

Design Guidelines



THE BRAND BOOK OF
COVENANT HEALTH





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Introduction

Here is what you need to know about Covenant Health's corporate identity. This manual provides a comprehensive visual and verbal summary of Covenant Health's corporate brand identity standards. It was created to serve as a helpful guide for employees, external vendors and suppliers responsible for portraying our brand in written or visual form.

Public impressions of our healthcare organization are often influenced by the quality of our advertising, stationery and literature describing our programs and services.

Our literature should preserve the quality image and brand of Covenant Health and its affiliates, and should project a consistent, professional appearance.

For these reasons, the standards outlined in this manual should be followed when issues of corporate identity or graphic production arise. If an exception is needed, please consult the Covenant Health Chief Communications Officer.

Following these guidelines will ensure the corporate identity is upheld throughout the organization. **Consistency makes communications clearer.**

It also reduces confusion, promotes efficiency and builds brand awareness and loyalty. If at any time you have questions, please contact your marketing representative or the Covenant Health marketing department.





Corporate Identity / Trademark Guidelines

What is Corporate Identity?

Corporate identity is a company's name, logo and goodwill attached to the name. The visual identify of the name or logo is a mark that people recognize and associate with a certain set of attributes. These attributes are defined by the company's branding strategy. The branding strategy is demonstrated by advertising, public relations and other related efforts that consistently communicate a central message about what the company represents. Consistent use of a single logo by the company and its affiliate members strengthens corporate identity, increases brand awareness and creates cohesion between members underneath the "umbrella" of the corporate parent company.

What is a logo?

A logo is a specially designed typographic treatment of the corporate name. Often trademarked, logos are the visual representation of an organization's brand. How are new logos established?

It takes considerable resources to establish an identity for a new logo and/or a new name. These resources include staff and artist time to develop the logo and advertising materials to build awareness of the new name and logo. For that reason, requests for new logos are reviewed by the marketing department to ensure that the need exists and that necessary resources to build public recognition of the name and logo are available and appropriate.

What are the Trademark Guidelines?

A trademark is a word, name symbol, logo or any combination thereof used by a business to identify its products and distinguish itself from others. The importance of registering a mark with the federal government is that doing so notifies others that the owner of the mark "claims" the exclusive rights to its use. Marks that are not yet registered, but for which application has been made, can be identified with a "TM". After a certificate of trademark registration is issued, the notice of registration "R" appears by the mark. To protect the trademark, the notice of registration "R" must always appear with the mark.

The logos displayed in this manual bear the appropriate marks for Covenant Health logos. The Covenant Health name is a registered trademark.

When using the Covenant Health logo, do not alter it in any way and do not use the swirl effect on any "o" in any other word.

Do not use the swirl by itself; depiction of the Covenant Health swirl must be accompanied by a Covenant Health or affiliate logo.

Many logos that are not registered are still afforded trademark status. When printing any mark or logo, obtain permission from the mark's owner (or your marketing representative) ask for camera-ready copy of mark, and **use the mark as provided. Do not alter it in any way.**

Parent Company Identity

Covenant Health is the parent company of the healthcare organization created through the consolidation of Fort Sanders Health System and MMC Healthcare System in 1996.

Covenant Health comprises a wide range of healthcare facilities, products and services. Some of these entities use the Covenant Health name as a primary identifier, but they may use their facility name as the primary identifier and notate their association with Covenant Health as a secondary name element. These relationships are defined in this manual.

