
PULLMAN REGIONAL HOSPITAL

pullmanregional.org

Design and Brand Guidelines



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Welcome to the Pullman Regional Hospital Brand Guidelines

This is where you'll find the best practices for the Pullman Regional Hospital brand. Use it as a guide when creating content centered on excellence.

Need more? Connect with **marketing@pullmanregional.org** to obtain creative assets or for assistance using this guide.

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Revolutionizing healthcare

Choice, Consistency, Flexibility, Inclusive, Personal Accountability, Personal growth, Progressive, Serving others, Tolerant, Transparent, Truth-seeking

Pullman Regional Hospital is a full-service medical center that offers a range of advanced medical services to the Palouse region. The facility features a state-of-the-art surgery center, fully digital imaging department, inpatient rooms, an

award winning BirthPlace, and expanded outpatient services. Pullman Regional Hospital is a Level IV State Designated Trauma Center and provides 24-hour Emergency Medicine care by board certified emergency medicine physicians.

01

Mission

Pullman Regional Hospital exists to nurture and facilitate a healthier quality of life for our community.

02

Vision

Pullman Regional Hospital is a community leader of integrated health and healing activities where our values guide and inspire, and science and technology quietly enable people to comfort, encourage, and heal.

03

Values

As we pursue our shared vision for the future, we value: personal integrity and commitment to provide compassionate, responsible, quality services to our community; an environment that allows individuality, teamwork, and communication to flourish; the enriching nature of diversity, creativity, and innovation; and honesty and leadership in an atmosphere of mutual respect and trust.

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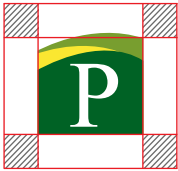
Primary logo variations



Should not appear smaller than 1 1/2in wide



Should not appear smaller than 7/8in wide



Should not appear smaller than 7/8in wide

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Logo variations

When referring to the hospital in writing, spell the full name, "Pullman Regional Hospital". We do not abbreviate our name with PRH, or Pullman Regional.

The Pullman Regional Hospital logo reflects the colors and landscape of our region. The "P" icon is highly recognizable in the community and should always be presented in icon form. The letter "P" should not stand on its own without permission.

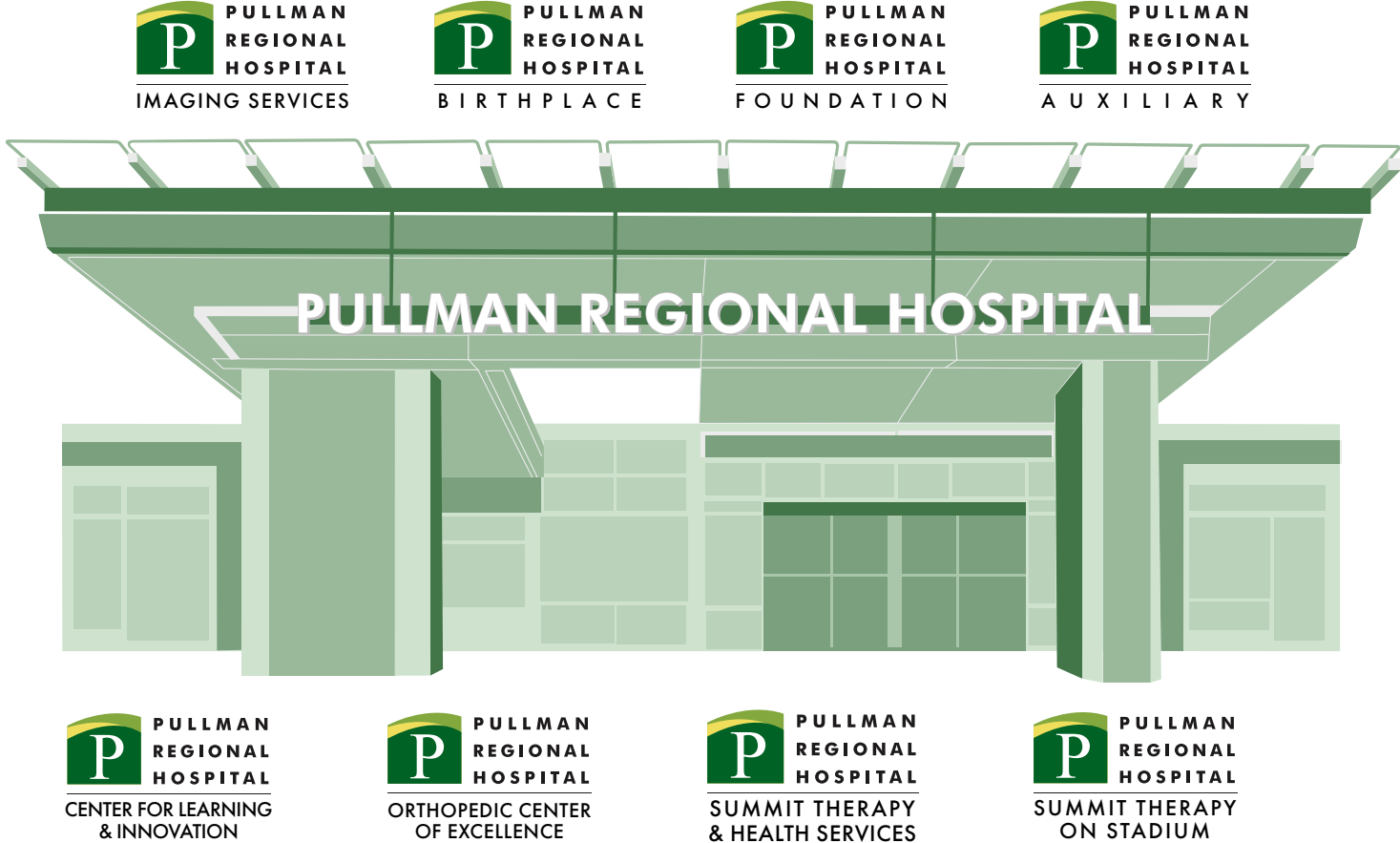
The four color logo should only be used on a solid color background and should never feature a drop shadow. If the logo needs to be placed on a busy photo or a contrasting color background, use the single color black or white logo variation.

