

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.



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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.

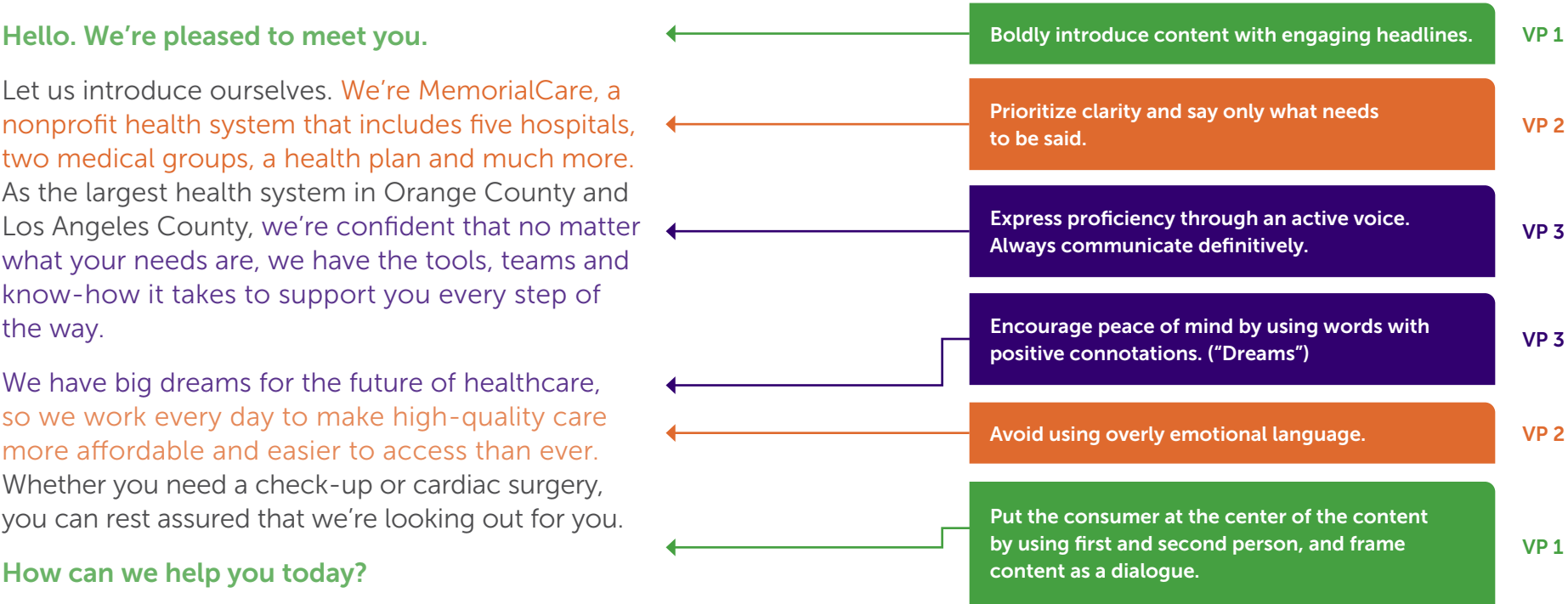
We have big dreams for the future of health care, so we work every day to make high-quality care more affordable and easier to access than ever. Whether you need a check-up or cardiac surgery, you can rest assured that we're looking out for you.

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"



Large print collateral

9" x 12" folders, 8.5" x 11" brochures, oversized postcards, etc.

2"



1.75"



Standard print collateral

Letterhead, #10 envelopes, etc.

1.75"



1.5"



Small print collateral

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

1.5"



75 px



Minimum on-screen size

.875"



Minimum print size

75 px



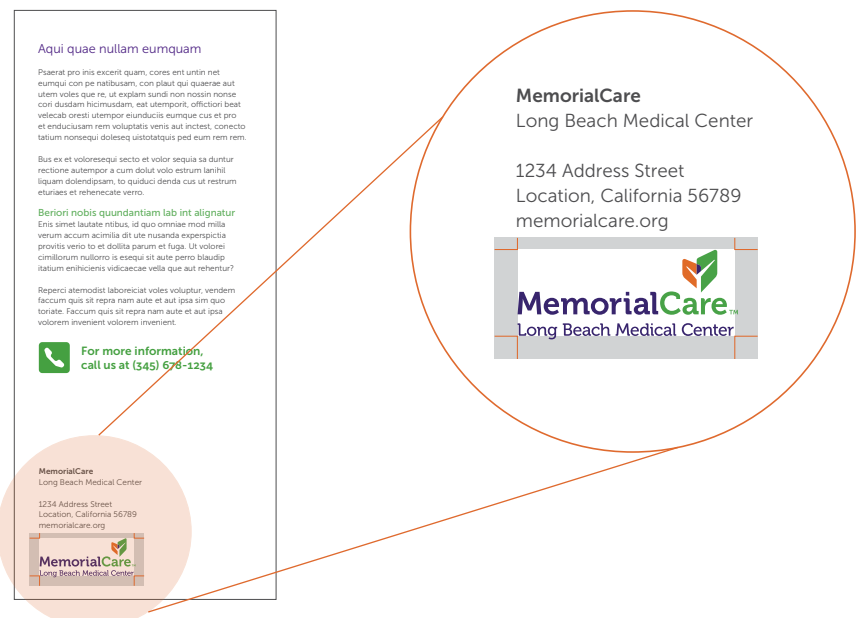
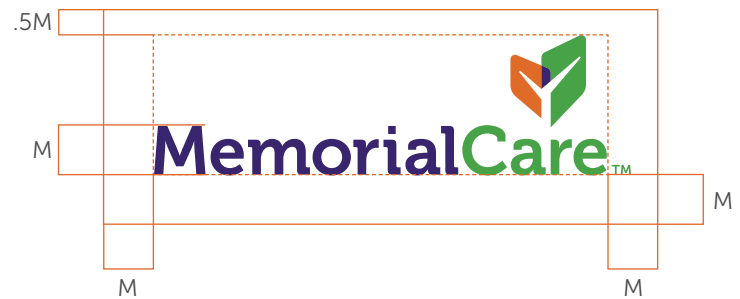
.875"



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

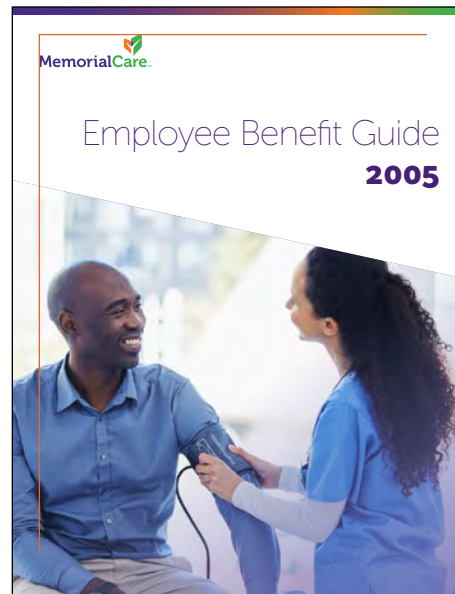
A consistent placement of our logo on communication materials will help unify our applications and increase recognition and visibility of our visual brand identity.

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

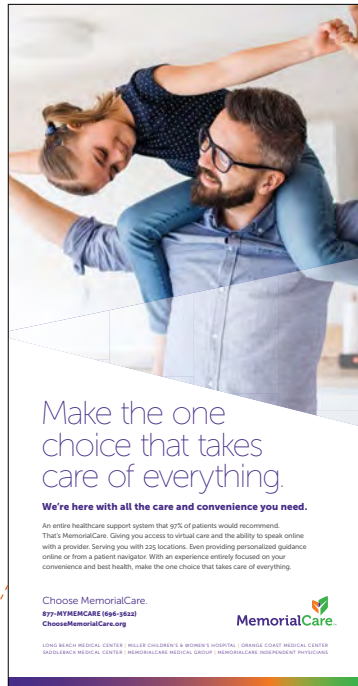


Staging with entities boilerplate

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



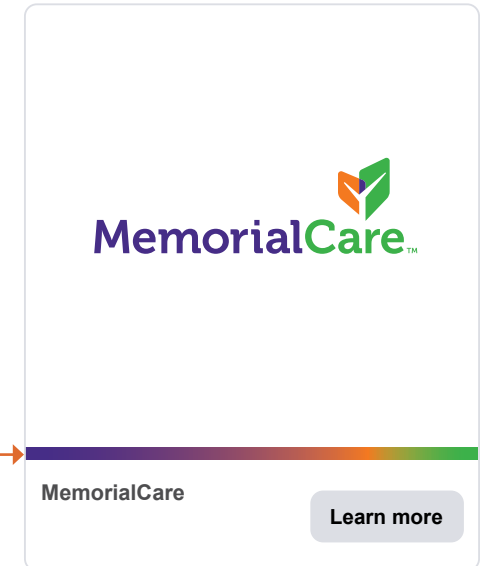
Boilerplate typestyle guidelines (video)

- 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



LONG BEACH MEDICAL CENTER
ORANGE COAST MEDICAL CENTER
SADDLEBACK MEDICAL CENTER

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



MemorialCare Heart & Vascular Care

[Learn more](#)

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

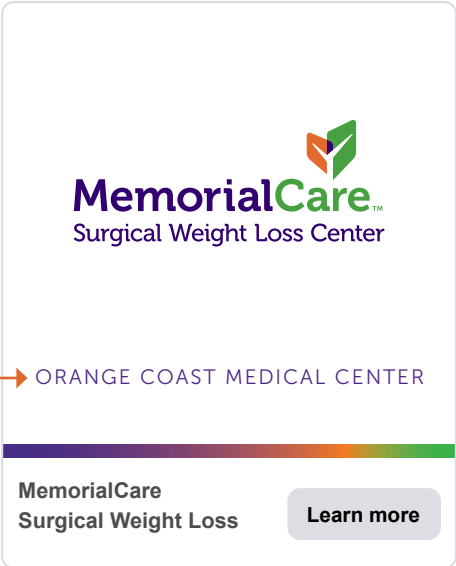
Our institute logo

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:



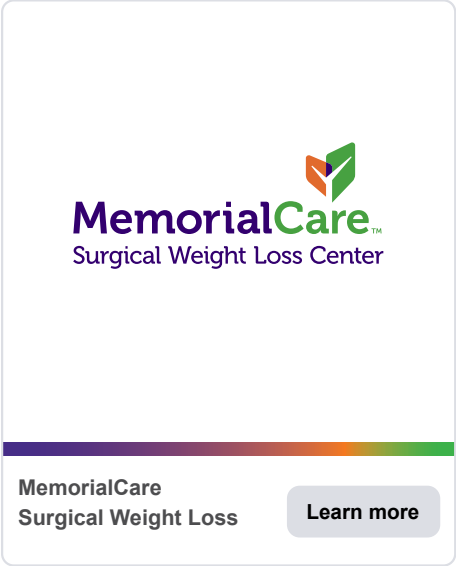
PRINT



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 typestyles 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 typestyles 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.

Enhedam magnim nonem vellicienet officia epuditi nulpā

Enis simet laute nribus, id quo omniae mod milla
verum. Accum acimilla diti ute nusanda experspectia
provisis venio to et dolita parum et fuga. Enis simet
laute nribus.

Reperi atemodist laboreciat volos volupur, vendem
faccum quis sit repra nam aute et aut ipsa sim quo
toriate volorem invenient. Qui to molut audam que
nosapit omnimet urecusdandit adi unt et in nectass
imitoris sapiensit endendae endanis eveliquosa
quisiqua ectatit este si core.

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cus et pro enducisam volupatis venis aut inctest.
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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.

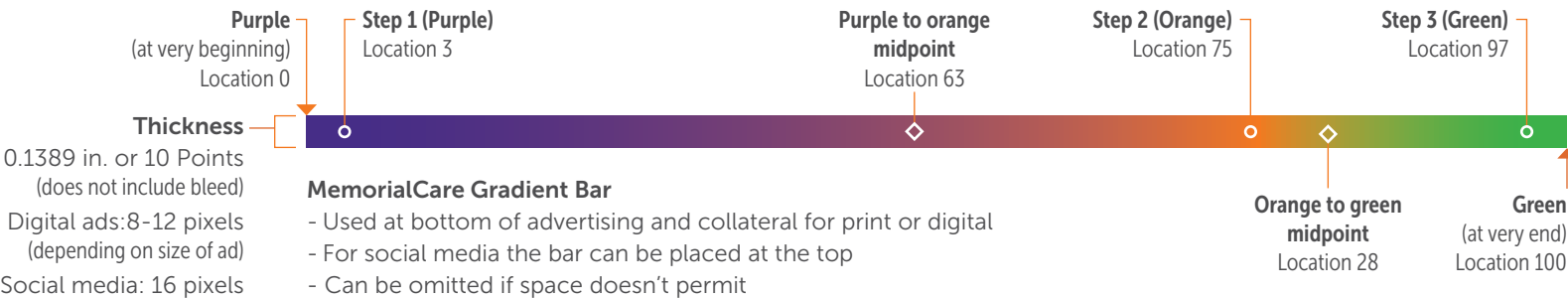
MemorialCare Orange

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.

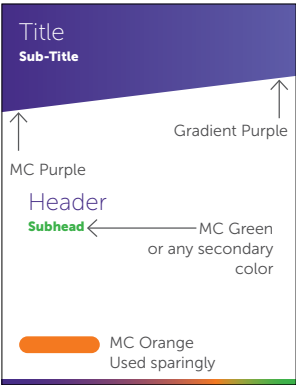
Use the primary color palette for core communications whenever possible. MemorialCare Purple is the main color of our palette and should be the dominant color signal whenever possible. MC Green is the secondary color and if a bright callout color is needed then MC Orange should be used. The header “angled 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.).

