Brand Identity Guidelines
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Dear Colleagues and Supporters,

Our brand is more than a name or logo. It stands for the trust we earn from patients, employees and supporters. This trust is an asset of great value, and managing it well is an investment in our future.

Over the past year, we have undertaken a careful and deliberate process to evaluate the effectiveness of our entire branding system. This process led to important decisions about our name and how we will identify service lines and practices. In addition, we have a new visual identification design system that includes a new symbol and clear rules for how it should be used. The following guidelines explain these important developments.

I look forward to working together with you to build consistency, recognition and trust for Greenville Health System as we continue to grow in our mission of serving the healthcare needs of the people of Greenville County and the Upstate.

Sincerely,

Mike Riordan
President and CEO
1. Brand Foundation

The ideas that define our brand
Our previous name was long and difficult to use. By adopting “Health” and simplifying it to three words, we create a name that is easy to say and better describes our breadth of services and influence. This new approach preserves the acronym “GHS” that most people know us by. We will continue to use the ghs.org web address, which is short and easy to remember.
Brand Architecture

Brand architecture defines the way a parent brand relates to sub-brand entities. We are moving to a disciplined strategy that makes the parent name Greenville Health System dominant. This “branded house” approach streamlines our entire branding system and emphasizes our parent name to help us build long-term brand recognition more efficiently.

House of Brands Strategy

Steadman Hawkins Clinic of the Carolinas
Greenville Health System

Piedmont OB/GYN
Greenville Health System

Heart & Vascular Institute
Greenville Health System

Branded House Strategy

Greenville Health System
Steadman Hawkins Clinic of the Carolinas

Greenville Health System
Piedmont OB/GYN

Greenville Health System
Heart & Vascular Institute
Brand Positioning

For more than 100 years, we have been a key provider of health services to the people of Greenville County and increasingly to the Upstate. The recent addition of the USC School of Medicine Greenville and the new pharmacy school advances our longstanding programs in education and research. As an academic medical center, we are particularly focused on changing the way health care is provided to the individual. We intend our system of research, education and clinical services to have an impact well beyond our regional service area.

Our brand positioning statement captures the essence of how we choose to define ourselves in the market. It serves as the foundation for all communication. As an internal compass, it works behind-the-scenes to steer messages and ensure consistency. The positioning statement is not intended for publication.

Positioning Statement

GHS is the leading provider of health services for people of Greenville County and the Upstate. Our commitment to clinical innovation is supported by education and research and is transforming the delivery of quality services for our patients, their families and our community. We intend to be a regional value leader and a national model of change.
Our new symbol is derived from important existing brand elements: the imagery of the Palmetto tree with its reference to the symbol of the University of South Carolina and the acronym “GHS.” The new symbol appears in a vibrant green.
Brand Signature

Our brand signature is a proprietary design. The size of the symbol and its visual relationship to the name create a unique graphic configuration. The typestyle of our name is a customized version of Trajan, our previous brand typeface. For more information about correct use of the signature, refer to sections 2 and 3.

Our signature identifies the brand to a wide audience. It is among our most important assets.
Brand Seal

Our brand seal incorporates our name and founding date. The seal is reserved for special ceremonial applications. For more information about using the seal, refer to section 4.

The brand seal conveys a tone of tradition and academia.
2. Basic Identity Elements

The visual assets that define our brand
Our brand signature is a proprietary design that combines our symbol and name in a unique configuration. The name appears in a customized version of the Trajan type style. The symbol is arranged to the left. The size and proportion of these signature elements never change. Reproduce the brand signature from authorized files available from www.ghs.org/logo.

Reproduce signatures from authorized files only.
Signature System

GHSsig1
Two color, PMS 361 and black on white

GHSsig2
Black

GHSsig3
White on black or dark background

Our brand signature has three standard variations. Each is named for easy reference. Reproduce the brand signature from authorized files available from www.ghs.org/logo.
Our brand signature has a fourth variation for dark background colors. The symbol appears in green and the name appears in white. The background color may be a dark green. This “staging color” must be compatible with the green of the brand symbol and may play an important role in sign, print design, web and other brand design applications yet to be fully developed.

