



Tri-City Medical Center

Brand Guide | 2020



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INTRODUCTION

OBJECTIVES

This graphic standards document or brand guide defines the use of graphics and color in external/internal materials designed for Tri-City Medical Center (TCMC) and all Tri-City Healthcare District (TCHD) owned facilities and clinics. This document addresses the proper uses of layout and graphic elements for the creation of TCMC marketing & communication materials.

Our goal is to consistently communicate the Tri-City Medical Center brand, including the position of advancement and community importance within all marketing materials. This brand guide contains detailed information for both internal teams and creative partners.

Objectives of Our Brand Identity

- Consistently express the Tri-City Medical Center brand — our promise, values and appearance.
- Create a sense of community confidence through consistent imagery and style in our marketing, including communications, promotions and advertising.
- Manage the value and visibility of the Tri-City Medical Center brand to instill familiarity and reinforce the experience.
- Provide tools to facilitate consistent delivery of the brand promise with every point of contact.

In order to ensure that all media adequately reflects this message communications must be approved before release. Specifically, approval must be obtained from Tri-City Medical Center's External Affairs Department.

All requests for approval must be sent at least 2 weeks in advance to the TCMC External Affairs Department:
externalaffairs@tcmc.com

PLEASE NOTE:

All departments within Tri-City Medical Center are responsible for assuring the validity and accuracy of all content referring to their department. This includes website content, brochures, booklets, information distributed to patients, signage, etc.

INTRODUCTION

EXTERNAL AFFAIRS DEPARTMENT (E.A. DEPARTMENT)

The External Affairs Department, referred to as the TCMC E.A. Department within this document from here forward, is responsible for four key organizational functions: Marketing, Communications, Government Affairs and Community Engagement.

The primary activities of external affairs are as follows:

MARKETING – Leverage print, television and digital advertising to promote services that positively contribute to the sustainability of the medical center, including our four pillars: Orthopedics, Cardiovascular Services, Neurological Oncology and Primary Care.

COMMUNICATIONS – Engage with internal and external stakeholders, including the media, to showcase Tri-City Medical Center's breadth of services and quality outcomes, while addressing public concerns, maintaining two-way communication with key community influencers, demonstrating transparency and exhibiting good faith to the communities we serve.

GOVERNMENT AFFAIRS – Work in partnership with elected officials and key health care decision-makers to influence local, state and federal health policy and regulatory decisions that have the potential to positively or negatively impact Tri-City Medical Center's ability to provide quality health care to our communities.

COMMUNITY ENGAGEMENT – Create partnerships with community organizations, including non-profits and service providers, to perpetuate positive health outcomes and address critical health needs as identified in the Hospital Association of San Diego and Imperial Counties' triennial Community Health Needs Assessment. tricitymed.org/community

INTRODUCTION

BRAND EVOLUTION & INSPIRATION

For nearly 60 years, Tri-City Medical Center's caring hands have been a symbol of the skilled care of our dedicated nurses, doctors and clinicians. The Tri-City brand is a recognizable symbol to our community and has undergone minor stylistic changes in the past six decades. Our meaningful logo is a representation of our hands-on approach to caring for and supporting North County through our mission, "to advance the health and wellness of the community we serve".

The goal for modernizing the TCMC branding is to **embrace our legacy** as a staple of our community and to elevate the look and feel to ensure every branded piece, from our emails to brochures, is up to industry standards and matches the excellent services we provide to the community. The TCMC brand should always be consistent and leave a positive, professional impression on our community.

Since inception branding styles have varied. This document elevates the established TCMC brand by augmenting our recognizable logo with a clean, vibrant color pallet. As we enter our seventh decade of service, we endeavor to ensure our medical center reflects the communities we serve, not only in terms of our logo and color pallet but also in the imagery that adorns our walls and the way our brand is represented inside and outside the medical center.

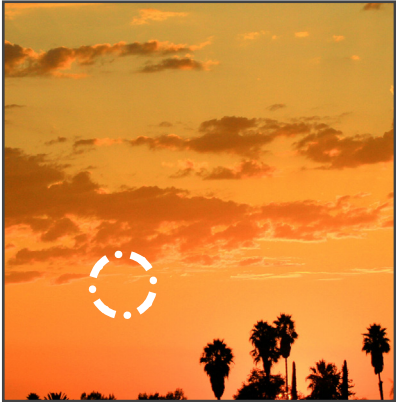
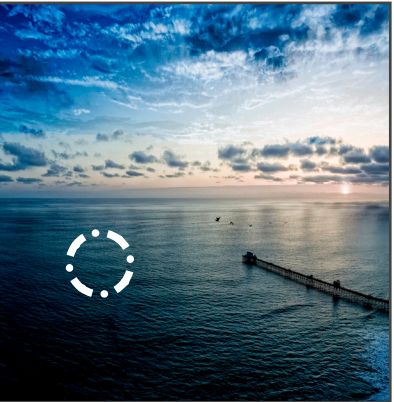
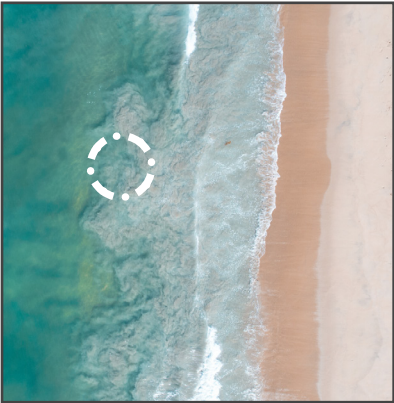


TODAY



PREVIOUS LOGOS

COLOR
INSPIRATION



COLOR

PSYCHOLOGY

Color is a powerful communication tool that can be used to signal action, influence mood and even influence physiological reactions. Certain colors have been associated with increased blood pressure, increased metabolism and eyestrain. Tri-City's color pallet has been carefully chosen to create an emotional impact and portray specific characteristics listed below.

TRUST	TRANQUIL	PEACEFUL	VITALITY	HOPE
CONNECTION RESPONSIBLE PROFESSIONAL	CALMING CREDIBLE DEPENDABLE	FRESH BALANCE CLARITY	POSITIVITY ENERGETIC HEALTHY	JOYFUL INSPIRED POSITIVE
RELIABLE	SOOTHING	HEALING	CONNECTED	OPTIMISTIC

COLOR CORPORATE PALETTE



Tri-City Medical Center



TRUSTED NAVY

Pantone 648 C
CMYK: 100C 89M 33Y 23K
RGB: 31R 50G 99B
HEX: 1f3263



TRANQUIL BLUE

Pantone 7686 C
CMYK: 100C 79M 17Y 4K
RGB: 14R 76G 139B
HEX: 0e4c8b



HEALING AQUA

Pantone 7459 C
CMYK: 84C 31M 27Y 1K
RGB: 1R 139G 166B
HEX: 018ba6



VITALITY ORANGE

Pantone 715 C
CMYK: 0C 56M 96Y 0K
RGB: 246R 138G 37B
HEX: f68a25



OPTIMISTIC YELLOW

Pantone 7408 C
CMYK: 2C 28M 100Y 0K
RGB: 248R 187G 22B
HEX: f8bb16

COLOR

EXTENDED COLOR PALETTE

LIGHTER PALETTE



Light Navy

CMYK: 78, 56, 22, 4
RGB: 75, 107, 149
HEX: 4b6b95



Light Blue

CMYK: 73, 43, 13, 0
RGB: 79, 130, 176
HEX: 4f82b0



Light Aqua

CMYK: 61, 18, 22, 0
RGB: 101, 169, 187
HEX: 65a9bb



Light Orange

CMYK: 2, 38, 76, 0
RGB: 245, 169, 84
HEX: f5a954



Light Yellow

CMYK: 4, 19, 71, 0
RGB: 245, 204, 103
HEX: f5cc67

PRIMARY PALETTE



Trusted Navy

Pantone 648 C
CMYK: 100, 89, 33, 23
RGB: 31, 50, 99
HEX: 1f3263



Tranquil Blue

Pantone 7686 C
CMYK: 100, 79, 17, 4
RGB: 14, 76, 139
HEX: 0e4c8b



Healing Aqua

Pantone 7459 C
CMYK: 84, 31, 27, 1
RGB: 1, 139, 166
HEX: 018ba6



Vitality Orange

Pantone 715 C
CMYK: 0, 56, 96, 0
RGB: 246, 138, 37
HEX: f68a25



Optimistic Yellow

Pantone 7408 C
CMYK: 2, 28, 100, 0
RGB: 248, 187, 22
HEX: f8bb16

DARKER PALETTE



Dark Navy

CMYK: 98, 85, 45, 60
RGB: 5, 26, 55
HEX: 051a37



Dark Blue

CMYK: 100, 89, 33, 23
RGB: 31, 50, 99
HEX: 1f3263



Dark Aqua

CMYK: 94, 56, 38, 17
RGB: 2, 92, 117
HEX: 025c75



Dark Orange

CMYK: 9, 65, 100, 1
RGB: 222, 116, 38
HEX: de7426



Dark Yellow

CMYK: 4, 40, 100, 0
RGB: 239, 163, 32
HEX: efa320

COLOR

PROGRAM SPECIFIC

CARDIOVASCULAR HEALTH INSTITUTE (CVHI)



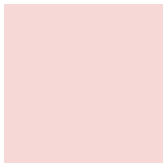
CVHI Red

Pantone 7425 C

CMYK: 22, 100, 62, 10

RGB: 179, 30, 74

MATERNAL CHILD HEALTH/ WOMEN'S RESOURCE CENTER (WRC)

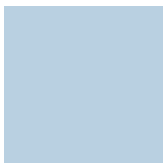


WRC Pink

Pantone 698 C

CMYK: 2, 17, 9, 0

RGB: 245, 215, 214



WRC Blue

Pantone 552 C

CMYK: 26, 10, 6, 0

RGB: 186, 208, 224

LUCKY 13 GREEN



Lucky 13 Green

Pantone 375 C

CMYK: 50, 0, 100, 0

RGB: 140, 198, 62

TYPOGRAPHY COLOR

58% of adults in the U.S have experienced eye strain from working on computers.

Instead of black, use dark gray text on a white background so the change in brightness will not be as drastic. This prevents overstimulating the retina and allows users to be able to read for a longer period of time.



