

ASANTE ASHLAND COMMUNITY HOSPITAL FOUNDATION

TYPES OF PROJECTS CREATED

- Logo/Visual Identity/Branding
- Graphic Identity Kit (Business Cards, Envelopes, Letterhead, Notecards, Labels, Wrappers, E-Signatures)
- Brochures, Mailers, Postcards
- Banners & Posters
- Print Newsletters
- E-Newsletter Template
- Graphic Identity Guidelines

ADDITIONAL DETAILS

Contacts: Janet Troy, Executive Director | **Client Since:** 2018 | **Website:** achfoundation.org

janet.troy@asante.org | 541.201.4014

Description: We worked with Ashland Community Hospital Foundation when they were ready for a branding and graphic identity refresh. While Chris Cook of Capiche handled the rebranding and associated research, we developed a new visual identity, refining the existing logo and creating additional variations, codifying the color palette, establishing new typography, and selecting a geometric illustration style evocative of the cutting-edge medical facilities and research the organization was raising funds to support. In addition to producing all of the publications for their annual patrons campaign (banners, brochures, banners, posters), we also created postcard mailers and developed a new template for both their print newsletter and e-newsletter. In addition, we produced a visual identity guide outlining every aspect of the new identity and including sample publications so their existing graphic designer could incorporate the new look into future materials going forward. See following pages for the Graphic Identity Guide.

Comments by Janet Troy:

- *"I had the pleasure of working with Chris Cook and Melissa Michaels on two projects this year. Chris and I worked on a focus group consisting of former Board members to get their perceptions and feedback on a new Innovation Fund that we are launching this year. The comments and suggestions we received were very helpful in crafting our messages for donors about the fund and its importance to Asante Ashland Community Hospital. The second project focused on rebranding our 'look,' particularly around a refresh of our logo, graphic identity, and fonts. This included the development of a brochure and other print materials for our Patrons Campaign and the development of a new template for our Foundation newsletter. I found both Chris and Melissa to be easy to work with, responsive to our needs and likes/dislikes, and sensitive to our nonprofit budget constraints."*



Graphic Identity Guidelines

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LOGO & TAGLINE

THE ASHLAND COMMUNITY HOSPITAL

Foundation logo works best on a white background in both full-color (CMYK) and black variations.

Where desired, the logo may be used in combination with the tagline. Both CMYK and black variations are provided.

If using the CMYK logo on a colored background, please use the version with the white tagline to ensure sufficient contrast for legibility.

At right is an example of a background texture that has been used in ACHF publications. The style is called low-polygon, and its use is explained on page 16.



Inspiring philanthropy
to enhance Asante Ashland
Community Hospital services



Inspiring philanthropy
to enhance Asante Ashland
Community Hospital services



Inspiring philanthropy
to enhance Asante Ashland
Community Hospital services

THE LOGO & TAGLINE is also available in a six-line format.

This version is used for the MailChimp sidebar and similar applications where a narrower version of the logo with tagline is needed. CMYK, CMYK with white tagline, black, and reversed-out variations are provided.



Inspiring
philanthropy
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WHAT **NOT** TO DO

DO NOT STRETCH, MANIPULATE, obscure, or otherwise distort the logo.

Avoid using the CMYK or black logo on backgrounds that lack sufficient contrast; instead use the reversed-out version.



REVERSED-OUT LOGO & TAGLINE

IN CASES WHERE THE

CMYK version of the logo blends too closely or conflicts with the background, you may use the reversed-out (white) version of the logo.

Use this variation when working with black backgrounds as well.



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WORDMARK

ONE-LINE, TWO-LINE, AND FOUR-LINE variations of the wordmark are available in select colors to suit a variety of design needs.

Because the shades of green in the color palette are so similar, we have selected one shade (the lightest green) for use in the wordmark as well as subheadings and other typesetting styles.

Most frequently, the midtone shade of blue is used for the wordmark as it complements the dark blue background of the CMYK logo and contrasts with green subheadings.

