



Huntington[®]
Health



Product Branding



5

In this module:

The fifth module of our Brand Guidelines system, **Product Branding** will use the tools shown in modules 2 and 3 to create beautiful branded products that help reinforce and consistently build our brand.

2. What is a brand?
3. **Branding Q & A's**
- 4-5. Step-by-step ordering process
6. **Embroidery signatures**
7. Embroidery examples
8. **Silkscreen signatures**
9. Silkscreen examples
10. **Misc. applications**
11. Color system
- 12-13. **HH icons**
14. Logo do's and don'ts
15. **Application don'ts**
16. Apparel ordering summary

What is a brand and my responsibility?

Think of brand as a promise and a guarantee of quality. It establishes a relationship between an organization and its audiences. A strong brand can and will:

- Create a preference and emotional connection. (Consider why you might buy a certain detergent, food or car – it's likely because you have a connection with a brand.)
- Help you stand out from your competition. (Brand can be something that helps you stand apart from other offerings.)
- Be unique, ownable and defensible. (A strong brand leads the way and isn't a copycat.)
- Increase your worth. (Consider why you might be willing to spend a few dollars more to buy clothing or gear with a certain brand name.)

A strong brand is a powerful way to stand out by being relevant to target audiences and differentiated from competitors. It can be helpful to understand the key components that make up a brand.

Value proposition

The value proposition is made up of brand ambition, core selling message, brand promise, core values, ranked attributes, audience segmentation, and core desires and needs of those audiences.

Verbal brand

The verbal brand is the name(s), tagline, nomenclature systems, messaging and brand voice.

Visual brand

The visual brand is the logo/identity system, collateral, website, advertising and signage.

Experiential brand

The experiential brand is the way you create the desired user experience through user touchpoints, experience management, location and environment, the website, mobile and social media.

What can I do to reinforce the brand?

To create a strong brand it's essential that we all represent that brand in similar ways. That's why we've created tools to help you when you put together materials for patients, employees and all of the audiences we communicate with every day. The tools will ensure that we put forth a united front – and present one strong brand at every touchpoint. We are building one brand, and our brand architecture system incorporates every part of who we are.

Refer to Huntington Health guideline modules 1-4

Each of the guidelines modules covers an important aspect of the Huntington Hospital brand identity and should be consulted when developing new materials. They include 1-Brand Strategy, 2-Logo Basics, 3-Design System and 4-Brand Voice which defines how we should communicate with our audiences.

Branding questions & answers

Do I have to use the Huntington Hospital (HH) signature artwork on my garments?

Consistent usage of the new brand signature is important for building a strong brand. This also provides a vehicle for identifying and differentiating departments when used with the department signature lockup.

I want to use the three-color HH signature on a black jacket - is this okay?

There is a unique signature created for situations like this called the “high-impact signature”. You can find this in module 2 pg. 4.

Can I use an old department symbol on a new HH branded jacket?

There is a comprehensive collection of icons that is part of the new “branding toolkit”. We encourage people to start with these first. If needed, older icons can be updated into the new graphic style so you can keep your legacy concept while being brand compliant. Check with the **Public Relations & Marketing Communications** team to help facilitate.

I’m hosting an event and need a unique branded gift for attendees, how do I do this?

Contact the hospital’s representatives for purchasing branded apparel and other products listed on page 5.

How do I know whether to ask for embroidery or silkscreen?

Embroidery is best used on nappier fabrics like jackets and hoodies. You are also limited to a 4” area on both the left and right side that can be embroidered. This is a good process for business unit logos and department garments.

Silkscreen works better on smoother fabrics such as t-shirts, and other irregular shaped products. You can print a larger 10” area on t-shirts. This is a good process for special event graphics such as the American Heart Walk t-shirts.

Where can I go if I have other questions about my project?

Please contact the **Public Relations & Marketing Communications** team with questions about our new brand and help developing new materials outside of Brand Hub. (626) 397-5464, or email brandsupport@huntingtonhospital.com.

Step by step ordering process



As staff of Huntington Hospital you must follow the hospital **Policies and Procedures** when creating promotional and branded merchandise. To ensure that standards are met and policies followed, and to streamline the ordering and approval process, all promotional and apparel items for HH departments and/or events – for sale or to give away must be purchased through one of our contracted suppliers, **American Solutions for Business** or **Ellen’s Silkscreening**. Please begin this process at least 4-5 weeks before you need your item.

