

VISUAL IDENTITY GUIDELINES

December 7, 2004



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ST. ELIZABETH'S HOSPITAL

INTRODUCTION

The mission of St. Elizabeth's Hospital is to minister to those in need of healthcare in response to God's call to serve each other, especially the poor. In the performance of its mission, St. Elizabeth's Hospital will foster the values of respect, care, competence, and joy. St. Elizabeth's Hospital is committed to performing its mission through cooperation with other healthcare providers and the community whenever possible.

In alignment with its mission, St. Elizabeth's Hospital has created a distinctive visual identity to ensure consistency of its message and greater awareness overall.

To be successful, everyone involved in creating, producing, or using St. Elizabeth's visual identity must adhere strictly to these guidelines. Graphics for all communications are designed to support the mission and core values. As such, there are several template options that provide flexibility and cost savings while maintaining the integrity of St. Elizabeth's Hospital. Please consult these guidelines when you have questions about correct usage.

If you encounter a design situation not covered, please contact the communications/marketing department at 618-234-2120, ext. 1357.

ST. ELIZABETH'S HOSPITAL

OUR NAME

Our legal name — St. Elizabeth’s Hospital of the Hospital Sisters of the Third Order of St. Francis — references our affiliation with the Hospital Sisters Health System (HSHS). It only needs to be used on specific legal documents.

When used in text, the entire legal name always appears in upper and lower case letters.

Our communicative name — St. Elizabeth’s Hospital — is an abbreviated version of our legal name that is both conversational and recognized by the target audiences. It immediately denotes the Catholic reference to St. Elizabeth of Hungary, the patron saint of hospitals, nursing homes, homeless people, brides, widows, charitable workers, bakers and beggars. St. Elizabeth of Hungary was instrumental in building two hospitals and personally tended to the sick. She was widely venerated in Germany where the Hospital Sisters of St. Francis was founded in 1845.

The Web site address for St. Elizabeth’s Hospital is preceded with “www” and is displayed without character spaces in all lower case letters.


Legal Name St. Elizabeth’s Hospital of the Hospital Sisters of the Third Order of St. Francis

Communicative Name St. Elizabeth’s Hospital

Web Site Address www.steliz.org

When used in text, St. Elizabeth’s Hospital may appear in any of the approved typefaces noted in these guidelines.

OUR SIGNATURE

	RGB		PROCESS		PANTONE®*
BLUE	R	102	C	75	2726
	G	0	M	55	
	B	255	Y	0	
			K	0	

* PANTONE is a registered trademark of Pantone, Inc. PANTONE is Pantone, Inc's check-standard trademark for color reproduction and color reproduction materials.

The colors throughout this manual may not match the PANTONE color standards. Refer to the current editions of the PANTONE Color Formula Guide for accurate hue and density match.

The St. Elizabeth's Hospital signature (also known as a logo) exemplifies the mission of the hospital while building from more than 125 years of recognition in the marketplace. It consists of two elements: symbol and logotype. While the symbol has not changed, the name's typeface treatment was developed to ensure consistency among all communications.

It is critical that the signature be used appropriately as it represents the integrity and character of St. Elizabeth's Hospital. The components of the signature appear in a fixed spatial and size relationship and should not be altered in any way. ALWAYS use the approved electronic artwork provided.