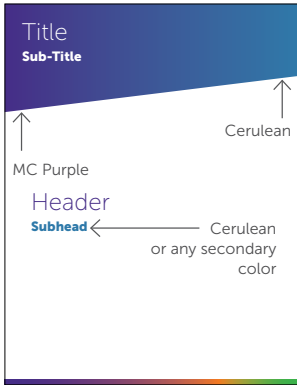
The basic principles for applying the MemorialCare main and support palettes together in applications are shown here.

Primary palette



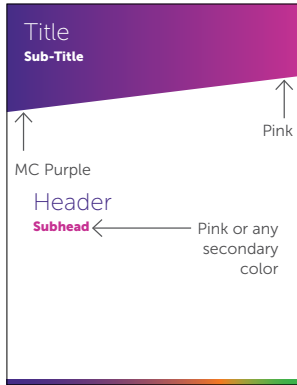
Use our main color palette for the majority of communication materials.

Compassionate palette



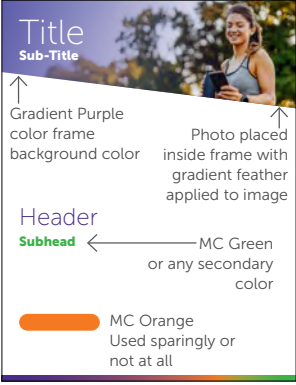
MC Purple and one color from the compassionate palette shown on previous page.

Thriving palette



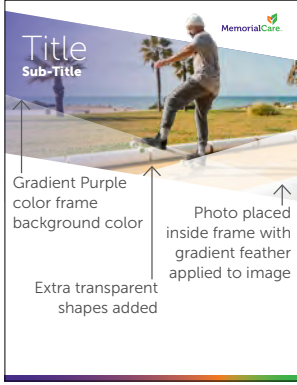
Choose one core color and one color from the thriving palette shown on previous page.

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

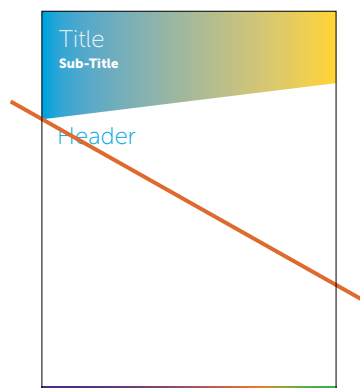


For layouts with smaller amount to text you can place the light gradient at the footer to provide a nice area for CTAs, QR codes and logos.

Our color

Misuse

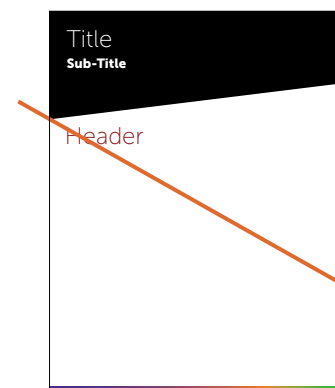
To maintain the impact of the color signal, consistently apply our color palettes as described in the color use and combinations guidelines. Avoid the potential misuses of color shown here.



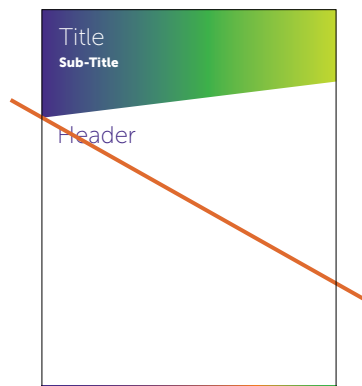
Do not use a compassionate or thriving color as the main color. Gradients should always contain MC Purple.



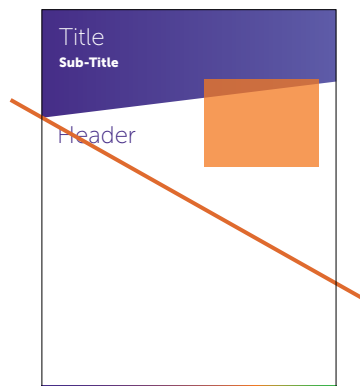
Do not use the MC Green in place of the MC Purple.



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.

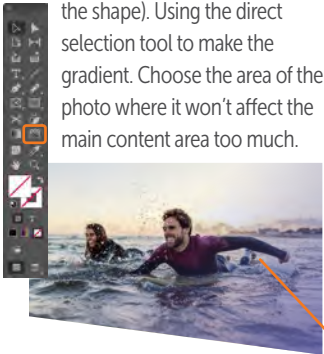
R: 94 C: 73
G: 92 M: 72
B: 175 Y: 0
K: 0

(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.

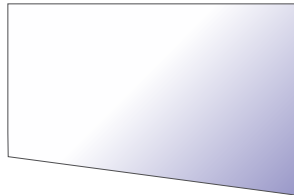


Photoshop

1. Mask photo with shape



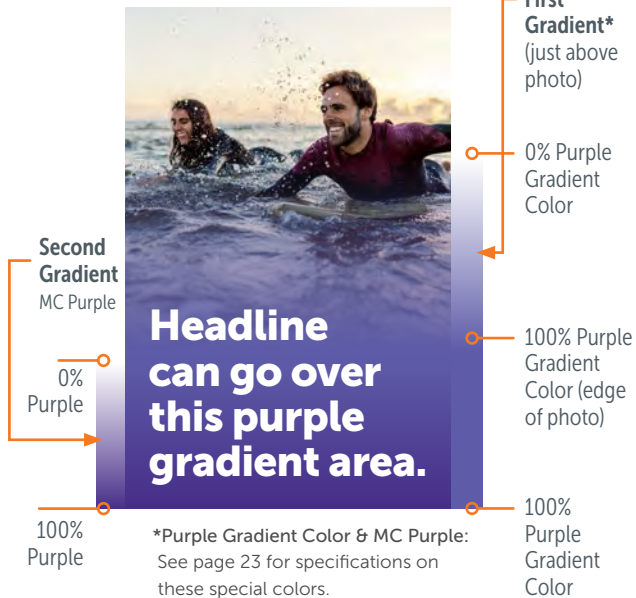
2. Duplicate shape layer without the photo and place it in the same spot, fill with basic gradient, foreground to transparent of the purple gradient color.



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.



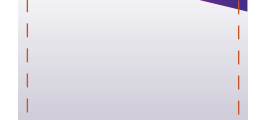
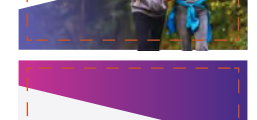
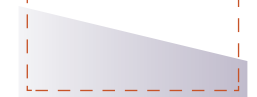
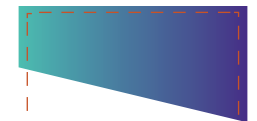
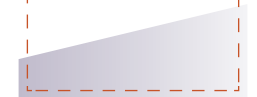
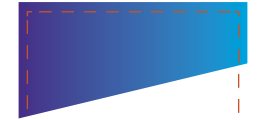
Some instances may require a second stronger gradient to extend the image area and to place a headline over it, see below for specifications.



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°

Our design system

Application examples

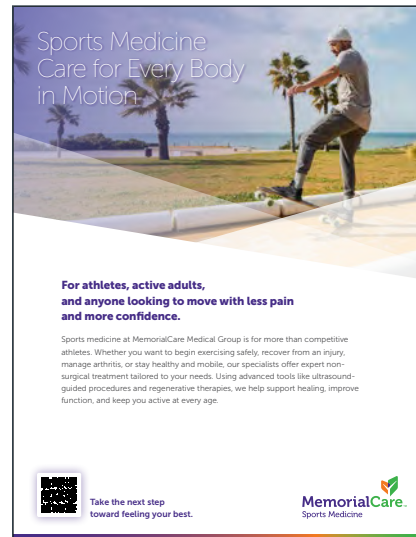
The purpose of our identity guidelines is to help establish and maintain the “branded” look and feel of our communication materials. Every application of our brand identity elements should work to unify and strengthen our communications family with visual clarity and impact. All of the MemorialCare design principles and elements, including the logo, typography, color, photography and “angled shape” graphic, are reflected in the application examples shown here. The examples are illustrations of design intent; use them as an inspiration and/or visual guide for creating additional materials, as required. See next page for more inspiration.



Our design system

Layout examples

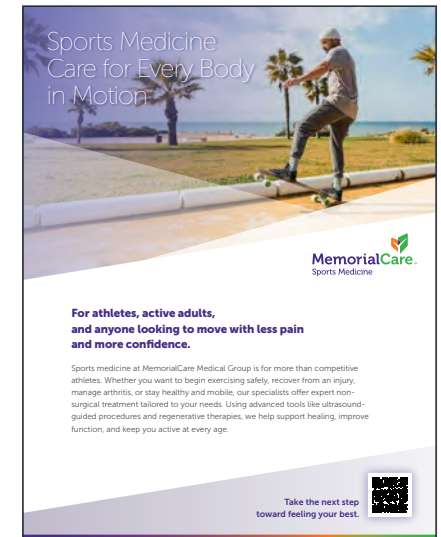
The examples on this page are for when you have the luxury of space, so that you can utilize a larger area for the photo and angle shape exportation.



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.



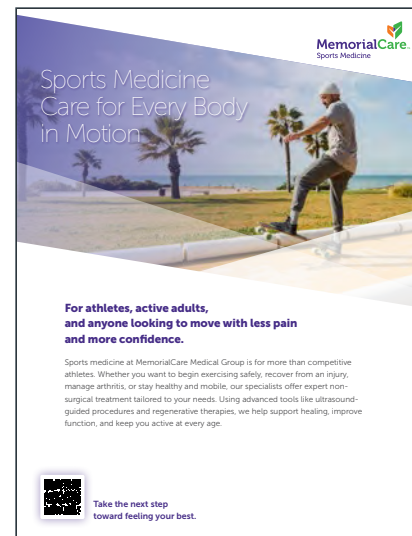
In this instance above, the logo was placed in the angled white area on the right.



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.



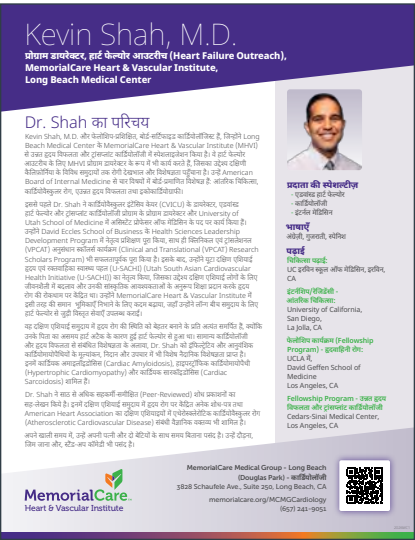
English

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.



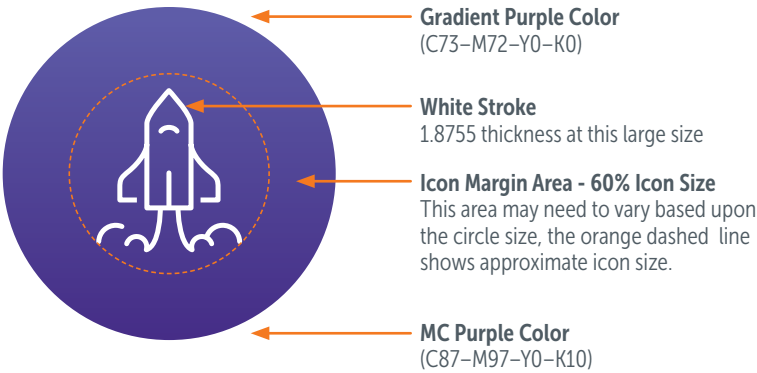
Other Languages: use a replacement “sans style” that matches Museo Sans and styles as close as possible.

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).



Logo and Design System Guidelines

July 2026

Our logo

The MemorialCare Miller Children's & Women's Hospital logo reflects visual continuity with the MemorialCare masterbrand, in part because the MemorialCare logotype and brand colors are maintained as part of the logo. We used a childlike, handwritten script in the entity name to playfully differentiate our logo from other entities in our system. We stylized our dolphin symbol to reflect the graphic style and visually integrated elements used in our system symbol. The heart shape formed where the mother and baby dolphins connect signifies the patient and family centered care that is a cornerstone of Miller Children's & Women's Hospital. This heart not only symbolizes the deep bond between mother and child, it also embodies the loving environment and commitment to a healthy, happy patient experience for all, and the strong connection that MCWH has with our community. Do not alter the relative size and arrangement of the logo elements shown.



Our Logo

Limited use horizontal logo

The colors used in the MemorialCare Miller Children's & Women's Hospital logo are the same colors used in the MemorialCare system logo.

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 a 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.

We have modified the dolphin symbol in the 1-Color logo treatment to ensure that the "heart" icon is clearly defined as part of the 1-Color logo in both positive and reverse applications.

Limited use horizontal logo

In certain circumstances, vertical space may be limited. For those circumstances, an alternate horizontal logo had been created. This alternate logo should only be used only when original logo does not fit well in the space provided.



3-Color Positive (Preferred)



2-Color Reverse (Preferred)
White on MemorialCare Purple



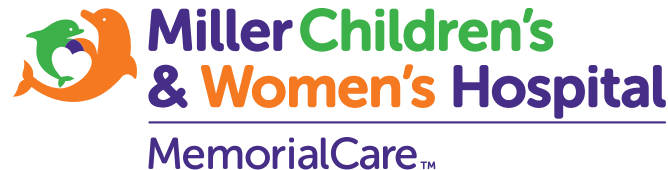
1-Color Reverse
White on MemorialCare Purple



1-Color Positive Purple



1-Color Positive Black

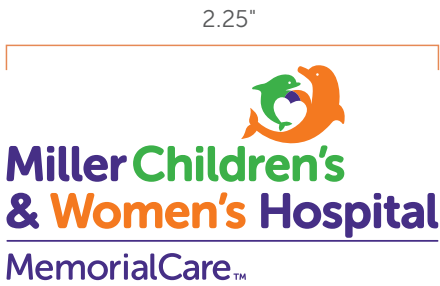


Our logo

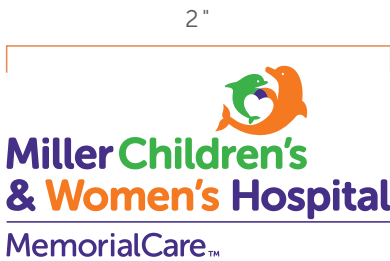
Logo sizes

To ensure consistency, visibility and legibility of our logo across materials, we have established a set of standard logo sizes. The size of the logo is measured from the left edge of the "M" in Miller to the right edge of "l" in Hospital. A consistent logo size on like communication materials enhances our unified and professional brand identity appearance.

