

Brand Identity Guidelines

September 2026



We're revolutionizing the healthcare system by putting the power back in the hands of the people. Our goal is to inspire, encourage and equip our patients with whatever they need at every step along the way. We have created our brand identity elements to reinforce our brand goals and build a recognizable and unifying expression in our market, both visually and through our written communication.

This guide outlines how we bring the details of our brand identity to life in our communication materials. Our brand voice, logo, colors, type and graphics work together to tell the unique story of the MemorialCare brand.



Table of Contents

Our brand

Brand platform.....	4
Brand voice.....	5
Masterbrand approach & system name	9
Nomenclature.....	10

Our logo

System logo.....	11
Logo with entity name & donor or department name type treatment.....	12
Logo sizes	13
Clear space.....	14
Staging & alignments.....	15
Staging with entities boilerplate.....	16
Misuse.....	19

Our typography

Museo Sans.....	20
Corbel & basic typesetting principles	21

Our color

Primary palette & support palette.....	22
Compassionate & thriving palettes	23
Color use and combinations	25
Misuse.....	26

Our photography

Lifestyle photography.....	28
Medical photography	29
Abstract photography	30

Our design system

Angled shape.....	31
Specifications for gradient over images.....	32
Application examples	33
Layout examples	34
Language Examples.....	35
Iconography	36

Miller Children's & Women's

Hospital logo

Our logo.....	37
Our typography	43
Our color.....	47
Our photography	49
Our design system	51

Co-Branding with MemorialCare

The MemorialCare brand	71
what co-branding is	72
when MemorialCare should co-brand	72
Which co-branding strategy should be used.....	73
Co-branding strategies - overview	74
1. Co-master-50/50 linked co-branding.....	75
2. Owner-led dominant co-branding.....	76
3. Ingredient co-branding	77
4. Communications-based co-branding.....	78
General requirements for co-branding.....	79

Joint venture brand guidelines

Waveimaging

Partnership/communications

Partners	85
Partnership venture	86
Communications	87

Logo

Waveimaging logo.....	88
Logo with entity name & Color formats and backgrounds	89
Clear space	90
Logo sizes.....	91
Staging & alignments	92
Misuse	93

Typography

Museo sans.....	94
Calibri & basic typesetting principles.....	95

Colors

Main palette & support palette.....	96
-------------------------------------	----

Photography

Waveimaging photography	97
Lifestyle photography	98
Medical photography.....	99

Our design system

Application examples	100
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Our brand

Our brand platform is the strategic foundation of our organization. Never consumer-facing, the platform should be viewed as an internal guide and decision-making tool for the organization.

Brand platform

Our reason for being <i>Why we do what we do, the higher level purpose that drives us</i>	We Exist to Revolutionize Value		
We are committed to <i>The foundational elements that are core to who we are, differentiate us and, ultimately, guide the actions we take and the behaviors we exemplify</i>	People not profits We relentlessly push past the status quo and invest in efficiency-boosting, cost-reduction strategies to make premium care affordable for all.	Eliminating guesswork Knowledge is power, so we're an open book when it comes to your health. We make it easy to access all of the information you need to fully understand your care.	Unlimited capabilities Unsurpassed depth and breadth means more opportunities to create connections that last a lifetime. From the biggest moments to the smallest, we have everything you need.
We are <i>The attributes we exhibit to ensure a consistent brand experience each and every time</i>	Savvy Perpetually seeking a better way. Champions of efficiency, advancement and optimization.	Honest Upholding truth and transparency and serving as the source for answers and clarity in a confusing world.	Steadfast Providing a lifetime of peace of mind, embodying strength and constancy.
Our experience <i>What we deliver, how it's distinct from our competitors and why it matters to those we serve</i>	Putting you in control		

Our brand

Brand voice

What is brand voice?

Just as our logo and design bring the MemorialCare brand to life visually, the language we use and our style of writing are fundamental to our brand expression.

Our unique brand voice activates our savvy, honest and steadfast personality. Consistent use of our voice at every opportunity helps reinforce who we are and communicates what we stand for.

To create content using the MemorialCare brand voice, reference our unique set of voice principles and writing tactics. These pieces serve as inspiration and instruction for the way we sound.

What is a voice principle?

These are the big ideas that guide our voice. Voice principles create a unified, recognizable verbal experience wherever we connect with people across the organization.

What is a writing tactic?

Tactics are the specific methods that bring our principles to life through language. They are writing instructions, characterized by elements like style, structure, vocabulary and more.

The following pages explain our voice principles and tactics in more depth.

Our brand

Brand voice

Voice Principle 1

Because we are steadfast, we...

Inspire confidence

Writing tactics

- Express proficiency through an active voice. Always communicate definitively. ("Next, **this will** happen," "Our physicians **know** this," "We **have everything** you need").
- Encourage peace of mind by using words with positive connotations ("Bloom," "Expansive," "Glow," "Human," "Imagine," "Support," "Purpose," and "Rebound" are all examples of soft, positive words).
- Emphasize our role as an established, trusted resource by encouraging people to learn and employing a helpful, informational tone.

Don't

- Brag or come across as arrogant. While accomplishments and accolades are a big part of why we are confident, keep the focus on our audience and how we can benefit their lives.

Voice Principle 2

Because we are honest, we...

Keep it simple

Writing tactics

- Prioritize clarity and say only what needs to be said. Eliminate "fluff" from the body of text, and avoid using overly emotional language to make a point.
- Simplify using bullets, lists and call-outs that make identifying important information easy.
- Trust our audience. In the world of Google and Web M.D., our patients are smarter than ever before. Give them credit by using proper names for service lines and procedures and providing access to clear, comprehensive details in a way that humanizes but doesn't juvenilize.

Don't

- Be clinical and cold. Pair academic language with easy-to-understand, jargon-free explanations to balance facts with humanity.

Voice Principle 3

Because we are savvy, we...

Defy expectations

Writing tactics

- Push the boundaries of what's expected. Find new, creative ways to express ourselves instead of relying on healthcare clichés.
- Boldly introduce content with engaging headlines. Try keeping them short and dynamic, or use questions or exclamations.
- Put the consumer at the center of content by using first and second person, and frame content as a dialogue between the patient and the brand to personalize the experience and empower our audience ("I want to learn more" instead of "Learn more," "Need a doctor?" instead of "Find a doctor" and "We" instead of "MemorialCare").
- Use sentence case and punctuation for primary information, to create a conversational flow.

Don't

- Be too colloquial. Our content should feel creative and conversational but also reflect our quality, experience and standards.

Our brand

Brand voice

The example below is a before-and-after treatment of how our brand voice will change the way we express our message.

Before:

About MemorialCare Health System

MemorialCare Health System is a nonprofit integrated delivery system that includes five top hospitals—Long Beach Medical Center, Miller Children's & Women's Hospital Long Beach, Orange Coast Medical Center and Saddleback Medical Center—two medical groups—MemorialCare Medical Group and Greater Newport Physicians—a health plan—MemorialCare Select Health Plan—and numerous outpatient health centers, imaging centers and surgery centers throughout the Southland (Orange County and Los Angeles County).

An innovator in health care delivery, MemorialCare focuses on evidence-based, best-practice medicine. Our physicians and health care professionals study health care's best practices and work to implement them at all our medical centers. The results are outcomes that frequently exceed state and national averages.

MemorialCare has gained widespread recognition for our unique approach to health care. In 2012 the organization was identified as one of the top 100 integrated healthcare networks nationwide and top 10 in the West Region by IMS.

After:

Hello. We're pleased to meet you.

Let us introduce ourselves. We're MemorialCare, a nonprofit health system that includes five hospitals, two medical groups, a health plan and much more. As the largest health system in Orange County and Los Angeles County, we're confident that no matter what your needs are, we have the tools, teams and know-how it takes to support you every step of the way.

