


Brand Standards



FAIRFAX
NORTHERN
VIRGINIA

HEMATOLOGY
ONCOLOGY P.C.

The background is a solid teal color. Overlaid on this is a large, stylized lotus flower graphic. The lotus is composed of several layers of petals, each represented by a curved, teardrop-like shape. The petals are a lighter shade of teal than the background, creating a subtle, elegant design. The lotus is centered vertically and horizontally on the page.

Brands are icons of our society, reflecting our personal preferences, values, and lifestyles. A brand is much more than something tangible such as a label, logo-type, style, or feature. In other words, it does not consist of rational features and benefits. A brand is created in the hearts and minds of the consumer. Brands are an emotional connection with people—way beyond rational reasoning and logic, patient care, healthy outcomes, or innovative research alone.

Protecting the FNVHO Brand

The brand of Fairfax Northern Virginia Hematology Oncology (FNVHO) represents a “promise” of what the practice is going to accomplish, and what people who work with us and we work for are going to experience with the organization. We must support and protect the brand by delivering on the two-fold aspect of those expectations: caring for our community... one patient at a time; exceptional care without compromise.

Our Brand Values

For more than thirty years, Northern Virginia Hematology Oncology (FNVHO) has built a reputation for exceptional care, uncompromising quality, and innovative research. Recently we have developed a renewed vision for the practice. To underscore this revitalization, we're proud to introduce an updated corporate identity, consistent with our core brand values.

Our brand creates a unique, compelling position that distinguishes the practice within a highly diverse and segmented marketplace. The brand builds on our primary strengths, communicating a nuanced balance of heritage, leadership, and innovation. As we continue to produce consistently branded, high quality communications, our patients, physicians and community will feel ever more confident that FNVHO is an exceptional and caring practice now and in the future.



This brand identity is bold and distinctive, with an eye toward defining our future. Used skillfully and properly, it will help communicate our dedication to excellence, our commitment to exceptional care, and the reputation for top quality of our premier practice. To be successful, our identity system must be presented in a coordinated, consistent way throughout the practice. We hope you will share our enthusiasm for our new identity and steward its careful implementation.

Why Identity Standards?

Research has shown that high quality and consistent application of a practice's brand identity helps develop positive and powerful perceptions of the practice. This requires setting and meeting ongoing standards for visual identity.

Building a practice's identity and enhancing its brand image require commitment and discipline. Rather than restricting creativity or hindering communication, consistent implementation of the identity system increases awareness and thus builds recognizable brand equity. Brands we come into contact with every day—Nike, Coca Cola, MasterCard, even the Pink Panther—all know this to be true and guard their brands zealously against misuse.

What Are The Brand Elements?

The FNVHO brand signature is the cornerstone of our brand identity system. It is the visual representation of who we are and what we do. We use the signature to identify our communications. Being unique and proprietary, it unifies our identity in a dynamic presentation.

Composed of both a symbol and a wordmark, the logotype forms the basis of our brand signature.

How Does It Work?

Our visual identity system has three key elements: logotype, color palette, and typography. These elements are an integral part of a wide range of communications, including stationery, publications, signage and promotional items, advertisements, websites, among others. Carefully balancing these elements is key to developing a clear and consistent public image.

Because the proportions, shape, and spacing of the signature are critical to its consistency, only authorized copies of the logotype may be used for reproduction.

When Does It Apply?

This identity guide lays out the fundamental parameters for visual decision-making when producing both printed and electronic materials on behalf of the practice. In this manual you will find guidance on color usage, logotype treatment, typography selection, photographic options, publication examples, and the proper use of graphic elements. The goal of this publication is to provide a framework for creating a well-defined and consistently applied graphic identity.

The Brand Signature

Consistent treatment of the FNVHO signature is crucial for maintaining a strong, recognizable identity. Composed of both a symbol and a wordmark, the logotype must be displayed prominently and correctly in all printed and electronic materials.

