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In this guide, you will find information about proper logo usage, as well as our brand colors, typefaces and design styles. Please review this guide carefully and frequently to refresh your understanding of the Samaritan Health brand and visual identity. When you provide any visual elements for an outside supplier, please include a PDF copy of this document along with any graphics files.

The following pages are meant to be a guide for all persons within the Samaritan Health system and their business partners who are responsible for the use of our brand. It has been designed to help anyone who produces materials that include our logo or any other parts of our identity.

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## The Story



When crafting our mark, much consideration was given to the elements conveying the brand essence of Samaritan Medical Center. The main diamond shape represents prestige, while its rounded corners help soften our image and project the quality of care our patients receive.

Signifying our namesake, the S in the middle of the diamond showcases forward thinking and our thoughtfully expansive investment. It also moves like a river - highlighting the great natural waterways in our region.

The two blue colors represent trust and loyalty - values we provide to our patients and community.

**Mission:** Samaritan shall provide high quality, comprehensive, safe and compassionate healthcare services to meet the needs of our civilian and military community.

**Vision:** Samaritan shall embrace a patient centric culture and partner with patients to achieve the best outcome and experience. Patients' needs drive every decision.

A woman with long dark hair, wearing a white hospital gown with a small red cross pattern, is sitting up in a hospital bed. She is smiling and looking towards a man. The man is bald, wearing a camouflage military uniform, and is sitting on a chair next to the bed. He is looking at the woman with a smile. The scene is dimly lit, with a blue tint. The text "Primary brand" is overlaid in the center in a white, italicized serif font.

*Primary brand*



## Primary Logo

The Samaritan Medical Center logo should only be used in conjunction with service lines that directly operate out of the main Samaritan Medical Center location- 830 Washington Street.

The horizontal logo is the preferred logo and should be used when possible. Horizontal and stacked logo usage will depend on available space. Logo should fit the space well and have room to breathe.

## Marks





## Primary Logo

Presenting our brand in a consistent manner is integral to building a connection between our logo and our brand in the eyes of the recipient.

If uncertain of appropriate usage, please consult the Samaritan marketing team at **1-315-785-4584**.

## Uses

### FULL-COLOR LOGO



The full-color logo should be used only on white or very light backgrounds for print, outdoor and digital applications where contrast allows for readability. If necessary, use the black or white logo.

### BLACK LOGO



Defer to the black logo if the use of the full-color logo does not present enough contrast. The black logo should only be used for one-color applications.

### WHITE LOGO



Avoid using on billboards and newspaper print. All other mediums are acceptable if contrast warrants such use. The white logo should only be used for one-color applications.





## Primary Logo

The Samaritan family of brands require space to breathe and be seen. To maintain the integrity of the logo, a safe space equivalent to the size of the "S" in "Samaritan" must be maintained around all sides of the logo at all times. This allows the logo to stand out against backgrounds or other elements.

No elements such as typography, other logos, graphics or photos may intrude on the safe area. In addition, the logo should not be placed too close to a cut or folded edge.

The clear space applies to all logos.

**In certain circumstances, the safe space may have to be encroached if legibility, design balance or other visual best practices are to be maintained. Ultimately, designers must use their judgement to ensure brand integrity despite the safe space violation.**

## Clear space





## Primary Logo

The Samaritan family of logos should never be altered or adapted in any way that goes beyond these guidelines. If there is a question about usage in a particular situation, please consult the Samaritan marketing team at **1-315-785-4584**.

Exceptions must be approved by the Samaritan marketing team.

The following are examples of what NOT to do with the Samaritan logo. These restrictions also apply to all service line logos.

## Misuses



**Do not alter the color.**



**Do not alter or stretch the proportions.**



**Do not add elements.**



**Do not use on backgrounds darker than 10% black.**



**Do not place it inside a box.**



**Do not add a drop shadow.**



**Do not rotate.**



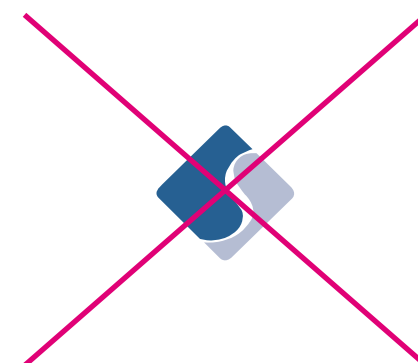
**Do not place over a complex background.**



**Do not eliminate the location.**



**Do not eliminate the bug mark.**



**Do not use the diamond by itself.**





## Primary Logo

Choosing the correct format is critical in preserving the legibility and quality of the brand. Refer to these guidelines when formatting.



