SIH

Brand Kit

Updated February 2019

Driven by our unique mission and core values, we are a constant source of knowledge and dependability in times of pain and crisis – and in moments of joy and relief.

We strive to create calm out of chaos amidst life's unpredictable physical, mental, emotional and spiritual challenges. By providing modern medical care through a convenient network of comprehensive services delivered by recognized experts, we are committed to helping everyone in Southern Illinois maintain and regain their most independent and healthiest lives possible.

This guide will help you understand the SIH brand identity and how to protect its value. Please use these standards to focus and inspire your thinking as you develop new communications materials.

Rex P. Budde
President & CEO
Southern Illinois Healthcare

1 Brand Strategy

Brand Strategy

Mission

We are dedicated to improving the health and well-being of all of the people in the communities we serve.

Vision

Creating a healthy Southern Illinois made stronger by acts of caring that transform lives

Values

Our values are the philosophy of our founders and guide the work of all that we do and how we serve others.

Respect

We recognize and value the dignity and uniqueness of each person

Integrity

We adhere to strong moral and ethical principles

Compassion

We respond to the feelings and needs of each person with kindness, concern and empathy

Collaboration

We communicate and work with others for the benefit of all

Stewardship

We responsibly use, preserve and enhance our human and material resources as a not-for-profit, community-controlled organization

Quality

We strive for excellence in all we do

Accountability

We hold ourselves and those around us responsible for living the values and achieving the vision of Southern Illinois Healthcare

Brand Strategy

Attributes

Brand attributes signal who we are, what we believe in and how we're different from our competitors. Complementing our mission and values, they help us tell a consistent story across communications channels.

Focused on Southern Illinois

Helping families across Southern Illinois live their healthiest possible lives while strengthening local communities

Unique Mission

Ensuring access to care for everyone who needs it

Responsible Nonprofit

Managing resources wisely as responsible stewards by making operational and investment decisions that maximize our effectiveness

Recognized Expertise

Deepening our knowledge and honing advanced skills in medical technology

Comprehensive Care

Offering a full spectrum of care over your lifetime

Positive Patient Experience

Creating a compassionate, patient-centered environment and culture

Personality

Brand personality is simply the manner in which we talk and act as we deliver value to the people we serve. It's a combination of the words we use and the tone we take when communicating with people about our healthcare system.
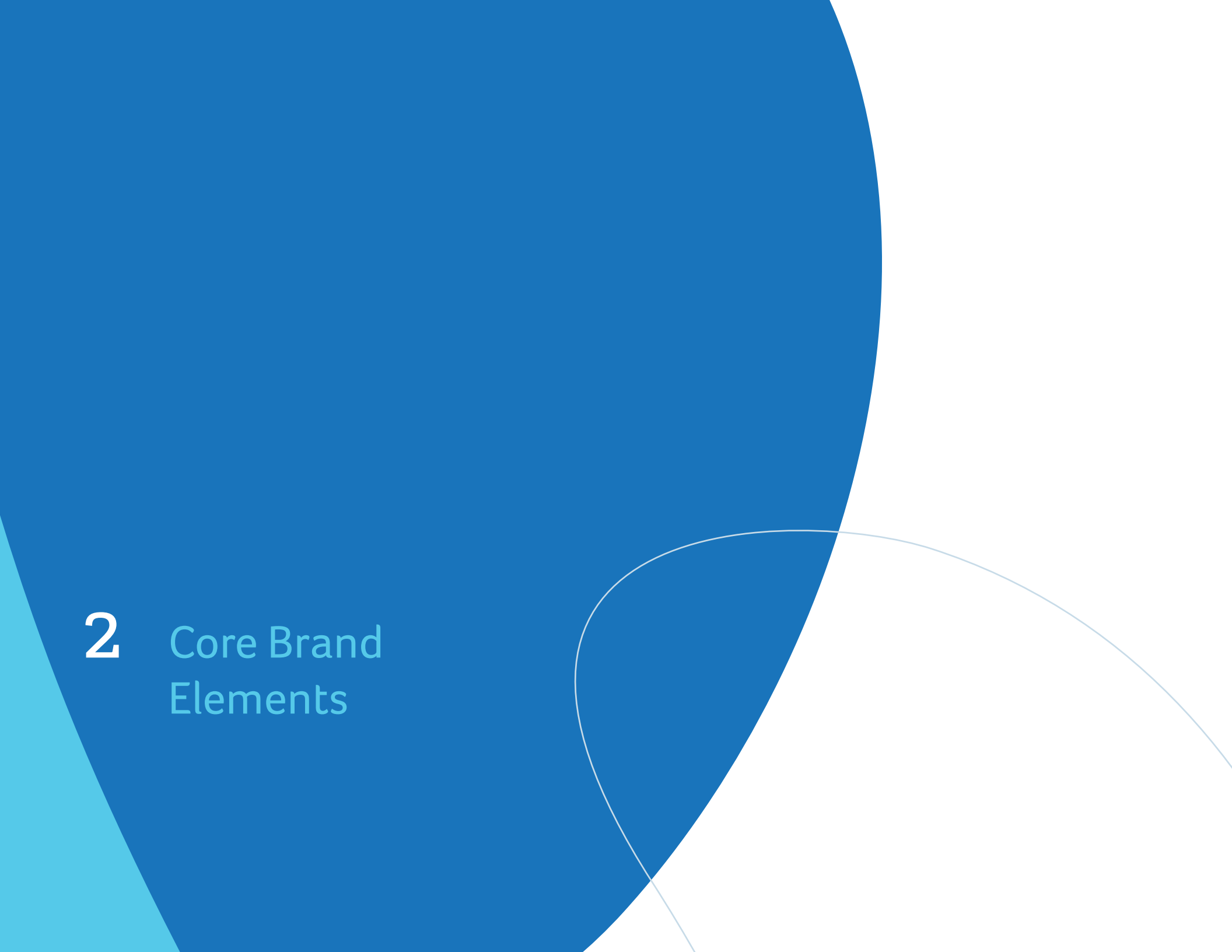
Caring

