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Introduction

The information in this manual is provided to help create visual continuity throughout the Cape Cod Healthcare system. You will find helpful examples and guidelines for the graphic style used in the CCHC branding in CCHC space as well as public space.

The role of this manual is to assist in developing the logo used across the Cape to brand CCHC facilities. It is our goal that all individuals involved in the creation of our literature have the ability to produce materials that reflect the quality and integrity of our logo(s) and the graphic style.

If you have questions or need more information about the CCHC Graphic Style Guide, please call Marketing & Communications at 508-862-5010.

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Branding

The Cape Cod Healthcare logo is a visual representation of our entire health care system. It is very important that the representation be consistent. Consistent usage of our image increases visibility. The following section will assist in proper usage of the logo and logo types.

The graphic symbol (brand mark) that represents CCHC features the image of light beams as they represent the lights from a lighthouse with the letter “H” in the middle. The lighthouse invokes the Cape’s regional character and the “H” represents health care. Both are a prominent aspect of life on Cape Cod.

Another component to the logo is the type treatment (typographic signature) of CCHC and other subsidiaries that will appear under or along the side of the brand mark. The following page is an example of the acceptable logo and typography used in the CCHC system.

It is recommended that the logo (and it’s components) should not be modified in any way other than the examples shown, including position and type style, do not recreate. Two variations of the logo, centered and vertical, have been create to address most layout issues (please see next page for examples).

To access logos, please call Marketing & Communications 508-862-5010. You may also access them directly through the CCHC Intranet. For questions or more information, please call Marketing.
CCHC System
Logo Treatment

CCHC signature logo has two approved orientations; centered and horizontal.

Failure to adhere to the graphic standards will ultimately weaken the Cape Cod Healthcare brand, so never:

1. stretch or squeeze the logo,

2. reset the text; the logo and the copy are one and the same, if you need a logo please contact Marketing and we will provide the correct electronic version,

3. and never use the logo independent of the copy.
CCHC System Logo Treatment

There may be times when the use of the logo with the “Good Care” tagline is needed. If one of these logos is needed please contact the Marketing department, do not recreate.

Centered tagline treatment

![Cape Cod Healthcare logo centered tagline treatment]

Horizontal tagline treatment

![Cape Cod Healthcare logo horizontal tagline treatment]
CCHC System
Logo Treatment

There are times when the logo will be used with a name of a facility or department, for these purposes a “descriptor” line is used with the brand mark and typographic signature.

Samples of the treatment are on the following page. Please contact Marketing if you need a logo treatment.
Organizational Logo Treatment

There are five other approved logo treatments: Cape Cod Hospital, Falmouth Hospital, CCHC Foundation, VNA of Cape Cod and C-Lab.

Each of these logos has a centered and vertical approved treatment, like the CCHC logo.

The name of the “organization” is in the same font style. The descriptor line below is in a different font to brand it to the CCHC logo.

The approved treatments on this page are called a “lock-up”; the spacing and font treatment are set-up in relation to each other and should not be duplicated. These logos can be obtained from the Marketing department.
Organizational Logo Treatment

All others default to the CCHC logo with a descriptor line.

Outpatient centers

- Cape Cod Healthcare
  Wilkins Outpatient Medical Complex
- Cape Cod Healthcare
  Fontaine Outpatient Center

Regional centers

- Cape Cod Healthcare
  Heritage at Falmouth
- Cape Cod Healthcare
  Cuda Women’s Health Center

Services or department

- Cape Cod Healthcare
  Cardiovascular Care
- Cape Cod Healthcare
  Marketing Communications
Color

The color used on the logo is PMS 540, no other color (other than black or white) is used for the mark. The text is always black (or white if knocked out.)
Typography

Minion (serif, also used in the type position of the logo) and Myriad Pro (san serif) are the approved fonts used for the content on materials. The font families were selected for their clean readability from distances as well as the family range.

As previously described in the logo lock-up (page 6), the CCHC type is not set but rather a graphic obtained from the Marketing department.

Font families

Minion: Sample text used on CCHC materials across the Cape. ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Minion bold: Sample text used on CCHC materials across the Cape. ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Minion italic: Sample text used on CCHC materials across the Cape. ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Myriad: Sample text used on CCHC materials across the Cape. ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

News Gothic bold: Sample text used on CCHC materials across the Cape. ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

News Gothic italic: Sample text used on CCHC materials across the Cape. ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890