## Acceptable formats

### **EPS AND AI**

The most common version used for page layout print applications. An EPS file can be enlarged indefinitely without becoming pixelated.

### **JPG**

A very common version to use for web and electronic media. This logo can also be used when materials are created in Microsoft® programs such as Microsoft® Word and Microsoft® PowerPoint. The background for this format will always appear white.

### **PNG**

A very common version to use for web and electronic media. This logo can also be used when materials are created in Microsoft® programs such as Microsoft® Word and Microsoft® PowerPoint. The background for this format will always be transparent, so be mindful of maintaining appropriate contrast.

A man in a light blue button-down shirt is seated, looking down with a slight smile. He has a pen in his shirt pocket. The image is overlaid with a semi-transparent blue filter. The text "Secondary brands" is written in a white, italicized serif font across the center.

*Secondary brands*



## Secondary logo

The Samaritan Health logo is the overarching brand. It should be used when referring to a division or service line that does not have a logo, that operates apart from the Medical Center, or when referring to more than one division, service line, or the entire organization.

## Samaritan Health







## Secondary logo

Presenting our brand in a consistent manner is integral to building a connection between our logo and our brand in the eyes of the recipient.

If uncertain of appropriate usage, please consult the Samaritan marketing team at **1-315-785-4584**.

## Samaritan Health Uses

### FULL-COLOR LOGO



The full-color logo should be used only on white or very light backgrounds for print, outdoor and digital applications where contrast allows such use. Defer to the black or white logo if deemed necessary.

### BLACK LOGO



Defer to the black logo if the use of the full-color logo does not present enough contrast. The black logo should only be used for one-color applications.

### WHITE LOGO



Avoid using on billboards and newspaper print. All other mediums are acceptable if contrast warrants such use. The white logo should only be used for one-color applications.



## Other logos

Certain service lines and other locations require individual logo marks. The example logo marks to the right show how they should be represented. Reference these examples when creating location lock-ups not shown on this page.

**Service line lock-ups are appropriate mostly for internal use only. All external marketing and communication logo use will be determined by the Samaritan marketing team.**

## Lock-up examples

### SERVICE LINES AND DEPARTMENTS



### CO-BRANDING



### DIVISIONS



### MEDICAL PRACTICES



This logo is good for all Samaritan Medical Practice locations that do not have a specific logo.



## Other locations





## Other logos

The guidelines to the right indicate how the logo should be locked up with service lines, departments and divisions, as well as how to handle co-branding.

**Service line lock-ups are most appropriate for internal use only.**

## Lock-up guidelines

### SERVICE LINES



The height of the secondary name is defined as 1/2 of x.

### DEPARTMENTS



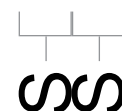
### DIVISIONS



### CO-BRANDING



The space separating two, co-branded logos should be equal to double the length of the Samaritan "S" turned on its side.





