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For more information about the Brand Identity Standards, please contact our Regional Marketing Director or contact the Marketing Department at one of our local sites:

Mary Letters
Regional Marketing Director
734-712-4964

Ann Arbor | 734-712-2357
Chelsea | 734-593-5377
Livingston | 517-545-6758
Livonia | 734-655-1592
Oakland | 248-858-3151
Our Logos

Section One
Section One: System Logo

Our logo can be used in a few different ways, allowing for some flexibility.

Two PMS Colors

Two color reproduction using PMS 1955 or 201 (Burgundy) and Cool Gray 11.

Examples of Use: corporate identity, embroidery and imprints.

Three PMS Colors

Three color reproduction using Warm Gray 7, Cool Gray 11 and PMS 1955 or 201 (Burgundy).

Examples of Use: custom imprints, embroidery, signage.

One PMS Color

One color reproduction using PMS 1955 or 201 (Burgundy).

Examples of Use: custom imprints.

Colored Backgrounds

When using the logo on a colored background – the logo needs to be reversed to white.

Examples of Use: custom imprints, signs, sponsorships.

One Color

One color reproduction using black ink. All areas should be printed in solid black ink.

Examples of Use: custom imprints, sponsorships.
Section One: System Logo Sizes and Safe Zone

Primary System Logo Sizes

1-1/4” Minimum

The SJMHS Primary logo can be reproduced in a wide range of sizes. The only limitation is that it must never be reduced to less than 1-1/4” wide. You should always measure the width using the widest part of the logo which is the rule line.

White Space Safe Zone

1-1/2” Wide Logo

White space must be maintained around all sides of the logo to ensure it can be read clearly. The white space around it is 1/4” on all sides. You should always measure from the outermost areas: TOP = the top of the “Logo Mark,” LEFT = the “Rule,” RIGHT = the “Rule,” BOTTOM = the baseline of the type “Health System Type”
Section One: Hospital Logo

Hospital logos can be used in a few different ways, allowing for some flexibility.

**Two PMS Colors**

Two color reproduction using PMS 1955 or 201 (Burgundy) and Cool Gray 11.

Examples of Use: corporate identity, embroidery and imprints

<table>
<thead>
<tr>
<th>Color</th>
<th>Tint</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cool Gray 11</td>
<td>(100%)</td>
<td></td>
</tr>
<tr>
<td>Cool Gray 11</td>
<td>(30%)</td>
<td></td>
</tr>
<tr>
<td>Cool Gray 11</td>
<td>(80%)</td>
<td></td>
</tr>
<tr>
<td>PMS 1955</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 201</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Three PMS Colors**

Three color reproduction using Warm Gray 7, Cool Gray 11 and PMS 1955 or 201 (Burgundy).

Examples of Use: custom imprints, embroidery, signage

<table>
<thead>
<tr>
<th>Color</th>
<th>Tint</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cool Gray 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warm Gray 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 1955</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 201</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Colored Backgrounds**

When using the logo on a colored background, the logo needs to be reversed to white.

Examples of Use: custom imprints, signs, sponsorships

**One PMS Color**

One color reproduction using PMS 1955 or 201 (Burgundy).

Examples of Use: custom imprints

**One Color**

One color reproduction using black ink. All areas should be printed in solid black ink.

Examples of Use: custom imprints, sponsorships
Section One: Hospital Logo Sizes and Safe Zone

Primary Hospital Logo Sizes

The primary hospital logos can be reproduced in a wide range of sizes. The only limitation is that it must never be reduced to less than 3/8" high. You should always measure the height using the height logo mark to the left of the logo text.

White Space Safe Zone

White space must be maintained around all sides of the logo to ensure it can be read clearly. Maintain a minimum of white space that is one half the height of the logo. This example illustrates a 1/2" high Logo Mark. The white space around it is 1/4" on all sides. You should always measure from the outer most areas: TOP = the top of the “Logo Mark,” LEFT = the “Logo Mark,” RIGHT = the “Hospital Name Line,” BOTTOM = the baseline of the type “Saint Joseph Mercy Health System”
**Section One: Endorsed Brands Owned by the System**

**Health Center Brands**
All large health centers have a specific logo that is visually endorsed back to the system brand.

**St. Joe’s Physician Group**
Employed physician groups are visually endorsed back to the system brand with their own logo.

**St. Joe’s Cancer Network**
Used to affiliate all the regional cancer facilities to the system on collateral materials.
Section One: Endorsed Brands Owned by the System - Continued

- ProBility Physical Therapy
- St. Joe’s Sports Medicine
- Mercy Elite Sports Performance
- Michigan Heart
  **Saint Joseph Mercy Health System**

Logo without system endorsement used only for Jackson Area.
Section One: Endorsed Brands Affiliated with the System

St. Joseph Mercy Home Care and Hospice
Local Home Care and Hospice care facilities are endorsed back to the system brand.

St. Joseph Mercy Home Care and Hospice
ST. JOSEPH MERCY HOME CARE & HOSPICE
ST. JOSEPH MERCY HOME CARE
ST. JOSEPH MERCY HOSPICE

ST. JOSEPH MERCY SENIOR COMMUNITIES
MERCY PRIMARY CARE CENTER
A Continuing Ministry of Trinity Health
MERCY PRIMARY CARE CENTER
A Continuing Ministry of Trinity Health
### Section One: Unacceptable Logo Uses

The rules shown below apply to every logo mark and logo, even if not illustrated here. Do not recreate or modify the logo or logo type.

