Graphic Identity Guide

Our entities comprise a distinctive brand family, one marked by:

- Our foundation in faith.
- Our history of more than a century.
- Our international reputation for innovation and compassion.
- Our focus on medical education, research and treatment.

Our graphic identity system helps us communicate these distinctions.
We have reviewed and revised our system to ensure that it:

- Reflects the provenance and purpose that hold our organization together and the attributes that set it apart.
- Is informed by feedback from wide-ranging audiences — internal and external, local and global.
- Is traditional yet fresh, consistent yet flexible, elegant yet efficient.
- Conveys our sense of what this organization is and our vision of what it can become.
- Creates a unified and recognized corporate image to clarify and strengthen our brand.
- Supports each area's production of communication materials that are distinctive yet harmonious.
- Enables all areas to contribute to and benefit from the equity of our master brand.

How well this system serves us depends on how effectively we implement it. Recognizing that, the Executive Council and Board of Trustees moved that all communications and materials that represent the organization are to comply with the Graphic Identity Guide's requirements for contributing to a cohesive corporate look.

GRAPHIC IDENTITY GUIDE

Loma Linda University Health Department of Marketing **logorequest@llu.edu** or 909-558-3449.
styleguide.lluh.org

CONTENTS

BUILDING MEANING

"Meaning is not something you stumble across, like the answer to a riddle or the prize in a treasure hunt. Meaning is something you build into your life. You build it out of your own past, out of your affections and loyalties ... out of your own talent and understanding, out of the things you believe in."

Humanitarian activist John Gardner made that observation concerning the life of the individual. But his words are also true of meaning in the life of an organization.

For more than a hundred years, the life of our organization has focused on providing quality education, practicing quality medicine, and producing quality professionals, whose characters, skills and service transform lives.

We have steadily and deliberately established our uniqueness among academic health science centers. The name Loma Linda University Health has come to mean compassion, integrity, innovation and excellence. That meaning is founded in faith, proven in practice and conveyed in myriad ways.

One of those ways is through our graphic identity system — the symbols, colors, typefaces, images and other elements we use to represent our organization.

The centerpiece of that system is our revitalized logo, which serves as a unifying link between all our entities. It retains symbols significant throughout our history, but is re-rendered for better readability and functionality. Its signature colors (Regent Red and Platinum Gray) reflect the stature and vitality of our organization.

Understanding that a logo gains traction with each impression and builds mindshare with each repetition, the Board of Trustees voted to adopt this logo in place of the many logos and seals previously used.

In addition to the new logo, our graphic identity system includes a new toolbox of design resources, a business suite and this guide, which details their use.

In an organization as complex as ours, connecting all of our entities under our master brand of *Loma Linda University Health* is crucial. Every communication — in every medium — must reinforce this single-brand concept through the consistent use of the official logo, colors, typography and other design elements. For this reason, these guidelines are to be adopted throughout the organization — without variation.

We — each of us, all of us — are in a position to build meaning into the life of this organization. This guide simply serves to organize and harmonize our efforts to communicate what this organization means — to students, patients, families, communities and the world.

May God continue to guide our efforts and bless this organization.

Richard H Hart

RICHARD HART, MD, DrPH
PRESIDENT AND CEO
Loma Linda University Health

Changing With the Times

As the organization has changed throughout its first century, so have the names and symbols that represent it.

1906 | Loma Linda Sanitarium
First graphic identity symbol revealed at dedicatory exercises

1920s | College of Medical Evangelists
New name and new seal introduced; seal subsequently revised by replacing caduceus with staff of Aesculapius and adding globe

1930s | College of Medical Evangelists
Further refinements made

1959 | College of Medical Evangelists
Symbols currently used in institution's logo and in seal first appear

1961 | Loma Linda University
Another name change necessitates new symbol

1990 | Loma Linda University
Updated logo and new, institution-wide graphic standards introduced

2008 | Loma Linda University Adventist Health Sciences Center
Updated logo, seal and Graphic Identity Guide introduced

2012 | Loma Linda University Health
Loma Linda University Adventist Health Sciences Center name changed to Loma Linda University Health

[1906]

[1920s]

[1920s]

[Early 1930s]

[1959]

[1959]

[1961]

[1990]

A NEW CENTURY

The logo was revitalized in several ways:

+ Updated typography.

+ Removed box, allowing details to be enlarged without increasing overall "footprint".

+ Simplified color scheme.

+ Redrew oak branch for clarity.

+ Simplified staff of Aesculapius for better rendering at small sizes.

+ Filled in cone shape in shield for higher contrast.

+ Redrew flame for more dynamic effect.

+ Refined torch for clarity and better rendering at small sizes.

+ Redrew Bible for more contrast and weight.

+ Replaced broken sword with Christian cross — a more widely recognized symbol of mercy and compassion.

+ Removed date in order to simplify logo, making it more readable in small sizes.

+ Introduced visual "breathing room," opening up spaces between elements (especially branches and shield).

+ Redrew scroll, giving it more fluid lines and filling it in for added weight and contrast.

+ Enlarged motto and set it in stylized typeface to better blend with other elements.

+ Established Loma Linda University Health as master brand.

[1990 Logo—Style B]

[2008 Logo]

Logomark

Logotype

THE LOGOMARK

The logomark is a graphic symbol of our organization's purpose, values and vision. It maximizes the strength of the brand by visually linking subgroups to each other and to the organization as a whole.

Using the organization's historical emblems in the logomark allows for rich symbolism that draws meaning from a variety of elements.

Staff of Aesculapius

Long associated with medicine — and part of our logo since the 1920s — this represents the combined services of all the healing arts and sciences.

Lighted Torch

A part of our logo since 1959, the lighted torch symbolizes the illuminating power of knowledge and the central role of the Holy Spirit in teaching and healing. It also references the institution's call to serve as a light to the world.

Oak Branch

The branch to the left of the shield represents the civic wreath of oak leaves and acorns historically given to one who saved a life.

Bible

The open book represents the Word of God — the source of the Christ-centered commission and the inspiration for all our humanitarian endeavors.

Logomark

Motto

Inscribed on the scroll below the shield is our motto, "To make man whole."

Christian Cross

This universal Christian symbol acknowledges the role of Jesus Christ as Savior and Redeemer.

Laurel Branch

The branch to the right of the shield represents the laurel wreath, which signifies achievement and honor. Shown together, the oak and laurel branches form a wreath suggesting that the life-saving and life-enhancing work of the health sciences brings with it an obligation to act honorably, courageously and selflessly.

The logotype is the distinctive typographic presentation of our corporate identity. Each application prominently features "Loma Linda University", followed in most cases by a secondary line specifying the entity or other subgroup represented.

Custom Logotype

Because the logotype features hand-tailored character joins and customizations, it is important to use the logotype provided rather than setting the type yourself.

Usage

Generally, the logotype is to be accompanied by the logomark and shown in the preferred logo configuration. (See "Logo: Configurations," page 11.)

Type

The logotype is set in the typeface Perpetua Standard. To preserve the distinctiveness of the logo, Perpetua Standard is not to be used anywhere except for the logotype and pre-printed text used in the business suite, including:

- Names, titles and contact information on business cards.
- Contact information at the base of letterhead.
- Names and titles on note sheets and note pads.

Because the logo and logotype are available online and the business suite can be ordered through Digital Production Ink, most users will not need to purchase Perpetua Standard.

LOMA LINDA UNIVERSITY

MEDICAL CENTER

Tier 1

Tier 2

Logotype

LOMA LINDA UNIVERSITY

MEDICAL CENTER

Customized Character Join −
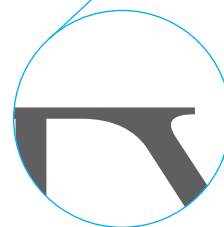
Components

The preferred format consists of two components: the logomark and the logotype. These two components are always placed in a fixed relationship and should never be redrawn or modified in any way.

Preferred Configuration

In the preferred configuration, the logomark and logotype are centered vertically. This is the arrangement of choice for most applications. For other options, see Logo: Configurations, page 11.

Logo Colors

The logo colors are Regent Red and Platinum Gray. Regent Red was selected as the logo's lead color because it delivers a message of strength, innovation and leadership. It has a commanding presence and is a classic, timeless color.

In the preferred format, the logomark and Tier 2 logotype are shown in Regent Red, and Loma Linda University and the keyline are shown in Platinum Gray.

Children's Hospital

When the logo is used to represent only Loma Linda University Children's Hospital, the Children's logomark is incorporated as shown. The preferred format for this logo application uses four colors from the palette (PMS 301, 327, 527 and 121), in addition to Regent Red.

LOMA LINDA UNIVERSITY
MEDICAL CENTER

— Logomark

Tier 1
— Logotype
Tier 2

REGENT RED

PMS 1955 C, CMYK: 9, 100, 54, 43
RGB: 138, 21, 56 (Hex #8A1538)

PLATINUM GRAY

PMS 425 C, CMYK: 48, 29, 26, 76
RGB: 84, 88, 90 (Hex #54585A)

LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL

PMS 327

CMYK: 100, 2, 60, 14
RGB: 0, 134, 117 (Hex #008675)

PMS 121

CMYK: 0, 8, 70, 0
RGB: 253, 215, 87 (Hex #FDD757)

PMS 527

CMYK: 69, 99, 0, 0
RGB: 128, 49, 167 (Hex #8031A7)

PMS 301

CMYK: 100, 53, 4, 19
RGB: 0, 75, 135 (Hex #004B87)

LOGO: COLOR APPLICATIONS

The Logo in Full Color

Use the logo in its preferred colors (Regent Red and Platinum Gray) in full-color applications where the logo is displayed over a white (A) or light-colored (B) background, and in two-color applications where the two colors used in the design are Regent Red and Platinum Gray.

The Logo in Black

Where the logo is displayed over a medium-colored background (C), show the logo in solid black.

The Logo Reversed

Where the logo is displayed over a solid dark background (D), show the logo reversed (white).

The Logo in Solid Regent Red or Solid Platinum Gray

In one- or two-color applications that include either Regent Red or Platinum Gray, it is also appropriate to show the logo in Solid Regent Red (E) or Solid Platinum Gray (F).

Screening the Logo

In some cases and with permission (see "Graphic Identity Policies," page 60), the logo may be screened back in Platinum Gray or black, but never in Regent Red. Printed text should never appear over the logo.

Children's Hospital

The Children's logomark is only to be shown in full color, in Platinum Gray, in black or reversed (white).

Logo in Full Color

(A) White Background

(B) Light-colored Background

Logo in Black

(C) Medium-colored Background

Logo Reversed

(D) Solid Dark Background

Logo in Solid Regent Red or Solid Platinum Gray

[or]

(E) Solid Regent Red

(F) Solid Platinum Gray

Logo Screened

[Incorrect]

[Correct]

Regent Red

Platinum Gray or Black

Primary entity names are set in all caps and shown in Regent Red.

Examples include:

- Loma Linda University Health
- Loma Linda University
- Loma Linda University Behavioral Medicine Center
- Loma Linda University Children's Hospital
- Loma Linda University Health Care
- Loma Linda University Shared Services
- Loma Linda University Surgical Hospital
- Loma Linda University Medical Center
- Loma Linda University Medical Center East Campus
- Loma Linda University Medical Center – Murrieta

Children's Hospital

When the logo is used to represent only Loma Linda University Children's Hospital, the Children's logomark is incorporated as shown.

Health

Loma Linda University Health is an umbrella term used to represent the hospitals, University and several specific centers and areas as a whole.

Loma Linda University

When the logo is used to represent Loma Linda University with no reference to a school or other Tier 2 area, the words Loma Linda University can be separated into two lines or left all on one line as shown here.

LOMA LINDA UNIVERSITY
MEDICAL CENTER

Tier 2 All Caps

LOMA LINDA UNIVERSITY
MEDICAL CENTER – MURRIETA

Tier 2 All Caps

Children's Logomark

LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL

Tier 2 All Caps

LOMA LINDA UNIVERSITY
HEALTH

Tier 2 All Caps

LOMA LINDA UNIVERSITY

"Loma Linda University" Occupies Tiers 1 and 2

LOMA LINDA UNIVERSITY

LOGO: TIER 2 — Title Case

Areas such as those listed below are set in title case and shown in Regent Red.

+ Loma Linda University Cancer Center
+ Loma Linda University Faculty of Graduate Studies
+ Loma Linda University School of Allied Health Professions
+ Loma Linda University School of Behavioral Health
+ Loma Linda University School of Dentistry
+ Loma Linda University School of Medicine
+ Loma Linda University School of Nursing
+ Loma Linda University School of Pharmacy
+ Loma Linda University School of Public Health
+ Loma Linda University School of Religion

LOMA LINDA UNIVERSITY
Cancer Center

— Tier 2 Title Case

LOMA LINDA UNIVERSITY
School of Dentistry

— Tier 2 Title Case

LOMA LINDA UNIVERSITY
School of Medicine

— Tier 2 Title Case

Areas such as those listed below are set in title case italics and shown in Regent Red.

- Loma Linda University
  Children's Hospital
  Foundation
- Loma Linda University
  Children's Hospital
  Perinatal Institute
- Loma Linda University
  Drayson Center
- Loma Linda University
  Health Care
  Pediatrics
- Loma Linda University
  Health Care
  Sun City Clinic
- Loma Linda University
  Health Care
  Veterans Administration Clinic
- Loma Linda University
  Shared Services
  Environmental Health and Safety
- Loma Linda University
  Medical Center
  Diabetes Treatment Center
- Loma Linda University
  Medical Center
  Kidney Center
- Loma Linda University
  Medical Center East Campus
  Center for Joint Replacement
- Loma Linda University
  Medical Center East Campus
  Outpatient Rehabilitation Center
- Loma Linda University
  School of Dentistry
  Department of Dental Hygiene

University areas that are not under a school appear in Tier 3, with the words "Loma Linda University" occupying Tiers 1 and 2.

LOMA LINDA UNIVERSITY
MEDICAL CENTER EAST CAMPUS
Orthopedic Surgery

⊢ Tier 3 Italics

LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL
Foundation

⊢ Tier 3 Italics

LOMA LINDA UNIVERSITY
School of Dentistry
Center for Dental Research

⊢ Tier 3 Italics

LOMA LINDA UNIVERSITY
Drayson Center

⊢ Tier 3 Italics

LOGO: CONFIGURATIONS

Preferred Configuration

The preferred logo configuration features a vertically centered single line for Loma Linda University. This is the format of choice for most applications.

Alternate Configurations

When space limitations preclude the use of the preferred configuration, use the stacked or horizontal configuration.

In some cases and with permission (see "Graphic Identity Policies," page 63), it may be appropriate to use the logomark without the logotype.

No other configuration of the logo should ever be used.

[Preferred Configuration]

LOMA LINDA UNIVERSITY
MEDICAL CENTER

[Stacked Configuration]

LOMA LINDA
UNIVERSITY
MEDICAL CENTER

[Horizontal Configuration]

LOMA LINDA UNIVERSITY
MEDICAL CENTER

[Logotype Only (No Logomark)]

LOMA LINDA UNIVERSITY
MEDICAL CENTER

[Logomark Only (No Logotype)]

ACCESSING THE LOGO

For help with accessing an application of the logo, contact Loma Linda University Health Marketing at 909-558-3449.

Make your request well in advance, allowing time for your job to be reviewed, approved and — if necessary — produced.

Logo Applications for Special Occasions

In rare cases, it may be permissible to ornament the standard logo with wording that marks an anniversary or other highly significant and uncommon event, showing the ornamental line in platinum/silver foil. (See approved examples at right/below and check with Loma Linda University Health Marketing as indicated above.)

