

# BRANDING STYLE GUIDE

Rome wasn't built in a day, and neither are brands. It's a process in which you play a vital role. We rely on you to help build our brand by using the styles set forth in these pages to guide you.

You are a steward of the Dove Healthcare brand, and it's up to you to use it consistently and with conviction.



# THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL HELP YOU GET TO KNOW US BETTER.

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A brand is something built over time, and like a person, it has its own personality and traits. This manual exists to help achieve a consistent look for Dove Healthcare, so that our customers can perceive us a strong, compassionate, and reliable friend to help them during some of life's most challenging moments.

Inside you will get to know us better, and find a comprehensive set of design guidelines that are the starting point for any Dove Healthcare communication.

## **The key for a brand to appear professional is consistency.**

We don't ask for much, just a little love and respect for our branding, which is why we think we've created a flexible system that won't stifle your creativity.

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## OUR LOGO IS VERY PRECIOUS TO US.

WE HAVE A LOT OF TIME AND MONEY INVESTED IN DEVELOPING OUR BRAND, SO PLEASE BE NICE TO IT.

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### Rationale

Our logo was developed to be modern and future-proof. It is a distinctive mark that seeks to present our company as a compassionate, forward-thinking, and professional organization with commitment for adherence to high standards.

### Choose the correct logo.

Use the full color version whenever possible. If production constraints do not allow the use of the full color version, use the two color, black, or white version.

The use of the dove in isolation should be carefully considered and restricted to supporting promotional materials only. It should never be the default identifier in place of the complete logo unless it's absolutely necessary due to size restrictions (i.e. social media).

**All logos can be found online at: [dovehealthcare.com/branding](https://dovehealthcare.com/branding)**



*full color*



*two color*



*black*



*white*

## WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

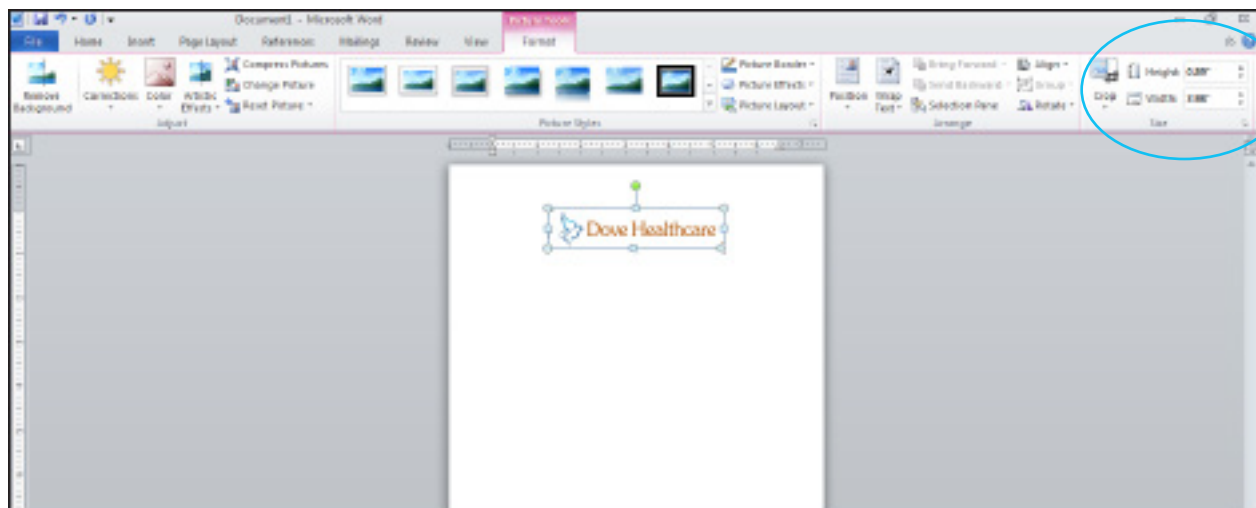
---

### The bigger, the better.

The logo must not be reproduced at a size smaller than 1.5 inches wide.



