GRAPHIC STANDARDS

THE UNIVERSITY OF ARIZONA
Health Network
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The Importance of Brand Identity

In today’s marketing environment, introducing and nourishing a strong health care brand is critical to the long-term success of The University of Arizona Health Network. Every day, we seek out brands that can be trusted, brands that instill confidence and brands that deliver on expectations and promises.

A Strong Brand

• Introduces a clear, consistent image to all audiences
• Shapes and reinforces perceptions of the institution
• Channels desires and motivates action
• Defends against competitive activity
• Becomes an extremely valuable asset that must be carefully managed, protected and defended

To our various audiences, The University of Arizona Health Network brand is intended to represent a special relationship between patient care, research and education and the powerful community service everyone associated with the institution strives to deliver. This brand also represents our values of personal responsibility, respect for self and others, innovation through teamwork, dedication to caring and excellence in customer service to become the region’s premier health provider.

As this institution continues to invest in building The University of Arizona Health Network brand, it is critical that all graphic elements designed to support it be used with consistency and unerring accuracy. These graphic standards have been created to set guidelines and standards for proper usage, including specifications for application on commonly used materials such as forms, stationery, paid advertising and Microsoft PowerPoint presentations.

The Official Brand Name

The name of the institution is, The University of Arizona Health Network.

• In all communications, apart from the exceptions that follow, the only acceptable use is, “The University of Arizona Health Network.” All other ways of referring to this institution are unacceptable. i.e. UAHN, Arizona Health Network.
• UAHealth is acceptable usage only when referring or directing to the enterprise website UAHealth.com.
• In internal written communications, “the Health Network” may be used as a second reference, but only if the institution’s full name, The University of Arizona Health Network, has been used first.
• When referring to a building or location, the name The University of Arizona Medical Center will be substituted for The University of Arizona Health Network.
• In internal written communications, “the Medical Center” may be used as a second reference, but only if the institution’s full name, The University of Arizona Medical Center, has been used first.
• The legal name of the institution is “UA Healthcare.” This name is to be used in legal documents only.

Using The University of Arizona Health Network Brand in Text

The only acceptable use of the institution’s name is “The University of Arizona Health Network.” Neither UA Healthcare nor any variation of the name should be used in text, unless associated with legal purposes as outlined above. The terms UA Healthcare, UMC, University Medical Center, UPH, UPH Health Plans, University Physicians’ Hospital, University Physicians’ Healthcare and all associated clinics and entities will no longer be used. The University of Arizona Health Network or The University of Arizona Medical Center will be the only acceptable names. When referencing a name with location or entity it should be written stylistically as: “The University of Arizona Medical Center-University Campus”
Logo Specifications

Colors
The logo is comprised of 3 colors. When printing in full color, please use the color breaks listed here as these color breaks are based on the Pantone Color Bridge System® 2010. The RGB and HTML values are also listed for any digital or web applications.

A circular field of white must always be applied behind the color version of the seal, whether it’s by itself or locked-up with an entity name, thereby allowing good contrast of the circular type in the seal.

Fonts
The font used to create The University of Arizona Medical Center, The University of Arizona Health Network and The University of Arizona Cancer Center is Friz Quadrata - medium. The font has been typographically altered for design reasons and should never deviate. Below are just a few examples of how the typography was altered.

When the Medical Center or Health Network logo is used with a secondary entity or location listed under the line rule, it will be in the Futura - medium font.
Logo Specifications
Diamond Children’s

Colors
The logo is comprised of 3 colors. When printing in full color, please use the color breaks listed here as these color breaks are based on the Pantone Color Bridge System® 2010. The RGB and HTML values are also listed for any digital or web applications.

Fonts
The font used to create The University of Arizona Medical Center has been typographically altered for design reasons and should never deviate (see page 5). The font use to create Diamond Children’s is Terfen’s Bold.

There should never be a secondary entity or location listed under Diamond Children’s.

In very few cases the logo can be used without the kite and clouds for things like hospital lanyards or a pen, where the kite would be too small for reproduction.

Kite and Clouds Art
The kite and clouds can be used alone on items like athletic jersey’s or to create items such as an enamel pin. Do not break up the kite and two clouds, or use the kite alone or clouds alone.
Clear Zone - Horizontal Logo
When placing the logo next to copy or other logos please use the recommended clear zone around the perimeter of the logo. The clear zone is based on the width and height of the first “A” in the word Arizona.

This logo should never be formatted into a vertical version. Should the horizontal logo not fit a specific application because of its length, the text alone can be used without the kite.

The horizontal logo should never be reproduced smaller than 1” in width.

Brand Logotype - Incorrect Usage
Below are just a few examples of incorrect usage of the logo.
1. DO NOT distort the logo or change its shape.
2. DO NOT modify the type font.
3. DO NOT introduce color change.
4. DO NOT use the kite & clouds alone.
Logo Specifications

Health Plans

Colors

The logo is comprised of 3 colors. When printing in full color, please use the color breaks listed here as these color breaks are based on the Pantone Color Bridge System® 2010. The RGB and HTML values are also listed for any digital or web applications.

