

A black and white photograph of a young child with curly hair, smiling and running towards the camera. The background is a blurred outdoor setting.

FORWARD. FOR YOU.

SIU Brand Guide

REVISED 30 NOVEMBER 2016



SIU MEDICINE



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Our Statement of Belief



What does it mean to advance?

To innovate?

To lead?

It is the difference between simple growth and stunning achievement.

The difference between moving quickly and moving at the speed of life.

We are not big city and bright lights.

We are so much more. We are big ideas and bright minds.

We are big hearts and bright futures.

We are community and insatiable curiosity.

It is who we are and it is who we have always been.

We are simply made this way.

With every advancement, every life touched, we aim to affirm,
improve and progress human life.

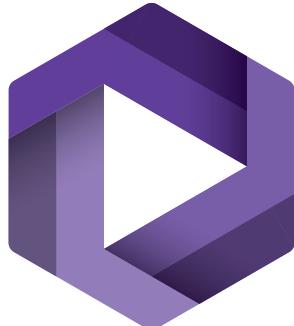
Your life. Your health. Forward.



SIU MEDICINE. FORWARD. FOR YOU.



Our Brand



- 1. FORWARD. FOR YOU. tagline in bold type.**
 - Authoritative in meaning and use of bold weight.
 - Balances personable tone with credibility and innovation.
- 2. Hexagon with forward arrow icon**
 - Science and forward movement combined.
 - Tri-part mission: research, education, and patient care.
- 3. SIU ligature**
 - Notches relate to icon.
 - Manifold font mimics rounded corners of icon.
- 4. Black and white photography**
 - Candid and warm lifestyle imagery.
 - Modern and distinct.
- 5. Purple Color Palette**
 - Conveys a wide range of characteristics: modernity, technology, etc.
 - Pops against black and white photos.
 - Ownable in the region.
- 6. Hexagon organizing system**
 - Builds directly from icon for consistency.
 - Creates distinctive memory structure.

The SIU Logo

Our logo carries with it all the connotations of the hexagon: science, strength, technology, and modernity.

Its slightly softened points reference the human touch inherent in medicine. The customized SIU ligature with its matching angles and technological feel complements the hexagon mark and reinforces our future-thinking brand.

Using three geometric, interlocking components in the logo represents our modern approach to medicine and our tri-part mission of research, education, and patient care. The addition of the center triangle further strengthens our commitment to forward movement and our tri-part mission.

The main version, displayed to the right, should only be used on 100% white, never over a color or an image.

Using the School of Medicine Logo

In almost all instances, use the new SIU Medicine logo. The SIU School of Medicine logo should only be used in communications that are related directly to students, residents, fellows, and/or alumni. For guidance, please contact SIU Medicine Marketing.

Using the Logo with the Tagline

The tagline should only be attached to the logo in the formats specified to the right. Do not alter the size or placement of the tagline in relation to the logo mark. The tagline should not be attached to departmental logos.



The SIU Logo

Clear Space and Minimum Size

Maintaining a prescribed amount of clear space around our logo whenever possible allows our brand to shine and gives the logo presence.

The minimum allowable clear space is a measurement of 2X on all sides, where X is equivalent to the height of the word mark.

Minimum sizes are set for each version of the logo and are intended to ensure its clear representation in print and digital media.

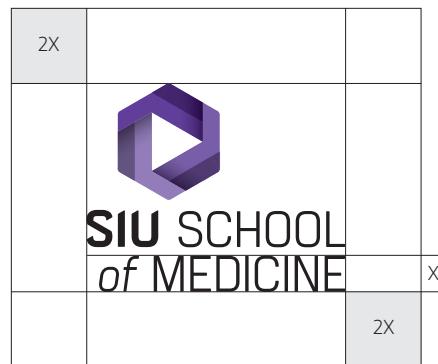
SIU Medicine Logo



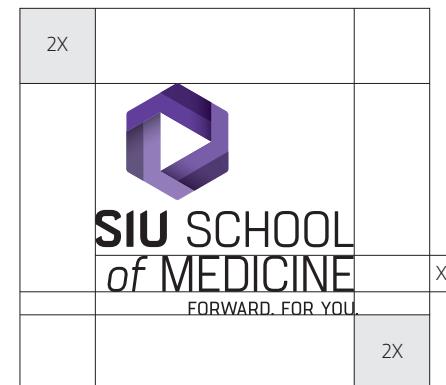
SIU Medicine Logo with tagline



SIU School of Medicine Logo



SIU School of Medicine Logo with tagline



The SIU Logo

Logo Color Variations

In some instances, it may be necessary to reproduce the logo in only one color. Use the variations displayed to the right for these purposes.

