



Atlantic Health System Brand Guidelines

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We are proud of our brands and we're committed to maintaining a branding system that allows those brands to grow and thrive in and beyond the communities we serve.

So why do we need to simplify our branding system?

To provide a stronger focus for our key brands so that they can continue to build awareness and understanding of Atlantic Health System, its medical centers, service lines and programs among all external and internal audiences.

To make it easier to manage and apply correctly and consistently.

To position the system to more easily accommodate growth and change.

To reduce costs.

At the heart of our simplified branding system are four primary brands. Their graphic “signatures” are shown here.

These brands are the key contributors to the ongoing task of increasing awareness among patients, caregivers, physicians, payors, employees, prospective employees, community and professional organizations, the health care community, key opinion leaders, educational institutions, governmental organizations at all levels and potential members of the Atlantic Health System family of medical centers.

In fact, and as reflected in our primary brand signatures, Atlantic Health System is the organizational “glue” that binds our brands together.

Only Atlantic Health Systems and the medical centers themselves have primary brand status..



**Atlantic
Health System**



**Morristown
Medical Center**

ATLANTIC HEALTH SYSTEM



**Newton
Medical Center**

ATLANTIC HEALTH SYSTEM



**Overlook
Medical Center**

ATLANTIC HEALTH SYSTEM

Our primary brands are supported by our all-important specialty brands.

These brands embody and communicate our unique expertise in specific health and wellness areas, enhance the reputations of our professionals and medical centers, and expand the perception and reach of Atlantic Health System itself. Four examples of specialty brands are shown here.

Specialty brands can be service lines, programs, or facilities either within or affiliated with our medical centers.

Specialty brands can be visually linked to our primary brands by the use of the specially refined typeface used in our brand signature program.

Atlantic
Rehabilitation
Institute

Atlantic Healthy
Lifestyles
INTEGRATIVE MEDICINE CENTER

 Goryeb
Children's Hospital

 Goryeb
Children's Center

Primary brands



Specialty brands

Some specialty brands are in or near one of our medical centers. They are presented in type only (with the sole exception of Goryeb with the Dancing Child).



Some specialty brands are free-standing and are not near or connected with one of our medical centers. They are presented in type along with a small Atlantic Health System signature.



This diagram is a visual representation of our brand hierarchy showing our four primary brands and three specialty brands.

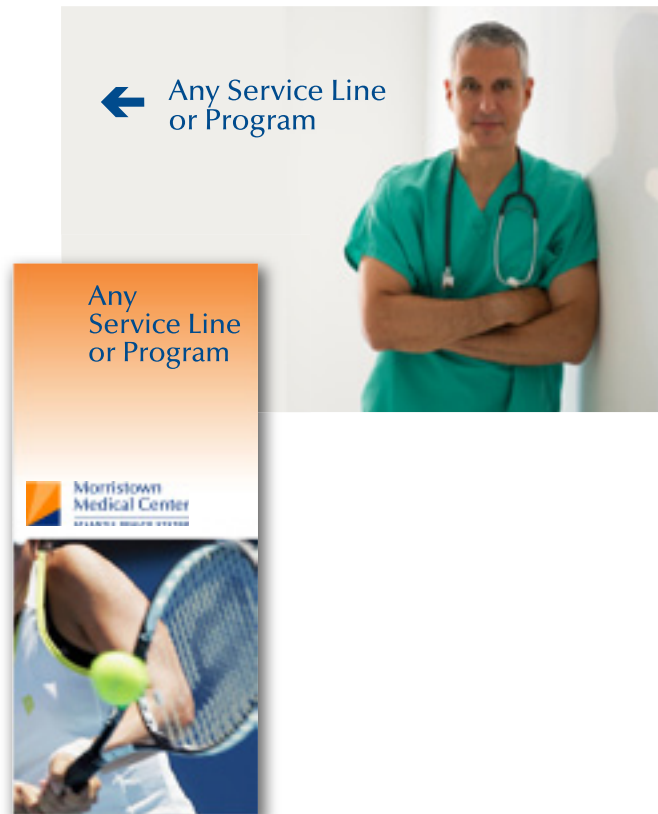
The next few pages demonstrate how our specialty brands should be expressed both on and off campus.

In all cases where a specialty brand appears, a primary brand reference must be present in some form whether it's the primary brand sign identifying the medical center, a primary brand signature on the wall of a freestanding facility, or the primary brand signature on a brochure.

Near right: When inside a medical center complex, (Morristown Medical Center in these examples) the primary brand is already known and there is no need to include it graphically in the signature of the specialty brand on a wall sign, for example.

