



CAPE COD  
HEALTHCARE

# Caring. Community. Commitment.

Brand Standards / 2023

---

## TABLE OF CONTENTS

Introduction	1
Logo Branding	2
The CCHC Logo	3
Color	7
Collateral Branding	8
Typography	9
Color	13
Graphic Shape	15
Photography	17
Brand Application Examples	21

---

## INTRODUCTION

A strong and cohesive brand is critical to the success of any organization.

The information in this manual are provided to help facilitate visual continuity and a strong brand presence throughout the Cape Cod Healthcare system. You will find specific guidelines and helpful examples for proper use of the brand elements for the creation of collateral and other marketing communications materials.

It is our goal that all individuals involved in the creation of our communications tools follow this guide to produce materials that reflect the quality and integrity of our brand.

If you have questions or need more information about the CCHC Graphic Style Guide, please call Marketing & Communications at 508-862-5010.



To access logos, please call Marketing & Communications 508-862-5010. You may also access them directly through the CCHC Intranet.

For questions or more information, please call Marketing.

---

## LOGO BRANDING

The Cape Cod Healthcare logo is a visual representation of our entire health care system. It is very important that the representation be consistent. Consistent usage of our image increases visibility. The following section will assist in proper usage of the logo and logo types.

The graphic symbol (brand mark) that represents CCHC features the image of light beams as they represent the lights from a lighthouse with the letter “H” in the middle. The lighthouse invokes the Cape’s regional character and the “H” represents health care. Both are a prominent aspect of life on Cape Cod.

Another component to the logo is the type treatment (typographic signature) of CCHC and other subsidiaries that will appear along the side of the brand mark or in specific cases below CCHC. The following page is an example of the acceptable logo and typography used in the CCHC system.

It is recommended that the logo (and it’s components) should not be modified in any way other than the examples shown, including position and type style, do not recreate. Logos can be downloaded from the CCHC intranet or by contacting marketing.



## Logo Branding

### CCHC System Logo Treatment

In 2023 the CCHC signature logo type treatment was updated in the system wide brand refresh to right side stack. See logo at right.

Failure to adhere to the graphic standards will ultimately weaken the CCHC brand, so never:

1. stretch or squeeze the logo,
2. reset the text; the logo and the copy are one and the same, if you need a logo please contact Marketing and we will provide the correct electronic version,
3. and never use the logo independent of the copy.



Horizontal (maybe used in specific situation, Marketing approval needed before using)



## Logo Branding

### CCHC System & Tagline Logo Treatment

There may be times when the use of the logo with the tagline is needed. If one of these logos is needed please contact the Marketing department, do not recreate.



#### Horizontal tagline treatment



#### Centered tagline treatment



## Logo Branding

### Organizational Logo Treatment

There are four other approved logo treatments: Cape Cod Hospital, Falmouth Hospital, CCHC Foundation and VNA of Cape Cod.

The name of the “organization” is in the same font style as the signature CCHC logo. The descriptor line (“Member CCHC”) can be either to the right with a line separator or below, examples right.

The approved treatments on this page are called a “lock-up”; the spacing and font treatment are set-up in relation to each other and should not be duplicated. These logos can be obtained from the Marketing department.



#### Hospitals



#### Entities



## Logo Branding

### Organizational Logo Treatment

All others default to the CCHC logo with a descriptor line for facilities, services or departments.



#### Outpatient Centers



#### Regional Centers



#### Services or Department





## Logo Branding

### Color

The color used on the logo is PMS 540, no other color (other than black or white) is used for the mark. The text is always black (or white if knocked out.)



### Color background treatments



### Color palette

PMS 540



7

---

## COLLATERAL BRANDING

The Cape Cod Healthcare logo is a visual representation of our entire health care system. It is very important that the representation be consistent. Consistent usage of our image increases visibility. The following section will assist in proper usage of printed and digital marketing materials.