Optimal Text

CMYK: 67, 60, 59, 44

RGB: 68, 68, 68

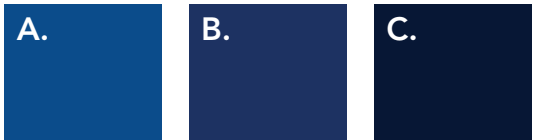
HEX: 444444

COLOR

GRADIENTS | DIFFERENT COLOR FAMILIES

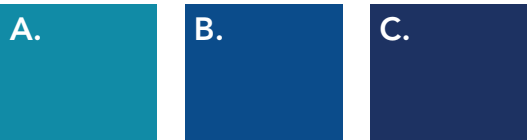
BLUE TO NAVY

- A. Tranquil Blue
- B. Trusted Navy
- C. Navy - Dark



AQUA TO BLUE

- A. Healing Aqua
- B. Tranquil Blue
- C. Blue - Dark



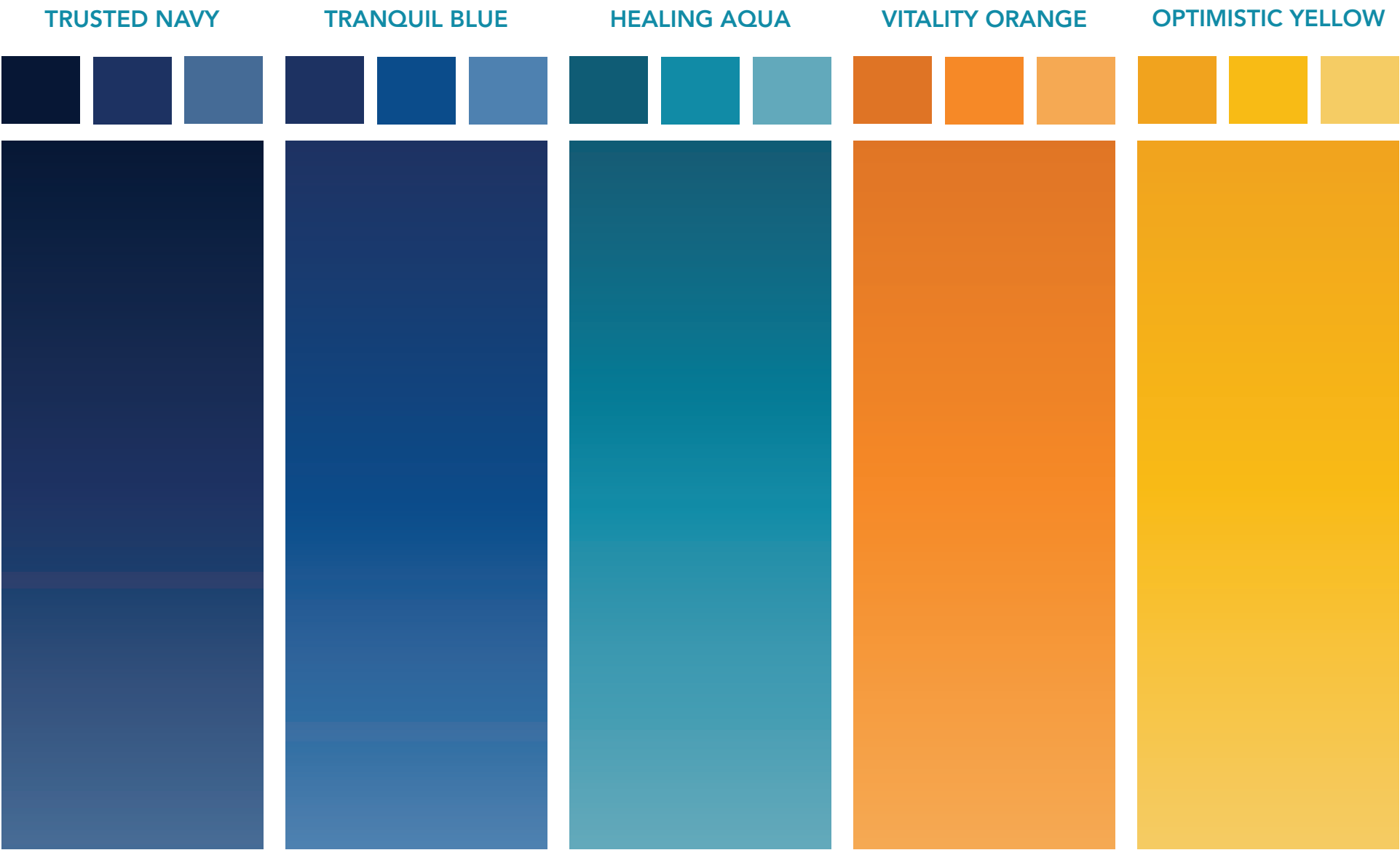
YELLOW TO ORANGE

- A. Optimistic Yellow
- B. Vitality Orange
- C. Orange - Dark



COLOR

GRADIENTS | SAME COLOR FAMILY



COLOR

GRADIENT GUIDELINES

Gradients are only to be used for emphasis or as a design tool to create visual interest. They should be used sparingly and should never be used for text. There are five single-color gradients and three different color families gradients permitted for use. Each gradient contains three color values. Other variations are not permitted.

GRADIENT SPECIFICATIONS

- Linear, light to dark at 75°
- Midpoints at 50%



CORRECT GRADIENT USE



INCORRECT GRADIENT USE



Gradients should not be used in text.

LOGO



CARING HANDS
Includes the three rings

Tri-City Medical Center

NAME LOCK-UP

The Tri-City Medical Center logo in its entirety consists of two elements: the Tri-City Medical Center caring hands - this also references the rings contained within the hands and the name lockup - "Tri-City Medical Center". No part of the logo should be removed, modified or resized independently. *Approved logo variations are located on [page 16](#).*

THIS LOGO REPLACES ALL PREVIOUS VERSIONS which have been used, including those with taglines such as *Advanced Health Care for You, Caring Hands. Our Symbol, Our Promise; Advanced Health Care Personalized Just for You* and *ADVANCE*, among other iterations.

The elements within the logo utilize colors from our corporate palette, *for more information on logo colors, see [page 17](#)*. The three interlocking rings are representative of the 3 cities which came together to form Tri-City Healthcare District. Aqua represents Carlsbad and its shallow lagoons, blue represents the deep waters of Oceanside and its harbor and orange represents the sunny climate of Vista.



LOGO

FAMILIARIZING THE LOGO



The logo may not be used in advertising unless authorized by TCMC. Changes deviating from this guide must be approved by the E.A. Department prior to use. Reference [page 17](#) for logo color options.

In the diagram "a" represents the height of the hands. The appropriate spacing between the "caring hands" and the Tri-City name lock-up are expressed as a proportion of the height of the hands.

CARING HANDS

- Must be symmetrical.
- Open hands should not be modified or altered for spacing.

THREE RINGS

- Must be three interlocking rings of equal size.
- The left circle is aqua, center circle is orange and the right circle is blue.

NAME LOCK-UP

- The hyphen between Tri and City should never be removed.
- Font: Frutiger

FOREIGN LANGUAGE USE

"Tri-City Medical Center" is a brand name and cannot be translated into another language. The name "Tri-City Medical Center" will be used as-is in any medium in which another language, is written, spoken or displayed.

LOGO

TCMC LOGO VARIATIONS

There are two variations of the TCMC logo that are approved for use.

CARING HANDS NAME LOCKUP

Always endeavor to use whichever format of the logo appears largest, with the highest legibility, contrast and prominence. No additional layouts of the caring hands name lock-up are permitted.

A. Vertical Logo

B. Horizontal Logo

CARING HANDS

The “caring hands” of the TCMC logo may be used in limited and special circumstances exclusively with approval from the E.A. Department.

C. Caring Hands Logo

A.



B.



C.



LOGO

COLOR VARIATIONS

The following examples are acceptable color choices for the Tri-City logo. These are the only acceptable color variations. In instances where background colors, collateral type, or printing limitations decrease the visibility or clarity of the full logo, a solid color variation may be used. *For clarity and color contrast guidelines reference [page 12 & 13](#).*

A. FULL-COLOR

This is the preferred true color setting for the logo.

B. ONE-COLOR BLUE

All elements of the logo appear in TCMC blue from the corporate color palette, [page 8](#).
CMYK: 100C 79M 17Y 4K.

C. ONE-COLOR AQUA

All elements of the logo appear in TCMC aqua from the corporate color palette, [page 8](#).
CMYK: 84C 31M 27Y 1K.

D. ONE-COLOR BLACK

All elements of the logo are to appear in 100% black.
CMYK: 0C 0M 0Y 100K.

E. ONE-COLOR WHITE

All elements of the logo are to appear in white.
CMYK: 0C 0M 0Y 0K.

Exceptions may apply with E.A. Department's approval such as the combination of the full-color caring hands with the aqua name lock-up. See [page x](#) and [page x](#) for examples.

A.



B.



C.



D.



E.



LOGO

SIZE & STAGING

The Tri-City Medical Center logo should be surrounded by clear space on all sides. The clear space should be $\frac{1}{2}$ the size of the height of the "Caring Hands" which is represented by the (x) below. No other graphic element may impinge on the TCMC logo clear space.

A. Vertical Logo

B. Horizontal Logo

PRINT MEDIA SIZE ALLOWANCE FOR LOGO

1" / 50.8 mm / 12 Pica

DIGITAL MEDIA SIZE ALLOWANCE FOR LOGO

136 pixels wide at 72 pixels/inch for $\frac{1}{2}$ " indicator

A.



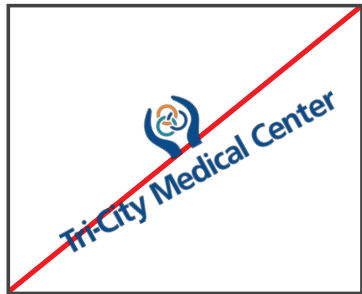
B.



