

life works here.



Employment Brand Style Guide



DARTMOUTH-HITCHCOCK MEDICAL CENTER

Lebanon, NH • www.dhmc.org

Introduction

Our employment brand tagline has become a valuable asset over time because of a combination of various qualities and attributes. At the foundation of our efforts to build a powerful employment brand tagline is a carefully planned and implemented program of corporate identity.

Fundamental to our corporate identity are particular design elements, and their placement in various media that link our values and positioning to our target audiences. As our business grows, we recognize the importance of ensuring that all Dartmouth Medical Center Employment communication materials consistently and accurately reflect our brand assets in all media.

Managing and maintaining a consistent brand presence in the marketplace is essential to leveraging and building the Dartmouth Medical Center Employment brand. These Guidelines, provide the official source on how to correctly utilize the DHMC Employment tagline.

Thank you for your commitment to abide by the usage guidelines provided within this manual. Using our guidelines will help protect and strengthen our employment brand.

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Employment Brand Statement

Dartmouth-Hitchcock Medical Center offers unique opportunities to healthcare professionals. As a rural academic medical center, DHMC combines the state-of-the-art sophistication of an academic medical center with the Upper Valley's renowned quality of life.

Level 1 Trauma Center. Whitewater kayaking.

Comprehensive Cancer Center. Cross country skiing.

Center for Shared Decision Making. World-class live performances.

To healthcare professionals who view their careers as a calling, DHMC provides the opportunity to work with the very best. Whether new graduates or established professionals, DHMC provides the education, mentoring and organizational support its staff needs to succeed.

Leadership

DHMC isn't just an academic medical center. From the Norris Cotton Cancer Center to the Center for the Evaluative Clinical Sciences, DHMC is an incubator for leaders who are unafraid to question the most basic assumptions about healthcare. For leaders unafraid to question the prevailing approach to pain, death and dying. All in the quest to provide patients with the hope, dignity and trust they deserve.

Opportunity

For established professionals who are attracted to a different specialty, DHMC provides the training and support necessary to pursue a new calling. For new graduate nurses DHMC offers a new graduate residency program that bridges nursing school and the reality of life in a Level 1 Trauma Center. From the Emergency Department to the Operating Room, DHMC has developed a range of in-house residency programs to give nurses the training they need to succeed in the most demanding specialties.

Quality of Life

Life in the Upper Valley of New Hampshire and Vermont is a combination of cultural sophistication, outdoor recreation and small-town community. Residents enjoy the educational and cultural resources of Dartmouth College from live music, theater and dance at the Hopkins Center to the Hood Museum of Art. Families enjoy good schools, abundant recreation opportunities, and the social connection unique to small towns. For people who love the outdoors, the Upper Valley offers skiing, kayaking, canoeing, snowmobiling, hiking, snowshoeing, cycling and more.

Quality of Work

DHMC offers healthcare professionals a unique opportunity to establish their own Life/Work balance. DHMC's culture emphasizes balance and its unique location enables staff to easily access the outdoor, cultural and family pursuits that make their life meaningful. For healthcare professionals who want to change focus, DHMC provides the opportunity, support and in-house training that makes a successful transition possible. Finally, DHMC continually works to ensure that its compensation and benefits are competitive, so its staff can concentrate on their work and their life.

Life Works Here

For professionals who want to join the leaders who create the future of healthcare, life works here.

For professionals who want to change their focus, life works here.

For professionals who want to live where breathtaking beauty, outdoor recreation and sophisticated cultural opportunities coexist, life works here.

Dartmouth-Hitchcock Medical Center. life works here.

Tagline Overview

The DHMC employment tagline is the visual cornerstone of the department's communication efforts. It reinforces our position in the market and our identity while distinguishing us from our competitors.

Our tagline typography, symbol and colors were chosen for their universal appeal, meaning and the image they convey. Consistent and correct application of these elements is critical to building and maintaining top-level brand identification and communicating a unified company image.

The tagline was developed to have characteristics that will endure time. It is contemporary, strong, and unadorned. The typography is exceedingly legible and translates well to multimedia.

The distinctive tagline should be used unaltered in letter style, spacing and colors for the following media: stationery and business cards, product applications, packaging, advertisements, brochures, promotional items, tradeshow booth graphics, posters, video, projector screens, display monitors and the Internet.

