



OGDEN
CLINIC



BRANDBOOK



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CLINIC

BRANDBOOK

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Our Brand

WHAT IS A BRAND?

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event. It's these things, but really, so much more. Most importantly, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation, but you can be sure they'll remember how you made them FEEL. That's a brand.

Brand Stewards

As part of the Ogden Clinic family, you get to shape the Ogden Clinic brand—you are a brand steward! Our brand isn't owned by a manager, it's the intellectual property of everyone who experiences it. This book is designed to give you guidelines on how to tell our brand's story. The brand is yours, and yours to protect in everything you do here.

WHY WE EXIST

Ogden Clinic exists to improve the health of those we serve. Needs are met here through consistent, quality healthcare. And as brand stewards, our job is to uphold Ogden Clinic's mission of being the place of choice for patients, employees and providers. Because we're an independent practice, we hold the power to be the best place to work, the best place to practice medicine, and the best place to receive care.

As brand stewards of Ogden Clinic, we also look for opportunities to innovate. We stay educated about medical advances. We strive to offer progressive treatment options and the latest available tools to our patients. We seek to be helpful at all times and progressive in our methods.

HOW WE BEHAVE

Brand Stewards keep the brand alive through learning and innovation. We learn our patient's needs and work tirelessly to meet them. We learn about the ever-evolving field of healthcare and anticipate the challenges tomorrow may bring. We not only want to help our patients feel better; we want our brand to inspire better health in the communities we serve. In our own departments, we seek out opportunities to help the Ogden Clinic brand flourish.

Core Brand Impressions

WE ARE

COMPASSIONATE
LEADERS
DEDICATED
INNOVATORS
PROGRESSIVE
DETERMINED

WE ARE NOT

ARROGANT
APATHETIC
DISMISSIVE
IGNORANT
NEGLIGENT
IMPULSIVE



Logo

“Identities are the beginning of everything. They are how something is recognized and understood.” -Paula Scher

All logo designs share one characteristic: They instantly communicate a brand's message. The Ogden Clinic logo is the cornerstone of our brand. It creates a sense of familiarity and trust with our company. It delivers our brand's core values even when consumers are not actively paying attention. It's an integral part of our branding that helps to dictate a consistent feel with all other visual assets.

Our Logos

The Ogden Clinic logo mark or symbol is clearly an “O,” representing both Ogden Clinic as well as the community of which it is an integral part. The colors within the symbol convey a feeling of life and vitality associated with the Ogden Clinic brand.

“Ogden Clinic” is set in Gotham Light (“Ogden”) and Gotham Medium (“Clinic”). The spacing between the letters was carefully created to achieve the optimum spacing between each letter. Kerning may vary in certain software; for this reason and others, it is not permissible to type-set the logotype. Rather, use the provided signature files.



MINIMUM SIZE

Establishing a minimum size ensures proper protection and legibility of the logo. The Ogden Clinic logo should never appear smaller than 1” wide.

THREE LOGO TYPES APPEAR HERE IN GUIDEBOOK

The logo mark combined with the logotype shown constitutes Ogden Clinic’s primary logos; vertical, stacked and horizontal variations. The relationship between the logo mark and logo type should remain fixed in nearly all circumstances. See the note below for circumstances where the logo may deviate.

The Ogden Clinic logo should always appear in our approved colors including single-color applications and gray-scale applications. The Ogden Clinic logo files provided should always be used and should never be altered. It is not permissible to attempt to recreate the signature in any way. If an Ogden Clinic signature file other than those provided should be needed, contact the Ogden Clinic Marketing Department.

Vertical Logo



Horizontal Logo



Stacked Logo



Note: In almost every situation, the logo will have the mark (“O”) and type combined. However, some instances where the logo mark may be used apart from the type include use on apparel, swag, the Ogden Clinic website, and social media.

Vertical Logo

The logo's goal is to symbolize and summarize.

Proportions and spacing of the signature elements must stay consistent. The following guidelines illustrate the correct use of spacing between the Ogden Clinic logo mark and logotype as it applies to the vertical (stacked) logo.

- The size of the symbol in relationship to the logotype can be determined using the height of the letter "O" in the word "Ogden".
- The height of the symbol should be equal to three and a half ($3\frac{1}{2}$) "O" letter forms stacked vertically (see figure 1.)
- The vertical distance between the words "Ogden" and "Clinic" should be approximately half ($\frac{1}{2}$) the height of the letter "O", also illustrated in figure 1.
- In the stacked signature, the distance between the symbol and the logotype should be one (1) "O" width apart (see figure 2.)
- To determine the vertical alignment of the symbol and logotype, use the measurement of the letter "E" in "Ogden". The vertical distance from the top of the symbol to the top of the logotype should be equal to the width of one (1) letter "E". This is also illustrated in figure 2.

figure 1



figure 2



Horizontal Logo

Great design is born of two things: simplicity and clarity.

Proportions and spacing of the signature elements must stay consistent. The following guidelines illustrate the correct use of spacing between the Ogden Clinic logo mark and logotype as it applies to the horizontal logo.

- The size of the symbol in relationship to the logotype can be determined using the height of the letter "O" in the word "Ogden".
- The height of the symbol should be equal to three and a half ($3\frac{1}{2}$) "O" letter forms stacked vertically (see figure 1.)
- There is no space between "Ogden" and "Clinic" in the horizontal logotype. The words are differentiated by weight (or thickness).
- The distance between the symbol and the logotype should equal one capital letter "O" as illustrated in figure 2.
- To determine the vertical alignment of the symbol and logotype, use the measurement of the letter "E" in "Ogden". The vertical distance from the top of the symbol to the top of the logotype should be approximately two (2) "E" letter forms (see figure 2.)

figure 1



figure 2



Stacked Logo

Proportions and spacing of the signature elements must stay consistent. The following guidelines illustrate the correct use of spacing between the Ogden Clinic logo mark and logotype as it applies to the stacked logo.

- The size of the symbol in relationship to the logotype can be determined using the height of the letter “O” in the word “Ogden”.
- The height of the symbol should be equal to five “O” letter forms stacked vertically (see figure 1.)
- The vertical distance between the words “Ogden” and “Clinic” should be the height of the letter “O”, also illustrated in figure 1.

figure 1



Logo Protective Space

In order to maximize its visual presence, all Ogden Clinic logos require a surrounding area free of other graphic elements or text. Ogden Clinic logos must always have sufficient “room to breathe” which enables them to be a focal point for the eye.

Situations may arise when a generous amount of space may not be feasible around the logo. When positioning our logo near text- or image-heavy applications, always maintain—at the very least—the minimum area of protective space illustrated below.

The protective space around the logo can be determined relative to the height and width of the capital letter “O” in the word “Ogden”.

- The distance from the left edge of the symbol is equal to one and a half (1 1/2) “O” letter forms.
- The distance from the right edge of the logo type is equal to two (2) “O” letter forms.
- Top and bottom, the distance from the logo and any surrounding content is two (2) “O” letter forms.



Note: It is permissible to include a provider’s title or department name outside of the logo’s protective space.

Alternate Variations

REVERSE COLOR

The full-color logo looks best on white or gray-scale backgrounds. It's also permissible to use the signature over a black background, but in these cases, the logotype should be reversed (appearing white).



GRAY-SCALE

The gray-scale version of the Ogden Clinic logo should be used whenever possible in black and white applications. Generally, it should be used on a white background, but it is permissible to use the gray-scale logo on a black background.



SOLID COLOR

A solid logo should never be used unless absolutely necessary (such as within forms and faxes) where gray-scale or full-color cannot be achieved. Characteristics of the Ogden Clinic symbol are lost without differing colors to separate the three segments of the "O".



Slogan Usage

SLOGAN AND LOGO

Slogans are a brand's battle cry.

The slogan is our mission. It's the culmination of what every Ogden Clinic provider and employee works toward. Our slogan speaks for the brand and represents the real essence of what Ogden Clinic stands for.

- The preferred orientation of the logo and tagline is center justified.
- The tagline should always appear in Gotham Book Italic.
- When paired with the full-color logo, the tagline color should be Grass Green.
- When paired with the gray-scale logo or solid logo, the tagline should be Ogden Clinic Grey.



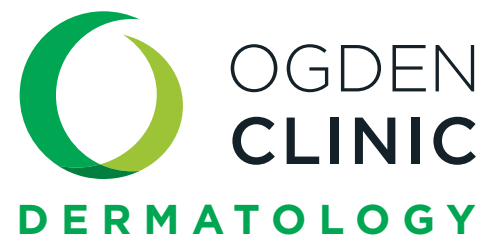
Sub-brand Logos

SPECIALTY LOGO

Ogden Clinic is continually growing, both in geographic reach and expansion of our specialty groups. To unify Ogden Clinic's medical specialties, we have created a system of sub-branded signatures. Sub-branded signatures highlight individual departments of the company while connecting them with the Ogden Clinic brand. We ask that departments do not create their own sub-brand logo. Instead, contact the Ogden Clinic Marketing Department to obtain any type of sub-brand logo.