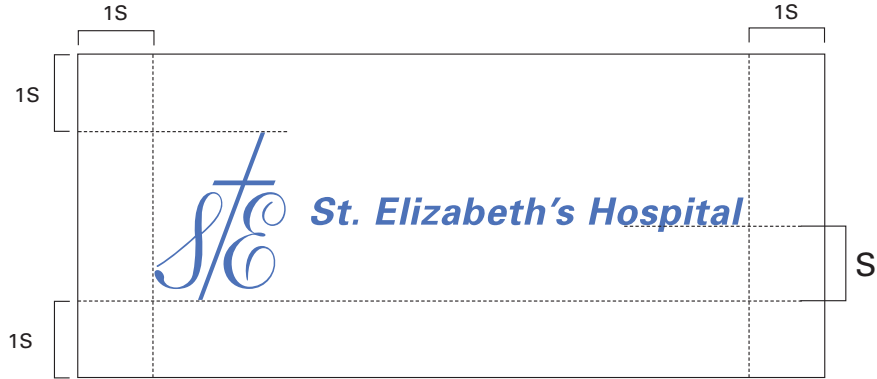
COMMUNICATIVE
SIGNATURE



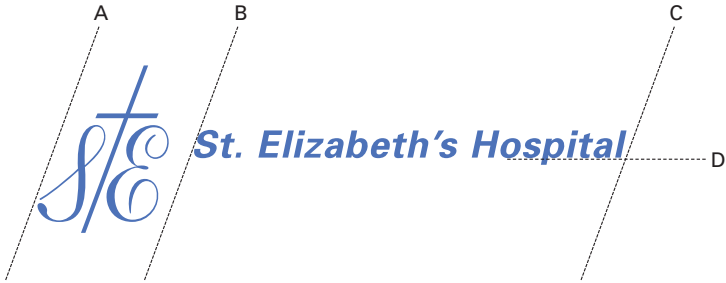
ISOLATION ZONE

SIGNATURE STAGING

A minimum distance as measured from the height of the letter “S” in the signature’s logotype surrounds the outermost edges of the signature and must remain clear of other imagery. This is to ensure the legibility of our signature as well as to avoid sending confusing messages as to its appearance. The area, as shown below, is only a minimum. A more generous amount of space is always recommended.



How our signature is positioned relative to other imagery is an important aspect of our identity program. Common alignment edges of the signature to other imagery, referred to as “Signature Staging,” will help create an organized appearance among all applications.



A — ALIGN IMAGERY ABOVE OR BELOW THE SYMBOL’S LEFT EDGE, FOLLOWING THE ANGLE OF THE CROSS.

B — ALIGN IMAGERY ABOVE OR BELOW THE LOGOTYPE’S LEFT EDGE, FOLLOWING THE ANGLE OF THE CROSS.

C — ALIGN IMAGERY ABOVE OR BELOW THE LOGOTYPE’S RIGHT EDGE, FOLLOWING THE ANGLE OF THE CROSS.

D — ALIGN IMAGERY ABOVE OR BELOW THE BASELINE OF THE LOGOTYPE.

SIGNATURE SIZING

SIGNATURE RENDERING

For consistency among our print applications, standard sizes of our signature have been established. These sizes are measured by the width of the signature.



3 1/8" STANDARD TEMPLATE SIZE

A minimum size has also been established. Sizes less than the minimum should be typeset only in upper and lower case letters in any of the approved typefaces.



1 1/2" MINIMUM SIZE

The preferred 1-color signature format should be used whenever practical. However, some applications may require an alternative logo format due to color limitations, in which case the black only version should be used. For use on dark-colored backgrounds, use the reverse (white) version.



1-COLOR



BLACK ONLY



REVERSE

IMPROPER USAGE

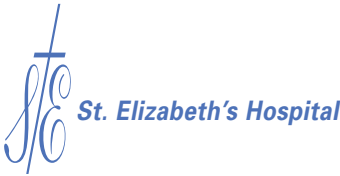
**DO NOT DISTORT
THE SIGNATURE**

**DO NOT ALTER THE SPATIAL
RELATIONSHIP BETWEEN THE
SIGNATURE COMPONENTS**

**DO NOT ALTER THE SIZE
RELATIONSHIP BETWEEN THE
SIGNATURE COMPONENTS**

**DO NOT CREATE NEW
SIGNATURE FORMATS**

Do not alter or redraw the St. Elizabeth's Hospital signature in any way. Do not alter the proportions of the logo or attempt to recreate it on your computer. Examples below illustrate some of the more common misuses of our logo that compromise the integrity of our organization and may jeopardize our trademark.



