Brand guidelines

Version 1.0 | May 2010

rosecrance

At Rosecrance, we're always looking for newer, better, proven ways to help patients. So, it's no surprise we offer the best opportunity for lasting recovery. **Now it's time to tell our story.**

Telling our story: a few guidelines

The Rosecrance brand = the best opportunity for lasting recovery. There are literally hundreds of ways we can telegraph our brand—from our logo to the way we greet patients. In order for us to create a strong brand, each and every detail must be consistent. That means we should always look, feel, act and sound like an organization that provides the best opportunity for lasting recovery.

These guidelines provide general rules for developing communication tools that tell a consistent story. Adherence to these rules eliminates the potential for brand drift as we move forward as an organization.

Contents

Section I

the Basics

All communication tools are comprised of core elements—color, logo, type, voice, etc. What creates a strong brand is the way these elements are used and combined with one another. This section covers each of these components and provides direction, so they are utilized accurately and consistently.

Our logo

Overview

The Rosecrance logo is a symbol of the spirit of the organization. It communicates a sense of energy and movement, hope and optimism, and life after treatment.

Anatomy

The Rosecrance logo consists of three parts: (1) the mark, (2) the brand name and (3) a secondary line that serves to hold either the tagline or an entity descriptor.

Primary lockups

The primary lockups for the Rosecrance logo represent the ideal configurations of the mark with the name and when appropriate, the secondary line.

rosecrance

Primary lockup with tagline

2. brand name

rosecrance
life's waiting

1. mark

3. secondary line: contains the tagline or an entity descriptor

Our logo

Brand name

The treatment of the brand name as it appears in the Rosecrance logo is as unique as the mark itself. It has been typeset in a customized version of Avenir, the primary typeface of the brand (see *Typography* on page 17).

When shown as part of a logo lockup, the brand name should never be manually typed out or modified in any way. The brand name must appear as it exists in an approved piece of logo artwork (see *Access to approved artwork* on page 14).

When including the brand name in any other instance of text—such as body copy—it should be treated in the same fashion as the surrounding text using an initial cap.

Type treatment of the Rosecrance brand name

rosecrance

Unacceptable

DO NOT use initial caps

DO NOT use all-caps

DO NOT alter the established letterspacing

DO NOT use a substitute typeface

Our logo

Secondary line

The logo may appear in a configuration with a secondary line of text that serves to hold either the tagline or an entity descriptor (denoting a campus, facility or office location).

The logo should never appear in a lockup that combines an entity descriptor with the tagline.

Primary lockup with secondary line used as a descriptor

Unacceptable

DO NOT add line breaks to the secondary line

DO NOT use anything except mixed case for the secondary line

DO NOT change the typeface used for the secondary line

DO NOT alter size or spatial relationship between the brand name and the secondary line

Our logo

Clear space

The logo is most effective when positioned with ample clear space surrounding it. The clear space protects the integrity of the logo by ensuring that no other graphic element infringes on its intended presentation.

Sizing

The Rosecrance logo must never be reproduced at such a size as to make it difficult to read or recognize.

Clear space requirements

minimum of 1.5x   *minimum of 1.5x*
minimum of 1.5x
minimum of 1.5x

minimum of 1.5x   *minimum of 1.5x*
minimum of 1.5x
minimum of 1.5x

Minimum reproducible size

1.875"

Our logo

Alternate configurations

Secondary lockups for the Rosecrance logo have been created to address situations where either the full width of the primary lockup is unacceptable or where a new treatment is required. Selection of the appropriate lockup for a given situation should be determined on a case-by-case basis.

The graphic mark may also be used on its own—unaccompanied by the Rosecrance name or the tagline—as long as the Rosecrance name appears in a highly visible location outside of body copy somewhere on the same piece of collateral.

