



Brand Book for Employees



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The guidelines and tools in this book should be followed when creating all elements for Asante’s brand. The purpose is to help you understand the brand and to articulate and express the campaign, ensuring consistency across all channels and media. Adhering to these standards will help unify all brand touch points with a distinct look and feel, messaging, voice and tone true to Asante’s overall brand and personality.

Contact

Asante Communications and Marketing

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Medford, OR 97504
(541) 789-4241

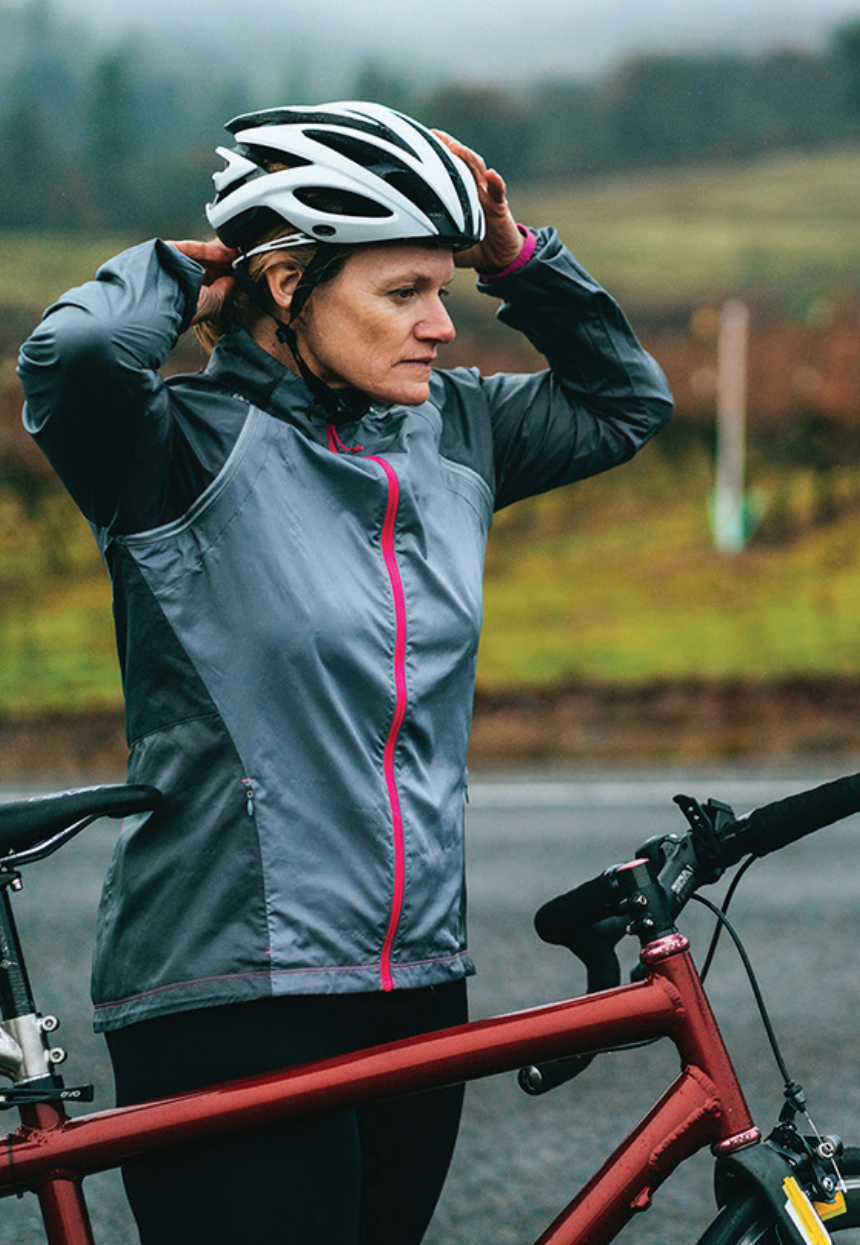
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OUR BRAND

OUR BRAND



Our brand is more than a name and logo. It's everything. It's what manifests in people's hearts and minds when they think about us. Growing and promoting it successfully takes conscious and continuous effort, and it's something everyone at Asante needs to own. We can't do it without you. What you do, how you do it, how you treat others and so much more influences the perception of our brand. Thank you for treating our brand with care and respect.



Community lives here.



