



## THE ONECORE HEALTH BRAND

---

The OneCore Health brand is a unique, unified corporate brand that is strengthened by uniformity across all platforms.

### CORE VALUES

#### ACCESSIBLE

*Our communication reflects inclusiveness and openness. We are here to serve our community.*

#### COLLABORATIVE

*We work with patients to set goals and work towards them, for treatment, healing and complete care.*

#### PERSONAL

*We acknowledge the power of the individual and the importance of treating each patient and staff member as such.*

#### MODERN

*We invest in our people, our facilities and our treatments.*

#### RESPONSIVE

*As trends change and our community grows, we evolve to meet new trends and changing needs.*

## STYLEGUIDE

---

When writing about OneCore Health™, all communications should begin with “OneCore Health™” with the “O” and the “C” capitalized in one word and the “H” in “Health” capitalized as its own word. The ™ (option+2) should be used on first reference. On further references within the same document, the ™ may be omitted. OneCore Health should not be abbreviated, for instance, as “OCH” or “OneCore.”

When writing about specific facilities within OneCore Health, they should be written completely on first reference. For instance, “OneCore Health™ Orthopedic Hospital.” (Not the possessive “OneCore Health’s Orthopedic Hospital.”) On further references within the same document, you may omit “OneCore Health” and use “Orthopedic Hospital” as long as a) it is clear to the reader you are referring to OneCore Health™ Orthopedic Hospital and b) the first letter of each word is capitalized, such as the “O” in Orthopedic and the “H” in Hospital. There is no ™ on facilities; do not write “OneCore Health™ Orthopedic Hospital™” or “Orthopedic Hospital™.”

## EDITORIAL VOICE

---

The OneCore Health voice is a mix of 65% professional and 35% friendly. It communicates a strong, stable organization with a welcoming environment. It does NOT make light of pain and suffering. It does communicate comfort and inclusiveness.

**EXAMPLES:** (Professional. Friendly.)

**There are 206 bones in your body.** There’s only one you.

**Healthcare** is personal again.

**OneCore Health:** Encore you.

## EMAIL SIGNATURE

---

Email signatures should be standardized to reflect the strength of the OneCore Health brand.

### Your name (Bold)

Your title

OneCore Health

1044 SW 44th Street

Oklahoma City, OK 73109

XXX.XXX.XXXX (tel), XXX.XXX.XXXX (cell)

XXXXX@onecorehealth.com

## THE ONECORE HEALTH LOGO



### THE STANDARD LOGO SHOULD BE USED FOR THESE PURPOSES:

1. To identify the organization as a whole
2. When there is no other OneCore Health facility being referenced
3. By third parties, under license only

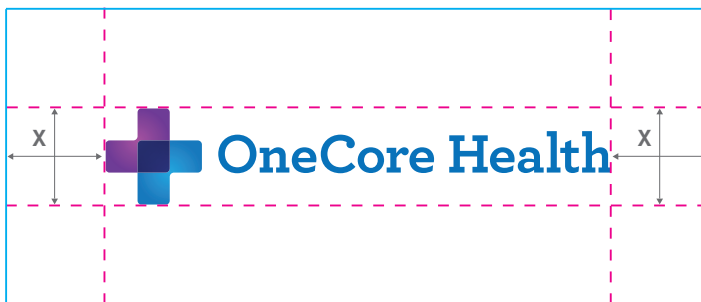
## THE ONECORE HEALTH SECONDARY LOGOS



### THE SECONDARY LOGOS SHOULD BE USED FOR THESE PURPOSES:

1. To identify individual facilities or services under the OneCore Health umbrella
2. When other OneCore Health facilities are specifically referenced
3. By third parties, under license only

## CLEAR SPACE



**Blue** indicates Clear Space. The blue area must be kept free of other elements. **Magenta** indicates type and element alignment and boundaries. The minimum required Clear Space is defined by the measurement 'X' (equal to the height and width of the + symbol).

## WHICH LOGO DO I USE?

1. Am I communicating about (or on behalf of) the organization as a whole?

**YES.** Use the standard logo.

**NO.** Use the secondary logo.

2. Is the logo going to share space with other logos, such as a sponsorship ad or billboard?

**YES.** Use the standard logo.

**NO.** You may use the secondary logo, but check with #1 first.

## INCORRECT USE

---



Do not alter the standard logo or the secondary logos in any way. Do not stretch, skew, rotate, change colors or font. Do not add type in the white space of the logo. Do not place the standard logo on the same page as the secondary logo(s). Do not place secondary logos on the same page as other secondary logos, unless the respective logos are clearly separated by design partitions. Do not lower the opacity of any logo. The white space surrounding the logo is a part of the logo; do not add an illustration such as a square, circle or underline to the logo.

## DO

---

Use CMYK logo in print.

Use standard logo when introducing brand for first time/first impression.

Use secondary logo when referring to or representing individual facilities.

## DON'T

---

Remove the <sup>TM</sup> mark on any logo illustration, ever.

Move or remove OneCore or Health in the standard logo.

Add or alter any of the logos ever.

Move or remove any of the type in the secondary logos.

Alter font, spelling or type.

Place two logos side by side.

Combine the logo with any other elements.

Stack the logo.

## IF

---

If there is a situation where the standard logo and a secondary logo must be on the same page, then the standard logo must have primary weight. For instance, if it's on a web page, the standard logo goes at the top of the page, and the secondary logo should be smaller and go below the standard logo. If there is any doubt, default to the standard logo.

## TYPOGRAPHY: CORPORATE TYPEFACES

---

The logo uses Archer Bold. The primary typeface of all communications should be Archer Bold. The secondary typeface should be DIN Regular. Avoid using smaller than 9pt.

Archer Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**!@#\$%^&\*()\_+**

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&\*()\_+

## COLORS

---

### Primary Colors



C 88  
M 53 R 13  
Y 0 G 113  
K 0 B 186



C 74  
M 98 R 104  
Y 1 G 48  
K 0 B 144

### Secondary Colors



C 70  
M 15 R 43  
Y 0 G 170  
K 0 B 226



C 36  
M 80 R 168  
Y 0 G 84  
K 0 B 160

## EXAMPLES

---

OneCore Health is an inclusive, personal, collaborative approach to healthcare.

