

CHI Design + Print Guide





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Our Logos

Our signature is a representation of our values and the people we serve. The emblem is composed of four shapes coming together to create the image of a bright guiding star—with a cross within its form.

The logos contain both a symbol and logotype. Together, and only together, they form our master logos.



Name/logo for the health system based in Omaha/Council Bluffs and surrounding communities.



Clinic name/logo for the multi-specialty clinic organization based in Omaha/Council Bluffs and surrounding communities.

*Effective July 2021, all "The Physician Network" (TPN) locations will transition to the CHI Health Clinic brand.

Correct signature use



Use a logo that has a symbol size of 3/8" or greater.



A minimum clear space the height of the capital H in the logotype should always be observed when placing the logo in a document or layout.



A white background is always preferred. When a background color or image is needed always use an approved background color with the reversed out white or reversed out color logo.

The all white logo above should never be reversed out of the color blue. In addition to the above reversed logo there is a full color reversed logo.

Incorrect signature use



Do Not rotate the logo



Do Not use the logo symbol separate from the logo. Exceptions: Approved giveaways and digital



Do Not alter the vertical or horizontal scaling of the logo



Do Not add copy to the logo or violate the logo clear space

Always use approved logo artwork

The below logo is no longer approved and should not be used in black or white.



When in doubt, refer to CHIbrandcenter.com

While many examples in this guide use the CHI Health brand, the guide standards pertain to all CHI brands.

Logo Usage

For more Brand Resources visit CHIbrandcenter.com.

Location and Service Line Sub-branding

Below are examples and guidelines for sub-branding location and examples of major service line offerings. Hospitals and service lines at times need a stronger visual identity within the market place and therefore sub-brand logo lockups have been created for them.

Locations Sub-branding



Service Line Offering Sub-branding



Locations Names (examples)

CHI Health Creighton University Medical
Center-Bergan Mercy
CHI Health Good Samaritan
CHI Health Immanuel
CHI Health Lakeside
CHI Health Missouri Valley
CHI Health Mercy Council Bluffs
CHI Health Mercy Corning
CHI Health Nebraska Heart
CHI Health Midlands
CHI Health Plainview
CHI Health Richard Young Behavioral Health
CHI Health Schuyler
CHI Health St. Elizabeth
CHI Health St. Francis
CHI Health St. Mary's

Service Line Offerings (examples)

CHI Health Cancer Care	CHI Health Heart Institute
CHI Health Orthopedic	CHI Health Quick Care
CHI Health Womens	CHI Health Virtual Care

Logo lockup example



CHI Health Clinic (examples)

CHI Health Clinic Cardiology
CHI Health Clinic Pediatrics

Important Note:

Any location or offering not approved as a sub-brand should not use a logo lockup. Sub-branding should be used sparingly for such items as signage, logo banners and giveaways. To highlight specific locations and offerings on other communications, only use master brand CHI logos, the content of your communication should carry the specific location and offering identity.

While many examples in this guide use the CHI Health brand, the guide standards pertain to all CHI brands.

Logo Usage

For more Brand Resources visit CHIbrandcenter.com.

Our Colors

Color is one of the most powerful tools in creating an identity. It's a visual element that quickly brings communications to life, creates recognition among our audiences, and helps unify our visual system.

CHI Color Palette

PRIMARY	Dark Blue	CMYK: 100 / 75 / 0 / 0 Dark Blue C #24509A RGB: 36 / 80 / 154	White	CMYK: 0 / 0 / 0 / 0 #FFFFFF RGB: 255 / 255 / 255
	Teal	CMYK: 98 / 0 / 28 / 4 Pantone 7711 C #0097A9 RGB: 0 / 151 / 169	Dark Cool Gray	CMYK: 56 / 47 / 44 / 10 Pantone Cool Gray 9 C #76777A RGB: 118 / 119 / 122
SECONDARY & NEUTRALS	Green	CMYK: 68 / 0 / 100 / 0 Pantone 369 C #64A70B RGB: 100 / 167 / 11	Medium Cool Gray	CMYK: 31 / 25 / 25 / 0 Pantone Cool Gray 5 C #B1B1B1 RGB: 177 / 177 / 177
	Light Blue	CMYK: 54 / 0 / 6 / 0 Pantone 305 C / #F9CBE8 RGB: 89 / 203 / 232	Light Cool Gray	CMYK: 14 / 11 / 12 / 0 Pantone Cool Gray 1 C #D9D8D6 RGB: 217 / 216 / 214
	Yellow	CMYK: 0 / 32 / 100 / 0 Pantone 130 C / #F2A900 RGB: 242 / 169 / 0		
	Coral	CMYK: 0 / 69 / 29 / 0 Pantone 709 C / #EF6079 RGB: 239 / 96 / 121		

Primary Color Palette
(Preferred)

Secondary and Neutral Color Palette
(Used to enhance and broaden the primary brand colors, not replace them).

While many examples in this guide use the CHI Health brand, the guide standards pertain to all CHI brands.

Color Usage

For more Brand Resources visit CHIbrandcenter.com.

Our Fonts

Typography is one of the most important components of our system. Used consistently, it reinforces our identity and visual style.