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Contact Information

For questions regarding DHMC Employment tagline guide, please contact:

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Recruitment Marketing Coordinator
Dartmouth-Hitchcock Medical Center
One Medical Center Drive
Lebanon, NH 03756

Tagline Application Guidelines

- The employment brand tagline is to be considered one graphical element, indivisible and unalterable as illustrated.
- Reproduce the tagline from an approved graphic file only.
- No replication of the tagline or use of a similar font should be attempted.
- The relationship between the letters, are not subject to modification.
- Never use the logotype as part of a sentence, phrase or in combination with other elements except as outlined in this manual.
- Tagline type placement requires clear space on all sides (at least 75% the size of the logo height). **(See Fig. A)**
- The tagline must always stand without other words or graphic elements touching it, superimposed over or under it. **(See Fig. B)**



Fig. A



Fig. B

Color Specifications

- The preferred color for the DHMC employment tagline is PMS 561, Dartmouth green. The tagline can also be in black or knocked out.
If printed black it should print 100% black - not a tint.
- In applications where use of PMS inks is prohibitive or unavailable in the media, the appropriate CMYK or RGB color may be substituted.

C - 72 R - 11
M - 0 or G - 122
Y - 47 B - 106
K - 43

100% black **life works here.**

CMYK **life works here.**

PMS 561 **life works here.**

Reversed **life works here.**

Incorrect Tagline Application

- When appearing with other corporate logos or taglines, the DHMC Employment tagline should be the same size relative to the other logos.
- No Overlapping type/graphic elements (See Fig. A)
- No Graphic elements can be added (See Fig. B)
- Tagline should not be stretched or condensed (See Fig. C)

Fig. A

life works here.



Fig. B

life works here...



Fig. C

life works here.



Logo Size

- Standard Letterhead Sheet Size: when the DHMC Employment tagline is used on a letter sized document (8.5x11), the maximum logo size is 3" wide.
- Correct proportion of the tagline to the document size creates balance and harmony on the page, and avoids the feeling that the tagline is 'yelling' at the viewer.
- Universal Minimum: the minimum size for the DHMC Employment tagline in all mediums is 1" wide.

Typography Specifications

For continuity and simplicity, we only use two type families in our communications: Garmond and Myriad. These have been chosen because of their clarity, legibility, practicality, and above all, their availability. However if these type faces are not available, please choose a typeface with similar characteristics. This applies to business documents, correspondence, promotional material, displays, product labels, signs, Web pages, and other media.

PLEASE NOTE, Myraid is used for the DHMC Employment tag line and should not be changed or altered in anyway.

Typefaces

The two type families used in our communications are Garmond and Myriad. These typefaces may be used in any other formats such as regular, bold, or italic that may compliment the design.

Garmond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

As a second choice if Myriad is not available use Futura for any marketing materials:

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DHMC Employment tagline usage in print

Exact placement remains flexible. Prominence does not necessarily mean big. It has more to do with isolating key information in areas where it does not compete with other elements. The tagline should never be used randomly or haphazardly throughout a publication. Whenever it appears, it must be an integral design element, not an 'add on'.

The following figure's A and figure B are samples of improper usage of the tagline. Figure C and D on the following page is a correct version of how to use the DHMC Employment tagline.



Fig. A **INCORRECT**

This sample ad shows three examples explained on pages 4, 5 and 6 of this manual. The logo is shown in the wrong font, a wrong color and also has graphical elements added to it.

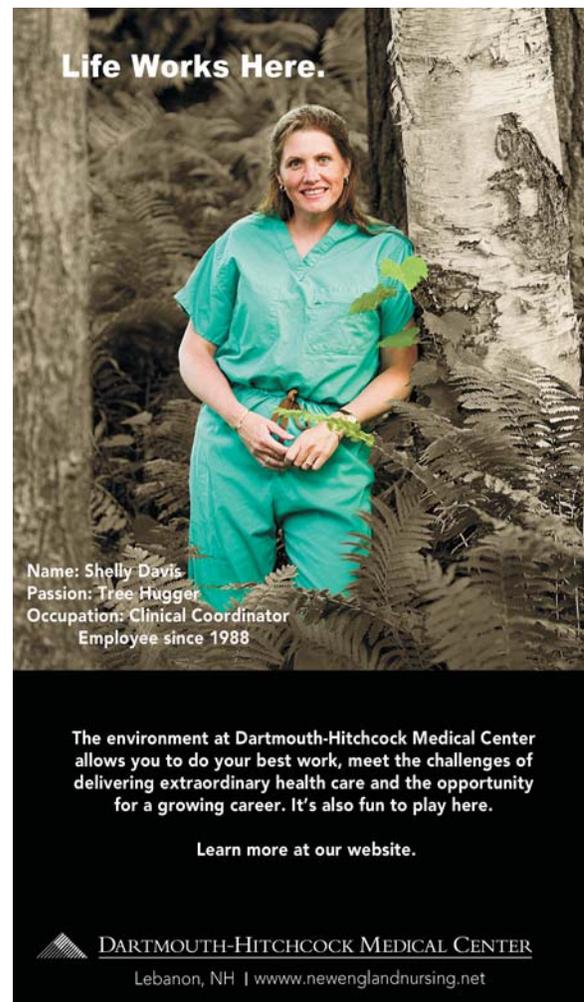


Fig. B **INCORRECT**

This sample ad shows the tagline in a wrong font. The tagline must be in lowercase, there is no usage of cap letters.