The logotype may not be redesigned or embellished. It may reproduced only from original, digital files supplied by FNVHO's Marketing Communications Department. To maintain the logotype's overall proportions, integrity of design, and clarity, never "build" it using graphics and keyed-in text.

For most applications, use of the complete practice signature in the orange, green and gray color scheme is preferred (see example, top right). Alternates are shown where the standard color choices are not available.

The growth symbol may be used as a secondary, supporting application (either as a standalone or background element), but should not be considered a replacement for the logotype.

Primary

Preferred Use: Three-color logotype (orange, green and gray)



Two-color logotype (orange and green)



One-color logotype (black)




Secondary


Two-color symbol (orange and green)




Primary Colors



Green PMS 5555




Orange PMS 1505




Gray PMS 431

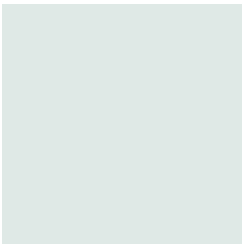
Primary Tints




60% PMS 5555



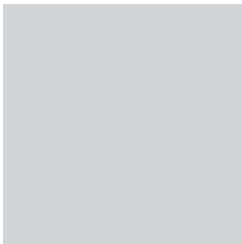
40% PMS 5555



20% PMS 5555




70% PMS 431




30% PMS 431


Secondary Colors




Teal PMS 5473



Red PMS 1807




Yellow PMS 122

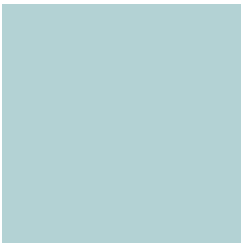


Blue PMS 295


Secondary Tints



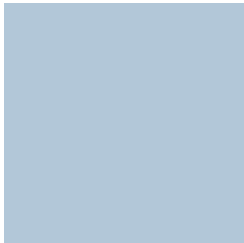
70% PMS 5473



30% PMS 5473



70% PMS 295



30% PMS 295

The colors shown on these pages have not been evaluated by Pantone, Inc. for accurate PANTONE® Color Standards and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

The Color Palette

Color is one of the key building blocks in visual communications. Color grabs the viewer's attention, evokes emotions and communicates characteristics associated with our brand. Consistent use of signature colors underscores recognition among our key audiences.

Our primary color palette is composed of Green (Pantone® 5555), Orange (Pantone 1505) and Gray (Pantone 431).

Standardization of our colors is necessary for printing inks, electronic media, paints, acrylic inks and acrylics. Different formulas have been developed for each because each application requires a different process. So be sure and have your vendor stick to these formulas.

Several secondary colors (as well as associated tints) are recommended for use (in a supporting role) when preparing visual communications, but should not be used in the brand signature.

	Green	PMS 5555
	Orange	PMS 1505
	Gray	PMS 431
	60%	PMS 5555
	40%	PMS 5555
	20%	PMS 5555
	70%	PMS 431
	30%	PMS 431
	Teal	PMS 5473
	Red	PMS 1807
	Yellow	PMS 122
	Blue	PMS 295
	70%	PMS 5473
	30%	PMS 5473
	70%	PMS 295
	30%	PMS 295

Primary Typeface Family

ITC Berkeley Medium

ITC Berkeley Italic

ITC Berkeley Bold

ITC Berkeley Bold Italic

Complimentary Typeface Family

Helvetica Neue 45 Light

*Helvetica Neue 46 Light Italic***Helvetica Neue 85 Heavy*****Helvetica Neue 86 Heavy It.***

For continuity and simplicity, we only use two type families in our communications: ITC Berkeley Oldstyle and Helvetica Neue. These type families have been chosen because of their clarity, legibility, versatility and practicality. If these typefaces are not available, please choose a typeface with similar characteristics. This applies to business documents, correspondence, email, promotional material, displays, product labels, signs, websites and other media.

Type Specimens

FOR MORE THAN THIRTY YEARS, *Fairfax Northern Virginia Hematology Oncology (FNVHO)* has contributed greatly to the campaign against cancer and diseases of the blood by offering advancements in technology, treatment, early detection and clinical trials. For residents throughout northern Virginia this means the chances of beating cancer are better than ever.