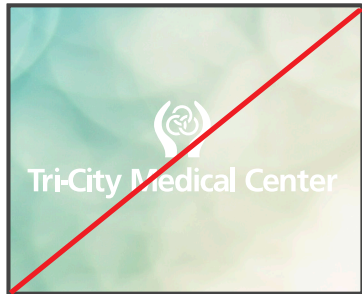
LOGO

INCORRECT USAGE

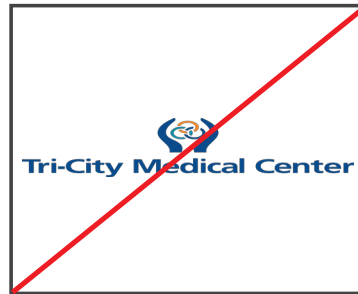
The logo must be placed for maximum impact so it can be easily found and read by the viewer on any marketing material. Sizing, background contrast and visual aesthetic must be considered to maximize logo visibility. *Refer to the previous page for appropriate visibility examples. Please use the TCMC logo exactly as you see it on [pages 6 & 9](#) of this guide.*



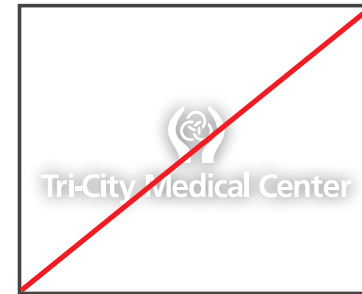
Orientation



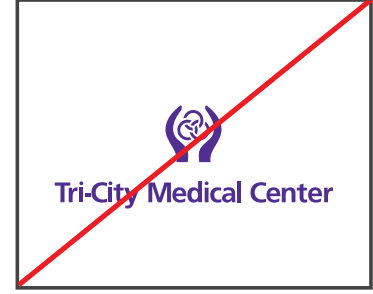
Poor contrast/placement



Distorted/stretched



Outlined or added
"glow" effects



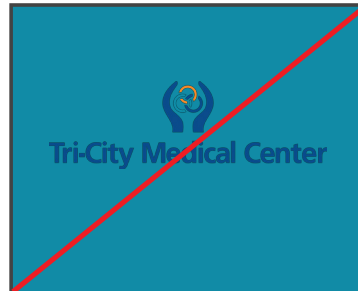
Color changes on any of
the logo elements.



Inside of a white or
colored box



Reconfigured or changes
to the size or placement
of any logo elements



Color logo placed
on a similar colored
background



Recreate elements or
replace with
something else



Any use of a previous
version of the logo

LOGO TIPS:

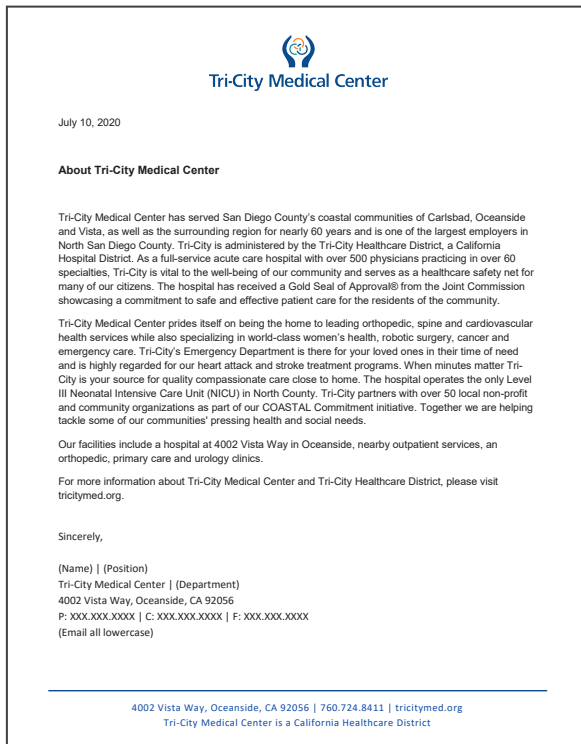
- Do not use a logo originally intended for print (CMYK) for digital purposes (RGB) or vice-versa.
- Do not enlarge rasterized versions of the logo. Rasterized file types include jpeg, png.

LOGO

CLARITY OF PRESENTATION

The logo must be placed for maximum impact so it can be easily found and read by the viewer on any marketing material. Sizing, background contrast and visual aesthetic must be considered to maximize logo visibility.

CORRECT LOGO USAGE



The image shows a letterhead template for Tri-City Medical Center. The logo is placed at the top left, above the date "July 10, 2020" and the heading "About Tri-City Medical Center". The logo is small and clear, and the text is legible. The logo is placed on a white background, which provides high contrast.

July 10, 2020

About Tri-City Medical Center

Tri-City Medical Center has served San Diego County's coastal communities of Carlsbad, Oceanside and Vista, as well as the surrounding region for nearly 60 years and is one of the largest employers in North San Diego County. Tri-City is administered by the Tri-City Healthcare District, a California Hospital District. As a full-service acute care hospital with over 500 physicians practicing in over 60 specialties, Tri-City is vital to the well-being of our community and serves as a healthcare safety net for many of our citizens. The hospital has received a Gold Seal of Approval® from the Joint Commission showcasing a commitment to safe and effective patient care for the residents of the community.

Tri-City Medical Center prides itself on being the home to leading orthopedic, spine and cardiovascular health services while also specializing in world-class women's health, robotic surgery, cancer and emergency care. Tri-City's Emergency Department is there for your loved ones in their time of need and is highly regarded for our heart attack and stroke treatment programs. When minutes matter Tri-City is your source for quality compassionate care close to home. The hospital operates the only Level III Neonatal Intensive Care Unit (NICU) in North County. Tri-City partners with over 50 local non-profit and community organizations as part of our COASTAL Commitment initiative. Together we are helping tackle some of our communities' pressing health and social needs.

Our facilities include a hospital at 4002 Vista Way in Oceanside, nearby outpatient services, an orthopedic, primary care and urology clinics.

For more information about Tri-City Medical Center and Tri-City Healthcare District, please visit tricitymed.org.

Sincerely,

(Name) | (Position)
Tri-City Medical Center | (Department)
4002 Vista Way, Oceanside, CA 92056
P: XXX.XXX.XXXX | C: XXX.XXX.XXXX | F: XXX.XXX.XXXX
(Email all lowercase)

4002 Vista Way, Oceanside, CA 92056 | 760.724.8411 | tricitymed.org
Tri-City Medical Center is a California Healthcare District

Sizing used appropriately



The image shows a brochure template for Tri-City Medical Center. The logo is placed at the top left, above the text "Proudly serving our community since 1961". The logo is large and clear, and the text is legible. The logo is placed on a blue background, which provides high contrast.

Proudly serving our community since 1961

Tri-City Medical Center has served our community for nearly 60 years and prides itself on being the home to leading orthopedic, spine and cardiovascular health services while also specializing in world-class women's health, robotic surgery, cancer and emergency care.

Tri-City's Emergency Department is there for your loved ones in their time of need and is highly regarded for our heart attack and stroke treatment programs. When minutes matter, Tri-City is your source for quality compassionate care close to home.

50+ Community Partners

Tri-City Medical Center's COASTAL Commitment initiative tackles our communities' most pressing health and social needs.

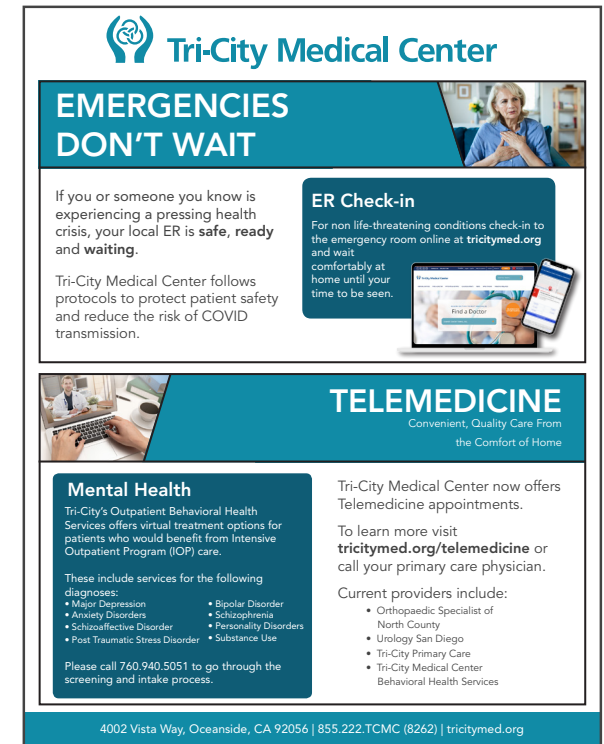
Leader in North County

- Technologically-advanced Emergency Department
- 1st accredited Thrombectomy Capable Stroke Center certification, 360° nationwide
- 1st in San Diego to offer Masor Robotic Spine Surgery
- Only Level III NICU

visit tricitymed.org

Tri-City Medical Center

Acceptable use of caring hands and white logo choice



The image shows a flyer template for Tri-City Medical Center. The logo is placed at the top left, above the text "Tri-City Medical Center". The logo is large and clear, and the text is legible. The logo is placed on a white background, which provides high contrast.

Tri-City Medical Center

EMERGENCIES DON'T WAIT

If you or someone you know is experiencing a pressing health crisis, your local ER is **safe, ready and waiting**.

Tri-City Medical Center follows protocols to protect patient safety and reduce the risk of COVID transmission.

ER Check-in

For non life-threatening conditions check-in to the emergency room online at tricitymed.org and wait comfortably at home until your time to be seen.

TELEMEDICINE

Convenient. Quality Care From the Comfort of Home

Mental Health

Tri-City's Outpatient Behavioral Health Services offers virtual treatment options for patients who would benefit from Intensive Outpatient Program (IOP) care.

These include services for the following diagnoses:

- Major Depression
- Anxiety Disorders
- Schizoaffective Disorder
- Post Traumatic Stress Disorder
- Bipolar Disorder
- Schizophrenia
- Personality Disorders
- Substance Use

Please call 760.940.5051 to go through the screening and intake process.

Tri-City Medical Center now offers Telemedicine appointments.

To learn more visit tricitymed.org/telemedicine or call your primary care physician.

