



Identity Standards

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GLOSSARY

1.1 OUR BRAND

Our brand defines who we are and what we stand for as an organization. Much more than a logo, a brand should guide all we do, including how we look, sound and behave. Having a strong brand is important to help people understand all we do and why to choose us over someone else, ultimately creating a more successful business and a more engaging place to work. Brand is not simply a marketing responsibility; we all play a critical role in managing, growing, and delivering on our brand every single day.

1.2 LEGAL OVERVIEW AND NAME

ETSU Health is the outward-facing brand that includes the pursuits of ETSU's thriving Academic Health Science Center and the clinical components of ETSU Physicians & Associates, and Northeast Tennessee Community Health Centers, Inc.

East Tennessee State University health science colleges consist of:

- College of Clinical and Rehabilitative Health Sciences
- College of Nursing
- Quillen College of Medicine
- Bill Gatton College of Pharmacy
- College of Public Health

Our legal name

ETSU Health is not a legal entity, or a "Doing Business As" name. There is still a need to use "East Tennessee State University," "ETSU Physicians & Associates" or "MEAC", and Northeast Tennessee Community Health Centers, Inc. as required to indicate the respective legal names and identities:

Policies: All policies need to include the name of the major entity or sub entity and the legal entity to whom they apply. Policies should not include ETSU Health branding

Contracts and other legal and business documents: ETSU Health is not a legal entity. For most documents of a legal or business nature, the established processes of the respective entities that make up ETSU Health should be followed. ETSU Health branding should generally not appear on legal documents.

Stationery: Please refer to section 4.1-4.11

Advertising: Please refer to section 6.1-6.4b

Signage: Please refer to section 8.4 & 8.5

1.2 LEGAL OVERVIEW AND NAME (CONTINUED)

Governance

ETSU Health is the outward-facing brand used by three separate legal entities each with their own governance structures:

- East Tennessee State University
- ETSU Physicians & Associates
- Northeast Tennessee Community Health Centers, Inc.

The services and activities of East Tennessee State University are governed by the ETSU Board of Trustees. The services and activities of ETSU Physicians & Associates are governed by their board of directors. The services and activities of Northeast Tennessee Community Health Centers, Inc. are governed by their board of directors.

Educational and academic programs

It is recommended to use ETSU in names of the Health Sciences college, schools, centers and institutes or in student-related materials.

Do use ETSU Health branding for:

- Educational materials that promote clinical or patient care
- Community health outreach initiatives (e.g. mobile clinics, screenings, health fairs)

Research

Do NOT use ETSU Health branding.

Do use ETSU for:

- Promoting clinical trials
- Grant applications
- Clinical research presentations (e.g., PowerPoint presentations, posters, etc.)

Employment and recruitment

Use the hiring employer's name for recruitment and employment efforts: East Tennessee State University, ETSU Physicians & Associates, or Northeast Tennessee Community Health Centers, Inc.

Do use ETSU Health branding on employment and recruitment materials that also are strictly promotional in nature.

Do use ETSU Health branding in communications specifically targeting team members of the respective entities that make up ETSU Health.

1.2 LEGAL OVERVIEW AND NAME (CONTINUED)

Sponsorships

Do use ETSU Health branding.

Exceptions will be evaluated on a case-by-case basis.

News releases

Do use ETSU Health branding.

All news release must contain the following boilerplate:

About ETSU Health

ETSU Health is the outward-facing brand that includes the pursuits of ETSU's thriving Academic Health Science Center and the clinical components of ETSU Physicians & Associates, and Northeast Tennessee Community Health Centers, Inc.. For more, please visit ETSUhealth.org

Land Ownership

Do NOT use ETSU Health branding.

Medical Records

All documents — medical history, discharge summaries, etc. — need to include the name of the provider-based facility or physician office

1.3 BRAND ARCHITECTURE

Brand architecture helps people understand the full breadth and depth of what we offer by defining the relationship between all the different pieces of our portfolio. The brand architecture is designed from an outside-in perspective for the optimal experience, maximizing brand value.

To make it simpler for our various audiences to understand all we do and deliver, we have adopted a masterbrand strategy. Our masterbrand is ETSU Health, which is the reference point for everything we do. The primary challenge in executing a masterbrand strategy is the discipline required to keep our communications and activities on brand, yet doing so offers significant benefits:

- Demonstrates our commitment to collaborative care across the continuum
- Makes it easier for our audiences to understand all we do
- Creates efficiencies and cost savings by focusing resources on building a single, more powerful brand

LEVEL 1 MASTERBRAND

ETSU Health is the outward-facing brand that encompasses the educational, clinical and research pursuits of the ETSU Academic Health Science Center, as well as the clinical components of ETSU Physicians & Associates, and Northeast Tennessee Community Health Centers, Inc.

ETSU Health



LEVEL 2 MAJOR ENTITIES

The core elements of ETSU Health that represent strategic, comprehensive, integrated offerings that make us who we are.

Brands at this level are “locked-up” with the primary logo.

Colleges



Clinical Sites



LEVEL 3 SUB-ENTITIES

Sub-entities are entities that fall within, or are considered to be smaller than major entities.

At this level sub-entities are treated remotely from the primary logo.

Departments

Specialties

Programs and Services



1.4 ENTITY LISTING

ETSU Health is a not a legal entity. ETSU Health is the outward-facing brand that includes the pursuits of ETSU's thriving academic health science center and the following affiliates:

- ETSU Physicians & Associates
- Northeast Tennessee Community Health Centers, Inc.

EAST TENNESSEE STATE UNIVERSITY CLINICS

Behavioral Health and Wellness Clinic	Family Medicine Johnson City
Center for Audiology and Speech-Language Pathology	Family Medicine Kingsport
Community Counseling Clinic	Gary E Shealy Memorial ALS Clinic
Concussion Management Program	University Health Center
Dental Hygiene Clinic	University School Clinic
Family Medicine Bristol	

ETSU PHYSICIANS & ASSOCIATES CLINICS

BucSports	OB/GYN Elizabethton
Cardiology	Osteoporosis Center
Cardiology Elizabethton	Pediatrics
Fertility, FPMRS & Urogynecology	Pediatrics Elizabethton
GYN Oncology	Pediatric Subspecialties
Infectious Disease	Psychiatry
Internal Medicine - Johnson City	Surgery
Internal Medicine - Kingsport	
OB/GYN	

NORTHEAST TENNESSEE COMMUNITY HEALTH CENTERS, INC.

Hancock County Elementary School Based Health Center
Hancock County Middle/High School Based Health Center
Johnson City Community Health Center
Johnson City Downtown Day Center
Mountain City Extended Hours Health Center

EAST TENNESSEE STATE UNIVERSITY HEALTH SCIENCE CENTER COLLEGES & SCHOOLS

Bill Gatton College of Pharmacy
College of Clinical and Rehabilitative Health Science
College of Nursing
College of Public Health
Quillen College of Medicine

2.1 THE LOGO

The official ETSU Health logo is a representation of both our history and our vision for the future. It is a graphic identity that is representative of our deeply rooted traditions and our longstanding commitment to excellence.

The ETSU Health logo consists of two elements. The ETSU Health logo consists of a banner in a traditional style depicting an E with the shape of the state of Tennessee serving as the middle arm of the E.

The second element of the logo is a customized rendering of ETSU Health in a modified version of the type font, Rotis Serif. The special design treatment adds character and refinement and renders it unique to ETSU Health.

The ETSU Health logo is at once classic and contemporary, appropriate for an organization respectful of its heritage while being innovative and visionary in its healthcare mission for the future.

2.2 PRIMARY LOGO

There is one primary version of the ETSU Health logo. Whenever possible, a primary version of the ETSU Health logo must be used, printed in the specified PMS colors or in a process color conversion of those PMS colors.

PRIMARY LOGO FORMAT



2.3 SIZE AND SPATIAL GUIDELINES

MINIMUM CLEAR AREA

When the logo is used in marketing materials together with photography, illustration, or other typography, a minimum amount of clear space must surround the logotype. This space is equivalent to the width of .25".



MAJOR ENTITY LABEL PLACEMENT

When representing a major entity, the label must be placed .15" below and right-aligned with the main ETSU Health logo.

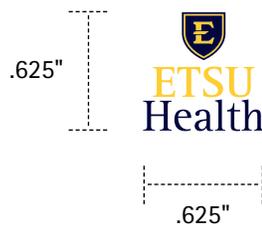
The same standards apply to the minimum clear area of .25" surrounding both the logotype and entity label.



MINIMUM REPRODUCTION SIZE

The primary horizontal logo with graphic mark may not be reproduced any smaller than 1.5 inches in width.

The primary stacked logotype cannot be reproduced any smaller than .625 inches in width and height.



LOGO

2.4 LOGO VARIATIONS

The use of the logo has to be more flexible than the standard two-color positive image. These logo variations provide choices for all communication materials that represent ETSU Health.

The preference is to always have the logo on a navy background. If navy is not an option, then a white or gold background should be used.

The graphic E should always be lighter in value than the banner; the banner should always be in black or navy. When placed on a dark background the outside of the banner acts as a bounding box and will blend in with the background color. **Do not print the mark in colors other than the PMS 282, PMS 123, black or white.**

These variations also apply to the primary logotype and alternate format versions of the logo.

TWO COLOR (PREFERRED) / WHITE, PMS 123 ON PMS 282 BACKGROUND



TWO COLOR (SECONDARY) ON WHITE BACKGROUND



TWO COLOR (SECONDARY) ON GOLD BACKGROUND



ONE COLOR / BLACK/BLUE



BLACK



BLUE

ONE COLOR / WHITE



WHITE

Rectangles represent background colors. Logo not to be placed in rectangles.

2.5 STACKED LOGO

The ETSU Health stacked logo was designed for secondary graphic applications, such as campus banners, bags, and brand merchandise. **The monogram is never a replacement for the primary logo**, especially in the case of key external applications, such as clinic or department materials, the web site and the magazine. It is acceptable to use the following alternate logo format if printed on a white or ETSU Health Blue background in the specified PMS colors, or in a process color conversion of those PMS colors.

Note: Do not attempt to recreate the stacked logo.

ETSU HEALTH STACKED LOGO



LOGO

2.6 MULTIPLE CLINICAL SETTINGS

Multiple Clinical Settings can be presented with the ETSU Health logo to identify each as a part of ETSU Health.

IDENTIFYING MULTIPLE CLINICAL SETTINGS AS A PART OF ETSU HEALTH



2.7 ACADEMIC AFFILIATION STATEMENT

To show the relationship between ETSU Health and the academic colleges, the following statement and logo should be included on all printed materials and other mediums as deemed appropriate for academic use.

ETSU HEALTH LOGO WITH STATEMENT



ETSU Health is the outward-facing brand that includes the pursuits of ETSU's thriving Academic Health Science Center and the clinical components of ETSU Physicians and Associates, and Northeast Tennessee Community Health Centers, Inc. For more, please visit ETSU.edu and ETSUhealth.org

2.8 DO THE RIGHT THING

Using the official logo correctly will maintain consistency and respect for the ETSU Health identity. Please follow the guidelines at right. These guidelines also apply to the primary logotype and alternate format versions of the logo.

