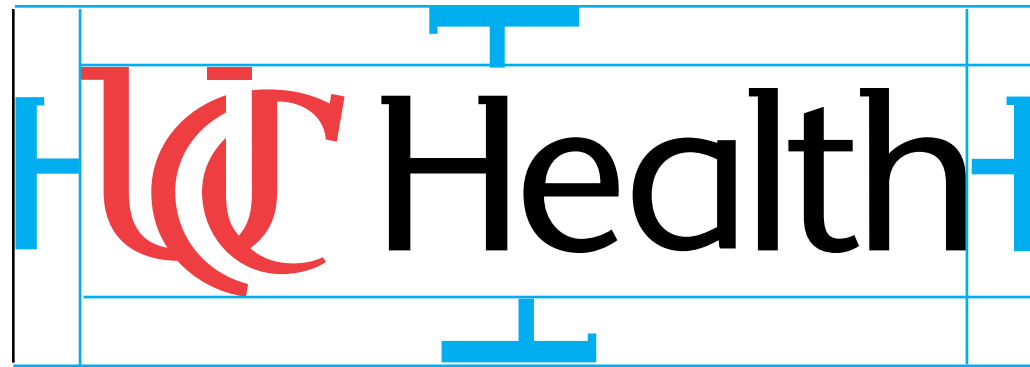
Simplicity & Informative
(Emotional)

- Creates branding shorthand for "The Best"
- Describes desired outcomes
- Approachable in the category

BRANDMARK USAGE

Safe Area

To ensure a clean visual presence of the brandmark, it is recommended to have a distance of at least half of the capital H on each side of the brandmark.



Minimum Size

The brandmark can **never** be smaller than one inch wide. In general, the brandmark should appear as large as visually appropriate—in most cases, much larger than the minimum.

Trademark Indication

An application to register the UC Health mark with the U.S. Patent and Trademarks Office is in process. In almost all cases, a TM should be included near the mark as shown. (After approval, the “circle R” will replace the TM.) **It is never wrong to include a TM.** For exceptions and guidance, contact Marty Ludwig, University of Cincinnati director of licensing, martin.ludwig@uc.edu.

 Health

1"

 Health™

SECONDARY BRANDMARK USAGE

The preferred orientation for the brandmark is horizontal; but in cases where it is not feasible, the stacked variation is appropriate for use. This alternate orientation is approved on a case-by-case basis only.



Safe Area

It is recommended to have a distance of at least half of the capital H on each side of the brandmark.



Minimum Size

The alternate brandmark can **never** be smaller than one half inch wide. In general, the brandmark should appear as large as visually appropriate—in most cases, much larger than the minimum.



BRANDMARK STAGING

The preferred background for the brandmark is white; however, it is permitted to use a light background that offers enough contrast to the brandmark (e.g., light gray, silver and light tones of cream).

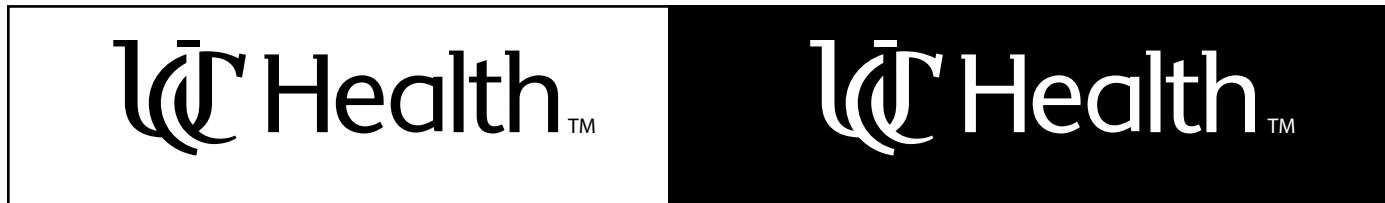


Although **not preferred**, in some instances it is necessary for the brandmark to be staged on a field of red or black.



BLACK & WHITE BRANDMARK USAGE

If possible, black and white brandmark use should be **avoided**. Black and white brandmarks are most often appropriate for items of merchandise, where colors, image area and materials can be restricted. See page 8.3 for more information.