Current providers include:

- Orthopaedic Specialist of North County
- Urology San Diego
- Tri-City Primary Care
- Tri-City Medical Center Behavioral Health Services

4002 Vista Way, Oceanside, CA 92056 | 855.222.TCMC (8262) | tricitymed.org

Solid color logo used appropriately

LOGO

SERVICE LINE & DEPARTMENT LOGOS

The Tri-City brand benefits from the association between the brand as a whole and its departments and services. Therefore, any advertising of Tri-City's services or departments should use the appropriate variation of the logo, if a variation exists. Any placement or use of a department-specific logo must be approved by the E.A. Department. Only approved department logos may be used.

SERVICE LINE

FULL
COLOR



BLUE



AQUA



DEPARTMENT



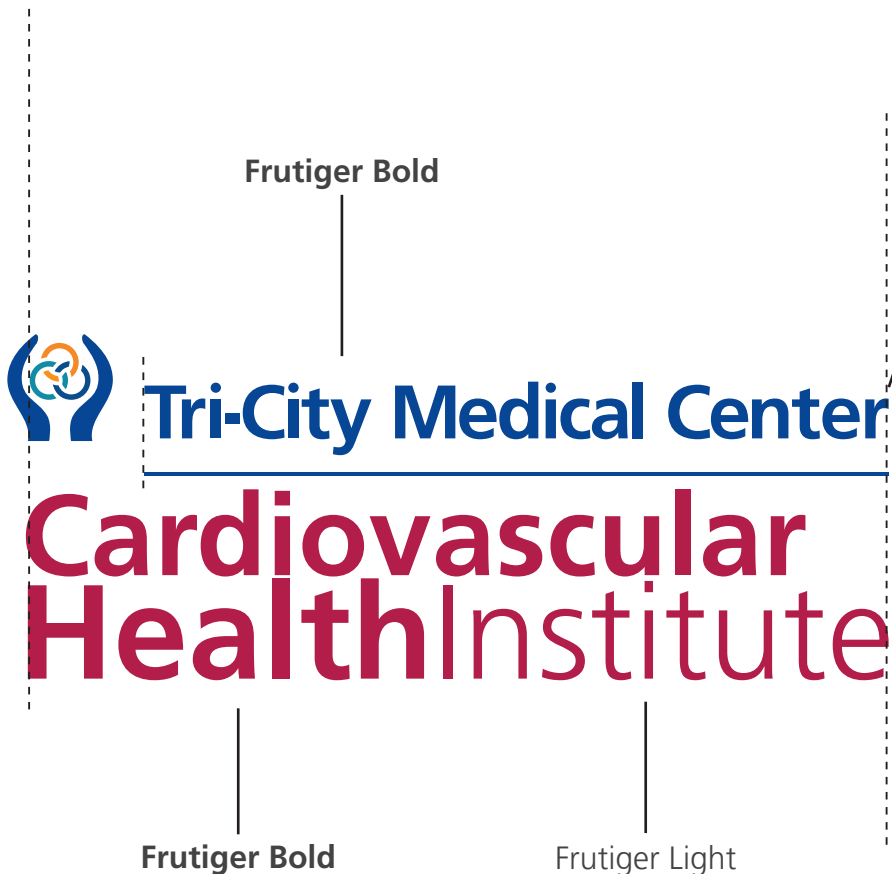
EXCEPTIONS:

The Cardiovascular Health Institute service line logo uses CVHI red. See [page 10](#) for other color exceptions.

LOGO

SERVICE LINE & DEPARTMENT LOGOS

Department name aligned with bottom left corner of caring hands



CARING HANDS NAME LOCK-UP

- "Caring Hands" with "Tri-City Medical Center"
- Match length of the department/service name
- Font color: blue, *reference page 18 for colors*

UNDERLINE

- Underneath "Tri-City Medical Center"
- Color: blue, *reference page 18 for colors*
- Extends from the "T" to the "r" in TCMC
- Must be 2px thickness in the Adobe Illustrator program
- Line is placed 2px below name lock-up and 2px above department name

DEPARTMENT NAME

- First word on each line in Frutiger Bold and the following word in Frutiger Light alternating until complete
- No space between light & heavy font
- Priority is to have the department name stacked, extending to the width of the caring hands/name lock-up, but not beyond the caring hands name lock-up
- Department name is limited to 2 lines. Beginning of each line should not start with a symbol
Example: "&" would be placed on line 1 in Women & Newborn Services
- Adjust the placement of department name to be visually pleasing and similar to previously approved department logos
- Font color: Dependent on department/service line/institute logo, *reference page 18 for colors*

LOGO HELP:

Updated logos are housed in the Marketing Toolbox. Reference [page 27](#) for file location. To request an updated logo contact the E.A. Department at externalaffairs@tcmc.com

LOGOS

ANCILLARY CLINICS & TCMC LOCATIONS

Ancillary clinics also known as 1206b clinics may produce their own materials and order items with brand oversight from the E.A. Department.

Affiliation with the Tri-City Healthcare District must be noted on the 1206b clinic website, front entryway and official documents including letterhead.

The following ancillary locations must follow the branding principles outlined in this guide:

- Tri-City Wellness & Fitness Center
- Tri-City Primary Care (1206b)
- Orthopaedic Specialists of North County (1206b)
- Urology San Diego (1206b)
- Cardiology San Diego (1206b)

PLEASE NOTE:

Any deviations from this guide must first be approved by TCMC's E.A. Department.



1206B Clinics

These clinics comprise the Tri-City Healthcare Network

LOGOS

TCHCN LOGO & COLOR VARIATIONS

LOGO FORMAT

There are two variations of the Tri-City Healthcare Network (TCHCN) logo that are approved for use. Always endeavor to use whichever format of the logo appears largest, with the highest legibility, contrast and prominence. No additional layouts of this logo are approved.

A. Vertical Logo

B. Horizontal Logo

ADDITIONAL LOGO COLOR OPTIONS

There are two additional color variations of the Tri-City Healthcare Network (TCHCN) logo that are approved for use. These color variations are approved for use in the vertical or horizontal format. No additional layouts of this logo are approved.

C. One-Color Black

All elements of the logo are to appear in 100% black.
CMYK: 0C 0M 0Y 100K.

D. One-Color White

All elements of the logo are to appear in white.
CMYK: 0C 0M 0Y 0K.

A.



B.



C.



D.



DESIGN ELEMENTS

GRADIENT ORBS



Translucent white caring hands logo at 50% transparency, used to add an extra design element when needed.



Social media
orbs can be used
when linked to
the appropriate
platform.

GRADIENT ARROWS

Arrows can be used as bullet points or to highlight a call to action, URL or phone number. Arrows should not exceed the height of the text.



Example: ➡ visit tricitymed.org for more information.



Variation example with
text added.

IMAGERY

PHOTOGRAPHY & IMAGES

TCMC imagery should be bright, professional and reflective of the diverse community we serve.

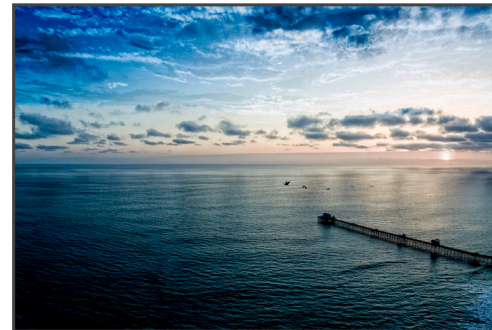
All images must be purchased from an approved photo stock site (ie: iStock or similar) or selected from TCMC's pre-approved media database. Images must be at least 250 ppi (effective and actual). The use of open-source licensed or free use images is also permitted.

When taking personal/individual photos please use the TCMC Photo Release Form.

STOCK IMAGES



COMMUNITY IMAGES



PORTRAITS



When possible, choose neutral colored or complimentary brand-aligned images for communication materials and blog posts.

IMAGERY

INCORRECT USAGE

To maintain patient privacy and ensure HIPAA compliance, any photography or videography in or near the medical center requires permission from the E.A. Department. Please contact externalaffairs@tcmc.com for more information. The use of the following images examples are not permitted.



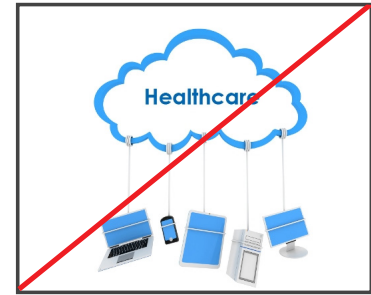
Filters/ Unnatural images



Patients without a signed release form on file



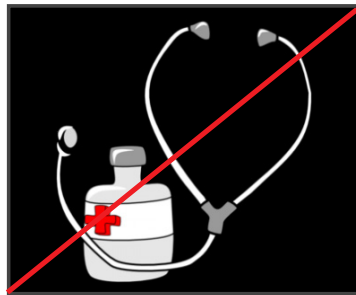
"Selfies"



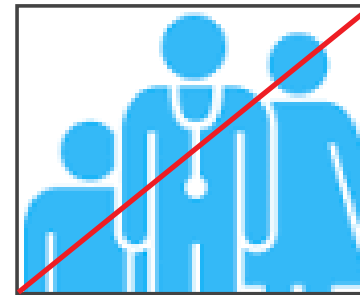
Unlicensed images from the INTERNET



Images with watermarks



Any TYPE of clip-art



Low-res images

TYPOGRAPHY

TYPOGRAPHY

EXTERNAL USE

External facing documents (ie: advertising, brochures). Any designers and/or agencies creating or editing Tri-City materials are required to have and use the Avenir Font Family.

- A. Avenir LT Std - Light
- B. **Avenir LT Std - Heavy**
- C. **Avenir Next LT Pro - Demi Condensed**
- D. *Avenir LT Std - Book Oblique*
- E. ***Avenir LT Std - Heavy Oblique***

EMAIL AND INTERNAL USE

Internal communications or instances where the Avenir font family is unavailable (ie: department memos, email, internal reports, etc.).

- G. Arial - Regular/Bold
- H. Calibri - Regular/Bold

TRI-CITY TYPEFACE FAMILIES

The Avenir, Arial and Calibri typeface family are available in several different weights and styles, and have been approved for use in Tri-City printed and web documents.

Please use these guidelines to determine which style best suits your needs.