Do not use more than one Clinical Setting logo in the same space.

Do use the primary form of the ETSU Health logo whenever possible.

Do maintain the minimum clear space and reproduction size specifications (see 2.3).

Do print the two-color version of the logo on a white background when possible.

Do consult this style guide when in question.



DO NOT use the reverse of the logo (see logo variations for color options).



DO NOT place other graphics on or close to the logo.



DO NOT print the logo in a color other than those specified in section 2.4.



DO NOT apply special graphic effects to the logo.



DO NOT alter the composition of the logo. *DO NOT* separate the “Banner E” from the wordmark.



DO NOT re-create the logo—digital files are available by emailing identity@etsu.edu.



DO NOT distort the proportion of the elements of the logo.

Do not incorporate the "Banner E" or the wordmark with the bars into other logos or graphic art. The "Banner E" and the "ETSU Health" wordmark should never be separated.

2.9 BACKGROUNDS: DO THE RIGHT THING

Using the official logo correctly will maintain consistency and respect for the ETSU Health identity. Please follow the guidelines at right. These guidelines also apply to the primary logotype and alternate format versions of the logo.

Do not use more than one clinical setting logo in the same space.

Do use the primary form of the logo whenever possible.

Do maintain the minimum clear space and reproduction size specifications (see 2.3).

Do print the two-color version of the logo on a white background when possible.

Do use the primary logo on a contrasting background color or contrasting geometric background.

Do consult this style guide when in question.

INCORRECT LOGO USE



DO NOT print the logo on a patterned or speckled paper.



DO NOT place a logo with the same color text or lines on the same color geometric background.



DO NOT place the logo on a cluttered or busy background.



DO NOT print the color version of the logo on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.



DO NOT place the logo over a picture.



DO NOT place the logo on a gradient background

CORRECT LOGO USE



DO place the opposite color logo on an opposite color geometric background.



DO place the opposite color logo on an opposite color background.

3.1 LOGO TYPOGRAPHY

Rotis Serif is the typeface used for the ETSU Health logo. The typography in the logo cannot be rearranged or modified in any way. Rotis Sans Serif is used for stationery. Use of these typefaces should be restricted to logo and stationery (*i.e., letterhead, business cards, envelopes*) use only.

ROTIS SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZabcdefghijklmnopqrstuvwxyz
 &1234567890\$@#%*~().,-:;!/?/”

ROTIS SANS SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZ abcdefghijklmnopqrstuvwxyz
 &1234567890\$@#%*~().,-:;!/?/”

3.2 PRIMARY TYPOGRAPHY

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all creates a voice. It's why typography is such an essential component of our brand's visual identity.

Alternate typeface for correspondence

Georgia, Arial, and Times New Roman, standard on most computers, are acceptable when letters or memos are created in word-processing software and laser-printed on official stationery.

Typography for electronic media

Arial and Helvetica can be used for email and other electronic media, such as Power Point presentations. It is most important in electronic media that the chosen typeface is clear, easy to read, and professional-looking. Choices for Power Point presentations are Arial, Georgia, and Times New Roman.

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZabcdefghijklmnopqrstvwxyz
 &1234567890\$@#%*~().,-:;!?/"

ROBOTO SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZabcdefghijklmnopqrstvwxyz
 &1234567890\$@#%*~().,-:;!?/"

ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZabcdefghijklmnopqrstvwxyz
 &1234567890\$@#%*~().,-:;!?/"

GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZabcdefghijklmnopqrstvwxyz
 &1234567890\$@#%*~().,-:;!?/"

3.3 PRIMARY COLOR PALETTE

The ETSU Health color palette combines the classic blue and gold.

The representation of color throughout this guide is not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available for viewing at University Relations.

ETSU HEALTH BLUE

PMS: 282
CMYK: C 100 M 90 Y 13 K 68
RGB: R 4 G 30 B 66
HTML: 041E42

ETSU HEALTH GOLD

PMS: 123
CMYK: C 0 M 19 Y 89 K 0
RGB: R 255 G 199 B 44
HTML: FFC72C

GOLD (UNCOATED ONLY)

PMS: 121
CMYK: C 0 M 8 Y 70 K 0
RGB: R 253 G 215 B 87
HTML: FDD757

3.4 SECONDARY COLOR PALETTE

Some combination of ETSU Health gold (PMS 123) and blue (PMS 282) should always be used prominently to help build recognition and association with the ETSU Health brand. The colors at right have been selected as accent colors for ETSU Health. Note that these supporting colors are intended to complement but never replace our primary colors.

ETSU Health also has a secondary color palette available to provide flexibility in the use of color while promoting a consistent, coordinated appearance in our marketing and communication materials. Use the supporting colors in all media, including print, web, and other electronic communications. Formulas for printed materials are included in the table at right but may also be obtained from Identity.

In most cases, **no more than two or three of the supporting colors should be used in your materials.** The addition of too many additional colors can dilute your design and mask the primary university colors. Other similar shades of these colors may also be used with consent of Identity.

The representation of color throughout this guide is not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available for viewing at University Relations.

SECONDARY COLOR PALETTE



PMS: 429
 CMYK: C 65 M 43 Y 26 K 78
 RGB: R 162 G 170 B 173
 HTML: A2AAAD



PMS: 432
 CMYK: C 65 M 43 Y 26 K 78
 RGB: R 51 G 63 B 72
 HTML: 333F48



PMS: 7476
 CMYK: C 89 M 22 Y 34 K 65
 RGB: R 13 G 82 B 87
 HTML: 0D5257



PMS: 623
 CMYK: C 37 M 4 Y 26 K 10
 RGB: R 164 G 185 B 173
 HTML: 8AB9AD



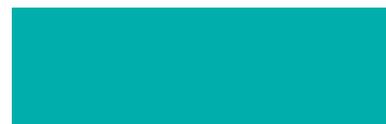
PMS: 7461
 CMYK: C 96 M 24 Y 1 K 3
 RGB: R 0 G 125 B 186
 HTML: 007DBA



PMS: 629
 CMYK: C 36 M 0 Y 9 K 0
 RGB: R 155 G 211 B 221
 HTML: 9BD3DD



PMS: 1215
 CMYK: C 0 M 6 Y 53 K 0
 RGB: R 251 G 216 B 114
 HTML: FBD872



PMS: 326
 CMYK: C 81 M 0 Y 39 K 0
 RGB: R 0 G 178 B 169
 HTML: 00B289



PMS: 701
 CMYK: C 0 M 58 Y 13 K 0
 RGB: R 230 G 134 B 153
 HTML: E68699



PMS: 520
 CMYK: C 67 M 95 Y 4 K 16
 RGB: R 100 G 47 B 108
 HTML: 642F6C

3.5 COLOR USAGE

To consistently achieve the right balance of color throughout our communications, refer to the color wheel for proper proportions. It's not a precise mathematical system, but this chart should provide an idea of relative use.

Instantly recognizable as ETSU Health, our core colors should dominate all communications, including:

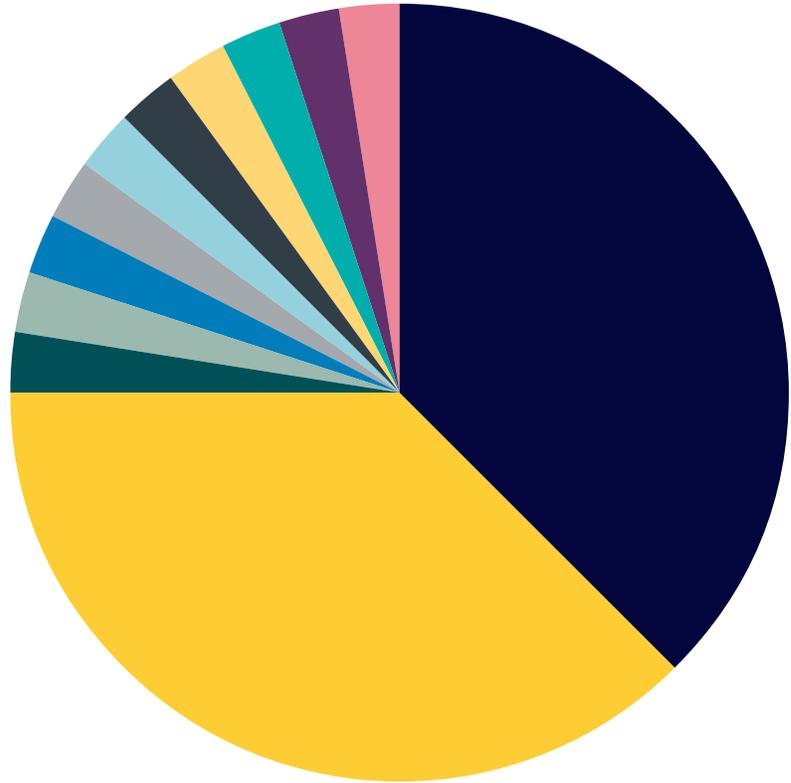
- Publication Covers*
- Website pages*
- Billboards*
- Digital and print advertisements*
- Formal invitations*
- Recruitment materials*

Our secondary palette adds balance and flexibility to our communications while keeping the brand fresh for external audiences.

They are generally intended to accent our primary palette and should only appear separate from ETSU Health's gold and blue in particular communications, such as:

- Non-marketing materials*
- Interior pages of publications*
- Internal communications*

COLOR PROPORTION



3.6 PEDIATRICS COLOR PALETTE

The ETSU Health Pediatrics color palette intends to extend the color options to include brighter shades that appeal to children while maintaining a consistent, coordinated appearance in our marketing and communication materials.

The representation of color throughout this guide is not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available for viewing at University Relations.

