This booklet was developed to help all USA Health entities speak with one voice when using various components of the USA Health brand in our marketing and communications efforts. It’s a resource to guide us in our efforts to offer consistency in the usage of our brand foundation, logo, visual identity, and messaging. This is not intended to be a strict rulebook created to stifle creativity or individual expression within the USA Health brand. Instead, think of it as a toolkit that offers standardization and strong foundational support as you and your department build your respective marketing and communications plans and materials.

Whatever you’re in charge of developing—whether it’s brochures, print ads, signage, websites, e-blasts or other materials—these guidelines will help you create memorable, consistent messaging that complements other USA Health marketing pieces. In doing so, you’ll not only strengthen your own communications, but those of the overall USA Health brand as well.

This booklet also serves as a guide as you work with outside vendors. By submitting designs to the Office of Marketing and Communications, you can make sure vendors meet the standards outlined in this manual. If they do not comply with our brand guidelines, the Office of Marketing and Communications will help you make the proper modifications.

For questions about the brand guidelines or to request review of a design, please contact Marketing and Communications at PTaylor@health.southalabama.edu or 251.470.1682, or JEkman@southalabama.edu or 251.471.7262.
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Introduction

Who is USA Health?
If you were to ask a friend or neighbor what USA Health is, what would they say? A hospital? A medical school? A cancer research and treatment center? A group of caregivers dedicated to children and women? Unfortunately, while all of these things are a part of USA Health, the public at large has a limited understanding of who we are and what makes us greater than the sum of these parts. That’s why we’re so excited about our new branding efforts, which will help tell our story. Because if we don’t tell our story with proper branding, others will. No one else in the region has the resources we’re able to offer our patients. It’s time people knew about it, and the brand communications found within this booklet will tell them who we are using a consistent, confident voice.

Why a New Identity?
As our brand initiative engages the public and tells the story of USA Health to better reflect how we’re perceived throughout the region, it’s important to develop a strong visual identity and logo designed to make a simpler, yet more powerful statement about who we are—one that’s relevant and easy to grasp.

Furthermore, the new logo and its various versions have been designed to be flexible enough to accommodate the various entities that fall under the overall USA Health umbrella. The logo serves as the springboard for all of our brand identity efforts, the cornerstone around which we will build a more focused, cohesive message about USA Health.

The Essential Element:
One brand and why this is important.
Whenever someone from USA Health communicates with the public, it has an impact on our image and reputation. Every sign, shirt, or social media post. Every piece of stationery or business card. Every website, brochure or video. When the visual elements and messaging in these items are unified, their impact builds and becomes collectively more powerful.

That’s why it’s so important to achieve consistency—in our presentation, in our usage and in our messages. By following the guidelines in this booklet, your message will build upon those of your coworkers and vice versa, strengthening the overall impression of USA Health as a whole.

Moreover, the benefits of a unified brand will strengthen virtually every aspect of USA Health. Consistent usage of the logo will increase recognition and overall awareness, generating more favorable impressions, which affect marketing, referrals, employee engagement, patient satisfaction and more, for the betterment of USA Health.
Our name exemplifies our shared mission. Previously, the USA Health brand had little to no brand awareness - people have limited understanding of who we are or what we do. Entities within the health system have engaged the public with a variety of diverse faces, names, logos and looks, fragmenting the brand and the organization. In order to build consumer trust and confidence, it is vital for us to unify our efforts. USA Health was created so that across our diverse enterprise — from our hospitals and clinical endeavors to our medical research and educational activities — we demonstrate a common mission:

One Voice. One Message. One Brand.
8 Brand Essence

When people talk about brands, they often give the impression that communicating what they stand for is focused on visual elements such as brand marks, corporate colors and fonts.

