



Brand Standards

Contents

4	Signature	38	Executive Seal
6	Signature Mechanics	40	Location Tag
8	Clear Zone	44	Design System
10	Color Palette	46	Design System 1
12	Typography	54	Design System 2
14	Imagery	62	Design System 3
16	Signature Colors	70	Design System 4
18	Minimum Sizing	78	Apparel
20	Business Unit Signatures	92	Swag
28	Programs & Service Functions	94	Contacts
30	K-Icon	95	Marketing Department
32	K-Series	95	Agency of Record
34	Partner-Branding	96	Glossary
36	Slogan		

Introduction

Brand is reputation. It's feeling.

Kadlec Health System takes great pride in the brand it has cultivated since 1944—providing the highest level of care for people throughout the Mid-Columbia. These Brand Standards were built to ensure the long-term management and growth of the Kadlec brand for decades to come.

Humans relate to humans. We don't relate to numbers or objects or things. We seek to understand the human mind across the table from us, not the salt shaker in between. A brand shouldn't be a salt shaker, it should be a dynamic, living, breathing human interacting at the table. Kadlec endeavors to be exactly that.

Symbols are immensely powerful tools, and if harnessed appropriately, become an invaluable corporate asset. Far beyond logo, good Brand Identity is a comprehensive recipe governed by detailed standards. As long as consumers are going to judge your cover, make sure they get the right idea of what's inside.

Usage

These standards are the final brand authority, approved by our Chief Executive Officer.

All communication products must meet the requirements set forth in this manual. Kadlec's Marketing department provides ongoing governance and implementation for these visual standards. A unified Kadlec is a healthy Kadlec, and by centralizing our brand identity system we build equity into Kadlec as an organization. Consistency is king, and that is the primary purpose of this document.

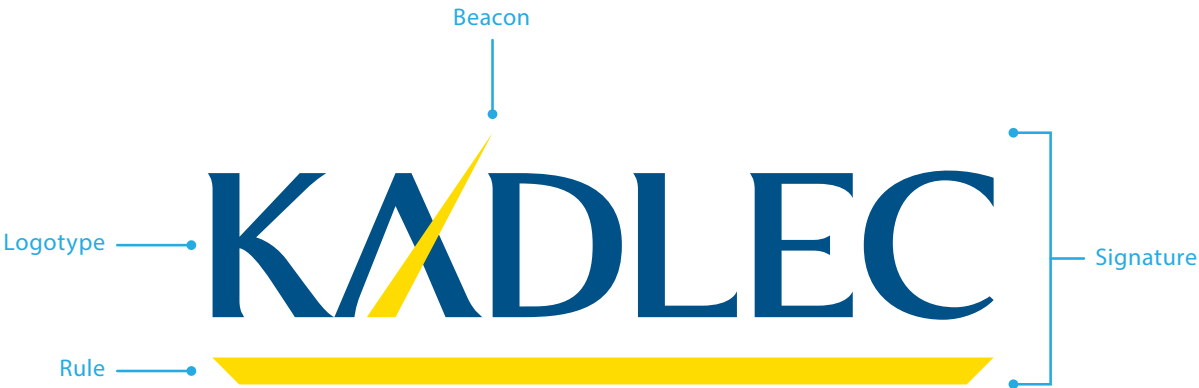
All business units, departments, programs, and groups are expected to operate in accordance with these standards, as well as any vendors contracted to create communication products for our brand.

Signature

A brand’s cornerstone identity component is it’s Signature. The Kadlec Signature is available in one orientation—horizontal—with the ability for the Rule to position on the right side of the Logotype for sub-brand Signatures. Kadlec’s Signature has been refined to better reflect our integrated quality, progressive attitude, and the precise execution of the services we provide.

- Logotype:** The custom-lettered “KADLEC” name
- Rule:** The classic yellow bar under the Logotype
- Beacon:** The sharp accent component through the letter “A”

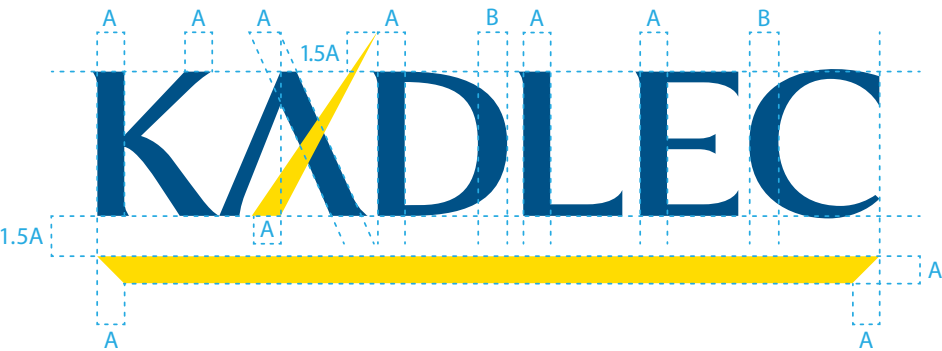
It is important that you not attempt to recreate the Signature. Do not reproduce by scanning a previously printed version of any of these identity assets. Always consult a design professional when requiring brand-specific communication materials.



Signature Mechanics

Kadlec’s Signature is built with intention ratios, dimensions, and proximity. These mechanics are indicated by the line measurements showing the variety of spacial relationships present, which preserve the integrity and quality of the Signature. Never resize, shift, skew, or otherwise alter them.

Do not reproduce by scanning a previously printed version of any of these identity assets. Always consult a design professional when requiring brand-specific communication materials.



Clear Zone

The protected area around Kadlec’s Signature—as indicated by the dotted perimeter margin—ensures that no other elements interfere with it. The size of the clear zone is defined by the height/width of the letter ‘K’ in our Logotype.

Do not reproduce by scanning a previously printed version of any of these identity assets. Always consult a design professional when requiring brand-specific communication materials.

Respect the clear zone boundaries represented here. This margin does not allow any other design element to intrude into it, unless approved by Kadlec’s Marketing Department.



Color Palette

Color is perhaps the strongest emotional driver among brand components. This deceptively simple visual asset creates psychological associations, and influences opinion. It is also a strong determinant of consumer recall and recognition. Kadlec’s color palette has been refined to support core brand values and an accurate representation of the brand personality.

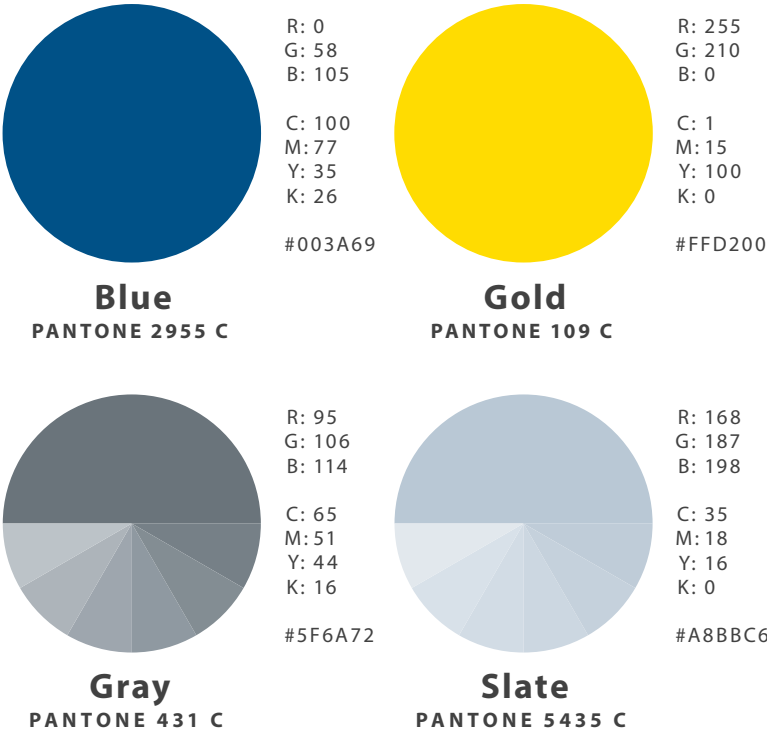
It is crucial that every color used in Kadlec’s communication media is in accordance with the provided specifications, and verified before publishing.

When printing communication products, always request a proof and compare the result against Pantone®’s color matching system. When using digital files, be aware that color modes, profiles, and file types will influence color accuracy.

Kadlec’s two Primary colors are Blue and Gold, while Gray and Slate are considered Secondary or supporting colors. Refer to these color values for all applications, and do not deviate.

For 4-color printing, you will primarily use the CMYK values. For on-screen mediums, use the RGB or HEX values.

Blue and Gold should never be tinted (lightened) or shaded (darkened). However, Gray and Slate may be tinted based on the designer’s discretion, as represented to the right. However, do not shade the Gray or the Slate.



Typography

To provide a consistent brand identity Kadlec has a custom typeface aptly named Kadlec Pro, that is to be used in all communication products. We moved away from the antiquated sans-serif typeface of years past, and have refined it with better symmetry, clean lines, and sharper accents. We are a modern brand and a leader in our field, and our typeface must communicate that. Kadlec Pro does.

Kadlec Pro is to be used primarily for headlines and other shorter, more prominent text applications. Our secondary typeface, used for body copy and generally larger volumes of text, is Myriad Pro.

Kadlec Pro can be obtained for free from Kadlec’s Marketing Department. Myriad Pro must be purchased from a font foundry online if your computer does not have it installed.

Kadlec Pro

Used primarily for headlines, this custom font is available in three weights, and intentionally does not include an italic version.

Kadlec

LIGHT SEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@#\$\$%&?)

Myriad Pro

Used primarily for body copy, this classic sans-serif font is available in multiple weights. All weights are available for use at the designer’s discretion.

Myriad

REGULAR SEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@#\$\$%&?)

Alternate

Myriad Pro may be substituted with the system font, Calibri, if the user doesn’t have access to Myriad Pro. Kadlec Pro does not have a system alternative.

Calibri

REGULAR BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@#\$\$%&?)

Imagery

An image is worth a thousand words. Brand is an emotional response, a feeling, a reaction to an identity program that forms a reputation. Imagery, whether illustrative or photographic, goes a long way in shaping the reputation properly.