- Don't:
- Alter, rotate, or modify it
 - Animate it
 - Surround it with other designs
 - Accessorize it with extra elements
 - Use previous versions of it



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Logo variations



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Clinic Network

Pullman Regional Hospital’s Clinic Network was created to provide greater stability to physician practices in our community and ensure access to care and physicians. The logos below are of the current clinics in the network. The network will be expanding to meet the needs of our community.



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Color palette

The primary and secondary swatches represent a modern approach to our the traditional colors seen in the accent palette and logo.

The modern color scheme is used most often in our design materials, with rare instances of use of the accent palette. Use the primary, secondary, and accent palettes in print and digital projects.

- Never:
- Use the secondary palette without the primary palette
 - Use the secondary or accent palette in exchange for white

Primary Palette

Pantone 147-13 C

C:75 M:28 Y:79 K:12
R:69 G:131 B:87
Hex: #458357

Pantone 147-11 C

C:61 M:22 Y:63 K:3
R:110 G:156 B:120
Hex: #6E9C78

Pantone 1-1 C

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #ffffff

Secondary Palette

Pantone 143-10 C

C:23 M:6 Y:31 K:0
R:176 G:208 B:185
Hex: #B0D0B9

Pantone 179-2 C

C:9 M:6 Y:6 K:0
R:228 G:229 B:230
Hex: #E4E5E6

Pantone 169-16 C

C:64 M:57 Y:60 K:38
R: 77 G:77 B:74
Hex: #4D4D4A

Pantone 179-16 C

C:70 M:67 Y:64 K:74
R:35 G:31 B:32
Hex: #231F20

Accent Palette

Pantone 144-16 C

C:90 M:37 Y:100 K:34
R:0 G:92 B:39
Hex: #005C27

Pantone 157-16 C

C:56 M:11 Y:100 K:0
R: G:B:
Hex: #7FB036

Pantone 4-7

C:2 M:6 Y:85 K:0
R:255 G:228 B:67
Hex: #FFE443

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Color Palette

Proportions



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Digital color palette

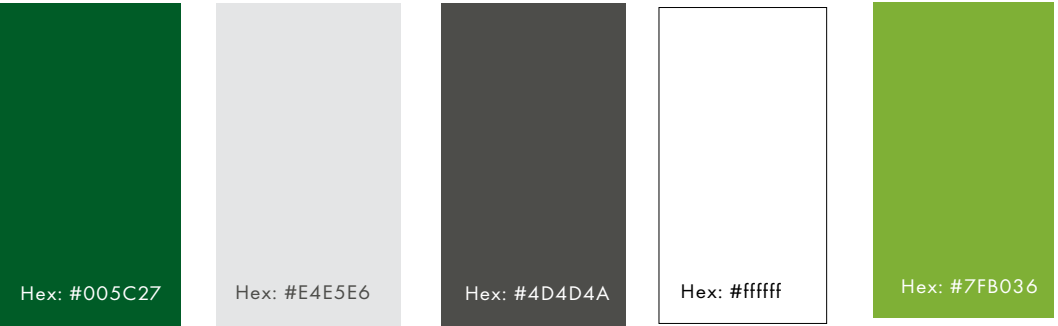
General E-Newsletter palette

The General E-Newsletter palette features a neon green that is used only for that email and contact list in addition to our primary greens. The neon was selected for the digital space due to the on-screen vibrancy.



Website

Our website is anchored around ample white space, but features the greens from the accent palette for their on-screen vibrancy.