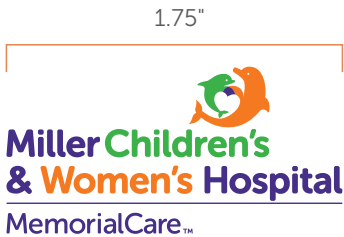
The recommended logo sizes shown here serve as a foundation for logo applications on some commonly used materials; use them whenever possible.



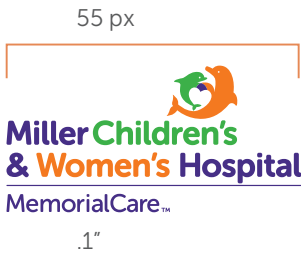
Large print collateral
9" x 12" folders, 8.5" x 11" brochures,
oversize postcards, etc.



Standard print collateral
Letterhead, #10 envelopes, etc.



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



Minimum on-screen size



Minimum print size

Our logo

Clear space

To maintain visibility and clarity of the logo, maintain a minimum clear space around the logo at all times. The minimum clear space for the Miller Children's & Women's Hospital 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.



Aqui quae nullam eumquam

Praerat pro inis excent quam, cores ent untni net eumqui con pe natibusam, con plaut qui querae aut utem volles que re, ut explam surd non nosin nonse cori disdam hichusdam, est utempori, officiori beati veteleab oresti utempori esunducis eumque cus et pro et enducisam rem voluptatis venia aut incit, correcto latum nonsequi doleseq uisotalequis ped eum rem rem.

Ibus ex et voloressequi secto et volor sequia sa duntur rectione autempori a cum dilul volo estum tanhi, liquam dolendipsam, lo quiduci denda cus ut restrum eturiaes et reheneate verro.

Beriori nobis quundantiam lab int alignatur

Enis simet lautate ritibus, id quo omniae mod mlla verum accum acimila diti ute nuanda experspectia provitis vero to et dolita parum et fuga. Uti volorei cimillorum nulloio is esequi sit aute perro blaudip itatum enihviciens vidicaeae vella que aut rehentur?

Reperci atemodiat laboreicai volles voluptur, vendem faccum quis sit repra nam aute et aut ipsa sim quo toriate. faccum quis sit repra nam aute et aut ipsa volorem invenient volorem invenient.

 For more information, call us at (545) 678-9012

Miller Children's & Women's Hospital

1234 Address Street
Location, California 56789
millerchildrens.org



Miller Children's & Women's Hospital

1234 Address Street
Location, California 56789
memorialcare.org



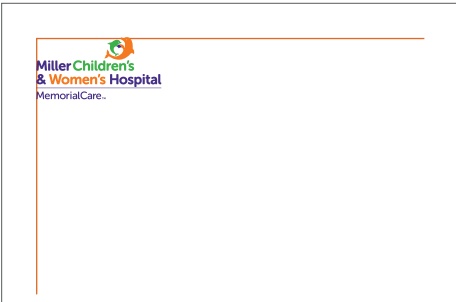
Our logo

Staging

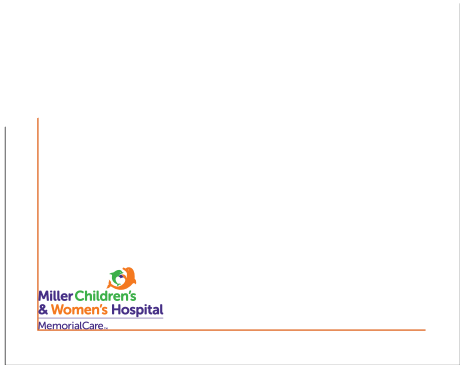
A consistent placement of our logo on communication materials will help unify our applications and increase recognition and visibility of our visual brand identity.

To maintain prominence of the logo, the preferred placement is on the upper left margin 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.

Preferred placement
Top left margin



Alternative placement
Bottom left margin



Alignments

Several natural alignment points are 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 within our logo are shown here.

Preferred alignments
Horizontal



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

Vertical



Suntent ventia pra exerio is reseguas
omnimus, susam landitet dis



Suntent ventia pra
omnimus, susam
landitet dis

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 given 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 the marketing department for a quick review and direction.

Contact Nichole Smith: NSmith@memorialcare.org or Carl Spady cspady@memorialcare.org if you have a question.



Do not change the color of the logo.



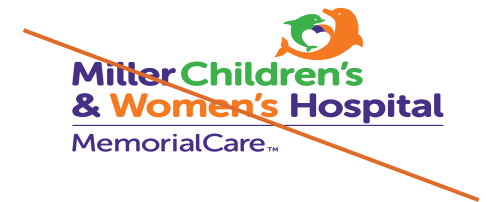
Do not move, remove or alter the icon.



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



Do not place the logo over busy backgrounds.



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



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



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



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 Rounded

Museo Sans Rounded is the primary support typeface for MemorialCare Miller Children's & Women's Hospital branded communications and is used for all headlines and body copy. Museo Sans Rounded is a rounded version of Museo Sans. The basic structure of the letterforms is similar, so it supports and does not compete with the MemorialCare masterbrand typography. For numbers use proportional oldstyle whenever possible.

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Skippy Sharp

Skippy Sharp is a secondary typeface for MemorialCare Miller Children's & Women's Hospital branded communications. It is used to highlight key words in headlines. And can be used in quotes or call-outs on interior spreads. This font should be used very sparingly.

Skippy Sharp is a friendly, informal handwritten font that feels natural and kid-like. It stands out from Museo Sans Rounded to emphasize words or information.

Skippy Sharp

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Proxima Soft (Vietnamese)

Proxima Soft 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 typestyles and weights, with corresponding italic versions.

Proxima Soft Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Proxima Soft Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Proxima Soft Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Proxima Soft Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Our typography

In use

We use Museo Sans Rounded and Skippy Sharp in headlines to unify and distinguish our branded communications. Museo Sans Rounded should be used as the primary font for headlines. Skippy Sharp should be used sparingly to highlight an important word.

Please refer to the examples below.

Museo Sans Rounded

Lorem ipsum dolor sit consect
utal adipis **elit** sed diam nonum

Skippy Sharp

Museo Sans Rounded

Duis autem vel eum iriure dolor in
hendrerit in **velit esse** sed diam

Skippy Sharp

Our typography

Determining height

Use care when combining Museo Sans Rounded and Skippy Sharp. When set at the same font size, Skippy Sharp is a much smaller font than Museo Sans Rounded. So, the font size of Skippy Sharp will need to increase to match Museo Sans Rounded. Please refer to the examples below for proper x-height alignment.

✓ Correct

Museo Sans Rounded, 36 pt

Lorem ipsum dolor sit consect
utal adipis elit sed diam nonum — x-height

Skippy Sharp, 53 pt

Museo Sans Rounded, 36 pt

✗ Incorrect

Lorem ipsum dolor sit consect
utal adipis elit sed diam nonum — x-height

Skippy Sharp, 36 pt

Our typography

System font: Calibri

While Museo Sans Rounded is used for our collateral communications, Calibri is a substitute font we use for administrative purposes (e.g., business forms, word processing, PowerPoint presentations, etc.) where Museo Sans Rounded is not available. As an alternative font, Calibri is a very readable, modern system typeface that is widely available across all computer platforms.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890*

Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890***

Our color

The MemorialCare Miller Children's & Women's Hospital color palette is identical to the MemorialCare masterbrand. Though the colors directly relate to the masterbrand colors, they are used in a more expressive and playful way.

Main palette

Our main palette features the three colors of our logo—MemorialCare Purple, MemorialCare Green and MemorialCare Orange. These colors will be used for most communications to establish our signal. The colors of the main palette are designated "Deep," "Medium" and "Bright."

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
"Deep"
Pantone® 2685C / 2371U
cmyk: 87 / 97 / 0 / 10
rgb: 51 / 0 / 111

MemorialCare Green
"Medium"
Pantone® 7738C / 361U
cmyk: 74 / 0 / 98 / 2
rgb: 71 / 161 / 65

MemorialCare Orange
"Bright"
Pantone® 7578C / 716U
cmyk: 0 / 65 / 100 / 0
rgb: 225 / 106 / 45

Support palette

Our support colors enhance our main palette and provide variety and visual interest, while building and maintaining strong recognition of our primary color signal. Use a support color to replace a "Medium" or "Bright" color in a layout, as long as it doesn't detract from our primary color signal. You can also consider using support colors in photography and typography.

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

"Medium"
Pantone® 2393C
cmyk: 100 / 9 / 7 / 0
rgb: 0 / 146 / 203

"Medium"
Pantone® 2075C
cmyk: 56 / 67 / 0 / 0
rgb: 130 / 102 / 188

"Medium"
Pantone® 2305C
cmyk: 43 / 20 / 100 / 0
rgb: 158 / 167 / 0

"Bright"
Pantone® 240C
cmyk: 17 / 96 / 0 / 0
rgb: 202 / 45 / 154

"Bright"
Pantone® 382C
cmyk: 28 / 0 / 100 / 0
rgb: 196 / 214 / 0

"Bright"
Pantone® 7408C
cmyk: 0 / 20 / 100 / 0
rgb: 246 / 190 / 0

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

Our photography

Lifestyle — Child focus

Focused on healthy outcomes, our lifestyle images capture real people engaged in natural activities. Positive, authentic imagery allows audiences to relate to the ideas communicated by our photography. Photos that show a connection between people or a person engaged in an activity support our brand platform.

Photography should:

- Be primarily focused on children and may include women and families in real-life moments
- Reflect the concept of connection
- Show healthy activities
- Reflect regional outdoor environments
- Incorporate brand colors when possible
- Be bright, warm, optimistic
- Be patient-focused and diverse



Our photography

Lifestyle — Woman focus

Focused on healthy outcomes, our lifestyle images capture real people engaged in natural activities. Positive, authentic imagery allows audiences to relate to the ideas communicated by our photography. Photos that show a connection between people or a person engaged in an activity support our brand platform.

Photography should:

- Be primarily focused on women and may include children and families in real-life moments
- Reflect the concept of connection
- Show healthy activities
- Reflect regional outdoor environments
- Incorporate brand colors when possible
- Be bright, warm, optimistic
- Be patient-focused and diverse



Our photography

Medical

Focused on healthy outcomes, our medical images capture real people in a healthcare setting or situation. Positive, authentic imagery allows audiences to relate to the ideas communicated by our photography. Photos that show a connection between people or a person engaged in an activity support our brand platform.

Photography should:

- Photography should capture a moment of real life in a healthcare setting
- Reflect the concept of connection
- Use warm tones
- Be positive and optimistic
- Include a sense of environment
- Be people-focused and diverse



Our design system

Our design system is where all of our design elements—logo, shape, color, photography, texture, graphic elements and layout space—come together to express the look and feel of MemorialCare Miller Children's & Women's Hospital brand identity. Done correctly, the look and feel of our communications will visually appeal to our changing demographic, support the attributes associated with our brand platform and act as a unifying, simple and differentiating visual language. Used consistently and within our guidelines, the design system is an opportunity to deepen the impact, recognition and uniqueness of our brand.

"Connection" graphic

Because children are always growing, our branding system reflects this.

Our system is flexible, playful and exploratory. We provide information in an easy to digest direct manner, while remaining curious with the design.

Why? Because each child is unique with unique needs. The interlocking circles represent a trusting connection between children, parent or doctor. Our small circle connects to a supportive, larger circle. This also represents our Cherese Mari Laulhere BirthCare Center as the trusting connection between mother and baby. Other circles playfully interact with photos or highlight important information.

Our "connection" graphic works with our logo, colors, imagery and typography to create a unique, unifying and recognizable visual identity. It is important to use our "embrace" graphic on high-visibility applications, applied wherever possible to establish and reinforce our visual identity. Whenever possible the "connection" graphic should be used but not necessary since some layouts may not have room.