When the positive 1-color version is used, the only acceptable colors are black or PMS 266.

The logo can be reversed out of either solid black or solid PMS 266. It should never be reversed out of any other color or out of an image.

1-COLOR (BLACK OR PMS 266)



SIU MEDICINE



**SIU SCHOOL
of MEDICINE**

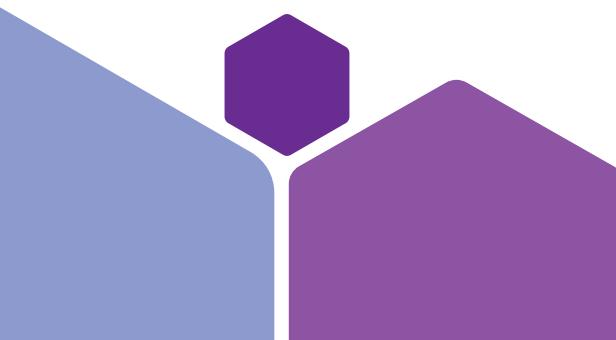
REVERSED



SIU MEDICINE



**SIU SCHOOL
of MEDICINE**



The SIU Logo

Alternate Horizontal Versions

In rare instances, it may be necessary to use an alternate horizontal version of the SIU logo. Some examples are specialty items such as pens and extreme horizontal applications such as light pole banners.

Whenever the horizontal logo version is used, all of the same clear space rules apply as they do for the main logo. Use the minimum sizes specified to the right.

The same logo color variations listed on page 7 are also available for the horizontal logos.



MINIMUM HORIZONTAL LOGO SIZES



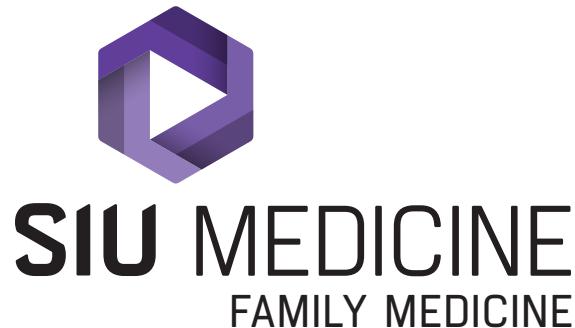
The SIU Logo

Departmental Logos

Some departments of SIU Medicine may have their own logo with the full department name set below the SIU Medicine word mark.

RULES FOR USE

- Never modify the logo for your department.
- On a one-page communications piece, only one logo may be used: the main logo, the tagline logo, or the departmental logo.
- On multi-page pieces, more than one logo may be used. For example, on a brochure, you may choose to use the departmental logo on the front cover and the main or tagline logo on the back cover.
- Follow the same rules for minimum clear space and size as for the tagline logo version, listed on page 6.



EXAMPLE Departmental logo, one line



EXAMPLE Departmental logo, two lines

The SIU Logo

Incorrect Usage of the SIU Logo

The SIU logo set was designed with careful consideration for graphic nuances. No alterations should be made to any logo lockup at any time. Always use approved electronic artwork obtained from SIU Medicine Marketing.

To the right are some examples of incorrect logo usage.

- Avoid changing the size of the hexagon symbol in relation to the text.
- Avoid using the word mark by itself.
- Avoid changing the colors of the logo.
- Avoid altering the placement of logo elements within the logo lockup.
- Avoid using a different typeface for the word mark.
- Avoid altering the proportions of the lockup.
- Avoid using the hexagon symbol by itself.