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Branding Elements

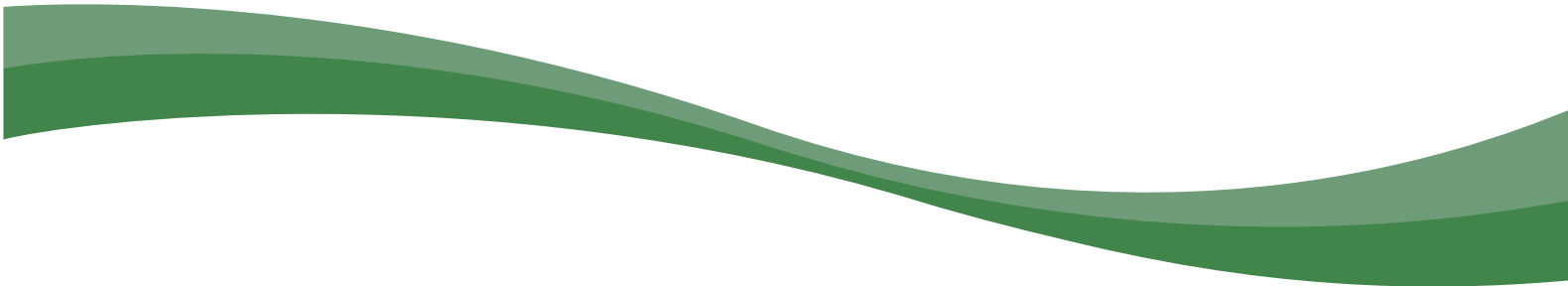
Our signature swoosh features our primary palette.

Don't:

- Place any effects on or around, such as drop shadows or 3D
- Place text or logos on top or behind
- Replace the colors without permission

Do:

- Reflect 90°s if needed



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Typeface

Futura

FUTURA BOOK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

FUTURA MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

FUTURA DEMI

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Pullman Regional Hospital uses the Futura PT Family Typeface. Futura book should be used for body copy, Futura Medium for subheads, and Futura Demi for titles.

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Web Only Typeface

Headlines

H1: Lato Bold, 56px

H2: Lato regular, 45px

H3: Lato Regular, 35px

H4: Lato Regular, 27px

H5: Lato Regular, 21px

H6: Lato Regular, 16px

Body text

B1: Lato Regular, 20px

B2: Lato Regular, 17px

B3: Lato regular, 15px

When creating copy,
no italicization.
Hyperlinks internally should be colored #458357
and external links should be #6E9C78 at
corresponding body text size.

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Photo identity



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Photo identity

Bright Personal Warm smiles Inviting interaction

Pullman Regional Hospital's photo identity consists of bright imagery with cool color tones (without feeling sterile), and shows off our hospital as an inviting and caring space. When possible, use/take photos of people interacting and smiling. The photos to the left are examples of Pullman Regional Hospital's preferred photo identity.

What to look for when selecting photography:

- Clear shot (no colored filters)
- Natural lighting
- Greenery when possible

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Illustration identity

Pullman Regional Hospital’s illustration style is 2D, clean, and simple. They work well for both print and digital needs.

Color

Aligning the illustration with our brand palette is imparative. This can be done with the clothes, accessories, and background elements.

New illustrations

When creating new illustrations, maintain the same 2D style, use the same facial features for human renditions, and represent diversity.



