



Regional Visual Identity Guidelines

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Hello humankindness

Understanding our brand

Foundational to CommonSpirit Health® is our belief that compassion, kindness, and empathy are critical to the healing of body, mind, and spirit. This notion is at the heart of our care and our culture. It also inspires our brand purpose: “To unleash the healing power of humanity.”

These words are neither an advertising campaign nor a tagline. They’re an outgrowth of our mission, vision, and values. They inspire us, motivate us, and connect us—and as the guiding force behind our brand, they help differentiate us.

Understanding our brand | What is humankindness?

Acts of humanity occur when people are inspired to help others who are having a hard time helping themselves. These acts might be made proactively, based on a defined way of life—or reactively, based on a situational need.



Understanding our brand | What is humankindness?

Acts of kindness occur when people do unexpected things to make others feel better. These acts feel surprising by the recipient—and thus, especially meaningful—even if they seem expected by the giver.



CommonSpirit is filled with kind, loving people who've dedicated their lives to helping others. Our brand voice—like our people—is modest, intelligent, sincere, and thoughtful. We are never boastful or prideful. In fact, that's one of the challenges: How to talk about our accomplishments without bragging or sounding self-congratulatory.

Our brand is unique because we don't shy away from the heart: compassion is part of being human.

CommonSpirit professionals understand that our minds and spirits are just as important as our bodies when it comes to health care. Healing is about caring for the whole person. This message must help connect with the humanity in each of us.

The tone of our marketing campaigns are built on four attributes, and emphasis may shift from one to another depending on the medium or situation.

Honest

We are always transparent and truthful. We speak from the heart, even in the face of challenges. We speak to people as if they were right there in the room with us. What would we say if we could make eye contact with them? Patients are people first, and our language should reflect this.

Compassionate

We want to change the health care field. And we want to do it by investing in human connections. This may prove difficult at times, but it's a cause we believe in deeply. We don't apologize for caring, and we stay the course. The language should feel inspiring and uplifting. It should give people permission to feel emotions and hope for positive change.

Inviting

We are a warm and welcoming organization with a foundation in service. We never turn away anyone who comes to us in need, regardless of appearance or circumstances. Our tone is open and inclusive. It should reach out to people and invite them in, no matter who they may be.

Confident

We are a sensitive organization, but we are also backed by experience. We believe in what we're doing, so steer away from negative language. For example, stay away from words like "if" as well as "this but not that" scenarios. We understand the importance that relationships can have on the way people heal, so the words we use to create confidence in us as a health care organization are important.

The CommonSpirit brand is not built on a single word or phrase. It's an interrelated series of core beliefs and truths that translates into an integrated and differentiated experience for our patients, team members, and communities.

Codified via our strategic positioning statement, these core beliefs guide our brand purpose, all of our messaging, and the way we show up in the world

At its heart is the guiding belief that humanity holds the power to heal. This isn't wishful thinking—dozens of medical studies have confirmed that even simple acts of humanity can have a powerful, measurable effect on healing.

We believe that our purpose as a brand—and as caregivers—is to unleash the healing power of humanity. We want to foster the ability in all of us to heal, nourish, protect, and support the body, mind, and spirit.

With that purpose in mind, we use our brand to inspire and empower everyone our organization touches, sparking innovation and creating momentum in how we approach health care.

Finally, we've created a shorthand way to sum up all of these powerful ideas: Hello humankindness®. These two words serve as both a memorable tagline for the public and an inspirational rallying cry within our organization.

Strategic positioning statement

CommonSpirit is a unified health organization, inspired by faith and committed to excellence, that delivers humankindness at every touchpoint, through integrated and holistic care experiences.

Brand purpose

To unleash the healing power of humanity.

Brand messaging strategy

Remind people of the power of humanity within and all around them.

Guiding belief

Humanity holds the power to heal.

Tagline

Hello humankindness®

Our brand is best known for its distinctive tagline, Hello humankindness. There's a lot of meaning packed into those two words.

“Hello” instantly establishes a friendly, welcoming personality that reflects the inclusive nature of our health system. It's a word that invites people to join the ongoing conversation that we want to be having with the communities we serve.

In spite of the fact that “humankindness” is an invented word, people immediately understand what it suggests: The humanity that we're all born with and the kindness we all want from each other.

Hello humankindness invites us all to recognize and relish the moving, joyful, and healing power of our shared humanity.



Hello humankindness®



Hello humankindness®



Hello humankindness®

Our tagline | Using the tagline artwork

Hello humankindness grounds all of the work we put out in the world. It has many applications and is used in many ways. It is ever-present.

Broadcast, video, and social feature animated versions of Hello humankindness.

It is used on print ads and often with OOH. For collateral and printed materials, it should be present unless space is a concern. It can be used as a larger design element on signage, posters, outdoor banners, and elevator banks. It can also be used as artwork on branded swag such as T-shirts and water bottles.

It will appear with almost all materials, though there are exceptions. Hello humankindness does not appear in display or banner ad executions.



Hello humankindness is available as artwork in two styles: A one-line version and a stacked version. The one-line version is the preferred version, so you will see it more commonly used. The stacked version is provided as an alternate; it is useful when horizontal space is an issue. Each version is also available in white—for reversing out of photos specifically.

The artwork should never be altered in any way. Always use the provided artwork. Setting the tagline in another font is not allowed. Note, as our regional identities transition to the CommonSpirit brand



Hello humankindness®

Hello
humankindness®



Hello humankindness®

Hello
humankindness®



Hello humankindness®

Hello
humankindness®

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Let the signature breathe. Providing the right amount of clear space helps make our tagline artwork easier to spot and remember.

The required amount of clear space for our tagline artwork is determined by the height of the wordmark cap height.

When the tagline artwork appears with the horizontal primary signature, it should scale to the size of the primary signature's wordmark. For instances when it appears alone or with any of the vertical signatures, the artwork should not be sized smaller than the sizes referenced below.

The tagline lockup can be proportionally scaled as large as needed and with a minimum width of 1.75 in. (126px for digital) for the one-line version. The stacked version's minimum width is 1.275 in. (92px for digital).

Clear space



x = Wordmark cap height

Minimum size

Hello humankindness®

Minimum print size:
1.75 in. wide
(126px for digital)

Hello
humankindness®

Minimum print size:
1.275 in. wide
(92px for digital)

Dignity Health orange is shown in the example.
Use the version of the mark that matches the visual identity you're working with.

Hello
humankindness

Don't change the orientation of the words.

Hello
humankindness

Don't change proportions.

Hello
humankindness

Don't set in an alternate typeface.

Hola
humankindness

Don't create alternate versions of the line.

Spread
humankindness

Don't create alternate versions of the line.

Hello
human
kindness

Don't break the word "humankindness."

Hello
humankindness

Don't add a drop shadow.

Hello
humankindness

Don't convert to outlines.

Hello
humankindness

Don't change color from those provided

Use of our names

Do not abbreviate CommonSpirit Health as “CSH” or “CH.” Likewise, don’t abbreviate CommonSpirit as “CS” or Dignity Health as “DH.” While several regional identities include the letters “CHI,” never use those three letters as an abbreviation for the full name. Never abbreviate Virginia Mason Franciscan Health as “VMFH.”

Use the proper trademark symbol when referencing each identity at first use within a document. CommonSpirit Health (®), CommonSpirit (®), Dignity Health (®), Virginia Mason Franciscan Health (™) and any regional identity (™)—e.g., CHI Health™.

Use of *Hello humankindness* as the name of the campaign

When talking about the brand campaign as a whole, the “H” in “Hello” is always uppercase, and the “h” in “humankindness” is always lowercase. *Hello humankindness* should always be italicized when it appears as body copy.

Use of “humankindness” in text

Always spell “humankindness” with a lowercase “h,” unless it begins a sentence. “Humankindness” is always one word.

Use of alternate words in the tagline

While humankindness can be used as part of a sentence, our brand tagline should never be changed editorially. For example, never modify it to be a phrase such as “Hola humankindness” or “Spread humankindness.”



Humankindness extends to us all.

Each and every member of our community deserves access to the care they need, delivered with humankindness. CHI Health™ is passionately committed to a more equitable, inclusive, and culturally informed healthcare future for all.

Hello humankindness™



Visual Identity

House of logos

Although CommonSpirit is one health system, our facilities are currently identifiable by different signatures based on regional markets. This model is known as a house of brands.

Our four visual identities, CommonSpirit Health, Dignity Health, CHI Health, and Virginia Mason Franciscan Health, are all members of this house.

Our Brand Bridge Strategy, currently underway, seeks to connect our regional identities with the strength and national reach of CommonSpirit. This strategy is addressed in more detail in each regional identity's section.



The CommonSpirit signature represents our organization as a whole at the national level, as well as within markets that have transitioned to the CommonSpirit brand. This signature is used in all communications from a national perspective, as well as communications from a facility's or region's leadership to its employees, physicians, and volunteers. Note, however, that the region's geographic location is never included as part of its signature.

To learn more about this visual identity, please reference the [CommonSpirit Visual Identity Guidelines](#).



The Dignity Health signature represents our California Region, as well as Arizona & Nevada in our Central Region. It is used to represent a facility or market in all of its public-facing communications, and in communications from a facility's or region's leadership to its employees, physicians, and volunteers. Note, however, that a region's geographic location is never included as part of its signature.



This signature format represents our South Region and parts of our Central and Northwest Regions. Customized versions of the signature identify the market-level brand and/or individual hospital groups (i.e., CHI Health, CHI Saint Joseph Health, etc.). Note, however, that a region's geographic location is never included as part of its signature.

Market-level signatures are used to represent a facility or hospital group in all of its public-facing communications. It is also used in all communications from a facility's or hospital group's leadership to its employees, physicians, and volunteers.



The Virginia Mason Franciscan Health signature represents part of our Northwest Region. This signature is used to represent a facility or market in all of its public-facing communications, and in communications from a facility's or region's leadership to its employees, physicians, and volunteers. Note, however, that a region's geographic location is never included as part of its signature.



Visual Identity

Regional identity



Visual Identity





Visual Identity

Regional signatures

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

This section provides guidance for using the signature consistently.

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

The primary signature (horizontal/full color) is preferred for most applications. To view a complete list of available signature options, see page 26.

All new logo requests should be routed through your market leadership to be vetted with the Brand team. Custom logos are not permitted.

Primary signature



The signature has three components:

The primary name (also sometimes referred to as a logotype or wordmark), the emblem (also sometimes referred to as a logomark), and a trademark symbol (™).

These components have been carefully drawn and proportioned and should never be redrawn, altered, or distorted.

When referencing the primary name in body copy, a trademark symbol must appear with the full name at first mention in any communication.

TRADEMARK SYMBOL

It's always present when the signature is reproduced. There are only a few instances where we do not use the trademark symbol due to its size or reproduction methods, such as signage, websites, mobile applications, and promotional items.

Primary signature



The signature comes in a variety of versions suited to specific situations.

The full-color signature (A) is preferred and should be used on a solid white background only.

Certain printing and other reproduction methods may require use of the solid-color versions (B, C). They have been developed for specific instances when the full-color signature can't be reproduced properly (i.e., when only one or two inks are being used).

The full-color outlined reverse version (D) is only allowed for use on uniforms and swag—when the full-color positive cannot be used due to production issues.

Other reverse versions should only be used over a neutral color (E), a black (F) or over photography (G), and it cannot be placed over a blue background (due to legal reasons—whether it's part of an image or a solid color). See pages 28 and 29 for examples of incorrect uses.

All versions are available in configurations for print (CMYK/spot) and on-screen (RGB) color applications.

NOTE

The boxes surrounding the signatures on this page and throughout these guidelines are for illustrative purposes only. The signature should never be placed in a box or other geometric shape.

Preferred use



(A) Full-color positive

Secondary use



(B) Solid dark gray positive



(C) Solid black positive

Secondary use



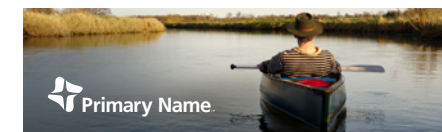
(D) Full-color outlined reverse: Use only when placing logo over blue (i.e., uniforms and swag)



(E) One-color solid reverse on a neutral color



(F) One-color solid reverse on black



(G) One-color solid reverse on photography (excluding areas of blue)

Clear space creates breathing room for our signature. It prevents the signature from becoming crowded by images, text, or other graphics that can lessen its impact and visibility.

The clear space is derived from x, which is measured by the cap height of the primary name.

Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. The more space you give the signature, the greater impact it can have.

Clear-space requirements are the same for all versions and configurations of the signature.

The minimum size for the full-color logo is measured by the size of the emblem, which should not be reduced smaller than 0.435 in. wide (31px for digital).

DIFFERENT VARIATIONS HAVE DIFFERENT MINIMUM SIZES

Please note that minimum recommended sizes are different for full-color version and one-color solid horizontal signatures. In special circumstances, smaller sizes may be necessary for certain applications. In such cases, legibility should always be the top priority.

Clear space



x = Wordmark cap height

Minimum size



Minimum print size: 0.435 in. wide
(31px for digital)



Minimum print size: 0.285 in. wide
(one-color solid version)

The examples on this page show some of the correct and incorrect ways to use the signature on different backgrounds. The primary signature (horizontal)—our preferred version—should always be used on a white background. The reverse version of the logo may only be used over photography or a black or neutral color. It cannot be placed over a blue background (due to legal reasons)—whether it's part of an image or a solid color.



Do place the primary signature on a solid white background.



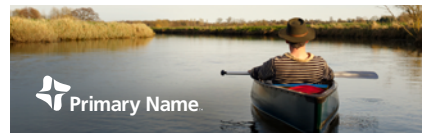
Only use if full-color version cannot be reproduced.



Don't create custom lockups with tagline artwork.



Don't place the primary signature on imagery of any kind.



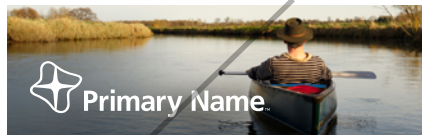
The reverse signature may be used over photography (excluding areas of blue).



Don't place the reverse signature over photography with a predominantly blue background.



Don't place the reverse signature on a blue background of any kind. This is a legal trademark restriction.



Don't use the former version of the reverse signature.



Don't place the primary signature on an illustration, a pattern, or a busy background.

Do not make any changes to the signature. This rule applies not only to the examples shown here, but also to any other type of alteration.



Don't stretch, distort, reposition, or alter the signature.



Don't scale signature components individually.



Don't change signature colors.



Primary Name™

The Primary Name logo is shown with a grey diagonal line crossing it out. The emblem is removed, leaving only the wordmark 'Primary Name™'.

Don't remove the emblem.



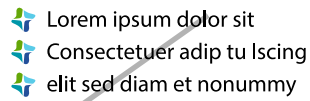
Don't add a drop shadow or other effect.



Don't change the font used in the wordmark.



Don't use the emblem alone.

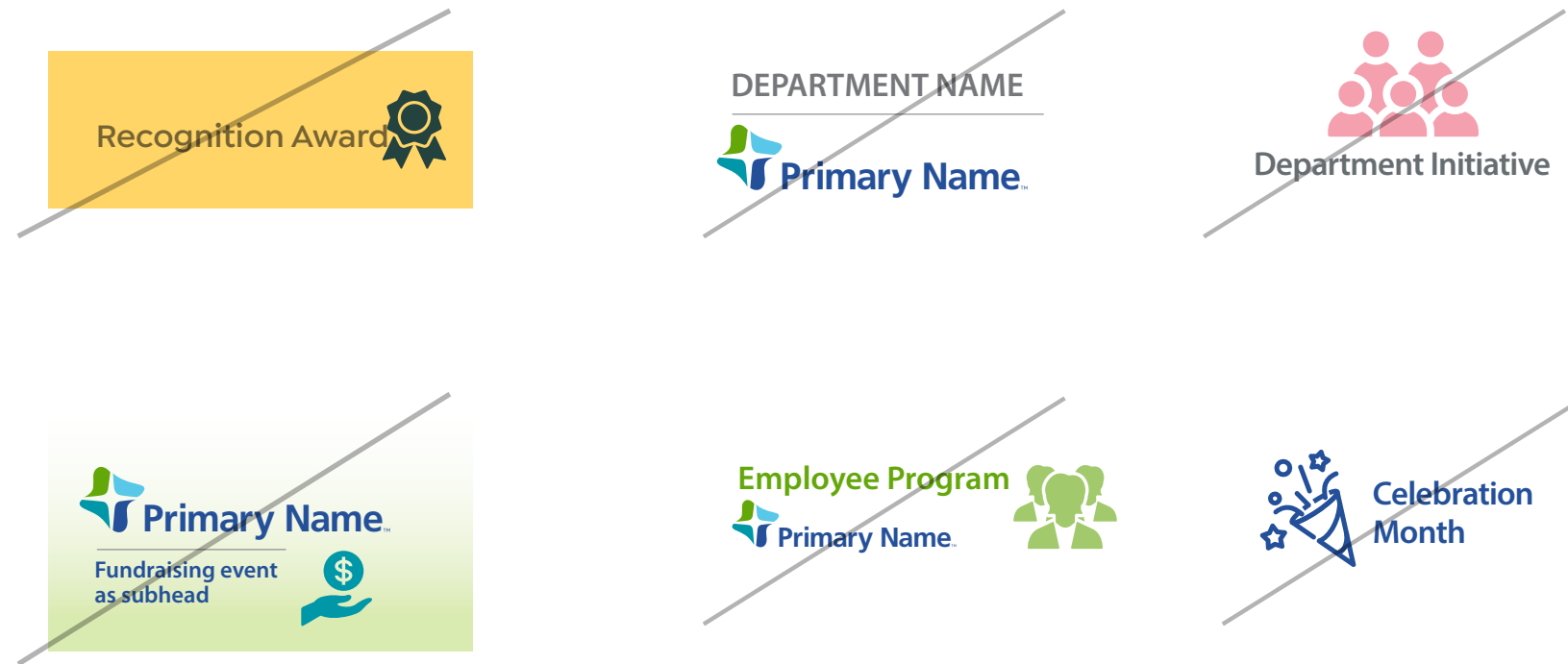


Don't use the emblem as a design element.



Don't use the emblem to create new signatures.

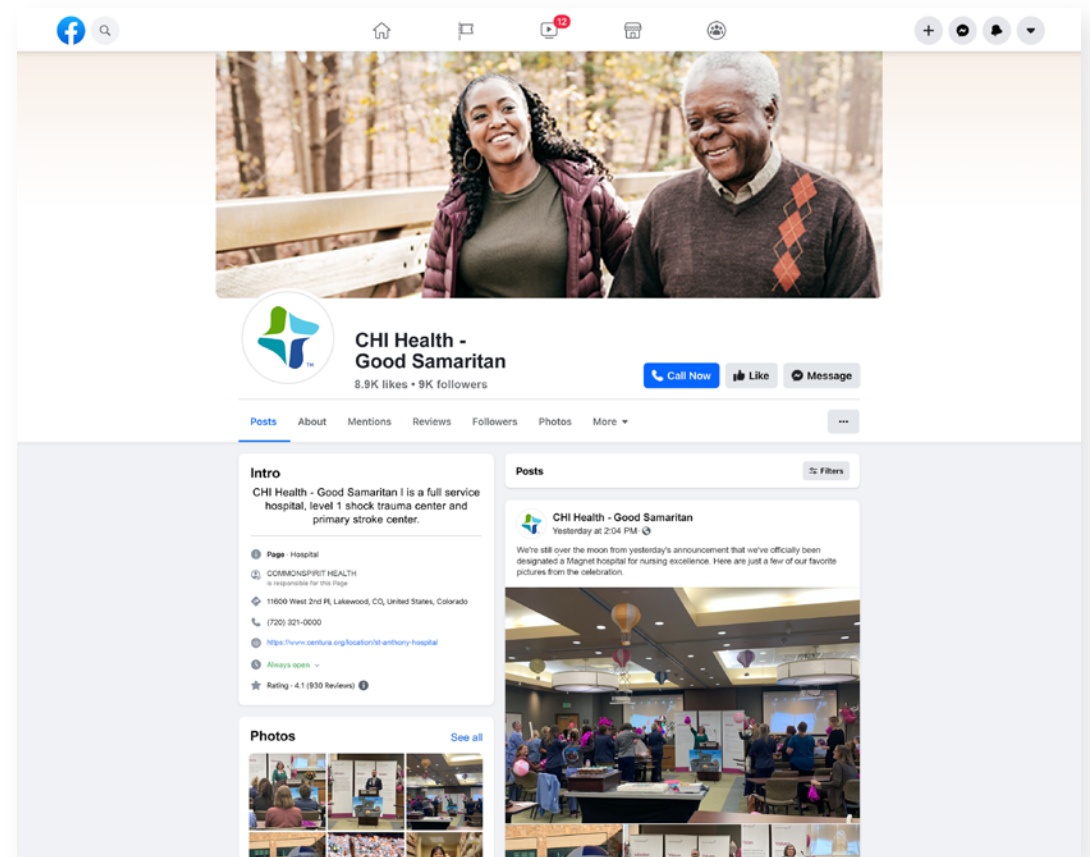
The creation of custom logos is not permitted for any reason. The primary and secondary logo lockups seen on the previous page are the only signatures approved for use and must be created by Brand. Departments, initiatives, programs, events, etc. are not to be branded with their own logos and should reflect the CHI identity.



Social media profiles are one of only a few instances where it's acceptable to use the standalone emblem.

Use of the emblem alone is allowed only in special circumstances. Permission must be obtained from the CommonSpirit Brand Team in applications other than social media.

Facebook



The vertical configuration of the signature is allowed only in special circumstances and must be approved before using.

The same restrictions apply to vertical configurations of the facility signature lockups.

The primary configuration shown on page 25 should be used in nearly all applications.

CLEAR SPACE

The clear space is derived from x, which is measured by the cap height of the wordmark. Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. Clear-space requirements are the same for all versions and configurations of the signature.

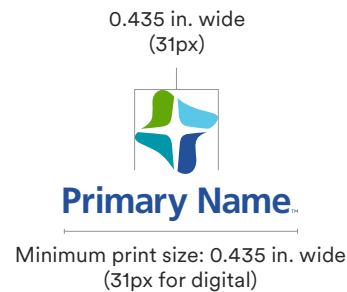
SIZING

The vertical configuration of the signature can be scaled as large as you need, but it should never appear smaller than the recommended minimum size shown at right, which is based on the width of the emblem.

Vertical configuration



Minimum size



All of our signature lockups must be treated with the same care and consistency as our primary signature.

For facilities, the lockup has three components: the emblem, the primary name, and the facility name.

These components have been carefully created and proportioned and must never be redrawn, altered, or distorted.

See page 35 for guidelines around signatures with a tertiary name in the lockup.

Reach out to the CommonSpirit Brand Team at brand@commonspirit.org for any new signature requests.

Regional signature with secondary name



Regional signature with secondary and tertiary name



Clear space creates breathing room for our signature. It prevents the signature from becoming crowded by images, text, or other graphics, which can lessen its impact and visibility.

The clear space is derived from x, which is measured by the cap height of the wordmark.

Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. The more space you give the signature, the greater impact it can have.

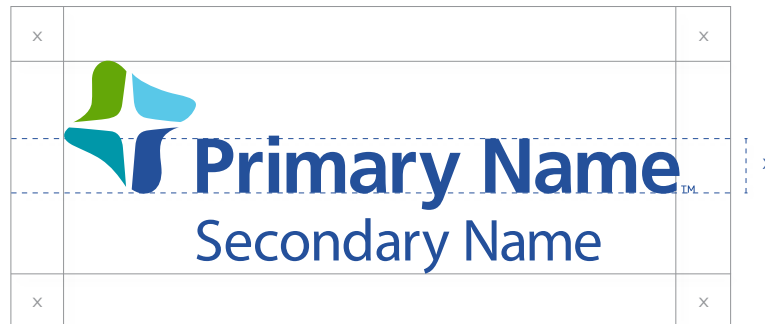
Clear-space requirements are the same for all versions and configurations of the signature.

The minimum size of the logo is proportionate to the size of the emblem, which should not be reduced smaller than 0.435 in. wide (25px for digital).

WHEN TO DROP THE TRADEMARK SYMBOL

When the lockup needs to be used at a very small size, the trademark symbol may be removed.

Clear space



x = Wordmark cap height

Minimum size

0.435 in. wide
(25px)



(minimum size for all signature versions)

Tertiary lockups are used for centers and external-facing services that do not reside within a major facility. (The center or service name is a third, or tertiary, piece of information within the lockup.) Department-specific signatures are not permitted unless they are external facing and describe a service for patients.

Internal-facing departments or regional divisions within our organization are not allowed to use the tertiary logo lockup to create a custom signature.

Reach out to the CommonSpirit Brand Team at brand@commonspirit.org for any tertiary signature requests.

Example of tertiary lockup that is allowed

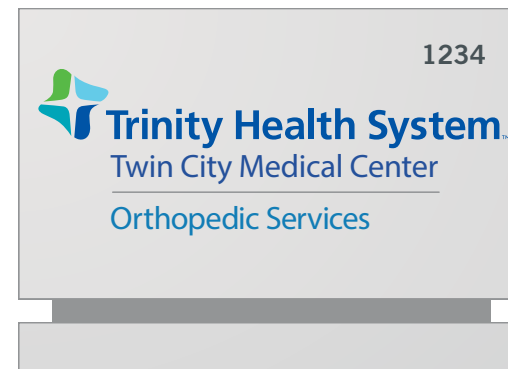


The intent of our signature lockups is to present a clear hierarchy of information. This helps our audience understand the context of the facility or service—and helps us grow awareness and understanding of regional identities.

Tertiary lockup usage

Because tertiary lockups are often complex due to multiple lines of text, full tertiary lockups are used only for signage and apparel (such as uniforms) seen at care facilities.

On-site tertiary lockup examples



Tertiary lockups are not allowed to be used on promotional materials, advertising, stationery, business cards, or other applications. Also, internal-facing departments or regional divisions are not permitted to create a custom signature.



Don't use on off-site promotional banners.



Don't use on apparel other than uniforms.



Don't use on company swag.



Don't use on print collateral, or promotional materials.



Don't use on posters or advertisements.



Internal-facing departments or regional divisions are not permitted to create a custom signature.

When we promote service areas, programs and other groups, we can communicate our message in a few ways. We can mention the service in the headline itself, usually when making a general announcement about that service line.

We can craft our headline to communicate a benefit or insight about the service, mentioning the service as an eyebrow above the headline. Lastly, we can let our body copy do the heavy lifting—while our headline keeps our thought at a higher level.

Headline

 Primary Name.

Orthopedic services, new fall programs

Body copy, Circular CS Regular 14pt/20pt. Approximately 60 words. Adipiscing elit sed iam nonummy nibhmod tincidunt. Lorem ipsum dolor sit ame conser adipiscing elit. Diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibhmod tincidunt ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam nonummy nibhmod tincidunt ut laoreet dolore magna m erat volutpat.

Hello humankindness



Eyebrow or subhead

 Primary Name.

Orthopedic Services

A three line headline here isum.

Body copy, Circular CS Regular 14pt/20pt. Approximately 60 words. Adipiscing elit sed iam nonummy nibhmod tincidunt. Lorem ipsum dolor sit ame conser adipiscing elit. Diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibhmod tincidunt ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam nonummy nibhmod tincidunt ut laoreet dolore magna m erat volutpat.

Hello humankindness



Copy

 Primary Name.

A three line headline here isum.

Our orthopedic services are ame conser adi. Approximately 60 words. Adipiscing elit sed iam nonummy nibhmod tincidunt. Lorem ipsum dolor sit ame conser adipiscing elit. Diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibhmod tincidunt ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam nonummy nibhmod tincidunt ut laoreet dolore magna m erat volutpat.

Hello humankindness





Visual Identity

Co-branding

Successful branding means occasionally working with partners to deliver a service. These are partners that bring specific brand equity to an offer or service, or that benefit from our brand equity. These partnerships enable us to extend and increase our brand visibility. However, any co-branding must be carefully reviewed by legal counsel.

This section defines some of the principles of how we successfully co-brand.

Contact the CommonSpirit Brand Team (brand@commonspirit.org) and our in-house trademark attorney (Austin.O'Flynn@commonspirit.org) for any new partnership logo requests.

From time to time, regions will partner with other organizations to address specific needs. Out of respect for these valuable partnerships, please be sure to lock up the two logos in one of the two ways described here.

Primary lockup (Horizontal alignment)

This is the preferred arrangement of partnership logos—with the primary signature on the left and the partner logo to its right.

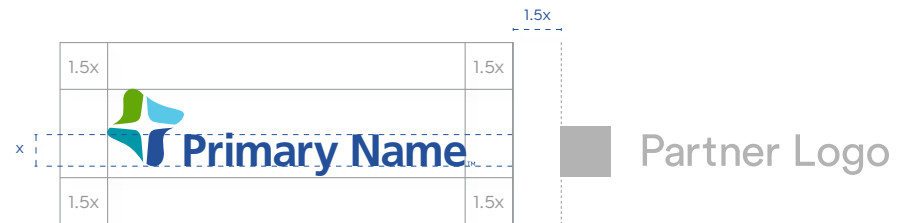
A vertical rule in Cool Gray 9 (1/4 of the width of the “i” in the wordmark) should be placed 1.5x further to the right of the clear space—with the partner’s logo placed 1.5x to the right of the rule. The height of the partner logo should not exceed that of the primary signature, and it should be aligned with the middle of the signature.