Stacked

Right-aligned

Mark, no text

Our logo
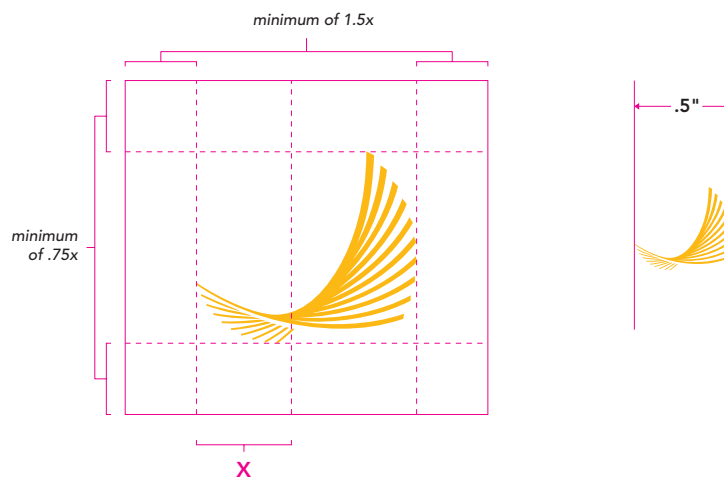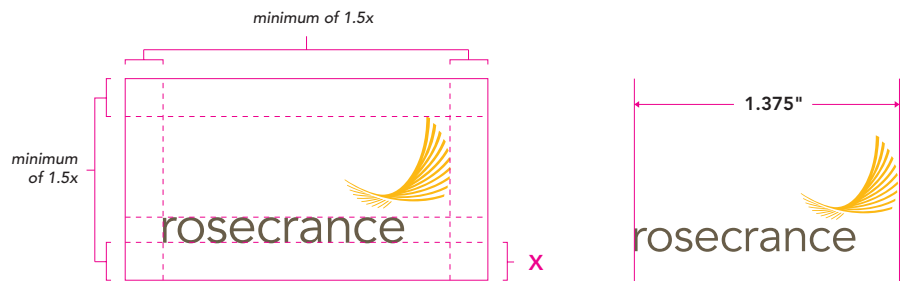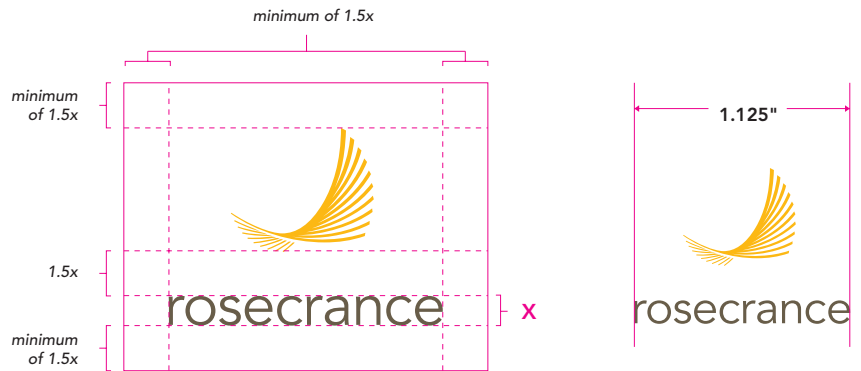
Clear space requirements & minimum reproducible sizes

Clear space and sizing

The following examples illustrate clear space requirements and minimum reproducible sizes for all secondary lockups as well as instances where the graphic mark appears on its own.

minimum of 1.5x

minimum of 1.5x

1.5x

minimum of 1.5x

x

1.125"

rosecrance

minimum of 1.5x

minimum of 1.5x

x

1.375"

rosecrance

minimum of 1.5x

minimum of .75x

x

.5"

Our logo

Alignment guidelines & examples

Alignment

When aligning graphics or text with the logo, the word "rosecrance" is used as the predominant guiding element. Text aligned along a horizontal axis should align with the baseline of "rosecrance." Text aligned along a vertical axis should align with the left edge of the "r" in "rosecrance."
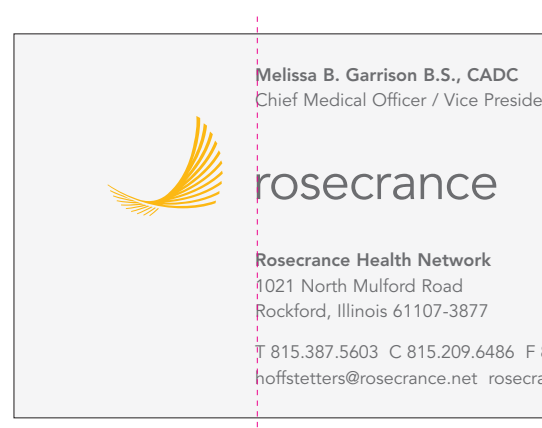
In some situations it may be preferable to align elements along a vertical axis with the left edge of the mark. This is acceptable, however care should be taken to ensure that elements are optically aligned meaning that the left edge of the mark hangs slightly to the left.

rosecrance   Lorem

Aenean posuere vestibulum arcu. In sed pede sit amet enim tempor lacinia. Praesent quis mi vitae diam elementum egestas. Curabitur adipiscing phara sapien. Lorem ipsum dolor sit amet, consectetuer elit.