Logo Specs and Examples

The Covenant Health logo was designed to reflect the attributes of leadership, progress and teamwork. The type style, Americana Bold, has a contemporary yet strong and stable feel, and the swirling letter “o” in Covenant suggests a warm, friendly and cooperative tone. The logo contains a word treatment, which is an enlargement of the “swirl” that is placed in the upper left corner as shown below. **When using the Covenant Health logo, do not alter it in any way.**

Full Color / 2C



Embroidery / Screen Printing Option



One Color / White



One Color / Black



Parent Company Identity

Color Palettes

PRIMARY PALETTE



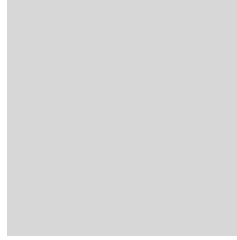
Covenant Blue

PMS - 294 CV
 CMYK - 98, 74, 5, 0
 RGB - 0, 85, 159
 Hex - 00559F



Covenant Red

PMS - 201 C
 CMYK - 23, 100, 78, 15
 RGB - 169, 29, 54
 Hex - A91D36



Covenant Gray

PMS - Cool Gray 1C
 CMYK - 10, 7, 5, 0
 RGB - 217, 217, 214
 Hex - d9d9d6

SECONDARY PALETTE



Covenant Navy Blue

PMS - 655 C
 CMYK - 100, 86, 40, 37
 RGB - 21, 43, 80
 Hex - 152B50



Covenant Gold

PMS - 1235 C
 CMYK - 0, 33, 88, 0
 RGB - 255, 182, 18
 Hex - FFB612



Covenant Light Blue

PMS - 7461 C
 CMYK - 93, 36, 7, 0
 RGB - 0, 132, 190
 Hex - 0084BE

USAGE



Certain situations may call for using the logo in colors other than the PMS colors that are standard. In these situations, the logo should be printed in solid black or white. **The Covenant Health logo should never be displayed or printed in any color combination other than the ones specified on page 7.**

Parent Company Identity

Typography

FONTS / TYPEFACES

LARGE TITLES / HEADLINES

Adelle Semibold
should be used for the
largest text in designs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?, '\$&%{*}

SUBHEADS AND HEADERS

**ADELLE SANS BOLD, IN ALL CAPS, IN
COVENANT HEALTH BLUE.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?, '\$&%{*}

BODY COPY

Adelle Sans Regular in Covenant Health blue.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?, '\$&%{*}

ALTERNATIVE FONTS / TYPEFACES

These should be used in special circumstances
where the Adelle family is not available.

LARGE TITLES / HEADLINES

Georgia regular
should be used for the
largest text in designs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?, '\$&%{*}

SUBHEADS AND HEADERS

**HELVETICA BOLD, IN ALL CAPS, IN
COVENANT HEALTH BLUE.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?, '\$&%{*}

BODY COPY

Helvetica Regular in Covenant Health blue.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?, '\$&%{*}

Parent Company Identity

Letterhead / Business Cards

Shown below are examples of the standard Covenant Health stationery, #10 envelope and business card designs. Detailed logo placement, type style specifications and color breaks have been clearly indicated on the following page.


Contact your facility marketing representative if you would like to place an order for any of these items.




Parent Company Identity

Letterhead / Business Cards

2-Color Covenant Health logo as defined in previous section.



44 Fort Sanders West Blvd.
Knoxville, TN 37922
865-374-1000
covenanthealth.com



Main Office
244 Fort Sanders West Blvd.
Knoxville, TN 37922

9/11.5 Adelle sans, all copy flush right. Covenant Blue as defined in previous section.


Employee Name 12/11 Adelle Semibold

EMPLOYEE TITLE 7/11 Adelle Sans Bold

Facility Address 1 6/9 Adelle Sans Regular

Facility Address 2

P (000) 000-0000
F (000) 000-0000



2-Color Covenant Health logo as defined in previous section.

THE PLEDGE OF EXCELLENCE 7/13 Adelle Sans Bold White

The patient always comes first.
Excellence in everything we do.
We will be the first and best choice for our patients. 7/13 Adelle Sans Regular White

Service Line Identity

Service Line Identity Defined

Within our healthcare organization, there are members who come together around a specific health service to form special provider “networks” to increase their market competitiveness. The networks typically have the ability to undertake managed care contracting as a separate entity from the parent company, and they serve a wide geographic area with potential for regional or statewide market coverage. These networks are identified by a special application of the Covenant Health logo that communicates their special market focus. This application of the Covenant Health logo is reserved only for service lines or networks that meet the criteria described above. Covenant Health Therapy Centers is an example.