<table>
<thead>
<tr>
<th>Logo Mark/Department</th>
<th>Instruction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not use the logo without one of the graphic elements.</td>
<td></td>
</tr>
<tr>
<td>Do not stretch, squash or rotate or skew the logo out of proportion.</td>
<td></td>
</tr>
<tr>
<td>Do not place other logos, text or images on top of the logo or within the safe zone of the surrounding white space. Do not create a unit or department identifier with a logo. Request artwork from the Marketing Department.</td>
<td></td>
</tr>
<tr>
<td>Do not change the color of any logo elements or place the logo on an unapproved colored background.</td>
<td></td>
</tr>
<tr>
<td>Do not enclose the logo in a shape or place on top of a colored shape.</td>
<td></td>
</tr>
<tr>
<td>Do not crop the logo or remove the affiliations.</td>
<td></td>
</tr>
</tbody>
</table>
Our Identity

Section Two
Section Two: **Typefaces**

These are the approved typefaces to be used throughout our organization when creating brochures, advertising and printed collateral. The approved typefaces for use include: Adobe Goudy Old Style, ITC Avant Garde Gothic, Trajan, Edwardian Script ITC, Ribbon and Style Script Family.

**Typefaces for PC computer or online materials.**

They may be used for headings, subheads, text and body copy.

- **Arial Regular**
- **Arial Italic**
- **Arial Bold**
- **Arial Bold Italic**
- **Times Regular**
- **Times Italic**
- **Times Bold**
- **Times Bold Italic**

**Use Adobe Trajan as a primary typeface. It may be used for headings, subheads.**

- **TRAJAN REGULAR**
- **TRAJAN BOLD**

**Use Adobe Goudy Old Style as a primary or secondary typeface when upper and lowercase letters are needed. It may be used for headings, subheads, text and body copy.**

- Adobe Goudy Old Style
- Adobe Goudy Old Style Bold
- Adobe Goudy Old Style Italic
- Adobe Goudy Old Style Bold Italic

**Use ITC Avant Garde Gothic as a primary or secondary typeface. It may be used for headings, subheads, text and body copy.**

- ITC Avant Garde Gothic Book Condensed
- ITC Avant Garde Gothic Medium Condensed
- ITC Avant Garde Gothic Demi Condensed
- ITC Avant Garde Gothic Book
- ITC Avant Garde Gothic Medium
- ITC Avant Garde Gothic Demi
- ITC Avant Garde Gothic Book Oblique
- ITC Avant Garde Gothic Medium Oblique
- ITC Avant Garde Gothic Demi Oblique

**Use Edwardian Script ITC, Ribbon 131 BT or Style Script Family fonts for less formal materials, it may be used for headings.**

- **Edwardian Script, ITC**
- **Ribbon 131 BT**
- **Style Script Family**
# Section Two: Color Palettes

## Primary Color Palettes
Saint Joseph Mercy Health System are red, cool gray, warm gray and process black.

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1955 Red (Coated Stock)</td>
<td>C0/M91/Y40/K42</td>
<td>R142/G51/B55</td>
<td>#8e1537</td>
</tr>
<tr>
<td>PMS 201 Red (Uncoated Stock)</td>
<td>C0/M85/Y35/K20</td>
<td>R163/G33/B54</td>
<td>#32136</td>
</tr>
<tr>
<td>Warm Gray 7</td>
<td>C15/M15/Y20/K22</td>
<td>R175/G170/B162</td>
<td>#a0a0a0</td>
</tr>
<tr>
<td>Cool Gray 11</td>
<td>C0/M0/Y0/K79</td>
<td>R84/G66/B91</td>
<td>#54565b</td>
</tr>
<tr>
<td>Black</td>
<td>C60/M60/Y40/K100</td>
<td>R3/G0/B0</td>
<td>#030000</td>
</tr>
</tbody>
</table>

## Secondary Color Palettes
Additional colors to use along with the primary color palettes.

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 390 Green</td>
<td>C33/M8/Y8/K0</td>
<td>R163/G195/B55</td>
<td>#67c037</td>
</tr>
<tr>
<td>PMS 7695 Blue</td>
<td>C55/M27/Y24/K0</td>
<td>R122/G160/B177</td>
<td>#7a0d61</td>
</tr>
<tr>
<td>PMS 7527 Light Gray</td>
<td>C5/M5/Y10/K3</td>
<td>R230/G226/B218</td>
<td>#e6e6e6</td>
</tr>
<tr>
<td>Warm Gray 9</td>
<td>C42/M43/Y50/K9</td>
<td>R146/G131/B118</td>
<td>#928376</td>
</tr>
<tr>
<td>PMS 448 Brown</td>
<td>C55/M58/Y63/K36</td>
<td>R94/G80/B72</td>
<td>#5e5048</td>
</tr>
</tbody>
</table>

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**A note about color conversion**
These formulas have been designed for the optimal color use in each of the intended mediums. Therefore, some of these color formulas will not translate to stated color from CMYK to RGB to Hex in your computer program. Please use the formulas above to achieve the correct colors.
Our clothing identifies and adds credibility to the many associates and volunteers representing our brand.

**Section Two: Clothing Apparel**

Acceptable shirt colors:
- Taupe, Gray, Green, Burgundy, White

Acceptable jacket colors:
- Black and Gray

Sample T-shirt using system colors:
- Green, Burgundy, Gray
Section Two: Imprints and Promotional Items

Our brand signature appears on a variety of imprints, gifts and promotional items widely used by associates, patients and community members.
ST. JOSEPH MERCY ANN ARBOR
ST. JOSEPH MERCY CHELSEA
ST. JOSEPH MERCY LIVINGSTON
ST. JOSEPH MERCY OAKLAND
ST. MARY MERCY LIVONIA

For more information, call
Marketing and Communications

734-712 2357