Primary Design Typeface

Myriad Pro

Primary Font

Myriad Pro Light

Myriad Pro Light Italic

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro SemiBold

Myriad Pro SemiBold

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Black

Myriad Pro Black Italic

System Typeface (Word, PowerPoint, etc...)

Arial

System Font

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

The Primary Design Typeface is used for design application. The System Typefaces are to be used when Myriad is unavailable and for non-design usage such as Word processing, PowerPoint etc...

Secondary Design Typeface

Garamond

Garamond Regular

Garamond Italic

Garamond Bold

Chunk Five

Chunk Five Regular

Ephesis

Ephesis Regular

Plantin

Plantin Bold Condensed

Plantin Light

Plantin Light Italic

Plantin Regular

Plantin Italic

Plantin Semibold

Plantin Semibold Italic

Plantin Bold

Plantin Bold Italic

Aleo

Aleo Light

Aleo Light Italic

Aleo Regular

Aleo Italic

Aleo Bold

Aleo Bold Italic

Rounded Elegance

Rounded Elegance Regular

Use Secondary Design Typefaces for specific collateral, like magazines and ads. They are meant to accompany the Primary fonts not replace them.

Headlines: Myriad Pro Semibold, Dark Blue

Suheads: Myriad Pro Regular, Cool Gray 9/Teal

Body: Myriad Pro Regular, Cool Gray 9

Headline Leading Formula

$$\frac{\text{Point Size}}{1.12} = \text{Leading}$$

See full Visual Identity Guide for detailed headline type specs.

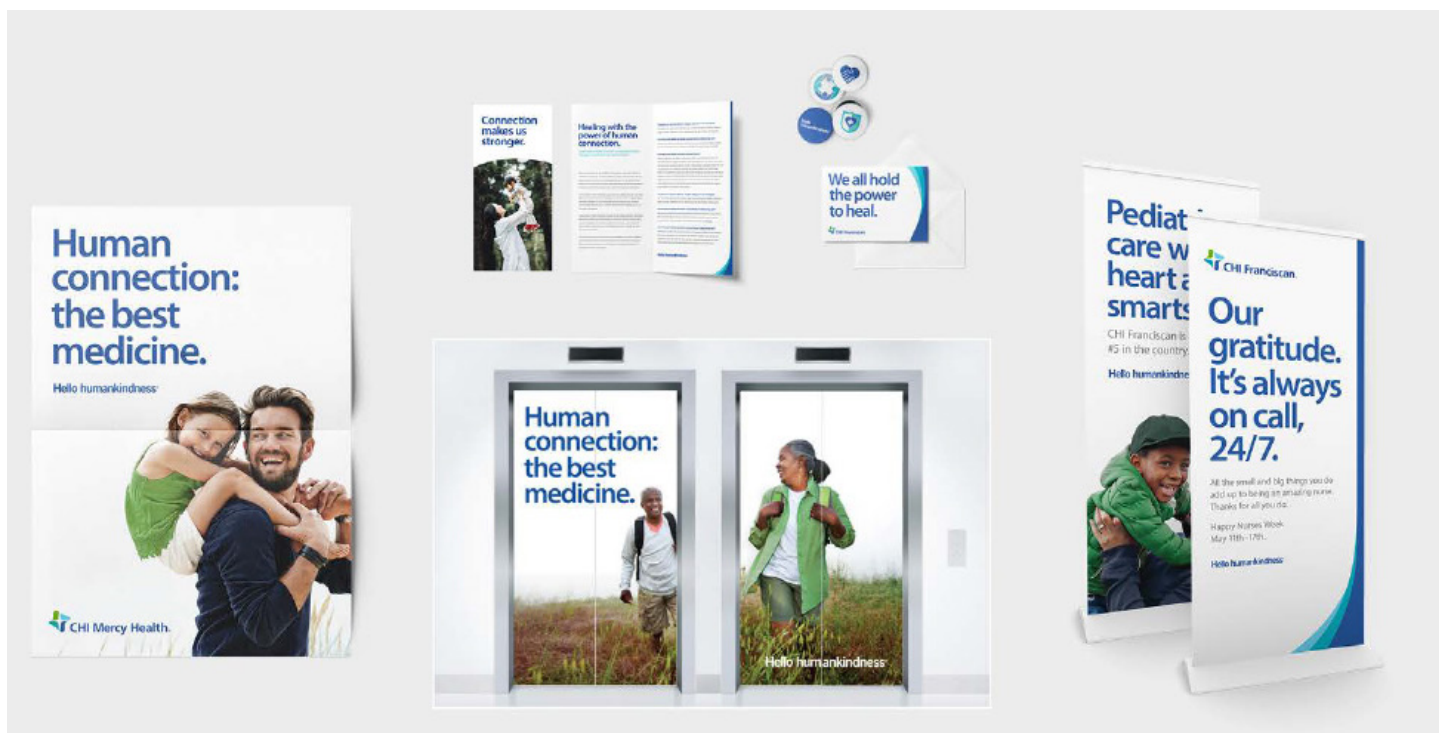
While many examples in this guide use the CHI Health brand, the guide standards pertain to all CHI brands.