LOMA LINDA UNIVERSITY
School of Medicine
Celebrating 100 Years
est. 1909

Ornamental Line

LOMA LINDA UNIVERSITY
School of Medicine
Celebrating 100 Years

LOMA LINDA UNIVERSITY
SURGICAL HOSPITAL
Celebrating 10 Years
est. 2009

LOMA LINDA UNIVERSITY
SURGICAL HOSPITAL
Celebrating 10 Years
est. 2009

LOMA LINDA UNIVERSITY
School of Medicine

A Seventh-day Adventist Organization
ADMISSIONS | 11175 Campus Street CP-A-1108, Loma Linda, California 92350
909-555-4630 · *fax* 909-555-4146 · www.llu.edu

LOMA LINDA UNIVERSITY
School of Medicine
Celebrating 100 Years
est. 1909

A Seventh-day Adventist Organization
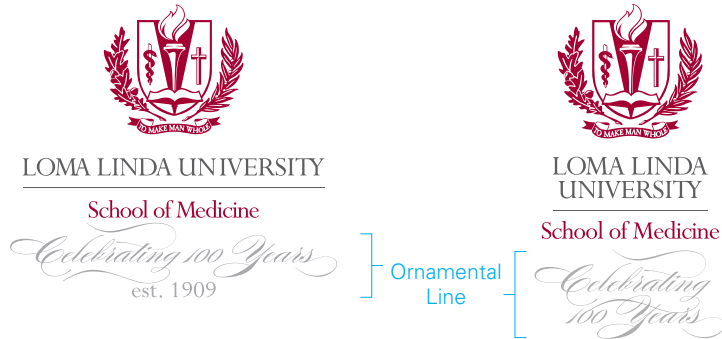
The logo is available online in a variety of configurations, colors and file types. Using the naming convention outlined below, approved users can download the appropriate logo application at:

♦ lluh.org/gig

Area

The letter code for the desired entity or area occupies the first position of the logo filename.

Configuration

The letter code for the desired configuration goes in the second position in the filename. The preferred configuration is usually the best choice. But where space will not accommodate that version, the stacked, horizontal or logotype-only option may be used.

Color

The third position indicates color. Each logo application is available in full color (CMYK), in black and reversed (white). The standard logo is also available in two spot colors (Regent Red and Platinum Gray), and the Children's logo is available in Platinum Gray only. Refer to "Logo: Contrast," pages 17-18, to choose the best version for your design.

File Type

The logo file type is indicated in the fourth position of the filename. If working in illustration or design software, use the EPS file type. In programs such as Microsoft Word or PowerPoint, use the PNG file type.

llu_pref_spot.eps

― Filename

[CONFIGURATION]
pref (preferred)
stack (stacked)
horiz (horizontal)
type (logotype only)

[FILE TYPE]
eps
tiff
jpeg

[COLOR]
black
cmyk (four-color process)
rev (reversed out; white)
spot (two Pantone spot colors)
rgb (Web)

[AREA]
Activities Center: lluac
Behavioral Medicine Center: bmc
Cancer Center: llucc
Center for Christian Bioethics: lluccb
Center for Health Promotion: lluchp
Center for Joint Replacement: mceccjr
Center for Spiritual Life & Wholeness: llucslw
Children's Hospital: ch
Children's Hospital Foundation: chf
Department of Dental Hygiene: sdddh
Department of Psychology: lludp
Department of Radiology: sahpdr
Diabetes Treatment Center: mcdtc
Drayson Center: lludc
East Campus: mcec
Environmental Health and Safety: hsehs
Faculty of Graduate Studies: llufgs
Family Medical Group: llufmg
Family Medicine Center: llufmc
Health Care: hs
Home Health Care: mchhc
Information Systems: lluis
Internal Medicine: lluim
International Heart Institute: lluihi
International Services: mcis
James M. Slater, MD, Proton Treatment & Research Center: mcptrc
Kidney Center: mckc
Life Support Education: sahplse
Loma Linda University: llu

Loma Linda University Health: lluh
Medical Center: mc
Medical Center East Campus: mcec
Office of Diversity: ahscod
Orthopaedic Surgery: lluos
Outpatient Rehabilitation Center: mcecorc
Outpatient Surgery Center: mcosc
Pediatric and Adult Medicine: hcpam
Pediatrics: hcp
Perinatal Outreach Services: chpos
Perinatal Institute: chpi
Primary Care Center: llupcc
Digital Production Ink: llups
Radiation Medicine: mcrm
Rehabilitation, Orthopaedic, & Neurosciences Institute: roni
School of Allied Health Professions: llusahp
School of Behavioral Health: llusbh
School of Dentistry: llusd
School of Medicine: llusm
School of Nursing: llusn
School of Pharmacy: llusp
School of Public Health: llusph
School of Religion: llusr
Shared Services: ss
Sun City Clinic: hcscc
Transplant Institute: lluti
University Hospital: uhos
Veterans Administration Clinic: hcvac

LOGO: SIZE RECOMMENDATIONS

Recommended sizes at which the logo is to be displayed are based on the width of the logomark.

Standard Sizes

In most print applications, show the logo at the size at which the logomark is ¾" (0.75 inches) wide.

Logo size recommendations for applications such as television and the Web are given in "On-screen Graphics," page 36.

The precision with which the logo is reproduced varies widely, depending on the application, method of output, paper choice and more. Where necessary, show the logo at larger than standard size so as not to compromise readability.

Minimum Size

In applications that are too small to accommodate the standard size, the logo may be reduced. Never use the logo at a size smaller than that at which the logomark is ½" (0.5 inches) wide.

Below Minimum Size: Use Logotype Only

In applications that are too small to accommodate the minimum size requirement, use the logotype alone.

Children's Hospital

The guidelines above apply to the Children's Hospital application of the logo as well, with two exceptions:

- Standard Size: logomark ⅝" (0.625 inches) wide
- Minimum Size: logomark ⅜" (0.375 inches) wide

Standard Size

3/4" (0.75")

LOMA LINDA UNIVERSITY
MEDICAL CENTER

3/4" (0.75")

LOMA LINDA UNIVERSITY
MEDICAL CENTER

Minimum Size

1/2" (0.5")

LOMA LINDA UNIVERSITY
MEDICAL CENTER

1/2" (0.5")

LOMA LINDA UNIVERSITY
MEDICAL CENTER

Below Minimum Size: Use Logotype Only

LOMA LINDA UNIVERSITY
MEDICAL CENTER
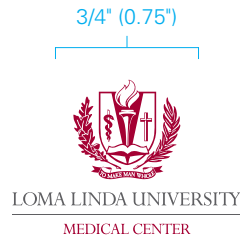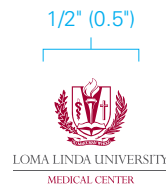
Children's Hospital

[Standard Size]

5/8" (0.625")

[Minimum Size]

3/8" (0.375")
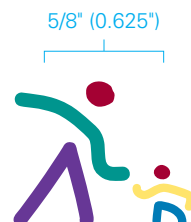
LOGO: MINIMUM CLEAR SPACE

To ensure its integrity and visibility, the logo is to be kept clear of competing text, images and other marks. It must be surrounded on all sides by an adequate clear space — a space equal in size to twice the height of the "L" in Loma Linda University.

LOMA LINDA UNIVERSITY
MEDICAL CENTER

LOMA LINDA
UNIVERSITY
CHILDREN'S
HOSPITAL

LOMA LINDA UNIVERSITY
MEDICAL CENTER

LOMA LINDA UNIVERSITY
HEALTH

LOMA LINDA
UNIVERSITY
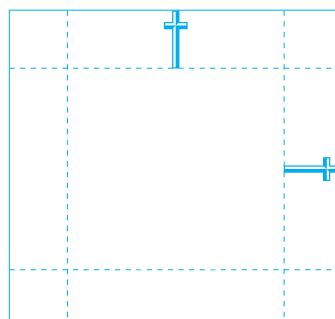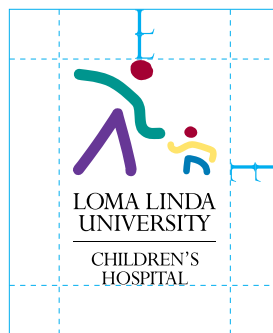
LOGO: INCORRECT USAGE

Always use the official, approved logo. It should never be edited, recreated or combined with other graphic or typographic elements. The following are examples of unacceptable usage.

Don't substitute Perpetua typeface.

Don't reposition the elements.

Don't use below minimum size.

Don't substitute logo colors.

Don't add a fill to the logomark.

Don't put logo in a box.

Don't add effects (shadows, etc).

Don't alter aspect ratios.

Don't translate the logotype.

Don't alter the logomark in any way.

Don't add other visual elements.

Don't repurpose logomark elements.

Don't outline the logo.
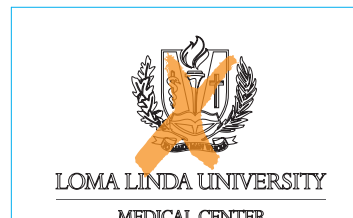
Don't use logo at an angle.

LOGO: CONTRAST

Displaying the logo over a colored background, image or pattern can compromise impact and readability.

Refer to the examples on this page and the following page to ensure sufficient contrast between the logo and the background.

Preferred Background

The best way to display the logo — whether in Regent Red and Platinum Gray, Regent Red only, Platinum Gray only, black only or full color (for Children's Hospital) — is over a white background.

Light Background

If the background is light (0-20%), the logo may be used in Regent Red and Platinum Gray, in Regent Red only, in black only or in full color (for Children's Hospital).

Medium Background

If the background is mid-range in terms of darkness (30-50%), the logo is to be shown only in black for maximum readability.

Dark Background

When using a dark background (60-100%), show the logo reversed (white).

The logo is best displayed over a white background.

The logo may also be used over a light, solid background.

With mid-range backgrounds, show the logo in black only.

When using dark backgrounds, show the logo reversed (white).

White	LOMA LINDA UNIVERSITY HEALTH
10% Black	LOMA LINDA UNIVERSITY HEALTH
20% Black	LOMA LINDA UNIVERSITY HEALTH
30% Black	LOMA LINDA UNIVERSITY HEALTH
40% Black	LOMA LINDA UNIVERSITY HEALTH
50% Black	LOMA LINDA UNIVERSITY HEALTH
60% Black	LOMA LINDA UNIVERSITY HEALTH
70% Black	LOMA LINDA UNIVERSITY HEALTH
80% Black	LOMA LINDA UNIVERSITY HEALTH
90% Black	LOMA LINDA UNIVERSITY HEALTH
100% Black	LOMA LINDA UNIVERSITY HEALTH

[Incorrect]　　　　　　　　[Correct]

Background Image or Pattern

If the logo must be displayed over an image or pattern, take care to maximize readability by using whichever version of the logo (Regent Red and Platinum Gray, Regent Red only, Platinum Gray only, black only, reversed or, for Children's Hospital, full color) provides the most contrast.

Sufficient contrast is achieved by using the two-color version of the logo over a light background.

Sufficient contrast is achieved by placing the logo over a less busy portion of the image.

Sufficient contrast is achieved by using a solid colored background, preferrably not over a image. If the logo is displayed over an image it must have sufficient contrast as shown here.

LOGO: PARTNERSHIPS

Multiple Entities or Areas

When multiple areas sponsor a program, use the logo application that best represents them all, Loma Linda University Health.

For example: volunteer services serves Medical Center, Children's Hospital as well as the other hospitals, using Loma Linda University Health is the best option, rather than using multiple logos.

Note that Children's Hospital is listed under the organizational logo or logomark unless it is the only entity being represented (in which case the Children's Hospital logo application is used).

Entities and Areas

When sponsors include more than one area *and* entity, follow the guidelines given on the previous page, with the goal of identifying sponsors in the most clear, concise and consistent manner possible. Omit or include the common portion of their names as appropriate, and never use more than one application of the logo.

External Partnerships

When all or part of the organization joins an outside organization in sponsoring a program, refer to the guidelines given above and on the previous page for help with determining how our logo and entity/area names are to appear.

When internal and external logos are displayed together our logo should be given slightly more prominence.

[Multiple Entities or Areas]

LOMA LINDA UNIVERSITY
HEALTH

[Entities and Areas]

2020 North American Division

Week of Devotion

Produced & hosted by Loma Linda University Church

LOMA LINDA
UNIVERSITY
HEALTH

[External Partnership]

LOMA LINDA UNIVERSITY
MEDICAL CENTER EAST CAMPUS
Rehabilitation, Orthopaedic, & Neurosciences Institute

SAN MANUEL
BAND OF MISSION INDIANS
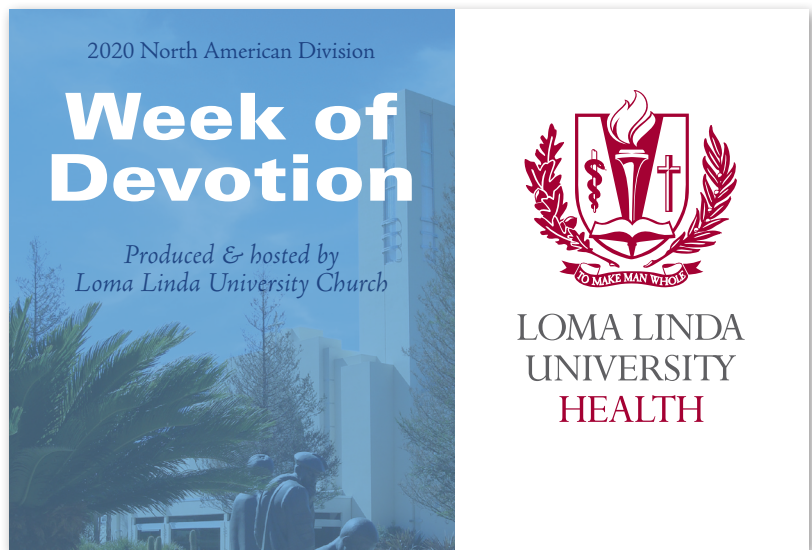
NON-STANDARD LOGOS

Using non-standard logos compromises the brand by diluting the collective strength of its graphic identity.

All entities, schools, institutes, centers, departments, services and other areas are to use the official logo rather than distinctive logos such as those shown.

[Incorrect]

[Correct]

LOMA LINDA
UNIVERSITY

LOMA LINDA UNIVERSITY

School of Allied Health Professions

LOMA LINDA UNIVERSITY

MEDICAL CENTER – MURRIETA

Environmental Services

LOMA LINDA UNIVERSITY

MEDICAL CENTER EAST CAMPUS

Center for Joint Replacement
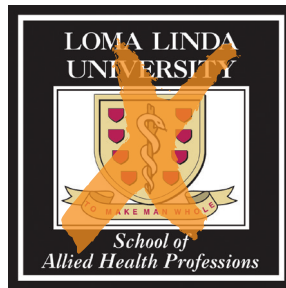
Although a non-standard logo or icon is never to be used in place of the official, standard logo, it may be permissible to incorporate the non-standard logo's icon in a design, provided the following conditions are met:

* The non-standard icon does not appear to function as a logo.
* The official, standard logo appears on the piece.
* The official, standard logo is given greater prominence than the non-standard icon.

[Incorrect]

[Correct]

A New Tool for Controlling Cancer

A Seventh-day Adventist Institution

A New Tool for Controlling Cancer

A Seventh-day Adventist Institution

LOMA LINDA UNIVERSITY
MEDICAL CENTER

James M. Slater, MD
Proton Treatment & Research Center
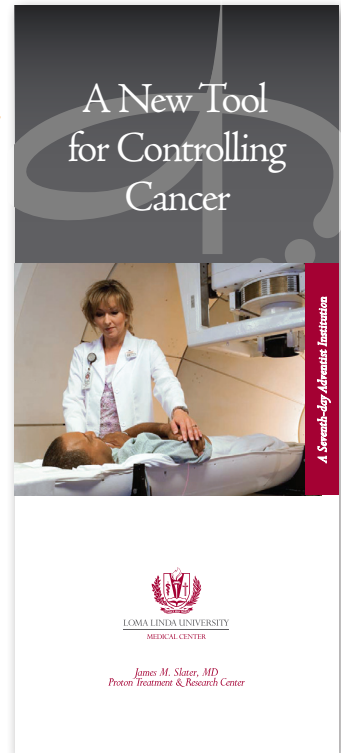
THE PRESIDENTIAL SEAL

Official Use

The presidential seal is reserved for formal ceremonies and official documents such as diplomas and certificates. It is only available for Loma Linda University Health, Loma Linda University and Loma Linda University Medical Center. The presidential seal is not to be altered in any way.