However, brochures and other communications from the specialty brand, should carry the appropriate primary brand signature since many of these materials will be taken away from the medical center.

In or near medical center complex



Freestanding locations not near any medical center



Far right: When a specialty brand is a freestanding service or is in a location where a link to one of our medical centers is not wevident, the specialty brand should be visually linked to Atlantic Health System in all communications.

Signs at the specialty brand location for example should carry a small Atlantic Health System signature.

Brochures and other communications from the specialty brand should also carry the Atlantic Health System signature.

In or near medical center complex



Freestanding locations not near any medical center

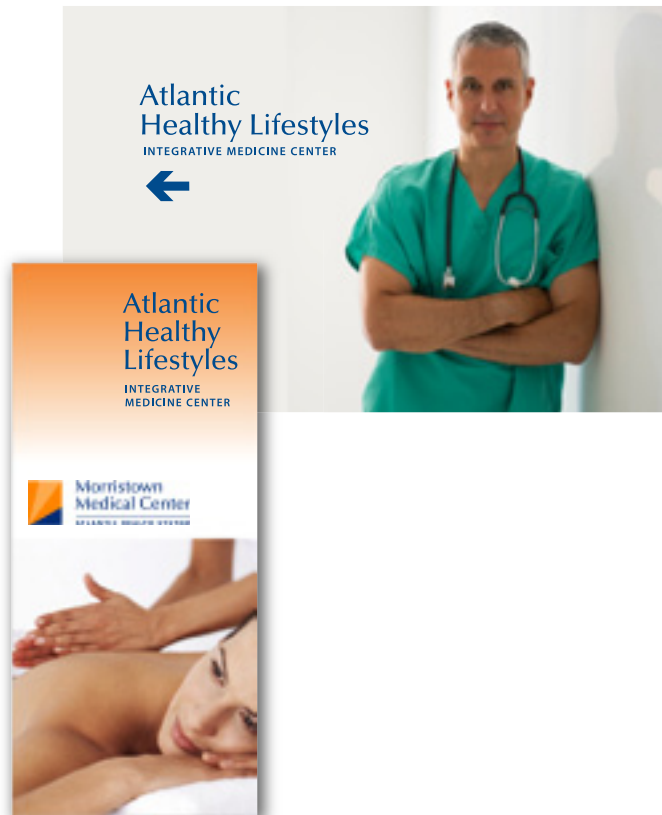


The specialty brand, Atlantic Healthy Lifestyles, will have a presence both in our medical centers and outside of our medical centers.

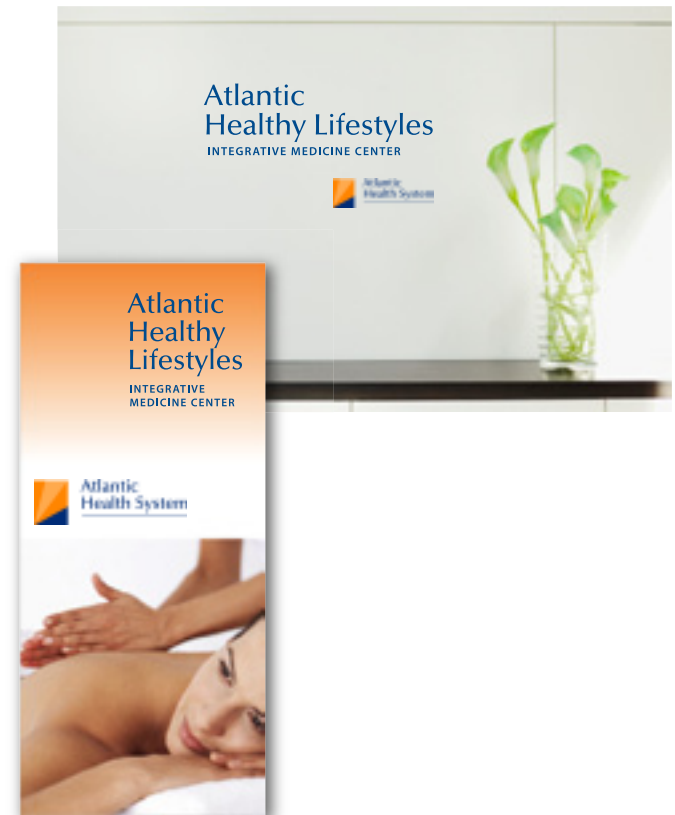
In such cases, both forms of brand identification are appropriate and should be deployed.