Our visual language through

# Typography



## TYPOGRAPHY

### Overview

Font selection plays an important role in establishing and maintaining the Cape Cod Healthcare brand. We ask our associates and partners to maintain consistent use of our dedicated fonts.

The CCHC brand uses two font families. The sans serif family of News Gothic BT and the serif family of Minion Pro.

The News Gothic BT family is the primary font. It is a clean and simple font. This simplicity makes it ideal for readability.

News Gothic is our more traditional font choice, making it a good choice for copy heavy materials.



#### Primary Font

Aa

#### News Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:?!@#%&\*–)

#### Secondary Font

Aa

#### Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:?!@#%&\*–)

## TYPOGRAPHY

### News Gothic BT

News Gothic BT is a versatile font and can be used anywhere that type needs to look clean, simple and easy to read.

It has a broad range of weights including italics. Italics should be limited to messages needing emphasis within the regular font.

Copy using News Gothic should always be set in sentence case. Headlines, can be set in both sentence case and all caps. However, headlines longer than several words should be sentence case or initial cap.

News Gothic BT is our primary typeface.

News Gothic BT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890 (.,:?!@#\$\$%&\*~)

News Gothic BT Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890 (.,:?!@#\$\$%&\*~)

News Gothic BT Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890 (.,:?!@#\$\$%&\*~)

News Gothic BT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890 (.,:?!@#\$\$%&\*~)

## TYPOGRAPHY

### Minion Pro

Minion Pro should be reserved for materials that are copy dense and for body copy only. It should be paired with News Gothic headlines.

It has a broad range of weights. Italics and bold versions should be limited for emphasis only.

Body copy using Minion should always be set in sentence case.

# Minion Pro is our secondary typeface.

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890 (.,:?!@#\$%&\*–)

Minion Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890 (.,:?!@#\$%&\*–)**

Minion Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890 (.,:?!@#\$%&\*–)**



Our visual language through

# Color Palette



## Corporate palette

### COLOR PALETTE

#### Nature all around us

Color plays a critical role in the CCHC brand. The palette leads with our long standing CCH Corporate Blue for the logo and headlines and expands to include a flexible palette derived from our natural surroundings on the Cape: the ocean, sky, beaches and coastline.

The colors can be used in any combination with the corporate blue taking the lead in ur templated pieces. Top tier communications have a greater degree of freedom to utilize the nature palette primary colors.

The use of clear white space is also an essential part of the color palette.