BRANDMARK DON'TS



 Do not place on dark field



 Do not rotate



 Do not alter proportions of elements



 Do not use alternate typeface




 Do not alter color of elements

  Health is Great!
Do not add words

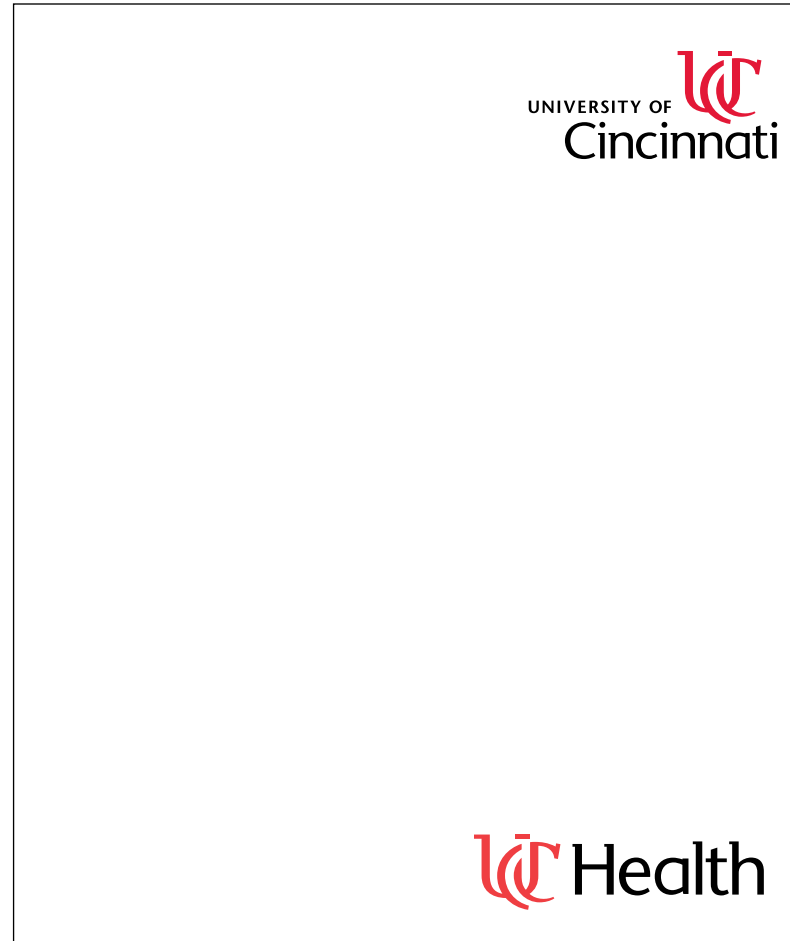


 Do not apply effects, like drop shadows



 Do not resize out of proportion

BRANDMARK DON'TS (continued)



 *don't place two UC symbols on the same page*

LOCKUPS

The exhibits below demonstrate the “lockup” versions of the UC Health mark for UC Health University of Cincinnati Physicians, UC Health University Hospital, UC Health West Chester Hospital and UC Health Surgical Hospital. These lockups are used primarily for corporate and business suite purposes – letterhead, forms, etc. Other uses may also be appropriate. Check with a branding or UC Health marketing expert. (See the last page of this document.)



LOCKUP SAFE AREA AND SIZES

Safe Area

The safe area described on page 2.2 should be preserved on lockups.



To ensure maximum visual presence, the lock-ups should preserve the 1 inch minimum width of the primary UC Health landmark. *Please note that this is a minimum size. Whenever possible, a larger size should be used.*






BUSINESS SUITES

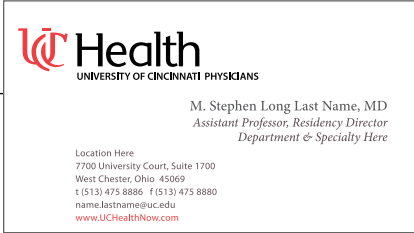
BUSINESS SUITE

To order business cards, contact your marketing department.



UC Health
UNIVERSITY OF CINCINNATI PHYSICIANS

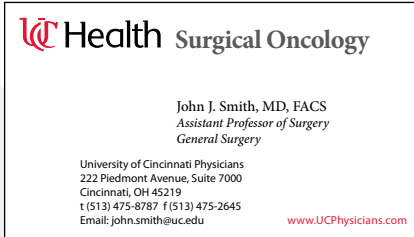
University Pointe
7700 University Court, Suite 1700
West Chester, Ohio 45069



UC Health
UNIVERSITY OF CINCINNATI PHYSICIANS

M. Stephen Long Last Name, MD
*Assistant Professor, Residency Director
Department & Specialty Here*

Location Here
7700 University Court, Suite 1700
West Chester, Ohio 45069
t (513) 475 8886 f (513) 475 8880
name.lastname@uc.edu
www.UCHealthNow.com



UC Health Surgical Oncology

John J. Smith, MD, FACS
*Assistant Professor of Surgery
General Surgery*

University of Cincinnati Physicians
222 Piedmont Avenue, Suite 7000
Cincinnati, OH 45219
t (513) 475-8787 f (513) 475-2645
Email: john.smith@uc.edu www.UCPhysicians.com

Note that when a specialty descriptor is included, a lockup version of the logo is not used.



UC Health
UNIVERSITY OF CINCINNATI PHYSICIANS

University Pointe
7700 University Court, Suite 1700
West Chester, Ohio 45069
t (513) 475 8886 f (513) 475 8880
www.UCHealthNow.com

Name Lastname
Title
Location Company
123 Address
City, ST 45678

01, Month 2010

Dear Lastname,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse porttitor pretium semper. Ut dictum ultrices nunc, quis imperdiet est lobortis sit amet. Praesent luctus est sit amet erat mollis non ornare tellus porttitor. Donec rutrum volutpat quam, quis condimentum est adipiscing.

Nunc a ante mi. Nullam tincidunt diam eget nunc faucibus rutrum. Phasellus feugiat mattis leo a egestas. Fusce mattis tempus molestie. In mattis lacus eget urna eleifend quis auctor arcu pretium. Nullam eleifend accumsan massa a placerat. Fusce ante ipsum, volutpat in laoreet a, pellentesque a est. In rutrum vehicula leo, quis ornare quam sollicitudin eu. Duis sit amet venenatis turpis. Nunc volutpat tristique justo eu pretium. Morbi venenatis ultricies varius. Aliquam nibh augue, gravida a lobortis quis, pretium nec massa.

Fusce ante ipsum, volutpat in laoreet a, pellentesque a est. In rutrum vehicula leo, quis ornare quam sollicitudin eu. Duis sit amet venenatis turpis. Nunc volutpat tristique justo eu pretium. Morbi venenatis ultricies varius. Aliquam nibh augue, gravida a lobortis quis, pretium nec massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse porttitor pretium semper. Ut dictum ultrices nunc, quis imperdiet est lobortis sit amet. Praesent luctus est sit amet erat mollis non ornare tellus porttitor. Donec rutrum volutpat quam, quis condimentum est adipiscing. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse porttitor pretium semper. Ut dictum ultrices nunc, quis imperdiet est lobortis sit amet. Praesent luctus est sit amet erat mollis non ornare tellus porttitor. Donec rutrum volutpat quam, quis condimentum est adipiscing.

Nunc a ante mi. Nullam tincidunt diam eget nunc faucibus rutrum. Phasellus feugiat mattis leo a egestas. Fusce mattis tempus molestie. In mattis lacus eget urna eleifend quis auctor arcu pretium. Nullam eleifend accumsan massa a placerat.

