

Graphic Standards Recommendations

Graphic Standards Recommendations

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Logo Hierarchy

Hospital Signatures & Tag Lines

Icon Usage

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Graphic Standards Recommendations

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Graphic Standards Recommendations

Contacts

If you have any questions or need Health Alliance logos please contact one of our graphic designers:

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Logo Usage

Design Recommendations:

Logo usage guidelines

2 color & 4 color usage



1 color usage



Logo reversed with white stroke and no color swash



Logo reversed with white stroke and color swash

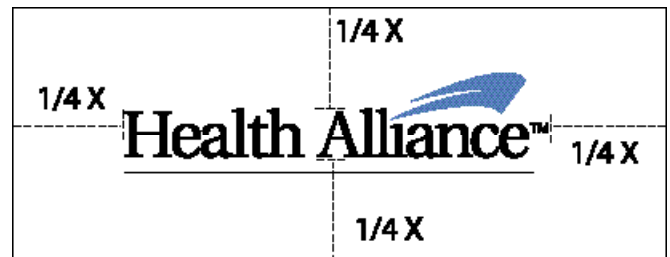


NOTE: For the reversed logos, the color pennant is for use with a black reverse only.

This section shows the logos that may be provided upon request and explains proper usage requirements for the Health Alliance logos. The top two logos demonstrate color usage for a primary logo that is horizontal and in a non-reversed situation. A one-color primary logo should always be reproduced in black only. The bottom two logos demonstrate color usage for a logo when it is reversed from a solid background and an option for use on a black background

THE NON-REVERSED VERSION IS THE PRIMARY LOGO AND SHOULD BE USED WHENEVER POSSIBLE.

A minimum amount of white space has been established around the logo to ensure that it appears in a clear visual field. No other object, such as type, photography, borders, edges, etc., may appear in the white space. The minimum border (margin) of white space around the logo must be $\frac{1}{4}x$, where x equals the width of the logo.



When using the logo in the reversed configuration, it is highly recommended to apply a white .5 pixel to 1.0 pixel stroke on the words "Health Alliance" to insure proper readability.

Never photo copy a two color logo. A solid black logo should be used for all photo copies.



Logo Usage

Design Recommendations:

Unacceptable logo & color usage



Problem: Absence of secondary logo.
Absence of underline.



Problem: Pennant in secondary logo
has wrong color.



Problem: Absence of underline.
Incorrect color usage.



Problem: Incorrect size
proportions. Proportions
should never be altered.



Problem: Incorrect color usage. When reversing
the logo out of a solid color, the logo must be white.



Problem: Incorrect proportions.
When logo size is changed,
it must always be changed
proportionally.



Problem: Altered logo. Logotype is never
centered when stacked.



Problem: Incorrect color usage.

Logo Usage

The Logo & Hierarchy

The Logo

The logo serves as a constant throughout all Health Alliance communications. Proper use provides consistency and over time has built powerful brand recognition and the consumers' association of positive attributes with the Health Alliance.

Hierarchy

Since the Health Alliance is built on the power of existing brands, a hierarchy system was established to leverage the equity of each of these brands. With this hierarchy, we have built in flexibility while ensuring continuity. Here's how it works:

Primary - the most prominent brand. Primary brand options include; Health Alliance, the individual hospital, Alliance Primary Care or Alliance retail based services. Alliance or hospital services may be branded in the primary position when they are marketed directly to consumers by virtue of a physical location, such as Senior Care Preferred Plus, Alliance Institute for Integrative Medicine and EAP Systems.



Secondary - supports the primary brand. Research indicates the Health Alliance brand supports the individual hospital brand, therefore the Health Alliance name will remain secondary to the hospital in the logo. Secondary brands include: Health Alliance when used to endorse a hospital, service or Alliance Primary Care.



NOTE: The recommended point size for primary logo usage on most applications is **18 point or 1/2" inches tall for both the primary logo and the Health Alliance Logo**. This is the recommended size but may be larger or smaller depending on the application and use.

Tertiary - is used primarily in collateral and ads. The tertiary brand should be placed away from the primary and secondary brands. This places more emphasis on the primary brand as well as allows for the service line to appear in larger type. On premium items, the focus should be on the primary brand. Tertiary brands include services such as heart, emergency, cancer, women and legal entities (Physicians for Women). The preferred typeface when using a tertiary logo is Utopia Regular.



Logo Usage

The Logo & Hierarchy

Hospital/Entity Logo

For applications where the hospital name is to serve as the primary brand — endorsed by the Health Alliance (secondary brand) — the following design guidelines apply:

Christ Hospital

Health Alliance™

University Hospital

Health Alliance™

St. Luke Hospitals

Health Alliance™

Jewish Hospital

Health Alliance™

Fort Hamilton Hospital

Health Alliance™

Alliance Primary Care

Health Alliance™

Health Alliance™

Logo Usage

The Logos & Hierarchy

Senior Care Preferred Plus
Health Alliance™

 The Neuroscience Institute
University Hospital • Cincinnati, Ohio

EAP Systems
Health Alliance™

A L L I A N C E
Physicians & Surgeons

Alliance Partners™

Spectrum Rehab
Christ Hospital • Health Alliance™

Integrated Management Services
Health Alliance™

Alliance Institute for Integrative Medicine
Health Alliance™

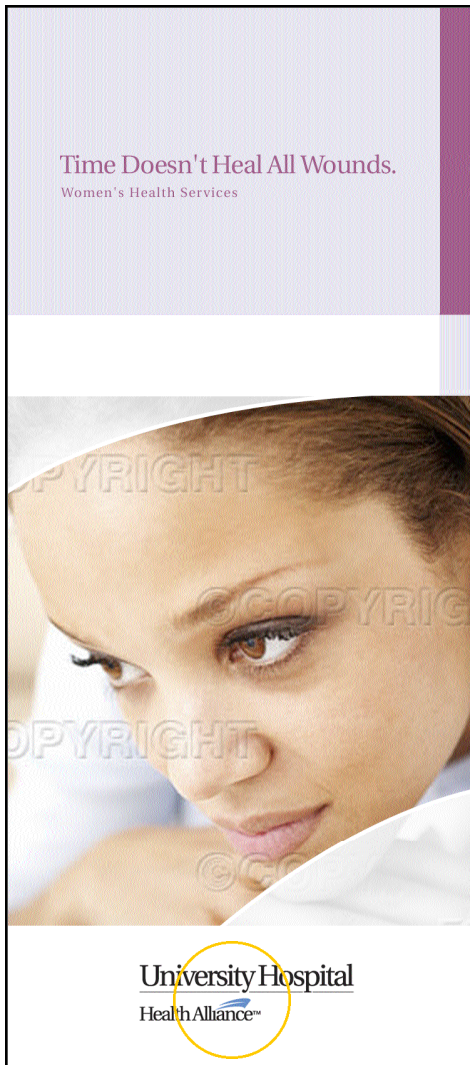
University Air Care
Health Alliance™


Health Alliance™

Logo Placement

Design Recommendations:

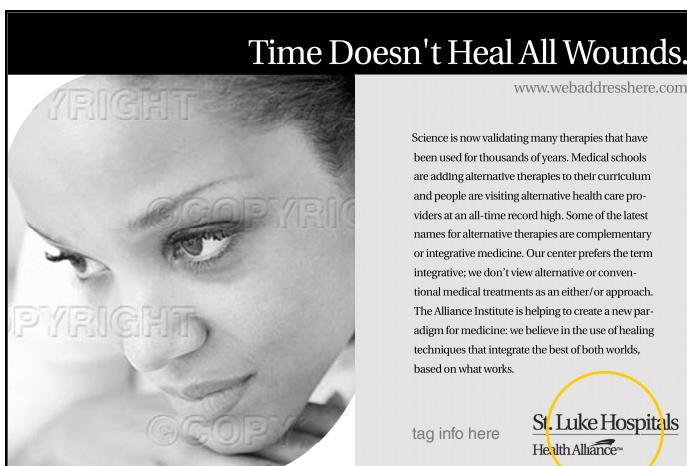
Logo placement guidelines



Logo Placement

The logo should be placed in the bottom 1/6 of the design when possible. The top 1/6 of the design is also acceptable. The logo can be either set to center or the right depending on the usage and the layout. If you have any questions concerning any placement of logos or artwork, please contact Health Alliance Public Relations and Marketing.