Secondary lockup (Vertical alignment)

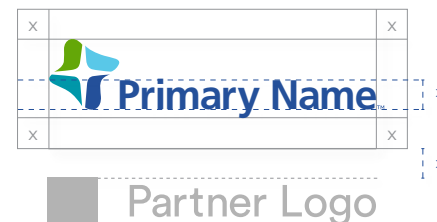
The secondary lockup should be used only where available space does not accommodate the primary (horizontal) lockup at a reasonable size. Follow the spacing specifications shown at right.

Please consult with our in-house trademark attorney (Austin.O’Flynn@commonspirit.org) before doing any co-branding or initiating other joint use of marks. Before release, all lockups must be approved by the CommonSpirit Brand Team.

Horizontal alignment



Vertical alignment





Visual Identity

Endorsement strategy

This section provides guidance for the application of our endorsement line, “A member of CommonSpirit.”

The endorsement line is part of the Brand Bridge Strategy to connect our local identities with the strength and national reach of CommonSpirit. It’s the first step in uniting us under one brand that reflects our shared mission, values, and the important work we do every day.

Visit the Endorsement Line Resources folder linked at the end of this section to download resources and files referenced here. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

What is the intention behind the endorsement line?

The endorsement line is a temporary treatment in our brand evolution. It's meant to familiarize internal and external audiences with CommonSpirit, to bring them along on our journey towards a unified brand.

What are the criteria for applying the endorsement line to an asset or channel?

With the temporary nature of the endorsement line in mind, we recommend using it selectively for high impact, yet low cost moments.

The guidelines that follow showcase how to apply the endorsement line to several internal and external touch points, but is not exhaustive. If you are uncertain about a specific application, please reach out to the Brand Team for guidance.

When should I begin to apply the endorsement line externally?

You can start applying the endorsement line to external assets and advertising channels now, including but not limited to OOH, broadcast & on-line video, branded merchandise, and printed collateral.

Do I need to apply the endorsement line to assets that have already gone live?

There is no requirement to modify assets that are currently live, however if the change is low cost, low effort, and high impact, you may want to consider it.

What are examples of where not to apply the endorsement line?

Do not apply the endorsement line in the following scenarios:

- Permanent or semi-permanent applications, such as interior or exterior signage, fleet, or branded environments.
- Any item where it would add significantly to the cost of production, such as an additional imprint area on branded merchandise.
- When space is too limited for it to be legible or make an impact, such as digital banner ads.
- Voiceovers over and radio scripts, where it can muddle higher-level messaging.



Usage guide

Endorsed primary logos

The endorsement line can be used in one of two ways, the first of which is within an endorsed logo lockup.

The endorsed logo lockup utilizes the primary logo only. **To use the endorsement line with a facility lockup, refer to the section on starting on page 55**, which covers the use of endorsement line artwork in conjunction with facility logos.

The endorsement line artwork has been carefully proportioned and aligned within the lockup, and should never be redrawn, altered, or distorted.

Endorsed logo lockup



Clear space creates breathing room for our endorsed logo. It prevents the logo from becoming crowded by images, text, or other graphics that can lessen its impact and visibility.

The clear space is derived from x, measured by the cap height of the primary name.

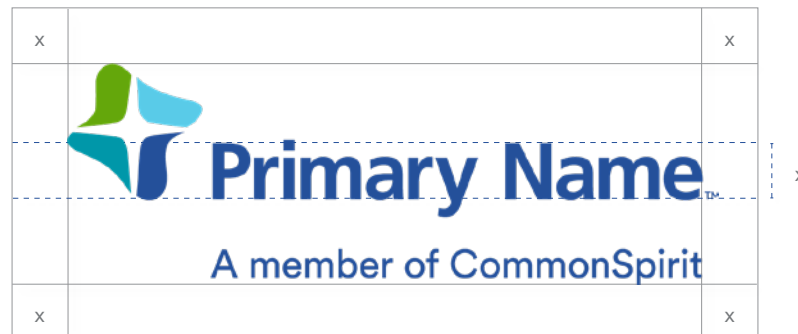
Clear space should always be at least 1x on all sides of the logo. This amount of space should be increased whenever possible. The more space you give the logo, the greater impact it can have.

The minimum size for the endorsed logo is measured by the size of the emblem, which should not be reduced smaller than 0.375 inches wide (27px for digital).

WHEN TO DROP THE ENDORSEMENT LINE

When the lockup needs to be used at a very small size, the endorsement line may need to be placed separately from the logo, or simply removed.

Clear space



x = Wordmark cap height

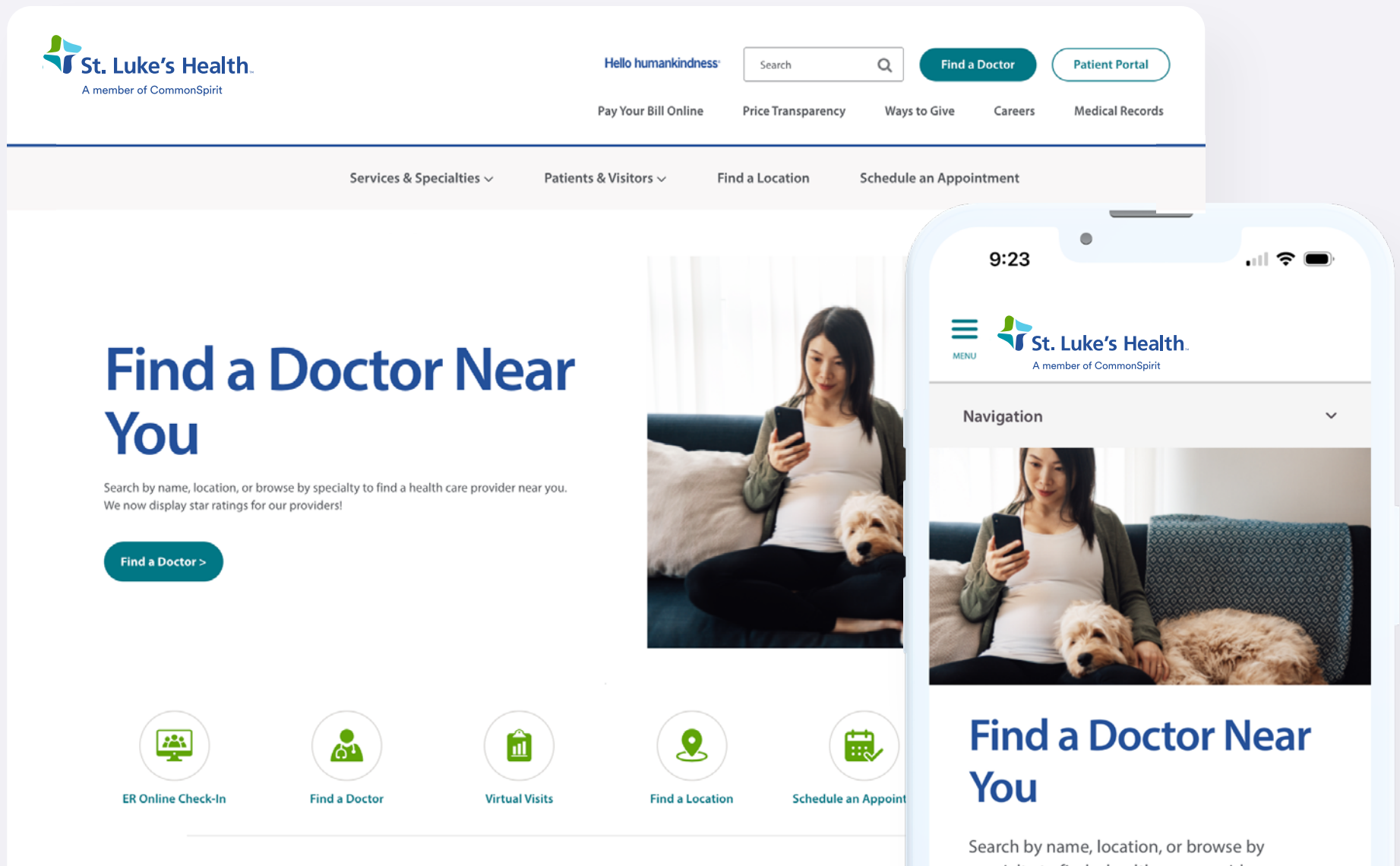
Minimum size

0.375" wide
(27px)



This and the following pages depict common instances where the endorsed logo lockups should be applied, including web and mobile sites, stationary, broadcast & on-line video, merchandise,

google templates, regional newsletter templates, and OOH. If you have a question about a specific asset not pictured here, please reach out to the Brand Team for guidance.



Stationary with endorsed logo lockups can be ordered from our internal Print+ Center. Templates are also available in the Endorsement Line Resources folder.



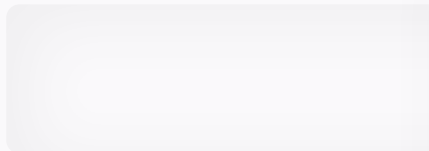
Department
Hospital Name
1234 Hospital Drive
City, ST 12345

P 456.123.4561
F 456.123.4562
chisaintjosephhealth.org



Department
Hospital Name
1234 Hospital Drive
City, ST 12345

Address Service Requested



FullName, MD
Job Title
Department
firstnamelastname@commonspirit.org

P 456.123.4561 ext. 4563
F 456.123.4562
C 1.800.123.4563
chisaintjosephhealth.org

Hospital Name
1234 Hospital Drive
City, ST 12345

End card animations and still title cards with our endorsed logo lockups are available in the Endorsement Line Resources folder.



On OOH, content should be balanced to accommodate the endorsed logo comfortably. Logo lockups for use on OOH can be found in the Endorsement Line Resources folder.



Branded merchandise with our endorsement logo lockups can be purchased individually or in bulk through the CommonSpirit Brand Store.



Endorsed Google Docs and Slides templates are available in their respective Google template galleries. Due to space restrictions in the galleries, these versions of the templates feature the CHI emblem on its own, locked up with the endorsement line.

While this usage is acceptable for internal communications, we encourage you to swap in the appropriate regional endorsed logo for any external-facing communications. Avoid using the emblem lockup outside of these templates.

 A member of CommonSpirit

Agenda

Date
Calendar event

Meeting Title
Office Location
Room Location
Dial In # (000) 000-0000

TIME	TOPIC
8:00 am	Reflection
8:10 am	Topic 1 (this shows longer description; adjusts height once it goes to two line
9:00 am	Topic 2
10:15 am	Topic 3
10:30 am	Topic 4
10:50 am	Topic 5
11:30 am	Break / Adjourn

 A member of CommonSpirit

Know Do Share

Date

Topic Name

What to Know

- Introduce the topic briefly
- Use bulleted lists to keep content high-level
- Lorem ipsum dolor sit

What to Do

- Provide step by step instructions
- Begin each step with an action
- Lorem ipsum dolor sit

What to Share

- Explain the topic to the audience
- Keep instructions brief and add images if appropriate
- Lorem ipsum dolor sit

For questions, reach out to  Person

Note: Keep information and updates high-level and action-oriented; straightforward message without prescriptive action items, consider

 A member of CommonSpirit

Huddle Notes

Date

Key messages to share in team huddles this

Facility Name | Department Name

Weekly Reflection
Insert Weekly Reflection here

Departmental Update
Customize for your department and add work unit new:

Facility Update
Insert updates about facilities here

Region Update
Insert region update here

 A member of CommonSpirit

Communications Toolkit

Date

Read Me First | Initiative Name

This document is a collection of tools and materials that help communicate your initiative. It should be the first document in your communications toolkit to help organize content. Include a summary, short descriptions of provided materials, and make it easy to access those items via links.

Materials listed in the chart are suggestions; not all need to be included. Be sure to customize or delete all highlighted instructions.

[Remove the paragraphs above and in their place provide a short description similar to what's provided here:]

Below is a list of all **[Initiative Name]** Communications Toolkit items with a description for each item. You can easily access each resource by clicking on the linked file. Thank you for helping us share this information with employees.

Communications Toolkit Item	Description
 File: Know Do Share	Includes everything leaders should know, do, and share about [Initiative Name]
 File: Talking Points	A quick and easy guide to help leaders discuss [Initiative Name] , ensuring the messaging is consistent and tailored to the correct audience.

Newsletter header image files with endorsed logo lockups are available in the Endorsement Line Resources folder.



CHI Health Lakeside

Your Important Benefit Documents Are Online

Details about your benefits and other legally required information are now accessible online through [MyBenefits](#) > Benefit Resources > Plan Information (these documents are often referred to as your "compliance" materials). [Read More](#)
**This information only applies if you use MyBenefits to enroll in your benefits.*

Learn More About Our Partners for Retirement Benefits

During the benefits enrollment season, outside financial advisors may attempt to contact employees to offer services — please be aware that through our relationship with Fidelity, CommonSpirit Health employees have access to Workplace Financial Consultants at no charge to you. [Read More](#)

Age-Friendly Care Is Here as a Quality Measure

CommonSpirit Health's work to improve the lives of our patients and the quality of our care is a top priority. We are proud to be a member of CommonSpirit Health, which is committed to providing the highest quality of care to our patients.



Market Newsletter Name

Your Important Benefit Documents Are Online

Details about your benefits and other legally required information are now accessible online through [MyBenefits](#) > Benefit Resources > Plan Information (these documents are often referred to as your "compliance" materials). [Read More](#)
**This information only applies if you use MyBenefits to enroll in your benefits.*

Learn More About Our Partners for Retirement Benefits

During the benefits enrollment season, outside financial advisors may attempt to contact employees to offer services — please be aware that through our relationship with Fidelity, CommonSpirit Health employees have access to Workplace Financial Consultants at no charge to you. [Read More](#)



Usage guide

Endorsement line & facility logos

The second way to utilize the endorsement line is as a standalone piece of art. Employ this option when the application requires the use of a facility logo or a co-branded logo.

Because facility and co-branded logos already have a secondary piece of information, adding the endorsement line to the lockup can create something that is overly complicated, which will make our message less clear.

With this approach, it's important to consider sizing and placement. A good rule of thumb is to size the endorsement line artwork to match the x-height of the logo's primary brand.

In most cases the endorsement line artwork should be placed adjacent to the logo, but at a comfortable distance. Align the baselines of the primary name and endorsement artwork for a clean look.

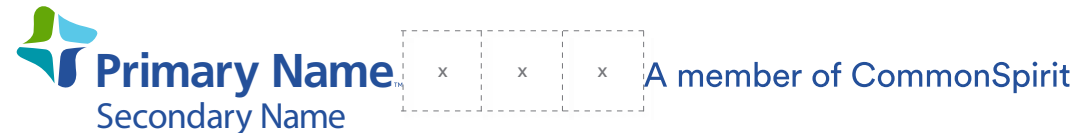
To maintain consistency, always use the provided artwork for the endorsement line. Do not typeset the endorsement line yourself or alter it in any way. If you have questions about a particular application, please reach out to the Brand Team for guidance.

Logo & endorsement line size relationship



x = primary name word mark x-height

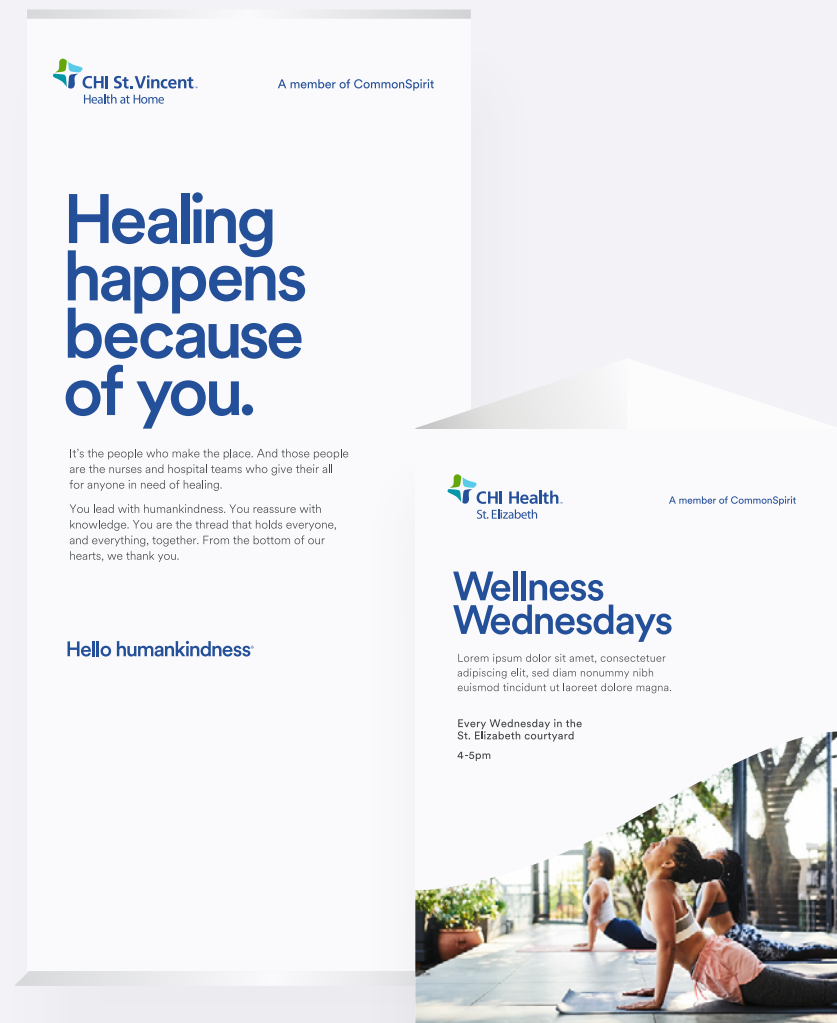
Logo & endorsement line spacing minimum



x = the emblem width; minimum distance between the logo & endorsement line should be no less than 3x

When facility signage or marketing collateral requires the use of a facility or co-branded lockup, the standalone endorsement line artwork should be utilized, as in the examples below.

Marketing collateral and digital signage templates with the standalone endorsement artwork are available in the Endorsement Line Resources folder.



Although we encourage the use of endorsed primary logo lockups whenever possible on merchandise, there are times where it makes sense to use a facility lockup and place the standalone endorsement line artwork on a separate imprint area.

The endorsement line artwork may also be adapted on a case by case basis to unique products. The use of the endorsement line artwork is not required if it results in a significant cost increase for your item.

Some products have an imprint area that is too small to meet the minimum spacing requirements for the endorsement line artwork, such as the backpack shown below. If this is the case, please proceed without the endorsement line artwork.

Merchandise with the endorsement line artwork can be purchased via the CommonSpirit Brand Store.



Do not make any changes to the endorsement line lockups, or to the standalone endorsement line artwork. This rule applies not only to the examples shown here, but to any other type of alteration.



Don't add the Endorsement Line to a facility logo lockup.



Don't crowd a facility lockup by placing the endorsement line too close. Use the spacing guidelines on page 56.

~~A member of CommonSpirit~~

Don't recreate the Endorsement Line art, change the color, or type it out in other fonts.



Don't use the emblem lockup on external or consumer-facing materials. Instead use the appropriate regional endorsed logo for any external-facing communications to maintain clarity and brand recognition.

~~Proud partner of CommonSpirit~~

Don't alter the language or create versions synonymous to the Endorsement Line.

~~A member of CommonSpirit~~ 

Don't combine the Endorsement Line with the CommonSpirit logo, emblem, or any elements of the CommonSpirit visual identity, such as the Rose color.



Visual Identity

Colors

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

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Our color palette is bright and vivid. When working with our palette, it's best to keep it simple. Use these tips to help guide the process.

Build from white.

The use of white space within a design is just as important as the colors being used. Don't overuse color to fill space. It's important to maintain a sense of airiness in the design.

Keep it simple.

Using all four colors in a single composition is usually unsuccessful and will stray from the correct look and feel. Choose one or two colors and a secondary color, or work with the varying tints and shades.

Use colors to help with organization.

Colors are best used together to support the visual organization of a particular document or project (e.g., applying a single color to each section within a presentation, or using color to help with information hierarchy)



It's world hello day!

Hola
안녕하세요
Bom Dia
أهلاً
Bonjour
Ahoj
こんにちは
Hallo
你好
Kamusta



Hello humankindness®

Our brand palette is dominated by two colors: Dark Blue (for headlines) and Text Dark Gray (for text). White is shown here as a third principal color as a reminder that white space is an important element of our brand.

All colors in the color palette have precise color references, shown in the specifications chart here. Always use the exact color values listed in order to correspond to the medium being employed.

When printing a PMS color on uncoated stock, match the color to the coated version of the PMS color.

Don't use color references or values from files that have been converted automatically between color modes.

Some software programs don't always make color conversions that are equal to the specific color values listed in the palette specifications. Slight variances in color may occur when printed through different processes or reproduced in different media.

PANTONE COLORS

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone LLC. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Primary	Dark Blue	CMYK: 100 / 75 / 0 / 0 Dark Blue C #24509A RGB: 36 / 80 / 154	White	CMYK: 0 / 0 / 0 / 0 #FFFFFF RGB: 255 / 255 / 255
	Text Dark Gray			CMYK: 0 / 0 / 0 / 95 Pantone Black C #2D2926 RGB: 40 / 40 / 41

While Dark Blue is our primary brand color, the following expanded palette of tints, shades, and skin tones shown here can be used when a design would benefit from accent colors, or when creating illustrations. **In illustrations, the colors should not lean too heavily in any single direction. Instead, rely on the Dark Blue brand typography as shown throughout these guidelines to emphasize and reinforce our visual identity.** For illustrations that call for skin tones, reference the skin tone palette below.

Tints & Shades

CMYK: 59 / 24 / 7 / 0 #68A3cc RGB: 104 / 163 / 204	CMYK: 37 / 0 / 0 / 0 #95DCFA RGB: 149 / 220 / 250	CMYK: 39 / 0 / 16 / 0 #92DDDD RGB: 146 / 221 / 221	CMYK: 34 / 0 / 54 / 0 #A9E695 RGB: 169 / 230 / 149	CMYK: 18 / 0 / 55 / 0 #D5F291 RGB: 213 / 242 / 145	CMYK: 0 / 16 / 69 / 0 #FFD469 RGB: 255 / 212 / 105	CMYK: 0 / 32 / 61 / 0 #FFB973 RGB: 255 / 185 / 115	CMYK: 0 / 46 / 70 / 0 #FF9D5A RGB: 255 / 157 / 90	CMYK: 0 / 55 / 51 / 0 #FF8D73 RGB: 255 / 141 / 115
CMYK: 77 / 50 / 0 / 0 #3F77BC RGB: 63 / 119 / 188	CMYK: 70 / 15 / 0 / 0 #27AAE1 RGB: 39 / 170 / 225	CMYK: 61 / 0 / 22 / 0 #52C3CC RGB: 82 / 195 / 204	CMYK: 71 / 11 / 100 / 1 #55A63A RGB: 85 / 166 / 58	CMYK: 0 / 42 / 100 / 0 #A2D035 RGB: 162 / 208 / 53	CMYK: 7 / 29 / 82 / 0 #EDB74A RGB: 237 / 183 / 74	CMYK: 0 / 39 / 92 / 0 #F9A730 RGB: 249 / 167 / 48	CMYK: 0 / 65 / 100 / 0 #F47821 RGB: 244 / 120 / 33	CMYK: 0 / 80 / 98 / 0 #F15A22 RGB: 241 / 90 / 34
CMYK: 95 / 78 / 6 / 0 #24509A RGB: 36 / 80 / 154	CMYK: 84 / 41 / 19 / 1 #1D7EA8 RGB: 29 / 126 / 168	CMYK: 77 / 21 / 38 / 1 #2B9AA0 RGB: 43 / 154 / 160	CMYK: 79 / 28 / 100 / 15 #377D1F RGB: 55 / 125 / 31	CMYK: 65 / 28 / 100 / 11 #6D8E10 RGB: 99 / 135 / 14	CMYK: 26 / 47 / 89 / 6 #B7853D RGB: 183 / 133 / 61	CMYK: 20 / 62 / 100 / 6 #C17027 RGB: 193 / 112 / 39	CMYK: 14 / 79 / 98 / 4 #CC552B RGB: 204 / 85 / 43	CMYK: 14 / 91 / 100 / 4 #CC3B23 RGB: 204 / 59 / 35

CMYK: 14 / 11 / 12 / 0 #D9D8D6 RGB: 217 / 216 / 214	CMYK: 31 / 25 / 25 / 0 #B1B1B1 RGB: 177 / 177 / 177	CMYK: 8 / 11 / 15 / 29 #B0A9A1 RGB: 176 / 169 / 161	CMYK: 10 / 16 / 20 / 43 #8B8078 RGB: 139 / 128 / 120	CMYK: 19 / 13 / 12 / 36 #8F9397 RGB: 143 / 147 / 151	CMYK: 56 / 47 / 44 / 10 #76777A RGB: 118 / 119 / 122	CMYK: 66 / 57 / 51 / 29 #54565B RGB: 84 / 86 / 91
---	---	---	--	--	--	---

Skin Tone Colors (only for use in illustration artwork)

CMYK: 12 / 19 / 28 / 0 #DFCAB4 RGB: 223 / 202 / 180	CMYK: 4 / 30 / 47 / 0 #F2BA8C RGB: 242 / 186 / 140	CMYK: 11 / 30 / 54 / 0 #E1B381 RGB: 225 / 179 / 129	CMYK: 23 / 39 / 64 / 1 #C49A6C RGB: 196 / 154 / 108	CMYK: 36 / 57 / 84 / 22 #8C6339 RGB: 140 / 99 / 57	CMYK: 42 / 70 / 97 / 49 #603813 RGB: 96 / 56 / 19	CMYK: 49 / 73 / 82 / 69 #402211 RGB: 64 / 34 / 17
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Visual Identity

Typography

CommonSpirit is transitioning to the use of a new typeface, Circular CS, which should be utilized for brand materials going forward. This section details how to use Circular CS within the CHI regional identity.

Use of the former brand font, Myriad Pro should be phased out as soon as possible, and no later than October 15, 2025.

To download Circular CS, visit our [vendor portal](#). Please note, you'll need to create an account prior to downloading. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Font weights for Circular CS have different names than those for Myriad Pro.
Use the chart below to see how they correlate. The weights highlighted in gray
are the primary ones in use for our visual system.

—————	→ Circular CS Thin
Myriad Pro Light	→ Circular CS Light
Myriad Pro Regular	→ Circular CS Regular
—————	→ Circular CS Book
Myriad Pro Semibold	→ Circular CS Medium
—————	→ Circular CS Bold
Myriad Pro Bold	→ Circular CS Black
Myriad Pro Black	→ Circular CS Extra Black

In what order of priority should items be updated?

Categories below are listed in order of priority. As items are updated, there will be a transition period where both the legacy and new typefaces are in use.

- Digital Usage: Websites, apps, dashboards, internal portals (IT is working to update external sites)
- Mass Communications: Print advertising, broadcast, social media, digital advertising
- Employee Touchpoints: In-facility collateral, regulatory postings, promotional items
- Patient Communications: Forms, labels, bills, emails, educational materials

Will the Hello humankindness mark be updated?

The new brand typeface also applies to our tagline artwork. You can find updated files for the tagline mark in the logos section of the [Brand Drive](#).

It's not necessary to update existing installations or any other application that would be cost-intensive to change to the updated Hello humankindness mark.

What does *not* need to be updated to Circular CS?

- Logos
- Existing physical signage
- Past social media posts
- Google Workspace items (our workspace templates have been updated to the closest Google font equivalent, Plus Jakarta Sans)
- Marketo newsletter content, which is set in Arial due to platform limitations
- Advertising placements created prior to October 2025 that are slated to run past the end of our license term

When should Circular CS be fully implemented, and why is it important?

The deadline is **October 15, 2025**, but the sooner the new typeface is implemented, the better. When in doubt, use Circular CS.

Usage of our former brand font, Myriad Pro, in new creative after our current license expires could incur punitive financial penalties from the former font vendor.

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

This section is a detailed guide of how best to use our typography to successfully achieve clarity and consistency.

Visit the [CommonSpirit Brand Team](#) to download resources and files reviewed in this section. For questions, approvals or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Properly applying typography to our communications requires knowing more than which typeface to use. Some very intentional choices have been made about how to apply typography in ways that create a seamless visual experience across media.

Headlines are a dominant feature within our designs. They should be set large in scale with a lot of room to breathe. Use Circular CS Medium and no other weight or style. Their size should be considerably larger than that of body copy. (The headline-to-body-copy ratio is flexible and should adapt to the available space.)

Headlines are flush left, sentence case, and punctuated. When color is available, they should be set in CHI Blue.

Body copy may be set in either Circular CS Regular or Book, using Medium or italics for emphasis as needed. While its size should be smaller than that of the headline, take care to keep it readable. Body copy is set flush left, and its color should be black or no lighter than 90% black.



Nurses, you make a world of difference.

Your steady hands, listening ears, and thoughtful intellect are the tools of your trade. But, nursing is more than a profession; it's a calling. A calling to heal, to comfort, to advocate, and to care. You offer solace in quiet moments and encouragement in times of challenge. You are the bridge between science and humanity.

Thank you for answering that call. Thank you for the countless ways you make an incredible difference.

Happy Nurses Week.

Hello humankindness™



Our primary typeface is Circular CS. Whenever possible, we use it in visual communications and across all media.

Materials should lead with Circular CS Medium for headlines and Circular CS Regular or Light for body copy. A general quick reference for the appropriate typeface is shown at right. A general quick reference for the appropriate typeface is shown at right.

Aa

Headlines

Circular CS Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads

Circular CS Book or Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Circular CS Light or Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our substitute typeface, Plus Jakarta Sans is used only for internal documents created in Google Workspace, and instances when it's not possible to use our primary fonts for external-facing materials.