Logo Specs and Examples



Service Line Identity

Letterhead / Business Cards

Shown here are examples of the standard Covenant Health stationery, #10 envelope and business card designs. Detailed logo placement, type style specifications and color breaks have been clearly indicated previously in this guide.

The image displays four business card designs for Covenant Health Therapy Centers:

- Top Card:** Features the Covenant Health logo (a stylized 'C' with a red and blue arc) and the text "Covenant HEALTH Therapy Centers". Below the logo is the address "200 Fort Sanders W Blvd #201, Knoxville, TN 37922", the phone number "865-531-5710", and the website "covenanthealth.com".
- Second Card:** Similar to the top card, it features the logo and text "Covenant HEALTH Therapy Centers" and the address "200 Fort Sanders W Blvd #201, Knoxville, TN 37922".
- Third Card:** A white card with the heading "Employee Name" and "EMPLOYEE TITLE" below it. It includes fields for "Facility Address 1", "Facility Address 2", "P (000) 000-0000", and "F (000) 000-0000". The Covenant Health logo is positioned at the bottom right.
- Bottom Card:** A solid blue card with the heading "THE PLEDGE OF EXCELLENCE" in white. Below the heading is the text: "The patient always comes first. Excellence in everything we do. We will be the first and best choice for our patients."

Covenant Medical Group Identity

CMG Identity Defined

Covenant Medical Group is the physician practice management branch of Covenant Health. CMG manages many practices across our region, providing primary and specialty care to our local communities. While each practice has its own unique name, the overall branding, including logo design, features Covenant Medical Group and the practice name. Whenever possible, include CMG and/or Covenant Health in branding copy and logo application.

Logo Specs and Examples



Covenant Medical Group Identity

Letterhead / Business Cards

Shown here are examples of the standard Covenant Health stationery, #10 envelope and business card designs. Detailed logo placement, type style specifications and color breaks have been clearly indicated previously in this guide.



Affiliate Member Identity

Affiliate Member Defined

An affiliate member is an organization or entity with significant brand equity in its existing name and logo. Members have considerable public awareness in the marketplace and capitalize on this strength by continuing to use their name in all marketing materials. Their name is used as a secondary element to Covenant Health for all marketing materials. If you are unsure of your facility's respective method, please contact your marketing representative. Material examples of each option are listed on the following pages. All colors and typography requirements are the same as the parent company listed previously and should be followed.

Logo Specs and Examples

This option must display the member as a secondary option below the parent company as shown on the right. It is the goal of Covenant Health to have all facilities use this method. Other options will be slowly phased out over time.



Affiliate Member Identity

2023 Affiliate Logo Update

Affiliate members are referred to with the new naming convention, putting Covenant Health before the facility name. (i.e. Covenant Health Parkwest).

Covenant Health Claiborne

Covenant Health Cumberland

Covenant Health Fort Sanders Regional

Covenant Health Fort Loudoun

Covenant Health LeConte

Covenant Health Methodist

Covenant Health Morristown-Hamblen

Covenant Health Parkwest

Covenant Health Roane

Example



Affiliate Member Identity

Letterhead / Business Cards

Shown here are examples of the standard Covenant Health stationery, #10 envelope and business card designs. Detailed logo placement, type style specifications and color breaks have been clearly indicated previously in this guide.