These illustrations show the accepted method of placing the logo. Please refer to the spacing of the logo in the previous section for placement in and around graphics and photography.



Hospital Signatures & Tag Lines

Hospital Signatures & Tag Line Placement

Hospital Signatures

When tagging collateral with Hospital Signatures, use either configuration below which will be determined by the width of the piece or publication. In wider applications a one (1) or two (2) line tag is recommended. With thinner applications, a three (3) line tag is recommended. The font to use will be the standard Utopia font. Extra letter spacing will lessen the graphic impact on the original layout of the collateral piece.

1 Line Configuration

Christ Hospital • University Hospital • Jewish Hospital • St. Luke Hospitals • Fort Hamilton Hospital • Alliance Primary Care

2 Line Configuration

Christ Hospital • University Hospital • Jewish Hospital
St. Luke Hospitals • Fort Hamilton Hospital • Alliance Primary Care

3 Line Configuration

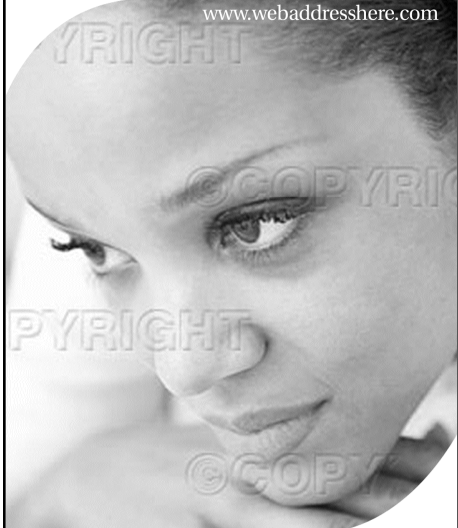
Christ Hospital • University Hospital
Jewish Hospital • St. Luke Hospitals
Fort Hamilton Hospital • Alliance Primary Care

Tag Lines

Tag Lines should be used for the individual hospital brand image only. Major service line campaigns may also use campaign themes or messages that support the hospital brand image. Campaign themes should not be used as logos.

Internal Logos

Internal initiatives may also have campaign themes or messages but these themes should not be used as logos on consumer pieces.



Time Doesn't Heal All Wounds.
www.webaddresshere.com

Women's Health Services

Science is now validating many therapies that have been used for thousands of years. Medical schools are adding alternative therapies to their curriculum and people are visiting alternative health care providers at an all-time record high. Some of the latest names for alternative therapies are complementary or integrative medicine. Our center prefers the term integrative; we don't view alternative or conventional medical treatments as an either/or approach. The Alliance Institute is helping to create a new paradigm for medicine: we believe in the use of healing techniques that integrate the best of both worlds, based on what works.

St. Luke Hospitals
Health Alliance™

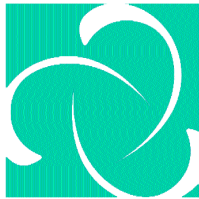
Christ Hospital • University Hospital
Jewish Hospital • St. Luke Hospitals
Fort Hamilton Hospital • Alliance Primary Care

Icon Usage

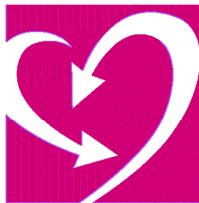
Icons for Services

Icons

The Health Alliance has allowed icons for some of our service lines. These icons are only to be used as graphic elements (not logos) to enhance design. The graphic designers use them at their discretion.



Behavioral service line



Heart service line



Emergency service line

Typography

Fonts

Typography

The Utopia and Helvetica typeface families were selected for the Health Alliance and its affiliates. Serif face Utopia was selected for use as body copy due to its readability and versatility. The sans-serif Helvetica family is equally as versatile. It will be used in condensed and extended versions and in a variety of character weights, and is very powerful for headlines and subheads. Italicized type is not recommended for use beyond accent, since it hinders readability. Letter, word and line spacing are variables appropriate for each individual designer to establish. Utopia or Times are the recommended fonts for body text of official letters.

Utopia Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*
()+=

Utopia Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*
()+=*

Utopia Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*
()+=**

Utopia Semibold

Helvetica Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*
()+=

Helvetica Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*
()+=**

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*
()+=**

Helvetica Black

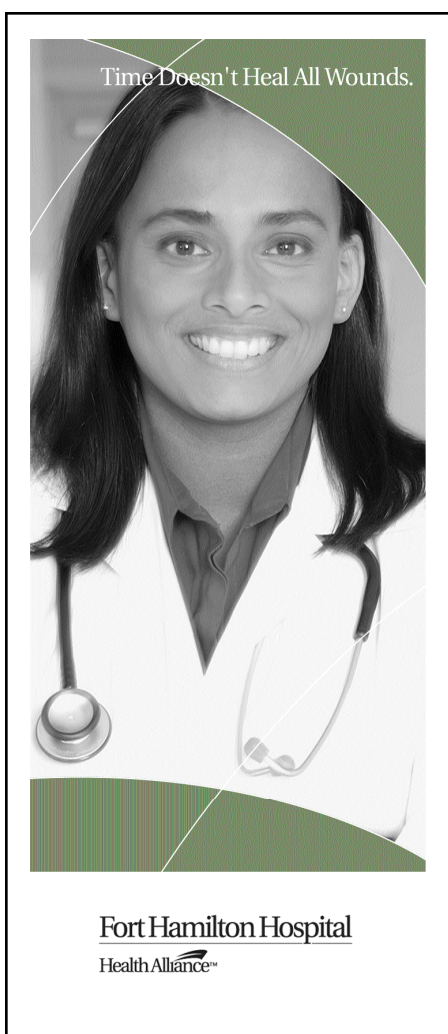
Brochure Templates

Design Recommendations:

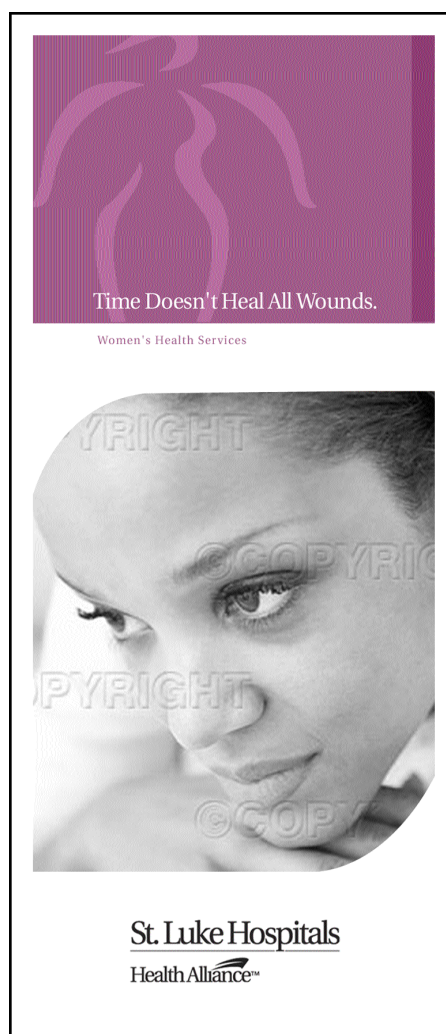
2/c Brochures

*8.5" X 11" and Bi-Fold (non-bleed)