← Accent ringed circle

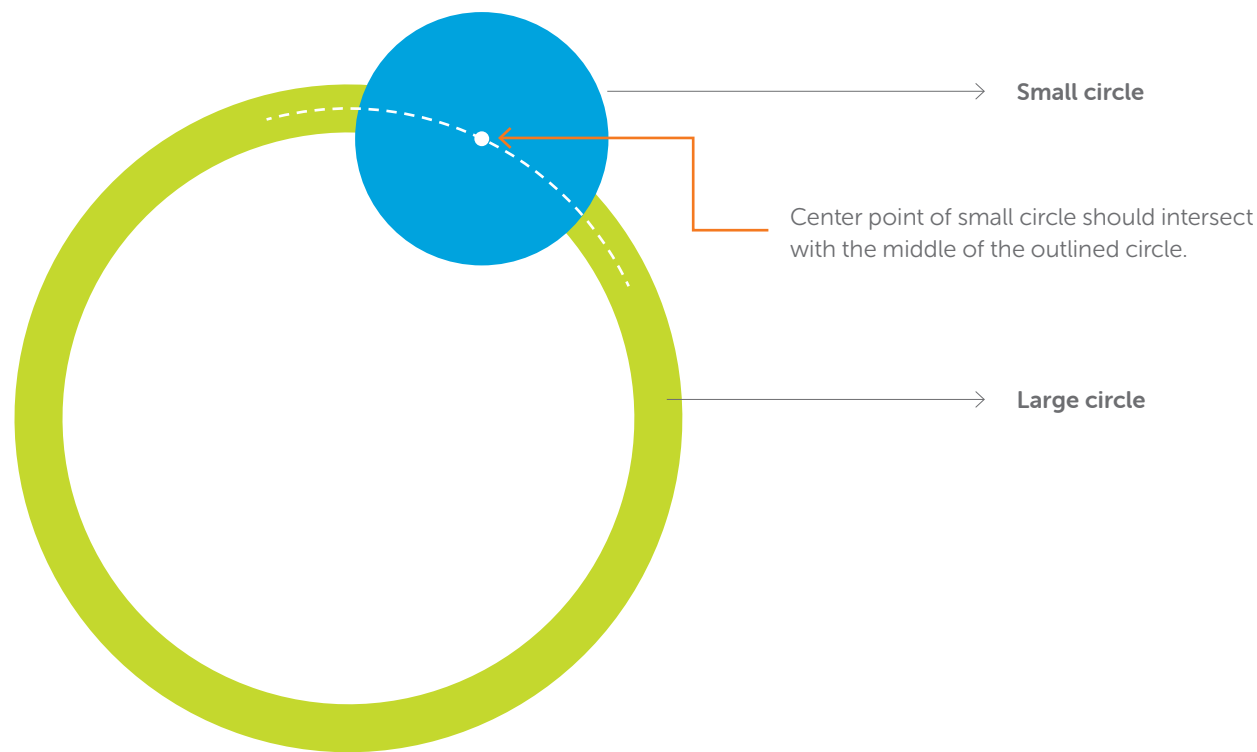
↑
Base circle

"Connection" graphic

Our design system

"Connection" graphic

Our "connection" graphic is made using two circles, one being an outline and the other being solid. The basic steps shown here are the foundation for using the "connection" graphic on applications.



Defining the "connection" graphic

The foundation of our branding is the "connection" graphic. The "connection" graphic is its own element and is always defined by **one large circle** and **one small circle**. Any other circles used in layout are considered graphic elements that help support the "connection" graphic.

The line thickness for all circles must be the exact same thickness, see to the right for guide on thickness



Brochure: 14 point



Letter-size: 16 point



24 X 36: 48 point



Tabloid-size: 22 point



Postcard-size:
16 point



Business Card size:
8 point

Our design system: color

“Connection” graphic color use and combinations

Color is an impactful brand identity element that allows MemorialCare Miller Children’s & Women’s Hospital to stand out in the market.

All of the main palette can be used together as shown in the examples to the right. For the support colors, keep one rule in mind:

1. Combine colors from different designations (bright, medium or deep). For example, use a bright with a deep or a medium. Examples of misuse can be found on the next page.
2. Limit each document to no more than three colors whenever possible, with purple included as one of the primary colors. When using a large circle as a title container, always use purple as the background color. Additional colors may be used only when the design clearly requires them. If using Capri, you can also use powder blue for text over a purple background and with olive, you can use pear for text over a purple background, and likewise, for pink you can use thulian for text over a purple background as well.



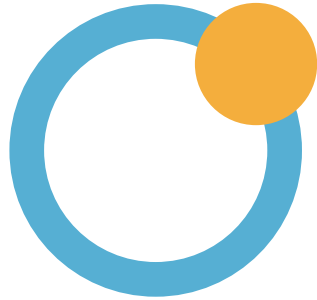
Color combinations not limited to above (line weights on this page are for representation only)

Our design system: color

Misuse

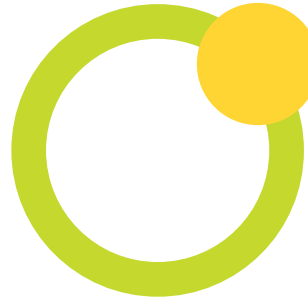
To maintain consistency and recognition of our color signal, apply our colors as described in the “Color use and combinations” guidelines. Avoid color misuse that may detract from our color signal. A few examples of color misuse are demonstrated here.

✗ Incorrect



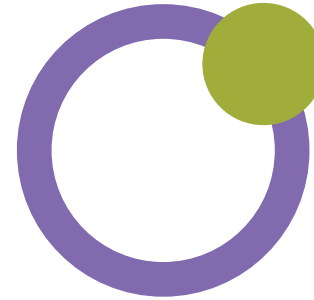
Do not apply new or different colors.

✗ Incorrect



Do not use two colors from the same designation, like two bright colors.

✗ Incorrect



Do not use two colors from the same designation, like two medium colors.

Our design system: color

"Connection" graphic

When overlapping the "connection" graphic in layout, no more than 3 circles should overlap.

✓ Correct

1

2

3

MemorialCare Miller Children's & Women's Hospital

Miller Children's & Women's Hospital is a member of MemorialCare, a not-for-profit, community-based health care system, and is one of only eight free-standing children's hospitals in California.

By admitting more than 13,000 children each year, Miller Children's & Women's has become a regional pediatric destination for thousands of children who need specialized care in both the inpatient and outpatient setting. With maternal-fetal medicine specialists and neonatologists available 24/7, Miller Children's & Women's cares for women with high-risk pregnancies and premature infants under one roof.

By the Numbers

357 licensed beds

13,305 admissions

4,803 pediatric surgical cases

30,258 pediatric Emergency Department visits

66,309 outpatient clinic visits

5,180 births

2,609 high-risk pregnancies

934 Neonatal Intensive Care Unit (NICU) admissions

1,048 Chereese Mari Lauhere Pediatric Intensive Care Unit (PICU) patients

18 California Children's Services (CCS) Centers

3,771 pediatric cancer patients

More than 950 physicians, including pediatric sub-specialists, hospitalists and intensivists

More than 890 pediatric registered nurses

80,000 sq. ft. Chereese Mari Lauhere Children's Village with more than 30+ subspecialties, including cardiology, orthopedics, oncology, etc.

5 outpatient specialty center locations


**MillerChildren's
& Women's Hospital**
MemorialCare.


millerchildrens.org

3 circles can touch
and be different styles

✗ Incorrect

1

2

3

4

MemorialCare Miller Children's & Women's Hospital

Miller Children's & Women's Hospital is a member of MemorialCare, a not-for-profit, community-based health care system, and is one of only eight free-standing children's hospitals in California.

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5 outpatient specialty center locations


**MillerChildren's
& Women's Hospital**
MemorialCare.


millerchildrens.org

4 circles in a chain or
4 touching circles is
not acceptable.

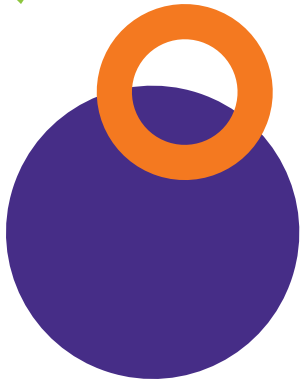
Our design system

Graphic circles in application

To maintain consistency in our design, here are some examples of applications of the “connection” graphic and overlapping accent ringed circles:

“Connection” graphic

✓ Correct



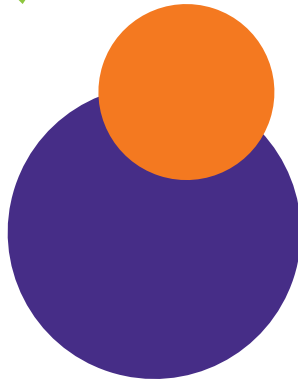
Small circle can be ringed, with small circle always placed on top.

✓ Correct



Large circle can be ringed, with small circle always placed on top.

✓ Correct



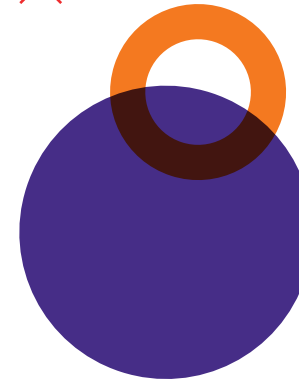
Both circles can both be solid, with small circle always placed on top.

✗ Incorrect



Small circle (ringed or solid) should never be placed behind large circle.

✗ Incorrect



“Connection” graphic circles should never be transparent.

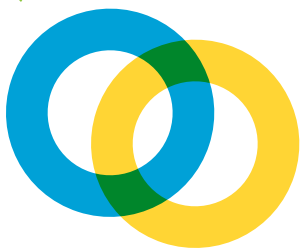
✗ Incorrect



At least one shape in connection graphic should be solid.

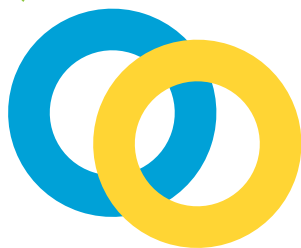
Overlapping accent ringed circles

✓ Correct



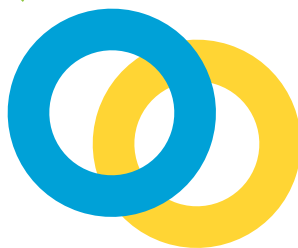
2 overlapping rings may be transparent using the “multiply” effect at 100%.

✓ Correct



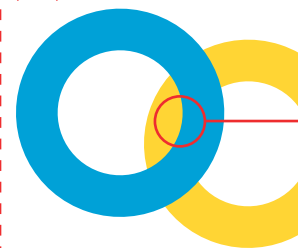
White space must be visible on both sides of bottom ringed circle.

✓ Correct



Either ring can be placed on top or bottom.

✗ Incorrect



Overlapping accent rings should always show connection with visible white space in between.

Missing white space here.

Our design system

Accent ringed circles – sizing

When adding accent ringed circle(s) to support the “connection” graphic, ring should not be too thick or thin. Ring should neither distract from the layout or be so minimal it may seem to be a mistake. (refer to page 52 for line thickness suggestions)

Here are a few examples of correct weight for accent ringed circle:



✓ Correct



✗ Incorrect
Ringed circles are too thick



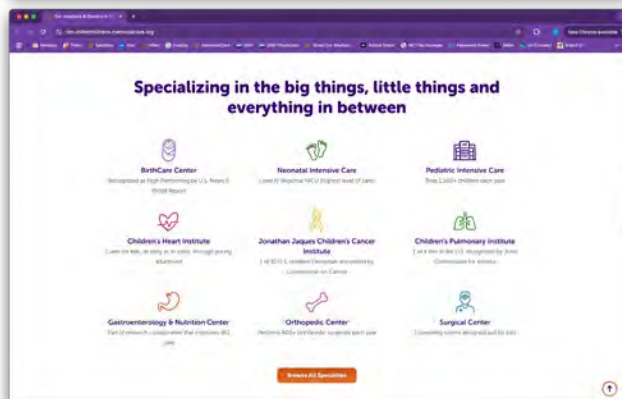
✗ Incorrect
Ringed circles are too thin

Our design system

Hand-drawn elements

Simple, childlike drawings can be used to add a friendly, playful character to content. The rendering style of this identity element relates to, and visually integrates, the hand-lettered style of typography in secondary font, Skippy Sharp. The drawings can help to highlight information or as accents in layout. Important to keep as minimal as possible, such as one or two hand-drawn elements per “surface.”

Choose from hand drawn elements library from the right (located inside InDesign’s MemorialCare CMYK library), or create your own based upon content. If you are creating an new element, be sure that the artwork looks like it was drawn with a crayon.



Our design system

Hand-drawn elements

Minimal use of hand drawn elements is encouraged.
An example of hand-drawn misuse is demonstrated here.

Suggested use for hand-drawn elements is 1 – 2 elements per surface seen.

✓ Correct

Health Care Transition Patient Information Late Years

Dear Teen,

As you get closer to becoming a young adult, you likely have taken on more of your own care, including your special health care. The list of activities below can help with skills you can do as you get closer to your young adult years. These activities may be done differently by each person. Some teens may need more help from their parent or caregiver. It is a good idea to talk to your doctor to make sure you are on track to move to adult care. Some of the items listed are healthy choices for today and your future.

Your Feelings

- Talk with your parent, caregiver or a trusted adult about your goals and concerns.
- Learn healthy ways to deal with stress.
- Develop ways to solve problems and make good decisions.
- Let your parent, caregiver or a trusted adult know if you feel sad or "down."
- Ask about ways you can help at home.

Your Daily Life – Good Things to Know

- Talk with your parent, caregiver or a trusted adult about your values and expectations for drinking, drug use, tobacco use/vaping, driving and safe sex.
- Talk with your parent, caregiver or a trusted adult when you need support or help in making healthy decisions.
- Ask your doctor about how alcohol, drugs, smoking and safe sex affect your medical condition and/or the medicines you take.
- Ask your doctor about reproductive health related to your medical condition: birth control, sexually transmitted infections (STIs) and pregnancy.
- Find safe activities at school and in the community.
- Follow your family rules.
- Help at home and practice independent living skills or tasks you will need to live on your own, as much as you are able.

Approved by Miller Children's & Women's Hospital Patient & Family Education Center

**MillerChildren's
& Women's Hospital**
MemorialCare..

✗ Incorrect

Health Care Transition Patient Information Late Years

Dear Teen,

As you get closer to becoming a young adult, you likely have taken on more of your own care, including your special health care. The list of activities below can help with skills you can do as you get closer to your young adult years. These activities may be done differently by each person. Some teens may need more help from their parent or caregiver. It is a good idea to talk to your doctor to make sure you are on track to move to adult care. Some of the items listed are healthy choices for today and your future.

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- Talk with your parent, caregiver or a trusted adult when you need support or help in making healthy decisions.
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- Ask your doctor about reproductive health related to your medical condition: birth control, sexually transmitted infections (STIs) and pregnancy.
- Find safe activities at school and in the community.
- Follow your family rules.
- Help at home and practice independent living skills or tasks you will need to live on your own, as much as you are able.

