



TROVER
HEALTH SYSTEM

OFFICIAL GRAPHIC STANDARDS MANUAL

OUR NAME AND LOGO

These standards are to apply to all Trover Health System materials created or printed after 02/01/07. Pieces in existence before that date are only subject to these standards when they are reprinted. These standards are to aid you in the proper use of Trover Health System's identity. If you have any questions about the proper usage of the THS logo, please contact the Trover Marketing Department.

Marketing Department
900 Hospital Drive
Madisonville, KY 42431
(270) 825-5787
sspencer@trover.org

The Trover Health System logo is to be used on all internal and external documentation, collateral materials, communication pieces, advertisements or the like that promote the organization. **The logo is not to be altered in any way.** To accommodate the different specialties within Trover Health System, department specific logos have been created (see accompanying illustrations.) The correct logo for will be selected for each communication piece created.

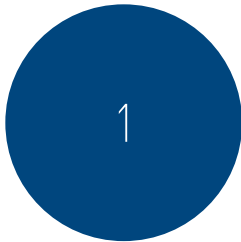
Only departments that are centers of excellence or separate business entities require a logo. All others will be referenced in copy but use the traditional THS logo.

Please do not create your own logo. Official logos are available through the Trover Marketing Dept.



The official Trover Health System logo is shown (*top*) with examples of individual department logos shown below.

COLOR



	Pantone	CMYK				RGB		
1	Pantone 541	C: 100	M: 57	Y: 0	K: 38	R: 0	G: 70	B: 127
2	Pantone 376	C: 50	M: 0	Y: 100	K: 0	R: 140	G: 198	B: 63
3	Pantone 306	C: 75	M: 0	Y: 7	K: 0	R: 0	G: 188	B: 228
4	Pantone 569	C: 98	M: 0	Y: 57	K: 17	R: 0	G: 146	B: 126

The Trover Health System logo is to only be reproduced using PANTONE® Color Matching System (PMS) colors. If Pantone colors are not available CMYK and RGB color conversions are acceptable. The above chart shows the color combinations to achieve the correct and true colors.

In all applications, the THS logos must be printed in either the full color version, PMS 541, black or white on a solid color or photo (see below for examples). These marks may not be screened, i.e. used at less than 100% saturation or used with a drop shadow or other similar effect. When used in reverse, only white is acceptable. Some special exceptions may be allowed for promotional and specialty items. All requests for exceptions must go through the Trover Marketing Dept.



1 - Full Color 2 - PANTONE® Matching System 541 3 - Black/gray scale 4 - White

TYPOGRAPHY

The consistent use of typefaces establishes a recognizable and memorable image for Trover Health System. The standard Trover Health System logo contains the words Trover Health System in all capital letters in the Goudy typestyle. If a departmental logo, the department name is followed by the words A member of the Trover Health System in the font Myriad Pro.

Goudy Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789!#\$%&@

Goudy Old Style italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789!#\$%&@

Goudy Old Style bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789!#\$%&@

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789!#\$%&@

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789!#\$%&@

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789!#\$%&@

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

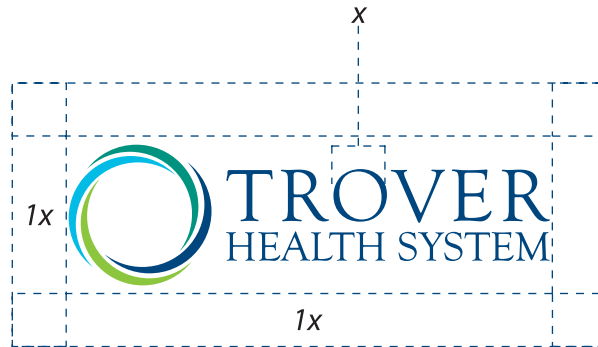
abcdefghijklmnopqrstuvwxyz 123456789!#\$%&@

Any variation of a typeface family, which includes regular, light, condensed, bold and italic versions can be used to accompany the logo, but within the actual logo only Goudy Old Style and Myriad Pro are used. These typefaces are compatible with both Macintosh and Windows operating systems. These fonts may be used only if Myriad Pro is not available. If Myriad Pro is available, it must be used.

Contact Trover Marketing if you have a question about the use of typefaces.

CLEAR SPACE & SIZING

Clear space is the area that surrounds the logo. This space should be clear of any other element including text, graphics, borders or other logos. The measurement x represents the width of the letter O in Trover.



When reduced, the logo should always retain all graphic details. Because of this the logo should never be reduced to less than 1 inch wide. When reducing the logo, the words should not appear so small as to be illegible. When increasing or reducing in size, the SHIFT button must be held down to maintain aspect ratio.

LEGIBILITY

The logo must be legible when printed on or reversed out of photographs, designs or screened backgrounds. All nontraditional uses of the logo must be approved by Trover Marketing.



(above) Examples of acceptable uses of the logo

(above) Seek approval from the marketing department

INCORRECT USES

To preserve the integrity of the THS logo, never alter the approved configuration, substitute elements or deviate from the guidelines discussed in the preceding sections. Below are examples of misuses of the Trover Health System logo.



- a - Do not change the approved colors
- b - Do not artificially stretch or condense the logo (this can be avoided by always holding down the shift key when resizing)
- c - Do not alter, retype or substitute another typeface into the Logo

- d - Do not reposition, rearrange or resize the elements within the logo
- e - Do not use any angle other than 90°
- f - Do not enclose the signature within a shape

USAGE GUIDELINES

Tips for using the THS logo on printed and promotional materials:

- The logo should not be printed, embroidered or embossed less than 1 inch in size.
- The colors used should provide enough contrast for the logo to be clearly legible. Logo should be either full color on a white or gray background or one color (blue, white, black) on a color background (logo colors preferred)
- The logo must be used in only full color, black, white or the approved Pantone® Matching System color 541. If Pantone colors are not available, match the PMS color as closely as possible
- The logo should not be used on distracting background patterns.

MATERIALS

To maintain the appearance of all Trover Health System materials, it is required that departments obtain professionally printed stationery through the printing vendors authorized by Trover Health System. The use of templates is only allowed if granted by marketing. Scanned copies or other re-created stationery is not allowed.

Stationary, business cards, envelopes and template paper should be obtained through materials management and must be of the standard THS approved design.

Orders from individual departments should go through Marketing or Materials Management only. This includes all business entities contained within the Trover Health System name. Including, but not limited to, Sports Medicine and Rehabilitation, Green River Hospice, Merle M. Mahr Cancer Center and Madisonville Family Physicians.

Typefaces recommended for the body of a letter for Trover Health System correspondence are Goudy, Goudy Old Style, Myriad, Myriad Pro, Helvetica, Tahoma and Geneva. If none of the listed fonts are available Times New Roman may be substituted.

CONTACT INFORMATION

The Trover Health System official Logo is used in various ways, from lunch trays to signage of vehicles. Questions about the logo and its applications should be addressed to:

Trover Health System
Marketing Department
900 Hospital Drive
Madisonville, KY 42431
270.825.5787
sspencer@trover.org

These graphic standards are available on the web at www.troverhealth.org/advertising