WE BELIEVE IN THE POWER OF COMMUNITY

When we think of community, we think of the parts and the whole. Your neighbor and a sense of belonging. Individual strength and the power of unity. We think of family, sharing and discovery. Vibrancy and humility and hard work mixing with tolerance and diversity. Community is the will that compels us to be better. Part cooperation, part commitment. Part ingenuity, part irreverence. All the parts – from the water and wine to the Shakespeare and hiking. From the slow life to the pioneering spirit. Our diverse community is where we all reside, grow and thrive. Where we are each our own and something much larger. Deeply interconnected and dependent upon one another. Our community is healthy and welcoming. Our community is you. And community lives here.

OUR BRAND



BRAND PERSONALITY

ASPIRATIONAL

Aspiration is about being ambitious, pushing forward, never satisfied with the status quo. *It underscores our relentless pursuit of better.*

UNWAVERING

To be unwavering means we are steadfast *in our commitment to put community first.*

SINCERE

We are heartfelt, honest and true. We are sincere and relatable. There's nothing fake here. We treat *people like friends and neighbors.*

KEY MESSAGES

Community lives here.

This is our home. Our heart is here with our friends and neighbors. That means every one of us – regardless of position in the organization – not only cares for you, we care about you. You are at the center of everything we do. Because community lives here.

You deserve the best quality.

Our commitment to clinical excellence is the most important way we show you how much we care about the community. From our broad range of specialties to our hospitals and clinics throughout the region, we are never content with the status quo. Because we can always be better – for you.

We power the community.

We have a heart for service that reaches beyond the care we provide. We stand side by side with you to help our communities grow and prosper. We're invested in our communities because this is our home too.

CREATIVE

BRAND TOOLKIT



BRAND VOICE

WRITING STYLE

We speak to our audience when we write – not at them. The difference is important. We aren't writing for our English teacher. We're writing conversationally for our audience. We're speaking to a friend. We address our friends as "you" whenever possible. Our approach is always authentic. We're deeply interested in celebrating our audience and our community.

WRITING CHECKLIST

☐ Make it authentic

Remember, you're talking to people, not at them. Write as if you're speaking to a friend. Conversational means sentence fragments are welcome (when written with style).

☐ Make it about them

Talk to the person who is the target of your communication. Speaking to our audience in language that's "you" oriented makes your message about them.

☐ Make it flow

Short, punchy sentences followed by longer sentences create dynamic and interesting flow. Sprinkle in some medium-length sentences for variety. Combined, we achieve style, tone and approachability. That's Asante.

☐ Respect their time

Keep it minimal – everyone's busy. Reading marketing copy is low on the list. Respect that. And put in the time to say it succinctly. As the old adage goes, "I would have written a shorter letter, but I didn't have the time."

☐ Keep it consistent

Make sure what you write is consistent with the format we follow in the AP Stylebook.

A SPECIAL NOTE ABOUT SOCIAL

This is their turf

Unlike traditional media, in social we are entering someone's personal space. Be careful not to be an interruption in that space.

Have a real conversation

Our audience is smart. Simply repurposing advertising in social media won't break through and engage. They should feel like there's a one-on-one conversation taking place.

CREATIVE

IMAGE GUIDELINES



PHOTOGRAPHY AND REAL MOMENTS

The use of original, authentic photography and video is vital when creating Asante brand elements. We intentionally profile real people from our communities in candid moments. It's a thoughtful approach that should never feel like a typical stock image. Never contrived or cliché, images should be warm and human, capturing genuine connections and real moments in the lives of the people who live in our community.

Creating this level of authenticity requires the consistent use of real people and local scenes. Photographs taken by locals and local professional photographers should be considered as a source for building an archive of images. When shooting original photography, it will be important to provide creative direction to capture the candid, unique moments so important to the Asante brand.



IMAGE STYLE

Notice the overall tone and feel of these images. Real moments, candid, earth-toned and alive – captured in our communities. Authentic is honest and that should come through in all of our images and video – true situations that are lifestyle or aspirational concepts that reflect the personality of the people we celebrate.



BRAND COLORS

Our blue represents our foundational heritage.

- Peace
- Stability
- Calm
- Tranquility
- Integrity

HEX: 236192
RGB: 35/97/146
CMYK: 96/54/5/27
PANTONE 647

Our brown connects to the communities we call home.