Brand Colors

The Importance of Color

Color is, simply put, the single strongest identifier of a brand. SIU uses a sophisticated palette of purple tones that signifies modern technology and medicine. By using the same colors on all of our communications materials, we create an important impression of consistency that is essential to reinforcing our brand.

The varied palette of purples creates a strong impression of color in the consumer's mind while at the same time reflecting the dynamism of our multi-faceted organization. By introducing many shades of purple, we can create visually interesting communications pieces that also reinforce purple as **our** brand color.

Primary, Secondary, and Accent Colors

Our primary purple, PMS 266, is used in our logo. Large, top-level headlines should always appear in PMS 266.

The secondary colors, PMS 2603 and PMS 2098, may be used in smaller headlines, pull quotes, callouts, and text boxes to add interest to marketing pieces. These colors are specified to create variations in color palette that allow for a more dynamic visual presentation.

The accent colors are mainly used in hexagon clusters and appear in the dynamic hexagon graphic element. See the section titled "The Hexagon" starting on page 18 for more details on how to use these colors. These colors are additionally used to add interest to graphs, charts, and other illustrative elements. Avoid using other colors for these elements to keep our brand palette strong.

PRIMARY



266

PMS 266 C
PMS 266 U
CMYK-C 76-90-0-0
CMYK-U 50-61-0-0
RGB 104-71-141
HEX 68478D

SECONDARY



2603

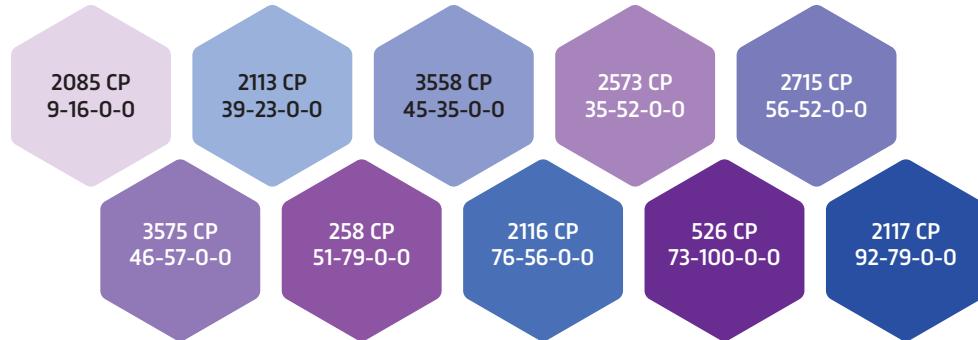
PMS 2603 C
PMS 2603 U
CMYK-C 66-92-0-0
CMYK-U 54-81-0-0
RGB 112-32-130
HEX 702082



2098

PMS 2098 C
PMS 2098 U
CMYK-C 88-86-0-0
CMYK-U 71-74-0-0
RGB 76-65-132
HEX 4C4184

ACCENT COLORS



Brand Colors

On-screen Colors

Our brand colors are just as important on a digital screen as they are in a printed piece. To maintain color consistency, use the RGB builds to the right when designing marketing materials for on-screen viewing, such as a Powerpoint or other presentation, online advertising, or website graphics.

PRIMARY



SECONDARY



ACCENT COLORS



Website homepage example

Typography

Primary Typeface

Our primary typeface for communications materials is the Trasandina family. Trasandina is a versatile, modern sans with a technological edge that also features humanistic elements which make it friendly to the reader. It complements our logo wordmark while allowing the wordmark to remain distinct.

The family includes nine weights, but the five listed to the right, along with their italics, will be sufficient for most applications.

Trasandina

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 % & @ * (. , # ! ?)

BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 % & @ * (. , # ! ?)

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 % & @ * (. , # ! ?)

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 % & @ * (. , # ! ?)

BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 % & @ * (. , # ! ?)

Typography

Below are general guidelines for using Trasandina in communications materials. These are not comprehensive but are intended to guide the usage of type in composition.

Whenever possible, introduce a baseline grid to create a flexible yet cohesive grid structure for the document. This is especially important in materials that feature extensive text combined with graphic elements.

HEADLINES

Headlines should almost always be set in Trasandina Black, in PMS 266 when possible. In general, headlines paired with body copy should be about 30-40% larger than the body copy size. Subheads may be set in all caps.

