SHEPHERD CENTER BRAND GUIDELINES
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The Shepherd Center is world-renowned for its medical treatment, research and rehabilitation for people with spinal cord and brain injury, multiple sclerosis, spine and chronic pain, and other neuromuscular disorders. Our staff members take pride in ensuring that patients receive care that gives them healing and hope to return to a life in their community that is fulfilling and as independent as possible.

Shepherd Center is a brand that is fortified by the actions we take every day. It encompasses the services we provide, the respect and compassion we show patients, families and fellow employees, and the pride we share for working in an environment that is a Center of Excellence. Our brand is reflected in the communications we develop, such as presentations, letters, hospital literature, faxes, forms, banners and T-shirts.

You play a crucial role in sustaining the strength of the Shepherd Center brand. The materials you create to communicate with internal or external audiences offer an opportunity to reinforce our brand positioning through consistent usage of the logo, color palette and typography.

Shepherd Center relies on individuals like you to serve as brand stewards. By understanding these concepts – and the applications specified in this document – you help protect the qualities and attributes important to our image.

This manual explains our desired brand image and how we achieve it. In any communication you create, please follow the “spirit” of these guidelines, as well as the graphic standards. The Shepherd Center name is a registered mark, so proper logo usage is important to protect our legal rights. In addition, your cooperation contributes to the overall “look and feel” that defines our organization’s personality and differentiates us from others.

A strong brand contributes to our success because it gives people an intellectual and emotional connection to the hospital. Thank you for recognizing your role in this process and for helping Shepherd Center achieve its positive and distinctive brand image.

Jane M. Sanders
Director of Public Relations and Digital Marketing
Shepherd Center's mission is to help people with a temporary or permanent disability caused by injury or disease, rebuild their lives with hope, independence and dignity, advocating for their full inclusion in all aspects of community life while promoting safety and injury prevention.
Each time the logo is used, it should adhere to the application guidelines specified in this manual. All approved Shepherd Center logo files are available for use at shepherd.org/media-kit.

Protective Field

For greatest visual impact and design integrity, the logo is always surrounded by a protective field – or clear space – where no other image or type should appear. The box (shown as a dotted line) around the Shepherd Center logo indicates the protective field, which is the height of the letter “C” around the entire logo.

Minimum Size

The Shepherd Center logo should never appear in a size smaller than 1.5” wide.

Logo Proportion

The Shepherd Center logo should always be used in the correct proportion. Use the [SHIFT] key when scaling the logo artwork within any document.
Consistent use of color creates a distinctive and proprietary look for Shepherd Center communications materials. This page includes several examples of 1-, 2- and 4-color logos.

### 2-Color Application
Shepherd Center Blue = Pantone® 301
Shepherd Center Gold = Pantone® 7406

![Shepherd Center Logo](image)

### 4-Color Process Application
Shepherd Center Blue = C: 100, M: 46, Y: 5, K: 18
Shepherd Center Gold = C: 0, M: 17, Y: 100, K: 0

![Shepherd Center Logo](image)

### Screen/RGB Application
Shepherd Center Blue = R: 0, G: 82, B: 147
Hexadecimal number: 005293
Shepherd Center Gold = R: 235, G: 183, B: 0
Hexadecimal number: EEB700

![Shepherd Center Logo](image)

### Dark Background Application
Logo may be reversed out of a colored background.

![Shepherd Center Logo](image)

### 1-Color Application (Black)
Logo may be used in black for 1-color application.

![Shepherd Center Logo](image)
Consistent application of the Shepherd Center logo is essential to protect the brand. The standards presented in this manual create a common platform for all communications materials and ensure a consistent look. Examples on this page depict improper ways to use the logo.

- **DO NOT** rearrange the Shepherd Center logo and icon.
- **DO NOT** show the Shepherd Center logo in outline form.
- **DO NOT** use incorrect identity proportions.
- **DO NOT** use the Shepherd Center logo less than 1.5” wide.
- **DO NOT** include the Shepherd Center logo as part of a sentence.
- **DO NOT** use the Shepherd Center logo without the icon.
- **DO NOT** change the spacing of the logo type.
- **DO NOT** flip the Shepherd Center icon.
- **DO NOT** add a shadow or other three dimensional effect to the Shepherd Center logo or icon.
- **DO NOT** use the Shepherd Center logo in colors other than those outlined in this guide.
- **DO NOT** change the Shepherd Center logo type.
- **DO NOT** use the Shepherd Center icon without Shepherd Center text.

Next: Logo Lock-Up
On occasion the Shepherd Center Logo and Icon appear in the approved logo lock-up formation with internal departments and programs as shown below.

Shepherd Center
FOUNDATION

Shepherd Center
RECREATION THERAPY

Shepherd Center
2020 Peachtree Road, NW
Atlanta, GA 30309-1465
404-352-2020 shepherd.org

Shepherd Center
SHARE MILITARY INITIATIVE

Shepherd Center
SPINE AND PAIN INSTITUTE

Next: Color Palette
These 10 selections comprise the Shepherd Center color palette.
Typography: Typeface and Usage

The Cambria and Arial typefaces are the designated fonts to use for all presentation materials created internally. You may use one font for headlines and another for body copy, or the same font for both.

**SERIF:**

**Cambria**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

**SANS SERIF:**

**Arial**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

Note: Professionally designed materials may use other similar fonts, such as **Open Sans** for a sans serif font and **Minion Pro** or **Utopia** for serif fonts.

**SERIF:**

**Minion Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

**Utopia**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

**SANS SERIF:**

**Open Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

Email communications should use the default sans serif font. Shepherd Center websites use **Proxima Nova** for the main text on pages and **Alternate Gothic No.3 D** for the all-caps navigation bar font.

**EMAIL - TEXT:**

Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

**WEBEBSITE - TEXT:**

**Proxima Nova**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

**WEBEBSITE - NAVIGATION:**

**Alternate Gothic No.3 D**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

Next: Templates
or your convenience, pre-designed templates are available for many of the materials you may need. Place orders for these items through the Materials Management Department.

Letterhead, #10 Envelope, and 10” x 13” Envelope
The information contained in this facsimile message is legally privileged and confidential information intended only for the use of the individual named above. If the reader of this message is not the intended recipient, you are hereby notified that any use, dissemination, distribution or copy of this facsimile is strictly prohibited.
PowerPoint Template - Samples of Master Page Layouts

Next: Photography
Our patients and employees are the face of Shepherd Center and bring to life the promise and story behind Restoring Hope, Rebuilding Lives. As part of the brand strategy, a categorized and keyword-searchable library of images is available for use by Shepherd Center employees, as well as external partners. Our photography features engaging images of patients, employees, facilities and events and is available in the Media Library (left column link) of the Shepherd Center Newsroom at news.shepherd.org. Additional images are available upon request from the Public Relations Department.