GHSsig4
Two color on dark background staging color

NOTE: Background colors other than white or black must be approved by Marketing.
Color is an important tool for building recognition. Our brand colors may be screened to help organize content and add visual variety in communication design. As brand design is developed, additional colors may be introduced along with specific rules for their use.
Type is an important tool for building brand recognition. Use Whitney for all professionally created communication such as advertising, brochures, stationery and signs. For more information about Whitney, go to www.typography.com.

**Primary Brand Typestyle**

**Whitney Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

```
0123456789
```

**Whitney Book**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

```
0123456789
```

**Whitney Semibold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

```
0123456789
```

**Whitney Light Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

```
0123456789
```

**Whitney Book Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

```
0123456789
```

**Whitney Semibold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

```
0123456789
```
Secondary Brand Typestyle

Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Minion Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Minion Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Minion Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

The classic serif typestyle Minion may be used to complement Whitney. Minion is effective in publication design that features large passages of text.
Typestyles for Internal Use

**Arial**

*Arial* is the preferred font for PowerPoint presentations and forms.

**Times New Roman**

*Times New Roman* is the preferred font for stationery correspondence.

**Calibri**

*Calibri* is the preferred font for e-mail correspondence.

For internal communications, Arial, Times New Roman and Calibri are acceptable alternative fonts. They are commonly available on all PCs.
Signature Clear Zone

Maintain a space around every brand signature. Define this space with the letter “H” from Health. No graphic element, type or photo may appear within this clear zone.

The signature clear zone protects the legibility and brand integrity of our signature.
Consistent use of our signatures builds recognition and credibility for our brand. Avoid these examples! Never reduce signatures to smaller than a 5/16” symbol diameter.

**Incorrect Use of the Signature**

1. Do not squeeze.

2. Do not use color on incompatible color.

3. Do not change signature configuration.

4. Do not change the typestyle.

5. Do not place over a pattern or distracting photo.

6. Do not add drop shadows.
Use of Symbol

Our signature (symbol and name together) is always the best way to identify our brand. In rare cases, when using a full signature is impractical, the symbol may appear separated from the name. If the symbol appears apart from the signature, the context must clearly communicate the complete identity of Greenville Health System. Use of the symbol alone must be approved by the brand integration manager.

Use of the symbol alone is for special circumstances.
3. Entity Signature System

Identifying our Service Lines and Practices
Our brand signature may be combined with an entity name to create a special entity signature. The graphic format is exactly defined.

Maintaining a consistent signature format for all of our entities is one of the most important disciplines we have for building our brand.
These are examples of entity signatures. By identifying our hospitals, service lines and practices consistently, we build brand recognition and credibility.

1. Hospital Example

2. Service Line Example

3. Physician Practice Example
In certain cases, a physician practice may be identified as part of a service line. The service line name is always first below the brand signature. The practice name follows below a thin separation line. Consult with Marketing about if and when this option should be used.
These are examples of entity signatures with both service line and physician practice identification.

**GREENVILLE HEALTH SYSTEM**

*Orthopaedics*

Steadman Hawkins
Clinic of the Carolinas

**GREENVILLE HEALTH SYSTEM**

*Women’s Hospital*

Piedmont OB/GYN

**GREENVILLE HEALTH SYSTEM**

*Heart & Vascular Institute*

Carolina Cardiology Consultants
Entity Signature Clear Zone

Maintain a space around every entity signature. Define this space with the letter “H” from Health. No graphic element, type or photo may appear within this clear zone.

The signature clear zone protects the legibility and brand integrity of a signature.
4. The Brand Seal

A reference to our history and academic emphasis
The Brand Seal System

Our brand seal has three variations. Each is named for easy reference. Reproduce seals from authorized files available from Marketing. For more information about appropriate use of the brand seal, contact the brand integration manager.

GHSseal1
PMS 361 on white

GHSseal2
Black or dark color on white

GHSseal3
White on black or dark background
Brand Seal Applications

Certificate of appreciation

Our brand seal is reserved for special ceremonial applications such as system-level employee recognition certificates or official corporate documents such as board resolutions. The seal may be printed, embossed or etched on glass.
Brand Seal Applications (continued)

The brand seal may be fabricated as a dimensional medallion in special sign applications.

