Corporate Graphics
& Industry Standards
# Table of contents

## Introduction
- About Baptist Health South Florida 3
- The Purpose of the Pineapple 4
- Conceptualizing the Brand 5

## Basic Elements
- Logo 7
- Customizing the Logo – Lockup 8
- When to use Baptist Health or Baptist Health South Florida 9
- Surrounding Space Restrictions 10
- Minimum Size Standard Entity Logo 11
- Minimum Size Entity Logo Lockups 12
- Minimum Size Medical Plaza Logos With Service Bar 13
- Sizing Guidelines for West Kendall 14
- Baptist Hospital and FIU Affiliation 15
- Unacceptable Applications 15
- Color Palette 16
- Signature Colors 17
- Special Causes Colors 18
- Typography 19
- Photography 20

## Application
- Stationery – Corporate 22
- Embroidery 26
- Lab Coats – Embroidery 29
- Staff Uniforms – Embroidery 33
- Brochures 34
- Hospital Advertising 42
- Standard Ads 43
- Black & White Ads 44
- Headlines 45
- Digital Signage & Screensavers 46
- Facebook 47
- Digital Ads 48
- Intranet & Home Page Banners 49
- Pull-up Banners 50
- Program Ads 51
- Flyers 52
- Postcards 54
- Large Banners 55
- Billboards 56
- Physician Bio Cards 57
- Formal Evites 58
- Evites 59
- Powerpoint 60
- Baptist Health Quality Network Seal 61
- Promotional Items 62

## Contact Us
- Marketing and Communications Site Offices 63
About Baptist Health South Florida

Baptist Health South Florida is associated in the minds of the public with award-winning hospitals, doctors, nurses and services. The brand recognition of our name and logos gives the public a clear-cut way of identifying that a program, service or facility is associated with Baptist Health.

We approach our corporate identity in much the same way we approach healthcare — with dedication and precision. When we display our identity proudly and consistently, it continues to grow in value.

The guidelines in this manual outline everything you need to know about the Baptist Health brand, and are intended not to be restrictive, but to be a creative stimulus for anyone involved in delivering the Baptist Health brand. Logos provided in this guide are the only authorized marks to be used, yet we are flexible when accommodating the needs of our affiliates. The Baptist Health name and logo, along with all affiliate logos, are registered marks owned by Baptist Health. Our logos, without the approval of the corporate vice president of marketing and communications, may not be used in any medium other than those listed in this manual.
The pineapple became a symbol of hospitality in Europe during the Italian Renaissance. American innkeepers later adopted the European custom of putting pineapples on their doors. Visitors to these inns found themselves in friendly and comfortable surroundings.

Baptist Health began using the pineapple in 1995 as a symbol of its hospitality and commitment to quality care and service excellence. In South Florida, the pineapple symbol is now synonymous with Baptist Health and calls to mind quality and excellence in healthcare.
Conceptualizing the Brand

Baptist Health is a leader in healthcare excellence and has a reputation for providing high-quality service to our community. When developing design concepts for our brand, it is important to consider our role and position in the community. Baptist Health is at the forefront of healthcare technology, bringing to mind fresh and cutting-edge design concepts, but it is also necessary to be sensitive to the more human side of healthcare. Here is a list of words to consider when conceptualizing our brand:

- Quality
- Professional
- Excellence
- Service
- Innovative
- Caring
- Expert
- Technology
- Healthcare Leader
- Charitable
## Basic Elements

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>7</td>
</tr>
<tr>
<td>Customizing the Logo – Lockup</td>
<td>8</td>
</tr>
<tr>
<td>When to use Baptist Health or Baptist Health South Florida</td>
<td>9</td>
</tr>
<tr>
<td>Surrounding Space Restrictions</td>
<td>10</td>
</tr>
<tr>
<td>Minimum Size Standard Entity Logo</td>
<td>11</td>
</tr>
<tr>
<td>Minimum Size Entity Logo Lockups</td>
<td>12</td>
</tr>
<tr>
<td>Minimum Size Medical Plaza Logos With Service Bar</td>
<td>13</td>
</tr>
<tr>
<td>Sizing Guidelines for West Kendall</td>
<td>14</td>
</tr>
<tr>
<td>Baptist Hospital and FIU Affiliation</td>
<td></td>
</tr>
<tr>
<td>Unacceptable Applications</td>
<td>15</td>
</tr>
<tr>
<td>Color Palette</td>
<td>16</td>
</tr>
<tr>
<td>Signature Colors</td>
<td>17</td>
</tr>
<tr>
<td>Special Causes Colors</td>
<td>18</td>
</tr>
<tr>
<td>Typography</td>
<td>19</td>
</tr>
<tr>
<td>Photography</td>
<td>20</td>
</tr>
</tbody>
</table>
Logo

Baptist Health logos identify our organization. Baptist Health owns the rights to all of its logos and signature marks, and they cannot be used without expressed permission from Marketing and Communications. Refer to section 4.1 for contact information to obtain approval.

All our logos use the symbol of the pineapple in a square box. Typeset words to the right of the box are set in Times LT Std Semibold (condensed 96 percent) with a track of 12.

Baptist Health consists of hospitals, outpatient centers, specialized centers of excellence and physician practices. All these entities are branded with the Baptist Health identity, and many also have their own logo variations. For most logos that do not contain the typeset words “Baptist Health South Florida” to the right of the pineapple box, “Baptist Health South Florida” appears under the logo name below a thin-lined rule.
Customizing Logo — Lockup

When a Baptist Health logo appears with a department, division, center or program name, it is called a lockup. Lockups are used to associate any of the above with Baptist Health to promote brand recognition wherever the name is used.

Unique department, division, center or program logos or wordmarks are not permitted.

Logo lockups should be approved and created by Marketing and Communications.

The font used for lockups is Times LT Std Semibold and is condensed to 96 percent. Prepositions, such as “for” and “of” should be set lowercase. The symbol “&” should be used in place of the word “and.”
When To Use Baptist Health or Baptist Health South Florida Logos

**Baptist Health**

The Baptist Health logo should be used on all promotional, event-related and nonclinical materials.

