



DHRHealth

Brand Guidelines

January 2020



DHR Health is at the forefront of health care innovation. We are united by a common pursuit to deliver the highest quality care and to respond to changes taking place in the health care industry.

Sharing our story is vital to promoting our ideals and elevating the visibility of DHR Health. We have developed these visual brand guidelines to help us share our story with a singular voice.

Applied consistently, these guidelines will help build awareness of DHR Health and support for our vision.

DHR Health Primary Logo

The DHR Health logo is the primary symbol of our corporation. It unifies our system and signals to the market who we are and what we stand for.

Our logo has recently evolved to tell a more complete story. The DHR logo was introduced in 1997. Over time, we built a great deal of equity in that logo, and it is widely recognized. But today, DHR is a different company. We've changed through exponential growth, numerous service line additions, entry into new healthcare arenas, and the development of graduate medical education programs. Our new logo keeps much of our existing equity, but asks people to take a fresh look at DHR Health.



Logomark

DHRHealth

Logotype



DHR Health Logo Color Specifications

The full-colored version of the DHR Health logo is the preferred option for all visual communications.

The color logo is comprised of the DHR Teal Pantone 3272.

Color Specification



Pantone 3272

- Print (CMYK): C=100 M=0 Y=44 K=0
- On-screen (RGB): R=0 G=165 B=153
- HTML: 00A599

Color Logo



Reversed Color Logo



DHR Health Logo Clear Space Minimum Size

Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the importance of the DHR Health identity. The required amount of clear space to ensure maximum visibility and legibility of the logo is determined by the height of “DHR.”



Minimum Size

The minimum size of the logo is set for maximum visibility and impact. The logo may scale up significantly larger, but never use the lockup smaller than the minimum size.



DHR Health Brand Architecture

From our health system to our academic programs, each entity that is part of DHR Health has unique functions and responsibilities. While we're all working toward a shared vision, each entity has created a strategic plan to define the particular role it will play in our integrated efforts to advance the entire institution.



Hospital Brands



Service Line Brands



Academic Brands

DHR Health

Hospital Brands



DHR Health

Service Line Brands



DHR Health

Service Line Brands

(continued)



DHR Health

Service Line Brands

(continued)



In affiliation with



DHR Health

Academic Brands

PSJA SOTOMAYOR
FAMILY HEALTH CENTER



WOMEN'S HEALTH
CENTER



PREVENTIVE MEDICINE
CENTER



FAMILY MEDICINE
CENTER



INTERNAL MEDICINE
CENTER



GENERAL SURGERY
CENTER



DHR Health Business System



www.dhrhealth.com

1234 Street Name
Suite 1
Edinburg, TX 78539

Tel: (956) 362-1234
Fax: (956) 362-1234



John Doe
Title 1

1234 Street Name
Suite 1
Edinburg, TX 78539

Tel: (956) 362-1234
Fax: (956) 362-1234
Cell: (956) 362-1234
j.doe@dhr-rgv.com

www.dhrhealth.com

DHR Health

Email Standards & Guidelines

Using consistent email signatures for @dhr-rgv.com email accounts is an important opportunity to reaffirm the DHR Health brand identity while conveying relevant contact information. The impact of our brand is dependent on proper, consistent use of our logo through many communication mediums.

The following are guidelines for all employees using an @dhr-rgv.com email account:

- When entering personal information, use the provided layout, formatting and text attributes (see specifications below for more information).
- Do not press the [Enter] key when adding contact information to the email signature.
- Do not alter the size or position of the logo.
- The background should be all white.

The following are **not approved** for email messages and signatures:

- Personal slogans, quotations, descriptions, or inspirational messages
 - Wallpaper or backgrounds
 - Logos, embedded art, photos, etc. other than what is provided in the template
 - Use of stylized fonts (including italics, cursive fonts, or colors other than teal or black)
 - Use of extra-large or very small font sizes
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DHR Health

