

UC San Diego Health

Brand and Communication Standards

UC San Diego Health Physician Network

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For purposes of this document, we have used the following terms and definitions:

- **Physician Network:** UC San Diego Health Physician Network
- **Host:** Physicians and physician groups
- **Physician Network Marketing Manager:** Liaison between Host and UC San Diego Health Marketing and Communications Department

Overview

Welcome to the UC San Diego Health Physician Network (Physician Network). As an affiliated Host, you have joined an integrated system for managing and providing patient care.

As a Host, you have the opportunity to improve patient outcomes while building market share in your geographic area. The latter requires a successful co-branding strategy with creative yet appropriate marketing tactics that present an accurate and consistent image of our relationship. Under Physician Network, treatments and services may be provided at your facility/facilities by credentialed physicians and/or at UC San Diego Health, as appropriate. In order to optimize the value of the team, each brand represented by our relationship must remain distinct but be jointly promoted.

Hosts are challenged to differentiate their services, in part by promoting their unique strengths and capabilities. To build market share for this program, you will need to leverage your knowledge of local communities to communicate the benefits of Physician Network using language and a logo that resonates with your community.

To answer some of your questions and to assist you in enhancing the quality of your marketing efforts, we have developed this set of brand standards. Please be sure you read and understand these standards before starting any co-branding initiatives or marketing your affiliation with Physician Network.

If you have specific questions that are not covered by these standards, or if you desire additional assistance from UC San Diego Health's Marketing and Communications Department, please contact your Physician Network Marketing Manager.

Benefits of Advertising and Marketing

Successful advertising and marketing campaigns allow Hosts to:

- Communicate the value of their relationship with Physician Network
- Increase patient awareness of the unique value and services offered under the program
- Differentiate their organization from the competition and leverage the value proposition of academic medicine
- Establish preference and promote choice for the Host
- Increase market share

Purpose of Co-Branding

The purpose of our co-branding strategy is threefold:

1. Expand patient awareness of Physician Network and its relationship with your organization
2. Support the successful delivery of Physician Network programs in your community
3. Differentiate your organization from others offering specialty care in your geographic area

Successful co-branding brings value to both organizations by representing a more compelling package of benefits to local patients than either brand could bring on its own.

Communications Approved for Co-Branding

- Brochures and flyers
- Temporary banners and posters
- Billboards
- Signage (free-standing monument signs and signs not attached to building exteriors)

- Websites and banner ads (including links and landing pages)
- Advertising (print, TV, radio, etc.)
- Direct mail
- Press release announcing affiliation
- Newsletters
- Seminars and exhibitions
- Presentations for exhibits (including CME and/or other professional events)
- Business cards
- All other patient, physician and community materials that feature your organization along with Physician Network, or related trademarks, products and services

All communications must be submitted for approval to your marketing manager prior to deployment.

Communications Not Approved for Co-Branding

- Ongoing media relations
- Development or fundraising
- Social media
- Podium banners or step-and-repeat backgrounds used for press conferences or events
- Endorsement and/or sponsorship
- Marketing outside your geographic area
- Blank letterhead or letterhead for general use
- Awards and promotions of a personal nature
- Materials and activities that misrepresent our relationship
- Regulatory communications
- Patient communications, i.e., HIPAA and other consent forms

- All other materials and activities that conflict or compete with UC San Diego Health

Media Relations

The affiliation should not be referenced in media interviews unless there is prior discussion and approval from UC San Diego Health.

Rationale for Standards and Approval

Our goal in establishing these standards is not to stifle your creativity. First and foremost, it is to safeguard the integrity of our brand. Our brand defines who we are and what we do. It helps our stakeholders make important choices that, in turn, add value to our organization. Our brand is one of our most important assets.

