ForrestHealth®

Graphic Standards

Introduction

This document is designed to communicate an understanding of how to implement the Forrest Health brand and the brands of its hospitals, facilities and services. While this Graphic Standards Manual details the various logos, graphic elements, templates, etc., the brand is much more than a set of rules to follow when using a logo or printing stationery. The Forrest Health brand starts with the Mission and incorporates the We CARE Values of the organization.



The Brand

The brand is what we want the community to know about Forrest Health and who we are. The way the community perceives Forrest Health is dependent on their experience, our employees' behaviors, and our organizations' communications. All three must send the same message — the message that we care about the health and well-being of our patients and their families and that we are providing world class care in terms of the physicians' and staffs' expertise, latest technology, comfortable facilities, etc.! So protecting the brand is the responsibility of all Forrest Health employees. A strong brand helps us "connect" with our audiences, as well as enhance our competitive positions. Vendors authorized to use Forrest Health logos are also expected to adhere to the Graphic Standards and abide by the terms and conditions.

Externally, identity elements help us communicate the brand visually. It reflects our traditions of medical excellence as well as the strength and stability of the organization. Internally, the identity represents a commitment to a common mission. Conforming to visual standards unifies the organization and helps strengthen our position in the market.

Graphic Standards

The information in this Graphic Standards Manual is a guide to assist Forrest Health employees and vendors in the use of our logos, fonts and colors, in addition to providing templates for printed items such as stationery, letterhead, and merchandise. Of course, no manual can cover all circumstances and situations and sections of the manual are still being revised and updated. If you have questions about the material covered here, please contact the Marketing and Communications Department at 601-288-1300.

Introduction

Approval of Graphics

The use of logos must be approved by the Marketing and Communications Department prior to publication (with regard to content, size, appearance, and placement). The appropriate logo and standards should be correctly and appropriately used. Marketing and Communications Department approval is required in the selection and use of promotional give-away items (such as key rings, etc.) where Forrest Health or one of the affiliated hospitals will be represented on the items. The Forrest Health logo requires approval by a Vice President prior to being submitted to Marketing and Communications for final approval.

Standards at a Glance

1. The hospitals' names include a full name and shortened version. Only those listed in the guidelines are approved for use on communications materials.
2. Logos must appear on all publications and be prominent in any advertisement or display.
3. The logos may not be altered in any way and must be high resolution (at least 300 dpi at actual size for printed pieces). This includes, but is not limited to, stretching, changing color and eliminating/adding text.
4. The icons may not be used apart from the rest of the logo without permission given by the Marketing and Communications Department.
5. Official colors as stated in these guidelines are the only colors that may be used.
6. The official fonts for Forrest Health and its facilities is Info Bold and Proxima Nova. All business materials for Forrest Health and its hospitals and facilities will use Times and Arial as its official fonts.
7. All grayscale logos are used for any materials that include black and white graphics with gray tones, such as an ad with a black and white photograph. All black and white logos are used for any printed materials that require limited ink colors. All reverse logos are used for any materials that require the logo to be placed on a dark background.
8. Clip art should not be used on any public facing communications representing Forrest Health and its hospitals and facilities.
9. Photos for printed materials must be high resolution (at least 300 dpi at actual size.)
10. No copyrighted material should be used without permission including photos, graphics, logos and images from the Web. If you did not create it, then someone else may own the rights to it.
11. If needing a logo for embroidery, contact the Marketing & Communications Department.

Terms and Conditions

Terms and Conditions

Logos and photographs representing Forrest Health and its hospitals and facilities may only be used according to the following guidelines set forth by Marketing and Communications. Use of these images constitutes an agreement to the terms and conditions stated in these guidelines. These terms and conditions apply to any logos available on styleguide.forresthealthms.org. Any questions regarding usage should be directed to Breanne Gaubert, Marketing and Communications director, extension 601-288-1312 or Breanne.Gaubert@forrestgeneral.com.