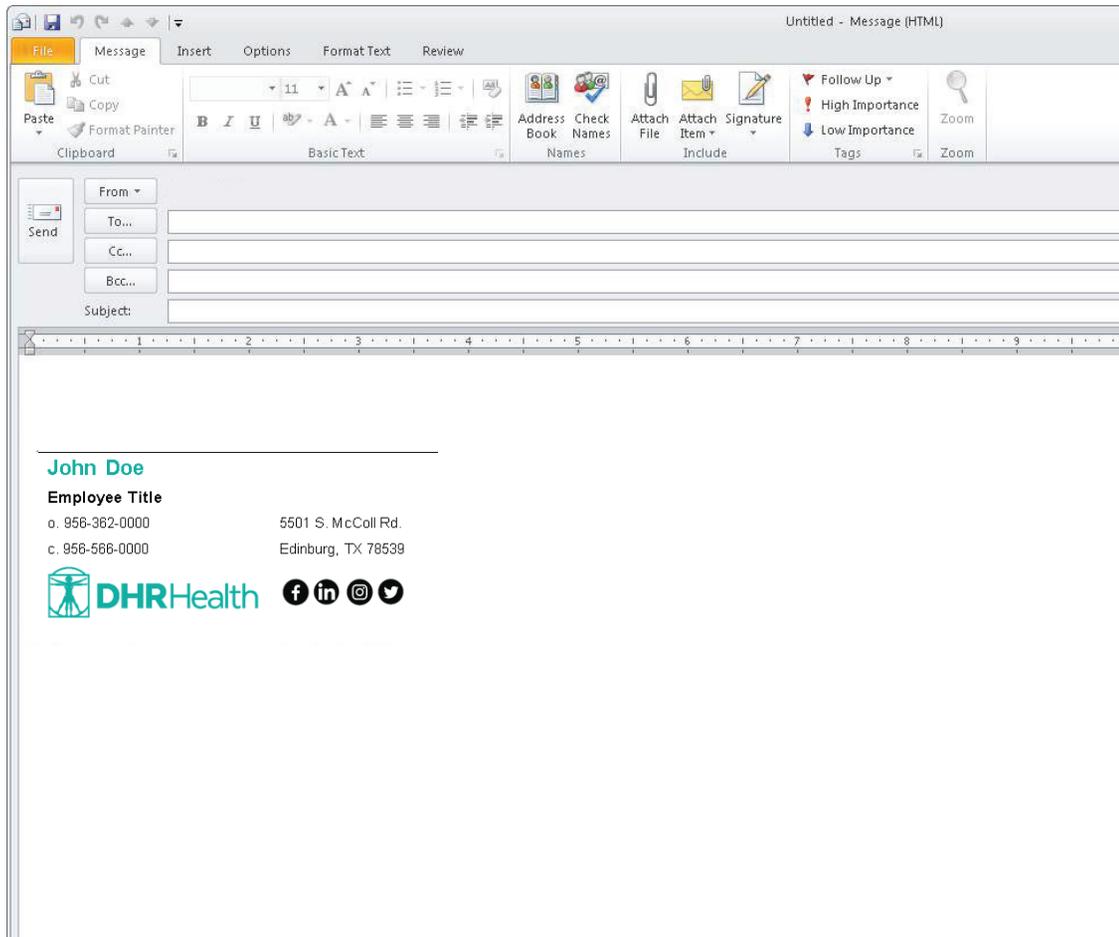
Email Standards & Guidelines

Signature Specifications

- Font type is Arial
- Name is bold, 12 point, color DHR teal (R: 0 G:165 B:153)
- Title is bold, 9 point, color black
- Contact information is 8 point, color black

Body Text Specifications

- Font type is Arial
- Size no smaller than 8 point, no larger than 12 point
- Color black



DHR Health Signs (Exterior)

Color Specifications

- PMS 3272 (DHR Teal):
MPC 232 Green Goddess
- PMS Warm Grey 11 (Bronze):
MPC 14 Brownian Motion

Material Specifications

- Custom Cut Plastic Letters

Special Note

- HOA restrictions will affect these guidelines and will be taken into consideration in a case by case situation



Building Surface Material: Stucco
Logo: Custom Cut Plastic Letters
Logo Color: DHR Teal (MPC 232 Green Goddess)



Building Surface Material: Brushed Aluminum
Logo: Custom Cut Plastic Letters
Logo Color: PMS Warm Grey 11 (Bronze)