B. Vertical alignment may also be based upon the "r" in "rosecrance"

Horizontal alignment is based upon the baseline of "rosecrance"

A. Vertical alignment may be based upon optical alignment with the left edge of the mark.

rosecrance
life's waiting

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Chief Medical Officer / Vice Preside

rosecrance

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Example B: business card
On a business card, text is aligned along a vertical axis with the "r" in "rosecrance"

Example A: half-size letterhead
On letterhead, the Rosecrance mark is optically aligned with text along the vertical axis

(shown at 50% scale)

Our logo

Color usage

The logo may appear in numerous color configurations, as long as optimal contrast, clarity, and legibility are maintained in all situations.

The ideal color configuration of the logo is one in which the mark appears in Rosecrance Primary Orange (see *Color palette* on page 15). If layout and reproduction methods permit, select a color configuration with this in mind.

When printing in black, a true black (0C 0M 0Y 100K) version of the logo must be used. Do not create a version of the logo in process (rich) black (a mixture of multiple inks). Never convert a color version of the logo to greyscale.

In any scenario, the logo should only appear in colors identified in the primary color palette, black or white. When the logo is placed on top of a dark color (referred to as *reversed out*), it may only appear in Primary Orange, white or a combination of the two wherein the mark appears in Primary Orange and the brand name appears in white.

The logo may be reversed out of simple photographic backgrounds or fields of dark color from the primary or secondary palette, provided contrast and legibility is maintained.

Acceptable colorways

Ideal color configuration

Ideal color configuration

Unacceptable colorways

DO NOT introduce new colors (including colors from the approved secondary palette)

DO NOT use tone-on-tone effects

DO NOT present the logo in situations that compromise legibility

Our logo

General misuse
The following examples demonstrate unacceptable treatments of and modifications to the Rosecrance logo *(beyond those noted on previous pages).*

Access to approved artwork
Approved logo artwork is available in a range of formats through the Rosecrance brand library, located on the roseweb. Authorized access is subject to acceptance of a terms of use agreement. Please contact the Communications Design Coordinator or the Communications Department for more information.

All unauthorized, out of the ordinary or inappropriate use of the Rosecrance logo is unacceptable without the prior consent of the Communications Design Coordinator.

DO NOT use the logo disproportionately.

DO NOT rotate any individual part of the logo, or the logo in itself.

DO NOT outline any part of the logo.

DO NOT add extra elements to the logo.

DO NOT place the logo on or reverse the logo out of a busy photographic background.

Color palette

Primary palette

A versatile primary triad of color has been selected to reinforce a sense of positivity, energy and warmth throughout the brand.

Rosecrance owns Primary Orange and Primary Blue. With thoughtful use, the two colors will become synonymous with the brand.

When deciding between Primary Orange or Primary Blue with no practical rationale either way (beyond aesthetics), the default choice should be Primary Orange.

When production methods allow, Primary Grey should be used in lieu of black as its warm tone compliments both Primary Orange and Primary Blue.

Primary Orange

Coated:	PMS 137C
Uncoated:	PMS 130U
CMYK:	0C 39M 90Y 0K
RGB:	226R 145G 0B
HEX:	#E29100
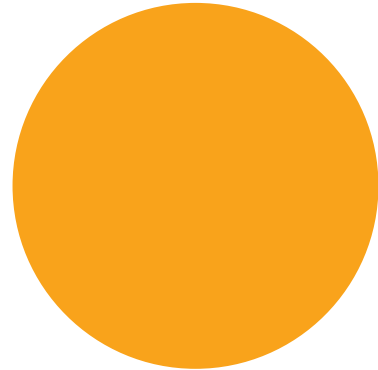
Primary Blue