Item selection

Browse the items currently in stock on the promotional website. If you are looking for a creative idea, please look online at americanpromo.com.

Factors to consider when choosing a product

What is the budget for your project? How many pieces are you ordering? Will this be a reoccurring project or a one-time event? How will the item be distributed? Do you need storage? What products are you ordering?

Design layout options

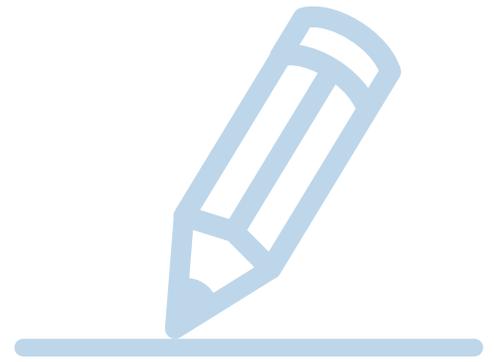
For items that follow an existing design, either representative can handle updating artwork for you. For any new layout or a turnkey design, contact the **Public Relations @ Marketing Communications** team and they can help facilitate the design process with one of the designers that the hospital contracts with.

Final submission

Submit your purchase requisition through **purchasing** and include this information:

- Product number and description
- Quantity and sizes (if applicable)
- Color of thread (for embroidery) or ink (for screen-print) — *designer can help with this.
- Location of artwork?

Step by step ordering process



Branded product guidelines

Promotional merchandise and gifts are used in marketing and communication programs to promote and build the Huntington Hospital brand.

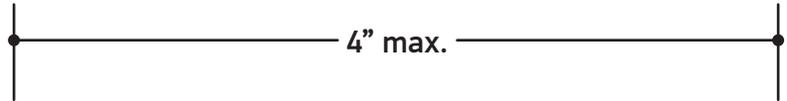
Rules to follow

- Item should be used to promote the hospital brand and not be used as an advertisement.
- The content on the item should be kept to a minimum with just the Huntington Hospital (HH) logo plus one call to action such as a phone number or web address.
- The “®” should be removed from the logo when it’s smaller than 3/32”.
- Logo size should be legible and replicated accurately. Embroidery is a maximum of 4” wide.
- The HH symbol can only be used as part of the Huntington Hospital logo signature.
- The HH signature must always use approved colors from the HH color palette (module 2 pg. 6).
- URLs must be user friendly and memorable. The “www” does not need to be included.
- Department names should follow the established department signature lockup.
- Event names can be used but must follow HH logo clear space requirements (module 2 pg. 3).
- The HH color palette must be used for all items. When selecting primary color and secondary colors that are not available, choose the nearest color available from the product palette.
- The color pink is to be used for Women’s Services or breast cancer products only.
- Check with the representatives listed below on all t-shirt and polo shirt specifications before starting on a new apparel item. This can save you time and money.

**Contact Chris D’Amico (714) 745-9523 / chrisd@asbwest.com
or
Howard Norris (626) 441-4415 / howard@ellenssilkscreening.com**

Embroidery signatures

Embroidery is a very durable solution for branded apparel and other fabric-type products. However, the downside is a lack of precision and detail. You are also limited to a 4 inch maximum width and height. Other products will have their own size and color limitations.



Standard HH signature

The max. size for any logo is 4" from left to right. This shows the 3-color "positive" HH horizontal signature.

NOTE: The "®" is removed on all embroidery.

High-Impact HH signature with 2-line department name

Because the dept. name is shorter than the length of the HH signature, this lockup can be the max 4" width.

High-Impact HH signature with 1-line department name

Because the dept. name is longer than the length of the HH signature, this lockup is smaller than the two above when scaled to a maximum width of 4" wide.



Huntington
Hospital



Huntington
Hospital

Definitive
Observation Unit



Huntington
Hospital

5 East Surgical Unit

Embroidery examples



Silkscreen signatures

Standard HH signature for silkscreen



Huntington[®]
Hospital

Reverse HH signature with 2-line department name.

Since there is no halftone screening allowed in the silkscreen process, a special “solid” treatment has been created for both reverse and positive signatures. This “linear” treatment maintains the three dimensional quality of the logo.



Huntington[®]
Hospital

**Definitive
Observation Unit**

Positive 1-color HH signature with 1-line department name



Huntington[®]
Hospital

Pediatric Trauma

Silkscreen examples



Miscellaneous applications

Etching, embossing, stenciling and branding.
The 1-color solid logo is the perfect signature to use on unusual materials such as glass, metal, wood and leather. On light surfaces use the positive signature, and the reverse on dark surfaces.