Arial may also be used as a substitute of last resort if Circular CS or Plus Jakarta Sans are unavailable or not technically feasible.

Plus Jakarta Sans family

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Plus Jakarta Sans Regular

Plus Jakarta Sans Italic

Plus Jakarta Sans Semibold

Plus Jakarta Sans Semibold Italic

Arial family

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

The typographic look of our headlines is a signature component of our visual identity across all materials. A key aspect of the look is the leading between the lines.

The correct leading can be determined using the formula below.

Formula

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

Formula applied

72-pt.
size

64.285-pt.
leading

**Kindness
is a gift
we give
ourselves.**

There are instances when additional adjustments to the headline leading are necessary. When ascenders and descenders are crowded or touching, leading must be added between the copy lines so that it appears to have the same leading as the other lines.

Leading (per formula)

Kindness
is a gift
we give
ourselves.

Leading adjusted

Kindness
is a gift
* → we give
ourselves.

* More leading has been applied between these two lines.

There are also instances when the leading of a line needs to be decreased so it visually matches the other lines. In this example, there are no descenders in the second line and no ascenders in the third line, making the space appear too open between them. Decreasing the leading between these lines helps correct this.

Leading (per formula)

When
we listen,
we are
free.

Leading adjusted

When
we listen,
we are
free.

* →

* Less leading has been applied between these two lines.

Due to the tight leading of certain headlines, there are occasionally instances when ascenders and descenders from two lines touch or are too close. The best way to solve this problem is to try a different line break, as shown below.

Problem

Good for the
earth, good for
our patients.*

* Ascenders and descenders are too close.

Solution

Good for
the earth,
good for our
patients.

Other aspects of headlines are the tight kerning and word spacing. The specifications (below right) will help create the correct appearance when applied. Please note that individual adjustments may be required to keep letters from touching and to keep letters and/or words from being too far apart.

Default Adobe InDesign tracking & kerning

Kindness
is a gift
we give
ourselves.

- Default tracking: 0
- Default kerning: "Metrics"
- No manual kerning applied

Correct adjusted tracking & kerning

Kindness
is a gift
we give
ourselves.

- Tracking: -40
- Custom word spacing (0 tracking applied to space between words only)
- Manual kerning applied

Here are a few things you shouldn't do with typography.

Hug therapy.

Don't use fonts outside our design system.

Hug therapy.

Don't set headlines in italics.

Hug therapy.

Don't set headlines in any other color.

HUG THERAPY

Don't set headlines in all caps,
always use sentence case.

Hug therapy.

Don't outline headlines.

Hug therapy.

Don't use wide or incorrect tracking
for headlines.

A nurse's kindness
A nurse's kindness

Do not use hash marks (first line above) where
typographer's quotes or apostrophes should be

Hug therapy.

Don't use drop shadows or special effects.

Hug therapy.

Don't stretch or distort text.



Visual Identity

Imagery

If a picture is worth a thousand words, then our images must be carefully selected to convey the right message. Our imagery should always depict real people in real environments. Never contrived or cliché, images should be warm and human, capturing genuine connections and moments in the lives of our caregivers, employees, and patients alike.

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

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

Images should use natural light and be simple compositions that are free from clutter. People should appear engaged and natural.

Avoid medical scenes that look technical or feel cold or scary. Photos should be professionally shot and of the highest quality. They should capture isolated moments in time.

Do not use AI-generated imagery, even for internal documents. It is not sophisticated enough to convey authentic human connections.

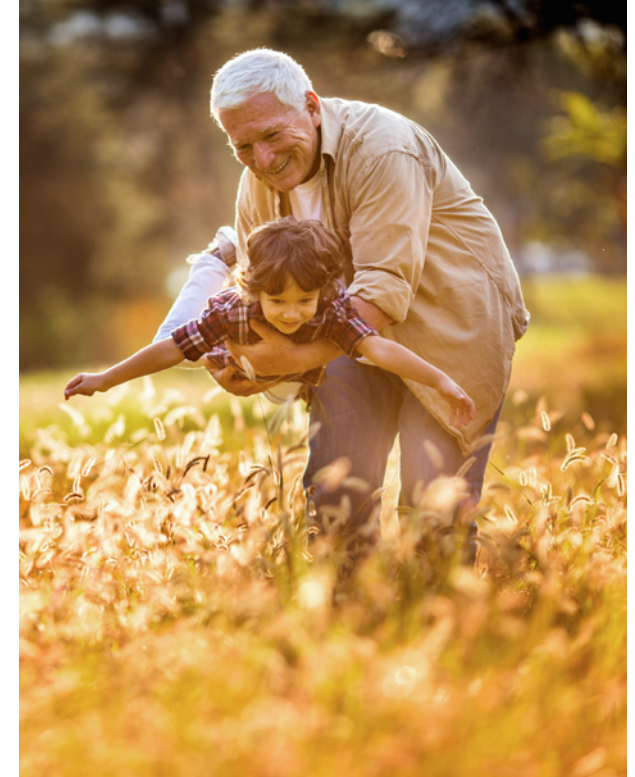




Shows an authentic connection



Feels agnostic of place



Incorporates natural light, either from the outdoors or in a way that does not feel like a studio



Captures a moment in time



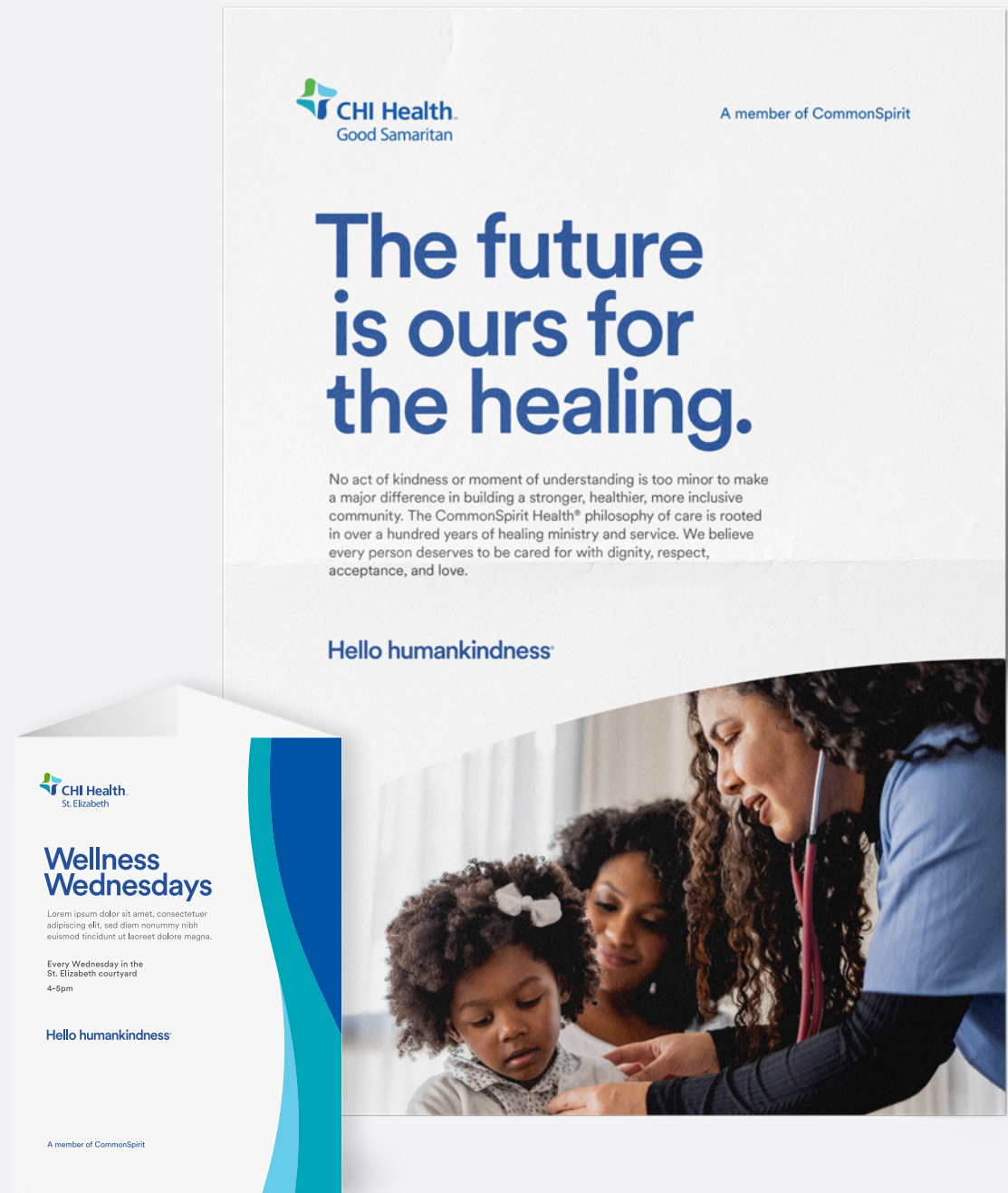
Captures emotion and real human connection



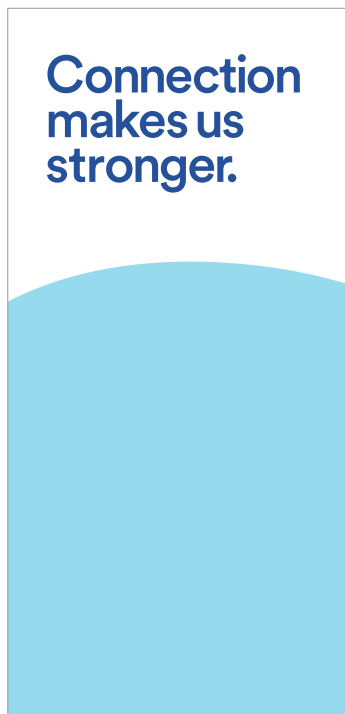
Depicts a medical scene that's warm and inviting

Our visual system uses a is driven by typography combined with images and masked photography. It also incorporates the sweep, a graphic element that adds visual interest when photography may not be available or suitable. This system of components is available to use for marketing communications, signage, and internal-facing materials.

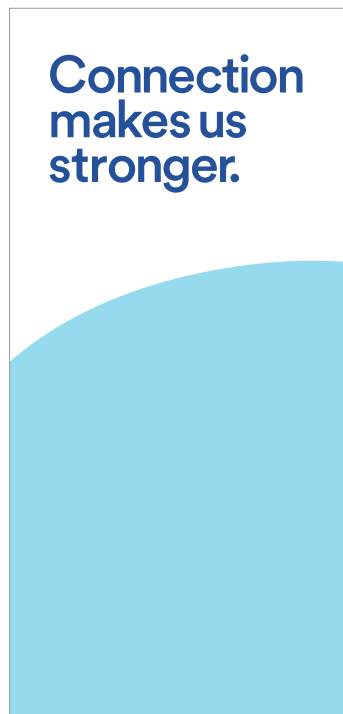
The curved image crop was created as a flexible design feature to complement the sweep and expand the visual system. The shapes are inspired by the curves found within the emblem. The curved crop is not to be used in advertising materials, but it is encouraged as an alternative to campaign photography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



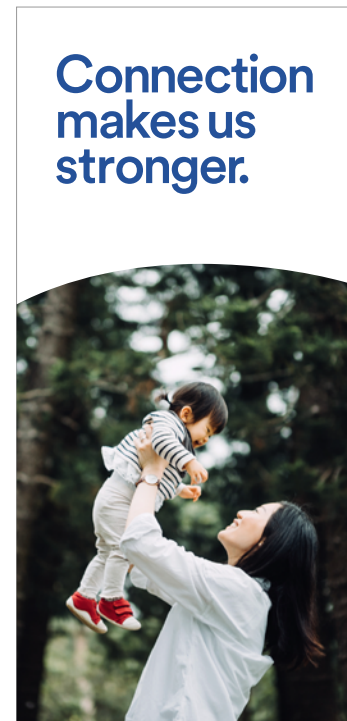
When using mask shapes, it helps to do a little bit of planning ahead. Because these shapes work in tandem with typography, it helps to figure out which mask might work best with your layout. From there, select photography that works best within the shape. Remember to build from white—and keep the design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



Do select shapes that are simple and allow the type and image to live in harmony together.



Do use curves with gradual slopes and arches.

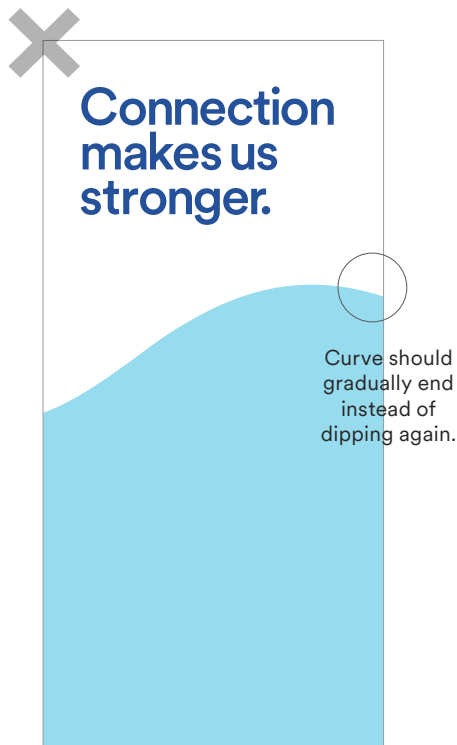


Use images that are simple and allow for space around the subject matter.

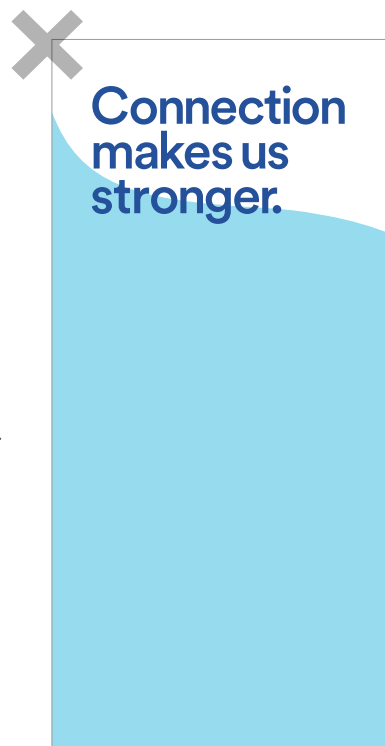


Curves or arches in the image (which echo the curve/mask) can help create a cohesive composition.

Below are incorrect uses for using curved mask shapes. While using the curved masks, it's important to keep the look feeling airy and light. Don't overcrowd the headline, and keep the white space open. Mask shapes are not allowed for use in advertising.



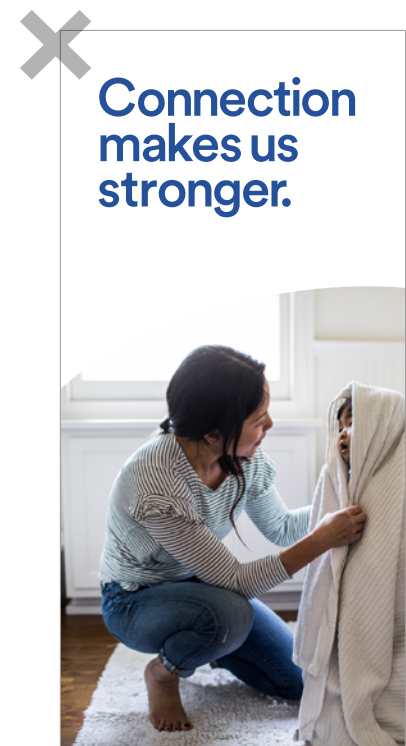
Do not use shapes that are overly curvy for the space. Smaller real estate requires the use of a simpler curve.



Do not overlap shapes with text. Typography should always appear on white.



Do not crop too tightly. Allow space around the focal point.



Do not use mask images that cannot hold the shape. The shape's edge should always be visible.

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

Edge



Best used in extreme vertical proportions to avoid conflicts with typography.

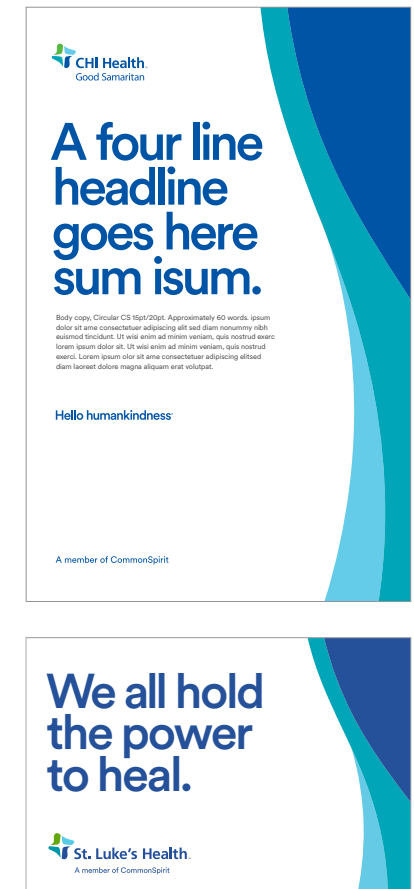
CMYK: 54 / 0 / 6 / 0	CMYK: 98 / 0 / 28 / 4	CMYK: 100 / 75 / 0 / 0
#59CBE8	#0097A9	#24509A
RGB: 89 / 203 / 232	RGB: 0 / 151 / 169	RGB: 36 / 80 / 154

The sweep uses the colors above.

Flare

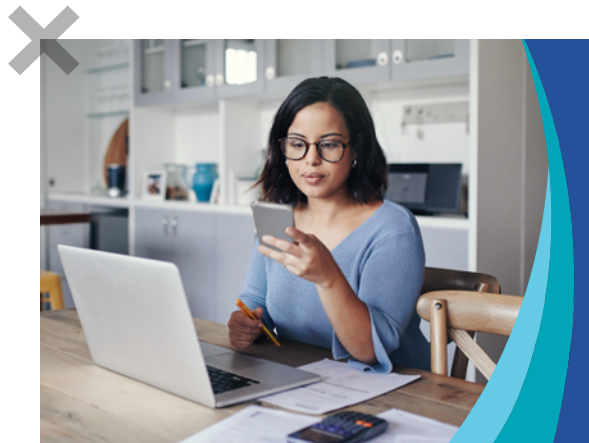


Flow

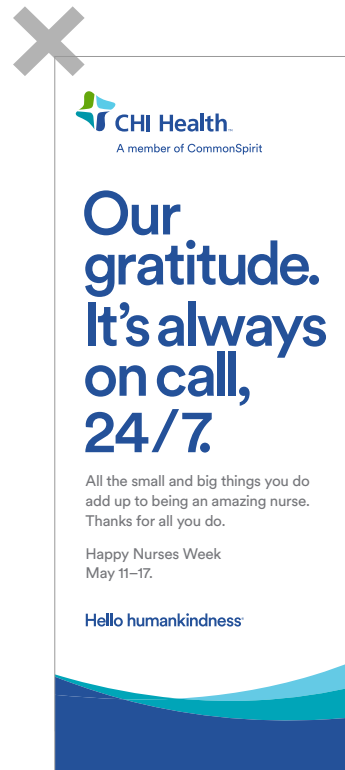


Use these two versions of the sweep in assets that have more standard vertical or horizontal proportions.

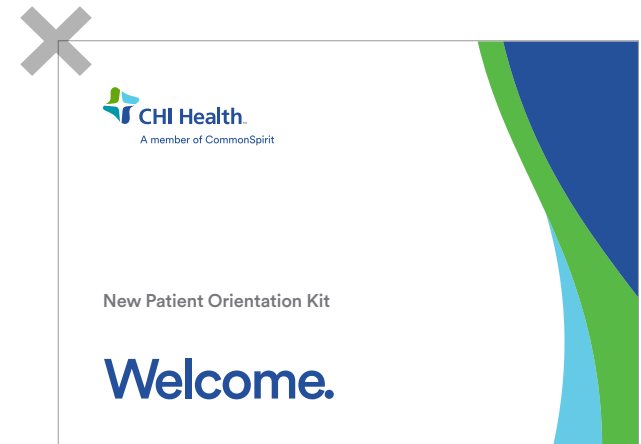
The purpose of the sweep is to serve as a tertiary visual alongside bold typographic elements. Think of it as an accent. It should never be the dominant feature in a design. Attention should be given to how many times it appears when building a series or body of work which could be seen together. Use the sweep sparingly; do not overuse it.



Do not overlay with photography. The sweep is intended to appear alongside typographic elements only.

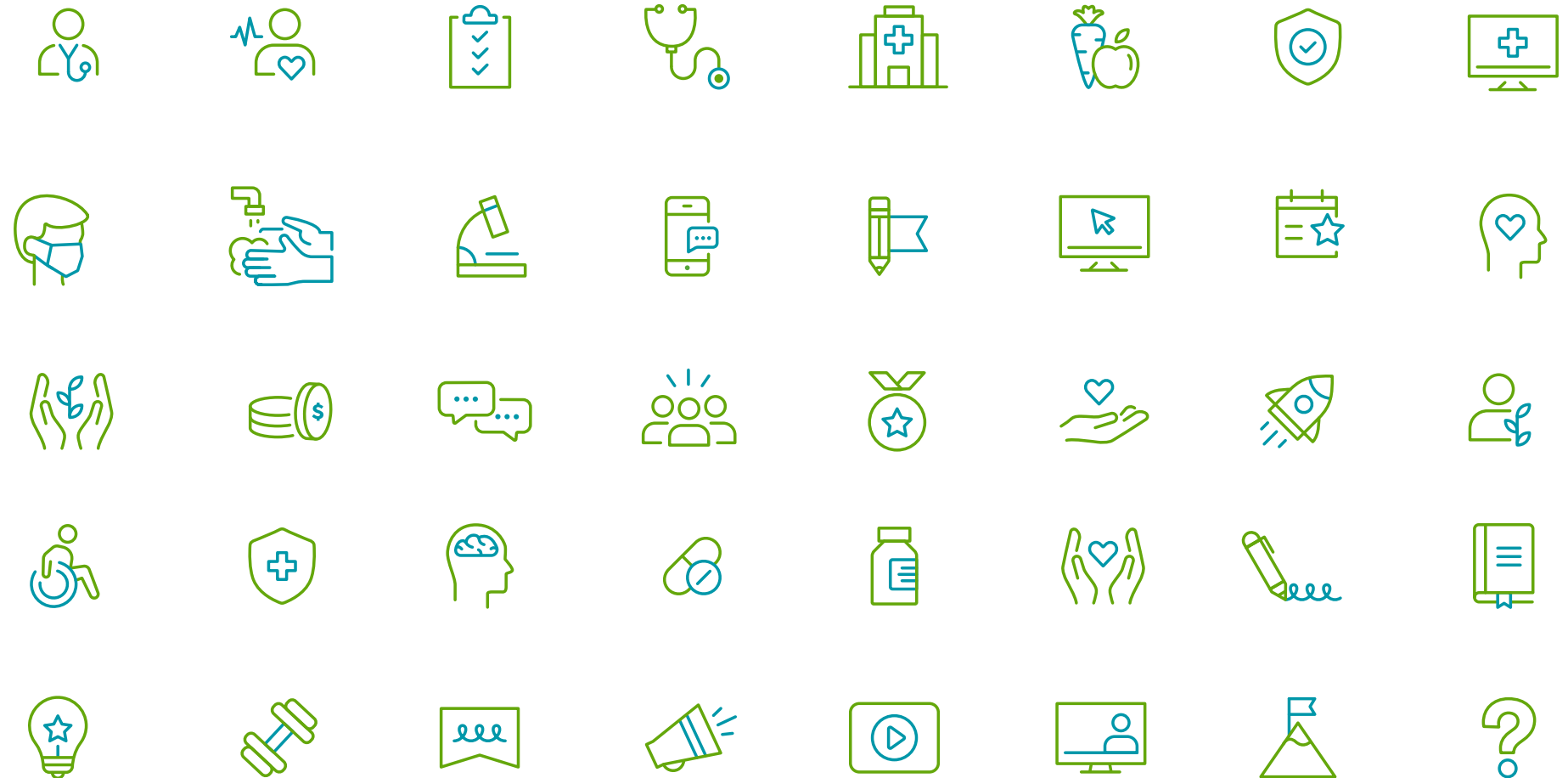


Do not use the sweep horizontally. All versions must appear vertically.



Do not alter or change the colors in the artwork.

This set of icons has been developed to expand the visual language and can be used across marketing materials.

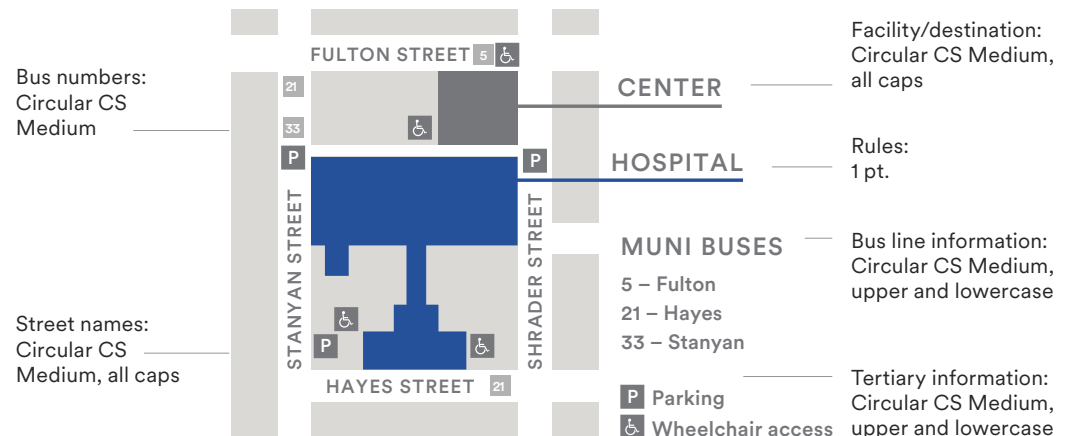


Maps are another opportunity to extend our look and feel.

Maps use the same color palette, fonts, and design principles from our identity. They should be clean and simple, offering basic transit and destination information.

Map colors should be complementary and never clash or vibrate.

The exhibit on this page represents a typical map. Circular CS is used for all map text, and rules are always set at 1 pt.



USE LOOSE TRACKING FOR MAP TEXT

Maps should use fairly loose text tracking for street names and destination text. In the example at right, we've set tracking to 65 for the street names and 58 for the facility/destination. Text tracking for tertiary information is set to 0, using uppercase and lowercase letters.



Resource Links

Logo Files, Guidelines, Templates, Icons & Image Libraries

[Brand Center on Google Drive](#)

Brand Fonts

[Circular CS Download Portal](#)

Video Guidelines

[CommonSpirit Video Guidelines](#)

Stationary and printed materials ordering:

[CommonSpirit Internal Print+ Center](#)

Branded merchandise ordering:

[CommonSpirit Brand Store](#)

Google template galleries

[Docs Template Gallery](#)

[Slides Template Gallery](#)

For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).



Visual Identity

Regional identity



Visual Identity





Visual Identity

Regional signature

Our signature is a representation of our values and the people we serve. The three components of the emblem remind us of the three dimensions of our mission: healing, advocacy, and partnership.

This section provides guidance for using the signature consistently.

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

The primary signature (horizontal/full color) is preferred for most applications. To view a complete list of available signature options, see page 97.

All new logo requests should be routed through your market leadership to be vetted with the Brand team. Custom logos are not permitted.

Primary signature



The signature has three components: the primary name (also sometimes referred to as a logotype or wordmark), the emblem, and a registered trademark symbol (®).

These components have been carefully drawn and proportioned and should never be redrawn, altered, or distorted.

When referencing the primary name in body copy, a trademark symbol must appear with the full name at first mention in any communication.

REGISTERED TRADEMARK SYMBOL

It's always present when the signature is reproduced. There are only a few instances where we do not use the registered trademark symbol due to its size or reproduction methods, such as signage, websites, mobile applications, and promotional items.

Primary signature



The signature comes in a variety of versions suited to specific situations.

The signature uses two versions of the emblem: gradient and solid. The full-color gradient positive (A) is preferred and should be used on a solid white background only.

Certain printing and other reproduction methods may require use of the solid emblem version (B, C, D). They have been developed for specific instances (i.e., when only one or two inks are being used). This is because the full-color gradient emblem can't be reproduced properly. The grayscale signature (E) should be used only for black-ink printing, such as newspaper advertising, and is never used in color applications.

The full-color gradient reverse (F) should be used when the full-color gradient logo needs to appear on a black background. This version allows the white fill within the emblem to be transparent. The two-color solid reverse (G) should only appear on a neutral or black background. The one-color solid reverse version can be used on orange (H), black/neutral (I), or on a photographic background (J). All versions are available for configurations in print (CMYK/spot) and on-screen (RGB) color applications.

NOTE

The boxes surrounding the signatures on this page and throughout these guidelines are for illustrative purposes only. The signature should never be placed in a box or other geometric shape.

Preferred use



(A) Full-color gradient positive

Secondary use



(B) Two-color solid positive



(C) One-color solid positive orange



(D) One-color solid positive black



(E) One-color grayscale positive

Secondary use



(F) Full-color gradient reverse on black only



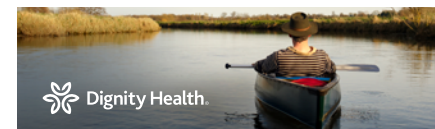
(G) Two-color solid reverse on neutral/black



(H) One-color solid reverse on orange



(I) One-color solid reverse on black/neutral



(J) One-color solid reverse on photography

Clear space creates breathing room for our signature. It prevents the signature from becoming crowded by images, text, or other graphics that can lessen its impact and visibility.