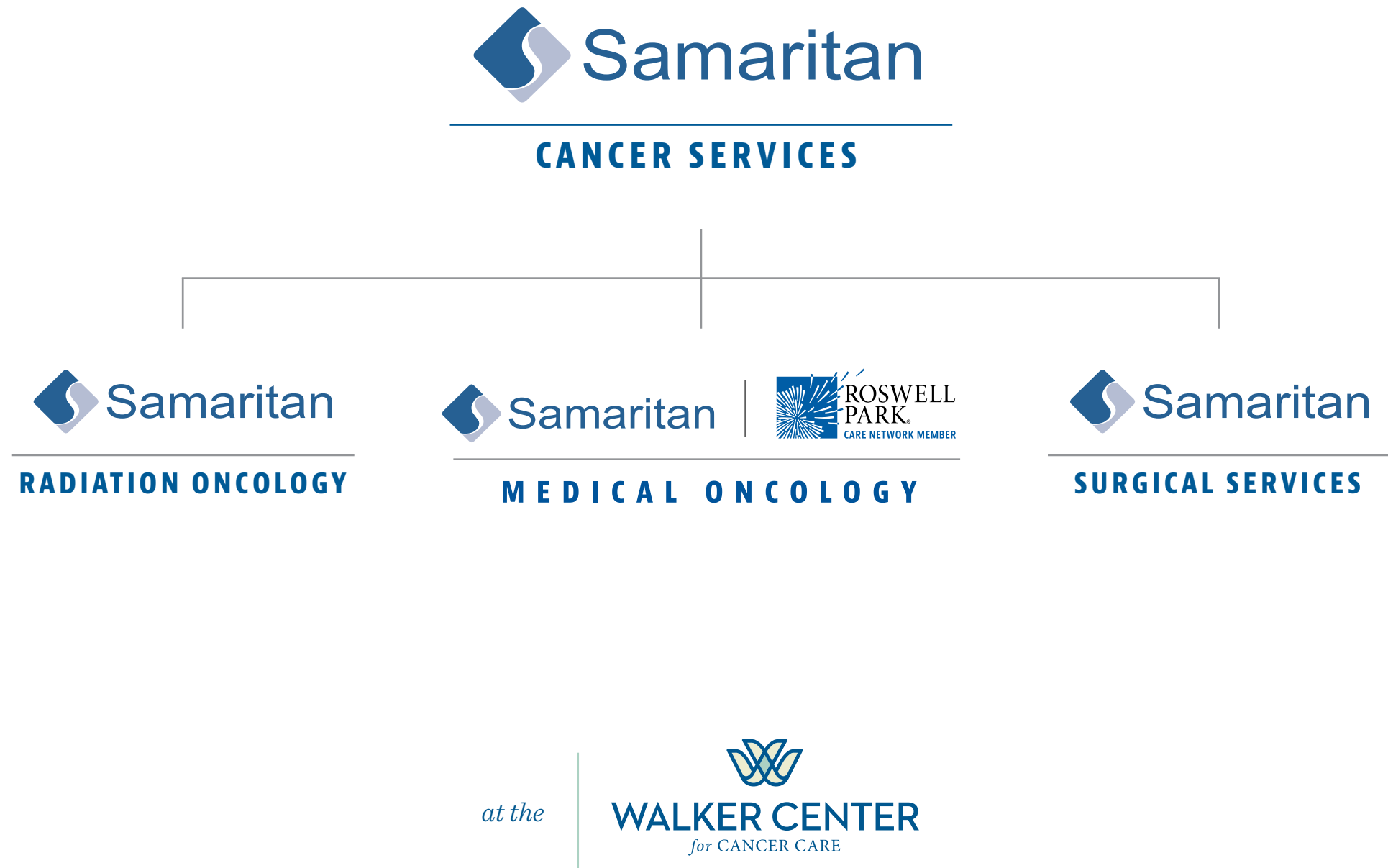


## Other logos

The Walker Center logo and Cancer Services lock-ups are unique and for medical oncology services integrated with another brand, the Roswell Park Care Network. This co-branded logo lock-up with Roswell and Samaritan's Medical Oncology services cannot be altered in any way. It must be displayed as is in full-color, grayscale, black or white.

When referencing all of Samaritan cancer services, please use the singular logo, or if space allows, the logo lock-up with medical oncology, radiation oncology and the Walker Center logo to denote physical location.

## Cancer Services Brand Architecture





## Other logos

Presenting our brand in a consistent manner is integral to building a connection between our logo and our brand in the eyes of the recipient.

The full-color logo should be used only on white or light backgrounds for print, outdoor and digital applications where contrast allows for readability. Use the black, grayscale or white logo if necessary.

Always use the black or white logo for one-color applications.

## Uses



A photograph of a nurse wearing glasses and a patterned scrub top, feeding a baby with a bottle. The image is overlaid with a semi-transparent blue filter. The text 'Brand elements' is centered in a white, italicized serif font.

*Brand elements*





# The brand

The color palette is a key element of the brand’s identity. The colors chosen portray Samaritan as both advanced and compassionate.

## Color Palette

### PRIMARY COLORS

|                              |     |
|------------------------------|-----|
| <b>BLUE</b>                  | 75% |
|                              | 50% |
| <b>CYMK</b><br>90, 63, 20, 4 | 25% |

**RGB**  
38, 96, 146

**PANTONE**  
647 C

**HTML**  
266092

|                                            |
|--------------------------------------------|
| <b>BLUE TINT</b>                           |
| <b>CYMK</b><br>90, 63, 20, 4<br>@ 30% tint |

**RGB**  
181, 189, 211

**PANTONE**  
647 C @ 30%

**HTML**  
b5bdd3

### SECONDARY COLORS

|                             |     |
|-----------------------------|-----|
| <b>TEAL</b>                 | 75% |
|                             | 50% |
| <b>CYMK</b><br>35, 0, 15, 5 | 25% |