Use of the presidential seal must be authorized. (See Graphic Identity Approval Policy 2.4, page 63.)

Old entity seals like the one shown (bottom left) are not to be used.

Color Options

The presidential seal may be foil embossed in Platinum Gray, Reversed or in Platinum Gray and Regent Red.

Individual School Seals

Because using a different image to represent each of the university's schools dilutes the strength of the brand and contributes to a fragmented look, non-standard seals such as the one shown (bottom right) should never be used. Where they served as logos, the organizational logo is to be used.

[Platinum Foil]

[Loma Linda University Health]

[Two-color Foil]

[Loma Linda University Health]

[Loma Linda University]

[Loma Linda University]

[Loma Linda University Medical Center]

[Loma Linda University Medical Center]

[Old Entity Seal]

[Old School Seal]

Typography is central not only to what a brand says (its message) but to how it speaks (its tone).

The required typefaces were chosen not only for their legibility and visual appeal but also for their flexibility, distinctive character, emotive qualities and balance between tradition and innovation.

Required Typefaces

Fonts for any design application are to be chosen from the typefaces shown at the right. Because not all users will have access to the preferred faces (Adobe Jenson Pro and Univers Standard), acceptable alternates (Palatino and Arial) available on most systems are also given. If you need Palatino added to your computer, please call the Information Services Help Desk at extension 48889.

General Guidelines

Use only the required typefaces. Promote clarity by choosing the appropriate type.

- Sans serif faces (Univers and Arial) work well for headlines, subheads or captions. Sketchy typeface may be used on items related to LLU Children's Hospital) only.
- Serif faces (Adobe Jenson Pro and Palatino) are easier to read in body copy.
- Script type (Bickham Script Pro) is best used in small amounts and for ornamental rather than informational purposes.

Exceptions

If you wish to use a typeface other than Adobe Jenson Pro, Univers, Bickham Script Pro, Sketchy, Palatino and Arial, the exception will need to be approved. (See "Graphic Identity Policies," page 63.)

Perpetua Standard

Perpetua Standard appears only in the logo and in pre-printed elements of the business package. The use of Perpetua Standard is limited to the few designers authorized to access those applications' construction files, so most users will not need Perpetua Standard.

On-screen Typography

See page 35 for guidelines for using typography on the Web and in other on-screen applications such as PowerPoint.

Purchase Typefaces

The required typefaces are available for purchase and download at: www.fonts.com

Adobe Jenson Pro
www.fonts.com/font/adobe/adobe-jenson/volume

Univers Std
www.fonts.com/font/linotype/univers/complete-family-pack

Bickham Script Pro
www.fonts.com/font/adobe/bickham-script/complete-family-pack.

[Preferred Serif Typeface]

Adobe Jenson Pro

[Preferred Sans Serif Typeface]

Univers Standard

[LLU Children's Hospital/Children's Health Preferred Sans Serif Typeface]

Sketchy

[Script Typeface]

Bickham Script Pro

[Alternate Serif Typeface]

Palatino

[Alternate Sans Serif Typeface]

Arial

Among the required typefaces, Adobe Jenson Pro is the preferred serif option. It features varying weights.

Adobe Jenson Pro is part of a family of historical revival typefaces. Type designer Robert Slimbach based its Roman styles on a Venetian text face cut by Nicolas Jenson in 1470 and its italics on those by Ludovico Vicentino degli Arrighi. The combined strength and beauty of those two Renaissance fonts yields an elegant yet organic typeface suited to a broad spectrum of applications.

Its stroke variations and low x-height help differentiate letters, making Adobe Jenson Pro highly readable. Its stately yet detailed typographic refinement provides a power and flexibility for text composition rarely found in digital type.

Adobe Jenson Pro

[Light]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[Regular]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(){}?*

[SemiBold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[Bold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

Among the required typefaces, Univers Standard is the preferred sans serif option.

Univers Standard is a realist typeface designed by Adrian Frutiger in 1957. It figures prominently in the Swiss Style of graphic design and is based on the 1896 typeface Akzidenz-Grotesk.

Designed as a full system of fonts with a wide range of weights, Univers Standard is a utilitarian and versatile workhorse. Its modulated thicknesses and squaring of round strokes give it character. Its lighter weights can be used to set continuous text. Its relatively low x-height and broad stance not only give it presence but also make it a good complement to Adobe Jenson Pro.

Univers Standard

[47 Light Condensed]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[53 Extended]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[55 Roman]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[57 Condensed]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[63 Bold Extended]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[75 Black]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[93 Extra Black Extended]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

Among the required typefaces, Sketchy is the LLU Children's Hospital/Children's Health preferred sans serif option.

Sketchy

[Medium]

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

!@#$%^&*(){}?

Script type is beautiful but is typically harder to read than serif and sans serif typefaces. It is best used in small amounts and for ornamental rather than informational purposes. It should never be used for blocks of body copy.

Bickham Script is based on George Bickham's engravings of the lettering created by 18th-century writing masters. Designer Richard Lipton's swashes, superscripts and numerous glyphs give the typeface its signature flourish. With multiple alternate letterforms and a nice range of weights, this ornate, flowing, formal face's affect can range from reserved to extravagant.

Bickham Script Pro is recommended for use on presidential invitations. It is available for other suitable applications as well, but is to be used with discretion and restraint.

Bickham Script Pro

[Regular]

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890! @ #$%^&*(){}?

[Use of Stylistic Alternates and Swashes]

The honor of your presence ...

you and your guest

Monday, September 15, 2008

Palatino is available on most computer systems and may be used in the absence of the preferred serif face, Adobe Jenson Pro.

Palatino

[Regular]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(){}?*

[Bold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[Bold Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

Arial and Arial Black are available on most computer systems and may be used in the absence of the preferred sans serif face, Univers Standard.

Arial

[Regular]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&(){}?*

[Bold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

[Bold Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

Arial Black

[Black]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

Treated Text

Limit the use of script type and of treatments such as drop shadows, glows, bevels embosses, complex patterns and gradient overlays.

Vision → Preferred → *Vision*

Compassion → Preferred → Compassion

INTEGRITY → Preferred → INTEGRITY

EXCELLENCE → Preferred → EXCELLENCE

Teamwork → Preferred → **Teamwork**

Wholeness → Preferred → *Wholeness*

COLOR PALETTE

Logo Colors

The logo colors (Regent Red and Platinum Gray) were carefully selected based on the meanings of colors in various cultures and on the visual messages that best represent the institution. Attributes that led to choosing Regent Red include:

+ It has strong visual impact.
+ It is widely recognized as symbolizing leadership, courage, activity, vitality, power and innovation.
+ It has positive meaning among various religions and cultures.
+ It is effectively used by other highly respected and long-standing educational and medical organizations.

Include the logo colors in design color schemes whenever possible.

Color Palette

Strategic use of color creates powerful visual impact and can immediately evoke brand attributes such as quality, trustworthiness and warmth.

A color palette is provided (right) for use in both internal and external applications. These colors may be used singly or in combination.

For items that include a metallic finish, use silver tones such as platinum and pewter. Do not use gold, copper or bronze.

Exceptions

If you wish to use a color outside of this color palette, the exception will need to be approved. (See "Graphic Identity Policies," page 63.)

[Logo Colors]

REGENT RED

PMS 1955 C, CMYK: 9, 100, 54, 43   R:138, G:21, B:56 (Hex/HTML #8A1538)

PLATINUM GRAY

PMS 425 C, CMYK: 48, 29, 26, 76   R:84, G:88, B:90 (Hex/HTML #54585A)

[Color Palette]

PMS 121	PMS 123	PMS 142
PMS 145	PMS 152	PMS 167
PMS 1935	PMS 1955	PMS 199
PMS 2577	PMS 2597	PMS 261
PMS 265	PMS 301	PMS 3155
PMS 327	PMS 349	PMS 370
PMS 371	PMS 376	PMS 525
PMS 527	PMS 535	PMS 542
PMS 554	PMS 5565	PMS 576
PMS 654	PMS 698	PMS 7446

[Neutral Palette]

PMS WARM GRAY 11	PMS 7529	PMS WARM GRAY 2
BLACK	PMS 425	PMS COOL GRAY 3
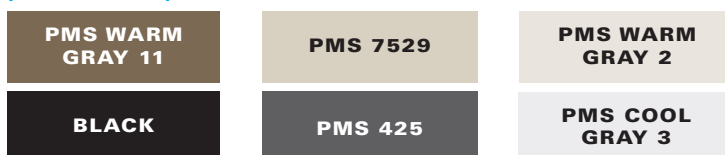
[Color Palette — Metallic Finish]

SILVERTONES, NOT GOLD

www.pantone.com/color-finder/

COLOR PALETTE, continued

PMS 121 C RGB: 253, 215, 87	CMYK: 0, 8, 70, 0 HEX/HTML: FDD757	
PMS 123 C RGB: 255, 199, 44	CMYK: 0, 19, 89, 0 HEX/HTML: FFC72C	
PMS 142 C RGB: 241, 190, 72	CMYK: 0, 24, 78, 0 HEX/HTML: F1BE48	

PMS 121 C RGB: 253, 215, 87 — CMYK: 0, 8, 70, 0 — HEX/HTML: FDD757
PMS 123 C RGB: 255, 199, 44 — CMYK: 0, 19, 89, 0 — HEX/HTML: FFC72C
PMS 142 C RGB: 241, 190, 72 — CMYK: 0, 24, 78, 0 — HEX/HTML: F1BE48

PMS 145 C RGB: 207, 127, 0 — CMYK: 4, 53, 100, 8 — HEX/HTML: CF7F00
PMS 152 C RGB: 229, 114, 0 — CMYK: 0, 66, 100, 0 — HEX/HTML: E57200
PMS 167 C RGB: 190, 83, 28 — CMYK: 5, 77, 100, 15 — HEX/HTML: BE531C

PMS 1935 C RGB: 197, 0, 62 — CMYK: 1, 100, 55, 6 — HEX/HTML: C5003E
REGENT RED — **PMS 1955 C** RGB: 138, 21, 56 — CMYK: 9, 100, 54, 43 — HEX/HTML: 8A1538
PMS 199 C RGB: 213, 0, 50 — CMYK: 0, 100, 72, 0 — HEX/HTML: D50032

PMS 2577 C RGB: 167, 123, 202 — CMYK: 40, 54, 0, 0 — HEX/HTML: A77BCA
PMS 2597 C RGB: 92, 6, 140 — CMYK: 80, 99, 0, 0 — HEX/HTML: 5C068C
PMS 261 C RGB: 93, 40, 95 — CMYK: 62, 100, 9, 44 — HEX/HTML: 5D285F

PMS 265 C RGB: 144, 99, 205 — CMYK: 52, 66, 0, 0 — HEX/HTML: 9063CD
PMS 301 C RGB: 0, 75, 135 — CMYK: 100, 53, 4, 19 — HEX/HTML: 004B87
PMS 3155 C RGB: 0, 98, 114 — CMYK: 100, 9, 29, 47 — HEX/HTML: 006272

PMS 327 C RGB: 0, 134, 117 — CMYK: 100, 2, 60, 14 — HEX/HTML: 008675
PMS 349 C RGB: 4, 106, 56 — CMYK: 90, 12, 95, 40 — HEX/HTML: 046A38
PMS 370 C RGB: 101, 141, 27 — CMYK: 62, 1, 100, 25 — HEX/HTML: 658D1B

PMS 371 C RGB: 84, 98, 35 — CMYK: 50, 9, 98, 61 — HEX/HTML: 546223
PMS 376 C RGB: 132, 189, 0 — CMYK: 54, 0, 100, 0 — HEX/HTML: 84BD00
PMS 525 C RGB: 87, 44, 95 — CMYK: 69, 100, 4, 45 — HEX/HTML: 572C5F

PMS 527 C RGB: 128, 49, 167 — CMYK: 69, 99, 0, 0 — HEX/HTML: 8031A7
PMS 535 C RGB: 142, 159, 188 — CMYK: 43, 25, 3, 8 — HEX/HTML: 8E9FBC
PMS 542 C RGB: 123, 175, 212 — CMYK: 60, 19, 1, 4 — HEX/HTML: 7BAFD4

PMS 554 C RGB: 32, 92, 64 — CMYK: 84, 22, 77, 60 — HEX/HTML: 205C40
PMS 5565 C RGB: 127, 156, 144 — CMYK: 44, 12, 34, 24 — HEX/HTML: 7F9C90
PMS 576 C RGB: 120, 157, 74 — CMYK: 54, 5, 94, 24 — HEX/HTML: 789D4A

PMS 654 C RGB: 0, 58, 112 — CMYK: 100, 71, 10, 47 — HEX/HTML: 003A70
PMS 698 C RGB: 242, 212, 215 — CMYK: 0, 16, 4, 0 — HEX/HTML: F2D4D7
PMS 7446 C RGB: 137, 134, 202 — CMYK: 50, 46, 0, 0 — HEX/HTML: 8986CA

PMS Warm Gray 11 C RGB: 110, 98, 89 — CMYK: 26, 36, 38, 68 — HEX/HTML: 6E6259
PMS 7529 C RGB: 183, 169, 154 — CMYK: 7, 14, 20, 22 — HEX/HTML: B7A99A
PMS Warm Gray 2 C RGB: 203, 196, 188 — CMYK: 6, 7, 10, 11 — HEX/HTML: CBC4BC

PMS Black C RGB: 45, 41, 38 — CMYK: 63, 62, 59, 94 — HEX/HTML: 2D2926
PLATINUM GRAY — **PMS 425 C** RGB: 84, 88, 90 — CMYK: 48, 29, 26, 76 — HEX/HTML: 54585A
PMS Cool Gray 3 C RGB: 200, 201, 199 — CMYK: 8, 5, 7, 16 — HEX/HTML: C8C9C7

The colors shown on this page may not be exact representations of the PANTONE colors. For exact matches, reference your PANTONE swatch book and www.pantone.com/color-finder/. PANTONE® is a registered trademark of Pantone, Inc.

THE CHURCH AFFILIATION LINE

The organization's affiliation with the Seventh-day Adventist church is a central part of the brand. Because this relationship is not noted in most entity names or logos, the line "A Seventh-day Adventist Organization" appears on the primary components of the business suite (letterhead, envelopes and business cards).

Use the church affiliation line in as many additional applications as possible.

[Letterhead]

LOMA LINDA UNIVERSITY
HEALTH

A Seventh-day Adventist Organization
ENTITY NAME | Name of Requesting Department Name
12345 Anywhere Street, Loma Linda, California 92354
909-558-1234 · fax 909-555-4321 · www.lluhealth.edu

[Business Card]

LOMA LINDA UNIVERSITY
HEALTH

Jane Somebody Doe, MA
Title of This Person, Department of This Person
Entity of This Person

12345 Anywhere Street
Loma Linda, California 92354

909-558-1234 · fax 909-558-4321
pager jsdoe@my2way.com · jsdoe@llu.edu

A Seventh-day Adventist Organization

[The back of the card can be ordered completely blank or as shown here]

[Envelope]

LOMA LINDA UNIVERSITY
HEALTH

ENTITY NAME
Name of Requesting Department
12345 Anywhere Street
Loma Linda, California 92354

Address Service Requested

A Seventh-day Adventist Organization
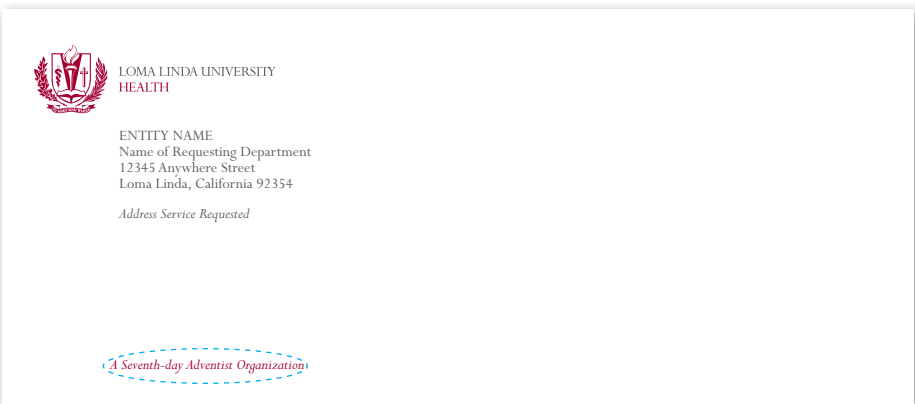
[All Pieces Shown at 50% Actual Size]

IMAGES

Full-color or black-and-white photography is preferred; limit use of duotones (especially on photos featuring faces) and other stylized coloring techniques.