Kadlec’s imagery is a powerful ways to create distinction. To that end, we’ve established technical rules to dictate what is considered an on-brand image. Please review and understand this criteria before capturing new imagery to represent Kadlec Health System.

IMAGE CATEGORIES

- 1. **Physicians and Practitioners**
- 2. **Patients**
- 3. **Technology and Service**
- 4. **Facilities**

IMAGE CRITERIA

- **Professional photography only**—no cell phones or point-and-click.
- **Natural color**—no grayscale, muting, sepia, or artificial washes.
- **Eye contact is preferable**—exude calm, confidence, and approachability.
- **Shallow depth-of-field is preferable.**
- **Print only high-resolution (300dpi or greater) imagery.**
- **Avoid harsh, direct lighting.**
- **Focus on human connection, not inanimate objects.**

Signature Colors

It’s not a perfect world, and while we prefer that you use the full color Signature over a white background, you do have other options. In fact, you have a variety of acceptable Signature colors from which to choose. These Signature Colors are approved as on-brand alternatives to the Full Color Positive preferred format.

These formats are intended for specific uses, depending on the medium, so please consult a design professional and/or the Agency of Record if you are unsure of the appropriate application.

All requests for on-brand files can be directed to Nan Domenici (Nan.Domenici@kadlecmed.org).

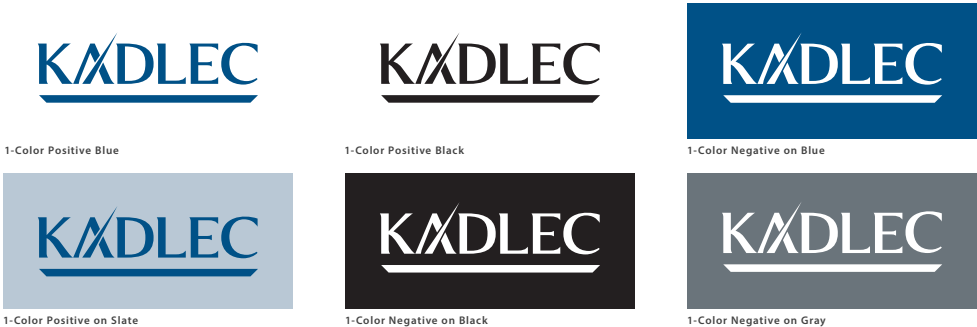
UNIVERSAL SIGNATURES

UNIVERSAL SIGNATURES CAN BE APPLIED TO ANY MEDIUM.



APPAREL & PRODUCT SIGNATURES

APPAREL AND PRODUCT SIGNATURES INCLUDE A BREAK BETWEEN THE BEACON AND LOGOTYPE FOR 1-COLOR APPLICATIONS.



GRAYSCALE SIGNATURES

GRAYSCALE SIGNATURES ARE INTENDED FOR GRAYSCALE PRINT APPLICATIONS.



Minimum Sizing

The use of a properly-sized Signature on our communication materials establishes a unified and professional appearance. Furthermore, reproducing the Signature below a minimum size jeopardizes its legibility. Never publish Kadlec’s Signature at a size smaller than the minimums provided here for print and digital applications.

Larger minimum sizes may be required for certain applications where appropriate detail is difficult to achieve. Contact Kadlec’s Marketing Department for consultation on best-size and method for your product requirements.

Print & Web

Signature sizing is measured horizontally from the left-most edge to the right-most edge of the Logotype. The minimum size for both the horizontal and vertical orientations of the Signature for Print & Web applications is 1.00”.

1.00” or 72px (web)



1.00” or 72px (web)



Embroidery

The minimum size for both the horizontal and vertical orientations of the Signature for Embroidery and other apparel applications is 2.25”.

2.25”



2.25”



Business Unit Signatures

HORIZONTAL

Within a parent company like Kadlec, there are often secondary brands which may include divisions, specific business units, and other programs that require distinct Signatures. The most successful way to achieve this is to preserve the integrity and prominence of the Primary Signature, and use a text-based convention to identify the various sub-brands in conjunction with it.

Our organization is a Monolithic brand architecture, where various secondary brands share and provide direct equity with the parent brand. The most important secondary brands in our organization are our five Business Units. As such, these five Business Units are afforded the highest degree of visual prominence for their Signatures.

The Business Units have two orientations of their respective Signatures, which include a Horizontal and Vertical arrangement, depending on space requirements. The Horizontal arrangement represented here is the preferred version.

Never attempt to recreate these Signatures by typesetting them.
Kadlec’s Marketing Department has access to multiple file formats of the approved, on-brand Signatures.



Business Unit Signatures

VERTICAL

The Vertical arrangement of Kadlec’s suite of Business Unit Signatures is represented here. While the Horizontal Arrangement is the preferred version, the Vertical option is ideal for products where horizontal space is limited. These two arrangements may be used interchangeably on communication products at the designer’s discretion, according to Design System specifications, detailed later in this document.

Never attempt to recreate these Signatures by typesetting them.
Kadlec’s Marketing Department has access to multiple file formats of the approved, on-brand Signatures.



Business Unit Signatures

CLEAR ZONE

The protected area around Kadlec’s Business Unit Signatures—as indicated by the dotted perimeter margin—ensures that no other elements interfere with them. The size of the clear zone is defined by the height/width of the letter ‘K’ in our Logotype.

Do not reproduce by scanning a previously printed version of any of these identity assets. Always consult a design professional when requiring brand-specific communication materials.

Respect the clear zone boundaries represented here. This margin does not allow any other design element to intrude into it, unless approved by Kadlec’s Marketing Department.



Business Unit Signatures

COLOR FORMATS

You have a variety of acceptable Business Unit Signature colors from which to choose, and they follow the same standards as the Primary Signature. The Full Color Positive option should always be used first and foremost, unless the medium or printing method doesn't allow. These color standards apply across all five Business Units, and both the Horizontal and Vertical arrangements.

These formats are intended for specific uses, depending on the medium, so please consult a design professional and/or the Agency of Record if you are unsure of the appropriate application.

UNIVERSAL SIGNATURES

UNIVERSAL SIGNATURES CAN BE APPLIED TO ANY MEDIUM.



APPAREL & PRODUCT SIGNATURES

APPAREL AND PRODUCT SIGNATURES INCLUDE A BREAK BETWEEN THE BEACON AND LOGOTYPE FOR 1-COLOR APPLICATIONS.



GRAYSCALE SIGNATURES

GRAYSCALE SIGNATURES ARE INTENDED FOR GRAYSCALE PRINT APPLICATIONS.



Programs & Service Functions

Programs or specialties within the Health System that are aligned with Business Units—such as Pediatrics within the Clinic, or The Birth Center within the medical center—are not locked up to official Signatures in any way. Rather, programs or specialties are treated as Headlines, Subheadlines or primary text elements on a given communication product. For example, on a brochure, it is not allowable to lock up “Diabetes Learning Center” with the medical center Signature; this both clutters the visual representation of the Signature and reduces the size and legibility of the program or specialty. Instead, use “Diabetes Learning Center” as the primary Headline on the product where appropriate given the communication medium.

Please consult a design professional and/or the Agency of Record if you are unsure of the appropriate application.

Subheadline

Body Copy

Get to know Dr. Andrews
Pediatric Specialist

Kadlec Pediatrician Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed eget nunc eu lorem lacinia posuere in non neque. Fusce et est vel augue ullamcorper.

Ut eget urna magna. Maecenas varius bibendum rutrum. Vestibulum sodales imperdiet mi, eget sollicitudin neque ornare sed. Mauris iaculis accumsan augue ac iaculis. Phasellus vulputate ullamcorper tellus sed viverra. Pellentesque iaculis molestie tortor, nec accumsan nibh tincidunt.

Integer ac leo orci. Vivamus augue eros, rhoncus ut venenatis nec, cursus id orci. Aliquam non magna ipsum. Curabitur in nunc massa. Integer semper nisi eu nulla pretium id consectetur libero porttitor. Suspendisse blandit justo nec elit ultrices hendrerit. Morbi sodales pretium mi, vel faucibus erat hendrerit vitae. Donec posuere odio eget erat eleifend fermentum ut vitae mauris. Nam semper lobortis lacus, vitae molestie ligula posuere eu.

Call today to schedule your no-cost Pediatric meet and greet appointment!

KADLEC CLINIC

West Richland
9605 Sandifur Parkway

SURGERY SCHEDULING

509-942-3627

Lyz Conklin, CNA
Ext 7109

Dawn English
Ext 7272

Associated Physicians for Women
945 Goethals, Ste 200 • Richland, WA 99352 • Fax 509-942-2269

Location Tag

KADLEC REGIONAL MEDICAL CENTER

Robert Doctorson
Medical Specialist

o : 509 555 5555
c : 509 555 5555
F : 509 555 5555

Bob.Doctorson@kadlecmed.org

Birth Center

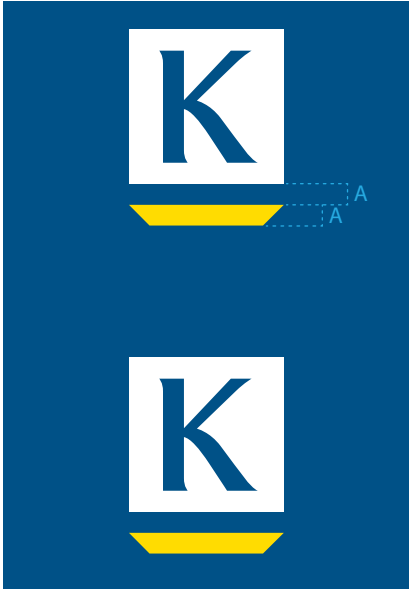
888 Swift Ave. Suite 10
Richland WA 99352

Heading

K-Icon

Our brand identity includes an icon for general use in applications where a condensed marker is appropriate. Our K-Icon mirrors the structure of our Location Tag, but does not link with other text content. Ideal applications for the K-Icon are as a web browser icon, social media icon, or shirt pendant. In general, it is important to include the K-Icon in addition to Kadlec’s Primary Signature somewhere else on the medium. Since the K-Icon does not include the full name of our brand, it cannot serve as the stand-alone Signature on a product.