1. Persons/organizations outside of Forrest Health hospitals and facilities must receive permission from Marketing and Communications to use logos, or create and account and agree to the terms and conditions on styleguide.forresthealthms.org.
2. Logos may not be altered. This includes, but is not limited to, stretching, changing color and eliminating/adding text.
3. The logo must appear by itself and may not be combined with any other graphic or textual elements and may not be used as a design element of any other logo or trademark.
4. Logos may only be used on approved materials.
5. Use of logos representing Forrest Health and its hospitals and facilities must be truthful and not misleading.
6. These images may not be used to imply an endorsement or sponsorship by Forrest Health or its hospitals and facilities that is not true.
7. Logos or photographs may not be used in connection with any negative statements or in any manner that may reflect poorly on Forrest Health and its hospitals and facilities.
8. Forrest Health reserves the right, at any time and without cause, to withdraw any permission granted for the use of the logos.
9. Forrest Health reserves the right to take action against any misuse or unfair, misleading, diluting or infringing use of these logos and photographs.
10. Logos or photographs may not be used on any materials that are in violation of any applicable laws or governmental regulations.

Forrest Health Logos

ForrestHealth®

Use of the Forrest Health logo requires Vice President approval. Please gain permission from a Vice President then contact the Marketing and Communications department to obtain access to these files.

Forrest Health logo font is Info Bold.

Protected Space

The following guidelines discuss how to “stage” or allow for space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo is the minimum distance that is required between the trademark and any other visual element such as text copy, illustration, photography, borders, etc. The following example is based on the same visual principles.



Half the width of the Forrest Health icon is indicated by “x”.

Forrest Health Registration Mark – Forrest Health Logo

Registration mark has the same font as Forrest Health, letter spacing is tightened

Official Colors

DARK GREEN
Pantone 364C
Pantone 363U

Pantone Matching System Formulation for DARK GREEN
Spot Color Ink, Coated Paper - 364 C
Spot Color Ink, Uncoated Paper - 363 U
Print Media/Merchandise - C70 M0 Y100 K40 PMS S 289-1

LIGHT GREEN
Pantone 376C
Pantone 376U

Pantone Matching System Formulation for LIGHT GREEN
Spot Color Ink, Coated Paper - 376 C
Spot Color Ink, Uncoated Paper - 376 U
Print Media/Merchandise - C60 M0 Y80 K0 PMS S 286-2

Forrest Health Grayscale Logo

GRAY

Pantone 423C
Pantone 422U

Pantone Matching System formulation for GRAY
Spot Color Ink, Coated Paper - 423C
Spot Color Ink, Uncoated Paper - 422 U
Print Media/Merchandise - C48 M39 Y39 K4 PMS S 326-5

Forrest Health Black and White Logo

Forrest Health Reverse Logo

Use of Forrest Health Icon

The Forrest Health icon may not be used alone without permission from the Forrest General Marketing and Communications Department.

Forrest Health Logos – Incorrect Use

Incorrect Font Used

Icon Altered

Type Styles Changed

Icon Placed on Distracting Background

Logo Framed in Box or Shape

Logo Overlapping a Visual Element/Symbol

Logo Produced Using Unapproved Colors

Logo Screened

Logo Squeezed/Distorted

Logo Used Independently of Icon

Graphics Redistributed

Protected Space Violation

P.O. Box 16389 • Hattiesburg, MS 39404-6389
6051 Highway 49 • Hattiesburg, MS 39401-7243
601.288.7000 • forrestgeneral.com

Logo Scanned

Forrest Health Stationery



Forrest Health Stationery Paper Stock

Forrest Health and its hospitals and facilities are to use 24 pound Avon White Classic Linen for letterhead and letterhead envelopes, 100 pound cover stock for business cards.

For mass mailings, 20 pound bond stock may be used for letterhead and letterhead envelopes.

Forrest General Hospital Logos



Forrest General Hospital logo font is Info Semibold and Function Bold.

Use of Name

Use the hospital name (full – Forrest General Hospital; or shortened – Forrest General) prominently on all hospital marketing and advertising materials whether printed or digital. The name should appear on the front cover of all printed materials. The use of "FGH" is approved only for business or casual communications materials.

Protected Space

The following guidelines discuss how to "stage" or allow for space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo is the minimum distance that is required between the trademark and any other visual element such as text copy, illustration, photography, borders, etc. The following example is based on the same visual principles.



The height of the "T" in Forrest General is indicated by "x".

Spacing – Forrest General Logo



The vertical space between "Forrest" and "General" is half the height of the word "Hospital," as indicated by "Y." The vertical space between "General" and "Hospital" and "Hospital" and "Forrest Health" is half the height of the letter "A" in "General," as indicated by "Z." "Forrest Health" is the same width as the first four letters of "Forrest."