**Baptist Health South Florida**

The Baptist Health South Florida logo should be used on all company/business and clinical materials.
Surrounding Space Restrictions

To best present our logo when used in a layout, the surrounding design elements (images, text and other graphic elements) should adhere to the restricted space guidelines. This space guideline is calculated using the height of a capital letter in the typeset font.
Minimum Size Standard Entity Logo

Minimum size restrictions exist in order to ensure all elements of the logo are legible.
Minimum size restrictions exist in order to ensure all elements of the logo are legible. The minimum length of the Baptist Health South Florida line is 1.5" for both stacked and horizontal versions of the logo.

If a logo lockup, or departmental logo, is to be used smaller than the examples shown to the right, then the Baptist Health South Florida text and rule above it must be dropped from the logo application (with approval from Marketing and Communications). When reproducing the logo, the pineapple box must be at least .25" wide. However, if the pineapple fills in with ink in reproduction, the logo should be increased in size until the fill-in does not occur.
Baptist Medical Plaza offices offer urgent care and/or diagnostic services. These services are listed in the service bar portion of the logo. The minimum length of the Baptist Health South Florida line is 1.75" for both stacked and horizontal versions of the logo, so that the service bar portion of the signature remains legible. If the logos are to be produced smaller than the sizes shown, both the service bar and the Baptist Health South Florida text must be dropped (with approval from Marketing and Communications).
Sizing Guidelines for West Kendall Baptist Hospital and FIU Affiliation

FIU Medical School has selected West Kendall Baptist Hospital for its hospital teaching affiliation. FIU affiliation line and logo must always be included with West Kendall Baptist Hospital logo.

To keep all elements of the logo signature legible, multiple configurations are available for different sizing applications.
Unacceptable Applications

Logos should be reproduced using only files supplied by Marketing and Communications and following the guidelines outlined in this book. These samples are not all-inclusive. If in doubt, please contact Marketing and Communications for further information and approval.

Pineapple Icon

The following samples show **correct** and **incorrect** usage of our pineapple icon.

- **When using full color, use the pineapple in the PMS 336 box.**
- **When using one color, use the framed pineapple in either black or white.**
- **Do not use the pineapple without the box.**
- **Do not slice the pineapple horizontally or vertically.**

Logos

The following samples show **incorrect** usage of our logos.

- **Do not stretch the logo out of proportion.**
- **Do not resize individual elements.**
- **Do not rotate the logo.**
- **Do not rearrange placement of the pineapple box.**

- **Do not substitute the font.**
- **Do not use tints of the logo colors.**
- **Do not add graphic elements to the logo.**
- **Do not encase the logo.**
The primary colors used for Baptist Health logos are green (Pantone 336), black and white. For color variation in design elements (excluding the logo), PMS 336 can also be used in screens of 1 to 99 percent. When reproducing the logo in print, the PMS match color should always be used.

Preferred color treatment for our logos is indicated below.

If printing or design constraints do not permit the use of PMS 336, the logo should be printed in a black outlined box with the pineapple in black.

For advertising specialty and promotional items, if the logo is unable to be printed in the preferred PMS 336 and black color combination, the following alternatives are acceptable:

On some print items, such as rack brochures and cards, a third color we call “light beige” is used as an accent, and also a tint for the pineapple. See diagram on pp 2.10 of this manual for an illustration of its use in a brochure. When printing in full color (CMYK), the formula for light beige is: C (9), M (6), Y (17), K (0).
**Basic Elements**

**Signature Colors**

- **C100 M0 Y67 K47**
  - R0 G106 B81
  - #006A51
  - P 336

- **C71 M0 Y59 K0**
  - R58 G186 B142
  - #3ABA8E
  - P 7465

- **C16 M2 Y59 K0**
  - R219 G225 B136
  - #DBE188
  - P 379

- **C52 M13 Y33 K0**
  - R126 G182 B175
  - #7EB6AF
  - P 563

- **C47 M23 Y22 K0**
  - R140 G171 B184
  - #8CABB8
  - P 549

**Secondary Colors** (can be used as background behind type on pieces such as flyers and brochures)

- **C12 M0 Y4 K0**
  - R221 G241 B242
  - #DDF1F2
  - P 656

- **C16 M0 Y28 K0**
  - R215 G234 B197
  - #D7EAC5
  - P 7485

**Special Uses**

**Breast Cancer Month**

- **C4 M55 Y0 K0**
  - R232 G142 B87
  - #E88EBB
  - P 673

**Heart Month**

- **C11 M97 Y100 K2**
  - R211 G43 B39
  - #D32B27
  - P 1795
Special Causes Colors

Colored logos recognize special causes that Baptist Health supports and are tied to one of our Center of Excellence strategic priorities. These logos should only be used in the months they are designated for and should adhere to the following guidelines:

1. For email signature, only use from the first day of the month to the last. Afterward, replace with green/black version.
2. For social media, only use on posts that are events promoting the cause. Do not use on everything that is live in that month.
3. For ads, only use on materials specific to that month. If it will have a longer shelf life, do not use (i.e., a program that will be a commemorative coffee-table book would use the green version of the logo).
4. For flyers, use when it relates to an event supporting the cause.

For questions about usage, contact Marketing and Communications for guidance.
Typography

Our brand fonts are minimal in design and easy to read. There are slight variations in our font for print and for the web. Templates include alternate fonts to use if our brand fonts are not available to you.

Print

**Helvetica Neue LT Std Bold Condensed**

Used for main titles or subtitles within copy. Can be used in tandem with Helvetica Neue Light Condensed to add impact to the main title.

**Helvetica Neue LT Std Light Condensed**

Used in tandem with Helvetica Neue Bold Condensed to add impact to main titles. Can also be used as body copy.

Web

**Helvetica Neue Bold**

Used for main titles or subtitles within copy. This font can be used in tandem with Helvetica Neue Light to add impact to the main title.

**Helvetica Neue Light**

Used in tandem with Helvetica Neue Bold to add impact to main titles. Can also be used as body copy.