Only the Full Color Positive and Full Color Reverse color formats, as shown here, are allowable for the K-Icon.

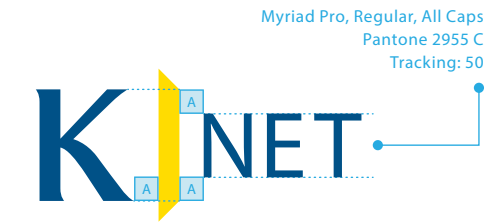


K-Series

The K-Series is a suite of logos that encompass non-medical patient and staff services, like K-Web, K-Cab, and K-Chart. These Signatures are to be used to communicate only this type of service function, always in conjunction with Kadlec's Primary Signature.

All standard Signature clear zone and color format rules apply.

New K-Series Signatures may not be developed without expressed consent from Kadlec's Marketing Department.



Partner-Branding

Kadlec routinely collaborates with various partners and sponsors within the community and beyond. This spirit of community and collaboration is one of the qualities that makes us unique, and is an enduring core value. With that, we have standards for how partnership identities are to be associated with our Signature on communication products.

This governance ensures that both parties receive consistent and appropriate visibility. When Kadlec is the primary partner/sponsor, the entirety of the Brand Standards are to be implemented, not only these Partner-Branding Standards.

When Kadlec is the secondary partner/sponsor, we submit to the brand standards of the primary party, so long as our Signature standards are not violated.

Always obtain high-resolution artwork from the partnering organization; vector files are preferable.

The proper construction of a partner branded lockup depends on the partner’s Signature dimensions. Partner Signatures fall into three basic categories based on the footprint of their logo: horizontal, vertical, and square.

Partner-Branded lockups are always arranged left-to-right, not stacked top-to-bottom.



Horizontal Footprint

If the Signature’s footprint is predominantly horizontal in nature, follow the construction rules using Washington State University.



Vertical/Square Footprint

If the partner Signature’s footprint is more vertical or even square in nature, follow the construction rules using the American Red Cross.



Slogan

We’re proud to have delivered a higher level of care to this region for decades. It’s a phrase that’s well-known and Kadlec will continue to showcase it.

You have the option to use the Slogan Signature—represented here—interchangeably with the Primary Signature without the slogan. It will be left to the designer’s discretion to determine which arrangement is best suited for a particular application.

Do not attempt to typeset the Slogan. Official files are available by request from Kadlec’s Marketing Department.

Arrangement

Kadlec Slogan Signature is available in both vertical and horizontal arrangements as seen here. The Vertical arrangement is strongly preferred for most applications.

Color Formats

The Slogan Signature can adopt a wide variety of color formats, and follows the same color guidelines as the Business Unit Signatures on page 37—our slogan “A Higher Level of Care” will adopt the same color value as the Business Unit in each of the color formats presented on that page.



Executive Seal

Kadlec’s Executive Seal represents the final authority from the office of the Chief Executive Officer. Rand Wortman and his Office retain exclusive usage rights over the Executive Seal and its implementation. It may be incorporated into print collateral, and stamped on official correspondence.

Color Formats

The Executive Seal includes, but is not limited to, these color formats. It may also be applied using metallic inks and/or foils as a designer sees fit.

Full Color Positive



2-Color Negative on Blue



Negative Grayscale



Grayscale

Location Tag

In order to assign specific locations/facilities to a particular advertisement or promotion, the Location Tag may be used. This element lives in the left-footer of a given canvas, and typically broadcasts the city and physical address of the location being promoted.

The Location Tag simplifies our communication material as it takes the guesswork and complexity out of displaying contact information. This component also sets the standard for how additional information—like website URLs and phone numbers—is positioned on a canvas.

Contact Kadlec’s Marketing Department for more information.

While the first line of the Location Tag is generally reserved for the city in which the location resides, it may also be used for referencing specific facilities, like the Don and Lori Watts Pediatric Center.

The second line of the Location Tag is reserved for more detailed contact information pertaining to the city or facility. However, it may also reference a digital location like a website, Facebook, or Twitter URL.

Color Formats

The Location Tag should almost always be applied in the Full Color Positive version seen here. However, a wide variety of other formats are available, as detailed on page 37 of this document.



Location Tag

THREE-LINE

In order to assign specific locations/facilities to a particular advertisement or promotion, the Location Tag may be used. Like it’s preferred two-line counterpart, this element generally lives in the left-footer of a given canvas, and typically broadcasts the city and physical address of the location being promoted. When possible, strive to use the two-line Location Tag.

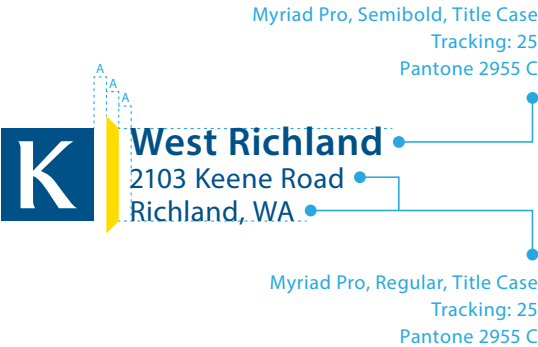
The Location Tag simplifies our communication material as it takes the guesswork and complexity out of displaying contact information. This component also sets the standard for how additional information—like website URLs and phone numbers—is positioned on a canvas.

While the first line of the Location Tag is generally reserved for the city in which the location resides, it may also be used for referencing specific facilities, like the Don and Lori Watts Pediatric Center.

The second and third line of this Location Tag is typically reserved for more detailed contact information pertaining to the city or facility location.

Color Formats


The Location Tag should almost always be applied in the Full Color Positive version seen here. However, a wide variety of other formats are available, as detailed on page 37 of this document.



Design System

Kadlec’s Brand Identity is represented in its truest form through the harmony of every visual asset—the design system. Signature, shape, color, imagery, typeface, texture, and the logic that governs all of them combine to create an engaging representation of the brand personality. Any one visual component could exist independently. However, the best brands use layered synergy, with maximum impact realized when all of the parts unite. Visual synergy is provided by the Design System, which is the map for how each component best interacts.

As with any successful creative engine, flexibility must be afforded to accommodate the wide variety of content and application needs. Within a set of prescriptions and rules, the designer has creative license with which to innovate. The letter-of-the-law is not the goal, but rather the essence of the Kadlec brand consistently communicated over time.





Get to know Dr. Andrews

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.


Call today to schedule your no-cost meet and greet appointment!





Pasco
9605 Sandifur Parkway

www.kadlecclinics.org



Get to know Dr. Andrews



Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Call today to schedule your no-cost meet and greet appointment!

- September 4th
- October 2nd

- November 6th
- December 4th



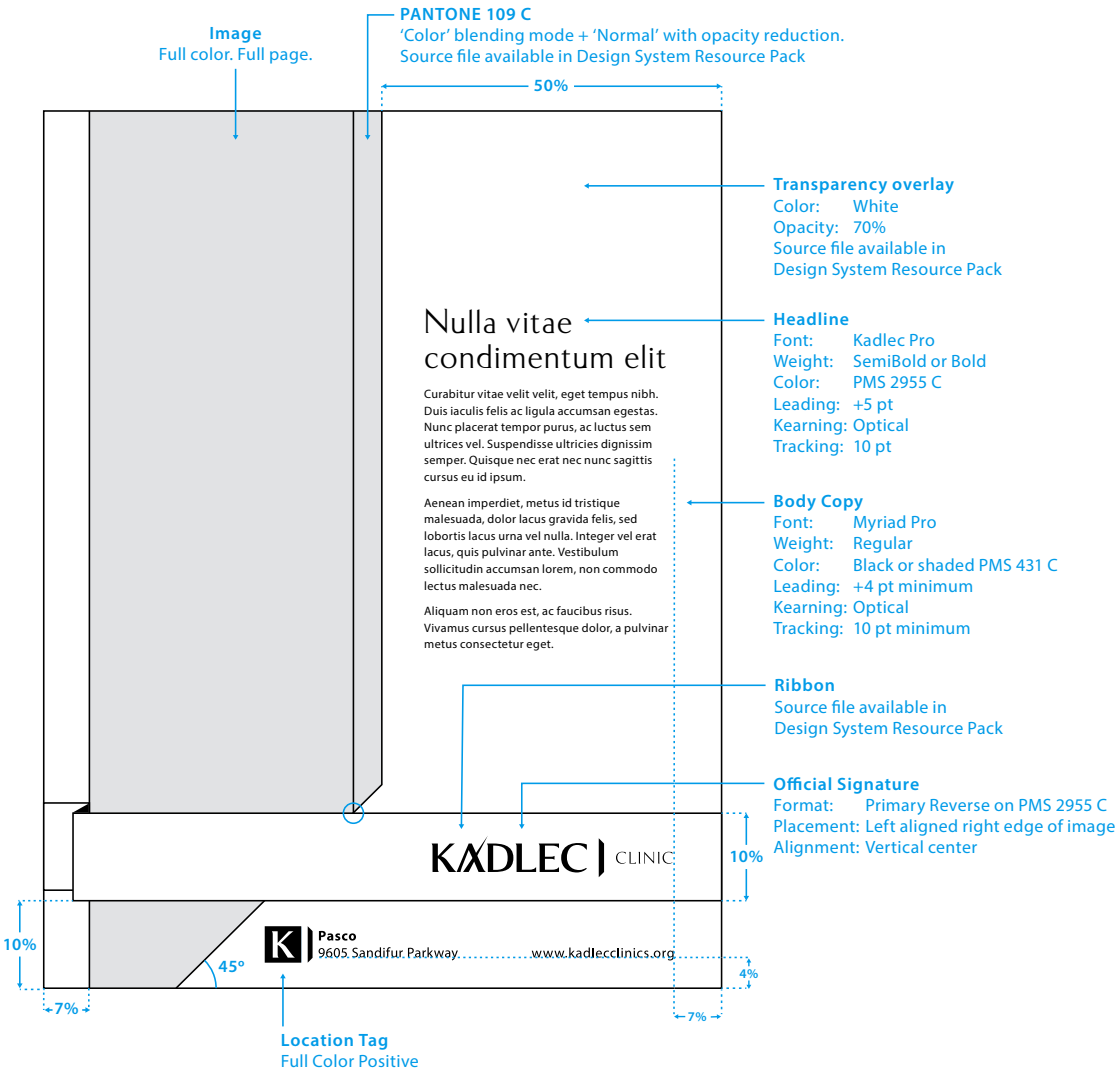
West Richland
2103 Keene Road

Design System 1

PORTRAIT

Design System 1 is best used for communication products with an advertising or marketing focus—light on text, heavy on emotional impact. For this reason, it features prominent imagery and big headlines.