Note the addition of a qualifying line beneath the specialty brand name to facilitate understanding of the brand.

In or near medical center complex



Freestanding locations not near any medical center

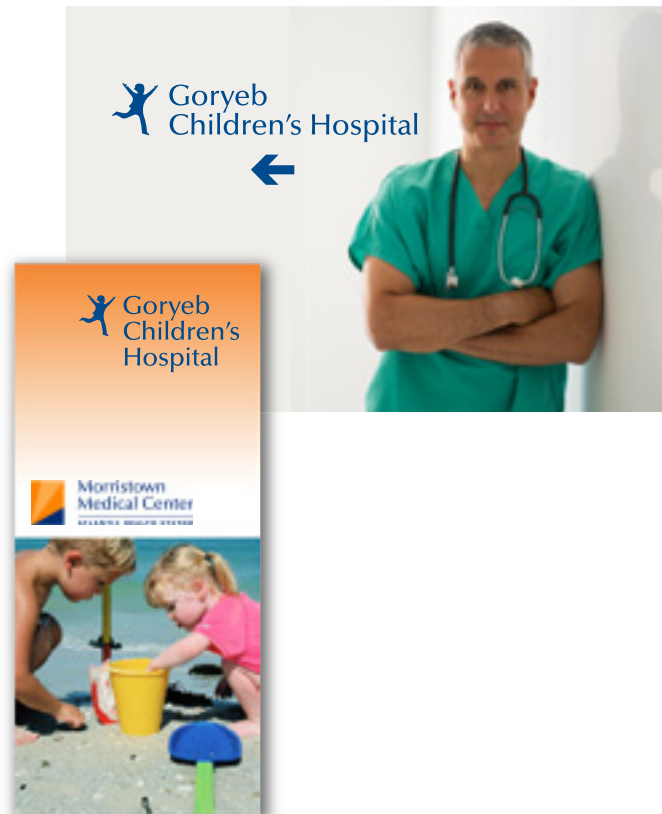


Goryeb Children's Hospital (Morristown Medical Center) and Goryeb Children's Center (Overlook Medical Center) are the only specialty brands authorized to carry an attendant graphic device, the Dancing Child.

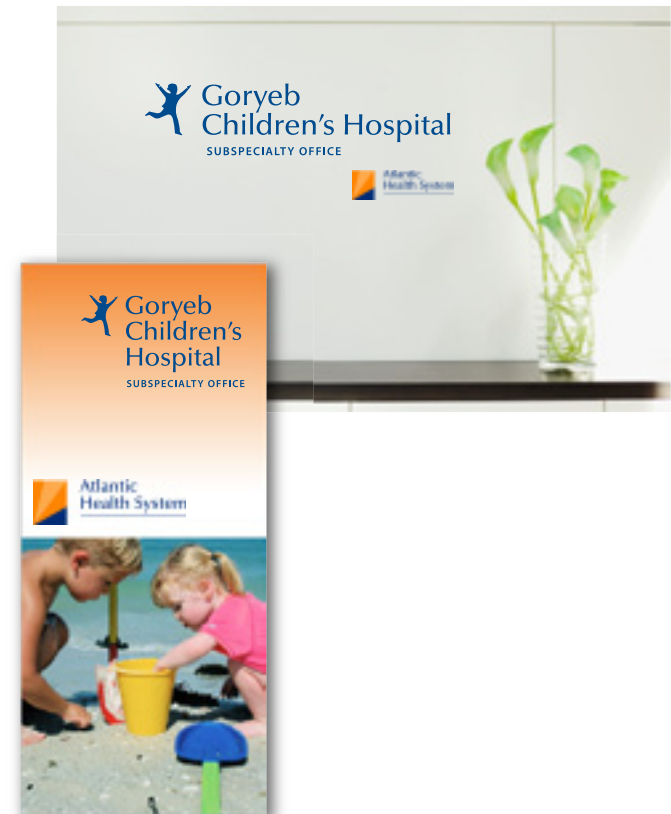
The unique nature of the Goryeb activities and audiences (similar to other children's hospitals.) has confirmed the value of images such as the Dancing Child. Such images add additional "warmth" to the total health care experience for parents and children.

No strict graphic rules have been established for the application of the Dancing Child other than it should appear in "close proximity" to the specialty brand name and at a modest size in relation to it. A location anywhere around the brand expression is acceptable.

In or near medical center complex



Freestanding locations not near any medical center



In order to facilitate understanding of and discussion about signatures, both inside these guidelines and in use in the organization, this diagram has been provided.