Reversed-out versions should be used on dark backgrounds.

ASHLAND COMMUNITY HOSPITAL FOUNDATION

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TAGLINE

**ONE-LINE, THREE-LINE,
AND SIX-LINE** variations of
the tagline are available in the
standard colors.

Use reversed-out versions on dark
backgrounds.

Inspiring philanthropy to enhance Asante Ashland Community Hospital services

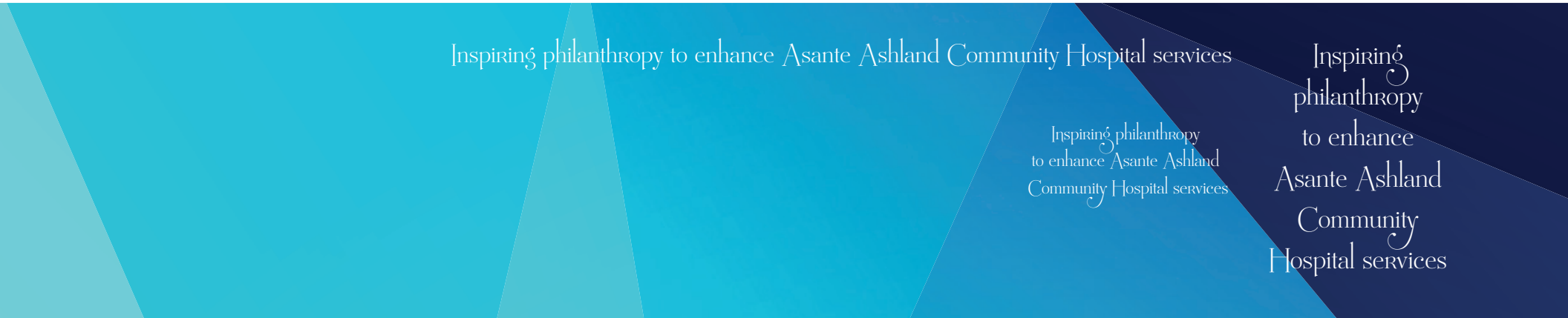
Inspiring philanthropy to enhance Asante Ashland Community Hospital services

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URL

THE URL IS AVAILABLE in the standard colors. It can also be typeset directly in the document using Mussica OT and a special open-type glyph for the final ‘g.’

Use the reversed-out version on dark backgrounds.

achfoundation.ORG

achfoundation.ORG

achfoundation.ORG

achfoundation.ORG

achfoundation.ORG



AFFILIATED IDENTIFIERS

THE INSPIRATIONS WORDMARK, CIRCLE

of Caring logo, and Patrons
Campaign identifier should
be used consistently across
publications.

The Patrons Campaign identifier is
typeset in Mussica OT using oldstyle
numerals for the year and special
open-type glyphs for the 'r' and 'g.'
The lightest shade of green (C=74
M=15 Y=100 K=2) is used on white.
This is not provided as a file since it
will change year to year.

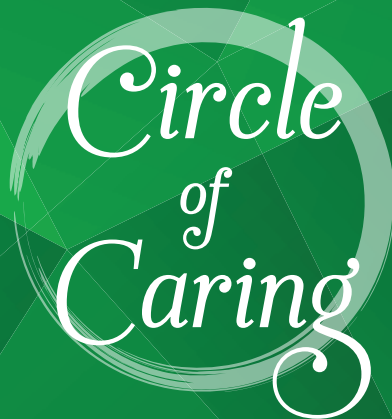
Use the reversed-out versions on
dark or conflicting backgrounds.

Inspirations



2018
Patrons Campaign

Inspirations



2018
Patrons Campaign

COLOR PALETTE

THE COLOR PALETTE

WAS derived from the original Ashland Community Hospital Foundation logo. Because of this limitation, only one of the colors is a Pantone, whereas the rest are specified as CMYK.