Forrest General Hospital Registration Mark – Forrest General Logo



Registration mark has the same font as Forrest General, letter spacing is tightened.

Official Colors

DARK GREEN
Pantone 355C
Pantone 354U

Pantone Matching System Formulation for GREEN
Spot Color Ink, Coated Paper - 355 C
Spot Color Ink, Uncoated Paper - 354 U
Print Media/Merchandise -
C94 M0 Y100 K0 PMS S 270-1

LIGHT GREEN
Pantone 367C
Pantone 366U

Pantone Matching System Formulation for LIGHT GREEN
Spot Color Ink, Coated Paper - 367 C
Spot Color Ink, Uncoated Paper - 366 U
Print Media/Merchandise -
C50 M0 Y70 K0 PMS S 286-3

Forrest General Grayscale Logo

GRAY
Pantone 421C
Pantone 420U

Pantone Matching System formulation for GRAY
Spot Color Ink, Coated Paper - 421C
Spot Color Ink, Uncoated Paper - 420U
Print Media/Merchandise -
C31 M24 Y26 K0 PMS S 326-7

Forrest General Black and White/Reverse Logo

Use of Forrest General Icon

The Forrest General icon may not be used alone without permission from the Forrest General Marketing and Communications Department.

Forrest General Logos – Incorrect Use

Incorrect Font Used



Icon Altered



Type Styles Changed



Icon Placed on Distracting Background



Logo Framed in Box or Shape



Logo Overlapping a Visual Element/Symbol



Logo Produced Using Unapproved Colors



Logo Screened



Logo Squeezed/Distorted



Logo Used Independently of Icon



Graphics Redistributed



Protected Space Violation



P.O. Box 16389 • Hattiesburg, MS 39404-6389
6051 Highway 49 • Hattiesburg, MS 39401-7243
601.288.7000 • forrestgeneral.com