When it is possible to allow images to bleed, do so.

Do not use body copy on top of images if doing so compromises readability.

Use the appropriate resolution for photos (600 dots per inch for print, 250 dots per inch for newsprint and 72 dots per inch for web and other on-screen applications).

[Duotone]

Preferred

[Black and white]

[Stylized Coloring]

Preferred

[Full color]
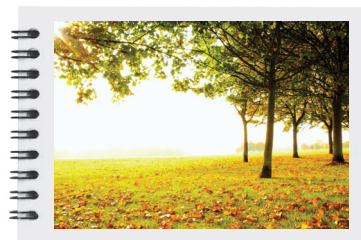
[Image Doesn't Bleed]

Preferred

[Image Bleeds]
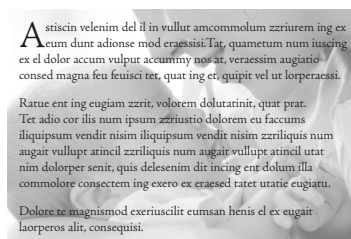
[Body Copy Rendered Unreadable]

Preferred

[Body Copy Readable]

ON-SCREEN GRAPHICS

In order to ensure that our corporate identity is presented clearly, consistently and distinctively in all cases, on-screen applications such as those used on television and the web are to comply with the standards outlined in this guide.

On-screen Logo Sizes

The recommended width of the logomark in the logo is 225 pixels (188 pixels for the Children's Hospital logomark). The minimum allowable width is 150 pixels (113 pixels for the Children's Hospital logomark).

On-screen Logo Colors

Precise matching of the colors is essential in on-screen applications. Use the hexadecimal values given below.

- Regent Red: 8A1538
- Platinum Gray: 54585A
- PMS 327: 008675
- PMS 527: 8031A7
- PMS 121: FDD757
- PMS 301: 004B87

On-screen Typography

Arial and Palatino are the typefaces recommended for on-screen use.

Images

Use images in RGB and at the appropriate on-screen resolution of 72 dots per inch.

Recommended On-screen Width of Logomark

225 Pixels

188 Pixels

225 Pixels
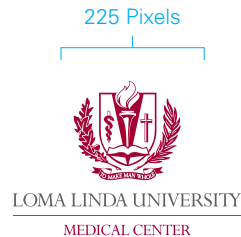
Minimum On-screen Width of Logomark

150 Pixels

113 Pixels

150 Pixels

On-screen Logo Colors

REGENT RED	PMS 1955
R:138, G:21, B:56 (Hex #8A1538)

PLATINUM GRAY	PMS 425
R:84, G:88, B:90 (Hex #54585A)

PMS 327
RGB: 0, 134, 117 (Hex #008675)

PMS 121
RGB: 253, 215, 87 (Hex #FDD757)

PMS 527
RGB: 128, 49, 167 (Hex #8031A7)

PMS 301
RGB: 0, 75, 135 (Hex #004B87)

LETTERHEAD

Type

For the body of a letter, the serif typefaces — Adobe Jenson Pro and Palatino — are preferable to the sans serif options. (Perpetua Standard is not to be used for body copy.) The type may be set in either 11 or 12 points, single spaced (Auto Leading).

Paragraphs

Paragraphs are preceded by one blank line and are not indented.

Margins

- Top: 2½" (2.5 inches)
- Left, right and bottom: 1¼" (1.25 inches)

Second Sheets

Corresponding unprinted stock for letters of more than one page is available through Digital Production Ink. All four margins on the second sheet should be 1¼" (1.25 inches).

One-color Printing

When the letterhead must be printed in one color, that color should be black, with the entire logo and footer run in 77% black (Platinum Gray).

Ordering

Order letterhead and corresponding second sheet stock through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

---

2 1/2" (2.5")

LOMA LINDA UNIVERSITY
HEALTH

Date

Addressee Name
Company Name
Department or Post Office Box Number
Street Address
City or Town, State 00000-0000

Dear Addressee,

Start with the date, a blank line, then the address, another blank line, then the salutation.

Volut niamet wissequisl dio od eugiam ipisim quis elent lore feugait ad dolobor suscil dolore feu feum del ercin ulputat nullamcon et, qui exer suscilit wisit lor si. Corperat. Igna alisl dolore consed dit num iusci blamet adion heniamet, sim et lum erit, conulla Il illandre corem quam, sed tie et, velenis alis erit loborer sim volorpe rostrud exer autpat wis ercil eu facilisi. Duisim delenibh elesto coreet am doloborer incipisis ad dolent la feum volenisl delesequi tionseq uiscin henit adiamcommy nit exeros nulputat. Perostrud ea commy num in ercipisl utem ip er irit aciduisi ese dolore vel ex et elit et, si.

Sicommolor sis aliquat, vent atuerae ssequip elisci bla augiamet vel ut etum iure tat ad et veliquisl utpat. Andre tin vel essis numsan ut utpat. Duisim delenibh elesto coreet am doloborer incipisis ad dolent la feum volenisl delesequi tionseq uiscin henit adiamcommy nit exeros nulputat. Perostrud ea commy num in ercipisl utem ip er irit aciduisi ese dolore vel ex et elit et, si.

Ute eum nismod mod eugiam, sit praessi smolest incipsummy nibh blam eugiam, quat, quatinci esequis dolendit, vent alisi. Duisim delenibh elesto coreet am doloborer incipisis ad dolent la feum volenisl delesequi tionseq uiscin henit adiamcommy nit exeros nulputat. Perostrud ea commy num in ercipisl utem ip er irit aciduisi ese dolore vel ex et elit et, si. tio dui essis nulput lobore diamconse minim ea facilis ismodiam quis nit lobor secte dignim aute vullam volendip etue euisci tat dio consequat autpatie magna faccum in etueraesto odoloreet lore.

Closing,

After the closing, allow three blank lines for the signature.

Sender's Name
Title

A Seventh-day Adventist Organization
ENTITY NAME (i.e. LOMA LINDA UNIVERSITY) | Name of Requesting Department
12345 Anywhere Street, Loma Linda, California 92354
909-558-1234 · *fax* 909-558-4321 · www.lluhealth.edu

1 1/4" (1.25")

#10 ENVELOPES

#10 Envelope

The #10 envelope is printed with the logo, the department name, address information and includes the church affiliation line.

Margins

+ Top: two inches
+ Left: five inches

Type

For addressing an envelope, use the serif typefaces — Adobe Jenson Pro or Palatino — rather than the sans serif options. The type should be black and may be set in either 14 or 15 points, single spaced (Auto Leading).

Perpetua Standard is not to be used for addressing envelopes.

Bulk Mailings

A one-color envelope option is available for large mailings. In such cases, both the mailing address and the return address are printed at one time and in one color (black). The logo, return address and church affiliation line are run in 77% black (Platinum Gray) and the mailing address in 100% black. The return address appears on the front rather than the back to accommodate requests for ancillary services.

Ordering

Order envelopes through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

LOMA LINDA UNIVERSITY
HEALTH

INSTITUTION NAME
Name of Requesting Department
12345 Anywhere Street
Loma Linda, California 92354

2"

5"

Mr. Robert P. Coffee Jr.
210 Southeast Main Street
City, State 00000-0000

A Seventh-day Adventist Organization

Several business card options are introduced in the following pages. Choose the layout that best accommodates the amount and type of information you wish to display.

For the cards shown on this page, the logo, church affiliation line and all contact information appear on the front. The logomark is pre-printed on the back,* however this is not mandatory, it can be blank if requested.

The horizontal layout is best suited to cases with a relatively small amount of content. If more space is required, the vertical option may work better. To accommodate even more information, use the folded option shown on the next page.

Ordering

Order business cards through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

[The back of the Children's Hospital business card]

[The back of the card can be ordered completely blank, as well]

[Horizontal Option — Front — All Medical Center Affiliates]

LOMA LINDA UNIVERSITY
HEALTH

Belgrove Josiah Jr., BSc, RDMS, RDCS, RVT
Interim Chief Sonographer
LOMA LINDA UNIVERSITY MEDICAL CENTER
Department of Radiology - Diagnostic Ultrasound/Vascular

11234 Anderson Street
Loma Linda, California 92354

909-558-4000 *ext* 50160 · bjosiah@llu.edu
pager bjosiah@my2way.com *or* 1853

A Seventh-day Adventist Organization

[Horizontal Option — Back]

[The back of the card can be ordered as above, below or blank.]

[Vertical Option — Front]

LOMA LINDA UNIVERSITY
HEALTH

Jane Somebody Doe, MA
Title of This Person
Department of This Person
Entity of This Person

12345 Anywhere Street
Loma Linda, California 92354

909-555-1234
fax 909-555-4321
pager jsdoe@my2way.com
jsdoe@llu.edu

A Seventh-day Adventist Organization

[Vertical Option — Back]

Ordering

Order business cards through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

[Horizontal Option — Front — University Academics Health]

LOMA LINDA UNIVERSITY
HEALTH

Betsy Campos-Sorto
Financial Aid Officer
LOMA LINDA UNIVERSITY
Office of Financial Aid

Loma Linda, California 92350

909-558-4509 · *fax* 909-558-4283
bsorto@llu.edu

A Seventh-day Adventist Organization

LOMA LINDA UNIVERSITY

Betsy Campos-Sorto
Financial Aid Officer
Office of Financial Aid

Loma Linda, California 92350

909-558-4509 · *fax* 909-558-4283
bsorto@llu.edu

[University
Academics]

A Seventh-day Adventist Organization

LOMA LINDA UNIVERSITY
HEALTH

Ara A. Chrissian, MD
LOMA LINDA UNIVERSITY CANCER CENTER
Thoracic Oncology Clinic

Schuman Pavilion, Suite A-220
11234 Anderson Street
Loma Linda, California 92354

909-558-2262 · 800-78-CANCER

A Seventh-day Adventist Organization

[All Centers
/Institutes]

LOMA LINDA UNIVERSITY
HEALTH

Brittany L. Mitchell
Coordinator, Healing Hands Program

11175 Mountain View Avenue, Suite A
Loma Linda, California 92350

909-558-3163 · *fax* 909-558-3564
cell 909-213-3059 · blmitchell@llu.edu

[LLUAHSC
Affiliates]

A Seventh-day Adventist Organization

Ordering

Order business cards through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

[Horizontal Option — Front — Children's Hosptial]

LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL

Alyssa Vaquerano, LVN
Nurse, Cystic Fibrosis
Specialty Team Centers

2195 Club Center Drive, Suite G
San Bernardino, California 92408

909-835-1716 · *fax* 909-835-1857

A Seventh-day Adventist Organization

LOMA LINDA UNIVERSITY
FACULTY MEDICAL GROUP

Barbara J. Sharp
Vice President, Administration and Employment

11175 Campus Street, Suite 11120
Loma Linda, California 92354

909-651-5582 · *fax* 909-651-5482
bsharp@llu.edu

A Seventh-day Adventist Organization

[Faculty Groups]

LOMA LINDA UNIVERSITY
School of Medicine

Abby Jones Weldon, MS
PhD Candidate, Microbiology & Molecular Genetics

Mortensen Hall, Room 158
11085 Campus Street
Loma Linda, California 92350

office 909-558-4000 *ext* 81372
cell 662-801-7880
aweldon@llu.edu

A Seventh-day Adventist Organization

[University Schools]

[Foiled Health]

LOMA LINDA UNIVERSITY
HEALTH

Britney Molina, MSW
Clinical Therapist, Adolescent Intensive Outpatient Program
ACSW #36654
LOMA LINDA UNIVERSITY BEHAVIORAL MEDICINE CENTER

1710 Barton Road
Redlands, California 92373

909-558-9236 · 909-558-9248

A Seventh-day Adventist Organization

LOMA LINDA UNIVERSITY
School of Allied Health Professions

Christina Nobriga, PhD, CCC-SLP
Assistant Professor, Speech - Language Pathologist
Department of Communication Sciences and Disorders

Loma Linda, California 92350

909-558-4627 · *fax* 909-558-4305
cnobriga@llu.edu
http://llu.edu/allied-health/sahp/speech/index.page

A Seventh-day Adventist Organization

[Foiled Faculty / Schools]

BUSINESS CARDS — Folded Option

This option allows for the greatest amount of content to be displayed without the card looking crowded.

Inside

The logo is shown at the top — at the recommended size and in the horizontal configuration. Name, degree(s), title(s), department(s), specialties/ certifications and contact information appear here as well.

Outside

The logomark and church affiliation line are pre-printed, with customized appointment card content added later if desired.*

Ordering

Order business cards through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

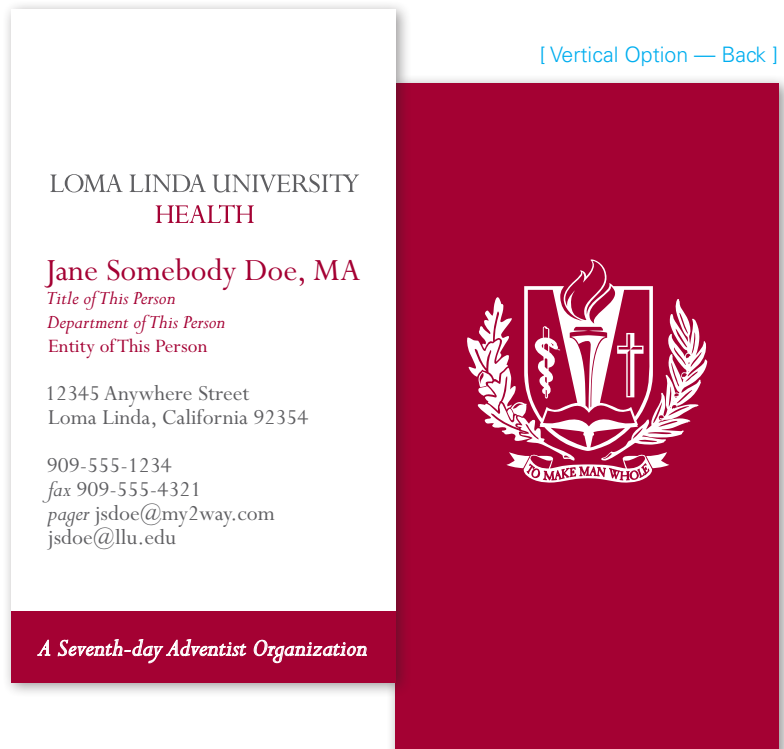*For Children's Hospital business cards, the Children's Hospital logo is pre-printed on the outside front.*

[Inside]

LOMA LINDA UNIVERSITY
School of Medicine

Subhas Gupta, MD, CM, PhD, FRCSC, FACS
Chairman & Professor
Aesthetic Surgery of the face and Body
Reconstructive Surgery and Hand Surgery
Department of Plastic Surgery

A Seventh-day Adventist Organization

---- Fold

Faculty Medical Offices
11370 Anderson Street
Loma Linda, CA 92354
909-558-2100 · *fax* 909-558-2328

Riverside Office
3762 Tibbetts Street
Riverside, CA 92506
951-686-2224 · *fax* 951-686-8020

Turn back the hands of time
www.resetyourclock.com

[Outside Front]

---- Fold

YOUR APPOINTMENT

☐ Faculty Medical Offices · 909-555-2100
  11370 Anderson Street, Loma Linda, California 92354

☐ Plastic Surgery Riverside · 951-555-2224
  3762 Tibbetts Street, Riverside, California 92506

Optional
Appointment
Card Content

A Seventh-day Adventist Organization

[Outside Back]

Cards that require language translation are available in two-sided and folded layouts.