- Specialty logos can be either vertical, stacked or horizontal.
- Typeface for sub-brands is set in Gotham Bold, full-justified, all-caps, and appears in Grass Green unless the gray-scale or solid logo is used.
- Relative to the "O" logo mark, the Ogden Clinic logotype occupies 70% of the horizontal space while the sub-brand title occupies 30% underneath.
- Kerning for sub-brand signatures will vary.

Vertical



Horizontal



Stacked



LOCATION LOGO

Ogden Clinic's geographic reach continually expands. To unify Ogden Clinic's clinic locations, a system of sub-branded signatures was developed. Sub-branded signatures highlight individual locations of the company while unifying them with the Ogden Clinic brand. All clinic locations have sub-branded logos; contact the Ogden Clinic Marketing Department to obtain any sub-brand logo.

- Location logos can be either vertical, stacked or horizontal.
- Full-color is preferred when using sub-branded logos.
- Typeface for sub-brands is set in Gotham Medium, centered-justified, and appears in Ogden Clinic Gray.
- Relative to the "O" logo mark, the Ogden Clinic logotype occupies 60% of the horizontal space while the sub-brand title occupies 40% underneath.
- Kerning for sub-brand signatures will vary.

Vertical (Stacked)



Horizontal



Stacked



Co-brand Logos

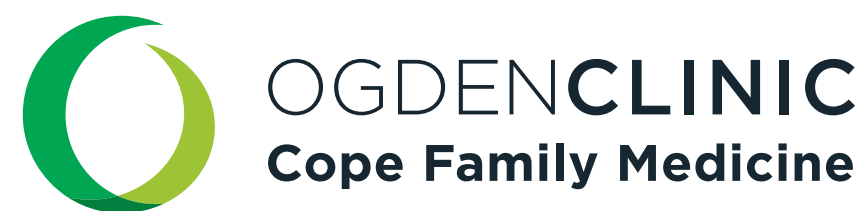
Together we accomplish more.

We believe that solid partnerships multiply our impact and advance our mission. We also understand that a transition of all branded materials can be an arduous process for both entities. Because of this, Ogden Clinic has established two stages of co-branding communication that may span up to five (5) years after merging contracts have been established.

STAGE 1



STAGE 2



Note: The Ogden Clinic Marketing Department maintains all Stage 1 co-branded signatures. We ask that all co-brand entities contact the Marketing Department to obtain any type of co-brand logo.

STAGE 1

The horizontal logo should be used for co-branded signatures. Immediately after merging, the co-branded logo will be set with equal visual weight with the Ogden Clinic logotype (50/50). The acquired practice appears above the Ogden Clinic logotype. Combined, both practices must equal the height of the “O” logo mark.

- The acquired practice logotype is set in Gotham Bold, title case.
- The Ogden Clinic logotype is set in Gotham Light (“Ogden”) and Gotham Medium (“Clinic”).
- Respective to the “O” logo mark, the acquired practice occupies 50% of the horizontal space above and the Ogden Clinic logotype occupies 50% of the horizontal space below.

STAGE 2

Within five (5) years of merging, all co-branded material must phase-out of the Stage 1 logo and convert to the final (stage 2) logo. The Stage 2 co-branded logo appears with the Ogden Clinic logotype above the acquired practice logotype.

Respective to the “O” logo mark, the Ogden Clinic logotype occupies 70% of the horizontal space, while the acquired practice logotype occupies 30% below.

Both the Ogden Clinic logotype and the acquired practice logotype must not extend the height of the “O” logo mark.

- The Ogden Clinic logotype is set in Gotham Light (“Ogden”) and Gotham Medium (“Clinic”).
- The acquired practice logotype is set in Gotham Bold, title case.
- The Ogden Clinic Marketing Department maintains all co-branded signatures in full-color and gray-scale. We ask that our co-brand entities contact the Marketing Department to obtain any type of co-brand logo.

Incorrect Color Usage

To avoid misusing color within the signature itself, simply use the files provided and do not alter them in any way. The following are merely examples of improper use of the Ogden Clinic logo. When in doubt, please direct questions to the Ogden Clinic Marketing Department.



Do not change the colors of the logo mark.



Do not change the colors of the logo type.



Do not use background colors that may hinder visibility.



Do not use background colors that may hinder visibility.



Do not make logo mark one solid color



Do not use over gray backgrounds.

Incorrect Logo Usage

Recognition can only be achieved with clarity and consistency throughout different applications. Do not alter the Ogden Clinic logo in any way. The safest way to avoid misuse is to use the files provided without altering them. That means no extending, condensing, adding your own drop shadows, changing colors, etc.



Never change the typeface of the logo.



Never outline the logo.



Never apply any effects, including bevel/emboss, drop shadow, etc.



OGDENCLINIC
Never rearrange the elements of the logo.



Never alter the size of any part of the logo mark or type.



Never use the logotype alone. It should always be paired with the logo mark



Never rotate the logo.



Never place the logo on photographic backgrounds, patterns or other backgrounds that may hinder visibility.



Never stretch or distort the logo.

Building Signage

The display of environmental signage is one of the most visible expressions of our brand. It is important that all signage is compliant with Ogden Clinic’s branding standards, including typography, approved colors, and visual identity. Please adhere to the following requirements for building signage.

GUIDELINES FOR ALL SIGNAGE

- All exterior signage must be lighted.
- All signage must follow current logo guidelines.
- Approved logo options for building signage include the Ogden Clinic vertical logo, horizontal logo, urgent care logo, sub-brand logos and co-brand logos. (Refer to pages 10-23 for reference)
- All signage should display Ogden Clinic’s logo prominently to avoid confusion or ambiguity.

OGDEN CLINIC OWNED BUILDINGS:

- The Ogden Clinic logo must be present and must be the dominant logo installed at the facility.

LEASED BUILDINGS:

- Marketing will work with the building’s landlord and City to leverage maximum sign presence for Ogden Clinic.

PARTNER LOGOS:

- Requests for co-branded signage or signage with an outside partner must be submitted to the Marketing Department for approval.

Note: The Ogden Clinic stacked logo is not permitted for building signage.

GUIDELINES FOR URGENT CARE SIGNAGE

Exterior signage should prominently display Urgent Care services where offered. To ensure maximum visibility and consistency, all urgent care signage must adhere to these guidelines.

- Urgent Care font specification: Gotham Medium, white, all-caps
- Urgent Care pantone red: Pantone 485 C
- Urgent Care size specifications: 60/40
- Urgent Care logo options: Horizontal or Vertical, Sub-brand or Co-Brand.

Vertical Logo



Horizontal Logo



PANTONE
485 C

CMYK
0, 95, 0, 100

RGB
248, 39, 46

HEX # ee3124

Note: The Urgent Care logo is not permitted with the stacked logo or specialty logo.



Color Palette

“I could say things with color that I
couldn’t say any other way.”

–Georgia O’Keeffe

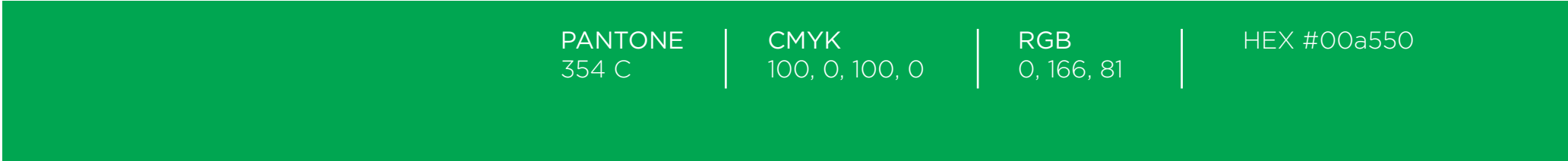

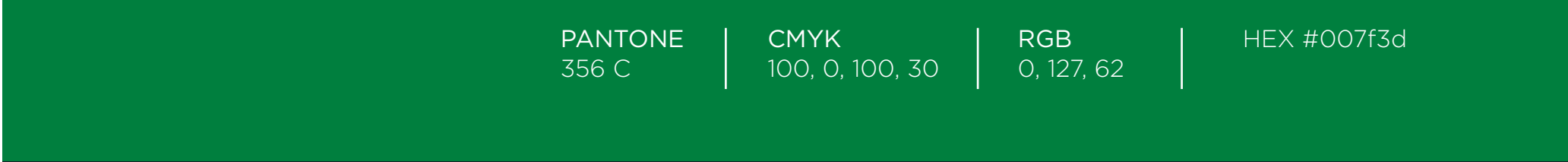

Color plays a vital role in communication and brand recognition. Large, successful companies are frequently associated with their colors due to consistent usage. Ogden Clinic’s color palette is an integral part of the company’s image—almost as much as the signature itself! Our colors reflect the life and vitality of Ogden Clinic. When used consistently, these colors help communicate the values of our brand to viewers.