Sincerely,

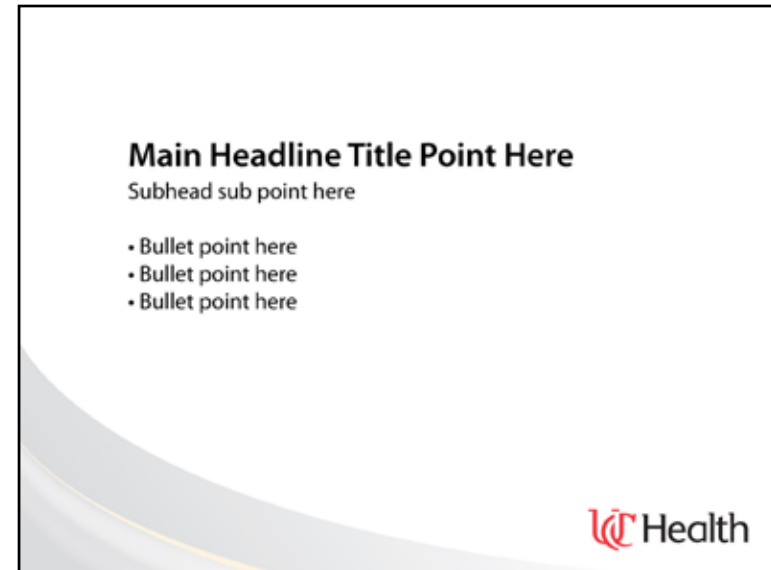


Name Lastname
Title

The Physicians of The University of Cincinnati College of Medicine

PRESENTATION (POWERPOINT) TEMPLATES

For UC Health PowerPoint (PPT) templates, contact your marketing department.



EMAIL SIGN-OFF

Email signatures should **not** include backgrounds, quotes, colored text or slogans. To maximize mobile device viewing and in consideration of email recipient parameters, use of the UC Health logo should be avoided.

Chris Ralston
Director of Marketing & Physician Relations
UC Health UC Physicians
2830 Victory Parkway, Suite 100
Cincinnati, OH 45206
Office: 513-475-8006
Cell: 513-706-9317
Fax: 513-475-7397
www.uchealth.com
www.ucphysicians.com

An example of a preferred UC Health email signature.



LANGUAGE

HOW WE WRITE IT

Following is the style guide for UC Health. This guide addresses first and second-reference usage and provides key talking points and boilerplate information in addition to providing guidelines for news writing.

Refer to this guide when writing about UC Health or working to promote UC Health to news media. It should also be used as a reference for editorial copy in marketing or advertising materials. Supplement this style guide with the Marketing Guide to UC Health. For a copy, please contact Chris Ralston at ralstonc@ucphysicians.com.

If you are uncertain how to spell a certain word, punctuate a medical degree or abbreviate a word, the UC Academic Health Center style guide (www.healthnews.uc.edu/style) will help you address these common writing issues. The guide is designed to serve as an editorial standard by providing consistent writing solutions for anyone writing about the university and its affiliates. By using the same style, communicators will achieve consistency in writing and messaging university-wide.

The style guide, updated regularly, is a supplement to the *Associated Press (AP) Stylebook and Libel Manual* and *Merriam-Webster's Collegiate Dictionary, Eleventh Edition*, two of the preferred reference guides for journalists today. In general, we follow AP style. When AP style doesn't answer the question, we refer to the *Chicago Manual of Style, 14th edition*. We use *Merriam-Webster's Collegiate Dictionary, Eleventh Edition*, for spellings, abbreviations and place names. When a choice of spelling is given, accept the first.

ABOUT UC HEALTH

UC Health represents a closer and more collaborative partnership between the University of Cincinnati, one of the nation's top public research universities, University Hospital, a "Best" hospital as ranked by *U.S. News & World Report* and Greater Cincinnati's premier teaching hospital, University of Cincinnati Physicians, the region's most distinguished and largest network of specialists, West Chester Hospital, the region's newest hospital, and the UC Health Surgical Hospital in West Chester. Together, we are laying the cornerstone of a new generation of excellence in health care in Greater Cincinnati and beyond.

UC Health is more than just a new name: it speaks to the outcomes we wish to achieve for all our patients; it speaks to our desire to improve health across Greater Cincinnati; and it speaks to our ongoing commitment to drive innovation and discovery in medicine. By connecting the power of UC to the word Health, we are telling the community that from this day forward, we stand united in ensuring that our region not only has access to the very best care, but that we can point with pride to the medical advances and research breakthroughs that will come from our closer partnership.

GOVERNANCE

UC Health is governed by a nine-member board of directors. They are:

1. **C. Francis Barrett**, a current member of the University of Cincinnati Board of Trustees;
2. **Joseph Broderick, MD**, research director of the UC Neuroscience Institute and chair of the UC Department of Neurology;
3. **Margaret Buchanan**, also a current member of the UC Board of Trustees;
4. **Rev. Damon Lynch Jr.**, pastor of the New Jerusalem Baptist Church;
5. **Myles Pensak, MD**, H.B. Broidy Professor and chair of the UC Department of Otolaryngology-Head and Neck Surgery;
6. **George Strike**, president and CEO of Martinizing Dry Cleaning, who will serve as chairman of the board;
7. **Creighton Wright, MD**, president of Cardiac, Vascular and Thoracic Surgeons, Inc.;
8. **Jeffrey Wyler**, president and CEO of the Jeff Wyler Automotive Family; and
9. **To Be Announced.**

UC Healthcare System, the parent company of UC Health, is governed by a five-member board:

1. **C. Francis Barrett**, a current member of the University of Cincinnati Board of Trustees;
2. **Judge Sylvia Hendon**, First District Court of Appeals;
3. **Gregory Rouan, MD**, Richard W. and Sue P. Vilter Professor of clinical medicine at the UC College of Medicine;
4. **George Schaefer Jr.**, former CEO of Fifth Third Bancorp; and
5. **George Strike**, president and CEO of Martinizing Dry Cleaning, who will serve as chairman of the board.