CMYK (Pantone when available) should be used for print, and HEX is used for the website.

Since the shades of green are so similar, the light green (C=74 M=15 Y=100 K=2) should be used predominantly. The medium and darker shades of green are reserved for cases where the light green poses legibility issues or multiple shades of green are needed (e.g., in a design element such as a web button with an interior color, top/left border, and bottom/right border).



PANTONE 289 CP
C 100 **M** 76 **Y** 12 **K** 70
R 0 **G** 22 **B** 65
HEX #001641



C 100 **M** 80 **Y** 0 **K** 0
R 3 **G** 78 **B** 162
HEX #034EA2



C 60 **M** 0 **Y** 10 **K** 0
R 79 **G** 198 **B** 224
HEX #4FC6E0

PRIMARY GREEN



C 74 **M** 15 **Y** 100 **K** 2
R 77 **G** 157 **B** 69
HEX #4D9D45

SECONDARY GREEN



C 74 **M** 15 **Y** 100 **K** 23
R 60 **G** 132 **B** 56
HEX #3C8438

SECONDARY GREEN



C 74 **M** 15 **Y** 100 **K** 2
R 49 **G** 116 **B** 48
HEX #317430

TYPOGRAPHY

THE FOLLOWING TYPEFACES SHOULD be used in all publications, and no other fonts should be added or substituted for these:

- **Levato:** This serif typeface is used for body text, sandwich quotes, and certain subheadings as appropriate.
- **MB Vinatage:** This sans serif typeface is used for headings, certain subheadings, and other elements as appropriate.
- **Mussica OT & Mussica Italic OT:** This display typeface is used for headings, certain subheadings, and other elements. These fonts contain many special glyphs that can be used (sparingly) for flourish where desired.

Introductory paragraphs are typically set in a larger font size, and the preliminary words are typeset in all-caps Levato Italic using the midtone blue (C=100 M=80 Y=0 K=0) and looser tracking (60 for standard body text size).

MB VINATAGE

MB Vinatage Thin

MB Vinatage Thin Italic

MB Vinatage Light

MB Vinatage Light Italic

MB Vinatage Book

MB Vinatage Italic

MB Vinatage Medium

MB Vinatage Medium Italic

MB Vinatage Bold

MB Vinatage Bold Italic

MB Vinatage Heavy

MB Vinatage Heavy Italic

LEVATO

Levato Light

Levato Light Italic

Levato Regular

Levato Italic

Levato Medium

Levato Medium Italic

Levato Bold

Levato Bold Italic

Levato Black

Levato Black Italic

MUSSICA OT & MUSSICA ITALIC OT

Mussica OT

Mussica Italic OT

Examples of Open-Type Glyphs

Œ ℥ j k m n R

S v x y z

a b d f g h k l m

n p q r s v w v z

TYPOGRAPHY SAMPLE LAYOUT

AT RIGHT IS THE cover of the Spring 2018 issue of *Inspirations* as an example of various type styles in usage.

ASHLAND COMMUNITY HOSPITAL FOUNDATION

Inspirations

An update from Ashland Community Hospital Foundation

ISSUE 9 - SPRING 2018

BOARD OFFICERS

Joy Dobson Way, RN (ret.), *President*
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Stephanie Roland, *Senior Development Officer*
Kathleen Mackris, *Development Officer*

EX OFFICIO

Sheila Clough, *AACH CEO*

SUPPORTING INNOVATIVE CARE

New fund seeks to provide resources to transform healthcare for the future

FROM PENICILLIN TO SURGICAL robots, from holistic care to telehealth technologies, the evolution of healthcare since Ashland's community hospital first opened its doors in 1907 has been momentous. Generations of caring, forward-thinking donors have helped Asante Ashland Community Hospital keep pace with the trends and technological changes that arrive more quickly each year.