DO NOT SUBSTITUTE OTHER FONTS FOR THE LOGOTYPE



DO NOT PERMIT POOR CONTRAST BETWEEN THE SIGNATURE AND ITS BACKGROUND



DO NOT CREATE SPECIAL EFFECTS WITH THE SIGNATURE



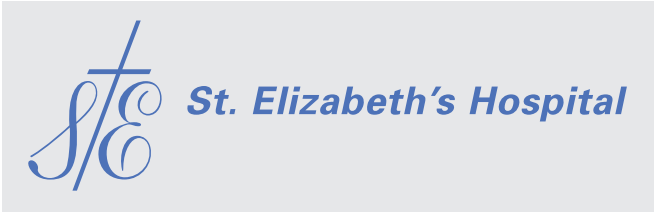
DO NOT COMBINE CORPORATE COLORS WITH ANY OTHER

PLEASE BE SURE TO ALWAYS USE THE APPROVED SIGNATURE ARTWORK AS PROVIDED!

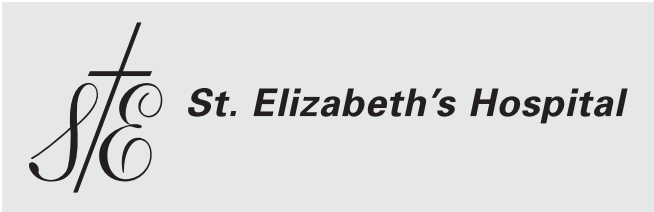
POSITIVE AND REVERSE USAGE

Many versions of the St. Elizabeth’s Hospital signature are available as an electronic file. If the official artwork does not meet your specific needs, please call us. Do not try to recreate the artwork on your own.

Positive color signature artwork occurs when the St. Elizabeth’s Hospital signature appears darker than the background on which it appears. In these instances, whenever possible use the appropriate color signature as defined in this guide.

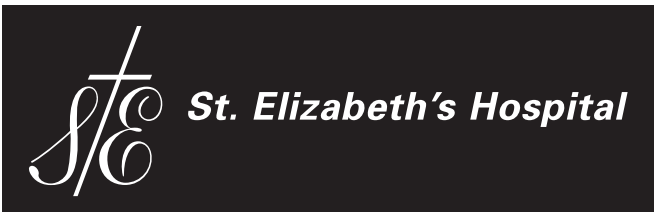


Some printing requirements call for the positive black-only version.



Reverse signatures are designed for use on dark-colored backgrounds — areas where there would not be enough contrast between the background and a positive signature. When an image is printed in its negative form it is said to be “reversed out” or “dropped out” of the background color.

To ensure legibility of our identity, the St. Elizabeth’s Hospital signature artwork may be reversed out of dark colors.



SYSTEM GUIDELINES

***HOSPITAL SISTERS HEALTH SYSTEM
AFFILIATION***

St. Elizabeth's Hospital is an affiliate of the Hospital Sisters of the Third Order of St. Francis, a 13-member hospital system based in Springfield, Illinois. To honor this affiliation, St. Elizabeth's Hospital must publicly identify itself as *An Affiliate of Hospital Sisters Health System* and adhere to the following guidelines.

[Based on the Hospital Sisters Health System Executive Manual, February 7, 1994.]

CORPORATE TAGLINE **An Affiliate of Hospital Sisters Health System**

LETTERHEAD

HSHS Source: The corporate tagline will appear preferably, but not limited to, 1/2" up from the bottom of the sheet. If the corporate tagline is used alone, without the graphic, it may be set in any type, but should be at least 6 pt. The corporate tagline must be printed in 1-color which should be the primary ink color of the hospital stationery.

St. Elizabeth's Hospital Application: Place in line with cross angle below address. Set in 7.5 pt. Univers Oblique, PANTONE 2726.

SECOND SHEET

HSHS Source: The second sheet of a letter or manuscript does not need to carry corporate identification.

FAX COVER SHEET

HSHS Source: If a hospital is using a form such as 3M Post-It FAX Cover Notes for its cover sheet, it is not necessary to include the HSHS logo. However, if a hospital is using a full 8 1/2" x 11" sheet or 1/2 sheet that includes such information as the hospital's name, phone number, fax number, etc., it is necessary to include the corporate tagline on this sheet as you would on letterhead.

ENVELOPE

HSHS Source: Corporate identification is not required on hospital envelopes.