**RGB**  
154, 207, 208

**HTML**  
9acfd0

|                             |     |
|-----------------------------|-----|
| <b>BEIGE</b>                | 75% |
|                             | 50% |
| <b>CYMK</b><br>0, 0, 10, 15 | 25% |

**RGB**  
221, 220, 203

**HTML**  
dddccb

|                            |     |
|----------------------------|-----|
| <b>YELLOW</b>              | 75% |
|                            | 50% |
| <b>CYMK</b><br>0, 0, 55, 5 | 25% |

**RGB**  
247, 234, 136

**HTML**  
f7ea88

|                               |     |
|-------------------------------|-----|
| <b>EGGPLANT</b>               | 75% |
|                               | 50% |
| <b>CYMK</b><br>79, 75, 43, 37 | 25% |

**RGB**  
59, 58, 82

**HTML**  
3b3a52

|                                |     |
|--------------------------------|-----|
| <b>DARK GREEN</b>              | 75% |
|                                | 50% |
| <b>CYMK</b><br>100, 44, 66, 39 | 25% |

**RGB**  
0, 80, 74

**HTML**  
00504a

|                                |     |
|--------------------------------|-----|
| <b>DARK BLUE</b>               | 75% |
|                                | 50% |
| <b>CYMK</b><br>100, 41, 24, 48 | 25% |

**RGB**  
0, 74, 101

**HTML**  
004a65



# The brand

Arial, Sentinel and Galano can be used for print, digital, and indoor/outdoor signage. Use of other fonts is not permitted.

Arial is used as the general font and is also the primary font for indoor/outdoor signage.

**Arial should never be italicized.**

Fonts for digital use are outlined on the next page.

**Fonts can be purchased here:**

Sentinel - [www.typography.com](http://www.typography.com)

Galano - [www.myfonts.com](http://www.myfonts.com)

**If you cannot purchase these fonts, please use Arial.**

## Print typography

### PRINT AND SIGNAGE

Arial Regular

Highly skilled staff

Arial Bold

Highly skilled staff

### PRINT

Sentinel Light

Medical specialties

Sentinel Book Italic

*Cancer treatment*

Sentinel Semibold

Patients experience

Galano Grotesque Light

Get healthy

Galano Grotesque Regular

Signs and symptoms

Galano Grotesque Semibold

Discover

Galano Grotesque Bold

Procedures

Galano Grotesque Heavy

Highly skilled staff



## The brand

Arial, Lora and Hind are to be used for digital applications, including those appearing on smartphones, tablets, desktop computers and other screened devices. Use of other fonts is not permitted.

Set font color to  
**HEX#444444** or  
**R: 72, G: 72, B: 74**



Lora and Hind are free and can be downloaded here:

[fonts.google.com](https://fonts.google.com)