BODY COPY

Body copy is the basis for any baseline grid. Use the size and leading of body copy to determine the size of the rest of the text elements. Most body copy should be set in Trasandina Book, between 9pt and 11pt, depending on the audience. When reversing type out of a colored background, increase the weight to Regular or above.

Body copy should almost always be 100% black. Only small areas of bolder text can use another color while remaining easily readable and clean in both print and digital media.

PULL QUOTES AND CALLOUTS

The hexagon element functions a simple but strong focal point for a pull quote when combined with the heavier italic weights of Trasandina. Aim for shorter phrases that take up no more than five lines, centered vertically and horizontally in the hexagon. Type should look proportional to the shape.

For longer pull quotes and callouts, use lighter weights of Trasandina at larger sizes to differentiate these blocks from any headlines.

LARGE FORMAT

When using Trasandina at an extremely large size relative to the whole design, use Regular or Medium weights to prevent the text from overwhelming the composition.

Pediatric Specialty Care

At SIU Medicine, our pediatricians collaborate with and refer patients to our pediatric specialists when caring for your child's health requires additional expertise. Together, our doctors work as a team to provide compassionate, individualized care.

HEADLINE Trasandina Bold 14pt over 18pt

BODY Trasandina Book 10pt over 12pt

PULL QUOTE Transandina Medium Italic 13pt over 18pt

*Pellentesque
leo ligula, aliquam
et maximus
imperdiet.*

Get the most advanced care in the region.

HEADLINE Transandina Bold 36pt over 36pt

SIU HealthCare's team of pediatric specialists are setting the standard in caring for children's health.

CALLOUT Transandina Book 24pt over 30pt

Typography

Alternate Typeface

In some instances, the main brand font Trasandina may not be available for use due to budget constraints. In this case, the alternate free font Titillium Web, available from Google Fonts, may be used instead. Please contact the IT department to have this installed.

If you would like to use Trasandina for your marketing materials and do not already have access to it, please contact SIU Medicine Marketing about licensing costs.

Pre-Installed Fonts

For applications such as Word documents and PowerPoint presentations, it is best to use a common, pre-installed font to ensure the integrity of the text and layout. In these instances, use the Arial font family for any text. Avoid using any other pre-installed fonts except for Arial. This will maintain a level of consistency in these applications.

Titillium Web

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

Arial

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

The Tagline

Our tagline expresses our brand promise in a simple phrase and is integral to our communications.

When to Use the Tagline

The tagline may be used as part of the logo unit or as a standalone line of type. See page 5 for details on the logo unit that includes the tagline.

The tagline by itself should appear consistent across all media and should always be set in Trasandina Black, all caps, with tracking set to 0. Wherever possible, it should appear in our brand color PMS 266.

One or two lines may be used for the tagline. When using two lines, the line break must always be after the first period and never between "FOR" and "YOU."

Avoid using the standalone line with the logo unit. The standalone line may be used with the main logo or any of the departmental logos instead.

FORWARD. FOR YOU.

One line



Billboard example

FORWARD. FOR YOU.

Two lines

For prevention. For family.
FORWARD. FOR YOU.



Brochure cover example



Photography

A consistent photography style is a key component in establishing the overall look and feel of the SIU Medicine brand. All images in external-facing marketing pieces should conform to these guidelines to reinforce the brand.

Style Guidelines

- All images should be black and white whenever possible. Convert color images to black and white as long as they meet the other criteria. The reason for using black and white imagery is to allow for bright pops of our brand colors and a cleaner tonal range when the hexagon graphic elements are overlaid (see page 19).
- Include a wide range of diversity: age, ethnicity, ability, family structure, etc.
- Choose photos that have a candid, unstructured feel to increase their authenticity.
- Photos should exude energy, happiness, and joy.
- Show movement or activity if possible.
- Select high-contrast images, or increase the contrast in flatter images to create a more dramatic impact.
- Plenty of white/light space in the composition is preferable, but darker photos can be used on occasion if they meet the above criteria.



Photography

To the right are examples of correct and incorrect photography styles. You can clearly see the differences between the side-by-side images.

