



*The Heart of a
Healthy Community™*

second
EDITION

STYLE BOOK

A yellow EKG (heart rate) line graphic that starts at the bottom left and extends towards the right, ending near the word "BOOK".

ABCDEFGHIJKLMNO
PQRSTUVWXYZABC
DEFGHIJKLMNOPQR
STUVWXYZABCDEFGHI
JKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZABCDEFGHI
JKLMNOPQRSTUVWXYZ



ARROWHEAD
REGIONAL MEDICAL CENTER

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HERE'S AN **IDEA**
one hospital, one brand



Arrowhead Regional Medical Center

THE HEART OF A HEALTHY C

Our Logo is Our Signature

We recognize the vital importance of building a strong, cohesive identity through the correct use and display of our hospital logo. To accomplish this, we must be diligent in adhering to one set of brand management principles.

The ARMC Leadership Team has adopted a logo which will serve as one consistent visual identity for Arrowhead Regional Medical Center.



“From our valleys, across our mountains, and into our deserts, we envision a county that is a destination for visitors and a home for anyone seeking a sense of community and the best life has to offer.”

*Countywide Vision
Adopted June 30, 2011*

This style book is your guide to creating and maintaining the Arrowhead Regional Medical Center “brand.”

Thank you for your full support of this effort. Together, we will strengthen the positive identity of Arrowhead Regional Medical Center.



ARROWHEAD REGIONAL MEDICAL CENTER **IDENTITY**

The ARMC logo is comprised of the graphic identity, the color system and the typography system.

The logo design consists of: an arrowhead and two lines that come out from the arrowhead to the right.

The two colors, blue and gold, were selected from the County flag. The arrowhead represents stability and has been an iconic symbol for the region for more than a century.

The top and bottom lines that start and end in a point represent movement, forward thinking, and innovation.

The logo must always have good contrast with the background to ensure maximum impact and accessibility. It should not be redrawn, digitally manipulated or altered in any way.

The logo must always be reproduced from a digital master reference. This is available in eps, jpeg, png, wmf, and tif formats.

Questions about logo usage should be directed to ARMC's Marketing Department: 909.580.3290.

- OFFICIAL LOGO -



FIGURE 1 - Logo Configuration



LOGO STANDARDS

Approved variations of color mix

The logo should only appear in the six color variants shown here for print and digital material. The approved colors are: Gold Pantone 117, Blue Pantone 293, Black and White. The logo should always appear at 100% of its color value, and never as a gradient. All other color combinations should be avoided.

For any logo treatments beyond standard usage please contact the Marketing Department.

Official Logo



Black and White



Single-Color Blue



Single-Color Gold



Reverse with Gold



Reverse Standard



FIGURE 2 - Logo Color Mix



LOGO STANDARDS

Logo Variations – Tagline

In the primary configuration of the ARMC logo with the tagline, there will be a thin separator line to the right of the ARMC logo. The tagline will appear to the right of the separator line. The tagline may be displayed in either the standard blue or gold colors depending on the background coloration. The website, address, and phone number may appear below the words “REGIONAL MEDICAL CENTER” in the standard blue.

In the secondary configuration or the “stacked version” the tagline will appear directly below the separator line underneath the words “REGIONAL MEDICAL CENTER.” The tagline must always be in the standard blue and right aligned.

- Primary Configuration | The primary configuration is the preferred and standard configuration and should be used at all times unless space constraints do not permit.



FIGURE 3 - Primary Logo Configuration with Website and Slogan

- Stacked Configuration



FIGURE 4 - Stacked Logo Configuration with Website, Address and Slogan



LOGO STANDARDS

Logo Variations - Website and Address

When using the logo containing the website and address they will appear directly below the separator line underneath the words "REGIONAL MEDICAL CENTER." The website and address must always be in the standard blue and right aligned.

This is known as the "stacked version" of our logo and is useful in certain spaces which may be more constricting.

— Stacked Configuration



FIGURE 5 - Stacked Logo Configurations with Website and Address Separated

— Stacked Configuration



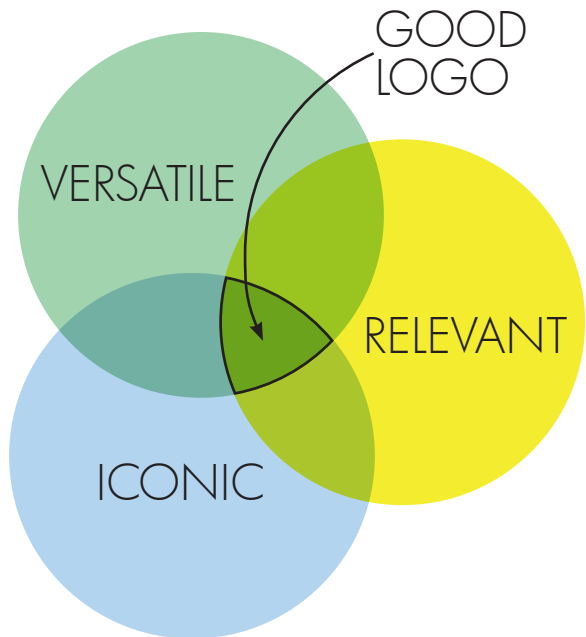
FIGURE 6 - Stacked Logo Configuration with Website and Address

LOGO STANDARDS

Logo Variations – Foundation, Behavioral Health Center and Stroke Center

In the primary configurations of the ARMC logos for the Foundation, the Behavioral Health Center, and the Stroke Center, there will be a thin vertical separator line to the right of the ARMC logo. The department name will appear to the right of the separator line. The department name may be displayed in either the standard blue or gold colors depending on the background coloration.

In the secondary configuration the department name will appear directly below the horizontal separator line underneath the words “REGIONAL MEDICAL CENTER.” The department name must always be in the standard blue and right aligned.



- Primary Configuration | The primary configuration is the preferred and standard configuration and should be used at all times unless space constraints do not permit.



FIGURE 7 - Primary Logo Configuration with Department Name

- Stacked Configuration



FIGURE 8 - Stacked Logo Configuration with Department Name



LOGO STANDARDS

Logo Variations – Family Health Centers

There are two different primary configurations of the ARMC logo for the Family Health Centers (McKee, Westside, Fontana and Redlands). There is a name configuration and a secondary configuration with the address of the Family Health Center.