The clear space is derived from x, which is measured by the cap height of the wordmark.

Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. The more space you give the signature, the greater impact it can have.

Clear-space requirements are the same for all versions and configurations of the signature.

The minimum size of the full-color gradient logo is measured by the size of the emblem, which should not be reduced smaller than 0.435 in. wide (30px for digital).

DIFFERENT VARIATIONS HAVE DIFFERENT MINIMUM SIZES

Please note that minimum recommended sizes are different for full-color version and one-color solid horizontal signatures. In special circumstances, smaller sizes may be necessary for certain applications. In such cases, legibility should always be the top priority.

Clear space



x = Wordmark cap height

Minimum size

0.435 in. wide
(30px)



Minimum print size: 1.875 in. wide
(130px for digital, (full-color gradient version))

0.285 in. wide



Minimum print size: 1.25 in. wide
(one-color solid version)

The examples on this page show a few of the correct and incorrect ways to use the signature on different backgrounds.

The full-color signature—our preferred version—should always be used on a solid white background.

The one-color solid reverse signature is allowed for use on our orange, black, or neutral color(s)—or on a photographic background.

In unique circumstances, it may be necessary to use the full-color reverse signature. This version is used only on a black background.



Do place the positive gradient signature on a solid white background.



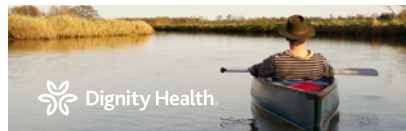
Don't place the positive gradient signature on a black background.



Do place the solid reverse signature on a solid orange background.



Don't create custom lockups with tagline artwork.



Do place the solid reverse signature on an unbusy area of imagery that provides sufficient contrast.



Don't place any gradient signature on imagery of any kind.



Do place the reverse gradient signature on a black background.



Don't place any signature over an illustration, a pattern, or a busy background.

Do not make any changes to the signature. This rule applies not only to the examples shown here, but also to any other type of alteration.



Don't stretch, distort, reposition, or alter the signature.



Don't scale signature components individually.



Don't change the signature color.



Don't convert the gradient emblem to a solid color.



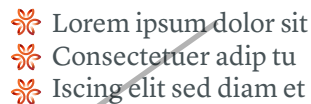
Do not add a drop shadow or other effect.



Don't add outlines or other graphic embellishments.



Don't use the emblem alone without permission.



Don't use the emblem as a design element.



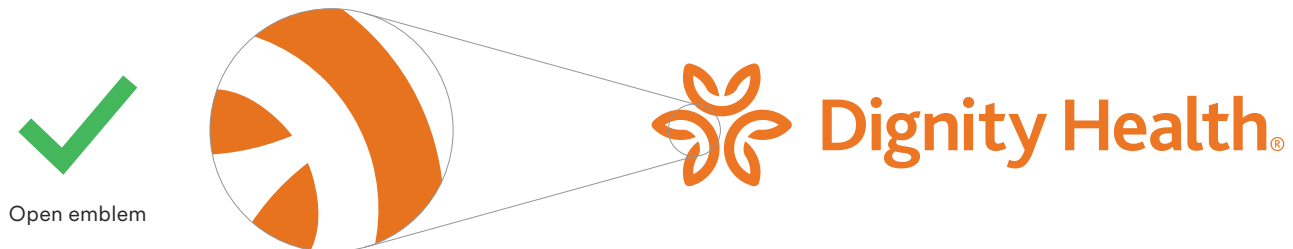
Don't use the emblem to create new signatures.

When you need to convert the signature from a gradient to a solid, always select from our library of signatures rather than create a version on your own.

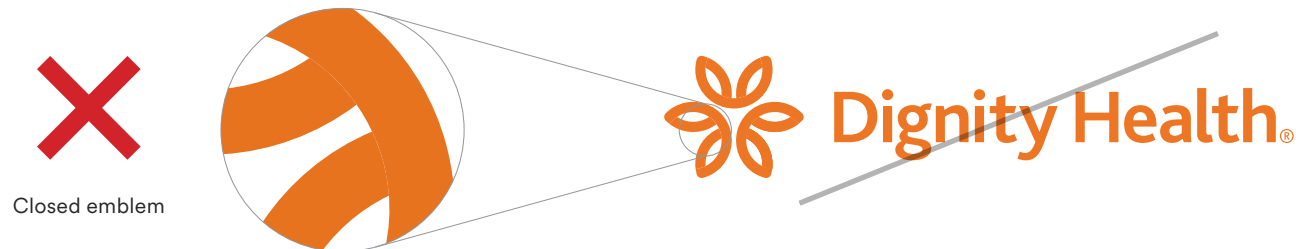
Full-color signature with gradient emblem



CORRECT: Color signature with solid emblem. Notice how the ends of the emblem DO NOT connect.



INCORRECT: Color signature with solid emblem. Notice how the ends of the emblem DO connect.



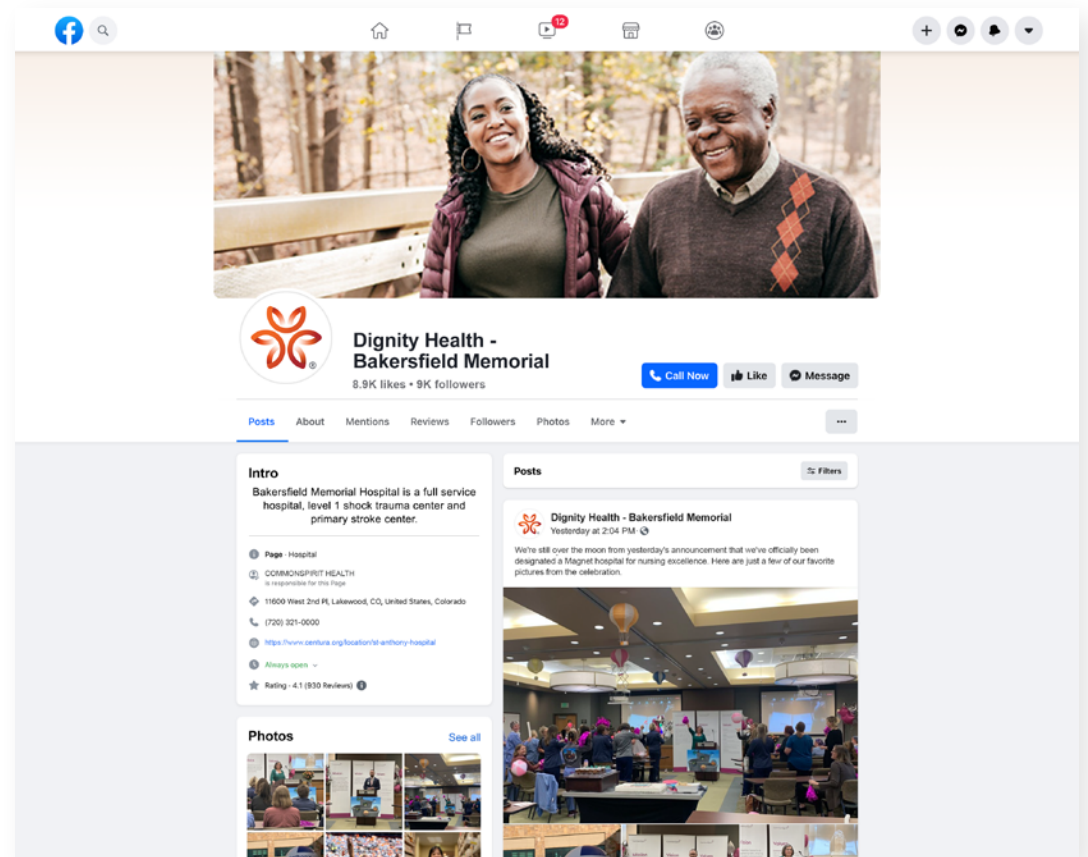
The creation of custom logos is not permitted for any reason. The primary and secondary logo lockups seen on the previous page are the only signatures approved for use and must be created by Brand. Departments, initiatives, programs, events, etc. are not to be branded with their own logos and should reflect the Dignity Health identity.



Social media profiles are one of only a few instances where it's acceptable to use the standalone emblem.

Use of the emblem alone is allowed only in special circumstances. Permission must be obtained from the CommonSpirit Brand Team in applications other than social media.

Facebook



The vertical configuration of the signature is allowed only in special circumstances and must be approved before using.

The same restrictions apply to vertical configurations of the facility signature lockups.

The primary configuration shown on page 95 should be used in nearly all applications.

CLEAR SPACE

The clear space is derived from x, which is measured by the cap height of the wordmark. Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. Clear-space requirements are the same for all versions and configurations of the signature.

SIZING

The vertical configuration of the signature can be scaled as large as you need, but it should never appear smaller than the recommended minimum size shown at right, which is based on the width of the emblem.

Vertical configuration



Minimum size

0.435 in. wide
(30px)



Minimum print size: 1 in. wide
(66px for digital)

A strategic decision has been made to present Dignity Health as the primary name for all facility signatures.

Visit the Brand Center on Google Drive to download a facility-specific logo. Please contact the CommonSpirit Brand Team (brand@commonspirit.org) for any new facility signature request.

Dignity Health primary signature – page 135 	Regional signatures (including outpatient facilities, multi-facility, and specialties and services) – page 146  
Urgent care – page 149 	Medical foundation and medical groups – page 150  
Philanthropic foundations – page 151 	Tertiary lockups (used for signage and uniforms) – pages 152–155   Marcia Ray Breast Center Internal-facing departments or regional divisions are not permitted to create a custom signature.

For facilities, the lockup has three components: the emblem; the primary name, which is Dignity Health; and the facility name. These components have been carefully created and proportioned and must never be redrawn, altered, or distorted.

If legally permissible, clinics and outpatient facilities should use Dignity Health as the primary name. The name of the clinic or outpatient facility uses a Dignity Health facility signature (shown at right). Don't include a location in these lockups.

For a multi-facility and specialties and services that already have a well-known identity, we are keeping the respective name—but it should be secondary to Dignity Health.

Within the Dignity Health network, a few institutes and centers have the same names but are not affiliated. For those cases, we use a geographic identifier following the name.

It is important to note that there are detailed and specific regulatory requirements around naming these centers. Before undertaking any name or logo lockup change, please first work with the CommonSpirit Brand Team and corporate legal counsel (Austin.O'Flynn@commonspirit.org).

Facility signatures include outpatient facilities, multi-facility, and specialties and services with an associated brand and a geographic identifier.



ADDITIONAL FACILITIES

Facilities not described above generally follow the same principles as clinics. If you have an instance of a facility that does not clearly fall into a category within these guidelines, please contact the CommonSpirit Brand Team.

Clear space creates breathing room for our signature. It prevents the signature from becoming crowded by images, text, or other graphics, which can lessen its impact and visibility.

The clear space is derived from x, which is measured by the cap height of the wordmark.

Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. The more space you give the signature, the greater impact it can have.

Clear-space requirements are the same for all versions and configurations of the signature.

The minimum size of the full-color gradient logo is measured by the size of the emblem, which should not be reduced smaller than 0.435 in. wide (30px for digital).

WHEN TO DROP THE TRADEMARK SYMBOL

When the lockup needs to be used at a very small size, the trademark symbol may be removed.

Clear space



x = Wordmark cap height

Minimum size

0.435 in. wide
(30px)



Minimum print size: 1.875 in. wide
(130px for digital; minimum size shown is
for all signature versions)

Naming rules for facilities

When the facility name is used in body copy, Dignity Health is always in the primary position, followed by the facility name. We link “Dignity Health” and the facility name with an en dash, including a space on both sides of the en dash.

The combined name in our example on the previous page is “Dignity Health – St. Mary’s Medical Center”.

This convention helps us put a pause between the primary name and facility name.

Use of facility names in body copy

In headlines or body copy, it isn’t necessary to use the full combined name. As long as the logo lockup is visible and in close proximity to the text, the shortened form can be used.

For example:

“Dignity Health – St. Mary’s Medical Center”

“St. Mary’s Medical Center”

A strategic decision has been made to present Dignity Health as the primary name for all urgent care facilities.

It's important that urgent care facilities are immediately recognizable as such. That's why we use the descriptive term "Urgent Care" and why the words are set as large as "Dignity Health".

If a location must be used with the urgent care signature, please use the tertiary lockup configuration for placement of the city name. This lockup can only be used on signage and uniforms seen at care facilities.

It is important to note that there are detailed and specific regulatory requirements around naming these centers. Before undertaking any name or logo lockup change, please first work with the CommonSpirit Brand Team and corporate legal counsel.

Urgent care signature



The Dignity Health Medical Group signature is vital in connecting the Dignity Health name to places where patients receive our health care services.

Patients typically visit local physician offices, which are separate from our hospitals. The term “Medical Group” is used with “Dignity Health” to describe these offices.

The medical group signature includes a line of text required by California law. This line is built into the logo file to provide proper spacing and sizing. The endorsement line must always appear with the logo—with only three exceptions: (1) web page navigation, (2) major exterior building signage, and (3) monument signs (when space is limited).

Please note: Dignity Health Medical Foundation is a business entity, and the name is not used in consumer-facing communications.

Medical group signatures



Web page navigation



Logo appears in navigation. Legal line is in the footer at 12 pt. minimum.



Exterior building signage



As they are separate legal entities, all foundations will retain their existing names. “Dignity Health” is not used in the primary position. Consolidated philanthropic foundations are always led by the foundation name, followed by the legal text.

Foundation signature



Tertiary lockups are used for centers and external-facing services that do not reside within a major facility. (The center or service name is a third, or tertiary, piece of information within the lockup.) Department-specific signatures are not permitted unless they are external facing and describe a service for patients.

Internal-facing departments or regional divisions within our organization are not allowed to use the tertiary logo lockup to create a custom signature.

Reach out to the CommonSpirit Brand Team at brand@commonspirit.org for any tertiary signature requests.

Example of tertiary lockup that is allowed



Dignity Health®
Chandler Regional Medical Center

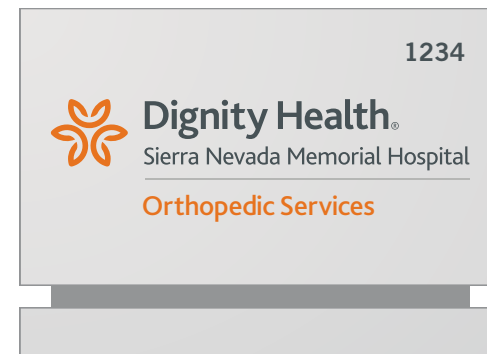
Comprehensive Cancer Clinic

The intent of our signature lockups is to present a clear hierarchy of information. This helps our audience understand the context of the facility or service—and helps us grow awareness and understanding of regional identities.

Tertiary lockup usage

Because tertiary lockups are often complex due to multiple lines of text, full tertiary lockups are used only for signage and apparel (such as uniforms) seen at care facilities.

On-site tertiary lockup examples



Tertiary lockups are not allowed to be used on promotional materials, advertising, stationery, business cards, or other applications. Also, internal-facing departments or regional divisions are not permitted to create a custom signature.



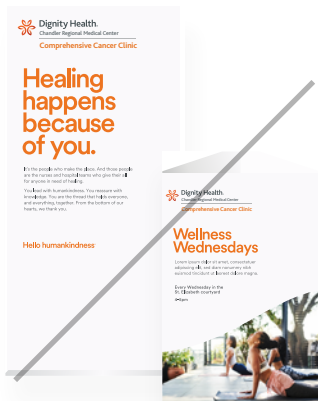
Don't use on off-site promotional banners.



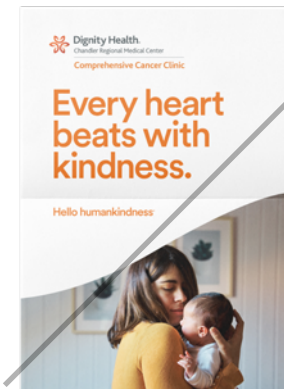
Don't use on apparel other than uniforms.



Don't use on company swag.



Don't use on print collateral, or promotional materials.



Don't use on posters or advertisements.



Internal-facing departments or regional divisions are not permitted to create a custom signature.

When we promote service areas, programs and other groups, we can communicate our message in a few ways. We can mention the service in the headline itself, usually when making a general announcement about that service line.

We can craft our headline to communicate a benefit or insight about the service, mentioning the service as an eyebrow above the headline. Lastly, we can let our body copy do the heavy lifting—while our headline keeps our thought at a higher level.

Headline

 Dignity Health.

Orthopedic services, new fall programs

Body copy, Circular CS Regular 14pt/20pt. Approximately 60 words. Adipiscing elit sed diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit ame conser adipiscing elit. Diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibhmod tincidunt ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam nonummy nibhmod tincidunt ut laoreet dolore magna m erat volutpat.

Hello humankindness



Eyebrow or subhead

 Dignity Health.

Orthopedic Services

A three line headline here isum.

Body copy, Circular CS Regular 14pt/20pt. Approximately 60 words. Adipiscing elit sed diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit ame conser adipiscing elit. Diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibhmod tincidunt ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam nonummy nibhmod tincidunt ut laoreet dolore magna m erat volutpat.

Hello humankindness



Copy

 Dignity Health.

A three line headline here isum.

Our orthopedic services are ame conser ad. Approximately 60 words. Adipiscing elit sed diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit ame conser adipiscing elit. Diam nonummy nibhmod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibhmod tincidunt ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam nonummy nibhmod tincidunt ut laoreet dolore magna m erat volutpat.

Hello humankindness





Visual Identity

Co-branding

Successful branding means occasionally working with partners to deliver a service. These are partners that bring specific brand equity to an offer or service, or that benefit from our brand equity. These partnerships enable us to extend and increase our brand visibility. However, any co-branding must be carefully reviewed by legal counsel.

This section defines some of the principles of how we successfully co-brand.

Contact the CommonSpirit Brand Team (brand@commonspirit.org) and our in-house trademark attorney (Austin.O'Flynn@commonspirit.org) for any new partnership logo requests.

From time to time, regions will partner with other organizations to address specific needs. Out of respect for these valuable partnerships, please be sure to lock up the two logos in one of the two ways described here.

Primary lockup (Horizontal alignment)

This is the preferred arrangement of partnership logos—with the primary signature on the left and the partner logo to its right.

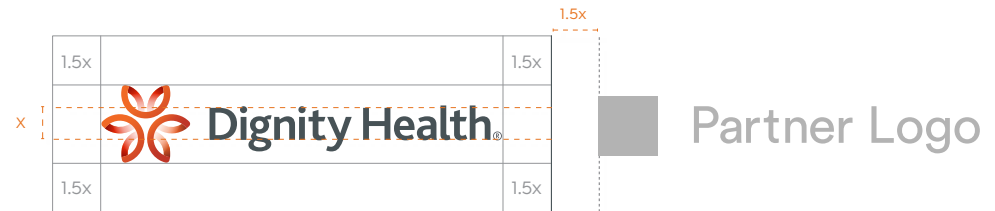
A vertical rule in Cool Gray 9 (1/4 of the width of the “i” in the wordmark) should be placed 1.5x further to the right of the clear space—with the partner’s logo placed 1.5x to the right of the rule. The height of the partner logo should not exceed that of the primary signature, and it should be aligned with the middle of the signature.

Secondary lockup (Vertical alignment)

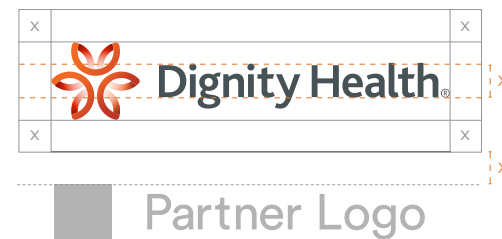
The secondary lockup should be used only where available space does not accommodate the primary (horizontal) lockup at a reasonable size. Follow the spacing specifications shown at right.

Please consult with our in-house trademark attorney (Austin.O’Flynn@commonspirit.org) before doing any co-branding or initiating other joint use of marks. Before release, all lockups must be approved by the CommonSpirit Brand Team.

Horizontal alignment



Vertical alignment





Visual Identity

Endorsement strategy

This section provides guidance for the application of our endorsement line, “A member of CommonSpirit.”

The endorsement line is part of the Brand Bridge Strategy to connect our local identities with the strength and national reach of CommonSpirit. It’s the first step in uniting us under one brand that reflects our shared mission, values, and the important work we do every day.

Visit the Endorsement Line Resources folder linked at the end of this section to download resources and files referenced here. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

What is the intention behind the endorsement line?

The endorsement line is a temporary treatment in our brand evolution. It's meant to familiarize internal and external audiences with CommonSpirit, to bring them along on our journey towards a unified brand.

What are the criteria for applying the endorsement line to an asset or channel?

With the temporary nature of the endorsement line in mind, we recommend using it selectively for high impact, yet low cost moments.

The guidelines that follow showcase how to apply the endorsement line to several internal and external touch points, but is not exhaustive. If you are uncertain about a specific application, please reach out to the Brand Team for guidance.

When should I begin to apply the endorsement line externally?

You can start applying the endorsement line to external assets and advertising channels now, including but not limited to OOH, broadcast & on-line video, branded merchandise, and printed collateral.

Do I need to apply the endorsement line to assets that have already gone live?

There is no requirement to modify assets that are currently live, however if the change is low cost, low effort, and high impact, you may want to consider it.

What are examples of where not to apply the endorsement line?

Do not apply the endorsement line in the following scenarios:

- Permanent or semi-permanent applications, such as interior or exterior signage, fleet, or branded environments.
- Any item where it would add significantly to the cost of production, such as an additional imprint area on branded merchandise.
- When space is too limited for it to be legible or make an impact, such as digital banner ads.
- Voiceovers over and radio scripts, where it can muddle higher-level messaging.



Endorsed primary logos

The endorsement line can be used in one of two ways, the first of which is within an endorsed logo lockup.

The endorsed logo lockup utilizes the primary logo only. **To use the endorsement line with a facility lockup, refer to the section on starting on page 132**, which covers the use of endorsement line artwork in conjunction with facility logos.

The endorsement line artwork has been carefully proportioned and aligned within the lockup, and should never be redrawn, altered, or distorted.

Endorsed logo lockup



Clear space creates breathing room for our endorsed logo. It prevents the logo from becoming crowded by images, text, or other graphics that can lessen its impact and visibility.

The clear space is derived from x, measured by the cap height of the primary name.

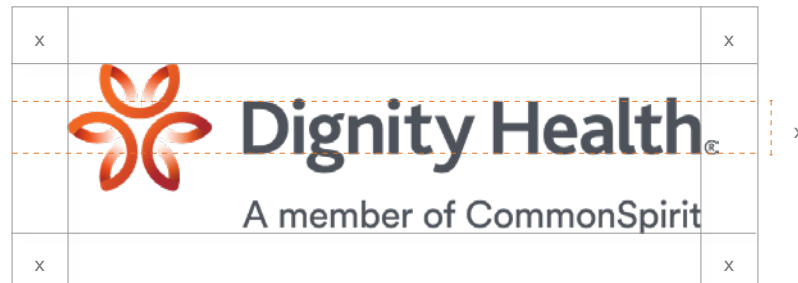
Clear space should always be at least 1x on all sides of the logo. This amount of space should be increased whenever possible. The more space you give the logo, the greater impact it can have.

The minimum size for the endorsed logo is measured by the size of the emblem, which should not be reduced smaller than 0.435 inches wide (30px for digital).

WHEN TO DROP THE ENDORSEMENT LINE

When the lockup needs to be used at a very small size, the endorsement line may need to be placed separately from the logo, or simply removed.

Clear space



x = Wordmark cap height

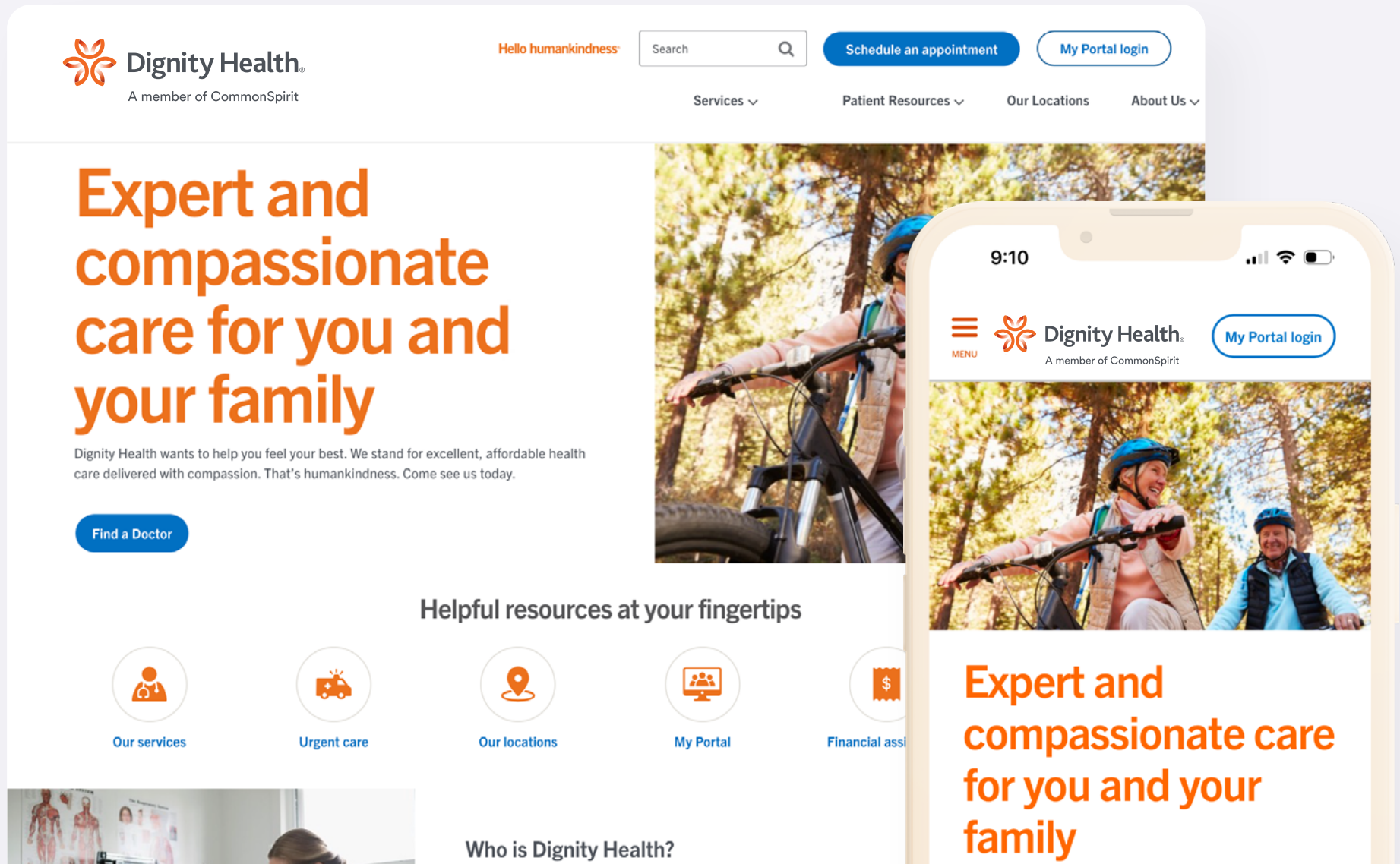
Minimum size

0.435" wide
(30px)



This and the following pages depict common instances where the endorsed logo lockups should be applied, including web and mobile sites, stationary, broadcast & on-line video, merchandise,

google templates, regional newsletter templates, and OOH. If you have a question about a specific asset not pictured here, please reach out to the Brand Team for guidance.



Stationary with endorsed logo lockups can be ordered from our internal Print+ Center. Templates are also available in the Endorsement Line Resources folder.



