



Baylor Scott & White HEALTH

Brand Guidelines

Get Better

Welcome

In this guide, you'll get to know us Better through the visual and verbal elements of Baylor Scott & White Health's corporate identity. Delivering a cohesive message of who we are is essential to presenting a healthy, strong and unified brand.

The visual association of Better is inspired by our Core—and our commitment to putting patients and members at the center of everything we do. The shift in color, from blue to teal, illustrates the concept and aspiration of getting Better.

Get Better

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We believe being Better is a way of life, and that begins with our Commitment to put patients and members at the Core of everything we do. They are why we work tirelessly to make healthcare work Better, ensuring they can access the care they need, when they need it, at a price they can afford. Better is who we are. It's who we've always been and always will be. It's what drives us to look beyond the hospital walls and push beyond the status quo, never settling for anything less. And it's how we create healthcare experiences that inspire a life well-lived. Because that's what being Better is all about.





Our Brand

Our Brand Values

How we do it

WE SERVE FAITHFULLY

We are helpers at heart. Here to serve, we always treat our patients, members and each other with compassion and care.

WE ACT HONESTLY

We approach everything with integrity to create an environment of respect and trust. We always do the right thing—even when no one is looking.

WE NEVER SETTLE

We bring our best, every day. With an innate drive for excellence, we constantly push ourselves to find new and Better ways to serve our patients, members and community.

WE ARE IN IT TOGETHER

We are many individuals united by a common purpose. Working together, we share and seek out different perspectives for the greater good.



Our Brand Experience Principles

How it feels

WARM & WELCOMING

With full hearts, we treat everyone with respect, attention and empathy.

- Bright
- Positive
- Caring

EASY & ENJOYABLE

We make it easy to get things done and look for moments to infuse delight along the way.

- Clear
- Open
- Helpful

FULL OF LIFE

We celebrate all that life has to offer, always looking forward to what's possible.

- Dynamic
- Active
- Spirited

MADE FOR ME

We are inspired by those we serve and focus on creating personal connections.

- Engaging
- Personal
- Relevant



Our Brand Message

We Believe in Better

Our employee value proposition, We Believe in Better, further reinforces our aspiration to improve and get Better every day.

A BETTER EXPLANATION

It may sound a little obvious, but our campaign messaging must center on how we're changing healthcare for the Better.

It's not about being the best. And it's not about making people healthier. It's about being optimistic and empowering people to become their healthiest selves. We're constantly changing and improving to provide Better healthcare experiences for our patients and members. We never settle because we know everyone and everything, including us, can get Better.



Our Brand Voice is & is not

Inspiring	Alarming
Smart	Pretentious
Helpful	Overbearing
Conversational	Formal
Clear	Patronizing
Concise	Repetitive
Active	Passive

Our Brand Voice

The tone we use

It's not me. It's you. Write to our consumers in first-person, just as if you were talking to them. Instead of saying, "Baylor Scott & White Health provides long-term care to residents," say, "Receive skilled, personal care from nurses who truly care about you." The emphasis here is on "we" and "you" rather than "me, me, me." It's all about what our readers want to know, not just what we want to tell them. An effective message tells people how they will benefit from our services.

To get a Better feel for our content, see the [Copy Style Guide](#).

How we use it

To Better sum things up, our voice is human, healthy and plain-speaking. We explain our offerings in a way that inspires people to not only get Better, but stay that way.



Our Brand Voice

Clear

We're honest in our intentions and direct in our communications.

WE ARE...

- Open
- Transparent
- Forthright

Bright

We share our warmth and intelligence with everyone we meet.

WE ARE...

- Positive
- Genuine
- Illuminating

Engaging

We know our audience and always put their needs first.

WE ARE...

- Relevant
- Resonant
- Meaningful

Dynamic

We're active and determined to make a difference in people's lives.

WE ARE...

- Active
- Determined
- Flexible



Our Brand Voice

Better guidelines (Here are some helpful hints on how to use Better & Get Better.)

Say this

Improving your game
Teaming Up for a Better You

Convenience
Three Locations to Serve You Better

New/improved service
A Better Way to Check In

Personal pledge
This New Year, Resolve to Get Better

NOT this

Pssst!
Remember, it's not about being the best.

Get Better Mammograms
Better Health Happens Here
We Provide Better Care

Get Better

If you can't silently add "Healthcare" at the end of Get Better, don't use it.

Get Better. (Healthcare)
Don't Just Get Well. Get Better.
(Healthcare)

BETTER KNOW YOUR AUDIENCE

Use discretion with our campaign language. Don't force it. Serious topics like a cancer diagnosis, kidney transplant or hospice care should include an inspirational tone that helps people get through a tough situation. But it's not a time to be clever or crafty. For example, we might be promoting support groups close to home or educational guides that help make treatment decisions feel less daunting. In these cases, we're providing straightforward information to help people feel a little Better.



The fewer words, the Better

Whether writing for print or digital, be simple and concise to:

- Grab the reader's attention and spark a next action
- Achieve a health literacy reading level of 8th grade or lower

HELPFUL HINTS

- Short, simple words
- Short sentences
- Short CTA with a strong action verb
- One phone number to call
- One URL to visit
- No mention of a facility name in body copy if the logo is present

SAY THIS:

Register today!

BSWHealth.com/Events

1.844.BSW.DOCS

NOT THAT:

To register for the conference, call us at 1.844.BSW.DOCS or visit us online at BSWHealth.com/Events.

Our Brand Icon

The Baylor Scott & White icon represents the coming together of many providers with one focus: the patient and members we serve at the core of our efforts.

Like building blocks of the ideal patient experience, each element of our mark represents the contributions of those with different experiences, backgrounds and beliefs that form the healthcare organization we are today. Its cross shape pays respect to the Christian heritage of the organization. And, like a compass, its four directions point to the potential of boundless expansion.



Our Brand Logo

Finding a cure for cancer is tricky. Using our logo correctly is not. Our logo can be left-aligned or centered. Either version is acceptable. Left-aligned is more contemporary and works well in all applications. This is the preferred logo to use in our communications.

Centered is more traditional. It works best when it can be centered and floated in a generous margin of space, such as on the cover of a formal communication. Space limitations within an application will help you determine the Better version to use.

To request a brand logo, contact
Sylvia Mayo, Sylvia.Mayo@BSWHealth.org.



BaylorScott&White
HEALTH



BaylorScott&White
HEALTH

Our Brand Logo

Usage

To make sure the logo is clear and legible, there is a minimum size requirement. The minimum size is based on the legibility of the icon and logotype. The left-aligned logo must be at least 2.5” wide in print and at least 153 pixels wide in on-screen uses. The centered logo must be at least 2.125” wide in print and at least 153 pixels wide in on-screen uses. In certain applications, such as small giveaway items, the minimum size may be smaller. The smaller usage must be approved by Baylor Scott & White brand marketing.

CLEAR SPACE

Our logo is where Better begins. Give it the space it needs and deserves. Avoid placing elements like text and graphics in the space immediately surrounding the logo. The core of the icon can be used as a guide.



Our Brand Logo

Usage: logos on white

The examples shown are acceptable ways to reproduce our logo in full color and in one-color. Please adhere to the minimum size requirements listed on the prior page.

A. Spot Color Logo

Blue PMS 293, Teal PMS 313, and Yellow PMS 1235

B. CMYK Color Logo

Blue (C: 100, M: 85, Y: 0, K: 0), Yellow (C: 0, M: 28, Y: 100, K: 0), Teal (C: 100, M: 23, Y: 19, K: 0)

C. One-Color Logo – PMS 293

D. One-Color Logo – Black

Whenever possible, reproduce the logo in full color. Always use original digital art to reproduce the logo. Never redraw, alter or distort the logo, and never change the logo colors.



A.



B.



C.



D.



Our Brand Logo

Usage: logos on background colors

The examples shown are acceptable backgrounds for reproduction of our one-color logos. Please adhere to the minimum size requirements already listed.

- A. One-Color (Blue) – on light gray
- B. One-Color (Black) – on lighter colors
- C. One-Color (White) Reversed Logo – on darker colors & black
- D. One-Color (White) Reversed Logo – on PMS 313
- E. One-Color (White) Reversed Logo – on PMS 293

Whenever possible, reproduce the logo in full color against a white background. Always use original digital art to reproduce the logo. Never redraw, alter or distort the logo, and never change the logo colors.



A.



B.



C.



D.



E.