Primary Palette

The Ogden Clinic brand colors were not chosen arbitrarily. They are identity elements, as much as the Ogden Clinic logo is. The primary colors will carry the most brand recognition and it's important that they remain consistent. These guidelines make it easy to create the colors within the Ogden Clinic brand.

We have established four (4) primary colors: Apple Green, Grass Green, Forest Green, and Ogden Clinic Gray. As the color formulas vary from one media to another, it's important that these guidelines are followed in order to be as consistent as reasonably possible.

Green invokes a sense of vitality, freshness, and growth. The imagery of green is often directed toward nature: lush fields of grass or tall evergreen trees. Green is highly associated with health, encouraging a sense of compassion, kindness and nurturing.

	PANTONE 354 C	CMYK 100, 0, 100, 0	RGB 0, 166, 81	HEX #00a550
	PANTONE 382 C	CMYK 40, 0, 100, 5	RGB 157, 196, 53	HEX #9dc335
	PANTONE 356 C	CMYK 100, 0, 100, 30	RGB 0, 127, 62	HEX #007f3d
	PANTONE Black 6 C	CMYK 33, 3, 0, 95	RGB 61, 67, 70	HEX #152731

Note: Although not listed as a color, white is also a part of the brand and helps signify the cleanliness and sterility which one would associate with a medical clinic. White should be used abundantly along with these colors to help provide contrast and magnify their impact.



Grass Green

Appropriate for large fields of color and small accents. Also appropriate for type, but not generally for small type (below 14 pt.).



Apple Green

Appropriate for large fields of color and small accents. Less appropriate for type unless the type is large (over 18 pt.), bold-weight, and/or headline type.



Forest Green

Appropriate for small accents. When producing green type, generally opt for Grass Green. Forest Green is especially appropriate when graphic elements overlap.



Ogden Clinic Gray

Appropriate for small accents and type of most sizes. However, when producing body copy text (over 50 words and printed text size 12 pt. or below), use black.

Secondary Palette

The primary palette is supported by a brighter secondary palette. These colors serve as complementary accents to the primary palette and add more vibrancy.

The secondary colors should not be used with any particular meaning or symbolism, but as a marketing aid to add diversity to the collateral of our brand.

Violet communicates in a positive way. It is said to have the power to uplift, calm nerves, and encourage creativity, making it an all-inclusive color. All ages, genders, and cultures can relate to violet.

Gold is optimistic and positive, adding richness and warmth to everything with which it's associated. Gold illuminates and enhances other things around it. In the meaning of colors, gold is generous and giving, compassionate and loving, the benefactor or patron sharing its wisdom, knowledge, and wealth with others.

<p>Gold HEX #f9b716</p> <p>PANTONE 1235 C</p> <p>CMYK 1, 30, 100, 0</p> <p>RGB 79, 16, 78</p>	<p>Violet HEX #7f56c5</p> <p>PANTONE 2665 C</p> <p>CMYK 62, 74, 0, 0</p> <p>RGB 126, 85, 196</p>


Neutral Palette


The neutral palette acts as a foundation that works with both primary and secondary colors. Ample use of white as a canvas with monochromatic blacks and grays for elements such as type and paragraph rules will give the primary and secondary palette vibrancy and prominence.


Note:


Colors are defined using both the Pantone® Matching System and standard four-color process breakdowns. Agencies and partners should know when it's appropriate to use one over the other. Note that the process equivalents of the Pantone colors may not match exactly because four-color printing has a narrower color gamut than the Pantone® Matching System offers. Every effort has been made to ensure that the CMYK breakdowns match their Pantone equivalents as closely as possible.

<p>Light Gray HEX #a3a9ac</p> <p>PANTONE 429 C</p> <p>CMYK 38, 28, 27, 0</p> <p>RGB 164, 169, 173</p>	<p>Dark Gray HEX #3d4850</p> <p>PANTONE 432 C</p> <p>CMYK 78, 65, 53, 45</p> <p>RGB 50, 61, 71</p>

 **Gold**
Appropriate for large type or headers, preferably on black and white photographs. Acceptable for sub-headers, web links, and minor elements.

 **Violet**
Best used when targeting a female audience. Appropriate for small accents such as bullets, glyphs, sub headers and title blocks.

 **Light Gray**
Appropriate for large fields of color, and small accents. It is appropriate for type, but generally not for small type (below 14 pt).

 **Dark Gray**
Appropriate for large fields of color, and small accents. It is appropriate for type, but generally not for small type (below 14 pt).

Observance Palette

Color is frequently associated with National Health Observances (NHOs): special days, weeks, or months dedicated to raising awareness about important health topics. Ogden Clinic recognizes six health observances throughout the year and supports each with a unique color palette.

Observance palette colors are only permissible to use when producing design elements related to National Health Observances. Variations in color (indicated on each swatch) are also acceptable to magnify the palette's impact.

Take care to maintain Ogden Clinic's brand identity while using any observance palette. This includes pairing design elements with the Ogden Clinic gray-scale or solid logo and adhering to Ogden Clinic's typography and imagery standards.

Note:

For examples of printed collateral using the health observance palette, please refer to page 46 of the Brand Book.