#### CCH Corporate Blue

**Print**

CMYK: 100/55/0/55  
Pantone: 540

**Digital**

RGB: 0/55/103  
Hex: 003767

#### White

**Print**

CMYK: 0/0/0/0

**Digital**

RGB: 255/255/255  
Hex: ffffff

## Nature Palette

#### CCH Bay Blue

**Print**

CMYK: 97/46/21/2  
Pantone: 7468

**Digital**

RGB: 0/115/160  
Hex: 0073a0

#### CCH Marina Blue

**Print**

CMYK: 96/0/11/0  
Pantone: 312

**Digital**

RGB: 0/175/219  
Hex: 00afdb

#### CCH Atlantic Blue

**Print**

CMYK: 100/72/27/12  
Pantone: 301

**Digital**

RGB: 0/78/125  
Hex: 004e7d

#### CCH Sky Blue

**Print**

CMYK: 53/0/10/0  
Pantone: 310

**Digital**

RGB: 106/204/225  
Hex: 6acce1

#### CCH Sand

**Print**

CMYK: 31/31/69/2  
Pantone: 4515

**Digital**

RGB: 179/161/104  
Hex: b3a168

#### CCH Seafoam

**Print**

CMYK: 64/16/40/0  
Pantone: 563

**Digital**

RGB: 95/169/161  
Hex: 5fa9a1





Our visual language through

# Graphic Shape



## GRAPHIC SHAPE

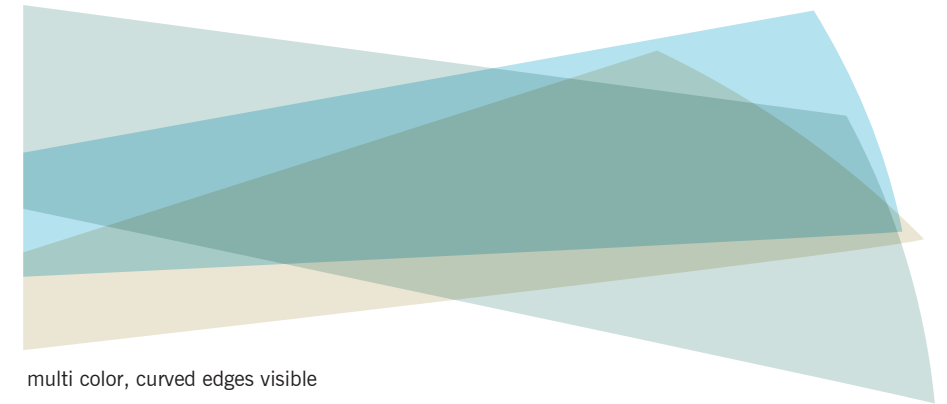
### Light Rays

CCH's visual brand language is further defined through use of overlapping transparent "rays of light". These shapes are derived from the icon in the CCH logo.

- The shapes can be filled with screens of the same color or different colors to generate unique overlapping shapes.
- The tints can range from pale to deep.
- These graphic shapes can be used as background texture or as transparent elements overlaying imagery.
- They can include the curved edges or be cropped to a straight edge.
- Limit the number of rays to a maximum of three overlapping shapes.



multi color, cropped



multi color, curved edges visible



multi color, curved edges visible



- The overlapping pattern should never appear vertically.
- The curved edges should never appear on the left side.
- The rays should never be used without transparency.



multi color, cropped



single color, cropped



Our visual language through

---

# Photography

---



17

## PHOTOGRAPHY

### Who we are — Employee Portraits

Our dedicated team of over 5,000 staff members share a special calling to deliver exceptional, leading-edge care for our neighbors and visitors every day.

They are the cornerstone of our success and we highlight them in our materials in environmental portraiture.

Facial expressions are warm, caring, open and friendly.

Images work best when lighter in nature and include colors from our nature-based palette: blue, green and beige.

We use only real employees. On rare occasions when we use stock, we select images viewed from behind the employee as they do not reveal their face.



## PHOTOGRAPHY

### How we deliver — Compassion

CCHC photography conveys real people in real situations: patients, doctors, nurses, employees, and families.

It's all about delivering the best possible care with compassion.

Facial expressions are warm, open and friendly.

Images are cropped tightly on the people and focused on more than just the treatment, but on the emotional side of patient care.

It's about getting patients back to what matters most, normal life and staying close to the people and places you love.

Images work best when lighter in tone and include colors from our nature-based palette: blue, green and beige.



## PHOTOGRAPHY

### Where we live — Environment

Cape Cod is a unique and special place where we live and work. It's a part of who we are, and that's why we combine images of our surroundings in our materials.

Environmental imagery focuses on the natural beauty that surrounds us: green oceans, blue skies, golden marshes, and sandy beaches.

Images of place should communicate quiet, relaxation and a love of nature.



Our visual brand

---

# In Action

---



21

Example: Internal Channel Application

OUR BRAND IN ACTION

Bringing it all to life

InDesign templates are available for all collateral pieces.

Please contact Marketing & Communications at 508-862-5010.