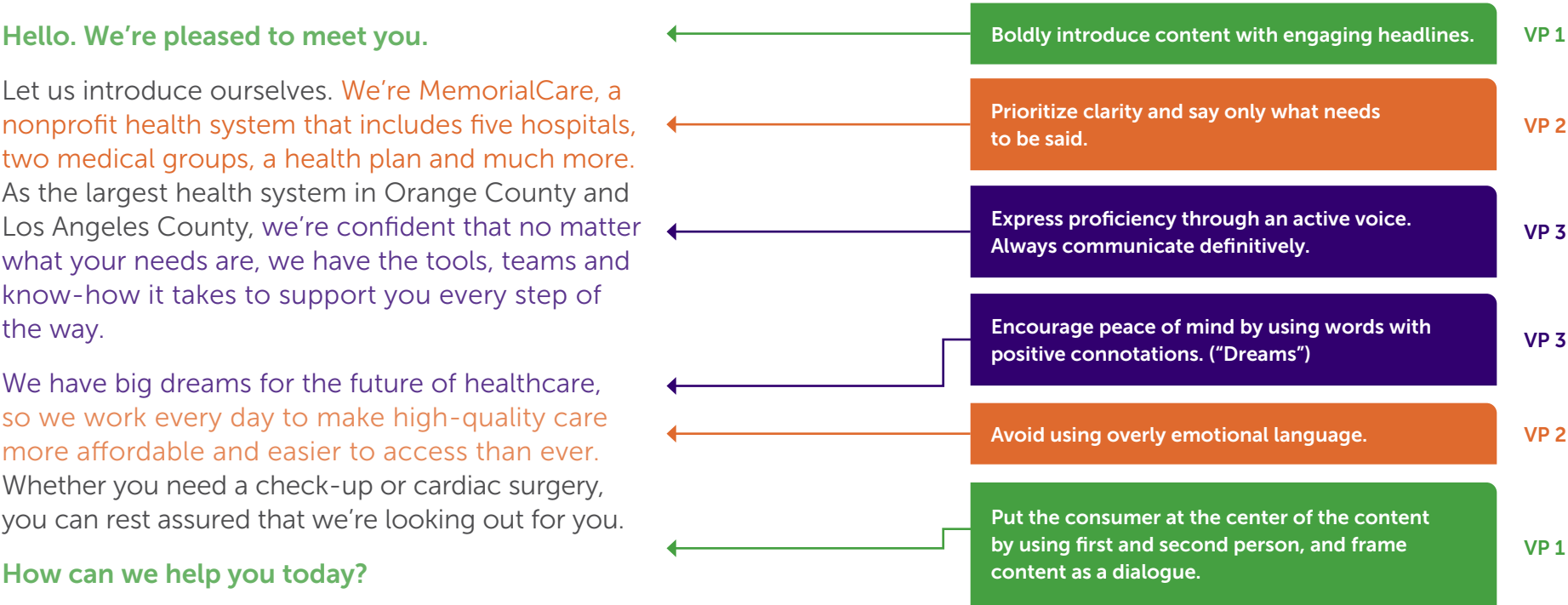
We have big dreams for the future of health care, so we work every day to make high-quality care more affordable and easier to access than ever. Whether you need a check-up or cardiac surgery, you can rest assured that we're looking out for you.

How can we help you today?

Our brand

Brand voice

The diagram below illustrates how our writing tactics work to reflect our voice in our communication.



A word bank can serve as voice inspiration and help generate on-brand ideas when you create content. This tool can grow and develop as we create more content and apply brand to more communications. The words here are broken out by voice principle category.

Because we are steadfast, we... Inspire confidence		Because we are honest, we... Keep it simple		Because we are savvy, we... Defy expectations	
Human	Dream	FAQs	Priority	Brand new	Optimize your care
Glow	Rebound	From A to Z	See the facts	Challenge	Unparalleled
Imagine	Bloom	Go-to	Step-by-step	Courage	Vital
Expansive	Opportunity	Here's what you need to know	What to expect	Game plan	How can we help you?
				Teammates	

Our brand

Masterbrand approach

A commitment to a masterbrand portfolio strategy with locked-up entities is the strongest way to connect the dots, signals we are an integrated system and enable us to build a unified organizational brand. This strategy allows us to focus our resources and bring the organization together in a way that is efficient, effective and scalable. In addition, a masterbrand strategy enables us to emphasize our strength as one organization while simultaneously simplifying our organization to proactively create clarity for the consumer experience.

System name

MemorialCare will be used as our system name, we are no longer referred to as MemorialCare Health System.



A masterbrand, locked-up logo

- Reinforces that we are an integrated system
- Overtly connects our system brand to our major entities
- Builds equity in MemorialCare by overtly leveraging our major entities



Our brand

Nomenclature

Institute: Institutes include research and other unique criteria focused on advancing medicine.

Institutes are physical entities that revolve around a central theme and meet four criteria:

- Represents an area of sustained strategic commitment for MemorialCare.
- Provides a broad scope of advanced integrated, multidisciplinary technology/devices. Clinical services are provided either internally or through affiliation(s).
- Engages in bench and/or clinical research designed to establish a differentiating standard of care for patients.
- Provides clinical training opportunities for residents and fellows, either internally or through affiliation(s).

Institutes may or may not include Centers and/or Programs.

In branding, Institutes that include Centers and/or Programs express these offerings underneath the umbrella Institute name in the hierarchy.

Center: Centers, which may fall within Institutes, meet a smaller set of criteria.

Centers designate a specialized area of focus within a clinical area or a range of services within a clinical category (disease, condition or population) and meet three criteria:

- Provides a wide range of integrated, coordinated services that may be multidisciplinary.
- Is supported by a centrally organized internal infrastructure specific to the services provided.
- Achieves threshold for clinical quality and/or patient volume requirements.

Centers may be part of an Institute or stand on their own. Centers may not include other Centers and may or may not include Programs.

In branding, Centers that are part of an Institute are shown underneath the umbrella Institute name in the hierarchy. Centers that are not part of an Institute are shown underneath the MemorialCare service line or other key entity name.

Program: A Program is used to name healthcare education and/or regimens (e.g., Wellness Program, Women Guiding Women Program, Community Safety Program). They are planned learning activities—with a specific area of focus—for patients, providers and others involved in healthcare.

A Program can be part of a Center and/or an Institute, or it can stand on its own.

In branding, a Program that is part of a Center and/or Institute is shown under the umbrella Center or Institute name in the hierarchy. Programs that are not part of a Center or an Institute are shown underneath the MemorialCare service line or other key entity name.

Nomenclature Examples

Institute: MemorialCare Orthopedic & Spine Institute

Center: Joint Replacement Center
Spine Health Center

Program: Sports Medicine Program

Institute: MemorialCare Heart & Vascular Institute

Center:

Program: Vascular Program
Adult & Pediatric Congenital Cardiac Surgery Program
Valve Evaluation Program
Cardiac Health Program (CHF Clinic and Risk Assessment Program)
Lipidemiology Program

Our logo

Our logo design, shape, color and arrangement are inspired by our brand strategy, the lasting relationships we form and the health care advancements we deliver to our patients. The logo is seen as the cornerstone of our communications and therefore should be used consistently and clearly to ensure that we achieve the greatest impact and recognition.

System logo

The components of our logo include the logotype and the “living relationships” mark. In the logotype, the purple color used in “Memorial” represents the strength and stability of our heritage, while the green color used in “Care” expresses positive growth and life.

Our tree symbol consists of two overlapping shapes that come together to symbolize the partnerships and connections we make with our patients and our communities. This image forms a graphical tree canopy, a visual symbol of life, community and growth. Our symbol is visually rooted in the word “Care,” conveying the strength, stability and focus of our organization.

The MemorialCare logotype is a custom-rendered font based on Museo. The stylized letterforms and adjusted spacing simplify and modernize the appearance, while enhancing the impact and readability of our name. Consistent use of the approved logo formats over time will greatly enhance immediate shape recognition. Our “living relationships” mark is precisely aligned with the wordmark to produce a unique visual integration between the two elements. The logo formats shown here are the only approved versions you can use.

Color formats and backgrounds

The colors used in the MemorialCare logo will uniquely differentiate our brand identity from the competition.

The preferred version of our logo is the 3-Color Positive format; use it whenever possible. When production restrictions or special applications require the use of an alternative 1-Color format, our logo should appear in MemorialCare purple. The 1-Color Black logo may be used when color is restricted and MemorialCare purple is not available.

All logo formats are available in positive and reverse form; however, the use of the positive logo against a white background is always preferred.

living relationships mark



MemorialCare™

MemorialCare logotype



Note: Negative space in symbol

White Logo (1-Color Reverse)
White on MC purple, green, orange or other color



Note: Negative space in symbol

Color Reverse
For use over MemorialCare purple, black



Note: Purple area in symbol

Color Reverse
For use over other colors, some colors like orange or green will require using the fully white logo



3-Color Positive (preferred)



1-Color Positive Purple

Note: Negative space in symbol



1-Color Positive Black

Note: Negative space in symbol

Our logo

Logo with entity name

Entity names are typeset in the MemorialCare logotype font, Museo, using initial caps type style. The entity name's carefully determined size and placement relationship to the system logo ensure the proper visual balance and brand-name emphasis.

The size of the entity name is 55% of the height of "M" in MemorialCare. The distance of the entity name placement below the system name is measured from baseline to baseline and is 95% the height of "M."



Logo with donor or department name type treatment

While this is a type treatment and not regarded as a logo here are the guidelines to follow when needing department names or donor entities for signage purposes. Since this is a guideline some things might need to be adjusted according to the area that is type treatment will be placed, for instance, in the treatment to the right; if there was not enough room vertically, the text could be placed on one line. Please see the marketing department for the official/preferred way to break the type.



Our logo

Logo sizes

To ensure consistency, visibility and legibility of our logo across materials, we established a set of standard logo sizes. Using a consistent logo size on like communication materials enhances a unified and professional brand identity appearance. Although the recommended sizes presented here are not all-encompassing, they serve as a foundation for logo application; use them whenever possible.

2"


MemorialCareTM

Large print collateral
9" x 12" folders, 8.5" x 11" brochures,
oversize postcards, etc.

2"


MemorialCareTM
Long Beach Medical Center

1.75"


MemorialCareTM

Standard print collateral
Letterhead, #10 envelopes, etc.

1.75"


MemorialCareTM
Long Beach Medical Center

1.5"


MemorialCareTM

Small print collateral
Business cards, 4" x 9" brochures,
small postcards, envelopes, etc.