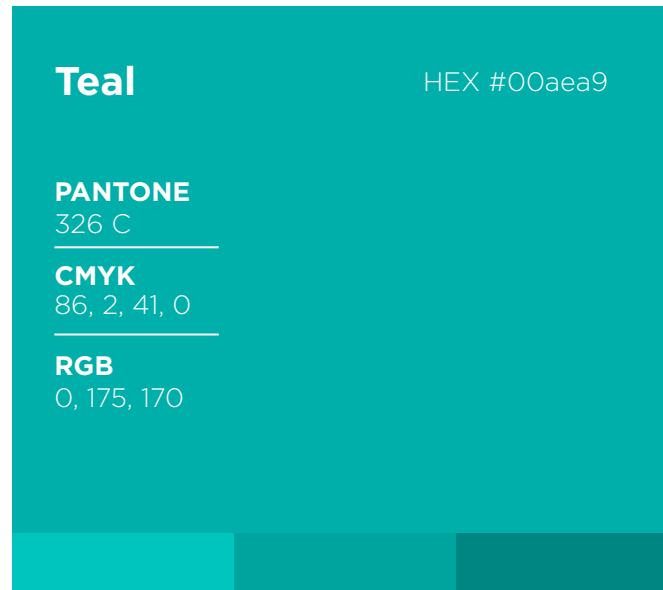
Cervical Health Awareness Month

Teal HEX #00aea9

PANTONE
326 C

CMYK
86, 2, 41, 0

RGB
0, 175, 170



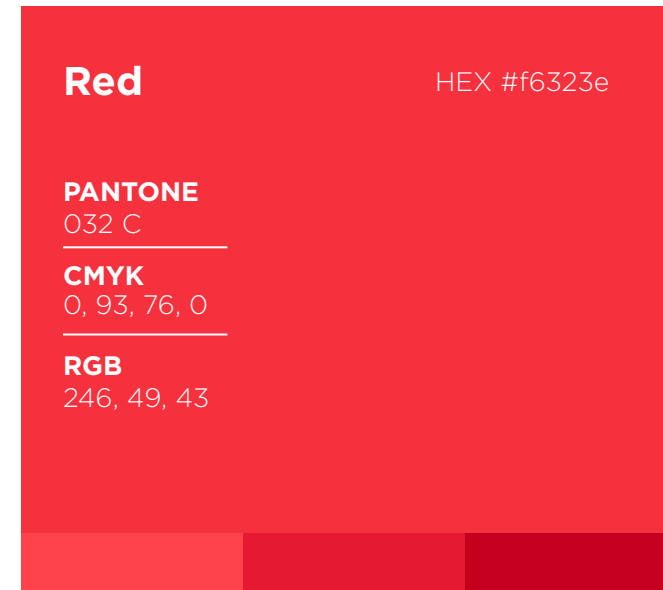
American Heart Month

Red HEX #f6323e

PANTONE
032 C

CMYK
0, 93, 76, 0

RGB
246, 49, 43



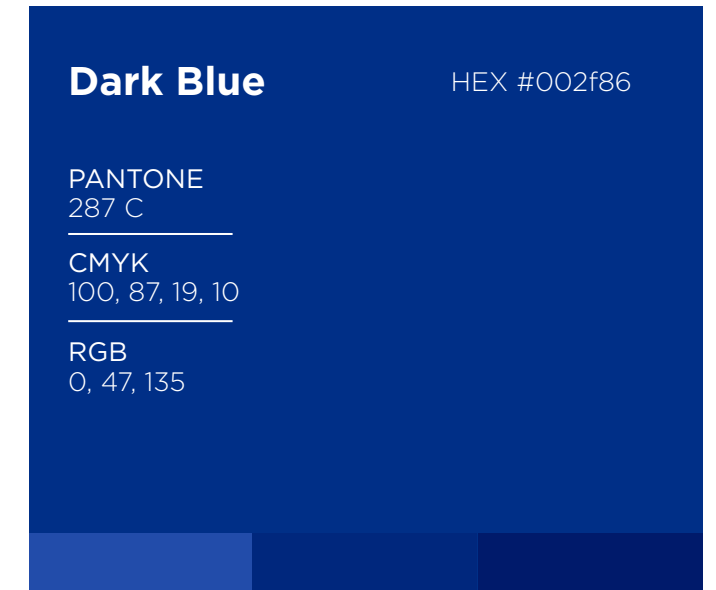
Colorectal Cancer Awareness Month

Dark Blue HEX #002f86

PANTONE
287 C

CMYK
100, 87, 19, 10

RGB
0, 47, 135



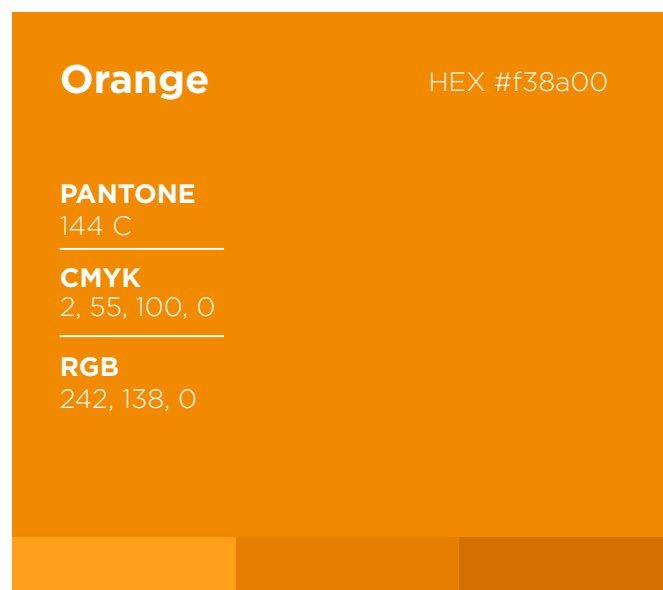
Melanoma/Skin Cancer Detection and Prevention Month

Orange HEX #f38a00

PANTONE
144 C

CMYK
2, 55, 100, 0

RGB
242, 138, 0



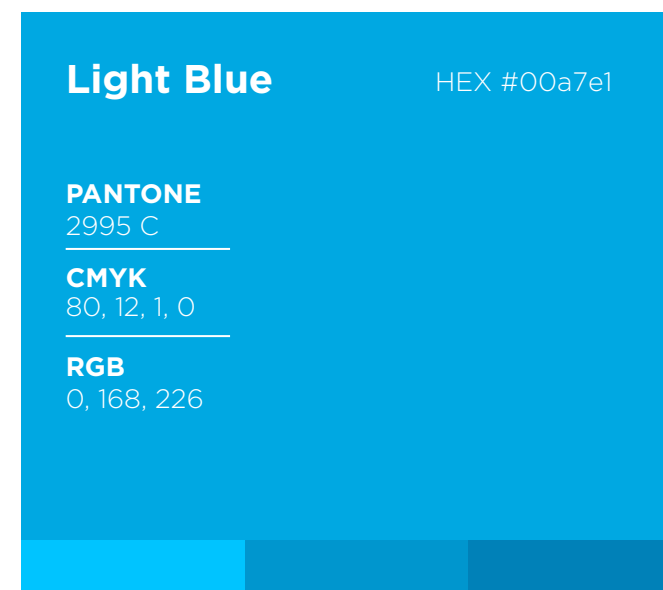
Men's Health Month

Light Blue HEX #00a7e1

PANTONE
2995 C

CMYK
80, 12, 1, 0

RGB
0, 168, 226



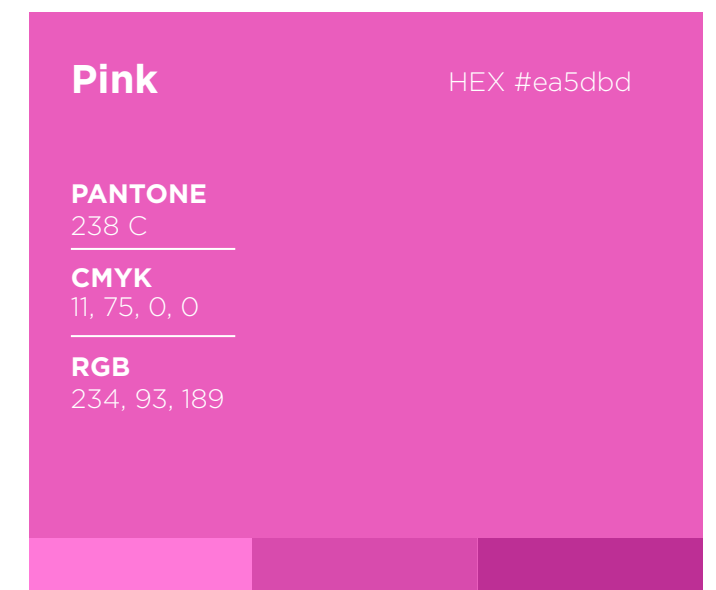
National Breast Cancer Awareness Month

Pink HEX #ea5dbd

PANTONE
238 C

CMYK
11, 75, 0, 0

RGB
234, 93, 189





Typo- graphy

If you think a detail like typography doesn't influence how people perceive a brand, you better think twice. Typography is an extension of the brand's voice, tone, and identity. Careful attention to typography conveys a clear message about the brand as one that has a strong appreciation for aesthetics and detail. Whether it's eccentric or professional, timeless or innovative, brand values can be reinforced with the right typography.

Primary Typeface

Gotham

Gotham is the Ogden Clinic primary typeface. It's a clean, modern sans-serif typeface that works well for display copy, body text, and everything in between. The Gotham type family has many weights, giving it the flexibility to feel sophisticated yet approachable, modern yet classic.

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/

Alternate Typeface // **Montserrat**

Web Typeface // **Open_sansregular**

Secondary Typeface

Georgia

Georgia is an acceptable serif typeface for body copy in long-form print publications such as brochures and annual reports. It may be used for sub-headers or titles, but should always be paired with Gotham.

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
<i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890!@#\$%^&*()<>?/</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890!@#\$%^&*()<>?/</i>

Slab Typeface // **Merriweather**

Script Typeface // **Montana**

Typeface Styling Primary Colors

Lorem Ipsum Dolores Berum Voluptas

← **Headline:** ● ●
Gotham Medium or Bold
Short copy length
Large font size

Tiberum accae optatenet lametan
eosaerum fuga. Ut ut faccusdam
rem qui atium conseces sinumend
dolo ea dundis at est esendunt.

← **Intro:** ● ●
Gotham Light or Book
Short to medium copy length
Medium font size
Comfortable leading

LPERNATUR, CORE CORIT UTATIA

Lerum re lab in re et alis pel estrum eaque dus
invenimi, optas sed que ium que magnat ant
doluptio quam quid qui reperum eos quatur
reped ma dunt a es et am quamusam, sus eos
aut que vendicem unt pero optis eles asit que
nonsequ aeribus, ium vendis ipsam quodipsum
as eosa cusam et harum re nos moui offic tenis-
cita doluptam non perum fuga.

← **Subhead 1:** ●
Gotham Medium,
Short copy length.
Small font size, all caps
Generous tracking

← **Body:** ●
Georgia Regular
Long copy length
Small font size
Comfortable leading

Typeface Styling Primary & Secondary Colors

Lorem Ipsum Dolores Berum Voluptas

← **Headline:** ● ● ●
Gotham Medium or Bold
Short copy length
Large font size

Tiberum accae optatenet lametan
eosaerum fuga. Ut ut faccusdam
rem qui atium conseces sinumend
dolo ea dundis at est esendunt.

← **Intro:** ● ● ●
Gotham Light or Book
Short to medium copy length
Medium font size
Comfortable leading

LPERNATUR, CORE CORIT UTATIA

Lerum re lab in re et alis pel estrum eaque dus
invenimi, optas sed que ium que magnat ant
doluptio quam quid qui reperum eos quatur
reped ma dunt a es et am quamusam, sus eos
aut que vendicem unt pero optis eles asit que
nonsequ aeribus, ium vendis ipsam quodipsum
as eosa cusam et harum re nos moui offic tenis-
cita doluptam non perum fuga.