Second, we want to help you capitalize on the marketing synergy that can result when two or more strong brands target a single audience. While these co-branding standards are flexible enough to allow for appropriate adaptations, they also ensure that essential brand elements belonging to UC San Diego Health and the Host are protected. These elements combine to differentiate each brand. When distinct brands are connected, they communicate “added value” to local patients, giving you a powerful advantage in building new market share.

Image and Look

Unique images create instant recognition for our brands. Elements of their visible identity, generally unique to each brand, include the following:

- Logo
- Colors
- Typefaces
- Trademarks
- Tagline

Co-branded materials produced by your organization should always maintain the overall look and feel of your organization's identity, including colors, typefaces and copy fonts. There should never be any attempt to create a hybrid brand by merging the creative styles or visual identities of your organization with those commonly associated with UC San Diego Health.

Copy and "Tone of Voice"

How an idea is expressed is a reflection of an organization's personality — its culture and values. Co-branded materials produced by the Host should always represent the identity and personality of the Host. However, the quality and "tone of voice" should also be consistent with the quality and tone of UC San Diego Health. In other words, the overall impression created by co-branded materials, including text or copy, must be clear, polished and professional.

Examples of statements to avoid are those that "sound" too boastful and misleading, or promise more than is reasonable to expect or are overly emotional or trite.

Incorrect Usage:

- The best clinical outcomes, anywhere
- The most advanced technology in the country
- The only place in the world for specialty care
- The most compassionate and caring clinicians in the world

UC San Diego Health's goal is to always present an appropriate, high-quality and distinctive image of Physician Network to all audiences.

Correct Usage:

- Collaborating with one of the nation's preeminent academic health systems
- Creating a healthier world – one life at a time
- Providing greater continuity of care and better access to innovative treatments
- Transforming health care through research, education and innovation
- Providing high-quality and safe care for every patient, every time
- Focusing on patient- and family-centered care

The Brand Promise

We shape what patients think and feel about our brands, not only by how we "look" and what we "say," but also by how we "act." It is important to acknowledge that successful branding involves more than just the look and feel of UC San Diego Health's marketing and advertising.

Ultimately, your co-branding efforts will be most successful when those involved in the delivery of Physician Network in your geographic area also adopt service standards that maintain service quality, promote caring, build trust and reward service innovation. Ultimately, this is the brand promise. Delivering it

consistently will lead to more satisfied patients, increase patient loyalty and word-of-mouth referrals, and foster greater teamwork among all stakeholders.

Our intent here is not to change your mission and vision. It is only to make your organization more aware of the culture that shapes and differentiates UC San Diego Health's brand.

UC San Diego Health's **Mission** is to deliver outstanding patient care through commitment to the community, groundbreaking research and inspired teaching.

UC San Diego Health's **Vision** is to create a healthier world – one life at a time – through new science, new medicine and new cures.

Additional Marketing Assistance Available

Recognizing that some Hosts may not have all the resources necessary to develop and design appropriate co-branded materials, UC San Diego Health's Marketing and Communications Department is available to provide recommendations regarding specific co-branding objectives and tactics. If you require such assistance, please contact your Physician Network Marketing Manager.

Use of UC San Diego Health Logo and Name

UC San Diego Health Logo

Hosts are **not licensed to use** the institutional logo owned by UC San Diego Health.

The logo consists of the text "UC San Diego Health" in a black, serif font, centered within a thin black rectangular border.

UC San Diego Health Name

When referencing UC San Diego Health, spell out "UC San Diego Health" for first reference; it may be shortened to "Health" for subsequent references. Do not use "UCSD Health".

Use "UC San Diego Health" NOT "the UC San Diego Health".

UC San Diego Health cannot be translated into Spanish or any other language as it is a brand name. When it is used within a publication written in Spanish or another language, it must still be referred to as it is in English.

Similarly, names of facilities, such as UC San Diego Sulpizio Cardiovascular Center, UC San Diego Moores Cancer Center, UC San Diego Shiley Eye Institute, UC San Diego Jacobs Medical Center, UC San Diego Medical Center and UC San Diego Thornton Hospital cannot be translated into Spanish or any other language, as they are brand names. When they are used within a publication written in Spanish or another language, they must still be referred to as they are in English.