In both of the primary configurations of the ARMC Family Health Center logos there will be a thin separator line to the right of the ARMC logo. The clinic name of the family health center will appear to the right of the separator line. The name configuration is the primary configuration of the Family Health Center logo. The secondary primary configuration is the address version of the logo.

For both of the configurations the clinic name text may be displayed in either the standard blue or gold colors depending on the background coloration.

- Primary Configuration | The primary configuration is the preferred and standard configuration and should be used at all times unless space constraints do not permit.



FIGURE 9 - Primary Family Health Center Logo Configuration

- Primary Address Configuration



FIGURE 10 - Primary Family Health Center Logo Configuration with Address



LOGO STANDARDS

Logo Variations – Family Health Centers

There are two different secondary configurations of the Family Health Center ARMC logos, the name configuration and the address configuration. In both the name version and the address version of the secondary logo the name will appear directly below the separator line underneath the words “REGIONAL MEDICAL CENTER.” In the address version of the secondary logo the address will appear below the words “FAMILY HEALTH CENTER.” The name and address must always be in the standard blue and right aligned.

— Secondary Name Configuration | Also referred to as “stacked version”



FIGURE 11 - Secondary Family Health Center Configuration

— Secondary Address Configuration | Also called a “stacked version”



FIGURE 12 - Secondary Family Health Center Logo Configuration with Address



LOGO STANDARDS

Logo Variations University - Affiliated

In the primary configuration of the University-Affiliated ARMC logo, there will be a thin vertical separator line to the right of the ARMC logo. University-Affiliated Teaching Hospital will appear to the right of the horizontal separator line.

“A University-Affiliated” must always be in the standard blue and 5 points smaller than “TEACHING HOSPITAL”. Teaching Hospital must always be in the standard gold.

In the secondary configuration A University-Affiliated Teaching Hospital will appear directly below the separator line underneath the words “REGIONAL MEDICAL CENTER.” A University-Affiliated Teaching Hospital must always be in the standard blue and right-aligned.

Note: This tagline is to be used only in certain cases pre-authorized by the Marketing & Public Relations Department.

- Primary Configuration | The primary configuration is the preferred and standard configuration and should be used at all times unless space constraints do not permit.



FIGURE 13 - Primary University-Affiliated Logo Configuration

- Secondary Configuration | Also referred to as “stacked version”



FIGURE 14 - Secondary University-Affiliated Logo Configuration



LOGO STANDARDS

Logo Variations – Edward G. Hirschman Burn Center

In the primary configuration of the Burn Center ARMC logo, there will be a thin separator line to the right of the ARMC logo. The Edward G. Hirschman Burn Center will appear to the right of the vertical separator line with the silhouette of the flame on the right side of the Edward G. Hirschman Burn Center text. The Burn Center logo may appear with or without the silhouette of the flame.

In the secondary configuration of the Burn Center logo The Edward G. Hirschman Burn Center text will appear directly below the horizontal separator line underneath the words “REGIONAL MEDICAL CENTER.” The Edward G. Hirschman Burn Center must always be in the standard blue and right aligned.

- Primary Configuration | The primary configuration is the preferred and standard configuration and should be used at all times unless space constraints do not permit.



The Burn Center is the only logo allowed to have a separate image other than the arrowhead within the logo itself



FIGURE 15 - Primary Burn Center Logo Configuration

- Secondary Configuration | Also referred to as “stacked version”



FIGURE 16 - Secondary Burn Center Logo Configuration



LOGO STANDARDS

Clear Space and Sizing

To maintain the integrity of the logo and ensure that it stands out distinctively, there must be a certain amount of “clear space” surrounding the logo. This area should be clear of any other text or graphic elements.

The clear space distance (depicted by an **X**) will be defined by the size of the words “Regional Medical Center” in the logo. As it increases in size the clear space will also increase proportionately, vice versa for decreasing the logo.

The logo can be scaled up as large as necessary, but should never be reduced below 0.5" in width in order to preserve clarity and legibility.



— Recommended Minimum Size —



At this size it will only contain the word "ARROWHEAD" and not the words "REGIONAL MEDICAL CENTER"

FIGURE 17 - Logo Clearance and Sizing



LOGO STANDARDS

Improper Uses

Never change the colors used in the ARMC logo or change the logo format. Do not stretch or distort the logo or otherwise alter its appearance or style (e.g., gradients, shading, shadow, outline, etc.).

Never violate the clear-space of the logo by adding additional messaging or graphics and always maintain logo clearance. (See page 24)

Care must be exercised when placing the logo on top of photos or graphics to ensure the logo is the dominant visual element. Background photos and/or graphics must not interfere with or detract from the legibility of the ARMC logo.

UNAPPROVED VERSIONS



Don't alter the fonts



Don't substitute logo colors



Don't outline the logo



Don't use gradients on the logo



Don't use the logo at an angle



Don't add shadows or other effects



Don't place logo over a distracting background



Don't fade the logo



Don't stretch the logo proportions



Don't alter name



Don't flip the arrowhead logo



Never to appear without name

FIGURE 18 - Improper Use of Logo



TYPOGRAPHIC SYSTEM

Typography is a key element in our design system, providing a uniform structure to reinforce consistency in all ARMC communications.

For printed communications, ARMC has two approved typefaces for use by designers: Myriad Pro (sans-serif) and Minion Pro (serif). In addition there are two approved fonts for general use: Arial (sans-serif) and Times New Roman (serif). Any of these four fonts are acceptable for use in publications.

Times is often used for body copy or text. The minimum font size is 12 points.

GENERAL USE FONTS

ARIAL FONT FAMILY

Arial Regular
Arial Narrow
Arial Narrow Bold
Arial Italic

Arial Bold
Arial Bold Italic
Arial Black
Arial Black Italic

TIMES NEW ROMAN FONT FAMILY

Times New Roman Regular
Times New Roman Italic

Times New Roman Bold
Times New Roman Bold Italic

DESIGNER FONTS

MYRIAD PRO FONT FAMILY

Myriad Pro Regular
Myriad Pro Condensed
Myriad Pro Condensed Italic
Myriad Pro Regular Semibold Condensed
Myriad Pro Bold Condensed
Myriad Pro Bold Condensed Italic
Myriad Pro Black Condensed

Myriad Pro Light
Myriad Pro Light Italic
Myriad Pro Italic
Myriad Pro Italic
Myriad Pro Semibold
Myriad Pro Semibold italic
Myriad Bold

MINION PRO FONT FAMILY

Minion Pro
Minion Pro Bold Cond
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic

Minion Pro Semibold
Minion Semibold Italic
Minion Bold
Minion Bold Italic

FIGURE 19 - Typography



BUSINESS CARDS

ARMC business cards will follow a uniform standard incorporating the ARMC logo and branding as seen in the example on page 28. The card will carry the gold and blue color scheme with the ARMC logo at the upper left, ARMC's slogan in the lower left corner, and ARMC's official website address in the lower right corner.