Fonts

The font used to create The University of Arizona Health Plans is Friz Quadrata - medium. The font has been typographically altered for design reasons and should never deviate.

When the Health Plans logo is used with a specific group listed under the line rule, it will be in the Futura - medium font. However, for giveaways and signage, you can enlarge the font size below the line to match the height of the “H” in the word Health for better visibility. Please note that you will have to use font type Futura - Medium Condensed when applying this rule to UCA (HMO SNP).

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 281</td>
<td>cmky coated - 0.0.0.100 cmky uncoated - 0.0.0.100 RGB - 44.42.41 HTML - 2C2A29</td>
</tr>
<tr>
<td></td>
<td>PMS 200 cmky coated - 3.100.70.12 cmky uncoated - 3.86.62.9 RGB - 186.12.47 HTML - AB0520</td>
</tr>
<tr>
<td></td>
<td>1-color Black option</td>
</tr>
</tbody>
</table>

The white (reversed) logo can be used on any dark background as long as there is good contrast between the logo and the background.
Logo Specifications
Health Plans - Maricopa

Colors
The logo is comprised of 2 colors. When printing in full color, please use the color breaks listed here. Please use the Purple (Pantone 2725) for one-color option if two-color is not feasible, or use black. These options only apply when printing on a white background. Do use the screened logo whenever possible. Only use the outlined version when screening is not an option. Use the black logo to print on colored paper.

Orientation
The Maricopa Health Plan (MHP) logo has two orientations. Always use the vertical orientation unless space/design does not allow. The tagline “Count on us to care.” Should always be included unless space does not allow.

Fonts
The font used to create Maricopa Health Plan is Garamond. Please note that the “P” in MARICOPA has been altered. The font used to create “managed by” is Futura font - Medium Oblique. The University of Arizona Health Plans is Friz Quadrata - Medium.

Printing on Backgrounds (one color)
The white (reversed) logo can be used on any dark background as long as there is good contrast between the logo and the background.

Minimum Size
Legibility is crucial to establish a strong identity. The logo should not be any smaller than .875" W X 1.269" H.
Clear Zone - Horizontal Logo
When placing the logo next to copy or other logos please use the recommended clear zone around the perimeter of the logo. The clear zone is based on the width and height of the first “A” in the word Arizona.

Space Constraints - Horizontal Logo
It is important to maintain proper spacing for different configurations of the logo. If The University of Arizona Medical Center or Health Network type is used in conjunction with the seal, that type must be centered top to bottom with the seal. You may use the text alone without the seal, but it must be vertically centered.

When using a 3 line logo with a rule, the rule must be centered between the bottom of Medical Center or Health Network and the entity or location. The line will extend the length of The University of Arizona and stop at the edge of the last “A” in Arizona.

If either logo has an entity or clinic listed under the line rule, then the entire type block must be centered top to bottom with the seal.

The space between the seal will be the width of the first “A” in Arizona.

The Medical Center or Health Network logo can be vertically centered for certain applications, but it is recommended to use the horizontal version when possible.
Clear Zone - Vertical Logo
When placing the logo next to copy or other logos please use the recommended clear zone around the perimeter of the logo. The clear zone is based on the width and height of the first “A” in the word Arizona.

Space Constraints - Vertical Logo
The Medical Center or Health Network logo can be vertically centered for certain applications, but it is recommended to use the horizontal version when possible. You may use the text alone without the seal, but it must be vertically centered.

When using a 3 line logo with a rule, the rule must be centered between the bottom of Medical Center or Health Network and the entity or location. The line will extend the length of The University of Arizona and stop at the edge of the last “A” in Arizona.

The space between the seal in the vertical version will be the width of the first “A” in Arizona on its side.
Using the Seal and Logotype by Itself

The seal can stand on its own in certain applications (mainly for internal audiences).

In certain rare occasions the logotype can live by itself due to space constraints like signage (see page 39) or certain premium merchandise items like ball point pens, where the seal would not hold up to such a tiny reproduction size (see page 37).

The logotype when reproduced without the seal must be centered vertically.

The seal when used alone, must be used in its entirety, not as a partial representation.

The guidelines on the previous pages are still applicable to these 2 options regarding size, space constraints, color, etc.

Logo Specifications: Epic

Colors
The logo is comprised of 3 colors. The original red and blue colors listed above and silver. When printing in full color, please use the color breaks listed here.

Orientation
The MyChart logo is to be used on the patient portal. The HealthLink logo is to be used for the physician portal.

Fonts
The font type used to create MyChart is Shimmer font-Bold. The font type used for HealthLink is Avenir font-Ultra Light. Please note the 1.6 stroke and rounded edges.
One Color Logo Options

In addition to the logo being printed in full color, the logo may also appear in 100% black or white (reversed) or 1 color - PMS 281 for certain applications. It is always recommended to use the full color logo when possible.