Editorial Standards – Relationship Terms

Describing our relationship can be a challenge. To ensure that all co-branded materials correctly characterize the contractual relationship between Physician Network, the Host and credentialed physicians, please use the following terminology.

Correct Usage:

Hosts are:

→ "Affiliated with" Physician Network

Credentialed physicians:

→ Are "credentialed by" Physician Network

→ "Participate in" Physician Network

Physician Network is a "subsidiary" of UC San Diego Health. "The" Physician Network provides access to specialists and specialty care at UC San Diego Health.

Incorrect Usage:

Hosts are NOT:

- “Selected by” or “part of” Physician Network or UC San Diego Health.
- “Partners,” “joined” or “in alliance” with Physician Network or with UC San Diego Health

Credentialed physicians are NOT “partners with,” “affiliated with” or “approved by” Physician Network or UC San Diego Health.

Do NOT refer to Physician Network, as “the” Physician Network, except when referring to the Physician Network program.

Do NOT capitalize “p” in “program” when referring to the Physician Network program.

Editorial Standards – Other

When referring to Physician Network, the following is suggested language that may be used to communicate various other concepts.

1. Avoid comparisons to UC San Diego Health. Co-branded content should always emphasize the complementary nature of our relationship and accurately reflect the capabilities of each organization.

Incorrect: McKee Health and UC San Diego Health are two of the world’s leading providers of cardiovascular care.

Incorrect: Because of this affiliation, patients at McKee Health have access to the latest medical treatments available, anywhere.

Correct: In addition to offering comprehensive cardiovascular services, McKee Health brings new hope to local cardiovascular patients by using treatment guidelines developed by a leading academic health system that specializes in cardiovascular care.

2. Avoid implying that all services that may be necessary for treating every patient can be obtained locally.

Incorrect: At McKee Health, the best cardiovascular care is closer than you think.

Incorrect: Because of this affiliation, patients can receive the best treatment for their cardiovascular care closer to home.

Correct: This affiliation will allow McKee Health to combine the best of what we provide locally with the expertise of UC San Diego Health, a preeminent academic health system.

3. Avoid implying an exclusive relationship without boundaries. Hosts should limit claims of exclusivity with Physician Network to the service area described in their affiliation agreement.

Incorrect: Through an exclusive affiliation with Physician Network, McKee Health has become a leader in musculoskeletal care.

Incorrect: McKee Health is now providing evidence-based musculoskeletal care throughout the region.

Correct: McKee Health has an exclusive local affiliation with Physician Network.

Correct: In affiliation with Physician Network, McKee Health is helping to raise the standard of musculoskeletal care in the local community.

UC San Diego Health Physician Network cannot be translated into Spanish or any other language, as it is a brand name.

4. UC San Diego Health Physician Network must be written in English only. The words “affiliated with” may be translated into Spanish as “Afiliado a” when used within a Spanish language publication, in written form only. The logo may not be translated.

Brand Standards

Designation

UC San Diego Health Physician Network affiliates have been granted the following designation: “Affiliated with UC San Diego Health Physician Network.” A Physician Network affiliation should not be categorized as a partnership for marketing purposes. Affiliations do not include the use of the UC San Diego Health logo, trademarks or other proprietary symbols, names and marks.

Co-Branding and Use of Physician Network Logo

Affiliates are permitted to use the UC San Diego Health Physician Network logo as identified in these guidelines, as long as the primary purpose is to inform and/or educate local communities and patients on the benefits of UC San Diego Health Physician Network.