Logo Scanned

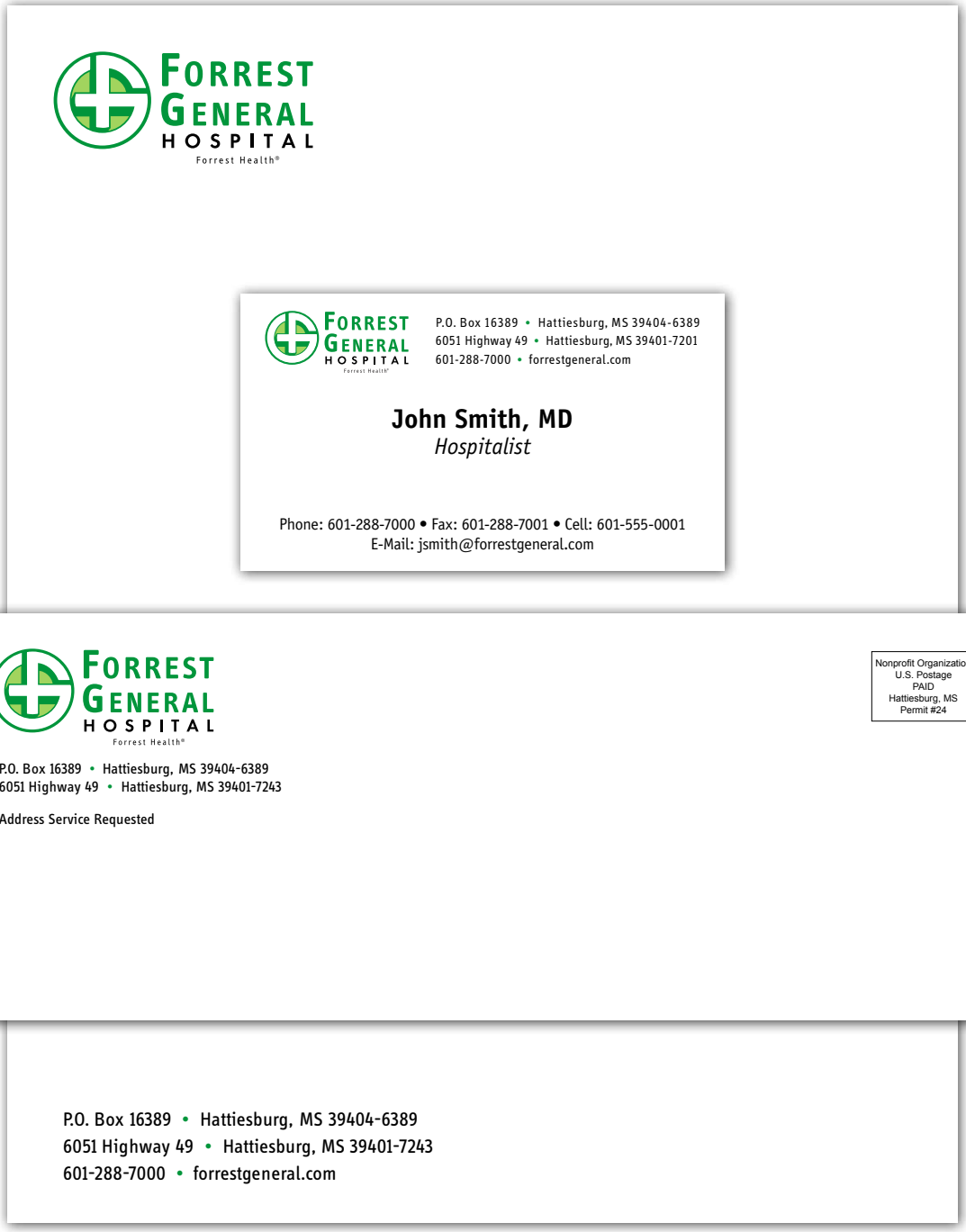


Outdated Logo





Forrest General Hospital Stationery



Forrest General Hospital Stationery Paper Stock

Forrest General Hospital and its facilities are to use 24 pound Avon White Classic Linen for letterhead and letterhead envelopes, 100 pound cover stock for business cards.

For mass mailings, 20 pound bond stock may be used for letterhead and letterhead envelopes.

Highland Community Hospital Logos

HIGHLAND
COMMUNITY HOSPITAL
Forrest Health®

Highland Community Hospital logo font is Goudy Bold and Function Bold.

Use of Name

Use the hospital name (full–Highland Community Hospital) prominently on all marketing and advertising materials whether printed or digital. The name should appear on the front cover of all printed materials. The use of "HCH" or "Highland" is approved only for business or casual communications materials.

Protected Space

The following guidelines discuss how to "stage" or allow for space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo is the minimum distance that is required between the trademark and any other visual element such as text copy, illustration, photography, borders, etc. The following example is based on the same visual principles.



The height of the bottom section of the cross in the Highland icon is indicated by "x."

Spacing – Highland Community Hospital Logo



The vertical space between "Highland" and "Community Hospital" is 3/4 the height of the letters in "Community Hospital," as indicated by "Y." The vertical space between "Community Hospital" and "Forrest Health" is half the height of the letters in "Community Hospital," as indicated by "Z." "Forrest Health" is the same width as the word "Community."

Forrest Health Registration Mark – Highland Community Hospital Logo



Registration mark has the same font as Forrest Health, letter spacing is tightened.

Official Colors

DARK GREEN
Pantone 355C
Pantone 354U

Pantone Matching System Formulation for GREEN
Spot Color Ink, Coated Paper - 355 C
Spot Color Ink, Uncoated Paper - 354 U
Print Media/Merchandise -
C94 M0 Y100 K0 PMS S 270-1

LIGHT GREEN
Pantone 367C
Pantone 366U

Pantone Matching System Formulation for LIGHT GREEN
Spot Color Ink, Coated Paper - 367 C
Spot Color Ink, Uncoated Paper - 366 U
Print Media/Merchandise -
C50 M0 Y70 K0 PMS S 286-3

Highland Community Hospital Grayscale Logo

GRAY
Pantone 423C
Pantone 422U

Pantone Matching System formulation for GRAY
Spot Color Ink, Coated Paper - 423C
Spot Color Ink, Uncoated Paper - 422U
Print Media/Merchandise -
C48 M39 Y39 K4 PMS S 326-5

Highland Community Hospital Black and White/Reverse Logo

Use of Highland Community Hospital Icon

The Highland Community Hospital icon may not be used alone without permission from the Forrest General Marketing and Communications Department.