- A. Avenir Light
Standard font for promotional materials. Use this font for instances that a light font is desired.
- B. Avenir Heavy
Use this font for headlines, call to action lines and emphasis.
- C. Avenir Demi Condensed
Use this font for placements with space constrictions or when emphasis is desired. Avenir Demi Condensed Bold may also be used (ie: campus maps, call to action within advertising, business cards).
- D. Avenir Book Oblique
Use this font for instances where an italicized font is desired.
- E. Avenir Book Oblique
Use this font for instances where a bold italicized font is desired.
- F. Professor
Use this font for the occasional instances that a script font is desired.
- G. and H. Arial/Calibri
Use these fonts for the occasional instances that the Avenir Font Family is unavailable.

WRITING STYLE GUIDE

Tri-City follows the AP Style-book as often as possible.

TIME FRAMES

When writing periods of time there should be:

- No space between the characters adjacent to dashes
- No “:00” after even hours
- Space after #'s

The abbreviation “pm” is to be used as the standard format.

“pm” is acceptable in clinical materials, instances where the placement of periods would appear duplicitous, and placements with spatial constraints. Maintain consistency within the same document.

Examples of proper use: 1-2:30 pm
10:30 am-1:45 pm

ABBREVIATIONS

Whenever possible, spell out full names of directions (East, West, North, South) and Street, Boulevard, Avenue, etc.

- If space is constrained, abbreviations may be used.
- Be consistent. If South is abbreviated, abbreviate Avenue.

Example: Preferred: South Santa Fe Avenue
Abbreviated: S. Santa Fe Ave.

The use of the ampersand “&” is reserved for department names and should not be used in regular sentences replacing “and.”

Example: Labor & Delivery and Orthopedics & Spine

PHONE NUMBER STYLE

Area code and phone number should appear in period format.

Example: 760.724.8411

USE OF COMMAS IN SEQUENCES

We do not use an extra comma in front of the “and” in a series.

Example: Please bring your medical records, x-rays and immunization schedule to your child's appointment.

URL & EMAIL USAGE

- Do not use “www.” or “HTTP://” in URLs
- The entire URL and email address should be lowercase

Example: tricitymed.org | flname@tcmc.com

WRITING STYLE GUIDE CONTINUED

EDITORIAL BRANDING

In written communication first spell out “Tri-City Medical Center.”

On second and subsequent references, you may use “TCMC” or “Tri-City” only if it is clear that you are referring to Tri-City Medical Center within the collateral. Tri-City should never omit the dash between “Tri” & “City.”

Placement of the words “Tri-City Medical Center” in articles or content should be kept together as often as possible.

Incorrect Example: “Tri-City Medical Center” separated

The strategic affiliation between Tri-City Medical Center and XYZ Medical Group expands the range of services available to patients.

Correct Example: “Tri-City Medical Center” together

The strategic affiliation between Tri-City Medical Center and XYZ Medical Group expands the range of services available to patients.

MEDICAL ABBREVIATIONS

No periods with a comma separating different titles – applies to all medical titles. Do not use “doctor” and “MD” in the same name listing.

Example: MD, RN, PhD

CAPITALIZATION IN TITLES

In general, we capitalize the first word of all nouns and verbs in titles. We do not capitalize pronouns (unless they’re the first word).

COMMON WORD PREFERENCES

- “nonprofit”
- “system-wide”
- “x-rays”

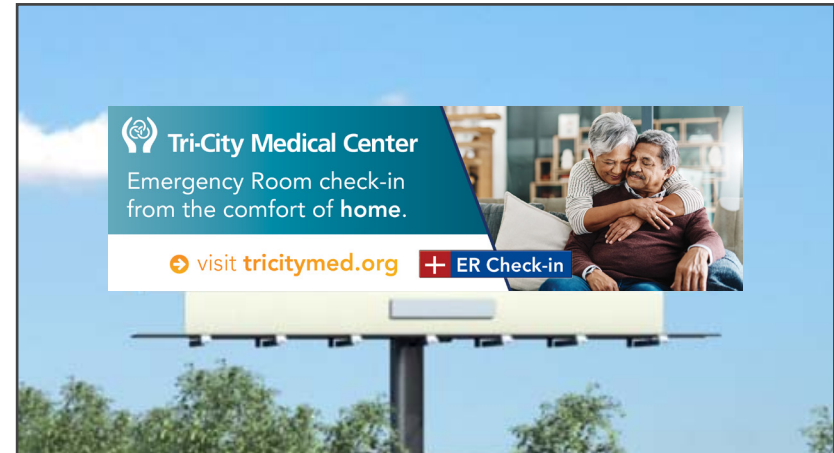
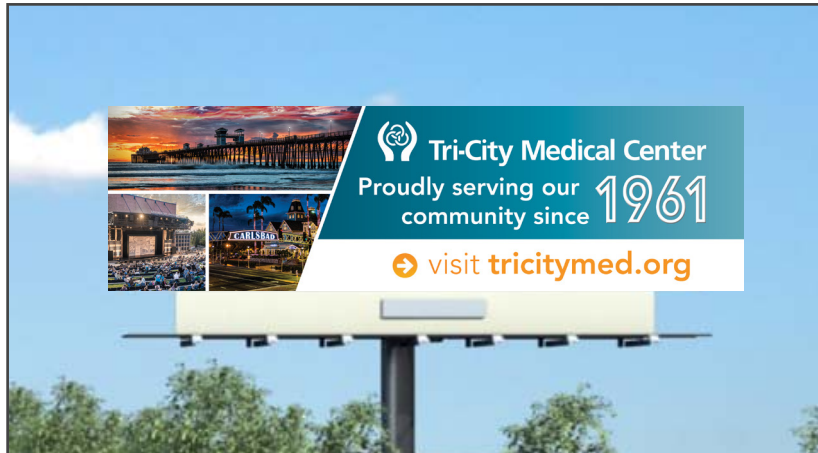
HEALTHCARE VS. HEALTH CARE

Health care is a noun that encompasses the act of improving a patient’s health. Healthcare is a noun or adjective that refers to the industry or specific facility or system.

WRITING TIP:

When referencing TCMC, create a more personal and approachable tone by using “we” as a reference to TCMC and “you” to refer to the reader (when appropriate).

OUTDOOR BILLBOARDS



BILLBOARD BEST PRACTICES

- The simpler, the better. Use seven words or less in your copy.
- Choose high-contrast text and images.

OUTDOOR POSTERS & BANNERS

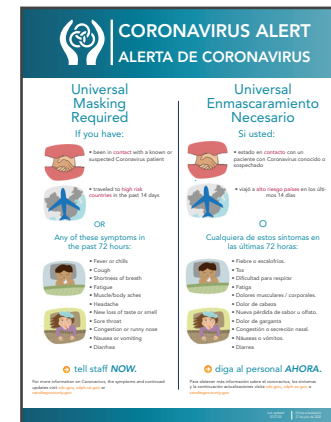
Banners are located in front of the Emergency Department and main medical center entrance and at the main medical center driveway. Follow billboard best practices and TCMC brand guidelines for all banners.

Posters are located throughout the medical center and used for informational purposes.

BANNER EXAMPLES



POSTER EXAMPLES

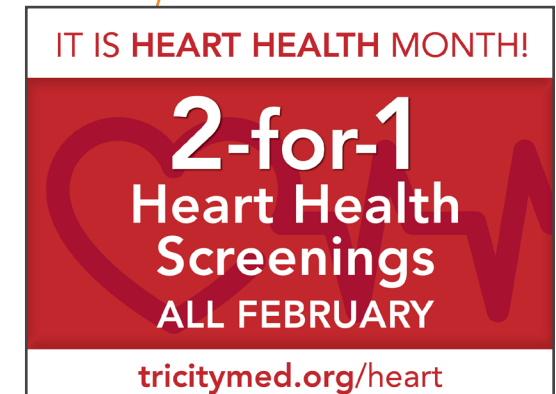


OUTDOOR TRANSPORTATION



INTERCHANGEABLE ADS

Located on the back of transportation vehicles is a laminated poster that can be replaced as needed. This space is reserved for advertising TCMC services or events.



DIGITAL

SOCIAL MEDIA

IMAGES

- Adhere to the previous brand guidelines for images.
- Use the correct image sizing for each platform. Please note sizing varies on each platform and updates are made periodically.
- Limit text on images to 10 words or less, exceptions may apply.
- Do not use copyrighted images or clipart not owned by TCMC.

HASHTAGS

- Use 3 to 5 hashtags related to your post in addition to the following TCMC approved hashtags: #TCMC #Oceanside #Carlsbad #Vista
- Capitalize each letter of the word in each hashtag. #ThisExample is easier to read compared to #thisexample.
- For hashtags not included in the body of the caption leave one space between the caption and the start of the hashtags.
- After each hashtag leave a single space, do not use a comma to separate
- Do not use a space or symbols inside a hashtag.

TAGGING

- Use the "@" symbol to tag other organizations in the post caption and tag organizations in the image whenever possible. Please note: different platforms may have different names across multiple platforms.

GEO-TAGGING

If the post is not at a specific event or location use TCMC's 4002 Vista Way address on Instagram, Facebook and LinkedIn.

CAPTIONS

- The TCMC Tone is "informative" "professional" and "caring"
- Keep captions simple and to the point. Keep in mind for captions longer than three lines, users will have to tap "More" to read the entire post.
- You may refer to Tri-City Medical Center as "Tri-City" or "TCMC" while using the Tri-City Medical Center social media pages.
- Avoid using slang terms or uncommon abbreviations.

HAVE SOMETHING TO SHARE?

Send post ideas and requests to the E.A. Department at externalaffairs@tcmc.com.

DIGITAL WEBSITE

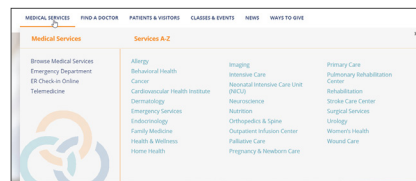
Website trends have dramatically changed in the last 10+ years. Data suggests that over 40% of users will not return to a website or consume products or services due to poor website design. Website design today is all about simple color palettes, easy navigation and ease of use on multiple devices. Website functionality is critical to increasing organic search performance to compete in our competitive healthcare market. Consumers want to find answers quickly — that that is why page length has been reduced, imagery is used sparingly and colors are simple and consistent throughout the website.