Successful use of the Physician Network brand in advertising and marketing campaigns will:

- Communicate the value of your relationship with Physician Network
- Increase patient awareness of the unique value and services offered under the program
- Differentiate your organization from the competition and leverage the value proposition of academic medicine
- Establish preference for affiliates as part of Physician Network
- Increase market share

Physician Network Logo

Affiliated with
UC San Diego Health
PHYSICIAN NETWORK™

The Physician Network logo is allowed in blue and black (PMS 2767, 7461 and black), white or black only. An official, high-resolution version of the logo can be obtained through your Physician Network Marketing Manager. The fonts, colors, and proportions have been carefully selected for optimal effectiveness, and must be maintained in order to ensure a consistent and high-quality brand image. The logo may not be altered or redrawn in any way. Do not use low-resolution images of the logo in printed materials.

Use of Physician Network Logo

The following standards have been developed to ensure maximum visibility and equal prominence when co-branding with Physician Network.

Official Version

The Physician Network logo is allowed in blue and black (PMS 2767, 7461 and black), white or black only. An official, high-resolution version of the logo can be obtained through your Physician Network Marketing Manager. The fonts, colors and proportions have been carefully selected for optimal effectiveness, and must be maintained in order to ensure a consistent and high-quality brand image. The logo may not be altered or redrawn in any way. Do not use low-resolution images of the logo for printed materials.



Strap Line

The strap line “Affiliated with” should always be used to link the Host logo and the Physician Network logo. Do not use the logo without the strapline.



Resizing the Logo (for Equal Prominence)

When necessary, the logo must be resized proportionately (height and width) and scaled for equal prominence with the Host's logo. If the logo has been distorted, start with a new logo. The minimum print size of the logo is 1.25" (31.75mm) wide. The minimum screen size of the logo is 90 pixels wide. When in doubt, please contact the your Physician Network Marketing Manager for assistance.



Visual Weight

The complete logo should be displayed independently and equal in visual weight when scaled to the Host's logo. Relative height, font weight and proximity are all important considerations, and the requirements for each will vary depending upon the shape of the Host's logo, its color and the font type used. When in doubt, please contact your Physician Network Marketing Manager for assistance.



Spacing

To achieve maximum visibility, a clear space around the logo is required. This distance will ensure that each logo represents a separate company and that additional graphic elements or type do not detract from the logos' impact. This clear space should be equal in size to the letter "H" in the word "Health", as shown below. Whenever possible, allow more than the minimum amount of clear space, but not so much as to compromise the visual relationship with the Host logo.



Placement

The Host's logo should always be centered above, or aligned to the left of, the Physician Network logo. Left side alignment (top, center or bottom) can vary according to preference and shape of the Host's logo.

Permanent Signage

There are times when the Host will want to use the Physician Network logo on permanent signage in order to identify, inform, direct and in some cases educate the public. Co-branded monument signs are permitted on the grounds of Host facilities, as are most co-branded internal signs, as long as these signs are placed near the location where these services are delivered.

Co-branded signs that are a reasonable distance away, but serve to direct patients and others to these services, are permitted as long as they are located on property owned and/or controlled by the Host. **No permanent co-branded signage is permitted on the outside of buildings.**

Temporary Signage

Temporary signage, including banners, posters, flags, etc., are permitted for approved co-branded events but must be removed within 30 days of installation.



Logo Placement for Signage

In all cases, the Physician Network logo must have equal prominence to the Host's logo and be used in a manner that is consistent with the print-related standards contained in this document, including use of the strap line "Affiliated with." Any other information on the sign or banner should be displayed underneath the logos.

Co-Branded Business Cards

Co-branded business cards should be printed on white stock that coordinates with the Host stationery. Font types for the physician's name, credentials, role and contact information should be consistent with Host graphic standards. The Physician Network logo is allowed in blue and black (PMS 2767, 7459 and black), white or black only. No other designs, formats or color options are allowed.