The logo is shown on the same panel as the English content. For the second language panel, the entity name and other content are translated into the desired language. (Do not translate the logo.)

Ordering

Order business cards through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

[Two-sided Card — Front]

LOMA LINDA UNIVERSITY
HEALTH

Jane Somebody Doe, MA
Title of This Person, Department of This Person
ENTITY NAME

12345 Anywhere Street
Loma Linda, California 92354

909-558-1234 · *fax* 909-558-4321
pager jsdoe@my2way.com · jsdoe@llu.edu

A Seventh-day Adventist Organization

[Two-sided Card — Back]

LOMA LINDA UNIVERSITY
HEALTH

Jane Somebody Doe, MA
Especialista de Forma Gestión
ENTITY NAME

12345 Anywhere Street
Loma Linda, California 92354

909-558-1234 · *fax* 909-558-4321
pager jsdoe@my2way.com · jsdoe@llu.edu

A Seventh-day Adventist Organization

[Folded Card — Outside]

A Seventh-day Adventist Organization

[Folded Card — Inside]

LOMA LINDA UNIVERSITY
HEALTH

Jane Somebody Doe, MA
Title of This Person, Department of This Person
ENTITY NAME

12345 Anywhere Street
Loma Linda, California 92354

909-558-1234 · *fax* 909-558-4321
pager jsdoe@my2way.com · jsdoe@llu.edu

A Seventh-day Adventist Organization

Fold

LOMA LINDA UNIVERSITY
HEALTH

Jane Somebody Doe, MA
Especialista de Forma Gestión
ENTITY NAME

12345 Anywhere Street
Loma Linda, California 92354

909-558-1234 · *fax* 909-558-4321
pager jsdoe@my2way.com · jsdoe@llu.edu

APPOINTMENT CARDS

Several appointment card layouts are available, including a one-color option. Choose the one that best accommodates the amount and type of information your patients need.

Two-sided Card

The logo, address and other contact information appear on the front, with the church affiliation line.

The logomark is pre-printed on the back, with customized information printed separately.

Single-sided Card

All information appears only on one side and is printed in 77% black (Platinum Gray).

Folded Card

The folded version of the business card can also incorporate appointment card content. (See sample, page 41.)

Ordering

Order appointment cards through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

[Two-sided Card — Front]

LOMA LINDA UNIVERSITY HEALTH

Department of Orthopedics
Loma Linda University Health Care

250 East Caroline Street, Suite A
San Bernardino, California 92408

Return patients 909-555-2808, 909-555-2810
New patients 909-555-2809
Worker's Compensation 909-555-8215

A Seventh-day Adventist Organization

[Two-sided Card — Back]

LOMA LINDA UNIVERSITY
FACULTY MEDICAL GROUP

Your next appointment is with:

_____

☐ Mon   ☐ Tue   ☐ Wed   ☐ Thur   ☐ Fri

Date _____ Time _____

If unable to keep this appointment, kindly give us 24 hours' notice.

[Single-sided, One-color Card]

LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL

Pediatric Neurology | 2195 Club Center Drive, Suite A
San Bernardino, CA 92408 · 909-555-1810

Name _____

Doctor _____

Date _____ Time _____

If unable to keep this appointment, kindly give us 24 hours' notice.

EMAIL CORRESPONDENCE

Email correspondence is the electronic component of our business suite. Follow these guidelines to make your messages consistent with our corporate identity.

Message Typography

Use Palatino or Arial in black and at a size that is easily readable on your screen. (No size is given because the display size varies based on differences in platforms, screens and other factors.)

Email Signature

When creating your standardized signature, use Palatino in the same size as used in your message.

Show the following in Regent Red (RGB values 144, 28, 59):

+ Your name in title case, followed by a comma and your degree(s), abbreviated.
+ Your title in title case italic, preceded by an em dash.
+ Your entity, in all caps.
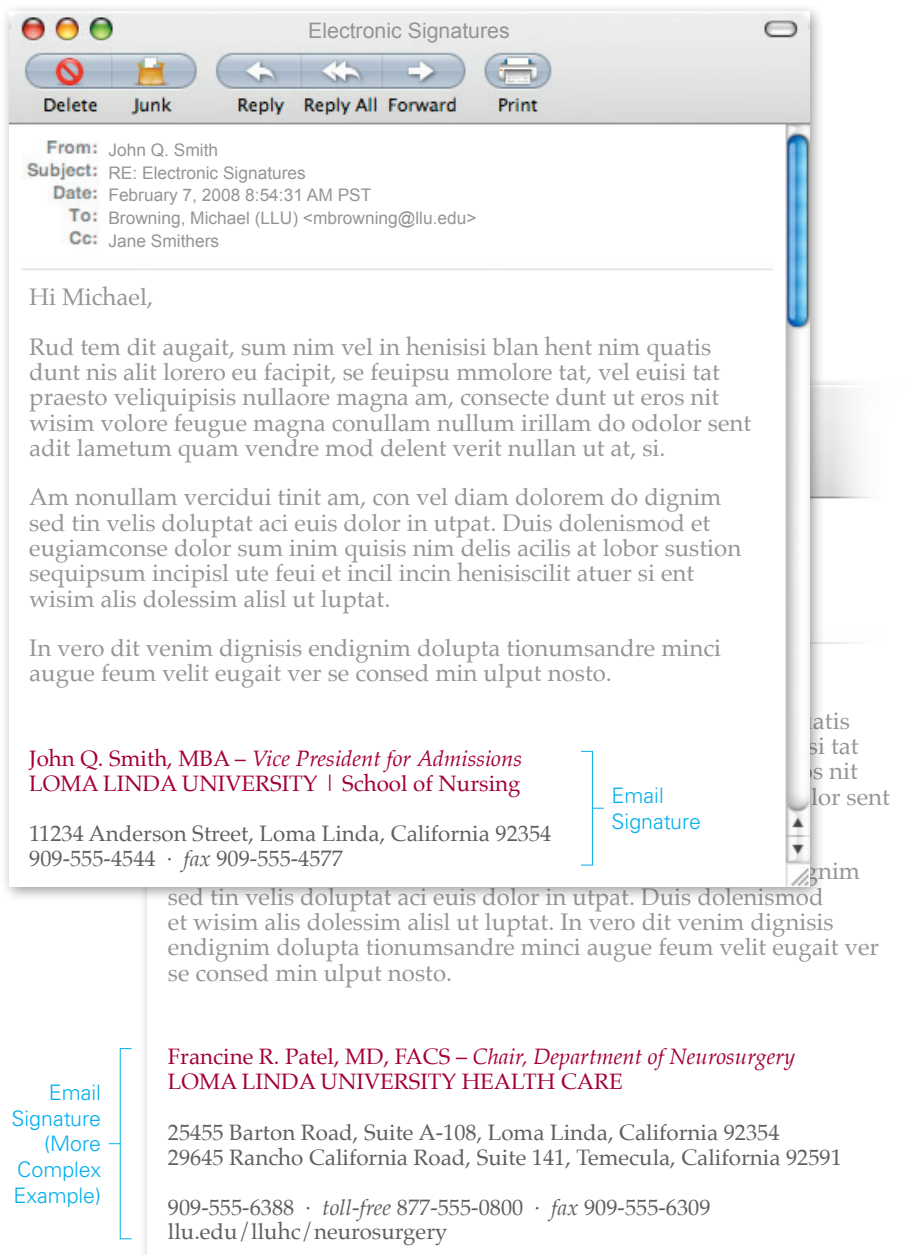+ Your subgroup, in title case, preceded by a vertical line character.

Insert a blank line, then show the following in Platinum Gray (RGB values 102, 102, 102):

+ Office street address(es), punctuated as shown and without abbreviations.
+ Office phone, fax, web and email addresses, separated by dot characters with two spaces on each side of each dot.

In more complex cases, insert another blank line, as shown in the second example at the right.

Backgrounds

Message backgrounds are to remain white. Refrain from adding color, texture or pattern to the background.

Delete Junk   Reply Reply All Forward   Print

From: John Q. Smith
Subject: RE: Electronic Signatures
Date: February 7, 2008 8:54:31 AM PST
To: Browning, Michael (LLU) <mbrowning@llu.edu>
Cc: Jane Smithers

Hi Michael,

Rud tem dit augait, sum nim vel in henisisi blan hent nim quatis dunt nis alit lorero eu facipit, se feuipsu mmolore tat, vel euisi tat praesto veliquipisis nullaore magna am, consecte dunt ut eros nit wisim volore feugue magna conullam nullum irillam do odolor sent adit lametum quam vendre mod delent verit nullan ut at, si.

Am nonullam vercidui tinit am, con vel diam dolorem do dignim sed tin velis doluptat aci euis dolor in utpat. Duis dolenismod et eugiamconse dolor sum inim quisis nim delis acilis at lobor sustion sequipsum incipisl ute feui et incil incin henisiscilit atuer si ent wisim alis dolessim alisl ut luptat.

In vero dit venim dignisis endignim dolupta tionumsandre minci augue feum velit eugait ver se consed min ulput nosto.

John Q. Smith, MBA – *Vice President for Admissions*
LOMA LINDA UNIVERSITY | School of Nursing

11234 Anderson Street, Loma Linda, California 92354
909-555-4544 · *fax* 909-555-4577

Email Signature

sed tin velis doluptat aci euis dolor in utpat. Duis dolenismod et wisim alis dolessim alisl ut luptat. In vero dit venim dignisis endignim dolupta tionumsandre minci augue feum velit eugait ver se consed min ulput nosto.

Email Signature (More Complex Example)

Francine R. Patel, MD, FACS – *Chair, Department of Neurosurgery*
LOMA LINDA UNIVERSITY HEALTH CARE

25455 Barton Road, Suite A-108, Loma Linda, California 92354
29645 Rancho California Road, Suite 141, Temecula, California 92591

909-555-6388 · *toll-free* 877-555-0800 · *fax* 909-555-6309
llu.edu / lluhc / neurosurgery

MAILING LABELS

Follow these guidelines to create customized mailing labels that coordinate with the rest of the business suite. The example shown is a 3⅓" x 4⅛" (3.33 x 4.125 inch) shipping label.

Logo

See "Downloading the Logo," page 13, to find and place the logo you need.

Use the horizontal configuration of the logo in Regent Red and Platinum Gray or in 77% black (Platinum Gray).

Leave a margin of ¼" (0.25 inches) on the top and left side of the label.
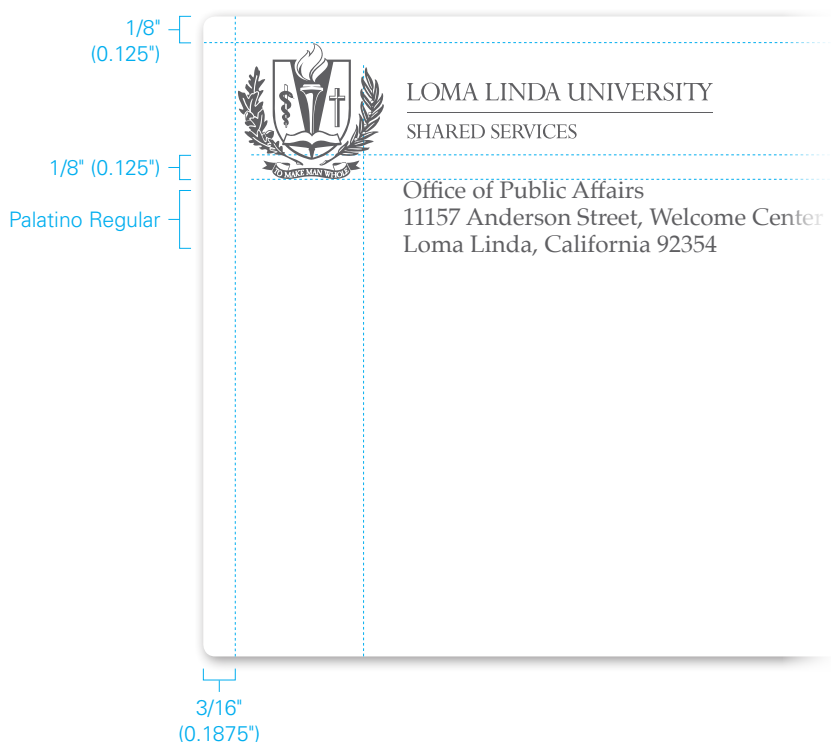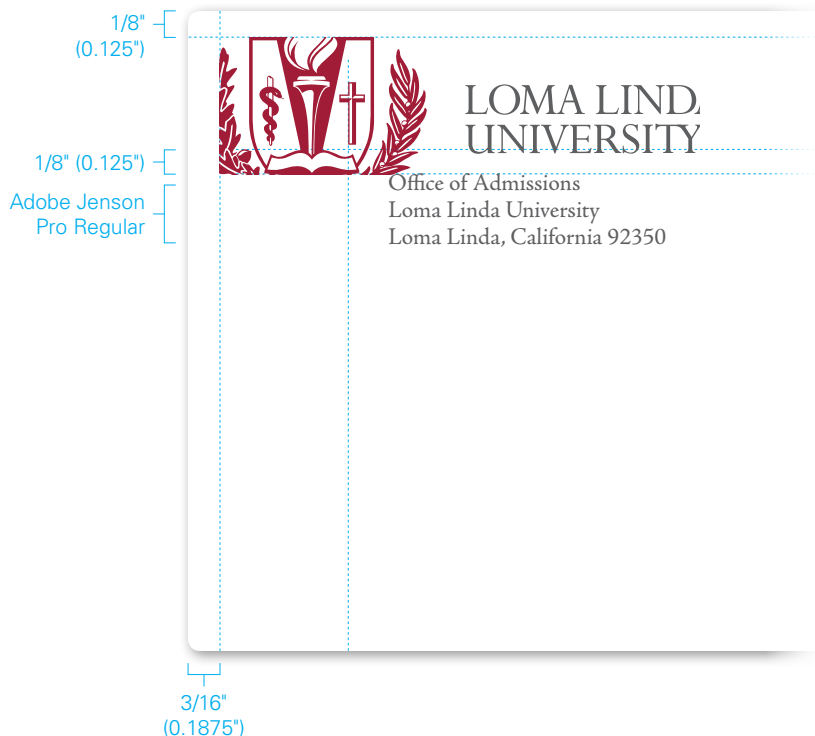
Typography

Text on labels should be set in Adobe Jenson Pro, 9/10 points, Platinum Gray or 77% black (Platinum Gray). (Palatino can be used as a substitute.)

If a department is listed, set it in upper and lower case.

Text should be left-aligned with the logotype.

Start the return address information ⅛" (0.125 inches) from the base of the logo.

