



Endorsement Line Usage

This addendum to our Visual Identity Guidelines provides guidance for the application of our new 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 document 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).

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 logo

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 14**, 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

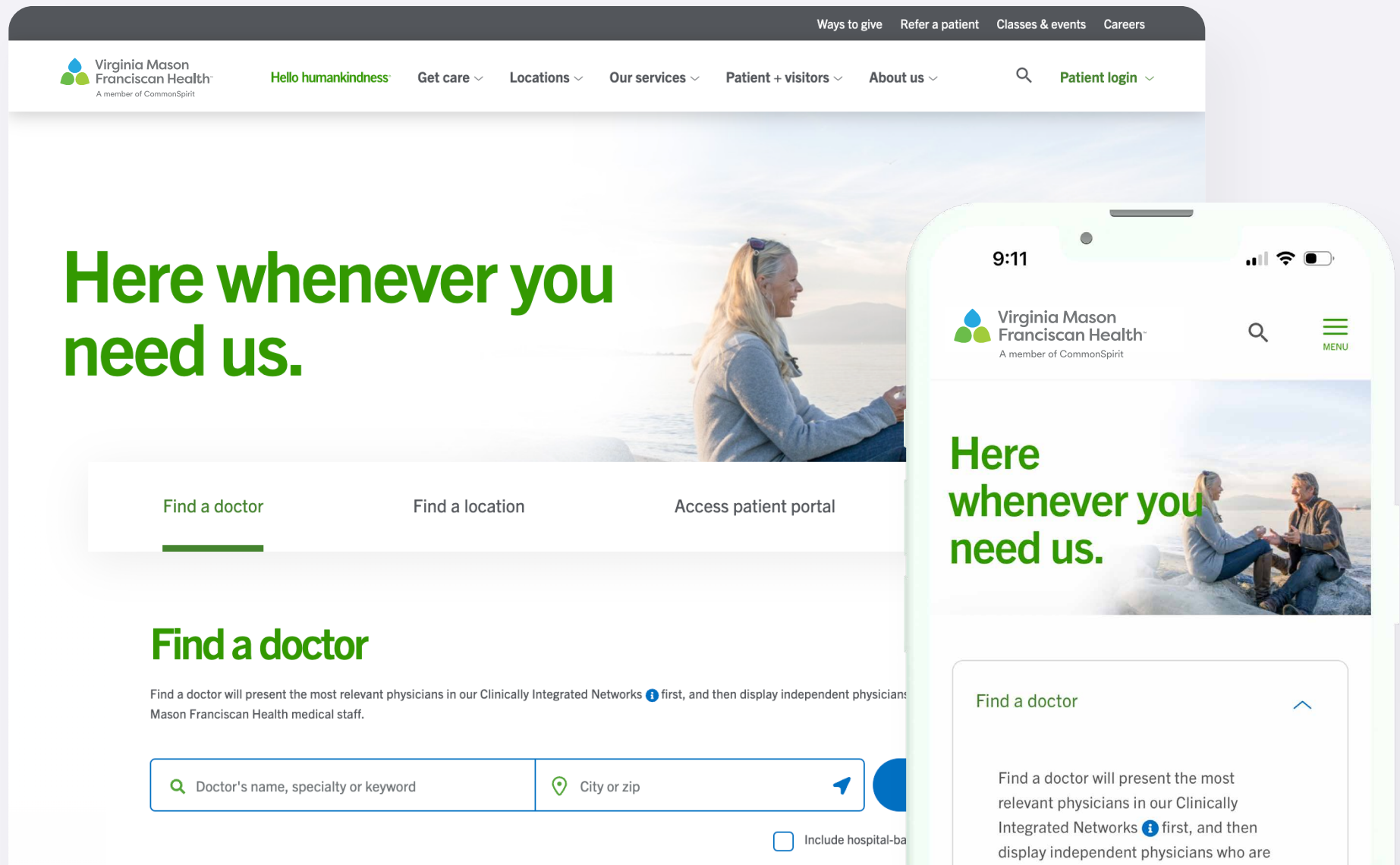
Minimum size

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.