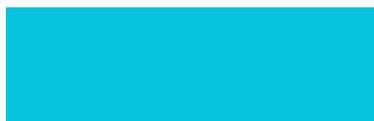
SECONDARY COLOR PALETTE



PMS: 1575 C
CMYK: C 0 M 59 Y 90 K 0
RGB: R 255 G 127 B 50
HTML: FF7F32



PMS: 389 C
CMYK: C 15 M 0 Y 99 K 0
RGB: R 208 G 223 B 0
HTML: D0DF00



PMS: 311 C
CMYK: C 65 M 0 Y 6 K 0
RGB: R 5 G 195 B 221
HTML: 05C3DD



PMS: 213 C
CMYK: C 0 M 95 Y 9 K 10
RGB: R 227 G 28 B 121
HTML: E31C79



PMS: 185 C
CMYK: C 0 M 100 Y 89 K 0
RGB: R 228 G 0 B 43
HTML: E4002B



PMS: 102 C
CMYK: C 0 M 0 Y 100 K 0
RGB: R 259 G 227 B 0
HTML: FCE300



PMS: 271 C
CMYK: C 44 M 38 Y 0 K 0
RGB: R 154 G 155 B 2120
HTML: 9A9BD4



PMS: 300 C
CMYK: C 100 M 56 Y 0 K 3
RGB: R 0 G 94 B 184
HTML: 005EB8



PMS: 466 C
CMYK: C 8 M 23 Y 52 K 15
RGB: R 198 G 170 B 118
HTML: C6AA76



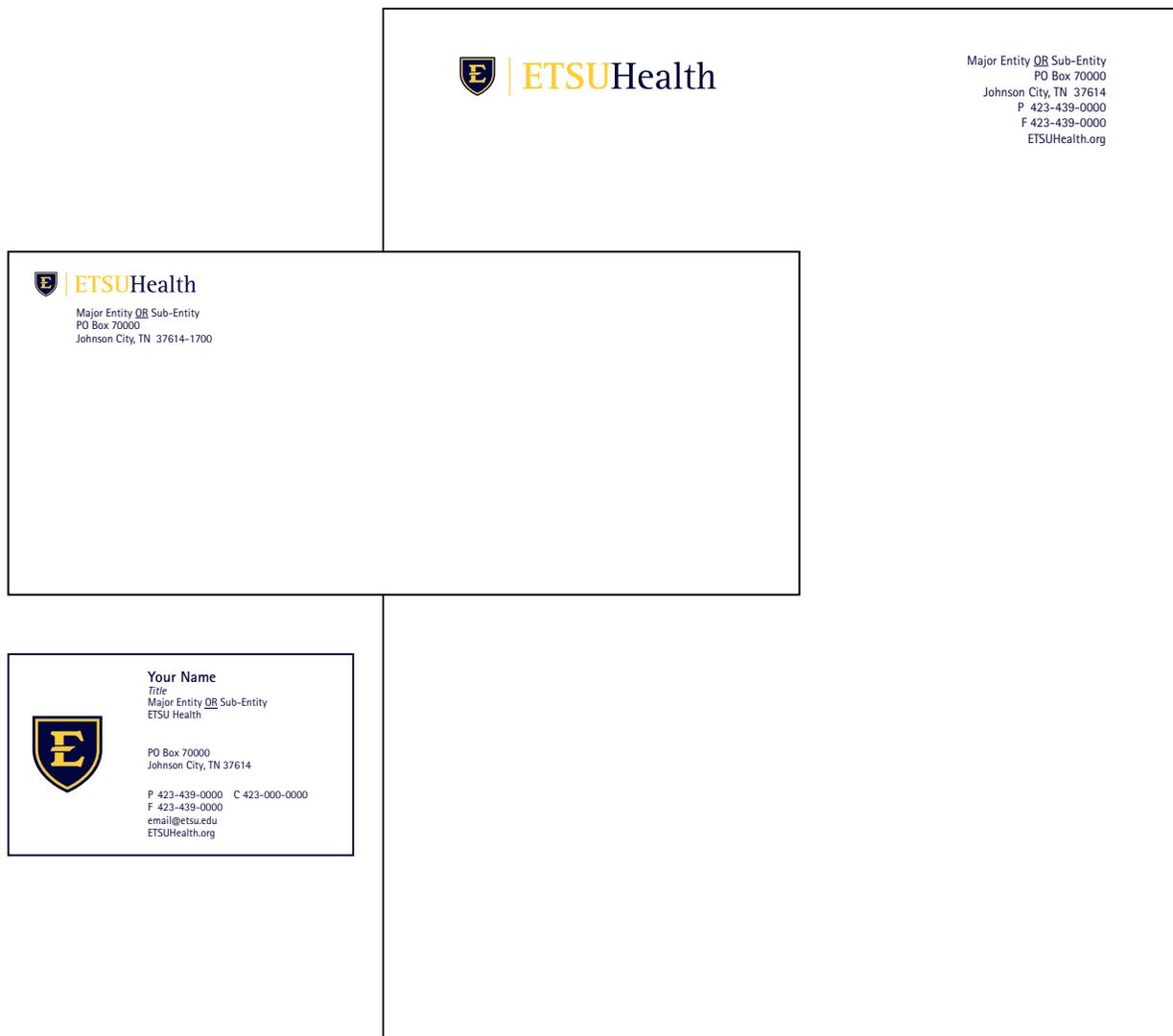
PMS: 483 C
CMYK: C 21 M 80 Y 81 K 69
RGB: R 101 G 48 B 36
HTML: 653024

4.1 THE STATIONERY SET

Stationery plays an important role in representing ETSU Health. Adhering to the guidelines in this manual will help ETSU Health maintain a consistent image. The following pages contain diagrams to aid in the production of these pieces.

For footer, please refer to section 1.2 of the ETSU Health identity standards for proper classification.

BUSINESS CARD / ENVELOPE / LETTERHEAD



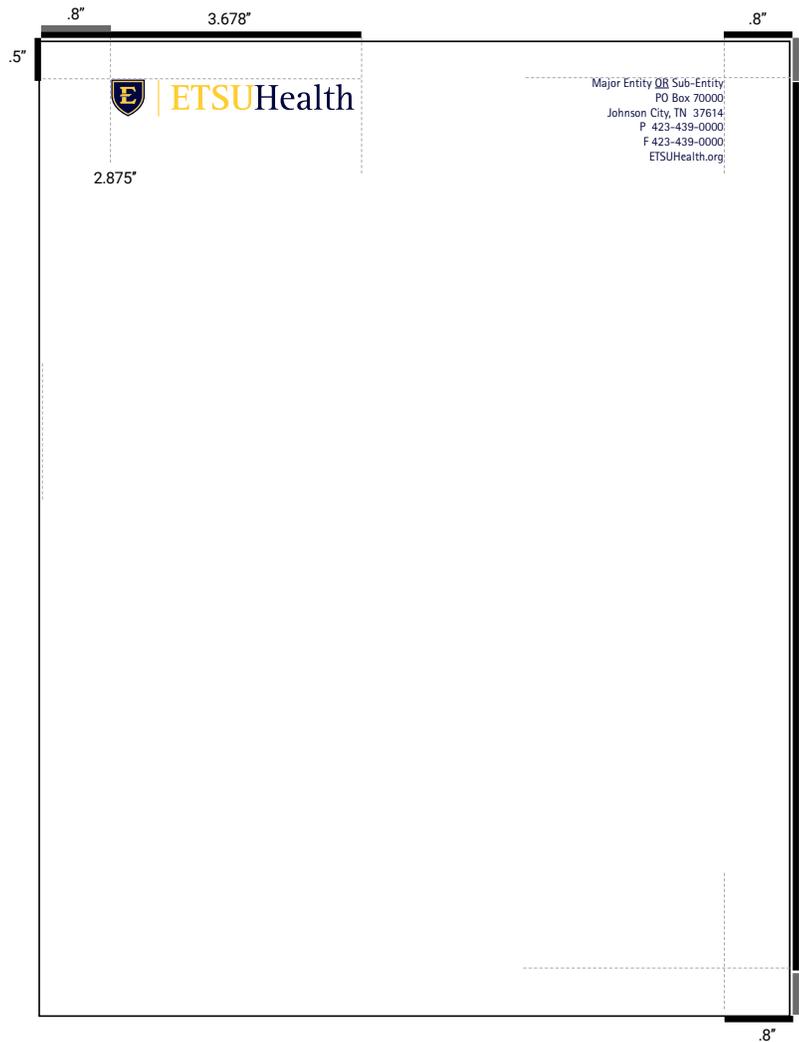
4.2 LETTERHEAD

The logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified at right. It is not permissible to personalize the ETSU Health letterhead.

If producing letterhead through a commercial printer, please use the specifications below.

For footer, please refer to section 1.2 of the ETSU Health identity standards for proper classification.

LETTERHEAD



SIZE

8.5 x 11

PAPER

25% cotton recycled
bright white
24#

PRINTING INKS

PMS 282 and PMS 123

ADDRESS INFORMATION

10 pt. Rotis Sans
right justified

OWNERSHIP INFORMATION

9 pt. Rotis Sans Italic
centered-bottom

4.3A LETTER FORMAT FOR MULTIPLE LOCATIONS

The guidelines written in the sample letter at right are for laser printing correspondence on the institutional letterhead.

For footer, please refer to section 1.2 of the ETSU Health identity standards for proper classification.

SAMPLE LETTER

1"

2.125"



January 1, 2020

Obstetrics & Gynecology
325 North State of Franklin
Road Johnson City, TN 37604
P 423-439-7272
F 423-439-7235

Obstetrics & Gynecology
1505 W Elk Avenue, Suite 1
Elizabethton, TN 37643
P 423-543-7919
F 423-543-5323

Fertility & Urogynecology
1319 Sunset Drive, Suite 103
Johnson City, TN 37604
P 423-439-7246
F 423-282-4698
ETSUHealth.org

Recipient Name
Title
Organization
ETSU Health
Address Line 1
Address Line 2
City, State, Zip

Salutation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Complimentary Closing,

(signature)

Name
Title

CC: Name(s)

1"

MARGINS

Top: 2.125 inches
Bottom: 1 inch
Left: 1 inch
Right: 1 inch

FONT SIZE

12 point, flush left

LEADING

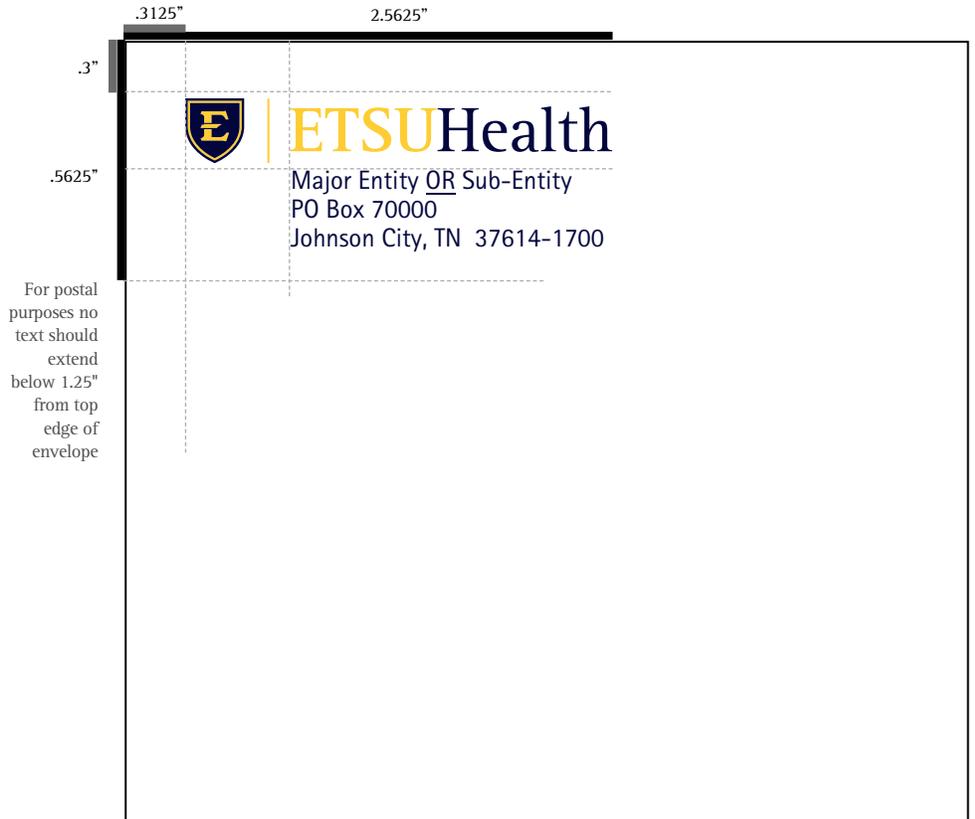
single-space

4.4 ENVELOPE

The logo is to be positioned as shown and printed in two colors: PMS 282 or in & PMS 123. Envelopes may be printed in one color: PMS 282.