Trusted

Committed

Passionate

Knowledgeable

Problem Solver

Energetic

2 Core Brand Elements

Brandmark

Brandmark *(Preferred Use)*

SIH_Brandmark

Brandmark *(Limited Use)*

SIH_Brandmark_Reverse

SIH_Brandmark_White

SIH_Brandmark_SIHBlue

SIH_Brandmark_SIHGray

The SIH brandmark consists of two distinct elements: the SIH symbol and the SIH logotype. In the symbol, the head represents experts who care. Comprehensive services and community impact are the arms of this care. They enable us to apply advanced knowledge by simultaneously cradling and reaching out to the community, transforming patients through lifelong, compassionate healing. The scale of these elements and the spacing between them has been carefully designed and should not be altered in any way.

The preferred use of the SIH brandmark is full color. It may be used in one of the approved variations on a limited basis, such as when it appears on a noncontrasting background or if a design application has restrictions on color use. It is allowed as a reversed full color variation or as one-color variations in white, SIH blue and SIH gray.

Brandmark

Co-Branding

SIH_CoBrandingTemplate

Partnerships should not take it upon themselves to create their own co-branded lockups, as they don't have access to the approved co-branding template. **Co-branded lockup creation is coordinated through the SIH Marketing & Communications Department, who makes the lockups available to individual entities to download and use.**

Sample Application

Below are refinement considerations when using the *Co-Branding Template*.

Step 1: Size Mark

Size the partner mark so it **occupies the same amount of visual space as the SIH brandmark.** Note that both marks may not need to be the same height or width; rather, they should feel like they take up a similar amount of positive space.

Step 2: Adjust Spacing

Position the partner mark so that the **space between the underscore and the mark is equivalent** to the space between the SIH symbol and logotype.

Step 3: Align Positioning

Align the baseline of the partner mark to the baseline of the SIH brandmark.

Best Practices

Minimum Size - Print

SIH Brandmark

0.5"

Minimum Size - Digital

SIH Brandmark

50 px

Clear Space

SIH brandmarks require that a certain amount of clear space be preserved around them at all times. **The height of the "S" within the logotype should be used as a guide for how much clear space to establish on all sides of the brandmark** (at a minimum), as shown in this example.

Best Practices

Things to Avoid

Do not use the logotype or the symbol independently.

Do not change the relationship between the symbol and the logotype.

Do not recolor the brandmark in ways other than the options provided in these guidelines.

Do not change the font style of the logotype, even if the font is part of the visual identity system.

Do not stretch or modify the proportions of the brandmark.

Do not use drop shadows or effects.

Do not use the brandmark on a background without proper contrast.

Do not use a complex background behind any brandmark. When possible, use backgrounds in our color palette.