Approved by Miller Children's & Women's Hospital Patient & Family Education Center

**MillerChildren's
& Women's Hospital**
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Our design system

Color texture

Used within our “Connection” graphic, pattern treatments will become a recognizable identity element that will add dimensionality and visual interest to our communications. Our heart pattern shown here is our initial treatment for this identity element. The graphical style is intended to be simple, dimensional, friendly and animated to reinforce the positive, healthy and child-like qualities and attributes we want associated with our brand identity. This pattern should be used in conjunction with the solid circle in the “Connection” graphic to ensure it appears integrated as a key identity element. Going forward, additional pattern treatments can be created to broaden our palette of patterns for use across all communication materials.

Textured pattern can be placed inside solid shapes. These textures can use a clean line, or a rough line, indicative of a child’s crayon or pencil drawing.

For physician pieces, a clean line look is preferred.



Breastfeeding Support and Assistance

Lactation Outpatient Clinic
Because breastfeeding challenges may continue after you go home, we have an outpatient clinic. Services are provided by registered nurse lactation consultants who provide education and support to help new birth parents and babies get off to the best possible start. A complete assessment of your baby, including pre- and post-feeding weights, is done to ensure adequate nutrition and resolve any difficulties you may be having.

Where:
2888 Long Beach Blvd, Suite 365
Long Beach, CA
Located in the Hartley Building, on the corner of Long Beach Blvd. and Columbia St.

When:
Every Monday, Wednesday and Friday
Call (562) 933-8081 to schedule an appointment.
Lactation Warmline for Advice: (562) 933-2779

Breastfeeding Basics Prenatal Class
In this one-session class, you will learn about the basics of breastfeeding and how to get off to the best start. A board-certified lactation consultant from our Chereese Mari Lauhere BirthCare Center will talk about how milk is made, latch and positions, and how to know if the baby is getting enough, as well as common challenges and how to address them.

Where:
Virtually

When:
Every first Monday of the month
from 2 - 5 p.m.

Breast Pump Rental Service
Please call (562) 933-8081 for pump rentals.

Virtual Postpartum Support Group
Our postpartum support group offers a welcoming, non-judgmental space to help you navigate the joys and challenges of motherhood. Connect with other new moms, share experiences, and build a supportive community of peers.

Where:
Virtually

When:
Every other Tuesday from 3 - 4 p.m.

QR code: Scan to Sign Up

Miller Children's & Women's Hospital MemorialCare

Support

Virtual Vaccine Town Hall

In Partnership with the City of Long Beach Department of Health & Human Services

Join us for a special virtual town hall focused on vaccine awareness for children ages 0 - 5. We're proud to partner with the City of Long Beach Department of Health & Human Services to provide our community with up-to-date information, answer your vaccine questions, and empower families to make informed health decisions. The event will be held virtually via Zoom, with a link provided to registered attendees 24 hours before the event, and will be offered in Spanish, American Sign Language (ASL), Khmer, and Tagalog.

Date:
Thursday, April 23

Time:
7 - 8 p.m.

Location:
Virtual via Zoom

Miller Children's & Women's Hospital MemorialCare



To register scan the QR code



Star pattern shown here

Our design system

Color texture

Color textures should be subtle and not overpowering. An example of texture misuse is demonstrated here.

Textured lines should be thinner than small accent ring used.

Foreground texture should not be white. Choose either a lighter or darker color from our palette which compliments the background color.

✓ Correct



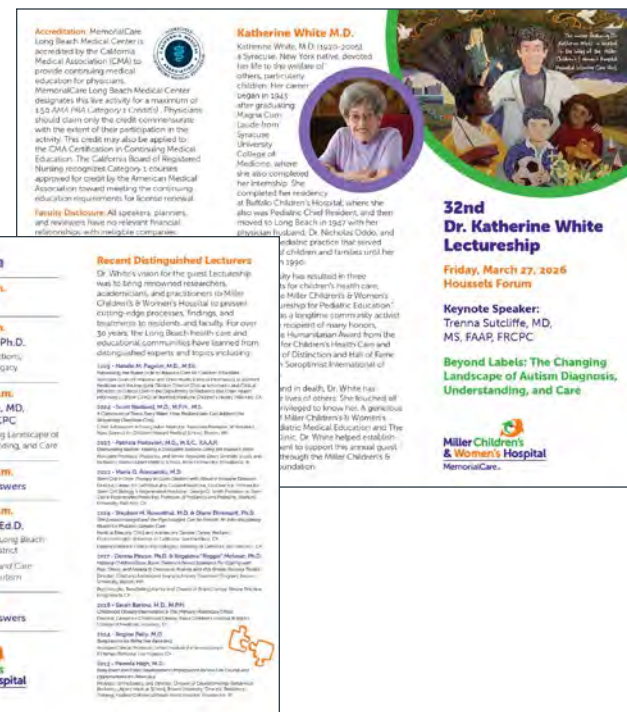
✗ Incorrect



Our design system: overall

Application examples

The purpose of our identity guidelines is to help establish and maintain the “branded” look and feel of our communication materials. Every application of our brand identity elements works to unify and strengthen our communications family with visual clarity and impact. All of the MemorialCare Miller Children’s & Women’s Hospital design principles and elements, including the logo, typography, color, photography and “connection” graphic, are reflected in the application examples shown here. The examples are illustrations of design intent; use them as an inspiration and/or visual guide for creating additional materials, as required.



Our design system: consumer campaigns

Application examples

Collateral includes any need to promote a specific care line, brand awareness, or a call to engage the public. The examples are illustrations of design intent; use them as an inspiration and/or visual guide for creating additional materials, as required.



Our design system: physician communications

Application examples

Collateral includes internal pieces to share with other hospitals or with physicians internally. Design is more adult focused and less childlike with less use of kid font, but still reflects the Miller Children's & Women's Hospital foundational branding system. These examples are illustrations of design intent; use them as an inspiration and/or visual guide for creating additional materials, as required.

Little to no kid font

Must include referral line

No logo on back of one sheet

No hand drawn elements or textures

Children's Heart Institute

millerchildrens.org/referrals

Referral Line:
(714) 377-6993

The Children's Heart Institute at Miller Children's & Women's Hospital delivers comprehensive heart care for prenatal patients, infants, children, teens, and young adults. We treat congenital and acquired heart conditions, support those with a family history of heart disease, and provide specialized care for patients diagnosed with congenital heart defects later in life.

Pediatric Diagnostic & Cardiac Imaging

- Fetal echocardiogram
- Echocardiogram (EKG)
- Electrocardiogram (EKG)
- Treadmill stress testing
- Home cardiac monitoring
- Cardiac CT/MRI
- Diagnostic heart catheterization

Specialized Programs, Clinics & Services

- Congenital Cardiac Surgery Program
- Interventional Cardiac Catheterization
- Mighty Hearts Program (Neurodevelopmental Program)
- Cardiothoracic Intensive Care Unit
- Comprehensive Outpatient Cardiology Clinic
- Electrophysiology
- Exercise Physiology
- Fetal Cardiology
- Integrated Feeding Team
- Pediatric Echocardiography

Most Advanced Technology For Your Patients

- State-of-the-art cardiac catheterization laboratory, which includes bi-plane imaging and 3D rotational angiography
- Extracorporeal membrane oxygenation (ECMO) to support life-threatening illnesses

Additional Comforts to Meet Your Patients' Needs

- Access to Child Life Specialists
- Pediatric Rehabilitation Specialists for physical and occupational therapy
- Psychosocial Support
- Ronald McDonald House onsite

Expert Pediatric Cardiac Care Close to Home

- With outpatient specialty centers in Long Beach, Torrance, Fountain Valley and Irvine – your patients get the specialized pediatric cardiac care they need close to home, by the same board-certified physicians.
- Cherese Mari Lauthers Children's Village**
2701 Atlantic Ave., Long Beach, CA 90806
- Torrance Outpatient Specialty Center**
3840 Lomita Blvd., Suite 302, Torrance, CA 90505
- Fountain Valley Outpatient Specialty Center**
9940 Talbert Ave., Suite 200, Fountain Valley, CA 92708
- Irvine Children's Specialty Center**
4050 Barranca Parkway, Suite 170, Irvine, CA 92604

Miller Children's & Women's Hospital MemorialCare.

Meet the Physicians
- back -

Children's Heart Institute Physicians

Constantinos Chrysostomou, M.D. Clinic Location: Long Beach
Pediatric Cardiac Critical Care Medicine
Medical School: University of Delaware Medical School
Internship - Pediatrics: University of Minnesota Medical Center
Residency - Pediatrics: University of Minnesota Medical Center
Fellowship Program - Pediatric Cardiology: University of Miami, Jackson Memorial Medical Center
Fellowship Program - Pediatric Cardiac Critical Care Medicine: University of Pittsburgh, UPMC Children's Hospital of Pittsburgh

David S. Chun, M.D. Clinic Locations: Long Beach, Fountain Valley, Irvine
Pediatric Cardiologist
Medical School: UC San Diego School of Medicine
Internship Program - Pediatrics: Cedars-Sinai Medical Center
Residency Program - Pediatrics: Cedars-Sinai Medical Center
Fellowship Program - Pediatric Cardiology: Indiana University School of Medicine

Saur Danon, M.D. Clinic Locations: Long Beach, Torrance, Irvine
Pediatric Interventional Cardiologist
Medical School: David Geffen School of Medicine at UCLA
Internship/Residency - Pediatrics: Cedars-Sinai Medical Center
Fellowship Program - Pediatric Cardiology: David Geffen School of Medicine at UCLA
Fellowship Program - Interventional Cardiology: Rady Children's Hospital - San Diego

Mohammad B. Rahimi, M.D. Clinic Location: Long Beach & Torrance
Pediatric Cardiologist
Medical School: St. George's University School of Medicine
Internship/Residency - Pediatrics: Robert Wood Johnson Medical School - Rutgers University
Fellowship Program - Pediatric Cardiology: Cohen Children's Medical Center

Rachel M. Sirignano, M.D. Clinic Location: Long Beach
Pediatric Cardiac Intensivist
Medical School: Drexel University College of Medicine
Internship/Residency - Pediatrics: UCI Medical Center - Children's Hospital of Orange County (UCHC)
Fellowship Program - Pediatric Critical Care Medicine: Emory School of Medicine - Emory University
Fellowship Program - Pediatric Cardiac Critical Care: Riley Heart Center Cardiology at Children's Healthcare of Atlanta

Christopher A. Tan, M.D. Clinic Locations: Long Beach, Fountain Valley & Torrance
Pediatric Interventional Cardiologist
Medical School: UC Irvine School of Medicine
Internship/Residency - Pediatrics: UCI Medical Center
Fellowship Program - Pediatric Cardiology: UCSF School of Medicine
Fellowship Program - Interventional Cardiology: David Geffen School of Medicine at UCLA

Children's Heart Institute Surgeons

Cynthia S. Herrington, M.D. Clinic Location: Long Beach
Pediatric Cardiac Surgeon
Medical School: Northeast Ohio Medical University
Internship/Residency - Surgery: St. Luke's Medical Center
Fellowship Program - Cardiothoracic Surgery: University of Minnesota Medical School
Fellowship Program - Congenital Cardiac Surgery: Children's Hospital Los Angeles

Dimitrios N. Mallios, M.D. Clinic Location: Long Beach
Pediatric Cardiac Surgeon
Medical School: University of Pittsburgh School of Medicine
Internship/Residency - Cardiothoracic Surgery: Nick School of Medicine of USC & Los Angeles General Medical Center
Fellowship Program - Congenital Cardiac Surgery: Children's Hospital Los Angeles

Learn more at
millerchildrens.org/heart
or scan the QR code.

Our design system

Photos with stroke outline

When two photos overlap, at a minimum, the top photo should be outlined with a stroke.

✓ Correct



✗ Incorrect



Our design system

Rounded corner box highlight

We recommend that rounded corners for 8.5 x 11 or similar sized collateral maintain 12 point radius on all corners.



Correct



Incorrect



Incorrect



12 pt. radius shown



6 pt. radius shown



24 pt. radius shown

Our design system: campaign tagline

For one consumer campaign, we have developed a tagline. We always keep “Just for kids” in Skippy Sharp and highlight with an accent color.

Specialized care.
Just for kids.

Our design system: overall rules

Please keep in mind these overall guidelines for each application.

Circle photos

No more than one circle photo on each surface or panel

✓ Correct



✗ Incorrect



Icons

Icons should be simple and clean, not hand drawn. Icons may be set inside a circle or on their own.

✓ Correct



✓ Correct



✗ Incorrect



Logo use

1-Sheet

Logo can be on front only of one sheet

Logo on front ←



Brochure

Logo on front and back of brochure

Logo on front ←

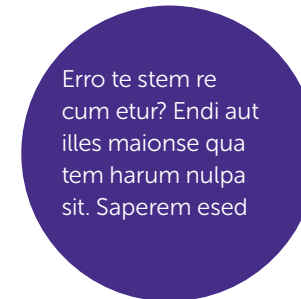


Logo on back

Type treatment within circle

Either left-aligned or centered text, and create organic shape that feels incorporated and works with circle.

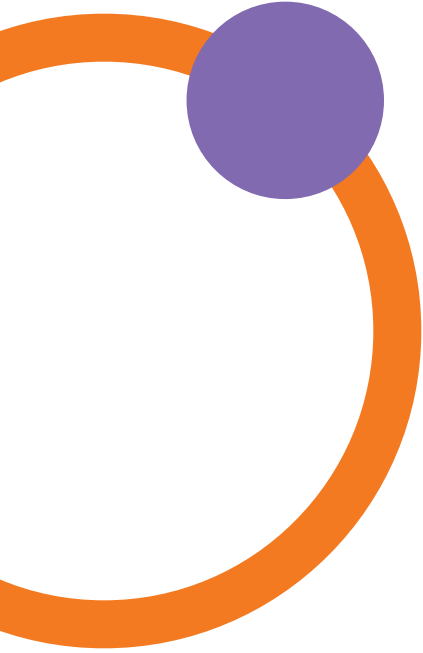
✓ Correct



✓ Correct



Don't force into circle, but should feel natural.



More Information

To learn more, please contact
the marketing department.



