



Brand Identity Standards

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The Virtua Star



Since its creation in 1998, Virtua has become a powerful brand. Contributing to the brand's reputation are the values expressed in the five points of the Virtua Star.

The most powerful symbol of Virtua's brand is its logo. This brand standards manual has been created to provide guidelines for using the logo and expressing the brand both graphically and in language when communicating to Virtua's constituents.

This manual is intended to guide internal users and external vendors in the proper use of the logo, and product and service names in the development of collateral materials, publications, electronic communications, signage, advertising, promotional materials and any other applications where the brand is represented.

Any questions regarding these standards should be directed to Virtua's Marketing Department.

Achieving Consistency

Since its founding, Virtua has experienced rapid growth. However, growth and innovation have led to brand inconsistency in the naming of new programs and services. This manual provides guidance for the naming of new programs and services as well as revises existing names to achieve clarity for the consumer (see Appendix A).

The goal of this system is to name things as simply as possible so that the consumer can easily find Virtua's services when searching on line, on our website or when requesting help from our Access Center.

The powerful Virtua brand name differentiates our services from those of our competitors, representing the values for which Virtua stands.

Rules for Naming

Here are the basic rules for the naming of Virtua services:

1. The names should be as simple and as short as possible.
2. The name should describe the service in a way that is understandable for the consumer, avoiding unfamiliar clinical terminology.
3. Terms like "advanced" or "medically supervised" should be avoided as the consumer expects that all healthcare services have these characteristics.
4. Town names do not need to be in the name of the service or facility. If the consumer/patient has the address, they will know what town they are in and will be searching for the Virtua sign as a landmark.
5. The words "service," "group" or "program" should be avoided where possible.
6. Phrases such as "at home," "at work" or "in motion" will be eliminated as they lack clarity.
7. The word "center" can be used, even when a service resides in more than one location.

For approvals on service or practice name contact the Virtua marketing department.



The Virtua Logo

Our logo is the single most widely seen visual expression for Virtua. Having a clear and consistent visual identity helps build greater recognition for and awareness of Virtua.

The Virtua logo is used to identify everything we communicate through our website, advertising, collateral, presentations, social media sites, signs and vehicles.

Never redraw or try to recreate our logo. Do not separate the "V" from our logo. Any modification of our logo diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

The logo you see here is a revised version of the logo we have used for years. The revisions included improving the letter spacing for easier reading and reproduction.

Ensure that you are using the current version of the logo which was revised in August 2016.

Two-Color Logo

The two-color mark shown here is the preferred color version and should be used wherever possible. Our primary colors are Virtua blue , Pantone® 2767, and Virtua gold, Pantone® 1255.



The Virtua Tagline

Virtua's tagline is "for Life." This conveys that Virtua provides services for your life throughout the span of your life. It is the only element that can be placed adjacent to the logo. The tagline is not a part of the logo per se, but is used to express the scope of Virtua's services in a variety of communications. It is not to be used on letterhead or business cards, or with services where it would seem inappropriate, e.g. where life expectancy is in question.



Our new revised logo



Our previous logo



Revised Logo

In the process of revitalizing our brand identity, we have made changes to our logo. These changes leverage the visual equity we have built through years of using our logo, while introducing subtle but important refinements.

In our previous logo there were opportunities to improve the letter spacing. While there are a dozen changes, the easiest one to see is the space between the “i” and “r” which has been opened to create a more even presentation of our name. This change in letter spacing also increases the legibility in small sizes.

The new revised logo must be used on all new applications. No materials should be reprinted simply to change the logo. It is more ecological and cost-effective to use current materials until they need to be updated.

The same approach applies to signage as well. No existing signs will be replaced but all new signs should use the new revised logo.

The subtle difference of the logos will allow the logos to coexist. Overtime, the new logo will become the dominant version.

The new logo art is available through the Marketing Department. Positive and reverse use logos in Pantone, CMYK and RGB color formats are available as EPS and PNG files. Once you have the new logo art, discard the previous artwork.

Please review the newly released Brand Identity Standards for other important information on the use of our logo.

Two-color logo is the preferred color version.



Black logo



In lieu of this color:	Use Pantone	Or use CMYK	Or use RGB
Virtua Dark Blue	2767C	C 100 M 90 Y 10 K 77	R 21 G 40 B 75
Virtua Gold	1255C	C 9 M 35 Y 98 K 30	R 175 G 133 B 30
Black	BlackC	C 0 M 0 Y 0 K 100	R 25 G 31 B 33

Color Specifications

Our preferred color version is the two-color mark with Virtua dark blue and Virtua gold. This two-color logo is preferred and should be used on most applications.