- Natural
- Authentic
- Rich
- Inclusive
- Tradition

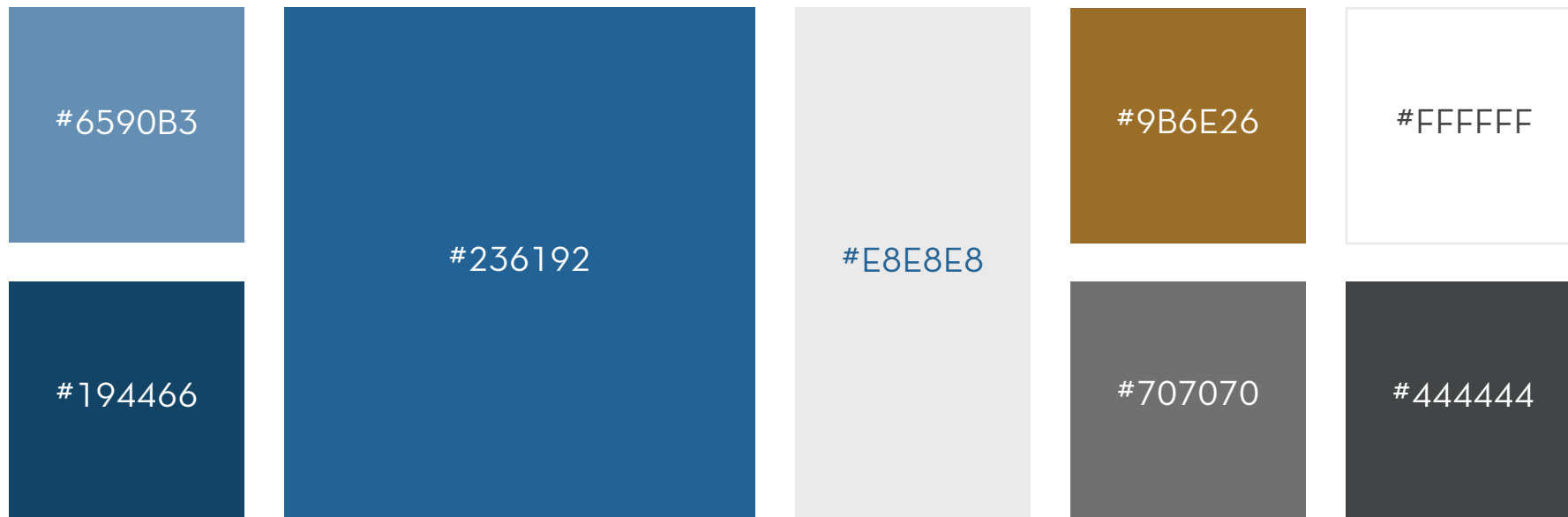
HEX: 696158
RGB: 105/97/88
CMYK: 26/31/35/72
PANTONE 405

HEX: C5B783
RGB: 197/183/131
CMYK: 9/12/47/18
PANTONE 4525

HEX: A76D11
RGB: 167/109/17
CMYK: 7/50/100/34
PANTONE 146

The best brands stay focused and minimal when it comes to their color palette. We define our brand in a powerful way through the use of two primary and two secondary colors.

WEBSITE COLORS



BRAND FONTS

PRIMARY FONT FAMILY

Neutra Text Light

Neutra Text Light Italic

Neutra Text Book

Neutra Text Book Italic

Neutra Text Demi

Neutra Text Demi Italic

Neutra Text Bold

Neutra Text Bold Italic

SECONDARY FONT

Adobe Garamond Pro Regular

Adobe Garamond Pro Regular Italic

Adobe Garamond Pro Bold

Adobe Garamond Pro Bold Italic

WEB FONT

Brandon Grotesque Regular

Brandon Grotesque Regular Italic

Brandon Grotesque Medium

Brandon Grotesque Medium Italic

Brandon Grotesque Bold

TYPOGRAPHY STYLE

MARKETING

Headlines

Neutra Text Bold

Headline here.

Body Copy

Neutra Text Book

The quick brown fox jumped over the lazy dog.

CORRESPONDENCE + LONG FORM

Headlines

Neutra Text Bold

Headline here.

Body Copy

Adobe Garamond Pro

The quick brown fox jumped over the lazy dog.

WEBSITE

Headlines

Brandon Grotesque Medium

Headline here.