Department
Hospital Name
1234 Hospital Drive
City, ST 12345

P 456.123.4561
F 456.123.4562
chisaintjosephhealth.org



Department
Hospital Name
1234 Hospital Drive
City, ST 12345

Address Service Requested



A member of CommonSpirit

FullName, MD
Job Title
Department
firstnamelastname@commonspirit.org

P 456.123.4561 ext. 4563
F 456.123.4562
C 1.800.123.4563
chisaintjosephhealth.org

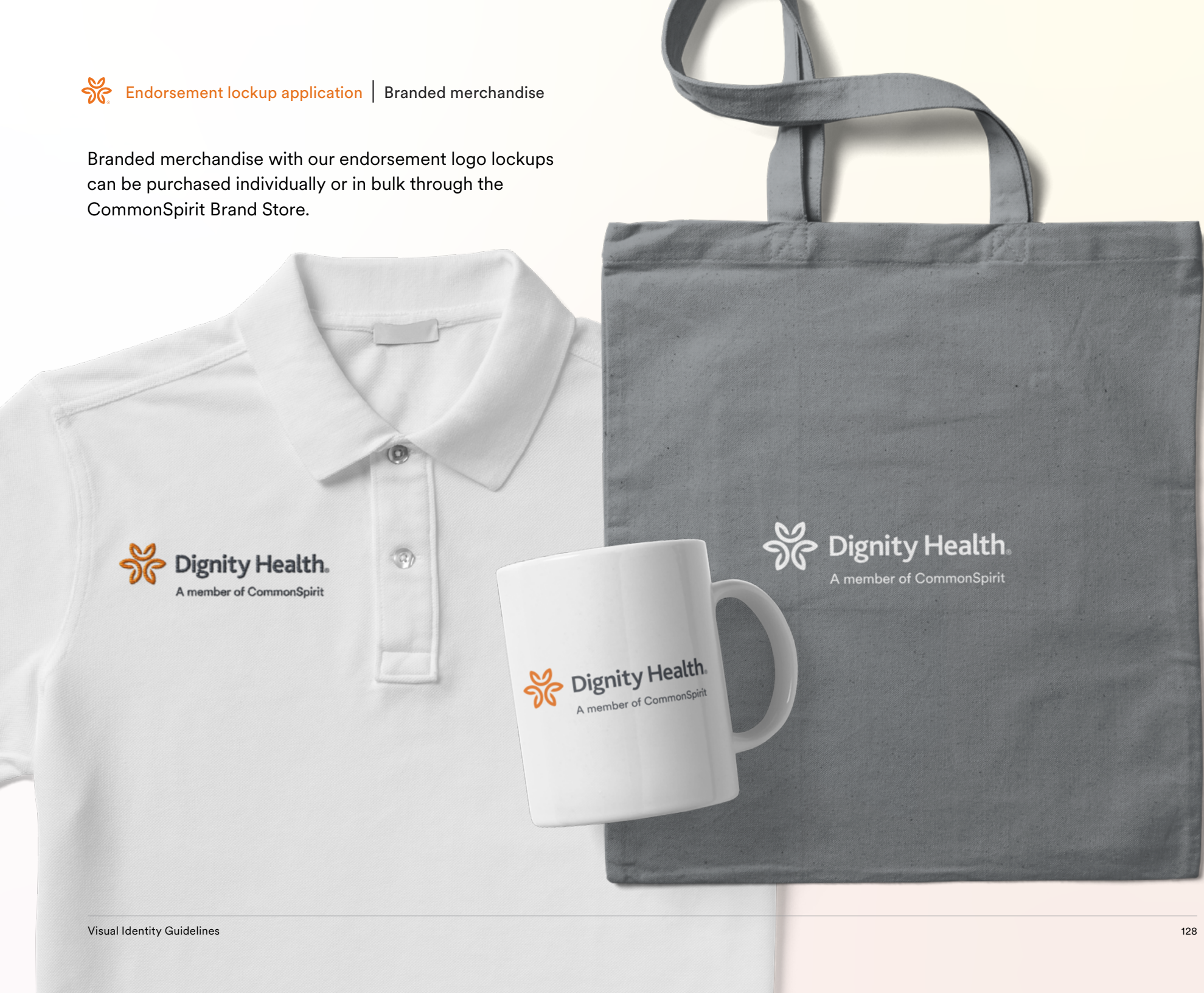
Hospital Name
1234 Hospital Drive
City, ST 12345

End card animations and still title cards with our endorsed logo lockups are available in the Endorsement Line Resources folder.



 Endorsement lockup application | Branded merchandise

Branded merchandise with our endorsement logo lockups can be purchased individually or in bulk through the CommonSpirit Brand Store.



On OOH, content should be balanced to accommodate the endorsed logo comfortably. Logo lockups for use on OOH can be found in the Endorsement Line Resources folder.



Endorsed Google Docs and Slides templates are available in their respective Google template galleries, and are also available in the Endorsement Line Resources Folder.



Agenda

Meeting Title
Office Location
Room Location
Dial In # (000) 000-0000

TIME	TOPIC
8:00 am	Reflection
8:10 am	Topic 1 (this shows longer description ; adjusts height once it goes to two line
9:00 am	Topic 2
10:15 am	Topic 3
10:30 am	Topic 4
10:50 am	Topic 5
11:30 am	Break / Adjourn



Know Do Share

Topic Name

What to Know

- Introduce the topic briefly
- Use bulleted lists to keep content high-level
- Lorem ipsum dolor sit

What to Do

- Provide step by step instructions
- Begin each step with an action
- Lorem ipsum dolor sit

What to Share

- Explain the topic to the audience
- Keep instructions brief and add images if appropriate
- Lorem ipsum dolor sit

For questions, reach out to

Note: Keep information and updates high-level and action-oriented. Keep straightforward message without prescriptive action items, consider template.



Huddle Notes

Key messages to share in team huddles this

Facility Name | Department Name

Weekly Reflection
Insert Weekly Reflection here

Departmental Update
Customize for your department and add work unit new:

- Lorem ipsum dolor sit
- Lorem ipsum dolor sit

Facility Update
Insert updates about facilities here

- Lorem ipsum dolor sit
- Lorem ipsum dolor sit

Region Update
Insert region update here

- Lorem ipsum dolor sit
- Lorem ipsum dolor sit



Communications Toolkit

Read Me First | Initiative Name

This document is a collection of tools and materials that help communicate your initiative. It should be the first document in your communications toolkit to help organize content. Include a summary, short descriptions of provided materials, easy to access those materials via links.

Materials listed in the chart are suggestions; not all need to be included. Be sure to customize or delete all highlighted instructions.

[Remove the paragraphs above and in their place provide a short description similar to what's provided here:]

Below is a list of all Communications Toolkit items with a description for each item. You can easily access each resource by clicking on the linked file. Thank you for helping us share this information with employees.

Communications Toolkit Item	Description
File Know Do Share	Includes everything leaders should know, do, and share about Initiative Name
File Talking Points	A quick and easy guide to help leaders discuss Initiative Name , ensuring the messaging is consistent and tailored to the correct audience.

Newsletter header image files with endorsed logo lockups are available in the Endorsement Line Resources folder.



St. Mary Medical Center

Your Important Benefit Documents Are Online

Details about your benefits and other legally required information are now accessible online through [MyBenefits](#) > Benefit Resources > Plan Information (these documents are often referred to as your "compliance" materials). [Read More](#)
**This information only applies if you use MyBenefits to enroll in your benefits.*

Learn More About Our Partners for Retirement Benefits

During the benefits enrollment season, outside financial advisors may attempt to contact employees to offer services — please be aware that through our relationship with Fidelity, CommonSpirit Health employees have access to Workplace Financial Consultants at no charge to you. [Read More](#)

Age-Friendly Care Is Here as a Quality Measure

CommonSpirit Health's work to improve patients' positions us perfectly to meet the needs of our aging population.



Market Newsletter Name

Your Important Benefit Documents Are Online

Details about your benefits and other legally required information are now accessible online through [MyBenefits](#) > Benefit Resources > Plan Information (these documents are often referred to as your "compliance" materials). [Read More](#)
**This information only applies if you use MyBenefits to enroll in your benefits.*

Learn More About Our Partners for Retirement Benefits

During the benefits enrollment season, outside financial advisors may attempt to contact employees to offer services — please be aware that through our relationship with Fidelity, CommonSpirit Health employees have access to Workplace Financial Consultants at no charge to you. [Read More](#)



Usage guide

Endorsement line & facility logos

An alternate way to utilize the endorsement line is as a standalone piece of art. Employ this option when the application requires the use of a facility logo or a co-branded logo.

Because facility and co-branded logos already have a secondary piece of information, adding the endorsement line to the lockup can create something that is overly complicated, which will make our message less clear.

With this approach, it's important to consider sizing and placement. A good rule of thumb is to size the endorsement line artwork to match the x-height of the logo's primary brand.

In most cases the endorsement line artwork should be placed adjacent to the logo, but at a comfortable distance. Align the baselines of the primary name and endorsement artwork for a clean look.

To maintain consistency, always use the provided artwork for the endorsement line. Do not typeset the endorsement line yourself or alter it in any way. If you have questions about a particular application, please reach out to the Brand Team for guidance.

Logo & endorsement line size relationship



x = primary name word mark x-height

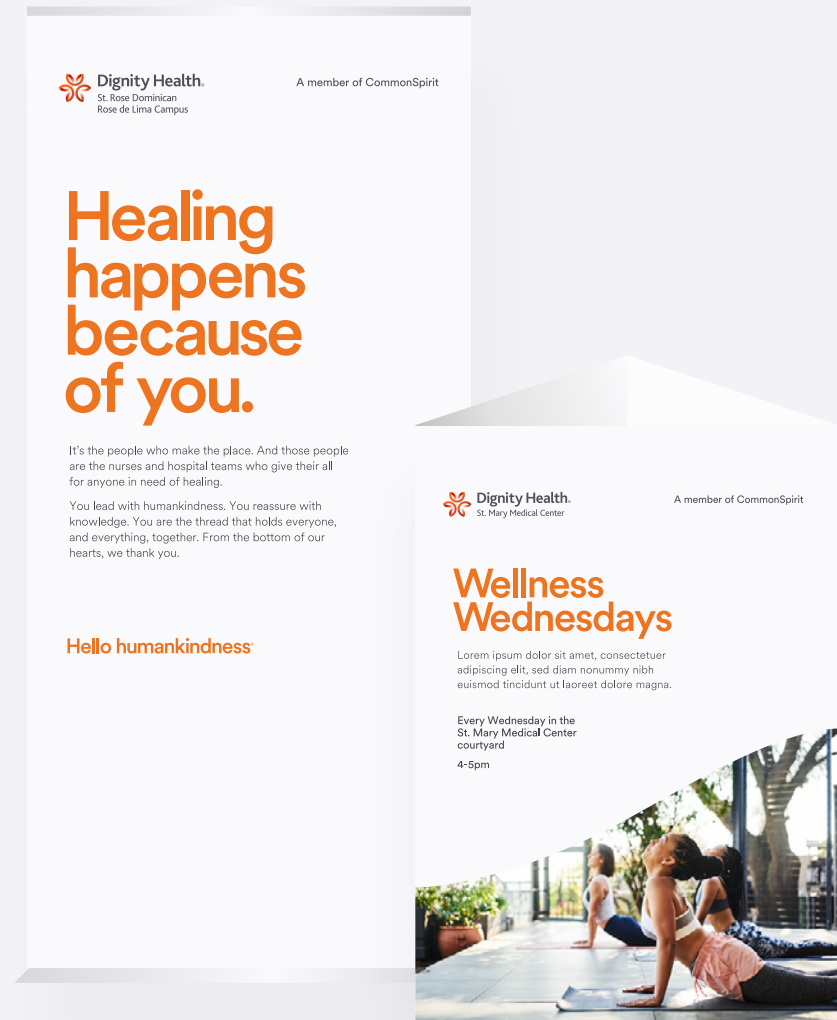
Logo & endorsement line spacing minimum



x = the emblem width; minimum distance between the logo & endorsement line should be no less than 3x

When facility signage or marketing collateral requires the use of a facility or co-branded lockup, the standalone endorsement line artwork should be utilized, as in the examples below.

Marketing collateral and digital signage templates with the standalone endorsement artwork are available in the Endorsement Line Resources folder.



 Endorsement line application | Merchandise with facility lockups

Although we encourage the use of endorsed primary logo lockups whenever possible on merchandise, there are times where it makes sense to use a facility lockup and place the standalone endorsement line artwork on a separate imprint area.

The endorsement line artwork may also be adapted on a case by case basis to unique products. The use of the endorsement line artwork is not required if it results in a significant cost increase for your item.

Some products have an imprint area that is too small to meet the minimum spacing requirements for the endorsement line artwork, such as the backpack shown below. If this is the case, please proceed without the endorsement line artwork.

Merchandise with the endorsement line artwork can be purchased via the CommonSpirit Brand Store.



Do not make any changes to the endorsement line lockups, or to the standalone endorsement line artwork. This rule applies not only to the examples shown here, but to any other type of alteration.



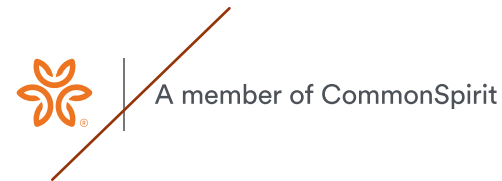
Don't add the Endorsement Line to a facility logo lockup.



Don't crowd a facility lockup by placing the endorsement line too close. Use the spacing guidelines on page 133.

~~A member of CommonSpirit~~

Don't recreate the Endorsement Line art, change the color, or type it out in other fonts.



Don't create a new lockup with the Dignity Health emblem.

~~Proud partner of CommonSpirit~~

Don't alter the language or create versions synonymous to the Endorsement Line.

~~A member of CommonSpirit~~

Don't combine the Endorsement Line with the CommonSpirit logo, emblem, or any elements of the CommonSpirit visual identity, such as the Rose color.



Visual Identity

Colors



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

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Our color palette is bright and vivid. When working with our palette, it's best to keep it simple. Use these tips to help guide the process.

Build from white.

The use of white space within a design is just as important as the colors being used. Don't overuse color to fill space. It's important to maintain a sense of airiness in the design.

Keep it simple.

Using all four colors in a single composition is usually unsuccessful and will stray from the correct look and feel. Choose one or two colors and a secondary color, or work with the varying tints and shades.

Use colors to help with organization.

Colors are best used together to support the visual organization of a particular document or project (e.g., applying a single color to each section within a presentation, or using color to help with information hierarchy)



It's world hello day!

Hola
안녕하세요
Bom Dia
أهلاً
Bonjour
Ahoj
こんにちは
Hallo
你好
Kamusta



Hello humankindness®

Our brand palette is dominated by two colors: Dignity Health Orange (for headlines) and Text Dark Gray (for text). White is shown here as a third principal color as a reminder that white space is an important element of our brand.

All colors in the color palette have precise color references, shown in the specifications chart here. Always use the exact color values listed in order to correspond to the medium being employed.

When printing a PMS color on uncoated stock, match the color to the coated version of the PMS color.

Don't use color references or values from files that have been converted automatically between color modes.

Some software programs don't always make color conversions that are equal to the specific color values listed in the palette specifications. Slight variances in color may occur when printed through different processes or reproduced in different media.

PANTONE COLORS

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone LLC. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Primary	Dignity Health Orange		CMYK: 0 / 65 / 100 / 5 Pantone 717 C #ED7420 RGB: 237 / 116 / 32	White	CMYK: 0 / 0 / 0 / 0 #FFFFFF RGB: 255 / 255 / 255
	Text Dark Gray		CMYK: 0 / 0 / 0 / 95 Pantone Black C #2D2926 RGB: 40 / 40 / 41		

While Dark Blue is our primary brand color, the following expanded palette of tints, shades, and skin tones shown here can be used when a design would benefit from accent colors, or when creating illustrations. **In illustrations, the colors should not lean too heavily in any single direction. Instead, rely on the Dignity Health Orange brand typography as shown throughout these guidelines to emphasize and reinforce our visual identity.** For illustrations that call for skin tones, reference the skin tone palette below.

Tints & Shades

CMYK: 0 / 46 / 70 / 0 #FF9D5A RGB: 255 / 157 / 90	CMYK: 0 / 55 / 51 / 0 #FF8D73 RGB: 255 / 141 / 115	CMYK: 0 / 32 / 61 / 0 #FFB973 RGB: 255 / 185 / 115	CMYK: 0 / 16 / 69 / 0 #FFD469 RGB: 255 / 212 / 105	CMYK: 18 / 0 / 55 / 0 #D5F291 RGB: 213 / 242 / 145	CMYK: 34 / 0 / 54 / 0 #A9E695 RGB: 169 / 230 / 149	CMYK: 39 / 0 / 16 / 0 #92DDDD RGB: 146 / 221 / 221	CMYK: 37 / 0 / 0 / 0 #95DCFA RGB: 149 / 220 / 250	CMYK: 59 / 24 / 7 / 0 #68A3cc RGB: 104 / 163 / 204
CMYK: 0 / 65 / 100 / 0 #F47821 RGB: 244 / 120 / 33	CMYK: 0 / 80 / 98 / 0 #F15A22 RGB: 241 / 90 / 34	CMYK: 0 / 39 / 92 / 0 #F9A730 RGB: 249 / 167 / 48	CMYK: 7 / 29 / 82 / 0 #EDB74A RGB: 237 / 183 / 74	CMYK: 0 / 42 / 100 / 0 #A2D035 RGB: 162 / 208 / 53	CMYK: 71 / 11 / 100 / 1 #55A63A RGB: 85 / 166 / 58	CMYK: 61 / 0 / 22 / 0 #52C3CC RGB: 82 / 195 / 204	CMYK: 70 / 15 / 0 / 0 #27AAE1 RGB: 39 / 170 / 225	CMYK: 77 / 50 / 0 / 0 #3F77BC RGB: 63 / 119 / 188
CMYK: 14 / 79 / 98 / 4 #CC552B RGB: 204 / 85 / 43	CMYK: 14 / 91 / 100 / 4 #CC3B23 RGB: 204 / 59 / 35	CMYK: 20 / 62 / 100 / 6 #C17027 RGB: 193 / 112 / 39	CMYK: 26 / 47 / 89 / 6 #B7853D RGB: 183 / 133 / 61	CMYK: 65 / 28 / 100 / 11 #6D8E10 RGB: 99 / 135 / 14	CMYK: 79 / 28 / 100 / 15 #377D1F RGB: 55 / 125 / 31	CMYK: 77 / 21 / 38 / 1 #2B9AA0 RGB: 43 / 154 / 160	CMYK: 84 / 41 / 19 / 1 #1D7EA8 RGB: 29 / 126 / 168	CMYK: 95 / 78 / 6 / 0 #24509A RGB: 36 / 80 / 154

CMYK: 14 / 11 / 12 / 0 #D9D8D6 RGB: 217 / 216 / 214	CMYK: 31 / 25 / 25 / 0 #B1B1B1 RGB: 177 / 177 / 177	CMYK: 8 / 11 / 15 / 29 #B0A9A1 RGB: 176 / 169 / 161	CMYK: 10 / 16 / 20 / 43 #8B8078 RGB: 139 / 128 / 120	CMYK: 19 / 13 / 12 / 36 #8F9397 RGB: 143 / 147 / 151	CMYK: 56 / 47 / 44 / 10 #76777A RGB: 118 / 119 / 122	CMYK: 66 / 57 / 51 / 29 #54565B RGB: 84 / 86 / 91
---	---	---	--	--	--	---

Skin Tone Colors (only for use in illustration artwork)

CMYK: 12 / 19 / 28 / 0 #DFCAB4 RGB: 223 / 202 / 180	CMYK: 4 / 30 / 47 / 0 #F2BA8C RGB: 242 / 186 / 140	CMYK: 11 / 30 / 54 / 0 #E1B381 RGB: 225 / 179 / 129	CMYK: 23 / 39 / 64 / 1 #C49A6C RGB: 196 / 154 / 108	CMYK: 36 / 57 / 84 / 22 #8C6339 RGB: 140 / 99 / 57	CMYK: 42 / 70 / 97 / 49 #603813 RGB: 96 / 56 / 19	CMYK: 49 / 73 / 82 / 69 #402211 RGB: 64 / 34 / 17
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Visual Identity

Typography

CommonSpirit is transitioning to the use of a new typeface, Circular CS, which should be utilized for brand materials going forward. This section details how to use Circular CS within the CHI regional identity.

Use of the former brand font, Trade Gothic should be phased out as soon as possible, and no later than October 15, 2025.

To download Circular CS, visit our [vendor portal](#). Please note, you'll need to create an account prior to downloading. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Font weights for Circular CS have different names than those for Trade Gothic. Use the chart below to see how they correlate. The weights highlighted in gray are the primary ones in use for our visual system.

—————	→	Circular CS Thin
Trade Gothic Light	→	Circular CS Light
Trade Gothic Regular	→	Circular CS Regular
—————	→	Circular CS Book
Trade Gothic Bold	→	Circular CS Medium
—————	→	Circular CS Bold
—————	→	Circular CS Black
Trade Gothic Heavy	→	Circular CS Extra Black

In what order of priority should items be updated?

Categories below are listed in order of priority. As items are updated, there will be a transition period where both the legacy and new typefaces are in use.

- Digital Usage: Websites, apps, dashboards, internal portals (IT is working to update our external sites)
- Mass Communications: Print advertising, broadcast, social media, digital advertising
- Employee Touchpoints: In-facility collateral, regulatory postings, promotional items
- Patient Communications: Forms, labels, bills, emails, educational materials

Will the Hello humankindness mark be updated?

The new brand typeface also applies to our tagline artwork. You can find updated files for the tagline mark in the logos section of the [Brand Drive](#).

It's not necessary to update existing installations or any other application that would be cost-intensive to change to the updated Hello humankindness mark.

What does *not* need to be updated to Circular CS?

- Logos
- Existing physical signage
- Past social media posts
- Google Workspace items (our workspace templates have been updated to the closest Google font equivalent, Plus Jakarta Sans)
- Marketo newsletter content, which is set in Arial due to platform limitations
- Advertising placements created prior to October 2025 that are slated to run past the end of our license term

When should Circular CS be fully implemented, and why is it important?

The deadline is **October 15, 2025**, but the sooner the new typeface is implemented, the better. When in doubt, use Circular CS.

Usage of our former brand font, Myriad Pro, in new creative after our current license expires could incur punitive financial penalties from the former font vendor.

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

This section is a detailed guide of how best to use our typography to successfully achieve clarity and consistency.

To download Circular CS, visit our [vendor portal](#). Please note, you'll need to create an account prior to downloading. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Properly applying typography to our communications requires knowing more than which typeface to use. Some very intentional choices have been made about how to apply typography in ways that create a seamless visual experience across media.

Headlines are a dominant feature within our designs. They should be set large in scale with a lot of room to breathe. Use Circular CS Medium and no other weight or style. Their size should be considerably larger than that of body copy. (The headline-to-body-copy ratio is flexible and should adapt to the available space.)

Headlines are flush left, sentence case, and punctuated. When color is available, they should be set in Dignity Health Orange.

Body copy may be set in either Circular CS Regular or Book, using Medium or italics for emphasis as needed. While its size should be smaller than that of the headline, take care to keep it readable. Body copy is set flush left, and its color should be black or no lighter than 90% black.

Nurses, you make a world of difference.

Your steady hands, listening ears, and thoughtful intellect are the tools of your trade. But, nursing is more than a profession; it's a calling. A calling to heal, to comfort, to advocate, and to care. You offer solace in quiet moments and encouragement in times of challenge. You are the bridge between science and humanity.

Thank you for answering that call. Thank you for the countless ways you make an incredible difference.

Happy Nurses Week.

Hello humankindness®



Our primary typeface is Circular CS. Whenever possible, we use it in visual communications and across all media.

Materials should lead with Circular CS Medium for headlines and Circular CS Regular or Light for body copy. A general quick reference for the appropriate typeface is shown at right. A general quick reference for the appropriate typeface is shown at right.

Aa

Headlines

Circular CS Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads

Circular CS Book or Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Circular CS Light or Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our substitute typeface, Plus Jakarta Sans is used only for internal documents created in Google Workspace, and instances when it's not possible to use our primary fonts for external-facing materials.

Arial may also be used as a substitute of last resort if Circular CS or Plus Jakarta Sans are unavailable or not technically feasible.

Plus Jakarta Sans family

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Plus Jakarta Sans Regular

Plus Jakarta Sans Italic

Plus Jakarta Sans Semibold

Plus Jakarta Sans Semibold Italic

Arial family

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

The typographic look of our headlines is a signature component of our visual identity across all materials. A key aspect of the look is the leading between the lines.

The correct leading can be determined using the formula below.

Formula

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

Formula applied

72-pt.
size

64.285-pt.
leading

Kindness
is a gift
we give
ourselves.

There are instances when additional adjustments to the headline leading are necessary. When ascenders and descenders are crowded or touching, leading must be added between the copy lines so that it appears to have the same leading as the other lines.

Leading (per formula)

Kindness
is a gift
we give
ourselves.

Leading adjusted

Kindness
is a gift
* → we give
ourselves.

* More leading has been applied between these two lines.

There are also instances when the leading of a line needs to be decreased so it visually matches the other lines. In this example, there are no descenders in the second line and no ascenders in the third line, making the space appear too open between them. Decreasing the leading between these lines helps correct this.

Leading (per formula)

When
we listen,
we are
free.

Leading adjusted

When
we listen,
we are
free.

* →

* Less leading has been applied between these two lines.

Due to the tight leading of certain headlines, there are occasionally instances when ascenders and descenders from two lines touch or are too close. The best way to solve this problem is to try a different line break, as shown below.

Problem

Good for the
earth, good for
our patients.*

* Ascenders and descenders are too close.

Solution

Good for
the earth,
good for our
patients.

Other aspects of headlines are the tight kerning and word spacing. The specifications (below right) will help create the correct appearance when applied. Please note that individual adjustments may be required to keep letters from touching and to keep letters and/or words from being too far apart.

Default Adobe InDesign tracking & kerning



Kindness
is a gift
we give
ourselves.

- Default tracking: 0
- Default kerning: "Metrics"
- No manual kerning applied

Correct adjusted tracking & kerning



Kindness
is a gift
we give
ourselves.

- Tracking: -40
- Custom word spacing (0 tracking applied to space between words only)
- Manual kerning applied

Here are a few things you shouldn't do with typography.

Hug therapy.

Don't use fonts outside our design system.

Hug therapy.

Don't set headlines in italics.

Hug therapy.

Don't set headlines in any other color.

HUG THERAPY

Don't set headlines in all caps,
always use sentence case.

Hug therapy.

Don't outline headlines.

Hug therapy.

Don't use wide or incorrect tracking
for headlines.

A nurse's kindness

A nurse's kindness

Do not use hash marks (first line above) where
typographer's quotes or apostrophes should be

Hug therapy.

Don't use drop shadows or special effects.

Hug therapy.

Don't stretch or distort text.



Visual Identity

Imagery

If a picture is worth a thousand words, then our images must be carefully selected to convey the right message.

Our imagery should always depict real people in real environments. Never contrived or cliché, images should be warm and human, capturing genuine connections and moments in the lives of our caregivers, employees, and patients alike.

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

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

Images should use natural light and be simple compositions that are free from clutter. People should appear engaged and natural.

Avoid medical scenes that look technical or feel cold or scary. Photos should be professionally shot and of the highest quality. They should capture isolated moments in time.

Do not use AI-generated imagery, even for internal documents. It is not sophisticated enough to convey authentic human connections.





Shows an authentic connection



Feels agnostic of place



Incorporates natural light, either from the outdoors or in a way that does not feel like a studio



Captures a moment in time



Captures emotion and real human connection



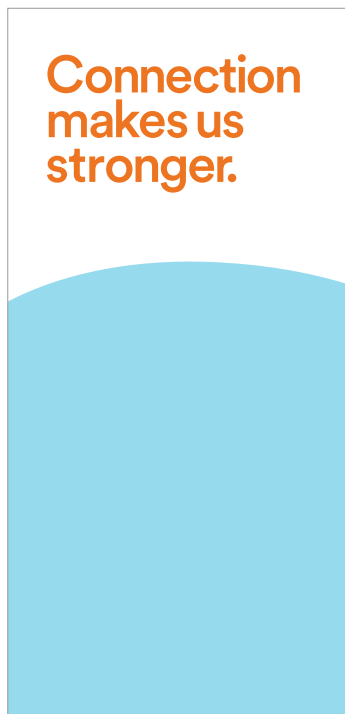
Depicts a medical scene that's warm and inviting

Our visual system uses a is driven by typography combined with images and masked photography. It also incorporates the sweep, a graphic element that adds visual interest when photography may not be available or suitable. This system of components is available to use for marketing communications, signage, and internal-facing materials.

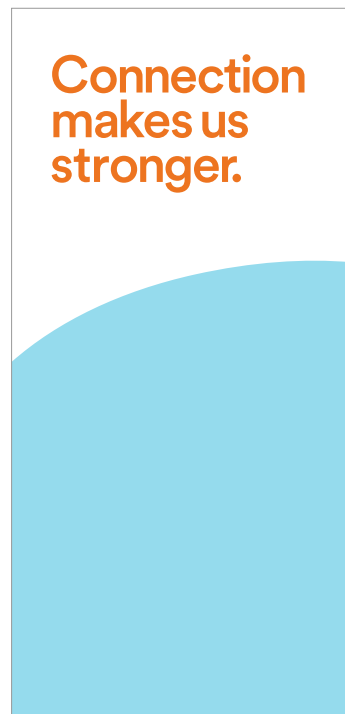
The curved image crop was created as a flexible design feature to complement the sweep and expand the visual system. The shapes are inspired by the curves found within the emblem. The curved crop is not to be used in advertising materials, but it is encouraged as an alternative to campaign photography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



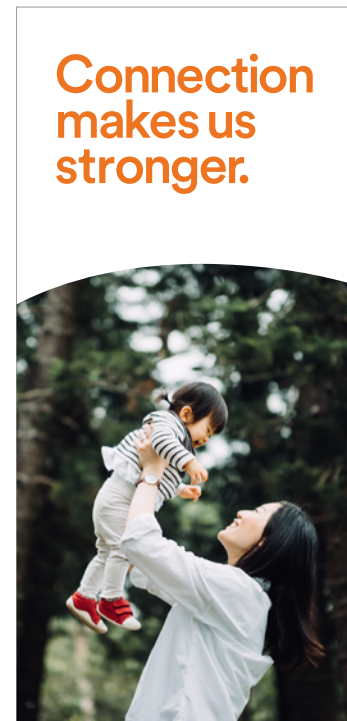
When using mask shapes, it helps to do a little bit of planning ahead. Because these shapes work in tandem with typography, it helps to figure out which mask might work best with your layout. From there, select photography that works best within the shape. Remember to build from white—and keep the design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



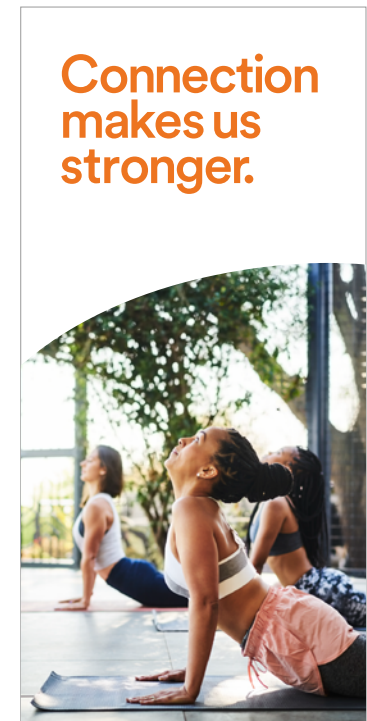
Do select shapes that are simple and allow the type and image to live in harmony together.