Co-Branding with MemorialCare

Co-Branding Overview

The MemorialCare Brand

The MemorialCare brand is a strategic and valuable asset. We are investing substantial resources to modernize, simplify and strengthen our brand by consistently delivering a differentiated Simply Better patient experience focused on ease and access, systemness and patient centricity across all consumer touch points all the time. Our visual identity is the most frequently seen representation of our brand. Upholding the integrity of our logo, colors, and naming and brand architecture standards in co-branding is critical to creating consistent, clear, positive associations with the MemorialCare brand. It is also important that our brand be utilized and displayed only in compliance with applicable legal, regulatory and contractual requirements, and consistent with sound risk management policies and criteria.

Partnerships are a reality and a necessity in the ever changing healthcare environment, and MemorialCare is at the forefront of creating innovative partnerships to bring better value to consumers. We are viewed by industry peers as a proven, trusted partner. These brand guidelines are designed to provide strategic direction and consistency in approach when negotiating partnerships and determining whether to co-brand and what co-branding strategy will best reflect the nature of the partnership and achieve our marketing objectives. In any particular instance, however, we will also want to review the proposed strategy to ensure that it complies with applicable regulatory requirements, is consistent with our risk management objectives and aligns generally with our other business strategies.

What Co-Branding Is

Co-Branding is a marketing strategy in which two or more brands agree to work together to enhance an existing offering or bring a new offering to the market. It can be as straightforward as using another company's logo in communications to jointly promote both or as complex as representing a relationship that includes significant investment and responsibility by each company involved. Co-branding encompasses a wide range of marketing activities including partnerships, affiliations, advertising, promotions, sponsorships and print materials.

When MemorialCare Should Co-Brand

When MemorialCare co-brands, we are "loaning" our strategic asset, our brand, to another company, and our partner is lending their brand to us. Each lends its reputation to the other and assumes the risk (and potentially the liability) for poor brand performance by the other partner or the co-venture itself. Each partner also gains the opportunity for strengthening brand equity and attracting new patients based on the strength and performance of the partner brand.

Co-Branding Criteria

From a general marketing perspective, MemorialCare should only agree to any form of co-branding when the following criteria are met:

- The co-branding partner adheres to patient quality and service standards equal to or greater than MemorialCare's.
- Co-branding is likely to increase consumer awareness and preference for MemorialCare.
- Together the brands can create a stronger market presence than either can alone.
- There is a need to capitalize on each company's unique strengths to the strategic benefit of both.
- Co-branding does not create insurmountable negative impacts on other business or clinical relationships with other MemorialCare partners or constituents.

Legal and Risk Considerations

In any particular circumstance, a co-branding strategy should also be reviewed for regulatory, contracting, risk management such as:

- Whether applicable licensing or other regulations permit co-branding of a particular activity or facility, taking into account its legal and clinical structure (or whether we must instead identify a single provider)
- Whether co-branding is required or consistent with the contract with our partner, or raises potential issues under arrangements with other business partners (e.g., exclusivity provisions or other restrictive covenants)
- Whether MemorialCare, based on its level of investment and business and/or clinical oversight of the venture, will face potentially increased risk of liability (e.g., professional liability, labor & employment, etc.), or is at risk for being “tainted” with any issues that might affect the co-branding partner outside of the venture

Which Co-Branding Strategy Should be Used?

MemorialCare’s co-branding strategies must reflect the nature of the relationship between MemorialCare and its partners so patients are not misled or confused by the association. Factors that contribute to the selection of a co-branding strategy include ownership structure and levels of investment, which partner is employing the staff or otherwise managing business operations, ownership and licensing of the facility where services are being delivered, which party is handling billing, and which party has the most influence over clinical services and the patient experience.

Co-Branding Strategies – Overview

When the co-branding criteria outlined on page 73 are met, MemorialCare may choose to engage in one of four different co-branding strategies.

(1) Co-Master (50/50) Linked Co-Branding

Two corporate logos reflect equal responsibility by partners and are “locked-up.”

(2) Owner-Led Dominant Co-Branding

Two or more corporate logos are present, but one party is clearly leading, and that party’s corporate logo is dominant. Other logos are secondary to the lead logo and are often accompanied by a short phrase that defines the role that those brands play. Visual identity is that of the lead brand.

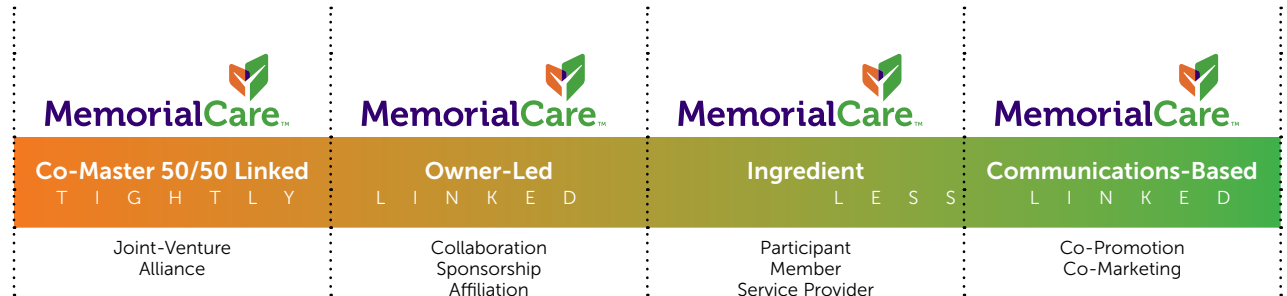
(3) Ingredient Co-Branding

Creating brand presence for an ingredient or component of a product to extend brand awareness of quality and performance of the ingredient. A single corporate logo and a partner/ingredient type logo (a non-corporate logo) are present.

(4) Communications-Based Co-Branding

Marketing strategy that involves including multiple brands for the sole purpose of promotion.

Co-Branding Spectrum



Co-Branding Scenarios Summary

Scenario	Message From	Third-Party logo	MemorialCare Logo	Logo Placement
1 Co-Master 50/50 Lock-up	Mutual	 <i>BrandName</i>		- Equal in size and placement - Logos are locked up - MemorialCare may be on the left or right
2 Owner-Led	Partner	 <i>BrandName</i>	Affiliated with 	- One logo is clearly dominant - Logos not locked up
2 Owner-Led	MemorialCare	Affiliated with  <i>BrandName</i>		- MemorialCare logo is larger - MemorialCare Logo is in dominant position
3 Ingredient	Partner	 <i>BrandName</i>	Powered by 	- Partner corporate logo is used and larger - Partner logo is in dominant position - Special logo treatment
3 Ingredient	MemorialCare	Powered by  <i>BrandName</i>		- MemorialCare is larger - Special treatment for partner logo used
4 Communications Based	Mutual	 <i>BrandName</i>		- Logos are equal in size - Logos are not locked up and are separated by significant white space on opposite sides of the page

Co-Branding Strategies

Co-Master (50/50) Linked Co-Branding

Two corporate logos are displayed that are equal in size and placement, with equal ownership of the message. This scenario should be reserved for MemorialCare's most significant and noteworthy partnerships, like joint ventures. There must be a description that defines the relationship between the entities. If this approach is used too frequently the importance and marketing impact can be diluted.

Criteria for Co-Master 50/50 Linked Co-Branding

A Co-master 50/50 linked co-branding strategy should only be used when the following criteria are met in addition to the criteria for using any co-branding strategy (listed on page 73).

1. Shared funding and/or contribution of resources to deliver a complete product to the market
2. Both parties contribute or bring equal value to the relationship
3. Joint responsibility and liability for patient quality and service
4. Joint call to action (patient can contact either company for information, or list a single contact that reaches both companies)

Example A



MemorialCare | **BrandName**

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- Nulla ut metus varius.
- Quisque rutrum.
- Aenean imperdiet.

Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh lorem ipsum.

Example B



MemorialCare | **BrandName**

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Co-Branding Strategies

Strategy 2: Owner-Led Dominant Co-Branding

Two or more corporate logos are displayed, with one brand clearly leading. There must be a description that defines the role of the supporting brand. Brand dominance means one partner has the lead presence and emphasizes their visual identity. Brand dominance is usually determined in partnership negotiations and is influenced by factors like financial and/or resource contribution, which partner is granting access to patients and maintaining the patient relationship.

Criteria for Owner-Led Dominant Co-Branding

An Owner-Led Dominant Co-Branding strategy should only be deployed when the following applicable criteria are met in addition to the criteria for implementing any co-branding strategy (listed on page 73).

1. One partner has more liability and responsibility for the product or service. Liability and responsibility factors include:
 - a. The holder of the license for the facility where patient care is being delivered
 - b. Employment of the staff delivering the care and most responsible for quality and service
 - c. Ownership percentage
 - d. Financial and resource contributions

Example A



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- Quisque rutrum.
- Aenean imperdiet.
- Hasellus viverra nulla.
- Ut metus varius laoreet.
- Quisque rutrum.
- Aenean imperdiet.
- Etiam ultricies augue.
- Curabitur ullamcorper

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Example B



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- Aenean imperdiet.
- Hasellus viverra nulla.
- Ut metus varius laoreet.
- Quisque rutrum.
- Aenean imperdiet.
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Co-Branding Strategies

Strategy 3: Partner/Ingredient Co-Branding

Ingredient co-branding uses one brand as an element in the production of another brand. One corporate logo and a partner or ingredient logo are displayed. The ingredient partner will usually be represented by a specially designed treatment, or a corporate logo if displayed less prominent than major partner logo and space permits..

Criteria for Partner/Ingredient Co-Branding

A Partner/Ingredient Co-Branding strategy should only be used when the following criteria are met in addition to the criteria for implementing any co-branding strategy (listed on page 73).

- 1. One partner is providing a product or service that is a single element or component of a broader product offering.

Website Example

Our hospitals and clinics are open to safely deliver care. Don't wait. | [Learn More](#)

MemorialCare

Direct Health Plan

powered by

CENTIVO

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Requiem Sui De Polar

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- Aenean imperdiet. Etiam ultricies nisi vel augue.
- Curabitur ullamcorper ultricies nisi. Nam eget dui.

Compliance and Ethics Hotline | Policies & Legal Notices | Site Map | ©2020 MemorialCare. All rights reserved.

Example A

MemorialCare

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

Sponsored by

BrandName

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Example B

BrandName

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Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

TBD

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Co-Branding Strategies

Strategy 4: Communications-Based Co-Branding

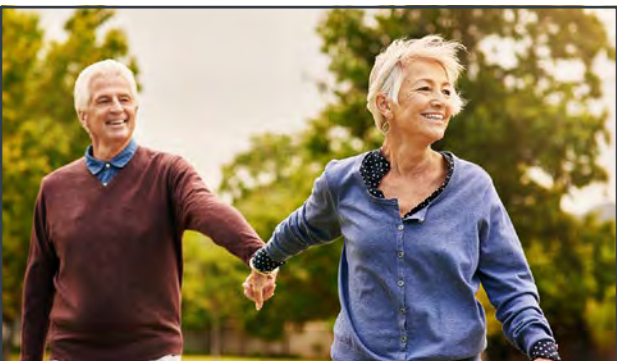
Communications-Based Co-Branding is a marketing strategy that is utilized when two or more brands simply want to appear in communications vehicles together for the sole reason of jointly communicating and promoting their brands. Each corporate logo can be used but are not linked and are separated by significant white space.

Criteria for Communications-Based Co-Branding

A communications-Based Co-Branding strategy should only be deployed when the following criteria are met in addition to the criteria for implementing any co-branding strategy (listed on page 73).

1. The communications messages to be delivered in the co-branded materials are joint messages.

Example A



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

- Aliquam lorem ante.
- Viverra quis feugiat.
- Phasellus viverra.
- Nulla ut metus varius.
- Quisque rutrum.
- Aenean imperdiet.

Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh lorem ipsum.



Example B





Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

- Aliquam lorem ante.
- Viverra quis feugiat.
- Phasellus viverra.
- Nulla ut metus varius.
- Quisque rutrum.
- Aenean imperdiet.

General Requirements for Co-Branding

- Use of communications-based co-branding requires the approval of the MarComm Leadership. Use of all other forms of co-branding require the approval of President's Group.
- All co-branding requires the applicable fully executed legal agreements reflecting mutually agreeable terms (including with respect to trademark licensing).
- Business associate agreements ("BAA's") and privacy policies involving the collection and use of personal information must be adhered to by all co-branding parties.
- Use of the MemorialCare logo requires a license and written approval by MemorialCare, along with customary trademark symbol and other language.
- Only the logo files provided by MemorialCare may be used.
- Any use of MemorialCare logos that MemorialCare deems offensive, improper or otherwise unacceptable may result in termination of usage privileges.
- MemorialCare's name or a variation of MemorialCare's name may not be used by any party except under a negotiated contractual agreement.
- The TM symbol may not be deleted when it is used in the approved logo art file.
- The MemorialCare logo may not be animated or altered in any way other than to resize it and minimum size and white space requirements must be adhered to.
- MemorialCare's mark may not be removed from the logo. Please refer to page 12 and written approval from MemorialCare is required.
- The MemorialCare logo may not be combined with other elements that might be confused as a logo.
- The MemorialCare logo may not be used on any material that disparages MemorialCare's products or services or those of its partners or other companies.



More information

To learn more, please contact the marketing department.

Joint Venture Logo Guidelines

WaveImaging

Brand Identity Guidelines

June 2020

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WaveImaging Partners



About RadNet

RadNet, Inc. is the leading national provider of free-standing, fixed-site diagnostic imaging services in the United States based on the number of locations and annual imaging revenue. RadNet has a network of 340 owned and/or operated outpatient imaging centers. RadNet's core markets include California, Maryland, Delaware, New Jersey and New York. In addition, RadNet provides radiology information technology solutions, teleradiology professional services and other related products and services to customers in the diagnostic imaging industry. Together with affiliated radiologists, and inclusive of full-time and per diem employees and technologists, RadNet has a total of approximately 7,500 employees.