KEY TALKING POINTS

- UC Health is a partnership between the region's largest physician group practice and the only adult Level 1 trauma center—built on a strong connection to the University of Cincinnati.
- UC Health was formed to ensure that Greater Cincinnati is always served by an academic-based health center that advances medical knowledge, trains health professionals, and provides discovery-driven, world class health care.
- UC Health is not just a name. It stands for leadership in all aspects of health care—clinical services, groundbreaking research and inspired teaching. UC Health promises to continuously improve the patient experience in order to provide seamless, coordinated care throughout our system.
- UC Health comprises more than 600 physicians, a 650-bed tertiary care hospital (the region's most preferred), West Chester Hospital, a short-stay surgical hospital and medical building on the West Chester medical campus, and 30 practice sites around our region.

KEY STYLE POINTS

- UC Health takes precedence in copy.
- University of Cincinnati Physicians represents doctors across the “system,” not a specific location.
- University of Cincinnati Physicians is used in the visual branding, but is rarely spelled out in written communications. Please consider this on a case-by-case basis.
- In most written communications, physicians are identified by specialty, but specialties are not pulled out as proper names in written communication. For example: Surgeons with UC Health. Not UC Health Surgeons or UC Health Surgery.
- Faculty appointments will appear—when appropriate—in external communications in order to reinforce the UC connection.

FIRST REFERENCE

UC Health

- UC Health

University Hospital

- University Hospital—Use UC Health University Hospital if UC Health has not already been mentioned in the copy.
- Do not use The University Hospital.

University of Cincinnati Physicians

- University of Cincinnati Physicians (to be used sparingly, primarily when writing about organizational news).
- When writing University of Cincinnati Physicians, use UC Health University of Cincinnati Physicians if UC Health has not been mentioned in the copy.

Preferred Usage for University of Cincinnati Physicians

- Doctors with UC Health
- Physicians with UC Health
- Specialists with UC Health
 - Endocrinologists with UC Health
 - Surgeons with UC Health
 - UC Health cardiologists

West Chester Hospital

- West Chester Hospital—Use UC Health West Chester Hospital if UC Health has not already been mentioned in the copy.

UC Physicians Multispecialty Practice Locations

- UC Health Physicians Office, West Chester
UC Health Physicians Office in West Chester
- UC Health Physicians Office, Montgomery
UC Health Physicians Office in Montgomery
- UC Health Physicians Office, Clifton
UC Health Physicians Office in Clifton

FIRST REFERENCE (continued)

Leased Spaces for Individual Specialties (defer to practice name)

- UC Health Sleep Medicine Center
- UC Health Pain Medicine
- UC Health Dermatology

Practices/Centers/Divisions

- Practices should not be formalized with capital letters following UC Health.*

- For example: CORRECT: UC Health ear, nose and throat specialists

INCORRECT: UC Health Otolaryngology–Head and Neck Surgery

* Exceptions may be made for marketing materials including print advertisements and lab coats. Contact Chris Ralston or Don Crouse for proper usage.

Holmes Hospital

- Holmes Hospital—Use UC Health Holmes Hospital if UC Health has not already been mentioned in the copy.

Surgical Hospital

- UC Health Surgical Hospital

Imaging Center

- UC Health Surgical Hospital Imaging Center

Barrett Center

- UC Health Barrett Cancer Center

Precision Radiotherapy

- Precision Radiotherapy

UC Health West Chester Campus

- Do not use University Pointe

SECOND REFERENCE

UC Health

- UC Health

University Hospital

- University Hospital

University of Cincinnati Physicians

- UC Physicians (Use sparingly. This will typically be used in articles about organization news—most often used in Connected.)
- Do not abbreviate to UCP.
- Physician's name will usually be the only second reference:

Example:

CINCINNATI—You get regular maintenance on your car and your home—so why not your hearing aid?

For the first week of November, UC Health ear, nose and throat specialists will recognize Hearing Aid Awareness Week by offering free hearing aid cleaning and tune ups every day from 8:30 a.m. to 1 p.m.

Division of audiology and hearing aids director Stephanie Lockhart recommends patients get their hearing aids checked every six months.

"It's kind of like changing the oil in your car," says Lockhart. "You shouldn't get a hearing aid and then never maintain it. A hearing aid can be functioning, but it might not be functioning optimally, and you might not notice that."

West Chester Hospital

- West Chester Hospital

UC Physicians Multispecialty Practice Locations

- Physicians Office
Physicians Office in West Chester

SECOND REFERENCE (continued)

Leased Spaces for Individual Specialties (defer to practice name)

- Sleep Medicine Center

Other Locations

- Montgomery medical office

Practices/Centers/Divisions

- UC Health ear, nose and throat specialists

Holmes Hospital

- Holmes Hospital

Surgical Hospital

- Surgical Hospital

Imaging Center

- Imaging Center

Barrett Center

- Barrett Cancer Center

Precision Radiotherapy

- Precision Radiotherapy

WEB ADDRESSES

Always use lowercase in web addresses. Use the shortest workable URL.

For example, if you can leave off `http://www` and can still access the site, drop this portion.

UC Health and UC Physicians

`uchealth.com`

`ucphysicians.com`

Centers of Excellence

`uccancer.com`

`ucdiabetes.com`

`ucneuroscience.com`

NEWS RELEASE FORMAT

Follow this format for all news releases:

UC HEALTH NEWS

UC Health Public Relations
uhealth.com/category/news

FOR IMMEDIATE RELEASE: Thursday, Jan. 27, 2011

CONTACT: Contact Name
(513) 000-0000
first.last@uhealth.com

NOTE TO EDITORS: editor's note goes here.

TAKE A BREAK FROM HEADPHONES TO PROTECT EARS

CINCINNATI—It's common knowledge that loud concerts and power tools can be dangerous to our hearing. But to fully protect our ears, we also need to be aware of the smaller sources of sound in our everyday life.

UC Health audiologists recommend taking several steps when using earbuds and phone headsets to make sure they aren't too loud.