In fact, the strongest brands use words in a way that conveys their distinctive essence. Our entire brand communication system has been developed on that basis, that the visual and the verbal should work hand-in-hand to communicate, coherently and compellingly, what makes USA Health different.
At USA Health, we take medicine further. It doesn’t sit still here. We’re doing so many things in so many places at all of our campuses, clinics, and classrooms. And we don’t keep it bottled up either. What we discover in the lab, we take to the hospital. What we learn in school, we apply in life. What goes on behind the scenes in our administrative offices is all geared towards what goes on in the hallways of our hospitals and doctor’s offices. For nearly 50 years, we’ve been studying it, teaching it, and wrestling with it until we get it right. No one else in the region has the resources to take medicine this many places. And no one else does more or cares more for Mobile and the Gulf Coast than the physicians, nurses, and caregivers at USA Health. In every way possible, like you never thought possible, we are transforming medicine.
BRAND PROMISE
For nearly 50 years, we’ve been the leading provider of innovative healthcare for Mobile and the Gulf Coast. And today, we continue to lead. We’re on the front lines—working with the finest physicians, researchers, and caregivers to make healthcare more effective and convenient than ever before.

BRAND ATTRIBUTES
I Innovative & Inspiring
Academic Medicine
Trailblazer
Frontrunner
Proud
Informed
Truthful
Multifaceted
Forward Thinking
Committed to our region
Dedicated to our employees
Confident in our mission

BRAND THEMES & MESSAGES
We’re doing things no one else in the area can
We have resources nobody else in the area offers
The region’s only cancer research and treatment center
The region’s only neonatal intensive care unit
One of a few free standing hospitals in the country dedicated to children and women
The most multi-specialist clinics in single practice
Nationally known for trauma care and pioneering burn treatments
Connected to the best technology, researchers, and specialists in the region

BRAND VOICE
USA Health can tell the world with boldness and confidence just how amazing we are at caring for this region, leaving no doubt in anyone’s mind about where they should go for treatment of any kind.

BRAND ESSENCE
No one else does more or cares more for people in Mobile and along the Gulf Coast. In every way possible, USA Health is Transforming Medicine.
12 Brand Identity

Overall Brand Identity

The new USA Health logo is designed to bring prominence to the name, thereby enhancing its relevance and creating a shorter, simpler and more easily memorable message in the minds of the public. The use of the term “USA Health” is applicable in that we are more than a hospital or a university; we are both. Our new name directly relates to our overall mission of improving the health of the communities we serve, which we do by offering the highest quality healthcare options, educating future medical professionals, and exploring new treatment options. This reaches beyond the idea of a hospital or a medical university to include a comprehensive effort to provide for the well-being of the citizens of Mobile and beyond.

Elements of the New Brand

You should begin to use the new USA Health logo(s) immediately on new materials as they are produced for all entities that fall under USA Health. This guide book and subsequent follow-ups will help you determine when to use a specific version of the new logo, as well as how to use it in a manner that is consistent with our objectives for the health system.

If you have any uncertainties about using the new logo, please contact the Office of Marketing and Communications at 251.471.7262 or 251.470.1602.
Master Logo

Because it’s so important to maintain consistency by using the new USA Health identity, we have made the following guidelines as simple as possible. These specifications will make it easy for you to implement a policy of correct logo usage.

The logo must remain as originally drawn and proportioned, and should not be modified or altered in any way. The text is a graphic element, not a typeface.

Do not use the logo or any part of it in narrative copy.

For general web or digital use, use PNG files.

For media or professional printer use, use EPS files.
USA Health Logo Colors

The two colors used in the corporate identity for USA Health are Blue and Red. “USA,” in Red, draws the eye to it first. The secondary word, Health, is in Blue, establishing it as secondary to “USA.”
Usage Options
Adherence to a standard color palette is extremely important to the success of a unified graphic identity.

In all applications, the USA Health logo must be printed as one of the color versions depicted in the chart. These include: full-color CMYK / Process, full color RGB (for Web or video applications), 100% black, red with white type, one-color, or 100% white reversed on a background. The logo may be printed white reversed on a color background only if choosing a color is not an option, such as may be the case on certain specialty items.

ONE-COLOR LOGOS
The logo may be used one-color as needed. Acceptable one-color options are white, black, USA red and USA blue.
16 Logo Specifications

Scaling/Size Restrictions

The new USA Health logo should not be printed when the width is less than $\frac{3}{4}$". When reducing or enlarging the logo, it must be done as a whole.