## Digital Typography

Arial Regular

Highly skilled staff

Arial Bold

Highly skilled staff

**GOOGLE FONTS**  
Lora-Regular

Patients experience

**GOOGLE FONTS**  
Lora-Bold Italic

*Cancer treatment*

**GOOGLE FONTS**  
Lora-Bold

Discover

**GOOGLE FONTS**  
Hind-Light

Signs and symptoms

**GOOGLE FONTS**  
Hind-Regular

Medical specialties

**GOOGLE FONTS**  
Hind-Bold

Get healthy



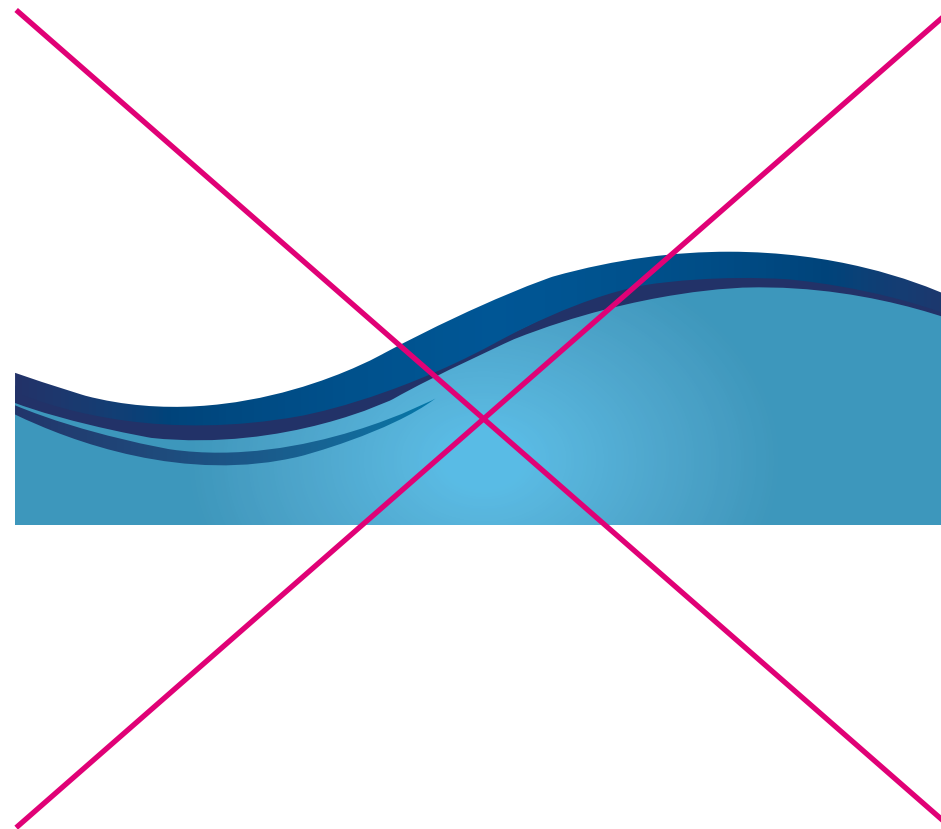


## The brand

The color wave on the left is a retired brand element and should not be used in any brand executions.

The half diamond shown on the right is one of our current brand elements and should be used in place of the retired brand element on the left.

## Retired



## New

*Samaritan Medical Center Welcomes*

**Deana Paley, DO**  
*Board-certified Plastic and Reconstructive Surgeon*

Dr. Paley, a Board-certified Plastic and Reconstructive surgeon, is pleased to bring to Northern New York a full scope of Plastic and Reconstructive Surgery with an emphasis on aesthetics. Her specialties include:

|                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Aesthetic Surgical Procedures</b> <ul style="list-style-type: none"><li>• Liposuction</li><li>• Tummy Tuck</li><li>• Breast Enlargement/Reduction/Lift</li><li>• Eye Lid Correction</li><li>• Post-pregnancy and post-weight loss makeover</li></ul> | <b>Reconstruction Procedures</b> <ul style="list-style-type: none"><li>• Breast reconstruction</li><li>• Post-trauma reconstruction face/body</li><li>• Removal of moles/lesions/scars with reconstruction</li><li>• Otoplasty for protruding ears</li><li>• Male breast reduction (gynecomastia)</li></ul> |
| <b>Aesthetic Non-Surgical Procedures</b> <ul style="list-style-type: none"><li>• Botox/Dysport for wrinkle control</li><li>• Restylane, Juvederm, Sculptra for face reshaping/correction</li></ul>                                                      |                                                                                                                                                                                                                                                                                                             |