Template #1



Template #2



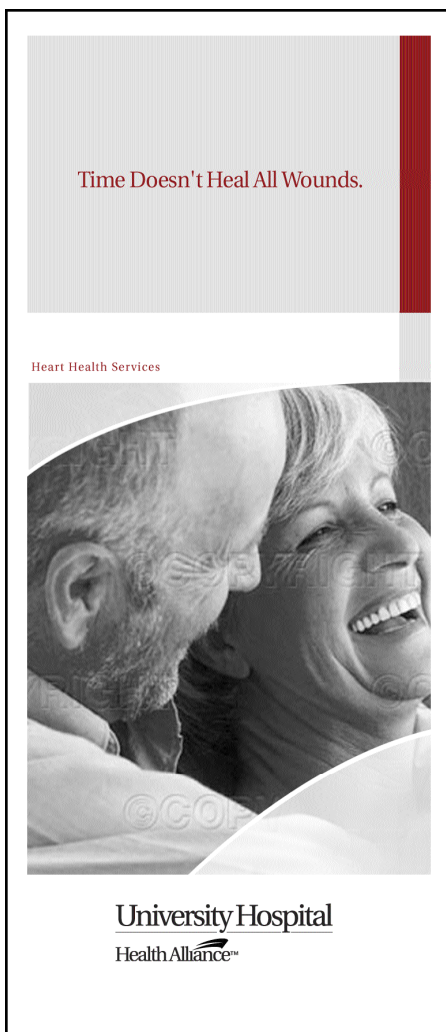
Brochure Templates

Design Recommendations:

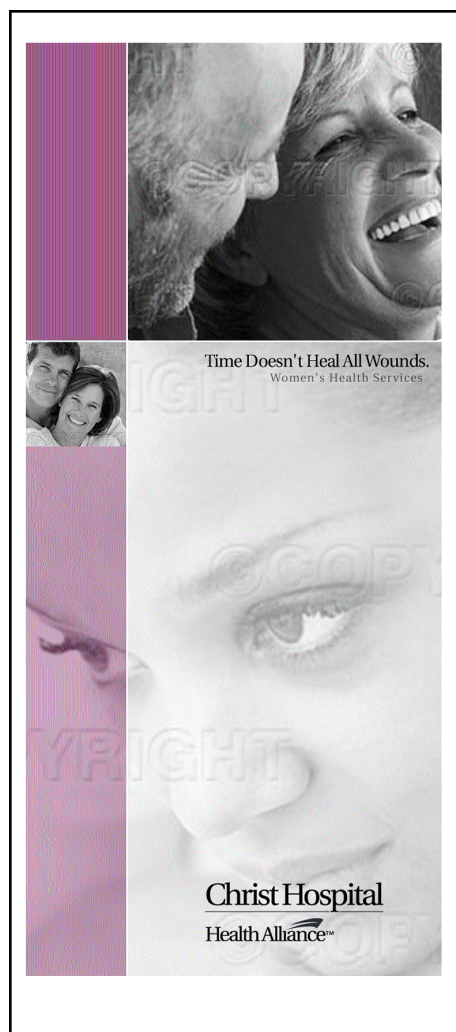
2/c Brochures

*8.5" X 11" and Bi-Fold (non-bleed)

Template #3



Template #4



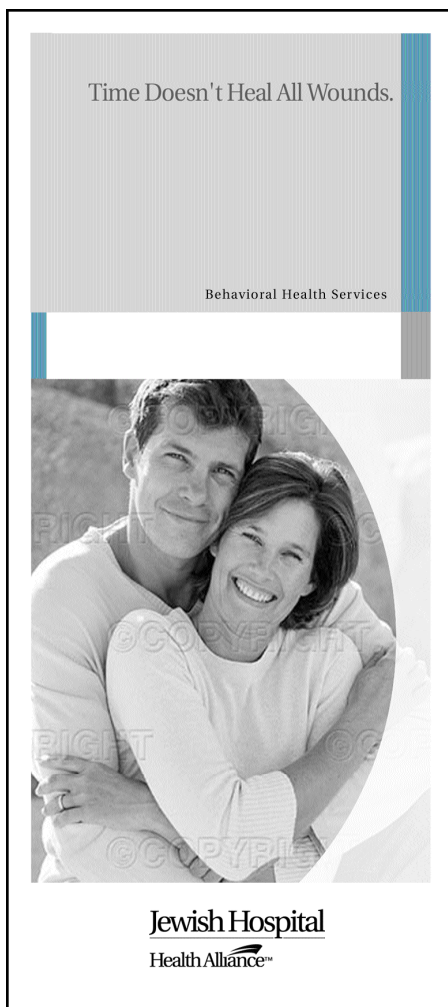
Brochure Templates

Design Recommendations:

2/c Brochures

*8.5" X 11" and Bi-Fold (non-bleed)

Template #5



Template #6



Template #7 - generic photo/graphic



Brochure Templates

Design Recommendations:

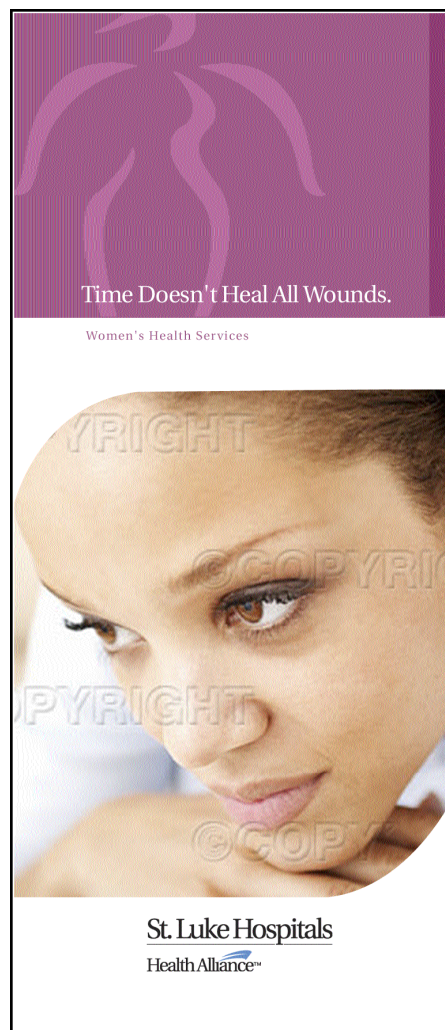
4/c Brochures

*8.5" X 11" and Bi-Fold (full-bleed)

Template #1



Template #2



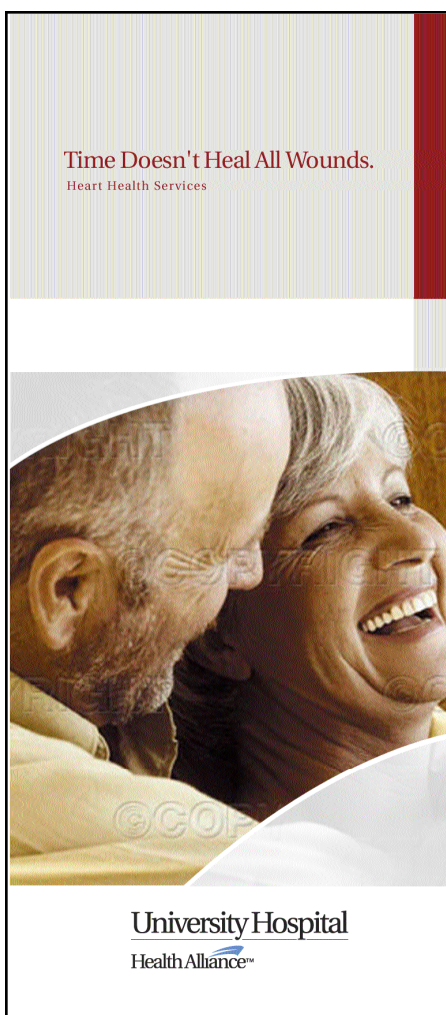
Brochure Templates

Design Recommendations:

4/c Brochures

*8.5" X 11" and Bi-Fold (full-bleed)