Font Usage

For more Brand Resources visit CHIbrandcenter.com.

Our Visual Identity

Our typographic-driven visual system uses a combination of clipped images and masked photography. It also incorporates the sweep, a graphic element that adds visual interest when photography may not be available or suitable.



The sweep is a graphic element that adds visual interest when photography may not be available or suitable. There are three distinct versions—edge, flare, and flow. Its main purpose is to serve as a tertiary visual element. Think of it as an accent. It should never be the dominant feature in a design. The sweep is not allowed for use in advertising.

Hello humankindness®

Our brand is best known for its distinctive tagline, *Hello humankindness*. The tagline artwork should never be altered in any way and can appear as an accent or a main theme.

Capture emotion and real human connection.

Use only the approved white or color reverse logo over color backgrounds

When seen with the CHI logos the *Hello humankindness* tagline should always appear smaller.

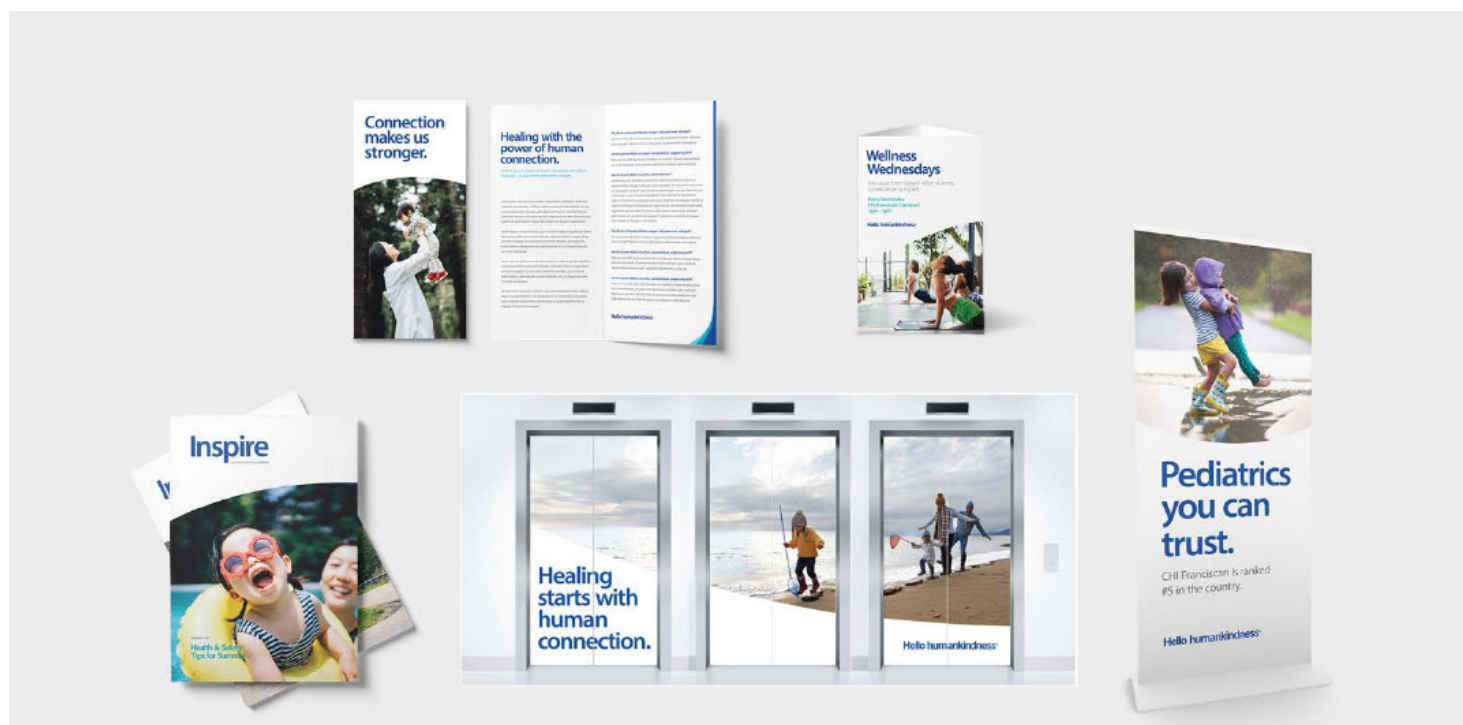
While many examples in this guide use the CHI Health brand, the guide standards pertain to all CHI brands.

Visual Identity

For more Brand Resources visit CHIbrandcenter.com.

Our Visual Identity

This system of components is available to use for marketing communications, signage, and internal-facing materials.



The curved crop was created as a flexible design feature to complement the sweep and expand the visual system. The shapes are inspired by the curves found within the emblem. The curved crop is not to be used in advertising materials, but is encouraged as alternative to clipped photography when designing collateral, signage, and other marketing materials.

When using mask shapes, it helps to do a little bit of planning ahead. Because these shapes work in tandem with typography, it helps to figure out which mask might work best with your layout. From there, select photography that works best within the shape. Remember to build from white and keep the design light and open, leaving space around the copy.