AFTER

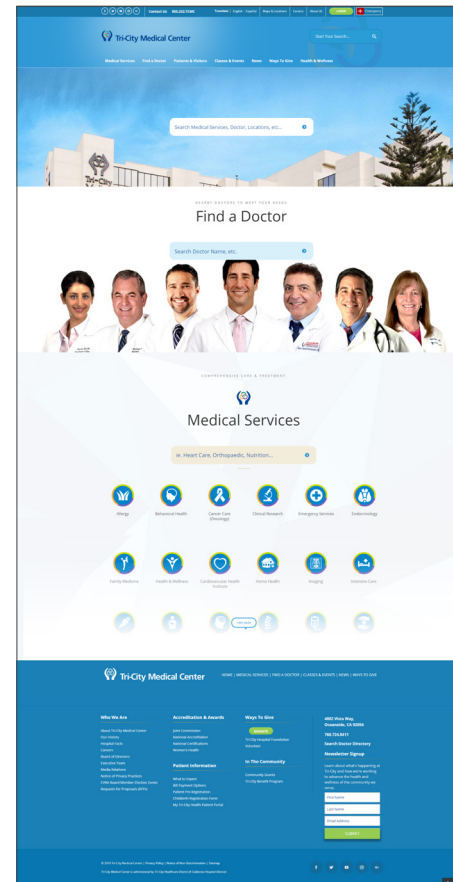


- Allergy
- Behavioral Health
- Cancer (Oncology)
- Emergency Services
- Endocrinology
- Family Medicine

Start Your Search...



BEFORE



ie. Heart Care, Orthopaedic, Nutrition...



DIGITAL WEBSITE CONTINUED

BACKGROUND COLOR

White (#000000)

BUTTONS

All caps white text, orange button, hover over color blue, no icons.

Example:

LEARN MORE

LEARN MORE

MEDICAL SERVICE MENU

Logo
CTA/Appointment Request
Address and/or phone number

HEADER TEXT COLOR

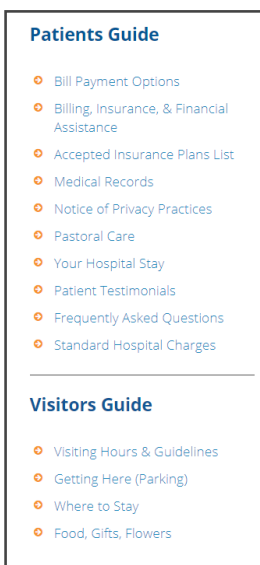
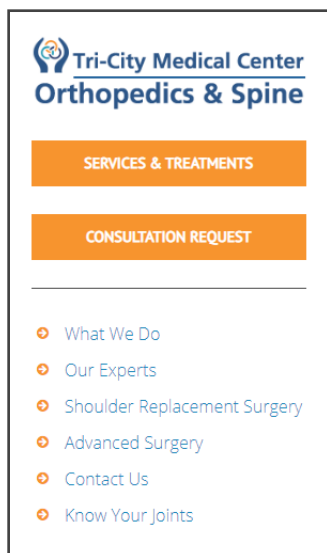
Tranquil Blue (#0e4c8b)

BULLETED LISTS

Arrow Circle Right Icon
Vitality Orange (#f68a25)

SEPARATORS

Single Border Solid
(#444444)



PLEASE NOTE:

To request a change to the website please email externalaffairs@tcmc.com.

PAGE HEADERS

Aqua Gradient

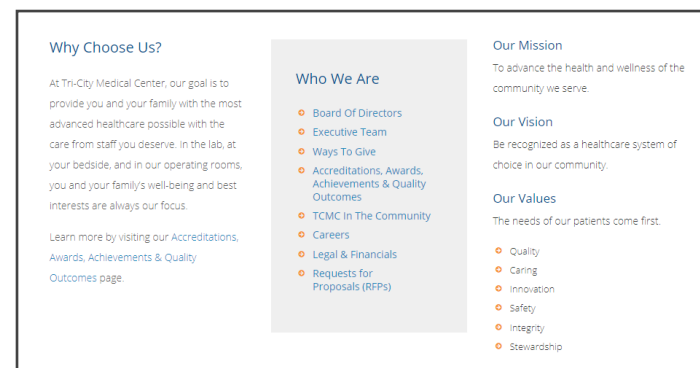


Page title with sub header category.

Example: What We Do
Orthopedics & Spine

TEXT BOXES

Use textboxes (#f6f6f6) to break up text.



SEARCH BARS

Light aqua (#6509bb) with white text and icon.

Example:

Start Your Search...



TEMPLATES

OVERVIEW

Tri-City Medical Center's templates for the creation of internal & external materials can be accessed by internal staff at the following location within the Marketing Toolbox when connected to the TCMC Network.

DepartmentalS:\TCMC Shared\Marketing Toolbox\TCMC Templates & Graphics

Graphic elements within the templates should not be moved or edited in any way.

Templates created in Adobe Illustrator or Adobe InDesign are only editable by the E.A. Department, Mailroom or approved external designers. To use these templates please contact the E.A. Department to get connected with a graphic designer.

Before using a Microsoft Word or Powerpoint template, please make a copy on your department drive before you edit the document.

TEMPLATES

EMAIL SIGNATURE

(Name) | (Position)
Tri-City Medical Center | (Department)
4002 Vista Way, Oceanside, CA 92056
P: XXX.XXX.XXXX | C: XXX.XXX.XXXX | F: XXX.XXX.XXXX
(Email all lowercase) | tricitymed.org



CONFIDENTIALITY NOTICE

This message and any included attachments are from the Tri-City Healthcare District and are intended only for the addressee. The information contained in this message is confidential and may constitute non-public information under international, federal, or state securities laws and is intended only for the use of the addressee. Unauthorized forwarding, printing, copying, distributing, or using such information is strictly prohibited and may be unlawful. If you are not the addressee, please promptly delete this message and notify the sender of the delivery error by e-mail.

This is the standard email format.

All employees should have this email template in place, including for emails generated from your mobile device.

The email template is housed in the Marketing Toolbox.
Reference [page 37](#) for internal network file location.

PLEASE NOTE:

There should be no additional graphics, fonts, effects, backgrounds or text attached to your signature or email template.

DIRECTIONS

1. In Outlook:

NEW EMAIL > INSERT TAB > SIGNATURE > SIGNATURES...> NEW

2. Copy & paste signature template

3. Edit details as necessary: name, position, phone numbers, fax, email, address (if applicable)

4. CLICK OKAY

REQUIREMENTS & DETAILS

- Logo will not display in signature preview pane.
- Logo will appear when sending emails.

Approved parameters for internal communications:

Font: Arial OR Calibri

Standard size: 11 pt.

Color: Navy OR Black

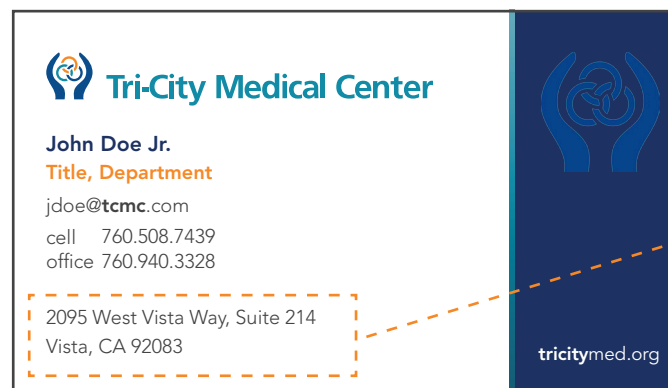
TEMPLATES

BUSINESS CARDS

FRONT A - INDIVIDUAL INSIDE HOSPITAL



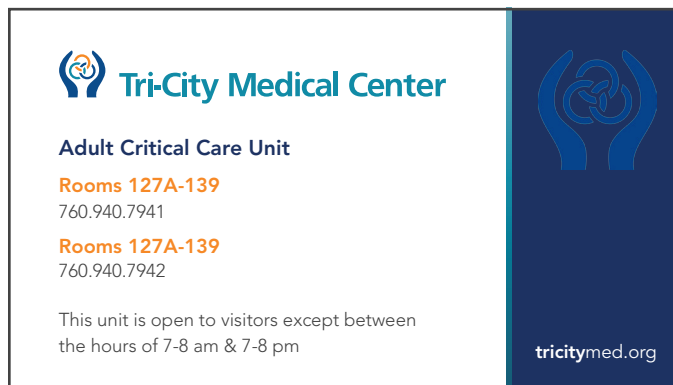
FRONT B - INDIVIDUAL OUTSIDE HOSPITAL



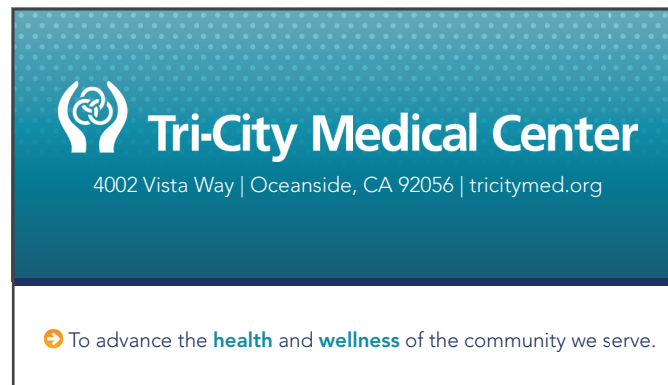
GUIDELINES:

- Font size should be no smaller than 8 pt.
- Email address is all lowercase and "tcmc" is bold.
- Employees outside of the hospital can add an additional address to the front of the card.
- Number choices include: office, cell, fax and direct in all lowercase letters.
- **Do not use:** mobile, phone or abbreviations such as o, t and f.
- The back of the cards remains consistent for all front options.
- Fax is not required for all departments.

FRONT C - DEPARTMENT CARD



BACK



HOW TO ORDER BUSINESS CARDS:

Complete a "Copy Center Request Form" and email to cmalroom@tcmc.com. The "Copy Center Request Form" is housed in the marketing toolbox. Reference [page 37](#) for internal network file location.

Any modifications to the design template must be approved by the E.A. Department.

TEMPLATES

POWERPOINT

The powerpoint template is housed in the Marketing Toolbox.
Reference [page 37](#) for internal network file location.