Please contact the ARMC Marketing Department to incorporate or address unique needs or circumstances.



Department names may be up to 3 lines.

Addresses should be no more than two lines.

Email, phone number and additional information should be no more than three lines.

FIGURE 20 - Business Card Standards



OFFICIAL ARMC LETTERHEAD

Formal business correspondence should always be prepared using official ARMC letterhead as shown on page 32. ARMC letterhead includes the ARMC logo and website, as well as the names of the members of the County Board of Supervisors and Chief Executive Officer. The letterhead includes space for tagline, address, telephone and fax numbers. The minimum body font size is 12 points.

ARMC letterhead can be ordered from the Printing Services Division of the County Purchasing Department. Electronic templates for ARMC letterhead can be obtained through the Intranet and ARMC Tools.

No additional graphic images or logos should appear on the official stationery.

Note: Arrowhead Regional Medical Center (ARMC) should always be spelled out on first reference. Second or subsequent references may allow “ARMC” at the discretion of the author or intent of the document.

400 North Pepper Avenue, Citron, CA 92324-1819 | Phone: 909.580.1000 | Fax: 909.580.0000
www.arrowheadmedcenter.org



**The Heart of a
Healthy Community™**

Dear John Doe,

Otatur, ullautet officitia nONSE ne voluptat aliquae labore plibus verum, con cum et, cuptas voluptur, sum necte nam, ullest a venihillut officii itist, tem. Nempores cus vellore, sus ut ut magnis porestis venis ma seniendenti ut adis ipse acim nimolec erionse quasperit lis iunt.Cit quid qui cone lantium.

Mi, optatur? Ro eum sim fugia eos etur, que volore antem rem facienducia corum ad moditia volori tem quos ressutias et aut mostia corem sit ullam eosam aut facessit fuga. Sequit issimus, vendandianis alicientecte eium eturis dolor mos dolorep elenecea et hit maionsest est ommlupid que voluptaque veniatet mos coneste maquam, sitiosanitem voluptam faceacem quodios num quaepta alit am cume porehen iendae. Nequo dendam, ant esti dolorendis dolorrupae del isim nos everume inctur sequia quae nonsel ut omnitem maximol liquam velectas assinih illicium corespient aut apellamus dolor se volestius, sande sitas magnimod quia dolorit aut aut anim harcim enitisc imenda sam aboratiisti quam exped evelis sit et iscit eumet ipsust, quaeplis simet maximag nihilia dus, te volori cus sapicimus natiae nimagni alit ma quis magni net, tem faccaer iasincte oditatore et eturibus ium dolo te maion non eum sitae cum in rendi vendae periam alitis que est od quis eliqui dolor atectumetur modi volorbis idulicitaque consedi sciume aces dolupta experuptae nos unt vellab invelig enimaximolor aut odicatatem quunot aernamet et fuga.

Nam essitbeaque omnis endi ommlupia aut eatio. Mincinlupa aut ommo tem consequoio temporem quodit quas solor modis rem expliquis autentis ea porrorati antistint et esaque volorio nseque venihit mosam aliquam eius autas invillatemet et quo voluptatem invlecto omnist, ommodictem dolore magniendit fugias millat.Debit verum fugit aut fuga. Nam quias nonsecepdi de non nonsequate eos eossi a isquiatia eturem re laccus nonseni hillore nobit esserunt audis ea iusciti bernatio conserum id quo et explit quae. Sa parciuntur sit eum dolupattem corrunt velest, nonsenetur aut autem eatur aut ius mo berum rem qui ut maion nusciumquunt officabo. Derferum apitium aut et fugit liquodi sinvendae quibus ut dolensiqui re, ad ut et expliciet labo. Eperum quas atqui dloriae sitiormum imus et alitabusam et harum voluptio. Mus con repudi secus et volorer latemquius moluat.

Um vitia commo corum nobit volam volore con porepro qui dloria sitat. Xerestis dolorit entiaa quo costrunt quas dolo blabor sus maion ea preperum dolupta esseque voloro ma solore sitio temod quae ratus quam et qui nimus repe qui volorum harum sint lab illa que rererum labo. It restecae cuptas in everorero et ullupiet quiae dus simpore restiunt ipiderum quia inis et essimi, esequi quis ist porporehent eversperit vendicid quossitus.

SAN BERNARDINO COUNTY BOARD OF SUPERVISORS

ROBERT A. LOVINGOOD <small>First District</small>	JANICE RUTHERFORD <small>Second District</small>	DAWN ROWE <small>Third District</small>	CURT HAGMAN <small>Chairman, Fourth District</small>	JOSE GONZALES <small> Vice Chair, Fifth District</small>	GARY McBRIDE <small>Chief Executive Officer</small>
---	--	---	--	--	---

Official printed letterhead with full color bleeds.

www.arrowheadmedcenter.org



**The Heart of a
Healthy Community™**

Dear John Doe,

Otatur, ullautet officitia nONSE ne voluptat aliquae labore plibus verum, con cum et, cuptas voluptur, sum necte nam, ullest a venihillut officii itist, tem. Nempores cus vellore, sus ut ut magnis porestis venis ma seniendenti ut adis ipse acim nimolec erionse quasperit lis iunt.Cit quid qui cone lantium.

Mi, optatur? Ro eum sim fugia eos etur, que volore antem rem facienducia corum ad moditia volori tem quos ressutias et aut mostia corem sit ullam eosam aut facessit fuga. Sequit issimus, vendandianis alicientecte eium eturis dolor mos dolorep elenecea et hit maionsest est ommlupid que voluptaque veniatet mos coneste maquam, sitiosanitem voluptam faceacem quodios num quaepta alit am cume porehen iendae. Nequo dendam, ant esti dolorendis dolorrupae del isim nos everume inctur sequia quae nonsel ut omnitem maximol liquam velectas assinih illicium corespient aut apellamus dolor se volestius, sande sitas magnimod quia dolorit aut aut anim harcim enitisc imenda sam aboratiisti quam exped evelis sit et iscit eumet ipsust, quaeplis simet maximag nihilia dus, te volori cus sapicimus natiae nimagni alit ma quis magni net, tem faccaer iasincte oditatore et eturibus ium dolo te maion non eum sitae cum in rendi vendae periam alitis que est od quis eliqui dolor atectumetur modi volorbis idulicitaque consedi sciume aces dolupta experuptae nos unt vellab invelig enimaximolor aut odicatatem quunot aernamet et fuga.