Any copy or address line should line up as specified here.

SAMPLE ENVELOPE



ENVELOPE STYLE
#10 Official

SIZE
9.5 x 4.125 inches

PAPER
White wove
24#

PRINTING INK
PMS 282

TYPOGRAPHY
10 pt. Rotis Sans Serif
11 pt. leading
align with E in ETSU

4.5 BUSINESS CARD

The standard ETSU Health business card is 3.5 inches by 2 inches in a horizontal orientation. The logo is to be positioned as shown and printed in two colors: PMS 282 and PMS 123. The individual name and related information will be printed in PMS 282 to the specifications below.

BUSINESS CARD



BUSINESS CARD SIZE

3.5 x 2 inches

PAPER

80# white matte cover

PRINTING INK

PMS 282, PMS 123

TYPOGRAPHY

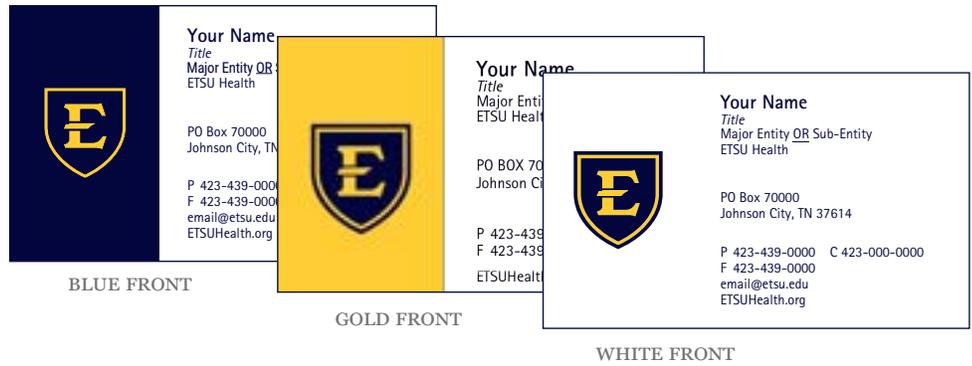
name: 11 pt. Rotis Sans Serif Bold
 title: 8 pt. Rotis Sans Serif Italic
 department: 8 pt. Rotis Sans Serif Regular
 university: 8 pt. Rotis Sans Serif Regular
 9 pts. leading
 addresses: 8 pt. Rotis Sans Serif Regular
 9 pts. leading
 phone: 8 pt. Rotis Sans Serif Regular
 fax: 8 pt. Rotis Sans Serif Regular
 website: 8 pt. Rotis Sans Serif Regular

4.5 BUSINESS CARD OPTIONS

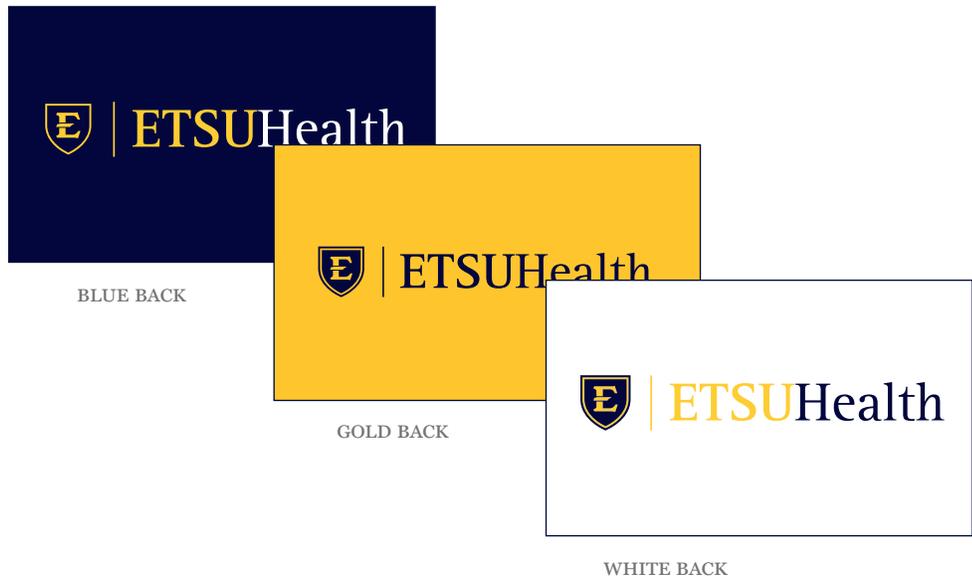
The ETSU Health business card has multiple color options. Choose from white, blue or gold front and white, blue or gold back printing colors as shown.

ETSU Health business cards should only be used by authorized individuals.

BUSINESS CARD TWO-COLOR FRONT



BUSINESS CARD TWO-COLOR BACK



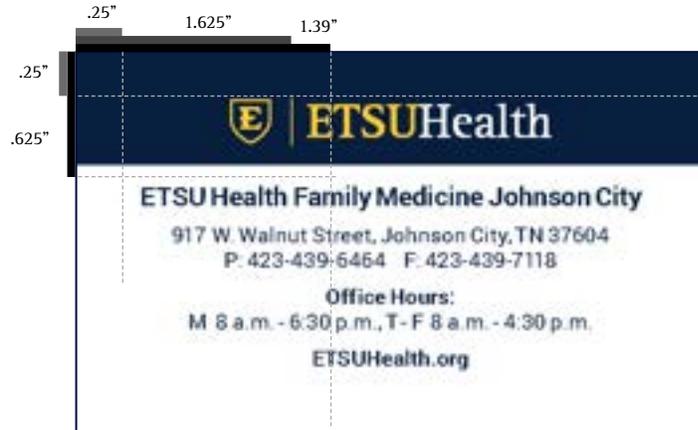
RESIDENT BUSINESS CARD



4.6 CLINIC CARD

If desired to provide patients with clinic location and contact information, a clinic card is available. The front of the card should only feature the clinic's name, location and primary contact information. If desired, the back of the card may feature appointment times. Avoid listing clinic providers or other information that could quickly become outdated.

BUSINESS CARD



CLINIC CARD SIZE

3.5 x 2 inches

PAPER

80# white matte cover

PRINTING INK

PMS 282, PMS 123

4.7 APPOINTMENT CARD OPTIONS

The ETSU Health appointment card has several options depending on practice needs. **Appointment cards are not to be used as business cards.**

For **[Legal Entity Name]** use the applicable statement below. Please refer to section 1.2 of the ETSU Health identity standards for proper classification.

For **ETSU clinic** use “a clinic of East Tennessee State University.”

For **ETSU Physicians & Associates** use “a clinic of ETSU Physicians & Associates.”

For **Northeast Tennessee Community Health Centers, Inc.** use “a clinic of Northeast Tennessee Community Health Centers, Inc.”

STANDARD

ETSUHealth

Major Entity OR Sub-Entity
a clinic of [Legal Entity Name]
 Street Address, City, State Zip

PLEASE CALL 423-000-0000 TO CANCEL
If unable to keep this appointment, please give 24 hours notice.

_____ has an appointment
 Date: _____ Time: _____ a.m./p.m.
 With Dr. _____

OPTIONAL - TWO SIDED

FRONT

ETSUHealth

Provider Name
 Major Entity OR Sub-Entity
[a clinic of Legal Entity Name]

Street Address, City, State Zip

P: 000-000-0000 F: 000-000-0000
 email@etsu.edu

BACK OPTIONS

Name: _____

	Date:	Time:
Behavioral Health	_____	_____
Clinic	_____	_____
Dental	_____	_____
Insurance Assistance	_____	_____
Lab	_____	_____
OB/GYN	_____	_____
Pediatrics	_____	_____
Radiology	_____	_____
Specialist	_____	_____
Speech & Hearing	_____	_____
Other	_____	_____

This time is reserved exclusively for you. Please call if you are unable to make your appointment. Thank you!

MAJOR ENTITY OR SUB-ENTITY APPOINTMENT

Date: _____

Time: _____

This time is reserved exclusively for you. Please call if you are unable to make your appointment. Thank you!

4.8 EMAIL / ELECTRONIC SIGNATURE

Since email has become the most widely used form of written communication, it plays as important a role as standard stationery in representing ETSU Health.

ETSU Health signatures should only be used by authorized individuals.

ELECTRONIC SIGNATURE

Employee Name
Job Title
Major Entity OR Sub-Entity
[a clinic of Legal Entity Name]

P: 000-000-0000
email@etsu.edu



ETSUHealth

Address Line - Johnson City, TN 37614 - ETSUHealth.org

TYPOGRAPHY

name: 10 pt. Arial Bold
title: 9 pt. Arial Regular
legal entity: 9 pt. Arial Italic
contact info: 9 pt. Arial Regular
descriptors: 6 pt. Arial

4.9 NOTE CARD AND ENVELOPE

The note card is printed in two colors (PMS 282 and PMS 121) on one side, blank inside. A coordinating white envelope completes the set. Only Masterbrand and Major Entities logos are acceptable for use on notecards.

For footer, please refer to section 1.2 of the ETSU Health identity standards for proper classification.