Mask shapes are not allowed for use in advertising.

It's important to keep the look feeling airy and light.

Typography should always appear on white.

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Visual Identity

For more Brand Resources visit CHIbrandcenter.com.

Our Imagery

Our photography style is editorial and documentary. It's authentic and conveys the human spirit and the connections we make. Images should not feel posed or staged, and should capture engaging moments that are honest, compassionate, and inviting.

Photography Styles

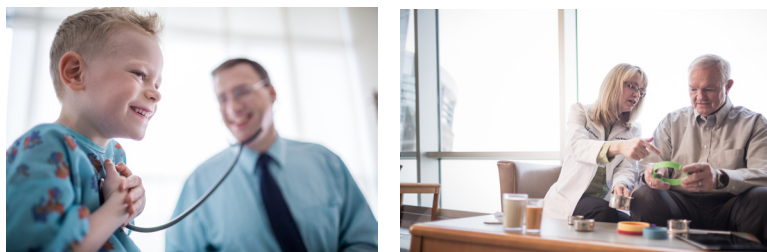
Health Care and Lifestyle Photo Style

Images should use natural light and be simple compositions that are free from clutter. People should appear engaged and natural. Avoid medical scenes that look technical or feel cold or scary.

Photos should be professionally shot and of the highest quality. They should capture isolated moments in time. When possible, choose images with a cooler tone. Incorporating pops of blues and greens can further emphasize our distinct and ownable look.

1. Soft natural lighting.
2. Short depth of field to accent main focus of image.
3. Muted bright colors.
4. Natural, camera unaware expressions and activities.
5. Use clipped photography when appropriate.

Sample of Health Care photo style



Sample of Lifestyle photo style

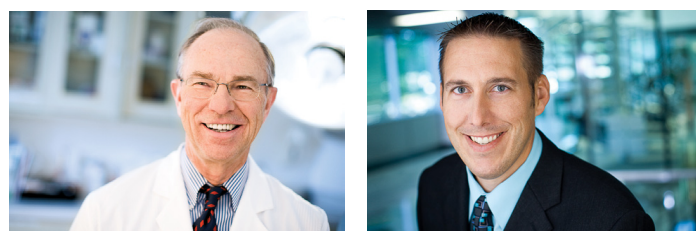


Portrait Photo Style

Below are guidelines for producing and choosing CHI brand portrait photography:

1. Use similar/same gray backdrop as shown below.
2. Composition should be chest-up.
3. Please leave ample headroom at the top of each portrait.
4. Photos should be crisply focused with uniform lighting - especially across the face. No glows, fades, or extreme depth of field changes.
5. We prefer files be packaged in folders by provider name (Last_First) in three sizes: web: 150x200 px, rgb, jpg (Please name file: Lastname_Firstname.jpg) 5x7", cmyk, jpg and 8x10", cmyk, jpg.

Sample Physician/Employee portrait (Hero style photo)



Sample Physician/Employee portrait (General style photo)



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Visual Identity

For more Brand Resources visit CHIbrandcenter.com.

Production Guidelines

DESIGN
+ PRINT
CENTER This section outlines specifications and guidelines to follow for setting up your finished artwork properly for production at the CHI Health Design + Print Center, a full-service print facility.



Print

The following pages outline specifications and guidelines to follow for setting up your finished artwork properly for production at the CHI Health Design + Print Center.

File Formats

PDF – We prefer pdfs to be prepared for print in CMYK mode, high quality print with image resolutions at 300 DPI or higher and fonts embedded. Please provide only crop marks. Do not provide bleed marks, color registration marks, or any other additional page information. This is our preferred method for file submissions.

Adobe InDesign – Please package for print provider or include all images and fonts. This method of file submission is helpful for large or complicated print requests that are either printed in house or sent on to an additional vendor.

Photoshop or other image file – Please provide PSD files with layers and fonts included. Flattened Photoshop files or raster (.jpg or .tif) images from other photo editing platforms should be submitted at 300 DPI in CMYK color mode. Our ability to alter or correct flat image files is limited.