Clear Zone

All words and images used near the logo should be placed no closer than the distance equal to the vertical height of the “H” in “Health”. This is referred to as the “clear zone.” If the design will not allow the proper amount of clear zone, contact USA Health’s Office of Marketing and Communications for clarification.
Incorrect Usage

- The USA Health logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box, circle, or other graphic element that is not part of the official logo.

- The “USA mark” should not be rotated or separated from the name USA Health.

- The USA Health logo may not be used as a graphic element within a sentence, phrase or headline.

- To ensure the integrity of the USA Health logo, no words, designs, logos or images may crowd, overlap, merge or obscure the graphic image or words.

- The USA Health logo may not be shaded, shadowed, screened, used in outline form or filled with a texture or photo.

- Use this USA Health logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.

- Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the USA Health logo must remain the same whether reduced or enlarged.
18 Locator Line

Use of Locator Line with Master Logo
When the USA Health logo is used in materials that will be viewed by people in the immediate area that USA Health serves, the words “University of South Alabama” are omitted from the logo. Some examples would include campus and hospital signage, advertising in the local media, and local newsletters. Since the people in the area already know that USA is associated with the University of South Alabama, the words are unnecessary. However, when out of market, there are times when the locator version of the Master Logo is needed. Some examples would include conventions and some official correspondences which may put emphasis on the association with the University. If you have any uncertainties about using the new logo, please contact the USA Health Office Marketing and Communications for assistance at 251.471.7262 or 251.470.1682.

This version of the USA Health logo is intended to be used solely out of market.
For branding purposes, the name “USA Health” is the foundation upon which all other entities and service lines are built in order to achieve proper positioning among our different audiences. It is the cornerstone of a unifying name and logo mark and how we reinforce the overall USA Health brand wherever it appears throughout the system as a whole. Its proper usage helps build brand recognition and equity in all of our hospitals, facilities, departments, service lines, and institutes. In short, it helps establish a singular USA Health brand across all of our campuses and programs regardless of their individual functions, strengthening our role as the leading provider of healthcare throughout the region.

The chart on the next page serves as a guideline to the usage of the USA Health logo in your respective department and how it breaks down into various naming components.
The USA Health logo is the primary graphic upon which all other logos are based. It should be used when referring to the overall entity of USA Health—that which includes all of its aspects. You could think of it as the overall “corporate” logo for USA Health.

As you can see in the accompanying chart, other logos for USA Health fall underneath the master logo. Primary logos include University Hospital, Mitchell Cancer Institute, Children’s & Women’s Hospital, Physicians Group and College of Medicine.
As the brand hierarchy extends throughout the specific entities, type plays an important part in creating order and meaning throughout the naming structure. Each of the main entities is equal in importance and weight.
24 Primary Logos – Colors

This section will provide information on graphic standards for USA Health Primary entities and show how the color palette is applied to them.

LOGO COLORS

BLUE
PMS 281
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX #00205B

RED
PMS 193
RGB 191, 13, 62
CMYK 2, 99, 62, 11
HEX #BF0D3E
Scaling/Size Restrictions

The new USA Health Primary entity logo should not be printed when the height is less than 3/8”. When reducing or enlarging the logo, it must be done as a whole.

Clear Zone

All words and images used near the logo should be placed no closer than the distance equal to the vertical height of the “H” in “Health”. This is referred to as the “clear zone.” If the design will not allow the proper amount of clear zone, contact USA Health’s Department of Marketing and Communications for clarification.
One-color Logos
The logo may be used one-color as needed. Acceptable one-color options are white, black, USA red and USA blue.
The logo can also be reversed out to white on darker backgrounds and images.
28 Primary Logos – Incorrect Usage

- The USA Health entity logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box, or circle, or other graphic element that is not part of the official logo.

- The “USA mark” should not be rotated or separated from the name of the entity.

- Use this entity logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.

- Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the logo must remain the same whether reduced or enlarged.
The primary USA Health logo should always be a first choice for use but in the case that a centered logo is needed, one has been provided.