Illustrating the outpatient emphasis of cancer treatment, FNVHO's cancer care and blood disorder specialists work closely with you and your family to create an individual treatment plan that provides for your physical and emotional health, all in the familiar setting of your community.

Emphasis Line: ITC Berkeley Bold, 14/24, C/SC, +80 tracking
Body Type: ITC Berkeley Italic, 12/24, -10 tracking

Medical Oncology

Through its physicians and highly skilled oncology clinical staff, Fairfax Northern Virginia Hematology Oncology offers quality care for patients battling all types of cancers.

The FNVHO team works with patients to ensure that they are receiving the best, individualized treatment plan possible. We closely monitor each patient's progress and provide education for the various forms of cancer and the temporary side effects of chemotherapy.

Hematology

Fairfax Northern Virginia Hematology Oncology specializes in hematology which is the field of medicine concerning the blood, and the generation of blood in the bone marrow. Hematology studies the red and white blood cells, their relative proportions and general cell health and the diseases that are caused by imbalances between them, notably leukemia, anemia, Hodgkin's disease, multiple myeloma and lymphoma.

Subhead: Helvetica Neue 85 Heavy, 12/14
Body Type: Helvetica Neue 45 Light, 10/14

Typography

Good typography is fundamental to graphic design standards. Consistent use of typefaces helps to further build our new identity.

Our new graphic design standards introduce a main typeface family — ITC Berkeley Oldstyle. Originally designed by Frederick Goudy, for the University of California Press at Berkeley in 1938, it was revived by Tony Stan in 1983 for the International Typeface Corporation. Chosen for its legibility and scholarly references, ITC Berkeley Oldstyle is a beautiful and distinguished text typeface.

Complimentary typefaces are recommended in communications, such as text. Along with the serif typeface ITC Berkeley Oldstyle, we recommend a complimentary sans-serif typeface, Helvetica Neue.

In applications where ITC Berkeley Oldstyle is not available, Times New Roman is acceptable. In applications where Helvetica Neue is not available, Arial is acceptable.

These preferred typefaces were chosen to define the FNVHO brand identity and should always be used if available.

FNVHO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

THE QUICK BROWN FOX jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

THE QUICK BROWN FOX *jumps over the lazy dog.*

Primary Typeface Family: ITC Berkeley Oldstyle

FNVHO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumps over the lazy dog.

Complimentary Typeface Family: Helvetica Neue

Minimum Clearance

A minimum amount of clearspace or a buffer zone should always surround the FNVHO brand signature, separating it from other elements, such as text, imagery, designs, or the outside edge of printed materials. This protected area preserves the legibility and visual impact of the logotype. The minimum clearspace is equal to one-half the height of the symbol.

Minimum Size

The FNVHO logotype should not be reproduced smaller than 22 millimeters (.875”) wide to ensure proper legibility.

The FNVHO logotype is a unique, specially drawn design and must be used consistently and may not be altered. The logotype may never be redrawn, traced or manipulated.

Authorized artwork for the logotype is available from FNVHO’s Marketing Communications Department.