Do not use the one-color logo in any color other than all-black or all-white. The all-black logo is intended primarily for advertisements in newspapers or in one-color print applications. The all-white style is best used for layouts where the logo will be placed on a dark background.

Logo artwork has been prepared for all color combinations demonstrated here. We have Pantone® artwork for match-color printing, CMYK artwork for four-color process printing and RGB artwork for web, PowerPoint, and Word applications.

The information on this page provides specifications to manage our mark colors in Pantone®, CMYK, and RGB color systems.

Colors look different in application, from match-color to four-color process, from page to screen, and even coated to uncoated paper stocks. When trying to match our colors in other media, such as a thread for stitching or silk-screen, use the Pantone® coated color swatch to match.

Artwork for the color versions demonstrated here, including positive and reverse use, is available from Virtua’s Marketing Department.

Virtua logo



Two-color logo on Virtua blue background.



White logo on blue background.



White logo on green background.



Black logo



White logo on Virtua blue background.



White logo on orange background.



White logo on yellow background.



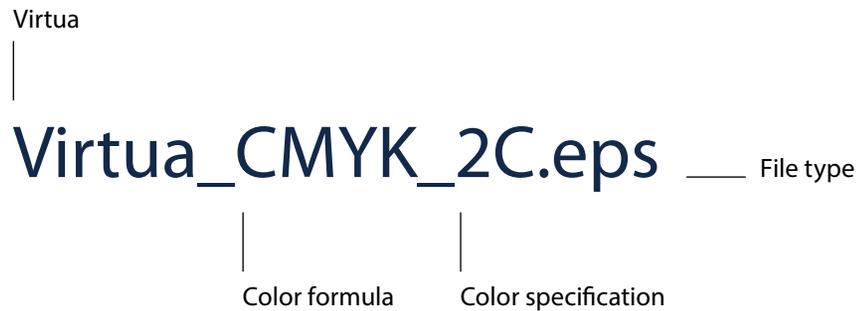
Color Use

The two-color logo in Virtua blue and Virtua gold is the preferred version. The black logo is used when required, such as in a newspaper ad.

Use the white and gold logo or all white logo for reversing out of color backgrounds. Note the white and gold logo should only be reversed out of Virtua blue or black.

Placing the mark on other colors is acceptable as long as the white logo is used and it adheres to our brand identity standards.

Artwork for the color versions demonstrated here, including positive and reverse use, is available from Virtua's Marketing Department. We have Pantone® artwork for match-color printing, CMYK artwork for four-color process printing, and RGB artwork for web applications.



Virtua
All Virtua logos begin with our name

Virtua_T
We use the letter “T” after Virtua to signal the addition of our tagline.

CMYK
Cyan, Magenta, Yellow, Black
This artwork is to be used for four-color printing.

PMS
Pantone Matching System
This artwork is to be used for match color printing. Pantone coated chips also are used as the prime source to match colors for signs, silk-screening, and thread/fabric.

RGB
Red, Green, Blue
This artwork is to be used for all digital applications such as websites, PowerPoint, and avatars.

2C
Two color

PMS_1255
Virtua gold

PMS_2767
Virtua blue

White_Gold
White and gold for reverse use

White
White for reverse use

Logo Artwork

We have created a protocol for naming all of our logo artwork. The files are placed in folders with more descriptive names such as Virtua Logo and Virtua Logo with Tagline.

Within those folders, the individual artwork files for positive and reverse use are in these color systems: CMYK, Pantone®, and RGB are included.

We have provided EPS and PNG files of our logos.

EPS files (.eps)

These are the original master files of the logo and should be used for the generation of all new artwork files for print and electronic applications (gif, jpg, tif, png, etc.). These vector-based files can be scaled to any size without losing image quality. Always make a copy of the master art and resize to the desired size.

PNG files (.png)

These files are bitmap images and primarily used for web, PowerPoint, and web applications. PNG files contain transparent backgrounds and can be used in programs like PowerPoint and most web browsers. The PNG files should be adequate resolution for most applications. If you need a larger size, generate a new PNG file from a resized EPS or AI file of the logo. PNG files may be reduced without loss of resolution.