1.5"


MemorialCareTM
Long Beach Medical Center

75 px


MemorialCareTM

Minimum on-screen size

75 px


MemorialCareTM
Long Beach Medical Center

.875"


MemorialCareTM

Minimum print size

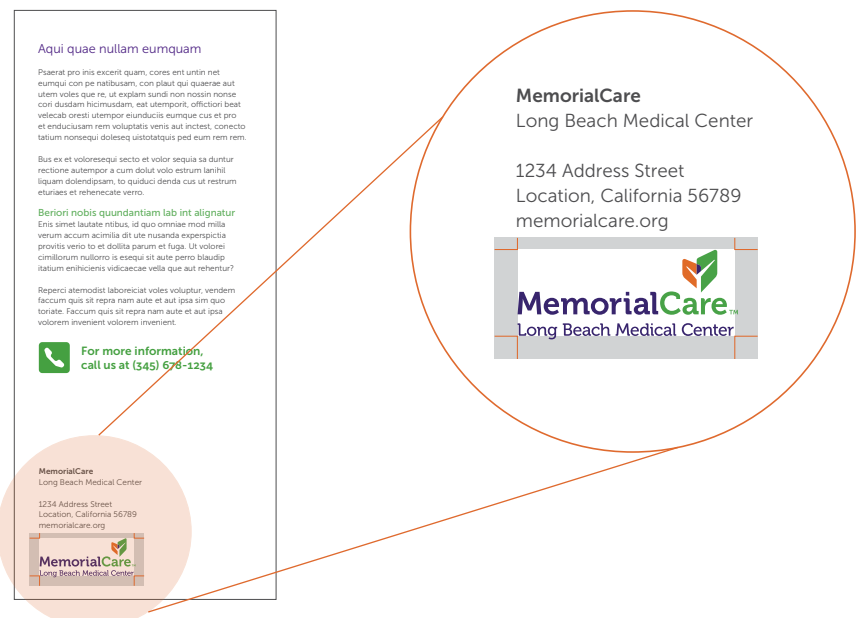
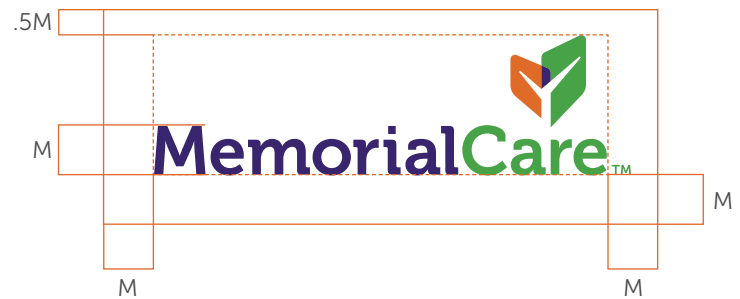
.875"


MemorialCareTM
Long Beach Medical Center

Our logo

Clear space

To maintain visibility and clarity, maintain a minimum clear space around the logo at all times. The minimum clear space for the MemorialCare logo is equal to 50% of the height of the logotype “M” at the top and the full height of the “M” on the other three sides.



Our logo

Alignments

There are several natural alignment points found within our logo. Aligning graphics, typography and/or imagery to these points ensures a more structured and integrated logo appearance in layouts. The logo, being a brand identity element cornerstone, should never appear arbitrarily placed or applied as an afterthought to other layout content. The primary alignment points found within our logo are shown here.

Preferred alignments

Horizontal



El mi, coreserum non niscienis debitor.
et optatem. At ut ulparum quasitatus
nonsecum autatec estiore perchil

Vertical



Suntent ventia pra exerio is resequeas
omnimus, susam landitet dis



Suntent ventia pra
omnimus, susam
landitet dis

Staging

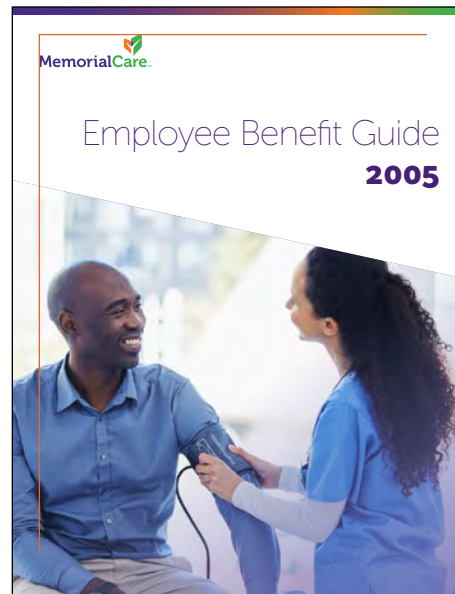
A consistent placement of our logo on communication materials will help unify our applications and increase recognition and visibility of our visual brand identity.

To maintain prominence of the logo, the preferred placement is on the upper left margins as shown. Some layouts may require an alternative placement or sign off at the bottom of the layout area. In these cases, use a lower left and bottom margin placement.

For staging with MemorialCare Institute logos and mentioning the various campus names see next page.

Preferred placement

Top left margin



Alternative placement

Bottom left margin

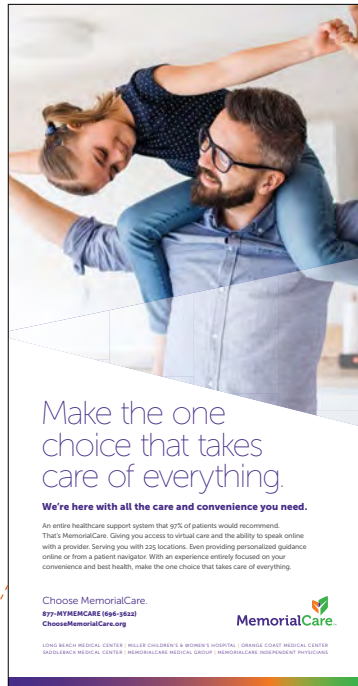


Staging with entities boilerplate

Our masterbrand

A consistent placement of our entities on marketing and communication materials will help unify our applications and increase recognition and visibility of our visual brand identity.

PRINT



Choose MemorialCare.
877-MYMEMCARE (696-3622)
ChooseMemorialcare.org

LONG BEACH MEDICAL CENTER | MILLER CHILDREN'S & WOMEN'S HOSPITAL | ORANGE COAST MEDICAL CENTER
SADDLEBACK MEDICAL CENTER | MEMORIALCARE MEDICAL GROUP | MEMORIALCARE INDEPENDENT PHYSICIANS

VIDEO



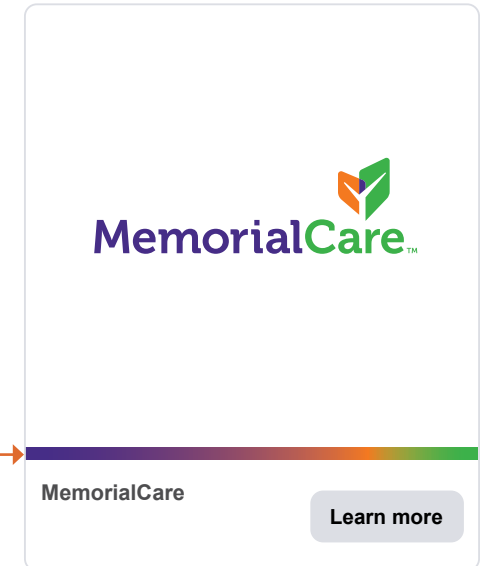
Boilerplate typestyle guidelines (video)

- Entities listed north to south
- Museo Sans 500
- Adjust point size to fit within space
- All caps
- Leading 150% of font size
- Text color: MemorialCare purple,
- Vertical pipe symbol: MemorialCare orange.

Preferred placement

Centered bottom within the live area
above the three-color bar

SOCIAL



No Boilerplate on Social Media

Usage

- Brand campaign
- General open enrollment

Boilerplate typestyle guidelines (print)

- Entity locations listed north to south
- Museo Sans 300
- Adjust point size to fit within space
- Letter tracking set to 90-100 (may adjust tracking based upon width area)
- All caps
- Leading 150% of font size
- Text color: MemorialCare purple,
- Vertical pipe symbol: MemorialCare orange.

MemorialCare Gradient Bar

- For specifications see "Our color" on page 22

Staging with entities boilerplate, continued

Our institute logos

PRINT



Preferred placement
Centered bottom within the live area above the three-color bar

Usage: When ad crosses is in one region

Find a specialist at Long Beach Medical Center.
800-MEMORIAL (636-6742)
memorialcare.org/HeartVascular

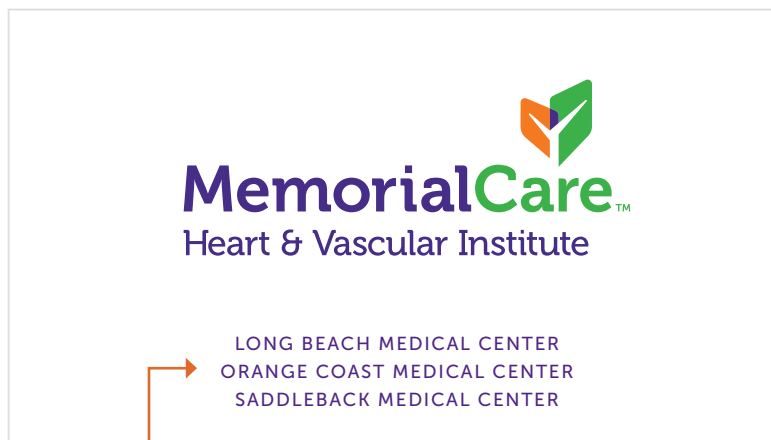
LONG BEACH MEDICAL CENTER | ORANGE COAST MEDICAL CENTER | SADDLEBACK MEDICAL CENTER

Usage: When ad crosses into multiple regions

Find a specialist.
800-MEMORIAL (636-6742)
memorialcare.org/HeartVascular

LONG BEACH MEDICAL CENTER | ORANGE COAST MEDICAL CENTER | SADDLEBACK MEDICAL CENTER

VIDEO



Boilerplate typestyle guidelines (video)

- Entities listed north to south
- Museo Sans 500
- Adjust point size to fit within space
- Letter tracking set to 90
- All caps
- Leading 150% of font size
- Text color: MemorialCare purple,

SOCIAL



No Boilerplate on Social Media

MemorialCare Gradient Bar

For specifications see
"Our color" on page 23

Boilerplate typestyle guidelines (print)

- Entities listed north to south
- Museo Sans 300
- Adjust point size to fit within space
- Letter tracking set to 90-100 (may adjust tracking based upon width area)
- All caps
- Leading 150% of font size
- Text color: MemorialCare purple,
- Vertical pipe symbol: MemorialCare orange.

