COLUMBUS REGIONAL HEALTH

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Typography

The over-arching typeface used for the Columbus Regional Health system is the ITC Kabel Std family. The 2 weights used throughout most of the system are ITC Kabel Std Book and ITC Kabel Std Medium. This typeface is used in the main logo and service lines. For special occasions ITC Kabel Std Demi can also be used.

ITC Kabel Std Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?

ITC Kabel Std Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?

ITC Kabel Std Demi

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?

Masterbrand & Health System Logos

The Logo Mark

The logo mark is a stylized sun, with rays emanating from the center. It emits a positive, trust-worthy and warm image. This mark is unique to Columbus Regional Health and should not be altered in any way. Always use approved artwork when using any logos. This symbol does have the ability to be used on its own but it is preferred to keep it to limited usage. Use the vertically orientated logo (page 7) whenever possible.

Primary Logo

This logo is constructed from the ITC Kabel typeface. The primary logo should have all elements contained within the width of the logo mark. Originally this logo was referred to as the stacked logo, which has a vertical orientation.. The Masterbrand logo includes the "your partner for life"tagline, while the Health System logo does not. (See Brand Architecture at page 39)

Construction

All measurements are relative to the space of X, which is the negative space of one of the sun's rays from the logo mark. The space from the logo mark to Columbus is 3X. Spacing between Columbus, Regional and Health should remain at a consistent 2.5X. When using the tagline, the space between the baseline of Health and "your partner for life" should be 4X. Elements of the logo should fall within the width of the logo mark. While the elements of the logo should not be touched, the guidelines of are listed as follows:

Placement

The margin or padding, needed around the logo is determined by the height of the capital H in Health. From the furthest points of the logo, use the height of H to define a box around the logo. This is as close as the logo should be from any other design element, edges or borders. This goes for with and without the tagline.
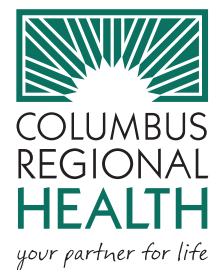
Minimum Sizes

In order to maintain readability, the logo should not be scaled under a certain width. Below are the minimum sizes, with and without the tagline.

With the tagline, the **width of the Masterbrand logo should never go below 1 inch.** This is in order to make sure the tagline remains readable. The point size of Festus should be around 9 pt.

Without the tagline, the Health System logo can be reduced further. The **minimum width of the logo can be .65 inches.** Any smaller and the logo mark runs the risk of losing legibility.

Logo Colors

There are several ways in which the logo can be used. The colors listed below should be used on the colored version.

Green

Black

Black 6C

|				
Pantone	3298 C		**Pantone***	Black 6C
CMYK	100% Cyan 0% Magenta 57% Yellow 42% Black		**CMYK**	0% Cyan 0% Magenta 0% Yellow 100% Black
RGB	0% Red 113% Green 97% Blue		**RGB**	0% Red 0% Green 0% Blue
Hex Color	006B5B		**Hex Color**	000000

* Pantone Color should only be used when specialty printing.
Use 100% Black for all other uses.

Black & White / Grayscale

Black & white logos should be used in situations that demand an absolute minimum in visual complexity. Grayscale should be used for black and white printing. Those logos use two shades of black or white in order to highlight the logo mark and the word "Health."

Black & White
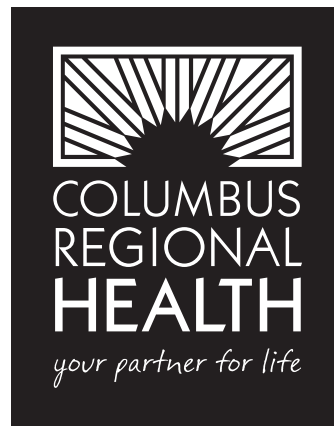
Grayscale (For Printing)
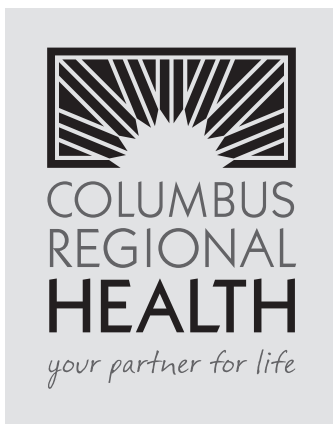
100% Black