BUSINESS CARD

HSHS Source: Business cards of hospital personnel will carry the corporate tagline in one line, preferably, but not limited to, the bottom of the card. The tagline may be no smaller than 6 pt. in a typestyle appropriate to the design of the card. Due to the size of the card and need for a prominent hospital logo, the corporate logo does not need to accompany this tagline.

St. Elizabeth's Hospital Application: Place in line with cross angle below address. Set in 7 pt. Univers Oblique, reverse type.

MAILING LABELS

HSHS Source: It is preferable, though not necessary, to include the corporate tagline on mailing labels that also carry the hospital name and address.

ADVERTISING — EMPLOYMENT

HSHS Source: Recruitment advertising, both local and non-local, should carry the corporate tagline beneath the copy of the ad, but not above the equal opportunity line. It is not necessary to include the graphic in these ads because they are usually of such small size.

ADVERTISING — SERVICE

HSHS Source: All paid advertising will carry corporate identification, utilizing at least the corporate tagline. Public service ads are not required to include the graphic or corporate tagline.

BILLBOARD

HSHS Source: It is preferable, but not required, to carry the corporate tagline in a readable size, though not more prominent than the hospital name and logo. Even though industry standards tell us that 3-7 words are the desired maximum for the message on a billboard, the corporate tagline should not create a problem.

MAGAZINE, NEWSPAPER, DIRECT MAIL

HSHS Source: Other print such as magazine, newspaper, direct mail, etc. will carry the graphic and corporate tagline under the hospital name or at the bottom of the ad.

St. Elizabeth's Hospital Application: Place in line with cross angle below address. Set in 8.5/14 pt. Univers Oblique, black type.



TELEVISION

HSHS Source: Television ads will include the corporate tagline. It will preferably be read by the voiceover after the hospital name at the end of the spot, but may also, or instead of, be shown on the screen with the hospital name and logo.

RADIO

HSHS Source: Paid radio advertisements will include the corporate tagline at the end of the spot after the hospital name unless the following conditions exist:

- The radio spot is a purchased program, such as those put out by the American Hospital Association, where there is limited space for even the hospital name at the end of the spot.
- The spot is co-sponsored by the hospital and another company or organization, which would result in too many credits diluting the impact of the message.

IN-HOUSE FORMS

HSHS Source: Most forms used exclusively in-house do not need to carry corporate identification. At times the Board of Trustees or Corporate Office may require system identification on certain forms. These will be handled on an individual basis.

EXTERNAL FORMS

HSHS Source: Forms which will be viewed by the public should carry the corporate identification. Examples are billing invoices that a patient would receive, handouts from hospital-sponsored classes or programs (that also bear the hospital name and logo), brochures, etc.

St. Elizabeth's Hospital Application: Place in line with cross angle below address. Set in 8.5/14 pt. Univers Oblique, PANTONE 2726 or black.



PUBLICATIONS

HSHS Source: All hospital publications, internal and external, such as the employee, medical staff, senior group, volunteers, external audience, etc. newsletters must carry the corporate tagline in a visible location, printed in a style that is compatible with your own logo's typestyle.

EMPLOYEE HANDBOOK AND BENEFIT BROCHURE

HSHS Source: The hospital employee handbook and all benefit brochures printed by the hospital must carry the corporate tagline, printed in a modest-looking, easy to read type.

AUDIO/VISUALS

HSHS Source: Slide film and video productions carrying the name of the hospital must also carry the corporate graphic and tagline. Slide presentations should carry the corporate graphic and tagline on the same slide that carries the hospital name or on a separate slide immediately following the hospital name.

St. Elizabeth's Hospital Application: Place in line with cross angle below address. Set in 8.5/14 pt. Univers Oblique, PANTONE 2726 or black.

MEDIA COVERAGE

HSHS Source: News release letterhead should carry the corporate tagline, the same guidelines for regular hospital letterhead.

PUBLIC DISPLAYS

HSHS Source: It is preferable, though not necessary, to include the corporate tagline under the hospital name or any public display.

SPECIAL EVENT GIVEAWAY

HSHS Source: T-shirts, pens, mugs, etc. do not need to carry corporate identification.

SIGNAGE

HSHS Source: It is preferred that exterior signs that identify the hospital carry the corporate tagline.



BED SHEETS, SCRUB SHIRTS, ETC.