About MemorialCare

MemorialCare is a nonprofit integrated health system that includes leading hospitals—Long Beach Medical Center, Miller Children's & Women's Hospital, Orange Coast Medical Center, and Saddleback Medical Center; award-winning medical groups—MemorialCare Medical Group and MemorialCare Independent Physicians; Select Health Plan; and convenient outpatient health centers, urgent care centers, imaging centers, breast centers, surgical centers, and dialysis centers throughout Orange and Los Angeles Counties.

WaveImaging - A Joint Venture

RadNet, Inc. and MemorialCare Announce a Joint Venture, Creating the Largest, Most Accessible Imaging Network Serving Orange and Los Angeles Counties, California.



RadNet & MemorialCare Joint Venture: WaveImaging

With operations beginning January 1, 2018, RadNet will contribute 24 existing outpatient imaging centers in Orange County, Long Beach, the South Bay and other Southern Los Angeles County cities and MemorialCare will contribute 10 outpatient imaging facilities in many of those same markets. Upon commencement of operations, RadNet will be the majority owner of the joint venture, manage the day-to-day operations of the facilities and provide the administration and back-office support functions on behalf of the partners.

In addition to developing a comprehensive imaging network in Orange County, Long Beach and cities throughout Southern Los Angeles County, the new partnership will allow for significant operating system efficiencies and improved patient access and care. The partnership will include the adoption of RadNet's eRAD Radiology Information System at all locations and integration and coordination of the radiologist professional component of the service offering.

In addition, the joint venture has entered into a capitation arrangement to exclusively provide imaging to approximately 200,000 managed care lives who are currently patients of medical groups that MemorialCare owns or manages. These patients will receive their imaging needs in the jointly owned network of centers.

WaveImaging Communications

Our focus is simple. We deliver high quality, conveniently accessible care in the most cost effective manner possible. Quality, access, and value are at the core of what we do — in every new imaging center we establish, every health system that we partner with, every patient we encounter. That is the RadNet difference.

Communication Pillars

Cost

Imaging services provided in a hospital can cost up to 3 to 5 times as much as the same services provided in a freestanding center.

Convenience

RadNet is a premier network of outpatient imaging centers providing services in multiple locations, ease of access, appointment setting and less wait time.

Quality

RadNet adheres to strict protocols across our entire network to ensure that training, safety and quality are always at the forefront of everything we do.

Technology

Our ongoing mission is to provide advanced imaging modalities, technology innovations, state-of-the-art equipment, and research in order to help patients understand diagnoses and healthcare options.

Experience

RadNet imaging centers are staffed with radiologists who are fellowship trained, offering sub-specialty expertise in a wide array of exams and procedures.

Communication Outlets

Our communications goals are to empower and educate patients, and to connect with physicians and with the community we serve.

Our communication efforts are in the form of websites, social media, community events, physician education, informational blog articles and newsletters, brochures about services and programs, in-network television programming (RadNet TV), and various other earned and paid media opportunities.

Brand Voice

For all of our written materials, 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.

We strive to put the consumer at the center of our content and we value the intelligence of our audience. Our content is presented as a means to inform and educate our readers and to affirm **WaveImaging** as an established, trusted resource.

WaveImaging Logo

Our logo design, shape, color and arrangement are inspired by our partnership and our brand strategy. Its meaning is rooted in the strength and stability of our combined healthcare experience, as well as in the advancements we deliver to our patients. The logo should be used consistently and clearly to ensure that we achieve the greatest impact and recognition in the communities we serve.

System logo

The components of our logo include the logotype and the “W” with the wave-shaped end-points. In the logotype, the purple color used in “Wave” represents the strength and stability of our partnership and combined experience, while the green color used in “Imaging” expresses positive growth and life.

The “W” with the slightly curved end-points, meant to represent a wave in the ocean, represents one of the strongest forces on earth. Like the ocean, which is a constant source of life that never stops moving, so too do our efforts to provide advanced, cutting-edge imaging and healthcare services to our patients.

The logotype consists of the word "WaveImaging" in a sans-serif font. "Wave" is in purple and "Imaging" is in green. A thin blue line is positioned below the text.

WaveImaging logotype



WaveImaging logomark



WaveImaging logomark

WaveImaging Logo

Color formats and backgrounds

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

The preferred version of our logo is the 2-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 WaveImaging purple. The 1-Color Black logo may be used when color is restricted and WaveImaging 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.

Facilities

All of our logos must be treated with the same care and consistency as our master WaveImaging logo. Any facility that references the WaveImaging name also reflects our commitment to our mission and values. For facilities, the logo has two components: the primary logo and the facility name center aligned. These components have been carefully drawn and proportioned and must never be redrawn, altered, or distorted.

The logo consists of the word "Wave" in purple and "Imaging" in green, both in a bold, sans-serif font.

2-Color Positive (preferred)

The entire logo is rendered in a single shade of purple.

1-Color Positive Purple

The logo is white and centered within a solid purple rectangular background.

1-Color Reverse
White on Purple

The entire logo is rendered in a single shade of black.

1-Color Positive Black

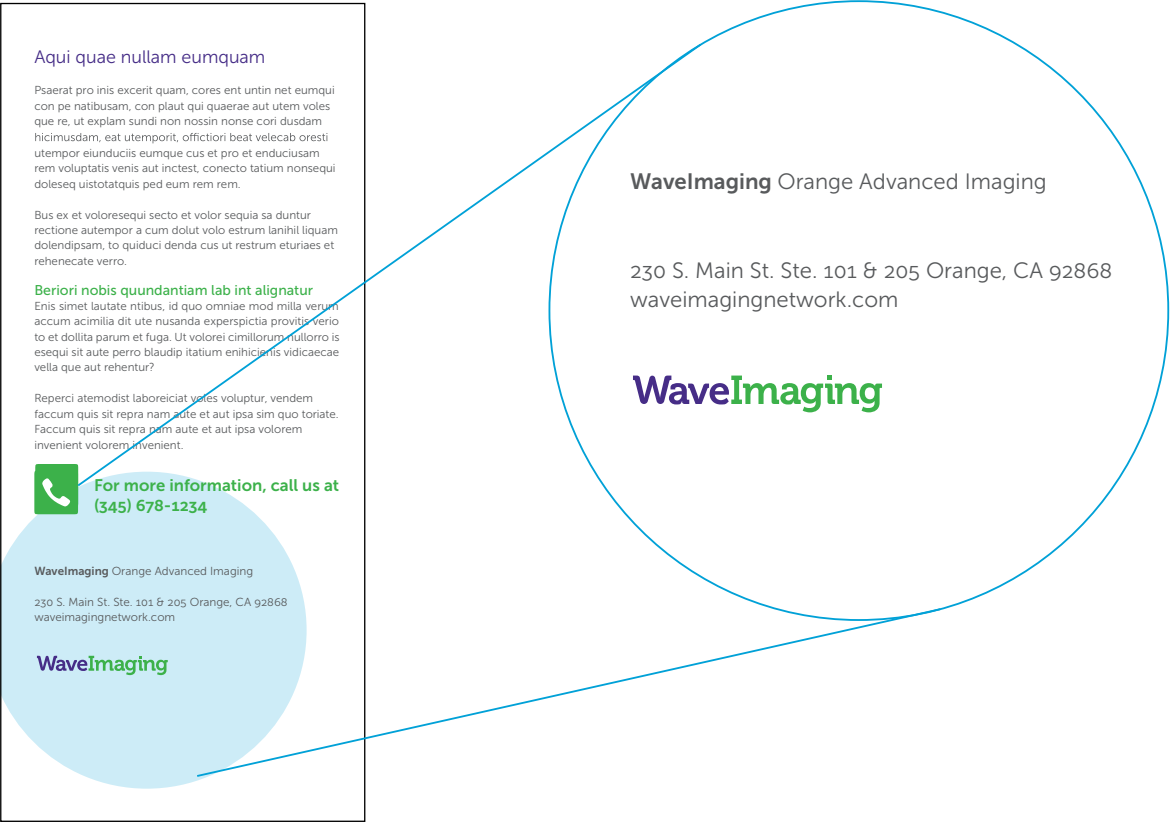
The logo consists of the word "Wave" in purple and "Imaging" in green, both in a bold, sans-serif font.

Laguna Woods

WaveImaging 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 WaveImaging logo is equal to 50% of the height of the logotype "W" at the top and the full height of the "W" on the other three sides.



WaveImaging 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.



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



Standard print collateral
Letterhead, #10 envelopes, etc.



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



Minimum on-screen size



Minimum print size

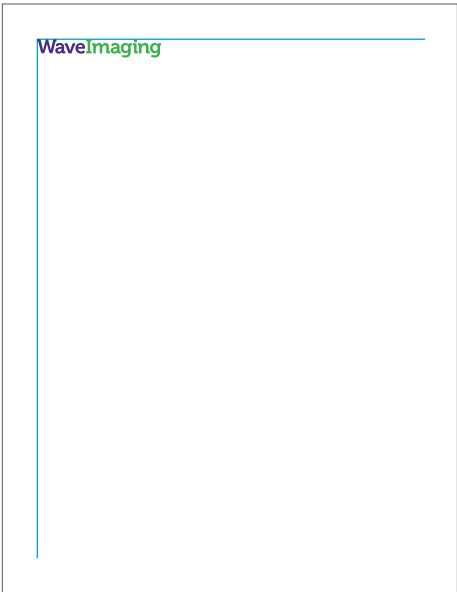
WaveImaging Logo

Staging

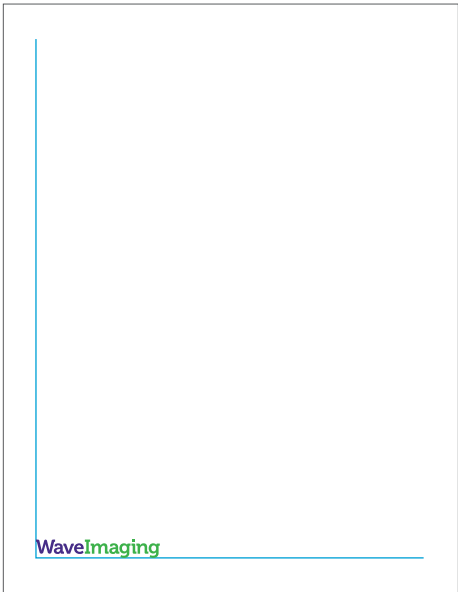
A consistent placement of our logo on communication materials will help unify our applications and increase recognition and visibility of our visual brand identity.

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.

Preferred placement
Top left margin



placement Bottom left
margin



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
HorizontalAlternative



Vertical



WaveImaging 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.

WaveImaging

Do not change the color of the logo.



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



Do not place the logo over busy backgrounds.

WAVEIMAGING

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

WaveImaging

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

WaveImaging

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

WaveImaging

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

WaveImaging 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 WaveImaging 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 WaveImaging logotype.

The Museo Sans font family offers a variety of typestyles and weights, with corresponding italic versions. For numbers use proportional oldstyle whenever possible.

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 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

WaveImaging Typography

Calibri

While Museo Sans is for our collateral communications, Calibri is a substitute font for administrative purposes (e.g., business forms, word processing, PowerPoint presentations, etc.) where Museo Sans is not available. As an alternative font, Calibri is a very readable, modern system typeface that is widely available across all computer platforms.

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.

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !@#%&
1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !@#%&
1234567890

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !@#%&
1234567890

Ehendam magnim nonem vellicienet officia epuditi nulp

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

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"Santiam et arum ventus, iur? Roria a is eiur simet destium fugia siminus molum aut dolorer. Sperumquo minihillor aut volest mint accae destium faces. Bus arum id estiber chitatur aut optat ma sape pratus ad que voluptas vellestunt. Is mollantiis aut dolores as culpa diatur natio estio."

Aqui quae nullam eumquam

Osam nam sum quam
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Berlori nobis quundantiam lab

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Explicia nulparistem vero biacepratum aliqui des nonsequis que atus, sima de delabo reperia eos veles dolor sitaspe rferionseid que natundunt ipsam, soluptr, soluplatust lam. Site corporendi ipsaeperio omnilasit quia quatem audici endebitem est, qui officil laborepuda Doluplat Omnolorehent labo.

Molorenis cores expissequos minito nseque doloro estat. Ro quatem harum re nonseque voluptia verum que offic tem eos. Heni omnihil moditbea is dolique laborpo rrorectem voloriam fuga.

 For more information, call us at (345) 678-1234

Wavelmaging Colors

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 Wavelmaging color palette will stand out in the market and become a highly recognizable element of our brand identity.

Main palette

Our main palette features the two colors of our logo—Purple and Green.

There are 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.

Purple

Pantone 2685C / 2371U
cmyk: 87 / 97 / 0 / 10
rgb: 51 / 0 / 111

Green

Pantone 7738C / 361U
cmyk: 74 / 0 / 98 / 2
rgb: 71 / 161 / 65

Support palette

Our support colors enhance our main palette and provide variety and visual interest, while building and maintaining strong recognition of our primary color signal. Use a support color to replace a “Medium” or “Bright” color in a layout, as long as it doesn’t detract from our primary color signal. You can also consider using support colors in photography and typography.

Pantone 2075C
cmyk: 56 / 67 / 0 / 0
rgb: 130 / 102 / 188

Pantone 240C
cmyk: 17 / 96 / 0 / 0
rgb: 202 / 45 / 154

Pantone 703C cmyk:
21 / 90 / 59 / 6
rgb: 188 / 60 / 84

Pantone 2305C
cmyk: 43 / 20 / 100 / 0
rgb: 158 / 167 / 0

Pantone 2393C
cmyk: 100 / 9 / 7 / 0
rgb: 0 / 146 / 203

Pantone 7683C
cmyk: 79 / 48 / 18 / 1
rgb: 66 / 119 / 163

WaveImaging Photography

Photography is an opportunity to create an emotional connection with our audiences and illustrate a more complete picture of the WaveImaging 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 two main areas of imagery—lifestyle and medical—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 WaveImaging 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

WaveImaging Photography

Lifestyle photography

Focused on healthy outcomes, our lifestyle images capture real people engaged in natural activities. Positive, authentic imagery allows audiences to relate to the ideas communicated by our photography. Photos that show a connection between people or a person engaged in an activity supports our brand platform.