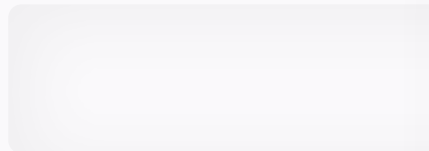
Department
Hospital Name
1234 Hospital Drive
City, ST 12345

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

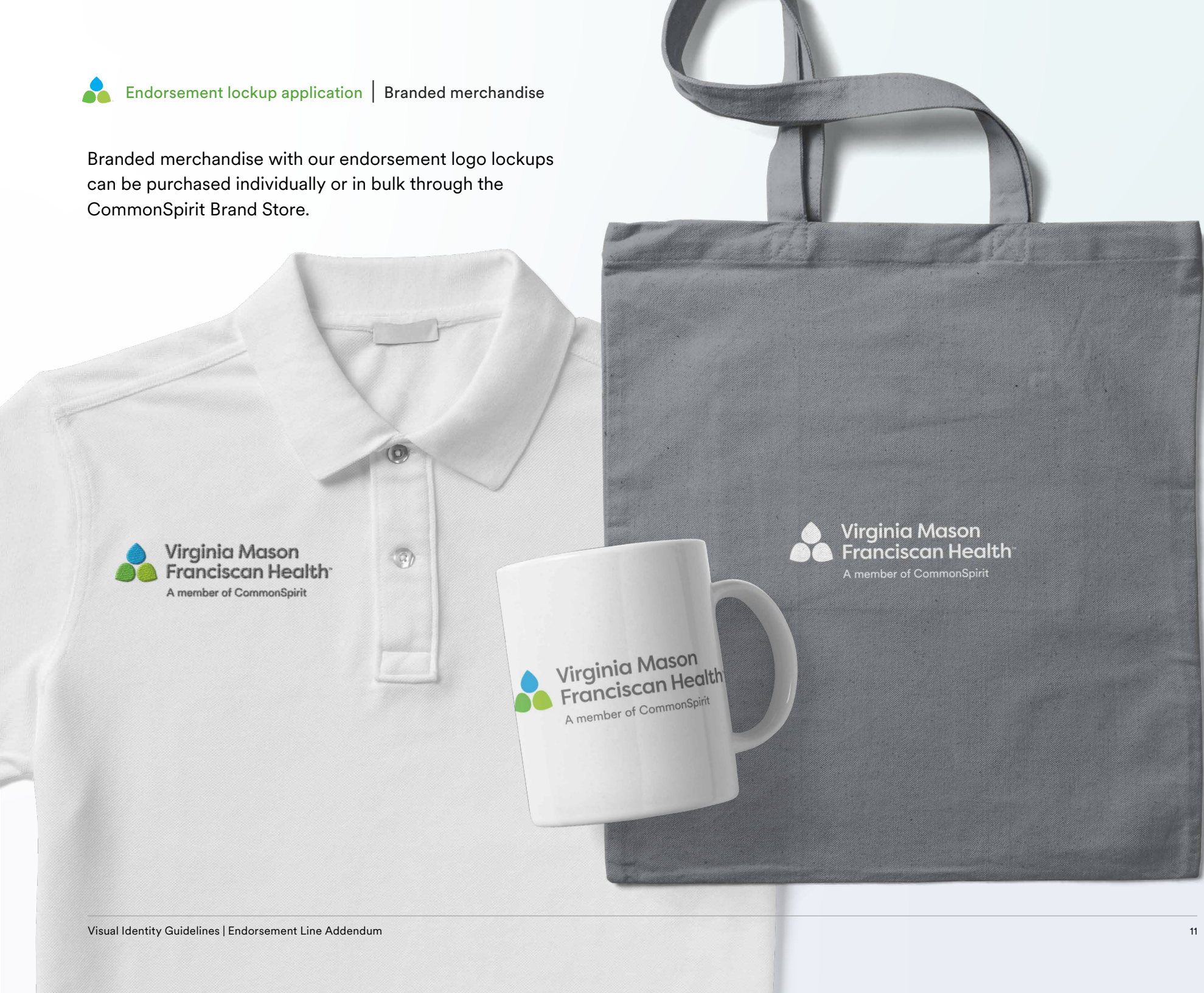
End card animations and still title cards with our endorsed logo lockups are available in the Endorsement Line Resources folder.