To build on this tradition of innovation and generosity, Ashland Community Hospital Foundation is establishing an Innovation Fund. This will provide an overarching home for resources that help Asante Ashland prepare for the future while continuing to advance the quality of care patients receive. The fund will enable the hospital to quickly and strategically acquire the latest technologies, adopt pioneering best practices and build community partnerships—all focused on providing the best care for residents and visitors in our region.

With your support, the hospital will thrive and continue to deliver the modern, compassionate and effective care you, your family and your neighbors expect and deserve.

"Innovative cultures are able to explore and find new ways to recreate the future," Clough says. "That is why the Innovation Fund at Asante Ashland is so important."

While potential projects for the new fund are still under review, your gift could be used to acquire the latest equipment for diagnoses and treatment, pilot new programs and pro-

The Innovation Fund will allow us to form unique partnerships that will transform how we care for you and your family.

"The Innovation Fund will provide resources that let us explore possibilities and pilot emerging technologies, delivery systems and programs to determine if they are right for our community's needs," Asante Ashland CEO Sheila Clough says. "It will allow us to form unique partnerships that will transform how we care for you and your family."

With its focus on encouraging creative thinking to develop and deploy new solutions, the Innovation Fund gives you an opportunity to invest in transforming how healthcare is provided at Asante Ashland, ensuring local residents live happy, healthy and productive lives.

cesses for providing care or update how information is managed to continuously improve the quality of care. Your support might benefit key collaborations in the community that will push Ashland toward its goal of becoming the healthiest city in Oregon. It could fund training for doctors, nurses and other caregivers to gain the latest skills or provide community health education to help people of all ages avoid illness or injury. You can be sure your gift to the Innovation Fund will foster continued excellence and innovation that will keep Asante Ashland thriving.

DONATE
MAKE A SECURE CREDIT CARD DONATION

LOOK TO THE FUTURE: Help Asante Ashland advance boldly into the future by donating to the Innovation Fund at achfoundation.org or calling 541.201.4019.

PROPORTIONAL OLDSTYLE NUMERALS

WHEN TYPESETTING

NUMBERS, USE proportional oldstyle numerals, regardless of whether the typeface is Levato, MB Vinatage, Mussica OT, or Mussica Italic OT.

Proportional oldstyle numerals are typically smaller than standard numbers, and certain numerals sometimes have descenders, depending on the font. They blend more naturally with running text and add a touch of elegance.

The proportional oldstyle numeral setting is typically accessed through the OpenType panel of your software program (e.g., InDesign).

Certain applications (e.g., Microsoft Word) do not permit use of open-type features, and thus this stylistic requirement can be ignored in such contexts.

MB VINATAGE

Proportional Oldstyle Numerals

(do use)

1 2 3 4 5 6 7 8 9 0

Standard Numerals

(do not use)

1 2 3 4 5 6 7 8 9 0

LEVATO

Proportional Oldstyle Numerals

(do use)

1 2 3 4 5 6 7 8 9 0

Standard Numerals

(do not use)

1 2 3 4 5 6 7 8 9 0

MUSSICA OT & MUSSICA ITALIC OT

Proportional Oldstyle Numerals

(do use)

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

Standard Numerals

(do not use)

1 2 3 4 5 6 7 8 9 0

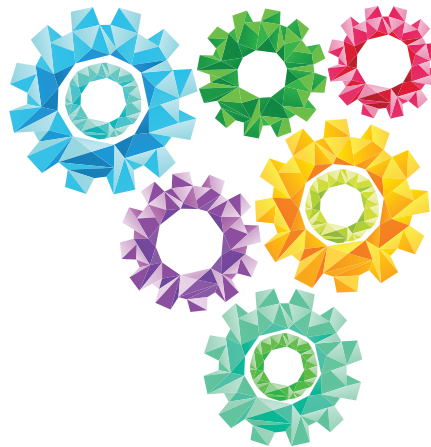
1 2 3 4 5 6 7 8 9 0

ILLUSTRATION STYLE

TO CREATE A STRONGER, more cohesive graphic identity, we have adopted a particular illustration style known as low-polygon (or low-poly).