**How to Resize:** If you use the templates provided online, you should rarely need to insert the logo into a document on your own. To resize without squishing the logo, simply hold the shift key down and drag from the corner of the bounding box. If you are using Word or Publisher, a box will appear in the upper right corner that tells you the size of the logo in your document.



### Give it room to stand out.

The logo should appear alone in a clear space with plenty of room to breathe and should never be combined with other text or design elements. A minimum clear space the height of the 'H' should be maintained on all sides.



## IT MAKES US CRY A LITTLE. HELP MAINTAIN THE INTEGRITY OF OUR BRAND. PLEASE DON'T MISUSE OUR LOGO.

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### It's just not right.

Do not reproduce the logo in colors other than the original full color, two color, all black, or all white versions.

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### Avoid color clash.

Do not place the logo on the wrong colors. We are trying to brand our company as being comprised of compassionate employees. Color is key to conveying this image. Stick to white, neutral, or lightly colored backgrounds. Do not place the logo on a patterned background that impairs readability.

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### No embellishments needed.

Clean and simple is the most professional and will stand the test of time. Do not add embellishments like drop shadows, embossings, or other trendy styles to the logo.

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### Don't take a wrong turn.

The logo should never be rotated, stretched, cropped, or altered in any way. The text of the logo should never be used without the symbol.



Dove Healthcare



## SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT IN THIS GUIDE, WE DON'T WANT YOU TO USE IT.

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Our primary logo should be used whenever possible. Just like McDonalds, Target, Mayo Clinic Health Systems, Marshfield Clinic, or any other chain, we want to build our brand as “Dove Healthcare” and not bog it down with unnecessary location information. However, we understand that there are instances when noting a specific location in the logo makes sense.

### When to use the primary logo

#### 99% percent of the time

- Apparel
- Signage
- Social Media
- Business Cards
- Nametags
- Email Signatures
- Promotional Products
- All TV, Print, and Digital Advertising  
(Including all recruitment print ads.)

### When to use a location logo

#### The very rare exception

- Flyers for Location Specific Events
- Marketing regarding services *only* available at *one* location (i.e. Vent Care at Dove Healthcare - Regional Vent Center)

**If you would like a location logo, contact [marketing@dovehealthcare.com](mailto:marketing@dovehealthcare.com) for permission and files. If you need a location logo for a document or flyer, visit the [dovehealthcare.com/branding](https://dovehealthcare.com/branding) to use one of the templates provided.**



# **YOU WORK AT DOVE HEALTHCARE.**

## **WE ARE BIGGER THAN THE LOCATION**

## **WHERE YOU WORK, AND WE WANT**

## **PEOPLE TO KNOW THAT.**

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When introducing yourself or writing a letter, always refer to the company as Dove Healthcare. To each other we refer to our location differently, we get that. But our residents, their families, and the general public, we want them to think of us as Dove Healthcare.

### **When to say Dove Healthcare**

#### **Most of the time**

- In all correspondence with anyone outside of our company
- Social Media + Marketing Materials

### **When to specify the location**

#### **Every once and a while**

- Inner company communications
  - Contact information on advertisements or marketing materials
- 

### **The official location names:**

Dove Healthcare - Barron Assisted Living  
Dove Healthcare - Bloomer  
Dove Healthcare - Bloomer Assisted Living  
Dove Healthcare - Fennimore  
Dove Healthcare - Lodi  
Dove Healthcare - Orchard Hills Assisted Living  
Dove Healthcare - Osseo  
Dove Healthcare - Osseo Assisted Living  
Dove Healthcare - Regional Vent Center

Dove Healthcare - Rice Lake  
Dove Healthcare - Rutledge Home  
Dove Healthcare - Settlers' Trail  
Dove Healthcare - South Eau Claire  
Dove Healthcare - Spooner  
Dove Healthcare - Spooner Assisted Living  
Dove Healthcare - St. Croix Falls  
Dove Healthcare - Superior  
Dove Healthcare - West Eau Claire

### **How to list them in a series**

Dove Healthcare - Barron, Bloomer, Osseo, Rice Lake, South Eau Claire, and West Eau Claire.