Screened Seal Options

ONLY the seal may also be used as a screened watermark. The seal should never be sectioned off, but should be used in its entirety. It is recommended to either screen in PMS 281 or black at no less than 5% and no more than 10%. When screening the seal, always use the seal with the solid fill behind the caduceus, never screen the split color fill behind the caduceus.

Overall Logo and Seal Size Constraints

The horizontal logo should never be reproduced smaller than 1.75” in length.

The vertical logo should never be reproduced smaller than 1.25” in length. The seal when used by itself should never be reproduced smaller than .375” in length.

3% Screen-PMS 281
5% Screen-PMS 281

3% Screen-Black
5% Screen-Black
Brand Logotype - Incorrect Usage
To the right are just a few examples of incorrect usage of the logo.

1. DO NOT distort the logo or change its shape.
2. DO NOT modify the type font.
3. DO NOT multiply the logo in a pattern.
4. DO NOT combine the logo with any other graphic elements.
5. DO NOT introduce color change.
6. DO NOT dissect parts of the seal for separate use.

Invalid Logotypes
Below are some of the previously used logos for different entities and clinics. These are no longer to be used.
Using The University of Arizona Health Network or Medical Center logo with affiliated entities and locations.

To the right are just some of the examples of the these new entities and clinics. These logos are subject to the same specification guidelines previously outlined. At present, a wide variety of sub-brands and unique logos exist throughout our organization. In the interest of standardizing usage and creating synergy across all brand messaging, all sub-brand names and logos must be submitted to the Marketing and Communications department at 520-694-2433.

To strengthen the tie between The University of Arizona Health Network and our individual family practice locations, as well as sub-brands, The University of Arizona Health Network will be incorporated into each logotype.

SPECIFIC LOGO USE:

**Hospitals** -
The University of Arizona Medical Center with identifying locator

**Physician Offices** -
The University of Arizona Medical Center with identifying locator

**Corporate departments that support entire health network** -
The University of Arizona Health Network

**Health Plans** -
The University of Arizona Health Plans with identifying plan name (under the line)

<table>
<thead>
<tr>
<th>Previous Name</th>
<th>Current Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>UPH Hospital</td>
<td>THE UNIVERSITY OF ARIZONA MEDICAL CENTER</td>
</tr>
<tr>
<td></td>
<td>South Campus</td>
</tr>
<tr>
<td>University Medical Center (UMC)</td>
<td>THE UNIVERSITY OF ARIZONA MEDICAL CENTER</td>
</tr>
<tr>
<td></td>
<td>University Campus</td>
</tr>
<tr>
<td>North Hills Physician Offices</td>
<td>THE UNIVERSITY OF ARIZONA MEDICAL CENTER</td>
</tr>
<tr>
<td></td>
<td>North Hills Physician Offices</td>
</tr>
<tr>
<td>Health Network</td>
<td>THE UNIVERSITY OF ARIZONA HEALTH NETWORK</td>
</tr>
<tr>
<td>Arizona Cancer Center</td>
<td>THE UNIVERSITY OF ARIZONA CANCER CENTER</td>
</tr>
<tr>
<td></td>
<td>North Campus</td>
</tr>
<tr>
<td>Diamond Children's</td>
<td>THE UNIVERSITY OF ARIZONA MEDICAL CENTER</td>
</tr>
<tr>
<td></td>
<td>Diamond Children's</td>
</tr>
<tr>
<td>Health Plans</td>
<td>THE UNIVERSITY OF ARIZONA HEALTH PLANS</td>
</tr>
</tbody>
</table>
Logo Specifications

Health Plans

The University of Arizona Health Plans follow the sub-brand of the organization. However, these affiliated entities have a unique set of logos.

At present, a wide variety of sub-brands and unique logos exist throughout our organization. In the interest of standardizing usage and creating synergy across all brand messaging; all sub-brand names and logos must be submitted to the Marketing and Communications department at 520-694-2433.

These logos are subject to the same specification guidelines previously outlined.

Since the Maricopa Health Plan is only managed by The University of Arizona Health Plans this logo should NOT be altered. It may be used as a 1 color black or as a PMS 2725.

Logo Specifications

Graduate Medical Education Consortium

These logos are subject to the same specification guidelines previously outlined.
Typography
All forms, stationery and other communications should utilize two main fonts in order to keep a consistent and professional look. The fonts, Palatino and Futura and some of their visual variations are shown here. There are other weights in Futura such as medium oblique, bold oblique, extrabold, etc. Terfens bold can be used when designing communications pieces for Diamond Children’s.

When using any of these fonts, it would be recommended to purchase/download the entire family for the variety. These fonts are reserved for the Marketing and Communications Department to design different communication pieces.

Times and Arial are acceptable secondary fonts for communications like email, web and mobile apps that do not support designer fonts like Friz Quadrata, Palatino or Futura.