Body Copy

Brandon Grotesque

The quick brown fox jumped over the lazy dog.

NEWSLETTER

Headlines

Arial Bold 17 pt.

Headline here.

Body Copy

Arial 10 pt.

The quick brown fox jumped over the lazy dog.

ONLINE TYPOGRAPHY

Brandon Grotesque Regular

Brandon Grotesque Regular Italic

Brandon Grotesque Medium

Brandon Grotesque Medium Italic

Brandon Grotesque Bold

BODY TEXT AND LINK

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy **eirmod tempor invidunt** ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Magna aliquyam erat, sed diam voluptua.

BODY TEXT

Brandon Grotesque Regular
Font size: 22px
Color: #444444
Line-height: 31px

BODY TEXT LINK

Brandon Grotesque Bold
Font size: 22px
Text decoration: none
Color: #236192

BODY TEXT LINK HOVER

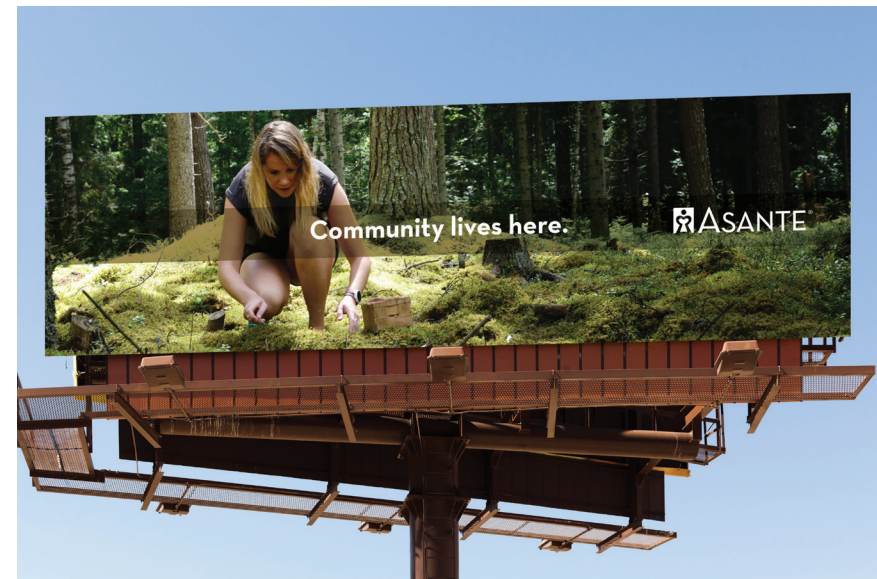
Brandon Grotesque Bold
Font size: 22px
Hover color: #194466
Hover text decoration: underline

CREATIVE

CREATIVE SAMPLES

OUTDOOR

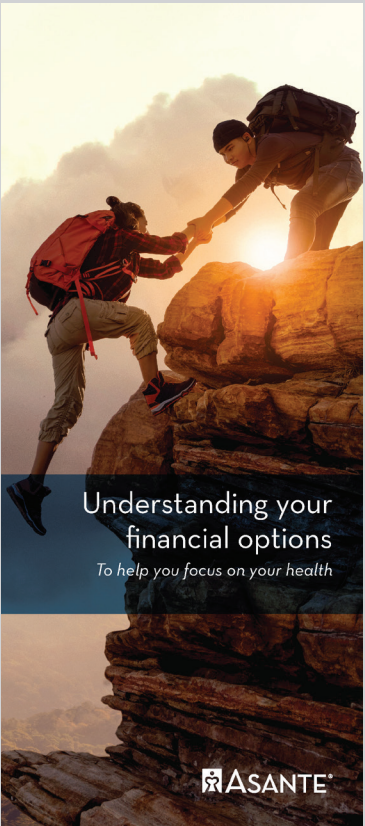
Large photo bleeds define the Asante brand in large-format media like billboards.



COLLATERAL

A collection of media used to promote the brand and support the marketing of a product or service. Brochures, flyers, print ads and more are the tangible evidence of our brand, designed to match Asante’s values and personality.

CREATIVE





LOGOS

LOGO USE AND GUIDELINES

The establishment and the use of consistent, uniform graphic standards are an important asset in the management and the promotion of Asante's corporate identity. The following standards are firm guidelines for Asante staff, graphic designers, printers, sign makers, specialty item suppliers, and anyone authorized to reproduce or employ Asante's identity.