Elevator Sign

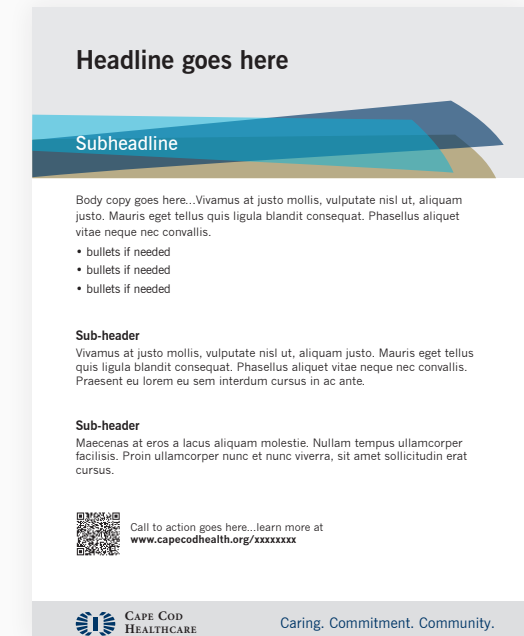


Rack Card

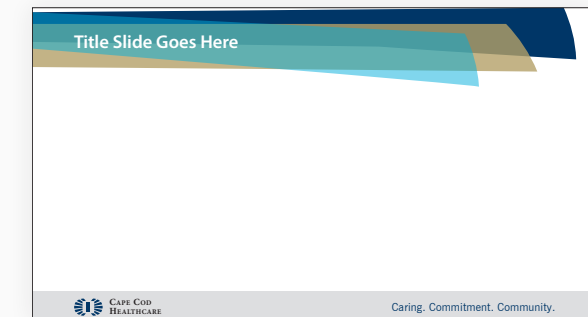


TV screen/screen Saver

Flyer Template



PowerPoint Template





OUR BRAND IN ACTION

Bringing it all to life

InDesign templates are available for all collateral pieces.

Please contact Marketing & Communications at 508-862-5010.



Rack Brochure

**Dementia & Alzheimer's Caregiver Support**

Care Planning, Education and Support

**HOW WE CAN HELP**

The CCHC Dementia & Alzheimer's Caregiver Support Program places the caregiver at the center of the care model surrounding the caregiver with a wide range of programs and services. We follow a care management model, helping caregivers understand and manage the many challenges that come with caring for a loved one with dementia.

Having a proactive care plan in place, that can adapt to change as the disease progresses, is essential for maintaining the highest quality of life for all involved. A skilled dementia specialist can anticipate the changing needs of the caregiver and the care recipient, provide guidance and support, help create new care strategies, and connect families to the vast number of community resources.

**SERVICES INCLUDE:**

- An initial assessment with the caregiver/ other family members for counseling and disease education
- Development of care management plans for caregivers
- Ongoing family support for caregivers
- Caregiver telephone helpline
- Dementia education videos
- Caregiver educational support groups
- Referrals to community resources
- Resource library

**Research has demonstrated that when caregivers are engaged in support and education, they are better able to keep their loved one home longer with a better quality of life.**

To learn more about our Dementia & Alzheimer's Caregiver Support Program or to set up an appointment call **774-552-6080** or email [dementiainfo@capecodhealth.org](mailto:dementiainfo@capecodhealth.org)

**All our services are FREE of charge.**

**Caregiver Services Diagram:**

- Telephone Support
- Care Management Planning
- Caregiver Education Series
- Caregiver Educational Support Groups
- Respite Grants
- Inpatient & Professional Consultations
- Ongoing Caregiver Support & Counseling
- Resource Center at 5033 Symonough Rd

**struggling to provide care to someone with dementia, please call us directly at 774-552-6080 or email us at dementiainfo@capecodhealth.org.**

Caring. Commitment. Community.

Rack Cards

**Rehabilitation Services**

Maximizing performance and durability

**TRAIN LIKE THE PROFESSIONALS**

We start with an evaluation by our certified physical therapist who performs specific golf-movement tests to identify your levels of strength, flexibility, balance and coordination. These results will inform a customized Golf Performance 'Fitness Program, identifying which golf-specific exercises are right for you to maximize your wing's potential and improve your durability.

rollment in the program also includes a dedicated MyTPI mobile application account which provides access to personalized routines and practice programs developed by rehabilitation experts.