NOTE CARD AND ENVELOPE

NOTE CARD SIZE

Flat: 5.5 x 8.5 inches
Finished: 5.5 x 4.25 inches

PAPER

25% cotton recycled
bright white
24#

PRINTING INKS

PMS 282 and PMS 121
(Use PMS 123 for coated paper)

TEXT ON BACK

10 pt Rotis Serif Italic,
12 pt. leading
bottom, centered

ENVELOPE STYLE

A-2 Square-Flap

SIZE

5.75 x 4.375 inches

PAPER

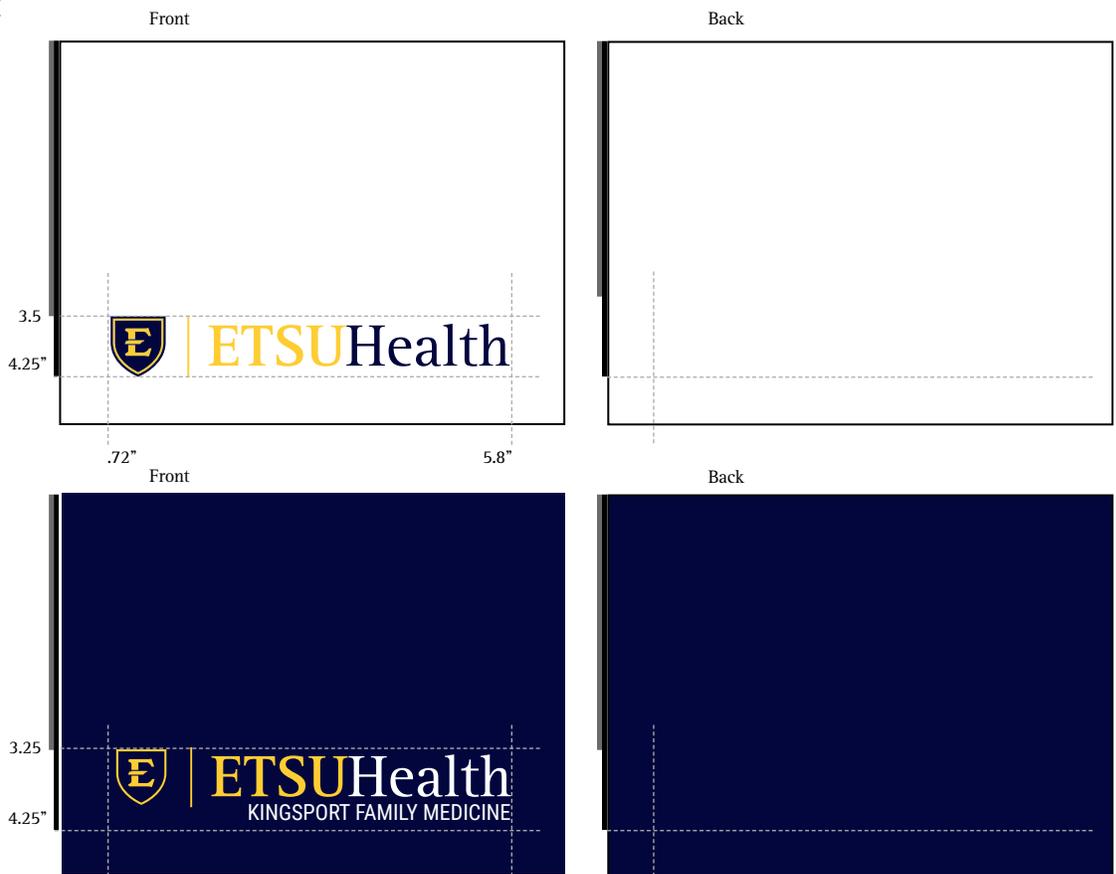
White wove 24#

PRINTING INK

PMS 282

TYPOGRAPHY

11 pt. Rotis Sans Serif
centered under logo

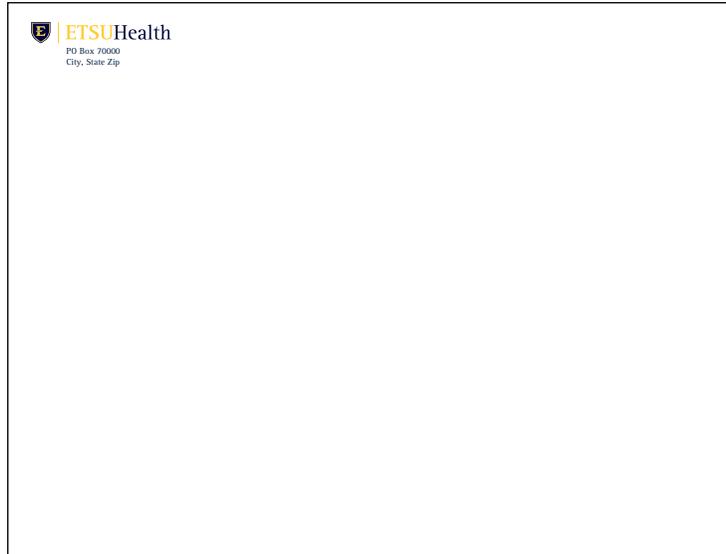


For postal purposes
no text should extend
below 1.25" from top
edge of envelope

4.11 RELATED MATERIALS

Other materials that complement the stationery set are the catalog envelope and the mailing label. Follow the guidelines at right for consistent results.

CATALOG ENVELOPE



ENVELOPE STYLE

12 1/2 Catalog

PAPER

standard white wove

SIZE

12 x 9 inches

PRINTING INKS

PMS 282
PMS 123

MAILING LABEL

LABEL STYLE

Laser printer labels #5164

SIZE

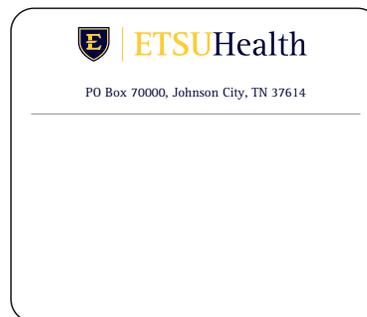
4 x 3.33 inches

PAPER

white, crack-n-peel

PRINTING INKS

PMS 282, PMS 123 and
black or black version of the
primary logo



5.1 DESIGN PRINCIPLES

Use of negative space

Negative space (commonly referred to as white space) is the often-overlooked design element that allows a layout to breathe. When successfully utilized, it gives your eye somewhere to rest — allowing the audience to engage with the content in an orderly, comfortable fashion.

Proper hierarchy

Proper hierarchy describes how written content is laid out on the page. Specific point sizes and line breaks should be considered based on how you'd like your audience to digest the messaging. Generally speaking: headline first, body copy second.

Customer-focused copy

Write from the audience's perspective. Give them something to relate to. Tell them a story — even if it's a three-line story — and put them at the center of it.

Clear Call to Action

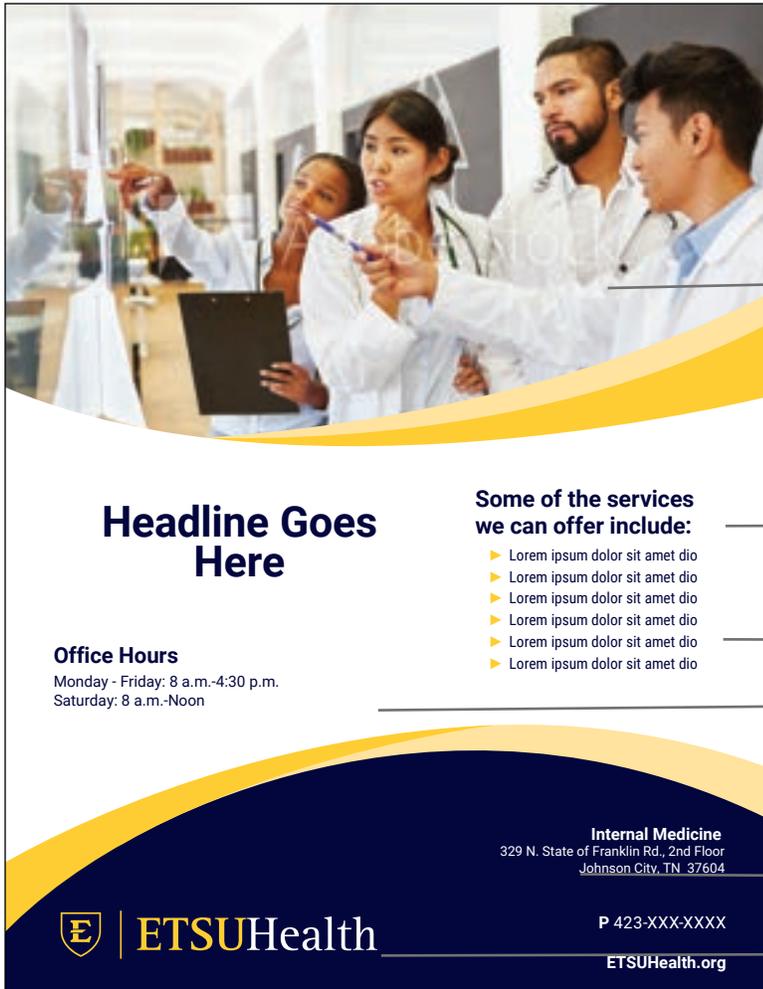
Give the audience somewhere to go or someone to contact. Be clear about their next step.

Compelling photography

Utilize images that are emotionally resonant. Photography should be evocative and thought-provoking. Our photos should embody the personality of our brand.

Essential branding

It's important to brand all communication and marketing material with the proper ETSU Health logo. Every communication is a branding opportunity. Make the most of it.



COMPELLING PHOTOGRAPHY

PROPER HIERARCHY

CUSTOMER-FOCUSED COPY

NEGATIVE SPACE

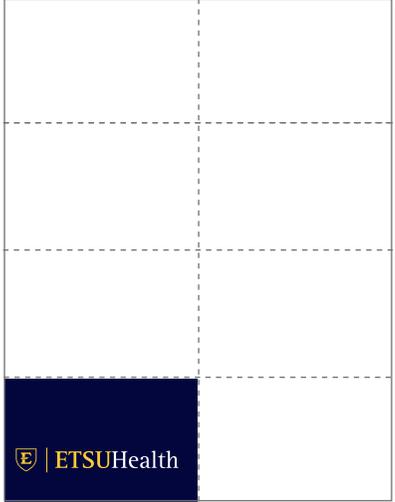
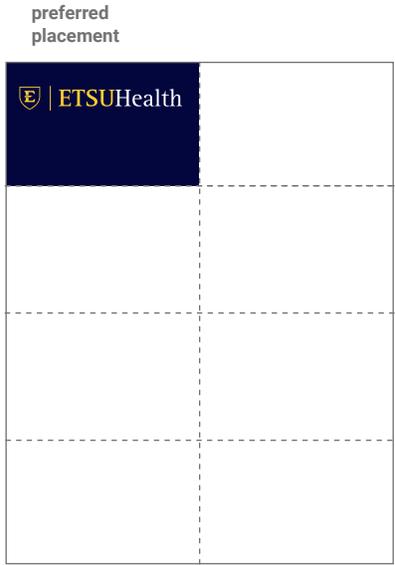
CLEAR CALL TO ACTION

ESSENTIAL BRANDING

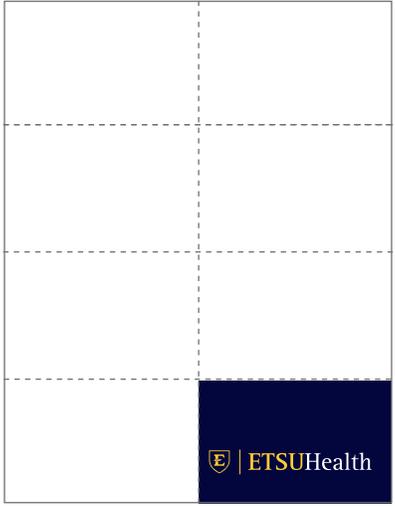
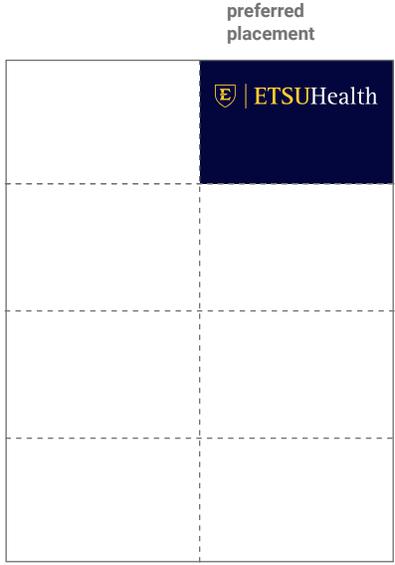
5.2 LOGO PLACEMENT

Logo placement is important. Appropriate placements for the ETSU Health logo are illustrated at right. Although there is flexibility for alignment within these areas, the placements shown are optimal. The highlighted quadrants show the preferred position for each configuration.