Exceptions

Internally-facing materials may use color imagery. This includes flyers, newsletters, and other small, one-off pieces that are created internally. Whenever possible, black and white should still be used, but in these applications color and style may be more widely varied. Always strive for images that meet the guidelines on page 16 and coordinate with the photo examples to the right.

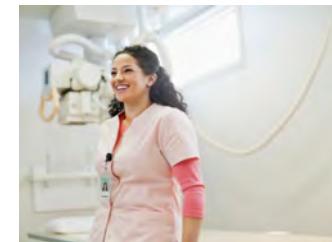
CORRECT B/W PHOTO STYLE



CORRECT PHOTO STYLE



INCORRECT PHOTO STYLE



WHY ARE THESE CORRECT?

These photos are all in black and white, with high contrast. The subjects are naturally posed, and the style is very candid. Significant white/light areas in the photos create a sense of lightness and space. Overall, the feeling is warm, happy, modern, dynamic, and engaging.

WHY ARE THESE CORRECT?

Although these photos are in color, their style and candid composition is in keeping with the requirements for black and white images. A sense of lightness and space is still present, along with the feelings of warmth and happiness from the subjects. The photos are also modern, dynamic, and engaging.

NOTE: You should never apply any large fields of color over color images. Small overlays of hexagon clusters are acceptable as long as they do not cover more than 5% of the image.

WHY ARE THESE INCORRECT?

These photos are in color, not black and white. The subjects are very obviously posed, which makes these images feel stiff and inauthentic. Additionally, there is a lack of white/light space that makes these photos appear very heavy. The overall feeling is less engaging than in the photos to the left.

The Hexagon

What bricks are to building, science is to medicine. A hexagon is used as a symbol across all branches of science for its molecular shape.

The hexagon is an efficient shape and a strong building block, forming a tight lattice when linked together—similar to the many facets of our organization that work together to form a whole. Our hexagon is softened with slightly rounded corners to add a human element to its scientific connotations.

The SIU brand depends on the consistent and judicious use of the hexagon shape to establish ownability of the shape and convey our brand promise.

The Simple Hexagon

The simple hexagon shape should be used for calling out specific information or for pull quotes. Appearing as a single shape, it generally should not bleed off the edge of the page.

It is also an effective graphic accent when combined with small bits of text.

Generally speaking, the simple hexagon should never be a dominant element in any composition; rather, it should be a supporting element used to call attention to details.

SIU Medicine pediatricians are accepting new patients.

Schedule an Appointment

Our pediatricians see patients at The Pavilion at HSHS St. John's Hospital Monday through Friday from 8:00 a.m.–5:00 p.m. To make an appointment, please call 217.545.8000.

Visit Us at Your Convenience

For non-emergency or illness-related care for your child, our walk-in clinic is available for patients from 7:30–10:00 a.m. No appointment is necessary.

SIU: For Brighter Doctors. FORWARD. FOR YOU.

Pediatric Specialty Care

At SIU Medicine, our pediatricians collaborate with and refer patients to our pediatric specialists when caring for your child's health requires additional expertise. Together, our doctors work as a team to provide compassionate, individualized care in:

- Cardiology
- Developmental/Behavioral Health
- Genetics
- Urology
- Pulmonology
- Infectious Diseases
- Hematology/Oncology
- Gastroenterology
- Plastic Surgery
- Nephrology
- Neurology
- Nutrition

Meet Our Pediatricians

Craig Butterman, MD
Presenta Bhambhani, MD
Martha de la Cruz, MD
Andrea Muthiga, MD
Samir Patel, MD
Sherry Tread, MD
Nichols Hines, MD
Tracy Milbrandt, MD

**Visit siuhealthcare.org
Call 217.545.8000**

VISIT siuhealthcare.org
CALL 217.545.8000

In this brochure, the simple hexagon is used to enhance the calls to action and contact information.

The Hexagon

The Dynamic Hexagon

Adapted from our logo symbol, the dynamic hexagon is used to add interest to images and create angular fields of color. It adds a modern feel to any composition.