All vendors: please closely review all of the rules and standards associated with this system, ensuring that you understand it completely. Kadlec’s Marketing Department, as well as their Agency of Record, can answer additional questions.



Design System 1

PORTRAIT - EXAMPLE

This is an example of an on-brand Design System 1 promotional product. Within this system, creative freedom is afforded in the use of imagery and cropping.

Get to know Dr. Andrews

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Call today to schedule your no-cost meet and greet appointment!

KADLEC | CLINIC

K Pasco
9605 Sandifur Parkway

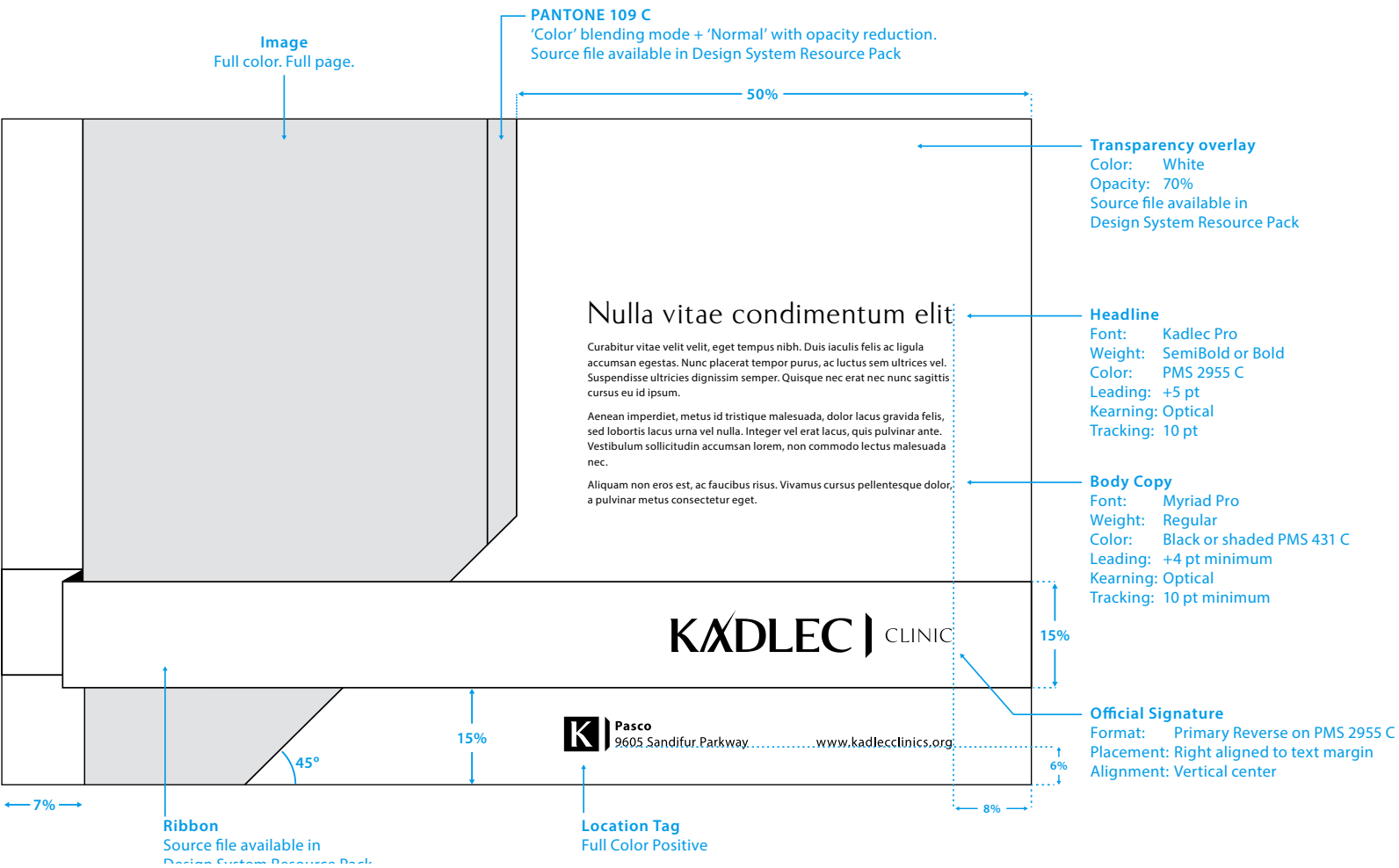
www.kadlecclinics.org

Design System 1

LANDSCAPE

Design System 1 is best used for communication products with an advertising or marketing focus—light on text, heavy on emotional impact. For this reason, it features prominent imagery and big headlines.

All vendors: please closely review all of the rules and standards associated with this system, ensuring that you understand it completely. Kadlec’s Marketing Department, as well as their Agency of Record, can answer additional questions.



Design System 1

LANDSCAPE - EXAMPLE

This is an example of an on-brand Design System 1 promotional product. Within this system, creative freedom is afforded in the use of imagery and cropping.




Get to know Dr. Andrews

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Call today to schedule your no-cost meet and greet appointment!





9605 Sandifur Parkway

www.kadlecclinics.org

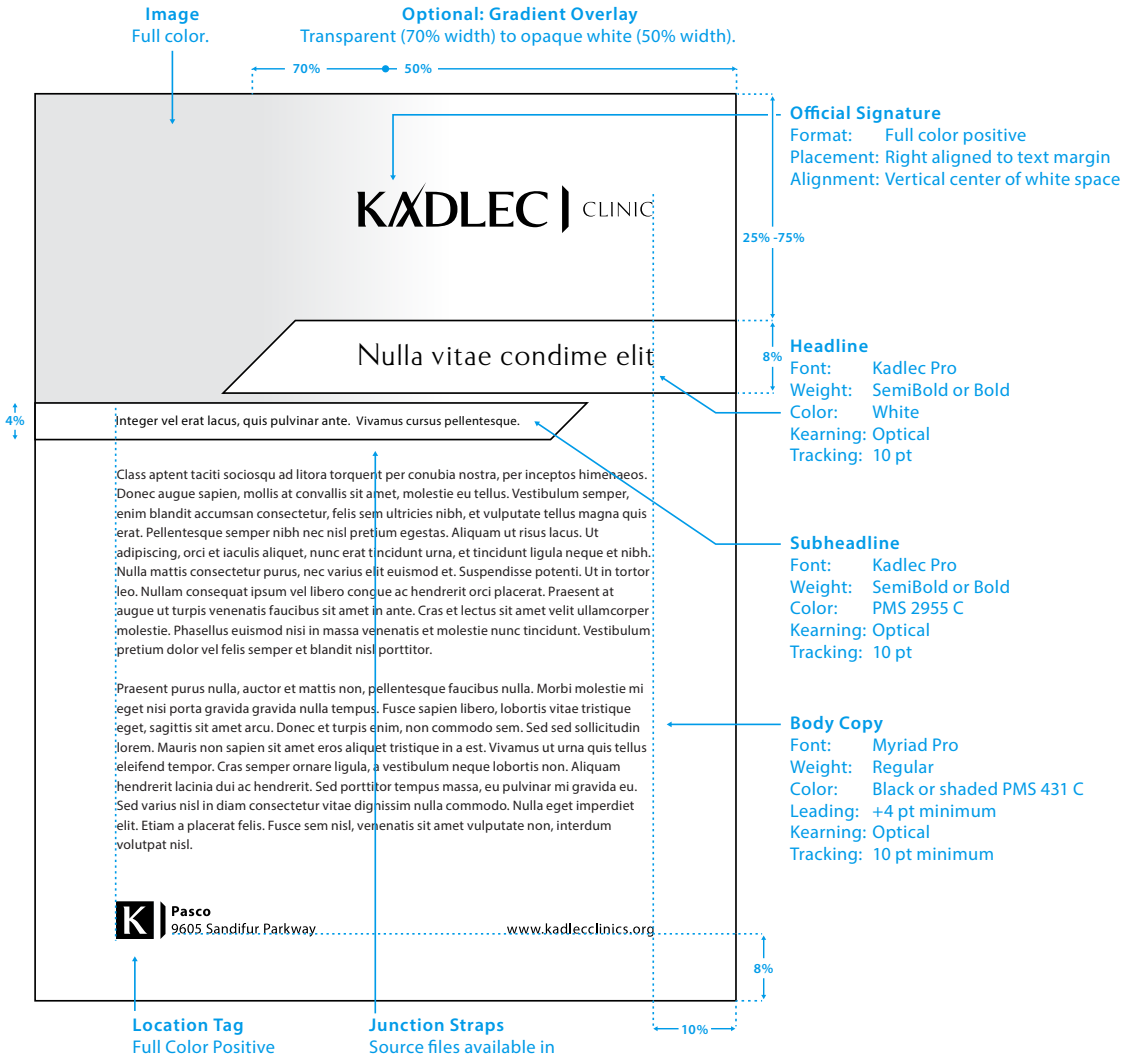
Design System 2

PORTRAIT

Design System 2 is a highly versatile system, allowing for both informational and promotional applications. Many features on the page can be adjusted to better suit the intended purpose of the collateral:

- The photo header and junction straps can adjust vertically to allow for more or less text.
- The junction straps can be reversed left to right and swap colors to better suit the photo.
- The gradient overlay is an optional element that allows a variety of photo formats to be applied to the space. The key rule here is that the Kadlec signature must be backed by a mostly white space allowing proper clear zone.

All vendors: please closely review all of the rules and standards associated with this system, ensuring that you understand it completely. Kadlec’s Marketing Department, as well as their Agency of Record, can answer additional questions.