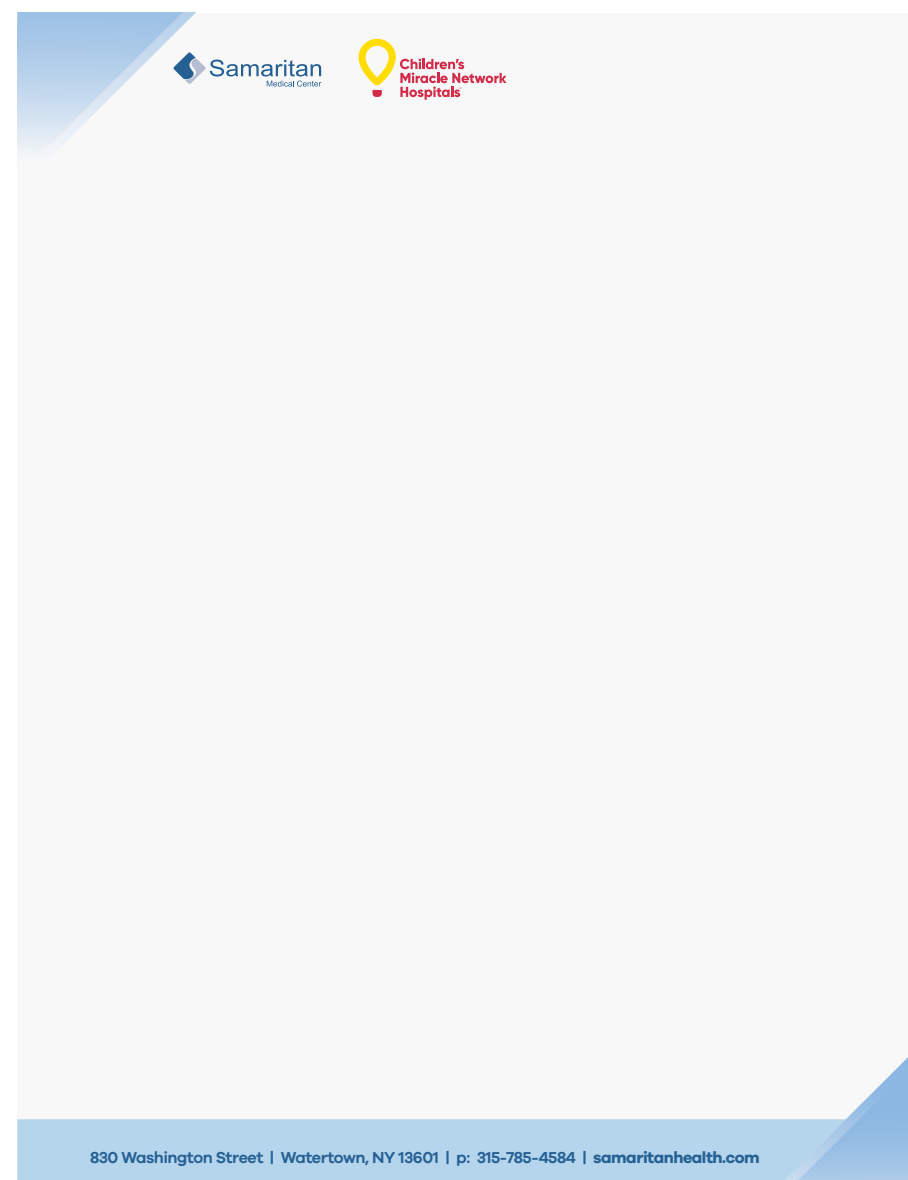
**Now accepting new patients. Call 315.755.3650 for an appointment.**

**Samaritan Health**  
Samaritan Plastic Surgery  
629 Washington Street, Watertown, NY 13601



# The brand

## Stationery





*Creative executions*





## The brand

The following are examples of how color, typography, logo placement and photography can be used for magazine and newspaper advertisements.


Reference these guidelines when crafting print executions to maintain brand integrity.

The full-color logo should be used only on white or light backgrounds for print, outdoor and digital applications where contrast allows for readability. Use the black or white logo if necessary.

## Newspaper Ad

### NOTE:


Only 100% black should be used for small text and subheads. Arial, Galano Light, and Bold, set at a minimum of 14pt. for small text.



12 doctor's visits  
8 weeks early  
1 beautiful baby  
*Samaritan was there.*

From our youngest daredevils, to our seniors who have done it all, we're here for you time after time. And we have been for generations. At Samaritan Medical Center, we care about our community, and about the people who make it great. We have over 45 different medical specialties, ranging from robotic surgery to obstetrics. We have cutting-edge technology, including the only Level II Neonatal ICU north of Syracuse. And whether it's a broken bone, or breast cancer, or a new baby, you can trust that we have the best treatment in mind—and your best interests at heart.

SamaritanWasThere.com

 Samaritan  
Health

## Magazine Ad

### NOTE:

Colored text is allowed for smaller text and subheads. Arial, Galano Light, and Bold, set at a minimum of 14pt. for small text.



We see your care **clearly.**

**Online scheduling now available!**

At Samaritan, we're dedicated to providing our community expert imaging services. Our patients are everything to us. That's why we've invested the time, energy and resources into providing care that's convenient, compassionate and advanced. With on-site radiologists, an inviting new space and numerous national accreditations—you could say we see your care differently.