GHS Seal 2
Rendered in dark gray on satin metallic
5. Children’s Hospital Signature

A signature that speaks to a special audience
Our “branded house” strategy has one exception: GHS Children’s Hospital. This signature follows a precedent for children's hospitals set by most major healthcare systems in the country. The new signature adopts the stylized letters and strong blue color from the previous version.

Children's Hospital Signature

NOTE: Use of the alternate signature must be approved by Marketing.
**Children’s Hospital Signature System**

The Children’s Hospital brand signature has color variations similar to the GHS brand signature. Each is named for easy reference. Reproduce the brand signature from authorized files available from www.ghs.org/logo.

**Two-color signatures**

**Black**

<table>
<thead>
<tr>
<th>GHSchild1A</th>
<th>GHSchild1B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenhouse Hospital</td>
<td>Greenville Health System</td>
</tr>
</tbody>
</table>

**White on black or dark color**

<table>
<thead>
<tr>
<th>GHSchild2B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenhouse Hospital</td>
</tr>
</tbody>
</table>

**Two color on dark “staging color”**

<table>
<thead>
<tr>
<th>GHSchild2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenhouse Hospital</td>
</tr>
</tbody>
</table>

NOTE: Background colors other than white or black must be approved by Marketing.
Brand Color and Typestyles

GHS Children's Hospital brand colors are green and blue and may be screened to help organize content and add visual variety in communication design. As brand design is developed, additional colors may be introduced along with specific rules for their use. Typestyles are the same as for the GHS brand.

Primary Brand Colors

- Bright Green
  - CMYK: c69, m0, y100, k0
  - RGB: r84, g185, b72

- Reflex Blue
  - CMYK: c100, m89, y12, k6
  - RGB: r34, g61, b134

Primary Brand Typestyles

- Whitney
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- Minion
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

Typestyles for Internal Use

- Arial
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- Times New Roman
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- Calibri
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
The signature clear zone protects the legibility and brand integrity of our signatures.

Maintain a space around every brand signature. Define this space with the letter “H” from Hospital. No graphic element, type or photo may appear within this clear zone.
Incorrect Use of the Signature

1. Do not squeeze.

2. Do not use color on incompatible color.

3. Do not change signature configuration.

4. Do not remove parent name or symbol.

5. Do not place over a pattern or distracting photo.

6. Do not add drop shadows.

Consistent use of our signatures builds recognition and credibility for our brand. Avoid these examples! Never reduce signatures to smaller than a 5/16” symbol diameter.
The GHS Children’s Hospital signature may be combined with an entity name to create a special signature. The graphic format is exactly defined. Maintain a clear zone around each entity signature. Contact Marketing for more information about developing an entity signature.

Example

![Entity Signature Format](image)
Entity Signature Clear Zone

Maintain a space around every entity signature. Define this space with the letter “H” from Hospital. No graphic element, type or photo may appear within this clear zone.

The signature clear zone protects the legibility and brand integrity of our signatures.
6. Brand Design System

Bringing the brand to life through thoughtful application
Branding programs are composed of multiple design systems working together to identify and communicate consistently. Design systems include website, signs, marketing collateral, vehicles, stationery, employee clothing, etc. Each design system has unique parameters that GHS branding must accommodate. In addition, each system must balance specific communication requirements of GHS entities and their audiences with the overall GHS brand image.

The “branded house” strategy is the guiding principle behind all GHS brand design system development. The visual characteristics of this strategy include the following:

1. Pre-eminent and consistent use of the GHS parent name, symbol and signature
2. Consistent use of color
3. Consistent use of typography
4. Consistent use of imagery
5. Simplicity
Trade Dress

Trade dress is a unique set of visual characteristics creating brand recognition. Think of Apple Computer, UPS or Coke and an image comes to mind. A well-designed and executed trade dress system is a powerful brand asset that builds value over time.

For GHS, our trade dress includes the use of our brand symbol and signatures, typography, color, imagery and the specific way these elements are arranged in any given application. Each of our brand design systems demonstrates a carefully planned trade dress, developed in collaboration with key GHS stakeholders. The following pages show examples of these important communication systems.
Our sign system accommodates a complex array of identification and wayfinding needs.