Audiologist Stephanie Lockhart advises using the "half-volume rule" for personal listening devices: Keep the volume set to no higher than half the available level.

UC Health audiologists see patients in Clifton and West Chester. To schedule an appointment, call (513) 475-8453.

-30-

The dateline for news releases from West Chester Hospital would be:

WEST CHESTER, Ohio—It's common knowledge that loud concerts and power tools can be dangerous to our hearing. But to fully protect our ears, we also need to be aware of the smaller sources of sound in our everyday life, according to physicians at West Chester Hospital.

BOILERPLATES

Use boilerplates on all releases about UC Health or its providers. Place the boilerplate below the -30- on releases and italicize.

Boilerplate for UC Health

-30-

UC Health includes University Hospital, West Chester Hospital and the UC Health Surgical Hospital. UC Health is closely aligned with the UC College of Medicine and University of Cincinnati Physicians, the college's 600-physician faculty group practice, which markets itself under the UC Health banner. More information at uhealth.com

Boilerplate for UC Physicians

-30-

University of Cincinnati Physicians is the multispecialty clinical practice group of the UC College of Medicine and is affiliated with UC Health. The group includes nearly 600 board-certified clinicians and surgeons and an additional 200 nurse practitioners, physicians assistants, psychologists and certified nurse anesthetists who provide care to more than 1 million patients annually through all Greater Cincinnati hospitals and nearly 30 outpatient locations. The group also provides physician coverage for the region's only Level I adult trauma center and emergency departments at University Hospital, Jewish Hospital and West Chester Hospital.

Boilerplate for University Hospital

NOTE: Contact University Hospital Marketing and Public Relations for boilerplate information.

Boilerplate for West Chester Hospital

-30-

West Chester Hospital is a 160-bed hospital in West Chester, Ohio, providing the latest technology delivered in a healing environment. The hospital is conveniently located and easily accessible from Interstate 75 at Tylersville Road. Services include a full-service emergency department, inpatient and outpatient surgical services and inpatient and outpatient diagnostic and treatment services. For more information about West Chester Hospital, go to www.UCHealth.com/WestChesterHospital.

NEWS WRITING

For all news writing, follow *Associated Press (AP) Stylebook and Libel Manual* and *Merriam-Webster's Collegiate Dictionary, Eleventh Edition*, two of the preferred reference guides for journalists today. When AP style doesn't answer the question, refer to the *Chicago Manual of Style, 14th edition*.

To further maintain consistency, follow style guides maintained by the University of Cincinnati and the UC Academic Health Center at <http://www.uc.edu/ucomm/resources/stylebook.html> and <http://healthnews.uc.edu/style/>, respectively.



SPECIALTY DESCRIPTORS

SPECIALTY DESCRIPTORS – SPECIAL CASES

Most specialty descriptors should be included in body text or conveyed through the headline or title message. However, two specialty descriptors have approved lockups (see below). The size and space relationship of the descriptor, the UC Health mark and the C-paw cannot be altered without specific written permission.





MARKETING COMMUNICATIONS
& SIGNAGE

COLLATERAL

Patient Brochure

The UC Health landmark must be on the same page/close visual proximity to the hospital or specialty descriptor name.



Leaders make great teachers

Dr. David Fischer is consistently named among the area's "Top Docs" by Cincinnati Magazine and was listed in the "Forty Under Forty" Class of 2008, a group of community "movers and shakers" still under the age of 40. It's no wonder he's **one of the busiest surgeons in the city, specializing in minimally invasive procedures.**

Generous with his time and talent, Dr. Fischer has earned three consecutive Gold Apple awards, a "best teacher" recognition, voted on by UC College of Medicine students.



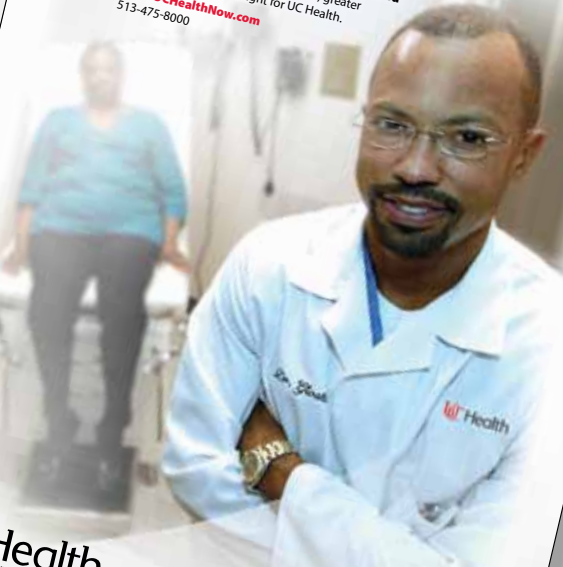
Dr. David Fischer, chief of the Division of General Surgery, is also an award-winning teacher at the UC College of Medicine.

UC Health
UNIVERSITY OF CINCINNATI PHYSICIANS
Surgery

Discovery-driven care delivered by top doctors

As physicians of the UC College of Medicine, we provide the **most responsive, innovative health care in the region.** And we're not stopping there. We, along with our partner University Hospital, are working to align and integrate every component of personalized medicine, **connecting you to the most advanced care.** The time is right for a healthier, greater Cincinnati. The time is right for UC Health.