Color system

Colors for the **core signatures** must be followed for all applications of the visual identity.

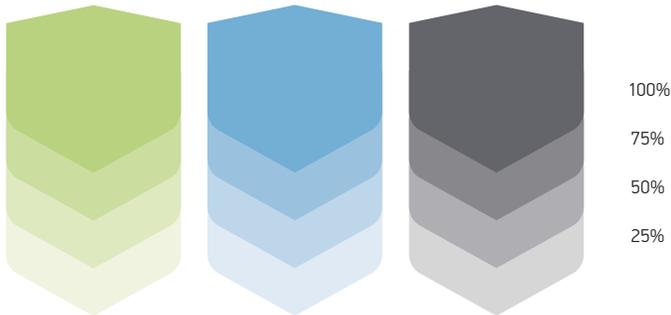
The **compassion color palette** should be used for patient focused publications and materials.

The **wellness color palette** provides brighter colors appropriate for employee notifications and publications, and any application where attention grabbing colors are desired.

All colors can be used at full strength or tinted.

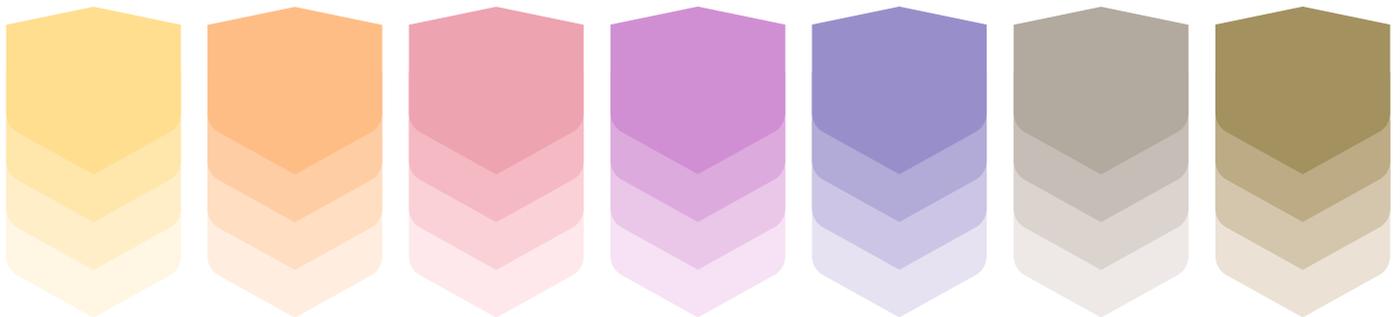
Core signature colors

HH Green Pantone 2284 C CMYK - 34/0/67/0 Websafe RGB - BAD381	HH Blue Pantone 542 C CMYK - 52/20/5/0 Websafe RGB - 89ACD2	HH Gray Pantone Cool Gray 10 C CMYK - 62/52/48/19 Grayscale - 74% k Websafe RGB - 646569
--	--	--