Design System 2

PORTRAIT

This is an example of an on-brand Design System 2 informational product. Note the use of the gradient to both back the Kadlec signature and to cover the mid-page end of the photograph used.



Get to know Dr. Andrews

Call today to schedule your no-cost meet and greet appointment!

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed eget nunc eu lorem lacinia posuere in non neque. Fusce et est vel augue ullamcorper pellentesque. Ut eget urna magna. Maecenas varius bibendum rutrum. Vestibulum sodales imperdiet mi, eget sollicitudin neque ornare sed. Mauris iaculis accumsan augue ac iaculis. Phasellus vulputate ullamcorper tellus sed viverra. Pellentesque iaculis molestie tortor, nec accumsan nibh tincidunt sed.

Integer ac leo orci. Vivamus augue eros, rhoncus ut venenatis nec, cursus id orci. Aliquam non magna ipsum. Curabitur in nunc massa. Integer semper nisi eu nulla pretium id consectetur libero porttitor. Suspendisse blandit justo nec elit ultrices hendrerit. Morbi sodales pretium mi, vel faucibus erat hendrerit vitae. Donec posuere odio eget erat eleifend fermentum ut vitae mauris. Nam semper lobortis lacus, vitae molestie ligula posuere eu. Suspendisse ullamcorper sagittis euismod. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam convallis porta est, semper vestibulum neque gravida ac. Integer ac mollis nisl. Suspendisse potenti.

www.kadlecclinics.org

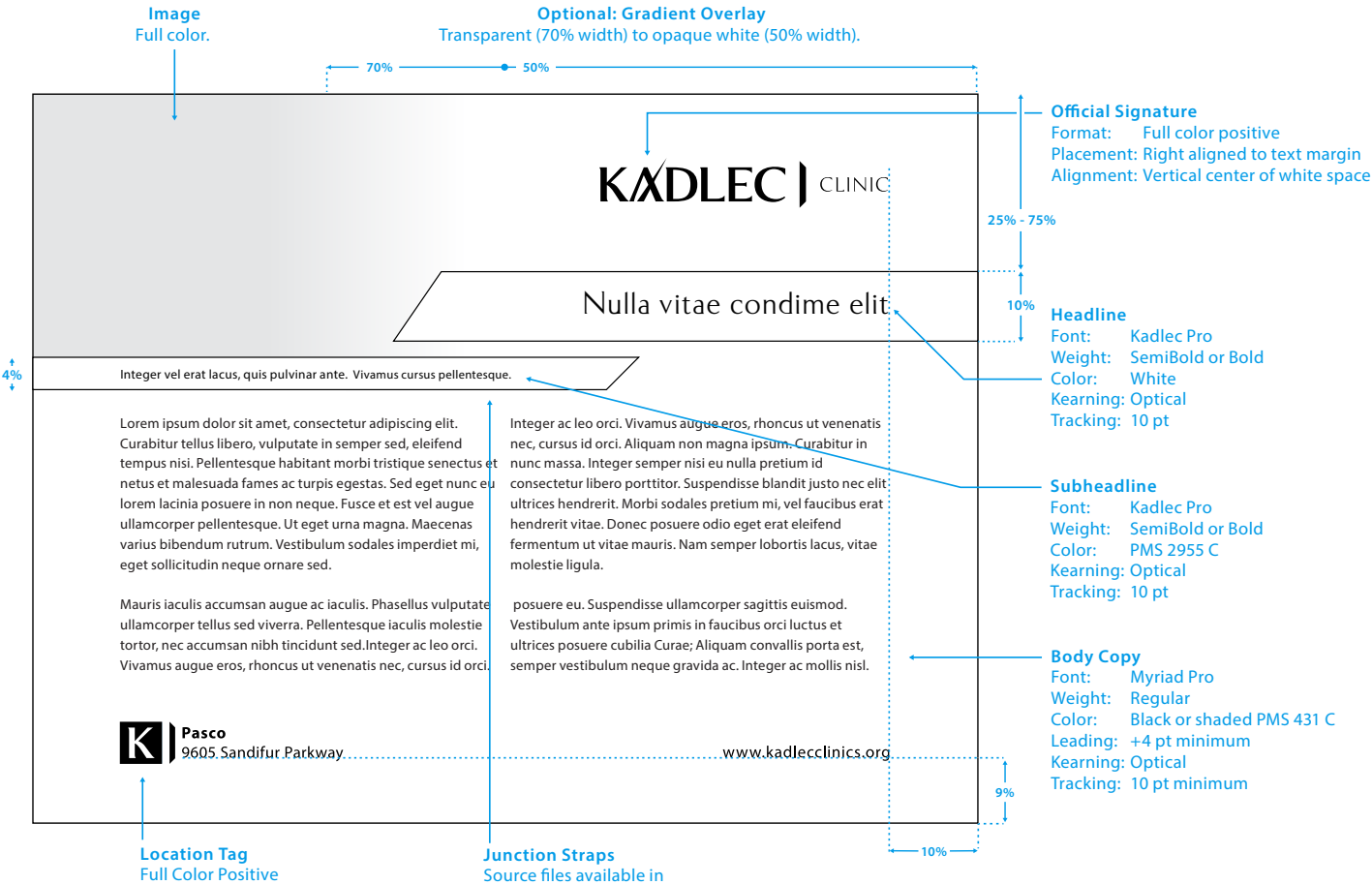
Design System 2

LANDSCAPE

Design System 2 is a highly versatile system, allowing for both informational and promotional applications. Many features on the page can be adjusted to better suit the intended purpose of the collateral:

- The photo header and junction straps can adjust vertically to allow for more or less text.
- The junction straps can be reversed left to right and swap colors to better suit the photo.
- The gradient overlay is an optional element that allows a variety of photo formats to be applied to the space. The key rule here is that the Kadlec signature must be backed by a mostly white space allowing proper clear zone.

All vendors: please closely review all of the rules and standards associated with this system, ensuring that you understand it completely. Kadlec’s Marketing Department, as well as their Agency of Record, can answer additional questions.



Design System 2

LANDSCAPE

This is an example of an on-brand Design System 2 informational product. Note the use of the gradient to both back the Kadlec signature and to cover the mid-page end of the photograph used.





Get to know Dr. Andrews

Call today to schedule your no-cost meet and greet appointment!

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed eget nunc eu lorem lacinia posuere in non neque. Fusce et est vel augue ullamcorper

pellentesque. Ut eget urna magna. Maecenas varius bibendum rutrum. Vestibulum sodales imperdiet mi, eget sollicitudin neque ornare sed. Mauris iaculis accumsan augue ac iaculis. Phasellus vulputate ullamcorper tellus sed viverra. Pellentesque iaculis molestie tortor, nec accumsan nibh tincidunt sed.

Integer ac leo orci. Vivamus augue eros, rhoncus ut venenatis nec, cursus id orci. Aliquam non magna ipsum. Curabitur in nunc massa. Integer semper nisi eu nulla pretium id consectetur libero porttitor. Suspendisse blandit justo nec elit ultrices hendrerit. Morbi sodales pretium mi, vel faucibus erat hendrerit vitae. Donec posuere odio eget erat eleifend fermentum ut vitae mauris. Nam semper lobortis lacus, vitae molestie ligula.