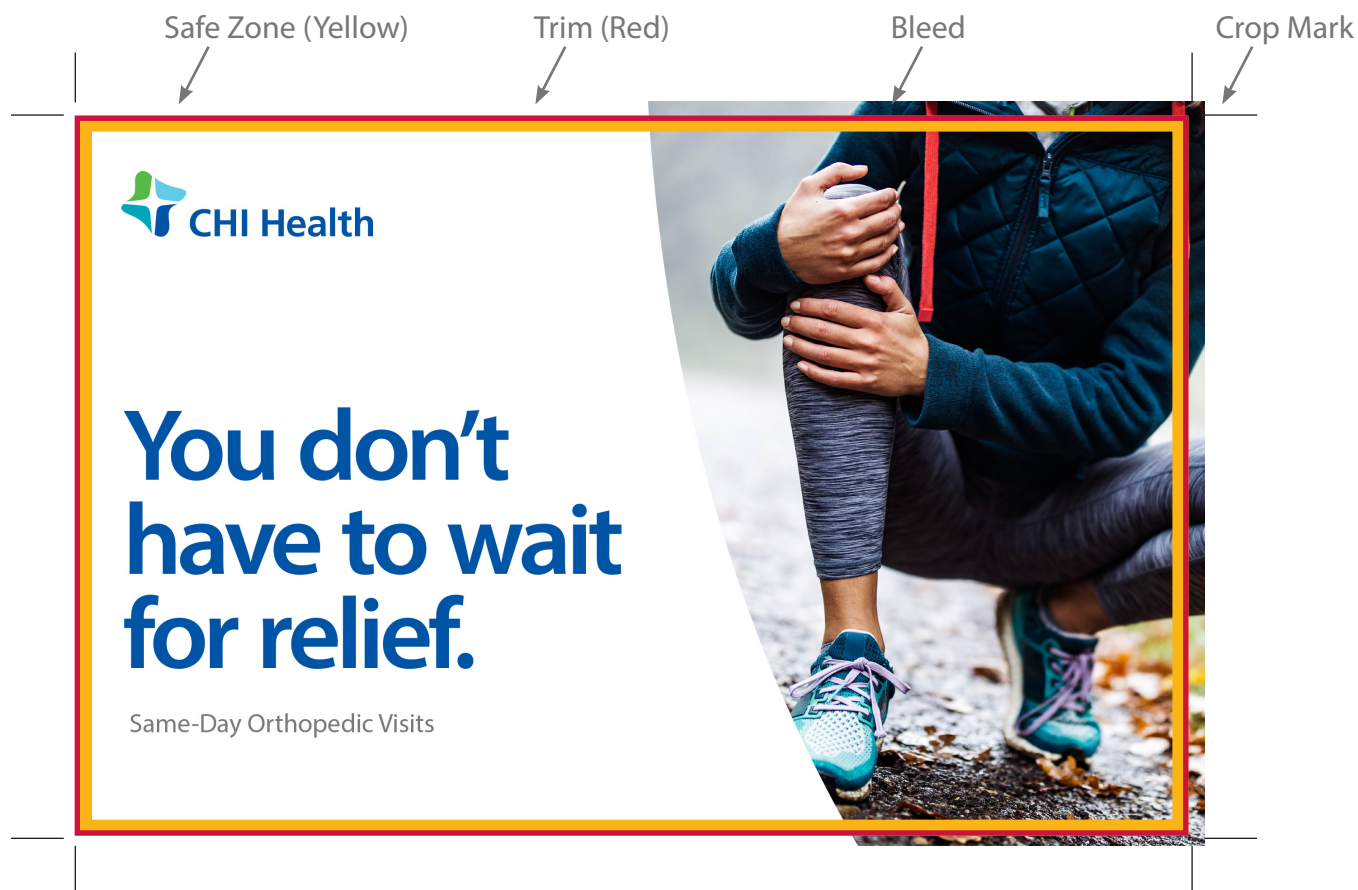
Adobe Illustrator – Vector files in AI or PDF formats are recommended for large format reproduction. For best results, submit files at final size with fonts converted to outlines. Embedded raster images should be in CMYK color mode and a minimum of 150 DPI at final size.

Microsoft Products – Word, PowerPoint and Publisher, etc. are not preferred methods of file submission. However, we realize the need to print from these programs from time to time and we are ready to assist in preparing these files for print.

Please note: Fonts are not embedded in Microsoft applications and substitution problems are likely to occur. Please provide any specialty fonts included in these types of file formats.

Print

Following the production guidelines will help ensure your artwork is properly reproduced and makes production more efficient.



Bleeds and Safe Area

Bleed – 1/8" to 1/4" bleed on all sides required when applicable.

Safe Zone – Allow a minimum safe area (margin) of 1/8". Tighter margins can make trimming/folding difficult.

Color Mode and Image Resolution- All images and files should be submitted in CMYK color mode. Recommended image resolution for offset and digital print is 300 DPI at final size. Recommended image resolution for large format print is 150 DPI at final size.

Fonts and Graphics- Fonts and graphic images should be embedded in .pdf files. Please include or package font files and images separately if submitting native files. For best results, convert fonts to outlines in vector images (.ai, .eps, .pdf) for large format print applications.

While many examples in this guide use the CHI Health brand, the guide standards pertain to all CHI brands.

Production

For more Brand Resources visit CHIbrandcenter.com.

Print

Be sure to look over your proofs very carefully before returning them approved for production.

Pagination

Multi-page documents (books, manuals, booklets) should be submitted in single page format, with bleeds if needed and in page number order. You may include page numbers or request addition per your specifications.

Proofing

You'll want to make a final check of your art after prepress changes have been made. The Design + Print Center provides PDF proofs for every project for your approval. PDF proofs may vary in color from monitor to monitor unless color calibration is applied. Hard copy proofs increase color accuracy. They are available by request and will be delivered for approval by the Design + Print Center through inner office mail or available for pickup. If color must be absolutely precise, we encourage you to schedule a Press Check to approve color and print quality as production begins.

Proofing

Be sure to look over your proofs very carefully before returning them approved for production.