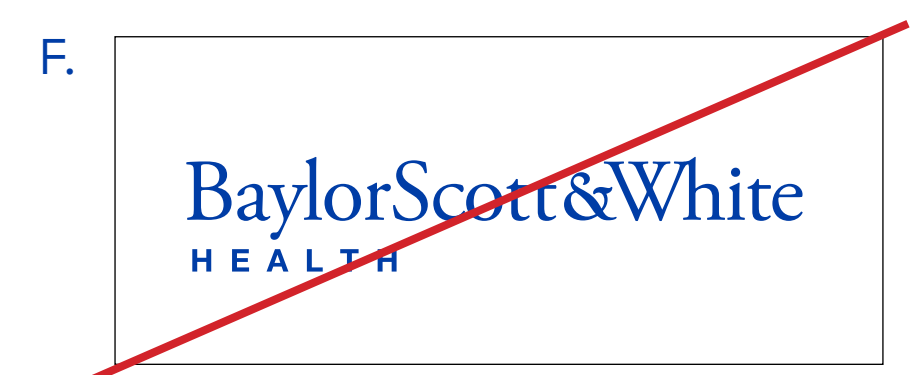
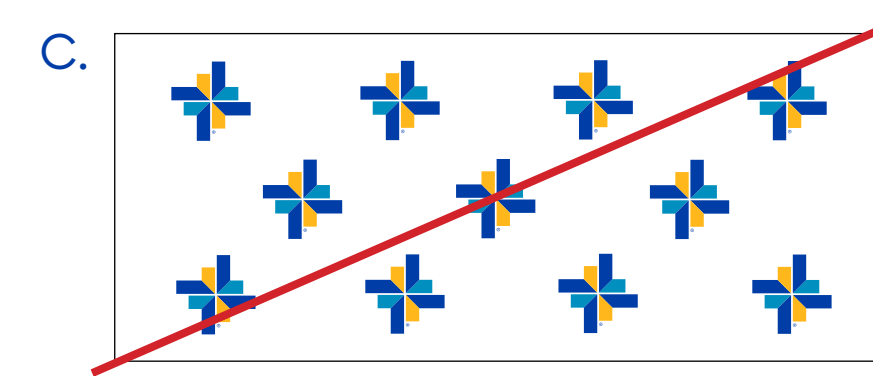
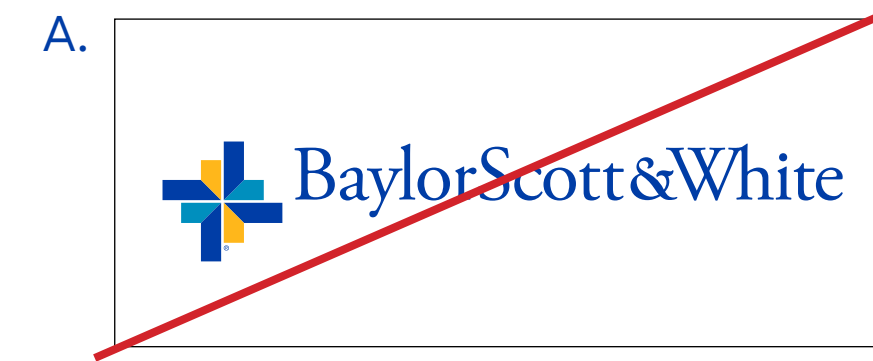


Our Brand Logo

Usage: incorrect

YOU KNOW BETTER!

- A. Do not use part of the logo, such as “Baylor Scott & White,” without “Health” or other approved legal entity name.
- B. Do not angle or rotate the logo.
- C. Do not use the icon as a pattern.
- D. Do not use the logo against a background pattern.
- E. Do not stretch, distort or alter the logo in any way.
- F. Do not use the Baylor Scott & White logotype without the icon.
- G. Do not change the scale or position of the icon.
- H. Do not use a different typeface in the logo.
- I. Do not use centered type with the horizontal logo.
- J. Do not use a different typeface for “Health” in the logo or with any name or descriptor.



Our Brand Logo

Usage: page placement

The examples shown are logo placement recommendations for some of our print collateral pieces. Please adhere to the minimum logo size requirements already listed.

- A. Whenever possible, reproduce the logo in full color against a white background.
- B. The left-aligned logo works best and is preferred on our communication pieces.
- C. Left-align the Baylor Scott & White name (in the logo) with the headline and body copy that appears above or below it.
- C. The logotype should never be used without the icon.
- D. Do not position the logo close to the page trim.

Bi-Fold Brochure (Front & back)



Flyer



Post Card



Direct Mail



Our Campaign

Our Brand Tagline

Changing Healthcare For The Better™

Because of its trademark, our tagline cannot be altered.

CORRECT USE WITHIN COPY

Baylor Scott & White Health. Changing Healthcare For The Better™

TAGLINE VECTOR ARTWORK

To request the tagline vector artwork, contact Sylvia Mayo,
Sylvia.Mayo@BSWHealth.org.



Our Brand Colors

The Baylor Scott & White colors convey that we are compassionate, kind and progressive. Healthy use of color is the difference between attracting the eye and causing an eyesore. Follow these simple steps for responsible use and reproduction.

The primary colors for Baylor Scott & White are PMS 293 (blue), PMS 313 (teal) and PMS 1235 (yellow).

Always reproduce colors using the formulas specified in this guide. Do not screen. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.



BSWH Blue
PMS 293

C : 100	R : 0	HEX
M : 85	G : 61	003DA6
Y : 0	B : 166	
K : 0		



BSWH Teal
PMS 313

C : 100	R : 0	HEX
M : 23	G : 143	008FBE
Y : 19	B : 190	
K : 0		



BSWH Yellow
PMS 1235

C : 0	R : 255	HEX
M : 28	G : 183	FFB71B
Y : 100	B : 27	
K : 0		



Secondary Color Palette & Conversions

Use our secondary palette colors for items that require differentiation, such as charts and graphs in print applications or callout buttons in digital applications.



C:100 / M:85 / Y:0 / K:0
R:0 / G:61 / B:166
HEX: 003DA6



C:100 / M:23 / Y:19 / K:0
R:0 / G:143 / B:190
HEX: 008FBE



C:99 / M:0 / Y:68 / K:0
R:0 / G:168 / B:129
HEX: 00A881



C:0 / M:28 / Y:100 / K:0
R:255 / G:183 / B:27
HEX: FFB71B



C:0 / M:73 / Y:98 / K:0
R:242 / G:105 / B:36
HEX: F26924



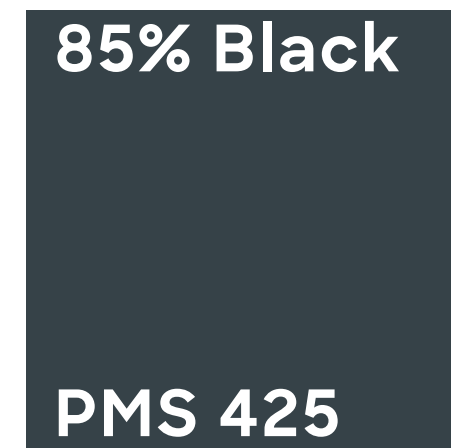
C:2 / M:100 / Y:85 / K:6
R:218 / G:26 / B:50
HEX: DA1A32



C:74 / M:99 / Y:5 / K:11
R:95 / G:29 / B:136
HEX: 5F277E



C:100 / M:82 / Y:5 / K:39
R:5 / G:45 / B:106
HEX: 052D6A



C:48 / M:29 / Y:26 / K:72
R:54 / G:66 / B:72
HEX: 364248



C:59 / M:17 / Y:0 / K:0
R:94 / G:174 / B:224
HEX: 5EAEE0



C:68 / M:0 / Y:13 / K:0
R:31 / G:192 / B:218
HEX: 1FC0DA



C:66 / M:0 / Y:39 / K:0
R:71 / G:191 / B:175
HEX: 47BFAF



C:0 / M:18 / Y:79 / K:0
R:255 / G:200 / B:69
HEX: FFC845



C:0 / M:51 / Y:77 / K:0
R:247 / G:147 / B:78
HEX: F7934E



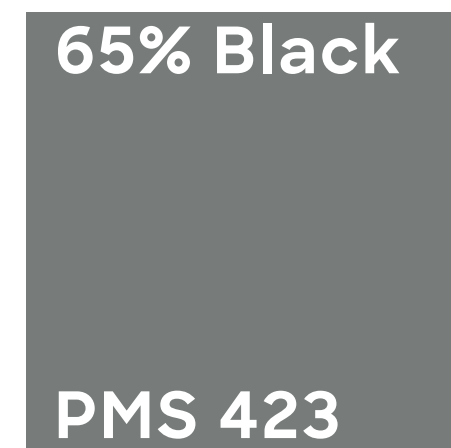
C:0 / M:79 / Y:36 / K:0
R:240 / G:93 / B:119
HEX: F05D77