- Only list "Dove Healthcare -" at the beginning.
- List the locations in alphabetical order.
- Use the Oxford comma before the "and" when listing three or more.

### **How to write them**

- Never abbreviate (i.e. DHC, Dove, Dove South)
- Written with a space on both sides of the hyphen.
- Only use a short hyphen (Between 0 and = on a keyboard)

## OUR COLORS HELP DISTINGUISH OUR BRAND.

OUR COLORS CONVEY THAT  
WE ARE COMPASSIONATE,  
KIND, AND PROGRESSIVE.

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The consistent use of color is one of the easiest ways to stand out amongst a cluster of different communications and brands. The corporate color palette includes a blue and brown theme with supporting tones. Limiting color use to our corporate palette will serve to strengthen our brand.



### Dove Healthcare Blue

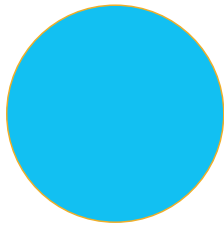
Pantone **541**

C **100** M **57** Y **0** K **38**

R **0** G **70** B **127**

HEX **00467F**

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### Dove Healthcare Blue

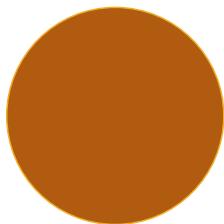
Pantone **Process Cyan at 70%**

C **70** M **0** Y **0** K **0**

R **0** G **195** B **243**

HEX **00C0F3**

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### Dove Healthcare Brown

Pantone **160**

C **0** M **62** Y **100** K **32**

R **177** G **92** B **18**

HEX **B15C12**



# **TYPOGRAPHY IS THE BACKBONE OF DESIGN.**

## **OUR FONTS ARE PRACTICAL AND EASY TO READ.**

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### **Typefaces**

#### **Our corporate typeface is Arial.**

This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. By default, you already have this font on your computer. So there's no excuse for not choosing Arial almost every time you type.

#### **Our display font is Black Jack Pro.**

It's used sparingly for main headlines.

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### **Typography Style**

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Paragraphs should never be indented. All caps should never be used for body text, but is acceptable for headings.

See page 16 and 17 for examples.

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**All fonts can be found online at:  
[dovehealthcare.com/branding](https://dovehealthcare.com/branding)**

**Arial Black**

**Arial Bold**

Arial Regular

*Black Jack Pro*

## THAT'S JUST FOR STARTERS.

### HERE ARE A FEW MORE THINGS YOU SHOULD KNOW.

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#### Say “you” more the “we/our/us”. Avoid using third-person narrative.

Give your writing a more personal, human touch. Talk to our customers in first person voice in the copy, just as if you were talking to them in person. If you wouldn't say something that you wrote naturally in conversation, then rewrite it. Instead of saying... “Dove Healthcare provides long-term care to residents,” say “Receive skilled, personal care from nurses who truly care about you.” The emphasis here is on ‘we’ and ‘you’ rather than ‘we, we, we’. Remember it's about what our readers want to know and not just what we want to tell them.

#### Use action words. Avoid the passive tense.

Why? Passive sounds weaker, is less direct, more formal, and impersonal. Instead of saying... “You will receive skilled, personal care,” say “Receive skilled, personal care.”

#### Focus on the reader and the benefits they receive from our services.

Avoid copy that is all about us and our services. Whether you're writing a letter or an article, copy should be about the reader. As simple as this sounds, most companies are guilty of simply crowing their name and listing their services... yawn. An effective message tells our customers how they will benefit from our services.

#### Omit periods in abbreviations.

(i.e. USA and not U.S.A., AM and not a.m.)

#### Oxford comma, please!

The Oxford (or serial) comma is the final comma in a list of things. (i.e. physical, occupational, and speech therapy). When using amperands (in titles only please), the serial comma is omitted.