**Helvetica Neue LT Std Condensed**

Used as body copy on top of color blocks.

**Helvetica Neue Regular**

Used as body copy on top of color blocks.
Photography

Photography is a key element of Baptist Health’s corporate identity. Photographs should be unique, inspiring, uplifting and warm. Photos also need to be vibrant with a depth of field that places the subject in the forefront.

Images to avoid

Photos can distract from our core message. Here are a few examples of what to avoid.

- Do not show injections being drawn up or given.
- Do not show blood or other bodily fluids.
- Do not use photos of individuals with unkempt facial hair.
- Do not use photos of individuals with tattoos.
- Do not use photos of individuals with exposed abdomens.
- Do not use photos of individuals with excess cleavage.
Application

Stationery – Corporate 22
Embroidery 26
Lab Coats – Embroidery 29
Staff Uniforms – Embroidery 33
Brochures 34
Hospital Advertising 42
Standard Ads 43
Black & White Ads 44
Headlines 45
Digital Signage & Screensavers 46
Facebook 47
Digital Ads 48
Intranet & Home Page Banners 49
Pull-up Banners 50
Program Ads 51
Flyers 52
Postcards 54
Large Banners 55
Billboards 56
Physician Bio Cards 57
Formal Evites 58
Evites 59
Powerpoint 60
Baptist Health Quality Network Seal 61
Promotional Items 62
Stationery – Corporate

**Letterhead**
- **Address font:** Helvetica Neue LT Std Light, 9 pt., 20 pt. leading, flush right.
- **Typing format for letter:** Single space between lines, double space between paragraphs. 10.5 pt. Helvetica Neue LT Std Light.
- **Stock:** Classic Crest, Solar White, 24 lb.

**Envelope**
- **Address font:** Helvetica Neue LT Std Light, 9 pt./12 pt. leading.
- **Typing format for envelope:** Helvetica Neue LT Std or Arial 12 pt., single-spaced.

**Business Cards**
- **Title fonts:** Helvetica Neue LT Std Medium, 9 pt. (employee name); Helvetica Neue LT Std Light, 8 pt. (employee title) 8.5 pt. leading.
- **Alignment:** Flush right. 3/16" from right edge of card.
- **Address font:** Helvetica Neue LT Std, 8 pt. (address), leading 8.5 pt.
- **Alignment:** Flush left, 3/16" from left side of card.
Stationery (stacked logo) Hospital, Baptist Health Medical Group, Baptist Health Primary Care

**Letterhead:** 8.5” x 11”

- **Pineapple Symbol:** 7/16”
- **5/8”**

**Business Card:** 3.5” x 2”

- **Pineapple Symbol:** 3/8”
- **5/8”**
- **Space from edge:** 3/16”
- **Space from bottom:** 5/32”

**Number 10 Envelope:** 9.5” x 4.125”

- **Pineapple Symbol:** 5/16”
- **Flush left indent:** 7/8”

Employee business card shown. Physician card layout upon request.

**Letterhead**
- **Address font:** Helvetica Neue LT Std Light, 9 pt., 16 pt. leading, flush right.
- **Typing format for letter:** Single space between lines, double space between paragraphs. 10.5 pt. Helvetica Neue LT Std.
- **Stock:** Classic Crest, Solar White, 24 lb.

**Envelope**
- **Address font:** Helvetica Neue LT Std Light, 9 pt./12 pt. leading.
- **Typing format for envelope:** Helvetica Neue LT Std or Arial 12 pt., single-spaced.

**Business Cards**
- **Title fonts:** Helvetica Neue LT Std Medium, 9 pt. (employee name); Helvetica Neue LT Std, 8 pt. (employee title), 8.5 pt. leading.
- **Alignment:** Flush right. 3/16” from right edge of card.
- **Address font:** Helvetica Neue LT Std Light, 8 pt. (address), leading 8.5 pt.
- **Alignment:** Flush left, 3/16” from left side of card.
Stationery (horizontal logo)

Letterhead: 8.5" x 11"

- **Pineapple Symbol:** 3/8"
- **Space from edge:** 3/16" (top, bottom, and right)
- **Space from bottom:** 7/32"

**Letterhead**
- **Address font:** Helvetica Neue LT Std, 9 pt., 16 pt. leading, flush right.
- **Typing format for letter:** Single space between lines, double space between paragraphs, 10.5 pt. Helvetica Neue LT Std.
- **Stock:** Classic Crest, Solar White, 24 lb.

**Envelope**
- **Address font:** Helvetica Neue LT Std Light, 9 pt., 12 pt. leading.
- **Typing format for envelope:** Helvetica Neue LT Std or Arial 12 pt., single-spaced.

**Business Cards**
- **Title fonts:** Helvetica Neue LT Std Medium, 9 pt. (employee name), Helvetica Neue LT Std, 8 pt. (employee title), 8.5 pt. leading.
- **Alignment:** Flush right, 3/16" from right edge of card.
- **Address font:** Helvetica Neue LT Std, 8 pt. (address), leading 8.5 pt. leading.
- **Alignment:** Flush left, 3/16" from left side of card.

Employee business card shown. Physician card layout upon request.
Stationery – 9" x 12" Envelope and Mailing Label

9" x 12" Envelope:
Address font: Helvetica Neue LT Std, 9 pt., 12 pt. leading, align with first letter of type in the logo.

Typing format for envelope:
Font: Times New Roman or Arial, 12 pt., single-spaced, centered and left aligned.

Mailing Label:
Address font: Helvetica Neue LT Std, 8 pt., 10 pt. leading.
Aligns with first letter of type in the logo.

Typing format for mailing label:
Times New Roman or Arial, 12 pt., single-spaced, align left and center within label.