C:53 / M:99 / Y:0 / K:0
R:141 / G:42 / B:144
HEX: 8D2A90



C:65 / M:45 / Y:0 / K:0
R:98 / G:131 / B:194
HEX: 6283C2



C:22 / M:14 / Y:18 / K:48
R:119 / G:124 / B:123
HEX: 777C7B



C:38 / M:4 / Y:0 / K:0
R:150 / G:209 / B:242
HEX: 96D1F2



C:35 / M:0 / Y:7 / K:0
R:160 / G:219 / B:233
HEX: A0DBE9



C:42 / M:0 / Y:24 / K:0
R:124 / G:224 / B:211
HEX: 7CE0D3



C:0 / M:7 / Y:58 / K:0
R:255 / G:231 / B:133
HEX: FFE785



C:0 / M:26 / Y:36 / K:0
R:252 / G:197 / B:161
HEX: FCC5A1



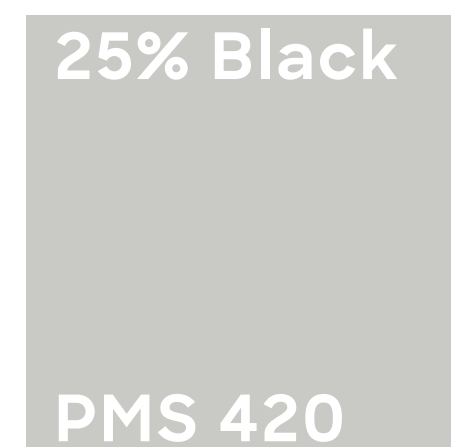
C:0 / M:49 / Y:17 / K:0
R:245 / G:154 / B:169
HEX: F59AA9



C:29 / M:55 / Y:0 / K:0
R:180 / G:130 / B:186
HEX: B482BA



C:35 / M:15 / Y:0 / K:0
R:161 / G:193 / B:230
HEX: A1C1E6



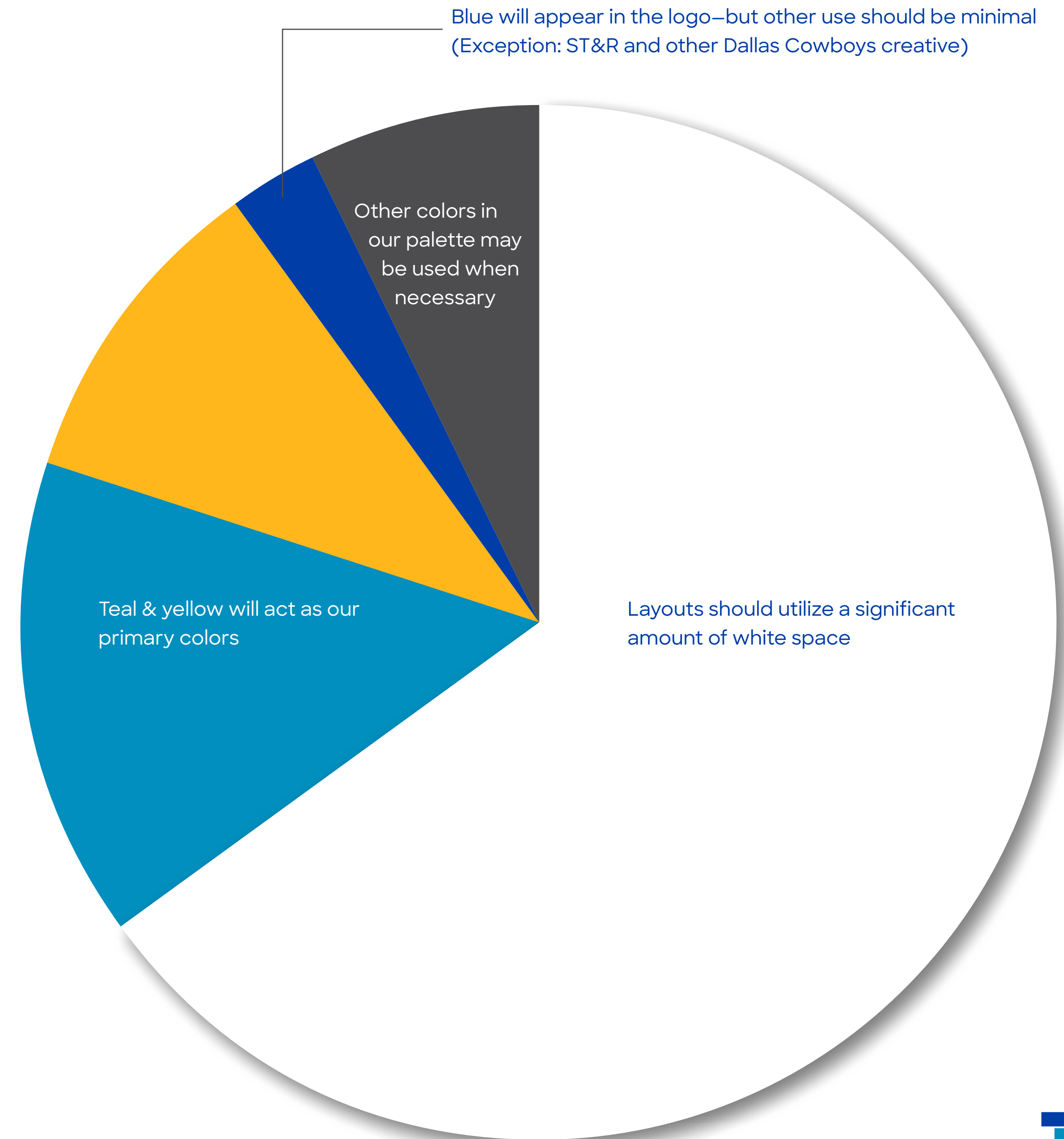
C:8 / M:6 / Y:9 / K:15
R:201 / G:201 / B:197
HEX: C9C9C5

Our Brand Colors

The optimistic and empowering tone of the Baylor Scott & White brand comes through in our layouts as well as our voice. All creative executions from print to digital to TV should be bright and clean, with a generous dose of white space.

This diagram visually represents an optimal balance of white space and color—in all layouts.

The color blue will be used sparingly, allowing the brighter hues to represent our brand.



Typography

Print & video

Simplicity is at the core of all our communications. That's why the Sharp Sans family of fonts is the perfect prescription for our brand typeface. Sharp Sans is a sans serif font with a wide range of weights and styles that allow for a healthy dose of design flexibility in our communications.

Body copy should should always be set at a proportion of 1 (font size) to 1.5 (leading), such as 10pt/15pt.

Body copy should always be 85% black in color.

Headlines

Sharp Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Headlines

Sharp Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Body Copy & CTAs Phone Numbers & Web Addresses

Sharp Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Publication Names, Latin Words

Sharp Sans Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?



Typography

Email

Professional. Familiar. Accessible. Arial is everywhere. The characteristics of this cohesive sans serif typeface reflect the services we provide every day. There's simply no Better font for our consumer email communications.

Body copy should always be 85% black in color, which corresponds to RGB values of 77R/77G/79B or hex # 4D4D4F.

Headlines

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Body Copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Body Copy Accents, CTAs, Phone Numbers & Web Addresses

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Publication Names, Latin Words

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Graphic Elements (i.e. Buttons)

Sharp Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?



Typography

URL, intranet

Source Sans Pro is a sans serif font to be used across all digital platforms (excluding email). This high-quality, open-source typeface provides a sleek expression of our organization's transparency and continual transformation. For headlines, use Sharp Sans to tie our digital experience to the brand.

Body copy should always be 85% black in color, which corresponds to RGB values of 77R/77G/79B or hex # 4D4D4F.

Headlines

Sharp Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#\$%&?

Body Copy

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#\$%&?

Body Copy & CTAs Phone Numbers & Web Addresses

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#\$%&?

Publication Names, Latin Words

Source Sans Pro Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#\$%&?



Typography

Patient education

Patient education materials follow different standards than our marketing pieces, based on evidence that certain styles are Better read and understood by the general population. We follow these standards to create all written patient education tools. BSWH employees can download a Patient Learning Toolkit from BSWConnect to learn more.

Body copy should be 12 to 14pts, with headlines at least 2pts larger than body copy. All body copy should be 100% black in color.