With the **Oxford Comma**:

We invited the rhinoceri, Washington, and Lincoln.



Without the Oxford Comma:

We invited the rhinoceri, Washington and Lincoln.



©Eric Robison 2011

## SERVICES AND KEY TERMS

- assisted living residence
- end-of-life care
- full-time and part-time
- healthcare (*never 'health care'*)
- long-term care
- memory care
- occupational therapy
- physical therapy
- post-hospital care
- short-term rehabilitation (*never 'rehab'*)
- skilled nursing
- speech therapy
- tracheostomy care
- ventilator care

### Include the hyphens.

**Do not abbreviate services, location names, departments, or job titles when communicating with anyone who is not a Dove Healthcare employee.**

### Never capitalize in a sentence.

(i.e. Receive innovative physical, occupational, and speech therapy after surgery, illness, or injury from our expert in-house therapy department.)

## OFFICIAL TITLES FOR DEPARTMENTS

- administration
- business office
- environmental services (this includes laundry, housekeeping, maintenance)
- health information
- human resources
- nursing
- nutritional services (*not 'dietary'*)
- recreation (*not 'activities'*)
- social services (for all SNF locations except Dove Healthcare - Regional Vent Center use 'resident & family services')
- therapy
- transportation

## WHEN TO CAPITALIZE

People have a tendency to over capitalize. You only capitalize things that are official like names of people, buildings, organizations, countries, books, etc. You do not capitalize directions (i.e. south) unless it's part of a title. **Ask yourself...** Am I using a name that someone gave to this thing or person? If yes, capitalize.

**Job titles** are only capitalized if they come immediately before the person's name, as part of the proper noun:

- Meet Administrator Jeremy Kiley.
- Meet Jeremy Kiley, administrator.

## CAPITALIZING TITLES

### Capitalize:

- First and last word
- All nouns, pronouns, verbs, adverbs, and adjectives
- Prepositions
- Subordinating conjunctions (for example: before, after, when...)
- Start of both words with hyphens (for example: Long-Term)

### Do Not Capitalize:

- Articles (a, an, the)
- Coordinating conjunctions (and, but, or, nor, for, yet, so)
- Prepositions with less than five letters (on, for, in, by, from, with...) Prepositions can be adverb; in which case, they should be capitalized.

### Some examples:

The Time of Your Life  
Go Tell It on the Mountain  
The Cat in the Hat (*in is a preposition*)  
Bringing In the Cows (*in is an adverb*)

# GRAMMAR PERFECT PLEASE.

## IF YOU'RE IN-THE-KNOW, YOU CAN AVOID COMMON MISTAKES.

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### Dates and Numbers

Spell out numbers zero through ten unless used in a date; put numbers 11+ in numerical form.

**Correct way to write a date:** Tuesday, September 1, 2015

Do not put st, nd, rd, th after numbers unless you are talking about 1st place, 2nd place.

### Commas

**Use a comma to separate two adjectives.** (i.e. He's a strong, healthy man.)

**Use a comma when starting a sentence with a dependent clause.** (i.e. If you are not sure about this, let me know now.)

**Use a comma when each side of the connector (and/or/but) is a sentence.**  
(i.e. He walked all the way home, and he shut the door.)

**Use a comma after a prepositional phrase.** (i.e. In 2015, he... or After the game, he...)

**Avoid a comma splice.** Many inexperienced writers run two independent clauses together by using a comma instead of a period. This results in the dreaded run-on sentence or, more technically, a comma splice. (Incorrect: He walked all the way home, he shut the door.  
Correct: He walked all the way home, and he shut the door.)