Staging with single entity boilerplate

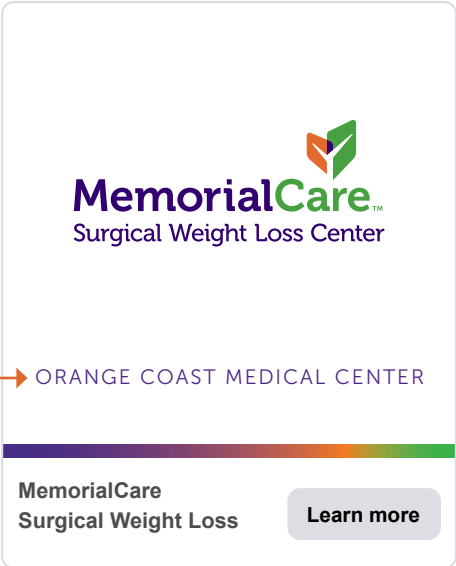
Our institute logo

One entity with only one service. Ensure that the entity is in the body copy as well as the call-to-action.

VIDEO

SOCIAL

First Choice:



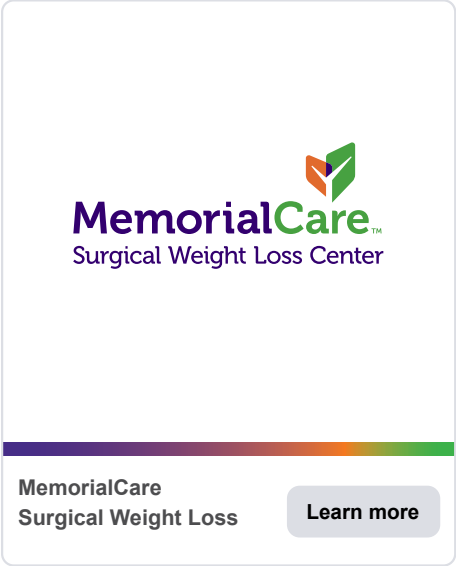
PRINT



Boilerplate typestyle guidelines (video & social)

- Museo Sans 500
- All caps
- Letter tracking set to 90
- Text color: MemorialCare purple,

Back-up: If Meta does not approve first choice. (shown below)



Boilerplate guidelines (print)

No entity listed
Entity shown in CTA and in body copy

Schedule a Consultation
at Orange Coast Medical Center.
memorialcare.org/WeightLoss



MemorialCare Gradient Bar
- For specifications see "Our color" on page 23

Our logo

Misuse

Clear and consistent reproduction of our logo is essential to building brand identity recognition. To ensure that we achieve the greatest visibility of our logo, never modify or stylize it with visual effects of any kind.

Shown here are examples of misuses of our logo. The range of examples is not comprehensive, but it provides a view of some of the treatments and/or uses to avoid.

If you are unsure whether a logo application would be a “misuse,” please contact your local entity marketing department for a quick review and direction.



Do not change the color of the logo.



Do not stretch or skew the logo by scaling it disproportionately.



Do not move, remove or alter the tree of life mark.



Do not add drop shadows, outlines or other visual effects to the logo.



Do not place the logo over backgrounds that do not provide adequate contrast.



Do not use low-resolution or low-fidelity versions of the logo. Always begin with original, high-resolution artwork.



Do not place the logo over busy backgrounds.



Do not alter or re-typeset the logotype for any reason.

Our typography

Used consistently, typography will become a recognizable brand identity element. The style and shape of letterforms and the visual texture of typeset headlines and text add a unique appearance that will serve to both unify and distinguish our branded communications.

Museo Sans

Museo Sans is the primary support typeface for MemorialCare branded communications and is used for all headlines and body copy. Museo Sans brings a modern, timeless quality, is easy to read and is flexible.

Without serifs, Museo Sans is a simplified version of Museo. The basic structure of the letterforms are similar, so it supports and does not compete with the MemorialCare logotype.

The Museo Sans font family offers a variety of typstyles and weights, with corresponding italic versions.

Museo Sans Display

Museo Sans Display Light can be used for large titles and black can also be utilized for special needs.

Proxima Nova (Vietnamese)

Proxima Nova is the main typeface for Vietnamese communication, as it includes Vietnamese letterforms and should be used for all headlines and body copy. Proxima Nova offers a modern, timeless quality, is easy to read, and is highly flexible.

The Proxima Nova font family offers a variety of typstyles and weights, with corresponding italic versions.

Oldstyle figures

For numbers, always use oldstyle figures, some design instances may require tabular lining which is acceptable.

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 100 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 300 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans Display Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 500 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 700 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 900 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Our typography

Corbel

Museo Sans is our designated font for collateral communications. Corbel serves as a substitute font for administrative purposes, such as business forms, word processing, and PowerPoint presentations, in instances where Museo Sans is not available. As an alternative font, Corbel is a modern, highly readable typeface that is accessible across all computer platforms. Previously, we used Calibri as our alternative font, but you can expect all our templates to be updated to Corbel over time.

Corbel Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Corbel Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Corbel Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Corbel Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Corbel Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Corbel Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Basic typesetting principles

Text layout and typesetting hierarchy are important for effective communication. Whenever possible, typographic hierarchy should use three type sizes. Streamlining the use of font sizes will simplify and enhance the overall layout appearance for the reader. Use font weight, color and placement to give emphasis to headlines.

Enhendam magnim nonem vellicienet officia epuditi nulpā

Enis simet lautate ntibus, id quo omniae mod milla verum. Accum acimilla diti ute nusanda experspectia provitis venio to et dolita parum et fuga. Enis simet lautate ntibus.

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 For more information, call us at 345.678.1234

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Our color

Our palette is a strong and vibrant range of color selected to reflect the progressive and energetic spirit of our brand in communications. Used consistently and accurately, the MemorialCare color palette will stand out in the market and become a highly recognizable element of our brand identity.

Primary palette

Our main palette features the three colors of our logo—MemorialCare Purple with Green and Orange accents. These colors are used for our logo and most graphic elements. 85% gray for body copy only.

We have established PANTONE® values for all colors within our palette. Use them as a target to achieve accurate reproduction for print, digital, environmental or other applications.

MemorialCare Purple

Must always be a primary color

MemorialCare Green

Can be used as a secondary color as well as any other tertiary color in MemorialCare’s palette. Keep designs to two colors or a maximum of three colors whenever possible.

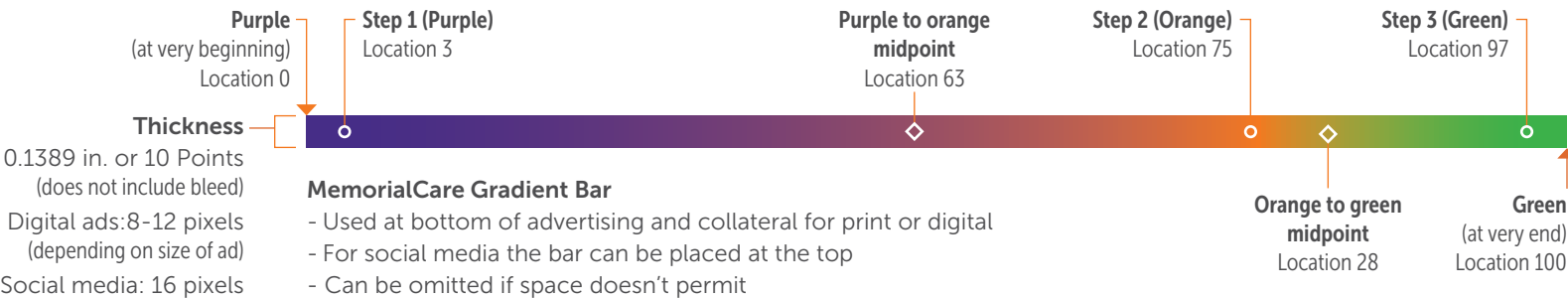
MemorialCare Orange

Should only be used sparingly to highlight or callout a graphic element or text.



*PANTONE® is a registered trademark of Pantone, Inc. and is Pantone, Inc.’s check-standard trademark for color reproduction and color reproduction materials.

#Purple Gradient Color: This color is different from the lavender color from the compassionate color palette



Bright palette

The bright palette is comprised of four colors that are used as a secondary color that contrast well with our thriving and compassionate color palettes. These core colors are vibrant and highly contrasted when used with the purple.