If you have any uncertainties about which logo to use, please contact the USA Health Office of Marketing and Communications for assistance at 251.470.1682.
SECTION 5
BRANDING ELEMENTS
Typography

Use of the correct typefaces or fonts is essential to reinforce the USA Health brand. The required typefaces for use in the USA Health identity are described here. Consistent use of these typeface families establishes an image for USA Health that is recognizable and memorable. The use of any other fonts is not acceptable in most cases.

**USA HEALTH HEADLINES**  
Bentwood Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**USA Health Sub-heads**  
Bentwood Oblique

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**USA Health Body**  
Sofia Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0
32 Photography

Powerful imagery can enable USA Health’s communications to make a far more direct and emotive connection with our audiences. But finding and choosing the right images is a lot more subjective - and therefore harder - than using our brand mark or corporate colors correctly.

Our imagery is:

- Real, natural, relaxed
- Confident and engaging
- Not manipulated or contrived
- Warm, nothing that feels too cold
- Has a strong focal point

If you have any questions about photography, please contact Bill Starling for assistance at 251.445.9158 or email at bstarling@usouthal.edu.
The business system for USA Health reflects a stationery package emphasizing the importance of the USA Health Logo. Careful attention has been given to the need to call out USA Health’s entities to assign importance and provide a simple and straightforward business system.
The USA Health Business System

1234 ADDRESS STREET | MOBILE, AL 36617
P: 000.000.0000 | USAHEALTHSYSTEM.COM

NAME OF EMPLOYEE
Position
Email Address

USA HEALTH | GRAPHIC STANDARDS
56  Business System - Master

MARKETING ELEMENTS

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear _________:

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Sincerely,

Brooks D. Cars, M.D.
Business System - Primary

The USA Health University Hospital
Business System

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear [Name],

Eum nis alio dolore con volvot necpit slup vel diat, suetud min hevenmonth henibil er at. Ein ing eis bholre digre conseneris acipsum dolortin hengidnhibr exercire te magna frugam zurniscing esendt ea conmy namupec osclit velquam veluptapat ipsummy nomsen magnis diurn pratetm veleviummodio edopos odant inciudint, sed iat, sequencom et nulupattape volupcop delit delm ipit neci

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Sincerely,

Brooks D. Catx, M.D.
The USA Health Children's & Women's Hospital
Business System
The USA Health Mitchell Cancer Institute
Business System

NAME OF EMPLOYEE
Position
Email Address

MITCHELL CANCER INSTITUTE
1660 SPRINGHILL AVENUE | MOBILE, AL 36604
P: 251.665.8538 | USAHEALTHSYSTEM.COM/MCI

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear ________________:

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Sincerely,

Brooks D. Caroll, M.D.
The USA Health College of Medicine
Business System

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NAME OF EMPLOYEE
Position
Email Address

COLLEGE OF MEDICINE
5795 USA DRIVE N, CSAB 170 | MOBILE, AL 36688
P: 251.341.3030 | USAHEALTHSYSTEM.COM/COM

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August 1, 2017
John Doe
1234 Address Rd.
Someshek, NY 12345

Dear [Name],

Etiam ris alto dolore con volorem necpit luptu vel diat, sustud min nemtame
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Sincerely,

Brooks D. Carlo, M.D.
The USA Health Physicians Group
Business System

August 1, 2017

John Doe
1234 Address Rd.
Somewhere, NY 12345

Dear ________,

Eiusmns alio dolore con volonii necpit ttpu vel diat, suntud min heramoon heniul er at. Em ing ei blare digra conseisici aciptr dolorin herdignibh exsercte te magna logam zitiicing exsconst e commy nispec oscil veliquam velupatam ipsumm nonse magnis diun praetum velensimodio odipus odiat inicisint, sed int, sequencom et sullaptate volupsero dlel diam ipit inci deldorsiamt ipsumm nos earce coe eras alsis dolore mins.

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Sincerely,

Brooks D. Caij, M.D.
42 Marketing Templates

The following templates are available to assist you in adhering to our brand standards in your marketing materials. Each template plays a key role in creating a consistent, professional visual identity across multiple mediums while communicating the brand attributes of USA Health.
Consistency in Powerpoint presentations establishes an immediate connection between various USA Health entities. A standardized look and feel communicates to audiences—whether they’re in our market or out of town—that there’s a strong, unifying relationship between our separate departments.