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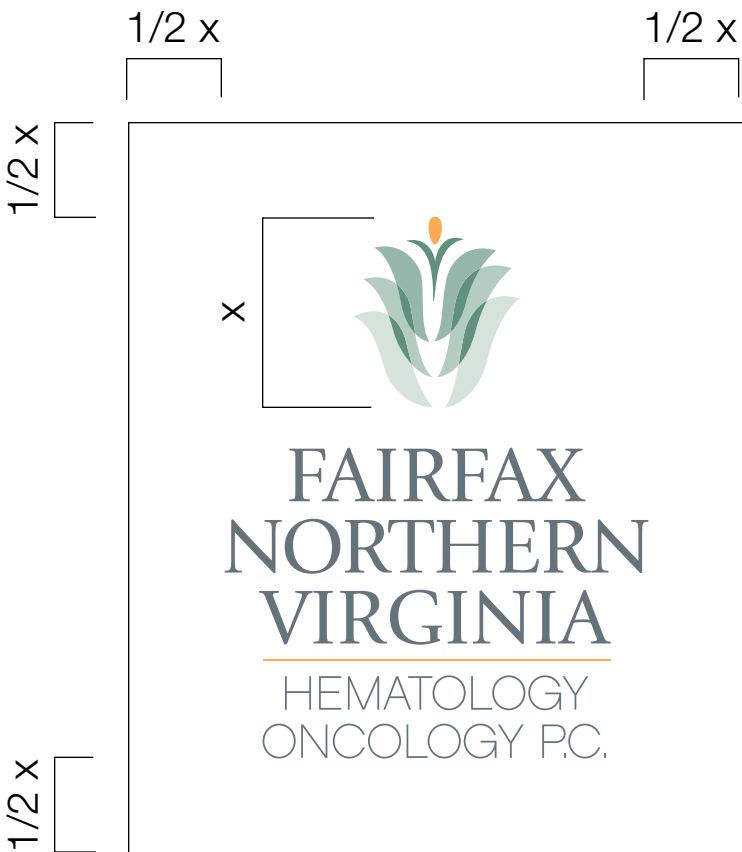


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22mm



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Avoid These Uses

The examples shown to the right (and following, on page 10) represent improper usage of the FNVHO logotype. They illustrate some, but not all, of the unacceptable uses.

In order to ensure maximum impact and brand integrity, the FNVHO logotype may not be altered or redrawn. Changing the logotype in any way will dilute its impact and detract from a consistent image.

The FNVHO logotype must be reproduced only from authorized artwork.



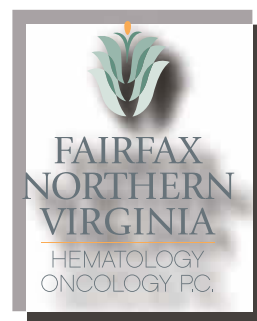
Do not place the logotype over discordant backgrounds



Do not use unapproved colors



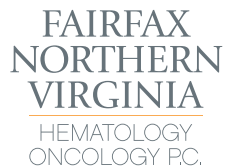
Do not distort or place the logo at any angle



Do not add a drop shadow



Do not surround the logotype with any other shape



Do not use the wordmark without the accompanying symbol



Do not change the size relationship between any elements



Do not reposition the elements or stack the logotype

Approach

The images we choose have a great deal of influence over the effectiveness of our communications. Basic guidance is offered in the selection of appropriate imagery for your application.

These guidelines are for general practice use only and may or may not influence specific application requirements for external print and electronic collateral and/or ongoing advertising campaigns.



Image Selection

Photography serves as a self-identifying cue for the audience and resonates on an emotional level. It also supports our mission of caring for our community... one patient at a time.

Look for:

- Uncommon perspective or angle
- Candid, human, caught-in-the-moment
- High-quality photography



Image search criteria:

- Ethnically diverse
- Families or couples
- Age mix
- Relaxed
- Friendship



Do not use:

- Cartoons
- Clip art

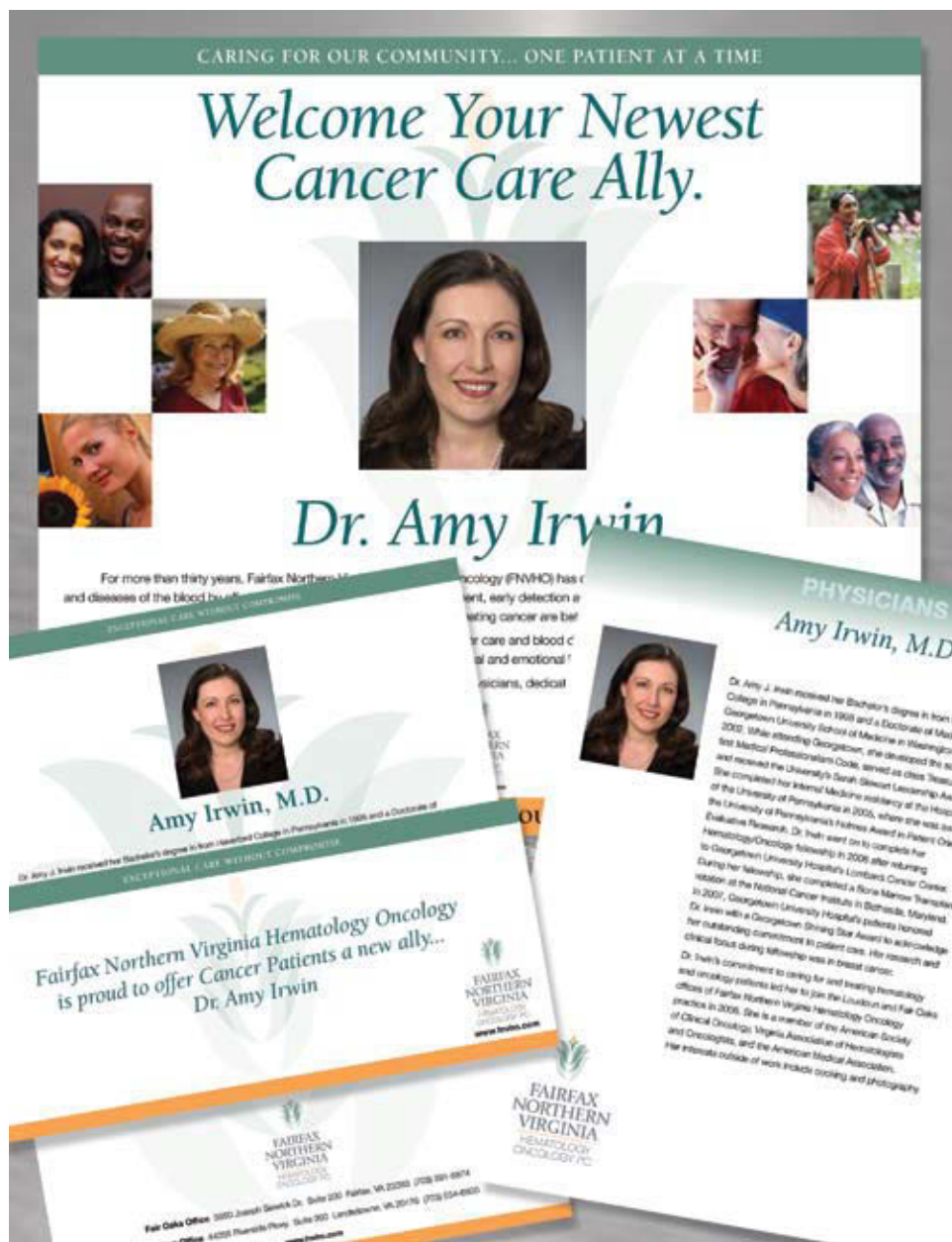
Please use medical and staff photography only where appropriate.