1/8"
(0.125")

1/8" (0.125")

Adobe Jenson
Pro Regular

LOMA LINDA UNIVERSITY

Office of Admissions
Loma Linda University
Loma Linda, California 92350

3/16"
(0.1875")

1/8"
(0.125")

1/8" (0.125")

Palatino Regular

LOMA LINDA UNIVERSITY
SHARED SERVICES

Office of Public Affairs
11157 Anderson Street, Welcome Center
Loma Linda, California 92354

3/16"
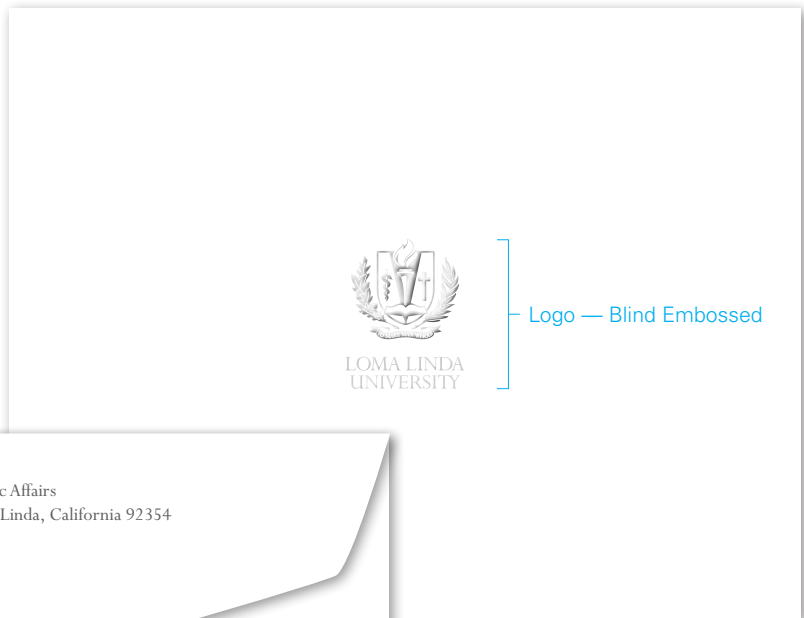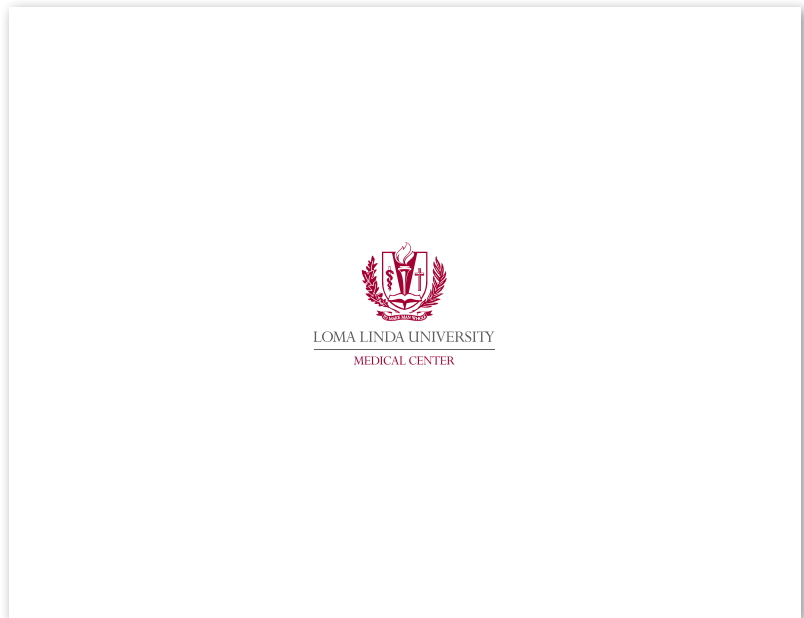(0.1875")

NOTE CARDS AND ENVELOPES

Two folded note card options are offered. They feature Loma Linda University Health, Loma Linda University Medical Center or Loma Linda University logo application in its preferred configuration, shown in Regent Red and Platinum Gray or blind embossed. (Folded note cards featuring the Children's Hospital logo application in full color are also offered.)

Envelopes

Coordinating envelopes are available with or without a return address printed on the back flap.

Ordering

Order note cards and envelopes through Digital Production Ink by calling 909-558-4552. Allow at least two weeks for processing.

[5.5 x 4.25"]

LOMA LINDA UNIVERSITY
MEDICAL CENTER

LOMA LINDA
UNIVERSITY

Logo — Blind Embossed

Office of Public Affairs
11234 Anderson Street, Loma Linda, California 92354

[Pieces Shown at 75% Actual Size]

NOTE PAPERS AND PADS

Note papers and pads featuring Loma Linda University Health, Loma Linda University Medical Center or Loma Linda University logo application are available.

Option A — Half Sheet

+ Size: 5½" x 8½" (5.5 x 8.5 inches)
+ Colors: Regent Red or Platinum Gray
+ Also available for Children's Hospital, with logo application in full color or Platinum Gray

Option B — Logotype Only

+ Size: 5½" x 4¼" (5.5 x 4.25 inches)
+ Colors: Regent Red or Platinum Gray

Option C — Watermark

+ Size: 5½" x 4¼" (5.5 x 4.25 inches)
+ Color: Platinum Gray, screened back to 10% (never screen back in Regent Red)
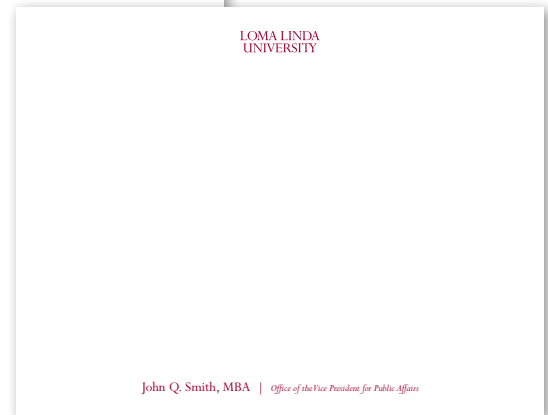
Envelopes

See previous page.

Ordering

Order note papers and pads through Digital Production Ink by calling 909-558-4552. Allow at least two weeks for processing.
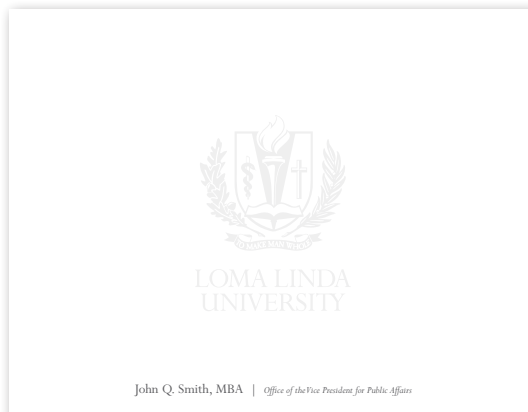
[Option A — Half Sheet]

[Option B — Logotype Only]

[Option C — Watermark]

[All Pieces Shown at 50% Actual Size]

Informal Invitations

Refer to the following specifications when producing informal invitations:

- Size: 5⅛" x 7" (5.125 x 7 inches)
- Color: Black
- Logo: Use the preferred configuration of the logo, centered and top-aligned at ¾" (0.75 inches).
- Type: The type recommended for the body of informal invitations is Adobe Jenson Pro Italic at 11/20 points. Palatino Italic is the acceptable substitute.
- Margins: Body copy should be centered and top-aligned at 2¾" (2.75 inches). Bottom and side margins should be ¾" (0.75 inches).

Envelopes

Coordinating envelopes are available.

The department name and address information are printed in black on the back flap.

Ordering

Order invitations and envelopes through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

[Informal Invitation Shown at 75% Actual Size]

3/4"
(0.75")

2 3/4"
(2.75")

LOMA LINDA UNIVERSITY
MEDICAL CENTER

The Dermatology Section of

Loma Linda University Medical Center

cordially invites you and your guest

to attend a dinner in honor of

Dr. Chelsea A. Lindor

7:00 p.m. Monday, September 15, 2008

Wong Kerlee International Conference Center

11175 Campus Street, Loma Linda, California

Please respond to 909-555-4904.

3/4"
(0.75")

5/8"
(0.625")

LOMA LINDA UNIVERSITY MEDICAL CENTER DERMATOLOGY
11234 Anderson Street, Loma Linda, California 92354

INVITATIONS — Formal

These embossed 5⅛" x 7" (5.125 x 7 inches) invitations may be run in Regent Red and Platinum Gray or in Platinum Gray only. Coordinating envelopes are also available.

Ordering

Order invitations and envelopes through Digital Production Ink. You may place your order by calling 909-558-4552. Allow at least two weeks for processing.

[Invitations Shown at 75% Actual Size]

LOMA LINDA
UNIVERSITY

The Department of Orthodontics

Loma Linda University

invites you and your guest to attend

a dinner in honor of

our Table Clinic winners

at 7:00 p.m. on Monday, September 15, 2008

Wong Kerlee International Conference Center

11175 Campus Street, Loma Linda, California

Please respond to 909-555-4904.

LOMA LINDA UNIVER
MEDICAL CENTER

The Dermatology Sectio

Loma Linda University Medi

cordially invites you and you

to attend a dinner in honor of

Dr. Christian G. Crawford

at 7:00 p.m. on Monday, September 15, 2008

Wong Kerlee International Conference Center

11175 Campus Street, Loma Linda, California

Please respond to 909-555-4904.

INVITATIONS — Presidential

These invitations feature the two foil-embossed options of the presidential seal instead of the logo and are to be used only by the office of the president of Loma Linda University Health. Coordinating envelopes are also available.

Ordering

Order presidential invitations and envelopes through Digital Production Ink. You may order by calling 909-558-4552. Allow at least two weeks for processing.

[Invitations Shown at 75% Actual Size]

The president of
Loma Linda University Medical Center
cordially invites you and your guest to attend
a dinner to be held in honor of
Dr. Michelle S. Franklin
Chief Cardiosurgeon of Leningrad City
at 7:00 p.m. on Monday, September 29, 2008
Wong Kerlee International Conference Center
1175 Campus Street, Loma Linda, California.

Please respond to 909-555-4540.

The president of
Loma Linda University
cordially invites you and your guest to attend
a dinner to be held in honor of
Dr. Andrew B. Jordan
Chief Cardiosurgeon of Leningrad City
at 7:30 p.m. on Monday, September 15, 2008
Wong Kerlee International Conference Center
1175 Campus Street, Loma Linda, California.

Please respond to 909-555-4540.

FOLDERS

Folders offer an elegant way to present information and to showcase our corporate identity.

Accurate application of the standards identified in this guide (using the appropriate logo application, choosing fonts from among the required typefaces, etc.) ensures consistent representation of the brand.

Ordering

You may order folders through Digital Production Ink by calling 909-558-4552. Allow at least four weeks for processing.
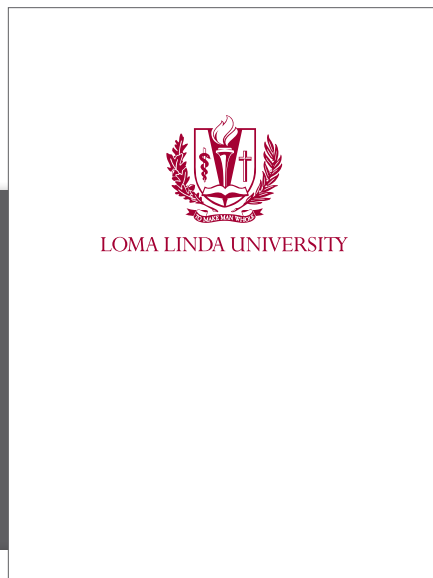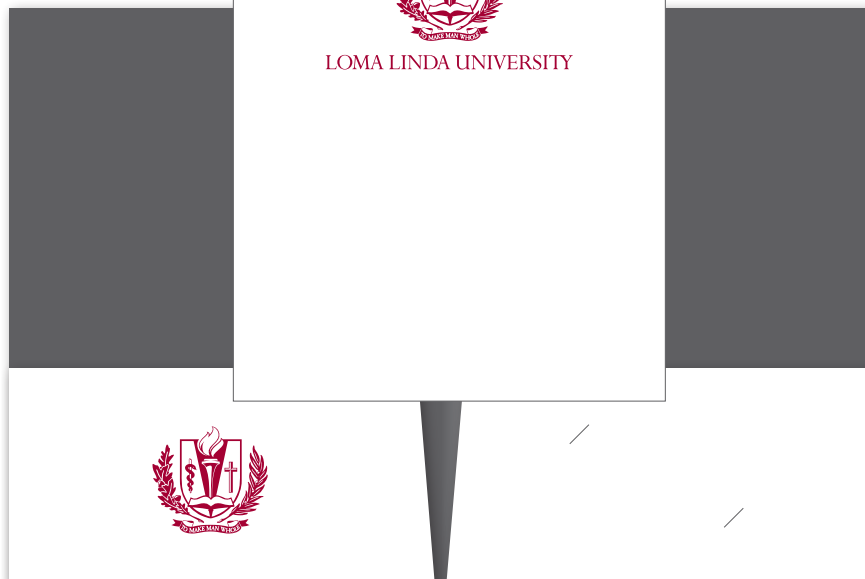
[Option 1 — Cover]

Cover of Option 1 has a silver foil embossed seal.

Inside of Option 1 has regent red background.

[Option 2 — Cover]

LOMA LINDA UNIVERSITY

[Option 2 — Inside]

Inside of Option 2 has gray background; logomark is in regent red on inside left flap and business card slits are on inside right flap.

[Folders Shown at 25% Actual Size]

CERTIFICATES

Certificates have been standardized in the interest of providing honorees with elegant and distinctive keepsakes while representing the organization in a consistent and distinguished way.

If you need a certificate, contact the office indicated below for approval and assistance.

* Academic Certificates: Academic Publications 909-558-4525.
* Other Certificates (Non-academic): contact Digital Production Ink by calling 909-558-4552.

Several certificate layouts are available and may be customized to accommodate your content. Pre-printed versions feature the institutional logomark in Regent Red or the Children's Hospital logo application in full color.

Other versions feature the logo application specific to the area awarding the commendation, in which case, the logo is shown in 77% black (Platinum Gray).

Presidential Certificates

This foil-embossed option (not shown) features the presidential seal and is primarily used for academic certificates prepared by the academic publications office and presented to those who complete certification programs of 47 hours or more.

[Certificate With Organizational Logomark]

LOMA LINDA UNIVERSITY

confers on

Jamila S. M. Huynh

in recognition of superior scholastic attainment and active participation in the student community within the framework of Christian commitment

The President's Award

Loma Linda, California, June 15, 2013   President of the University

[Certificate With Area Logo]

LOMA LINDA UNIVERSITY

School of Dentistry
Implant Dentistry Program

presents to

Jonathan Kim

this

Certificate of Academic Excellence
in Graduate Implant Dentistry

LOMA LINDA UNIVERSITY
School of Dentistry

Loma Linda, California, May 16, 2013   Jaime L. Lozada, DDS, Professor and Director
Advanced Education Program in Implant Dentistry
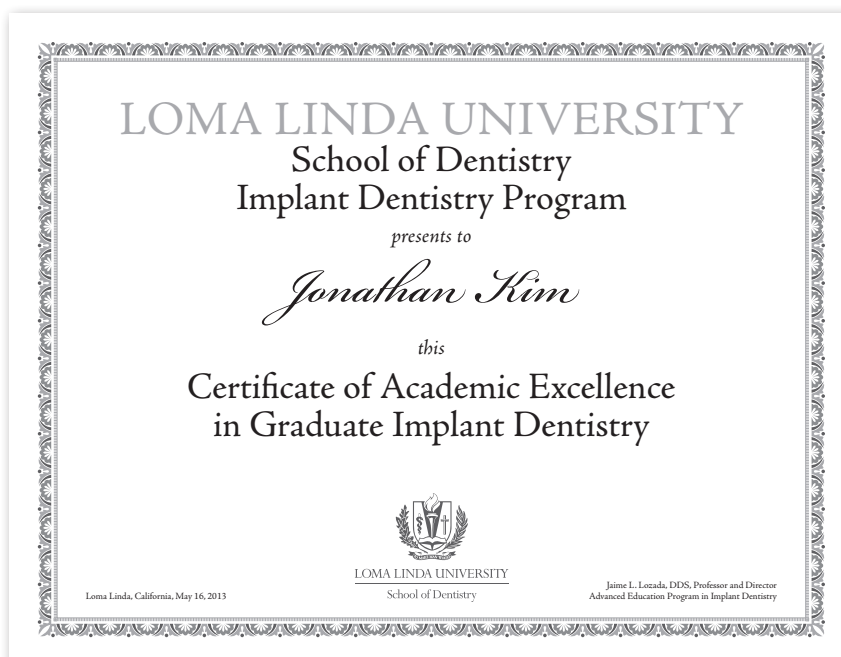
[Certificates Shown at 40% Actual Size]

POWERPOINT SLIDES

PowerPoint presentations are to reflect the logo use, typeface and color requirements outlined in this guide. These samples show how proficient PowerPoint users can apply those design specifications to their presentations.