www.UCHealthNow.com
513-475-8000



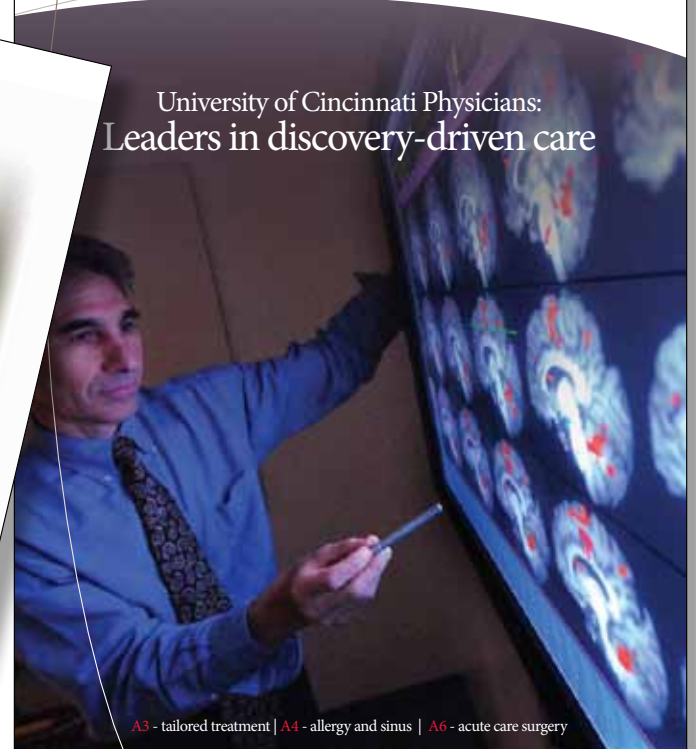
Hugh Glover, MD
Professor of Dermatology;
Director of Dermatologic
Surgery

UC Health
UNIVERSITY OF CINCINNATI PHYSICIANS
CLIFTON • MONTGOMERY • WEST CHESTER

UC Health

March 2010 | Vol. 2 Issue 2 | www.ucphysicians.com | 513-475-8000

University of Cincinnati Physicians: Leaders in discovery-driven care



A3 - tailored treatment | A4 - allergy and sinus | A6 - acute care surgery

COLLATERAL / ADS

Technology as good as the experts who use it

WM. EDWARD RICHARDS, MD
MEDICAL DIRECTOR OF GYN ONCOLOGY

Cutting-edge medical technology doesn't mean much if you don't have the expertise to use it. At UC Health, we have both. Our **highly-skilled surgeons** deftly guide the latest in **computer-aided equipment**, offering you the region's most varied selection of **minimally invasive procedures** and more importantly, shorter recovery times.

Gynecologic Oncology (women's cancer) and Advanced Pelvic Surgery
Urology
Uro-Gynecology
Benign Gynecology
Head and Neck Surgery
Cardiovascular

UC Health
Everything we know. For you.

To learn more about our robotic and minimally invasive surgery, call 513-584-ROBO (7626) or visit www.uchealth.com

The **Plastic Surgeons of UC Health** are proud to support the **Cincinnati Symphony Youth Orchestra**.

David Billmire, MD
Christopher Gordon, MD
David Horn, MD
W. John Kitzmiller, MD
Minh-Doan Nguyen, MD, PhD
Jesse Taylor, MD
Kevin Yakuboff, MD

UC Health
UNIVERSITY OF CINCINNATI PHYSICIANS

www.UCPlasticSurgery.com

UC Health Medical Office Building
7700 University Court
West Chester, OH 45069
513-475-8881

UC Physicians spine team
Offering care for the entire spectrum of spinal disorders

UC Health
UNIVERSITY OF CINCINNATI PHYSICIANS

We offer care for the entire **spectrum of spinal disorders in pediatric or adult patients, ranging from SPORTS INJURIES TO 'wear-and-tear' DEGENERATIVE CONDITIONS, and from trauma to tumors ...**

Trained spine C Physicians are owned and provide comprehensive non-surgical problems of and lumbar spine. We offer care for the entire spectrum of spinal disorders in pediatric or adult patients, ranging from sports injuries to 'wear-and-tear' degenerative conditions, and from trauma to tumors," says spine team specialist Fehran Asghar, MD, a faculty member in the UC department of orthopedic surgery.

"The goal at this practice," says Steven Agabegi, MD, spine team specialist and assistant professor, "is to offer patients and their referring physicians efficient access to a spinal specialist and to provide patients with spinal conditions the highest level of comprehensive care available in Southwest Ohio."

UC Physicians orthopedic spine specialists provide services at University Hospital, Christ Hospital, Mercy Hospital, Anderson and Clermont, University Pointe Surgical Hospital in West Chester, West Chester Medical Center and Bethesda North Hospital.

Services Offered

- spine consultation
- spine imaging
- spinal injections
- spine reconstruction

Referring to an orthopedist or spine specialist at UC Physicians:

TO REFER A PATIENT to a UC orthopedist or spine specialist, please call **513-475-8690**.

To **VIEW A COMPLETE LIST** of UC Physicians orthopedists or spine specialists, or to search for a physician by specialty, visit www.ucphysicians.com.

University of Cincinnati Physicians Spine Team

From left to right: **Fehran Asghar, MD, Steven Agabegi, MD, and Anthony Guanciale, MD**

www.ucphysicians.com

BILLBOARDS

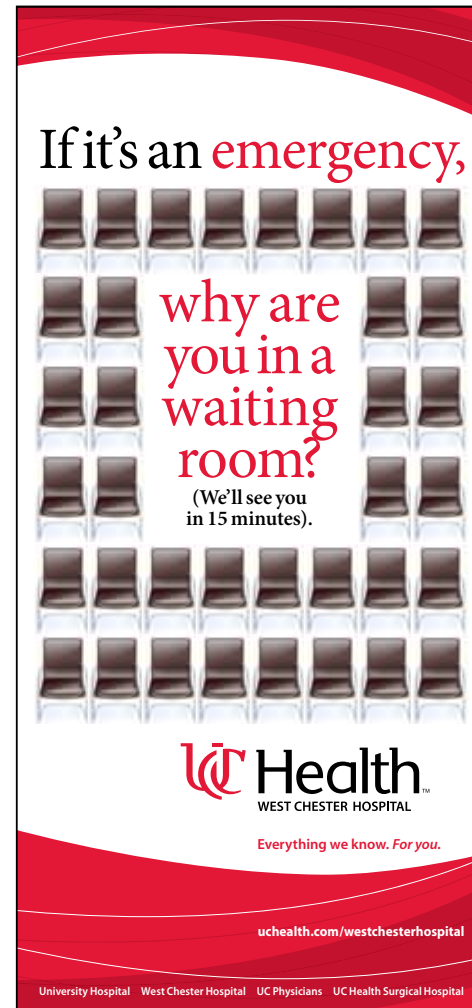
Certain applications, production processes and media, such as billboards, may require alterations in the background art for improved visibility. **When photography is NOT used, a larger percentage of red should be considered.** **Additional situations may also call for a more robust inclusion of red.** Always request the most accurate proofing system available and consult with one of the branding or UC Health marketing experts listed on the last page of this document.