75% Black
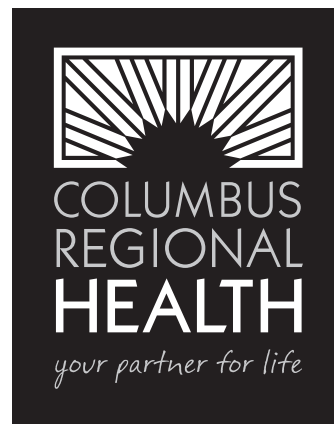
White

25% Black

Incorrect Usage

When using the logo it is important to adhere to the guidelines. Below there are several examples of incorrect usage of the logo.

Secondary Logos

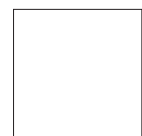The secondary logo has the mark above the signature. The signature in this case is displayed in one line and not vertically stacked. Below is the one lined approach, which has the mark horizontally aligned with the signature. These logos should only be used when space is limited. An example of this could be when the logo is used as signage or when placed on corporate belongings like a pen. These logos also share the same color palettes as the vertical logo. (See pages 11 and 12)

Construction

Like the vertical CRH logo, these arrangements uses the negative space of the sun's rays as a guide for placement. The space between the logo and mark, in both versions, is 8X.

8 X

X

COLUMBUS REGIONAL HEALTH

COLUMBUS REGIONAL HEALTH

8 X

Placement

The safe space around these logos is based on the value X, which is half the height of the logo mark. Use this measurement to create a box around the logo.
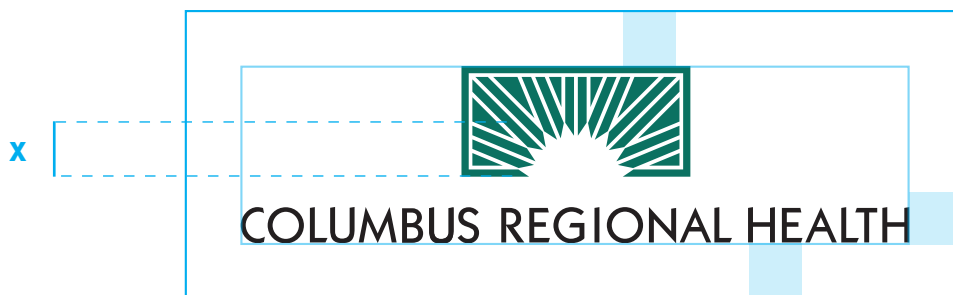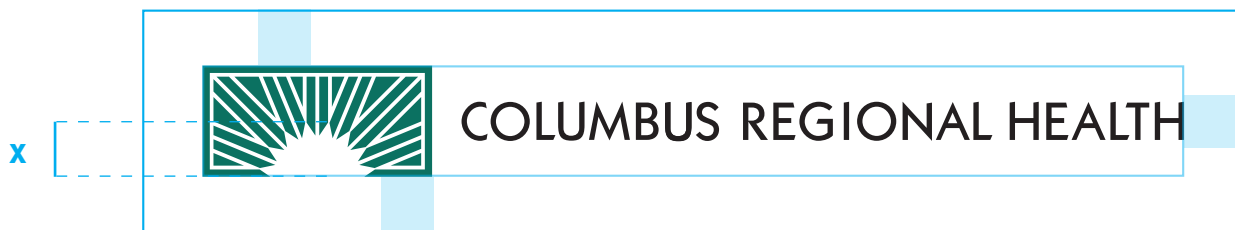
Columbus Regional Hospital