When layered over an image, the dynamic hexagon ties our brand colors to our photography. It should be used to frame or highlight the subjects and/or action in the photo. It can be used with a square or rectangular image or with a hexagonal image.

Depending on the design, the entire hexagon may be visible, or parts of it may bleed off the edge of the page. Blown up extremely large, it may simply add an angled band of color to an image.

When used by itself, extra-large and in an abstracted manner, the hexagon shape adds dynamic angles and intense fields of brand color to the page.

The dynamic hexagon may be rotated in increments of 120° if necessary to feature a certain color. Do not change the color or opacity of the dynamic hexagon. The points of the hexagon should always face up and down, never side to side, and the center triangle shape should always point to the right.

Hexagon Clusters

Groups of interlocking hexagons can be employed as a graphic accent that reinforces the ownability of the hexagon as our brand shape. These clusters are useful for filling negative space. They can also be added as an additional layer over an image or over the dynamic hexagon.

In general, groups of three hexagons work well together for most applications. They may or may not bleed off the page. In certain instances, lines or larger groups of hexagons can be an effective layout tool, but avoid overuse of more than three hexagons together.



The dynamic hexagon applied within a cropped, hexagonal image on a brochure cover. The center arrow frames the women's faces, highlighting their emotion, and also creates a sense of forward movement that encourages the reader to open the brochure.



The dynamic hexagon applied at an extreme size within a rectangular image, resulting in a strong, angular band of color.



USING OPACITY WITH HEXAGON CLUSTERS

Here, hexagon clusters appear with the dynamic hexagon over a rectangular image. When used over an image or other graphic element, the opacity of the cluster should be reduced to 70–80%. This creates a layering effect. When used alone over a white background, the clusters should be 100% opaque.

The Latest in Managing Your Child's Health Online
SIU Medicine offers parents the ability to manage their child's healthcare online through the Follow My Health patient portal. The proxy feature gives you access to the records of your minor children from birth through age 17. You can use this feature to communicate with physicians and staff on your behalf by requesting appointment reminders, scheduling, and viewing lab and test results.
In the state of IL, anyone age 17 or over has protected minor status, which means they have the right to privacy, even as a dependent. For this reason, SIU Medicine is not enrolling children between the ages of 12-17.
To register, you will need to verify your photo ID in person with the receptionist and then complete the steps delivered to you via email.

Follow My Health
ONLINE PATIENT PORTAL
Sign up online now at siuhealthcare.org

SIU MEDICINE PEDIATRICS
The Pavilion at HSHS St. John's Hospital
301 N. 8th Street, 4th Floor
Springfield, IL 62702