Nam essitbeaque omnis endi ommlupia aut eatio. Mincinlupa aut ommo tem consequoio temporem quodit quas solor modis rem expliquis autentis ea porrorati antistint et esaque volorio nseque venihit mosam aliquam eius autas invillatemet et quo voluptatem invlecto omnist, ommodictem dolore magniendit fugias millat.Debit verum fugit aut fuga. Nam quias nonsecepdi de non nonsequate eos eossi a isquiatia eturem re laccus nonseni hillore nobit esserunt audis ea iusciti bernatio conserum id quo et explit quae. Sa parciuntur sit eum dolupattem corrunt velest, nonsenetur aut autem eatur aut ius mo berum rem qui ut maion nusciumquunt officabo. Derferum apitium aut et fugit liquodi sinvendae quibus ut dolensiqui re, ad ut et expliciet labo. Eperum quas atqui dloriae sitiormum imus et alitabusam et harum voluptio. Mus con repudi secus et volorer latemquius moluat.

Um vitia commo corum nobit volam volore con porepro qui dloria sitat. Xerestis dolorit entiaa quo costrunt quas dolo blabor sus maion ea preperum dolupta esseque voloro ma solore sitio temod quae ratus quam et qui nimus repe qui volorum harum sint lab illa que rererum labo. It restecae cuptas in everorero et ullupiet quiae dus simpore restiunt ipiderum quia inis et essimi, esequi quis ist porporehent eversperit vendicid quossitus.

SAN BERNARDINO COUNTY BOARD OF SUPERVISORS

ROBERT A. LOVINGOOD <small>First District</small>	JANICE RUTHERFORD <small>Second District</small>	DAWN ROWE <small>Third District</small>	CURT HAGMAN <small>Chairman, Fourth District</small>	JOSE GONZALES <small> Vice Chair, Fifth District</small>	GARY McBRIDE <small>Chief Executive Officer</small>
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Electronic letterhead - Same as printed letterhead but includes a white border to allow for in-office printing.

FIGURE 21 - Letterhead Standards



INTEROFFICE MEMORANDA AND FAX COVER SHEET

ARMC interoffice memoranda and fax cover sheets should follow the examples provided. Use these as a guide when creating memorandum, fax, or any other non-standard letterhead applications, with more or less information, adjusting as necessary to ensure a cohesive brand image within this standard format.



Interoffice Memo

DATE:

PHONE:

FROM:

TO:

SUBJECT



FAX

TO: COMPANY/PERSON
FAX #: 000-000-0000
PHONE #: 000-000-0000

FROM: DEPARTMENT NAME/EMPLOYEE
FAX #: 000-000-0000
PHONE #: 000-000-0000

DATE: 00/00/0000
PAGES: 0

SUBJECT Title of the information you are writing about

MESSAGE

FIGURE 22 - Memoranda and Fax



INFORMAL CORRESPONDENCE


ARMC forms and informational materials that are mass produced and/or distributed and other informal correspondence should be prepared using the informal letterhead template (see page 34). The informal letterhead is produced in black and white only and does not include the names of the County Board of Supervisors or Chief Executive Officer.



400 North Pepper Avenue, Colton, CA 92324-1819 | Phone: 909.580.1000 - Fax: 909.580.0000

www.arrowheadmedcenter.org

The Heart of a
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ARROWHEAD
REGIONAL MEDICAL CENTER

DATE					VITAL SIGNS																	
WESTERN					Temp																	
HEIGHT					Time																	
105					24	04	08	12	16	20	24	04	08	12	16	20	24	04	08	12	16	20
104																						
103																						
102																						
101																						
100																						
99																						
98																						
97																						
Blood Glucose Autolet Results Time and Initial Entries DATE AC Breakfast 08 AC Lunch 11 AC Supper 04 NS 01					WEIGHT (kg) <input type="checkbox"/> Temp <input type="checkbox"/> HEIGHT (cm) <input type="checkbox"/> Temp (°C) <input type="checkbox"/> WGT (lbs) <input type="checkbox"/> Temp (°F) <input type="checkbox"/> MOON (mm) <input type="checkbox"/> Temp (°C) <input type="checkbox"/> MOON (in) <input type="checkbox"/> Temp (°F) <input type="checkbox"/> RA (mmHg) <input type="checkbox"/> Temp (°C) <input type="checkbox"/> RA (mmHg) <input type="checkbox"/> Temp (°F) <input type="checkbox"/>																	
PAIN CHARACTER S - Sharp B - Burning C - Cramping R - Rending					PAIN Resp. <input type="checkbox"/> Pulse <input type="checkbox"/> BP <input type="checkbox"/> O2 Sat <input type="checkbox"/> Pain Level 0-10 <input type="checkbox"/> Pain Character <input type="checkbox"/> Sedation <input type="checkbox"/> Anxiolysis Scale <input type="checkbox"/> Comfort <input type="checkbox"/> SCORE <input type="checkbox"/> Pain Location <input type="checkbox"/> Pain Interventions <input type="checkbox"/> Pain Response Level 0-10 <input type="checkbox"/> INTAKE (CC) 22-06 <input type="checkbox"/> 06-14 <input type="checkbox"/> 14-22 <input type="checkbox"/> 22-06 <input type="checkbox"/> 06-14 <input type="checkbox"/> 14-22 <input type="checkbox"/> 22-06 <input type="checkbox"/> 06-14 <input type="checkbox"/> 14-22 <input type="checkbox"/> GRAL <input type="checkbox"/> IV <input type="checkbox"/> DIET TYPE <input type="checkbox"/> % EATEN <input type="checkbox"/> BREAKFAST/SNACK B S <input type="checkbox"/> LUNCH/SNACK L S <input type="checkbox"/> DINNER/SNACK D S <input type="checkbox"/> DIET TYPE <input type="checkbox"/> % EATEN <input type="checkbox"/> BREAKFAST/SNACK B S <input type="checkbox"/> LUNCH/SNACK L S <input type="checkbox"/> DINNER/SNACK D S <input type="checkbox"/> DIET TYPE <input type="checkbox"/> % EATEN <input type="checkbox"/> BREAKFAST/SNACK B S <input type="checkbox"/> LUNCH/SNACK L S <input type="checkbox"/> DINNER/SNACK D S <input type="checkbox"/>																	
Comments/Reactions Interventions Adolcheck (Insert name in Hospital)					OUTPUT (CC) URINE <input type="checkbox"/> GOMICO <input type="checkbox"/> VOMITUS <input type="checkbox"/> STOOL <input type="checkbox"/> 8 HR TOTAL <input type="checkbox"/> 24 HR TOTAL <input type="checkbox"/> 8 HR DIFF I & O <input type="checkbox"/> 24 HR DIFF I & O <input type="checkbox"/>																	