**SCHEDULE A CONSULTATION**

Program consultations are available by appointment only and are offered at Falmouth Hospital.

Initial evaluations are approximately 30 minutes (\$175)

Additional re-evaluation and training sessions are approximately 45 minutes (\$87.50)

- this program is self-pay only and is therefore covered by insurance.

more and request an appointment with our specialists at [capecodhealth.org/golf-performance](http://capecodhealth.org/golf-performance)

**CCHC Golf Performance Program**

Titleist Performance Institute® (TPI) is the world's leading educational organization dedicated to the study of how the human body functions in relation to the golf swing. Our certified professionals work with all ages and experience levels to identify strengths and limitations, leading to customized fitness programs and improved swing mechanics.

**Frederick W. Ruymann, MD, FACP**  
Gastroenterology

*Inpatient Gastroenterology and Therapeutic Endoscopy*

**Certification:**  
American Board of Gastroenterology

**Fellowship:**  
Massachusetts General Hospital, Harvard Medical School, Boston, MA (Gastroenterology)

**Residency:**  
Beth Israel Hospital, Harvard Medical School, Boston, MA (Internal Medicine)

**Medical School:**  
Case Western Reserve University School of Medicine, Cleveland, OH

**Affiliations:**

- Cape Cod Hospital
- Medical Affiliates of Cape Cod

Caring. Commitment. Community.

Example: Print Application

OUR BRAND IN ACTION

Bringing it all to life

Please contact Marketing & Communications at 508-862-5010.

Folder



Brochure



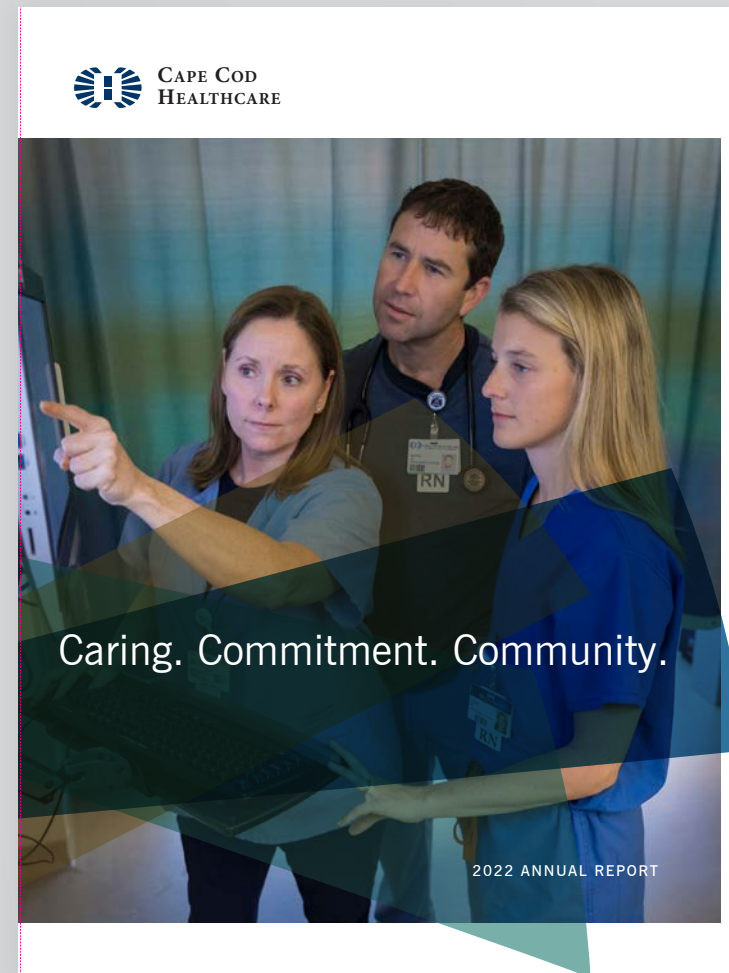
Example: Print Application

OUR BRAND IN ACTION

Bringing it all to life

Please contact Marketing & Communications at 508-862-5010.