Pasco

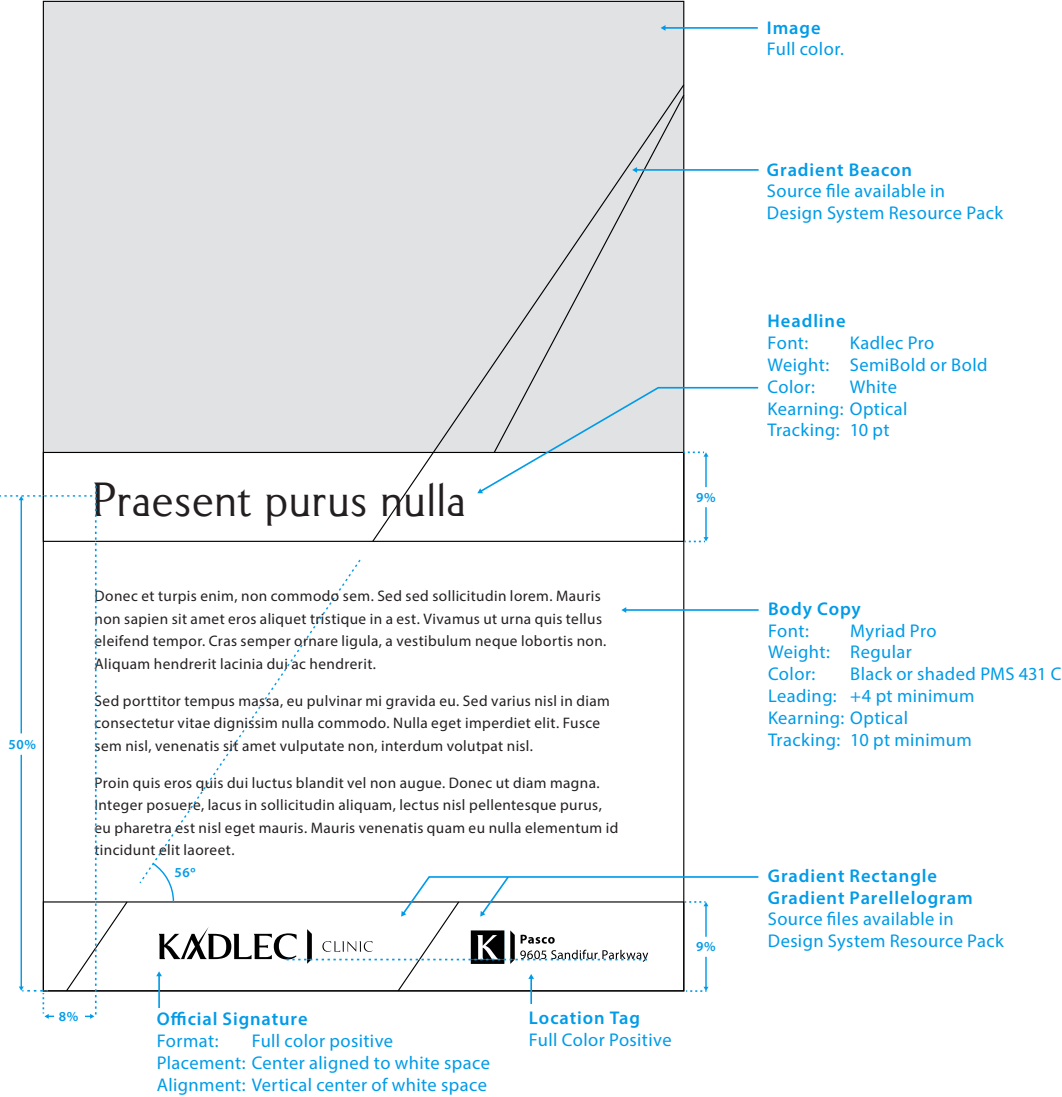
9605 Sandifur Parkway

www.kadlecclinics.org

Design System 3

PORTRAIT

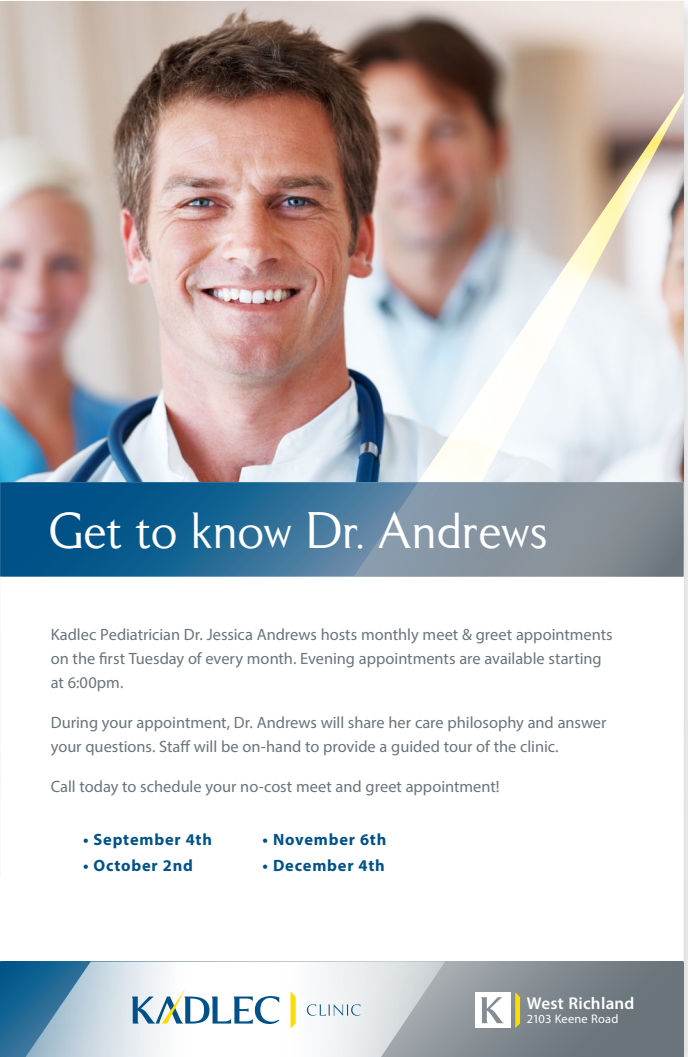
This Design System features multiple gradients, introducing Kadlec’s Blue, Slate, and Gray harmoniously. Our Beacon shape becomes a central component of this system, making use of crisp diagonals to create unique spaces for content. Design System 3 provides a stable balance of image and text, while highlighting our expanded color palette and shapes. Is it for both promotional and information purposes.



Design System 3

PORTRAIT

This is an example of an on-brand Design System 3 portrait promotional product. Note the use of gradient from Blue to Gray, while preserving clean, white real estate for the Signature. We do not recommend recreating shapes and color fields for this Design System, but rather using a pre-built template available through Kadlec’s Marketing Department.



Design System 3

LANDSCAPE

This Design System features multiple gradients, introducing Kadlec’s Blue, Slate, and Gray harmoniously. Our Beacon shape becomes a central component of this system, making use of crisp diagonals to create unique spaces for content. Design System 3 provides a stable balance of image and text, while highlighting our expanded color palette and shapes. Is it for both promotional and information purposes.

Image
Full color.

Overlay Slant
Color: White or PMS 5445 C
Opacity: 40%

Headline
Font: Kadlec Pro
Weight: SemiBold or Bold
Color: PMS 2955 C
Kerning: Optical
Tracking: 10 pt

Body Copy
Font: Myriad Pro
Weight: Regular
Color: Black
Leading: +4 pt minimum
Kerning: Optical
Tracking: 10 pt minimum

Gradient Beacon
Gradient Rectangle
Gradient Parallelogram
Source files available in Design System Resource Pack

Official Signature
Format: Primary Reverse on PMS 2955 C

Location Tag
Full Color Positive

12%

12%

56°

62°

Get to know Dr. Andrews

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

KADLEC CLINIC

K Pasco
9605 Sandifur Parkway

Design System 3

LANDSCAPE

This is an example of an on-brand Design System 3 landscape promotional product. Note the use of gradient from Blue to Gray, while preserving clean, white real estate for the Signature. We do not recommend recreating shapes and color fields for this Design System, but rather using a pre-built template available through Kadlec’s Marketing Department.



Get to know Dr. Andrews


Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.


During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Call today to schedule your no-cost meet and greet appointment!

- September 4th
- October 2nd

- November 6th
- December 4th





West Richland

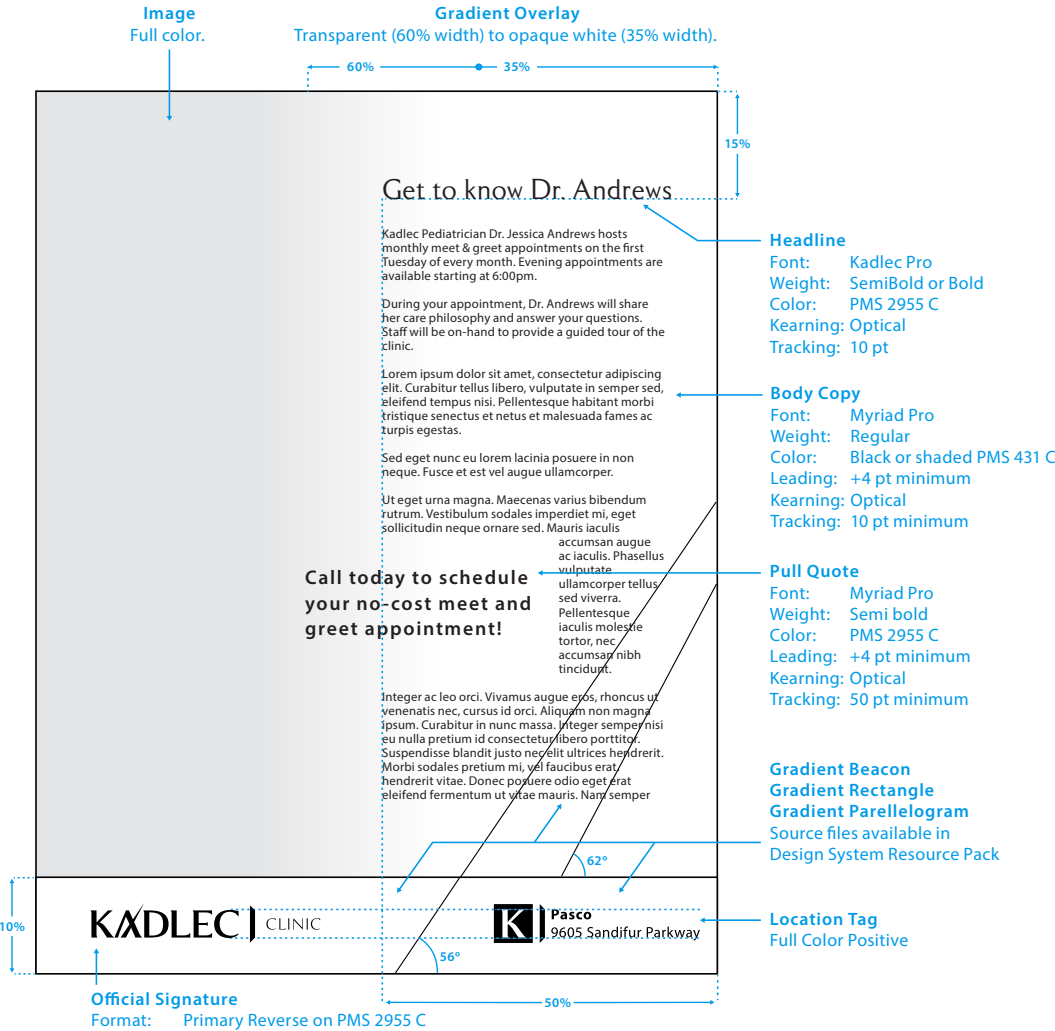
2103 Keene Road

www.kadlecclinics.org

Design System 4

PORTRAIT

This Design System is an interpretation of System 3, focusing core brand identity elements on the footer, and simplifying the color palette somewhat. This layout accommodates more text, making it ideal for informational collateral, while still allowing imagery to be a priority.



Design System 4

PORTRAIT

This is an example of an on-brand Design System 4 portrait product. We do not recommend recreating shapes and color fields for this Design System, but rather using a pre-built template available through Kadlec’s Marketing Department.



Get to know Dr. Andrews

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed eget nunc eu lorem lacinia posuere in non neque. Fusce et est vel augue ullamcorper.

Ut eget urna magna. Maecenas varius bibendum rutrum. Vestibulum sodales imperdiet mi, eget sollicitudin neque ornare sed. Mauris iaculis accumsan augue ac iaculis. Phasellus vulputate ullamcorper tellus sed viverra. Pellentesque iaculis molestie tortor, nec accumsan nibh tincidunt.

Integer ac leo orci. Vivamus augue eros, rhoncus ut venenatis nec, cursus id orci. Aliquam non magna ipsum. Curabitur in nunc massa. Integer semper nisi eu nulla pretium id consectetur libero porttitor. Suspendisse blandit justo nec elit ultrices hendrerit. Morbi sodales pretium mi, vel faucibus erat hendrerit vitae. Donec posuere odio eget erat eleifend fermentum ut vitae mauris. Nam semper lobortis lacus, vitae molestie ligula posuere eu.