← **Subhead 1:** ● ●
Gotham Medium,
Short copy length.
Small font size, all caps
Generous tracking

← **Body:** ●
Georgia Regular
Long copy length
Small font size
Comfortable leading



Print

The Ogden Clinic visual look and feel is a collection of elements that create a cohesive package. Our colors, typography, photography, graphic elements and voice all combine to create a strong, unique image. We tailor these elements for each piece we create and, by using these tools consistently, each piece we design will combine to create a larger whole.

Stationary

A cohesive stationary system includes a letterhead, envelopes, and business cards. In many cases, these materials are the first impression viewers receive so they must present a unified look. Stationary is a key component of the brand, offering an easy way to maintain consistency throughout clinic communication.

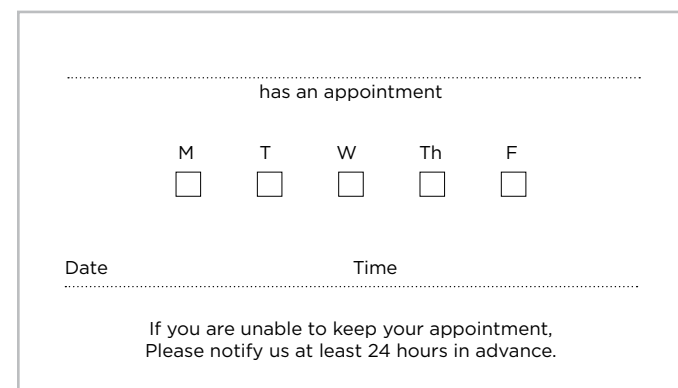
For all Ogden Clinic stationary, the logo should be placed in the upper-left corner 1/4" to 3/4" from the edge of the page. The logo should never be placed against the edge of the page as a bleed because it could become cropped disproportionately when the page is trimmed, compromising the Ogden Clinic logo standards.

Business Card



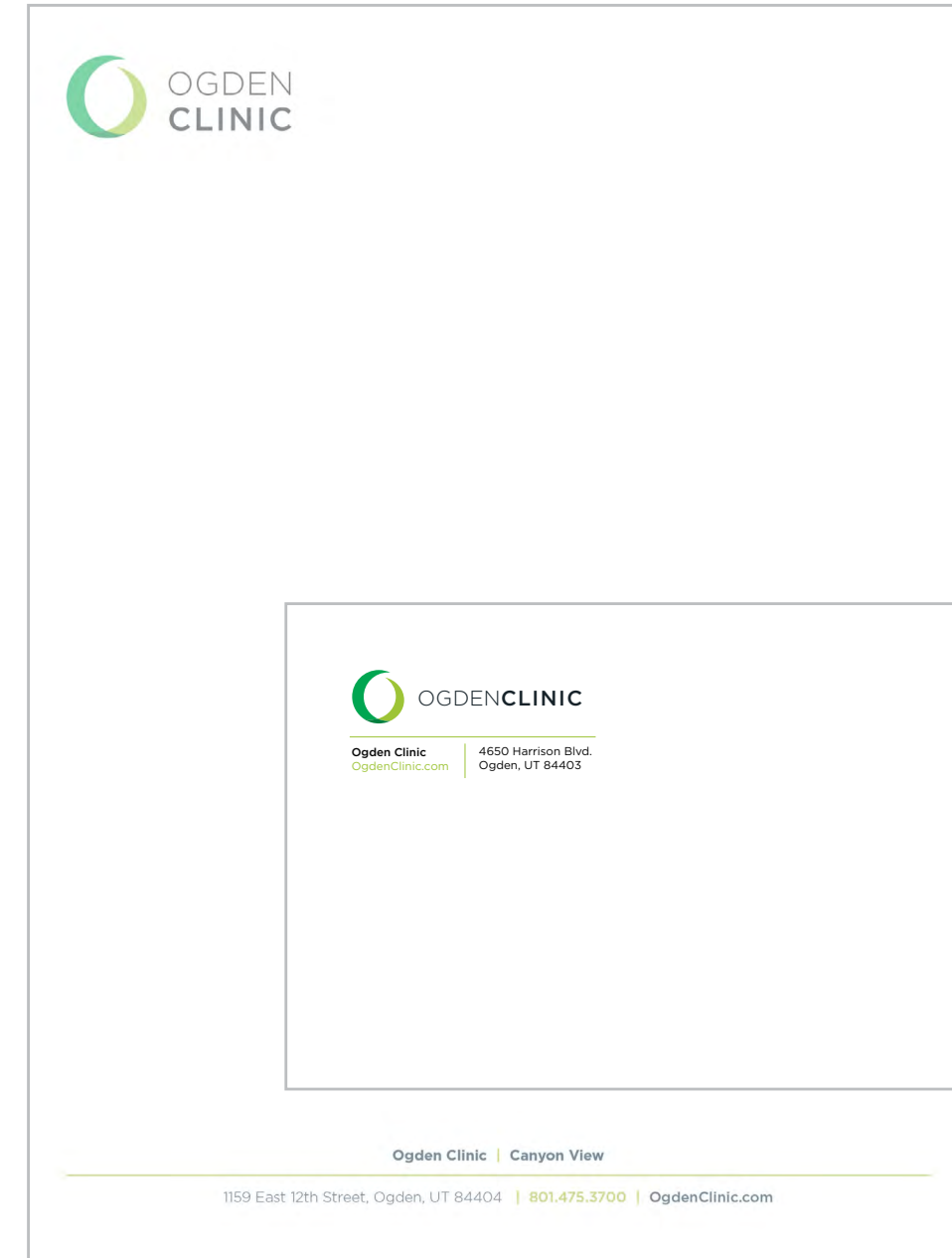
Business cards should always include the vertical full-color logo in the upper left corner.

- The copy for business cards is set at 7pt. With a -40pt. leading in Gotham.
- The individual's name and "Ogden Clinic" are Gotham Bold. All other text appears in Gotham Book.
- When referring to the website, use Gotham Bold with Grass Green as the text color.



Provider cards are double-sided with an appointment reminder on the back. All other employee business cards are single-sided. If any exceptions are needed, contact the Marketing Department.

Letterhead & Envelope



All **letterheads** should include the vertical full-color or gray-scale logo in the upper left corner with at least a 1/2" margin. Our letterhead design is standardized to promote consistency, but it also offers a way for locations, departments, and specialties to include their contact information within the design (shown in the footer). There should be no unit-specific logos on the letterhead.

Envelopes should include the horizontal full-color or gray-scale logo set in the upper left corner. The copy is set at 7pt. The website is set in bold, apple green text.

Note:

Marketing maintains stationary for all departments and locations. To order stationary, please contact the Marketing Department with your request at marketing@ogdenclinic.com.

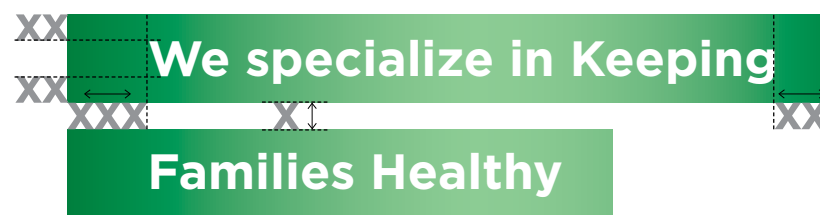
Design Elements

TAG-LINE BARS

The tag-line bars are graphic elements used in the majority of printed and online communications to aid in brand recognition. Preferred placement of the tag-line bars is in the top third of the design, left-aligned. The two standard color options include a center gradient of #007f3d to #87c78e as well as a directional gradient of #007f3d to white (see samples below). Other color variations are permissible when using the secondary and observance color palette. “We specialize in” is always in sentence case. Anything following the tagline is in title case.

figure 1

Center Gradient



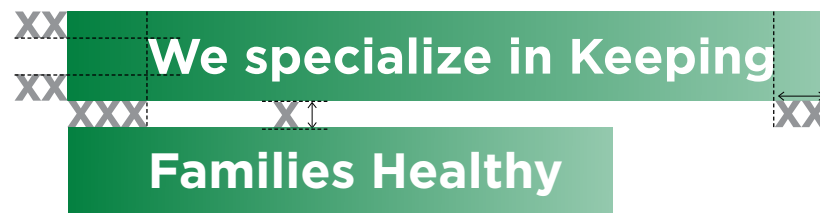
The tag-line bars and type should always be kept in proper proportion to maintain consistency in branding.