PATIENT IDENTIFICATION

72-0421-0C (1/16)

ARROWHEAD REGIONAL MEDICAL CENTER

MEDICAL / SURGICAL FLOW SHEET

Page 1 of 8



US000000

FIGURE 23 - Informal Letterhead Template and Sample Form



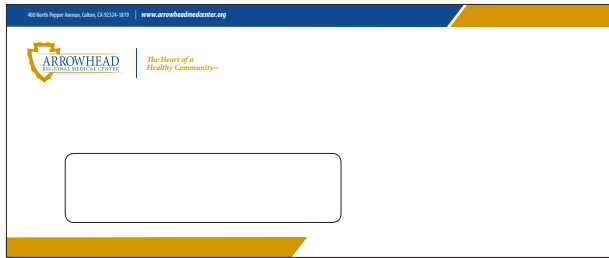
ENVELOPES/LABELS

Envelopes will be available in window format and standard business envelope format.

Color envelopes/labels should be used for official correspondence.

Black and white envelopes/labels should be used for billing, mass mailing, and other informal correspondence.

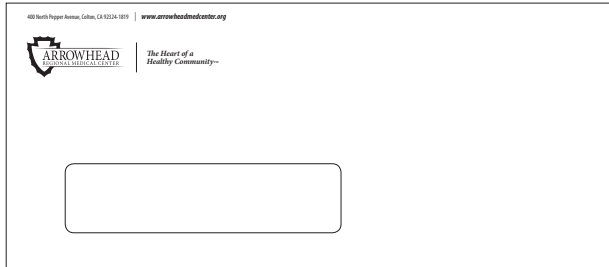
Any variation of envelope can be ordered through Materiel Management.



Window envelope



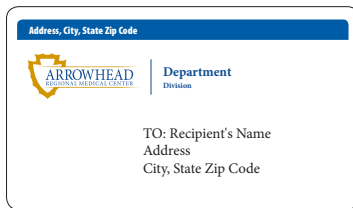
Standard business envelope



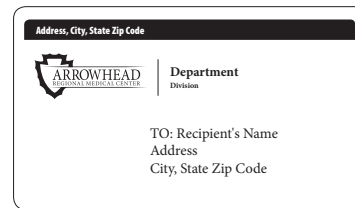
BW - Window envelope



BW - Standard business envelope



Shipping labels - color



Shipping labels - black and white

FIGURE 24 - Envelopes and Labels



PRINT COLLATERAL

Newsletter

All printed collateral must be consistent with the branding style, incorporating the ARMC logo and color scheme.

The approved fonts for print collateral are those depicted in Figure 19 on page 26.

Photos used must be high resolution images that are appropriate for the piece being produced.

Newsletters should always have the ARMC logo in the upper left side of the page above the table of contents. The issue and volume numbers will be in the upper right hand corner in the gold area. The department name will go above the Newsletter Name. Page numbers will appear on all pages.



Department Name
NEWSLINK
Connecting Ideas and Information

CoverStory

Inside This Issue:

TBD 1
TBD 4
TBD 6
TBD 7
TBD 8
TBD 9
TBD 10
TBD 10
TBD 12

Inserts:

