Cleveland Clinic

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Introduction

These guidelines represent the foundation of the Cleveland Clinic brand identity system. They are intended to provide you with the basic tools – and rules – to begin using the identity properly. It's important that you bear in mind the fundamental thinking behind our identity.

These guidelines are designed to accommodate all of our offerings, meeting their needs for creativity and flexibility, while fulfilling our desire to have our patients, donors and other stakeholders see us as one cohesive organization.

Brands are easier to develop if they are focused and concentrated on delivering a specific value proposition. Clear organizational relationships are synonymous with good branding.

The Cleveland Clinic branding system identifies the boundaries of the Cleveland Clinic brand and how our system of community hospital brands should be used.

The approved branding strategy links all of our offerings with the Cleveland Clinic brand through a combination of master branded and shared relationships.

Cleveland Clinic

Primary Signature

The Cleveland Clinic brand identity or signature consists of the symbol and the proprietary wordmark "Cleveland Clinic."

The primary Cleveland Clinic signature features the symbol and wordmark in a dedicated horizontal lockup. This is the preferred signature variation for all brand communications. The signature is also our primary brand identifier. It is essential that the signature is always, in every application, applied with care and respect.

Use only the approved electronic artwork. Never alter, add to or redraw the signature in any way.

Cleveland Clinic Signature: Preferred configuration

Symbol   Wordmark

Cleveland Clinic Signature: Construction

X   X   X

"X" is equal to 1/2 the width of one of the squares in the symbol. The width of "X" also determines the space between the symbol and the wordmark as well as the space between the words Cleveland and Clinic.

Clearspace and Minimum Size

To ensure the prominence and legibility of the Cleveland Clinic signature, always surround it with a field of clearspace. Clearspace isolates the signature from competing graphic elements such as text, photography and background patterns that may divert attention from the signature.

The Cleveland Clinic signature can be used in a wide variety of sizes, but when it is sized too small, legibility is reduced and its impact is diminished. The mini-

mum size is determined by the width of the symbol.

In printed material, the signature should not be reproduced when the symbol is smaller than .25" in width.

Cleveland Clinic Signature Clearspace

Cleveland Clinic Signature Minimum Reproduction Size

.25 inch

In printed material, the signature should not be reproduced when the symbol is smaller than .25" in width.

Primary Colors

The Cleveland Clinic signature should be reproduced in full color—Cleveland Clinic Blue, Green and Black—whenever possible. These colors are equivalent to the Pantone numbers listed below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified.

The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.
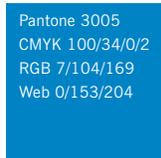
Cleveland Clinic White

Cleveland Clinic Black

Pantone Black 7
CMYK 51/44/36/84
RGB 46/45/39
Web 51/51/51

Cleveland Clinic Blue

Pantone 3005
CMYK 100/34/0/2
RGB 7/104/169
Web 0/153/204

Cleveland Clinic Green

Pantone 348
CMYK 100/0/85/24
RGB 0/106/58
Web 0/153/51

The colors shown throughout this manual have not been evaluated by Pantone, Inc., Please refer to the current edition of the Pantone color formula guide when matching colors. PANTONE® is a registered trademark of Pantone, Inc.

Signature Color Variations

When reproduction methods cannot accommodate the use of the full-color signature, use the appropriate signature variation shown below.

Positive and reverse versions are included so please carefully evaluate the background before making a selection. A general rule to keep in mind is that backgrounds that are approximately 45% black or darker, will require a

reverse signature. See page 6 on Background Control for more information.

The CMYK variation is for both digital and offset print reproduction. RGB is for on screen viewing such as PowerPoint presentations and video where monitor resolution can support thousands or millions of colors. RGB/Websafe signatures are for Internet and Intranet use and are created from a Web safe color palette.

Cleveland Clinic

Description	File Name
Full-color spot (Pantone)	CC_S.eps
4-color process (CMYK)	CC_P.eps
RGB Video	CC_V.eps, CC_V.jpg

Cleveland Clinic

Description	File Name
2-color spot (Pantone)	CC_2C_S.eps

Cleveland Clinic

Description	File Name
1-color spot	CC_1C.eps, CC_1C.jpg

Cleveland Clinic

Description	File Name
1-color black	CC_K.eps, CC_K.jpg

Cleveland Clinic

Description	File Name
Spot (Pantone) reverse	CC_SR.eps
4-color process (CMYK) reverse	CC_PR.eps
RGB Video reverse	CC_VR.eps, CC_VR.tif

Cleveland Clinic

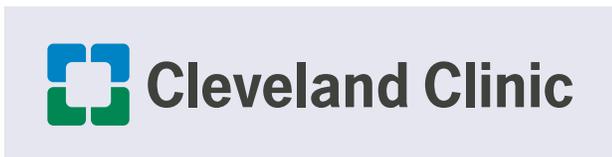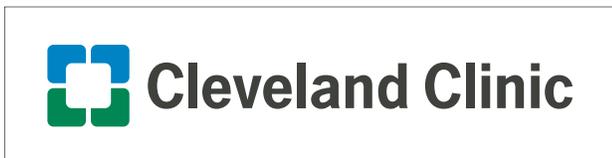| Description	File Name
1-color reverse	CC_R.eps, CC_R.tif

Background Control

The full-color Cleveland Clinic signature is always best presented against a white background because it provides colors with a clean, crisp contrast.

If the full-color signature appears on color or photographic backgrounds, there must always be sufficient contrast between the background and the signature colors.

If the signature is being placed on a background where the full-color signature will be illegible, use the reverse signature.

Background misuses

Do not use the full-color signature on a gradient background.

Do not use the full-color signature on a background where the legibility of the symbol may be compromised.