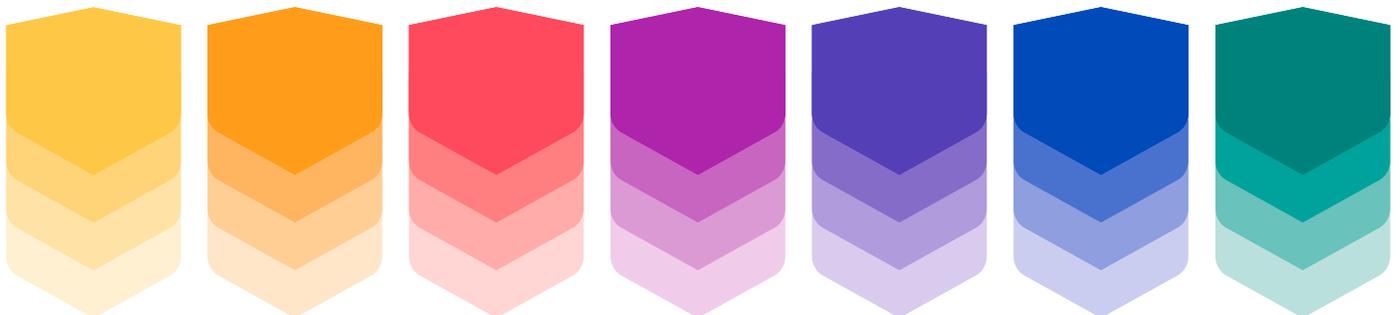
Compassion colors

HHC Chiffon Pantone 1205 C CMYK - 0/10/53/0 Websafe RGB - F2DE90	HHC Peach Pantone 713 C CMYK - 0/30/51/0 Websafe RGB - EEBC88	HHC Rose Pantone 494 C CMYK - 5/43/16/0 Websafe RGB - D8A1AD	HHC Fuchsia Pantone 2066 C CMYK - 18/51/0/0 Websafe RGB - C28CCF	HHC Lilac Pantone 2100 C CMYK - 39/44/0/0 Websafe RGB - 998DC7	HHC Slate Pantone 401 C CMYK - 33/29/35/0 Websafe RGB - ACA79E	HHC Tawny Pantone 451 C CMYK - 39/34/72/6 Websafe RGB - 999162
---	--	---	---	---	---	---



Wellness colors

HHW Saffron Pantone 1225 C CMYK - 0/23/83/0 Websafe RGB - F3C752	HHW Cantaloupe Pantone 1375 C CMYK - 0/46/96/0 Websafe RGB - EE9C2E	HHW Strawberry Pantone 1785 C CMYK - 0/86/54/0 Websafe RGB - DB4B5C	HHW Grape Pantone 253 C CMYK - 39/93/0/0 Websafe RGB - 981EA6	HHW Blueberry Pantone 2090 C CMYK - 73/84/0/0 Websafe RGB - 5C3DB1	HHW Marine Pantone 2728 C CMYK - 97/78/0/0 Websafe RGB - 1949B6	HHW Peacock Pantone 3282 C CMYK - 100/23/59/7 Websafe RGB - 008179
---	--	--	--	---	--	---



HH icons

Illustrations complement photography in hospital communications and are useful when describing uncomfortable procedures when seen in photos. Showing a simple, infographic style reinforces compassionate community care.

The illustration icons are a secondary support graphic, not a primary visual.

Please note that illustration vector art files are available on BrandHub and intended for use by designers — suggested colors are based on the compassion color palette. Designers can choose different colors from the approved color palette to suit their design needs.



The icons are vector files and can be used reversed out of a shape or background, or positive as shown.



HH icons



Logo do's and don'ts

Do adhere to clearspace guidelines and use artwork exactly as provided by BrandHub or the Huntington Hospital Public Relations & Marketing Communications team. *Reference the Logo Basics module 2 for all logo usage information.*



Don't let graphics or typography intrude into clearspace.



Don't distort the Core Signature artwork provided.



Don't alter the relationship between the logomark and wordmark. Don't alter approved signature colors.



Don't create unauthorized versions of the HH signatures.



Application don'ts

Don't put the 3-color positive signature on a background color darker than 10%. Similarly, the reversed signature should be on a dark background between 40-90%.

Reference pages 13 and 16 in Module 2, Identity Basics.

Don't modify the Huntington Hospital signature to eliminate the shadow dimension from the right side of the HH symbol.

Public Relations & Marketing Communications can help put you in touch with the best resources for your project.

Don't use the Huntington Hospital signature in an inappropriately large scale — our brand strategy “compassionate community care” is about helping others in our community.

Reference pages 2, 7 and 9 in Module 1, Brand Strategy.



Don't crowd the clear space around the signature with other graphic elements.

Apparel selection & design process summary



- 1) Visit the **www.hhbrandgear.org** to review module 5, the apparel process and to hunt for ideas.
- 2) Contact Chris D'Amico or Howard Norris to request size samples of the items staff is interested in ordering. Inform them if there is an icon that will be used from the HH library or whether they will need one designed.
- 3) If apparel layout or icon needs to be designed contact the Public Relations & Marketing Communication team to assign a designer.
- 4) Designs need approval before ordering, unless you are using an existing layout.
- 5) Once apparel and set up is finalized confirm deadline for staff to go to **www.hhbrandgear.org** to select their size and purchase online.
- 6) Production for order goes into effect the day after the deadline.

Contact Chris D'Amico (714) 745-9523 / chrisd@asbwest.com
or
Howard Norris (626) 441-4415 / howard@ellenssilkscreening.com



Huntington.[®]
Health

Questions?

If you need additional help, please contact the office of
Public Relations & Marketing Communications
(626) 397-5464 or (626) 397-3241
or email brandsupport@huntingtonhospital.com