Signs

Primary contact: Sam Sims
ssims@ghs.org
(864) 918-2571
Our stationery reaches a wide audience ranging from patients to academic institutions.
Our web design unifies a complex collection of important information. It serves as the primary contact for many of our audiences.

Primary contact: Jason Pleakis
jpleakis@ghs.org
(864) 797-7552
Promotional and Health Education Brochures

Primary contact: Lisa Corley
lcorley@ghs.org
(864) 797-7546

Our brochure system accommodates a wide range of printed communication needs from promotion of practices, services and programs to patient education.
Understanding Your Ultrasound

What is ultrasound?
Medical ultrasound uses sound waves that are far above the range of normal human hearing. A beam of high-frequency sound is passed into the body. The echoes or reflections are received and converted by the instrument into an image, providing useful information about internal organs.

How can an ultrasound-guided procedure help me?
Ultrasound is extremely helpful in guiding a needle to obtain fluid and/or cells to send to the lab for evaluation. Your physician may order an ultrasound-guided procedure to biopsy an area in the body such as your liver or thyroid nodule.

A thoracentesis may be ultrasound-guided to draw fluid from the lung space, and a paracentesis may be ultrasound-guided to draw fluid from the abdomen. Fluid may be removed for your comfort and, if requested by your physician, may be sent to the laboratory for testing.

How should I prepare for the exam?
If you are having sedation (liver biopsy patients), you should NOT eat or drink anything six to eight hours before the exam. You will need a ride home. No preparation is needed for the ultrasound-guided paracentesis, thoracentesis or thyroid biopsies. Blood thinners may prevent us from performing your procedure.

Before Your Exam
Please arrive 30 minutes before your scheduled time to register. Orders for your exam are necessary to perform the procedure - we cannot proceed without them. Please bring a copy of your insurance card.

What will happen during the exam?
After entering the ultrasound corridor, you will be under the care of the sonographer - a specialist who performs the examination. The sonographer will do the following:

- Make you as comfortable as possible.
- Place you on a table or stretcher.
- Apply warm gel to the skin.
- Pass the transducer over the area that needs to be evaluated.
- Apply light pressure.
- Take preliminary images before your procedure.
- Explain the procedure and consent is signed.
- Use the ultrasound equipment to mark a starting point for the procedure.
- After the skin is prepped in a sterile fashion, lidocaine will be used to help numb the area. It will sting but will help take away the sharpness of the needle.
- For biopsies, a sample will be acquired to send to the lab. For thoracentesis and paracentesis, fluid will be removed.
- After cleaning the site of the procedure, an adhesive bandage will be applied. You may leave the department.

How long will the exam take?
The procedure time varies. For an ultrasound-guided liver biopsy, you should allow for approximately eight hours for the procedure and observation. Paracentesis and thoracentesis ultrasound-guided times depend on the amount of fluid present. Ultrasound thyroid biopsies times also will vary depending on the accessibility of nodules to be biopsied. A minimum of one hour should be allotted.

Radiology Services
Ultrasound-guided Procedure

What will happen during the exam?
After entering the ultrasound corridor, you will be under the care of the sonographer - a specialist who performs the examination. The sonographer will do the following:

- Make you as comfortable as possible.
- Place you on a table or stretcher.
- Apply warm gel to the skin.
- Pass the transducer over the area that needs to be evaluated.
- Apply light pressure.
- Take preliminary images before your procedure.
- Explain the procedure and consent is signed.
- Use the ultrasound equipment to mark a starting point for the procedure.
- After the skin is prepped in a sterile fashion, lidocaine will be used to help numb the area. It will sting but will help take away the sharpness of the needle.
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How long will the exam take?
The procedure time varies. For an ultrasound-guided liver biopsy, you should allow for approximately eight hours for the procedure and observation. Paracentesis and thoracentesis ultrasound-guided times depend on the amount of fluid present. Ultrasound thyroid biopsies times also will vary depending on the accessibility of nodules to be biopsied. A minimum of one hour should be allotted.
Vehicles

Our vehicles provide high brand visibility in the many towns and communities we serve.

Primary contact: Gary Hipps
ghipps@ghs.org
(864) 797-7545
Clothing

Primary contact: Gary Hipps
ghipps@ghs.org
(864) 797-7545

Our clothing identifies and adds credibility to the many employees and volunteers representing our brand.
Clothing (continued)

Our lab coats and scrubs are among the most visible representations of our brand to patients and their families.