The parts indicated are common to all of our primary brand signatures.

LOGO



This is a
primary brand
signature

BRAND NAME

Morristown
Medical Center

RULES

ATLANTIC HEALTH SYSTEM

SOURCE LINE

To accommodate the many and varied spaces available for our brand signatures in ads, signs, stationery, vehicles, websites, etc., master artwork for four configurations has been provided for each primary brand.

Configurations for a typical primary brand are shown to the right.

In addition, each configuration for each primary brand has been provided in JPG, EPS and PNG (transparent background) file formats.

When developing any print, on-screen or other application, always download the signature configuration you desire in the appropriate file format for your application from BrandSpace.



Overlook
Medical Center

ATLANTIC HEALTH SYSTEM



Overlook Medical Center

ATLANTIC HEALTH SYSTEM



Overlook
Medical Center

ATLANTIC HEALTH SYSTEM



Overlook Medical Center

ATLANTIC HEALTH SYSTEM

In many cases, health and wellness services available in the Atlantic Health System will be offered at all three medical centers. In order to clearly communicate this fact while avoiding the need for three separate primary brand signatures, a single multi-site signature has been developed for that purpose and should be used.

This signature is only available with the medical centers listed in the sequence shown to the right.

Black-and-white tone and black-and-white line master artwork is also available for these two signatures.



Morristown Medical Center
Overlook Medical Center
Newton Medical Center

ATLANTIC HEALTH SYSTEM



Morristown Medical Center
Overlook Medical Center
Newton Medical Center

ATLANTIC HEALTH SYSTEM

When used in color, primary brand signatures must be reproduced in the colors shown to the right -- two tones of Atlantic Health Orange and Atlantic Health Navy.

For use in black and white situations where halftone screens can be used, a black-and-white tone version of the signature is available in all configurations.

In black-and-white situations where halftone screens cannot be used or where the quality of the reproduction is not sufficient to yield an acceptable tonal image, the black-and-white line version of the signature should be used.

Note: In certain situations, the signature lettering can be reproduced in white.
(See Signature Backgrounds)



Atlantic
Health System



Atlantic
Health System



Atlantic
Health System

When necessary, a primary brand signature may appear on backgrounds other than white. These backgrounds could include flat colors, textures and photographic images.

Signatures may be used in their approved colors on light flat-color backgrounds or on light photographic backgrounds where details of the photograph do not inhibit good readability of the entire signature.

Signatures may also be used on dark flat-color backgrounds or on dark photographic backgrounds, again where details of the photograph do not inhibit good readability of the signature. In such cases the signature lettering should be reproduced in white.

Care must be taken to assure that sufficient color and tonal (dark and light) contrast is maintained between the background and the signature.



A distinct color palette can make an important contribution to brand building and to maintaining a strong brand presence. The elimination of specific colors for medical centers and service lines effectively removes any color “competition” for the simplified primary brands.

Consistency of color reproduction, therefore, becomes critically important as brand communications span many media.

Understand the ultimate medium in which the signature colors will be presented and take this into consideration when specifying colors.

When you are dealing with a non-electronic medium (embroidery, signage, etc.) and if you are unclear about color specification in that medium, have the supplier visually match the Pantone color indicated above.

LOGO	USE			
	PRINT		ON-SCREEN	
Atlantic Health Orange	Pantone® 144 C	CMYK 0-48-100-0	RGB 255-133-0	Hexadecimal E28C05
Atlantic Health Orange Tint	Pantone® 144 C 70%	CMYK 0-33-70-0	RGB 255-170-77	Hexadecimal FFAA4D
Atlantic Health Navy	Pantone® 288 C	CMYK 100-75-6-24	RGB 0- 44-119	Hexadecimal 00337F

*The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Our four primary brand signatures employ the typeface Optima LT Medium that has been subtly modified and carefully letterspaced for use in those signatures.

The Optima LT family of typefaces, three of which are shown here, may also be used (without modification) in communications headlines and copy. This typeface has a “humanistic” thick and thin character that is particularly suited to our organization.

When Optima LT is not available, the ubiquitous Arial family of typefaces may be used as a substitute.

In no case should the brand name in any brand signature be reproduced in Arial.

O

Optima LT Std Medium

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!?

Optima LT Std Demi

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!?

Optima LT Std Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!?

A

Arial Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!?

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?