In general, the standard for the reverse side of business cards is to leave it blank. However, the following exceptions are allowed:

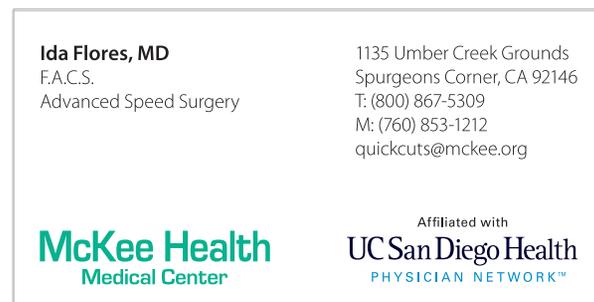
- When necessary, a direct translation into another language may appear on the reverse side
- Additional contact information, including alternate addresses, websites or phone numbers, may also appear on the reverse side

Information NOT ALLOWED anywhere on business cards includes:

- Business policies, marketing statements, taglines or promises of any kind
- Personal logos, symbols or pictures
- Charts, graphs or visual elements not represented in the approved formats illustrated above

The right to carry and distribute business cards bearing the logo terminates along with the Host agreement and/or when a particular physician fails to meet the credentialing standards established by Physician Network.

Under no circumstances can the Physician Network logo appear with the logo of an individual physician or physician practice that is not employed or uniquely contracted with the Host.



Co-Branded Host Website

Following approval, Hosts may use the Physician Network logo on their website. When used on the Host's website, the Physician Network logo should always be linked to health.ucsd.edu/physnet. All content on the web page featuring the Physician Network logo, and any linked pages and/or associated banner ads or flash ads, must comply with all print-related standards contained in these co-branding standards. **Hosts are not permitted to use the UC San Diego Health Physician Network name in any form in their website URL.**

New hope for heart patients.

McKee Health
Medical Center

Affiliated with
UC San Diego Health
PHYSICIAN NETWORK™

Anywhere Hospital

McKee Health
Medical Center

Affiliated with
UC San Diego Health
PHYSICIAN NETWORK™

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Co-Branded Video

When featured in a video production, the Physician Network logo should always be used in a manner that is consistent with the print-related standards. This includes any co-branded “floating” text or graphic visuals not included in a written script. The video must be submitted and a written approval must be obtained prior to production.

Co-Branded Advertising Promoting Credentialed Physicians Directly Employed by the Host

Credentialed physicians are a critical link between patients, the Host and a range of benefits available through the Physician Network. The Host is permitted to use the Physician Network logo in advertising and other marketing activities, including direct mail, brochures

and billboards that feature credentialed physicians and program-related services; as long as:

- These materials are under the direct control and responsibility of the Host and
- The featured physicians are in good standing with Physician Network

Only credentialed physicians who are directly employed by the Host may be featured in advertising that also features the Physician Network logo.

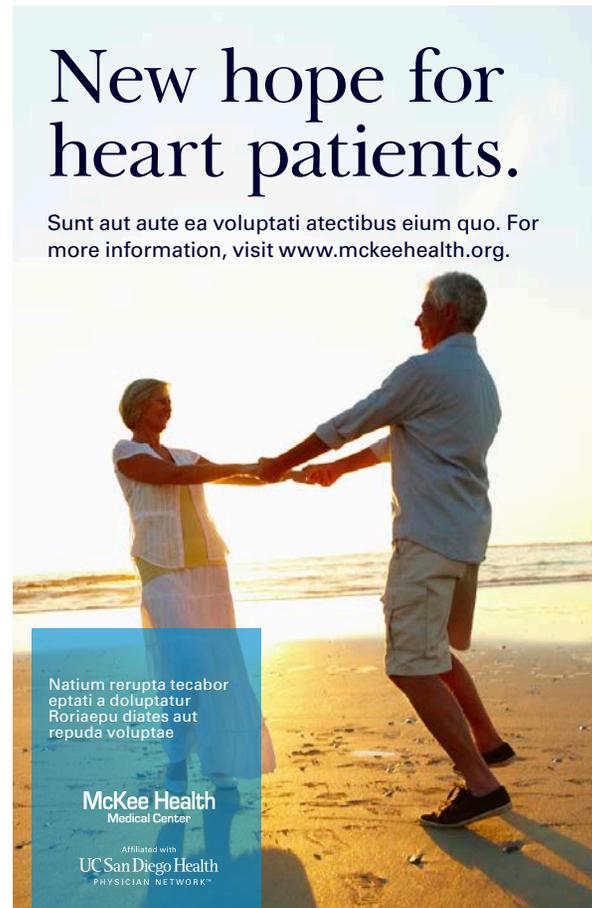
Co-Branded Advertising Promoting Credentialed Physicians Not Directly Employed by the Host