This look echoes the geometric shapes in the logo and conveys a clean, contemporary, vibrant tone.

To avoid diluting the graphic identity, do not mix other illustration styles with low-poly graphics in a publication.



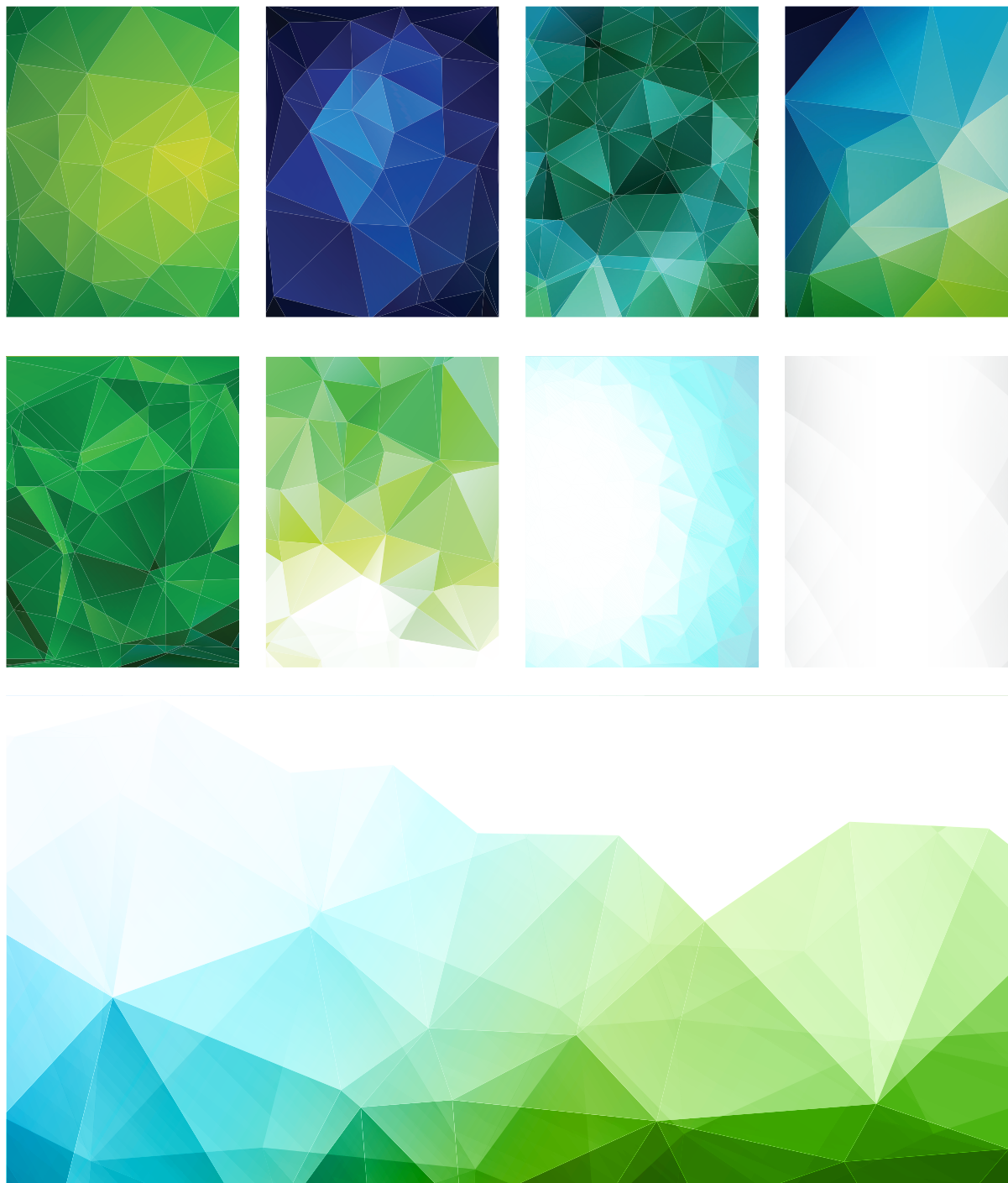
TEXTURES & PATTERNS

THE LOW-POLYGON STYLE IS also reflected in the background textures and patterns used in publications.