PRIMARY LOGO



preferred placement



preferred placement

5.3 DESIGN ELEMENTS

These design elements are the creative tools and visual assets that bring ETSU Health's brand to life. Repeated use of these elements creates consistency across all our varied forms of communication.

Curves and color overlay

Using these two elements together creates visual interest and consistency across all ETSU Health materials. The insertion of curves adds a soft tone to the brand, and though mainly used as a border for images, this element may be used other places in moderation. When using color around an image, some of the color should overlap the image to create more interest. Colors should be chosen from the ETSU Health color palette. Gradients should not be used; instead choose tints and shades in solid color when needed.

CURVES AND COLOR OVERLAY



Headline Goes Here

Some of the services we can offer include:

- ▶ Lorem ipsum dolor sit amet dio

Office Hours
Monday - Friday: 8 a.m.-4:30 p.m.
Saturday: 8 a.m.-Noon

Internal Medicine
329 N. State of Franklin Rd., 2nd Floor
Johnson City, TN 37604

ETSUHealth

P 423-XXX-XXXX
ETSUHealth.org

COLOR

PMS 123
PMS 123 (50% Tint)

ANGLES

Subtended Arc: 183°
Horizontal 2-Tone Arc: 285°
Vertical 2-Tone Arc: 180°

TYPOGRAPHY

Roboto Light, Roboto Bold
Centered under logo



ETSUHealth

Over **240** Providers and
30 Clinical Locations

5.4 PHOTOGRAPHY

Photography is one of the best opportunities to convey the personality of ETSU Health. A good image becomes the opening sentence of your story, grabs people’s attention, and ingrains itself into a person’s memory.

Good photography evokes emotions and reactions before anything is even said.

Photography should spotlight our people and our places. It is clean, compelling, and real, and the subject is always the hero — the primary focal point, caught in a moment that resonates with the viewer.

The photos that say the most about our university are often the ones that show the amazing things people at ETSU Health do. Action shots need not be flawless, but they should be compelling. Add action to your photo by showing motion and expression, or indicating out-of-frame activity. Most importantly, strive to convey the passion and emotion of your subject.

As a general rule, the balance of subject matter should be 70/30 clinical to lifestyle.

Physician Bios

- Angled shoulders—not facing straight on camera
- Crop so the subject’s body is not centered in photo
- Textural and contextual backgrounds, not flat color or white.
- Selective focus

Clinical

- Candid, real-life moments—no overly staged settings
- No direct eye contact with camera
- Avoid plain white backgrounds, which feel too sterile
- Imperfections in the background and setting create a sense of authenticity



Lifestyle

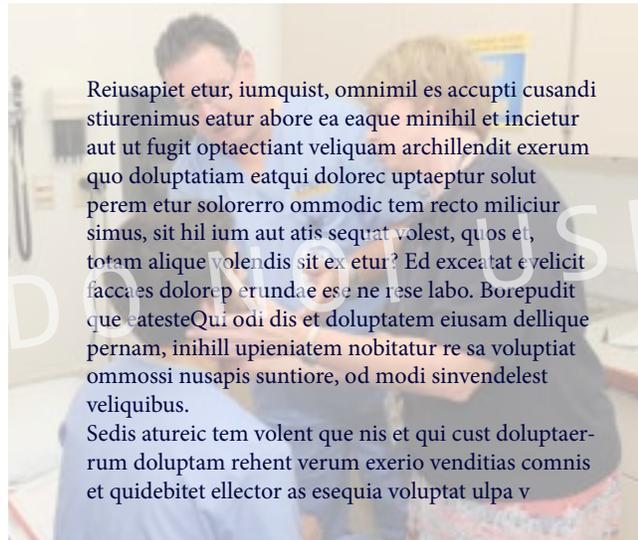
- Sense of home, family, friendship, connection
- Candid, real-life moments—no overly staged settings
- No direct eye contact with camera
- Avoid plain white backgrounds, which feel too sterile
- Imperfections in the background and setting create a sense of authenticity

HIPAA Notice: There are special legal requirements that must be met when photographing patients. If you wish to include patients in your photography, please contact your organization’s HIPAA Compliance Office for advice before proceeding.

5.5 DESIGN: DO THE RIGHT THING

ETSU Health’s visual brand is focused on highlighting people, using bold colors and bold angles. Gradients, faded images, and cutouts do not fit within that visual strategy. As a public institution, we also want to focus on readability of our text and ensure that there is adequate contrast. In most cases, text should be used over solid colors or white.

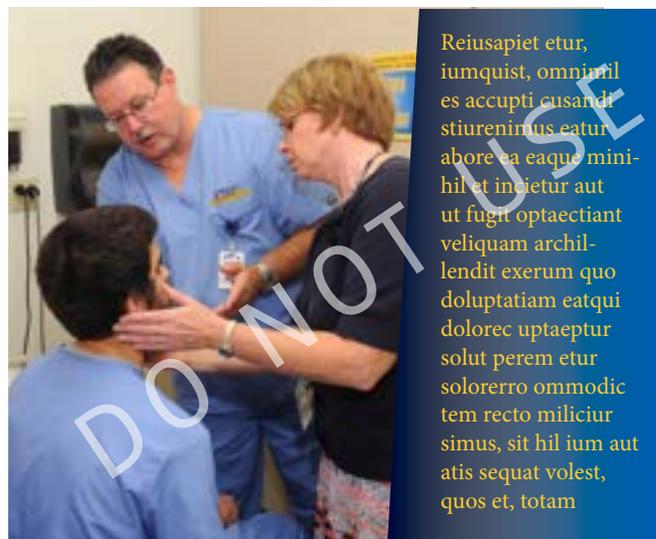
EXAMPLES / DO NOT USE



DO NOT use faded images with overlaid text.



DO NOT use cutout images or wrapped text.



DO NOT use gradient backgrounds.

6.1 PUBLICATIONS

The primary logo is the standard for publications. It can be used in various places on publications, in full color, or in a reverse format on a solid field (see logo variations for guidelines). See Section 3.2 for approved typefaces; alternate fonts may be used for publications and must be approved by Identity prior to use. *Please email ETSUHealthprojects@etsu.edu.*

In order to best represent ETSU Health, the main ETSU Health colors of blue (PMS 282) and gold (PMS 123) should be the predominant colors in your layout. Suggested colors that complement ETSU Health’s blue and gold may be found in section 3.4, but should only be used as accent colors in your design.

All brochures shall display the official ETSU Health logo on the front. Department-specific logos can be included with the contact information.

PUBLICATION EXAMPLES



Headline Goes Here

Office Hours
Monday - Friday: 8 a.m.-4:30 p.m.
Saturday: 8 a.m.-Noon

Some of the services we can offer include:

- ▶ Lorem ipsum dolor sit amet dio

Internal Medicine
329 N. State of Franklin Rd., 2nd Floor
Johnson City, TN 37604

ETSUHealth P 423-XXX-XXXX
ETSUHealth.org

ETSUHealth
Clinical Locations

Johnson City
Bucports
Dental Hygiene Clinic
Family Medicine Associates
Heart and Dermatology
Heart
Internal Medicine
OB/GYN
Surgery
Pediatrics
Fertility, FPMMS & Urogynecology
Gay E. Shroyer Memorial A.S. Clinic
Infectious Diseases
Johnson City Community Health Center
Johnson City Downtown Day Center
Oncology
Osteoporosis Center
Psychiatry
Speech and Hearing Clinic
University Health Center

Kingsport
ETSU Family Physicians Kingsport
ETSU Internal Medicine Kingsport

Bristol
ETSU Family Physicians of Bristol

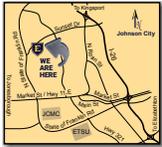
Elizabethton
Center for Audiology and Speech-Language Pathology
ETSU OB/GYN

Sneedville
Hancock County Elementary School Based Health Center
Hancock County Middle-High School Based Health Center

Mountain City
Mountain City Extended Hours Health Center

ETSUHealth.org

What We Offer



At the Quillen ETSU Physicians Center for Pelvic Surgery and Urogynecology, Dr. Huffaker and his staff offer diagnostic studies, minimally invasive vaginal surgery as well as abdominal procedures, including:

Urodynamics
To evaluate urinary incontinence and voiding dysfunction

Cystourethroscopy
To evaluate the bladder and urethra

Procedures for urinary incontinence

- Nerve stimulator therapies
- Sacral nerve stimulation (Interstim)
- Tibial nerve stimulation
- Midurethral slings
- Other advanced urinary
- Incontinence procedures

Pelvic reconstructive surgery to restore vaginal anatomy and pelvic organ support

- Vaginal native tissue repairs utilizing the patient’s own tissues and thus minimizing the use of foreign bodies
- Abdominal surgery

Anal sphincteroplasty

Repair of rectovaginal fistulas

Repair of vesicovaginal (urinary tract) fistulas

Helping patients with mesh pain and complications

Female Pelvic Medicine and Reconstructive Surgery

R. Keith Huffaker
MD, MBA, FACOG, FPMRS

etsuphysicians.com/medical-services/center-for-pelvic-surgery-and-urogynecology.html

OB/GYN
a clinic of [Legal Entity Name]
1319 Sunset Drive, Suite 103
Johnson City, TN 37604

423-439-7246
ETSUHealth.org

ETSUHealth
Center for Pelvic Surgery & Urogynecology

6.2 ADVERTISING

Most ads are printed in one color (black) in newspapers. For black-and-white ads, the preferred logo format is one color (black). For full-color ads, the primary logo converted to process color is the optimum choice.

Ads should contain address and contact information of the ETSU Health location. **ETSUHealth.org must always appear on print ads.**

Billboards

Billboards should be clear, concise, and to the point using as few words as possible, with a strong visual element. A web address should also be included. The ETSU Health logo should comprise 1/3 to 1/2 of the vertical space on the billboard to ensure readability. Text should display at a minimum of 18 inches at final size. There should be no more than 7 words on the billboard.

As with all ads, the idea is to catch attention. A strong typeface will do just that. A good sans serif would be Arial Bold. **Georgia is an approved typeface for the body text in advertisements.** Alternate fonts may be used for advertisements, but must be approved by Identity prior to use. Please email ETSU Identity at ETSUHealthprojects@etsu.edu.