Affiliate logos

We have established strategic alliances with Penn Medicine that are mutually beneficial to each of our organizations.

These alliances have been expressed in the logos seen here. It is important to use these logos correctly.

Artwork is available from the Marketing department.



Affiliate logos

We have established strategic alliances with other organizations that are mutually beneficial to each.

The co-branding has been expressed in the logos seen here. It is imperative that these logos be used as shown according to our contractual agreements.

Artwork is available from the Marketing department.

Future affiliate logo design

As new partnerships are established, logos must be separated with a vertical line as shown here to maintain the integrity of each brand.

All partnerships logos must be approved by Marketing.

The logo features the Virtua logo icon (a stylized 'V' with three upward-pointing triangles) in gold and blue. To its right, the word "Virtua" is in blue, "Express" is in gold, and "Urgent Care" is in red, all separated by a thin blue vertical line.The logo features the Virtua logo icon in gold and blue, followed by the word "Virtua" in blue and "Foundation" in a smaller, black, sans-serif font below it.The logo features the Virtua logo icon in gold and blue, followed by "Virtua" in blue, "for" in a gold script font, and "Women" in blue.The logo features the word "Virtua" in blue, followed by "Physician Partners" in a larger, blue, sans-serif font.The logo features the words "vir tú spa" in a light gray, lowercase, sans-serif font.The logo features the word "exuberan" in a purple, lowercase, sans-serif font, with "by Virtua" in a smaller, black, sans-serif font below it.

Legacy logos

The legacy logos shown on this page have been grandfathered into the revised brand architecture. Note the revised Virtua logo has been incorporated into the signatures and old art work should not be used.

Artwork is available from the Marketing department.

Recommended clear space



-  100% of height of x-height
-  50% of height of x-height



Absolute minimum clear space



-  50% of height of x-height
-  25% of height of x-height

Recommended clear space



Absolute minimum clear space



Minimum Clear Space

To effectively brand our communications, logos need to have visual presence.

One way to ensure the visual presence is to maintain a protected area or clear space surrounding the logo, where no other elements may be placed. Headlines, text, graphic elements, imagery, and the edge of a page are not permitted within the clear space.

In most cases, it is better to use more than the minimum clear space.

To establish the recommended clear space, use the x-height of the lowercase letterform "i". The light gray rectangle is set by the height of the lower part of the "i" as shown. The flame component of our logo establishes more space at the top of the logo so we use 50% of the x-height there, with the use of the tagline. The examples without the gray rectangles show the recommended clear space.

Some applications such as signage or merchandise may preclude the use of the recommended clear space. We also demonstrate the absolute minimum clear space which is 50% of the recommended clear space.

2 inch wide



1.75 inch wide



1.5 inch wide



1.25 inch wide



1 inch wide



0.75 inch wide



Logo Size

To effectively brand our communications, the logo needs to have visual presence.

The size of the logo is important. A logo that is too large can appear aggressive and clumsy. A logo that is too small can appear weak.

The logos to the left are measured across the full width of the logo.

Key factors in determining the correct size include how the logo will be seen and what other information is included with the logo. In some cases, such as a sign, there may be a need to make the mark as large as possible. In other cases, such as stationery, print materials, or the website, the logo must clearly identify that it is from Virtua without overpowering the other messages.

As we have demonstrated, our logo is very legible at small sizes. The logo should not be used smaller than 0.75 inches wide.