**Learn more** at [SamaritanHealth.com/mammo](https://SamaritanHealth.com/mammo)

 **Samaritan** | Imaging Services



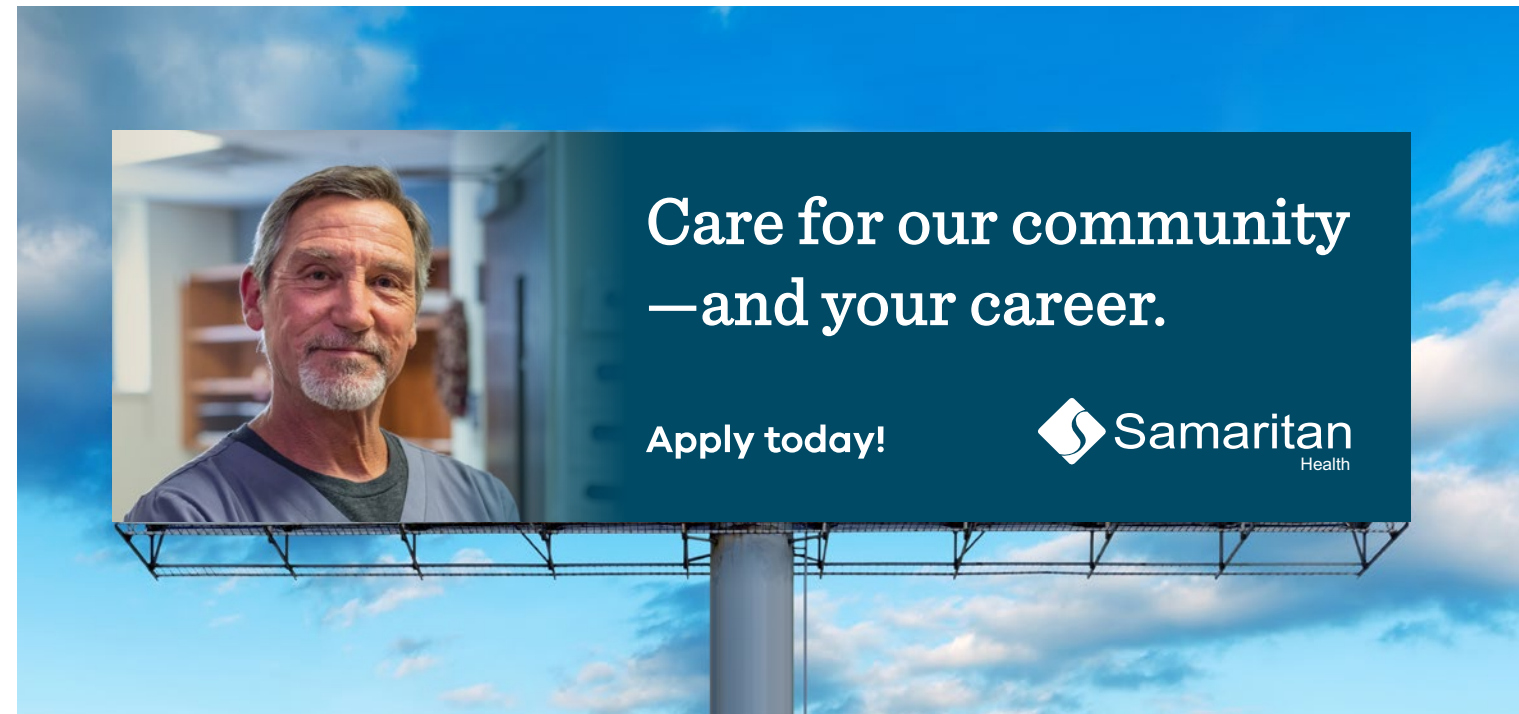


## The brand

The following are examples of how color, typography, logo placement and photography can be used for billboard executions.

When creating billboards, be cognizant of fading caused by sun exposure. White text should never be overlaid on images but can be used over dark colors that allow for contrast.