Note that exceptions were granted for these billboards in recognition of space limitations and the special circumstance of an introductory (“launch”) message. Normally, the UC Health logo cannot appear as part of a sentence and a safe space around the logo must be preserved.

ADS - EXCEPTIONS

Production processes and media such as web and screen applications may require alterations in the background art for improved visibility. **When photography is NOT used, a larger percentage of red should be considered. Additional situations may also call for a more robust inclusion of red.** Always request the most accurate proofing system available and consult with one of the branding or UC Health marketing experts listed on the last page of this document.



SIGNAGE





DESIGN ASSETS

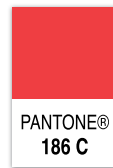
BALANCE OF ELEMENTS

A balance of innovation/technology (**functional**) imagery with approachability/warmth (**emotional**) imagery should be achieved. This balance can be accomplished through the coupling of messaging, design assets, color and photography.

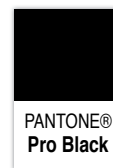


COLOR PALETTE

Primary



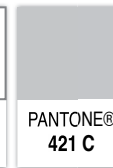
Red supports a connection to UC and an academic advantage.



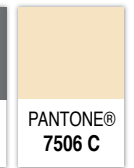
Used for readability and precision.



Simplicity, innovation, leadership; a sense of cleanliness

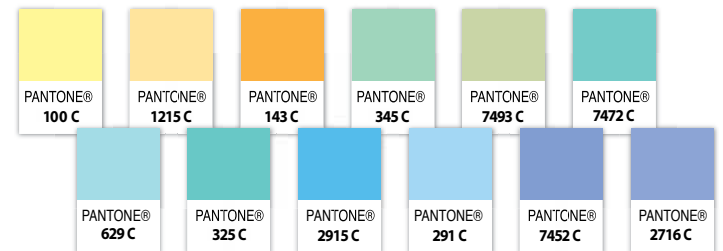


Warmth and approachability.



Accent

The accent palette is available but not required — these colors, when included, should be **used sparingly**. This palette **never replaces the primary palette**.



TYPOGRAPHY

Minion Pro Family – Used to communicate approachability and used for headlines

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Minion Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*Minion Pro
Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Family – Used to communicate innovation and used for body copy

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*Myriad Pro
Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NOTE: To purchase the above typefaces please contact Pat Reith, University Relations, pat.reith@uc.edu, 513-556-5229. Alternative typefaces are acceptable, however, the typography principles must be followed. Headlines are in a serif typeface; e.g. Times and it is recommended that body copy/informational text is in a sans serif typeface; e.g. Arial.

BACKGROUND TEXTURES

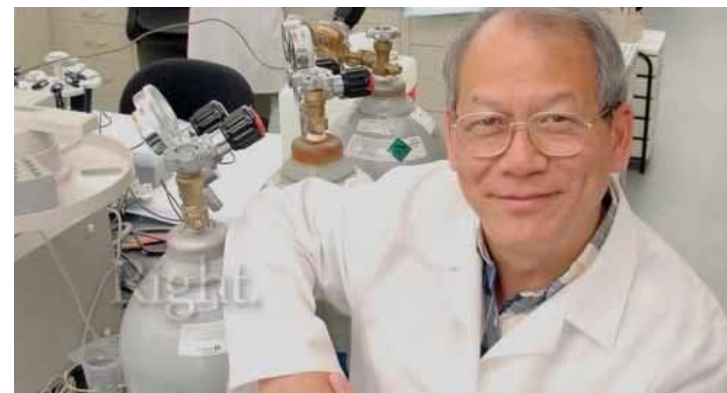
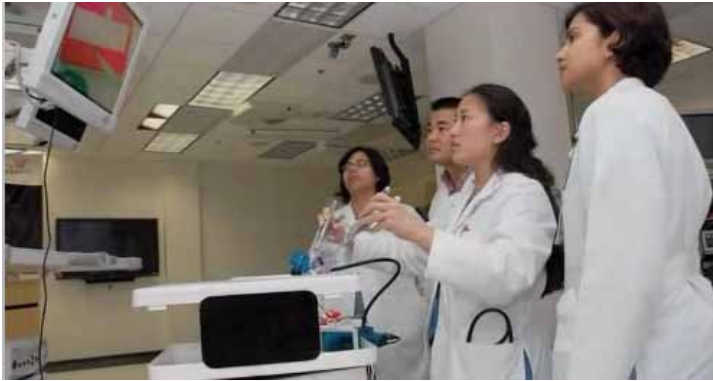
The overall look of the UC Health brand is clean with white and gray/silver. The background textures used are an evolution of the UC academic brand architecture. UC Health continues this theme, however, shapes are softer with tones of gray/silver and overlays of white. The introduction of the warm cream color serves to establish an approachable balance to the sterile, clean white and gray.



NOTE: Depending on the media the contrast of the background textures may need to be adjusted. Ask your vendor for an accurate proof before publishing.

PHOTOGRAPHY PRINCIPLES - Medical Professionals

Authentic images are used in context of the environment and engaged with their discoveries, or with their viewer with an appealing look. It is important that there is a mix a professional diversity among staff, support functions, medical students and physicians.