This logo follows a similar format to the vertically formatted CRH logo. The word "Hospital" replaces "Regional in this case. Hospital is in a different weight in order to distinguish itself from the CRH logo. The hospital logo follows the same guidelines as the CRH logo in terms of color and grayscale usage. (See pages 11 and 12)

Construction

Much like the CRH logo, Columbus Regional Hospital uses similar methods for construction. Using X, the negative space of the sun's rays, follow the spacing guidelines listed below,

X

3 X

2.5 X

2.5 X

logo length

Placement & Sizing

Use half the height of the logo mark to determine proper padding around the logo. No design elements or edges of pages should enter the area shown below.

H

COLUMBUS
REGIONAL
HOSPITAL

Without the tagline, the Health System logo can be reduced further. The **minimum width of the logo can be .65 inches.** Any smaller and the logo mark runs the risk of losing legibility.

COLUMBUS
REGIONAL
HOSPITAL

Healthy & Wellness Logos

WellConnect

The logo is constructed from the Festus typeface and has been optically adjusted for balance and readability. Columbus Regional Health is in the ITC Kabel font uses the same font weight throughout the name in order to retain legibility at small sizes.

Construction & Placement

Placement of the signature is determined by X, which is the width of the "O" in WellConnect. The signature should fall within the guidelines listed out below.

To figure out the amount space around the logo, use the height of the first 'L' to define a box around the logo from it's furthest points. This is as close as the logo should be to any adjacent elements, edges or borders.

X

1.25 X

Signature length

L
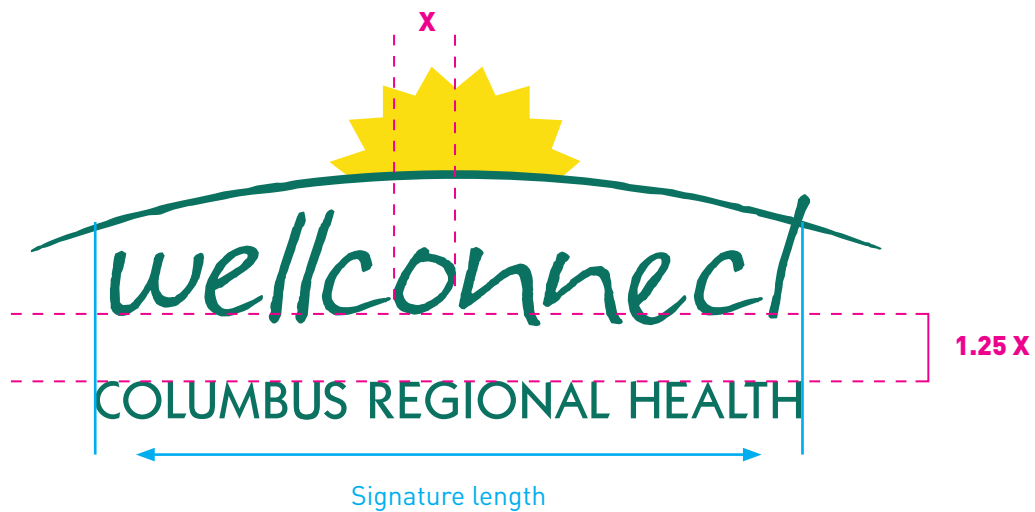
Minimum Size

In order to maintain readability, the WellConnect logo should not be scaled under a certain width. This logo should never be detached from the CRH signature in order for it to always be associated with CRH.

With the tagline, **the width of the logo should never go below 1.5 inches.** This is in order to make sure the signature remains readable.

Color Usage

WellConnect uses the same green as the Columbus Regional Health but in addition uses a yellow. Correct color usage is a key part of CRH and WellConnect brands.