To determine the font size of the text in relationship to the bar, use the measurement of the lowercase letter “x”. The vertical distance between the top and bottom of the font and bar should be equal to the height of one lowercase letter “x”. See illustrations in figures 1 & 2.

The vertical distance between the tag-line bars should be approximately the height of one lowercase letter “x” as illustrated in figures 1 & 2.

figure 2

Directional Gradient

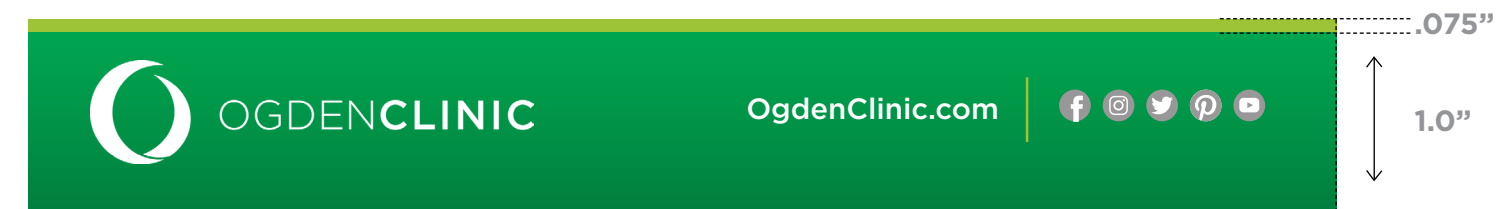


STANDARD FOOTER

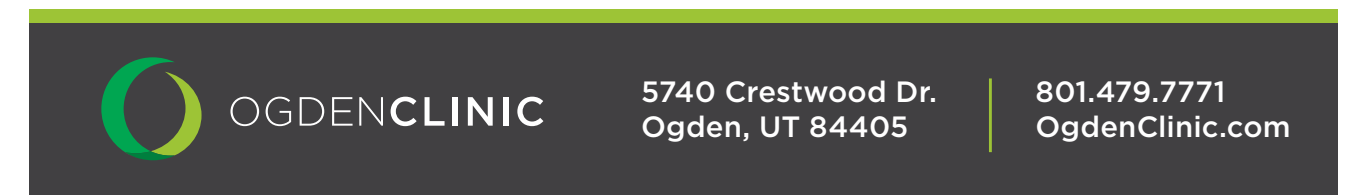
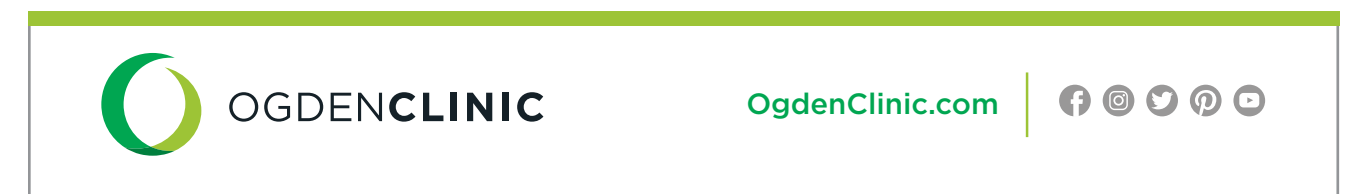
It is recommended to incorporate a full-width footer bar, which includes important contact information such as location information, web address, social media icons, and the best of state logo on printed collateral.

The color palette most commonly used for the footer bar is grass green with a forest green gradient and an apple green stroke. Other variations are permissible as long as they are Ogden Clinic branded colors.

The width proportion of the apple green bar should be 7.5% of the grass green bar. The actual dimensions will vary depending on the size of collateral being used (see figure below for reference).



ALTERNATE VARIATIONS



Print Ads

Whether in a newspaper, a magazine, an event program, a billboard, or on the side of a bus, the consistent use of visuals in advertising, including colors, fonts, graphic elements, and logo placement help make an impact and promote a strong brand identity.

All design work should reflect Ogden Clinic's personality: Compassionate, innovative, active, thriving. This steadfast attention to detail across every communication will connect the materials in a way that further reinforces and builds the brand. Take special attention when choosing photographs to use in printed collateral (see photography section for guidelines).

Ad components

- Ogden Clinic logo (required)
- Colors and fonts (required)
- Graphic elements (recommended)
- Call to action (recommended)
- Tag-line (recommended)
- Footer (recommended)

BROCHURE (SAMPLE COVERS)



BILLBOARD (SAMPLE)



POSTER (SAMPLE)



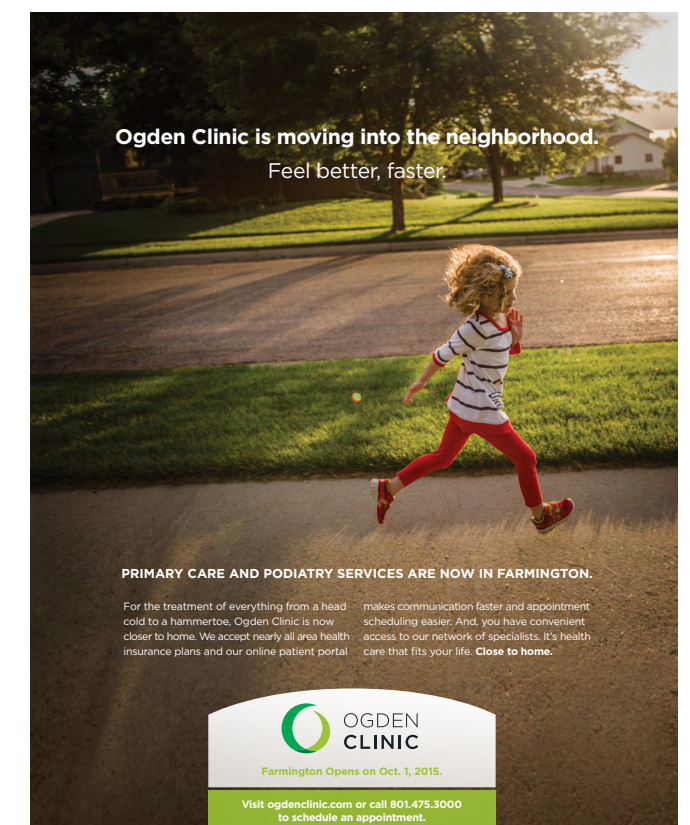
BANNER (SAMPLE)



POST CARD (SAMPLE)



FLYER (SAMPLE)





Apparel

Apparel is an invaluable opportunity for expression, that's why having consistency throughout apparel is important. Official apparel can either be clinical (scrubs, lab coats, etc) or nonclinical (shirts or merchandise worn at events) but every branded garment we wear should extend our brand's identity consistently.

Apparel

Ogden Clinic apparel is visible throughout the healthcare field and in the community so it's a tremendous part of our brand's vocabulary. In order to leverage this important brand opportunity, we need visual consistency and quality control across all apparel applications. Care should be taken when selecting the color, quality and appropriateness of each garment since this also reflects the brand. Regardless of the garment's purpose, please adhere to the guidelines outlined in this section.

GUIDELINES FOR SOLID CLOTHING

1. The full-color logo is recommended on solid white, black, or any shade of grey clothing.
2. The solid black or white logo is acceptable on black, white, or green solid clothing.

GUIDELINES FOR PATTERNED CLOTHING

1. All patterns must complement the Ogden Clinic logo.
2. The chosen pattern size cannot be larger than the Ogden Clinic logo.
3. The full-color logo is acceptable on patterned clothing in white, black and/or grey.
4. The solid white or black logo is also acceptable on patterned white, black, grey and/or green clothing.
5. Use tasteful judgment when choosing patterns. If you have questions about the use of a pattern, contact marketing for approval.

GUIDELINES FOR ALL APPAREL

1. Unless specified, all embroidered logos on clothing will be either mono-chromatic (same color as the fabric) or a subtle shade lighter or darker. A contrasting color for embroidery thread is not permitted.
2. When applying names and titles to official apparel, use Gotham as primary font for name and title.

Note:

All clinical lab coats and official apparel must be approved by the Ogden Clinic Marketing team and when appropriate, the Human Resource Department. Other nonclinical official apparel must be reviewed and approved by Marketing prior to production.

Samples

Full-Color Logo



Solid Logo



Mono-chromatic Logo



Merchandise

Custom merchandise bearing Ogden Clinic's logo is produced every year to promote our brand within the organization and in the communities we serve. You can find merchandise at public events, health fairs, and other activities throughout the year. Merchandise can live years outside of the clinic, so it's important to maintain Ogden Clinic's identity standards outlined in this section.