Third Party project submissions and Proof procedures

Below are the three areas where proofing is critical. The third area is implemented when third parties supply their own pdf files. This extra level of proofing will cease once consistent quality is achieved with the files supplied by that customer.

1. Our first line of defense is the client. Having them understand and apply proper color palettes, Acrobat preferences and run preflight correctly to achieve proper print ready files is a critical first step. We must be sure the client has proper Acrobat preferences to load into Acrobat, proper color palette to load into InDesign and runs a preflight out of Acrobat not InDesign. A file prep toolkit and instructions will be sent to all new third party customers.

2. Secondly, the Design + Print Center is responsible for checking the file again for preferences, colors and preflight adherence. Any corrections to the customer's pdf file should be done at this point, before the file goes to production. The Design + Print Center will then let the client know about any changes to their file through WebCRD. This helps the client's education of the process.


3. Thirdly, a color proof on requested stock is then generated by the printers and submitted to a designer for approval. Attention to the right detail is critical. The printer proof is a way for the designer to see the final product. This is only for third party vendors and will only be used until quality becomes stable. When we get good quality results, we will return to the designer provided proof method. Also it's critical to keep up with the printer calibration procedures.

Traffic team will alert designers of the need for designer proof approval, based upon client.

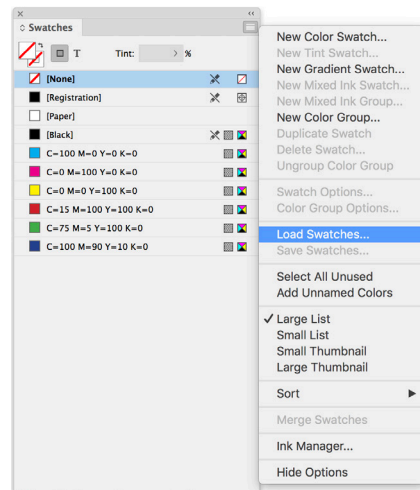
Loading Color Palettes in Adobe

The process for loading color palettes that include the entire CHI corporate color palette.

1

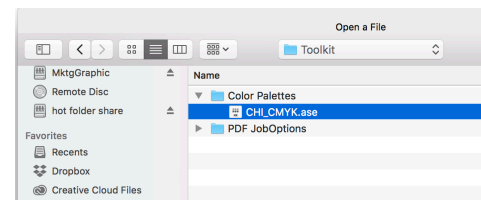
Within InDesign under the Swatches window select the  symbol in to top right of the dialog box.

A panel will appear and scroll to the middle and select **Load Swatches**.



2

Go to the Toolkit folder and select the file **CHI_CMYK.ase** from the Color Palettes folder.

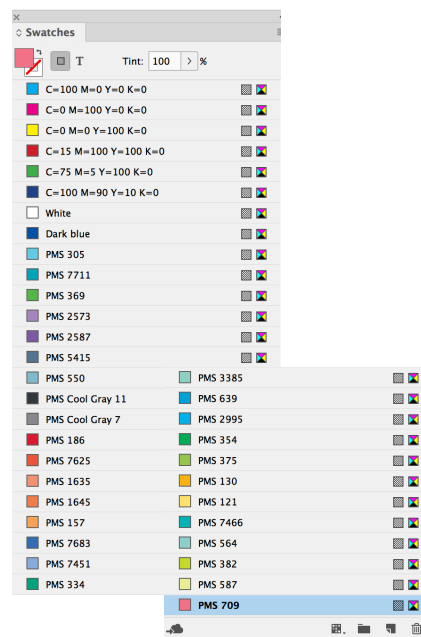


3


Once you select the color palette the following should appear in your swatches folder. These are all of the corporate colors for CHI.

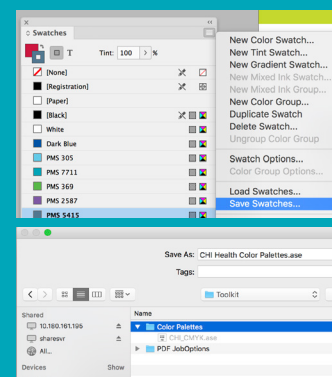


These two symbols on the right of the color let you know that these colors are processed CMYK.



NOTE

To set up your own palette keep only the swatches you want to keep in this saved palette then select the  symbol in the top right of the dialog box. Select **Save Swatches**, then name the palette and save.

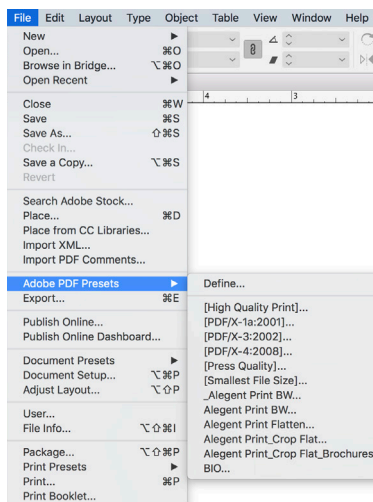


Loading Adobe Presets

The process for loading PDF presets within Adobe products.