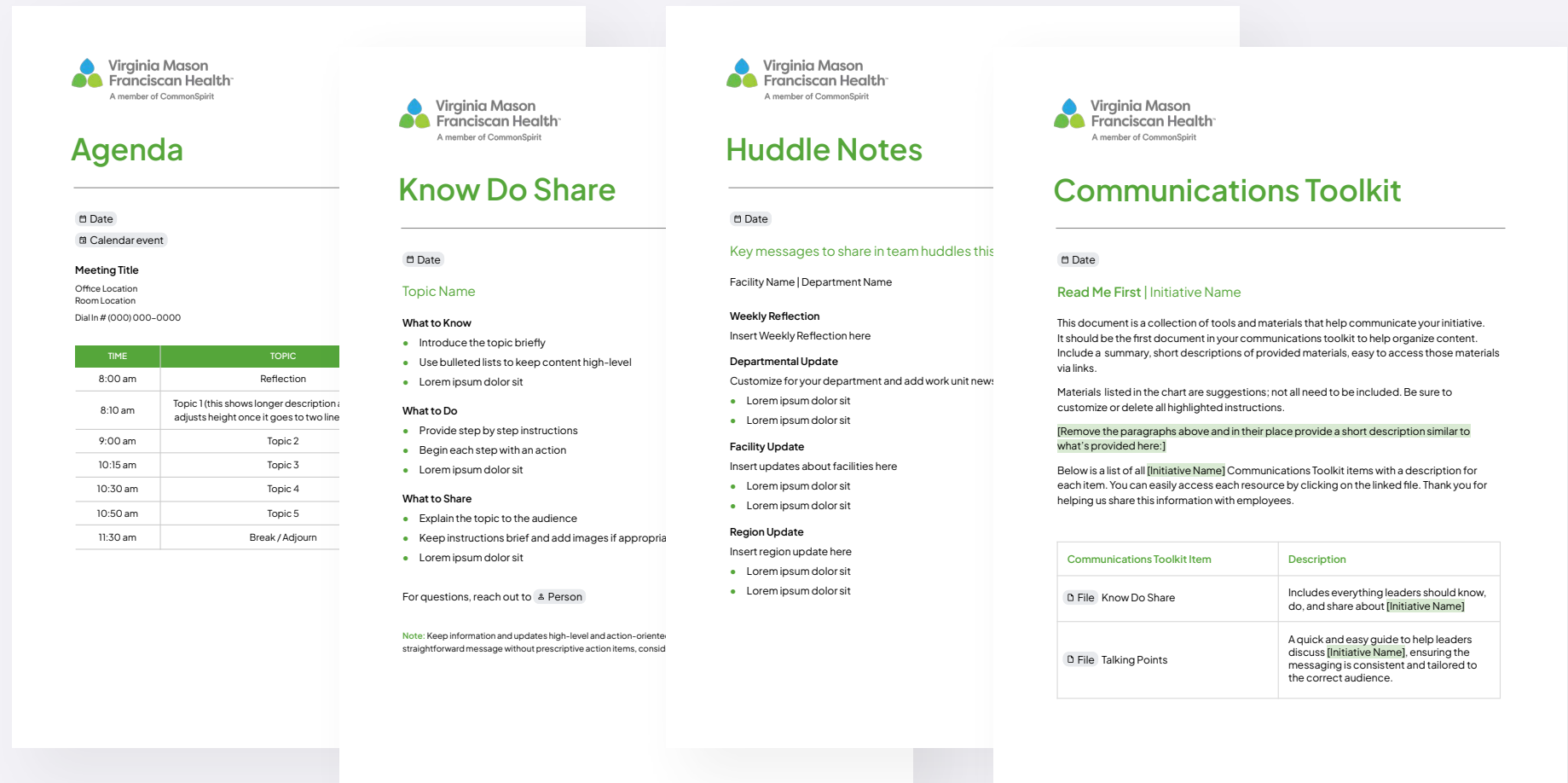
On OOH, content should be balanced to accommodate the endorsed logo comfortably. Logo lockups for use on OOH can be found in the Endorsement Line Resources folder.