Palatino - roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino - italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino - bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura - book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura - book oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura - medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura - bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Terfens - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
The University of Arizona Health Network or Medical Center Theme Line
Our theme line (sometimes called a slogan or tag-line) is an expression of what The University of Arizona Health Network or Medical Center brand stands for. Our theme line, “Academic Medicine Is Smart Medicine\textsuperscript{SM}” is reserved for use in marketing and advertising materials and is NOT to be considered a component of the logo.

**ACADEMIC MEDICINE IS SMART MEDICINE.\textsuperscript{SM}**

Since each communication piece can vary in design and size the base standard is that the tag-line should always appear as one line and not stacked. It should always have a registered superscripted “SM”. Each letter should be capitalized on each word. The font should be kept as Trajan Pro Font - Bold. And like the logo there should always be a good contrast between the theme line and its background.

The font for this tag-line, including the “SM” is Trajan Pro Font - Bold.

Individual programs and service lines are disallowed from developing their own theme lines, altering or taking creative license with the existing theme line. Any theme line developed must be approved by the Marketing and Communications Department.
Email Communications

The look of your email should be professional and only have the UAMC or UAHN logo. Email professionalism greatly contributes to the perception of The University of Arizona Health Network and other services we provide.

Business emails are used for a variety of purposes – informal and formal notes, requests, invitations or documentation – and should appear professional regardless of the content. Therefore The University of Arizona Health Network has established email graphic standard guidelines.

**Use appropriate logo and name for your location. Use the UAHN logo if you work in a corporate department that serves the Network. DO NOT USE THE SEAL BY ITSELF.**

Signatures

Set up a “New Email” Signature in Microsoft® Outlook so that your name, title and contact information automatically appear within each email. In addition, set up a signature for “Replies and Forwards”, so user can easily identify your contact information.

Steps for setting up an email signature vary depending upon the version of Microsoft® Outlook. Should you not be able to setup your signature, please contact the UAHN ISS Help Desk for additional assistance.

Confidentiality/Nondisclosure Statement

Be sure to add the Confidentiality/Nondisclosure Statement to your email signature, as described to the right.

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**SIGNATURES FOR NEW EMAILS:**

Type the following information in either Times New Roman or Arial, 12 pt. font

[Your Name]
[Your Title]
[Your Department]

The University of Arizona Medical Center
Phone: [Your Phone Number]
Fax: [Your Fax Number]
Email: [Your Email Address]
www.UAhealth.com

**THE UNIVERSITY OF ARIZONA MEDICAL CENTER**

**CONFIDENTIALITY/NONDISCLOSURE NOTICE:**
This email transmission and any attachments are confidential. They may also be privileged or otherwise protected by law. If you have received this email by mistake, please reply to the sender via email or by calling the sender at the above number, and delete this message from your system. You may not copy this message or disclose its contents to anyone.

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**SIGNATURES FOR EMAIL REPLIES & FORWARDS:**

Type the following information in either Times New Roman or Arial, 12 pt. font

[Your Name]

The University of Arizona Medical Center
Phone: [Your Phone Number]
Email: [Your Email Address]
General Letterhead

The standard letterhead centers The University of Arizona Medical Center horizontal logo .5” from the top of the page. The logo should be no wider than 3.5”. Address information is listed .875” from the bottom of the page with URL listed at .3125” from the bottom. This design also works for the Health Network, Cancer Center and Diamond Children’s. See page 19.

The logo will appear in its PMS 3-color form with a .75” band of PMS 281u at the bottom topped with a 3 pt. stroke of PMS 200u.

The 1 color black seal will be screened back at 3% in the center of the letterhead and set at a 4” diameter.

Size:
8.5” x 11”

Color:
Offset printed 1 sided in 3-color
• PMS 281u
• PMS 200u
• Black

Paper:
It’s recommended that the Marketing and Communication Department review all paper samples from offset printer of choice for weight, color (white is preferred) and proper usage of said paper in laser and or color printers.

Address Information:
9 pt. Futura Light in Black

URL Information:
12 pt. Futura Book reversed out of PMS 281u band

Second Sheet Letterhead:
The option of ordering second sheet paper is available through the on-line ordering system as described below. This paper will be of exact weight as first page stationery, but will contain only a screened watermark in the center.

Stationery On-Line Ordering Program
All orders for stationery items – business cards, appointment cards, letterhead and envelopes must be placed with our licensed vendor, Alpha Graphics. Please visit https://agtodo.com/uahealth/login.php and click the “Request Access” link, follow the directions and complete form. For more specific questions please email the Marketing and Communications Department at marketing@uahealth.com.
General Letterhead - continued

To the right is example of the The University of Arizona Health Network, The University of Arizona Cancer Center and The University of Arizona Medical Center, Diamond Children's letterhead.

The logos will appear in their PMS 3-color form with a .75” band of PMS 281u at the bottom topped with a 3 pt. stroke of PMS 200u.

The 1 color black seal will be screened back at 3% in the center of the letterhead and set at a 4” diameter.