### Location Terminology

Please avoid writing or saying 'nursing home' or 'facility'. Instead use the name of your location or restructure the sentence to avoid these words all together. \*When referencing the type of state licensure, 'skilled nursing facility' or 'SNF' is appropriate. All of the following are preferred:

- skilled nursing facility\*
- skilled nursing and rehabilitation center
- post-acute rehabilitation center
- Regional Vent Center

**Please avoid writing or saying 'staff'. Use 'team', 'team member', 'employee', or 'co-worker' instead.**

### Technology Words

- Website (not Web Site or Web-Site)
- Online (not On Line or On-line)
- Email (not E-mail)

# **SIGN OFF IN STYLE.**

## **EMAIL IS OUR MOST USED METHOD OF COMMUNICATION. GETTING IT RIGHT IS PARAMOUNT.**

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### **All Staff Email Group**

Do not use the 'All Staff' email group unless you have approval from your location administrator.

### **BCC – Blind Copy Rule**

When sending an email to more than one external email address, always BCC the addresses. When sending internal emails, you do not need to BCC unless you are sending updates/announcements to multiple employees outside of this group.

### **Attachments**

In most cases, only PDFs should be sent as attachments. If you create a letter, memo, document, newsletter, or flyer in Word, Publisher, or Excel, save it as a PDF before emailing.

### **Auto Reply Messages**

If you are going to be out of the office for two or more consecutive business days, set an auto reply message with a specified return date (set the auto reply for internal and external contacts).

“Hello – I am out of the office until Monday, March 18 and will respond to your email at that time. If your need is urgent, please contact (insert name, phone, and email).”

### **Signatures**

Use the following specified email signature – **no modifications.** Additions such as wallpaper, graphics, and inspirational quotes are not permitted.

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**Jane Doe, NHA** Administrator  
Dove Healthcare - South Eau Claire

.....  
**715-858-2100 ext. 701** • cell: 715-590-3407 • fax: 715-552-4567  
3656 Mall Drive • Eau Claire, WI 54701 • [dovehealthcare.com](http://dovehealthcare.com)



# **MAKE A PROPER INTRODUCTION WITH A WELL REHEARSED ELEVATOR SPEECH.**

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## **ELEVATOR SPEECH**

When you are asked, “*What is Dove Healthcare?*”, here is a precise, 20 second response:

“Dove Healthcare is based in Wisconsin and comprised of skilled nursing and rehabilitation centers, assisted living residences, and independent living complexes. Core services include rehabilitation, post-acute care, tracheostomy and ventilator care, skilled nursing, long-term and end-of-life care, as well as assisted living and memory care. Over 1100 Dove Healthcare employees provide compassionate care and service to meet the needs of 600+ residents and patients every day. Visit our website [dovehealthcare.com](http://dovehealthcare.com) to learn more.”

## **VOICE MAIL GREETING (DESK & CELL PHONE)**

Please use the following greeting on both your desk and cell phone.

“You have reached the voicemail of *(first and last name)*, *(your job title)* for *(your specific location)*. Please leave your name and phone number, and I will return your call. Thank you!”

*Example:* You have reached the voicemail of Sally Smith, administrative assistant for Dove Healthcare - South Eau Claire. Please leave your name and phone number, and I will return your call. Thank you!”

Update your voicemail greeting when you are out of office on PTO for two or more consecutive days:

“You’ve reached the voicemail of *(first and last name)*, *(your job title)* for *(your specific location)*. I am currently out of the office and will return on *(your return date, i.e. August 1)*. Please leave your name and phone number and I will return your call. For immediate assistance, please call *(main phone number to your location)*. Thank you!”

## PERSONAL. LOCAL. LOYAL. THAT'S US. LET'S LET PEOPLE KNOW IT.

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### Taglines

Taglines play a big part in conveying a brand image. The Dove Healthcare tagline should not be used as a crutch to our logo: it must work separately as an element of support. Our tagline is designed as a footer, to anchor the publication.

**There are four options available.** The same rules apply to it that apply to our logo. Don't change the colors, squish it, rotate it, or embellish it. If you use it as is, you're using it correctly.

**If you are interested in using one of our tagline files in your document, email [marketing@dovehealthcare.com](mailto:marketing@dovehealthcare.com).**

*Caring for Osseo* PERSONAL. LOCAL. LOYAL.

*Caring for Osseo* PERSONAL. LOCAL. LOYAL.