Evidence shows that images are helpful for education. Images should relate to and be in immediate proximity to associated content. Use smiling or happy people only if applicable. Some pieces will require step-by-step images.

To initiate a system-wide patient education piece, contact:
Sonya Flanders, DNP, RN, ACNS-BC, CCRN-K
System Director, Center for Clinical and Patient Learning
214.820.2875 | Sonya.Flanders@BSWHealth.org

Headlines

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Body Copy

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

CTAs, Phone Numbers & Web Addresses

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?



Typography & Color

PMS 293	<p>X</p> <p>X</p>	<p>WARM & WELCOMING</p> <p>X With full hearts, we treat everyone with respect, attention and empathy.</p>	<p>WARM & WELCOMING</p> <p>With full hearts, we treat everyone with respect, attention and empathy.</p>	<p>X WARM & WELCOMING</p> <p>X With full hearts, we treat everyone with respect, attention and empathy.</p>	<p>WARM & WELCOMING</p> <p>With full hearts, we treat everyone with respect, attention and empathy.</p>
PMS 313	<p>EASY & ENJOYABLE</p> <p>X We make it easy to get things done and look for moments to infuse delight along the way.</p>	<p>X</p> <p>X</p>	<p>EASY & ENJOYABLE</p> <p>X We make it easy to get things done and look for moments to infuse delight along the way.</p>	<p>EASY & ENJOYABLE</p> <p>X We make it easy to get things done and look for moments to infuse delight along the way.</p>	<p>EASY & ENJOYABLE</p> <p>We make it easy to get things done and look for moments to infuse delight along the way.</p>
PMS 1235	<p>FULL OF LIFE</p> <p>We celebrate all that life has to offer, always looking forward to what's possible.</p>	<p>FULL OF LIFE</p> <p>We celebrate all that life has to offer, always looking forward to what's possible.</p>	<p>X</p> <p>X</p>	<p>FULL OF LIFE</p> <p>We celebrate all that life has to offer, always looking forward to what's possible.</p>	<p>FULL OF LIFE</p> <p>X We celebrate all that life has to offer, always looking forward to what's possible.</p>
GREY	<p>X MADE FOR ME</p> <p>X We are inspired by those we serve and focus on creating personal connections.</p>	<p>X MADE FOR ME</p> <p>X We are inspired by those we serve and focus on creating personal connections.</p>	<p>X MADE FOR ME</p> <p>X We are inspired by those we serve and focus on creating personal connections.</p>	<p>X</p> <p>X</p>	<p>MADE FOR ME</p> <p>We are inspired by those we serve and focus on creating personal connections.</p>
WHITE	<p>WE NEVER SETTLE</p> <p>We bring our best, every day, constantly pushing to find better ways to serve.</p>	<p>WE NEVER SETTLE</p> <p>We bring our best, every day, constantly pushing to find better ways to serve.</p>	<p>WE NEVER SETTLE</p> <p>X We bring our best, every day, constantly pushing to find better ways to serve.</p>	<p>WE NEVER SETTLE</p> <p>We bring our best, every day, constantly pushing to find better ways to serve.</p>	<p>X</p> <p>X</p>
BLACK	<p>X WE ARE IN IT TOGETHER</p> <p>X We are united, sharing and seeking new perspectives for the greater good.</p>	<p>WE ARE IN IT TOGETHER</p> <p>We are united, sharing and seeking new perspectives for the greater good.</p>	<p>WE ARE IN IT TOGETHER</p> <p>We are united, sharing and seeking new perspectives for the greater good.</p>	<p>X WE ARE IN IT TOGETHER</p> <p>X We are united, sharing and seeking new perspectives for the greater good.</p>	<p>WE ARE IN IT TOGETHER</p> <p>We are united, sharing and seeking new perspectives for the greater good.</p>

X = not legible

Photography

Brand guidelines for custom & stock photography

Custom or stock photography used properly brings the healthcare experience to life for our consumers. Our photography is intended to inspire a sense of community and integrated healthcare. It shows the diversity of our brand, spanning a lifetime of care for every person in every neighborhood. So if you are either shooting or selecting stock, always consider the following points.

Lighting:

- Use natural sunlight to highlight and complement people in your shots.
- Early morning or late afternoon are the best times for natural light.
- Some indoor shots don't allow for natural light, the scene should focus on emotional connections.

People:

- Diversity is essential regardless of geography.
- Interaction should be natural and positive.
- Avoid staged shots. Capture the true intent or moment in the shot.
- Include casting in all shoots.
- Use minimal/natural makeup on all talent.

Framing & Cropping:

- Consider interesting perspectives and framing.
- Crop photos tightly enough to capture real emotions and detail in peoples faces.
- Also consider cropping tightly on gestures (ie., a nurse holding a patient's hand).

Color & Misc:

- Stock photography will require a slight blue tint in the whites and light grays (this can be achieved in post).
- Consider what colors and patterns of clothes people will be wearing. Do not show name brand company logos on clothing.



Photography

Our custom campaigns are rarely shot in studio. The locations are in everyday environments, helping us create an authentic picture of how we're making healthcare easier, more affordable and better than ever before. The categories below and on the following pages are examples of the type of photography we shoot for.

Patient Care



Photography

Lighting



Staff



Close-ups & Details



Family & Friends



Lifestyle



Portraits



Stock Photography

If using stock photography, consider high-res royalty free images that do not require usage fees or restrictions. The same principles that guide the creation of custom photography should also apply to the selection of appropriate stock photography. Keep in mind that each image selected should portray the brand and its personality. In all cases, the stock photos share a consistent light blue tint in the lighting, the whites and light gray areas to keep a clean brand consistency. Make sure images have been licensed to Baylor Scott & White Health.