Size:
8.5” x 11”

Color:
Offset printed 1-sided in 3-color for Health Network and Cancer Center
• PMS 281u
• PMS 200u
• Black

Offset printed 1-sided in 5-color for Diamond Children’s
• PMS 179u
• PMS 2935u
• PMS 281u
• PMS 200u
• Black

Paper:
It’s recommended that the Marketing and Communication Department review all paper samples from offset printer of choice for weight, color (white is preferred) and proper usage of said paper in laser and or color printers.

Address Information:
9 pt. Futura Light in Black

URL Information:
12 pt. Futura Book reversed out of PMS 281u band
Personalized Letterhead

Only those at director level and above have the option to request personalized letterhead, unless otherwise approved. The person’s name and title will be centered beneath the logo.

The personalized letterhead will follow the same specs for general letterhead as noted on page 21.

Name Personalization:
Name - 9 pt. Future Book in Black
Title - 9 pt. Future Light in Black

Note:
Sample illustration is shown reduced from actual size.

Stationery On-Line Ordering Program
All orders for stationery items – business cards, appointment cards, letterhead and envelopes must be placed with our licensed vendor, Alpha Graphics. Please visit https://agtodo.com/uahealth/login.php and click the “Request Access” link, follow the directions and complete form. For more specific questions please email the Marketing and Communications Department at marketing@uahealth.com.
Department Specific Letterhead

The department name (Hospital Executive Office is shown as an example) The department name will be centered beneath the logo.

The department specific letterhead will follow the same specs for general letterhead as noted on page 21.

Department Name:
Dept. Name - 9 pt. Future Book in Black

Department Name with Subspecialty and Personalization:
Dept. Name - 9 pt. Future Book in Black
Sub-Specialty - 9 pt. Future Light in Black
Name - 9 pt. Future Light in Black

Stationery On-Line Ordering Program

All orders for stationery items – business cards, appointment cards, letterhead and envelopes must be placed with our licensed vendor, Alpha Graphics. Please visit https://agtodo.com/uahealth/login.php and click the “Request Access” link, follow the directions and complete form. For more specific questions please email the Marketing and Communications Department at marketing@uahealth.com.
Digital Letterhead

All letterhead designs from page 21 through page 24 can be produced as a digital letterhead option in Microsoft Word. These digital letterhead options are meant for internal printing ONLY! These files should never be used for offset printing.

Due to constraints of Microsoft Word there are some subtle design changes for the digital letterhead options for all versions.

On all versions, the watermarked seal will not be used. The top of the letterhead stays the same. The bottom changes slightly since Word can not print the blue bar to the edge, so both the blue bar and red stroke are pulled in by .125”, so therefore address information and URL information moves up by .125”.

Address/Phone/Fax Information Fields:
9 pt. Arial

Note:
Sample illustration is shown reduced from actual size.
General No. 10 Envelope

The logo is placed .375" from the top and .375" from the left edge of a standard No. 10 envelope. The address line is placed 1.125" from the top and flush left and aligned with the type in the logo.

Size:
9.5 x 4.125

Color:
Offset printed 1-sided in 3-color
• PMS 281u
• PMS 200u
• Black

Paper:
It’s recommended that the Marketing and Communication Department review all paper samples from offset printer of choice for weight, color (white is preferred) and proper usage of said paper in laser and or color printers.

Address Information:
9 pt. Futura Light in Black

ALTERNATE ENVELOPE OPTION:
For cost savings purposes, envelopes can also be printed in 1-color black or PMS 281u, through the on-line ordering program. Window envelopes are also available.

Stationery On-Line Ordering Program
All orders for stationery items – business cards, appointment cards, letterhead and envelopes must be placed with our licensed vendor, Alpha Graphics. Please visit https://agtodo.com/uahealth/login.php and click the “Request Access” link, follow the directions and complete form. For more specific questions please email the Marketing and Communications Department at marketing@uahealth.com.
Department Specific No. 10 Envelope

The logo is placed .375” from the top and .375” from the left edge of a standard No. 10 envelope. The address line is placed 1.125” from the top and flush left and aligned with the type in the logo.

Size:
9.5 x 4.125

Color:
Offset printed 1-sided in 3-color
• PMS 281u
• PMS 200u
• Black

Paper:
It’s recommended the Marketing and Communications Department review all paper samples from offset printer of choice for weight, color (white is preferred) and proper usage of said paper in laser and or color printers.

Dept Name:
9 pt. Futura Book in Black with 5 pt. leading between department name and address information.

Address Information:
9 pt. Futura Light in Black

Note:
Sample illustration is shown at actual size.

Stationery On-Line Ordering Program
All orders for stationery items – business cards, appointment cards, letterhead and envelopes must be placed with our licensed vendor, Alpha Graphics. Please visit https://agtodo.com/uahealth/login.php and click the “Request Access” link, follow the directions and complete form. For more specific questions please email the Marketing and Communications Department at marketing@uahealth.com.
Shipping Label

The shipping label is intended for packages and large envelopes that do not have The University of Arizona Medical Center printed on them.