Horizontal alignment with baseline of logo

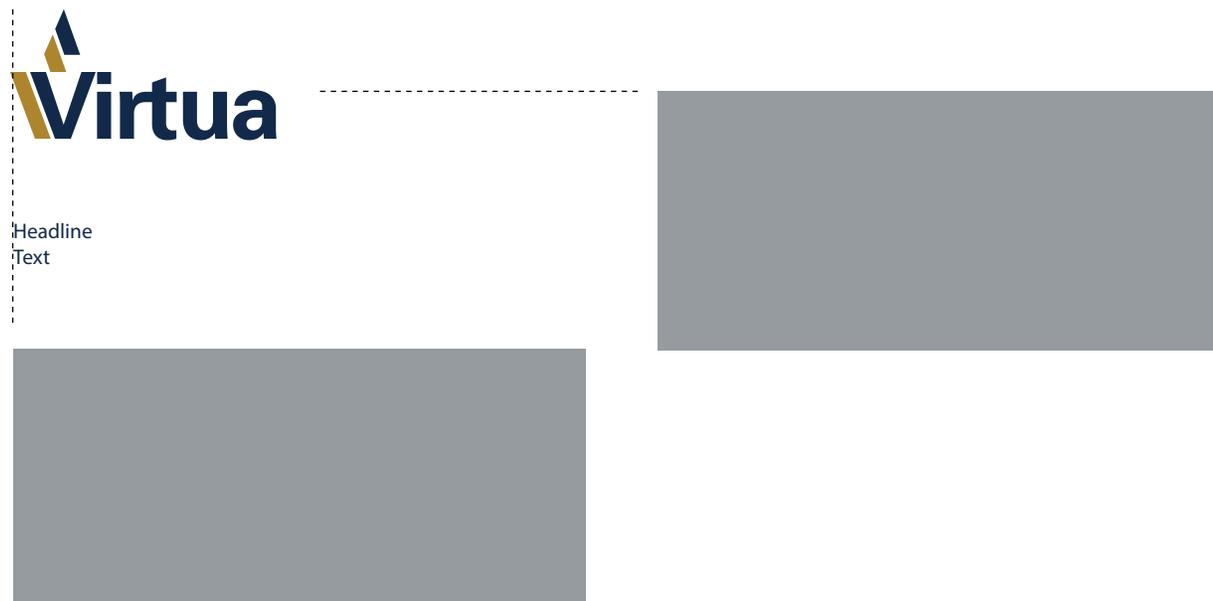


Horizontal alignment with top of the x-height of logo



Horizontal alignment with x-height of logo

Vertical alignment with "V" in Virtua



Alignment with Logo

Careful placement of our logo is essential to branding our communications. We want to avoid placement that seems arbitrary or indecisive. The alignments shown to the left have been used on initial applications.

The same alignment principles can apply to typography, imagery, or graphic shapes. Alignment provides a sense of order and structure to the design.

The strongest horizontal lines in the logo are the baseline and the top of the x-height. In general, it is better to align larger type such as headlines with the baseline. For text, align the top of the x-height of the logo and the type to achieve a strong visual alignment.

Achieving a vertical alignment with the logo is difficult. The "V" in Virtua needs to extend slightly to the left of the edge of a headline, block of text or photograph. It should look visually aligned.

The same alignment principles apply above and to the left side of the logo. Aligning flush right with the right side of the logo is not recommended.

It isn't essential to align the logo in all applications. The key is to be aware of the importance of the placement of elements with the mark. Avoid situations where placement is close but not quite aligned, as this can appear to be a mistake.