Annual Report



### OUR BRAND IN ACTION

## Bringing it all to life

Please contact Marketing & Communications at 508-862-5010.

Brand Book



Caring. Commitment. Community.

This is our story.



I appreciate the sense that no matter what aspect of the CCHC system someone works for, we are all contributing to the overall care of our community."  
— CCHC TEAM MEMBER



## Our mission.

The reason we're here.

To coordinate and deliver the highest quality, accessible health services, which enhance the health of all Cape Cod residents and visitors.

What began as a community hospital over 100 years ago with the creation of Cape Cod Hospital, has grown to become Cape Cod Healthcare, a comprehensive and sophisticated healthcare system that has expanded medical care across the region of Cape Cod and beyond. Today, with two acute care hospitals, six Urgent Care centers, a primary and specialty care network, homecare and hospice services, a skilled nursing and rehabilitation

facility, an assisted living facility and numerous health programs, Cape Cod Healthcare has become a community leader providing exceptional care for those who live in or visit this unique region. It takes a special team to fulfill this mission, and our team lives up to and supports our mission continually.



Example: Campaign Application

OUR BRAND IN ACTION

Bringing it all to life

CCHC brand graphics in the 2023 Employee Work and Play Campaign throughout the marketing communication tools

Please contact Marketing & Communications at 508-862-5010.

Print Ads | Elevator Signs

**Caring. Commitment. Community.**

Meet Jessica, an Occupational Therapist who has been with Cape Cod Healthcare for two years – and a foodie at heart, whether trying out local restaurants or recipes at home.

Cape Cod isn't just any community. It's Jessica's community. At Cape Cod Healthcare, our employees are a dedicated home team that share a calling to deliver exceptional, leading-edge care for our neighbors and visitors every day. They are also part of the fabric of the Cape, enjoying a unique work-life balance and the many opportunities that this special environment provides.

Cape Cod Healthcare is great place to begin and grow your career. In fact, our employees include opportunities for advancement among its strengths as an employer. Discover your future at Cape Cod Healthcare.

CAPE COD HEALTHCARE  
www.capecodhealth.org/our-team

Hear from Jessica about Work and Play at Cape Cod Healthcare

**Caring. Commitment. Community.**

Meet Dana, an Emergency Room Nurse who has been with Cape Cod Healthcare for over eight years – and a regular on Nauset Outer Beach.

Cape Cod isn't just any community. It's Dana's community. At Cape Cod Healthcare, our employees are a dedicated home team that share a calling to deliver exceptional, leading-edge care for our neighbors and visitors every day. They are also part of the fabric of the Cape, enjoying a unique work-life balance and the many opportunities that this special environment provides.

Our employees have expressed they are proud to say they work here and find a sense of purpose in helping people in their community. Discover your future at Cape Cod Healthcare and learn what it means to be part of our team.

CAPE COD HEALTHCARE  
www.capecodhealth.org/our-team

Hear from Dana about Work and Play at Cape Cod Healthcare

Digital Ads

Meet Dana, RN...

**Caring. Commitment. Community.**

Meet Dana, RN...

**Caring. Commitment. Community.**

Meet Dana, RN...

**Caring. Commitment. Community.**

CAPE COD HEALTHCARE

TV screen/screen Saver

**Caring. Commitment. Community.**

Meet Jessica – Occupational Therapist and a foodie at heart, whether trying out local restaurants or recipes at home.

Hear from Jessica about Work and Play at Cape Cod Healthcare

**Caring. Commitment. Community.**

Meet Dana – Emergency Room Nurse and a regular on Nauset Outer Beach.

Hear from Dana about Work and Play at Cape Cod Healthcare

## OUR BRAND IN ACTION

### Bringing it all to life

Examples of different social media design treatments of the elements, photography and typography.

Please contact Marketing & Communications at 508-862-5010.