The logo is placed .375” from the top and .375” from the left edge of the label. The address line is placed 1.125” from the top and flush left and aligned with the type in the logo.

Size:
4.5” x 4.5”

Color:
Offset printed 1-sided in 3-color
• PMS 281u
• PMS 200u
• Black

For cost savings purposes the label can also be printed in 1-color black or PMS 281u.

Paper:
It’s recommended that the Marketing and Communication Department review all paper samples from offset printer of choice for weight, color (white is preferred) and proper usage of said paper in laser and or color printers.

Address Information:
9 pt. Futura Light in Black

Note:
Sample illustration is shown at actual size.

Stationery On-Line Ordering Program
All orders for stationery items – business cards, appointment cards, letterhead and envelopes must be placed with our licensed vendor, Alpha Graphics. Please visit https://agtodo.com/uahealth/login.php and click the “Request Access” link, follow the directions and complete form. For more specific questions please email the Marketing and Communications Department at marketing@uahealth.com.
Business Card
The logo is placed .25” from the top and .25” from the left edge of the business card. Employee name, credentials and title will always appear in the .5” blue band. A 3 pt. red stroke caps the blue band. These same rules apply to the UAMC, UAHN, UACC, Diamond Children’s and Health Plans business cards, unless noted differently.

Note:
This business card is set up to include the max amount of personal information allowed. If all 9 lines of personal info are used (includes space between address and phone numbers), always start typesetting .1875” from the top. Should there be less than 9 lines of personal information, center text between the top of the card and the red stroke to provide a visual balance.

Size:
3.5 x 2

Color:
Offset printed 1-sided in 3-color

Paper:
Business Cards are printed on McCoy Silk Cover at a weight of 120. It’s recommended that the Marketing and Communication Department review all paper samples from offset printer of choice for weight, color (white is preferred).

Department Name:
8 pt. Futura Medium in PMS 281u
For Diamond Children’s use PMS 2935u

Address and Phone Information:
8 pt. Futura Light in Black

Name & Title Information:
10 pt. Futura Medium reversed out of PMS 281u and PMS 179u for Diamond Children’s. For more lengthy names, credentials and title, adjust pt. size and kerning to accommodate a 2 line format. Never change the height of the bottom band to format this info to 3 lines.
Business Card:
For the UACC business card, employee name, credentials, title and web address will always appear in the .6” blue band. A 3 pt. red stroke caps the blue band. The logo is placed .25” from the top and .25” from the left edge of the business card.

Note:
The height of the bottom blue band of the UACC business card has been slightly increased to accommodate the web address. Font type and size for the employee title and web address is Futura Medium, 8 pt.

Variations:
The UAHN logo is only to be used if you have a role that represents or services corporate wide and does not pertain to just one location. Special approval must be given in order to use the UAHN logo and can be requested through AlphaGraphics.

Note:
We do not have a business card with both UAMC and UofA logos printed together. You will need to order them separately. To order a UofA business card, you must go through the UofA’s designated process.

The Magnet logo only appears on the UAMC business card, when University Campus is selected as its locator.

Health Plans Business Cards:
For Health Plans business cards, you can order a University Care Advantage (HMO SNP) or Generic Health Plans business card from the AlphaGraphics ordering website at https://agtodo.com/uahealth/login.php. After you click on the site, you will need to request access to place an order. Note that when selecting UCA (HMO SNP), its website automatically populates under the person’s email address.
Note:
The University Care Advantage (HMO SNP) business card is one sided; however, the Generic Health Plans business card is double sided. It contains the names of all the different divisions within Health Plans on the backside of the card. The size, color, paper type, font type and font size are the same as stated above.

Maricopa Business Card:
The Maricopa business card is also double sided. It contains the names of all the different divisions within Health Plans on the backside of the card. The Maricopa business card is not set up on the website due to low necessity. To order one, you will need to call AlphaGraphics directly.

Color:
Use Pantone 2725U and Pantone 137U.

Font:
Use the same font type and font size as stated above. However, the font used in the “Maricopa Health Plan” text inside the logo is Garamond. It’s the only part of this business card that contains a different font type. Please refer to pg. 9 of this manual for more information about the Maricopa logo.

University Healthcare Group and University Family Care Business Cards:
The University Healthcare Group and University Family Care business cards are not set up on the AlphaGraphics online ordering website due to low necessity. If you would like to order one, you must first confirm with your Director and Manager and call AlphaGraphics at (520) 740-0911 to place an order.
Appointment Card

The logo is placed .25” from the top and .25” from the left edge of the appointment card. All information is flush right on the card. “Appointment Card” text will always appear in the .5” blue band. A 3 pt. red stroke caps the blue band.

Always center text on the front of the card between the top of the card and the red stroke to provide a visual balance.