At right are several examples of background patterns that have been used in ACHF publications. These can be reused in other applications, but repetition should be avoided within the same publication (unless a back inside panel is mirroring a front inside panel, for example).

Generally, the textures and patterns should reflect blues and greens for coherence with the color palette. Light gray and white patterns may be used as background textures on pages of dark text (e.g., donor lists).

Reversed-out (white) text should be used on darker backgrounds for legibility.



PHOTOGRAPHY

ORIGINAL AND STOCK PHOTOGRAPHY should complement the graphic identity and convey a clean, friendly, trustworthy tone.

Where appropriate, isolated (transparent background) images may be used (e.g., the mother holding a child at right), but most photographs should conform to a standard rectangular style.

Images with blues, greens, and whites reinforce the graphic identity and are fitting for a professional hospital setting. This is a great option if the image suits the needs of the publication, but color is a secondary concern when selecting photographs.

A two-point border in the lightest green (C=74 M=15 Y=100 K=2) is typically used for rectangular photos on light backgrounds.

When images are used on a background color or texture, a white border (or light green if white is difficult to distinguish) should be used to set the photo off from the background.



GRAPHIC IDENTITY PACKAGE

BUSINESS CARDS,
LETTERHEAD, ENVELOPES,
and a thank-you card have been
provided as part of the graphic
identity package.

At right are business card samples
(staff and board member), envelopes,
letterhead, and the thank-you card.



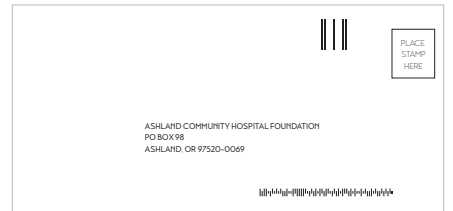
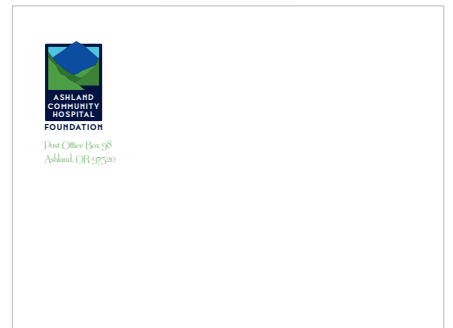
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Executive Director

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PO BOX 98
ASHLAND, OR 97520



BOARD MEMBER

541.201.4015
PO BOX 98
ASHLAND, OR 97520



Inspiring philanthropy to enhance Asante Ashland Community Hospital services

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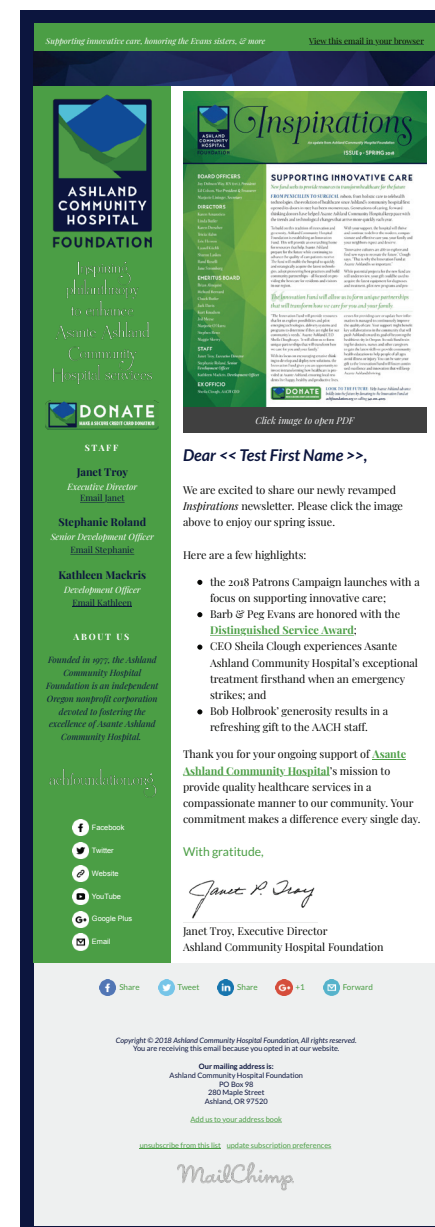
WEB & MAILCHIMP GRAPHICS