The corporate identity of Asante is a registered service mark and may not be reproduced or employed in any manner without the express written consent of Asante or its designee.

All departmental, subsidiary, programmatic, celebratory, and promotional logos, seals, signs, and service marks use the approved corporate symbol. Any exceptions to these standards will need prior written approval from the Asante Communications and Marketing Department. Communications and Marketing reserves the right to change standards in response to corporate needs. Communications and Marketing will review and approve all proposed print materials, film and video materials, advertisements, signs, banners, clothing designs, and specialty and promotional items before they are produced, to ensure that they comply with Asante's corporate graphic standards. Communications and Marketing will respond in a timely manner to all requests to use the corporate symbol. Please contact Communications and Marketing at (541) 789-4241 for clarification or with questions.

BRAND LOGOS

LOGO ARTWORK

Only the uses and the color shown below may be reproduced. The following logo is to be used for almost all applications.



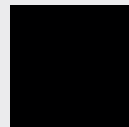
COLOR

Only the color shown below may be reproduced: Pantone 647, black or white.



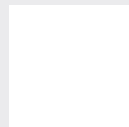
C: 96
M: 54
Y: 5
K: 27
#236192

PANTONE 647



C: 80
M: 80
Y: 80
K: 100
#000000

PANTONE BLACK



C: 0
M: 0
Y: 0
K: 0
#ffffff

PANTONE WHITE

MINIMUM CLEAR SPACE

To protect the integrity of the Asante brand it is important for assisting graphic elements or other company logos to not be in direct contact with the Asante logo artwork.

By visually imagining a containing box around the artwork, any assisting elements should be at least a "A" width away from the logo artwork.



The logo should not be altered in any way. Images or text may not be added to or around the logo unless previously approved by Communications and Marketing. With any questions on appropriate logo use, contact Communications and Marketing at (541) 789-4241.

BUSINESS
PACKAGE

BUSINESS PACKAGE

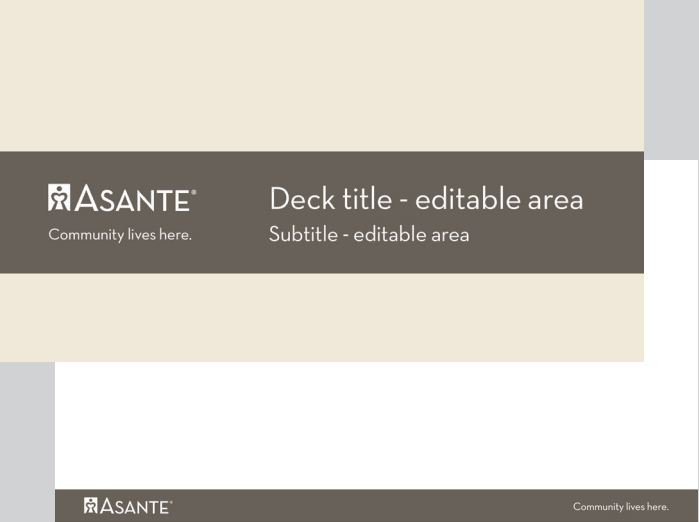
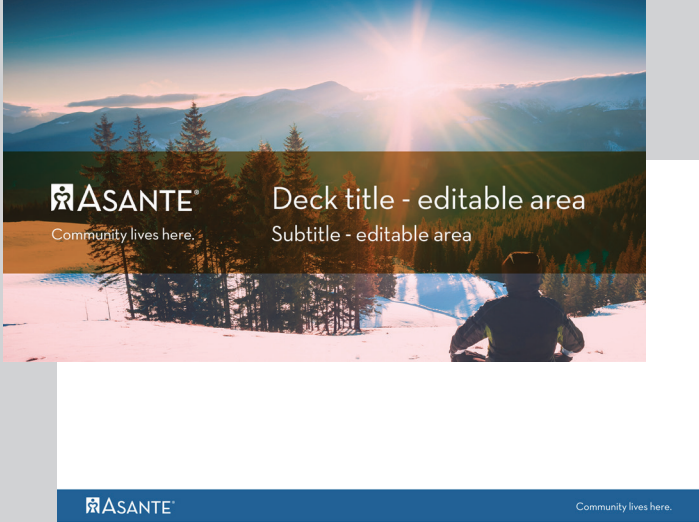
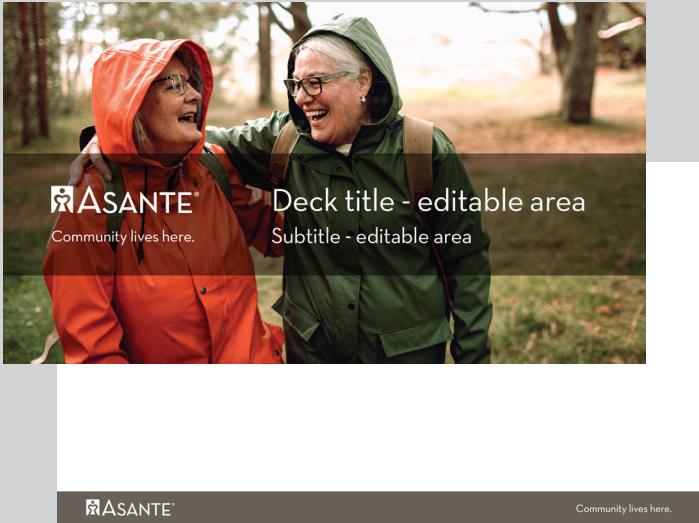
BUSINESS PACKAGE