Template #3



Template #4



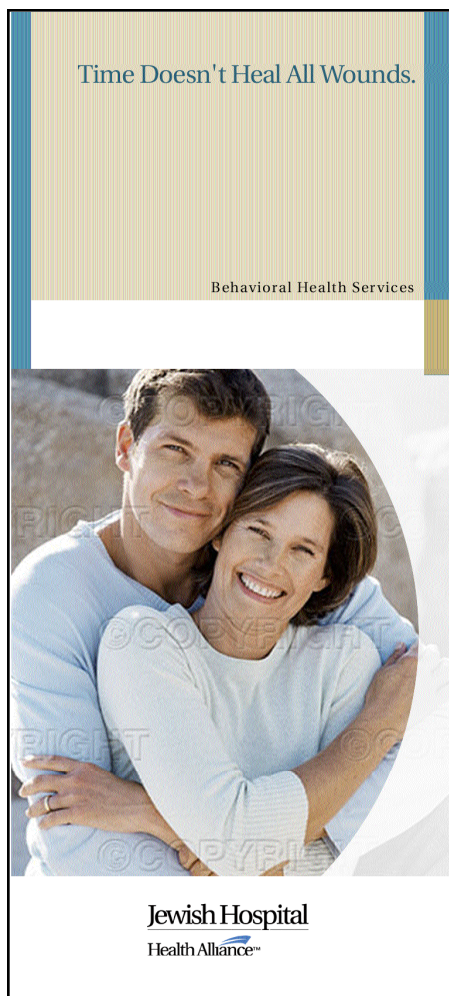
Brochure Templates

Design Recommendations:

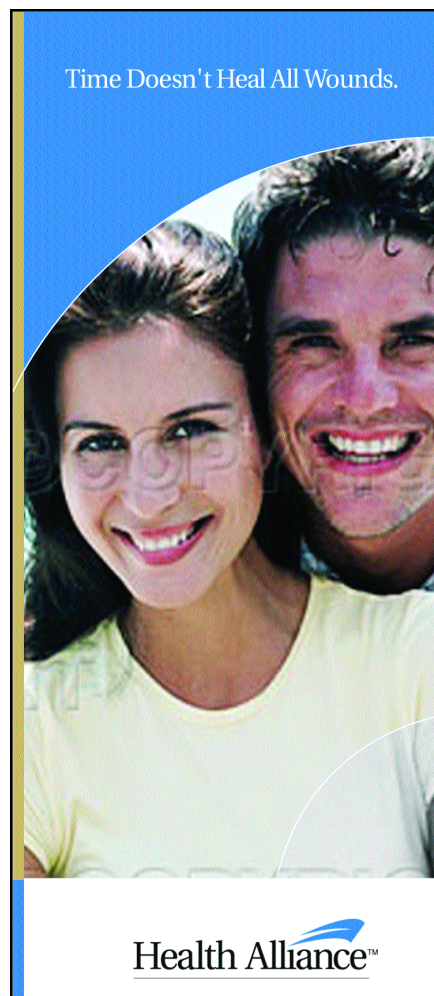
4/c Brochures

*8.5" X 11" and Bi-Fold (full-bleed)

Template #5



Template #6



Template #7 - generic photo/graphic



Brochure Templates

Design Recommendations:

Inside Spreads for Brochure Templates

Template #1

NOTE: The recommended point size for body text in brochure applications should be 11/13 where applicable. In some cases, the size and leading may be reduced or enlarged to fit the space available.

**Heart Health Services**





Cardiac Catheterization

The catheterization labs in The Cardiology Centers at St. Luke Hospitals East and West offer patients the best care available. With interventional cardiac procedures, when you have sharper, faster, more flexible imaging, you have increased potential for providing optimum care.

St. Luke is the first in the area (and one of the first in the nation) to use the new Kodak Digital Science imaging equipment. This catheterization imaging equipment is a filmless digital system, which is expected to soon be the world-wide standard.

Filmless digital systems enable the cardiologist to view the procedure, in real time, from a distant location and allows instant access to the images by the consulting cardiologist or surgeons.

Image quality is optimized for viewing during the procedure through variable image magnification without the "blocky" effect of other techniques. As the procedure is taking place, the system is passing the images to a review

The Cardiology Centers of The Jewish Hospital offer the most modern, efficient, state-of-the-art catheterization equipment in the Tristate area.

Regional Vascular Institute

It is the first center of its kind in Northern Kentucky to offer state-of-the-art care for patients with vascular diseases.

St. Luke Regional Vascular Institute offers a team approach in the diagnosis and treatment of vascular diseases, providing patients with a full spectrum of advanced vascular care. It integrates equipment, personnel and technology in one efficient system.

The new operating suite will accommodate interventional radiology procedures, endovascular procedures, minimally invasive procedures and open procedures for any specialty. The integration of equipment on a control platform provides voice recognition for the surgeon or touch-panel control for the perioperative nurse of up to 29 separate devices.



Jewish Hospital
Health Alliance™

Template #2

Our team of registered technologists and mammographers are all certified by the American Registry of Radiologic Technologists and complete ongoing educational requirements.



Women's Health Services

Come visit us in our comfortable new location in Suite 324 of The University Hospital Medical Office Building, or call 513-585-2668 to make an appointment.

At The Christ Hospital, we know what women want and expect when it comes to breast centers: convenience, state-of-the-art technology and personalized care from the area's "Most Preferred Hospital." The newly renovated and expanded Christ Hospital Women's Imaging Center offers a full range of diagnostic, surgical, psychosocial, educational and rehabilitative treatments and services all in one patient-focused center designed by and for women.

From mammography screening and biopsies to an Educational Resource Room and financial counseling information, The Women's Imaging Center takes a multidisciplinary approach to breast care. Many of our services feature the most advanced technology in Greater Cincinnati.



Mammography... both screening and diagnostic are offered. We utilize the most up-to-date technology, such as the R2 ImageChecker, to double-check mammograms so you can feel comfortable with your results.

Bone density tests can detect early signs of osteoporosis. We offer full-body DEXA scans, the most reliable bone density test, that measure the mineral content in the hip and spine, where bone loss is likely to first occur.

Ultrasonography uses high-frequency sound waves (known as ultrasound) to create a picture of the organ in question.

Stereotactic core biopsy is a non-surgical biopsy that takes a sample of an abnormal area of the breast detected through mammography. Since the abnormality cannot be felt on exam, it makes use of computerized mammography equipment to identify where the abnormality is located.

**University Hospital**
Health Alliance™

Brochure Templates

Design Recommendations:

Inside Spreads for Copy Intensive Brochure Templates

NOTE: The recommended point size for body text in brochure applications should be 11/13 where applicable. In some cases, the size and leading may be reduced or enlarged to fit the space available.

Template #3 - Copy Intensive, 4 color process

We Know What Women Want

At The Christ Hospital, we know what women want and expect when it comes to breast centers: convenience, state-of-the-art technology and personalized care from the area's "Most Preferred Hospital." The newly renovated and expanded Christ Hospital Women's Imaging Center offers a full range of diagnostic, surgical, psychosocial, educational and rehabilitative treatments and services all in one patient-focused center designed by and for women. From mammography screening and biopsies to an Educational Resource Room and financial counseling information, The Women's Imaging Center takes a multidisciplinary approach to breast care. Many of our services feature the most advanced technology in Greater Cincinnati.

Mammography-- both screening and diagnostic are offered. We utilize the most up-to-date technology, such as the R2 ImageChecker, to double-check mammograms so you can feel comfortable with your results.

Bone density tests can detect early signs of osteoporosis. We offer full-body Dexa scans, the most reliable bone density test, that measure the mineral content in the hip and spine, where bone loss is likely to first occur.

Astereotactic core biopsy is a non-surgical biopsy that takes a sample of an abnormal area of the breast detected through mammography. Since the abnormality cannot be felt on exam, it makes use of computerized mammography equipment to identify where the abnormality is located.

Pathology services are used to diagnose disease by examining cell samples.

Sentinel lymph node biopsy is a minimally invasive procedure, in which a dye or a radioactive substance is injected near the tumor and flows into the sentinel lymph nodes, where cancer is first likely to spread from the primary tumor. A surgeon then uses the dye or a scanner to find the nodes and remove them to check for the presence of tumor cells.

On-site radiologists are available to read your diagnostic exams as soon as they are available. (Radiology services are provided by Professional Radiology, Inc.)