Call today to schedule your no-cost meet and greet appointment!





Design System 4

LANDSCAPE

This Design System is an interpretation of System 3, focusing core brand identity elements on the footer, and simplifying the color palette somewhat. This layout accommodates more text, making it ideal for informational collateral, while still allowing imagery to be a priority.

Image
Full color.

Gradient Overlay
Transparent (70% width) to opaque white (50% width).

Overlay Slant
Color: PMS 427 C
Opacity: 40%

Headline
Font: Kadlec Pro
Weight: SemiBold or Bold
Color: PMS 2955 C
Kerning: Optical
Tracking: 10 pt

Body Copy
Font: Myriad Pro
Weight: Regular
Color: Black or shaded PMS 431 C
Leading: +4 pt minimum
Kerning: Optical
Tracking: 10 pt minimum

Pull Quote
Font: Myriad Pro
Weight: Semi bold
Color: PMS 2955 C
Leading: +4 pt minimum
Kerning: Optical
Tracking: 50 pt minimum

Gradient Beacon
Gradient Rectangle
Gradient Parellelogram
Source files available in Design System Resource Pack

Location Tag
Full Color Positive

Official Signature
Format: Primary Reverse on PMS 2955 C

10%

70% 50%

62° 56°

Get to know Dr. Andrews

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed eget nunc eu lorem lacinia posuere in non neque. Fusce et est vel augue ullamcorper.

Ut eget urna magna. Maecenas varius bibendum rutrum. Vestibulum sodales imperdiet mi, eget sollicitudin neque ornare sed. Mauris iaculis accumsan augue ac iaculis. Phasellus vulputate ullamcorper tellus sed viverra. Pellentesque iaculis molestie tortor, nec accumsan nibh tincidunt.

Integer ac leo orci. Vivamus augue eros, rhoncus ut venenatis nec, cursus id orci. Aliquam non magna ipsum. Curabitur in nunc massa. Integer semper nisi eu nulla pretium id consectetur libero porttitor. Suspendisse blandit justo nec elit ultrices hendrerit. Morbi sodales pretium mi, vel faucibus erat hendrerit vitae.

Donec posuere odio eget erat eleifend fermentum ut vitae mauris. Nam semper lobortis lacus, vitae molestie ligula posuere eu. Suspendisse ullamcorper sagittis euismod. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam convallis porta est, semper vestibulum neque gravida ac. Integer ac mollis nisi.

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed eget nunc eu lorem lacinia posuere in non neque.

Fusce et est vel augue ullamcorper pellentesque. Ut eget urna magna. Maecenas varius bibendum rutrum. Vestibulum sodales imperdiet mi, eget sollicitudin neque ornare sed. Mauris iaculis accumsan augue ac iaculis. Phasellus vulputate ullamcorper tellus sed viverra. Pellentesque iaculis molestie tortor, nec accumsan nibh tincidunt sed.

Call today to schedule your no-cost meet and greet appointment!

KADLEC CLINIC

Pasco
9605 Sandifur Parkway...

Design System 4

LANDSCAPE

This is an example of an on-brand Design System 4 portrait product. Note the potential to use multiple columns for text layout. We do not recommend recreating shapes and color fields for this Design System, but rather using a pre-built template available through Kadlec’s Marketing Department.



Get to know Dr. Andrews

Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.

During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed eget nunc eu lorem lacinia posuere in non neque. Fusce et est vel augue ullamcorper.

Ut eget urna magna. Maecenas varius bibendum rutrum. Vestibulum sodales imperdiet mi, eget sollicitudin neque ornare sed. Mauris iaculis accumsan augue ac iaculis. Phasellus vulputate ullamcorper tellus sed viverra. Pellentesque iaculis molestie tortor, nec accumsan nibh tincidunt.

Integer ac leo orci. Vivamus augue eros, rhoncus ut venenatis nec, cursus id orci. Aliquam non magna ipsum. Curabitur in nunc massa. Integer semper nisi eu nulla pretium id consectetur libero porttitor. Suspendisse blandit justo nec elit ultrices hendrerit. Morbi sodales pretium mi, vel faucibus erat hendrerit vitae.

Donec posuere odio eget erat eleifend fermentum ut vitae mauris. Nam semper lobortis lacus, vitae molestie ligula posuere eu. Suspendisse ullamcorper sagittis euismod. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam convallis porta est, semper vestibulum neque gravida ac. Integer ac mollis nisl.


Kadlec Pediatrician Dr. Jessica Andrews hosts monthly meet & greet appointments on the first Tuesday of every month. Evening appointments are available starting at 6:00pm.


During your appointment, Dr. Andrews will share her care philosophy and answer your questions. Staff will be on-hand to provide a guided tour of the clinic.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tellus libero, vulputate in semper sed, eleifend tempus nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed eget nunc eu lorem lacinia posuere in non neque.

Fusce et est vel augue ullamcorper pellentesque. Ut eget urna magna. Maecenas varius bibendum rutrum. Vestibulum sodales imperdiet mi, eget sollicitudin neque ornare sed. Mauris iaculis accumsan augue ac iaculis. Phasellus vulputate ullamcorper tellus sed viverra. Pellentesque iaculis molestie tortor, nec accumsan nibh tincidunt sed.

Call today to schedule your no-cost meet and greet appointment!





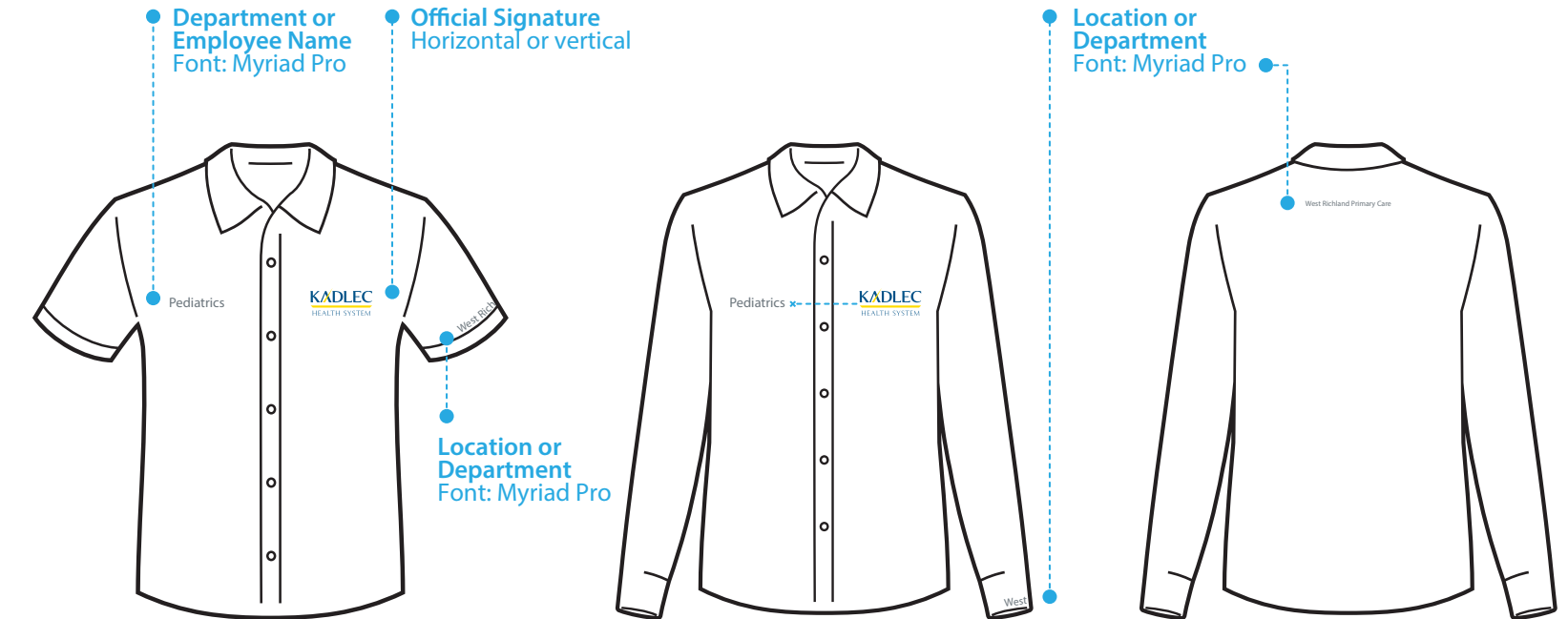
Apparel

LAYOUT

We're proud to be a part of Kadlec and the valuable services it provides to the community. A key way we can show that pride and be identified as part of the Kadlec team is by wearing Kadlec branded apparel.

As with the rest of the Kadlec brand standards, Kadlec apparel is to be guided by some simple rules that keep Kadlec's brand clear and uniform. Kadlec apparel may include three of the following four categories of information:

1. **Kadlec Signature (*required on all apparel*)** - Always placed on the left breast, the Kadlec Signature may stand alone, or may be locked up with a business unit in an approved Business Unit Signature. No other information may be present on the left breast.
2. **Department (*optional*)** - The Department may be placed on EITHER the right breast, the left cuff, or on the upper back.
3. **Employee Name (*optional*)** - The employee name, if present, may only exist on the right breast.
4. **Location (*optional*)** - The location (example: West Richland Primary Care) may be placed on EITHER the left cuff or on the upper back.

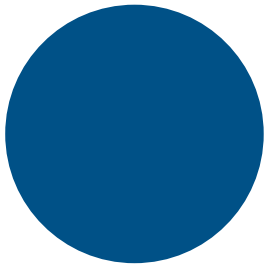


Apparel

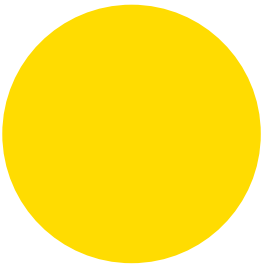
THREAD COLOR

All reasonable effort should be made to match the PANTONE values of the Kadlec colors. The following are the nearest approximate match to those values within the Robison Anton polyester thread system. For all other thread brands, please use best judgement, and compare thread color directly to a PANTONE printed color swatch of Kadlec colors.