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.*

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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

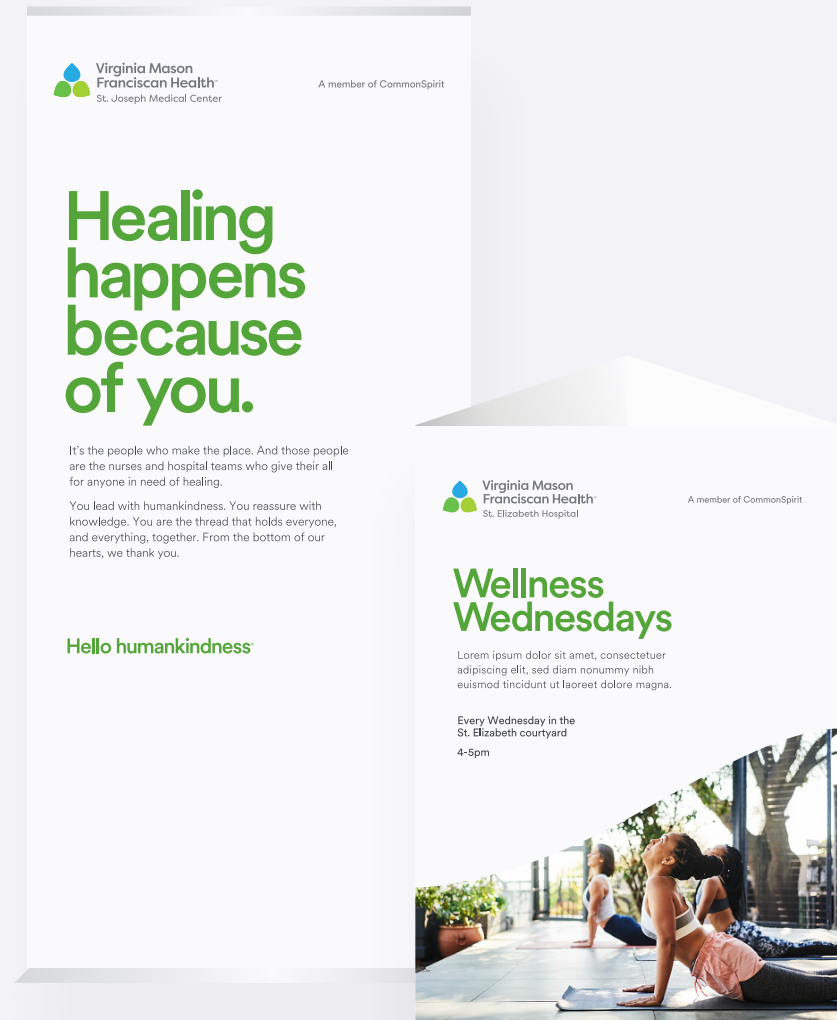
Logo & endorsement line spacing minimum



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 will be available in the Endorsement Line Resources folder in January 2025.



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.



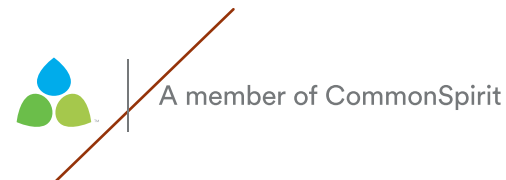
Don't add the Endorsement Line to a facility logo lockup.



Don't crowd a facility lockup by placing the endorsement line too close. Use the spacing guidelines on page 12.

~~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.



Resource Links

Endorsement Line logo lockups, templates, & other resources:

[Endorsement Line Resources Folder](#)

Endorsed Stationary and printed materials ordering:

[CommonSpirit Internal Print+ Center](#)

Endorsement branded merchandise ordering:

[CommonSpirit Brand Store](#)

Endorsed Google template galleries

[Docs Template Gallery](#)

[Slides Template Gallery](#)

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