*Caring for Osseo* PERSONAL. LOCAL. LOYAL.

*Caring for Osseo* PERSONAL. LOCAL. LOYAL.

# A GREAT PLACE TO START.

## THIS TEMPLATE IS BASICALLY A BLANK PAGE WITH THE LOGO AND MARGINS ALREADY CONFIGURED.

**A document/form template can be found online at:**  
**[dovehealthcare.com/branding](http://dovehealthcare.com/branding)**

	<div data-bbox="362 869 782 953">  <span>1.75" Dove Healthcare</span> </div>	
<div data-bbox="224 1373 245 1394">1"</div>	<div data-bbox="505 1003 716 1024">CODE OF CONDUCT</div> <p>We are proud of the leadership and reputation Dove Healthcare has in the community! In order to meet and exceed our mission, as well as create a positive working culture, each of our employees is personally committed to continually enforcing and adopting the following attitudes and behaviors:</p> <p>I will take personal responsibility for my actions and behaviors. If events happen that are unfavorable, I will look to see where I can improve or change to prevent those events from happening again.</p> <p>I will work at developing a culture of trust and respect. I will acknowledge each employee in a positive manner, by listening to each other's ideas and concerns, by recognizing each other's efforts and contributions, by keeping my agreements and promises, and by showing support of team members to other team members. If I have a problem with a team member, I will normally only address the concern to that person, not to anyone else.</p> <p>I will be an active participant at team meetings. I will listen, acknowledge, and contribute to the best of my ability so the meetings will be productive and proactive.</p>	<div data-bbox="963 1373 984 1394">1"</div>
	<p>I will be genuinely concerned about each team member's personal welfare. I will do what I can to help others succeed and share in the excitement of their accomplishments.</p> <p>I will communicate in a manner so others will know they can believe, depend, and count on what I say. I will be frank, tactful, open, and honest with those with whom I communicate. I will give feedback when appropriate. I will ask the same from my team members.</p> <p>My behaviors will be proactive, not reactive. I will avoid taking statements too personally. When I have a concern about a statement, I will ask for clarification to understand, rather than reacting to what I feel at the time.</p> <p>I will demonstrate pride and a sense of ownership in my role at Dove Healthcare. I will work with all my team members to show we are committed to Dove Healthcare's mission and supportive of its core priorities. Should conflict occur, I will utilize my communication skills to listen, understand, and resolve the conflict with a win-win solution.</p> <p>I will work as part of a holistic team. I recognize all departments need to work together in order to achieve Dove Healthcare's mission. My job focus will be on achieving success throughout Dove Healthcare and not just in my department.</p>	
	<div data-bbox="362 1822 383 1843">1"</div>	

### GREAT FOR:

- Admission Documents
- Forms
- Policies

**Font:** Arial

### Text Alignment:

- Flush left, rag right
- Single line spacing
- No indents
- Hard returns after each paragraph
- All caps should never be used for body text, but is acceptable for headings.

### Margins:


Top: 1.75"  
Left: 1"  
Right: 1"  
Bottom: 1"



# WRITE IT RIGHT.

## USE OUR LETTERHEAD FOR ALL OFFICIAL SNAIL MAIL AND ELECTRONIC CORRESPONDENCE.

An electronic template of our letterhead can be found online at: [dovehealthcare.com/branding](http://dovehealthcare.com/branding)