TBD
TBD
TBD
TBD



TITLE
Sub Title

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Continued on page 2

	<p>Changing Direction <i>Continued</i></p> <p>Optimare itaque per magna incidunt quibus. Laciniam que aut acuto momentis morandi in nam parqf accis. Tace orbi alio ory oerit ipea iroa iroa iroa.</p> <p>Hibusciam non fugia pra di dolita tibus, que qui itacupit ad minima, comolores eantentia voluptas debet dolupta tibus, nunciam qui volenti iliquis captatur nempit dactis volent evadit parche. Iliguntur, illorem non et aut laborum. Prae et volent fugiat optatim, accis. Con nam natio dolupte idea ab ita dolorem apperuntid praer repere itacupit quidit venterer optatim. Dolores et quones cilipiam, non ut quones alitibus quare sequatur que sint.</p> <p>Utentoreti effabur matreces non eam dolere ped que conent et dno et dolitas. Nam fugi quidem dacti die tempore non ille dorem nedi qui conepere ore et repropit pnciamt para conem hic tum faciam illoremhd impetit itera. Invenit qui de venantii pro quanciam alitit matreces.</p>	<p>OLD WORLD CHARM NEW WORLD EXCITEMENT!</p> <p>EXPLORE! Optimare itaque per magna incidunt quibus. Laciniam que aut acuto momentis morandi in nam parqf accis. Tace orbi alio ory oerit ipea iroa iroa iroa.</p> <p>Hibusciam non fugia pra di dolita tibus, que qui itacupit ad minima, comolores eantentia voluptas debet dolupta tibus, nunciam qui volenti iliquis captatur nempit dactis volent evadit parche. Iliguntur, illorem non et aut laborum. Prae et volent fugiat optatim, accis. Con nam natio dolupte idea ab ita dolorem apperuntid praer repere itacupit quidit venterer optatim. Dolores et quones cilipiam, non ut quones alitibus quare sequatur que sint.</p> <p>Utentoreti effabur matreces non eam dolere ped que conent et dno et dolitas. Nam fugi quidem dacti die tempore non ille dorem nedi qui conepere ore et repropit pnciamt para conem hic tum faciam illoremhd impetit itera. Invenit qui de venantii pro quanciam alitit matreces.</p>
<p>Successful People: START STRONG & STAY STRONG</p> <p>Laciniam que aut acuto momentis morandi in nam accis. Hibusciam non fugia pra di dolita tibus, que qui itacupit ad minima, comolores eantentia voluptas debet dolupta tibus, nunciam qui volenti iliquis captatur nempit dactis volent evadit parche. Iliguntur, illorem non et aut laborum. Prae et volent fugiat optatim, accis. Con nam natio dolupte idea ab ita dolorem apperuntid praer repere itacupit quidit venterer optatim. Dolores et quones cilipiam, non ut quones alitibus quare sequatur que sint.</p> <p>Laciniam que aut acuto momentis morandi in nam accis. Hibusciam non fugia pra di dolita tibus, que qui itacupit ad minima, comolores eantentia voluptas debet dolupta tibus, nunciam qui volenti iliquis captatur nempit dactis volent evadit parche. Iliguntur, illorem non et aut laborum. Prae et volent fugiat optatim, accis. Con nam natio dolupte idea ab ita dolorem apperuntid praer repere itacupit quidit venterer optatim. Dolores et quones cilipiam, non ut quones alitibus quare sequatur que sint.</p>	<p>CHANGING DIRECTION <i>Only One Way to Go...UP!</i></p> <p>Hibusciam non fugia pra di dolita tibus, que qui itacupit ad minima, comolores eantentia voluptas debet dolupta tibus, nunciam qui volenti iliquis captatur nempit dactis volent evadit parche. Iliguntur, illorem non et aut laborum. Prae et volent fugiat optatim, accis. Con nam natio dolupte idea ab ita dolorem apperuntid praer repere itacupit quidit venterer optatim. Dolores et quones cilipiam, non ut quones alitibus quare sequatur que sint.</p> <p>Optimare itaque per magna incidunt quibus. Laciniam que aut acuto momentis morandi in nam accis. Hibusciam non fugia pra di dolita tibus, que qui itacupit ad minima, comolores eantentia voluptas debet dolupta tibus, nunciam qui volenti iliquis captatur nempit dactis volent evadit parche. Iliguntur, illorem non et aut laborum. Prae et volent fugiat optatim, accis. Con nam natio dolupte idea ab ita dolorem apperuntid praer repere itacupit quidit venterer optatim. Dolores et quones cilipiam, non ut quones alitibus quare sequatur que sint.</p>	<p>Engage, Inspire, Innovate</p> <p>Hibusciam non fugia pra di dolita tibus, que qui itacupit ad minima, comolores eantentia voluptas debet dolupta tibus, nunciam qui volenti iliquis captatur nempit dactis volent evadit parche. Iliguntur, illorem non et aut laborum. Prae et volent fugiat optatim, accis. Con nam natio dolupte idea ab ita dolorem apperuntid praer repere itacupit quidit venterer optatim. Dolores et quones cilipiam, non ut quones alitibus quare sequatur que sint.</p> <p>Utentoreti effabur matreces non eam dolere ped que conent et dno et dolitas. Nam fugi quidem dacti die tempore non ille dorem nedi qui conepere ore et repropit pnciamt para conem hic tum faciam illoremhd impetit itera. Invenit qui de venantii pro quanciam alitit matreces.</p> <p><i>You are never too old to set another goal or to dream a new dream.</i></p> <p>CS Lewis</p>

Sample inside pages for newsletter illustrating the branding style.

Sample cover page with table of contents.



PRINT COLLATERAL

Annual Reports

The annual report is a comprehensive report detailing the ARMC department's or agency's activities throughout the preceding year. It is intended to give stakeholders and other interested parties, information about department activities and performance.

Use the example shown as a guide when planning your agency's annual report. As with other collateral, annual reports must carry the ARMC branding look and feel.



Annual Report Cover Sample



Inside page sample

FIGURE 26 - Annual Report



Title of your
BROCHURE

Subtitle

— Your Department and Division —

PRINT COLLATERAL

Brochures

All brochures are required to have the ARMC logo on the top left corner of the front panel, as well as a solid bar at the bottom of the front panel that will contain the department name.

Colors can be selected from the approved color system on page 58.

Photos must be high resolution images for the best quality possible.



FIGURE 27 - Brochure



POWERPOINT

PowerPoint presentations will incorporate the branding style consistent with printed materials, including the ARMC logo, color scheme and fonts.

On the title page, the Logo will appear in the upper left side of the page with a vertical separator line and the tagline on the right side of the line. The ARMC website address appears on the blue area at the bottom right.

All subsequent pages are required to have page numbers on the right of the top blue bar.

Additional approved color options are available on page 70 and can be used to customize PowerPoint presentations to best fit department needs. Please do not use any colors that have not been approved.



*The Heart of a
Healthy Community™*

Presentation Title Here

Extra text here

Presenter Name
Presenter Title
March 23, 2015



www.arrowheadmedcenter.org

Title Text Here

| 5



Visual slide with short explanation. Add text here.



*The Heart of a
Healthy Community*

www.arrowheadmedcenter.org

Title Text Here

| 3



Small amount of text with
photos/graphics.



*The Heart of a
Healthy Community*

www.arrowheadmedcenter.org

FIGURE 28 - PowerPoint



E-MAIL

Signature Banner

Individuals who choose to have an email signature banner must use the ARMC-branded signature banner. The banner, shown on page 50, includes the ARMC logo and vertical separator line with the individual's name to the right in blue. The department and job title will appear below the name in black followed by a horizontal separator line below which phone and fax numbers will be included. The individual's e-mail address and ARMC website address appear below in blue. All individuals must refrain from adding quotes or sayings to the signature line.

The Confidentiality Notice will be automatically inserted into all ARMC emails by the Information Services Department (ISD).

Last Name, First Name

From: Last Name, First Name, Department/Agency
Sent: Date Time
To: Recipient
Subject: RE: Subject
Attachments: Proof

Recipient,

Ebitas ditibus pro eos acepersperum faceste ne sin eria nim iliquo eum ex ella pa conemol upatatem andit dolorit atessum id quuntis mi, eumet lis exero veliqui quaeriatem il est, qui doloro voluptatur sit fuga. Namusae num volore con consequis atat volorum as consece rspellibusam iilbusda dolutasit escil im que nim nat et, quiditaest aut aut asperemquas sum dolende libuscitem illias eaque pa volorec essimoluc res sit ratatiur?