Coated:	PMS 2925C
Uncoated:	PMS 2995U
CMYK:	85C 24M 0Y 0K
RGB:	0R 165G 219B
HEX:	#00A5DB
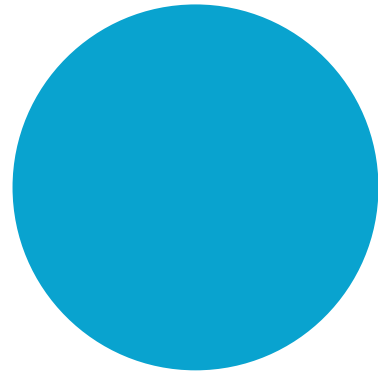
Primary Grey

Coated:	PMS 405C
Uncoated:	PMS 405U
CMYK:	0C 10M 33Y 72K
RGB:	107R 94G 79B
HEX:	#6B5E4F
One color:	80K
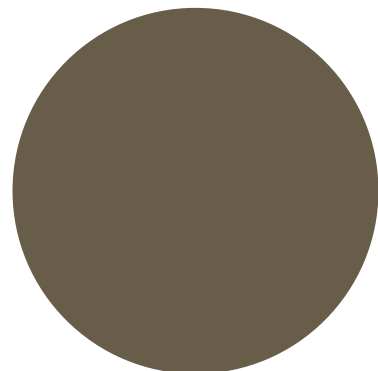
Color palette

Secondary palette

A secondary system of colors, complementary to the primary triad, has been developed that adds versatility to the brand language.

Limiting the breadth of the secondary palette to a series of shades (influenced by the primary triad) will help Rosecrance to *own* the primary palette.

When selecting multiple colors from this palette for use in a single application—with the exception of information graphics such as charts and graphs—you may only combine similar shades (such as Yellow, Dark Orange and Red). You may not combine dissimilar secondary shades in one application (such as Yellow and Dark Blue).

When creating information graphics, you may elect to use one dissimilar color that contrasts with the primary palette for the express purpose of highlighting key information.

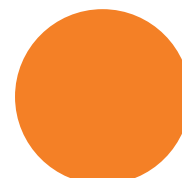Colors from the secondary palette should never be used independently of the primary palette.

Yellow

Coated:	PMS 115
Uncoated:	PMS 108
CMYK:	0C 9M 80Y 0K
RGB:	249R 221G 22B
HEX:	#F9DD16
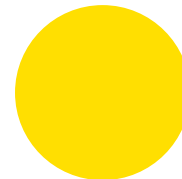
Dark Orange

Coated:	PMS 158
Uncoated:	PMS 158
CMYK:	0C 61M 97Y 0K
RGB:	249R 107G 7B
HEX:	#F96B07

Red

Coated:	PMS 1807
Uncoated:	PMS 1807
CMYK:	0C 100M 96Y 28K
RGB:	160R 48G 51B
HEX:	#A03033
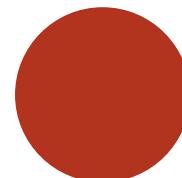
Purple

Coated:	PMS 234
Uncoated:	PMS 227
CMYK:	6C 100M 0Y 26K
RGB:	173R 0G 91B
HEX:	#AD005B
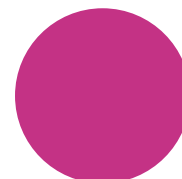
Light Blue

Coated:	PMS 2915
Uncoated:	PMS 2915
CMYK:	59C 7M 0Y 0K
RGB:	96R 175G 221B
HEX:	#60AFDD
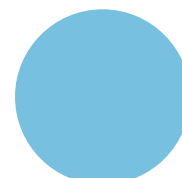
Dark Blue

Coated:	PMS 294
Uncoated:	PMS 294
CMYK:	100C 58M 0Y 21K
RGB:	0R 84G 160B
HEX:	#0054A0
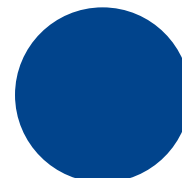
Light Grey

Coated:	PMS 402
Uncoated:	PMS 402
CMYK:	0C 6M 14Y 31K
RGB:	175R 165G 147B
HEX:	#AFA593
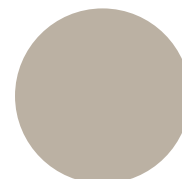
Typography

Primary typeface

Primary typeface

Avenir has been selected as the primary typeface for the brand. It is a clean and modern typeface that works well across a range of application scenarios, from headlines to body copy. Its wide range of weights and styles also ensures versatility.