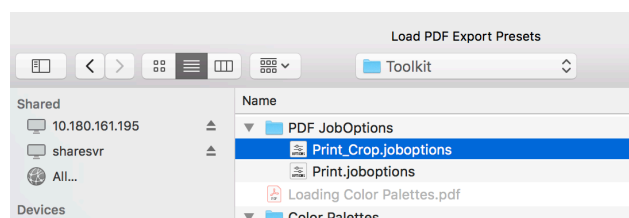
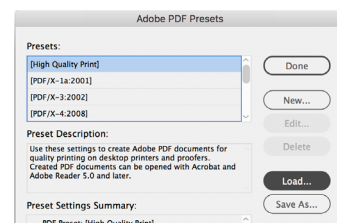
1

Within InDesign under the File Menu select Adobe PDF Presets ► Define.



2

Select **Load** and find the .joboptions loaded in the Toolkit. Load both presets and select Done when complete.

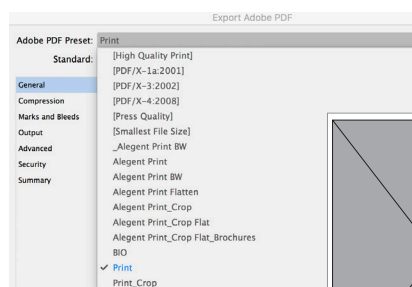


3

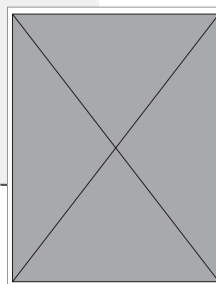
When you export to pdf you will now have some new presets in the dropdown menu titled Print and Print_Crop.

Print

Makes a pdf to the size of the document without bleed or crop marks. Use this for any file that does not have bleed or require crop marks such as flyers.

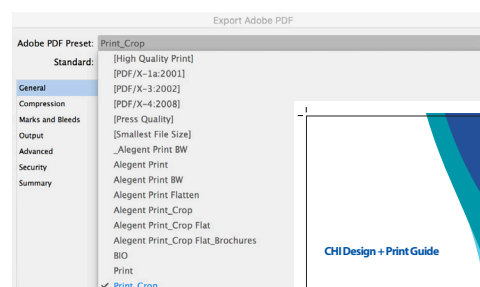


sample pdf

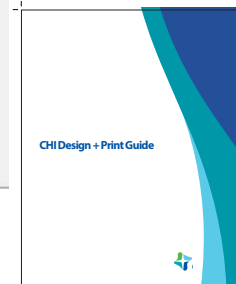


Print_Crop

This makes a pdf with 1/8" bleed and crop marks. This is usually the size that is required at the Design+Print Center.



sample pdf with bleed and crop marks



Writing Style



CommonSpirit Health Abbreviated Writing Style Guide

Names

CommonSpirit should never be shortened to CS or CSH but may be shortened to CommonSpirit after it first appears as CommonSpirit Health®.

Dignity Health should never be shortened to DH or Dignity.

Catholic Health Initiatives may be shortened to CHI after it first appears as Catholic Health Initiatives.

Addresses

Where space permits, spell out all elements of street addresses (123 North Park Boulevard, rather than 123 N. Park Blvd.).

Capitalizations

Unless the word is starting a sentence or being used as a header, do not capitalize mission, vision, values, sponsoring congregation, women religious, or sisters. The word church is not capitalized unless it begins a sentence or refers to a specific church such as the Catholic Church.

Credentials

Limit professional and clinical credentials and licensures listed to: MD, PA, ARNP, RN, JD, Esq., CPA, and FACHE.

Department Names

Spell out department names and use lower case letters. Use initial caps only in lists of departments. After first reference, commonly recognized departments may be abbreviated: Emergency Department (ED) initially, and ED thereafter.

Divisions

In external communications (print or electronic), spell out the entire division name with each reference. For example: CommonSpirit Texas Division.

CommonSpirit divisions are:

Division Name	Geography
Arizona	Arizona
California Central Coast	California coastline; centrally located between San Francisco and Los Angeles, from Thousand Oaks to Paso Robles
Central California	San Joaquin Valley; south of Sacramento to Bakersfield
Greater Sacramento	Sacramento and the greater Sacramento area
Midwest	Nebraska, western Iowa, North Dakota and Minnesota
Northern California	San Francisco bay area and northern California, from Red Bluff to Mt. Shasta
Pacific Northwest	Washington and Oregon
Southeast	Arkansas, Kentucky, Tennessee, Georgia and eastern Ohio
Southwest	Nevada (Las Vegas), Los Angeles County and San Bernardino County
Texas	Texas

Facility Names

In internal communications (*print or electronic*), list the community with first reference (*e.g., Dignity Health Mercy Hospital of Folsom*). With subsequent references, the name may be abbreviated to include only the system and community name (*Dignity Health Mercy Folsom*). A hyphen may also be used (*e.g., CHI Mercy Health - Roseburg*) in the first reference; CHI Mercy - Roseburg in subsequent references.

Health Care

Two words in most cases. The use in facility names varies (*e.g., St. Joseph HealthCare*).

List Format

Initial cap each item in a list that has a dot point. If items are not complete sentences, do not use ending punctuation.