Signature Misuses

Incorrect use of the Cleveland Clinic signature can compromise its integrity and effectiveness. Shown below is a small and by no means comprehensive sample of possible misuses.

To ensure accurate and consistent reproduction of the signature, always use the approved digital artwork. Never alter, add to or re-create the Cleveland Clinic signature.

Cleveland Clinic

Do not change the arrangement of the preferred signature lockup.

Cleveland Clinic

Do not change the color of the wordmark or symbol.

Cleveland Clinic

Do not outline the symbol or the wordmark.

Cleveland Clinic

Do not violate the clearspace or place the signature within a shape.

Cleveland Clinic

Do not re-typeset the wordmark.

Cleveland Clinic

Do not apply a drop shadow to the signature.

Cleveland Clinic

Do not horizontally or vertically distort the signature.
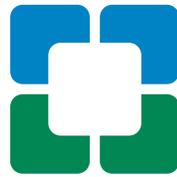
Alternate Signature Configuration

The alternate signature configuration features the wordmark centered underneath the symbol. This relationship should never be altered in any way.

The alternate signatures should only be used when a layout dictates a constrained horizontal space or when greater visibility for the symbol is required. Such uses may include sports arenas or stadiums and merchandise or promotional items.

Use only the approved electronic artwork. Never alter, add to or re-create the alternate signature in any way.

Cleveland Clinic Signature: Alternate Lockup
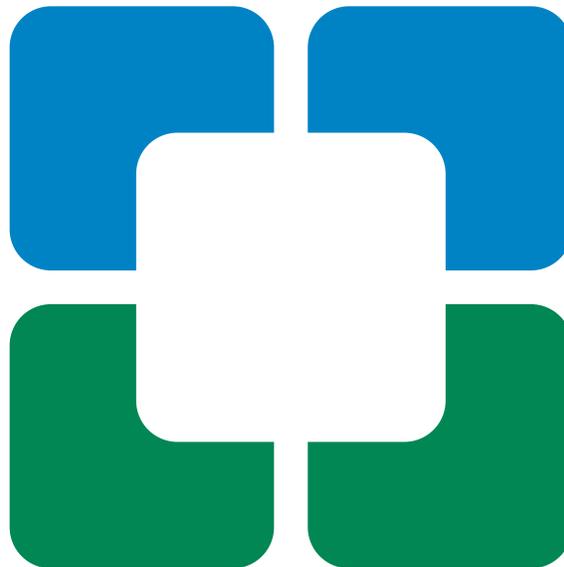
Using the Symbol Alone

The Cleveland Clinic symbol can be used independently only in specialized applications. Examples include pro-motional items like jewelry and other specialty merchandise.

The symbol as an independent graphic element must never be used in brand communications: Only the Cleveland Clinic signature—symbol and word-mark—can be used to identify the Cleveland Clinic brand.
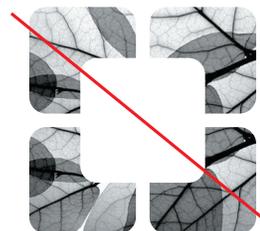
Use only the approved electronic artwork.
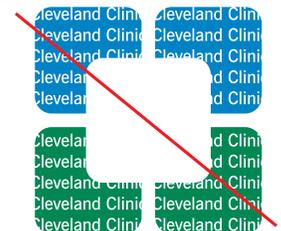
Cleveland Clinic Symbol Alone

Symbol Alone misuses

Do not place images inside of the colored square.

Do not place images inside of squares in the symbol.

Do not place typography inside the colored squares of the symbol.

Primary Typography: News Gothic Bold

Typography plays an integral role in our identity system. The primary typeface, News Gothic Bold, is a highly legible sans serif typeface. This typeface is used to create the Cleveland Clinic wordmark and the wordmarks for the community hospitals and associated descriptors used throughout the Cleveland Clinic organization.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Signature Naming

Use this naming convention guide to select the appropriate electronic signature for reproduction. The file formats provided are explained below.

EPS Format
The EPS format is for applications that require high-resolution artwork for reproduction, for example, anything that is press-printed or for large-scale projects such as banners or signage. EPS signatures can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into or opened by page layout and illustration software such as QuarkXPress, Illustrator or Photoshop.

JPEG and TIF Formats
JPEGs have been created for use in web and Microsoft applications. JPEGs should never be proportionally enlarged beyond the size supplied as the quality will degrade quickly. TIF signatures are suitable for importing into applications such as Microsoft Word, Powerpoint and page layout programs. TIFs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur.

Compatible with Mac or PC
EPS, JPEG and TIF formats work on Macintosh and Windows platforms.

Masterbrand:

CC = Cleveland Clinic

Alternate signature configurations:

alt = Alternate signature — symbol above wordmark

alt_st = Alternate stacked signature — symbol above stacked wordmark

symbol = Symbol alone

CC_ S_ alt_ .ext

Color Category:

4C	=	CMYK (4-color process)
4CR	=	CMYK (4-color process) reverse
S	=	Spot (Pantone)
SR	=	Spot (Pantone) reverse
2C_S	=	Two color spot (Pantone)
V	=	RGB video
VR	=	RGB video reverse
K	=	Black
R	=	Reverse

. Extension: File type and what it is used for.

How Images Are Supplied

.eps = EPS (for print and vendor use) Supplied as vector-based art, scalable for large applications; these files may be used at any size. Ideal for high-end print and display use.

.jpg = JPEG (for Internet, intranet, PowerPoint and Word) Supplied at 200 DPI for optimum appearance online. Ideal when a small file size is needed.

.tif = TIFF (for PowerPoint, Word and other publishing software) Supplied at 200 DPI for optimum appearance in presentations and laser prints.

The abbreviations in the shaded fields appear in a file name only when applicable to a given signature.