Mailing Label Paper Stock
Avery White Crack ‘n Peel
70-lb. Vibrant White, Premium Uncoated.
Embroidery — Accepted Combinations

- Full color = same as logo
- White outline version
- Black outline version
- Gold and black only for Miami Cardiac & Vascular Institute scrubs

For ALL white or light colors

Use this full-color format:
- Green box
- White pineapple
- Black letters above the line
- Green line and letters below the line

PLEASE NOTE:
- ALL entity logos should be on left chest; and any names or departments on right
- green thread should be: #1351 Madeira
- max sew-out size 4.5 inches

Exceptions:
- When used with West Kendall logo, FIU affiliation is black
- When used with Miami Orthopedics & Sports Medicine Institute logo, FIU affiliation is gray
ALL Dark Colors

Use this one-color format:
- Outline box in white
- White pineapple
- White letters and line on right

For Mid-range Colors

Use this one-color format on fabric where white may be too light and full color may look too close to our green:
- Outline box in black
- Black pineapple
- Black letters and line on right
Miami Cardiac & Vascular Institute Only

PLEASE NOTE:
- gold thread: #1670

Stacked or Horizontal Logo?
- Any logo with 20 or fewer characters should be horizontal.
- Any logo with 21 characters or more should be stacked on two lines.
Lab Coats — Embroidery

**Embroidery on lab coats and robes:**
Robe lapels should not cover the logo. Logo should measure 4-4½ inches in width.

Logo goes on left side of coat. If the individual’s name is included, it should be on right side of lab coat (not under logo).

Use only one logo per lab coat for clear branding. Lab coats for Baptist Health Quality Network members should have only the official logo, not the seal.

Embroidery thread used is Gold No. 1670. The logo should be green square pineapple, gold and black wording.
Lab Coats — Embroidery

Embroidery on lab coats and robes with Centers of Excellence and Baptist Health Medical Group logos: If two logos are embroidered on the same coat, the Baptist Health Medical Group logo goes on the right side of the lab coat. If the individual’s name is included, it should go under this logo.

The service line/center logo goes on the left side, over the pocket.

Logos should be aligned to same height and sized as close as possible without altering. Logos and names should not measure more than 3.5 inches in width. Robe lapels should not cover the logo.

Embroidery thread used is Gold No. 1670. The logo should be green square pineapple, gold and black wording.

Embroidery thread used is Gold No. 1670.
Lab Coats — Embroidery

- Lab coats have the logo on the left above the pocket and the physician’s name and specialty on the right.
- Practices not affiliated with a Center of Excellence use the Baptist Health Medical Group logo or Baptist Health Primary Care logo.
- Practices with a Center of Excellence affiliation use the Center of Excellence logo.

Samples
Staff Uniforms — Embroidery

- Staff uniforms have the logo on the left.

- Practices not affiliated with a Center of Excellence use the Baptist Health Medical Group logo or Baptist Health Primary Care logo.

- Practices with a Center of Excellence affiliation use the Center of Excellence logo.

Co-branding

- Baptist branded logo appears on left chest
- Co-branded logo appears on right sleeve
Brochures — Printing Standards

Paper
The paper stock used for most Baptist Health collateral materials is Flo. Flo is an eco-friendly paper that has the Forest Stewardship Council (FSC) certification and is at least 10 percent post-consumer waste (PCW). Dull stock is primarily used, but if the designer feels it is necessary to use glossy stock, that is acceptable. For special pieces, the designer may feel that a different paper is more acceptable, in which case cost and eco-friendliness should be considered. When possible, we recommend the use of paper that has the FSC certification and contains at least 10 percent PCW.

Copyright and Job Number
A copyright statement should be added to all brochures, panel cards and reports, along with the month and year that the piece was last updated. This should be placed on the back panel of the brochure, on the lower left side, set in 6 pt. Helvetica.

Inks
Our logo green, and any shade of green that is intended to match our shade of green, should be designed and printed as PMS 336.

Eco-friendly Statement
When appropriate, an eco-friendly statement should be added to brochures, panel cards, newsletters and reports. This should be placed on the back panel of the brochure on the lower right side, or on the inside back panel of the brochure, on the lower right side, set in 6 pt. Helvetica. (Note: This statement can be used only if the piece is printed by an FSC-certified printer, using FSC-certified paper that has at least 10 percent PCW.)

© Baptist Health South Florida
4541 PR-M 12/2013

job number  month/year of publication
Brochures and Publications

All brochures, ads and publications must be clearly branded with one of our Baptist Health logos. The logo or name of the entity should be placed prominently in the layout.

The logo should always be placed on the back cover. Under the logo on the back cover, the website address should be used: in English, BaptistHealth.net, and in Spanish, BaptistSalud.net.
Application

Brochure Colors

Exterior colors

- cmyk 71 - 0 - 59 - 0
- rgb 58 - 186 - 142
- hex 3ABA8E
- pms 7465

- cmyk 100 - 0 - 67 - 47
- rgb 0 - 106 - 81
- hex 006A51
- pms 336

- cmyk 52 - 13 - 33 - 0
- rgb 126 - 182 - 175
- hex 7EB6AF
- pms 563

- cmyk 47 - 23 - 22 - 0
- rgb 140 - 171 - 184
- hex 8CABB8
- pms 549

- cmyk 16 - 2 - 59 - 0
- rgb 219 - 225 - 136
- hex DBE188
- pms 379

Interior bar colors (goes along top of interior of brochure)

- cmyk 100 - 0 - 67 - 47
- rgb 0 - 106 - 81
- hex 006A51
- pms 336

- cmyk 69 - 38 - 50 - 12
- rgb 126 - 182 - 175
- hex 7EB6AF
- pms 563

- cmyk 67 - 47 - 13
- rgb 219 - 225 - 136
- hex DBE188
- pms 379

- cmyk 63 - 20 - 63 - 2

Hospice Care Services

What is hospice?

Hospice is a concept that emphasizes quality of life when medical care cannot offer a cure, or treat disease to its original state. Hospice provides compassionate patient and family-centered care for patients of all ages (including children) with the terminal condition. Hospice team focuses on providing comfort and preserving dignity.

What specific services are provided by hospice?

- Manage pain and other symptoms.
- Provide medications, medical supplies and equipment.
- Provide spiritual support.
- Provide emotional support and counseling to the patient and family.
- Teach family members the skills they need to help with care.
- Deliver special services such as speech and physical therapy, equipment.
- Provide additional special care when pain or other symptoms become too difficult to manage at home.
- Provide bereavement support and counseling.