HSHS Source: If the hospital uses bed sheets, scrub shirts, etc. that carry the HSHS logo, then the current logo must be used.

JOINT VENTURES

HSHS Source: If the hospital has entered into a joint venture with another non-HSHS organization, printed and electronic communications do not need to carry corporate identification.

SUBSIDIARIES

HSHS Source: In most cases, corporate identification is not necessary for wholly owned subsidiaries.

FUNDRAISING/FOUNDATION PUBLICATIONS

HSHS Source: Letters, brochures and other pieces pertaining to fundraising efforts should include: “A Division of the Hospital Sisters of St. Francis Foundation.” It is not required that each hospital’s foundation department also carry the corporate tagline.

FIXED DESIGN ELEMENTS

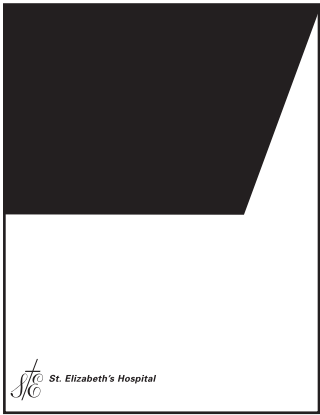
THE DESIGN SYSTEM

A template has been created based on the cross (t) in the St. Elizabeth's Hospital signature symbol. The objectives of the template are to visually represent the four core values:

- Respect
- Care
- Competence
- Joy

The result is a template that will become synonymous with St. Elizabeth's Hospital, yet still allow for flexibility to tailor the communication messages as needed. The rationale behind the template follows:

- the dynamic angle of the cross reveals a strength and confidence in St. Elizabeth's abilities and expertise
- the position of the angles implies action and motion; St. Elizabeth's Hospital is active with its service in caring for others
- the cross shape is a reference to Jesus Christ and the Catholic faith



VERTICAL TEMPLATE



HORIZONTAL TEMPLATE

CROSS ANGLE

CROSS ANGLE

FIXED ELEMENTS

STANDARD
SIGNATURE POSITION

The position of our signature, as related to other imagery, is an important component of our design program and helps to achieve synergy. To maintain the integrity of all communications and visually reinforce our core values, the St. Elizabeth's Hospital brand signature should ALWAYS appear in the lower left corner of every communication in the relationship shown.

Headlines/titles and subheads of communications may appear in any family member of Univers or Perpetua. Headlines and titles should be left justified, but gradually angled to reflect the angle of the cross. This can be achieved by typing spaces at the beginning of the lines.

If Univers and Perpetua typefaces are not available, alternative fonts are Arial and Garamond.

Spacing between headlines, subheads and body text is flexible and should be determined by the objective of the communication.



**HEADLINE HEAHEADLINE HEAD DINE HEAD
LINE HEADLINE HEADLINE.**

Lorem ipsum dolor sit amet, con
secte tuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nos trud exerci
tation ullamcorper suscipit lobortis nisl ut
aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendit
in vulputate velit esse molestie consequat,
vel illum dolore eu feugiat nulla facilisis at
vero eros et accumsan et iusto odio
dignissim qui blandit praesent luptatum zzril
delenit augue duiis dolore feugait nulla
facilisi. Lorem ipsum dolor sit

 **St. Elizabeth's Hospital**

211 South Third Street
Belleville, Illinois 62220
An Affiliate of Hospital Sisters Health System

phone 618/234/2120
web www.steliz.com

THE COLOR PALETTE

The bold lines and shapes of the fixed elements of the St. Elizabeth’s Hospital design template combine with a fresh color palette to create a contemporary and flexible visual identity.

Strong, vibrant colors communicate our commitment to technology. These are complemented by a selection of soft, warm colors that convey the compassion and spirituality that guide us. Together, this palette differentiates our services and establishes our commitment to minister to all in need of healthcare.