Understandably, various Powerpoint presentations will require some customization based on the information being presented. However, be sure your department is consistent when updating the template’s title slides, section slides, typefaces, and footers.

To download the USA Health Powerpoint template, visit usahealthsystem.com/brandstandards.
44 Presentation Templates
The rack card and brochure templates shown are intended to give you a visual idea of the general rules for implementing the brand. The cover features a large image—usually featuring one or more people—that follows the photography standards on page 30–31. A smaller image with a blue overlay is also used on the cover. This image should be more abstract and symbolic of service line.

Inside spreads should be designed to have a “light and airy” feel. Use smaller photos and keep copy as brief as possible.
Eblast Templates

The specific design needs for eblasts will vary among units of the Health System and the software that is being used, thus, the templates shown here represent one way to use the brand guidelines.

Every eblast editor should consult the brand guidelines in making appropriate choices about typefaces, graphics, colors, photography and use of logos.
A generic ad template has also been created for USA Health. This template should be used for announcements or general messages that concern only the individual entities and not the overall Health System. The ad uses a general headline and visual that adhere to the brand, yet gives you the flexibility to add your specific message or information.
Outdoor messaging should be simple and its design focused on minimal images. A single, powerful photograph will help avoid clutter. Also, keep in mind the size of type and make sure it’s large enough to be legible from a distance.
Several of the entities of USA Health effectively and efficiently maintain individual social media accounts. While social media avenues represent the perfect opportunity to share and educate consumers on the events, awards and noteworthy mentions of the various USA Health entities, it is important to unite the entities under the umbrella brand – USA Health. Careful attention has been given to discovering a method to accomplish unity while allowing individuality in social media channels.

In terms of social media avenues the names of the entities should be adjusted to reflect the replacement of “University of South Alabama” to “USA Health” before the name of the entity so that the unifying element of USA Health becomes visible when visiting a specific channel. See examples below for Facebook and Instagram. When composing copy for a social media post, the name of the entity may be referred to alone in the copy provided that USA Health rides with the set-up information for the page. See examples below.

If you have questions about USA Health social media or need advice, please contact Lena Rieckenberg at lrieckenberg@health.southalabama.edu or 251.470.1682.
Use of standard graphic elements throughout social media platforms such as Facebook, Twitter, Instagram and others will assist in keeping consistency with the USA Health brand. Use of approved fonts and color assure consistent graphic style for all entities of the USA Health Brand.
52 Promo Items

The new USA Health logos will also work exceptionally well on a variety of specialty items. When placed on such items as cups, mugs, T-shirts, etc., the USA Health letters stand out especially well and create a bold, easily recognizable message. In most applications, the four-color version of the logo will work best. In some cases, depending on the item, the logos will work best when reversed out white on a colored background.
Promo Items
USA Health has an official electronic signature template. Please don’t include images as part of your electronic signature. They increase the size of an email message and may slow its transmission. Electronic signatures should include the information as shown below in example:

FIRST NAME LAST NAME
Title | Department
email@
P: 000.000.0000

LOCATION (i.e. University Hospital)
1234 Street Name | Mobile, AL 00000

webaddress.com
Addendum : Marketing Recommendations
56 Secondary Logos

Always use the master USA Health logo in your department’s marketing pieces. Other versions of our logo exist, but only for use by the marketing and communications team. These secondary logos are solely for the promotion of specific physician specialties for internal and external purposes. They were created to lend brand credibility to a physician’s area of expertise or specific service line.
The following examples show how the marketing and communications team should utilize our secondary logos.
58 Secondary Logos

USA HEALTH | INTERNAL MEDICINE
USA HEALTH | FAMILY MEDICINE
USA HEALTH | NEUROSCIENCES
USA HEALTH | WOMEN'S SERVICES
USA HEALTH | ORTHOPAEDICS
USA HEALTH | PEDIATRICS
USA HEALTH | PSYCHIATRY
USA HEALTH | RADIOLOGY

USA HEALTH | SURGERY
USA HEALTH | BURN
USA HEALTH | TRAUMA
USA HEALTH | HEART
USA HEALTH | STROKE
USA HEALTH | BARIATRICS
USA HEALTH | INFECTIOUS DISEASE
USA HEALTH | ONCOLOGY
This section will provide information on graphic standards for USA Health secondary logos and show how the color palette is applied to it.