When is hospice appropriate?

Hospice services are appropriate when the physician states that the expectancy is less than six months. Hospice services can be continued for six months as long as the patient remains eligible.

Special Uses

Exterior colors

Breast Cancer Month
- cmyk 4 - 55 - 0 - 0
- rgb 232 - 142 - 87
- hex E88EBB
- pms 673

Heart Month
- C11 M97 Y100 K2
- rgb 211 - 43 - 39
- hex D32B27
- pms 1795

Interior bar colors

- cmyk 35 - 69 - 21 - 2
- cmyk 28 - 91 - 99 - 29
How do I choose a hospice?

A hospital social worker/case manager can work with you in choosing the best hospice for you. For additional information contact:

Understanding Hospice Care Services
Providing comfort and preserving dignity

Baptist Children’s Hospital  786-596-6527 (Ext. 6652)
Baptist Health Medical Group  786-527-9220 (Ext. 79220)
Baptist Health South Florida  786-527-9169 (Ext. 79169)
Baptist Hospital  786-596-6527 (Ext. 66527)
Baptist Outpatient Services  786-596-3750 (Ext. 63750)
Doctors Hospital  786-308-3193 (Ext. 83193)
Fishermen’s Community Hospital  305-743-5533
Homestead Hospital  786-243-8057 (Ext. 38057)
Mariners Hospital  305-434-1646 (Ext. 41646)
Miami Cancer Institute  786-527-7545 (Ext. 77545)
South Miami Hospital  786-662-5046 (Ext. 25046)
West Kendall Baptist Hospital  786-467-2107 (Ext. 72107)
What is hospice?

Hospice is a concept that emphasizes quality of life when medical care cannot offer a cure, or treatment is no longer desired. Hospice provides compassionate patient- and family-centered care for patients of all ages (including children) with life-limiting conditions. The hospice team focuses on providing comfort and preserving dignity.

What specific services are provided by hospice?

- Manage pain and other symptoms.
- Provide medications, medical supplies and equipment.
- Provide spiritual support.
- Provide emotional support and counseling to the patient and family.
- Teach family members the skills they need to help them provide care.
- Deliver special services such as speech and physical therapy, if appropriate.
- Provide short-term inpatient care when pain or other symptoms become too difficult to manage at home.
- Provide bereavement support and counseling.

When is hospice appropriate?

Hospice services are appropriate when the physician states that life expectancy is less than six months. Services may be provided for more than six months as long as the patient remains eligible.
How to properly wash your hands
Wash hands with soap and water for at least 20 seconds to prevent the spread of germs.

1. Wet hands with warm water.
2. Apply soap and make a lather.
3. Scrub backs of hands, wrists, between fingers and under fingernails for 20 seconds.
4. Rinse well under running water.
5. Use a paper towel until hands are completely dry.
6. If possible, turn off the faucet with a paper towel.

Summary
Antibiotics treat bacterial infections, but in order for them to continue to work, they must be taken properly and for the right reason. Antibiotics should not be used to treat the common cold, a runny nose and most coughs.

No antibiotics for flu or cold, what can I take?
When you have a cold or the flu, here are some ways to help relieve your symptoms:
- Get plenty of rest and drink lots of fluids to stay hydrated.
- Ease your airways with a clean humidifier or cool mist vaporizer, or breathe in steam from a bowl of hot water.
- Use a saline nasal spray or a decongestant.
- Consult with your healthcare provider about taking a pain or fever reliever such as acetaminophen or ibuprofen.
What are antibiotics?
Antibiotics are powerful medications that can have strong side effects.
- They can interact with other medications and cause unintended reactions including rashes, diarrhea, nausea or vomiting.

Are antibiotics safe?
- Antibiotics are responsible for almost emergency department visits for adverse drug events.

Taking antibiotics properly
- Do not take antibiotics for viral illnesses like the common cold or the flu.
- Instead, talk to your healthcare provider about medications to help with symptoms.
- Finish all of the antibiotics prescribed by your physician, even if you feel better in a couple of days.
- Do not share your antibiotics with others.
- Speak to your healthcare provider if you experience any side effects.

Do I really need antibiotics?

<table>
<thead>
<tr>
<th>Illness</th>
<th>Usual Cause</th>
<th>Antibiotic Needed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cold/Runny Nose</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Bronchitis/Chest Cold</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Whooping Cough</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Flu</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Sore Throat (except strep)</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Strep Throat</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Fluid in the Middle Ear</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Urinary Tract Infection</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

Precautions to take
1. Speak Up: Talk to your doctor about any questions or concerns you may have.
2. Keep Hands Clean: Frequently wash your hands with soap and water.
3. Get Smart About Antibiotics: Know if tests were done to ensure that the right antibiotic was prescribed.
4. Know the Signs and Symptoms of Infection: Some skin infections, like MRSA, appear red and are painful, full of pus and warm to the touch.
5. Watch Out for Frequent Diarrhea: Tell your doctor if you have three or more diarrhea episodes in 24 hours, especially while taking an antibiotic. This could be a sign of a Clostridium difficile infection.
6. Protect Yourself: Get vaccinated against the flu and other infections in order to avoid health complications.

What is the risk of taking antibiotics inappropriately?
Misuse or overuse of antibiotics leads to “antibiotic resistance.” This means infections are no longer cured by the initial effective antibiotic and you may require hospitalization in order to treat the more potent resistant bacteria.

Antibiotics are the most common cause of emergency department visits for adverse drug events in children under 18 years of age.
Brochure, duotone images

Subheads on brochures should be in color.

Left panel intro copy should be Baptist green.

Address and website under the logo. If multiple phone numbers are added and copy block gets too long, this info can go above the logo.