To achieve the correct balance of color, follow the color use guidelines on the next page.

Gold
Pantone* 123 C | 121 U
cmyk: 0 / 15 / 89 / 0
rgb : 254 / 202 / 48
#FECA30

Powder Blue
Pantone* 636 C | 636 U
cmyk: 42 / 0 / 0 / 0
rgb: 138 / 212 / 232
#8AD4E8

Pink
Pantone* 2395 C | 247 U
cmyk: 20 / 94 / 0 / 0
rgb: 202 / 45 / 154
#CA2D9A

Pear
Pantone* 382 C | 396 U
cmyk: 28 / 0 / 100 / 0
rgb : 196 / 214 / 0
#C4D600

Web palette

The web palette is comprised of six colors that are always used on the MemorialCare website. Purple remains the primary color used in the lifetime graphic and for headlines. ADA compliant colors are **ONLY** used for the website and are detailed here.

MC Purple
r51 b0 g111
#33006F
(Main color)

ADA Green
r40 b130 g34
#288222
(Main color)

ADA Orange
r200 b81 g20
#C85114
(Main color)

Pink
r202 b45 g154
#CA2D9A
(Core palette)

Lavender
r130 g102 b188
#8266BC
(Compassionate palette)

ADA Blue
r0 b123 g180
#007BB4
(Thrive palette)

Compassionate palette

Comprised of more muted colors. These colors should be paired with more serious, compassionate photography.

Compassionate color pairings

Create a pairing for your color combinations. Pairings should always follow this guide:

Pairings should be made up of two colors (three when design requires). When creating a campaign using the same imagery, be sure to use the same combination across media platforms. To the right show some examples of pairings .

Olive Pantone* 2305 C 2305 U cmyk: 43 / 20 / 100 / 0 rgb: 158 / 167 / 0 #9EA700	Cerulean Pantone* 2150 C 2185 U cmyk: 78 / 38 / 8 / 12 rgb: 65 / 119 / 161 #4177A1	Crimson Pantone* 4070 C 4070 U cmyk: 4 / 86 / 43 / 17 rgb: 187 / 60 / 85 #BB3C55	Lavender Pantone* 2075 C 2075 U cmyk: 55 / 65 / 0 / 0 rgb: 130 / 102 / 188 #8266BC	
MC Purple	Crimson	MC Purple	Powder Blue	Crimson
MC Purple	Lavender	MC Purple	Gold	Lavender
MC Purple	Cerulean	MC Purple	Pear	Cerulean
MC Purple	Olive	MC Purple	Pink	Olive
MC Purple	Thulian*			

Thriving palette

Bright, vibrant color palette. These colors should be paired with upbeat, energetic photography.

Thriving color pairings

Create a pairing for your color combinations. Pairings should always follow this guide:

Pairings should be made up of two colors (three when design requires). When creating a campaign using the same imagery, be sure to use the same combination across media platforms. To the right show some examples of pairings .

*Thulian can be uses in the compassionate color palette.

Capri Pantone* 2925 C 2995 U cmyk: 75 / 18 / 0 / 0 rgb: 0 / 160 / 215 #00A0D7	Turquoise Pantone* 7465 C 7465 U cmyk: 65 / 0 / 38 / 0 rgb: 32 / 186 / 172 #20BAAC	Fuchsia Pantone* 213 C 213 U cmyk: 0 / 95 / 9 / 0 rgb: 237 / 44 / 114 #ED2C72	Thulian* Pantone* 2060 C 674 U cmyk: 15 / 66 / 0 / 0 rgb: 194 / 103 / 167 #C267A7	
MC Purple	Turquoise	MC Purple	Power Blue	Turquoise
MC Purple	Capri	MC Purple	Gold	Capri
MC Purple	Fuchsia	MC Purple	Pear	Fuchsia
MC Purple	Pink	MC Purple	Thulian	Pink
MC Purple	Pear			

Our color

Color use and combinations

Color is an impactful brand identity element that allows MemorialCare to stand out in the market.

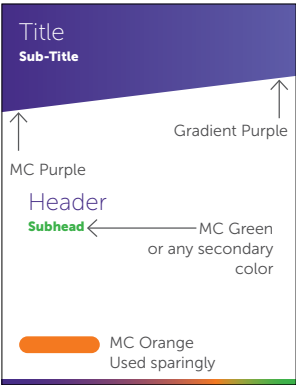
Use the primary color palette for core communications whenever possible. MemorialCare Purple is the main color of our palette and should be the dominant color signal whenever possible. MC Green is the secondary color and if a bright callout color is needed then MC Orange should be used. The header “angled shape” can be solid MC Purple and doesn’t have to be a gradient.

Our main and support palettes are used in combinations that maintain the recognition of our brand colors, but provide dimension and flexibility within our design system. Our two color palettes provide variety when needed. To obtain the correct color formulas please see the previous three pages.

Consider using imagery that contains colors in context from one of the two palettes (e.g., clothing, props, background elements, etc.).

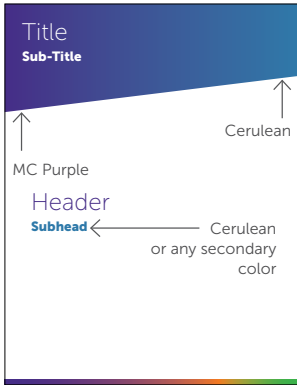
The basic principles for applying the MemorialCare main and support palettes together in applications are shown here.

Primary palette



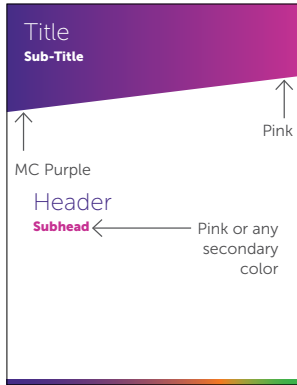
Use our main color palette for the majority of communication materials.

Compassionate palette



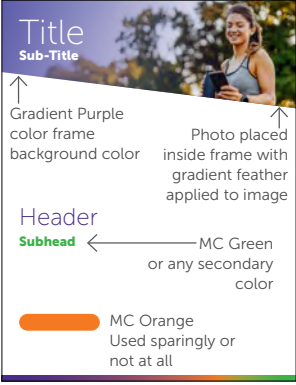
MC Purple and one color from the compassionate palette shown on previous page.

Thriving palette



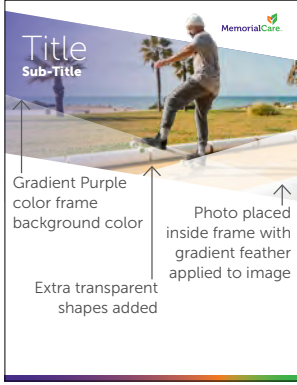
Choose one core color and one color from the thriving palette shown on previous page.

With photography



Always use the MemorialCare Purple along with MC Green or a secondary color.

With photography



You can stage a large photo with extra angeled shapes acting as a framing element. In this case, the subject was cutout with an angle behind it and the logo placed in the upper-right corner.

With photography

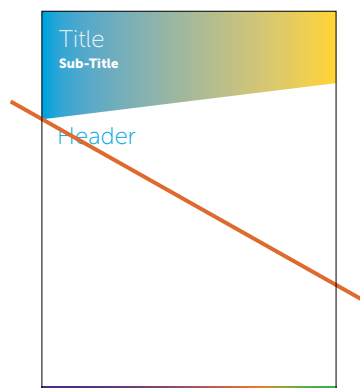


For layouts with smaller amount to text you can place the light gradient at the footer to provide a nice area for CTAs, QR codes and logos.

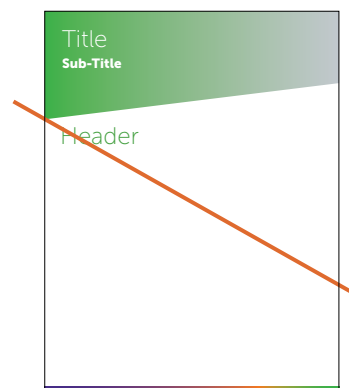
Our color

Misuse

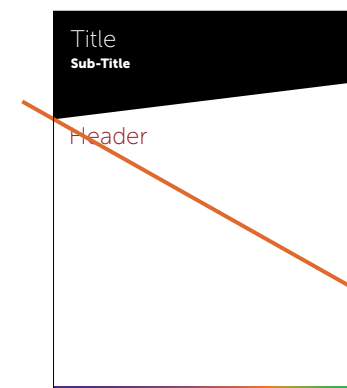
To maintain the impact of the color signal, consistently apply our color palettes as described in the color use and combinations guidelines. Avoid the potential misuses of color shown here.



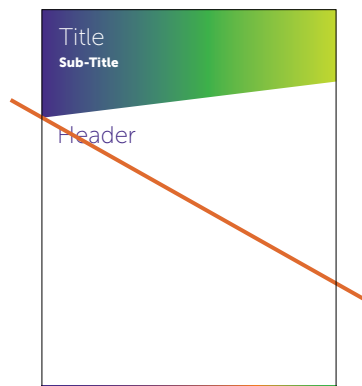
Do not use a compassionate or thriving color as the main color. Gradients should always contain MC Purple.



