



# Graphic

Standards Manual

# Our Mission Statement

*Our mission is to advance the health of our community.*

Kaleida Health nurses, physicians, and employees provide the most inspiring examples of how much we believe in animating the words of our mission statement. Everyone understands the important part they play toward achieving our mission and

how essential highly personalized care is to the successful recovery of our patients. Each employee carries the promise of exceptional care into the lives of those they are working with to make the promise in our mission statement happen every day.



# About Branding Kaleida Health

The purpose of a brand is to establish a positive organizational identity in the community that attracts and sustains loyal customers.

An effective brand identifies what an organization wishes to promote about its services and how it is distinct from those of its competitors. It will be recognized by customers who will then believe other positive information about the organization by its association.

Respect for the integrity of the Kaleida Health brand is essential in creating these positive

associations with what Kaleida Health wishes to promote: *the highest quality standards in all things.*

A brand can take many forms, including an organizational culture, name, sign, symbol, color combination or slogan.

The following pages demonstrate how you can uphold the integrity of the Kaleida Health brand in both internal and external publications.



# Protecting the Integrity of our Name



## Kaleida Health

Kaleida Health was formed in 1998 to include acute care hospitals, a home care agency, long-term care facilities, school-based health centers, community-based clinics and ambulatory surgery centers to serve the diverse needs of our community under one parent company.

The Kaleida Health name, which comes from the word *kaleidoscope*, is derived from the Greek words *kalos* (beautiful) and *eidōs* (shape). It was chosen to represent this broad spectrum of care and services.

Appropriate use of the Kaleida Health name in both internal and external publications is essential to the integrity of the organization's brand.

The Kaleida Health name should *not* be separated or abbreviated to *KH* or *Kaleida* in the following publications or media:

- ▶ Press releases
- ▶ Newsletters (internal and external)
- ▶ Official documents, such as letters, contracts, patient forms, etc.
- ▶ External email
- ▶ Social media outlets
- ▶ All marketing venues

The Kaleida Health name may be separated in the following circumstances:

- ▶ Informal or personal internal email *only*



# The History of our Logo



## Kaleida Health

The original Kaleida Health logo was designed in 1998 to visually represent the organization's newly established name. The logo initially symbolized the broad spectrum of care Kaleida Health professionals provided, the coming together of its hospitals under one parent company, and the diverse communities the organization serves.

In 2012, the logo evolved to reflect how the organization addressed the many challenges facing health care as an industry. The new logo remained recognizable and representative of its previous elements, but it was slightly modified to present a more modernized, streamlined visual that reflected the organization's current state.

A more modern, dark blue color replaced an outdated purple color, and the former teal color was made slightly lighter (cyan).

*The following pages demonstrate how to appropriately use Kaleida Health logos and explain where you can download approved logo images.*



# Logo Usage

## Kaleida Health corporate logo – color

On full-color communications, the color Kaleida Health logo should be used. Shown here are two configurations of the Kaleida Health logo. Depending upon the space dimensions, the logo that works better in the space is to be used. It is unacceptable to change any aspect of the logo or words, and their relationship in size and spacing. It is unacceptable to recreate this logo. Electronic logos should always be properly proportioned.

Documents that will be photocopied should use the black and white logo shown on the next page.

## Pantone colors

Different printing systems may require various color specifications. When Pantone colors can be specified, please use Pantone 308 and Pantone 325.

When Pantone colors cannot be specified, use the four-color process equivalents shown under the Pantone colors to the right. These are called CMYK equivalents, which refers to the four primary colors used in printing: Cyan (C), Magenta (M), Yellow (Y) and Black (K).



Kaleida Health



Kaleida Health

### Unacceptable logo usage



PANTONE®  
308

#### COATED CMYK

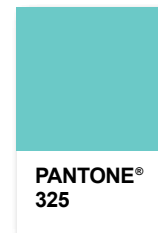
C	100
M	19
Y	8
B	46

#### UNCOATED CMYK

C	99
M	10
Y	14
B	38

#### RGB

R	2
G	97
B	126



PANTONE®  
325

#### COATED CMYK

C	54
M	0
Y	22
B	0

#### UNCOATED CMYK

C	52
M	0
Y	26
B	0

#### RGB

R	70
G	196
B	188



PANTONE®  
Warm Gray 8C

#### COATED CMYK

C	45
M	44
Y	48
B	7

#### UNCOATED CMYK

C	45
M	41
Y	43
B	5

#### RGB

R	138
G	129
B	122



# Logo Usage

## Kaleida Health corporate logo – black and white

If full color is not available, the Kaleida Health logo may be used in black or reversed out to white, as shown below. Only use the logo in reverse format when it can be large enough to maintain its integrity.



Kaleida Health



Kaleida Health



# Specific Hospital Logo Usage

## Buffalo General Medical Center/Gates Vascular Institute logo

On full-color communications, the color logo should be used.





# Specific Hospital Logo Usage

## DeGraff Medical Park logo

On full-color communications, the color logo should be used.



# Specific Hospital Logo Usage

## Millard Fillmore Suburban Hospital logo

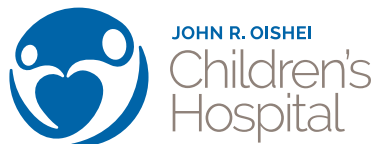
On full-color communications, the color logo should be used.



# Specific Hospital Logo Usage

## John R. Oishei Children's Hospital logo

On full-color communications, the color logo should be used.



# Font Usage

## **Kaleida Health corporate typefaces**

If you are a Kaleida Health employee, don't worry if you do not have these exact fonts. This information is targeted to our external vendors – the best font options for you are Times New Roman and Arial.

Use the following fonts for all corporate identification media.

- ▶ **Berkeley Oldstyle Book**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ *Berkeley Oldstyle Book Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ **Berkeley Oldstyle Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ *Berkeley Oldstyle Medium Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ **Berkeley Oldstyle Black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ *Berkeley Oldstyle Black Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

- ▶ **Avenir 45 Book**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ *Avenir 45 Book Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ **Avenir 55 Roman**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ *Avenir 55 Roman Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ **Avenir 65 Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ *Avenir 65 Medium Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ **Avenir 85 Heavy**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ *Avenir 85 Heavy Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ **Avenir 95 Black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
- ▶ *Avenir 95 Black Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890



# Graphic Standards Manual



## Kaleida Health

Buffalo General Medical Center/Gates Vascular Institute • Bradford Regional Medical Center • DeGraff Medical Park  
HighPointe on Michigan • John R. Oishei Children's Hospital • Kaleida Health Ambulatory Care Network • Kaleida Health Laboratories  
Millard Fillmore Suburban Hospital • Olean General Hospital • Visiting Nursing Association of WNY

[www.kaleidahealth.org](http://www.kaleidahealth.org)