Patient Care



Staff



Close-ups & Details



Family & Friends



Lifestyle



Portraits

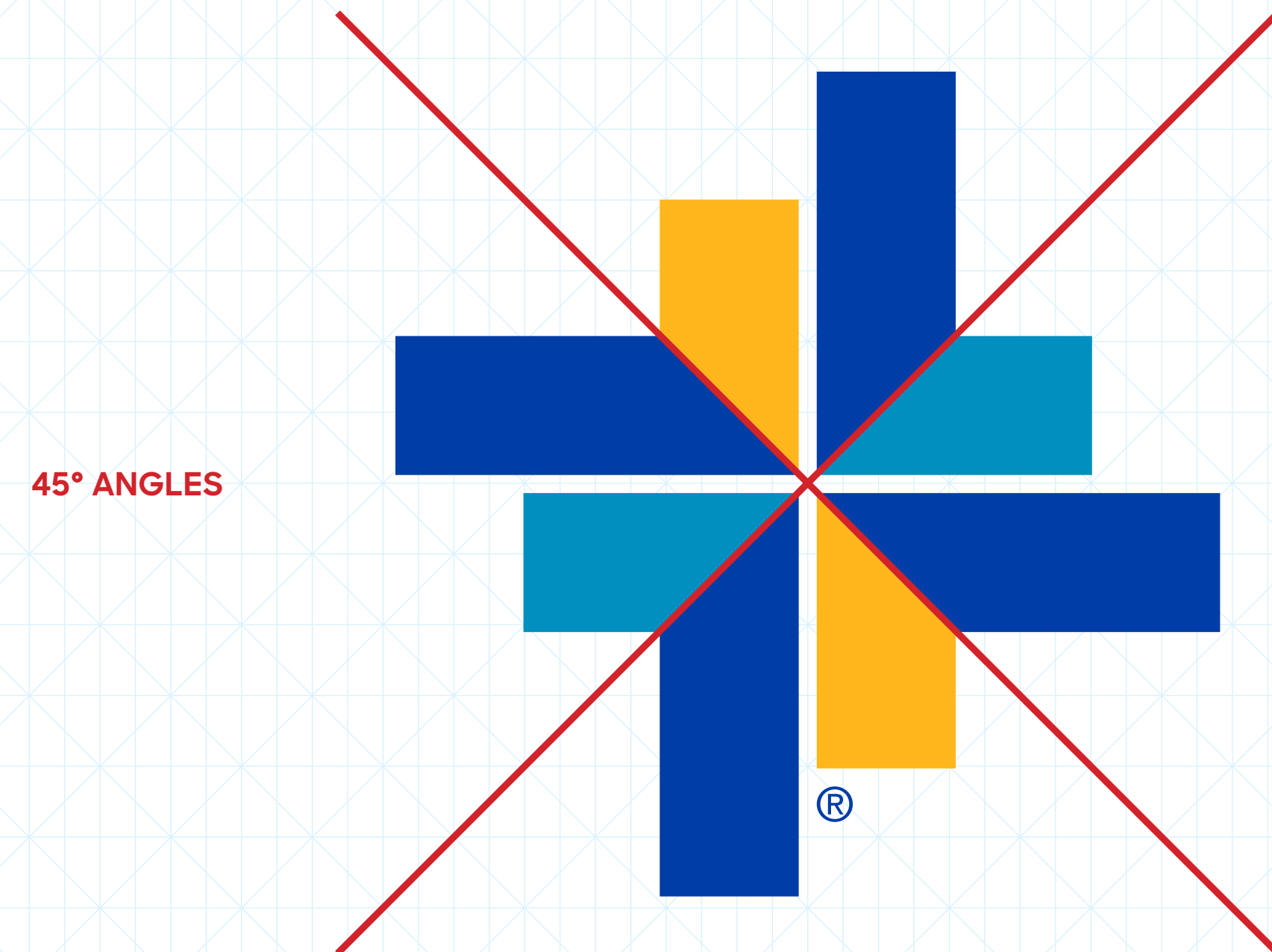
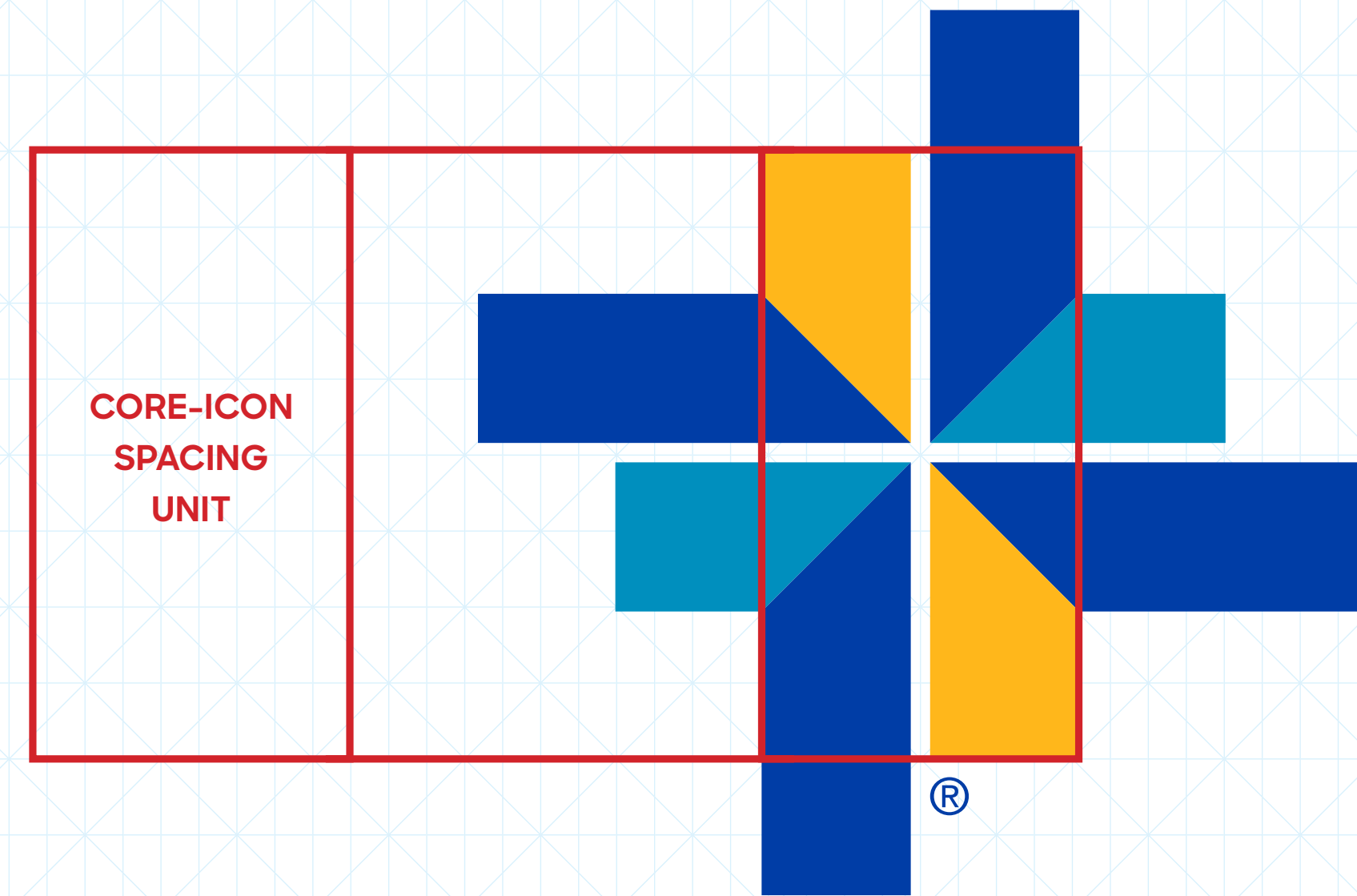


The Grid

The core, spacing & 45°

Like a compass, our brand icon points the way and inspires everything that we create visually. The core of our Icon is the guiding unit of measure for all layouts, from print to digital—even television. Use the core–icon spacing unit in all layouts.

The angles we use aren't random. They come right from the core of our icon, and are 45°. We use them to help guide our patients and members to the brand that is committed to changing healthcare for the Better.



The Grid

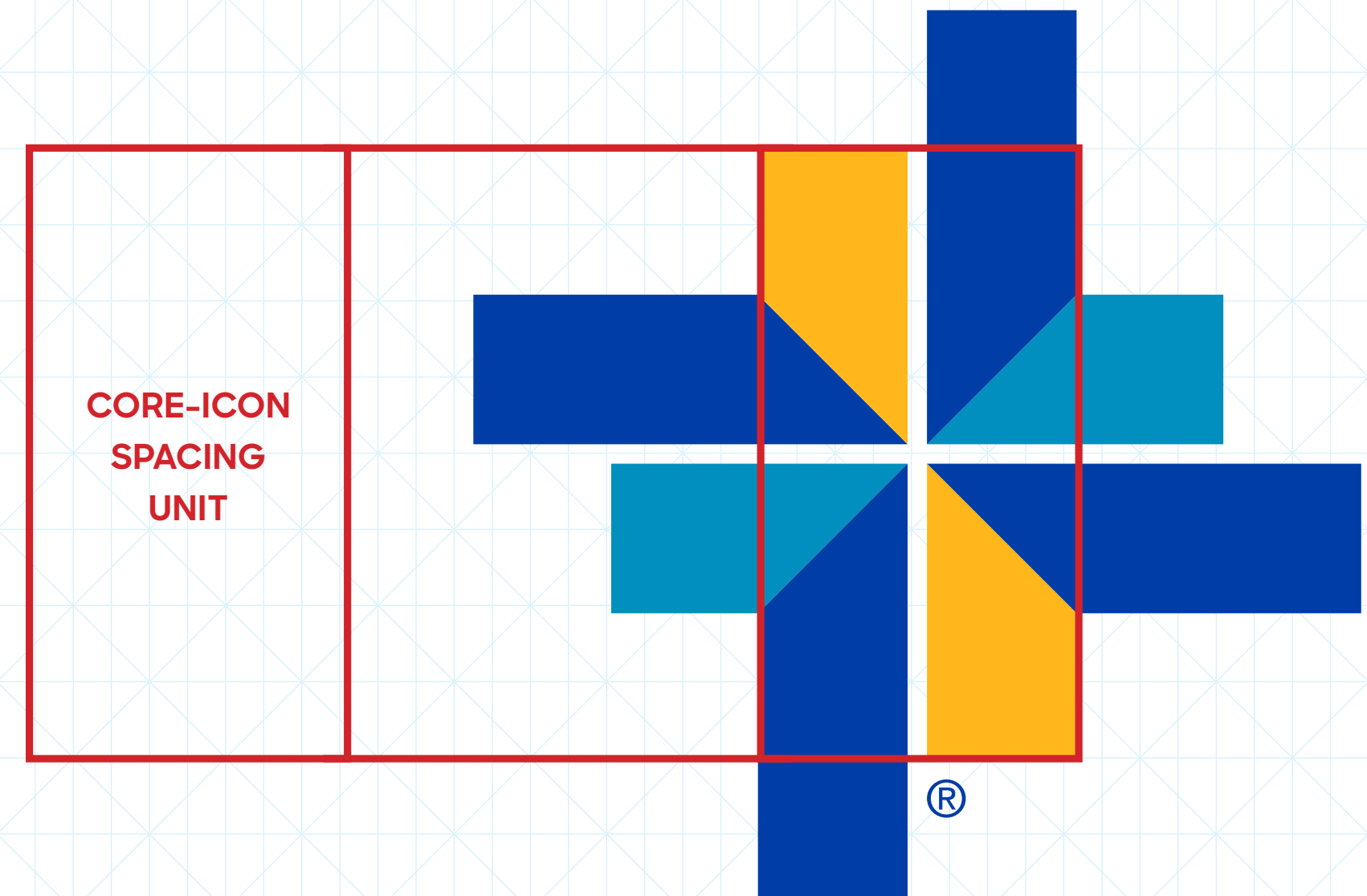
Grid placement

The 45° grid is designed to ensure consistency throughout every application (digital, OOH, print, display, etc.).