Green		**Yellow**	
Pantone	3298 C	**Pantone**	Yellow C
CMYK	100% Cyan 0% Magenta 57% Yellow 42% Black	**CMYK**	0% Cyan 10% Magenta 95% Yellow 0% Black
RGB	0% Red 113% Green 97% Blue	**RGB**	255% Red 221% Green 23% Blue
Hex Color	006B5B	**Hex Color**	FFDD17

Black & White / Grayscale

These grayscale logos should be used in situations that demand an absolute minimum in visual complexity. They should also be used for black and white printing. Each logo uses two shades of black or white.

Black & White

Grayscale (For Printing)


40% Black **100% Black**
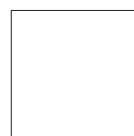
White **30% Black**

Healthy Communities

The logo is constructed from the Festus typeface and has been optically adjusted for balance and readability. Columbus Regional Health is in the ITC Kabel font. Healthy Communities uses the same colors and grayscale guide as Wellconnect. (See pages 24 and 25)

Construction & Placement

The spacing between the logo mark, name and signature is determined by the value of X, which is the width of the letter "e." Both spaces use the measurement of two 2X.

To figure out the amount space around the logo, use the height of the first 'H' to define a box around the logo from it's furthest points. This is as close as the logo should be to any adjacent elements, edges or borders.

Minimum Size

In order to maintain readability, the Healthy Communities logo should not be scaled under a certain width. Much like the WellConnect logo, Healthy Communities should never be used without the signature.

With the tagline, **the width of the logo should never go below 1.5 inch**. This is in order to make sure the signature remains readable.

Physician Practices Logos

Logos

Physician Practices logos follow a similar structure to the one-lined approach. The mark and the signature remain in the CRH green while the name of the service center remains in black. These follow the color guides of the main logo. (See pages 11 and 12)

COLUMBUS ADULT MEDICINE
COLUMBUS REGIONAL HEALTH

COLUMBUS ENT & ALLERGY
COLUMBUS REGIONAL HEALTH

COLUMBUS FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

COLUMBUS GYNECOLOGY
COLUMBUS REGIONAL HEALTH

COLUMBUS INTERNAL MEDICINE ASSOCIATES
COLUMBUS REGIONAL HEALTH

COLUMBUS PEDIATRICS
COLUMBUS REGIONAL HEALTH

DOCTORS PARK FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

HOSPITAL CARE PHYSICIANS
COLUMBUS REGIONAL HEALTH

KAVELMAN FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

KOOPMAN FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

NASHVILLE FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

NEUROLOGY & SLEEP SCIENCES
COLUMBUS REGIONAL HEALTH

OB/GYN ASSOCIATES
COLUMBUS REGIONAL HEALTH

RAU FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

Logos - Continued

SANDCREST FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

SOUTHERN INDIANA HEART & VASCULAR
COLUMBUS REGIONAL HEALTH

SOUTHERN INDIANA OB/GYN
COLUMBUS REGIONAL HEALTH

SOUTHERN INDIANA CANCER CARE
COLUMBUS REGIONAL HEALTH

COLUMBUS DIAGNOSTIC IMAGING
COLUMBUS REGIONAL HEALTH

Service Line Logos

Logos

Service Line logos follow the same layout as the Physician Practices logos. The mark and the signature remain in the CRH green while the name of the service center remains in black. These also follow the color guides of the main logo. (See pages 11 and 12)

