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.

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.
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.

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
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.

**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.

**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.

**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.

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

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
- Social Media
- Nametags
- 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 for permission and files. If you need a location logo for a document or flyer, visit the 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.

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
• All Marketing Materials

When to specify the location

Every once and a while

• Inner company communications
• Website
• Contact information on advertisements or marketing materials

The official location names:

Skilled Nursing & Rehabilitation Centers
Dove Healthcare - Bloomer
Dove Healthcare - Osseo
Dove Healthcare - Regional Vent Center
Dove Healthcare - Rice Lake
Dove Healthcare - South Eau Claire
Dove Healthcare - West Eau Claire

Assisted Living Residences
Dove Healthcare - Barron Assisted Living
Dove Healthcare - Bloomer Assisted Living
Dove Healthcare - Orchard Hills Assisted Living
Dove Healthcare - Osseo Assisted Living
Dove Healthcare - Rutledge Home
Dove Healthcare - South Assisted Living

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.

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

**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.

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.

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.

All fonts can be found online at: dovehealthcare.com/branding
THAT’S JUST FOR STARTERS.
HERE ARE A FEW MORE THINGS
YOU SHOULD KNOW.

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.
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.

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.

All Staff Email Group
Do not use the ‘All Staff’ email group unless you have approval from your location administrator.

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 (PTO) for two or more consecutive business days, set an auto reply message with a specified return date listed as part of the message (set the auto reply for internal and external contacts).

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

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
MAKE A PROPER INTRODUCTION WITH A WELL REHEARSED ELEVATOR SPEECH.

ELEVATOR SPEECH

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

“Dove Healthcare is comprised of six skilled nursing centers, six assisted living residences, and one rehabilitation company in northwestern Wisconsin. Our core services include short-term rehabilitation, ventilator, long-term, and end-of-life care, as well as assisted living and memory care. On average, 1000 Dove Healthcare employees provide compassionate care and service to meet the needs of 420 residents and patients every day.”

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.

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.
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

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"

CODE OF CONDUCT

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:

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.

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.

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.

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.

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.

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.

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.

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.

A GREAT PLACE TO START.
THIS TEMPLATE IS BASICALLY A BLANK PAGE WITH THE LOGO AND MARGINS ALREADY CONFIGURED.
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

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.

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
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 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

**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.

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.

Remember, after marketing has sent you back revised, final copy, only email PDFs to internal and external audiences. Please, never email the original file (i.e. Word, Publisher).

If you would like to try something that is not within this set of guidelines, make sure you contact our team before issuing or publishing any graphic material.