PHOTOGRAPHY PRINCIPLES - Patients

Authentic images are used in context of the environment. The idea of satisfaction and health is portrayed. *NOTE: Due to privacy and usage rights, it is acceptable to use stock photography.*





APPAREL & MERCHANDISE

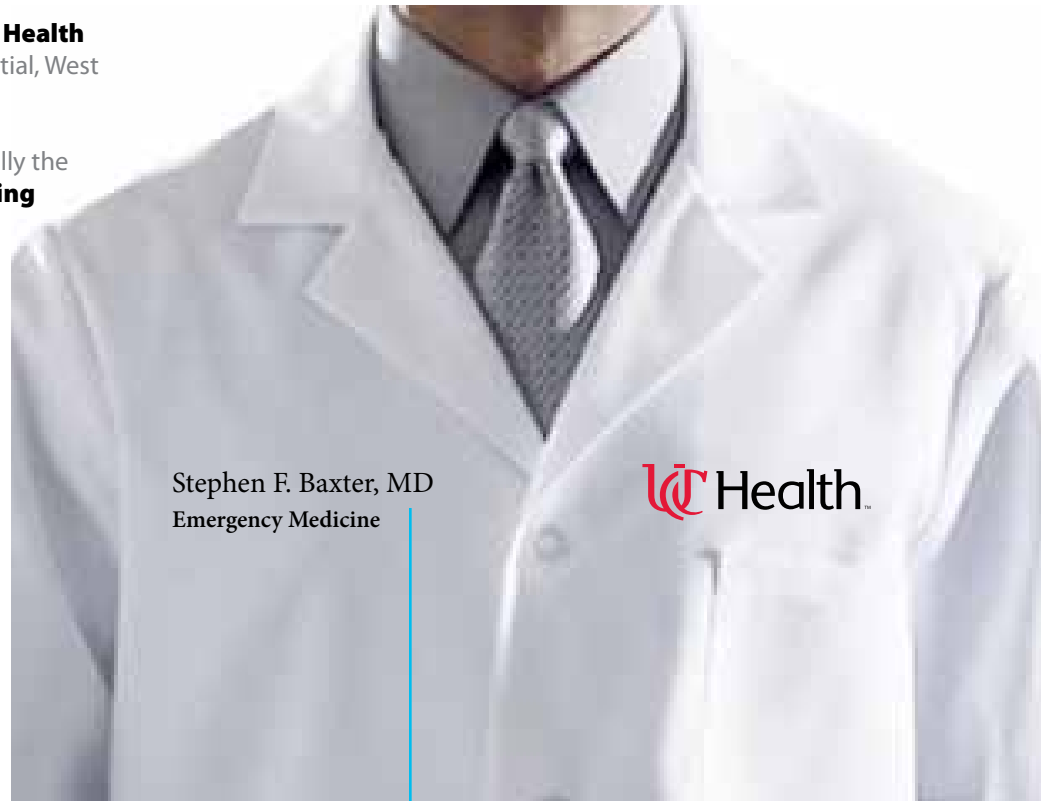
LAB COATS

The preferred logo is the standard UC Health logo. Approved lockups (University Hospital, West Chester Hospital, etc.) may also be used.

Degrees should be limited to one, generally the terminal degree in your field. **The following degrees are pre-approved for use:**

MD	RN
DO	LPN
DPN	CNS
DMD	CRNA
DDS	CNP
AuD	CNM
PA	

Specialty / department names should appear on the right side of the coat, under your name. *Note: Resident physicians should **not** include a specialty / department name.*



Note: Affiliations and certifications, such as FACS or CPAN, or degrees that are not specifically medical, such as MBA, PhD, etc., are not appropriate on a lab coat. **In all cases, consider what is the most important and which degree provides immediate clarity from the patient's perspective.** In general, degrees listed on lab coats should be limited to state medical board certifications. (See above.)

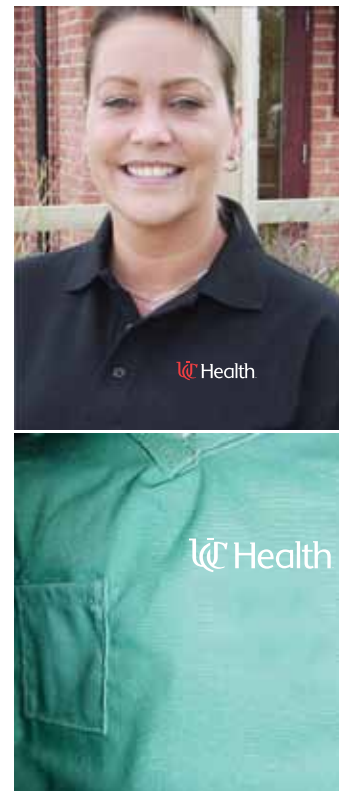
PROFESSIONAL ATTIRE

It is recommended to stay true to the UC Health brand palette in wardrobe with the primary brand colors of white and light gray. However, it is acceptable to deviate from this when it is not practical to wear white/light gray. (Follow the appropriate brandmark color detailed in section 2.)

preferred



acceptable



NOTE: In special cases where the clothing item is not in the UC Health brand palette of white, light gray, cream, red or black, an all white treatment of the brandmark is preferred. All black treatments are approved on a case-by-case basis. Contact UC's director of licensing, Marty Ludwig, martin.ludwig@uc.edu.

MERCHANDISE & APPAREL

Licensed vendors approved by the University of Cincinnati through its licensing agency, the Collegiate Licensing Company (CLC) **are required** to produce items bearing the UC Health mark. As part of their approval, licensed vendors have access to all UC Health logos. Vendors requesting the logo are often not licensed. For general information about CLC licensing, please contact Marty Ludwig: martin.ludwig@uc.edu

For assistance in developing merchandising items, please contact the appropriate UC Health marketing office:
UC Health University of Cincinnati Physicians Marketing 513-475-8006
UC Health University Hospital Marketing 513-584-9899
UC Health West Chester Medical Center Marketing 513-298-7730





CONTACTS

CONTACT INFORMATION

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