The Educational Resource Room is a place to find information on mammography, breast health, osteoporosis, gynecologic diseases and other women's health issues.

Who We Are

M. Patricia Braeuning, M.D., is a board-certified radiologist and a fellow in the Society of Breast Imaging. Dr. Braeuning attended medical school at the University of Cincinnati College of Medicine, and she completed her residency in

Dr. Braeuning is an expert in the field of breast imaging. She has co-authored more than 15 peer-reviewed articles and several invited papers on breast imaging topics. Her professional memberships include the Radiologic Society of North America, American Institute of Ultrasound in Medicine, American Society of Breast Disease, and she is a Fellow in the Society of Breast Imaging. She served as a member of the American College of Radiology's Mammography Accreditation program for seven years. She also participated in FDA clinical trials for digital mammography.

Lisa Jarman, RT, RM, supervisor of the Women's Imaging Center, is a board-certified technologist and a registered mammographer with the American Registry of Radiologic Technologists. She received an Associate of Applied Science degree and a Bachelor of Organizational Studies with a concentration in Radiologic Technology from Northern Kentucky University. Lisa is also a member of the Society to Advance Radiologic Technologists and is currently pursuing a Master's of Business Administration at Morehead State University.

Cindi Huff, RT, lead ultrasound technologist, received her Bachelor's degree in Radiologic Technology from the University of Cincinnati and completed an ultrasound fellowship with The University Hospital.







Template #4 - Copy Intensive, 2 color

Women's Health Services

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Cindi Huff, RT, lead ultrasound technologist, received her Bachelor's degree in Radiologic Technology from the University of Cincinnati and completed an ultrasound fellowship with The University Hospital.









Outdoor Templates

Design Recommendations:

Outdoor Design Templates and Logo Placement

Template#1

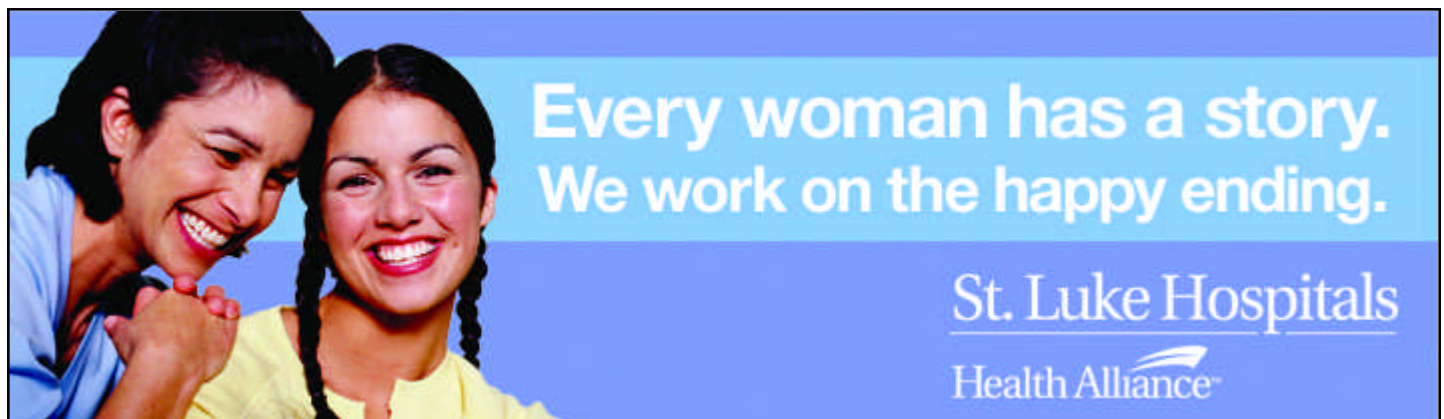
With non-reversed logo treatment



NOTE: When using the logo in an outdoor application, it is highly recommended to apply a .5 pixel to 1.0 pixel stroke on the words "Health Alliance" to insure proper readability.

Template#2

With reversed logo treatment



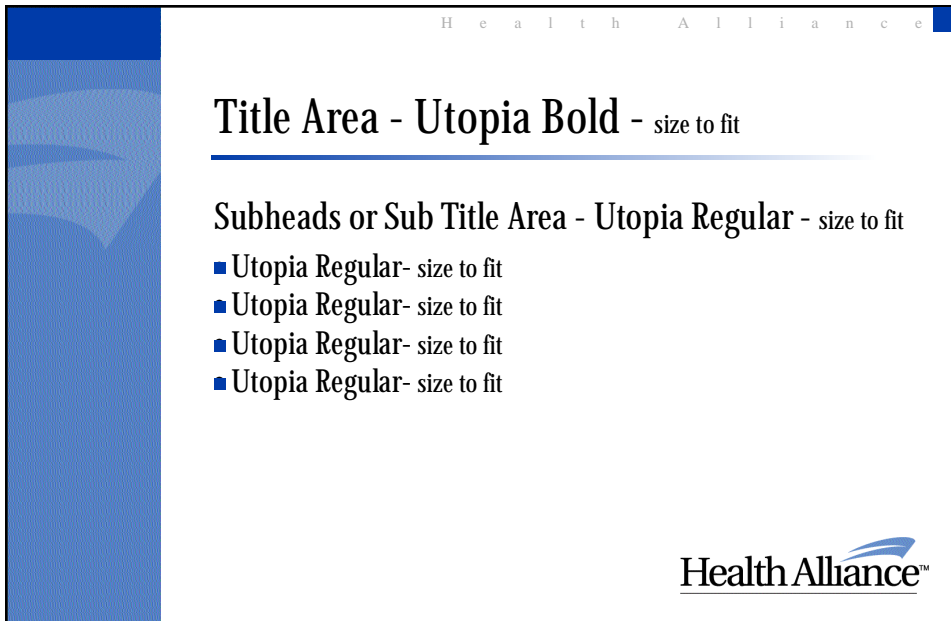
Power Point Templates

Design Recommendations:

Power Point Design Templates
800px X 600px Default Screen Size

Template#1

To be used when images
are not associated with
presentation



Health Alliance

Title Area - Utopia Bold - size to fit

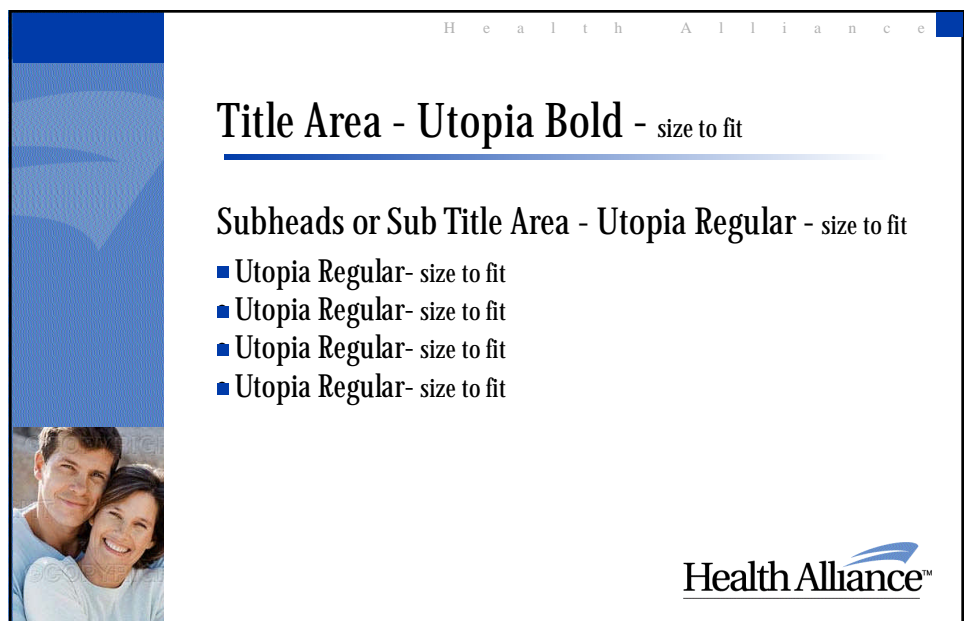
Subheads or Sub Title Area - Utopia Regular - size to fit