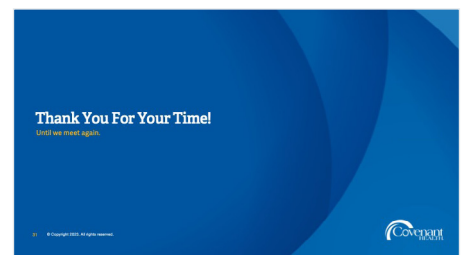
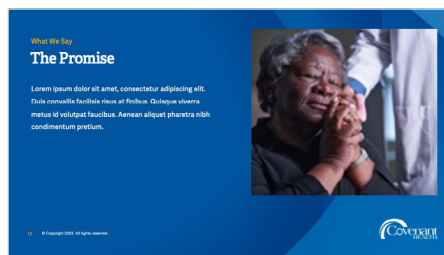
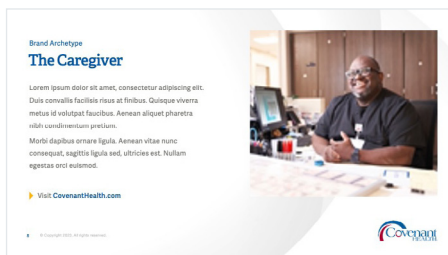
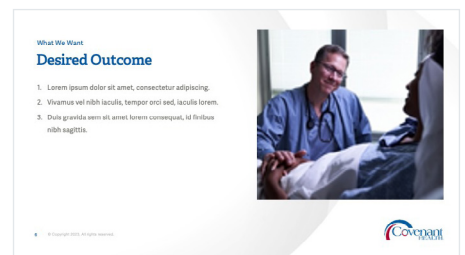
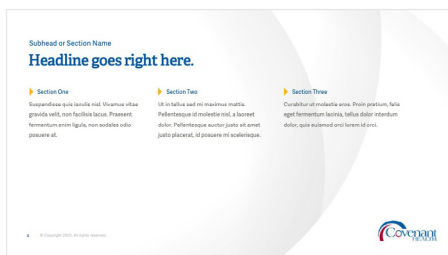
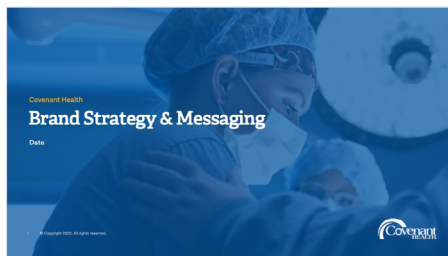


Producing Communications Materials

PowerPoint Template

The PowerPoint template consists of several layout options. Some examples are below. When you click on "Create New Slide" in PowerPoint, a pop-out menu will appear with the arrow on the right side of the button. There are multiple page layout options for each "page type" in the template. Choose whichever option aligns best with the information that specific page will contain. Examples of each can be found on the right side of this page.

All fonts, colors and logo specifications are to remain the same as mentioned in previous sections of this manual. These items are pre-set on every template. **DO NOT alter the background images of the template or fonts in any way.**



Producing Communications Materials

Flyer Without an Image

Use this template for documents that do not contain images. This example is an 8.5"x11" document that has Covenant Health branding standards applied.

TEXT AREA

The text should have a margin of 1 inch to 0.5 inch in from the edge on all sides. This example shows 0.75 inch. The margin can be adjusted depending on the content to be placed into the document.

1 HEADER TEXT

Font: Adelle Semibold

Color: PMS 294 CV

This is the **only** color for this section. The header text does not have a specific size. It just depends on how wordy it is.

2 SUBHEADER TEXT

Font: Adelle Sans Bold

Color: PMS 294 CV

This is the **only** color for this section. The Subheader text doesn't have a specific size. Try to make it no more than half the size of the header text, depending on how much text is being placed in the document. A smaller size may be needed.

3 BAR BENEATH HEADER TEXT

Color: PMS 1235 C

The standard is for the bar not to go all the way across the ad. It usually is the length of the first word, depending on the width of the words.

4 BODY TEXT

Font: Adelle Sans Regular

Color: PMS 294 CV

Alternative Color: Black

The body text is usually a font size of about 10 points. It should be smaller than the subheader text.

5 LOGO/

The logo should be in the bottom **right** corner.

6 WEBSITE/CTA

The call to action should be in the bottom left corner in white and font Adelle Sans regular. The appropriate website URL should follow the cta in PMS 1235 C and this font is Adelle Sans bold. Font size 9 for both.

FONT FAMILY

Adelle and AdelleSans as defined previously.