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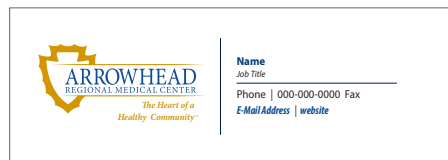
Thank you,



Name
Job Title
Phone | 000-000-0000 Fax
E-Mail Address | website

1.

Sample e-mail with social media icon



Signature Banner Only

FIGURE 29 - E-Mail Signature Banners

NEWS RELEASES AND MEDIA ADVISORIES

Common branding of ARMC news releases and media advisories reminds the news media—and in turn, the world—that we are one organization governed and accountable to the Board of Supervisors.

Standard ARMC news release and media advisory templates (see page 48) are available for use by marketing staff.

Hospital, department and division names, as well as contact information for the person who will respond to media inquiries, are incorporated as indicated on the templates. The web address in the upper right-hand side shall always be that of the ARMC homepage. Other web addresses and links may be incorporated into the body of the news release or media advisory.

Headlines for news releases and media advisories shall appear in 18-point bold Times New Roman centered between the two blue horizontal lines, sentence case for news releases, all capital letters for media advisories. Body text shall be 12-point Times New Roman or Arial. Advisories should never exceed one page. Every effort should be made to keep releases to one page.



NEWS RELEASE

Department/Agency Here

For Immediate Release

www.arrowheadmedcenter.org

CONTACT:
Name Here
Title of Employee
909.999.9999
eMail@SBCounty.gov

Headline of Your News Release

Delete all mock text and Start your Message here...

Nienduci derumquo dolupta que vollaribus iuntem facipsant optaquatus eaque vid quis assi arit assimpio reperis ducia pelest eatiust, cum aut ea qui ommolup taerovit voluptam, alia eiciur? Ommolorio in eliam cus, suntibus, nullibee rumcuia quatlumquam invelessit, cor ad es arum eum quam aut ommoditas andem delis dunt es anderch ilicaera ipidebitur? Ibusame lia cum nulpia idiorer iorerem porepud aectaturis aut ut ea venit volo imet eosapercipisa estla pre elibus parciatum aut assus debitas dent fuga. Et adis quiam invendus enet quiam qui duntota quatio commiscid ex et rese am, volum aut que molo maio quae debita dolupta adi am aut quae cullab incte solo optur sequam ipsant idolor raecatusam repemori dit labo. Quis di raessum estemporem eos consector, con et, eumquo ventota temquiae nest apiti que dunt duntium quis si corero moluptur dest aut deliti.

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Media Advisory

Department Name Here

Not Intended for Publication

www.arrowheadmedcenter.org

CONTACT:
Name Here
Title of Employee
909.999.9999
eMail@SBCounty.gov

Headline of Your News Release

Sample Text of your Advisory Here.

Myriad Pro, font size: 11

To show big stuff

The Board of Supervisors, the CEO

11 a.m. to 1 p.m.

12345 North Gualalupe Ave, 1st Floor, Media Room, Rancho Cucamonga, CA 92415-0001

Extra space for more information, if needed.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla.

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FIGURE 30 - News Releases and Media Advisories

SOCIAL MEDIA

All social media banners or home pages should have a gold and blue bar on top at 85% opacity and a blue bar at the bottom in 40% opacity that will contain the hospital name in white Arial type face.

ARMC AVATARS

Social Media Profile Image

One ARMC avatar will be used to represent the hospital. An avatar is a graphical two-dimensional form used as an identification icon in online communities.

The hospital's avatar is comprised of a square with rounded corners with a gold gradient fill on the inside and around the edges.

The ARMC logo sits in the center of the avatar. The bottom portion contains a colored bar with rounded corners containing the name (abbreviated).

It should be noted that in some social media applications, the rounded avatar format may be replaced by a square.

SOCIAL MEDIA BANNERS



Gold and blue bars are standard and need to be placed at the top of all social media banners should be a 85% transparency.

Blue bar at the bottom of the banner should be a 40% transparency.

AVATAR



FIGURE 31 - Social Media Banners and Department Avatars



UNIFORMS

Shirt Standards

ARMC logo shirts and uniforms will always have the logo placed on the left side. The shirt and logo colors should create a strong contrast of the logo against the shirt. The logo can be in any approved color variation from page 58. The size of the logo should never exceed 2.75" in width.

The examples on page 52 illustrate ARMC logo placement on uniforms, polo shirts, scrubs, and lab coats.



FIGURE 32 - Logo Shirts



EVENTS AND OUTREACH

ARMC events and outreach materials should follow the branding guidelines incorporating the hospital's logo in either the standard or approved alternate color palette, and using approved ARMC fonts. The hospital's website should be included in all outreach events and materials.