Examples

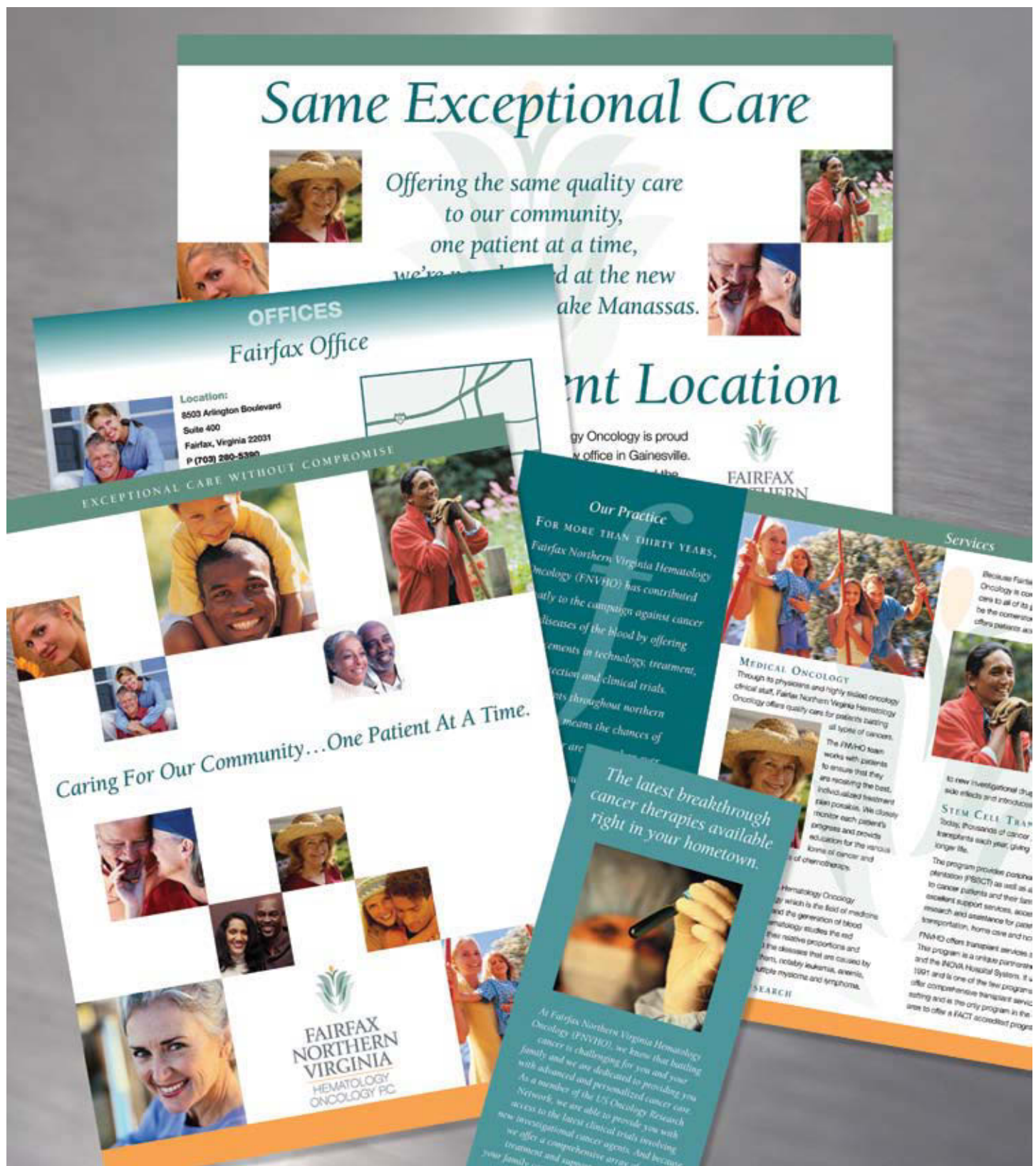
The goal for our collateral design system is to create a singularly uncommon brand statement using distinctive visual elements — grid structure, imagery, color palettes and typography.

Consistently adhering to our brand design principles ensures that we achieve a cohesive, effective and memorable communications platform.

These pages show examples of how the graphic standards have been put into practice.



Collateral program to introduce a new physician.



A suite of informational materials for both patient and referring physician outreach.

Logotype Protection

In order to protect our new signature, authorized and appropriate use of the logotype is essential. Continuity is assured only if the brand is used correctly and consistently. Likewise, it is important that third-party use of the FNVHO logotype is correctly applied. Its use by any third party must be authorized by the Marketing Communications Department.

Identity Management

The FNVHO identity system is managed by the Marketing Communications Department.

Resources (including electronic templates and authorized logotype artwork) are available for use by employees, subcontractors and vendors. As additional guidelines and new applications are developed, they will be made available.

Contact

For information on how to obtain additional copies of this publication, and other available identity guidelines and materials, please contact:

Marketing Communications
FNVHO
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Suite 401
Fairfax, Virginia 22031