Obtaining Avenir

Licensed versions of Avenir may be obtained by contacting the Communications Design Coordinator. Usage rights are granted on a per-use basis.

Avenir 55 roman

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?#$%&,.;:'"'"(){}[]

Avenir 65 medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?#$%&,.;:'"'"(){}[]

Avenir 85 heavy

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?#$%&,.;:'"'"(){}[]

Typography

General notes

Display type (headlines) is always "sentence case." For example, the first word of all headlines and subheads is capitalized and the rest are lowercase, unless it's a proper noun.

Body copy is always set flush left, ragged right.

The examples at right will work for many applications, but type size should always be determined by the size and legibility of the final piece. For more examples of established type styles, see samples in **Section II** (page 28).

Alternate typeface

When Avenir is not readily available (such as when preparing a PowerPoint presentation for distribution on computers without Avenir), the preferred alternate typeface is **Arial**.

This is a headline in 25 point Avenir 95 heavy with 28 point leading.

This is large introductory text in 17 point Avenir 85 heavy with 21 point leading. It can be used for introductory copy and pull quotes.

This is body copy in 10 point Avenir 55 roman with 13 point leading. It can be used for longer passages of text, captions, lists, charts, etc. This is body copy in 10 point Avenir 55 roman with 13 point leading. It can be used for longer passages of text, captions, lists, charts, etc. This is body copy in 10 point Avenir 55 roman with 13 point leading. It can be used for longer passages of text, captions, lists, charts, etc.

This is body copy in 8 point Avenir 55 oblique with 11 point leading. It can be used for footnotes, captions, headers, footers, etc.

***Note:** Given the wide range of weights available for Avenir, you should never force bold or italicize your type. Rather, you should always use a specific bold or italicized version of the typeface, such as 85 heavy or 55 oblique.*

Typography

Secondary typeface: sample text

Secondary typeface

Adobe Caslon Pro has been selected as the supporting typeface for the brand. As a serif typeface, Caslon serves as a good contrast to Avenir, adding depth and versatility to the brand language.

Obtaining Caslon Pro

Licensed versions of Adobe Caslon Pro may be obtained by contacting the Communications Design Coordinator. Usage rights are granted on a per-use basis.

Adobe Caslon Pro regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?#$%&,.;:'"'(){}[]

Adobe Caslon Pro semibold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?#$%&,.;:'"'(){}[]

Adobe Caslon Pro italic

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?#$%&,.;:'"'(){}[]*

Typography

General notes

This typeface is particularly suited for long passages of body text due to its high degree of legibility. Caslon may also be used to denote changes in content or voice, such as with captions or callouts.

While Caslon serves as a great counterpart to Avenir within the Rosecrance brand system, it should never be elevated to headline level as it does not communicate the same sense of energy and warmth.

Alternate typeface

When Caslon is not readily available (such as when preparing a PowerPoint presentation for distribution on computers without Avenir), the preferred alternate typeface is **Times New Roman**.

This is large introductory text in 17 point Adobe Caslon Pro semibold with 21 point leading. It can be used for introductory copy and pull quotes.

This is body copy in 10 point Adobe Caslon Pro regular with 13 point leading. It can be used for longer passages of text, captions, and any place where a contrast to Avenir is required. This is body copy in 10 point Adobe Caslon Pro regular with 13 point leading. It can be used for longer passages of text, captions, and any place where a contrast to Avenir is required. This is body copy in 10 point Adobe Caslon Pro regular with 13 point leading. It can be used for longer passages of text, captions, and any place where a contrast to Avenir is required.

This is body copy in 10 point Adobe Caslon Pro italic with 13 point leading. It can be used for captions, footnotes, sign-offs or credits.

Adobe Caslon Pro should never be used at headline level.