Do use curves with gradual slopes and arches.

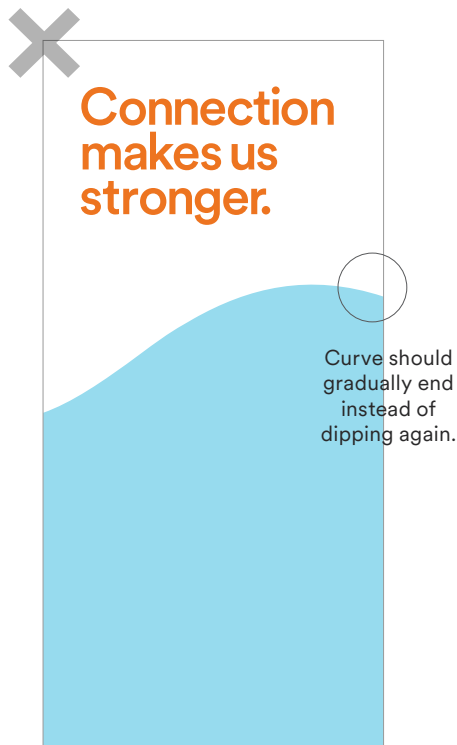


Use images that are simple and allow for space around the subject matter.



Curves or arches in the image (which echo the curve/mask) can help create a cohesive composition.

Below are incorrect uses for using curved mask shapes. While using the curved masks, it's important to keep the look feeling airy and light. Don't overcrowd the headline, and keep the white space open. Mask shapes are not allowed for use in advertising.



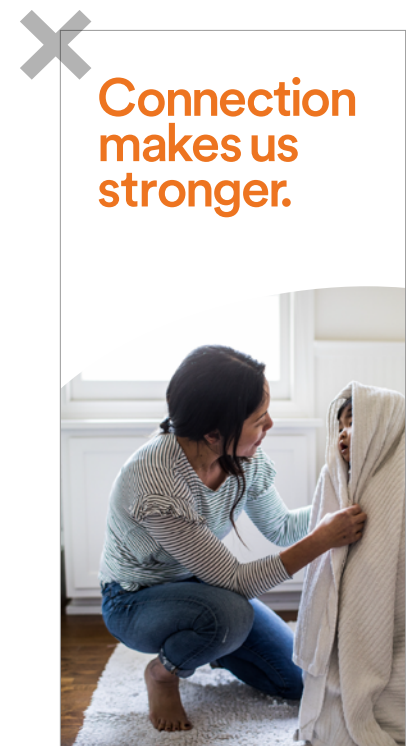
Do not use shapes that are overly curvy for the space. Smaller real estate requires the use of a simpler curve.



Do not overlap shapes with text. Typography should always appear on white.



Do not crop too tightly. Allow space around the focal point.



Do not use mask images that cannot hold the shape. The shape's edge should always be visible.

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

Edge

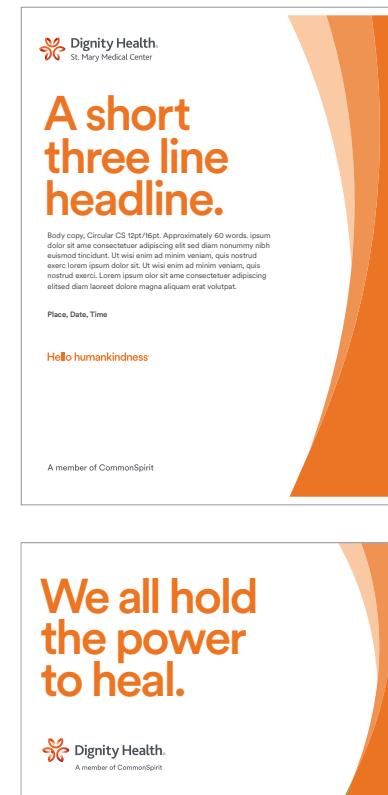


Best used in extreme vertical proportions to avoid conflicts with typography.

CMYK: 1 / 23 / 35 / 0	CMYK: 0 / 51 / 75 / 0	CMYK: 0 / 65 / 100 / 5
#F9CAA5	#F79351	#ED7420
RGB: 249 / 202 / 165	RGB: 247 / 147 / 81	RGB: 237 / 116 / 32

The sweep uses the colors above.

Flare



Flow

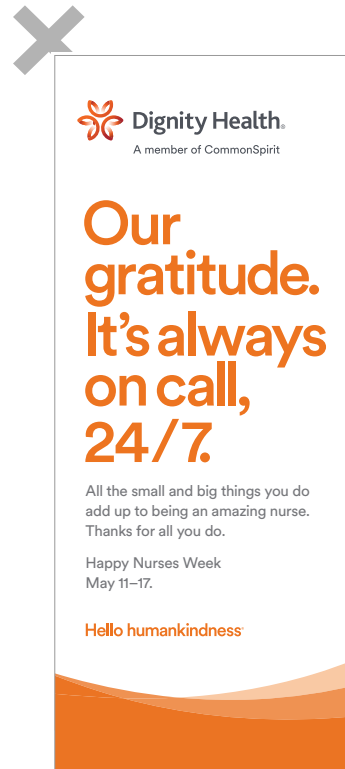


Use these two versions of the sweep in assets that have more standard vertical or horizontal proportions.

The purpose of the sweep is to serve as a tertiary visual alongside bold typographic elements. Think of it as an accent. It should never be the dominant feature in a design. Attention should be given to how many times it appears when building a series or body of work which could be seen together. Use the sweep sparingly; do not overuse it.



Do not overlay with photography. The sweep is intended to appear alongside typographic elements only.

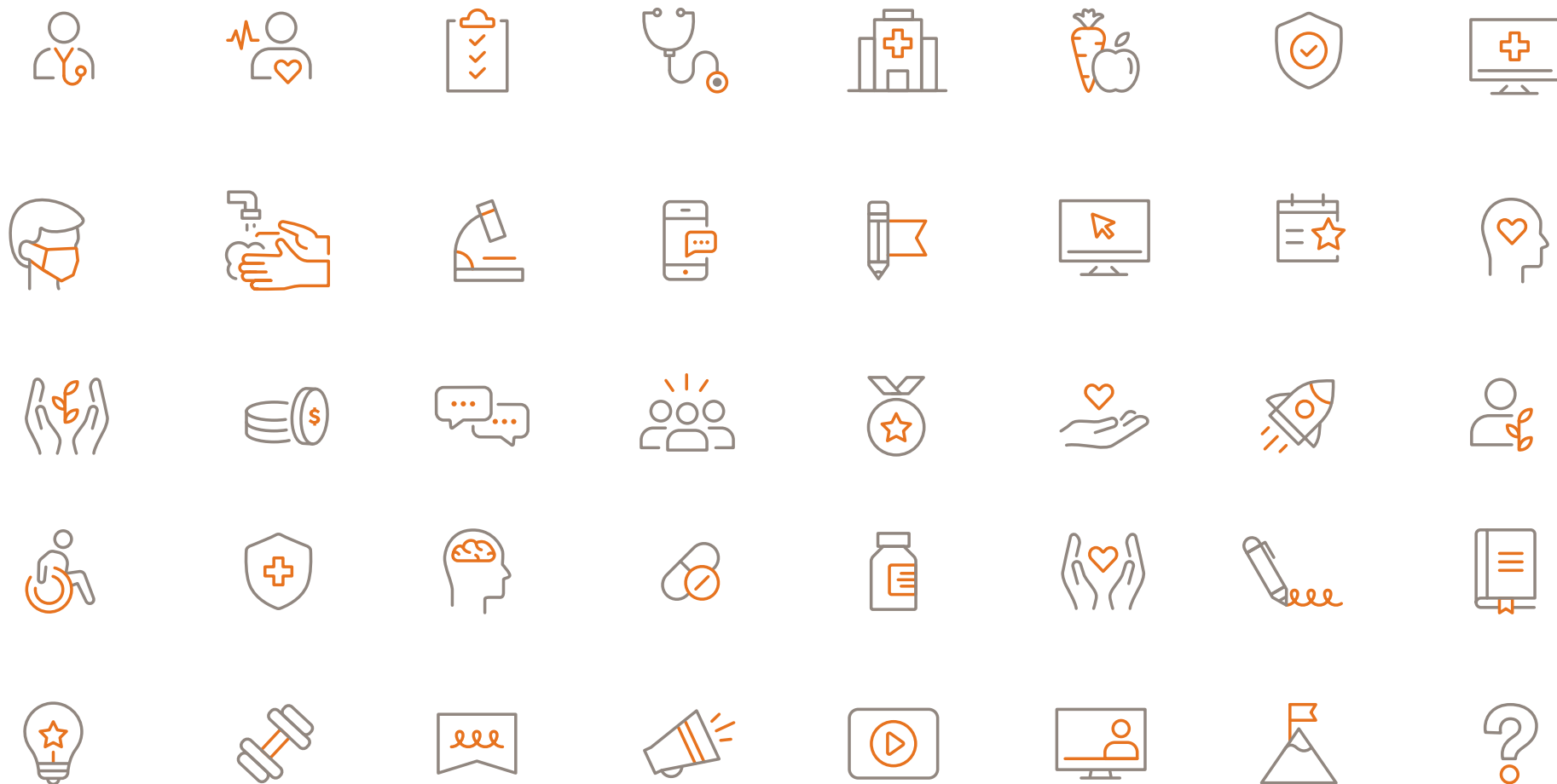


Do not use the sweep horizontally. All versions must appear vertically.



Do not alter or change the colors in the artwork.

This set of icons has been developed to expand the visual language and can be used across marketing materials.



The bond between mother and baby is amazing. It's one of the strongest connections in life. We have chosen to express this unforgettable bond with a mother elephant and its baby. We created this unique logo to be used to represent all things related to OB-GYN, labor/delivery, and infant care.

Two versions of the elephant logomark are available. Each version is also available in black, white, and orange. The white version may be placed on either a black or orange background. The artwork should never be altered in any way.

SIZING

The minimum size has been carefully established to ensure the logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and provides a strong level of identification.

The (®) should not be included at smaller sizes. When using a lower quality printing technique (i.e., screen printing), it is recommended that the logo be used in a larger size. When used on digital in small banners, refer to the minimum size shown to the right.

Mom and baby elephant



Single elephant



Minimum size

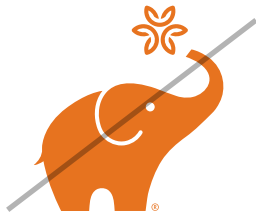
0.404 in. wide
(29px)



0.343 in. wide
(25px)



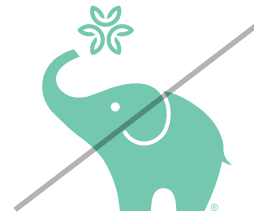
Just as there are correct ways to represent our mom and baby elephant logomark, there are many ways to misuse it. The logomark should never be used with the primary signature, but it should always appear in the same instances. Shown below are unacceptable emblem uses.



Don't flip the logomark.



Don't alter the elephant color.



Don't use a color outside of our palette.



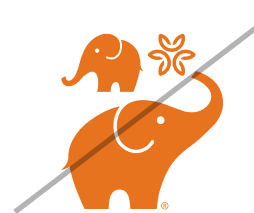
Don't scale the emblem.



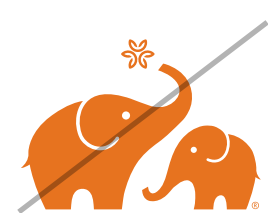
Don't place the signature below.



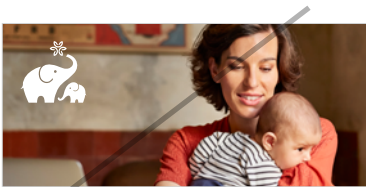
Don't place the signature above.



Don't rearrange the elephants.



Don't scale the elephants.



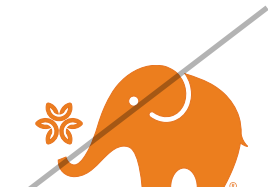
Don't place the logomark over an image.



Don't create a new logo lockup or use logomark with signature.



Don't remove the emblem.



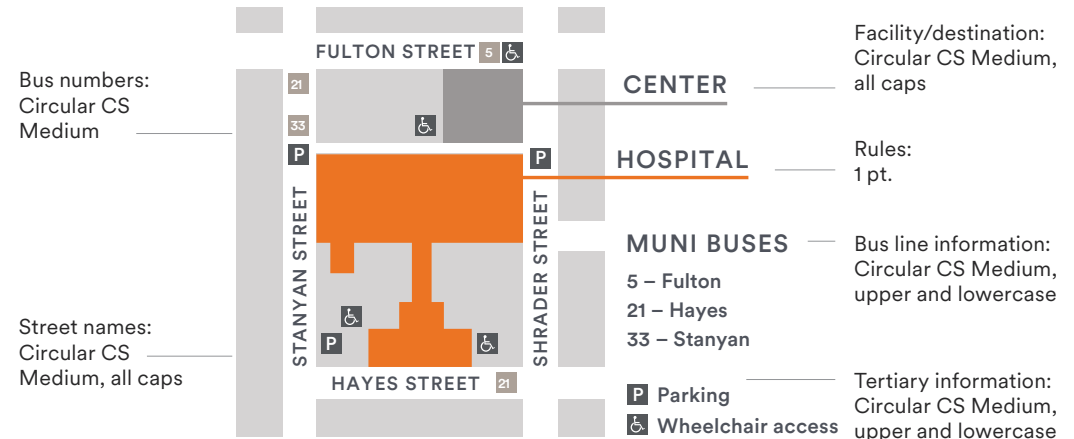
Don't alter the position of the trunk and the emblem.

Maps are another opportunity to extend our look and feel.

Maps use the same color palette, fonts, and design principles from our identity. They should be clean and simple, offering basic transit and destination information.

Map colors should be complementary and never clash or vibrate.

The exhibit on this page represents a typical map. Circular CS is used for all map text, and rules are always set at 1 pt.



USE LOOSE TRACKING FOR MAP TEXT

Maps should use fairly loose text tracking for street names and destination text. In the example at right, we've set tracking to 65 for the street names and 58 for the facility/destination. Text tracking for tertiary information is set to 0, using uppercase and lowercase letters.



Resource Links

Logo Files, Guidelines, Templates, Icons & Image Libraries

[Brand Center on Google Drive](#)

Brand Fonts

[Circular CS Download Portal](#)

Video Guidelines

[CommonSpirit Video Guidelines](#)

Stationary and printed materials ordering:

[CommonSpirit Internal Print+ Center](#)

Branded merchandise ordering:

[CommonSpirit Brand Store](#)

Google template galleries

[Docs Template Gallery](#)

[Slides Template Gallery](#)

For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).



Visual Identity

Regional identity



Visual Identity





Visual Identity

Regional signatures

Our signature is a representation of our values and the people we serve. The three components of the emblem remind us of the three dimensions of our mission: healing, advocacy, and partnership.

This section provides guidance for using the signature consistently.

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

The primary signature (horizontal/full color) is preferred for most applications. To view a complete list of available signature options, see page 176.

All new logo requests should be routed through your market leadership to be vetted with the Brand team. Custom logos are not permitted.

Primary signature



The signature has three components: the primary name (also sometimes referred to as a logotype or wordmark), the emblem, and a trademark symbol (™).

These components have been carefully drawn and proportioned and should never be redrawn, altered, or distorted.

When referencing the primary name in body copy, a trademark symbol must appear with the full name at first mention in any communication.

REGISTERED TRADEMARK SYMBOL

It's always present when the signature is reproduced. There are only a few instances where we do not use the registered trademark symbol due to its size or reproduction methods, such as signage, websites, mobile applications, and promotional items.

Primary signature



The signature comes in a variety of versions suited to specific situations.

The full-color signature (A) is preferred and should be used against a solid white background only.

Certain printing and other reproduction methods may require use of the solid-color (B, C, D) or two-color version (E). They have been developed for specific instances when the full-color signature can't be reproduced properly (i.e., when only one or two inks are being used).

The full-color emblem with reverse wordmark (F) version is only allowed for use on apparel and swag—when the full-color positive cannot be used due to production issues. Other reverse versions should only be used over green (G), neutral color (H), black (I), or over photography (J). See pages 178-179 for examples of incorrect uses.

All versions are available in configurations for print (CMYK/spot) and on-screen (RGB) color applications.

NOTE

The boxes surrounding the signatures on this page and throughout these guidelines are for illustrative purposes only. The signature should never be placed in a box or other geometric shape.

Preferred use



(A) Full-color positive

Secondary use



(B) Solid green positive



(C) Solid dark gray positive



(D) Solid black positive



(E) Solid green/gray positive

Secondary use



(F) The full-color emblem with reverse wordmark version is only allowed for use on apparel and swag—when the full-color positive cannot be used due to production issues.



(G) One-color solid reverse on green



(H) One-color solid reverse on a neutral



(I) One-color solid reverse on black



(J) One-color solid reverse on photography

Clear space creates breathing room for our signature. It prevents the signature from becoming crowded by images, text, or other graphics that can lessen its impact and visibility.

The clear space is derived from x, which is measured by the cap height of the primary name.

Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. The more space you give the signature, the greater impact it can have.

Clear-space requirements are the same for all versions and configurations of the signature.

The minimum size for the full-color logo is measured by the size of the emblem, which should not be reduced smaller than 0.435 in. wide (25px for digital).

DIFFERENT VARIATIONS HAVE DIFFERENT MINIMUM SIZES

Please note that minimum recommended sizes are different for the full-color version and the one-color solid horizontal signature. In special circumstances, smaller sizes may be necessary for certain applications. In such cases, legibility should always be the top priority.

Clear space



x = Wordmark cap height

Minimum size

0.435 in. wide
(25px)



Minimum print size: 0.435 in. wide
(25px for digital)

0.285 in.
wide



Minimum size for print only
(one-color solid version)

The examples on this page show some of the correct and incorrect ways to use the signature on different backgrounds. The primary signature (horizontal)—our preferred version—should always be used on a white background. The reverse version of the logo may only be used over photography or a green, black, or neutral color.



Only use if full-color version cannot be reproduced.



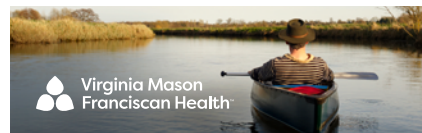
The reverse signature may be used over VMFH Green.



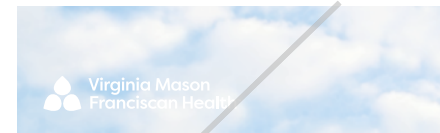
Don't create custom lockups with tagline artwork.



Don't place the primary signature on imagery of any kind.



The reverse signature may be used over photography.



Don't place the reverse signature over light sections of photography.



Don't place the primary signature on a colored background.



Don't use a solid color over photography.



Don't place the primary signature on an illustration, a pattern, or a busy background.

Do not make any changes to the signature. This rule applies not only to the examples shown here, but also to any other type of alteration.



Don't stretch, distort, reposition, or alter the signature.



Don't scale signature components individually.



Don't change signature colors.



Don't remove the emblem.



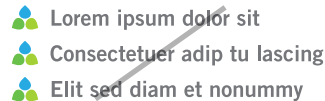
Don't add a drop shadow or other effect.



Don't change the font used in the wordmark.



Don't use the emblem alone.



Don't use the emblem as a design element.



Don't use the emblem to create new signatures.

The creation of custom logos is not permitted for any reason. The primary and secondary logo lockups seen on the previous page are the only signatures approved for use and must be created by Brand. Departments, initiatives, programs, events, etc. are not to be branded with their own logos and should reflect the Virginia Mason Franciscan Health identity.

~~Recognition Award~~



~~DEPARTMENT NAME~~

~~Virginia Mason
Franciscan Health™~~



~~Department Initiative~~

~~Virginia Mason
Franciscan Health™~~

~~Fundraising event~~



~~Employee Program~~

~~Virginia Mason
Franciscan Health™~~

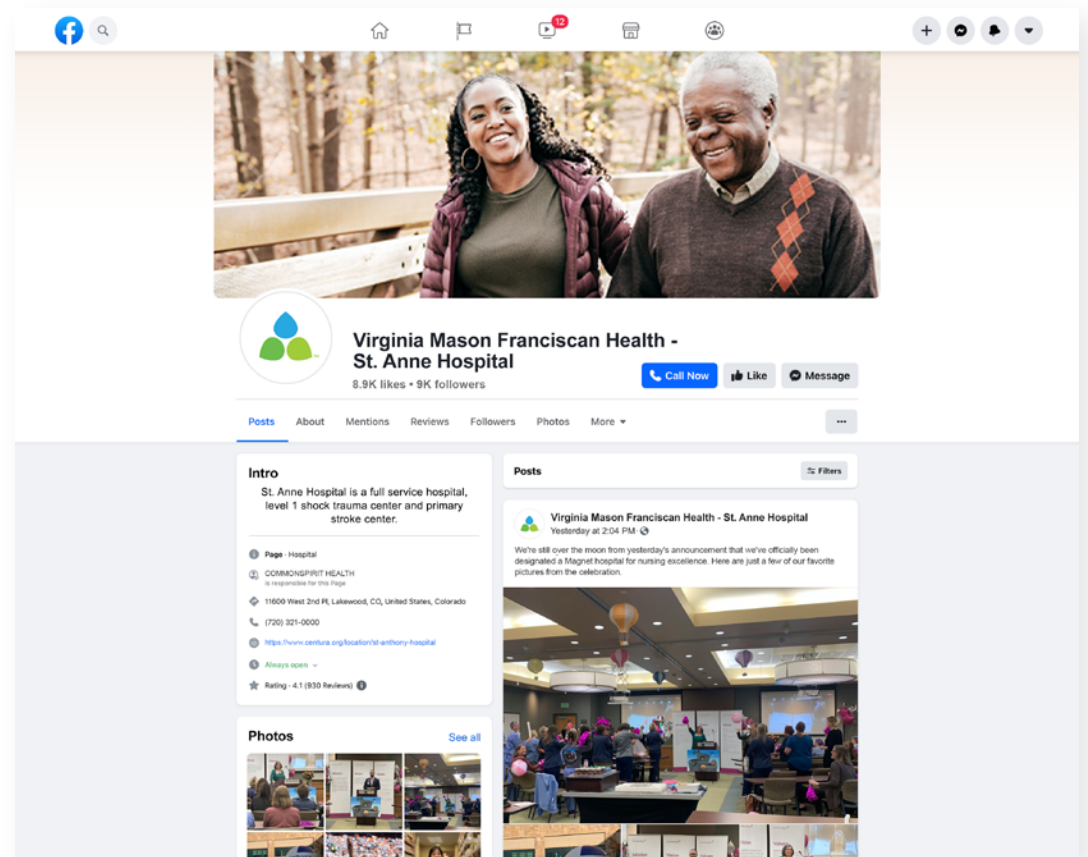


~~Celebration
Month~~

Social media profiles are one of only a few instances where it's acceptable to use the standalone emblem.

Use of the emblem alone is allowed only in special circumstances. Permission must be obtained from the CommonSpirit Brand Team in applications other than social media.

Facebook



For facilities, the lockup has three components: the emblem; the primary name, which is Virginia Mason Franciscan Health; and the facility name. These components have been carefully created and proportioned and must never be redrawn, altered, or distorted.

It is important to note that there are detailed and specific regulatory requirements around naming these centers.

If legally permissible, clinics and outpatient facilities should use Virginia Mason Franciscan Health as the primary name. The name of the clinic or outpatient facility uses a Virginia Mason Franciscan Health facility signature (shown at right). Don't include a location in these lockups.

Before undertaking any name or logo lockup change, please first work with the CommonSpirit Brand Team and corporate legal counsel (Austin.O'Flynn@commonspirit.org).

Facility signatures include outpatient facilities, multi-facility, and specialties and services with associated brand and a geographic identifier.



Clear space creates breathing room for our signature. It prevents the signature from becoming crowded by images, text, or other graphics, which can lessen its impact and visibility.

The clear space is derived from x, which is measured by the cap height of the wordmark.

Clear space should always be at least 1x on all sides of the signature. This amount of space should be increased whenever possible. The more space you give the signature, the greater impact it can have.

Clear-space requirements are the same for all versions and configurations of the signature.

The minimum size of the full-color gradient logo is measured by the size of the emblem, which should not be reduced smaller than 0.417 in. wide (30px for digital).

WHEN TO DROP THE TRADEMARK SYMBOL

When the lockup needs to be used at a very small size, the trademark symbol may be removed.

Clear space



x = Wordmark cap height

Minimum size

0.417 in. wide
(30px)



Minimum print size: 1.875 in. wide
(130px for digital; (minimum size shown is
for all signature versions)

Naming rules for facilities

When the facility name is used in body copy, Virginia Mason Franciscan Health is always in the primary position, followed by the facility name. We link “Virginia Mason Franciscan Health” and the facility name with an en dash, including a space on both sides of the en dash.

The combined name in our example on the previous page is “Virginia Mason Franciscan Health – St. Anne Hospital”.

This convention helps us put a pause between the primary name and facility name.

Use of facility names in body copy

In headlines or body copy, it isn’t necessary to use the full combined name. As long as the logo lockup is visible and in close proximity to the text, the shortened form can be used.

For example:

“Virginia Mason Franciscan Health – St. Anne Hospital”

“St. Anne Hospital”

Tertiary lockups are used for centers and external-facing services that do not reside within a major facility. (The center or service name is a third, or tertiary, piece of information within the lockup.) Department-specific signatures are not permitted unless they are external facing and describe a service for patients.

Internal-facing departments or regional divisions within our organization are not allowed to use the tertiary logo lockup to create a custom signature.

Reach out to the CommonSpirit Brand Team at brand@commonspirit.org for any tertiary signature requests.

Example of tertiary lockup that is allowed

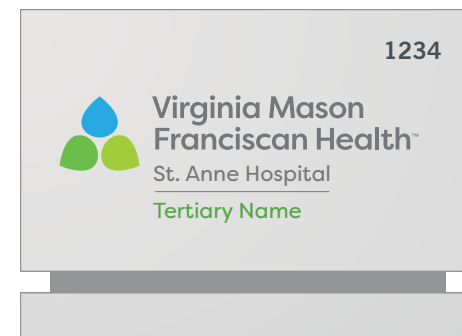


The intent of our signature lockups is to present a clear hierarchy of information. This helps our audience understand the context of the facility or service—and helps us grow awareness and understanding of regional identities.

Tertiary lockup usage

Because tertiary lockups are often complex due to multiple lines of text, full tertiary lockups are used only for signage and apparel (such as uniforms) seen at care facilities.

On-site tertiary lockup examples



Tertiary lockups are not allowed to be used on promotional materials, advertising, stationery, business cards, or other applications. Also, internal-facing departments or regional divisions are not permitted to create a custom signature.



Don't use on off-site promotional banners.



Don't use on apparel other than uniforms.



Don't use on company swag.



Don't use on print collateral, or promotional materials.



Don't use on posters or advertisements.



Internal-facing departments or regional divisions are not permitted to create a custom signature.

Messaging

When we promote service areas, programs and other groups, we can communicate our message in a few ways. We can mention the service in the headline itself, usually when making a general announcement about that service line.

We can craft our headline to communicate a benefit or insight about the service, mentioning the service as an eyebrow above the headline. Lastly, we can let our body copy do the heavy lifting—while our headline keeps our thought at a higher level.

Headline



Eyebrow or subhead



Copy





Visual Identity

Co-branding

Successful branding means occasionally working with partners to deliver a service. These are partners that bring specific brand equity to an offer or service, or that benefit from our brand equity. These partnerships enable us to extend and increase our brand visibility. However, any co-branding must be carefully reviewed by legal counsel.

This section defines some of the principles of how we successfully co-brand.

Contact the CommonSpirit Brand Team (brand@commonspirit.org) and our in-house trademark attorney (Austin.O'Flynn@commonspirit.org) for any new partnership logo requests.

From time to time, regions will partner with other organizations to address specific needs. Out of respect for these valuable partnerships, please be sure to lock up the two logos in one of the two ways described here.

Primary lockup (Horizontal alignment)

This is the preferred arrangement of partnership logos—with the primary signature on the left and the partner logo to its right.

A vertical rule in Cool Gray 9 (1/4 of the width of the “i” in the wordmark) should be placed 1.5x further to the right of the clear space—with the partner’s logo placed 1.5x to the right of the rule. The height of the partner logo should not exceed that of the primary signature, and it should be aligned with the middle of the signature.

Secondary lockup (Vertical alignment)

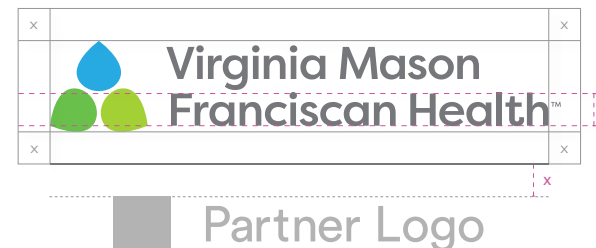
The secondary lockup should be used only where available space does not accommodate the primary (horizontal) lockup at a reasonable size. Follow the spacing specifications shown at right.