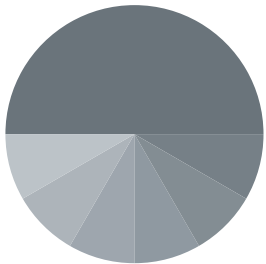
Always compare thread colors to PANTONE color swatches to confirm a match, even when using these defined values.



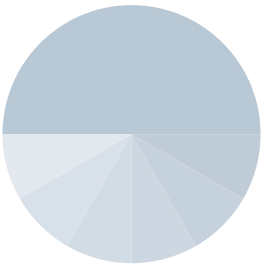
Blue
PANTONE 2955 C
RA #122: 2534
Salem Blue



Gold
PANTONE 109 C
RA #122: 9051
Golden Stargazor



Gray
PANTONE 431 C
RA #122: 2407
Metal



Slate
PANTONE 5435 C
RA #152: 6617
Pro Twinkle

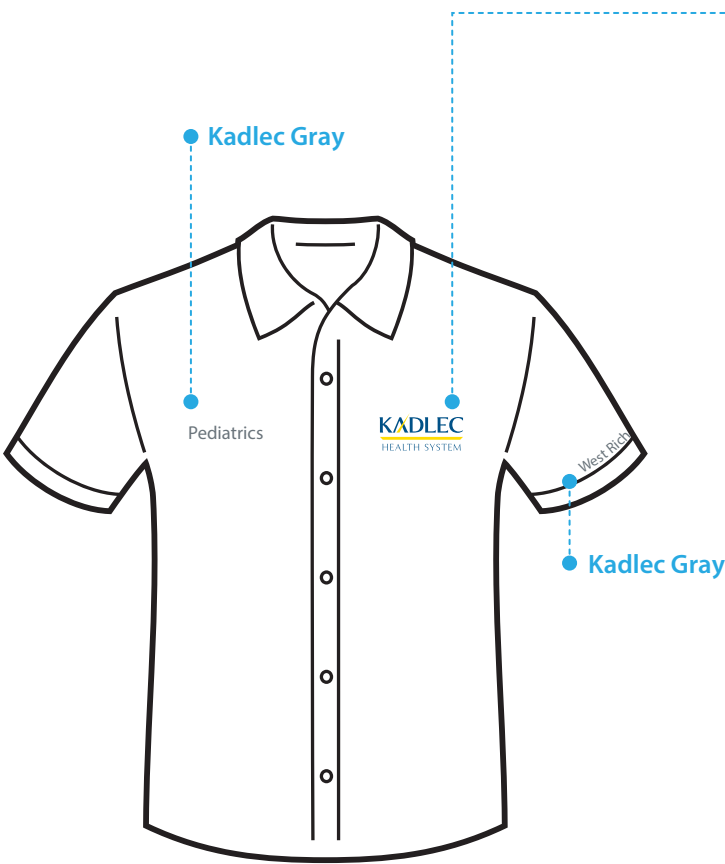
Apparel

WHITE CLOTH

Kadlec apparel signatures and cloth color follow the Signature Color page of this standard. Apparel cloth colors can be white, black, Kadlec Blue, Kadlec Gray, and Kadlec Slate. Kadlec Gold is the only Kadlec color that can not be a cloth color as it is not allowed to back the Kadlec signature.

Each cloth color has a range of signature configurations appropriate to that color. Please consult the following to guide the application of the correct signatures to cloth colors.

White cloth has the greatest range of allowable signatures. Gray thread is to be used for information located on the right breast and left sleeve.



Signature Options:
Kadlec only or Kadlec + Business Unit

KADLEC
HEALTH SYSTEM Full color positive

KADLEC
HEALTH SYSTEM Grayscale positive

KADLEC
HEALTH SYSTEM 1-Color positive blue

KADLEC
HEALTH SYSTEM 1-Color positive black

KADLEC | HEALTH SYSTEM Full color positive

KADLEC | HEALTH SYSTEM Grayscale positive

KADLEC | HEALTH SYSTEM 1-Color positive blue

KADLEC | HEALTH SYSTEM 1-Color positive black

Apparel

BLUE CLOTH

Blue cloth has 4 allowable signatures. White thread is to be used for information located on the right breast and left sleeve.

Please consult the following to guide the application of the correct signatures to blue cloth.

● White

Pediatrics

KADLEC
HEALTH SYSTEM

West Rich

● White

● Signature Options:
Kadlec only or Kadlec + Business Unit

KADLEC
HEALTH SYSTEM

2-Color negative on blue

KADLEC
HEALTH SYSTEM

1-Color negative on blue

KADLEC | HEALTH SYSTEM

2-Color negative on blue

KADLEC | HEALTH SYSTEM

1-Color negative on blue

Apparel

SLATE CLOTH

Slate cloth has 4 allowable signatures. White thread is to be used for information located on the right breast and left sleeve.

Please consult the following to guide the application of the correct signatures to slate cloth.

● White

Pediatrics

KADLEC
HEALTH SYSTEM

West Rich

● White

● Signature Options:
Kadlec only or Kadlec + Business Unit

KADLEC
HEALTH SYSTEM

Full color positive on slate

KADLEC
HEALTH SYSTEM

1-Color positive on slate

KADLEC | HEALTH SYSTEM

Full color positive on slate

KADLEC | HEALTH SYSTEM

1-Color positive on slate

Apparel

GRAY CLOTH

Gray cloth has 4 allowable signatures. White thread is to be used for information located on the right breast and left sleeve.

Please consult the following to guide the application of the correct signatures to gray cloth.

● White

Pediatrics

KADLEC
HEALTH SYSTEM

West Rich

● White

● Signature Options:
Kadlec only or Kadlec + Business Unit

KADLEC
HEALTH SYSTEM

2-Color negative on gray

KADLEC
HEALTH SYSTEM

1-Color negative on gray

KADLEC | HEALTH SYSTEM

2-Color negative on gray

KADLEC | HEALTH SYSTEM

1-Color negative on gray


Apparel

BLACK CLOTH


Black cloth has 6 allowable signatures. White thread is to be used for information located on the right breast and left sleeve.

Please consult the following to guide the application of the correct signatures to black cloth.


● White




● Signature Options:
Kadlec only or Kadlec + Business Unit




2-Color negative on black




1-Color negative on black




2-Grayscale on black



2-Color negative on black



1-Color negative on black



1-Color negative on black

93

Swag

EXAMPLES

The Kadlec signature can be applied to a number of materials of different sizes, shapes and purposes - some examples of which are on the facing page. Protecting the Kadlec signature and brand identity are of utmost importance. Remember the following when applying the Kadlec signature to various items of swag:

1. Do not allow the signature to lock up to any information other than Business Units and partnering brands in appropriate, approved formats.
2. Whenever possible, follow clear zone rules.
3. Whenever possible, give the Kadlec signature a full side of the object to itself.
4. Supporting information, like locations or phone numbers, is to be displayed in Myriad Pro font.



Contacts

All brand-related inquiries can be directed to Kadlec’s Marketing Department or our Agency of Record via any of the contacts provided here. Our Marketing Department serves as the central authority and promoter of our brand, and can provide consultation, direction, recommendations, and on-brand assets.

Marketing Department

Nan Domenici

Marketing Director
509-942-2923
Nan.Domenici@kadlecmed.org

Nikki Ostergaard

Marketing Specialist
509-942-2976
Nikki.Ostergaard@kadlecmed.org

Stephanie Williams

Maketing & Business
Development Coordinator
Kadlec Clinic
509-942-3240
Stephanie.Williams@KadlecClinics.org

Agency of Record

Imageworks

509-545-9100
info@imageworks.co

Glossary

The brand world uses a unique vocabulary. Refer to this list of terms and their definitions for clarity.

Beacon

The sharp, slanted symbol in our Signature that runs through the letter ‘A’ in KADLEC.

Brand

Reputation. The collective set of perceptions, beliefs, values, and emotions evoked by an organization, product, or service.

Brand Lenses

Human qualities and characteristics that best define organizational personality.

System

A layout architecture that unites intentional visual elements to repeatedly communicate the desired brand personality.

Clear Zone

A protective margin surrounding the Signature(s) that is kept clear of any distracting imagery, typography or other visual component.

CMYK

The color model used for color printing.

HEX CODE

Hexidecimal codes are 6-character strings that refer to specific RGB colors. They are primarily used in web programming.

Logotype

The custom-rendered letters in a Signature, typically the name of the brand.

Negative Space

Areas within a layout that are deliberately left free of type, headlines, photos, shapes, etc., to create balance and visual relief.

PANTONE® (or PMS)

The registered trademark of PANTONE® Inc., a color-matching system used internationally to accurately communicate specific colors.

Partner-Brand

A sponsor or affiliate brand that is affiliating with our brand, primarily through advertising or promotion.

Positive Signature

When the signature appears darker in value than its background.

Reverse Signature

When the signature appears white or lighter in value than its background.

RGB

The color model used digitally/on-screen.

Ribbon

The horizontal blue bar in our Design System that houses our Primary Signature.

Rule

Typically a dividing element used in Brand Identity to separate, yet link components.

Sans-serif

A typestyle with no serifs and little contrast between thick and thin strokes.

Seal

An emblem, figure, symbol, word, letter, or combination of these, used as attestation or evidence of authenticity or authority.

Serif

A crossline or variation appearing at the ends of the main strokes of a type character.

Shade

Darkening a color by adding black.

Signature

The graphic combination of shape and color that communicate a company’s name. Commonly referred to as a logo.

Slogan

A short, striking or memorable phrase used in branding and advertising.

Spot Color

A solid PANTONE® color printed in addition to another color or colors.

Tint

Lightening a color by adding white.

Typeface

The letters, numbers and symbols that comprise a font.



© 2012 Kadlec Health System. All rights reserved.

Kadlec, its subsidiaries, affiliates, and products are trademarks of Kadlec Health System. Unauthorized use of any of its trademarks or trade names is expressly prohibited. Use of any Kadlec trademarks, logos, and trade names requires prior written permission.