Size:
3.5 x 2

Color:
Offset printed 2-sided in 3-color
• PMS 281u
• PMS 200u
• Black

Paper:
It’s recommended that the Marketing and Communication Department review all paper samples from offset printer of choice for weight, color (white preferred).

Front
Department Name:
8 pt. Futura Medium in PMS 281u
Address and Phone Information:
8 pt. Futura Light in Black
Appointment Card text:
10 pt. Futura Medium reversed out of PMS 281u

Back
Patient, Physician Name, Date & Time:
8 pt. Futura Medium in PMS 281u
M, T, W, Th, F and am, pm:
7 pt. Futura Medium in PMS 281u
24 Hour Notice text:
8 pt. Futura Light in PMS 281u
URL:
10 pt. Futura Medium reversed out of PMS 281u

Note:
Sample illustration is shown at actual size.

The 1-color PMS 281u seal will be screened back at 3% centered left to right and from top of card to top of red stroke. Diameter will be 1.125”.
For UAMC/UA Business Cards

If the business card is primarily a UA card that a faculty member wants to add the UAMC logo to the other side, it will go through the UA system. The card will be the standard UA business card with the UAMC logo on the other side. It will be ordered and paid for through Arizona BuyWays.

If the business card is primarily a UAMC card that a faculty member wants to add the UA logo to the other side, the card will go through the UAHN system. (UAHN has a license agreement with the UA so we can use their logo.) This card will be ordered through the UAHN system with Alphagraphics and paid for with UAMC accounts.

Size:
3.5 x 2

Color:
Offset printed 2-sided in all Blue or 3-color
• PMS 281u
• PMS 200u
• Black

Paper:
UAHN business cards will be printed on McCoy Silk Cover at a weight of 120. The UA business card will be printed on their traditional tan colored paper.

Front
Department Name:
8 pt. Futura Medium in PMS 281u

Address and Phone Information:
8 pt. Futura Light in Black

OR
UA Business card

For questions, please contact Darla Keneston, 626-0136, dkenesto@biocom.arizona.edu
Digital Press Release

The digital press release is to be used for media related communications issues. For specific questions on how and when to use this form, contact the Marketing and Communications Department at 520-694-2433.

The logo is placed .5" from the top and the left side of a standard 8.5" x 11" page.

Public Relations Media Line Text:
10 pt. Futura - Medium

NEWS text:
32 pt. Futura - Bold

Phone/Fax Information Fields:
10 pt. Arial

Note:
Sample illustration is shown reduced from actual size.
Digital Fax Cover Sheet

The digital fax cover sheet has been designed as a 1-color black document for best reproduction through facsimile transmissions. The logo is .5” from the top and centered left to right on the document.

FAX appears 2.375" from the top of the page.

Information fields are 1.25” from the left and right edge of the page.

Size
8.5 x 11

FAX Text:
32 pt. Arial Bold

Information Fields:
12 pt. Arial

Confidentiality Notice Header:
12 pt. Futura Medium - all caps

Confidentiality Notice Text:
9 pt. Futura Medium

Address /Phone Information Fields:
9 pt. Arial
Digital Internal Memorandum

The digital internal memorandum has been designed as a 3-color form. The logo is .5” from the top and centered left to right on the document.

MEMORANDUM appears 2.125” from the top of the page.

Information fields are 1.25” from the left and right edge of the page.

Size
8.5 x 11

MEMORANDUM Text:
32 pt. Arial Bold in PMS 281u

Information Fields:
12 pt. Arial in black

Note:
Sample illustration is shown reduced from actual size.
Seasonal Closure Flyers

These flyers have been designed in 4-color to bring awareness to the general public of holiday closures at a facility. Always use the red bar at the top and the blue side bar as these are The University of Arizona Medical Center brand colors, do not change color to reflect seasons, such as pastels for Easter.

Photo selects should be royalty-free and neutral in political and religious tone.

For specific questions on ordering seasonal closure flyers, contact the Marketing and Communications Department at 520-694-2433.

Size
8.5 x 11

Holiday Closure Text:
44 pt. Futura Bold reversed out of PMS 200 u (cmyk) - all caps.

Side Bar Date Text:
All fonts are 14 pt. Futura Bold except for actual dates which are in 12 pt. Futura Medium, all reversed out of PMS 281u (cmyk). 3 pt. white stroke between Holiday Closures for 2011 and actual dates below.

Observation text (on white):
All fonts are 18 pt. Friz Quadrata Medium in PMS 281u except for the Holiday Name which is 48 pt. Friz Quadrata Medium in PMS 281u. All copy centered left to right in the white field.

The 1-color black seal will be screened back at 3% in the center of the white area and set at a 4” diameter.
Microsoft PowerPoint Template
Title Slide

This template has been designed into a title slide and a secondary text slide for an effective presentation.

Any photo used within a presentation should not infringe on any copyright.

For specific questions on how to use the PowerPoint template, contact the Marketing and Communications Department at 520-694-2433.

Size
10 x 7.5

Presentation Title Text:
24 pt. Arial reversed out PMS 281 (RGB) in all caps.