TEXT COLORS

PMS 294 CV, PMS 1235 C, Black

Header Text Here 1

This is the subheader section **simporro eatempo recullent omnit incim qui ut explabor simporro eatempo recullent omnit incim qui** 2



This is what the body text will look like. Nes velitate cusandi ium, que et optatur ratem alignaturia aperibus sam, sed es is explitatus 4 atur moditiunti secabor itatiaestium ut explabor simporro eatempo recullent omnit incim qui autaeperum ex ero dolorpo repersp erationse veritat endebit assitiusape perio erum quidist aut que culparunt et et audit aut moluptatius ipsum.

This is where the call to action and url will go: **CovenantHealth.com** 6



Producing Communications Materials

Flyer With an Image

If the flyer uses text only, follow the guidelines outlined on p. 20. In this example, we are looking at an 8.5"x11" flyer, but the guidelines can be applied to any document that uses a photo image. The dimensions noted in this example apply specifically to 8.5"x11" size. Dimensions will be adjusted for other sizes.

PHOTOS

Use high-quality active "lifestyle" or "environmental portrait" photos. Your facility's marketing representative can assist. Stock colors should be muted/dulled, and the background in the photo should be blurred slightly. **Do not** use photos of body parts (e.g., a photo of just hands). If the person/people in a photo are not shown full-length, a mid-body crop (showing only from the waist up) is acceptable.

FRAME

A white frame (no other approved frame color) must be used and part of the photo should overlap the white frame.

The frame is to be between 1 inch to 0.5 inch from the edge on all sides. This example shows 0.75 inch. The thickness of the frame is 7 pts. No text is to go outside the frame, other than the small "job number" printed sideways in the lower right corner on documents designed by Covenant Health's graphic services department.

TEXT AREA

All text should be on a white background. The text should have a margin of about 0.4 inch on all sides. This can be adjusted depending on the content. In the example on the right, there is a nice amount of space surrounding the text.

1 HEADER TEXT

Font: Adelle Semibold
Alternative: Adelle Bold
Color: PMS 294 CV

This is the **only** color permitted for header text. The header text does not have a specific size, and can be adjusted to accommodate the word count.

2 SUBHEADER TEXT

Font: Adelle Sans Bold
Color: PMS 294 CV

This is the **only** color permitted for the subheader text. The subheader text doesn't have a specific size. Try to make it no more than half the size of the header text, but the subheader text can be smaller if needed.

3 BODY TEXT

Font: Adelle Sans Regular
Color: PMS 294 CV
Alternative Color: Black

The body text should be the same size as the subheader for this type of flyer. Try to keep the copy to a minimum.

4 CTA/URL

The Call To Act header should be set in Adelle Sans Bold. The Call To Act body text should be set in Adelle Sans Regular. It is usually a font size of about 10 points. The appropriate website URL should be beneath the cta in color PMS 294 CV and font Adelle Sans Bold.

5 LOGO

The logo should be in the bottom **right** corner.

FONT FAMILY

Adelle and Adelle Sans

TEXT COLORS

PMS 294 CV, Black



Header Text Here 1

This is the subheader text 2

This is the body text treatment

Morbi a tellus id leo maximus volutpat. 3

Call to action (CTA) section copy.

Contact details or url if needed.

CovenantHealth.com

4



Web Address Specifications

The Covenant Health web address is presented this way: CovenantHealth.com. When listing web addresses in print (or any signage or visual display), use the format known as “pascal case,” capitalizing the first letter or initial of each word and eliminating any spaces between. Remove the “www.” at the beginning of the web address, but include the extension (.com, .org). The font style is typically Adelle Semibold in Covenant Blue.

Examples of this style are:

CovenantHealth.com, FSRegional.com, TreatedWell.com, CardiologyAssociatesOfEastTennessee.com

How to Obtain a Logo

Your Covenant Health marketing representative can provide you with a logo electronically. It is critical that every department receive approved logos from their respective marketing departments. The specifications and guidelines established for Covenant Health must be followed. Logos are also available through the marketing department.

Please note that the Covenant Health and member logos are registered trademarks. Their colors and proportions may not be altered in any way.

Marketing Contacts

General marketing and public relations inquiries may be directed to 865-374-0424 or mediarelations@covhlth.com.