Any duotone should stay in the color range of the same color range as the brochure.
Hospital Advertising

Believe in Healthcare that Cares

At Baptist Health South Florida, we’re more than a healthcare organization — we’re a family of workplaces designed to bring together the passion for compassionate care. Baptist Health has a proven record of exceptional patient satisfaction and is the most highly awarded healthcare organization in the region by U.S. News & World Report. We are committed to caring for our patients and improving the health and wellness of the communities we serve.

Vitamins: clearing up the confusion

What vitamins do I need? How much should I take? How often? Confused? Our expert will give a thorough overview of vitamins and supplements so you can have a better understanding.

Free Community Health Program
Thursday, April 6 • 7-8 p.m.
Homestead Hospital
975 Baptist Way
Featuring Marie-Elsie Ade, Pharm.D.

What vitamins do I need? How much should I take? How often? Confused? Our expert will give a thorough overview of vitamins and supplements so you can have a better understanding.

Sweat Out the Stress

Come join us as we sweat out the post-hurricane stress at the beautiful botanical gardens in the Miramar Town Center. Let’s dance the stress away with Zumba and take a moment to pause, breathe, and meditate.

Donations and gift cards will be collected to support Hurricane Irma relief in Monroe County.

Community health ad

Internal flyer

Fishermen’s Community ad
Standard Ads

34.5 pt. Helvetica Neue LT Std, 47 Light Condensed

37 pt. Helvetica Neue LT Std, 77 Bold Condensed

11 pt. Helvetica Neue LT Std, 57 Condensed for body copy, 14 pt. leading, 87 pt. Helvetica Neue LT Std Heavy Condensed for any copy points that need to be bold.

0.9 pt. holding line same color as solid color behind headline and turned on multiply.

8 pt. Helvetica Neue LT Std, 77 Bold Condensed

Go Red:
Rock it. Wear it. Share it.

This if bodycopy goes, the body copy should stay away from the pineapple box so it the body copy should go, this is what the body copy should look like. This is where the new bodycopy goes, the body copy should stay away from the pineapple box so it doesn’t get too close, the copy should always stay away from the pineapple box. Make sure that the copy is away from the pineapple box. Be sure the copy is in a safe area.

Color block is always set to “multiply” mode.

Color bar 3.1” from top of ad.

Scale up the pineapple icon by 140 percent using the scale tool to get the white space needed between the color bar and pineapple icon.

Photo should not interfere with the hero pineapple box. All photos should be photoshopped so that our logo is legible against white.

There should always be some part of an image cutting into the solid color multiply box.

Logo 0.15” inches from base of photo.

7 pt. Helvetica Neue LT Std, 67 Medium Condensed

BaptistHealth.net/Heart

A not-for-profit organization supported by philanthropy and committed to our faith-based charitable mission of medical excellence.
Black & White Ads

Centered on your child

Since 1991, South Miami Hospital’s Child Development Center has provided comprehensive services to help children reach their full capabilities in all areas of development. Our program is well-recognized throughout the community for having the highest standard of quality and expertise in pediatric development assessment, intervention and care.

To schedule a consultation or for more information, call 786-602-5099 or visit BaptistHealth.net/CDC.

Our logo should always be legible against any photo. Photos should be photoshopped so that logo stands out from the image.

Use black and white version of pineapple with outlined box here.

Color block should be 50 percent of solid black.

Holding line should be the same as top block — 50 percent of black.
We are here when you need us
Pastoral Care Services
Spiritual and Emotional Support

Quality same-day surgery
in a comfortable setting

Cholesterol and food: What you need to know
Join us for a fun and informative presentation by our registered dietitian nutritionist.

Kids Culinary Boot Camp
Healthy West Kendall
Learn basic kitchen skills and enjoy a morning with Chef Adrianne Calvo, Baptist Hospital Culinary Ambassador and Rod Knight, Executive Chef at Bamboo Cafe.

"In the midst of winter, I once heard within me, 'My soul, wake up. The worst is past and dawn will come with refreshing winds.'
—Isaiah 41:23

Prayers for special occasions
Before surgery

In times of anxiety

Words of comfort in time of need

Subheads

Subheads in all materials should be written in lowercase throughout.

Healthcare that Cares
Should be written in the above style.

Ad Signature Logo
Any printed materials, banners and posters should use the Healthcare that Cares signature logo.
Digital Signage & Screensavers

Sizing:
Digital Signage: 1920 x 1080
Screensaver: 1024 x 768

If digital signage is on display inside a hospital, the logo is not necessary.

Cholesterol and food: What you need to know

Saturday, September 30
10-11:30 am
Homestead Hospital
975 Baptist Way

Featuring Kelly Keefe,
MPH, RDN, LD/N

Space is limited and registration is required. To register, visit BaptistHealth.net/Wellness or call 786-596-3812.

Nominate a Nurse!
The LANCY award recognizes the extraordinary compassionate and skillful care provided by nurses every day.

Beat Osteoporosis
Free Community Program
Saturday, June 17
10 a.m.-12 noon
Auditorium

Spaces are limited and registration is required. To register, visit BaptistHealth.net/Wellness or call 786-596-3812.
Cholesterol and food: What you need to know
Saturday, September 30 • 10-11 a.m.
Homestead Hospital • 975 Baptist Way

Free Senior Health Fair
Wednesday, September 13
10 a.m. - 1 p.m.
2 Andalasia Avenue • Coral Gables

Kids Culinary Boot Camp
July 27 and August 10 • 9:30 - 11 a.m.
Some part of image should always be placed behind the multipy color bar — even if that means adding sky or more background to an image.

Type can switch from bold to light depending on what part of the headline you want to emphasize more.

Having trouble breathing or managing a chronic pulmonary condition?

The Lung Health Program can help.

Learn More

Some part of image should always be placed behind the multipy color bar — even if that means adding sky or more background to an image.
Intranet & Home Page Banners

SPECS FOR INTRANET BANNERS:
Recently we adjusted the designs of the Intranet rotating banner to 694 px x 176 px (the sacred 7). Be careful with the 1-7 buttons that cross the middle of the banner’s bottom part. No letters/design under the bars. Match the cream tone that goes around the frame.

Facility Home Page Banner Specs: 960 x 364 px (jpeg)

Free Senior Health Fair

Wednesday, September 13
10 a.m.-1 p.m.