POWERPOINT BEST PRACTICES


- Keep font size 30 pt or larger.
- Use the 5/5/5 rule: no more than five words per line of text, five lines of text per slide or five text-heavy slides in a row
- Avoid using clipart and/or blurry screenshots

TEMPLATES

LETTERHEAD (8.5"X11")

The letterhead consists of only the TCMC logo, not to exceed 1" in height. Approved body text font is Calibri or Arial. Department name, address & phone number may be altered in the department specific letterhead to reflect the appropriate department. Letterhead templates are housed in the Marketing Toolbox. *Reference [page 37](#) for file location.*

TCMC GENERAL LETTERHEAD


Tri-City Medical Center

July 10, 2020

About Tri-City Medical Center

Tri-City Medical Center has served San Diego County's coastal communities of Carlsbad, Oceanside and Vista, as well as the surrounding region for nearly 60 years and is one of the largest employers in North San Diego County. Tri-City is administered by the Tri-City Healthcare District, a California Hospital District. As a full-service acute care hospital with over 500 physicians practicing in over 60 specialties, Tri-City is vital to the well-being of our community and serves as a healthcare safety net for many of our citizens. The hospital has received a Gold Seal of Approval® from the Joint Commission showcasing a commitment to safe and effective patient care for the residents of the community.

Tri-City Medical Center prides itself on being the home to leading orthopedic, spine and cardiovascular health services while also specializing in world-class women's health, robotic surgery, cancer and emergency care. Tri-City's Emergency Department is there for your loved ones in their time of need and is highly regarded for our heart attack and stroke treatment programs. When minutes matter Tri-City is your source for quality compassionate care close to home. The hospital operates the only Level III Neonatal Intensive Care Unit (NICU) in North County. Tri-City partners with over 50 local non-profit and community organizations as part of our COASTAL Commitment initiative. Together we are helping tackle some of our communities' pressing health and social needs.

Our facilities include a hospital at 4002 Vista Way in Oceanside, nearby outpatient services, an orthopedic, primary care and urology clinics.


For more information about Tri-City Medical Center and Tri-City Healthcare District, please visit tricitymed.org.

Sincerely,

(Name) | (Position)
Tri-City Medical Center | (Department)
4002 Vista Way, Oceanside, CA 92056
P: XXX.XXX.XXXX | C: XXX.XXX.XXXX | F: XXX.XXX.XXXX
(Email all lowercase)

4002 Vista Way, Oceanside, CA 92056 | 760.724.8411 | tricitymed.org
Tri-City Medical Center is a California Healthcare District

TCMC DEPT. SPECIFIC LETTERHEAD


Tri-City Medical Center

July 10, 2020

About Tri-City Medical Center

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Sincerely,

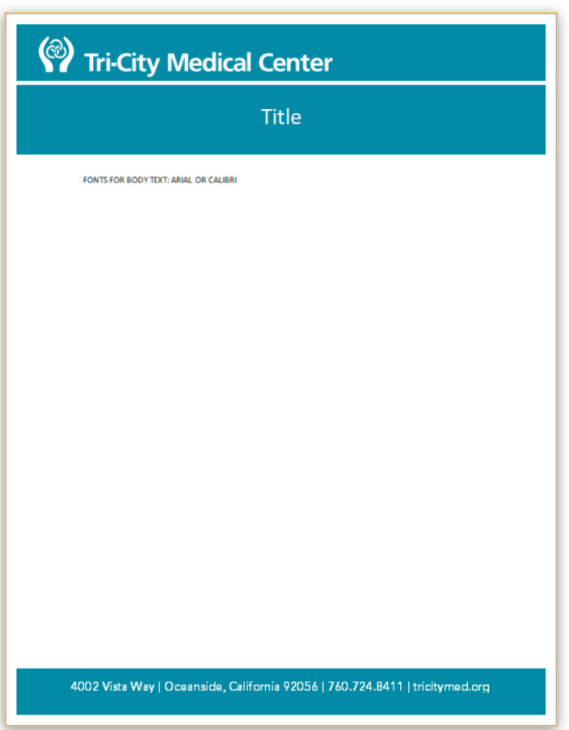
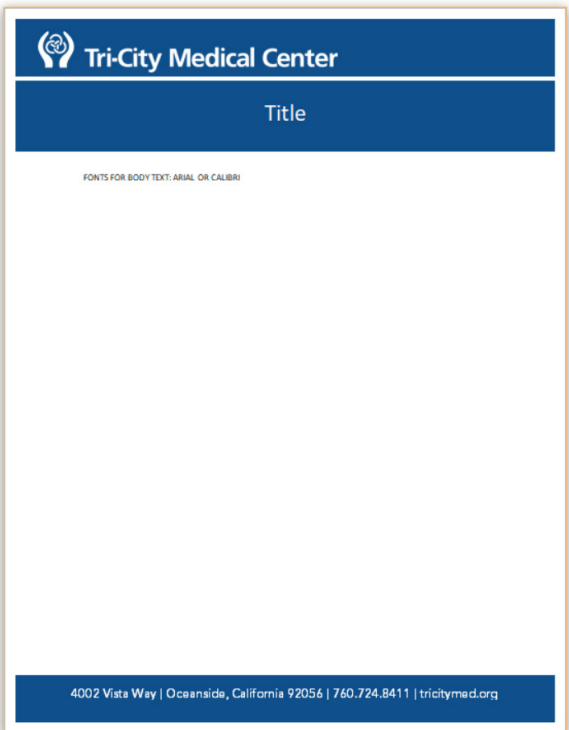
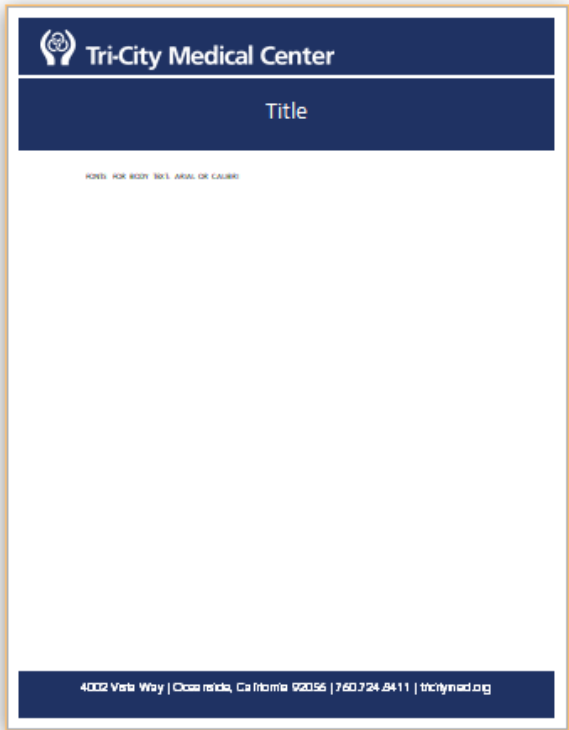
(Name) | (Position)
Tri-City Medical Center | (Department)
4002 Vista Way, Oceanside, CA 92056
P: XXX.XXX.XXXX | C: XXX.XXX.XXXX | F: XXX.XXX.XXXX
(Email all lowercase)

Department Name | 4002 Vista Way, Oceanside, CA 92056 | 760.724.8411 | tricitymed.org
Tri-City Medical Center is a California Healthcare District

TEMPLATES

ONE-SHEETER (PATIENT INFORMATION)

All patient information one-sheets are housed in the Marketing Toolbox. *Reference [page 37](#) for file location.* Handouts are limited to blue toned colors within the Corporate Palette.

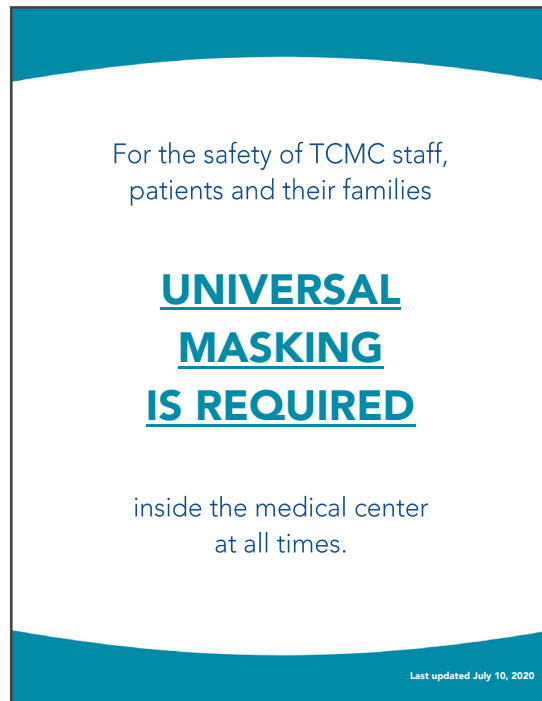


OUTDOOR

TEMPORARY SIGNAGE

Departments may create temporary signage using the editable template below.
Signage templates are housed in the Marketing Toolbox. Reference [page 37](#) for the file location.

VERTICAL EXAMPLE



HORIZONTAL EXAMPLE



PERMANENT SIGNAGE:

To request permanent signage please email the E.A. Department at externalaffairs@tcmc.com.

TEMPLATES

FLIER

All event & department templates are housed in the Marketing Toolbox. Reference [page 37](#) for file location.

 **Tri-City Medical Center**



HEALTH FAIR

MONDAY, JANUARY 10, 2021


8 am – 5 pm

The Tri-City Health Fair is FREE to the public and a great way to receive information, meet a new health specialist, take advantage of free screenings and learn more about healthy living.

The Tri-City Health Fair will take place in the Tri-City's Oceanside Campus in the lower level assembly rooms.

For more information and to RSVP visit tricitymed.org/healthfair

4002 Vista Way, Oceanside, CA 92056 | 855.222.TCMC (8262) | tricitymed.org

 **Tri-City Medical Center**




LOWER BACK PAIN

LECTURE & PANEL DISCUSSION

Monday, January 28, 2020

11 am – 1 pm

Ocean Hills Country Club

Name, MD Specialty	Payam Moazzaz, MD Orthopedic Surgeon	Neville Alleyne, MD Orthopedic Surgeon
		

This is a placeholder for the event description. Please include a detailed summary of what the event entails, if there is a cost associated and what the attendees need to know about the event. Is lunch included?