Type Specifications

- Headline: Arial, 36/36 points
- Subhead: Arial Bold, 18 points
- Body: Arial Regular, 16 points

More Information

For additional information, refer to "On-screen Graphics," page 35, and "Color Palette," page 32.

[Title Page]

2"
(2")

Centennial Complex Dedication
September 19, 2019

1"
(1")

LOMA LINDA UNIVERSITY
HEALTH

[Subordinate Page Options]

LOMA LINDA UNIVERSITY

Jetton Amphitheater Center

» Damazo Amphitheater — the largest amphitheater on campus with 350 seats

S. Small Amphitheater — seating 250

ble to all schools for continuing education courses, seminars, ntations to multiple classes of students for guest lecturers and specialized

A Transformation

» In a short time, the area on the north side of the Loma Linda Univers academic campus will undergo a major transformation. Extensive activities there will create the infrastructure needed to support an important campus addition, the Centennial Complex.

» Even if the transformation were merely the replacement of old buildi for new ones, it would be welcome news for both students and facul struggling with the limitations of facilities that were long ago outgrow and could not accommodate the predicted growth of the University over the next several years.

LOMA LINDA UNIVERSITY

LOMA LINDA UNIVERSITY

1 1/4"
(1.25")

Swatek Anatomy Pavilion

» New, expanded anatomy facility

» 108 workstations with dedicated labs for dental, medical, physical therapy, and graduate students

» Embalmed and frozen cadavers available for use by all students

» Computer screens for students to display high resolution images of anatomical structures, dissection techniques, and graphics portraying the function of the body organs and systems
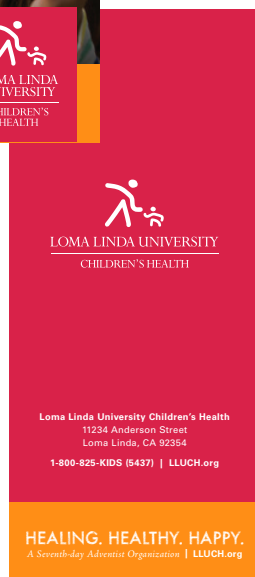
5/8"
(1.625")

3/4"
(0.75")

BROCHURES AND FLYERS/POSTERS

These samples show how the design specifications outlined in this guide may be applied to brochures and flyers/posters.
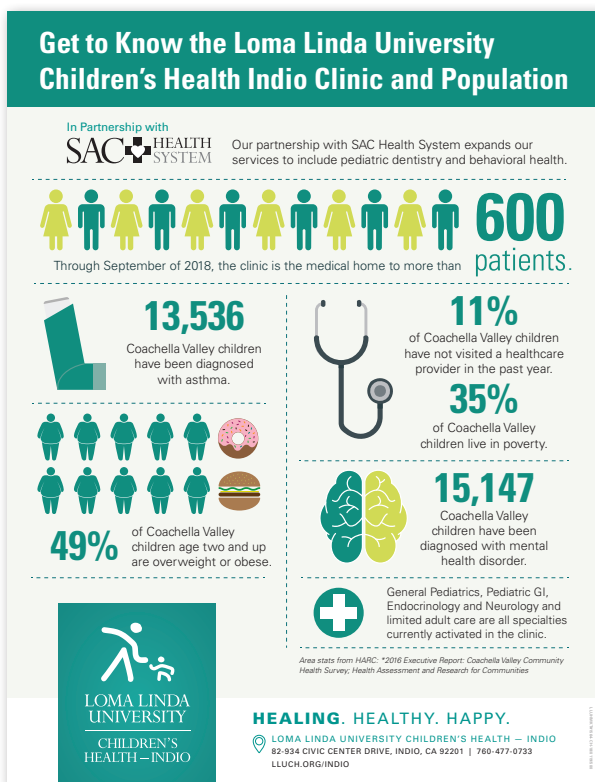
Refer to the sections on the logo, typefaces and color palette to make sure your brochure or flyer/poster complies with the organizational Graphic Identity Guide standards.

[Brochure Front]

[Brochure Back]

[Flyer/Poster — Vertical]

Get to Know the Loma Linda University Children's Health Indio Clinic and Population

In Partnership with
SAC HEALTH SYSTEM

Our partnership with SAC Health System expands our services to include pediatric dentistry and behavioral health.

Through September of 2018, the clinic is the medical home to more than **600** patients.

13,536
Coachella Valley children have been diagnosed with asthma.

11%
of Coachella Valley children have not visited a healthcare provider in the past year.

35%
of Coachella Valley children live in poverty.

49% of Coachella Valley children age two and up are overweight or obese.

15,147
Coachella Valley children have been diagnosed with mental health disorder.

General Pediatrics, Pediatric GI, Endocrinology and Neurology and limited adult care are all specialties currently activated in the clinic.

Area stats from HARC: *2016 Executive Report: Coachella Valley Community Health Survey; Health Assessment and Research for Communities

LOMA LINDA UNIVERSITY CHILDREN'S HEALTH—INDIO

HEALING. HEALTHY. HAPPY.
LOMA LINDA UNIVERSITY CHILDREN'S HEALTH — INDIO
82-934 CIVIC CENTER DRIVE, INDIO, CA 92201 | 760-477-0733
LLUCH.ORG/INDIO

[Flyer/Poster — Horizontal]

God's Beloved Daughter

Women's Retreat 2019

Continental breakfast and lunch will be served.

Sign up at Student Services or the Campus Ministry Office by January 10.

$15 Students
$20 Faculty, Staff, Community

For more information, call 909-558-8348 or email campusministries@llu.edu

The Benedict Castle, Riverside
January 18
9 a.m.-5 p.m.

LOMA LINDA UNIVERSITY

Newsletters vary greatly in overall design, but accurate application of the standards identified in this guide ensures consistent representation of the brand.

When producing a newsletter, include the appropriate logo, used correctly, and use fonts chosen from among the required typefaces.

The layouts shown here are examples of newsletters that comply with these standards.

Nurturing Employee Well-being and Spirituality

NEWS

LOMA LINDA UNIVERSITY
MEDICAL CENTER

MARCH 2020

Why NEWS?

A year ago, Employee Spiritual Care conducted focus groups with employees from 17 departments in the hospital. Our purpose was to discover information that might help us address the Gallup C04 statement: The institution cares about my spiritual well-being.

Out of those groups came one major discovery. When employees think of spiritual nurture in the workplace, they count on their supervisor or department head to provide that. Now that adds pressure to your already-full calendar. So we intend to help!

NEWS stands for Nurturing Employee Well-being and Spirituality. On a monthly basis, we will send out ideas about how you can care for your employees. We'll also include some worship ideas and inspirational thoughts that you could share with your staff. Occasionally, we will share a story to inspire.

We hope that this will become a bit like a tool-kit. You may not need something right now, but this can be a resource for a time when it might be helpful. Feel free to file it, or look up

previous issues on our website at: http://lomalindahealth.org/for-healthprofessionals/employee-wholeness/index.html

In the future, we hope this will

become an interactive forum, where department heads will send ideas to share with others. We know that many of you are doing wonderful things in your areas. Let's share the good news!

Gallup C04 Focus Groups

The institution cares about my spiritual well-being is a statement that LLUMC added to our Gallup employee survey.

We asked employees, "What would it take for your score to improve by one point?" Following are the most frequent answers:

- Personal contact with my manager

on a regular basis.

- Leaders being vulnerable with their own spiritual journey.
- Having a person in the department who is responsible to coordinate prayer requests, devotional time, etc.

In a future issue, we will give further reports on the focus groups.

Caption: Employees report that their boss is the most significant person to care for them spiritually.

...and Spirituality

each of you really wanted was coffee, not a cup, but you instinctively went for the best cups. Then you began eyeing each other's cups."

"Now consider this: Life is coffee. Jobs, money, and position in society are merely cups. They are just tools to shape and contain life, and the type of cup we have does not truly define nor change the quality of the life we live. Often, by concentrating only on the cup, we fail to enjoy the coffee that God has provided us. God brews the coffee, but he does not supply the cups. Enjoy your coffee!"

The happiest people don't have the best of everything, they just make the best of everything they have... So please remember: Live simply. Love generously. Care deeply. Speak kindly. Leave the rest to God.
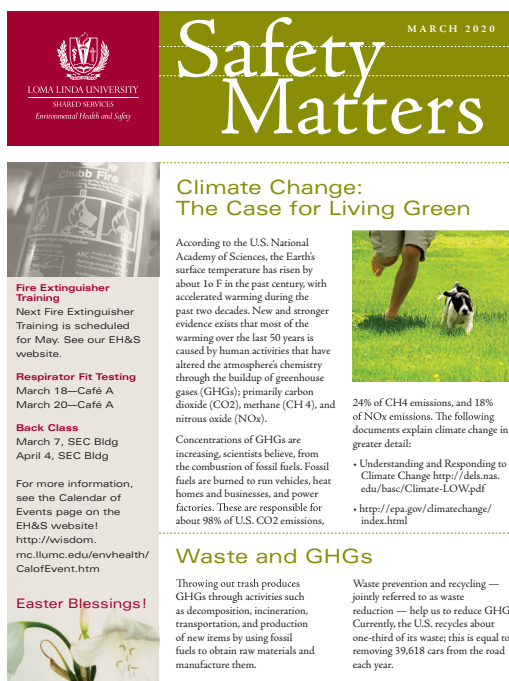
And remember—the richest person is not the one who has the most, but the one who needs the least.

cup itself adds no quality to the coffee. In fact, the cup merely disguises or dresses up what we drink. What

- Regularly inquire about your employees' families, hobbies and feelings.

MARCH 2020

Safety Matters

LOMA LINDA UNIVERSITY
SHARED SERVICES
Environmental Health and Safety

Fire Extinguisher Training
Next Fire Extinguisher Training is scheduled for May. See our EH&S website.

Respirator Fit Testing
March 18—Café A
March 20—Café A

Back Class
March 7, SEC Bldg
April 4, SEC Bldg

For more information, see the Calendar of Events page on the EH&S website! http://wisdom.mc.llumc.edu/envhealth/CalofEvent.htm
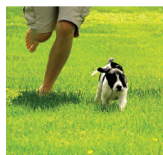
Easter Blessings!

Climate Change: The Case for Living Green

According to the U.S. National Academy of Sciences, the Earth's surface temperature has risen by about 1o F in the past century, with accelerated warming during the past two decades. New and stronger evidence exists that most of the warming over the last 50 years is caused by human activities that have altered the atmosphere's chemistry through the buildup of greenhouse gases (GHGs): primarily carbon dioxide (CO2), methane (CH 4), and nitrous oxide (NOx).

Concentrations of GHGs are increasing, scientists believe, from the combustion of fossil fuels. Fossil fuels are burned to run vehicles, heat homes and businesses, and power factories. These are responsible for about 98% of U.S. CO2 emissions,

24% of CH4 emissions, and 18% of NOx emissions. The following documents explain climate change in greater detail:

- Understanding and Responding to Climate Change http://dels.nas.edu/basc/Climate-LOW.pdf
- http://epa.gov/climatechange/index.html

Waste and GHGs

Throwing out trash produces GHGs through activities such as decomposition, incineration, transportation, and production of new items by using fossil fuels to obtain raw materials and manufacture them.

Waste prevention and recycling — jointly referred to as waste reduction — help us to reduce GHGs. Currently, the U.S. recycles about one-third of its waste; this is equal to removing 39,618 cars from the road each year.

- Find your local farmers' market and ask about the availability of locally grown produce in your neighborhood. Locally grown produce and products mean fewer miles driven to get fruits, vegetables, and meat to you.

Compost your food waste. Composting is an easy and fun project that kids can get excited about. And you're producing nutrient-rich soil for your garden.

Manage Energy Use
- According to the US Department of Energy, if we all switched our five most-highly used light bulbs to compact fluorescents, we would save enough electricity to shut down 21 power plants—about 800 billion kilowatt-hours. Switching over to compact fluorescent light bulbs consumes about ¼ the energy of normal incandescent light bulbs and lasts up to 10 times as long.

- Office equipment and electronics use energy even when idle or on stand-by. Always activate the power management features on your computer and monitor.

Use Water Efficiently
- Be smart when irrigating your lawn or landscape; only water when needed and do it during the coolest part of the day.
- Turn the water off while shaving or brushing teeth.
- Do not use your toilet as a waste basket—water is wasted with each flush. Repair all toilet and faucet leaks right away; a leaky toilet can waste up to 200 gallons of water each day!

Website sources: Conservation International, Live Neutral, US EPA

Did you know?
Carbon Footprint Facts

10 million
Number of cars taken off the road if every US household replaced one incandescent light bulb with a compact fluorescent (CF) light bulb

24
Average person's annual carbon footprint, in tons of CO2

1.5
Tons of CO2 produced during a domestic airline flight

One-fifth
Contribution of the United States to the world's total greenhouse gas emissions

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- http://www.terrapass.com/
- http://www.liveneutral.org/

- Take only photographs and leave only footprints when you explore.

[Newsletters Shown at 35% Actual Size]

ADVERTISING

Print advertising varies in overall design, but accurate application of the standards identified in this guide ensures consistent representation of the brand. These samples show how those specifications may be applied to advertising.

The appropriate logo is to appear prominently in all public advertisements promoting institution-sponsored programs and events. In addition, contact information such as a phone number or URL should always be included.

Approval

All advertising must be approved before it is scheduled to run. (See "Graphic Identity Policies," page 63.)

[Full-color Display Ad]

We LIVE to Secure a Healthy Future For Our Community

From our humble beginnings over a century ago, Loma Linda University Health has developed into a world-class leader in health and education. Today, our determination to deliver unsurpassed service and care is only rivaled by our desire to grow and meet the needs of our communities. That is why we have embarked on an ambitious and transformative campaign that will bring into the region new state-of-the-art hospitals designed to enhance the health and healing process, as well as restore lives and families.

Providing world-class care for our community is why we LIVE TO SECURE A HEALTHY FUTURE.

Find out more about Loma Linda University Health's Vision 2020. Visit **GiveVision2020.org**.

MANY STRENGTHS. ONE MISSION.
A Seventh-day Adventist Organization

LOMA LINDA UNIVERSITY HEALTH

To Improve Lives Through Research

We LIVE to Advance

Research has defined our legacy, and at Loma Linda University Health we continue to explore and find answers that will help us provide ways to alleviate suffering from diseases as well as guide people to live longer and more fulfilling lives. From discovering the link between nutrition and longevity to devising a simple nasal spray that could potentially prevent a stroke, we seek to not only unearth the answers but more importantly, ask the right questions.

Advancing human knowledge to find answers that have the potential to save and improve lives is why we LIVE to Advance.

Find out more about our latest research and new discoveries. Log on to **lomalindahealth.org**.

MANY STRENGTHS. ONE MISSION.

LOMA LINDA UNIVERSITY HEALTH

[Full-color Display Ad]

Outdoor advertising should follow the typography and logo standards outlined in this guide. These samples show how those specifications may be applied to outdoor advertising.

For more information on the required typefaces and on proper logo usage, refer to those sections.

For the Health of Our Community

We **LIVE** to Care

lomalindahealth.org

LOMA LINDA
UNIVERSITY
HEALTH

To Improve Lives through Research

We **LIVE** to Advance

lomalindahealth.org

LOMA LINDA
UNIVERSITY
HEALTH

[Billboards Not Shown at Actual Size]

The logo should be displayed on the right side of the lab coat in full color. The name and title of the individual should be in Black, Black Chrome or Carolina Red over the top of the pocket on the left in 51 Script (as shown here) or a font very similar to it.

If the shirt is dark, show the logo in white or as a tone on tone. The logo should not be used in any other combination of colors.

Old logos and other non-standard logos should not be used with or instead of the institutional logo.