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Icon identity

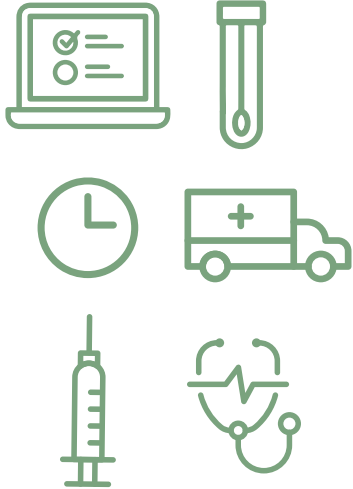
Pullman Regional Hospital’s icons are clean, modern, and simple. They work well for both print and digital needs. These are only a few samples, but many more have been developed.

Color

Color should be used strategically and minimally. For example , use contrast as a guide. With a white background, a green from the primary palette is appropriate for the entire icon.

New icons

When adding a new icon, it is important it maintains the look and feel as the rest of the library. We use medium thickness line weight to heighten readability, with rounded corners, and incorporate white space when possible.



Tone of voice

Clear and plainspoken

Healthcare information can oftentimes be overwhelming and difficult to digest. We aim to produce content that is clear and easy to understand.

- Avoid confusing medical jargon
- Provide clear explanations when using acronyms
- Think like a patient

Tone of voice

Respectful

Healthcare topics can be sensitive. Always write in a way that is respectful of readers’ privacy and emotions.

- Never disclose information protected by HIPAA
- Always obtain signed release form when sharing patient testimonials and/or photos
- Write in a non-judgmental, open-minded manner

Engaging

Create content that connects with readers on a human level and keeps them engaged and interested in the information.

- Use bullet points and/or infographics when applicable
- Share patient stories and testimonials when appropriate
- Avoid writing in a “sales pitch” tone

Reliable and trustworthy

We want to portray ourselves as a trustworthy and reliable source of healthcare information by providing accurate, up-to-date content.

- Always site sources when using external information
- Interview/use quotes from our own healthcare experts



THE OFFICIAL HOSPITAL OF WASHINGTON STATE ATHLETICS

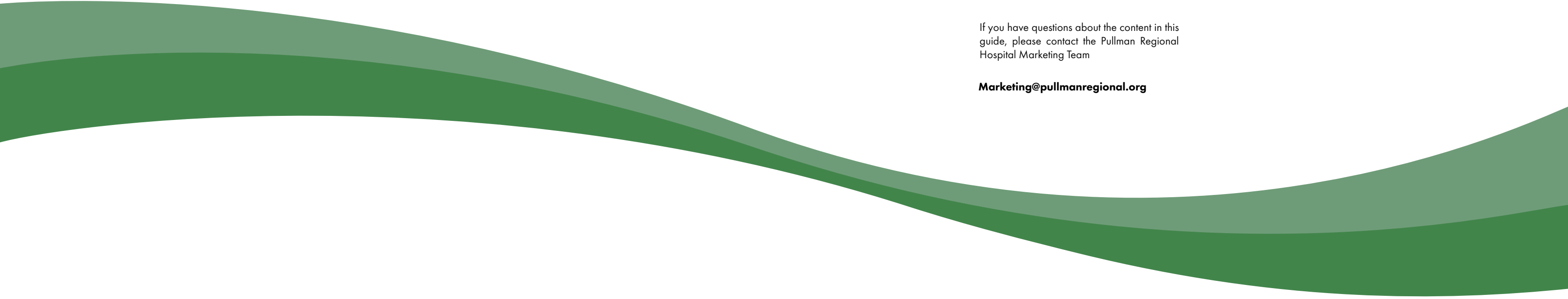
Pullman Regional Hospital is the official hospital of Washington State Athletics. This means WSU Athletics looks to Pullman Regional Hospital as its source for medical care of its student athletes – to treat them and to keep them healthy. Trust the team that takes care of the Cougs to take care of you!

PARTNERS IN EXCELLENCE



Partnerships are an integral part of our strategy as we move to the Next Era of Excellence at Pullman Regional Hospital. This includes our partnership with Washington State University. Partners in Excellence is an enhanced partnership that brings together the resources of the hospital and a leading research university with a medical school to improve community health.

Specific areas of collaboration include: Health & Wellness Support and Education, Clinical Affiliation Agreements/Workforce Training, Human Resources/Employee Recruitment & Retention, Advancement through Community and Alumni Engagement, and Innovative Health Solutions.



If you have questions about the content in this guide, please contact the Pullman Regional Hospital Marketing Team

Marketing@pullmanregional.org