Shepherd Center
Brand Guidelines
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Shepherd Center is world-renowned for its medical treatment, research and rehabilitation for people with spinal cord, brain injury, stroke, 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 exceptional. Our brand is reflected in our communications, such as presentations, brochures, letters, hospital literature, faxes, forms, banners and even 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 champions. 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 helps create an 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.

Our Mission

Branded Materials Policy

shepherd Center’s publication and branded materials design and production policy, which is available to employees at shepherdcenter.policystat.com, any written, digital or audio-visual materials bearing the Shepherd Center name and/or logo that are to be produced and distributed to internal, external or multiple audiences must be approved by the Marketing and Public Relations Department prior to production.

Unless otherwise agreed upon when approved, the Public Relations and Marketing Department will be responsible for the production of all collateral and promotional materials produced by Shepherd Center. This includes, but is not limited to, brochures, flyers, fact sheets, T-shirts, hats and other apparel, marketing promotions, exhibits, ads, websites, newsletters, signage, advertising, and other printed or online materials.

Requests for the production of printed and/or online communication materials should be submitted to the Director of Public Relations and Digital Marketing via the Marketing/PR Job Requests button in the Quick Links section of the Shepherd Central intranet home page.

Style Guide

The Marketing and Public Relations Department follows the Associated Press Stylebook – with a few exceptions – in all hospital communications. Those exceptions and other style practices are in the the Publications Style Guide posted on the department's intranet page.

Please note that there is no “The” before “Shepherd Center” in the hospital’s official name.
Each time the logo is used, it should adhere to the application guidelines specified in this manual. Per Shepherd Center policy, new and external uses of the logo in printed and digital materials, as well as apparel and T-shirts, must be approved by the director or associate director of public relations in the Marketing and Public Relations Department. All approved Shepherd Center logo files are available for use at shepherd.org/media-kit.

Protective Field

For the 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 above) around the Shepherd Center logo indicates the protective field, which is the height of the letter “C” around the entire logo.

Minimum Size

In print, the Shepherd Center horizontal logo should be no smaller than 1.5” wide and the vertical logo should be no smaller than 0.75” high.

For the website and other electronic media, the horizontal logo should be no smaller than 50 pixels (px) tall, and the vertical logo should be no smaller than 100 px.

On responsive digital media, the logo should maintain a proportional width and height, with the height of the horizontal logo shrinking to no smaller than 40 px tall and the vertical logo height shrinking no smaller than 75 px.

Logo Proportion

The Shepherd Center logo should always be used in the correct proportion. Use the \( \text{SHIFT} \) key when scaling the logo artwork within any document.

* Website and other electronic media not shown.
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, which are also available in vertical format at shepherd.org/media-kit.

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

### 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

### Screen/RGB Application
Shepherd Center Blue = R: 0, G: 100, B: 157
Hexadecimal number: 00649D
Shepherd Center Gold = R: 255, G: 209, B: 0
Hexadecimal number: FFD100

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

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

Next: Improper Logo Usage
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** use the Shepherd Center logo in colors other than those outlined in this guide.

**DO NOT** change the Shepherd Center logo type.

**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 icon without the Shepherd Center text.

**DO NOT** use the Shepherd Center logo without the icon.

**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 less than 1.5" wide.

**DO NOT** include the Shepherd Center logo as part of a sentence.

Next: Logo Lock-Up
Shepherd Center allows the Logo and Icon to appear in the approved logo lock-up formation with internal departments and programs as shown below. The sub-brand should always be left-justified under the Shepherd Center text. Contact the Marketing and Public Relations Department for assistance in generating departmental or program versions of the logo.

*The serif font used in the Shepherd Center logo is **Monotype Century Schoolbook**. The sans serif font used for internal departments, programs and in the address lock-up logo is **Gotham Medium**.*
These 11 selections comprise the Shepherd Center color palette.