For print, the height of the horizontal grid should be 1/2.”

For digital and on-screen applications, the height of the horizontal grid should be 36 pixels.

With this guide, you will receive the grid. Simply align it to the upper left side of the layout, scale accordingly and you are ready to start your layout.



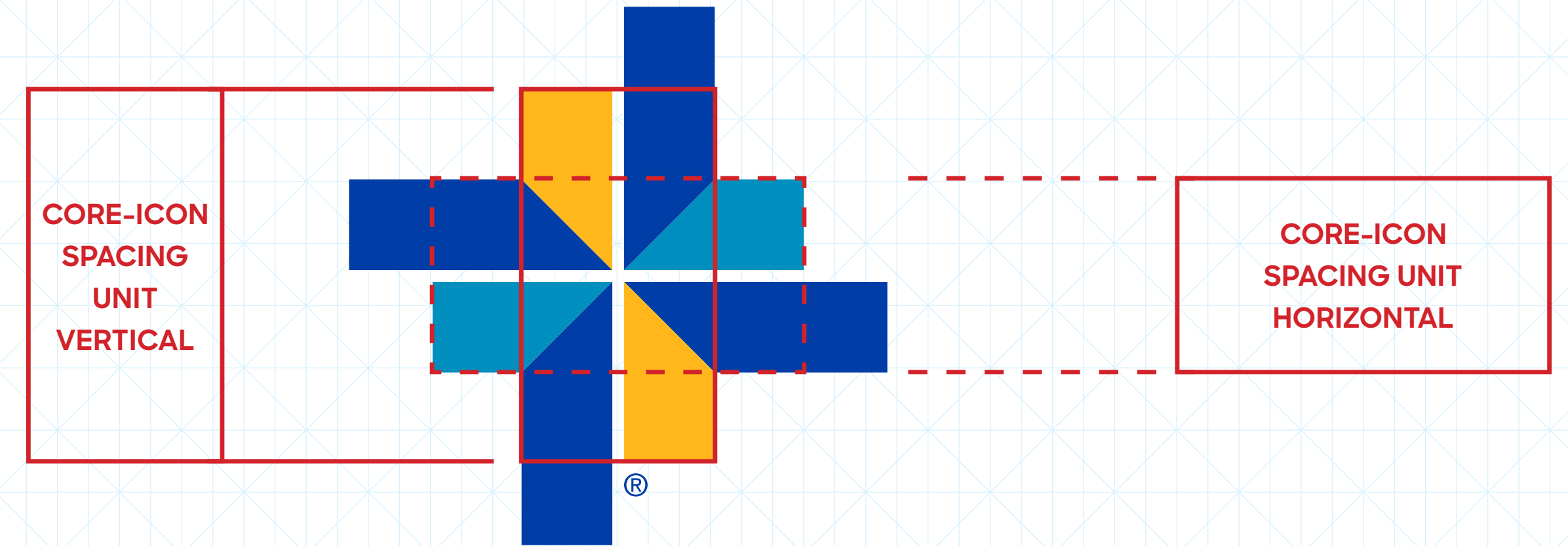
The Grid

Color bars

When used with the “arrow,” color bars should be no wider than the vertical or horizontal core-icon spacing unit.

Examples 1 and 2 illustrate the maximum width of the color bars, in proportion to the icon. It is ideal to have plenty of space around the icon. The preferred space between the color bar and icon should be 3x the core-icon spacing unit (A).

Because space is sometimes limited, the minimum spacing between the icon and color bar is one core-icon spacing unit (B).



BETTER REMEMBER:

- There should be a clear path between the arrow and icon.
- If the icon is not present, do not use the “arrow.”
- Color bars always bleed, (horizontal) left and right, (vertical) top and bottom.

1



2



The Grid

Templates

We have a template for that!

We've created a catalog of Better InDesign templates that will guide you on almost any element we utilize.

If a template doesn't exist, this guide—along with the grid and templates—should point you in the right direction, regardless of the execution.

BETTER REMEMBER:

- Color bars always bleed, (horizontal) left and right, (vertical) top and bottom.
- If using color bars with the “arrow,” the “arrow” should point directly to the icon.
- Type should align with the B in Baylor Scott & White.
- Use a significant amount of white space. Resist the urge to fill up space with images and type. Be concise and purposeful.



Ad/Flyer



The Grid

Templates

On this brochure, notice how the color bar intersects with the photo. When this happens, the teal color bar shifts to blue.

Subhead

Xim quam solupta tisciati con nam ute nim rest, quibus picipsa sant faccab ipis est, occatus roero estis est liciis exeris si apidia aut quiaspe llabo. Ita quis quantist dolore quat adicitiaest, ea cumque nis vel ipis repratam rendis est as molorum, quas dolupiti conse eum re nes escimieniet eius estiam et aut expe cum ressequist, sum int volupta tenihil maio. Errum que omnis doluptas mo dolecus nimenem poribus.

Subhead

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MAP AREA IF NEEDED

CTA info
BSWHealth.com/XXX
XXX.XXX.XXXX Appointments

BaylorScott&White
HEALTH
Street Address
City, TX Zip

Photograph may include models or actors and may not represent actual patients. Physicians provide services on behalf of licensed medical staff at one of Baylor Scott & White Health's subsidiary, community or affiliated medical centers and do not provide clinical services as employees or agents of those medical centers at Baylor Scott & White Health, 4029 Baylor Scott & White Health, PROJECT CODE HERE

Rev First Line
Headline
Subhead

BaylorScott&White
HEALTH

Subhead

Xim quam solupta tisciati con nam ute nim rest, quibus picipsa sant faccab ipis est, occatus roero estis est liciis exeris si apidia aut quiaspe llabo. Ita quis quantist dolore quat adicitiaest, ea cumque nis vel ipis repratam rendis est as molorum, quas dolupiti conse eum re nes escimieniet eius estiam et aut expe cum ressequist, sum int volupta tenihil maio. Errum que omnis doluptas mo dolecus nimenem poribus.

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Subhead

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The Grid

Templates

Here are some of our templates that take full advantage of the 45° angles, inspired by our icon. In this example, the image is cropped at a 45° angle, creating a more dynamic layout.

BETTER REMEMBER:

- Keep it nice and open. Do not fill the white space with copy.
- Use a short, strong headline to capture the reader's attention.



Direct Mail





Brochure



Brochure



LOREM IPSUM SERIES: CALLE QUIRIOSTI GALLES

Headline

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Baylor University Medical Center

Date: Monday, August 20

Time: 6:00-7:00 PM

Location: Baylor Charles A. Sammons Cancer Center
10th Floor, ARA Rm
3410 Worth St, Dallas TX 75246

Featured Speakers:

Umberto Quiriox, MD, Triumisi Fredicis
Benedictum Galles, MD, Gulios Dremum*
Porcium Ballentium, MD, Triumisiliosi