	 <div>1.75" Dove Healthcare</div>	
1"	<p>January 2, 2008</p> <p>Garage 70's 3646S Little Harbor Rd Manistique, MI 49854</p> <p>Dear Sirs,</p> <p>I love the Garage 70's Band! Your music is awesome, just like the music back in the 70's and early 80's. Lorem ipsum dolor sit amet, tenetur dignissim vehicula auctor vivamus vel. Vivamus quam orci veniam enim enim. Ipsum dolore in commodo id suspendisse, vestibulum volutpat sit velit sed. Ac accumsan proin curabitur. Vestibulum in sed turpis, felis ultricies ut augue. Auctor sociis vehicula ultricies hymenaeos phasellus, aliquam aliquam et, donec wisi ac, malesuada elit, imperdiet dictum litora et consectetur molestie amet. Magna lacus nascetur pellentesque. Interdum fusce, non leo cursus porttitor ac laoreet, condimentum praesent wisi, a velit. Sagittis quam sed vivamus esteros, sit nec venenatis sem turpis egestas taciti, ut massa, gravida elit felis, nibh aliquet pellentesque neque.</p>	1"
1"	<p>Bibendum arcu placerat quam voluptas, a dictum sed odio vel dolor, sed suspendisse, vivamus ac erat sit pede. Sed metus nibh, urna dolor eget, purus semper adipisci vestibulum lobortis fusce, mus ultricies sem mauris accumsan urna est, massa vestibulum quisque bibendum. Mauristellus anim luctus a sollicitudin. Veniam malesuada massa eget lorem, et suscipit hacante, aliquet cras sem, pharetra et purus. Neque ligula libero mi. Habitas arcu sit consequat, sed cum. Scelerisque magna pellentesque morbi malesuada cras sed, sit aliquam ut nisl, tortor aliquet ante, vivamus luctus vulputate, mi luctus pellentesque faucibus neque turpis sagittis. Vulputate turpis sed nisl dis, justo tempor tincidunt. Amet lorem in proin commodo sem, facilisis quis consectetur sed.</p> <p>Cras viverra lobortis vitae quam, sed aptent sit pretium justo, imperdiet dolor lat, mauris volutpat feugiat auctor ullamcorper, mauris nec placerat eu. In nunc est feugiat massa nullam, lobortis imperdiet provident ante libero, mauris eget in consequat aut venenatis viverra, dictum leo. Id rutrum non suspendisse. Dolor ultricies suscipit viverra, ligula iaculis nam varius. Ante mus sapien, est vitae maecenas quis elementum vestibulum, quam dictumst dui justo, curabitur donec, mauris ac.</p> <p>Sincerely</p> <p>Your Name</p>	1"
	<p>www.dovehealthcare.com</p>	

### Electronic Letterhead

Electronic letterhead should only be used when you need to email a letter/form. Please do not use the electronic letterhead in place of printing a letter/form to letterhead paper.

**Font:** Arial

#### Text Alignment:

- Flush left, rag right
- Single line spacing
- No indents
- Hard returns after each paragraph
- All caps should never be used for body text, but is acceptable for headings.

#### Margins:

Top: 1.75"  
Left: 1"  
Right: 1"  
Bottom: 1"