PRINT ADVERTISEMENT



BILLBOARD ADVERTISEMENT



ONLINE ADVERTISEMENT



6.3 DIGITAL MEDIA

The illustration to the right shows the possibility for use of the logo in the realm of digital media. The same graphic standards that apply to print must also be applied to digital media.

All websites shall be approved by identity prior to publication.

WEBSITE



6.4a SOCIAL MEDIA

Social media continues to emerge as an important marketing tool, reaching our external audiences quickly and efficiently. It is important to develop a consistent and authentic voice.

Audiences will vary from platform to platform. Clinics using social media should work with University Relations to determine who their users are and which platform will work best. They should familiarize themselves with ETSU Health's social media guidelines, found at www.etsu.edu/ETSUHealthidentity

All social media accounts shall be approved by identity before publishing.

Social Media pages should include, in an appropriate section (e.g. About section), the legal entity, a clinic of, language.

APPROVED SOCIAL MEDIA ICONS AND LOGOS



6.4b SOCIAL MEDIA LOGO USAGE

Many avatars associated with social media accounts are not of an appropriate size to contain the ETSU Health logo. In most cases, ETSU Health will work best but may not distinguish your account. In that case, use an iconic and identifiable image as your graphical representation. Consider using a portrait or photo of your location. (Do not create your own logo for the avatar.)

Official clinic accounts shall have account names that reflect ETSU Health [clinic name].

EXAMPLE



7.1 BRAND MERCHANDISE

Whenever possible, the white and gold ETSU Health logo should be used on a navy background. This is always the preferred version of the logo. When the preferred version cannot be used, the gold and navy version on a white background is the secondary choice. Licensed vendors will be able to create artwork based on these guidelines.

*For questions, please email
ETSUHealthprojects@etsu.edu*

T-SHIRTS



OTHER EXAMPLES



7.2 ALTERNATE PROMOTIONAL LOGO

Since space may be limited, this modified version of the logo may be used to ensure readability. Licensed vendors will be able to create artwork based on these guidelines.

*For questions, please email
ETSU Identity at ETSUHealthprojects@etsu.edu.*

ALTERNATE LOGO



ALTERNATE LOGO SAMPLES



8.1a IDENTIFICATION FOR ETSU PHYSICIANS & ASSOCIATES EMPLOYEES

All ETSU Physicians & Associates will be identified by ETSU Health blue bar located at the bottom of each badge.

The ETSU Physicians & Associates human resources will provide employee badges.

ID CARD SIZE

3.37 x 2.25 inches

PRINTING INK

Process Color

TYPOGRAPHY

name: 18 pt. Georgia Bold

credentials: 12 pt. Arial

license type or

role, location: 12 pt. Arial

DESIGN

photo: 1"x1.25"

color code area: .625" from bottom - colors should be standardized to reflect role. (i.e. Social Worker, RN, Pharmacist, Medical Doctor)

STAFF ID



8.1b IDENTIFICATION FOR NORTHEAST TENNESSEE COMMUNITY HEALTH CENTERS, INC. & EAST TENNESSEE STATE UNIVERSITY EMPLOYEES.

All Northeast Tennessee Community Health Centers, Inc. and East Tennessee State University employees will be identified by ETSU Health gold bar located at the bottom of each badge.

To order a badge, please visit www.etsu.edu/ETSUHealthIdentity. On this site you will find a request form to submit to ID Services.

EMPLOYEE ID



STUDENT ID



ID CARD SIZE

3.37 x 2.25 inches

PRINTING INK

Process Color

TYPOGRAPHY

name: 18 pt. Georgia Bold
credentials: 12 pt. Arial
license type or
role, location: 12 pt. Arial

DESIGN

photo: 1"x1.25"
color code area: .625" from bottom - colors
should be standardized to reflect role. (i.e. Social
Worker, RN, Pharmacist, Medical Doctor)

8.2 WHITE COATS AND SCRUBS

The ETSU Health logo or ETSU Health Logo with subtitle should always be placed on the left side of the white coat. If there is a pocket on the left side of the jacket, the logo should be placed above the pocket. A person's name may be embroidered on the right side of the white coat. Approved logos for each college are listed below.

Quillen College of Medicine

Student, Resident, and Fellow lab coats will use the ETSU Health logo with Quillen College of Medicine subscript.

Faculty coats will use the ETSU Health logo with the clinic name in subscript or college name.

Bill Gatton College of Pharmacy

Student and Faculty lab coats will have the ETSU Health logo with Bill Gatton College of Pharmacy subscript

College of Nursing

Student and Faculty lab coats will have the ETSU Health logo with College of Nursing subscript.

Clinic staff and professional personnel (non-faculty) will have the ETSU Health logo with clinic name in subscript.

Public Health

Student and Faculty lab coats will have the ETSU Health logo with College of Public Health subscript.

Clinical and Rehabilitative Health Sciences

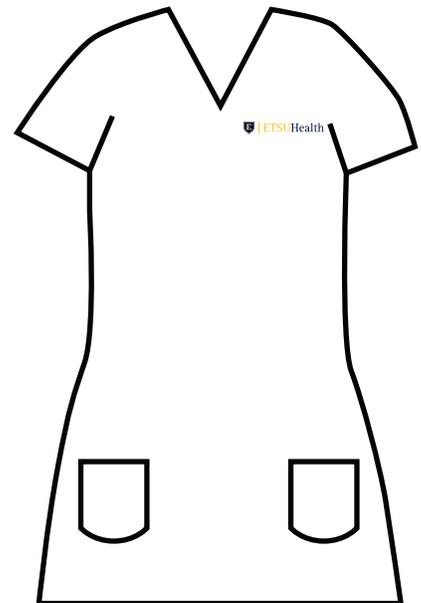
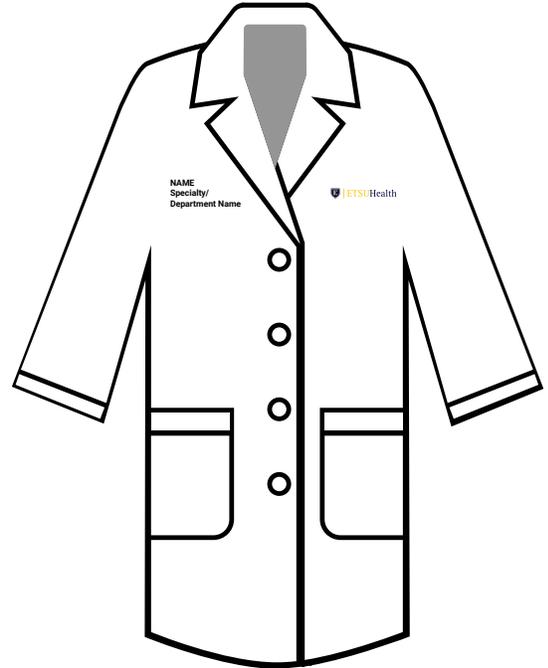
Student and Faculty lab coats will have the ETSU Health logo with the college or clinic subscript.

ETSU Physicians & Associates

Only the ETSU Health Logo should be used.

ENGRAVING/EMBOSSING

Please email ETSUHealthProjects@etsu.edu regarding questions about white coats and scrubs.



8.3 DISPLAY MATERIALS

Display Tablecloth

To maintain consistency, ETSU Health should use the complete horizontal format of the ETSU Health logo, printed in the specified PMS colors at 50" wide x 17" tall.

All display cloths shall be ordered by contacting ETSU Identity at ETSUHealthProjects@etsu.edu.

Tent

Only ETSU Health logos as shown can be ordered on the tent top. Program or association name can be displayed on back panel (*not shown*). Alternatively, clinic logos can be displayed in alternating sequence with corresponding college (see example below).

All tents shall be ordered by contacting ETSU Identity at ETSUHealthProjects@etsu.edu.

TABLECLOTH



TENT



8.4 OUTDOOR SIGNAGE

Building Signage

ETSU Health Building signs should use the ETSU Health logo with clinic name in centered text below, using Roboto font.

Signage is an important part of the overall ETSU Health aesthetic and should be used to establish the connection between locations and the newly developed identity system.

Clinic building signage should follow the same signage standards for consistency.

Signage placed near or on doors can be used to specify ETSU Health locations.

The provider-based facility or physician office must be identified on pedestrian and/or eye-level exterior signage as well as some interior spaces and areas where required.

CLINIC ENTRANCE SIGN



LARGE AND MEDIUM VEHICULAR DIRECTIONAL SIGN



SMALL VEHICULAR DIRECTIONAL SIGN



8.4 OUTDOOR SIGNAGE (CONTINUED)

OPTIONAL PRIMARY BUILDING SIGN



WALL MOUNT BUILDING SIGN



When there are multiple Clinical Settings or departments in a building, the ETSU Health logo should be used and Clinical Setting and department names listed below.

SINGLE LOCATION BUILDING SIGNS WITH MULTIPLE CLINICAL SETTINGS



8.5 INDOOR SIGNAGE

Building Hanging Signage

ETSU Health hanging signs and name plates should be printed on blue signs, with white office names and numbers for printing with PMS 123 logo.

Signs are 4" x 24" and may have one, two or three lines of text.

Building Wall Signage with Braille

ETSU Health wall signs include an area for Braille text and should be printed on blue signs, with white office names and numbers for printing with PMS 123 logo.

Wall signs are available in either 6" x 6" or 8" x 8" with either an option of one, two, or no clear plastic inserts.

Please email ETSU Identity at ETSUHealthProjects@etsu.edu for ordering of clinic signage.

The provider-based facility or physician office must be identified on pedestrian and/or eye-level exterior signage as well as some interior spaces and areas where required.

BUILDING HANGING SIGNAGE



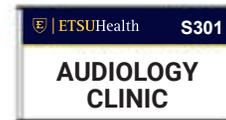
NAME PLATE



STANDARD INTERIOR SIGNAGE



Restroom Sign



Building Room Sign



Wall Directory Sign

8.6 PLAQUES, EMBOSSING

Embossing/Debossing/Engraving

When embossing or debossing with one color material, use gold or white logo.

When embossing or debossing on dark surfaces, use gold or white logo.

When engraving, the logo to be used will be determined by the color of the plaque/surface being engraved. If the surface is gold or silver, the blue or black logo should be used. If the surface is navy or black, the gold or white logo should be used.

Please email ETSU Identity at ETSUHealthProjects@etsu.edu regarding any plaque questions.

ENGRAVING/EMBOSSING



8.7 VEHICLE IDENTIFICATION

The primary ETSU Health logo should be used on the door of a white vehicle. A gray or silver vehicle with the reverse version of the logo would also be acceptable.

VEHICLE IDENTIFICATION



POWER POINT PRESENTATION

9.1 ETSU HEALTH POWERPOINT PRESENTATIONS

Templates have been created for PowerPoint presentations that express the ETSU Health brand.