**LOGO COLORS**

**BLUE**
- PMS 281
- RGB 0, 32, 91
- CMYK 100, 85, 5, 36
- HEX #00205B

**RED**
- PMS 193
- RGB 191, 13, 62
- CMYK 2, 99, 62, 11
- HEX #BF0D3E
60 Secondary Logo – Specifications

Scaling/Size Restrictions
The new USA Health secondary logo should not be printed when the height is less than 1/4”. When reducing or enlarging the logo, it must be done as a whole.

Clear Zone
All words and images used near the logo should be placed no closer than the distance equal to the vertical height of the “H” in “Health”. This is referred to as the “clear zone.”
Secondary Logo – Incorrect Usage

- The USA Health secondary logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box, circle, or other graphic element that is not part of the official logo.

- The “USA mark” should not be rotated or separated from secondary service name.

- Use this secondary logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.

- Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the logo must remain the same whether reduced or enlarged.
The USA Health logo is the primary graphic upon which all other logos are based. It should be used when referring to the overall entity of USA Health—that which includes all of its aspects. You could think of it as the overall “corporate” logo for USA Health.

We also have tertiary logos for departments. While they should never be used on letterheads or signage, they may be utilized for promotional items.
This section will provide information on graphic standards for USA Health tertiary logos and show how the color palette is applied to it.

LOGO COLORS

BLUE
PMS 281
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX #00205B

RED
PMS 193
RGB 191, 13, 62
CMYK 2, 99, 62, 11
HEX #BF0D3E
One-color Logos
The logo may be used one-color as needed. Acceptable one-color options are white, black, USA red and USA blue.

One-color USA Red

One-color USA Blue
The logo can also be reversed out to white on darker backgrounds and images.
Scaling/Size Restrictions
The new USA Health tertiary logo should not be printed when the height is less than 1/2". When reducing or enlarging the logo, it must be done as a whole.

Clear Zone
All words and images used near the logo should be placed no closer than the distance equal to the vertical height of the “H” in “Health”. This is referred to as the “clear zone.”
Tertiary Logo – Incorrect Usage

- The USA Health tertiary logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box, circle, or other graphic element that is not part of the official logo.
- The “USA mark” should not be rotated or separated from tertiary department name.
- Use this tertiary logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.
- Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the logo must remain the same whether reduced or enlarged.

Placing Logo in a Graphic Element.
Do not place the logo in any graphic element that is not part of the logo.

Separating “Mark”
DO NOT rotate or separate the “mark” from the name.

Changing The Color of The Type or Mark
DO NOT change the color of the type or mark, for any reason.

Changing Proportions of the Logo
DO NOT stretch, skew, condense or change the “mark” or type, for any reason.
The USA Health logo is the primary graphic upon which all other logos are based. It should be used when referring to the overall entity of USA Health—that which includes all of its aspects. You could think of it as the overall “corporate” logo for USA Health.

As you can see in the accompanying chart, other logos for USA Health fall underneath the master logo. These are the tertiary center logos for all other USA Health Patient Care Centers. A patient care center is one facility that houses numerous physician specialties for patient care.

The tertiary center logos are to be used on signage only. When mentioning in advertising, use the name of the Patient Care Center in copy. Any correspondence coming from physicians located in the specific center will be branded under the specialty service.
This section will provide information on graphic standards for USA Health tertiary center logos and show how the color palette is applied to it.

LOGO COLORS

**Blue**
- PMS 281
- RGB 0, 32, 91
- CMYK 100, 85, 5, 36
- HEX #00205B

**Red**
- PMS 193
- RGB 191, 13, 62
- CMYK 2, 99, 62, 11
- HEX #BF0D3E
The “USA mark” should not be rotated or separated from their tertiary center patient care center name.

Use this tertiary center logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.

Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the logo must remain the same whether reduced or enlarged.