Tropical Storm Watch
Stay up to date with the latest information.
Learn More

Honored to be #1
Baptist Hospital
Bethesda Hospital East
Homestead Hospital
South Miami Hospital
West Kendall Baptist Hospital
Doctors Hospital
Learn More

Rectangle outside the rounded corners has to match the color of the bottom banner (light beige).
Pull-up Banners

The human approach is the Baptist way.
Vitamins: clearing up the confusion

What vitamins do I need? How much should I take? How often? Confused? Our expert will give a thorough overview of vitamins and supplements so you can have a better understanding.

Free Community Health Program
Thursday, April 6 • 7-8 p.m.
Homestead Hospital
975 Baptist Way
Featuring Marie-Elsie Ade, Pharm.D.

Space is limited and registration is required.
Visit BaptistHealth.net/Wellness or call 786-596-3812.

Beat Osteoporosis
Free Community Program
Saturday, June 17 • 10 a.m.-12 noon
Homestead Hospital • 975 Baptist Way Auditorium
Featuring Francisco Jou, certified exercise physiologist

Enjoy a light breakfast, lecture by our expert and demonstration of osteo-fighting exercises. Take advantage of free nutrition materials and osteoporosis heel screenings.

Space is limited and registration is required. Visit BaptistHealth.net/Wellness or call 786-596-3812.
BaptistHealth.net

Tele-Pharmacy

Tele-Pharmacy FREE consultations
We are the only home care agency in the nation that offers a free consultation with a pharmacist by phone or two-way video conference. Our home health caregivers are there to:

- Participate in the consultation if you wish.
- Make sure you get expert answers to your medication questions.
- Serve as your contact with the pharmacist.
- Review your medications and provide tips for better outcomes.
- Discuss affordable medication alternatives.
- Monitor your allergies, side effects or any other concerns.
- Advise you about foods you should eat as well as those to avoid.

Please call our office to set up your free consultation:
786-596-3010
8:30 a.m.-5 p.m. — 7 days a week

Who can benefit from a Tele-Pharmacy service?

| Patients with multiple conditions | Patients with recent hospitalization | Patients with a recent fall | Team of multidisciplinary physicians |

Please call our office to set up your free consultation:
786-596-3010
8:30 a.m.-5 p.m. — 7 days a week
BaptistHealth.net

Sweat Out the Stress

Come join us as we sweat out the post-hurricane stress at the beautiful botanical gardens in the Miramar Town Center. Let’s dance the stress away with Zumba and take a moment to pause, breathe, and meditate.

Registration is required.
Please call 786-596-3812 or email Programs@BaptistHealth.net.
For a complete listing of programs, visit BaptistHealth.net/Wellness.

Donations and gift cards will be collected to support Hurricane Irma relief in Monroe County.

Tuesday, September 26
6-7:30 p.m.
Miramar Cultural Center
Botanical Garden
2400 Civic Center Place
Miramar, FL 33025

A not-for-profit organization supported by philanthropy and committed to our faith-based charitable mission of medical excellence. For giving opportunities, visit BaptistHealth.net/Foundation

BaptistHealth.net

Flyers printed internally do not bleed. They have a white border around them.
Baptist Health has embarked on a series of initiatives aimed at enhancing the surgical experience for surgeons and patients. As a result, we have standardized policies and procedures for all the hospital operating rooms within Baptist Health. As our key partners, office managers and schedulers are invited to attend one of two educational sessions on the new surgical scheduling process.

To attend one of the two sessions, kindly RSVP to Christie Fietes at ChristieF@BaptistHealth.net or call 305-297-0355.

Lunch Session on Wednesday, October 18 at 12 noon
Victor E. Clarke Education Center, near the Emergency Department
6200 SW 73 St.

Evening Session on Tuesday, October 24 at 6 p.m. (hors d’oeuvres will be served)
Miami Cardiac & Vascular Institute (Conference Rooms, 5th floor)
8900 N. Kendall Drive

To attend one of the two sessions, kindly RSVP to Christie Fietes at ChristieF@BaptistHealth.net or call 305-297-0355.
Breathe Strong for your health

If you have shortness of breath, wheezing or a chronic cough, please join us for this educational event on Chronic Obstructive Pulmonary Disease (COPD), in English and Spanish, and take control of your health.

Space is limited and registration is recommended. RSVP at BaptistHealth.net/Wellness.
For more information, call 786-596-3812
For more information on COPD, visit COPD Foundation.org

Breathe Strong
Saturday, November 4
9 a.m. - 2 p.m.
West Kendall Baptist Hospital
9555 SW 162 Ave., Miami

- Experts will discuss COPD, lung cancer, pulmonary rehabilitation and electronic cigarettes.
- Get a flu vaccine and free health screenings.
- Enjoy lunch and free parking.

Text can be highlighted with color of primary or corresponding secondary color, whichever color stands out the most.

Logo always lower right-hand side.

Holding line is always the same color as the top bar.

0.6 pt. rule
Coming together for your health.
Robert Udelsman, M.D.,
MBA, FACS, FACE

Specialty
Endocrine Surgery

Education, Fellowships and Training
Medical School — George Washington University
School of Medicine and Health Sciences, Washington, D.C.
Residency — Surgery, The Johns Hopkins Hospital, Baltimore, Md., served as the Halsted Chief resident
Fellowships — Surgical Oncology, Surgery Branch, Division of Cancer Treatment, The National Cancer Institute, Bethesda, Md.
Endocrinology, Developmental Endocrinology Branch, The National Institute of Child Health and Human Development, Bethesda, Md.
Gastrointestinal Surgery, The Johns Hopkins Hospital, Baltimore, Md.