Please consult with our in-house trademark attorney (Austin.O’Flynn@commonspirit.org) before doing any co-branding or initiating other joint use of marks. Before release, all lockups must be approved by the CommonSpirit Brand Team.

Horizontal alignment



Vertical alignment





Visual Identity

Endorsement strategy

This section provides guidance for the application of our endorsement line, “A member of CommonSpirit.”

The endorsement line is part of the Brand Bridge Strategy to connect our local identities with the strength and national reach of CommonSpirit. It’s the first step in uniting us under one brand that reflects our shared mission, values, and the important work we do every day.

Visit the Endorsement Line Resources folder linked at the end of this section to download resources and files referenced here. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

What is the intention behind the endorsement line?

The endorsement line is a temporary treatment in our brand evolution. It's meant to familiarize internal and external audiences with CommonSpirit, to bring them along on our journey towards a unified brand.

What are the criteria for applying the endorsement line to an asset or channel?

With the temporary nature of the endorsement line in mind, we recommend using it selectively for high impact, yet low cost moments.

The guidelines that follow showcase how to apply the endorsement line to several internal and external touch points, but is not exhaustive. If you are uncertain about a specific application, please reach out to the Brand Team for guidance.

When should I begin to apply the endorsement line externally?

You can start applying the endorsement line to external assets and advertising channels now, including but not limited to OOH, broadcast & on-line video, branded merchandise, and printed collateral.

Do I need to apply the endorsement line to assets that have already gone live?

There is no requirement to modify assets that are currently live, however if the change is low cost, low effort, and high impact, you may want to consider it.

What are examples of where not to apply the endorsement line?

Do not apply the endorsement line in the following scenarios:

- Permanent or semi-permanent applications, such as interior or exterior signage, fleet, or branded environments.
- Any item where it would add significantly to the cost of production, such as an additional imprint area on branded merchandise.
- When space is too limited for it to be legible or make an impact, such as digital banner ads.
- Voiceovers over and radio scripts, where it can muddle higher-level messaging.



Endorsed primary logos

The endorsement line can be used in one of two ways, the first of which is within an endorsed logo lockup.

The endorsed logo lockup utilizes the primary logo only. **To use the endorsement line with a facility lockup, refer to the section on starting on page 205**, which covers the use of endorsement line artwork in conjunction with facility logos.

The endorsement line artwork has been carefully proportioned and aligned within the lockup, and should never be redrawn, altered, or distorted.

Endorsed logo lockup



Clear space creates breathing room for our endorsed logo. It prevents the logo from becoming crowded by images, text, or other graphics that can lessen its impact and visibility.

The clear space is derived from x, measured by the cap height of the primary name.

Clear space should always be at least 1x on all sides of the logo. This amount of space should be increased whenever possible. The more space you give the logo, the greater impact it can have.

The minimum size for the endorsed logo is measured by the size of the emblem, which should not be reduced smaller than 0.435 inches wide (30px for digital).

WHEN TO DROP THE ENDORSEMENT LINE

When the lockup needs to be used at a very small size, the endorsement line may need to be placed separately from the logo, or simply removed.

Clear space



x = Wordmark cap height

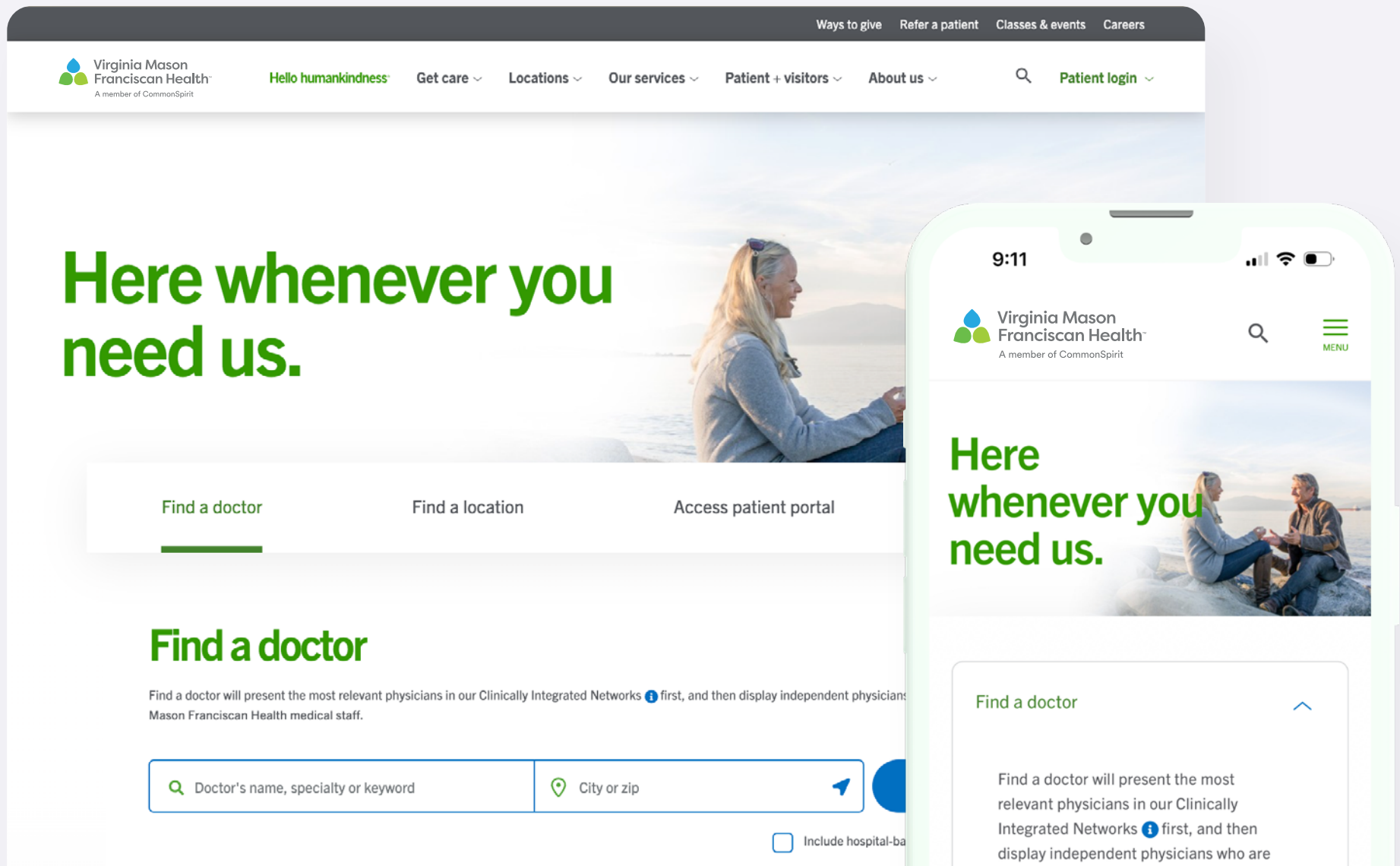
Minimum size

0.435" wide
(30px)



This and the following pages depict common instances where the endorsed logo lockups should be applied, including web and mobile sites, stationary, broadcast & on-line video, merchandise,

google templates, regional newsletter templates, and OOH. If you have a question about a specific asset not pictured here, please reach out to the Brand Team for guidance.



Stationary with endorsed logo lockups can be ordered from our internal Print+ Center. Templates are also available in the Endorsement Line Resources folder.



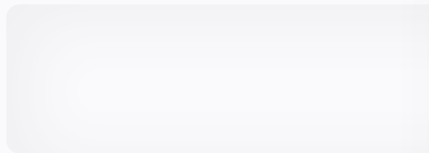
Department
Hospital Name
1234 Hospital Drive
City, ST 12345

P 456.123.4561
F 456.123.4562
chisaintjosephhealth.org



Department
Hospital Name
1234 Hospital Drive
City, ST 12345

Address Service Requested



A member of CommonSpirit

FullName, MD

Job Title

Department

firstnamelastname@commonspirit.org

P 456.123.4561 ext. 4563
F 456.123.4562
C 1.800.123.4563
chisaintjosephhealth.org

Hospital Name
1234 Hospital Drive
City, ST 12345

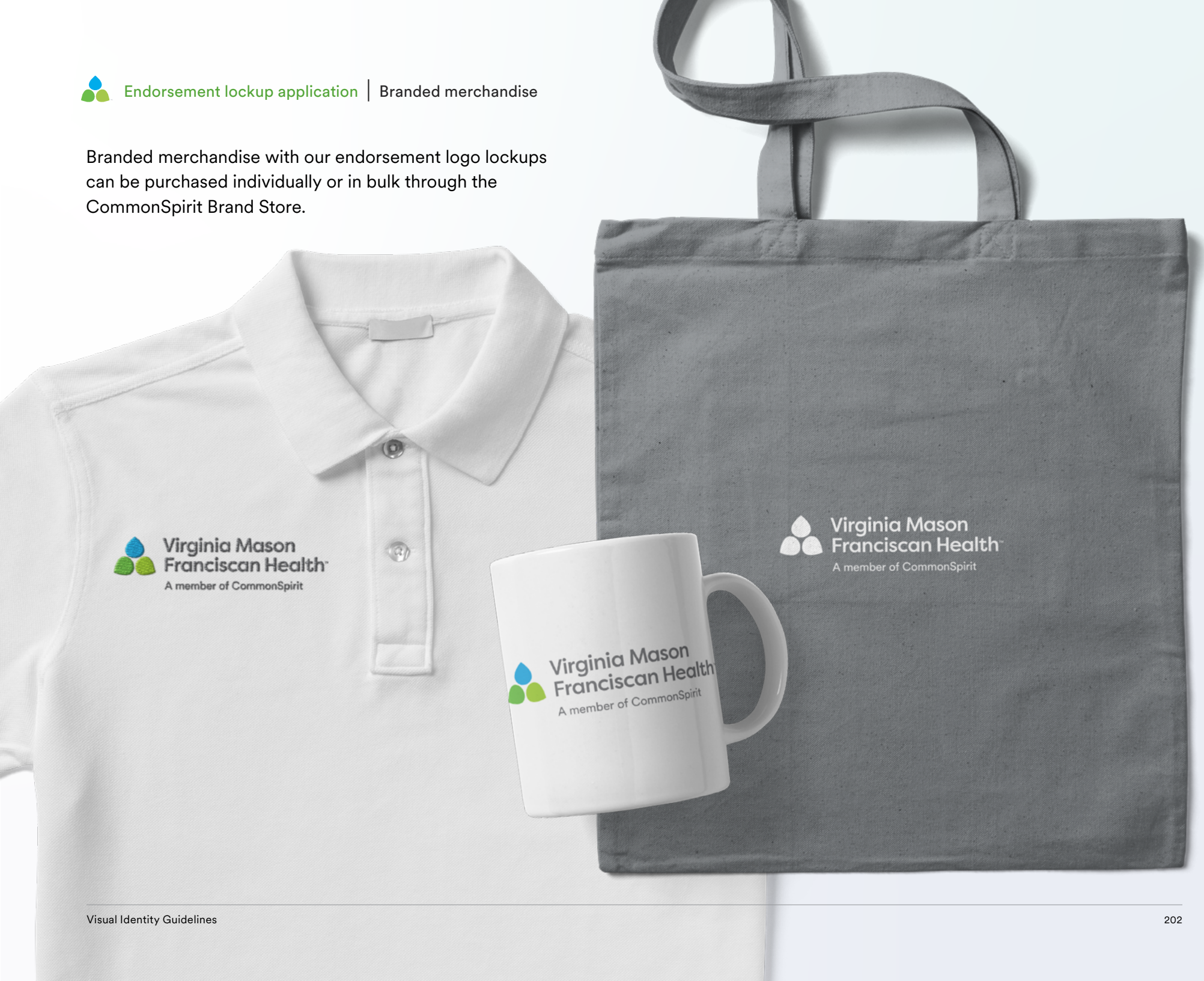
End card animations and still title cards with our endorsed logo lockups are available in the Endorsement Line Resources folder.



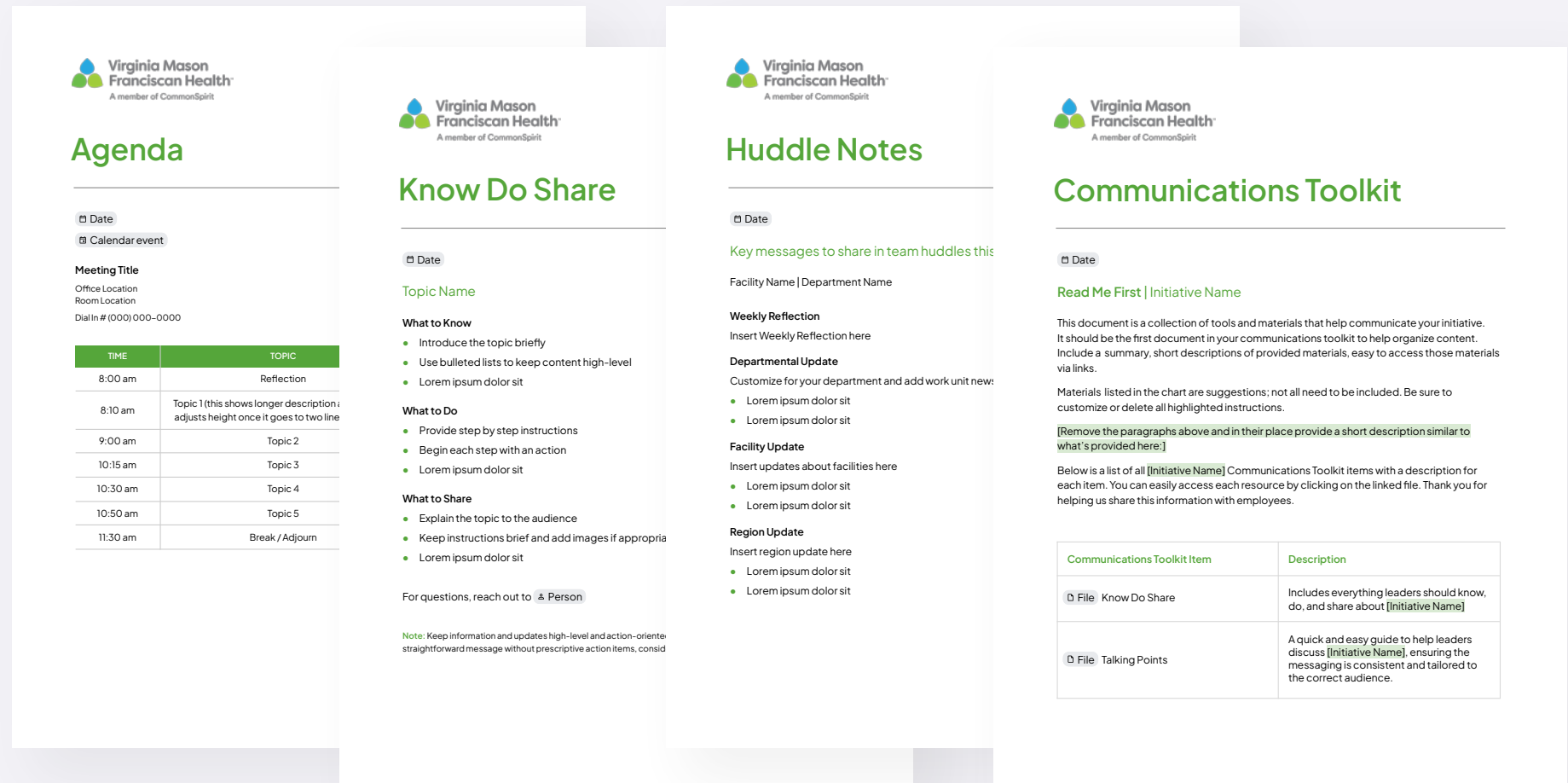
On OOH, content should be balanced to accommodate the endorsed logo comfortably. Logo lockups for use on OOH can be found in the Endorsement Line Resources folder.



Branded merchandise with our endorsement logo lockups can be purchased individually or in bulk through the CommonSpirit Brand Store.



Endorsed Google Docs and Slides templates are available in their respective Google template galleries, and are also available in the Endorsement Line Resources Folder.



Newsletter header image files with endorsed logo lockups are available in the Endorsement Line Resources folder.



St. Anne Hospital

Your Important Benefit Documents Are Online

Details about your benefits and other legally required information are now accessible online through [MyBenefits](#) > Benefit Resources > Plan Information (these documents are often referred to as your “compliance” materials). [Read More](#)
**This information only applies if you use MyBenefits to enroll in your benefits.*

Learn More About Our Partners for Retirement Benefits

During the benefits enrollment season, outside financial advisors may attempt to contact employees to offer services — please be aware that through our relationship with Fidelity, CommonSpirit Health employees have access to Workplace Financial Consultants at no charge to you. [Read More](#)

Age-Friendly Care Is Here as a Quality Measure

CommonSpirit Health's work to improve patients' positions us perfectly to meet the needs of our aging population.



Market Newsletter Name

Your Important Benefit Documents Are Online

Details about your benefits and other legally required information are now accessible online through [MyBenefits](#) > Benefit Resources > Plan Information (these documents are often referred to as your “compliance” materials). [Read More](#)
**This information only applies if you use MyBenefits to enroll in your benefits.*

Learn More About Our Partners for Retirement Benefits

During the benefits enrollment season, outside financial advisors may attempt to contact employees to offer services — please be aware that through our relationship with Fidelity, CommonSpirit Health employees have access to Workplace Financial Consultants at no charge to you. [Read More](#)



Endorsement line & facility logos

An alternate way to utilize the endorsement line is as a standalone piece of art. Employ this option when the application requires the use of a facility logo or a co-branded logo.

Because facility and co-branded logos already have a secondary piece of information, adding the endorsement line to the lockup can create something that is overly complicated, which will make our message less clear.

With this approach, it's important to consider sizing and placement. A good rule of thumb is to size the endorsement line artwork to match the x-height of the logo's primary brand.

In most cases the endorsement line artwork should be placed adjacent to the logo, but at a comfortable distance. Align the baselines of the primary name and endorsement artwork for a clean look.

To maintain consistency, always use the provided artwork for the endorsement line. Do not typeset the endorsement line yourself or alter it in any way. If you have questions about a particular application, please reach out to the Brand Team for guidance.

Logo & endorsement line size relationship



x = primary name word mark x-height

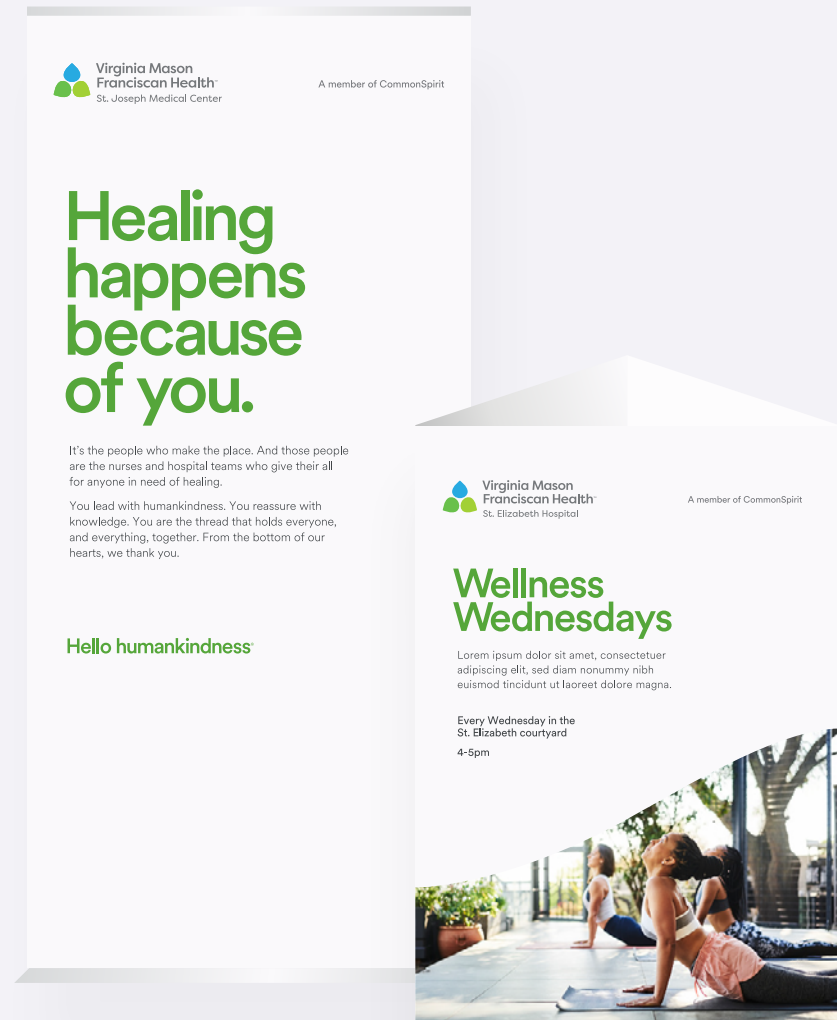
Logo & endorsement line spacing minimum



x = the emblem width; minimum distance between the logo & endorsement line should be no less than 3x

When facility signage or marketing collateral requires the use of a facility or co-branded lockup, the standalone endorsement line artwork should be utilized, as in the examples below.

Marketing collateral and digital signage templates with the standalone endorsement artwork are available in the Endorsement Line Resources folder.



Although we encourage the use of endorsed primary logo lockups whenever possible on merchandise, there are times where it makes sense to use a facility lockup and place the standalone endorsement line artwork on a separate imprint area.

The endorsement line artwork may also be adapted on a case by case basis to unique products. The use of the endorsement line artwork is not required if it results in a significant cost increase for your item.

Some products have an imprint area that is too small to meet the minimum spacing requirements for the endorsement line artwork, such as the backpack shown below. If this is the case, please proceed without the endorsement line artwork.

Merchandise with the endorsement line artwork can be purchased via the CommonSpirit Brand Store.



Do not make any changes to the endorsement line lockups, or to the standalone endorsement line artwork. This rule applies not only to the examples shown here, but to any other type of alteration.



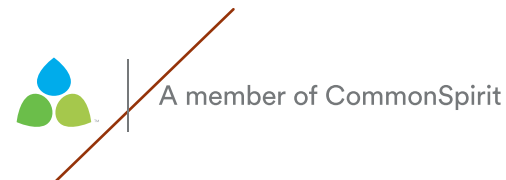
Don't add the Endorsement Line to a facility logo lockup.



Don't crowd a facility lockup by placing the endorsement line too close. Use the spacing guidelines on page 206.

A member of CommonSpirit

Don't recreate the Endorsement Line art, change the color, or type it out in other fonts.



Don't create a new lockup with the VMFH emblem.

Proud partner of CommonSpirit

Don't alter the language or create versions synonymous to the Endorsement Line.

A member of CommonSpirit 

Don't combine the Endorsement Line with the CommonSpirit logo, emblem, or any elements of the CommonSpirit visual identity, such as the Rose color.



Visual Identity

Colors



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

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Our color palette is bright and vivid. When working with our palette, it's best to keep it simple. Use these tips to help guide the process.

Build from white.

The use of white space within a design is just as important as the colors being used. Don't overuse color to fill space. It's important to maintain a sense of airiness in the design.

Keep it simple.

Using all four colors in a single composition is usually unsuccessful and will stray from the correct look and feel. Choose one or two colors and a secondary color, or work with the varying tints and shades.

Use colors to help with organization.

Colors are best used together to support the visual organization of a particular document or project (e.g., applying a single color to each section within a presentation, or using color to help with information hierarchy)



It's world hello day!

Hola
안녕하세요
Bom Dia
أهلاً
Bonjour
Ahoj
こんにちは
Halo
你好
Kamusta



Hello humankindness®

Our brand palette is dominated by two colors: VMFH Green (for headlines) and Text Dark Gray (for text). White is shown here as a third principal color as a reminder that white space is an important element of our brand.

All colors in the color palette have precise color references, shown in the specifications chart here. Always use the exact color values listed in order to correspond to the medium being employed.

When printing a PMS color on uncoated stock, match the color to the coated version of the PMS color.

Don't use color references or values from files that have been converted automatically between color modes.

Some software programs don't always make color conversions that are equal to the specific color values listed in the palette specifications. Slight variances in color may occur when printed through different processes or reproduced in different media.

PANTONE COLORS

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone LLC. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Primary	VMFH Green CMYK: 70 / 0 / 100 / 0 Pantone 361 C #55A63A RGB: 85 / 166 / 58	White CMYK: 0 / 0 / 0 / 0 #FFFFFF RGB: 255 / 255 / 255
	Text Dark Gray CMYK: 0 / 0 / 0 / 95 Pantone Black C #2D2926 RGB: 40 / 40 / 41	

While Dark Blue is our primary brand color, the following expanded palette of tints, shades, and skin tones shown here can be used when a design would benefit from accent colors, or when creating illustrations. **In illustrations, the colors should not lean too heavily in any single direction. Instead, rely on the VMFH Green brand typography as shown throughout these guidelines to emphasize and reinforce our visual identity.** For illustrations that call for skin tones, reference the skin tone palette below.

Tints & Shades

CMYK: 34 / 0 / 54 / 0 #A9E695 RGB: 169 / 230 / 149	CMYK: 18 / 0 / 55 / 0 #D5F291 RGB: 213 / 242 / 145	CMYK: 39 / 0 / 16 / 0 #92DDDD RGB: 146 / 221 / 221	CMYK: 37 / 0 / 0 / 0 #95DCFA RGB: 149 / 220 / 250	CMYK: 59 / 24 / 7 / 0 #68A3cc RGB: 104 / 163 / 204	CMYK: 0 / 46 / 70 / 0 #FF9D5A RGB: 255 / 157 / 90	CMYK: 0 / 55 / 51 / 0 #FF8D73 RGB: 255 / 141 / 115	CMYK: 0 / 32 / 61 / 0 #FFB973 RGB: 255 / 185 / 115	CMYK: 0 / 16 / 69 / 0 #FFD469 RGB: 255 / 212 / 105
CMYK: 71 / 11 / 100 / 1 #55A63A RGB: 85 / 166 / 58	CMYK: 0 / 42 / 100 / 0 #A2D035 RGB: 162 / 208 / 53	CMYK: 61 / 0 / 22 / 0 #52C3CC RGB: 82 / 195 / 204	CMYK: 70 / 15 / 0 / 0 #27AAE1 RGB: 39 / 170 / 225	CMYK: 77 / 50 / 0 / 0 #3F77BC RGB: 63 / 119 / 188	CMYK: 0 / 65 / 100 / 0 #F47821 RGB: 244 / 120 / 33	CMYK: 0 / 80 / 98 / 0 #F15A22 RGB: 241 / 90 / 34	CMYK: 0 / 39 / 92 / 0 #F9A730 RGB: 249 / 167 / 48	CMYK: 7 / 29 / 82 / 0 #EDB74A RGB: 237 / 183 / 74
CMYK: 79 / 28 / 100 / 15 #377D1F RGB: 55 / 125 / 31	CMYK: 65 / 28 / 100 / 11 #6D8E10 RGB: 99 / 135 / 14	CMYK: 77 / 21 / 38 / 1 #2B9AA0 RGB: 43 / 154 / 160	CMYK: 84 / 41 / 19 / 1 #1D7EA8 RGB: 29 / 126 / 168	CMYK: 95 / 78 / 6 / 0 #24509A RGB: 36 / 80 / 154	CMYK: 14 / 79 / 98 / 4 #CC552B RGB: 204 / 85 / 43	CMYK: 14 / 91 / 100 / 4 #CC3B23 RGB: 204 / 59 / 35	CMYK: 20 / 62 / 100 / 6 #C17027 RGB: 193 / 112 / 39	CMYK: 26 / 47 / 89 / 6 #B7853D RGB: 183 / 133 / 61

CMYK: 14 / 11 / 12 / 0 #D9D8D6 RGB: 217 / 216 / 214	CMYK: 31 / 25 / 25 / 0 #B1B1B1 RGB: 177 / 177 / 177	CMYK: 8 / 11 / 15 / 29 #B0A9A1 RGB: 176 / 169 / 161	CMYK: 10 / 16 / 20 / 43 #8B8078 RGB: 139 / 128 / 120	CMYK: 19 / 13 / 12 / 36 #8F9397 RGB: 143 / 147 / 151	CMYK: 56 / 47 / 44 / 10 #76777A RGB: 118 / 119 / 122	CMYK: 66 / 57 / 51 / 29 #54565B RGB: 84 / 86 / 91
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Skin Tone Colors (only for use in illustration artwork)

CMYK: 12 / 19 / 28 / 0 #DFCAB4 RGB: 223 / 202 / 180	CMYK: 4 / 30 / 47 / 0 #F2BA8C RGB: 242 / 186 / 140	CMYK: 11 / 30 / 54 / 0 #E1B381 RGB: 225 / 179 / 129	CMYK: 23 / 39 / 64 / 1 #C49A6C RGB: 196 / 154 / 108	CMYK: 36 / 57 / 84 / 22 #8C6339 RGB: 140 / 99 / 57	CMYK: 42 / 70 / 97 / 49 #603813 RGB: 96 / 56 / 19	CMYK: 49 / 73 / 82 / 69 #402211 RGB: 64 / 34 / 17
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Visual Identity

Typography

CommonSpirit is transitioning to the use of a new typeface, Circular CS, which should be utilized for brand materials going forward. This section details how to use Circular CS within the CHI regional identity.