PMS 1235 C=0 M=35 Y=100 K=0	PMS 2925 C=87 M=23 Y=5 K=0	PMS 259 C=65 M=100 Y=0 K=15	PMS 7489 C=60 M=0 Y=80 K=7	PMS 319 C=51 M=0 Y=18 K=0	PMS 7510 C=15 M=40 Y=85 K=0	PMS 205 C=0 M=76 Y=6 K=0	PMS 7542 C=10 M=0 Y=3 K=16
IDENTITY COLOR							
PMS 1385 C=0 M=47 Y=100 K=9	PMS 660 C=91 M=60 Y=0 K=0	PMS 2587 C=72 M=79 Y=0 K=0	PMS 370 C=60 M=0 Y=100 K=27	PMS 7458 C=40 M=0 Y=5 K=6	PMS 7516 C=0 M=52 Y=100 K=35	PMS 186 C=0 M=91 Y=76 K=6	PMS 7545 C=23 M=2 Y=0 K=63
PMS 1525 C=0 M=65 Y=100 K=11	PMS 2726 C=75 M=55 Y=0 K=0	PMS 5275 C=72 M=56 Y=0 K=38	PMS 3985 C=0 M=0 Y=100 K=43	PMS 7474 C=90 M=0 Y=28 K=22	PMS 4635 C=0 M=47 Y=94 K=47	PMS 227 C=0 M=100 Y=0 K=23	BLACK C=30 M=20 Y=20 K=100
IDENTITY COLOR							
PMS 1685 C=0 M=69 Y=100 K=43	PMS 2756 C=100 M=87 Y=0 K=11	PMS 2695 C=100 M=94 Y=0 K=38	PMS 5757 C=27 M=0 Y=87 K=51	PMS 7469 C=100 M=20 Y=0 K=40	PMS 478 C=69 M=87 Y=100 K=0	PMS 229 C=0 M=87 Y=15 K=65	
PMS 161 C=0 M=51 Y=100 K=69	PMS 2767 C=100 M=79 Y=0 K=56	PMS 532 C=100 M=83 Y=76 K=0	PMS 350 C=79 M=0 Y=87 K=76	PMS 3302 C=100 M=0 Y=56 K=69	PMS 7533 C=0 M=22 Y=85 K=85	PMS 5185 C=100 M=100 Y=100 K=0	

FONT FAMILIES

Using our primary typefaces supports the clean, contemporary look of our visual identity.

The typeface used for our titles and headlines is Univers Bold Condensed Oblique — a highly legible, contemporary font that conveys the progressive nature of our service and visually attracts the eye when set in all lowercase letters.

abcdefghijklmnopqrstuvwxy _____

UNIVERS BOLD
CONDENSED OBLIQUE

Subheads should be set in Universe Bold Oblique.

abcdefghijklmnopqrstuvwxy _____

UNIVERSE BOLD OBLIQUE

To maintain visual continuity and to support the clean, contemporary appearance of communications, body text should be set in Universe Light Oblique, Perpetua Regular or Perpetua Italic type.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy _____

UNIVERS LIGHT OBLIQUE

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy _____

PERPETUA REGULAR

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy _____

PERPETUA ITALIC

As many as three typefaces (or fonts) may be used in one piece. To maintain consistency, it is recommended to set the headline, subhead and text in the font families recommended in this guide. Spacing between headlines, subheads and body copy is flexible.

If Univers and Perpetua typefaces are not available, alternate fonts are Arial and Garamond. _____

ALTERNATE FONTS

UNIVERS FONT FAMILY

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS CONDENSED
LIGHT

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS CONDENSED
LIGHT OBLIQUE

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS CONDENSED
REGULAR

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS CONDENSED
REGULAR OBLIQUE

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS CONDENSED
BOLD

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS CONDENSED
BOLD OBLIQUE

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS LIGHT

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS LIGHT OBLIQUE

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS REGULAR

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS REGULAR
OBLIQUE

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS BOLD

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS BOLD OBLIQUE

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS BLACK

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS BLACK OBLIQUE

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS EXTRA BLACK

ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS EXTRA BLACK
OBLIQUE

PERPETUA FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PERPETUA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PERPETUA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PERPETUA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PERPETUA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFHIJKLMNOPQRSTUVWXYZ