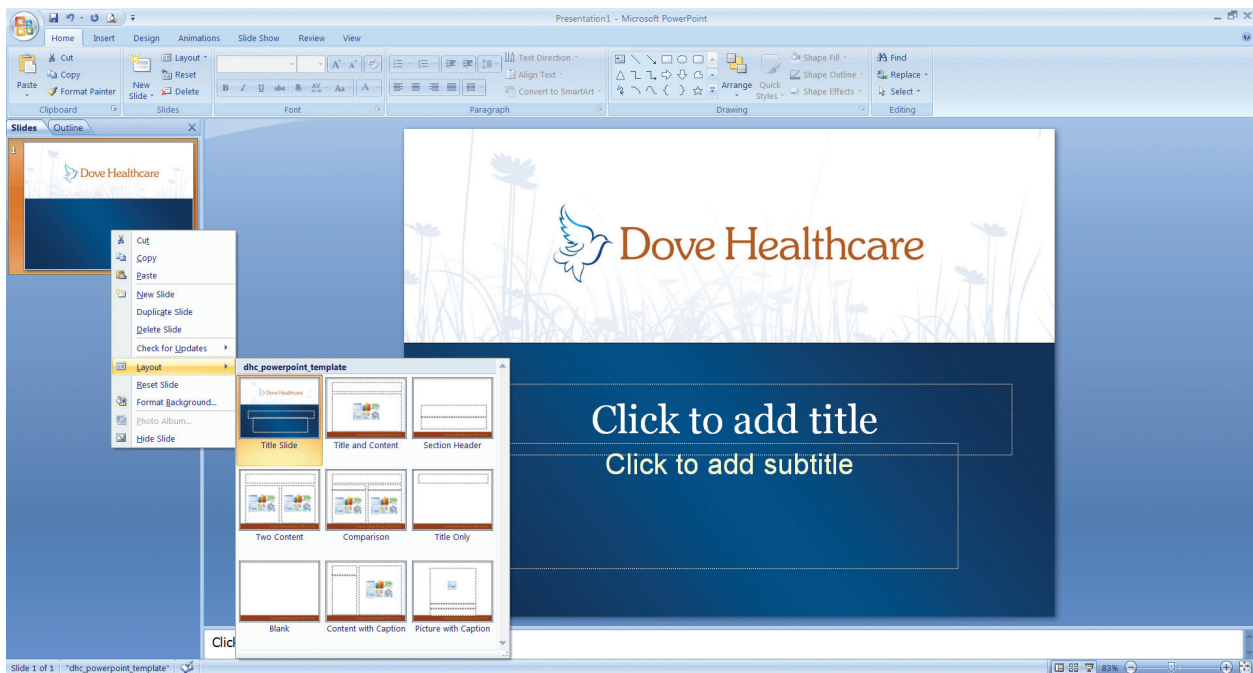
## **PRESENT LIKE A PRO.**

### **USE OUR POWERPOINT TEMPLATE AND ADD POLISH TO YOUR PRESENTATION.**

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Any time you make a presentation in the community or for the community (any type of non Dove Healthcare employee audience), use of the Dove Healthcare PowerPoint is required.

**The PowerPoint template can be found online at:  
[dovehealthcare.com/branding](http://dovehealthcare.com/branding)**



## GET THE WORD OUT.

### ADVERTISE AN EVENT, BUT BE SURE IT'S BRANDED AS A DOVE HEALTHCARE EVENT.

All flyers that are shared with the public, **must be emailed to [marketing@dovehealthcare.com](mailto:marketing@dovehealthcare.com) for review prior to release.** We encourage you to use one of the Dove Healthcare templates.

**The flyer template can be found online at: [dovehealthcare.com/branding](http://dovehealthcare.com/branding)**

**BAKE SALE** To raise funds for:  
*The Alzheimer's Association*

Date: **Tuesday, August 12**  
Time: **9 AM -12 PM**  
Where: **1st Floor Lobby**

If you would like to contribute donations to this fundraising effort, please bring baked goods to the front desk by 8:00am. Please have items individually packaged and ready to sell.

Employees: Join in the Casual for a Cause movement and wear Jeans this day! You are encouraged to wear PURPLE!

**Casual for a Cause!**  
alzheimer's association

Staff - Donate \$1 at the front desk & receive this sticker to wear on August 12 for Casual for a Cause! You must have a sticker to wear jeans. All dress code policy still pertain to this event.

 **Dove Healthcare**  
West Eau Claire

*Caring for Eau Claire* PERSONAL. LOCAL. LOYAL

**715-552-1030 • 1405 Truax Blvd. • Eau Claire, WI 54703**

**Font:** Arial

**Text Alignment:**

- Event title
- Date written as:  
Thursday, June 1
- Time written as:  
3 PM and not 3:00 pm
- Location (i.e. in the  
Community Room)
- Call to action  
(i.e. Call... to register.)

**Design:**

We want you to have flexibility with design and layout. Just be sure to include the important details of what, when, where, and why.

Please leave an 1/8" space here before the footer.

## **SOME FINAL WORDS.**

### **BE SURE YOU GET APPROVAL BEFORE YOU SHARE YOUR INTERNAL OR EXTERNAL COMMUNICATIONS.**

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Before emailing, mailing, or posting any letter, flyer, document, memo, etc. to internal or external audiences, email it to **marketing@dovehealthcare.com** for review and editing.

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