WEB GRAPHICS SHOULD REFLECT the colors and typography standards outlined in this manual.

The Donate button can be used at the website, in MailChimp campaigns, and in email signatures.

At right is a MailChimp campaign reflecting the current graphic identity. This template should be used for future campaigns. The serif typeface used for the main body text and certain subheadings is Playfair Display, and the sans serif used for headings and fine print is Lato.

Also included is a sample e-signature.



ASHLAND COMMUNITY HOSPITAL FOUNDATION



THE HOSPITAL

LIFE IS GOOD in Ashland and Southern Oregon. Whether you live, work, retire or visit here, you have access to the best nature has to offer and a vibrant community life.

You also enjoy access to expert health care—right here in Ashland.

Asante Ashland Community Hospital is close by where you, your family, friends and neighbors need:

- Quick diagnosis and treatment in a medical emergency
- Convenient, friendly care and comfort when you or a loved one faces a health challenge
- Innovative care in specialty areas important to you
- Top-rated routine and preventive care to help you stay healthy



THE FOUNDATION

THROUGH THE GENEROSITY of individuals, businesses and organizations, **Ashland Community Hospital Foundation** has been supporting the hospital's mission since 1977. Your charitable contributions are more than gifts to your hospital. They are investments in the health and well being of your entire community.

"Philanthropy is the essence of excellence. Hospitals that tap into the power of philanthropy can move from good to great to excellent. Your generosity makes a significant impact on every department at Asante Ashland. Your gifts have helped us become the excellent hospital we are today. And the significance of your contributions will not change as we look toward the future. In fact, your support will be essential as we work to transform the way we deliver healthcare for our community. It is inspiring to think of what we can accomplish together on the journey ahead of us."

—SHEILA CLOUGH, CEO, ASANTE
ASHLAND COMMUNITY HOSPITAL

CAMPAIGNS

Circle of Caring
Sometimes words are not enough to express the gratitude you feel for the care you receive. Circle of Caring offers a meaningful way to recognize and thank a caregiver or department and help Asante Ashland Community Hospital care for others.

Employee Giving
Our dedicated employees know their giving can inspire others to give, too. Their generosity has advanced patient care, assisted coworkers in need and enhanced medical services across the hospital.

Lights for Life
Lights for Life is a cherished holiday tradition of remembrance, love and thanks. Your contribution can honor and thank someone special in your life, comfort a friend who's suffered a loss or highlight a joyful occasion in a creative way.

Patrons Campaign
Each year the Foundation Board of Directors selects a project for community investment in partnership with Asante Ashland leaders. Over the years, your gifts have helped purchase state-of-the-art medical equipment, renovate hospital facilities, provide care to the community and bring new services to the hospital.

Tribute Gifts
A gift given in memory or honor of your family, friend and neighbors is a thoughtful way to support the work of Asante Ashland.

WAYS TO GIVE

IT IS EASY and convenient to support Asante Ashland with a gift to the Ashland Community Hospital Foundation. Gifts of all sizes are appreciated and directly benefit your hospital.

Mail: Please mail your check, payable to Ashland Community Hospital Foundation, to PO Box 98, Ashland, OR 97520.