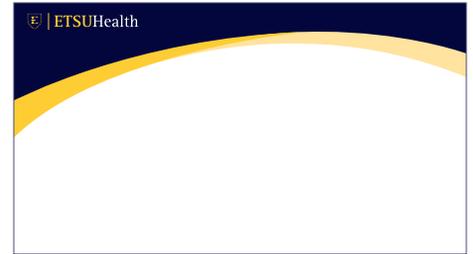
Downloadable templates available at www.etsu.edu/ETSUHealthIdentity.

POWERPOINT PRESENTATIONS

4X3



16X9



AI (Adobe Illustrator). A vector graphics file created in Adobe Illustrator that can be scaled up indefinitely.

Ascender. In typography, the parts of lowercase letters that rise above the x-height of the font; e.g., b, d, f, h, k, l, and t.

Baseline. In typography, the imaginary horizontal line upon which the main body of the type sits. Rounded letters actually dip slightly below the baseline to give optical balance.

Bevel. Adding a “beveled” effect to a graphic image gives the image a raised appearance by applying highlight colors and shadow colors to the inside and outside edges.

Bit (Binary digit). The smallest unit of information in a computer, representing one of two conditions—*on* or *off*.

Bleed. A printing image or color field that extends fully to the edge of the page.

Block quote. A long quotation, four or more lines, within body text, that is set apart in order to clearly distinguish the author’s words from the words that the author is quoting.

Body type (Roman aka normal, plain, or book). Type used for long passages of text, such as stories in a newsletter, magazine, or chapters in a book. Generally sized from 9 point to 14 point.

Byte. A unit measure equal to eight bits of digital information. The standard unit of measure of file size.

Callout. An explanatory label for an illustration, often drawn with a leader line pointing to a part of the illustration.

Camera-ready artwork. Any copy, illustrations, photographs, charts, graphs, tables, etc. that have been prepared for pre-press or printing. Origin: Prior to digital, reproduction artwork was photographed to make printing plates. See also CREF.

Caps and small caps. Two sizes of capital letters used together.

CMYK. Acronym for the four process colors used in printing a “full-color” image: cyan, magenta, yellow, and key (black).

Color build. A color created by combining various screens of colors used in process (four-color) printing: cyan, magenta, yellow, and black (CMYK).

Color fill. The color applied to a graphic.

Color separation. The division of a digital image into its component colors for printing.

Condensed font. A font in which the set-widths of the characters are narrower than in the standard typeface. (Note: not the inter-character space—that is accomplished through tracking.)

Continuous-tone. Artwork that contains gradations of gray, as opposed to black-and-white line art. Photographs and some drawings, like charcoal or watercolor, require treatment as continuous-tone art.

Cover-weight stock. Heavyweight (thick) printing paper usually used for the covers of brochures.

CREF (camera-ready electronic files). A set of guidelines developed to help in the preparation of desktop publishing files for successful output to film.

Crop. The portions of a photograph or illustration to be reproduced by the printer. Usually indicated by “crop marks” on the original.

Descender. In typography, the part of the letter form that dips below the baseline; usually refers to lowercase letters and some punctuation, but some typefaces have uppercase letters with descenders.

Die cut. A print-finishing process that cuts special shapes such as pockets or windows.

Digital. The process by which a computer electronically translates information into visible images on monitors or paper.

Dingbat or Wingding typeface. A typeface made up of non-alphabetic marker characters, such as arrows, asterisks, and encircled numbers.

Display type. Large and/or decorative type used for headlines and as graphic elements in display pieces. Common sizes are 14, 18, 24, 30, 36, 48, 60, and 72 point.

DPI (dots per inch). Unit of measurement used to describe the resolution of printed output. The more dots per inch, the more detailed an image will be. The most common inkjet printers output a 150 dpi. Professional printers output at 300–600 dpi. Image setters output at 1270–2540 dpi.

Drop shadow. Those shadows dropping below text or images giving the illusion of shadows from lighting and a 3D effect to the object.

Em space. A space as wide as the point size of the type. This measurement is relative; in 12-point type an em space is 12 points wide, but in 24-point type an em space is 24 points wide.

En space. A space half as wide as the type is high (half an em space).

EPS (Encapsulated Postscript). Self-contained, predictable PostScript documents that describe an image or drawing that can be placed within another PostScript document. EPS files are often known as “vector” and can be scaled up indefinitely.

Expert series. In typography, specially designed small capital letters and numerals.

Finish. The surface characteristic of printing paper; e.g., dull, gloss, matte, vellum, etc.

Flush left. Type aligned evenly on the left side of the column. This glossary is set flush left. See also Ragged and Justified copy.

Four-color process. The method used to replicate full color in printing. Four colors—cyan, magenta, yellow, and black—are used in various shades to achieve the effect.

GIF (Graphic Interchange Format). GIF images display up to 256 colors. GIF images generally have very small file sizes and are the most widely used graphic format on the web. The low quality resulting from compression makes them unsuitable for professional printing.

Gradient blend. The gradual blending of two or more colors in a single application. For example, an image box that starts as red and gradually turns to yellow.

Grayscale. A “deep” bitmap that records with each dot its gray-scale level. The impression of graininess is a function of the size of the dot; a group of large dots looks dark and a group of small dots looks light.

Halftone. The process of converting an original photograph to small dots for reproduction.

Hex color. Refers to a color in the web-safe palette. Regardless of the website, Hex colors are web-specific colors that assure consistency regardless of computer or monitor used.

Image area. The area on a page within which copy is positioned; determined by the printing margins.

JPEG (Joint Photographic Electronic Group). A common compression method that shrinks a file’s storage size by discarding non-important picture detail. Excessive jpeg compression can cause poor image quality.

Justified copy. Type aligned on both the left and right sides of a column.

Kerning. In typesetting, the adjustment of the space between letters.

Kilobyte (K, KB). A measure of digital information equal to 1,024 bytes.

Knock out. In printing, a negative image that appears in white on a background color or black. Also known as *reverse*.

Lead (or leading). The space between lines in typeset materials. Origin: Thin strips of metal inserted between lines in composing metal type for printing.

Ligature. In typography, characters that are bound to each other, such as “œ” and “æ.” In professional typefaces, the lowercase “f” is also often set as a ligature in combination with other characters such as “ff” and “fl.”

Line art. Black and white artwork with no gray areas. Pen-and-ink drawings are line art, and most graphic images produced with desktop publishing graphics programs can be treated as line art. For printing purposes, positive halftones can be handled as line art.

Logo. An identifying mark or symbol.

Logo sheet. A photographic reproduction from the original artwork of a logo or signature.

Logotype. A name (ETSU) designed in a graphically unique type arrangement.

Mechanical (or mechanical art). The term for the original artwork furnished to a printer for reproduction. See also camera-ready artwork, CREF.

Mock-up. A preliminary layout showing the position of type, illustrations, photos, etc. as they will appear in a printed publication.

Moiré patterns. (pronounced “mo-ray”) Irregular, plaid-like patterns that occur when a bit-mapped image is reduced, enlarged, displayed, or printed at a resolution different from the resolution of the original.

Pantone® (PMS). The Pantone Matching System®. A proprietary color identification system employing a numerical identification of specific colors, commonly used by graphic designers and printers to communicate color information.

Paper dummy. A sample of the paper stock for a publication, made up in the precise brand, weight, and size of the printed piece.

Perfect binding. The trade name for a binding process that creates a square backbone by gluing the cover to the text pages. Generic: Glue-on cover.

Pica. A standard unit of measurement in the graphic arts industry. One pica equals 1/6 of an inch.

Pixel (picture element). The smallest unit that a device can address. As this most often refers to display monitors, a pixel is the smallest spot of phosphor that can be lit up on the screen.

PMS. See Pantone®. The standard ETSU blue is PMS 282.

PNG (Portable Network Graphics format). PNG (usually pronounced “ping”) is used for lossless compression. The PNG format displays images without jagged edges while keeping file sizes relatively small, making them popular on the web. However, PNG files are generally larger than GIF files.

Point. A standard unit of measure used to measure the vertical size of a typeface. One point equals 1/72 of an inch.

Process printing. See four-color process.

Ragged. In typesetting, lines of type in unequal length, as opposed to justified. The type in this glossary is flush left, ragged right.

Rasterized. A term used in design to describe an image that has been converted from a vector image to a pixilated image. Pixilated image files take up less space than vector images. However, they cannot be resized to larger dimensions without loss of resolution.

Resolution. The crispness of detail or fineness of grain in an image. Screen resolution is measured in dots by lines (for example, 640 x 350); printer resolution is measured in dpi (dots per inch).

RGB. Acronym for the additive primary colors—red, green, and blue—used to create images on a computer screen.

Reverse. In printing, a negative image that appears in white on a background color or black. Also known as knock out.

Saddle wire (or saddle stitch). In binding, to fasten a booklet with wire staples through the fold.

Sans serif. Typefaces without serifs (stylized tips) having a tendency for monotone stroke weight. This type face, Arial, is sans serif.

Scaling. Reduction or enlargement of artwork, which can be proportional (most frequently) or disproportional. In desktop publishing, optimal scaling of bitmaps is reduction or enlargement that will avoid or reduce moiré patterns.

Screen (or screen tint). A printing process used to print a shade of a color or black less than full strength.

Serif. A typeface with short lines projecting from the main strokes of the letterform. The type you are reading—Stone Print—is a serif typeface.

Sherpa/Epsa. A printer’s proof produced on color proof paper, thus rendering the images in color. This proof does not represent the actual printing colors.

Signature. 1. The combination of typography and graphics used as a unit in a fixed arrangement that represents the institution, its departments, or its activities. See logo.

2. The collated pages of a sheet of paper, printed on both sides, folded and trimmed, making up one section of a bound book.

Spot color. For offset printing, separation of solid premixed ink colors (e.g., green, brown, light blue, etc.); used when the areas to be colored are not adjacent. Spot colors are generally referred to by the Pantone® Matching System corresponding number, e.g., Berea Blue: PMS® 7462.

Stock. Printing paper.

Style sheet. In desktop publishing programs, style sheets contain the typographic specifications to be associated with tagged text. They can be used to set up titles, headings, and the attributes of blocks of text, such as lists, tables, and text associated with illustrations. The use of style sheets is a fast and efficient way to ensure that all comparable elements are consistent.

Symbol. A mark (usually a logo or logotype) representing something else by association.

Text-weight stock. Printing paper of a medium weight (thickness), typically used for the text section of a brochure.

TIFF (Tagged Image File Format). For digital halftones, a device-independent graphics file format. TIFF files can be used on IBM compatible or Macintosh computers, and may be output to PostScript printers.

Typeface. A particular style of letter form and alphabet, usually identified by a name given by the designer, e.g., Garamond, Futura, Galliard, Berkeley, Goudy.

Vector graphic. Vector graphics are drawn in paths. This allows the designer to resize images freely without getting pixilated edges as is the case with bitmapped images. The vector format is generally used in printing while the bitmap format is used for onscreen display. A vector image can be resized to larger proportions without the loss of resolution.

White space. In designing publications, the areas where there is no text or graphics—essentially, the negative space of the page design.

x-Height. The height of the lowercase “s.” Sometimes referred to as “body height.” More generally, the height of the lowercase letters.