MERCHANDISE GUIDELINES

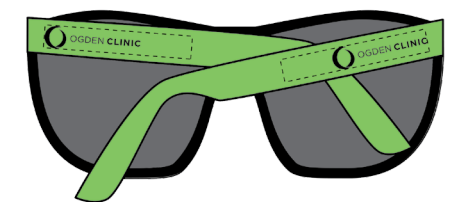
1. All merchandise must be printed on solid colored material unless approved by the Marketing Department.
2. Choose items that reflect a simple, modern approach to design. Select the highest quality materials and construction available in your budget.
3. A full-color logo may only be requested and printed on white, gray (any shade) or black material.
4. A solid black or white logo is acceptable on black, white or green material.
5. The Ogden Clinic logo can be blind debossed or embossed on merchandise items.
6. It can be screen printed on items, and it can be embroidered on shirts or bags.
7. It is permissible to include a provider's title or department name outside of the logo's protective space. When applying names and titles to official merchandise, use Gotham as primary font for name and title.
8. Keep it simple. Use one Ogden Clinic logo and one optional line of type with a provider name or phone number. An additional line (or lines) of type, such as a location, website or specialty may be added.

Samples

Full-Color Logo



Solid Logo



Note: Please contact the Marketing Department for the current inventory options available.



Photo- graphy

Great photography tells the story; it compels people to look more closely.

Photography is an opportunity to make a powerful first impression. In a glance, an image can create a compelling connection. Images should be chosen as carefully as words because they're a reflection of the brand. Images are a snapshot of our story: they have the power to instill compassion, innovation, and vitality. By maintaining high standards for images, we will continue to stand out above the rest.

Photography - Overview

Seeing it through...

Photography is one of our most influential brand assets. Whether pulling from the Ogden Clinic photo library, commissioning a photo shoot, or finding stock imagery, high quality photos are critical for creating a genuine and authentic Ogden Clinic experience.

THREE GENRES OF EXPRESSION

Our approved library of brand photography represents Ogden Clinic with a curated collection of imagery, consistent in style and quality. Our library is built on **three genres of expression**: emotion, environment and lifestyle. Photographs from each pillar work together to communicate a story. As a flexible system, each pillar can be rescaled relative to the others, shifting the focus of the story to fit the intended audience.

Our style should be reminiscent of reportage photography—beautifully shot with a feeling of “real life” captured through a lens. The color, composition and feel should engage our viewers.

EMOTION



ENVIRONMENT



LIFESTYLE

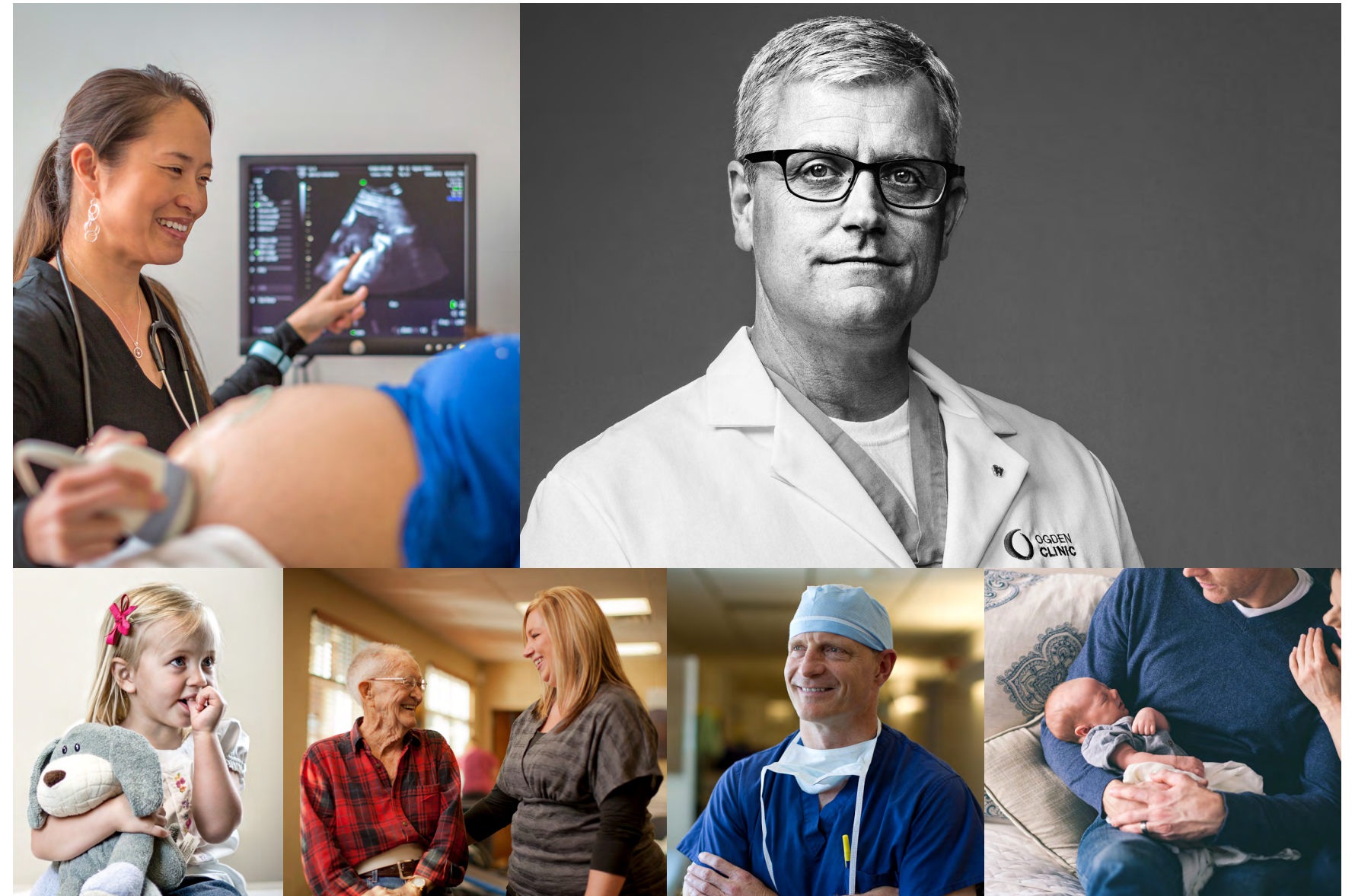


Emotion

One of the inherent powers of photography is its ability to express emotion. An intimate quality, emotional photography captures a moment in time that's ripe with feelings such as jubilation or intensity. Emotion-based imagery should be direct and powerful—focused intently on the person or persons.

Whenever possible, choose Ogden Clinic's own imagery when emotion photography is needed. Using our library for this type of photography will authenticate our story and develop the visual strength of our brand.

In the event that original photography does not exist or cannot be used, stock photography is acceptable to augment our existing library. When selecting emotion-based stock photos, adhere to Ogden Clinic's photography guidelines. Choose photos that feel authentic and focused on a moment. Photography should also be engaging and compositionally balanced.



Photography Resources

Email marketing@ogdenclinic.com to request the Ogden Clinic photo library and approved brand photography within each pillar.

Environment

Environment or clinic-based imagery evokes a sense of destination. Ogden Clinic is a place where things happen: Leaders are trained, patients are cared for, and breakthroughs are achieved. Environment photography provides context for everything that happens here.

Clinic-based imagery includes photo journalistic images, event photography, portraiture, landscape (architecture), and still-life (equipment and other objects).

Whenever possible, use Ogden Clinic's original imagery, especially when capturing our environment. This authenticates our story and strengthens our brand identity. In the event that original photography does not exist or cannot be used, stock photography is acceptable to augment our existing photo library. All stock photos selected must coexist seamlessly with original Ogden Clinic photography.

Photography Resources

Email marketing@ogdenclinic.com to request the Ogden Clinic photo library and approved brand photography within each pillar.



Lifestyle

The art of capturing milestones, events, healthy living and genuine expressions are within the scope of lifestyle photography. Lifestyle images create a connection with people; people perceive a clear visual and psychological concept when they view a lifestyle image.

Ogden Clinic’s lifestyle imagery should reflect the brand’s identity of wellness and vitality. When selecting stock photos, choose images with the following criteria in mind:

- Choose images that depict Utah’s native scenery and landscapes (greatest snow on earth, mountain ranges with lush greenery, etc).
- Movement images are encouraged including images of people enjoying Utah’s outdoor recreation.
- Select images that span across all ages, races, and genders. Photos that illustrate relationships (two partners, mother and child, candid family activities) also strengthen our brand’s identity.

All photography, whether it’s original Ogden Clinic imagery or stock photography, should feel authentic and genuine. Photography should also be engaging and compositionally balanced.

Photography Resources

Email marketing@ogdenclinic.com to request the Ogden Clinic photo library and approved brand photography within each pillar.