Phone: To give by phone, call 541.201.4099, and we will be pleased to accept your credit card donation.

Online: Donate securely through our website at achfoundation.org.

Recurring Gifts: Giving on a regular basis is an easy and cost-effective way to support Asante Ashland. You can spread your support over a year and maximize the impact of your giving. You may choose the amount you wish to give and how often. To learn more, contact us at 541.201.4099.

Gifts of Stock: A gift of stock is a wonderful way to support our hospital. Our foundation accepts stock contributions through Harfist & Associates in Ashland. To donate, please contact us at 541.201.4099 or Harfist & Associates at 541.488.2634.

ASHLAND COMMUNITY HOSPITAL Foundation staff is also available to talk with you about your interest in making an endowment gift, make your pledge or a gift through your estate or trust. All communications are confidential. Please contact Janet Troy at 541.201.4044 to learn more about the many ways you can achieve your philanthropic goals.

DEPARTMENTS & PROGRAMS

YOUR CHARITABLE GIFTS have the power to touch every corner of Asante Ashland and extend our healthcare services into the community.

The physicians and caregivers in each department of our hospital are committed to providing you with the best experience possible. You can make a difference and support the area most important to you and your family including:

- Diagnostic Imaging
- Emergency Care
- Family Birth Center
- Holistic Patient Care
- Hospital Facilities
- Inpatient Care
- Intensive Care Unit
- Laboratory
- Physical Therapy
- Respiratory Therapy
- Spiritual Care
- Surgical Services
- Women's Health
- Wound Care

If you prefer, you can also support our global hospital initiatives:

- Charity Care
- Education & Professional Development
- Greatest Needs Fund
- Innovation Fund
- Nursing Student Scholarships

RECOGNITION & THANKS

ASHLAND COMMUNITY HOSPITAL Foundation is pleased to recognize your generosity, unless you prefer to remain anonymous. Our Foundation Family is recognized in our *Inspiration* newsletter and on our Wall of Gratitude located in the West Lobby of Asante Ashland Community Hospital.

For more information on how you can partner with us to benefit Asante Ashland, please visit our website at achfoundation.org.



HOURS

MONDAY-FRIDAY 8 AM-5 PM

ALL CONTRIBUTIONS TO Ashland Community Hospital Foundation are tax deductible to the extent allowed by law. Our IRS tax ID number is 93-0602358.

ASHLAND COMMUNITY HOSPITAL FOUNDATION
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ASHLAND, OR 97520
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achfoundation.org

Tax Reform & You: Making Sense of the Tax Cuts and Jobs Act in 2018

Ashland Community
Hospital Foundation



Tax Reform & You: Making Sense of the Tax Cuts and Jobs Act in 2018

Tuesday, May 29, 2018 | 12:00-1:30 pm
Asante Ashland Community Hospital, Conference Room
280 Maple Street | Ashland, OR

ARE YOU WONDERING how the new tax laws will impact you? Join us for a discussion of the primary changes for individuals and couples, the planning steps you can take now and the continued importance of philanthropy.

PRESENTERS

- **Tricia Hahn**, Attorney at Law – Davis, Hearn, Anderson, & Turner PC
- **Carolyn M. Ryder**, CPA, CGMA – Ider Medford, LLC
- **Janet Troy**, Executive Director – Ashland Community Hospital Foundation

Seating is limited. Please RSVP no later than **May 22, 2018**. Lunch will be served, and there will be time devoted to Q&A. Contact Stephanie Roland at 541.201.4099 or stephanie.roland@asante.org to reserve your seat.

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ASHLAND, OR
PERMIT NO. 123

Celebrate Innovation



ASHLAND COMMUNITY HOSPITAL FOUNDATION

CREDITS

GRAPHIC DESIGN, WRITING, & EDITING

Michaels & Michaels Creative, LLC

BRANDING & CONSULTATION

Capiche



Graphic Identity Guidelines