Months

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. For example: January 2016 was a cold month. When a phrase refers to a month, day and year, set-off the year with commas. For example: His date of birth is May 8, 1962.

Phone Numbers

Use periods (*e.g., 802.555.1234*).

Writing

Follow these specifications for provider names, tech-related words and time of day.

Providers

Use physician to refer to clinicians with a medical degree and advanced practice provider to refer to nurse practitioners, physician assistants, midwives, etc. (may be abbreviated to APP).

Do not refer to providers to describe these professionals. When referred to together, the preferred terminology is Physicians and Advanced Practice Providers.

When writing for the public, the term doctor may be used.

Spacing

Use a single space after a period between sentences.

Tech-Related Words

Use lowercase for email addresses.

Use one word, lowercase, for: website, podcast, internet, webcast, email, smartphone, smartwatch.

Cell phone is two words.

Website addresses should be listed without <http://www> (e.g., commonsprithealth.org). Use initial caps for web addresses when combining multiple words (e.g., AdvancingHealthCareTogether.org).

Time of Day

Punctuate with periods. Do not include minutes for a time that is on the hour (e.g., 8 a.m., 10:15 p.m.).

States

In print and electronic media, when listing a single state, spell it out. When listing multiple states, abbreviate according to the guidelines below. In print media, use traditional abbreviations for state names. Note that some state names have no abbreviation:

Ala.	Hawaii	Mass.	N.M.	S.D.
Alaska	Idaho	Mich.	N.Y.	Tenn.
Ariz.	Ill.	Minn.	N.C.	Texas
Ark.	Ind.	Miss.	N.D.	Utah
Calif.	Iowa	Mo.	Ohio	Vt.
Colo.	Kan.	Mont.	Okla.	Va.
Conn.	Ky.	Neb.	Ore.	Wash.
Del.	La.	Nev.	Pa.	W.Va.
D.C.	Maine	N.H.	R.I.	Wis.
Fla.	Md.	N.J.	S.C.	Wyo.
Ga.				

In electronic communications, use postal service abbreviations for state names:

Alabama	AL	Montana	MT
Alaska	AK	Nebraska	NE
Arizona	AZ	Nevada	NV
Arkansas	AR	New Hampshire	NH
California	CA	New Jersey	NJ
Colorado	CO	New Mexico	NM
Connecticut	CT	New York	NY
Delaware	DE	North Carolina	NC
District of Columbia	DC	North Dakota	ND
Florida	FL	Ohio	OH
Georgia	GA	Oklahoma	OK
Hawaii	HI	Oregon	OR
Idaho	ID	Pennsylvania	PA
Illinois	IL	Rhode Island	RI
Indiana	IN	South Carolina	SC

Writing

Follow these specifications for abbreviating state names for electronic media.


Iowa	IA	South Dakota	SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
Maryland	MD	Virginia	VA
Massachusetts	MA	Washington	WA
Michigan	MI	West Virginia	WV
Minnesota	MN	Wisconsin	WI
Mississippi	MS	Wyoming	WY
Missouri	MO		

Using CHI: Our Name/Brand

We present CHI consistently through the words we use.

How we write and say it


Catholic Health Initiatives is **always** written as three words



A-B-C


CHI is **always** written in all caps.

CHI **always** appears without punctuation. Do not use 'C.H.I.' or 'C-H-I', or any other variations.



C-H-I

When speaking, CHI is pronounced as **three letter syllables, C-H-I**. It is not pronounced as 'kai', 'chai', or 'chi'



Our brand, CHI, should **always** precede all facility and service line names in the first reference. In subsequent references, the facility and service line name can stand alone

Correct	Incorrect
Catholic Health Initiatives	Catholic health initiatives
CHI Health	chi health, CHIHealth, C.H.I. Health
CHIhealth.com	www.chihealth.com
health care	healthcare, HealthCare

While many examples in this guide use the CHI Health brand, the guide standards pertain to all CHI brands.

Email Signature & Phone Script

We will represent CHI professionally in all electronic and telephone correspondence.

Email Signature

Arial Bold 10.5 pt — **Firstname Lastname**
Arial Regular 10.5 pt [Title
Department

Arial Bold 10.5 pt — **CHI Health™**

Arial Regular 10.5 pt [555.555.5555 (O)
555.555.5555 (M)
first.last@primaryname.org

Use 100% Black for your email signature text and PMS Dark Blue for your logo type. You can also copy and paste the above email text into your signature editing dialogue box to use as a template.

Please use the email signature as shown above. Do not add additional info or alter the color or size.



Do Not Use:

- Background images
- Background colors
- Clip art
- Alternative fonts
- Quotations

Suggested Phone Scripting

"Thank you for choosing C-H-I Health [Facility - i.e. Lakeside], this is....."

"Thank you for choosing C-H-I Health [Specific Department - i.e. Lakeside Maternity], this is....."

"Good Afternoon. C-H-I Health, [Specific Department], this is....."

"Thank you for choosing C-H-I Health Clinic, this is....."

You are encouraged to set up your new email signature and keep it up to date at all times.

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Writing

For more Brand Resources visit CHIbrandcenter.com.