Univers 45 Light

Univers 45 Light Oblique

Univers 55 Roman

Univers 55 Oblique

Univers 65 Bold

Univers 65 Bold Oblique

Univers 75 Black

Univers 75 Black Oblique

Univers 47 Light Condensed Univers 47 Bold Condensed Oblique

Univers 57 Condensed Univers 57 Condensed Oblique

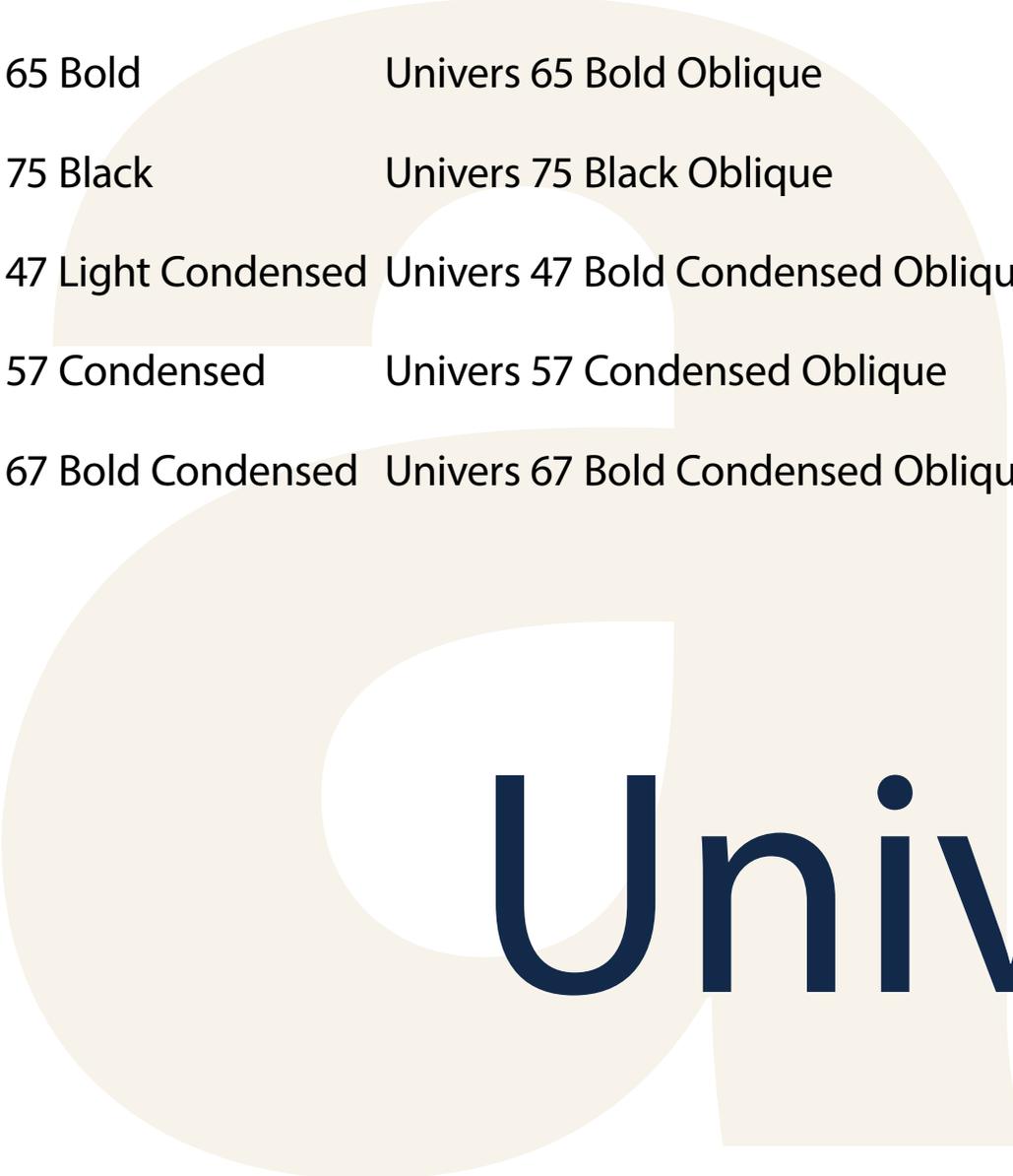
Univers 67 Bold Condensed Univers 67 Bold Condensed Oblique

Typography – Univers type family

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications.

For most print applications, we will continue to use the Univers type family.

Univers is the recommended sans serif font for use by internal and external designers for print communications. It is a distinctive, classic sans serif type family with an extensive series of weights, widths and oblique versions. For font package, please contact the Marketing Department.



Univers

Sabon Roman

Sabon Italic

Sabon Bold

Sabon Bold Italic

Sabon type family

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

Sabon is a classic serif and distinctive type family for use in text. It has the weights and italic versions as shown. Sabon is the recommended serif font for use by internal and external designers for print communications. It is widely available on our system. For font package, please contact the Marketing Department.

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.



Sabon

Healthy Living

Headline – Univers 65 Bold 14'

Healthy Living

Headline – Univers 75 Black 14'

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

Preferred Text - Univers 55 Roman 12 on 14'

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

Text - Univers 55 Roman 11 on 13'

Healthy Living

Headline – Univers 57 Condensed 14'

Healthy Living

Headline – Univers 67 Bold Condensed 14'

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

Preferred Text - Sabon Roman 12 on 14'

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

Text - Sabon Roman 11 on 13'