Note: Given the wide range of weights available for Adobe Caslon Pro, you should never force bold or italicize your type. Rather, you should always use a specific bold or italicized version of the typeface, such as semibold or italic.
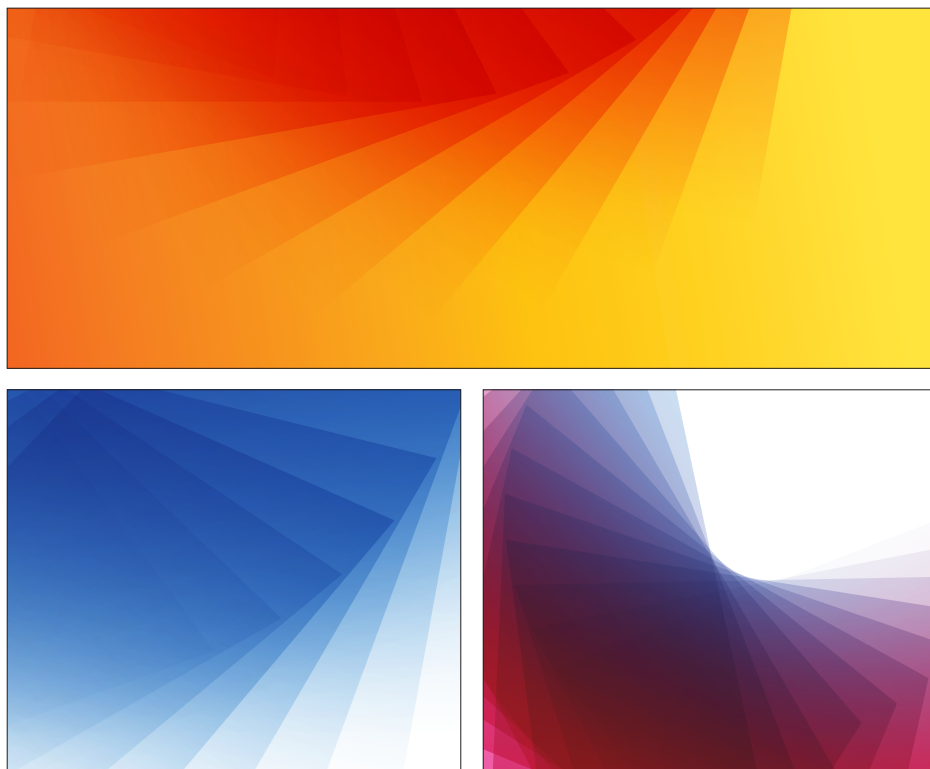
Texture
and pattern

Graphic language

The graphic language of the brand is inspired by the energy and momentum of the Rosecrance mark. This system of versatile illustrative patterns and textures can be implemented across a variety of application scenarios.

4-color artwork

These patterns are particularly suited for scenarios where graphic interest and depth is required, however photography may not be accessible or appropriate. They may be used as the primary visual focus of a given situation, or they may be used to create backgrounds and containers for holding content.

These patterns are best reproduced using 4-color printing processes.

Sample 4-color patterns

Note: *The samples provided of this artwork may be used as-is, or as a jumping-off point from which more patterns may be created. Contrast and color—among other variables— may be adjusted to suit a particular situation.*

Texture
and pattern

Tone-on-tone line-work
A series of line-based patterns
have been developed to assist in
scenarios where the use of full-color
pattens is not feasible or warranted.
In general, these textures can
be reproduced with two inks,
monochromatically or through
overprinting production techniques.

Text-based patterns
Patterns created from text may
be developed that incorporate
language referencing the tagline
"life's waiting." Potential
applications include collateral
and environmental graphics.

Sample tone-on-tone line-work
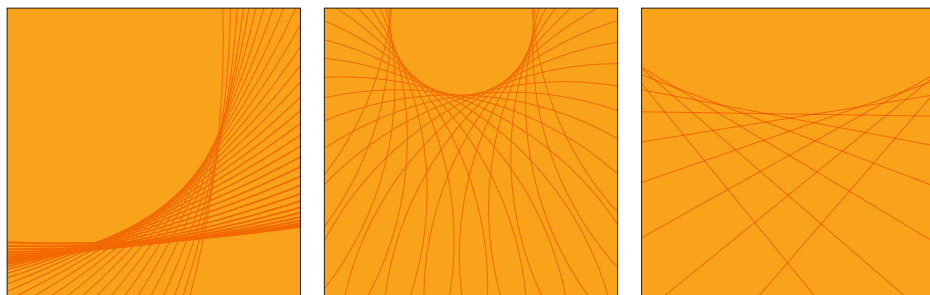
Sample text patterns

Note: *The samples provided of this artwork*
may be used as-is, or as jumping-off points
from which more tone-on-tone or text-based
patterns may be created that are appropriate
for given situations or applications.