**PRIMARY COLORS**

- **BLUE (PMS 301)**
  - CMYK: 100, 46, 5, 18
  - RGB: 0, 100, 157
  - HEX: #00649D

- **YELLOW (PMS 7406)**
  - CMYK: 0, 17, 100, 0
  - RGB: 255, 209, 0
  - HEX: #FFD100

- **GREEN**
  - CMYK: 54, 13, 84, 1
  - RGB: 132, 175, 91
  - HEX: #84AF5B

- **GRAY**
  - CMYK: 66, 50, 45, 16
  - RGB: 94, 106, 113
  - HEX: #5E6A71

- **PURPLE**
  - CMYK: 71, 78, 26, 9
  - RGB: 97, 77, 125
  - HEX: #614D7D

- **WARM RED**
  - CMYK: 1, 73, 95, 0
  - RGB: 239, 106, 41
  - HEX: #EF6A29

**SECONDARY COLORS**

- **LIGHT BLUE**
  - CMYK: 52, 18, 0, 0
  - RGB: 105, 180, 246
  - HEX: #69B4F6

- **LIGHT YELLOW**
  - CMYK: 1, 11, 51, 0
  - RGB: 255, 224, 144
  - HEX: #FFE090

- **LIGHT GREEN**
  - CMYK: 42, 0, 73, 0
  - RGB: 153, 224, 113
  - HEX: #99E071

- **LIGHT GRAY**
  - CMYK: 21, 13, 8, 0
  - RGB: 192, 198, 214
  - HEX: #C0C6D6

- **LIGHT PURPLE**
  - CMYK: 18, 18, 7, 0
  - RGB: 207, 201, 216
  - HEX: #CFC9D8

- **LIGHT WARM RED**
  - CMYK: 1, 34, 40, 0
  - RGB: 247, 180, 148
  - HEX: #F7B494

- **MEDIUM BLUE**
  - CMYK: 76, 30, 0, 25
  - RGB: 46, 133, 191
  - HEX: #2E85BF

- **MEDIUM GRAY**
  - CMYK: 23, 16, 17, 0
  - RGB: 195, 200, 200
  - HEX: #C3C8C8

To read how to use this color palette in Microsoft Excel, visit:

https://support.microsoft.com/en-us/office/change-the-appearance-of-your-worksheet-27a828f2-0c29-4269-88e4-27f67746e96d

Next: Typography
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.

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

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SANS SERIF:
Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

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SANS SERIF:
Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

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SERIF:
Minion Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

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The serif font used in the Shepherd Center logo is Monotype Century Schoolbook.

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Email communications should use the default sans serif font. Shepherd Center websites use Open Sans for the main text on pages and the navigation links. Montserrat is used as an additional font choice for headers and subhead links.

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EMAIL - TEXT:
Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

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WEBSITE - TEXT:
Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&

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WEBSITE - NAVIGATION
Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?@#$&
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. Employees can download PDF and Word versions of the letterhead from the Marketing and Public Relations Department page on the intranet. Contact the Materials Management Department to order letterhead and envelopes.

Letterhead, #10 Envelope, and 10” x 13” Envelope
Fax Cover, Label and Notecard: You can download the fax cover sheet in PDF or Word format from the Marketing and Public Relations Department page on the intranet. Contact the Materials Management Department to order notecards and labels.

Email Signature
The official employee email signature format and instructions for use in Microsoft Outlook are available on Shepherd Central at:
PowerPoint Templates — Samples of Master Page Layouts

You can download the PowerPoint template files in 4:3 and 16:9 ratios and instructions for using the templates from shepherd.org/media-kit.
Our patients and employees are the face of Shepherd Center and bring to life the promise and story of Shepherd Center being the bridge between “I can’t” and “I can.”

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 on a desktop computer) of the Shepherd Center Newsroom at news.shepherd.org.

We avoid using stock or purchased imagery when at all possible. Additional images are available upon request from the Marketing and Public Relations Department.