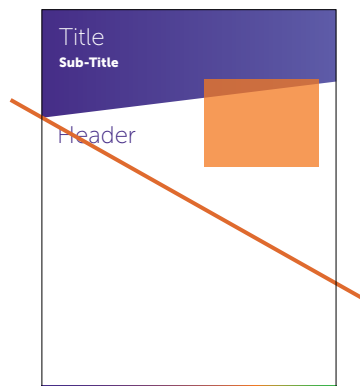
Do not use the MC Green in place of the MC Purple.



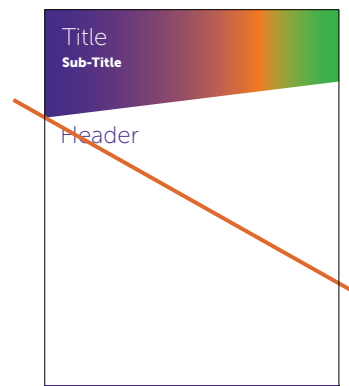
Do not apply new or different colors.



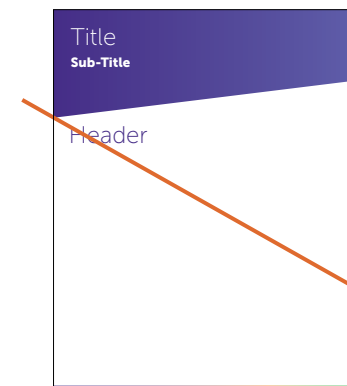
Do not make a gradient with three colors.



Do not multiply or transparent colors to achieve the overlapping visual effect.



Do not use color MC Bar Gradient in the header shape or in any shape. The MC Gradient bar is reserved for use in the very top or the very bottom only as a bar in all designs. In a letter-sized document make the bar 10 points thick.



Do not use lighten the MC gradient bar, use at 100% full saturation.

Our photography

Photography is an opportunity to create an emotional connection with our audiences and illustrate a more complete picture of the MemorialCare story that is as memorable and recognizable as a brand identity element.

For photography to be a brand-building identity element, apply basic considerations when you select or produce imagery. Express a sense of place by using natural light, outdoor settings and activities that are representative of Southern California. Show subjects making connections with others, with their activities, etc. Imagery should capture healthy, active moments that are uplifting and positive.

We have three main areas of imagery—lifestyle, medical and abstract—to meet most photographic needs in our communications. The following examples are a guide for selecting stock images or for art direction when you produce custom photography. Applying the guidelines in this section will help ensure consistency in the images that express the MemorialCare brand story. This direction will also enable us to grow a branded look and feel among all imagery and subjects in our photo library.



Lifestyle imagery



Medical imagery



Abstract imagery

Our photography

Lifestyle photography

The photography captures authentic slices of life across Long Beach and Orange County—real people engaged in everyday movement, from morning walks to paddle boarding and pickup basketball.

Images feel observed, not produced, with dynamic cropping, handheld perspectives, natural motion, and occasional imperfections that create a sense of presence. Inspired by film photography and Southern California light, the visual language feels local, approachable, and active.

When using images in layout, dramatically crop, rotate, and angle images to create movement and a more dynamic composition.



Our photography

Medical photography

Photography captures MemorialCare staff in authentic moments of care, collaboration, and communication. Images should feel observed, not staged, emphasizing action, active listening, and genuine patient interactions over posed expressions.

Warm Southern California light creates an approachable, human tone, while staff representation reflects the diversity of the Long Beach community.

Consistent use of branded white medical coats and light lavender scrubs strengthens recognition, reinforces professionalism, and creates a unified MemorialCare visual identity.



Our photography

Textural photography

Textures serve as subtle background elements within layouts and communications. They should be simple, organic, and non-distracting, providing visual depth while allowing typography, photography, and graphic elements to remain the focus.

Inspired by Southern California's natural landscape, textures should draw from native plants, trees, flowers, water, clouds, sky, and coastal environments. The goal is to create a sense of warmth, place, and connection without competing for attention.



Our design system

Our design system is where all of the elements in our design toolbox—logo, shape, color, photography, pattern, graphic elements, space and texture—come together to tell the complete MemorialCare brand identity story. The MemorialCare design system reflects our transformation and growth, appeals to our changing demographic, supports our brand platform and acts as a unifying, simple and differentiating visual system. Used consistently and within our guidelines, the design system is an opportunity to deepen the impact, recognition and uniqueness of our brand.

“Angled shape”

The spirit of connection, care and progress rooted in history is brought to life in our “angled shape” graphic. Inspired by our logo, the strong, simple shapes intersect to create a connection and an enveloping frame or holder for photography or graphic elements. The various angles of our graphics are directional and positive.

Our “angled shape” photo shape & graphic work with our logo, colors, imagery and typography to create this unique, unifying and recognizable visual identity system. While it is most important to use our “angled shape” photo shape on high-visibility applications, you should apply it wherever possible to establish and reinforce our visual identity. If we use the graphic correctly and consistently, our audiences will recognize our materials even before they see our name or logo. For flyers without the extra room you may just have one “angled shape” on the bottom or on the top edge of the photo. In instances where there is no room for an angle, the edge can be straight (see example to right).



“angled shape”



Our design system

"Angled shape" photo shape purple gradient overlay guidelines

This is the primary way to combine our "shape" with a photo along with a gradient element placed over the image.

Gradient overlay treatments

When placing the purple gradient over a photo be sure to not make the overlay too prominent, but obvious as in the examples below.

InDesign

1. Create shape in InDesign, filled with the purple gradient color.

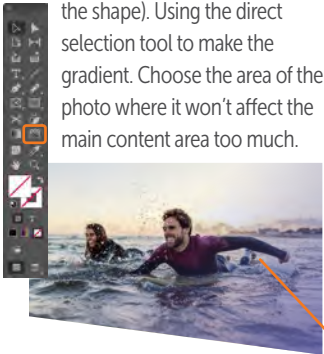
R: 94 C: 73
G: 92 M: 72
B: 175 Y: 0
K: 0

(see NOTE below)

2. Place photo inside shape.



3. First select the photo (not the shape). Using the direct selection tool to make the gradient. Choose the area of the photo where it won't affect the main content area too much.



NOTE

When creating digital media be sure to use an RGB image with the RGB formulas for the gradient and colors. For print media use CMYK formulas..

Illustrator

1. Mask photo with shape



2. Duplicate shape without the photo and place it in the same spot, fill with gradient of 100% opacity (purple gradient color) to 0% opacity (purple gradient color).



3. Use the gradient tool to make the gradient. Choose the area of the photo where it won't affect the main content area too much.

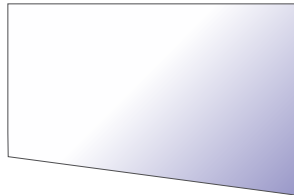


Photoshop

1. Mask photo with shape



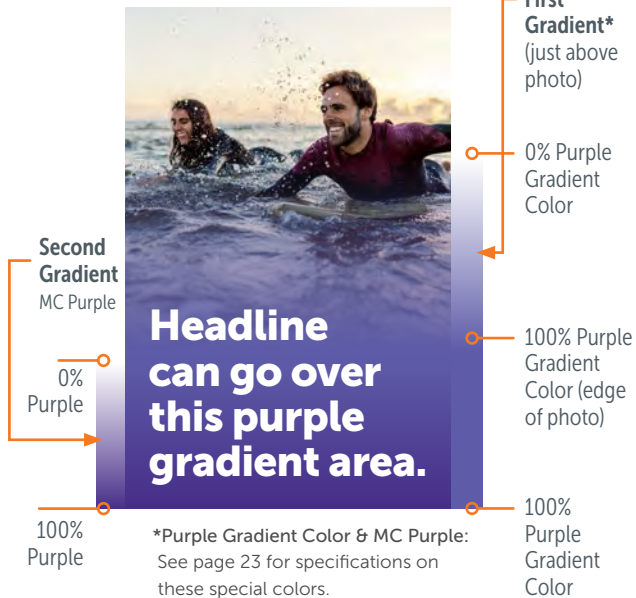
2. Duplicate shape layer without the photo and place it in the same spot, fill with basic gradient, foreground to transparent of the purple gradient color.



3. Use the gradient tool to make the gradient. Choose the area of the photo where it won't affect the main content area too much.



Some instances may require a second stronger gradient to extend the image area and to place a headline over it, see below for specifications.

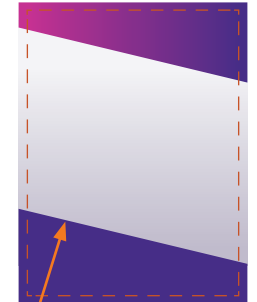
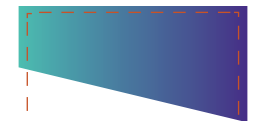
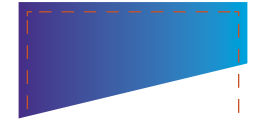


*Purple Gradient Color & MC Purple:
See page 23 for specifications on these special colors.

Some instances may require a second softer gradient, to soften you may need to change the opacity



Lifetime graphic and photo shape variations



Bottom edge angle of all shapes: Between 7° and 15°

Application examples



Reputation you can trust.
Access you'll love.

Click, Call or Visit 24/7.

- Virtual Urgent Care
- Call
- UrgentCare Visit
- Online Chat

Instant access to quality health care anytime, anywhere.