Primary contact: Gary Hipps
ghipps@ghs.org
(864) 797-7545
Gift and Promotional Items

Primary contact: Gary Hipps
ghipps@ghs.org
(864) 797-7545

Our brand signature appears on a variety of promotional and gift items widely used by employees, patients and community members.
7. Managing the Brand

Developing and maintaining the brand
Adapting design systems and trade dress as an organization evolves requires ongoing, thoughtful and deliberate process management. Effective design development follows these general steps:

1. **Audit and Assessment**
   - Conduct audit of current design approach. Assess needs, opportunities, strengths, weaknesses and processes of existing system. Identify target audiences and internal stakeholders. Develop budgets and implementation schedule.

2. **Design Development**
   - Apply visual brand building blocks (signature, color, typography, imagery) to create a new or modified design system. Design development by either internal creative team or external design consultant involves creative exploration and close collaboration with an internal management team composed of key stakeholders. This phase may require multiple steps to discover and refine a final design direction that is compelling, systematic and practical. Final design concept is presented and explained to internal users.

3. **Design Specification**
   - Create design specifications and/or design templates for the design system. This phase clearly defines the design system for cost-effective and efficient execution by internal and external teams.
4. Design Bid

Design specifications may be used to solicit bids from selected vendors. Internal management teams composed of Marketing, Purchasing and representatives from other relevant internal groups provide oversight in the selection and management of vendors.

5. First-generation Proofing

Internal management team composed of Marketing, Purchasing and representatives from other relevant internal groups reviews first generation of proofs to ensure that vendor can maintain design integrity.

6. Ongoing Management Oversight

Internal management team composed of Marketing, Purchasing and representatives from other relevant internal groups monitors design for consistency and quality. Periodic and regular audits are conducted for review by senior management.
Using Electronic Files

Our signatures are available in two kinds of electronic file formats:

1. **Screen viewing.** These files are low-resolution electronic formats designed for viewing on computer screens. The most common type is called a JPEG. Because they are lower resolution, JPEGs take up less memory on computers. They are often imported into Microsoft PowerPoint and Word documents. When JPEG files print on desktop printers, color is often wrong and the edges of letters appear jagged. Do not use these files to make desktop-printed stationery. Use only professionally pre-printed stationery. Never send JPEG signature files to be professionally printed.

2. **Professional printing.** These files are high-resolution electronic formats designed for offset and silkscreen printing. The most common type is called an EPS. Stationery, marketing communications and advertising use EPS files. When they are printed, EPS files maintain accurate color and sharp detail. Always be sure to supply printers with the correct electronic files from Marketing.

Support for specific brand identity and communication is available from Marketing.

Sally Foister
Director, Marketing Services
sfoister@ghs.org
(864) 797-7530

Gary Hipps
Manager, Brand Integration
ghipps@ghs.org
(864) 797-7545
Brand Identification Terms

Symbol  A unique graphic element used to identify a brand.

Logo  Specifically, a brand name appearing in a unique typestyle. “Logo” is also commonly used to refer to a brand symbol or signature.

Signature  A proprietary design that combines a brand symbol and name in a unique configuration.

Typography  The appearance and arrangement of type.

Font  A complete typestyle family, including all its variations of weights, italics and numbers.

Four-color Process  A professional method of printing that combines four basic colors to render color images.

PMS Color  A specific color from the Pantone Matching System, an ink color matching system universally recognized by printers.

Spot Color  A specific ink color, usually a Pantone color.

Offset Printing  A professional printing process.

Coated  A glossy paper, noted in the PMS color matching system by an ink number followed by the letter “C” (example 361C).

Uncoated  A porous paper, noted in the PMS color matching system by an ink number followed by the letter “U” (example 361U).

Reverse  A light image on a dark background.

Positive  A dark image on a light background.

JPEG, PNG, GIFF  Types of electronic image formats, usually in low resolution, best suited for screen viewing.

EPS  A type of electronic image that maintains high resolution at any size, most often used for professional printing.

These are some key words we will be using throughout our brand implementation.