DHR Health

Illuminated Signs (Exterior)

Color Specifications

- PMS 3272 (DHR Teal):
MPC 232 Green Goddess

Material Specifications

- Custom Illuminated Channel Letters:
(Only for locations that are operating after business hours)

Special Note

- HOA restrictions will affect these guidelines and will be taken into consideration in a case by case situation



DAY
Building Surface Material: Stucco
Logo: Custom Illuminated Channel Letters
Logo Color: DHR Teal (MPC 232 Green Goddess)



NIGHT
Building Surface Material: Stucco
Logo: Custom Illuminated Channel Letters
Logo Color: DHR Teal (MPC 232 Green Goddess)

DHR Health

Monument Sign (Exterior)

Color Specifications

- PMS 3272 (DHR Teal):
MPC 232 Green Goddess

Material Specifications

- Custom Illuminated/
Non Illuminated

Special Note

- HOA restrictions will affect these guidelines and will be taken into consideration in a case by case situation



DHR Health

Glass Door Sign

Color Specifications

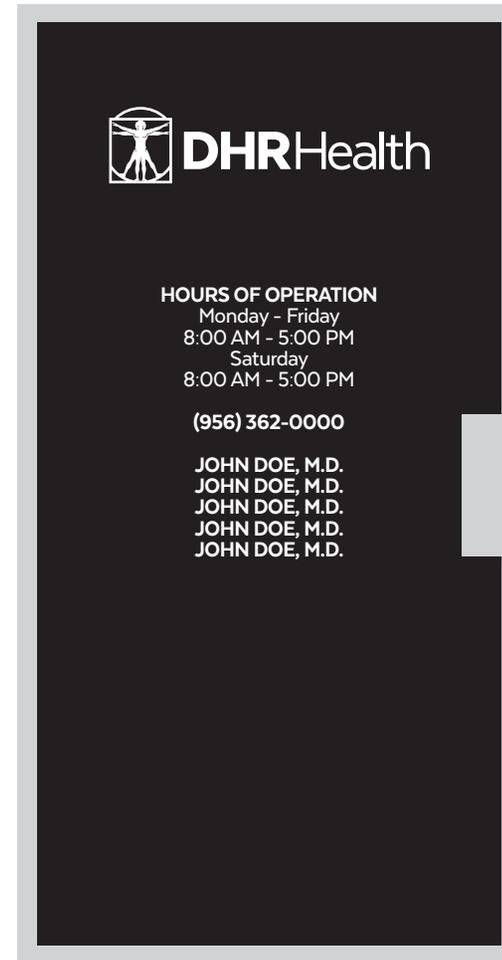
- White

Material Specifications

- Custom cut vinyl

Special Note

- HOA restrictions will affect these guidelines and will be taken into consideration in a case by case situation



DHR Health

Incorrect Usage

The impact of our logos is dependent on proper, consistent use. Any changes to the shape and color of DHR logos and logo lock-ups will change or diminish the important values, ideas and meanings with which it is associated. Logos are, among other things, symbols of reputation: alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct logo and logo lock-up structure and implementation is critical.

To ensure that this consistency is conveyed appropriately and responsibly, all departments and facilities of DHR Health are expected to conform to the graphic standards set forth in this guide in ALL internal and external communications including print, electronic, apparel and signage.

For questions and any additional information needed, call the DHR Health Creative Services Department at (956) 362-3109.

All DHR Health Logos

1. **Don't** change the colors within the logo, tagline or service line
 2. **Don't** reposition tagline
 3. **Don't** lock up copy with logo
 4. **Don't** change the size or proportion of the elements which make up the logo
 5. **Don't** change configuration of the elements of the logo
 6. **Don't** position any elements within the allotted "clear space" of the logo
 7. **Don't** frame the logo within a shape
 8. **Don't** add a drop shadow or effects to the logo
 9. **Don't** distort the logo
 10. **Don't** place the logo at an angle
 11. **Don't** change the opacity of the logo
 12. **Don't** bleed logo off the edge of a page or place it too close to the edge
 13. **Don't** alter placement or type size/weight of service or location line
 14. **Don't** create your own service or location line lock-up
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