DHMC employment tagline correct usage in print.



Name: Jennifer Ames
Passion: Anything that gets her outdoors
Occupation: Employee since 1997
Periopertative RN since 2002

life works here.

Coming to Dartmouth-Hitchcock is your smartest move. Our environment allows you to do your best work, meeting the challenge of delivering extraordinary health care. It's also fun to play here. Learn more at our website.

 **DARTMOUTH-HITCHCOCK MEDICAL CENTER**
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DHMC_EpiNurseRecout_Web01.indd 1 9/19/05 12:18:57 PM

Figure C **CORRECT**



Name: Shelly Davis
Passion: Tree Hugger
Occupation: Clinical Coordinator
Employee since 1988

The environment at Dartmouth-Hitchcock Medical Center allows you to do your best work, meet the challenges of delivering extraordinary health care and the opportunity for a growing career. It's also fun to play here.

Learn more at our website.

life works here.

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Figure D **CORRECT**

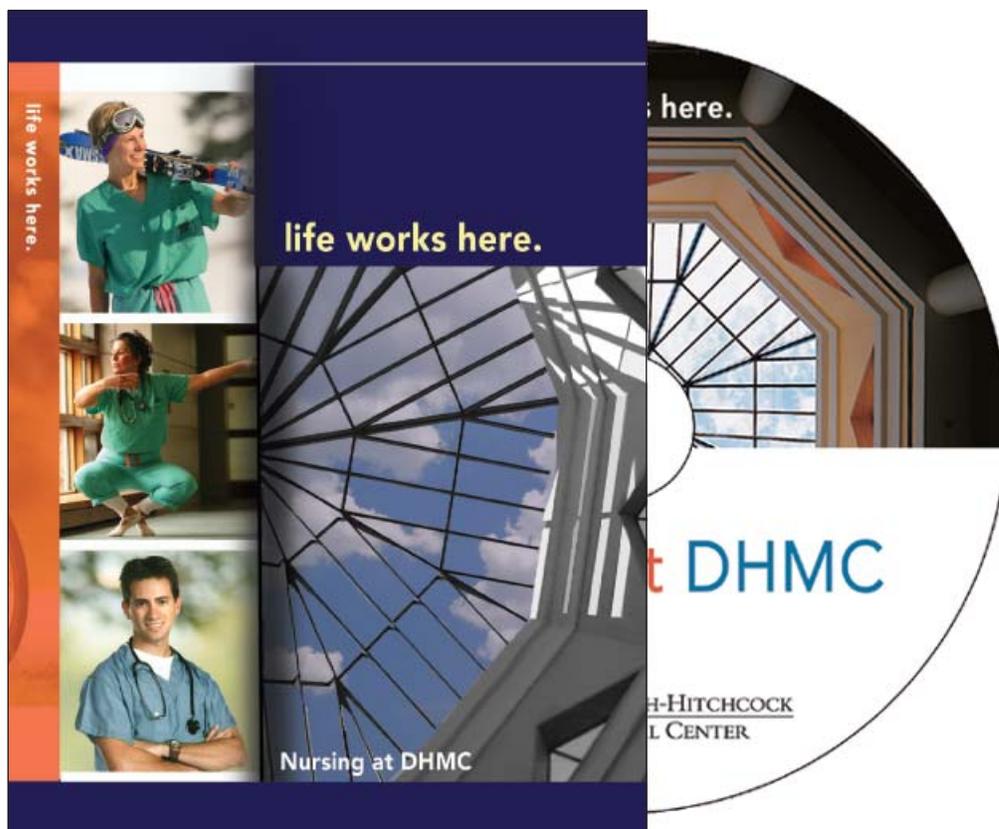
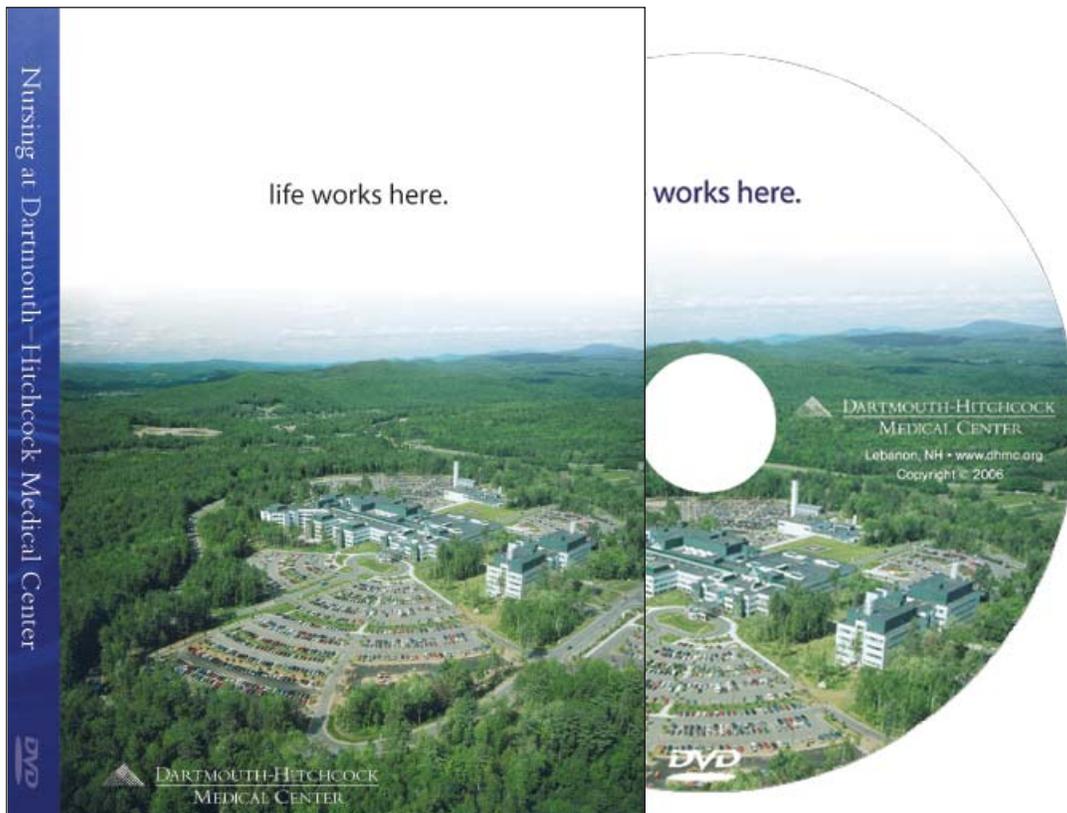
* Generally works better as a tagline, not as a statement or headline.

