

Swedish Covenant Health Brand quick-guide

PRIMARY LOGO (HORIZONTAL)







NOTE: THE LOGO SHOULD BE USED IN NAVY, BLACK OR WHITE ONLY.

SECONDARY LOGOS (VERTICAL + STACKED)



NOTE: THE STACKED LOGO SHOULD BE USED IN SMALL SPACE SITUATIONS ONLY.

BRAND COLORS

			
NAVY / PRIMARY	CYAN / SECONDARY	YELLOW / ACCENT	GREY / ACCENT
PANTONE PMS PMS 288C	PANTONE PMS Process Cyan C	PANTONE PMS PMS 129C	PANTONE PMS PMS Cool Grey 7C
CMYK C100 M65 Y0 K30	CMYK C100 M0 Y0 K0	CMYK C4 M16 Y87 K0	CMYK C0 M0 Y0 K47
RGB R0 G71 B133	RGB R0 G174 B239	RGB R245 G206 B62	RGB R153 G155 B158

FONTS

EXTERNAL FACING

When creating Health branded external marketing materials, please use:
Trade Gothic Light
Trade Gothic Roman
Trade Gothic Bold No. 2

OFFICE/INTERNAL FACING

When the primary typeface is not readily available (such as when preparing a PowerPoint presentation for distribution on computers without TradeGothic), then **use of Helvetica or Arial is acceptable**. This is usually in internal/ office situations and should never occur on external facing marketing materials.

Swedish Covenant Health

Swedish Covenant Health is a health care system offering a wide range of health and wellness services to Chicago's north and northwest sides.

Swedish Covenant Health is made up of multiple organizations, including:

Swedish Covenant Hospital

Offering more than 50 academic-level medical specialties.

Swedish Covenant Medical Group

Our physician group of more than 150 board-certified employed physicians and advanced practice providers.

Galter LifeCenter

Chicago's only certified medical fitness center.

Swedish Covenant Hospital Foundation

Our fundraising arm that supports many key programs that benefit our community.

Swedish Covenant Physician Partners

Our clinically integrated managed care organization that participates in many insurance plans

BRAND IMAGERY



NOTE: IMAGERY SHOULD BE BRIGHT AND PERSONAL, REFLECTING A VARIETY OF HEALTH PERSPECTIVES.

HAVE QUESTIONS ABOUT THE BRAND?

Reach out to Kristin Goddard with any questions about how to use the Swedish Covenant Health brand. KGoddard@SwedishCovenant.org

Using the byline

The byline for the organizations of Swedish Covenant Health is “A Part of Swedish Covenant Health.” Logos that include our byline should be used in all cases where the byline is sufficiently legible. The byline should always be in cyan blue when used in color. It should always accompany the logo unless there are space constraints and it is illegible.

A PART OF SWEDISH COVENANT HEALTH

THE LOGOS



NOTE: NEVER ADD THE BYLINE UNDER AN EXISTING LOGO. ALWAYS USE APPROVED LOGO FILES.



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