Under no circumstances can the Physician Network logo appear in ads featuring credentialed physicians not directly employed by the Host. This includes physicians who are in practices that may be affiliated with or owned by the Host, but are not identified under the same name or mark.

Credentialed Physicians who are not employed by the Host are not permitted to use the Physician Network logo in any advertising or marketing materials. As with all co-branded marketing materials, the right to promote a relationship with Physician Network will terminate with the Host agreement and/or when a particular physician fails to meet the credentialing standards established by Physician Network.

Correct Logo Usage for Other Co-Branded Materials

1. This ad shows the size relationship between two logos that is determined by visual weight. Color can often add weight:
2. In this direct mail piece, the logos have equal visual weight. The eye does not rest on one logo over the other:



3. This brochure shows the size relationship between two logos that is determined by visual weight:



4. This outdoor board shows the size relationship between two logos that is determined by visual equality. One is not more prominent than the other:



Approval Process

Representatives of Physician Network and UC San Diego Health share responsibility for reviewing all co-branded materials prior to being produced by your organization. The Physician Network Marketing Manager at UC San Diego Health manages the approval process.

Submission of Materials

Prior to production, submit all co-branded materials to your Physician Network Marketing Manager in any of the following formats:

- PDF (Adobe)
- WORD (Microsoft)
- Windows Media File (for TV and radio ads) *please provide script with file each time*

When necessary, you may submit a hardcopy of co-branded materials, using whatever vehicle for delivery that is most appropriate. Also, a written script in hardcopy or WORD format must accompany all TV and radio ads. Included in your submission should also be:

- A brief description of the primary purpose(s) and objective(s) of the co-branded materials
- The intended audience
- Essential specifications regarding quality of workmanship or methods of production, including whether these materials are to be produced by an outside agency or by using departmental resources for production. (This additional information will help the review team understand your intentions and place the important creative elements within a relevant framework).

Initial Review

The Physician Network Marketing Manager is responsible for the initial review of your co-branded materials. This review generally involves compliance with contractual requirements and these co-branding standards. Any deviations will be returned to your organization for correction and resubmission.

Legal, Communications and Marketing Review

The Physician Network Marketing Manager is responsible for routing all co-branded materials to the review team.¹ If changes are recommended, your Physician Network Marketing Manager will coordinate implementation with you prior to submission to UC San Diego Health for a final brand review and approval.

Approval

If there are additional changes, the Physician Network Marketing Manager will contact your organization with those changes. After the Host has successfully incorporated all changes, a final written approval will be issued to you (via a WORD document or email). Following final approval, the Host may submit co-branded materials for production.

Best Practice

Following production, UC San Diego Health requires that an original of the published document (or item) be sent to your Physician Network Marketing Manager for UC San Diego Health's files, and possibly for use as a "best practice" example.

¹UC San Diego Health's co-branding review team is composed of executive, legal and physician representatives of Physician Network, along with marketing, communications and business development leadership for UC San Diego Health. They share responsibility for reviewing all co-branded materials in accordance with the process outlined above.

Contact

UC San Diego Health Physician Network
Danielle Schmidt
Project Manager, Network Operations
duschmidt@ucsd.edu
858-249-0366