Use of the former brand font, Trade Gothic should be phased out as soon as possible, and no later than October 15, 2025.

To download Circular CS, visit our [vendor portal](#). Please note, you'll need to create an account prior to downloading. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Font weights for Circular CS have different names than those for Trade Gothic. Use the chart below to see how they correlate. The weights highlighted in gray are the primary ones in use for our visual system.

_____	→ Circular CS Thin
Trade Gothic Light	→ Circular CS Light
Trade Gothic Regular	→ Circular CS Regular
_____	→ Circular CS Book
Trade Gothic Bold	→ Circular CS Medium
_____	→ Circular CS Bold
_____	→ Circular CS Black
Trade Gothic Heavy	→ Circular CS Extra Black

In what order of priority should items be updated?

Categories below are listed in order of priority. As items are updated, there will be a transition period where both the legacy and new typefaces are in use.

- Digital Usage: Websites, apps, dashboards, internal portals (IT is working to update our external sites)
- Mass Communications: Print advertising, broadcast, social media, digital advertising
- Employee Touchpoints: In-facility collateral, regulatory postings, promotional items
- Patient Communications: Forms, labels, bills, emails, educational materials

Will the Hello humankindness mark be updated?

The new brand typeface also applies to our tagline artwork. You can find updated files for the tagline mark in the logos section of the [Brand Drive](#).

It's not necessary to update existing installations or any other application that would be cost-intensive to change to the updated Hello humankindness mark.

What does *not* need to be updated to Circular CS?

- Logos
- Existing physical signage
- Past social media posts
- Google Workspace items (our workspace templates have been updated to the closest Google font equivalent, Plus Jakarta Sans)
- Marketo newsletter content, which is set in Arial due to platform limitations
- Advertising placements created prior to October 2025 that are slated to run past the end of our license term

When should Circular CS be fully implemented, and why is it important?

The deadline is **October 15, 2025**, but the sooner the new typeface is implemented, the better. When in doubt, use Circular CS.

Usage of our former brand font, Myriad Pro, in new creative after our current license expires could incur punitive financial penalties from the former font vendor.

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

This section is a detailed guide of how best to use our typography to successfully achieve clarity and consistency.

To download Circular CS, visit our [vendor portal](#). Please note, you'll need to create an account prior to downloading. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Properly applying typography to our communications requires knowing more than which typeface to use. Some very intentional choices have been made about how to apply typography in ways that create a seamless visual experience across media.

Headlines are a dominant feature within our designs. They should be set large in scale with a lot of room to breathe. Use Circular CS Medium and no other weight or style. Their size should be considerably larger than that of body copy. (The headline-to-body-copy ratio is flexible and should adapt to the available space.)

Headlines are flush left, sentence case, and punctuated. When color is available, they should be set in VMFH Green.

Body copy may be set in either Circular CS Regular or Book, using Medium or italics for emphasis as needed. While its size should be smaller than that of the headline, take care to keep it readable. Body copy is set flush left, and its color should be black or no lighter than 90% black.

Nurses, you make a world of difference.

Your steady hands, listening ears, and thoughtful intellect are the tools of your trade. But, nursing is more than a profession; it's a calling. A calling to heal, to comfort, to advocate, and to care. You offer solace in quiet moments and encouragement in times of challenge. You are the bridge between science and humanity.

Thank you for answering that call. Thank you for the countless ways you make an incredible difference.

Happy Nurses Week.

Hello humankindness™



Our primary typeface is Circular CS. Whenever possible, we use it in visual communications and across all media.

Materials should lead with Circular CS Medium for headlines and Circular CS Regular or Light for body copy. A general quick reference for the appropriate typeface is shown at right. A general quick reference for the appropriate typeface is shown at right.

Aa

Headlines

Circular CS Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads

Circular CS Book or Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Circular CS Light or Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our substitute typeface, Plus Jakarta Sans is used only for internal documents created in Google Workspace, and instances when it's not possible to use our primary fonts for external-facing materials.

Arial may also be used as a substitute of last resort if Circular CS or Plus Jakarta Sans are unavailable or not technically feasible.

Plus Jakarta Sans family

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Plus Jakarta Sans Regular

Plus Jakarta Sans Italic

Plus Jakarta Sans Semibold

Plus Jakarta Sans Semibold Italic

Arial family

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

The typographic look of our headlines is a signature component of our visual identity across all materials. A key aspect of the look is the leading between the lines.

The correct leading can be determined using the formula below.

Formula

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

Formula applied

72-pt.
size

64.285-pt.
leading

Kindness
is a gift
we give
ourselves.

There are instances when additional adjustments to the headline leading are necessary. When ascenders and descenders are crowded or touching, leading must be added between the copy lines so that it appears to have the same leading as the other lines.

Leading (per formula)

Kindness
is a gift
we give
ourselves.

Leading adjusted

Kindness
is a gift
* → we give
ourselves.

* More leading has been applied between these two lines.

There are also instances when the leading of a line needs to be decreased so it visually matches the other lines. In this example, there are no descenders in the second line and no ascenders in the third line, making the space appear too open between them. Decreasing the leading between these lines helps correct this.

Leading (per formula)

When
we listen,
we are
free.

Leading adjusted

When
we listen,
we are
free.

* →

* Less leading has been applied between these two lines.

Due to the tight leading of certain headlines, there are occasionally instances when ascenders and descenders from two lines touch or are too close. The best way to solve this problem is to try a different line break, as shown below.

Problem

Good for the
earth, good for
our patients.*

* Ascenders and descenders are too close.

Solution

Good for
the earth,
good for our
patients.

Other aspects of headlines are the tight kerning and word spacing. The specifications (below right) will help create the correct appearance when applied. Please note that individual adjustments may be required to keep letters from touching and to keep letters and/or words from being too far apart.

Default Adobe InDesign tracking & kerning

Kindness
is a gift
we give
ourselves.

- Default tracking: 0
- Default kerning: "Metrics"
- No manual kerning applied

Correct adjusted tracking & kerning

Kindness
is a gift
we give
ourselves.

- Tracking: -40
- Custom word spacing (0 tracking applied to space between words only)
- Manual kerning applied

Here are a few things you shouldn't do with typography.

Hug therapy.

Don't use fonts outside our design system.

Hug therapy.

Don't set headlines in italics.

Hug therapy.

Don't set headlines in any other color.

HUG THERAPY

Don't set headlines in all caps,
always use sentence case.

Hug therapy.

Don't outline headlines.

Hug therapy.

Don't use wide or incorrect tracking
for headlines.

A nurse's kindness
A nurse's kindness

Do not use hash marks (first line above) where
typographer's quotes or apostrophes should be

Hug therapy.

Don't use drop shadows or special effects.

Hug therapy.

Don't stretch or distort text.



Visual Identity

Imagery

If a picture is worth a thousand words, then our images must be carefully selected to convey the right message.

Our imagery should always depict real people in real environments. Never contrived or cliché, images should be warm and human, capturing genuine connections and moments in the lives of our caregivers, employees, and patients alike.

Visit the Brand Center on Google Drive to download resources and files reviewed in this section. For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

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

Images should use natural light and be simple compositions that are free from clutter. People should appear engaged and natural.

Avoid medical scenes that look technical or feel cold or scary. Photos should be professionally shot and of the highest quality. They should capture isolated moments in time.

Do not use AI-generated imagery, even for internal documents. It is not sophisticated enough to convey authentic human connections.

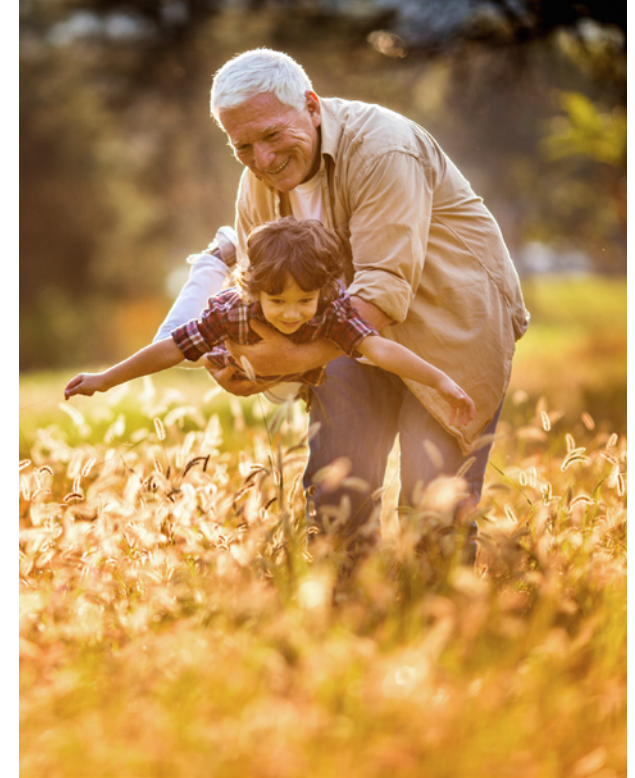




Shows an authentic connection



Feels agnostic of place



Incorporates natural light, either from the outdoors or in a way that does not feel like a studio



Captures a moment in time



Captures emotion and real human connection



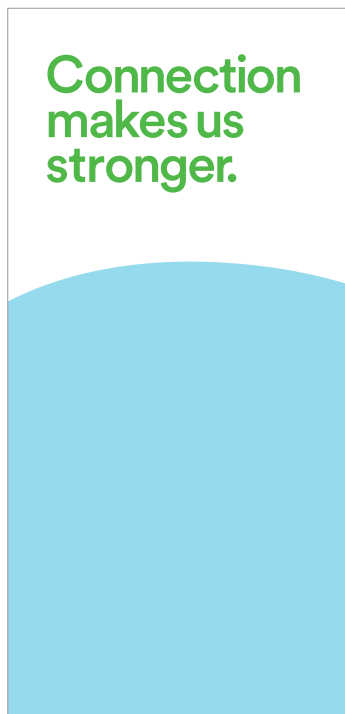
Depicts a medical scene that's warm and inviting

Our visual system uses a is driven by typography combined with images and masked photography. It also incorporates the sweep, a graphic element that adds visual interest when photography may not be available or suitable. This system of components is available to use for marketing communications, signage, and internal-facing materials.

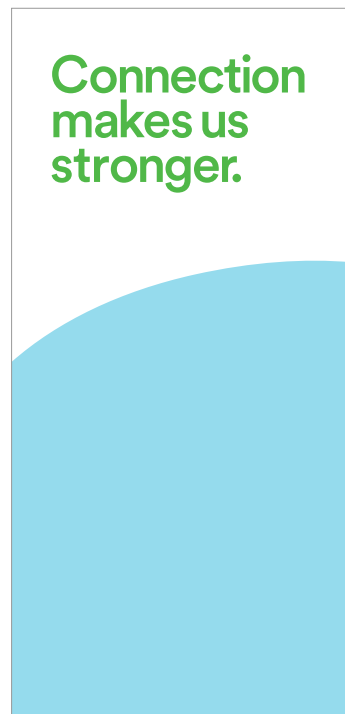
The curved image crop was created as a flexible design feature to complement the sweep and expand the visual system. The shapes are inspired by the curves found within the emblem. The curved crop is not to be used in advertising materials, but it is encouraged as an alternative to campaign photography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



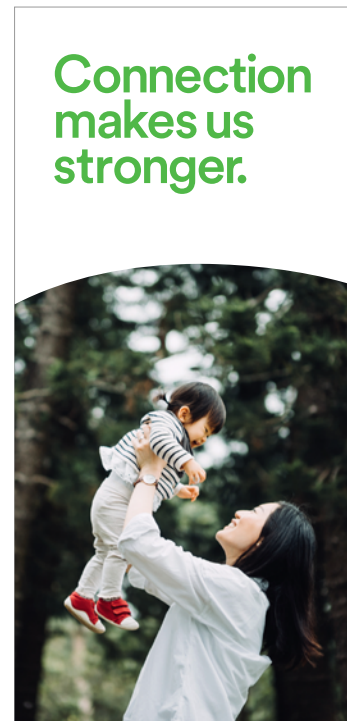
When using mask shapes, it helps to do a little bit of planning ahead. Because these shapes work in tandem with typography, it helps to figure out which mask might work best with your layout. From there, select photography that works best within the shape. Remember to build from white—and keep the design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



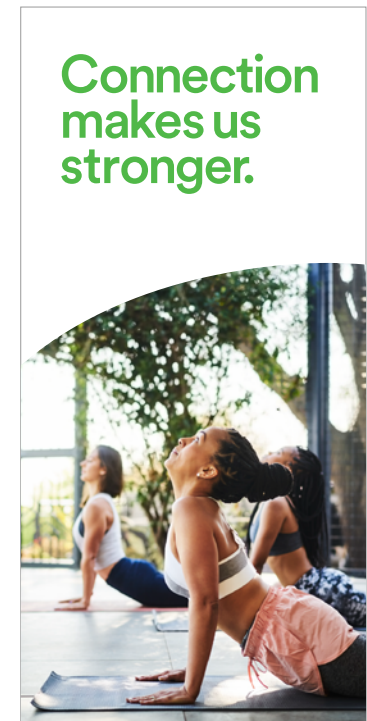
Do select shapes that are simple and allow the type and image to live in harmony together.



Do use curves with gradual slopes and arches.

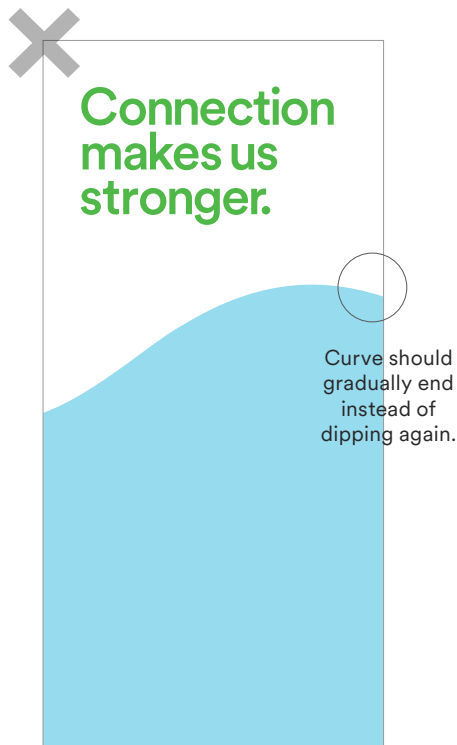


Use images that are simple and allow for space around the subject matter.



Curves or arches in the image (which echo the curve/mask) can help create a cohesive composition.

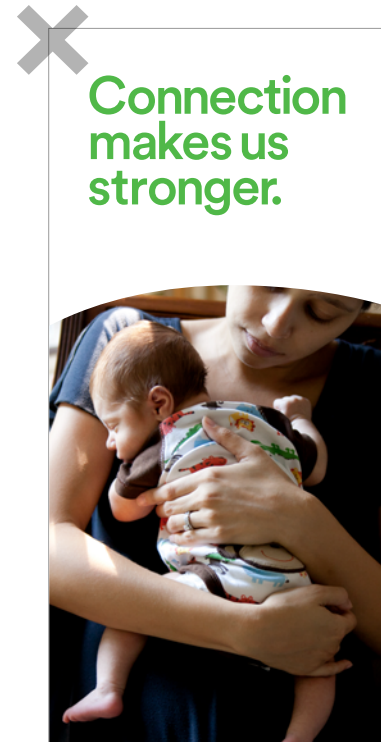
Below are incorrect uses for using curved mask shapes. While using the curved masks, it's important to keep the look feeling airy and light. Don't overcrowd the headline, and keep the white space open. Mask shapes are not allowed for use in advertising.



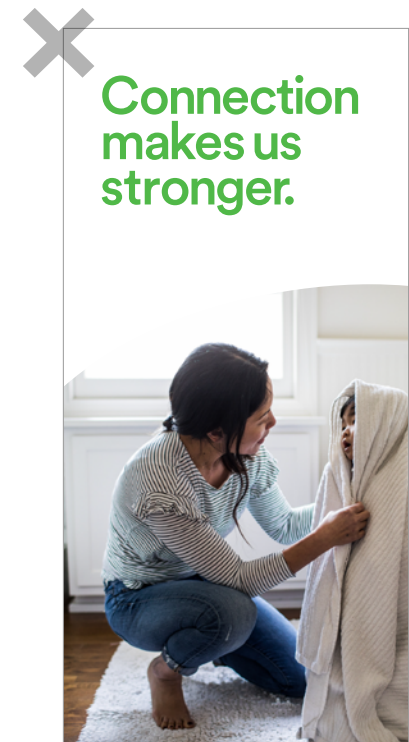
Do not use shapes that are overly curvy for the space. Smaller real estate requires the use of a simpler curve.



Do not overlap shapes with text. Typography should always appear on white.



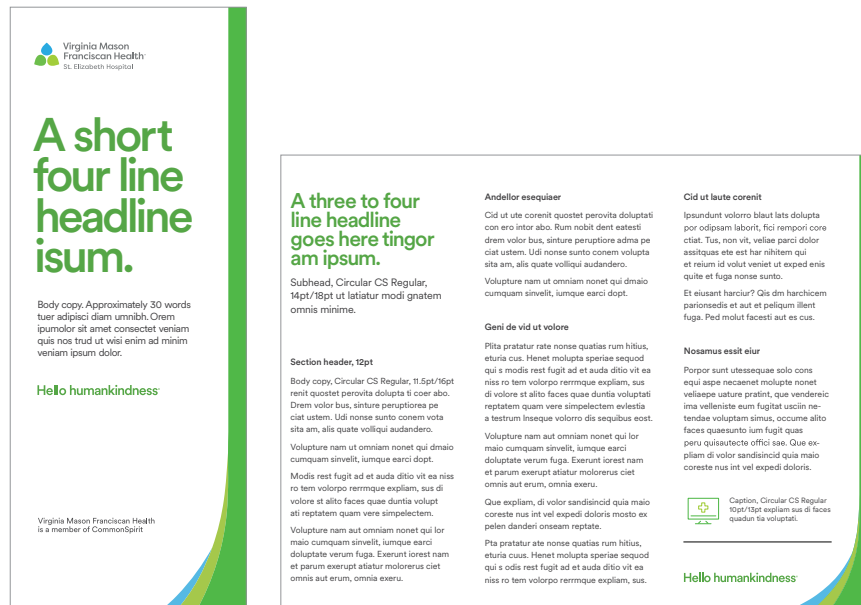
Do not crop too tightly. Allow space around the focal point.



Do not use mask images that cannot hold the shape. The shape's edge should always be visible.

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

Edge

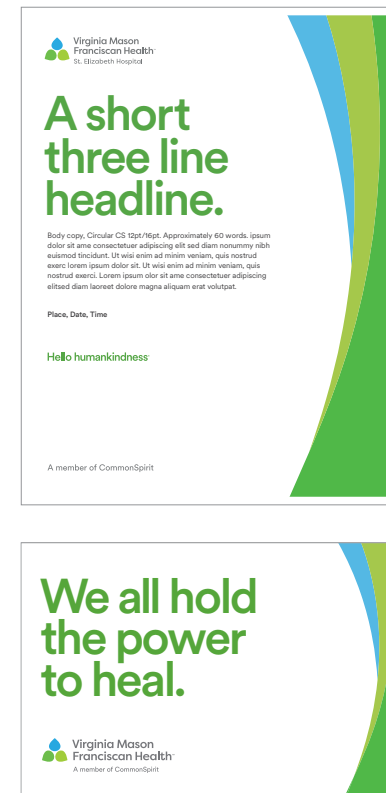


Best used in extreme vertical proportions to avoid conflicts with typography.

CMYK: 60 / 9 / 2 / 0	CMYK: 40 / 3 / 90 / 0	CMYK: 70 / 0 / 100 / 0
#55B8E4	#A2D035	#55A63A
RGB: 85 / 184 / 228	RGB: 162 / 208 / 53	RGB: 85 / 166 / 58

The sweep uses the colors above.

Flare

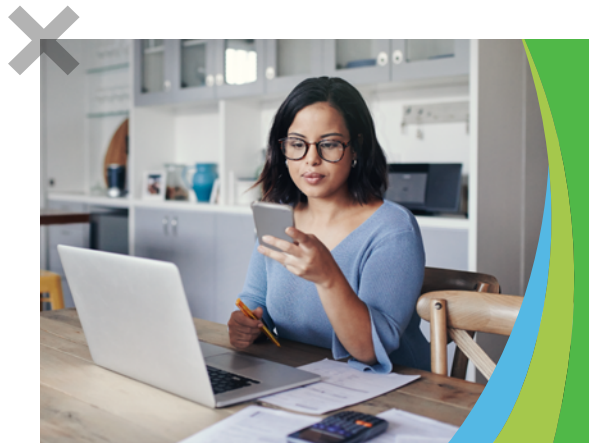


Flow

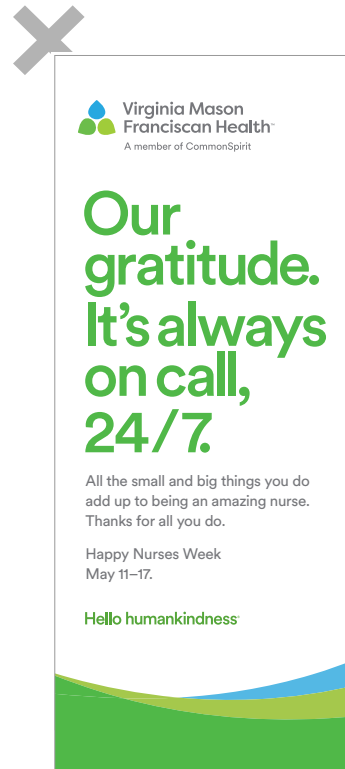


Use these two versions of the sweep in assets that have more standard vertical or horizontal proportions.

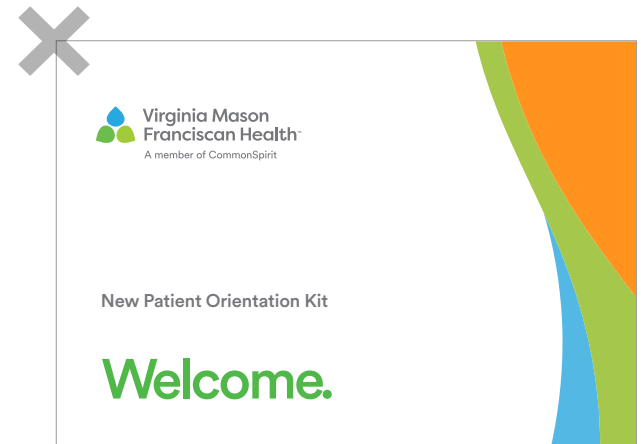
The purpose of the sweep is to serve as a tertiary visual alongside bold typographic elements. Think of it as an accent. It should never be the dominant feature in a design. Attention should be given to how many times it appears when building a series or body of work which could be seen together. Use the sweep sparingly; do not overuse it.



Do not overlay with photography. The sweep is intended to appear alongside typographic elements only.

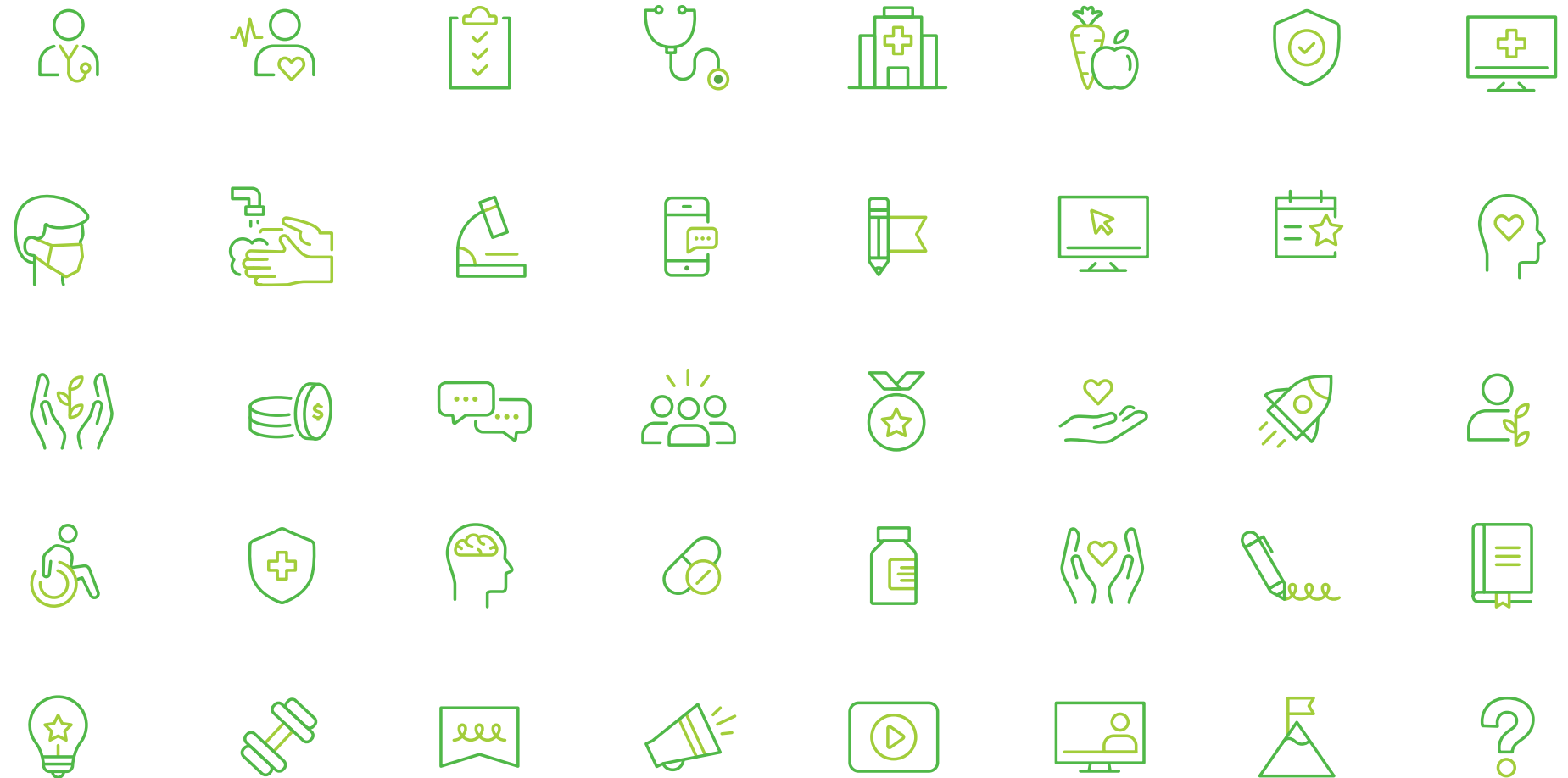


Do not use the sweep horizontally. All versions must appear vertically.



Do not alter or change the colors in the artwork.

This set of icons has been developed to expand the visual language and can be used across marketing materials.

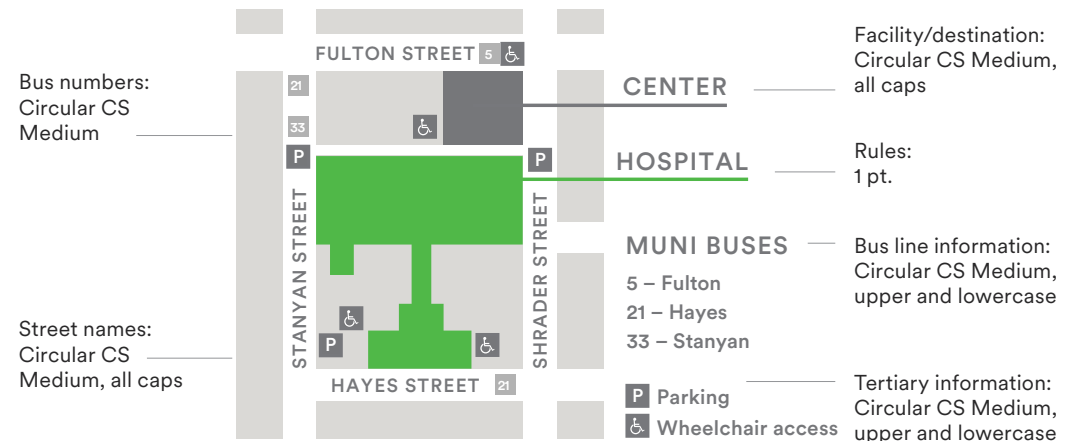


Maps are another opportunity to extend our look and feel.

Maps use the same color palette, fonts, and design principles from our identity. They should be clean and simple, offering basic transit and destination information.

Map colors should be complementary and never clash or vibrate.

The exhibit on this page represents a typical map. Circular CS is used for all map text, and rules are always set at 1 pt.



USE LOOSE TRACKING FOR MAP TEXT

Maps should use fairly loose text tracking for street names and destination text. In the example at right, we've set tracking to 65 for the street names and 58 for the facility/destination. Text tracking for tertiary information is set to 0, using uppercase and lowercase letters.



Resource Links

Logo Files, Guidelines, Templates, Icons & Image Libraries

[Brand Center on Google Drive](#)

Brand Fonts

[Circular CS Download Portal](#)

Video Guidelines

[CommonSpirit Video Guidelines](#)

Stationary and printed materials ordering:

[CommonSpirit Internal Print+ Center](#)

Branded merchandise ordering:

[CommonSpirit Brand Store](#)

Google template galleries

[Docs Template Gallery](#)

[Slides Template Gallery](#)

For questions, approvals, or special requests, reach out to the CommonSpirit Brand Team (brand@commonspirit.org).

Thank you.

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