



# SIERRA VIEW MEDICAL CENTER

## LOGO STANDARDS AND GUIDELINES

The Sierra View Medical Center logo is an important point of identity for the hospital and its service lines. Appearing on everything from stationary, business cards and literature, to clothing, name badges and signs, our logo makes a highly-visible impression on the community each day.

The Sierra View Medical Center logo is designed to identify our hospital and services at a glance. The purpose of these guidelines are to assist and identify the proper and consistent use of our logo.

All advertising and marketing materials designed for an external audience that contain the Sierra View Medical Center name and logo must be created and/or approved by the Director of Marketing and Community Relations. This includes all brochures, calendars, fliers, handouts, pamphlets, stationary, website and broadcast production. Materials which contain our logo or any service line logos must comply with the following standards and guidelines.

Last, any informational material that is developed on behalf of Sierra View Medical Center needs to include the phrasing “Sierra View Medical Center is a service of the Sierra View Local Health Care District.” This phrasing does not need to be positioned as a prominent element in the material but should be placed so it is easily identifiable. For any employee or staff member developing a letter on behalf of Sierra View Medical Center, it is required that the above phrasing be included in the footer of the letter. Any informational brochure, flyer or handout that is developed can include the above phrasing on the back of the piece or at the bottom of an interior page.

If you have any questions  
or need assistance please contact:

Sierra View Medical Center  
Corporate Communication and Marketing  
(559) 788-6104  
kdeshazo@sierra-view.com

## LOGO SPECIFICATIONS COLOR

Always use the name and symbol as shown, with the symbol to the left of the name. Whenever possible, the color version of the logo should be used on a white or very light background. It is not acceptable to substitute and use different colors in the logo.



### Spot Colors

#### Teal Facade (top to bottom)

PMS 7474  
PMS 7474 @ 68%  
PMS 7474 @ 45%  
PMS 7474 @ 27%

#### Gray Type

PMS 433

#### Teal Sub-Type

PMS 7474



### 4 Color Process

#### Teal Facade (top to bottom)

C 98.91/M 36.73/Y 44.17/K 9.97  
C 68.13/M 21.25/Y 33.11/ K 0.27  
C 43.67/M 11 / Y 21.23/ K 0  
C 24.85/M 5.16/ Y 11.8/ K 0

#### Gray Type

C 0/ M 0/Y 0/ K 80

#### Teal Sub-Type

C 98.91/M 36.73/Y 44.17/K 9.97



### Grayscale

#### Facade (top to bottom)

Black @ 83%  
Black @ 69%  
Black @ 43%  
Black @ 26%

#### Gray Type

Black @ 90%

#### Sub-Type

Black @ 69%



### One Color

Black @ 100%

## LOGO SPECIFICATIONS REVERSED



### Reversed

White @ 100%

Use white type, but keep the integrity of the facade intact by using the provided color symbol with a white rule.



### Full-Negative

White @ 100%

In some cases it may be necessary to reverse the logo completely to full-negative (white on a dark background). It is ok to do so as shown; note: when possible, keep the integrity of the facade intact with color.



### Special Exception Reversal

White @ 100% / PMS 7474 @ 100%

In cases of placing the logo onto company-approved shirts (i.e., black polos), it will be necessary to reverse the logo so that the icon and words "Sierra View" are in teal and the words "Medical Center" appear in white.

## LOGO SPECIFICATION FONTS

The font for SIERRA VIEW is Gotham Medium and must always be in all caps.

The font for MEDICAL CENTER is Gotham Condensed and must always be in all caps and right justified with SIERRA VIEW.



## LOGO SPECIFICATIONS TAGLINE

Please adhere to the following guidelines to ensure that the tagline is used correctly in all applications. All previously stated specifications in reference to the logo symbol apply.



### 2 Spot Color

### 4 Color Process

C 0/ M 0/Y 0/ K 80



### Grayscale

Black @ 90%



### One Color

Black @ 100%



### Full-Negative

White @ 100%

## LOGO TAGLINE FONT

The font for the tagline type is Gotham and must always be in Title Case - upper and lower caps as shown. Tagline must always equal and never exceed the width of MEDICAL CENTER.



← Gotham Medium

## LOGO CORRECT USAGE

These rules are applicable to logo with and without tagline.



**DO** reverse the type only and place a white rule behind the symbol when possible.



**DO** reverse the type only and place a white rule behind the symbol to keep the integrity of the facade intact with the grayscale gradient when possible.



Again, in some cases it may be necessary to reverse the logo completely on a dark background. It is acceptable to do so as shown (See *Special Exception Reversal - Page 3*).

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## LOGO WITH TAGLINE CORRECT USAGE

Always allow enough free space around the logo. The width in the "M" in MEDICAL CENTER determines the minimum amount of free space.



## LOGO INCORRECT USAGE

These rules are applicable to logo with and without tagline.



**DO NOT** scale or stretch the logo out of proportion.



**DO NOT** change the configuration of the logo. The symbol must always be to the left of the type and in the proper size relationship.



**DO NOT** skew or slant the logo.



**DO NOT** run the logo over a dark background or photo.