Available at MemorialCare
and our Urgent Care®. Call us at 800-456-6622 or visit www.mcmemorycare.com

Open Enrollment Is Here

Choose the community hospital that consistently chooses you.

Check to make sure your health plan gives you access to our leading care.



MemorialCare
Orange Coast Medical Center

Learn More Today

We've Always Been Here for You

Orange County Health has the resources of an entire medical community at your service. We're here to help you with your health and saving the life of a loved one. With US, we have a network of family doctors and a whole lot more. You're a valuable person, your needs are not optional.




Medicare questions? We've got answers

If you have questions about Medicare or if you're still trying to figure out your options at a free Health Fair, Our Medicare experts will help you understand Medicare, Original Medicare, prescription drug plans and other plans with eligibility guidelines.

Learn about your Medicare options today. We want to help you get the most out of your \$995-a-month Medicare. Call our specialist by dialing:

1-800-999-2328 | memorialscc.org/OCCHSE



Exceptional quality

Recognized nationally and locally for our clinical excellence in heart and vascular, orthopedics, and musculoskeletal medicine, we've served this community for nearly six decades.

We take on the premier health care challenges in the region for highly specialized care in the treatment of movement disorders and sleep loss.

Choose a Health Plan Aligned with Us

We want to help your partner in care at all important health milestones and stages of life. Our Senior Health Plan is aligned with Orange County Health Center.

memorialscc.org/OCCHSE



Julie A. Schruter, D.O.
Family Physician

Model Of Service:
Julie A. Schruter, D.O., is a board-certified family physician with over 20 years of experience. She is currently the Medical Director of the Family Medicine Residency Program at the University of Illinois at Chicago. Dr. Schruter is also the Medical Director of the Family Medicine Residency Program at the University of Illinois at Chicago. She is currently the Medical Director of the Family Medicine Residency Program at the University of Illinois at Chicago.

MemorialCare
Health System

Medical Director
Family Medicine Residency Program
University of Illinois at Chicago
Chicago, IL 60607
Phone: (773) 843-2000
Fax: (773) 843-2000
Email: jschruter@uic.edu

Join Us!

Join us for the 2014 Annual Meeting of the American Society of Family Physicians (ASFP) on Thursday, January 9, 2014, from 8:00 a.m. to 5:00 p.m. at the Hyatt Regency Chicago. The meeting will feature a variety of topics, including the latest in family medicine research, clinical practice, and patient care. The meeting will also feature a variety of speakers, including Dr. Schruter, who will be presenting on the topic of "The Role of the Family Physician in the 21st Century".

MemorialCare
Health System



Join Us to Support Open House Bloor

Celebrating the Opening of the new MemorialCare Health System Building

Thursday, January 9, 8:00 a.m. - 5:00 p.m.

MemorialCare Health System
1000 North Dearborn Street
Chicago, IL 60610
Phone: (773) 843-2000
Fax: (773) 843-2000
Email: info@memorialcare.org

PROVENT DIRECTIVE

Clean with Chlorhexidine (CHG)

Chlorhexidine is the most effective antiseptic for skin disinfection. It is used to reduce the number of bacteria on the skin before surgery, to prevent infection. It is also used to disinfect the skin of patients with wounds, burns, and other skin conditions.



What is Chlorhexidine?

Chlorhexidine is a broad-spectrum antiseptic that kills a wide range of bacteria, including Gram-positive and Gram-negative bacteria. It is used to disinfect the skin before surgery, to prevent infection. It is also used to disinfect the skin of patients with wounds, burns, and other skin conditions.

How is Chlorhexidine Used?

Chlorhexidine is used in a variety of ways, including:

- Preoperative skin disinfection
- Disinfection of wounds, burns, and other skin conditions
- Disinfection of medical equipment
- Disinfection of surfaces

Benefits of Chlorhexidine

Chlorhexidine has several advantages over other antiseptics, including:

- It is effective against a wide range of bacteria.
- It is long-acting, providing continuous disinfection.
- It is non-toxic and safe for use on the skin.
- It is easy to use and does not require special equipment.

Chlorhexidine and Infection Prevention

Chlorhexidine plays a key role in infection prevention. It is used to disinfect the skin before surgery, to prevent infection. It is also used to disinfect the skin of patients with wounds, burns, and other skin conditions.

Step 1: Connect to Wi-Fi
 Connect your blood pressure monitor to your Wi-Fi network.

Step 2: Connect to Your Blood Pressure App
 Download the app from the App Store or Google Play.

Step 3: Take Your Blood Pressure
 Take your blood pressure using the monitor.

Step 4: Sync Your Blood Pressure
 Sync your blood pressure data with the app.

Step 5: Share Your Blood Pressure
 Share your blood pressure data with your healthcare provider.

Step 6: Use Your Blood Pressure Data
 Use your blood pressure data to track your health.

Connect Your Blood Pressure Monitor to myChart
 Share your blood pressure data with myChart.

What You Will Need
 A blood pressure monitor, a smartphone, and a Wi-Fi network.

What You Will Do
 1. Connect your blood pressure monitor to your Wi-Fi network.
 2. Download the myChart app from the App Store or Google Play.
 3. Take your blood pressure using the monitor.
 4. Sync your blood pressure data with the app.
 5. Share your blood pressure data with your healthcare provider.
 6. Use your blood pressure data to track your health.

MemorialCare

myChart

Some of our commonly treated conditions

Chronic Pain
Chronic pain is a complex condition that can significantly impact your quality of life. Our experts use a combination of medical, behavioral, and physical therapies to help you manage your pain and improve your overall well-being.

Depression
Depression is a common mental health condition that affects millions of people. Our team provides comprehensive care, including medication management, therapy, and support groups, to help you overcome depression and live a fulfilling life.

Substance Use
Substance use disorders can have serious consequences on your health and relationships. Our specialized programs offer evidence-based treatments and ongoing support to help you achieve long-term recovery and sobriety.

Alcohol Use
Alcohol use disorders are a leading cause of preventable death and disability. Our experts provide personalized treatment plans, including detoxification, therapy, and aftercare, to help you safely and effectively address your alcohol use.

Post-Traumatic Stress Disorder (PTSD)
PTSD is a mental health condition that can develop after experiencing or witnessing a traumatic event. Our team uses a variety of therapeutic approaches, including trauma-focused therapy and medication, to help you process your trauma and reduce symptoms.

Attention Deficit Hyperactivity Disorder (ADHD)
ADHD is a neurodevelopmental disorder that affects attention, impulse control, and hyperactivity. Our experts provide comprehensive evaluations and treatment plans, including medication and behavioral strategies, to help you manage your symptoms and thrive.

Autism Spectrum Disorder (ASD)
ASD is a developmental disability that affects communication, social interaction, and behavior. Our team offers a range of services, including diagnostic evaluations, individualized therapy, and support for families, to help individuals with ASD reach their full potential.



Orthobiologics

Orthobiologics are a cutting-edge approach to treating musculoskeletal conditions. These treatments use your own body's natural healing mechanisms to repair damaged tissue, reduce inflammation, and promote long-term recovery. Our experts are trained in the latest orthobiologic techniques to provide you with the most effective care possible.



Primary care sports medicine specialists

Our primary care sports medicine specialists are dedicated to helping athletes of all levels maintain peak performance and prevent injuries. We provide comprehensive care, including physical exams, injury prevention strategies, and treatment for sports-related injuries, to ensure you can stay active and healthy.



Our Locations

We have multiple locations throughout the region to serve you. Visit our website or call us to find the nearest location and schedule your appointment.



Our Services

We offer a wide range of services to meet your needs, including:

- Comprehensive medical evaluations
- Medication management
- Behavioral therapy
- Physical therapy
- Diagnostic testing
- Emergency care



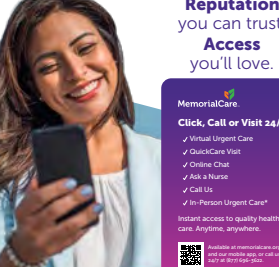
Memorial Hermann

Memorial Hermann is a leading healthcare provider in the region, committed to providing exceptional care and innovation. Join our team and be part of a world-class organization dedicated to improving the lives of our patients.

MemorialCare
Sports Medicine
Medical Group

memorialcare.com/sportsmedicine
949.440.6600

A smiling woman with long brown hair, wearing a light blue jacket, holding a black smartphone. The background is a light blue gradient. The MemorialCare logo is in the top left corner. Below it, the text 'Reputation you can trust. Access you'll love.' is displayed. In the center, the text 'Click, Call or Visit 24/7' is shown. Below this, there are four bullet points arranged in two columns: 'Virtual Urgent Care', 'QuickCare Visit', 'Online Chat', 'Ask a Nurse', 'Call Us', 'In-Person Urgent Care*'. At the bottom left, there is a QR code and the text 'Available at memorialcare.org and our mobile app, or call us 24/7 at (877) 696-3622.' The bottom right corner has the text 'MemorialCare.org'.



Reputation
you can trust.

Access
you'll love.

MemorialCare

Click, Call or Visit 24/7

- ✓ Virtual Urgent Care
- ✓ QuickCare Visit
- ✓ Online Chat
- ✓ Ask a Nurse
- ✓ Call Us
- ✓ In-Person Urgent Care*

Instant access to quality health care. Anytime, anywhere.