- Utopia Regular- size to fit
- Utopia Regular- size to fit
- Utopia Regular- size to fit
- Utopia Regular- size to fit

Health Alliance™

Template#2

To be used when accent
images are associated
with presentation

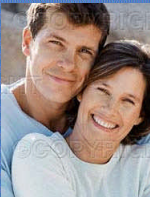


Health Alliance

Title Area - Utopia Bold - size to fit

Subheads or Sub Title Area - Utopia Regular - size to fit

- Utopia Regular- size to fit
- Utopia Regular- size to fit
- Utopia Regular- size to fit
- Utopia Regular- size to fit



Health Alliance™

Power Point Templates

Design Recommendations:

Power Point Design Templates
800px X 600px Default Screen Size

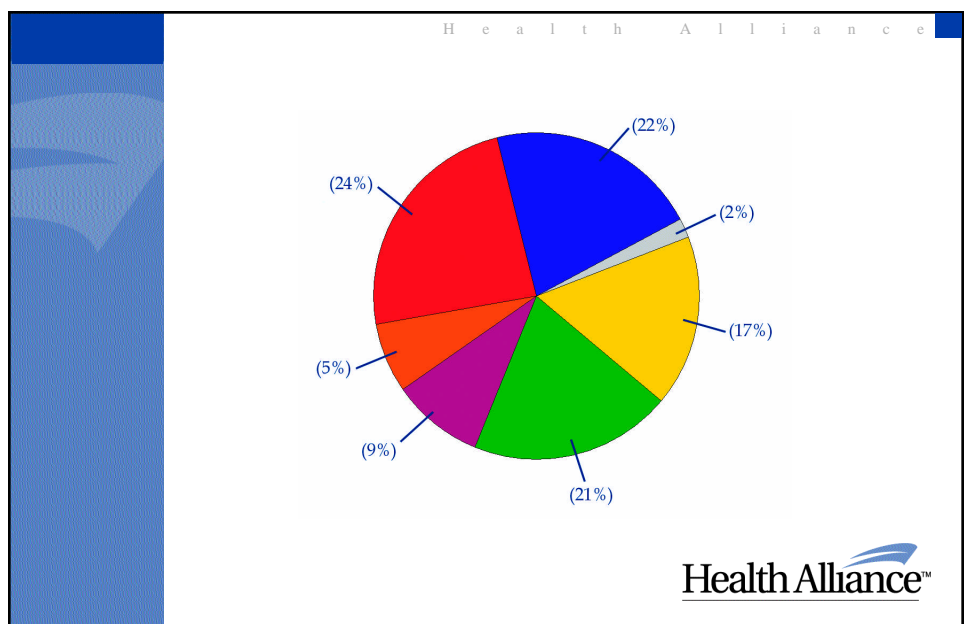
Template#3

To be used when larger
images are associated with
presentation



Template#4

To be used when charts
or graphs are associated
with presentation



Newsletter Templates

Design Recommendations:

Newsletter Banners

Associate Banner Templates



Newsletter Templates

Design Recommendations:

2/c Newsletters


11" x 17" folded to 8.5" x 11" Standard Usage Template

8.5" X 14" Associate Newsletter Template

Standard Usage Template

Custom Masthead developed by
each department at 6.5" x 1.75"

11" X 17" folded to 8.5" X 11", no bleed



Connections
A Quarterly Newsletter Published by and for Health Alliance Associates and Volunteers Winter 2003-2004

Health Alliance launches SOAR Goal-Sharing Program


Associates to share in financial success!

The New Year brought with it an exciting new goal-sharing program for associates! By now you've heard about SOAR—Success Of Associates—Recognition! The Health Alliance is pleased to offer this program to reward our most recent successes, and to inspire continued success. "I feel it's important that associates be recognized and rewarded for their hard work," said CFO Ken Hanover, while announcing the new program in late January. "Our associates are what make us successful."


SOAR is a goal-sharing program. Goal sharing is another way of saying that by working hard each day to reach and exceed our goals, each of us will share in the ongoing financial success of the Health Alliance. More than \$2 million has already been set aside for the program based on our financial performance through December 2003. And this fall, after all financial statements are completed for fiscal year 2004, 20 percent of any surplus over our operating budget will be allocated to the program. The total amount will be divided among all eligible associates (based on salary) into their 401(k) plan account. If you are not in the 401(k) plan, an account will be opened for you. (Check page 11 for our current Financial Update.)

"I think this shows just how much the Health Alliance values its associates," said Dan Ginn of the print shop. Stephanie Moore of public relations & marketing agreed: "It's exciting to know that each year money could be deposited into my 401(k) and grow to build a nest egg toward retirement."

What better way to start the New Year than by celebrating our successes with a goal-sharing program that includes all of us—and relies on all of us for continued success. By finding ways to do our own jobs better and smarter, each of us can help make the Health Alliance even more successful in years to come.




"I feel it's important that associates be recognized and rewarded for their hard work."
—Ken Hanover, CEO



Health Alliance™

Associate Usage Template

8.5" X 14" Legal Size - 2 Color, no bleed



Corridor
A Newsletter for Associates of The University Hospital

Message from the SVP

We have much to celebrate – National Nurses Week and National Hospital Week have simultaneously been recognized this past week. From May 6 – 12, we acknowledge the hard work and dedication of nurses nationwide and May 8 – 14 marks National Hospital Week. Although it is nice to commemorate each of these with a designated week, we are reminded of the value that both nurses and hospitals serve to our community each and every day.

"Nurses: Many Roles One Profession" is the theme for Nurses Week this year. Not only does it call attention to the breadth of directions that a nurse's career may take, whether he/she chooses to be an R.N., office nurse or nurse practitioner (or one of the other many options); but the theme also signifies that in this profession, there are countless responsibilities. Along with promoting health and preventing disease and helping patients cope with illness, nurses are advocates and health educators for patients, their families and communities.

National Hospital Week goes hand-in-hand with National Nurses Week. Together we all form a team and one that our community relies upon so heavily, I'll reiterate what I've said before – we are not a 9-5 institution with weekends off. Our doors never close. We thrive on helping our patients restore their health. You work in the most rewarding profession out there, and should be proud of yourself for the work you do. This week and every week, I thank each and every Jewish Hospital associate. – Aurora Lambert, SVP, Jewish Hospital

Elementary Medicine

The last free Elementary Medicine seminar, "Diabetes: The Rising Prevalence in Our Community," will be presented by Dr. Barry Brook on Wednesday, May 18 in Conference Rooms A & B. Seating is limited. To register, call 513-585-CARE.

ePayroll is now available

To access ePayroll, simply go to the Health Alliance intranet home page, click on "Job Tools," then "ePayroll," then enter your employee number. The first time you log in, enter the last four digits of your social security number followed by the full year that you were born for your password. After that you will be asked to set up your unique password. Then follow the instructions on the screen. For more information or to learn how to opt out of the system, see the letter that was mailed to your home.

Want to recognize a special nurse?

Channel 12 is asking for our help to nominate extraordinary nurses who have gone above and beyond the call of duty to touch patients' lives in their own unique way. Liz Bonis, Channel 12's medical reporter, will feature a selected nurse monthly during her Medical Edge-Honor A Nurse segment. Additionally, each professional chosen will be featured on wkrc.com. To submit a recommendation, go to www.wkrc.com and visit the Honor A Nurse entry page.

Hard hat area

In phase one of the ICU visitor waiting room renovation, a temporary wall will permit access from the Galbraith Road elevator to the locked visitor doors. The visitor waiting area will not be available. In phase two, visitors will not be able to use the Galbraith Road elevators, but can access the unit through the central elevators. The entry code to the staff entrance will be posted. The renovation will take approximately five weeks. Please contact Nancy Wolpert at 686-3270 with any questions.