*Baylor Scott & White Physician



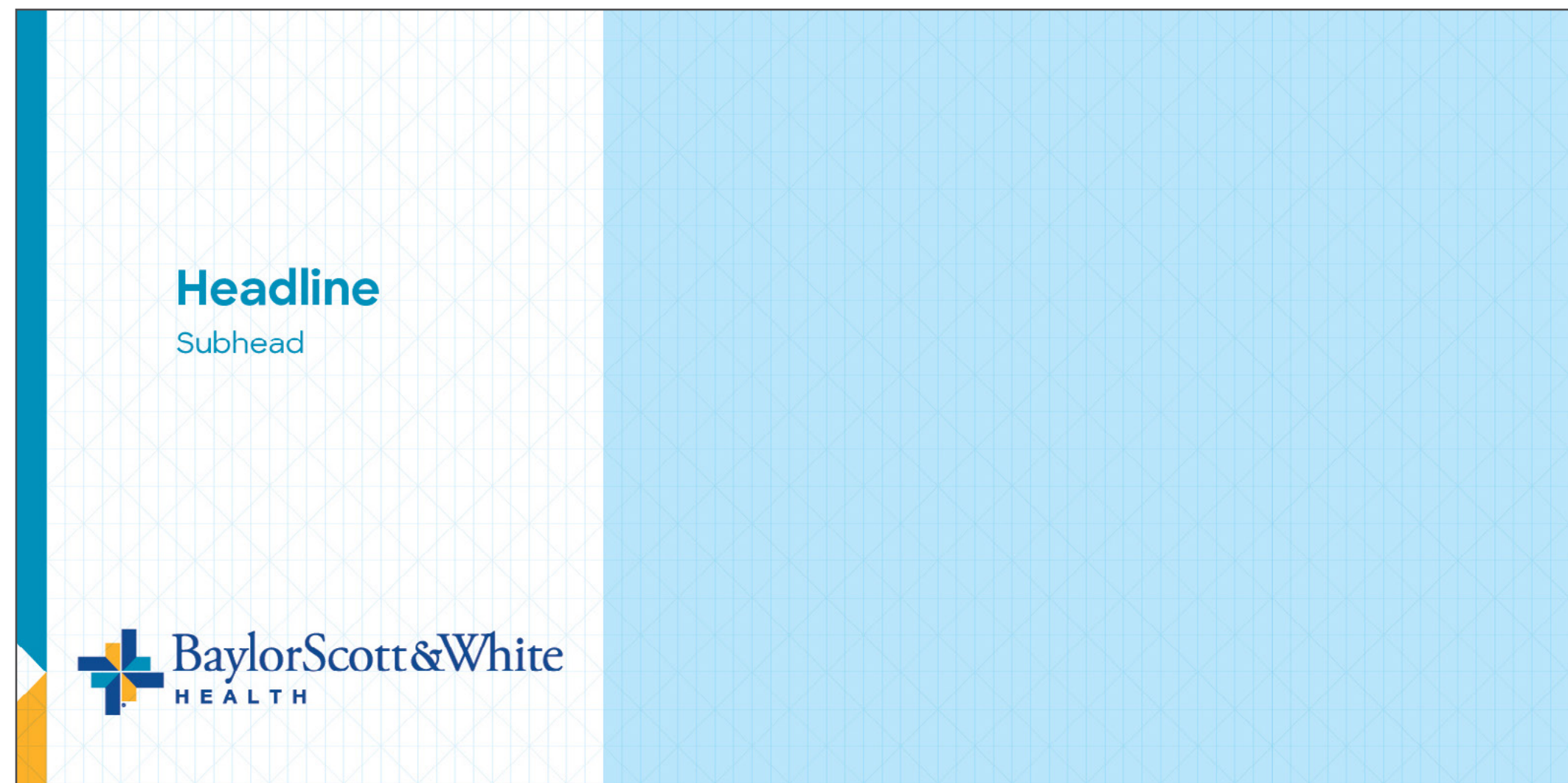
CTA URL [BSWHealth.com/XXX](#)
XXX.XXX.XXXX Appointments
Street Address | City, TX ZIP

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Flyer



Direct Mail



Direct Mail



Other Design Elements

Color bars

Here are some Better ways to use color bars without the “arrow.”

To use a color bar when the icon is not present, use a shift from one color to another. See example 1.

To use text in a color bar, see examples 2 & 4.



If there is a need for a divider between blocks of copy or information (i.e., on an invite or menu), use elements similar to example 3.



Consumer Marketing Legal Disclaimers

Disclaimers should be set in a minimum size of 5pt Sharp Sans Medium font on 6pt leading, in 85% black. Include the project code at the end of the disclaimer.

GENERAL DISCLAIMER

Physicians provide clinical services as members of the medical staff at one of Baylor Scott & White Health's subsidiary, community or affiliated medical centers and do not provide clinical services as employees or agents of those medical centers or Baylor Scott & White Health. ©2019 Baylor Scott & White Health.

SPANISH

Los médicos proporcionan servicios clínicos como miembros del personal médico de una subsidiaria, un centro médico comunitario o un centro afiliado de Baylor Scott & White Health y no proporcionan servicios clínicos como empleados o representantes de dichos centros médicos ni de Baylor Scott & White Health. ©2019 Baylor Scott & White Health.

BSW CLINICS PHYSICIAN DISCLAIMER

Physicians are employees of Scott & White Clinic, an affiliate of Baylor Scott & White Health. ©2019 Baylor Scott & White Health.

SPANISH

Los médicos son empleados de Scott & White Clinic, una filial de Baylor Scott & White Health. ©2019 Baylor Scott & White Health.

BAYLOR SCOTT & WHITE INSTITUTE FOR REHABILITATION DISCLAIMER

Physicians provide clinical services as members of the medical staff at Baylor Scott & White Institute for Rehabilitation and are neither employees nor agents of Baylor Scott & White Institute for Rehabilitation, Baylor Scott & White Health, Select Medical Corporation or any of their subsidiaries or affiliates. Baylor Scott & White Institute for Rehabilitation is part of a comprehensive inpatient and outpatient rehabilitation network formed through a joint venture between Baylor Scott & White Institute for Rehabilitation at Gaston Episcopal Hospital and Select Physical Therapy Texas Limited Partnership BSWIR JV, LLP. ©2019 Baylor Scott & White Health.

SPANISH

Los médicos brindan servicios clínicos como miembros del personal médico del Baylor Scott & White Institute for Rehabilitation y no son empleados ni agentes del Baylor Scott & White Institute for Rehabilitation, Baylor Scott & White Health, Select Medical Corporation o cualquiera de sus subsidiarias o afiliadas. Baylor Scott & White Institute for Rehabilitation es parte de una red integral de rehabilitación para pacientes hospitalizados y ambulatorios formada a través de una empresa conjunta entre Baylor Scott & White Institute for Rehabilitation en Gaston Episcopal Hospital y Select Physical Therapy Texas Limited Partnership BSWIR JV, LLP. ©2019 Baylor Scott & White Health.



HEALTHTEXAS PROVIDER NETWORK

Physicians are employees of HealthTexas Provider Network, a member of Baylor Scott & White Health. ©2019 Baylor Scott & White Health.

SPANISH

Los médicos son empleados de HealthTexas Provider Network, miembro de Baylor Scott & White Health. ©2019 Baylor Scott & White Health.

BAYLOR SCOTT & WHITE HEART AND VASCULAR HOSPITAL - FORT WORTH DISCLAIMER

Baylor Scott & White Heart and Vascular Hospital – Fort Worth is a department of Baylor Scott & White Heart and Vascular Hospital – Dallas. Notice Regarding Physician Ownership: Baylor Scott & White Heart and Vascular Hospital – Dallas is a hospital in which physicians have an ownership or investment interest. The list of the physician owners or investors is available to you upon request. Physicians provide clinical services as members of the medical staff at one of Baylor Scott & White Health’s subsidiary, community or affiliated medical centers and do not provide clinical services as employees or agents of those medical centers. ©2019 Baylor Scott & White Health.

SPANISH

Baylor Scott & White Heart and Vascular Hospital – Fort Worth es un departamento de Baylor Scott & White Heart and Vascular Hospital – Dallas. Aviso referente a la titularidad de los médicos: El Baylor Scott & White Heart and Vascular Hospital – Dallas es un hospital en el que los médicos son participantes en la titularidad del hospital o en las inversiones. Si la solicita, podrá obtener una lista de los médicos que participan como propietarios o inversionistas. Los médicos ofrecen servicios clínicos como integrantes del personal médico de una subsidiaria, un centro médico comunitario o un centro médico afiliado de Baylor Scott & White Health, y no como empleados ni representantes de dichos centros médicos ni de Baylor Scott & White Health. ©2019 Baylor Scott & White Health.



Add these before the disclaimer as needed.

WHEN USING STOCK IMAGES

Photography may include models or actors and may not represent actual patients.

SPANISH

Las fotografías pueden incluir a modelos o actores y no necesariamente a verdaderos pacientes.

SYSTEM ADS

Not all services available at all locations.

SPANISH

No todos los servicios están disponibles en todas las ubicaciones.

PROCEDURE CLARIFICATION

Individual results may vary.

SPANISH

Los resultados individuales pueden variar.

DIRECT MAIL

If you do not wish to receive future mailings from Baylor Scott & White Health, please call 1.844.BSW.DOCS.

SPANISH

Si no desea recibir envíos por correo en el futuro de Baylor Scott & White Health, por favor llame al 1.844.BSW.DOCS.