Board Certification
Surgery

About Dr. Udelsman
Dr. Udelsman is chief of endocrine surgery and director of the Endocrine Neoplasia Institute at Miami Cancer Institute. He is world-renowned for his innovative and highly successful surgical approach for performing parathyroid and thyroid operations. He has dedicated much of his career to the development of minimally invasive endocrine procedures, performing more than 6,000 thyroid and 2,500 parathyroid procedures. He was one of the first in the world to pioneer minimally invasive parathyroidectomy and the first in the U.S. to perform thyroid and parathyroidectomies via the mouth, avoiding visible scarring. He also was an early adopter of laparoscopic adrenalectomy. Dr. Udelsman’s clinical research results have appeared in more than 300 publications. He has been honored with numerous awards and is a member of 30 national and international professional societies and seven scientific journal editorial boards.

Conditions Treated
- Endocrine Tumors
- Goiters
- Hyperparathyroidism
- Parathyroid Disorders and Cancer
- Thyroid Nodule and Cancer

Procedures Performed by Physician
- Endocrine Surgery
- Minimally Invasive Endocrine Surgery
- Oncologic Endocrine Surgery
- Parathyroid Surgery
- Thyroid Surgery
- Trans-Oral Thyroidectomy

Contact
Miami Cancer Institute
8900 North Kendall Dr.
Miami, FL 33176
786-596-2000
MiamiCancerInstitute.com
Commissioner Joe Martinez, Baptist Children’s Hospital, West Kendall Baptist Hospital, Little Swimmers, Miccosukee Tribe of Indians of Florida and Miami-Dade Fire Rescue will host a free Water Safety Splash Day that will feature educational information for children and adults of all ages. Activities will include a pool safety presentation, mock drowning and CPR demonstrations, and basic swim lessons. The program is free, but registration is required.

**Water Safety Splash Day**

**Saturday, May 20**
**9 a.m.-12 noon**
Miccosukee Golf & Country Club (Poolside)
6401 Kendale Lakes Dr., Miami

**REGISTER NOW**

**Healthy West Kendall Kids Culinary Boot Camp**

Learn basic kitchen skills and enjoy a morning with Chef Adrianne Calvo, West Kendall Baptist Hospital Culinary Ambassador and Rod Knight, Executive Chef at Bamboo Cafe.

Participants will work with the chefs to prepare a healthy and delicious treat! Parents may join their children. Space is limited. Registration is required.

**August 10**

$10 per child (includes snack)
Ages 8-14 • 9:30-11 a.m.

To register, visit BaptistHealth.net/Events

---

Baptist Health South Florida
An Academic Affiliate of the FIU Herbert Wertheim College of Medicine
Powerpoint

Sizes:
- Standard (4:3)
- Widescreen (16:9)

Font families:
- Arial
- Arial Narrow

Slide Title
Baptist Health Quality Network Seal

The Baptist Health Quality Network seal must be used in conjunction with the logo. It is not a logo, therefore the seal should not be used alone.

The silver seal is the preferred option to use in all collateral material (print and web).

To ensure the visibility of our pineapple and letters, the black, white and green versions should be used in cases where reproduction of the silver seal is not recommended. These cases include, but are not limited to, black and white ads, promotional items and small-size print (3/4” or .75”).

Lab coats and embroidered apparel for Baptist Health Quality Network should not have the seal.

Sizes not permitted.

White is used as a preferred option for dark backgrounds. This option has very thin lines. Use when reproduction is high quality.
Promotional Items

Quality
The purpose of handing out promotional items is to promote Baptist Health’s hospitals, medical plazas, particular services or departments. When people see the Baptist Health brand, they expect the high quality that we’re known for, so it is important to be selective in choosing promotional items that will be imprinted with our logo. Careful consideration should be given to the item selected. For example:

Construction
Does it fall apart easily? Does it chip? Does it feel like a low-quality item? Will a child handle it?

Appropriateness
What is the value in giving out this item at this particular event? Is there a clear connection between the item and the purpose of the event? Has the target audience been considered?

Safety
Does it contain elements that could be harmful to users?

Color
Is the color too bold? Does it reflect the professional and conservative image of Baptist Health? Was consideration given to the sensitive nature of healthcare?

General Corporate Guidelines
In addition to product quality, style standards for colors, logo use and imprint criteria should be followed.

- Our primary logo colors are PMS 336 (square), black (letters) and white (pineapple). Multicolor imprints should be green, black and white. One-color imprints can be either all black or all white, depending upon the color of the item ordered.

- Our logos are often too large for some promotional items, but the pineapple should never be used outside the box to accommodate a small imprint area.

- There should always be a call to action (a phone number or, in some cases, a website) placed on the promotional item.

- Preferred product colors for promotional items are green, white, black, silver and gray. Red and blue are also acceptable when the preferred colors are not available. Red is also acceptable for heart month-related items, and light shades of pink are acceptable for breast cancer awareness-related items. In addition to product quality, style standards for colors, logo use and imprint criteria should be followed.
Marketing and Communications has satellite offices at each hospital and for Baptist Outpatient Services. Before any communications pieces are created, such as brochures, flyers or signs, the site marketing and Communications manager must be involved. Marketing and Communications should also be involved any time a Baptist Health logo is used.

<table>
<thead>
<tr>
<th>Marketing and Communications Site Offices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Baptist Health Medical Group</strong></td>
</tr>
<tr>
<td>Baptist Hospital, Baptist Children’s Hospital and Miami Cardiac &amp; Vascular Institute</td>
</tr>
<tr>
<td><strong>Baptist Outpatient Services</strong></td>
</tr>
<tr>
<td><strong>Corporate</strong></td>
</tr>
<tr>
<td><strong>Doctors Hospital</strong></td>
</tr>
<tr>
<td><strong>Homestead Hospital</strong></td>
</tr>
<tr>
<td><strong>Human Resources</strong></td>
</tr>
<tr>
<td><strong>Mariners Hospital</strong></td>
</tr>
<tr>
<td><strong>South Miami Hospital</strong></td>
</tr>
<tr>
<td><strong>West Kendall Baptist Hospital</strong></td>
</tr>
</tbody>
</table>

- 786-596-8206
- 786-596-4585
- 786-596-3404
- 786-527-9077
- 786-308-3410
- 786-243-8664
- 786-596-1012
- 305-434-1020
- 786-662-5015
- 305-467-2027