The Daisy Award

The Health Alliance was the first hospital system in the Midwest to adopt a new nurse recognition program called the DAISY Award, just in time for National Nurses Week (May 6 – 12) and Florence Nightingale's birthday (May 6).

DAISY is an acronym for Diseases Attacking the Immune System, and the DAISY Foundation was formed in January 2000 by the family of Patrick Barnes, who died at age 33 of complications from an immune disease. His family was so impressed by the nursing care he received during his illness that they were inspired to form the Foundation. In addition to providing research and support to families of immune disease patients, the DAISY Foundation recognizes "the super-human work of acute care nurses in hospitals around the country."

On May 4 and 5, Patrick Barnes's parents traveled to the Tristate from California to present six Health Alliance nurses with the DAISY award.

Congratulations to Sue Chaffin, the first DAISY Award winner at Jewish Hospital. Sue received a framed certificate proclaiming her an "Extraordinary Nurse," a special DAISY Award pin, a hand-carved Shona sculpture entitled "The Healer's Touch," fresh daisies and Cinnamon cinnamon rolls for all nurses and staff in the recipient's unit.

The first recipients of the DAISY award were selected by a committee at each hospital. The nominees included those nurses from each hospital who were also nominated for the UC Florence Nightingale award. The DAISY award will be given quarterly at Health Alliance hospitals, and future recipients will be chosen via a nomination form. Patients, physicians, volunteers, nurses or other hospital associates can nominate a nurse for the DAISY Award.

A special thanks to our nurses

National Nurses Week begins May 6 and ends on May 12. Thanks to our more than 3,000 nurses at the Health Alliance for the compassionate care you give our patients each day. Your dedication truly makes a difference in the lives of our patients.

Florence Nightingale Nominees and Finalists

Each year, The University of Cincinnati College of Nursing recognizes nurses in the Greater Cincinnati area who exemplify excellence in direct patient care, as did Florence Nightingale. This year, Sherry Varney, RN, ICU at Jewish was a winner of the award. Congratulations, Sherry!

J.E.T. Express

Protecting the confidentiality of patient information has been practiced in the health care industry long before HIPAA. The JCAHO and state and federal regulations have always required health care organizations to keep patient information and it's up to each one of us. For a complete list of what you can do to ensure patient information is safeguarded from unauthorized access or disclosure see the May 13, 2005 email version of JH News or contact Mary Andre at 686-5365.

Do you have information to share?

We want to hear from you. If you have information to share with associates and would like it to appear in JH News Express, please send it via email to shirka@healthall.com or by fax at 585-8084.

University Hospital
Health Alliance™

Newspaper Ads

Design Recommendations:

Black & White Newspaper Ads
for Education & Screening
Vertical, Square and Horizontal

Recommendation

When designing newspaper or trade ads, the clipping paths from the brochure templates should be used with photos.



St. Luke Hospitals
Health Alliance

You never plan on medical emergencies.
But maybe you should.

Emergencies. From appendicitis to broken bones to a stroke, every family has to deal with a medical emergency at one time or another. During the day or the middle of the night, St. Luke Hospitals provide convenient, high-quality emergency medical care.

St. Luke provides:

- **Two convenient locations** – We are minutes from everywhere in Northern Kentucky, located right off the Interstates.
- **Expert, compassionate care** – All of our ER doctors are board certified in emergency medicine, a claim few other hospitals can make.
- **State-of-the-art technology** – We provide the absolute best treatment possible.
- **Family-focused medicine** – We serve people of all ages: children, adults and seniors.



Emergency Aid Kit
Start preparing now and call us at 859-572-3100 (Fort Thomas) or 859-962-5200 (Florence) to receive your free emergency aid kit.

Fort Thomas & Florence | www.StLukeHospitals.com



Time Doesn't Heal All Wounds.

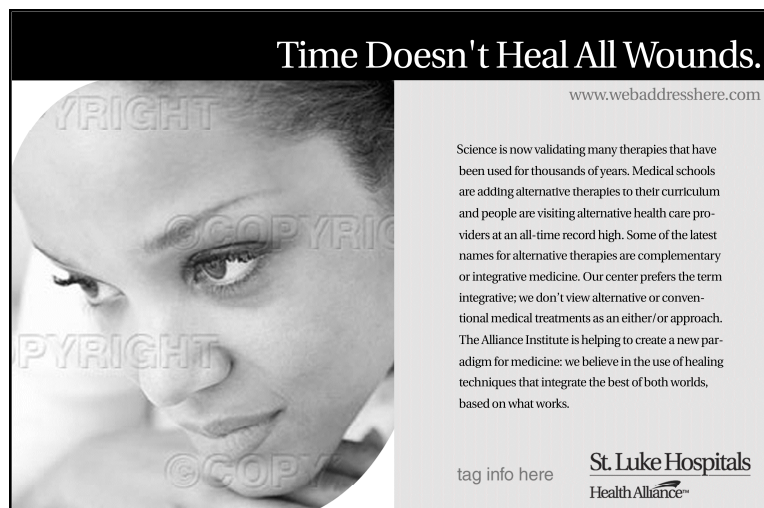
Women's Health Services

Science is now validating many therapies that have been used for thousands of years. Medical schools are adding alternative therapies to their curriculum and people are visiting alternative health care providers at an all-time record high. Some of the latest names for alternative therapies are complementary or integrative medicine. Our center prefers the term integrative; we don't view alternative or conventional medical treatments as an either/or approach. The Alliance Institute is helping to create a new paradigm for medicine: we believe in the use of healing techniques that integrate the best of both worlds, based on what works.

www.webaddresshere.com

tag info here

St. Luke Hospitals
Health Alliance



Time Doesn't Heal All Wounds.

www.webaddresshere.com

Science is now validating many therapies that have been used for thousands of years. Medical schools are adding alternative therapies to their curriculum and people are visiting alternative health care providers at an all-time record high. Some of the latest names for alternative therapies are complementary or integrative medicine. Our center prefers the term integrative; we don't view alternative or conventional medical treatments as an either/or approach. The Alliance Institute is helping to create a new paradigm for medicine: we believe in the use of healing techniques that integrate the best of both worlds, based on what works.