Selecting Typography

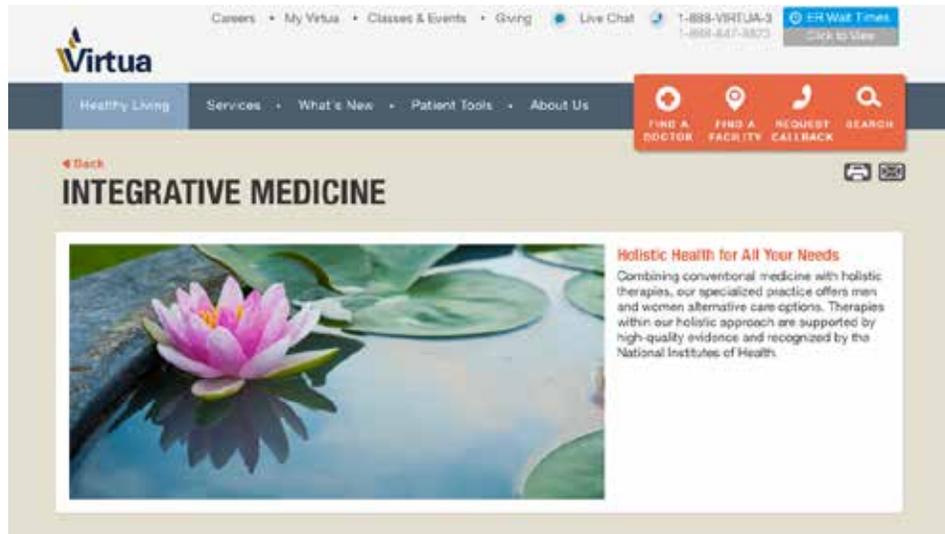
Many factors contribute to the readability of our communications. Some of the more important considerations include typeface, size, line spacing and column width.

Within our two type families we have a range of options. For headlines and text, Univers provides a distinctive quality and high legibility.

For headlines, Univers 65, Univers 75 and Univers 67 all provide emphasis.

For text, Univers 55 Roman and Sabon are both effective. For longer texts, many people prefer to read serif type. Univers may be used for headlines and combined with Sabon as the text typeface.

Our recommended minimum size for body copy is 12 point. However, if appropriate to the targeted audience, 11 point is permissible.



Entity Name Use

As Virtua has grown, we have added numerous entities. In all cases except with the use of the tagline, the Virtua logo must stand alone. Entity and program names should always be placed separately from the logo. See samples for letterhead, business cards, envelopes, collateral, advertisements, etc. on the following pages. "Logo lock-ups" are not permitted. The Virtua logo must stand alone while placing entity names separately in Univers.

See samples to the left.



Entity name used separately from our logo.
The names must be in Virtua Blue.



Headline: Entity name shown in Univers 67 Bold Condensed.
The headlines may be in any appropriate color.

Welcome to our new
Virtua Primary Care office

Text: Entity name shown in Sabon regular.
The text may be in any appropriate color.

We are pleased to announce the opening of our new
Virtua Primary Care office in Cherry Hill, New Jersey.

Entity Name Use

Our entity names are very important to our company. This page shows additional ways we can use our entity names without using a signature lock-up.

When the entity name is used alone, for example on a brochure cover, it must appear in Univers 55 Roman. The size and placement have flexibility. Here it is shown aligned to the Virtua logo but in some cases it may be appropriate to use the entity name in other relationships to the logo.

We have shown the dotted minimum clear space. Entity names should be placed away from the logo as shown. Otherwise they function as ineffective lock-ups defeating the purpose of giving more prominence to the Virtua logo.

An easy way to use the entity name is within a headline. There is flexibility to use any of the Univers type family in headlines. The entity name can also be used in text as shown.

Please note the following:

- Virtua must always be included as part of the entity name
- The entity name should not be emphasized in a different weight, color, etc. when used in headlines or text.

Our revised logo will be used on all new applications



Do not add other entity names to the logo



Do not use the reverse of the logo on a light background



Do not use the positive logo on a dark background



Do not change the color of the logo



Do not distort or add special effects to the logo



Do not place the reverse logo on a distracting pattern or image



Do not place the positive logo on a distracting pattern or image



Misuse of the logo

The incorrect logo use on this page is representative of the ways in which logos are often misused. The incorrect use of a logo often leads to other misuses.

Never redraw or try to recreate our logo. Any modification of our logo diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Never separate the "V" from the logo, and never use the "V" as a graphic element. Do not use elements of the "flame" as a graphic element.

Accessibility Best Practice

Designing accessible communications can present a real challenge. Accessible print needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties. People with sight problems and learning difficulties are often marginalized by design with the production of bland and unreadable communications.

In reality, it is impossible to design something that is accessible to everyone. However, we must aim to make our communications accessible to as many people as possible, while also being creative and visually stimulating.

The topics covered on this and the following page provide useful suggestions on making our headlines and text more legible and accessible.

Type size

Our recommended minimum size for body copy is 12 point. However, if appropriate to the targeted audience, 11 point is permissible.