## Billboards

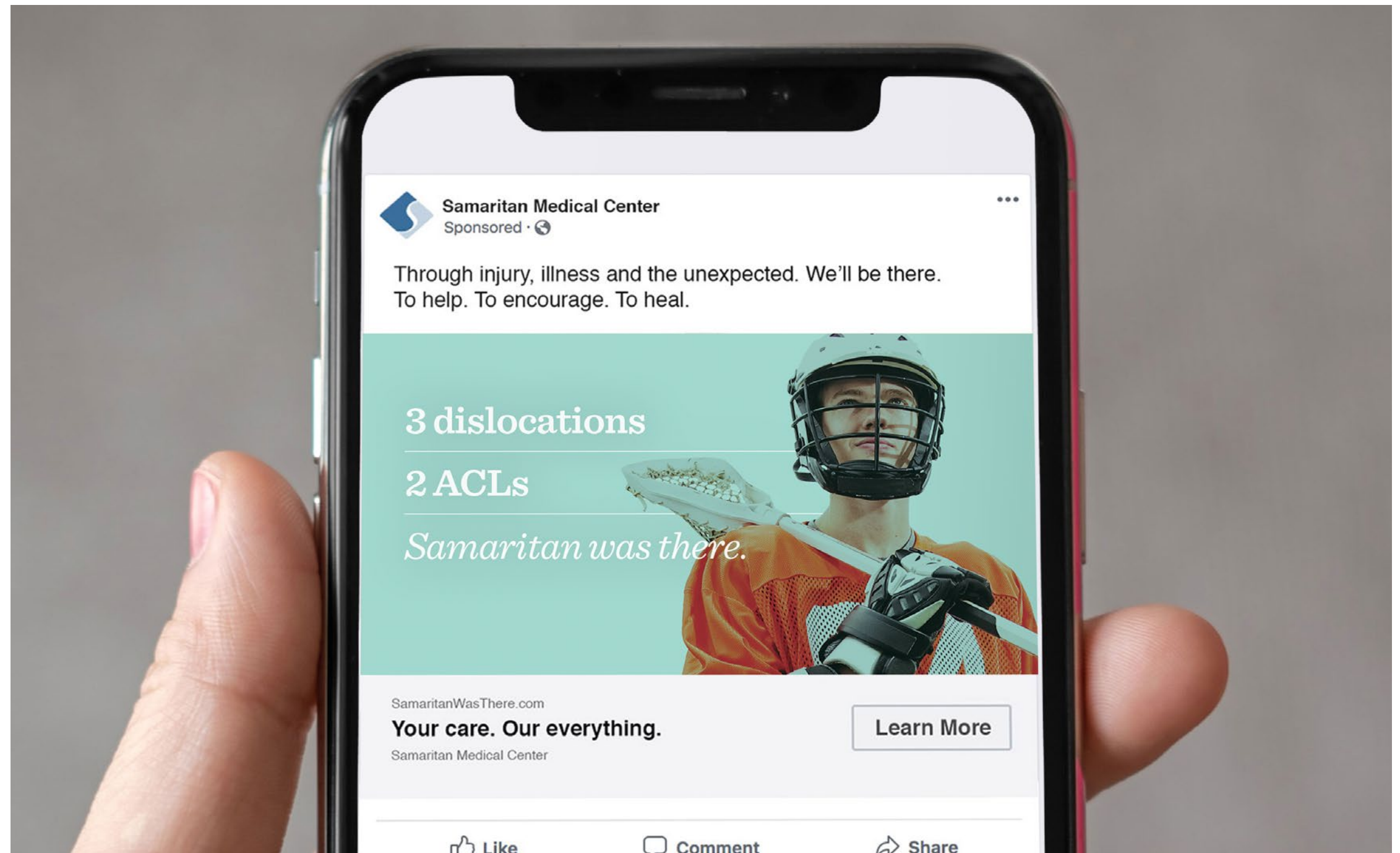




## The brand

The following is an example of how color, typography, logo placement and photography can be used for social media executions.

## Social media





## The brand

When crafting copy for brand executions, use the following guidelines to capture the Samaritan brand voice.

## Copy tone

### **BRAND ARCHETYPE: CAREGIVER HERO**

- Guided by sense of moral obligation to improve patients' quality of life
- Community-focused
- In service to the greater good
- Resourceful, innovative in partnerships, technological investment and service offerings
- Committed to going the extra mile, every time, to solve a patient's problem or meet their needs
- Humble and approachable, yet expert
- Maintain the highest quality and a high-performance approach

### **BRAND VOICE**

**The Samaritan brand represents exceptional, comprehensive, compassionate, advanced medical care. All copy should convey this in a warm, supportive and empowering way. Copy should be written simply and clearly, keeping the patient and family in mind, and avoiding overly complicated language.**





## The brand

Brand photography should be modern, authentic and inviting, presenting Samaritan as a best-in-class provider that utilizes advanced technology.

It is important to capture meaningful interactions between Samaritan personnel and patients to show the compassionate, patient-centered way in which Samaritan provides care.

## Photography





Contact the Samaritan marketing team at **1-315-785-4584** or email **[marketing@shsny.com](mailto:marketing@shsny.com)**.