tag info here

St. Luke Hospitals
Health Alliance

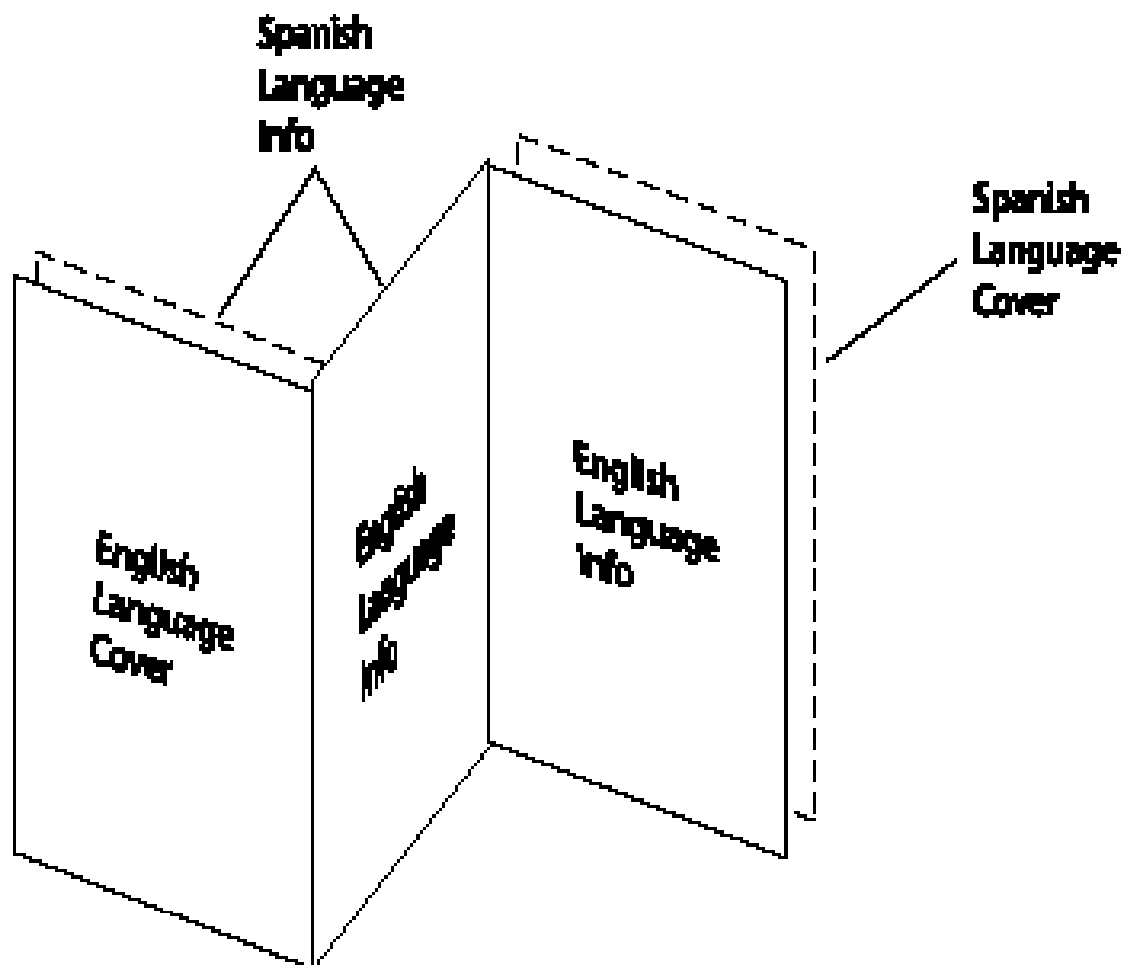
English/Spanish Collateral

Design Recommendations:

Accordion Folded 8-1/2" X 11" Brochures

English/Spanish Usage and Position

When using an English/Spanish version for print materials, the English and Spanish side will be on opposite sides when possible (see illustration). An Accordion fold will be necessary to allow either version to be continuous on each side.



Web Design Templates

Design Recommendations:

Template for Web Applications

Web Design Template

Graphics applied to web applications should follow all other guidelines outlined in this document.

Portal Page Design



Secondary Page Design



Photography Standards

Design Recommendations:

Photographic Styles



Medical 2 by Comstock
103 Images, 28MB,
8.5x11" 300dpi



Couples by BananaStock
100 Images, 35MB, 10x15"
300 dpi

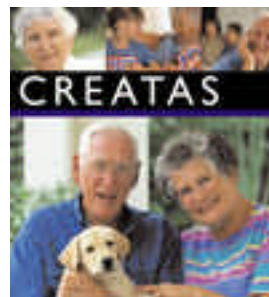
Recommended Stock Photography Links

www.istockphoto.com
www.fotosearch.com
www.photostogo.com
www.bananastock.com
www.photodisc.com
www.creatas.com
www.photoessentials.com

When using stock photography, it is highly recommended to use upbeat or positive images where possible.



Volume 113: Pregnancy & Babies by Photodisc
99 Images, 48MB,
11x17" 300dpi



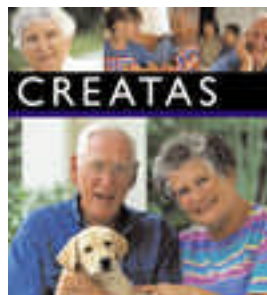
Empty Nest by Creatas
65 Images, 50MB 11 x 17
inches JPEG 300dpi



Photographic images **should not** be reproduced in duotone or spot color. Images should be reproduced in **grayscale and full color only**.



Seniors & Healthcare by John Foxx
80 Images, 40MB,
8.5x11" 300 dpi



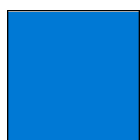
Signature Series 17: Everyday Twosomes by Photodisc
100 Images, 28MB,
8.5x11" 300dpi

Color Palette

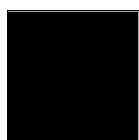
Design Recommendations:

Color Guidelines

Primary Colors

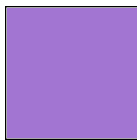


PMS 279
Alliance



Black

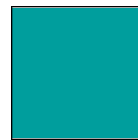
Service Colors



PMS 2572
Women's

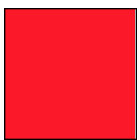


PMS 248
Seniors

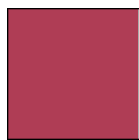


PMS 326
Cancer

Service Line Colors



PMS 185
Emergency



PMS 207
Heart



PMS 3145
Behavioral

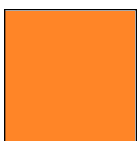


PMS 540
Neuroscience

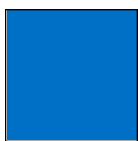


PMS 346
Orthopedics

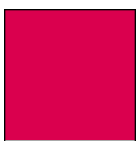
Open Colors (Primarily for 2-color use)



PMS 130



Process
Blue



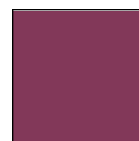
Rubine
Red



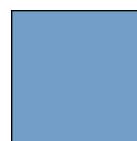
PMS 452



PMS 308

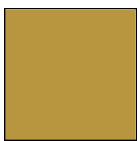


PMS 228



PMS 651

Accent Colors (For 2-color and 4-color use)



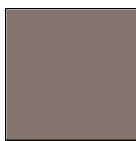
PMS 618



PMS 141



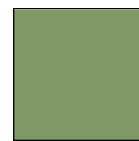
PMS 2627



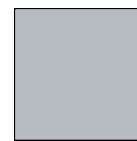
Warm
Gray 8



PMS 289



PMS 577



PMS 428

Paper Recommendations

Design Recommendations:

Paper Guidelines

Recommended Paper Stock

Stationary

Starwhite Tiara Smooth Finish
24# Writing
A-2 Envelope
A-6 Envelope

Signature Stock

Finch
80# Text
65# Cover
80# Cover

Spectrum

White 20#
White 60# Offset

Envelopes

White Wove Regular #10
White Wove Window Left/Right
White Wove Regular # 9
White Wove Regular 6 x 9
White Wove Catalog 9 x 12

Card Stock

Pegasus Commercial

Stationery Uses

Design Recommendations:

Tertiary Brand Stationery Guidelines

Transplant Surgeons

Steven M. Rudich, MD, PhD
Surgical Director
Joseph Buell, MD
Mark Thomas, MD
E. Steve Woodle, MD

Transplant Hepatologists

Guy Neff, MD, Medical Director
Fredrick Weber, Jr., MD
Stephen Zucker, MD
Nyingi Kemmer, MD

Transplant Anesthesia

Mary Clare Hill, MD, Director
Diann Bridenbaugh, MD
Renee Davis, MD
Harry Johnston, MD
JPLawrence, MD
Leonard Lind, MD
Yongi Zhu, MD

Transplant Pathology

Alison Koehler, MD
Yuri Nikiforov, MD

Nurse Coordinators

Maryetta Bass, RN, MSN, CCTC
Donna Flannery, RN, MSN
Carolyn Roshinsky, RN, MSN

Social Workers

Jennifer Nabel, MSW, LISW
Darlene Neal, MSW, LISW

Dietitian

Beverly Borjas, RD, LD

Pharmacists

Jill Martin, PharmD
Rita Alloway, PharmD, BCPS

Research Coordinator

Mike Alonzo

Data Coordination

Leslie Trumbull
Jane Benjey

Financial Counselor

Erin Dougherty

Administration

Paul Volek,
Administrator
Karen Hess, RN, MS, ACNP
Clinical Director

Administrative Coordinator

Elaine Isabel

Transplant Assistants

Vernon Callaway

Medical Secretary

Sherry Krause

University Hospital

Health Alliance™

Liver Transplant Program

Liver Transplant Office
ML0773
234 Goodman Street
Cincinnati, Ohio 45219-2316
513-584-9999
Fax 513-584-4166
www.health-alliance.com

Uniform Uses

Design Recommendations:

Uniform Guidelines