Loma Linda University Lab Coat
Stitch count: 9608
Robison Anton Thread Colors
Carolina Red 2268, Snow White 2297 and Black Chrome 5841

Loma Linda University Medical Center Lab Coat
Stitch count: 11170
Robison Anton Thread Colors
Carolina Red 2268, Snow White 2297 and Black Chrome 5841

Loma Linda University Children's Hospital Lab Coat
Stitch count: 6200
Robison Anton Thread Colors
Carolina Red 2268, Black Chrome 5841, Bright Jade 2514, Pro Brilliance 2619, Canary 2235 and Purple 2254

For help with an embroidered logo application, contact Loma Linda University Health Marketing at 909-558-3449.
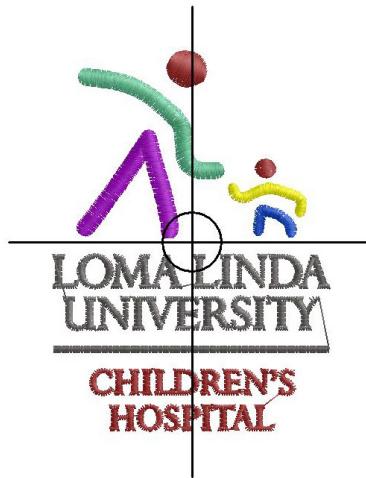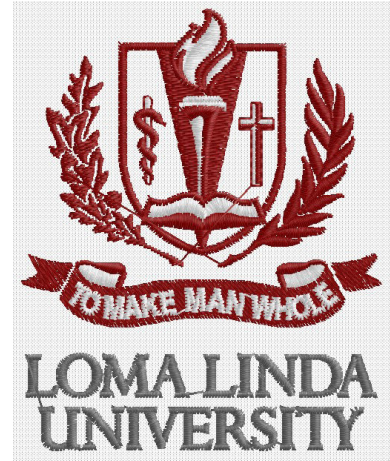
[Tone on Tone]

[Lab Coat Graphics Not Shown at Actual Size]
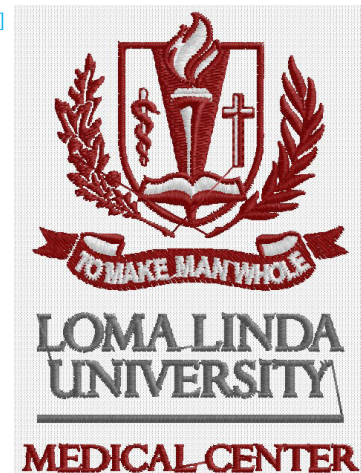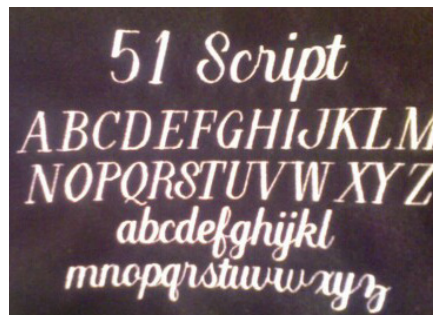
MERCHANDISE AND PREMIUMS

Merchandise and premiums vary greatly, but accurate application of the standards identified in this guide will ensure consistent representation of the brand.

The appropriate logo application is to appear on all merchandise and premiums.

For items with metallic foils or finishes, use platinum or silver. (Do not use gold.)

If the print area of a merchandise or premium item is too small to show the logo or logotype at minimum size, it may be permissible to use the logomark only (with no entity name), as shown in the keychain example, left. This adaptation is only to be used with permission (see "Graphic Identity Policies," page 63).

[Logo Shown in Platinum/Silver Foil (Don't Use Gold)]
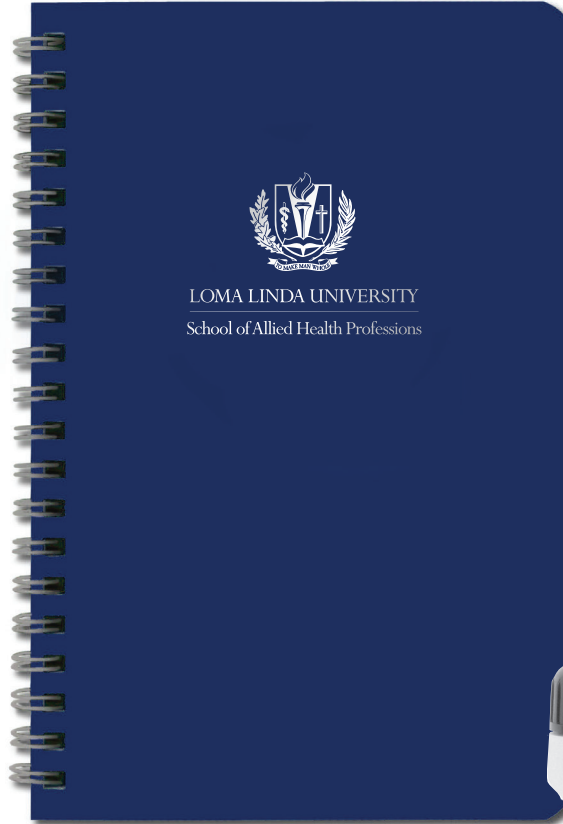
[Keychain — Logomark Only]

[Water Bottle]

[Lapel Pin — Platinum/ Silver Finish]

[Pen — Logotype Only]

FLEET GRAPHICS

Organizational vehicles allow for a highly visible way to strengthen the brand by displaying our logo. Accurate application of the standards identified in this guide ensures consistent representation of the brand. These samples show how those specifications may be applied to fleet graphics.

General Principles

The logo should be displayed on both sides of the vehicle. If the vehicle is light in color, show the logo in full color. If the vehicle is dark, show the logo in white.

Old logos and other non-standard logos should not be used with or instead of the organizational logo.

If additional images are used, they should be pleasing and uncomplicated.
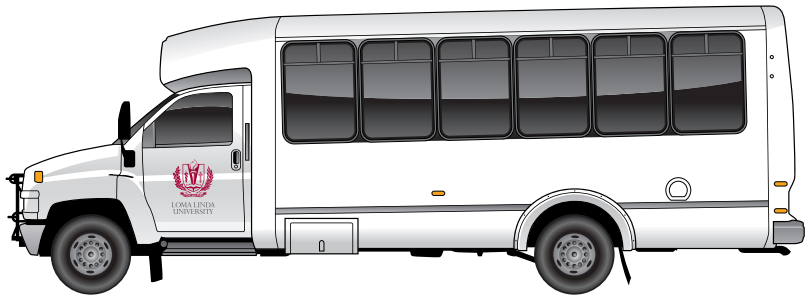
[Fleet Graphics Not Shown at Actual Size]

WATERMARK

What is a watermark?

A watermark is a message (usually a graphic, stamp or signature) superimposed onto an image, with a great deal of transparency. It is still possible to visualize its the watermark's presence without interrupting or preventing vision of the image that it is over.

How can it be used?

A watermark can only be used in the background of a flyer, as artwork. It cannot stand alone as if is a logo.

We have one organizationwide logomark. The logomark is a graphic symbol of our organization's purpose, values and vision. It maximizes the strength of the brand by visually linking subgroups to each other and to the organization as a whole.
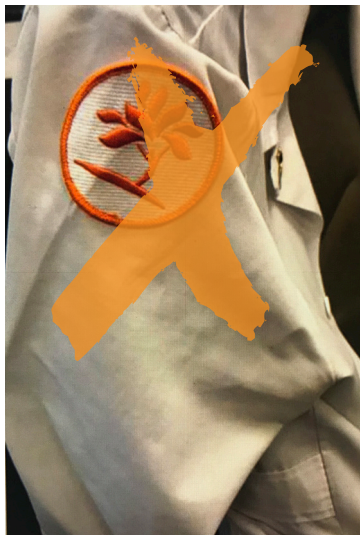
[Embroidered Lab Coat]

[Folder]
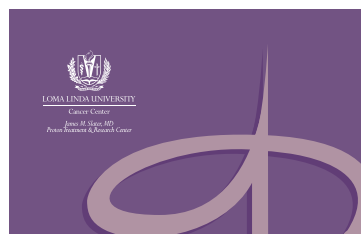
[Invitation]

[Newsletter]

[Flyer]

[Watermark Graphics Not Shown at Actual Size]

GLOSSARY

area
A school, institute, center, department, service or other organizational unit under one or more entities

baseline
An invisible grid line upon which type or an image rests

brand
The attributes that characterize an organization or product; created by a variety of means, including the brand symbol, name, imagery, messaging and customer experience

cap height
The height of a capital letter, such as the "L" in Loma Linda University

clear space
An area kept free of graphic elements in order to give a particular element prominence

CMYK
An acronym used in offset printing that stands for cyan, magenta, yellow and black; also known as four-color process

en dash
Originally, a dash the size of the letter "n" in the same typeface; longer than the common grammatical hyphen

em dash
Originally, a dash the size of the letter "m" in the same typeface; longer than the common grammatical hyphen

entity
The primary bodies that comprise the Loma Linda University Health organization, namely, Loma Linda University, Loma Linda University Medical Center, Loma Linda University Health Care and Loma Linda University Shared Services.

four-color process
The printing method of reproducing full-color artwork by separating the image into four colors

hexadecimal colors
The result of RGB colors being converted for more consistent appearance on screen

icon
A graphic symbol (usually a simple picture) used to denote a concept

layout
The result of arranging text and other graphic elements on a page

logo
A distinctive proprietary symbol used to identify a company or brand and express its unique attributes; the specific arrangement of the logomark and the logotype

logomark
The graphic symbol that, when combined with the logotype, becomes the logo

logotype
The visually distinctive arrangements of lettering that comprise or are part of a logo

PANTONE®
A color-matching system that provides more than 700 color swatches to designers and gives printers the formulas needed to accurately reproduce each color

point
The unit of measure for type size; one point is 1/72 of an inch, or 0.35 mm

process color
Color that is printed by layering four pigments (CMYK)

reverse
To remove the color in an area, allowing the background or page color to show through

RGB
A color model used in electronic media; stands for red, green and blue; all color computer monitors are RGB monitors

sans serif
A letter or typeface with no serifs

serif
Any of the short lines stemming from, and at an angle to, the upper and lower ends of the strokes of a letter

slogan
A phrase expressing the aims or nature of an organization

spot color
A single ink color (as opposed to the four-color build of process color)

typography
The use of type in creating communications, including its selection, specification and usage in a particular format

x-height
The distance between the baseline and the mean line in a typeface; typically, the height of the letter "x" in the font

POLICIES

Graphic Identity Policies

August, 2008

GENERAL POLICIES

1.1 Consistency in the graphic identity of Loma Linda University Health, its entities and organization, is critical to creating a unified and recognized corporate image. This visual identity should be conveyed on all promotional material, the website, in business communication, on vehicles, on advertising and on any medium used to communicate the organization's brand internally or externally.

1.2 All Loma Linda University Health entities must comply with the Graphic Identity Guide. In extremely rare cases, exceptions to the Graphic Identity Guide will be evaluated on a case-by-case basis by the Loma Linda University Health senior vice president for advancement or his/her designee and the graphic identity committee.

1.3 All publicity and/or informational items, regardless of the medium, must comply with the Graphic Identity Guide.

1.4 The Graphic Identity Guide, which details the requirements for creating a consistent corporate look, is available online, along with logos, brochure templates and information on ordering items included in the business package.

1.5 All official business cards and stationery items must be purchased through Digital Production Ink.

1.6 All instances of noncompliance with the Graphic Identity Guide will be addressed by the Loma Linda University Health senior vice president for advancement, with notification sent to the noncompliant employee and his/her supervisor and administrator.

1.7 All questions regarding the Graphic Identity Guide should be directed to the Loma Linda University Health senior vice president for advancement or his/her designee and the graphic identity committee.

APPROVAL POLICIES

2.1 Those who wish to create publicity materials should consult the Graphic Identity Guide prior to beginning the creative process. Any questions that arise should be directed to the Loma Linda University Health senior vice president for advancement or his/her designee and the graphic identity committee.

2.2 Any material promoting the organization to external audiences must follow an approved process that includes being vetted by a peer group. Any significant departure from the overall Loma Linda University Health graphic identity must be brought to the graphic identity committee by the peer group for approval.

2.3 Requests for exceptions to the Graphic Identity Guide must be submitted to the Loma Linda University Health senior vice president for advancement for timely review by the graphic identity committee. The graphic identity committee is composed of representatives of the following Loma Linda University Health entities: Public Affairs, Marketing and Communications, Digital Production Ink and University student marketing.

2.4 Use of the official presidential seal is restricted to diplomas and other specified official documents. All other uses must be approved by the Executive Leadership Council.

Graphic Identity Policies

May, 21, 2015

POLICY FOR SELLING OR DISTRIBUTING MATERIALS

Students or student organizations must not advertise or sell goods or services or promote business opportunities on University property or via the University's computer network without the permission of the Office of the Associate Dean for Student Affairs and a Graphic Identity Guide representative. This includes the selling of textbooks and educational materials other than what a student owned for his/her personal use. Students who wish to sell personal property may advertise in the Trading Post or submit a small announcement to the Office of the Dean for posting in the student lounge.

Loma Linda University Health has guidelines governing the design of materials representing the organization, whether or not they include the Loma Linda University logo and name. The design of the item should be consistent with the values of the organization and cannot include design or lettering that are trademarked or copyrighted. These guidelines may be found at <lluhealth.org/gig>. Organizations or individual students who wish to sell or distribute articles (such as T-shirts, pens, etc.) that are identifiable with the University must have the designs approved by the office of the School's associate dean for student affairs in consultation with a Graphic Identity Guide representative prior to ordering or distribution. Assistance in complying with these standards is available from the dean's office graphic design representative. Authorization for students to charge such articles on student accounts must be made through the administration of the School.

The sale of goods or services on the property of the Loma Linda University Medical Center or any of its affiliated hospitals – including Children's Hospital, East Campus Hospital, Surgical Hospital, Behavioral Medicine Center – is not permitted without permission of Medical Center and/or Loma Linda University Health administration.

EXCEPTIONS

Introduction

Requests for exceptions to the Graphic Identity Guide are to be submitted to the office of advancement for review by the graphic identity committee. Approved exceptions are to be noted in this section of the Graphic Identity Guide.

Existing Forms

New organizational forms are to comply with the standards outlined in this guide, but the matter of bringing existing forms into compliance is to be evaluated on a case-by-case basis.

- Forms should be revised and reprinted if doing so supports marketing goals and as budget allows.
- Forms that are highly visible to the public should be brought into compliance with the logo, typeface and color specifications outlined in this guide. Generally, the more visible a form is, the sooner it should be revised and reprinted.
- Forms that are only used internally will require little revision. If an organizational logo appears on the form, make sure the logo is used as specified in this guide. This revision can wait until dwindling quantities necessitate a reprint.

For help with determining when and how an existing form needs to be revised, contact forms management in Digital Production Ink at 909-558-4552, ext. 47410.

Commercial Interests

The organization includes several interests that are primarily commercial rather than academic or medical, including Digital Production Ink, Loma Linda Market, Patio Pantry, the Campus Store and the online store. Because of that difference in focus, purpose and audience, some of these areas may be better served by using the logotype only or even by adopting a graphic identity that is somewhat or completely different from that of the rest of the organization.

Areas that primarily serve an internal audience are required to comply with the Graphic Identity Guide as emphasizing their connection with the overall organization strengthens these business interests (The online store, for example).

But if an area is primarily a public-facing business, with a commercial rather than academic or medical focus, whose commercial success would be compromised by requiring full compliance with the Graphic Identity Guide, such an area may benefit from having its own graphic identity.

Requests that such areas be treated as exceptions are to be reviewed by the graphic identity committee.

EXCEPTIONS, continued

Modifications to Building Signs

Wayfinding Committee

March 23, 2018

Executive Leadership Committee approved on March 20, 2018, specifically modifications to the building sign, incorporating the logo to the left of the words that says "Campus Plaza", with recommendation for a new standard in the Graphic Identity Guide. This topic also includes the Beaumont – Banning clinic sign that allows one line of text with the logo to the left. Marketing has made an amendment for these two signs as exceptions to the standards when a sign has limited space on a building.