Schedule an Appointment
Monday–Friday 8:00 a.m.–5:00 p.m.
Call 217/545-8000

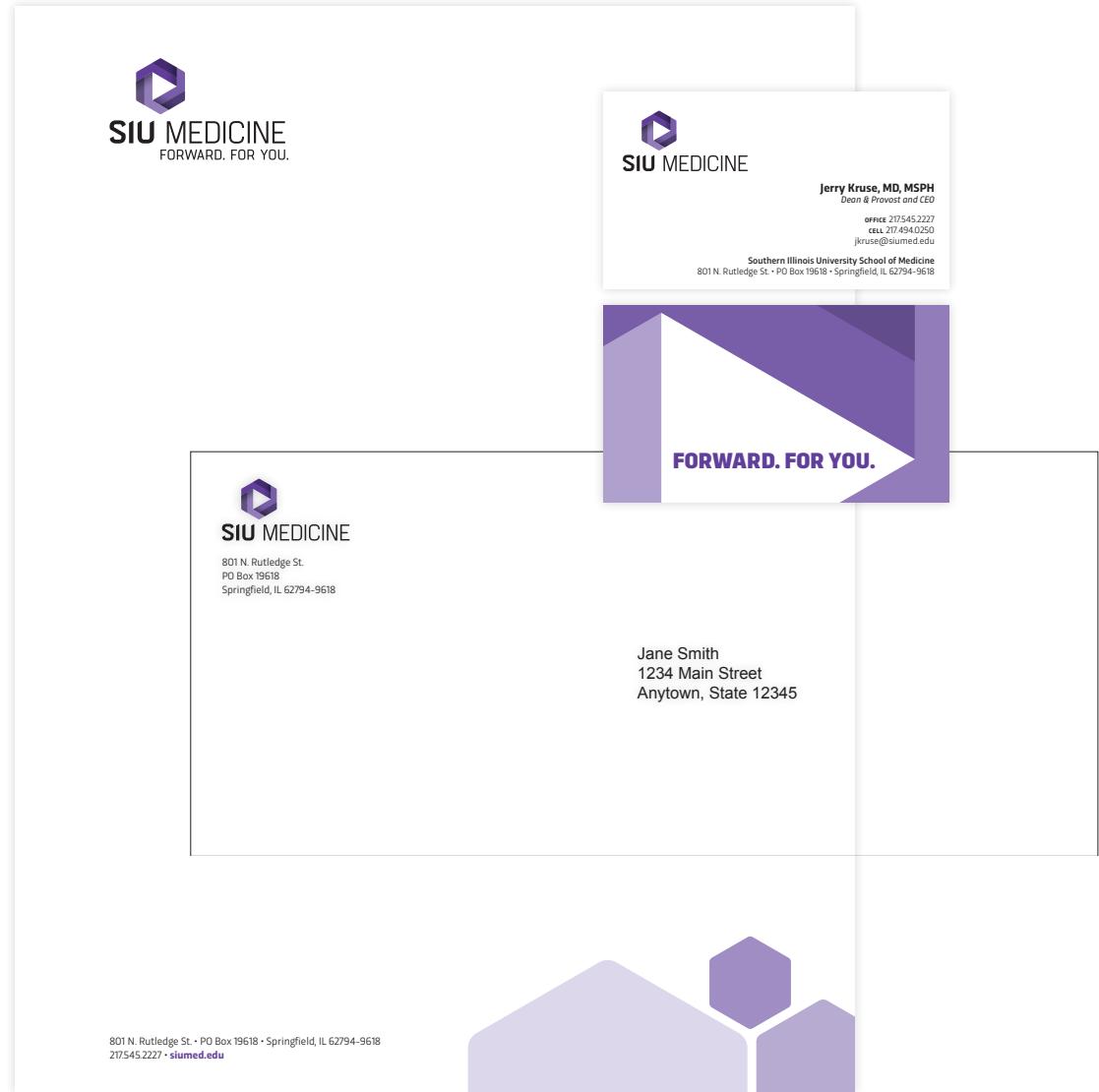
Visit Our Walk-in Clinic
Monday–Friday 7:30–10:00 a.m.
No appointment necessary.

Here, the dynamic hexagon creates a field of color for holding text in the upper portion of the composition, while the simple hexagons create a focal point in the middle right.

Marketing Materials

Stationery

Business cards, letterhead, and envelopes are cleanly designed and feature our most recognizable brand elements. To order stationery, please contact the SIU Print Shop.



Marketing Materials

Departmental Letterhead

Certain departments may have letterhead that features the names of staff members. Word templates for these departments are available from SIU Medicine Marketing.

Staff names are set in Arial Regular 6pt. Subheads in the list of names are set in Arial Bold 6pt. The top of the list aligns with the top of the SIU logo.

The address line is set in Arial Regular 7.5pt, and the website appears in Arial Bold 7.5pt in our brand purple. The RGB value for our purple is 117R 59G 189B.

Avoid using any other fonts for the list of staff or the address lines.



ABOVE A lengthy list of staff names
RIGHT A shorter list of staff names



Marketing Materials

Collateral Pieces

All collateral pieces should conform to the brand standards laid out in this guide. Contact SIU Medicine Marketing with questions or requests for references and examples

APPROVAL PROCESS

SIU Medicine Marketing will approve all public messages, including, but not limited to, advertising, signage, and billboards.



EXAMPLE Family Medicine 6x9 trifold brochure cover and interior spread



EXAMPLE Pediatrics billboard



EXAMPLE Pediatrics print ad

For their future. For trust.
FORWARD. FOR YOU.





**For more information, please
contact SIU Medicine Marketing.**

Shelly Dowell

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