PERPETUA SMALL CAPS

ARIAL FONT FAMILY

GARAMOND FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GARAMOND

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GARAMOND

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GARAMOND

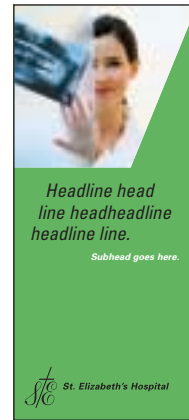
BOLD ITALIC

DESIGN SYSTEM APPLICATIONS



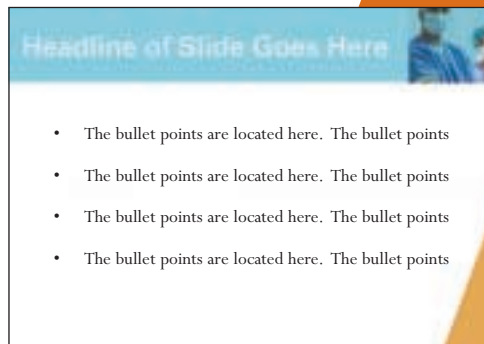
BUSINESS CARD

LETTERHEAD



AD

#10 BROCHURE



POWERPOINT PRESENTATION

POWERPOINT PRESENTATIONS

The following guidelines have been developed to assist with the creation of attractive, readable and effective PowerPoint presentations. The defaults in the PowerPoint presentation templates are set to follow the guidelines listed below.

HEADLINES

- The title slide headline defaults to 36 pts.
- The copy slide headline defaults to 30 pts.
- Headlines and titles should never be smaller than 30 points.
- Avoid moving headlines from default positions.
- Headlines should be left justified, but gradually angled to reflect the angle of the cross. In PowerPoint, this can be achieved by typing spaces at the beginning of the lines.

BULLETS AND BODY COPY

- Main bullets and body copy are 24 pt. type.
- Subsequent bullets and body copy should be no smaller than 18 pt. type. Any type smaller than 18 pts. will be unreadable when projected.
- Bullets and body copy should be left justified.
- Limit the number of main bullet points to 5 per slide, or 1 - 2 per slide if there are sub-bullets under each main bullet point. This will allow the use of larger, more readable type.

FONT — TYPEFACE

- Arial is the primary font for PowerPoint presentations.
- It is a sans serif font, which is easy to read when projected.

FONT — COLOR

- The more contrast that is used between the type and the background, the more readable the presentation will be when projected.
- Black body copy on a white background is the most readable.
- Do not screen back type – it will not be readable when projected.
- Use a bold version of the font when reversing type out of a darker background.
- Make sure there is enough contrast between the dark background and the color used for the type.



Title of
Presentation
Placed Here

stc St. Elizabeth's Hospital

POWERPOINT
TITLE SLIDE

Headline of Slide Goes Here

- The bullet points are located here. The bullet points
- The bullet points are located here. The bullet points
- The bullet points are located here. The bullet points
- The bullet points are located here. The bullet points

POWERPOINT
COPY SLIDE

SIGNAGE AND DISPLAY

The St. Elizabeth's Hospital signature should NOT be translated into a vertical format. If the signature must be turned (as in the case of a book spine) the entire signature should be reproduced to read horizontally.



ELECTRONIC MEDIA

Reproduction of the St. Elizabeth’s Hospital signature in electronic media including CD-ROM, Internet, Web pages, Intranet and PowerPoint presentations should be consistent with usage defined in this guide. Authorized vector files and pixel files, listed below, are available from St. Elizabeth’s Hospital.

ST. ELIZABETH’S HOSPITAL SIGNATURES

	Print	Electronic Media
<i>1-color logo</i>	STE_2726.eps	STE_2726.jpg
<i>Process (CMYK) logo</i>	STE_CMYK.eps	STE_CMYK.jpg
<i>Black only logo</i>	STE_Blk.eps	STE_Blk.jpg
<i>Reverse logo</i>	STE_Rev.eps	STE_Rev.jpg

ST. ELIZABETH’S HOSPITAL DESIGN SYSTEM TEMPLATES

Letterhead

Business Card

Advertisement

#10 Brochure

PowerPoint Presentation



For questions about the St. Elizabeth's Hospital signature and identity system, please contact csteiner@sebb.org or call the communications department at 618-234-2120, ext. 1357.



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