Art direction considerations:

- Photography should capture a moment of real life
- Photos should be candid and believable
- Avoid shots that feel overly staged or posed
- Reflect the concept of connection
- Show healthy activities
- Photos should be patient-focused and diverse
- Use both indoor and outdoor environments
- Indoor photography should be bright and naturally lit
- Outdoor environments should be regional
- Compositions should maintain a sense of simplicity
- Use brand colors when possible
- Images should be bright, warm and optimistic
- Imagery should always be professionally executed, well lit, and thoughtfully composed



WaveImaging Photography

Medical photography

Medical imagery shows real people engaged in authentic activities in a health care setting or situation. Positive, authentic imagery allows audiences to relate to the ideas communicated by our photography. Photos that show a connection between people or a person engaged in an activity support our brand platform.

Art direction considerations:

- Photography should capture a moment of real life in a healthcare setting
- Photos should be candid and believable
- Avoid shots that feel overly staged or posed
- Images should reflect the concept of connection
- Photos should be patient-focused and diverse
- Use warmer tones
- Image content should be positive and optimistic
- Include a sense of environment
- Indoor photography should be bright and naturally lit
- Any outdoor environments should be regional
- Compositions should maintain a sense of simplicity
- Consider using brand colors if possible
- Imagery should always be professionally executed, well lit and thoughtfully composed



Our Design System

Application examples

The purpose of our identity guidelines is to help establish and maintain the “branded” look and feel of our communication materials. Every application of our brand identity elements should work to unify and strengthen our communications family with visual clarity and impact. All of the WaveImaging design principles and elements, including the logo, typography, color, photography and “curved shape” graphic, are reflected in the application examples shown here. The examples are illustrations of design intent; use them as an inspiration and/or visual guide for creating additional materials, as required.



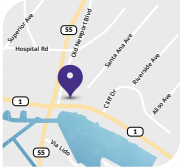
NOW OFFERING
WALK-IN X-RAYS
NO APPOINTMENT REQUIRED

OTHER SERVICES OFFERED
• **MRI (3T)**
(By Appointment Only)

OUR HOURS
MONDAY - FRIDAY: 8AM - 5PM
(Closed for Lunch: 12pm - 1pm)

WaveImaging

Orange Advanced Imaging
230 S. Main St. Ste. 101 & 205
Orange, CA 92868
waveimagingnetwork.com



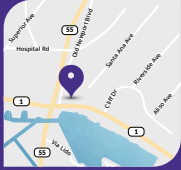


NOW OPEN
OUR NEW HIGH FIELD OPEN MRI
PRECISION. CLARITY. COMFORT.

- High Field strength for excellent image quality
- A comfortable patient experience- patients can see all around
- Fast scans & motion compensation to minimize study time
- 600 pound weight limit allows us to accommodate larger patients
- Fully motorized extra wide 32in patient table
- The open design provides the highest level patient accommodation and acceptance for claustrophobic, obese, and elderly patients.
- Allows contact with family/friend throughout the exam
- 270 degree unobstructed view

WaveImaging

Orange Advanced Imaging
230 S. Main St. Ste. 101 & 205
Orange, CA 92868
waveimagingnetwork.com



WaveImaging

WaveImaging
STEPHEN KRAMER
Director, Digital Communications
714.206.6400
Skramer@waveimaging.com
1820 E. 3rd Street Suite 320 Santa Ana, CA 92705
Rachael.com

WaveImaging

YOUR NEXT APPOINTMENT IS SCHEDULED

Name:

Day: Mon Tue Wed Thurs Fri Sat Sun

Date: Time:

Exam:

Please call us if you have any questions or need to reschedule.



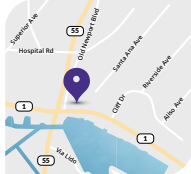
NOW OPEN
OUR NEW HIGH FIELD OPEN MRI
PRECISION. CLARITY. COMFORT.

- High Field strength for excellent image quality
- A comfortable patient experience- patients can see all around
- Fast scans & motion compensation to minimize study time
- 600 pound weight limit allows us to accommodate larger patients
- Fully motorized extra wide 32in patient table
- The open design provides the highest level patient accommodation and acceptance for claustrophobic, obese, and elderly patients.
- Allows contact with family/friend throughout the exam
- 270 degree unobstructed view

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Orange Advanced Imaging
230 S. Main St. Ste. 101 & 205
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OUR LOCATION



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Our Design System



Mark Stein, M.D.
President, Santa Ana Tustin Radiology Group

Mark G. Stein, M.D. is the president of Santa Ana Tustin Radiology Group (SATRG), a 12-member sub-specialized team of radiologists that provides professional services for West Coast Radiology Centers (WCRC). Since his appointment as WCRC medical director in 1995 WCRC has grown to become one of the largest and most preferred outpatient imaging providers in Orange County. Dr. Stein's subspecialties include body imaging, musculoskeletal MRI, thoracic radiology and ultrasound.

Dr. Stein graduated from the University of Witwatersrand in Johannesburg, South Africa with an MBChB, the equivalent to a medical degree in the United States. Dr. Stein furthered his medical training with an internship at the Johannesburg General Hospital and stints at the University of Witwatersrand as an assistant lecturer and senior house officer in cardiology.

After moving to the United States Dr. Stein completed a residency in radiology from Cedars Sinai Medical Center in Los Angeles, where he fulfilled a term as the chief resident. Dr. Stein stayed at Cedars Sinai and received advanced training in CT and ultrasound as a radiology fellow. Dr. Stein moved on to the University of California, San Francisco where he was a radiology fellow and clinical instructor in thoracic imaging.

Fellowship
CT, Ultrasound, Radiology
University of California, San Francisco

Medical School
University of Witwatersrand in Johannesburg, South Africa with an MBChB

Residency
Cedars Sinai Medical Center in Los Angeles

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RadNet, Inc. and MemorialCare Announce a Joint Venture, Creating the Largest, Most Accessible Imaging Network Serving Orange and Los Angeles Counties, California

LOS ANGELES COUNTY/ORANGE COUNTY, CA, December 18, 2017 - RadNet, Inc. (NASDAQ: RDNT), a national leader in providing high-quality, fixed-site outpatient diagnostic imaging services through a network of 288 owned and/or operated outpatient imaging centers, and MemorialCare, a nationally regarded integrated health care delivery system with five hospitals and more than 200 care sites in Southern California, today announced that they have formed a joint venture. The joint venture, with 34 outpatient imaging centers spanning all of Orange County, Long Beach, the South Bay and other cities in Southern Los Angeles County, will become Southern California's largest imaging network.

Under the joint venture, with operations beginning January 1, 2018, RadNet will contribute 24 existing outpatient imaging centers in Orange County, Long Beach, the South Bay and other Southern Los Angeles County cities and MemorialCare will contribute 10 outpatient imaging facilities in many of those markets. Upon commencement of operations, RadNet will be the majority owner of the joint venture, manage the day-to-day operations of the facilities and provide the administration and back-office support functions on behalf of the partners. In addition to developing a comprehensive imaging network in Orange County, Long Beach and cities throughout Southern Los Angeles County, the new partnership will allow for significant operating system efficiencies and improved patient access and care. The partnership will include the adoption of RadNet's eRAD Radiology Information System at all locations and integration and coordination of the radiologist professional component of the service offering.

CONTACTS:

RadNet, Inc.
Mark Stolper
Executive Vice President and Chief Financial Officer
310-445-2800

MemorialCare
Rhonda Weiss
949-331-6332
rweiss@memorialcare.org

CME WEBINAR
Artificial Intelligence Applications in Neuroimaging (Quantitative MRI)




DR. SUZIE BASH
Neuroradiology

Join Dr. Suzie Bash as she discusses how to interpret quantitative volumetric MRI brain studies (NeuroQuant, LesionQuant, iCobrain), as an AI application for dementia, seizures, multiple sclerosis, traumatic brain injury and pediatric neuro. She will also discuss FDG brain PET-CT and Amyloid PET imaging.

WEDNESDAY
AUG 14
12:30pm - 1:30pm

DAVID ORELLANA
626.644.0561
Dorellana@RadNet.com

REGISTER HERE
bit.ly/cme-neuro

1 CME WILL BE PROVIDED



SATISFACTORY COMPLETION

RadNet has completed an evaluation form to receive a certificate of completion. You must participate in the entire activity, as partial credit will not be awarded. If you are unable to attend, please contact your manager for a replacement. Please do not use the certificate for CME credit.

PHYSICIANS

In keeping with ongoing patient care, this activity has been planned and implemented by RadNet LLC and RDNT. RadNet LLC is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the registered nurse. Credit Designation Statement - RadNet LLC designates this live activity for a maximum of 1.00 hour Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

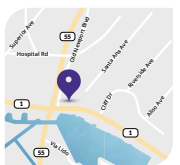
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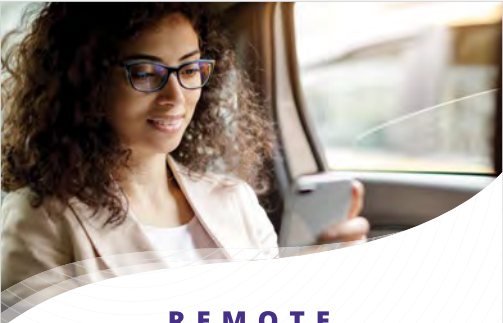
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Orange, CA 92668
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 For more information, call us at 345.678.1234

Our Design System



REMOTE CHECK-IN

If you'd like to use our remote check-in option please:

1

Text **"HERE"** to **(805) 429-2804**

2

We will text you back and include links for you to complete check-in from outside the center.

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WE ARE HERE FOR YOU

At RadNet, the health and wellbeing of our patients and staff members remains our top priority. Our centers remain open to support you and we are working together to reduce risk to our patients and staff by following the guidelines as set forth by the Centers for Disease Control (CDC).



Flexible Waiting Room Options:
Many of our centers offer the ability to register and check-in for your appointment outside of our facilities. This allows you to time your time within our facility only to what's necessary.



Enhanced Cleaning & Disinfecting:
Our imaging centers are always clean, but we have increased our standard cleaning protocols. Throughout the day, we are disinfecting high-touched surfaces with EPA-approved disinfectants. We are taking the time in between each exam to ensure the cleanliness of all equipment.



Knowledgeable & Prepared Staff:
Our staff has been trained extensively on infection prevention protocols which include comprehensive patient screening and utilizing personal protective equipment (PPE) when providing patient care.



Continuous Monitoring:
Our leadership team is currently monitoring and is aware of what is transpiring during this unprecedented crisis.



Patient Screening:
If you have been diagnosed with COVID-19 and are still experiencing symptoms, please contact us.



Face Covering:
During your appointment, our staff will be wearing masks and we ask that you wear a face covering as well. If you do not have a face covering and our supply allows, we will provide you with one.



Social Distancing:
To keep all patients and our staff safe, we have rearranged our waiting room areas to support social distancing.



Limit Patient & Staff Exposure:
We ask that you only bring those who are necessary to your care and/or transportation to and from your appointment. If you are an others for transportation, please ask that they remain outside of the imaging environment so that we may minimize the number of visitors to our waiting rooms. We understand that it may be necessary for someone to accompany you to your appointment to support your needs.



Sanitation:
We encourage you to wash your hands before and after checking into your appointment.

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Neuroimaging

Brain imaging techniques allow Neuroradiologists to see inside the living brain. Better screening leads to better outcomes.



WaveImaging

Take Charge
of Your Health

Empower yourself and all men striving for well-being. Together, we can bring more attention to Men's Health.

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3D Mammography
(Tomosynthesis)

Empower yourself with extraordinary technology allowing us to see breast tissue in a way never before possible.

Why Take Action?

Colorectal cancer is the **third** most common cancer in the US, and the **second** leading cause of cancer death.

It affects **men** and **women** of all racial and ethnic groups.

Most colorectal cancers develop first as polyps, which are abnormal growths inside the colon or rectum that may later become cancerous if not removed. The good news is that when colorectal cancer is discovered early, it is highly treatable.



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Colorectal Imaging

Colorectal cancer is highly treatable if detected early. Better screening leads to better outcomes.



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Los Angeles
(562) 259-6230

North Orange County
(714) 784-1643

South Orange County
(949) 387-5000

For a full list of locations visit waveimagingnetwork.com





CT & MR Enterography



PET/CT



Virtual Colonoscopy

This is an extremely specific, noninvasive imaging procedure that looks at the small intestine. In order to diagnose and follow various gastrointestinal problems, such as inflammatory bowel diseases including Crohn's Disease and Ulcerative Colitis, it can find bowel obstruction and detect the cause of gastrointestinal bleeding. Enterography can also examine the organs outside of the small intestine such as the liver, spleen, pancreas and kidneys. Enterography may be performed using MRI or CT.



By combining two modalities into one machine, PET/CT is able to reveal information about both the function and the structure of cells and tissues in the body during a single exam. Combining positron emission tomography (PET) and computed tomography (CT) into one machine, PET/CT provides a more detailed picture of what's going on inside the body than either test does on its own. PET/CT uses a special dye that contains tracers which is either ingested by the patient or injected into a vein. When detected by the scanner, these tracers help the radiologist see how well your organs and tissues are working. The tracer will collect in areas of higher chemical activity, which correlates to certain diseases. For example, cancer cells have a higher metabolic rate than noncancerous cells and will therefore have a high chemical activity. These areas will show up as a bright spot on the scan. PET/CT is noninvasive and requires no recovery or downtime.



More information

To learn more, please contact the marketing department.