A collection of digital, printed and physical resources used to create a uniform image of Asante’s corporate brand. Separate items are united by using the same style.

BUSINESS PACKAGE

Presentation decks

A variety of image options are available on MyAsanteNet and the Asante Brand portal.

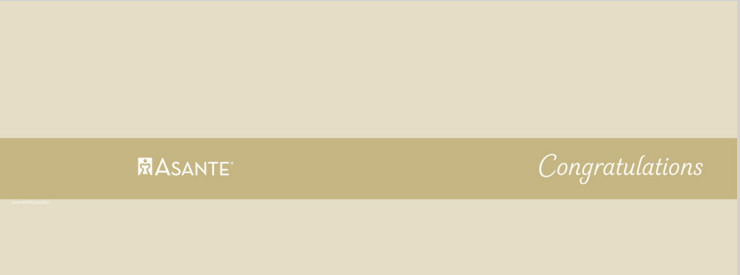
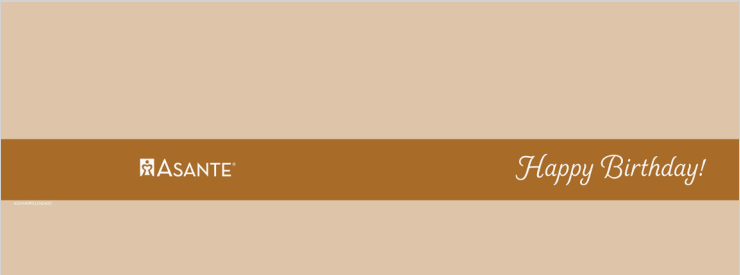


BUSINESS PACKAGE

A collection of digital, printed and physical resources used to create a uniform image of Asante’s corporate brand. Separate items are united by using the same style.

BUSINESS PACKAGE

Note cards
A variety of topic options are available for order via Infor. Note cards are blank on the interior.



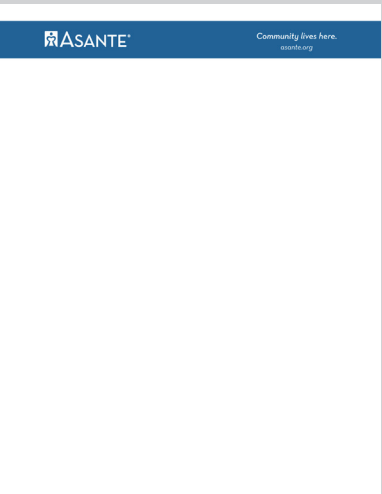
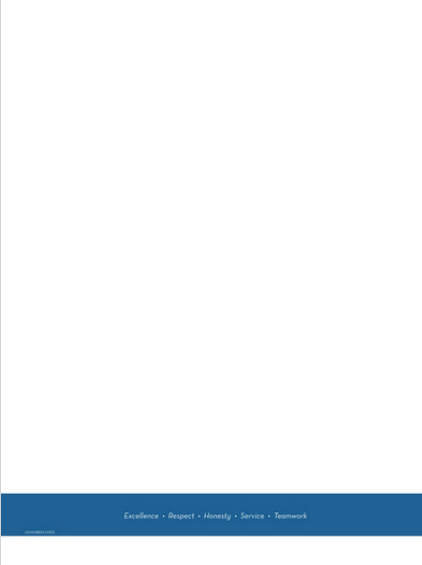
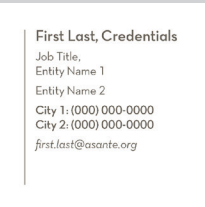
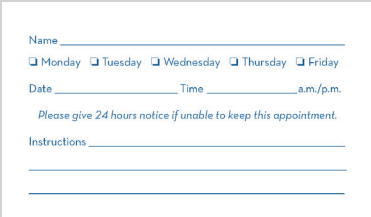
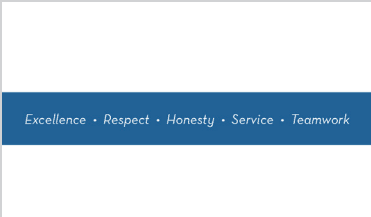
BUSINESS PACKAGE