 Available at MemorialCare.org and on the MemorialCare app. Scan the QR code to download the app.

*Open 24/7, 365 days

Greater Newport Physicians is now
**MemorialCare Independent
Physicians**

For more information,
 Our group
 by you are
 We're pri
 150 print

When it's Time
to Find a Doctor,
We've Made It Easy



To find a MemorialCare Independent Physician near you, scan the QR code, visit memorialcare.com/about-mcnp or call our 24/7 Navigation Center at (800) 553-4537.

Follow these three easy steps:

1. Select a Health Plan with access to MemorialCare Independent Physicians.
(MemorialCare Independent Physicians accept: all MCP, Newport Basic and MCP+ MemorialCare's self-insured plan members and in health plan research)
2. Research and select your new doctor.
3. Notify your health insurance. Call or visit your health insurance's website to notify them of your new provider.



MemorialCare
Independent Physicians

Available at memoriamc.org and our mobile app, or call us at 877-691-9522.

MemorialCare

Click

1-877 Virtual Urgent Care

Chat with our virtual assistant for help with the most common questions.

- Chat symptoms
- Get appointment information
- Book appointments
- Chat with a helpful nurse!

Call

1-877 Ask a Nurse

Call us to answer questions and help with the most common questions.

- Get info on care team
- Get appointment information
- Book appointments
- Get help with appointments
- Communicate with a Nurse

Visit

1-877 Virtual Urgent Care

Get care from home for the comfort of your home.

- Cough, flu, sore throat
- Stomach issues
- Ear infections
- Medication side effects

1-877 Nurse Urgent Care

Get expert, high-energizing care from a nurse who can visit in person, via phone or video.

- Allergies
- Blood pressure
- Medication side effects
- Stomach issues
- Asthma

Emergency Room or Urgent Care, not decide? Chat or Ask a Nurse 1-877 to help!

For a full list of life-threatening emergency, always dial 911.

© 2019 MemorialCare

[illegible]

Kale & Quinoa Chopped Salad

Ingredients

For the Salad

- 1 bunch kale, stems removed, leaves finely chopped
- 1 cup quinoa, cooked
- 1/2 cup chickpeas, drained and rinsed
- 1/2 cup cherry tomatoes, halved
- 1/2 cup cucumber, diced
- 1/2 cup red onion, finely chopped
- 1/2 cup feta cheese, crumbled
- 1/2 cup olive oil
- 1/2 cup balsamic vinegar
- 1/2 cup honey
- 1/2 cup Dijon mustard
- 1/2 cup salt
- 1/2 cup pepper

For the Dressing

- 1/2 cup olive oil
- 1/2 cup balsamic vinegar
- 1/2 cup honey
- 1/2 cup Dijon mustard
- 1/2 cup salt
- 1/2 cup pepper

Directions

1. In a large bowl, combine the kale, quinoa, chickpeas, tomatoes, cucumber, and onion.
2. In a small bowl, combine the olive oil, balsamic vinegar, honey, Dijon mustard, salt, and pepper. Whisk until well combined.
3. Pour the dressing over the salad and toss well.
4. Top with the feta cheese and serve.

Monomani



Saddleback Cafe Grill Menu



Grill Items

Chesapeake	\$4.95
Chopped Chicken	\$4.95
Vegetarian Burger	\$4.95
Chopped Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Turnip or Chicken Wedgie	\$4.95
Chopped Chicken	\$4.95
Chopped Chicken	\$4.95
Chopped Chicken	\$4.95
Chopped Chicken	\$4.95
Grilled Chicken	\$4.95
Chopped Chicken	\$4.95

Build Your Own Wellness Bowl

Grainless Bowl \$9.95

Proteins	Price
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95
Grilled Chicken	\$4.95



MemorialCare
Siddons Medical Center

[illegible][illegible]

Is Caring Your Calling?

Join a team at the most caring place on earth.

MemorialCare is seeking experienced nurses, medical assistants, and other healthcare professionals to join our team. We offer a competitive salary, excellent benefits, and a supportive work environment. For more information, please contact us at www.memorialcare.com/careers.

Open Positions:

- Registered Nurses
- Medical Assistants
- Certified Nurse Assistants
- Certified Medical Assistants
- Certified Surgical Assistants
- Certified Radiology Assistants
- Certified Laboratory Assistants
- Certified Pharmacy Assistants

For more opportunities or to schedule an interview:

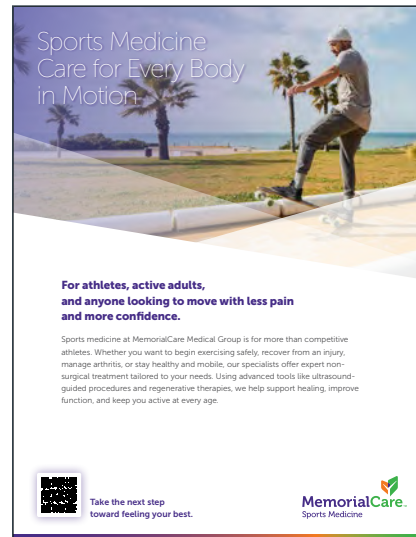
www.memorialcare.com/careers

MemorialCare

Our design system

Layout examples

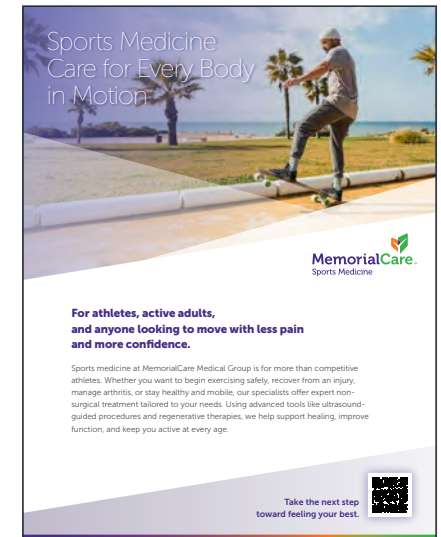
The examples on this page are for when you have the luxury of space, so that you can utilize a larger area for the photo and angle shape exportation.



Notice extra angled white shapes placed over the bottom of the image of various opacities across the base of the image.



In this instance above only one extra shape was added.



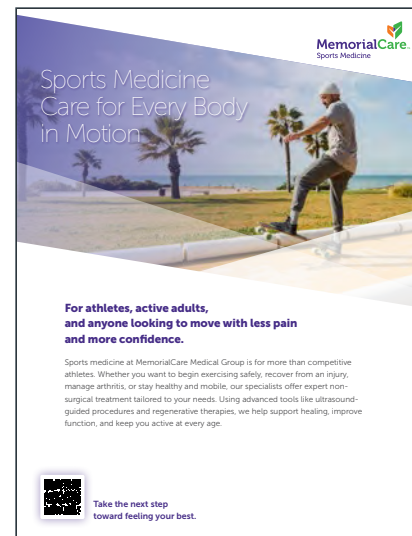
In this instance above, the logo was placed in the angled white area on the right.



In this instance above, the logo was placed in the angled white area on the left.



In this instance above, the light gradient vignette was added at the bottom, notice that the diagonals match.



In this instance above, the logo was placed over a white diagonal shape in the upper-right corner.



In this instance above, the shape is placed on the side for layouts where a vertical image is needed.

Languages

Various language examples

The examples on this page show how our typestyle match across various languages.



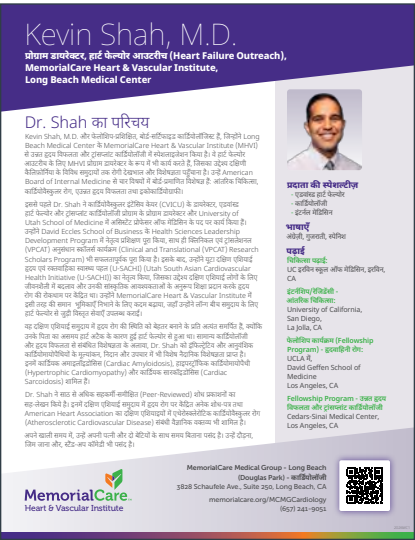
English

Spanish: use Museo Sans just as in English, but do not condense fonts or set tracking to more than -20, only reduce point size and leading slightly to accommodate longer words.

Vietnamese: use Proxima Nova instead, but do not condense fonts or set tracking to more than -20, only reduce point size and leading slightly to accommodate longer words. (See guide below)



Imagery: whenever possible change photo to match the language, this can be done by either finding a replacement photo in stock photography or use Adobe generative fill to change faces.



Other Languages: use a replacement "sans style" that matches Museo Sans and styles as close as possible.

English & Spanish	Vietnamese
Museo Sans Display Light	Proxima Nova Thin
Museo Sans 100	Proxima Nova Light
Museo Sans 300	Proxima Nova Regular
Museo Sans 500	Proxima Nova Medium
Museo Sans 700	Proxima Nova Bold
Museo Sans 900	Proxima Nova Extrabold
Museo Sans Display Black	Proxima Nova Black

Iconography

Examples

The examples on this page show the style of our iconography. To the right is how an icon should be built. Use simple icons with fewest possible strokes to make the icon. Use only editable strokes and do not use any fills to create an icon. All icons used in concert must have the same line thickness. In some instances where the background is the purple gradient in the design and different gradient can be utilized (as long as one color of the gradient is MC purple).