DHMC employment tagline approved usage

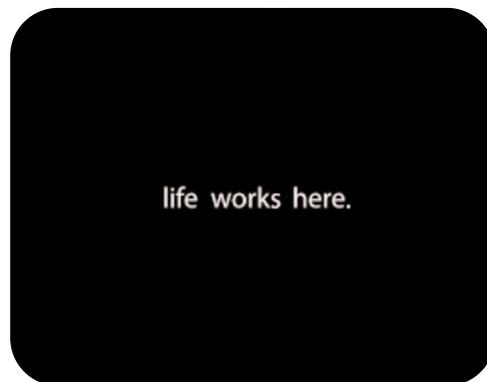
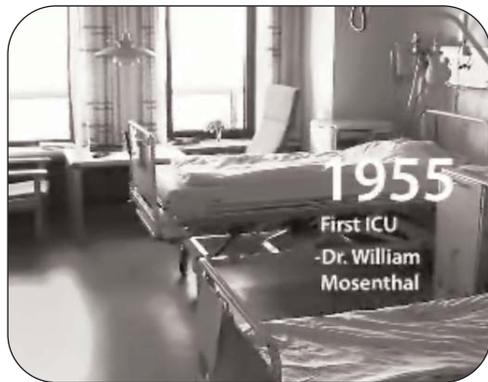
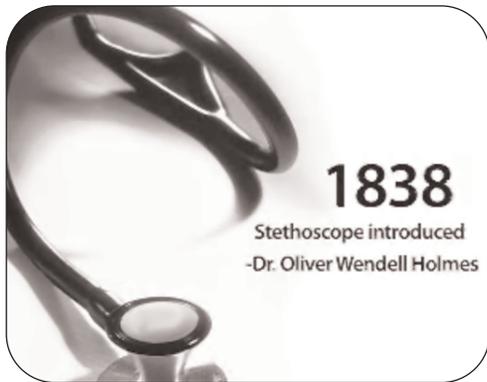
Web usage



DVD Box Packaging



Video/Television Tagline Treatment



Summary

The DHMC Employment tagline should never be connected to, or combined with any other graphic elements or typography - except as used within the identity system.

To achieve consistency and maximum effectiveness of the identity, it is imperative that the symbol be used according to the standards in this manual.

The colors shown in this document have not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE Color Standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE(R) is a registered trademark of Pantone, Inc.



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