Capital letters

SETTING TEXT IN LARGE AMOUNTS OF CAPITAL LETTERS CAN BE HARDER TO READ THAN LOWERCASE LETTERS.

Italics

These should be treated in a similar way to capital letters. Many people can find them difficult to read, so they should be used minimally. Using bold copy or a **strong color** to add emphasis is a good alternative.

Leading

Leading is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

This leading is too narrow. Odia volo estiamet et a debitemporem harchil itaspiciae et perro cum cum ium dignisci culparu menimin iscium, ut velecus re, sus aut landandis exeria sam res dolorro vitiae nonsera.

This leading is too wide. Odia volo estiamet et a debitemporem harchil itaspiciae et perro cum cum ium dignisci culparu menimin iscium, ut velecus re, sus aut landandis exeria sam res dolorro vitiae nonsera.

Word spacing, letter spacing and horizontal scaling

Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text on to a line. This should be avoided as too little or too much space can make text illegible.

These letters and words are too tight

These letters and words are too wide.

Accessibility Best Practice

Alignment

Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal. Small amounts of copy can be justified left and right when appropriate.

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colors are printed on white or pale backgrounds.

High
Contrast

Low
Contrast

High
Contrast

Low
Contrast

Reversing out copy

Reversed type should be kept to a minimum as it is harder to read. It is best used for headlines or design element and should be avoided in body copy.

The background color should be as dark as possible. White copy reversed out of a very dark color or black is the most legible. Attention should be paid to type size to ensure copy is always legible.

Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.



Design

Accessible design is clean, simple and uncluttered with good visual navigation.



Business Card

Any changes to or deviations from the standards set forth in this manual must be approved by Virtua’s Marketing Department.



Virtua Primary Care
1605 Evesham Road
Voorhees, NJ 08043

September 27, 2016

Mr. J.T. Smith
CEO and President
Delphi World Headquarters
5725 Delphi Drive
Troy, MI 48098

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut feugiat vel ligula vel malesuada. Phasellus auctor nisl vel enim tempor tristique. In hac habitasse platea dictumst. Sed rutrum porta diam non consectetur. Maecenas lacinia lobortis posuere. Donec vel elit pharetra, pellentesque elit eget, egestas erat. In vulputate dui eleifend turpis ullamcorper vestibulum. Nullam ac odio ut mi venenatis facilisis. Fusce id tincidunt risus. Integer non lacus sit amet odio viverra sagittis. Vestibulum maximus nisl ac tempus maximus. Suspendisse ut felis in sapien efficitur placerat at quis neque.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut feugiat vel ligula vel malesuada. Phasellus auctor nisl vel enim tempor tristique. In hac habitasse platea dictumst. Sed rutrum porta diam non consectetur. Maecenas lacinia lobortis posuere. Donec vel elit pharetra, pellentesque elit eget, egestas erat. In vulputate dui eleifend turpis ullamcorper vestibulum. Nullam ac odio ut mi venenatis facilisis. Fusce id tincidunt risus. Integer non lacus sit amet odio viverra sagittis. Vestibulum maximus nisl ac tempus maximus. Suspendisse ut felis in sapien efficitur placerat at quis neque. Curabitur ac mi a diam vulputate faucibus. Quisque aliquam felis id est ornare suscipit. Fusce vestibulum metus orci, urna vulputate vel.

We will give you a call in the next week to discuss this opportunity.

Sincerely,

John Smith, MD

Letterhead

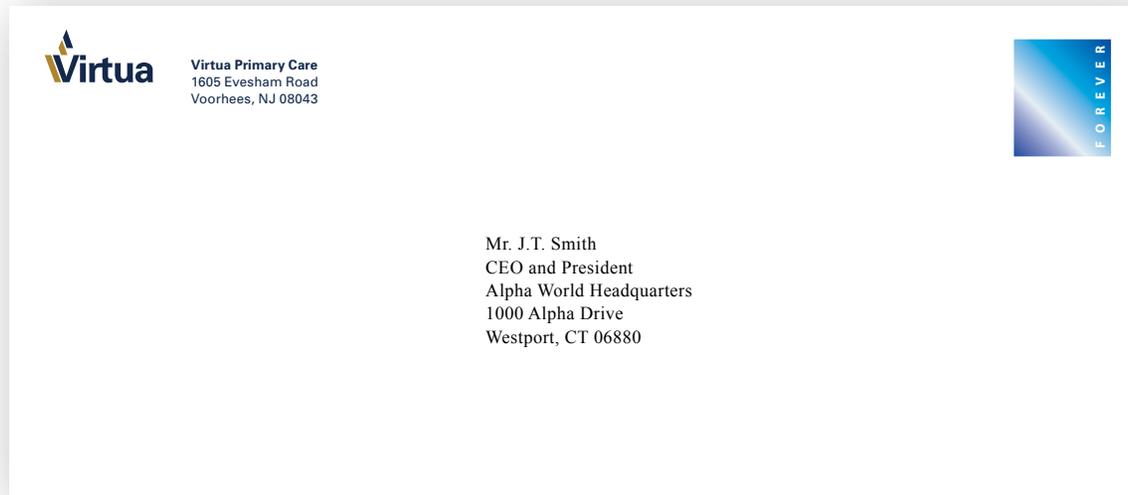
Any changes to or deviations from the standards set forth in this manual must be approved by Virtua's Marketing Department.