⌃ **Helpful Hint**

Holding down the Shift key while you resize will constrain proportions

3 Design Elements

Color

Core Colors

SIH Blue

305C
c58 m0 y6.3 k0
r89 g203 b232
59CBE8

SIH Gray

5425C
c55.5 m32.4 y24.6 k0
r122 g153 b172
7A99AC

Secondary Colors

Light Gray

545C
c21.4 m7 y4.4 k0
r198 g218 b231
C6DAE7

Dark Gray

7699C
c84 m53.9 y35.1 k12.3
r52 g101 b127
34657F

Accent Colors

Bright Blue

3005C
c100 m46 y2 k0
r0 g119 b200
0077C8

Yellow

128C
c4.3 m13.5 y82 k0
r243 g213 b78
F3D54E

Teal

3258C
c65.2 m0 y38.6 k0
r 73 g 197 b 177
49C5B1

Red

7416C
c3.4 m73.5 y69.8 k1
r229 g106 b84
E56A54

SIH blue and SIH gray, along with white, are the primary colors of the SIH brand. Light gray, dark gray and bright blue may be used to create contrast in designs that feature the core colors, while yellow, teal and red may be used as accent or highlight colors.
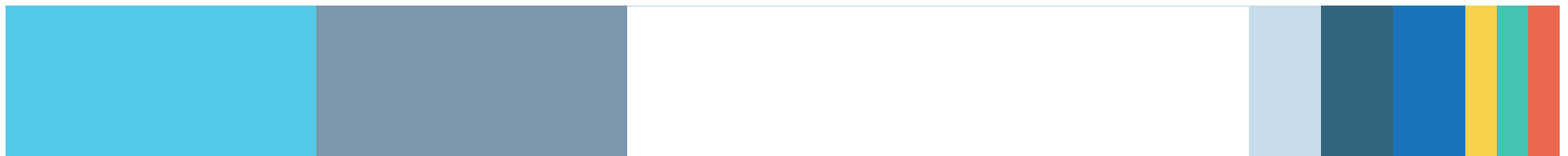
Typography

Core Font

Foco

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foco is a sans serif typeface family that comes in eight different styles. **As the core font, it should be used in most instances, such as body copy and headings.** It can be used at both a large or a small scale. Its full range of styles help express the breadth of the SIH personality.

Foco Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foco Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foco Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foco Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foco Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foco Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foco Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foco Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Secondary Font

Adelle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adelle is a serif typeface family that comes in four different styles. **It should be used to support the fonts in the Foco suite and can be used for subheadings or other text that is called out in a design for visual contrast.** It can be used at a large or a small scale, but thinner weights of the font should be considered in display text scenarios.

Adelle Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adelle Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adelle Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adelle Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Web Safe Font

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

It is preferred that SIH's website preserves the appearance of branded typography through webfont licenses for Foco fonts. When an alternate, web safe font is needed for digital applications, Calibri is a good option.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helpful Hint

Most employees will use this font. If you do not have the Calibri family available on your PC, please contact IT.

Typography

Font Use

Large Copy
Sample Paragraph

Lorem Ipsum
Arcu felis bibendum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent rutrum sapien eu metus molestie commodo. Donec nec augue odio.

Headline: 20 pt. Foco Regular
Subhead: 13 pt. Adelle Regular
Body: 12 pt. Foco Light
Leading: 20 pt.

Small Copy
Sample Paragraph

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent rutrum sapien eu metus molestie commodo. Donec nec augue odio. Aliquam eget lorem risus, vitae volutpat purus. In posuere velit, a viverra elit accu. Sed fermentum.

Headline: 13 pt. Foco Regular
Body: 8 pt. Foco Regular
Leading: 12 pt.

Sidebar
Sample Paragraph

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent rutrum sapien eu metus molestie commodo. Donec nec augue odio. Aliquam eget lorem risus, vitae volutpat purus.

Headline: 9 pt. Adelle Regular
Body: 8 pt. Foco Italic
Leading: 12 pt.

Deviation from the suggested type relationships shown on this page is allowed, if a particular design would benefit from a change due to the amount of copy and/or the size of the materials involved. Kerning should be used at default settings, but may be adjusted if necessary.

Photography

Photography Style

SIH photography should convey the brand's core personality traits of caring, committed, knowledgeable, energetic, trusted, passionate and problem solver.

Photography represents candid, active snapshots in time, striving for authenticity.

Body language in photography shows empathy, determination and attentiveness.

Overall lighting is warm and welcoming.

When appropriate, represent the moments of the genuine, human patient/provider connection.

Photography

Treatment Application

Before Application

After Application

Photography should be color corrected to apply a consistent look and feel across the brand, especially when using stock or photography from varied sources. Adjust for consistent warmth, vibrancy and contrast. When appropriate, make adjustments to subtly incorporate tones from our color palette into elements such as backgrounds and clothing. Take special care with people to keep images looking natural.