Please RSVP by January 20th to xyz@tcmc.com

4002 Vista Way, Oceanside, CA 92056 | 855.222.TCMC (822) | tricitymed.org

TEMPLATES

BROCHURE

TCMC has five design templates for external designer use. Service line brochures are used to explain only the details of ONE particular service line offered by Tri-City (ie: Cardiovascular Health Institute). Informational brochures provide readers with details pertaining to program/services. The informational brochure is a subset of the TCMC service line umbrella (ie: Cardiovascular screenings offered by the Cardiovascular Health Institute). All brochure templates, including graphic design files are housed in the Marketing Toolbox.

Reference [page 37](#) for internal network file location.


VERSION 1

Is it time for a change?

Start on the road to recovery, learn to manage your heart condition and return to healthy living with two comprehensive cardiac rehabilitation program locations in North County.

The Cardiac Rehabilitation Program began in 1984 with less than 20 participants in a small room in the old "Tri-City Medical Center West." We are now enrolling in various phases of the program, held in two beautiful state-of-the-art fitness facilities.

The Cardiac Wellness Center is committed to the cardiac health of our patients and the Tri-City community. It serves as a source of education and encouragement for all who are seeking to discover the path to wellness.



tricitymed.org/cvhi



Return to Healthy Living
Cardiac Rehabilitation

Cardiovascular Health Institute
For more information or to make an appointment to tour our facility:
760.940.3098
4002 Vista Way, Oceanside, CA 92056
tricitymed.org/cvhi

Tri-City Medical Center
4002 Vista Way, Oceanside, CA 92056

Tri-City Wellness & Fitness Center
6250 El Camino Real, Carlsbad, CA 92009
tricitywellness.com

Tri-City Medical Center

VERSION 2

Is it time for a change?

Start on the road to recovery, learn to manage your heart condition and return to healthy living with two comprehensive cardiac rehabilitation program locations in North County.

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tricitymed.org/cvhi



Return to Healthy Living
Cardiac Rehabilitation

Cardiovascular Health Institute
For more information or to make an appointment to tour our facility:
760.940.3098
4002 Vista Way, Oceanside, CA 92056
tricitymed.org/cvhi

Tri-City Medical Center
4002 Vista Way, Oceanside, CA 92056

Tri-City Wellness & Fitness Center
6250 El Camino Real, Carlsbad, CA 92009
tricitywellness.com

Tri-City Medical Center


VERSION 3

Is it time for a change?


Start on the road to recovery, learn to manage your heart condition and return to healthy living with two comprehensive cardiac rehabilitation program locations in North County.

The Cardiac Rehabilitation Program began in 1984 with less than 20 participants in a small room in the old "Tri-City Medical Center West." We are now enrolling in various phases of the program, held in two beautiful state-of-the-art fitness facilities.

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tricitymed.org/cvhi



Return to Healthy Living
Cardiac Rehabilitation

Cardiovascular Health Institute
For more information or to make an appointment to tour our facility:
760.940.3098
4002 Vista Way, Oceanside, CA 92056
tricitymed.org/cvhi

Tri-City Medical Center
4002 Vista Way, Oceanside, CA 92056


Tri-City Wellness & Fitness Center
6250 El Camino Real, Carlsbad, CA 92009
tricitywellness.com

Tri-City Medical Center

A Prescription for Cardiac Fitness

You may be one of hundreds of people in the North County area recovering from a heart attack, coronary artery bypass surgery, suffering from angina, or have been diagnosed with heart failure, or simply afraid to exercise in an unsupervised area. If so, you may be questioning whether a rewarding lifestyle is possible under such conditions. The answer is yes! The Cardiac Wellness Center at Tri-City Medical Center can help you return to a productive and active life.

Since 1984, Tri-City Medical Center has offered a Cardiac Rehabilitation program for patients recovering from open heart surgery, heart attack or interventional cardiac procedures. The 12-week program includes educational DVDs on risk factor modification, nutrition, stress management, as well as supervised, monitored exercise. Our program is designed to help patients and their families better understand coronary artery disease and provides invaluable emotional, psychological and physical support.



Our multidisciplinary team of health professionals are dedicated to improving the quality of your life. We are prepared to address concerns about your activity level, diet, medications and lifestyle changes.

A Candidate for Success

The Cardiac Rehabilitation Program at the Cardiac Wellness Center is designed primarily for individuals with known coronary artery disease who need or desire to improve their physical fitness.

If you fall into one of these categories, your insurance may cover your cardiac rehabilitation program:

- Heart attack
- Heart failure
- Chest pain (angina)
- Coronary artery bypass surgery
- Angioplasty and stents
- Heart or lung transplant
- Heart valve repair or replacement


Our Complete Approach

Our center offers up to a three-month medically supervised, monitored exercise program. These sessions meet three times per week. As a participant you will benefit from the teamwork and clinical expertise of physicians, registered nurses, and exercise physiologists.

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TEMPLATES

BROCHURE (CONTINUED)

All brochure templates, including graphic design files, are housed in the Marketing Toolbox. Reference [page 37](#) for internal network file location.

VERSION 1

Is it time for a change?

Start on the road to recovery, learn to manage your heart condition and return to healthy living with two comprehensive cardiac rehabilitation program locations in North County.

The Cardiac Rehabilitation Program began in 1984 with less than 20 participants in a small room in the old "Tri-City Medical Center West." We are now enrolling in various phases of the program, held in two beautiful state-of-the-art fitness facilities.

The Cardiac Wellness Center is committed to the cardiac health of our patients and the Tri-City community. It serves as a source of education and encouragement for all who are seeking to discover the path to wellness.

Return to Healthy Living

Cardiac Rehabilitation

Cardiovascular Health Institute
For more information or to make an appointment
to tour our facility, call 760.940.3098
tricitymed.org/cvhi

4002 Vista Way, Oceanside, CA 92056

Tri-City Medical Center
4002 Vista Way, Oceanside, CA 92056

Tri-City Wellness & Fitness Center
6250 El Camino Real, Carlsbad, CA 92009
tricitywellness.com

tricitymed.org/cvhi

Tri-City Medical Center

Tri-City Medical Center

VERSION 2

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Our Complete Approach

Our center offers up to a three-month medically supervised, monitored exercise program. These sessions meet three times per week. As a participant you will benefit from the teamwork and clinical expertise of physicians, registered nurses, and exercise physiologists.

Program participants are monitored with state-of-the-art telemetry equipment and instructed in the use of fitness equipment including stationary upright and recumbent bicycles, elliptical cross trainers, treadmills and rowing machines.

The best news is when you have finished with our program you may continue your journey toward health and fitness by remaining in our Maintenance Exercise Program held at our Tri-City Medical Center location. This Maintenance Program is open to anyone with a physician referral.

Our multidisciplinary team of health professionals are dedicated to improving the quality of your life. We are prepared to address concerns about your activity level, diet, medications and lifestyle changes.

Callout goes here. Callout goes here. Callout goes here. Callout goes here.

tricitymed.org/cvhi

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Tri-City Medical Center

Tri-City Medical Center

NEED A BROCHURE?

Please contact the E.A. Department at externalaffairs@tcmc.com to get connected with an approved designer.

GUIDELINES:

- Font size should be no smaller than 8 pt.
- Designers may switch out stock photography and use any color in the TCMC Corporate Palette.
- Final brochure artwork must be approved by E.A. Department prior to printing.

VENDOR & AFFILIATE RESPONSIBILITIES

The guidelines in this document must be followed by all vendors when providing marketing collateral or promotional products. Adhering to these guidelines will help to successfully communicate a cohesive brand identity. Any deviations from these guidelines are not allowed. Exceptions are to be made only at the discretion of the Tri-City Medical Center E.A. Department.

PROMOTIONAL ITEMS

Promotional items and that carry the Tri-City Medical Center name and logo reflect the TCMC brand. They must promote and preserve the reputation and good name of TCMC.

Apply all usage guidelines outlined previously when ordering promotional items. In the case where a product has certain production limitations, a degree of flexibility may be required.

Exceptions will be made on a case-by-case basis.

LOGO

- May not be altered, overlapped, overlaid or obscured in any way.
- Must have an adequate amount of contrast. *Refer to [page 19](#).*
- Must have an adequate amount of clear space. *Refer to [page 18](#).*
- Should be as large as it can reasonably and tastefully be printed.
- Additional logo placements will be determined on a case-by-case basis.
- Department-specific attire must include the current department logo or the current Tri-City Medical Center logo in an approved color format and approved by the E.A. Department prior to production.

PLEASE NOTE:

All items/apparel must be approved by the Tri-City Medical Center E.A. Department prior to production.



Hat



Mini Football



Hand Sanitizer



Tote Bag



Mug



Pen

APPAREL

Apparel that carries the Tri-City Medical Center name and logo reflect the TCMC brand. They must promote and preserve the reputation and good name of TCMC. Apply all usage guidelines outlined previously when ordering logo wear items. In the case where a product has certain production limitations, a degree of flexibility may be required.

Department-specific attire must include the current department logo or the current Tri-City Medical Center logo in an approved color format and approved by the E.A. Department prior to production. Exceptions will be made on a case-by-case basis.

BRANDED APPAREL FABRIC

- Black, grey, white, blue, navy, and aqua permitted.
- All colors combinations must be approved by the E.A. Department.

Refer to [page 8 & 9](#) for color values.

EMBROIDERY/SILK SCREENING

- Preferred font: Avenir (Arial or Calibri accepted).
- Logo color: white, black, full color or solid blue or aqua (where appropriate).

FOR EMBROIDERY ONLY

For shirts size XS, S, M – Max printable area is 4" wide, height is unlimited

For shirts size L+ – Max printable area is 4.25" wide, height is unlimited

Letter height minimum is .18" tall for embroidery to be legible.

PLEASE NOTE:

All items/apparel must be approved by the E.A. Department prior to production.

FRONT EXAMPLES



White Department
Logo



Aqua Department
Logo



Caring Hands with
Department Name or
First Name

BACK EXAMPLES



White Department
Logo



Aqua Department
Logo