Subhead Title Text:
14 pt. Arial reversed out PMS 281 (RGB) in all caps.

Presented by Text:
10 pt. Arial reversed out PMS 281 (RGB) in all caps.

All copy flushed left with left edge of seal in logo. A 8 pt. stroke in PMS 200 (RGB) caps the PMS 281 (RGB) box.

Note:
Sample illustration is shown reduced from actual size.

Below is an example of an alternate to the design at the top of the page. This design provides a richer looking layout scheme.
Microsoft PowerPoint Template
Secondary Text Slide

To the right is just an example of a normal text slide. Text is flush left with room left to the right to insert a graph or image of your choosing.

Size
10 x 7.5

Slide Title Text:
20 pt. Arial reversed in Black

Body Text:
14 pt. Arial reversed out PMS 281 (RGB)

All copy flushed left with left edge of seal in logo. A 2 pt. stroke in PMS 200 (RGB) is centered vertically between the logo and slide title.

The footer is a band of PMS 281 (RGB) and a 6 pt. stroke caps this blue band. Page numbers are reversed out of PMS 281 (RGB). They are convenient and use is encouraged.

Below is an example of an alternate to the design at the top of the page. This design provides a richer looking layout scheme. Both follow the specs as listed above.
Hospital Clothing and Name Badges

Hospital clothing (including patches on clothing), badges and promotional items (such as coffee mugs and water bottles) that might be viewed by hundreds of people each day, can leave a memorable impression of the brand on every individual who sees them.

Therefore, it is essential that all hospital clothing, badges and promotional items that incorporate The University of Arizona Health Network or The University of Arizona Medical Center logo adhere to the graphic standard guidelines outlined in this manual.

Item Ordering

All orders for items must be placed with an approved and licensed vendor. To find an officially licensed vendor please visit the University of Arizona Trademarks and Licensing site at http://www.licensing.arizona.edu/listvendor.php. For specific questions, contact the Marketing and Communications Department at 520-694-2433.
Placement of Logo on Hospital Clothing:

RIGHT CHEST:
* UAHN Logo should be embroidered - no wider than width of the left side breast pocket. The bottom line of type of the logo should align with the top of the pocket and just below the lapel.
** FONT: FRITZ QUADRATA

LEFT CHEST: ABOVE THE POCKET
* Doctor’s name
* Credentials
* Department name
** FONT: BLOCK

THREAD COLORS FOR EMBROIDERY:
The University of Arizona Medical Center
Brand: Ackermann Thread
Blue: Marine Navy 3323
Red: Crimson 1902
White: White 15

Diamond Children’s
Brand: Ackermann Thread
Blue: Blue Iris 3543
Orange: Deep Coral 1701
Black: 20
White: White 15

Note:
Please note that you must use a certified UA-licensed vendor to order any embroidered or screen printed UAHN apparel. Any deviation from these samples will require the approval of the Marketing and Communications Department at 520-694-2433.

Suggested Vendors:
Arizona Uniform & Apparel
(520) 324-0344

Jeri’s Uniforms
(520) 323-7451

Smart Scrubs
1-800-231-5965
Promotional Items

On this page are just a few examples of promotional items the logo can be applied to. Due to most space constraints on these items the vertical logo works better, but the horizontal logo can also be used.

In certain applications like the ball point pen, the seal can be left off and just the logotype can be used, but it must be centered vertically.

Brand Logo Products

All Orders for these types of items must be placed with an approved and licensed vendor. To find an officially licensed vendor please visit The University of Arizona Trademarks and Licensing site at http://www.licensing.arizona.edu/listvendor.php. For more specific questions please email the Marketing and Communications Department at marketing@UAhealth.com.
Vehicle Identification
On this page are some examples of proper placement of The University of Arizona Medical Center logo on corporate/maintenance vehicles. The horizontal full-color logo should always be used. Some exceptions may apply for vehicles like golf carts/ATVs. In these situations a vertical full-color logo may be used.
Signage - Building
The full logo should be placed in the most visible spot on the building and placed no higher than 3 stories from the ground.

Signage - Monument/Kiosk
It is recommended to use the vertical logo, but due to pre-existing signage space restrictions, the logotype may be used without the seal.

Signage - Banners, Flags and Posters
If there are space constraints on a banner, flag or poster the seal may be used by itself.

Signage - Vinyl Applications for Doors
A full-color logo should be used with a solid white base applied under the vinyl graphic to provide contrast. An all-white logo can be used when full-color is not available.

Signage - Metal Plaque
Building entrances marked with a fabricated metal sign that requires engraving/etching should use the black logo for best reproduction.
Alternate Signage Logos

The logo lock-ups on this page are specifically for signage where space constraints are an issue. In some situations the locator in the logo (South Campus, North Campus, etc.) may be enlarged to the height of the “M” in the word Medical.

Any deviation from these 8 lock-ups will require the approval of the Marketing and Communications Department at 520-694-2433.