Graphic Treatment

Core Shapes
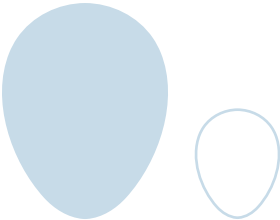
SIH_CoreShape_A

SIH_CoreShape_B

SIH_CoreShape_C

The SIH symbol can be deconstructed into three core shapes that can be used to reinforce the brand. These shapes can be outlined or filled in brand colors. They can also be used to contain SIH-styled photography. They can be rotated or overlapped as a system, but they must bleed off the artboard and be scaled proportionately.
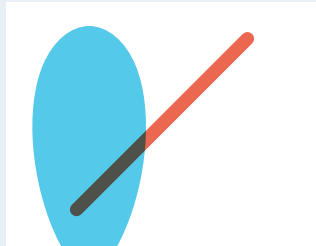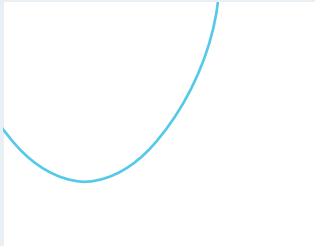
Sample Application

Below are refinement considerations when using the *Core Shapes*.
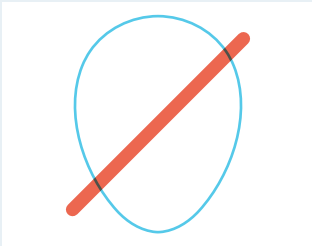
Step 1: Position Shape

Differentiate the core shapes from the symbol in the overall brandmark by always **positioning the shape so that it bleeds off the side of the artboard**.

Step 2: Scale Proportionately

Keep the core shapes true to the symbol in the overall brandmark by always **scaling the shapes proportionately to their original forms**.
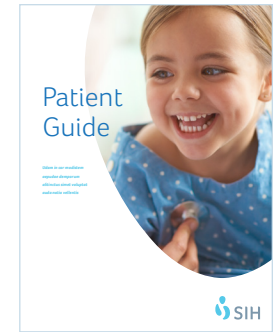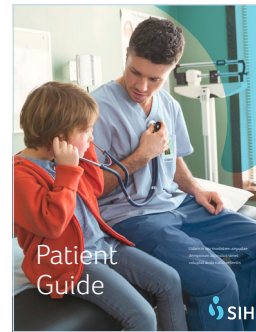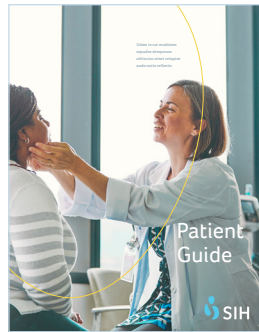
4 Applied Visual Identity

Visual Range

Brand Personality Expressions

Creating positive patient experiences by delivering modern medical care to everyone in Southern Illinois

Leads with Expertise

Committed
Knowledgeable
Trusted
Problem Solver

Leads with Compassion

Caring
Energetic
Passionate

Designed pieces can portray the brand promise through a range of applications, emphasizing specific personality traits.
More serious topics use applications that portray personality traits such as committed, knowledgeable, trusted and problem solver.
More expressive topics use applications that portray personality traits such as caring, energetic and passionate.

Visual Examples

Business Card

Letterhead

The SIH business card contains an optional back for patient-facing employees, allowing business cards to double as personable, handwritten communications tools, emphasizing SIH's priority of positive patient experiences. Business cards should be printed on uncoated paper to provide a surface easy for writing.
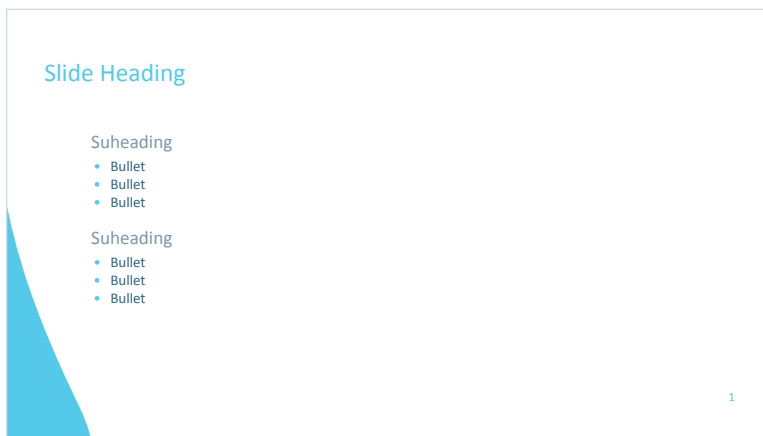
In the SIH letterhead, the text should always align with the "S" in the SIH brandmark. Customizable text color should be the SIH dark gray.

Visual Examples

Presentation Template

Presentations should always stay true to the SIH brand, using photography styles, colors and Calibri type.

SIH