A collection of digital, printed and physical resources used to create a uniform image of Asante’s corporate brand. Separate items are united by using the same style.

BUSINESS PACKAGE

Printed collateral

Business, appointment and calling cards. Presentation folder, letterhead and envelopes. Printed items are ordered through Infor.



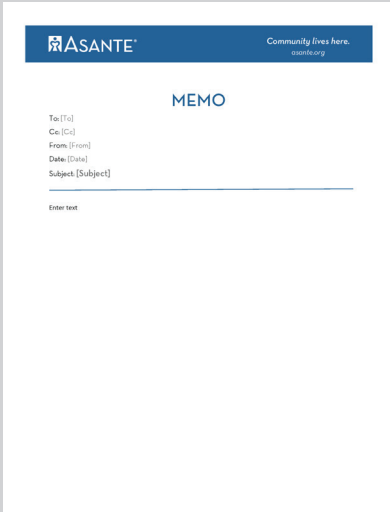
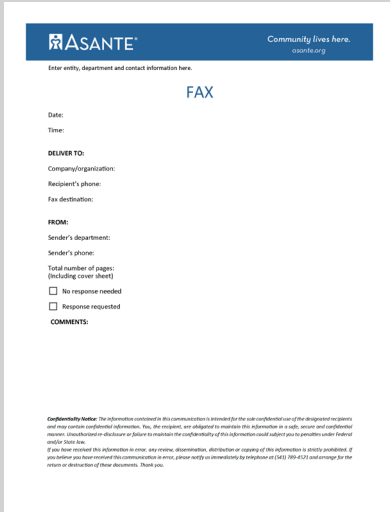
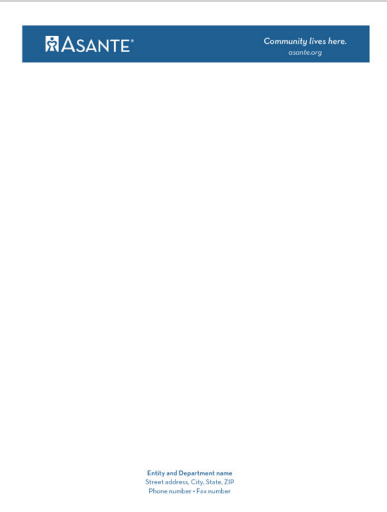
BUSINESS PACKAGE

A collection of digital, printed and physical resources used to create a uniform image of Asante’s corporate brand. Separate items are united by using the same style.

BUSINESS PACKAGE

Digital collateral

Letterhead, fax, memo, minutes and agenda. Available on MyAsanteNet and the Asante Brand portal.





APPAREL & PROMOTIONAL EXAMPLES

APPAREL & PROMOTIONAL ITEMS EXAMPLES



Asante's logo is to be placed on the left upper chest, no larger than 3 inches wide.

If a thread is used, the color should come as close to the Pantone 647 Asante Corporate blue as possible; a black or white thread may also be used.

Generally use a unisex-style cut on shirts.

Logo register mark may be removed on apparel if it is too small to reproduce.

Examples of correct logo use on apparel with department names. Department names are used only on apparel and not on promotional items. Department name will appear on the sleeve or the sleeve cap only.



APPAREL & PROMOTIONAL