Alternate signature examples

John Smith, MD
Vice President
Site Administrator

John Smith, MD
Vice President
Site Administrator

856-355-0000
jsmith@virtua.org



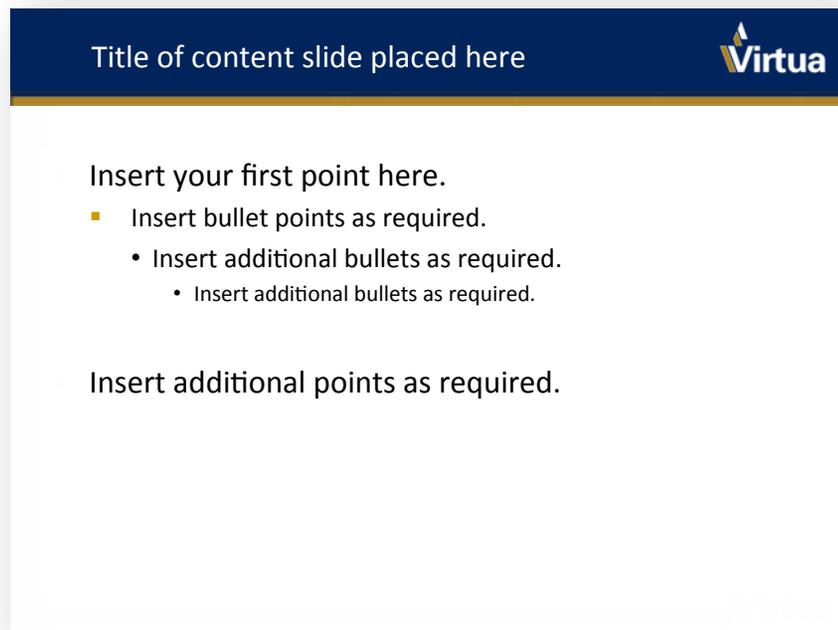
Envelope

Any changes to or deviations from the standards set forth in this manual must be approved by Virtua's Marketing Department.



Presentation

We are developing a new PowerPoint presentation template. The examples shown here demonstrate the look and feel of the presentation. We will notify you when the new templates are ready to download from Vine, Virtua's intranet site.





Mug

Any changes to or deviations from the standards set forth in this manual must be approved by Virtua's Marketing Department.



Uniform

Any changes to or deviations from the standards set forth in this manual must be approved by Virtua's Marketing Department.

Virtua URL in Print

For consistency on all advertising materials and promotional items, the Virtua website should be written in lowercase text and bolded. When a short link is used to designate a specific page of the website, it should be added to the end of virtua.org in a lighter font and be preceded by a forward slash. The letters following the URL may be in a different color that complements a specific design. It is not necessary to place “http://” or “www.” prior to a web listing.

Correct Usage:

virtua.org/primarycare

light

virtua.org/primarycare

light with color

Promotional Items: Logo Use and Branding

All promotional items (apparel, pens, lanyards, mugs, bags, etc.) should display the Virtua logo or, when appropriate, the Virtua logo that includes the “for Life” tagline. No other logos should appear on promotional items unless approved by Virtua’s marketing department. No phrases, taglines, or additional creative copy can be attached to the Virtua logo. The URL virtua.org or a variation of the URL that promotes a specific webpage (i.e., virtua.org/sportsmedicine) is permissible.

Contact the Virtua marketing department with any requests that deviate from the brand standards.