WHEN REFERRING TO EXTERNAL SOURCES

The references cited herein are provided solely for the convenience of the reader. Neither Baylor Scott & White Health, nor its subsidiaries, affiliates, or community medical centers own or control their content or privacy, and the reference to these services should not be construed as an endorsement of the entities that own or operate them or the information, products or services offered by them.

SPANISH

Las referencias aquí mencionadas se proporcionan únicamente para conveniencia del lector. Baylor Scott & White Health ni ninguna de sus subsidiarias, filiales o centros médicos comunitarios son propietarios o controlan el contenido o privacidad, y la referencia a dichos servicios no debe interpretarse como aprobación de entidades propietarias o su operación o información, productos y servicios ofrecidos que ellos ofrecen.



EDUCATIONAL DISCLAIMER

The information provided herein is considered educational and should not be used during any medical emergency or for the diagnosis or treatment of any medical condition. A licensed medical professional should be consulted for diagnosis and treatment of any and all medical conditions. Call 911 for all medical emergencies.

SPANISH

La información aquí contenida es considera educativa y no debe utilizarse durante ninguna emergencia médica ni para el diagnóstico o tratamiento de alguna condición médica. Debe consultarse a un médico con licencia para el diagnóstico y tratamiento de todas y cada una de las condiciones médicas. En caso de una emergencia médica, llame al 911.

USPI AT THE STAR - (URGENT CARE AND THE SPORTS PERFORMANCE CENTER)

Baylor Scott & White [Urgent Care at The Star or Sports Performance Center at The Star] is a wholly owned subsidiary of Baylor Scott & White Medical Center – Frisco, which is managed by United Surgical Partners International, Inc., owned in part by local physicians and meets the federal definition of a physician owned hospital. Such physician owners are members of the medical

staff and are neither employed nor agents of Baylor Scott & White Medical Center – Frisco, United Surgical Partners International, Inc., Baylor Scott & White Health or any of their respective subsidiaries or affiliates. Your physician may have an indirect financial interest in the facility through such physician’s ownership interest in Baylor Scott & White Medical Center – Frisco. A list of physician owners of Baylor Scott & White Medical Center – Frisco is available upon request.

SPANISH

Baylor Scott & White [Urgent Care at The Star or Sports Performance Center at The Star] es una subsidiaria de propiedad total de Baylor Scott & White Medical Center- Frisco, cual es gestionado por United Surgical Partners International Inc., de propiedad parcial de médicos locales y cumple con la definición federal de un hospital propiedad de médicos. Estos médicos propietarios son miembros del personal medico y no son empleados o representantes de Baylor Scott & White Medical Center- Frisco, United Surgical Partners International, Inc., Baylor Scott & White Health ni de ninguna de sus subsidiarias o filiales. Su médico podría tener indirectamente interés financiero en el establecimiento por medio del interés de propiedad de los médicos en Baylor Scott & White Medical Center- Frisco. Una lista de médicos propietarios de Baylor Scott & White Medical Center- Frisco esta disponible a petición.



Copy Style Guide

Copy Style Guide

Use this guide as a quick reference to the style we prefer for consumer marketing communications. For a comprehensive list of all things style, including how we refer to facilities, please refer to the BSWTextbook.

ABBREVIATIONS

Omit periods in abbreviations, excluding compass points in a numbered address.

Examples:

US, not U.S.

AM, not a.m.

MD, not M.D.

ADDRESSES

Spell out all street names, including Parkway and Expressway. Abbreviate compass points in a numbered address, as well as the state name.

Example:

5252 W. University Drive, Suite 130

Dallas, TX 75201

APOSTROPHES

Avoid apostrophes in plurals:

Examples:

- the 1980s, not the 1980's
- PCs, not PC's

BAYLOR SCOTT & WHITE HEALTH

Use Baylor Scott & White Health for the first reference. Use Baylor Scott & White as the second reference. See the BSWTextbook for proper references to all facilities, or contact Kristin Laminack to request a copy.

BULLETED LISTS

Capitalize the first letter and proper nouns. Do not punctuate unless it's a complete sentence. Overall, be consistent. Make all list items sentences and punctuate, or make all list items phrases/ words and do not punctuate.



Copy Style Guide

CLICK HERE

The use of phrases “click here” or “click here for more” is generally frowned upon and is usually unnecessary if you make the hyperlinked text self-explanatory.

CREDENTIALS

When referring to a physician, use MD or DO on first reference. Use Dr. on second reference.

DASHES

Use the em dash in body copy where needed for clarity, in place of commas, parentheses or colons. (Example: Preventive health services—like wellness exams, immunizations and screenings—can help you stay healthy.)

Use the en dash with spaces around it to indicate a range (X through X). (Examples: June 3 – August 14, pages 37 – 39, \$1,000 – \$5,000) Use the en dash to separate a facility name from its location. (Example: Baylor Scott & White Medical Center – McKinney)

DAYS OF THE WEEK

Do not abbreviate. Use en dashes to indicate a range of days. (Examples: Monday, not Mon. and Monday – Friday, not Mon.-Fri.)

DISEASES

Use lowercase on arthritis, emphysema, leukemia, migraine, pneumonia, etc. When a disease is known by the name of a person identified with it, capitalize only the individual’s name. (Example: Alzheimer’s disease, Parkinson’s disease)

EMAIL

One word. Initial-cap distinct words in emails for clarity and readability. (Example: FirstName.LastName@BSWHealth.org, not firstname.lastname@bswhealth.org)

HEALTHCARE

One word

INTERNET

Always capitalized



Copy Style Guide

INTRANET

Never capitalized

MONTHS

Should be spelled out. (Example: January 2, 2018)

NEWS RELEASE

Use news release vs. press release.

NOT-FOR-PROFIT

Hyphenated

NUMBERS

Spell out numbers up to and including nine. (Example: Do not lift heavy objects for six to 12 weeks after surgery.) Spell out numbers at the beginning of a sentence. If necessary, rearrange the sentence so it doesn't begin with a number. Use commas in four-digit numbers and upwards. Use the pound sign when referring to rankings. (Example: #1 Hospital) Use numerals for units of measure. (Example: 2 oz.)

ONLINE

One word

EVISITS

Always spelled "eVisits." Never hyphenated.

PARENTHESIS AND PUNCTUATION

When the parenthesis encloses a whole sentence, the punctuation should be placed inside. Otherwise, the punctuation should be outside the parenthesis.

Examples:

- I like visiting Houston (but not because of the weather).
- I visited Houston yesterday. (Needless to say, it was not for the weather.)



Copy Style Guide

PERCENT, %

Use the % symbol.

PERIODS

Omit periods in credentials. (Example: MD, DO, RN, MSN, FACHE)

Use periods in phone numbers. (Example: 1.844.BSW.DOCS)

PHONE NUMBERS

For Baylor Scott & White, use dot format.
(Example: 214.820.1000 or 1.844.BSW.DOCS)

PHYSICIANS

Always use “physicians on the medical staff.” Never use “our physicians” or “our doctors” when referring to non-employed physicians.

SENTENCE SPACING

Use only one space between sentences.

TIME

Use figures. Use a colon to separate hours from minutes. Use all caps for AM and PM. Avoid such redundancies as 10:00 AM this morning, 10:00 PM tonight or 10:00 PM Monday night.

Examples:

4:00 PM

9:00 AM

4:00 – 6:00 PM

11:00 AM – 4:00 PM

12:00 PM (do not say: “noon”)

12:00 AM (do not say: “midnight”)

URLs

Use clean, simple mentions of URLs in print pieces.

(BSWHealth.com, not www.bswhealth.com or

http://www.bswhealth.com) Initial-cap distinct words in URLs for clarity and readability.

(Example: BSWHealth.com/HeartDallas, not bswhealth.com/heartdallas)



Copy Style Guide

WORDS WE LIKE

And by “we,” we mean our medical legal reviewers. Here’s a quick lesson on choosing your words carefully before the attorneys choose them for you. This is not a complete list, but you get the idea.

PLEASE SAY:

Physicians on the medical staff
Expert
Quality
Advanced
Innovative
Improved
Strive

PLEASE DO NOT SAY:

Our physicians
Top physician
Extraordinary
State of the art
Cutting edge
Best
Ensure

DISCLAIMERS

For legal purposes, we include various disclaimers on all pieces of consumer marketing. Disclaimers should be set in a minimum of 5pt Sharp Sans Medium font on 6pt leading, in 85% black.

Please request a copy of the Consumer Marketing Disclaimers document from Sylvia Mayo, Sylvia.Mayo@BSWHealth.org.





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