To simplify the sometimes intimidating and confusing rules about “minimum sizes” for signatures in various media, we have adopted one simple rule for all signatures and all applications:

If the phrase “ATLANTIC HEALTH SYSTEM” is readable in the signature, the signature size is acceptable as long as it is large enough to do its intended job.





Atlantic Health System

Do not squeeze a signature.



Overlook Medical Center

ATLANTIC HEALTH SYSTEM

Do not italicize or otherwise distort a signature.



Morristown Medical Center

ATLANTIC HEALTH SYSTEM

Do not apply former site or service line or other colors to a signature.



Newton Medical Center

Do not reproduce a signature without the rule and linking line.



Overlook Medical Center

ATLANTIC HEALTH SYSTEM

Do not stretch a signature.



Do not reproduce a signature on an angle or vertically.



Newton Medical Center

ATLANTIC HEALTH SYSTEM

Do not change the weight, style or size of a signature typeface.



Atlantic Neuroscience Institute

ATLANTIC HEALTH SYSTEM

Do not create a signature of any clinical service line or program.



Do not continue to use the previous brand symbols including the "wave" identity.



Overlook Medical Center

ATLANTIC HEALTH SYSTEM

Do not allow other graphic devices to overlap a signature.



Morristown Medical Center

ATLANTIC HEALTH SYSTEM

Do not insert the Dancing Child into the symbol or signature.



Atlantic Health System

Do not change the relationships between signature elements.

Q. Do I have to follow the guidelines if a signature is being used only for internal purposes?

Yes. Every use of a signature must follow the guidelines. Using a different set of rules internally would be confusing to anyone who is not aware that the intended audience is internal only.

Q. Can I use a signature on a green background or another colored background or on a photographic background?

Yes. A signature may be used on dark or light backgrounds and on photographic backgrounds as long as sufficient tonal (dark and light) and color contrast is maintained between the signature and the background to ensure good readability.

Q. Many of our colorful “old” logos are seen around our facilities. Can I still use these logos in PowerPoints, in flyers or in other applications?

No. All of the old logos and identity devices are retired from use in favor of the branding system described in these guidelines.

Q. I’ve seen one of our signatures in a color other than our Atlantic Health System Orange and Navy. Can I assume it can be used this way?

No. What you see may not necessarily be correct. The only colors approved for use in our signatures are Atlantic Health Orange, Atlantic Health Navy, black, gray (in the line and tone versions) and white (on dark backgrounds).

Q. My PowerPoint presentation stretches the signature slightly to match the width of other content. Is it acceptable to stretch the signature this way?

No. The integrity of the signature will be lost if it is not used consistently. A signature may vary in size but never in shape or proportion.

Q. I’m creating one ad for a service that is available in all three medical centers? Should I use all three medical center signatures to sign the ad?

No. A special signature combining all three medical centers is available for this purpose.

Q. I have a signature art file that I found as part of another project? Is this art OK to use for the next project?

No. Always download “fresh” signature artwork when creating a new project. This will ensure that all elements are correct and the file format is right for your job.

Q. Sometimes I’m asked who I work for. I’m at Morristown Medical Center but Morristown is also part of Atlantic Health. What do I say?

The medical centers are primary brands in our branding system. Saying that you work for Morristown Medical Center will support our brand system in the correct manner.



Atlantic Health System

Executive Name
Executive Title

475 South Street
Morristown, NJ 07962
T 973.660.1111, F 973.660.2222
first.lastname@atlanticealth.org

atlanticealth.org



Morristown Medical Center
ATLANTIC HEALTH SYSTEM

Physic
Title, D

100 Madison Avenue #88
Morristown, NJ 07962
T 973.971.1111, F 973.290.2222
first.lastname@atlanticealth.org

atlanticealth.org



Atlantic Health System

Physician Name
Physician Degrees
Title and Department
Another Very Long Title

Organization
475 South Street
Morristown, NJ 07962
T 973.660.1111, F 973-660-2222
first.lastname@atlanticealth.org

atlanticealth.org



Overlook Medical Center
ATLANTIC HEALTH SYSTEM

Physician Name and Degrees
Title, Department Name

Goryeb Children's Center 
99 Beauvoir Avenue
Summit, NJ 07902
T 908.522.1111, F 908.522.2222
first.lastname@atlanticealth.org

atlanticealth.org
For teens: teenhealthfx.com



Newton Medical Center
ATLANTIC HEALTH SYSTEM

Physician Name, MD
Physician Title

Department or Service Line
175 High Street
Newton, NJ 07860
T 973.383.1111, F 973.383.2222
first.lastname@atlanticealth.org

atlanticealth.org