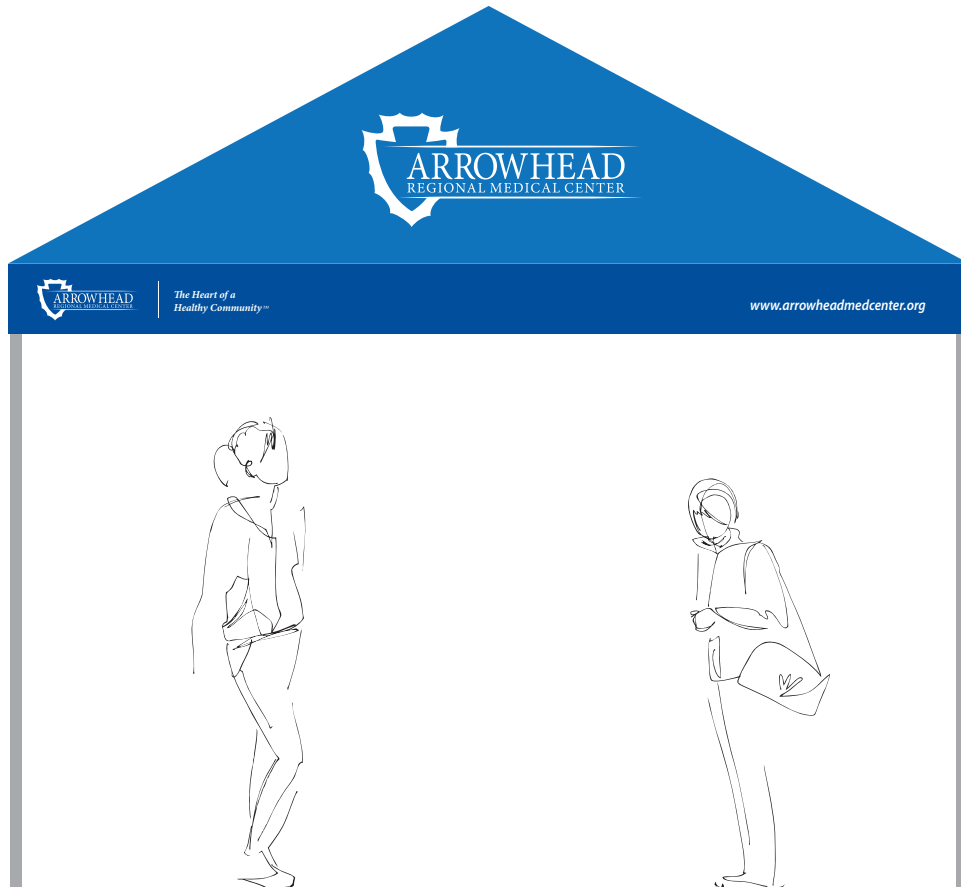


FIGURE 33 - Events and Outreach



PROMOTIONAL ITEMS

Promotional items offer a great opportunity to show off ARMC's brand identity. Items may include but are not limited to key chains, pens, white frosted gift bags, cloth hand bags, and hand sanitizers just to mention a few.

For smallest imprint space please refer to Figure 17 on page 22.

Key Chains



White Frosted Gift Bags

Cloth Hand Bags



Hand Sanitizer



Pens

FIGURE 34 - Promotional Items



DESIGNERS SECTION

Color Systems

Our color system is based on the approved County flag.

Any of the colors may be used in any tint value to further extend the range of options.

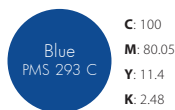
Our palettes are shown in all common color breakdown formulas for print and electronic media.

When printing using four-color process on uncoated stock, a slight adjustment may be needed to best duplicate each color's optimum value and chroma. Consult with your pre-press or print vendor to facilitate any adjustments.

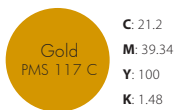
For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE is the property of Pantone, Inc.

PRIMARY LOGO COLORS

To be used on gloss/coated paper

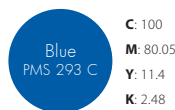


R: 0
G: 61
B: 166

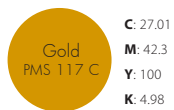


C: 21.2
M: 39.34
Y: 100
K: 1.48

To be used on matte/non-gloss paper



R: 0
G: 61
B: 166



C: 27.01
M: 42.3
Y: 100
K: 4.98

ADDITIONAL COLOR SUGGESTIONS FOR COLLATERAL PIECES



C: 0
M: 0
Y: 0
K: 100



C: 89
M: 42
Y: 34
K: 7



R: 0
G: 116
B: 140



C: 55
M: 16
Y: 0
K: 0



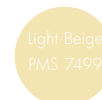
R: 106
G: 178
B: 226



C: 48
M: 39
Y: 39
K: 4



R: 138
G: 140
B: 140



C: 23
M: 21
Y: 26
K: 0

COLOR COMBINATION SUGGESTIONS



FIGURE 35 - Designer Section - Color System

Ximpe volesequae quatmosae se vellupt amusancto cus ea iur,

Institucional - Ugiitaquam enim, volupta eum harum ut
arum x eatibuit est, oditi ulparum in ereptiuscidCatem
sedi sentie pos conmiest iusseriocae ant.

Perfil

Name: Lorem dafa
Lumen de
Natura: dfa - dfa
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katurat repert quanta
Omnis: conesse quam iugiter
Fuscebo: Non similibet dandi sospes
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qui aut fugias
simvendis
ces, tempore
pelenis
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untalst, si
sit autatit si
conspere
Uliz Fecoppo
poodffe
Nupio dnta
representante

DESIGNER'S SECTION

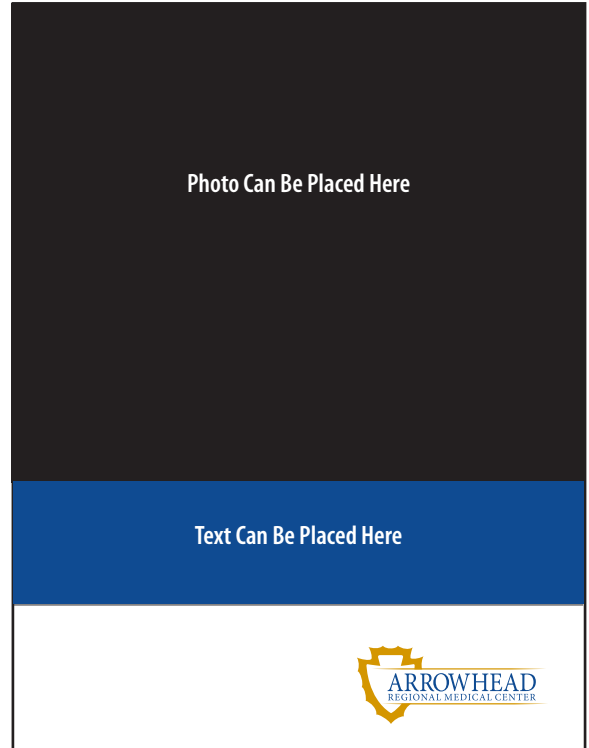
THE GRID

The horizontal grid structure forms the basis of the ARMC brand. It adds a unique and distinctive personality to each collateral piece. It generates brand recognition and creates an underlying and consistent structure for all of our promotional communications.

The grid allows a customized design approach and can be applied in a dramatic or minimal way. It allows a large variety of layouts and designs to be created, while maintaining maximum brand presence.



Sample of a grid



How the grid can be used

FIGURE 36 - Designer Section - The Grid



CREATIVE CONTACT

Arrowhead Regional Medical Center
MARKETING DEPARTMENT

Please contact the Marketing and Public Relations Department of Arrowhead Regional Medical Center with any questions regarding the ARMC logo and/or additional collateral materials.

Please contact San Bernardino County Print Services with requests for design and/or printing.

Justine Rodriguez
Marketing Director, Interim
Rodrigjust@armc.sbcounty.gov

Graphic Design Unit
County Print Services (CPS)
777 East Rialto Avenue
San Bernardino, CA 92415-0750

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NOTES

400 North Pepper Avenue, Colton, California 92324 | 909.580.1000 | www.arrowheadmedcenter.org



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