BARIATRIC CENTER
COLUMBUS REGIONAL HEALTH

BIRTHING CENTER
COLUMBUS REGIONAL HEALTH

BREAST HEALTH CENTER
COLUMBUS REGIONAL HEALTH

CANCER CENTER
COLUMBUS REGIONAL HEALTH

EMERGENCY SERVICES
COLUMBUS REGIONAL HEALTH

ENDOSCOPY CENTER
COLUMBUS REGIONAL HEALTH

Logos - Continued

GIFT SHOP
COLUMBUS REGIONAL HEALTH

HEART & VASCULAR CENTER
COLUMBUS REGIONAL HEALTH

JOINT AND SPINE CENTER
COLUMBUS REGIONAL HEALTH

LUNG INSTITUTE
COLUMBUS REGIONAL HEALTH

MENTAL HEALTH SERVICES
COLUMBUS REGIONAL HEALTH

REHABILITATION CENTER
COLUMBUS REGIONAL HEALTH

SLEEP DIAGNOSTIC CENTER
COLUMBUS REGIONAL HEALTH

SPEECH AND HEARING SERVICES
COLUMBUS REGIONAL HEALTH

Logos - Continued

SPORTS MEDICINE
COLUMBUS REGIONAL HEALTH

SURGICAL SERVICES
COLUMBUS REGIONAL HEALTH

VOLUNTEER SERVICES
COLUMBUS REGIONAL HEALTH

WOUND CENTER
COLUMBUS REGIONAL HEALTH

WELLNESS CENTER
COLUMBUS REGIONAL HEALTH

PROMPTMED
COLUMBUS REGIONAL HEALTH

Specifications

In regards to the arrangement of the elements, the mark should always be a distance of 7X from the practice or service line name. X is the negative space of the sun's rays. There should also be a space of 5X from the name to the signature.

For padding, use half of the height of the logo mark to create an even box around the logo. No other design elements should share this space when used. These rules apply for all the service line logos. Columbus Adult Medicine is an example.

Specifications Continued

Depending on the length of the physician practice or service line name, follow the chart below to determine how big the name should be. Generally, the longer the name, the smaller the point size.

Number of Characters in Practice or Service Line Name	Point Size of ITC Kabel
0 -10 Characters	**33 pt**
11 -19 Characters	**30 pt**
20 -30 Characters	**27.5 pt**
30+ Characters	**24 pt**

* Character count does include the space between each word in the name of the service line or practice.

These logos can be reduced to the **minimum width of 1.5 inches.** Any smaller and the logo mark runs the risk of losing legibility.

COLUMBUS ADULT MEDICINE
COLUMBUS REGIONAL HEALTH

Brand Architecture

Healthcare

Healthy & Wellness

Service Lines
(selected examples)

BARIATRIC CENTER COLUMBUS REGIONAL HEALTH	JOINT AND SPINE CENTER COLUMBUS REGIONAL HEALTH
BIRTHING CENTER COLUMBUS REGIONAL HEALTH	LUNG INSTITUTE COLUMBUS REGIONAL HEALTH
BREAST HEALTH CENTER COLUMBUS REGIONAL HEALTH	REHABILITATION CENTER COLUMBUS REGIONAL HEALTH
CANCER CENTER COLUMBUS REGIONAL HEALTH	SLEEP DIAGNOSTIC CENTER COLUMBUS REGIONAL HEALTH
EMERGENCY SERVICES COLUMBUS REGIONAL HEALTH	WOUND CENTER COLUMBUS REGIONAL HEALTH
ENDOSCOPY CENTER COLUMBUS REGIONAL HEALTH	WELLNESS CENTER COLUMBUS REGIONAL HEALTH
HEART & VASCULAR CENTER COLUMBUS REGIONAL HEALTH	SPORTS MEDICINE COLUMBUS REGIONAL HEALTH

Physician Practices
(selected examples)

COLUMBUS FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

COLUMBUS INTERNAL MEDICINE ASSOCIATES
COLUMBUS REGIONAL HEALTH

DOCTORS PARK FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

KAVELMAN FAMILY MEDICINE
COLUMBUS REGIONAL HEALTH

SOUTHERN INDIANA HEART & VASCULAR
COLUMBUS REGIONAL HEALTH

wellconnect
COLUMBUS REGIONAL HEALTH

Healthy Communities
COLUMBUS REGIONAL HEALTH

COLUMBUS
REGIONAL
HEALTH
your partner for life