Photography

Sample imagery

The importance of subject

Portraiture plays an important role throughout the Rosecrance brand. Authentic, confident and positive emotion helps to foster a connection between the brand and the audience.

When photography features an environment, human activity and engagement should be present as a secondary, if not primary, focus.

Stylistically, the following general guidelines should be adhered to:

- Highlight authentic emotion

- Be conscious of diversity in relation to cultural and economic background, age, etc.

- When appropriate, focus on activities

- Select unique subject angles and employ unexpected and engaging crops

- Stay away from images that feel too posed or "corporate" in nature.

Tips: When searching for stock imagery, we've found that Corbis (pro.corbis.com), Veer (www.veer.com) and iStock (www.istockphoto.com) are the best sources to turn to. Corbis allows you to search model-released photos only. Veer and iStock have usage agreements allowing you to use any royalty-free image from their catalog as long as the following disclaimer is included on all associated material:
"Pictures of individuals on this [insert media type] are for illustration purposes only. These pictures portray models and are not pictures of actual clients of Rosecrance. No inference should be made, or is implied, that the pictures used here are of individuals connected in any way to Rosecrance or to its affiliates or programs."
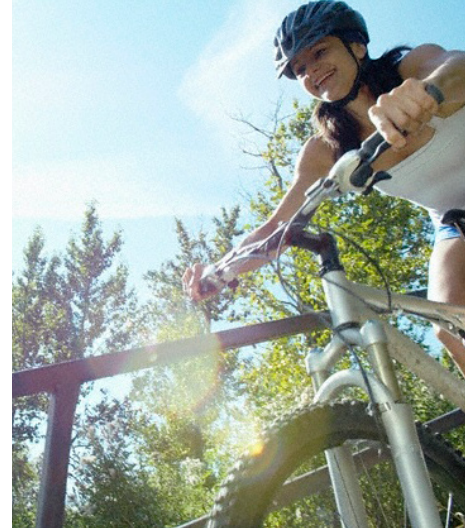
Voice

Guidelines for communicating the Rosecrance voice

Whether it's read or heard, voice is a powerful part of the brand. It gives the brand personality and feeling. It can convey emotion, understanding, confidence. It can create a meaningful connection with the audience. Like all other brand components, it must be consistent across all communication tools in order to eliminate the potential for brand drift.

The Rosecrance voice

Creating a voice for the Rosecrance brand is essential. The Rosecrance voice should reflect an organization that's committed to providing the best opportunity for lasting recovery.

Delivery

As part of creating the best opportunity for lasting recovery, the delivery of the Rosecrance voice should be:

Professional
Without sounding too corporate

Confident
Giving people a reason to believe

Empathetic
Connoting that Rosecrance understands

Real
Conveying the sense that you're having a conversation with a real person and not an organization

Content development

To ensure the Rosecrance voice is conveyed through the copy, here are some guidelines:

Identify with the audience
What is their mindset? What do they want to know, care about?

Keep it simple
For greater impact, copy should be short and focused on one single thought

Be conversational
Don't use jargon or technical language

Point out what makes Rosecrance unique
In certain marketing materials, help the audience understand what makes Rosecrance different from other treatment centers

Gut check
Ask yourself, would you want to read this?

Voice

Guidelines for communicating the Rosecrance voice

Key phrases

Certain key phrases should be leveraged whenever possible. Consistent use of these terms will help us to clearly articulate the spirit of the brand, allow us to stand apart from the competition, maximize the ability to communicate to and resonate with our target audience, and maintain consistency across our organization.

"Lasting recovery"
rather than "lifelong recovery"

"We provide the best opportunity for lasting recovery"
rather than "we are the provider of choice"

The tagline and our mission

While the Rosecrance tagline is *life's waiting*, our mission remains *help, hope, recovery*. This verbiage may still be referenced in the context of discussing our core mission.