Video

Video is quickly becoming a key means for people to satisfy their informative and entertainment needs. Video is also very powerful way to instill emotion and encourage action. This medium offers a rare opportunity to use many different types of design elements: images, film, music, type, and much more. Because many elements are involved at once, following the guidelines is even more important to ensure the final product creates an impact that's "on-brand".

Video - Overview

A one minute video is worth 1 million words

Like photographs, videos should be engaging and informative while advancing Ogden Clinic's message at every opportunity. When it comes to potential reach, video is peerless. Audiences of all ages and walks of life are attracted to video. Keep it simple and look for natural opportunities to capture the spirit of our clinic and community.

IMAGE RELEASE FORMS

Ensure that you have the rights to use all material in your video. Do not use any material (person's image, sound recordings/music, or third party trademarks) for which you have not cleared the rights. If you have any questions about copyright or other intellectual property rights, please contact the Marketing Department or Compliance Office.

MUSIC

Never use a commercial or licensed track of music. It is far better to use royalty-free music. Similar to stock photography, there are many royalty-free stock music sites that are easy to use.

VIDEO GUIDELINES

For compatibility with a growing range of screen sizes (from older TVs to smaller mobile devices) text, graphics and other elements that appear in videos should be inside the action-safe area.

Recommended aspect ratio: 16:9

Recommended video format: MP4

Audio Codec: AAC-LC (Channels: Stereo or Stereo + 5.1 Sample rate: 96khz or 48 khz)

Video Codec: H.264

Frame rates: it is recommended to make frame rates match the source material.

BUMPER

An opening bumper includes the Ogden Clinic logo and should be placed at the head of any video project to brand it as an Ogden Clinic production. The closing bumper identifies that the production is the intellectual property of Ogden Clinic and should also include a call to action with the appropriate phone number and the Ogden Clinic website.

LOWER THIRD

To identify subjects in video productions, use a lower third bar in the Ogden Clinic branded video style. The selected font (Gotham) should be used, as this is part of the Ogden Clinic branding.

When showing a name and title use:

- [First Name] [Last Name], [Credential/Title]: Kelly Amann, MD
- [Specialty Name or Department]: Family Medicine

BUG

It is recommended that the Ogden Clinic stacked logo is used as a "bug" throughout, or intermittently, through the video, shown in the lower right hand corner. In this instance the "bug" may be of lower opacity, or partially transparent within the action safe area on the lower right.



Production Standards

BEST PRACTICES

Stay steady

When shooting any video, using a tripod is an absolute must. Video must be steady and pleasing. If a video camera cannot be locked down, a device such as a steady cam must be used to ensure a stabilized image.

Lighting

With today's cameras, natural lighting is often adequate for many shooting situations – especially outside. When shooting interviews with low light or back-drops, using the standard three-point lighting technique will ensure a visually pleasing outcome. This technique uses three lights: the key light, fill light and back light.

- Key Light - This is the main and usually strongest light. It is placed to one side of the camera/subject so that one side is well lit and the other side has some shadow.
- Fill Light - The fill is placed opposite of the key and is usually softer, less bright and more of a flood light than the key.
- Back Light - The back light is placed behind the subject and lights it from the rear. This helps separate the subject from the background and provides a three-dimensional look.

Microphones

It is a must to use an external microphone when recording a video. You cannot rely on the camera's built-in microphone otherwise the sound will be compromised for professional video production. The type of video you are shooting and the conditions at the shoot will determine which type of microphone is needed.

Backgrounds

Whether it's general clutter or an ill-placed item on a bookshelf, viewers will notice what's in the background of your video. Make sure there are no distractions that will stray your viewer's attention from the message.

Back-drops

- Provider vignette videos should be filmed with an infinite white background.
- Patient testimonial videos should be filmed with a solid black background.

Interviews

Be certain to frame your subject matter effectively. As a general rule, follow the “rule of thirds.” Whenever possible, shoot with two cameras and follow the “rule of thirds.”



Cameras and Lenses

When shooting an interview, most circumstances will be covered by using a 24mm or 35mm lens. Using anything wider than a 24mm lens is not recommended. When shooting on-screen talent at close range, a 50mm or 80mm lens is suggested. For extreme product close ups, use a 100mm macro lens.

Plan Ahead

Not every project requires a script, but good video production should start with a plan. Every video, even one of a spontaneous nature, involves the development of an idea, planning, and in some cases, an approval process. At the very least, this means giving thought to the elements that will be included in your video: the people, the sound, the music and graphics, and most importantly, how you will be portraying the Ogden Clinic brand.



Web

The web is one of our most powerful communication tools. It allows Ogden Clinic to convey messages in real time and keeps the community involved with our brand. The Ogden Clinic website and our social media should use the same voice and present a cohesive look and feel across all channels of communication.

Web Standards

Consistency establishes trust.

Ogden Clinic’s website is a primary way that we communicate our message with those inside and outside of the company; therefore, it is vital that all pages maintain a level of consistency in appearance and functionality.

All graphical development for web pages must be in accordance with the established graphic identity and branding guidelines, as well as the brand information found in this guidebook. This includes all logos, colors, typography, graphic elements, photography, etc.

WEB COLOR

Grass Green RGB 0, 166, 81 HEX #00a550	Apple Green RGB 157, 196, 53 HEX #9dc335	Forest Green RGB 0, 127, 62 HEX #007f3d	Ogden Clinic Gray RGB 61, 67, 70 HEX #152128
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WEB TYPEFACE

Consistent typography on the web has historically been challenging, but the situation has improved in the last several years with the popularization of webfonts. The Typefaces, Open Sans and Montserrat, are available as a webfont from www.myfonts.com. Several similar fonts are also available through other services such as Adobe’s typekit.com. Choosing a classic web-safe font stack (e.g., Helvetica, Arial, sans serif) is also acceptable.

Note: The Marketing & Information Technology Departments are constantly working to review and update existing web policies and standards as the web evolves. If you have questions or would like to share some of your best practices, please contact the Marketing Department.

Social Media

Our culture is our brand.

Social media cultivates an engaging and inclusive online community across multiple platforms. It’s one of the easiest ways we can inform the community of current news and reinforce the Ogden Clinic brand in new and exciting ways. Ogden Clinic has a growing network of social media sites including an official Facebook page, a Twitter feed, a YouTube channel, an Instagram presence, a Pinterest account, and our own blog, *Healthy You*.

Ogden Clinic’s social media platforms must be managed well and consistently, even as the world of social media continues to evolve. Navigating the world of social media can be confusing with constant changes in platforms, technologies and communities. While we want the community to actively engage through social media, each of us needs to understand the risks involved in using social media and follow best practices to ensure professional use.

SOCIAL MEDIA GRAPHICS

All graphical development used on social media must be in accordance with the established graphic identity and branding guidelines, as well as the brand information found in this guidebook including logos, typography, colors, graphic elements, photography, etc

LOGO ON SOCIAL MEDIA

The logo mark may be used apart from the logotype on social media platforms such as the Facebook profile image, as long as the name is displayed next to the logo mark.

SOCIAL MEDIA ICONS

Approved Ogden Clinic social media icons must be used when promoting all social media pages in all communication materials.





Mission

When everyone comes together and speaks as one, we're able to communicate our message in an impactful way. We all have many individual voices, but it's through speaking in the same way with a consistent voice that we're more likely to be heard. Not only does the message break through the clutter - others begin to listen more thoughtfully to what's being said. As a part of this organization, we have the privilege and the honor to speak as one - for many.

Marketing Promise

To create innovative marketing concepts that promote brand awareness, drive company growth, and meet the organization's objectives. We will provide excellent service for our customers in the form of creative solutions, quality designs and content, and strategic marketing counsel.

MISSION

To be the place of choice for patients, employees, and providers by remaining a thriving independent, physician-owned, multi-specialty group practice.

VISION

The place of choice where needs are met through consistent quality care.

VALUES

Excellence
Compassion
Integrity
Leadership
Innovation
Dedication
Open Communication
Unity

Disclaimer

A great guide doesn't just show you the way. It gives you the power to lead. Now you have the standards needed to be a part of this effort in building Ogden Clinic's brand. It's no small endeavor, but we've never done anything small. And by the time you've gotten to this point, you've probably realized that a brand isn't a logo or a photograph or a color. It's all of these things - and you.

Just like any great resource, this guide will be continually updated to reflect the latest standards and guides, so check with the Marketing Department before beginning new projects.

Requests that fall outside of brand guidelines should be referred to the Director of Marketing. The next step for escalation is the Marketing Committee, followed by the Board of Directors.

Contact Us

Marketing Department
801.475.3464
Marketing@OgdenClinic.com



Contact Us

Marketing Department

801.475.3464

marketing@ogdenclinic.com