Highland Community Hospital Logos – Incorrect Use

Incorrect Font Used

Icon Altered

Type Styles Changed

Icon Placed on Distracting Background

Logo Framed in Box or Shape

Logo Overlapping a Visual Element/Symbol

Logo Produced Using Unapproved Colors

Logo Screened

Logo Squeezed/Distorted

Logo Used Independently of Icon

Graphics Redistributed

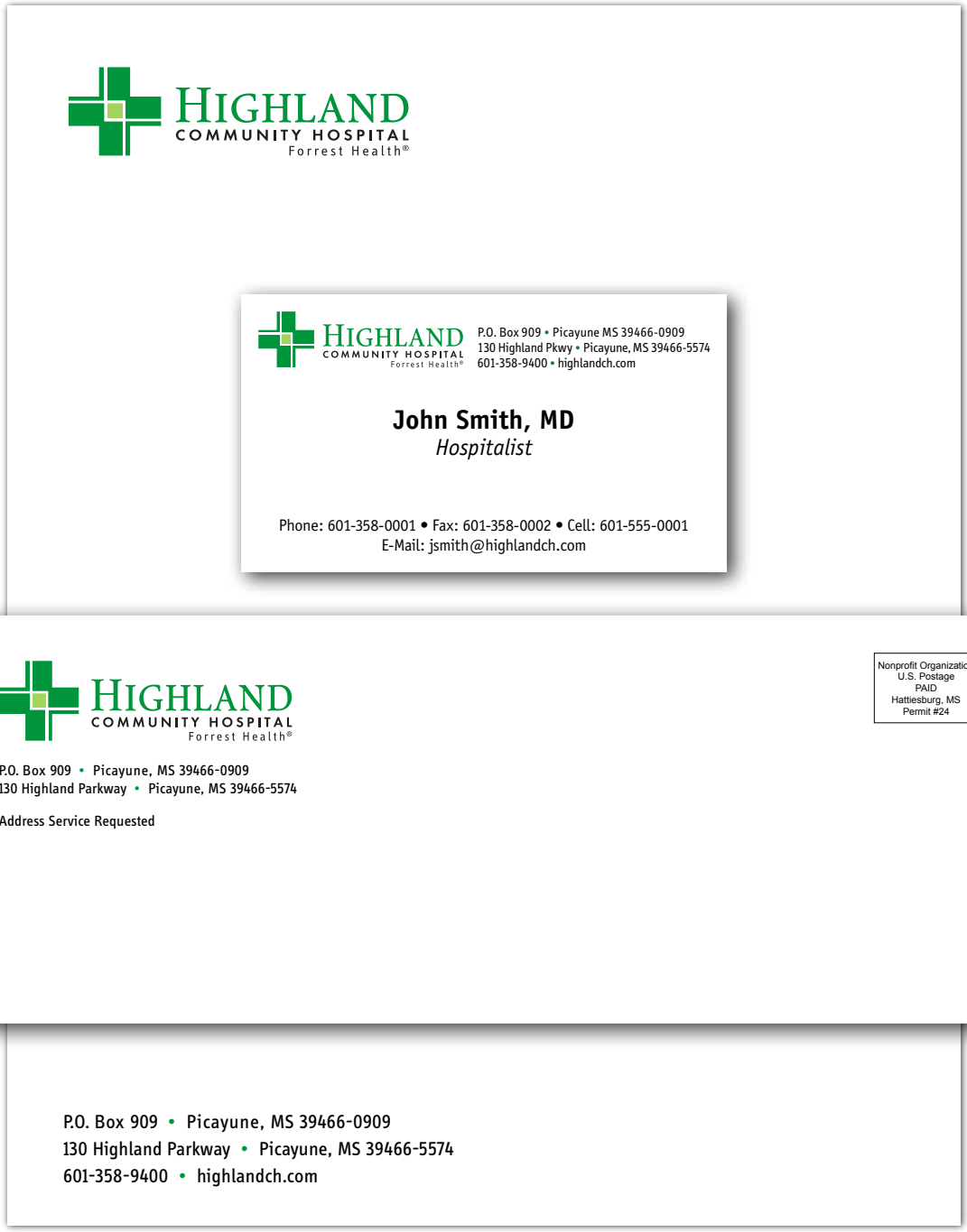
Protected Space Violation

P.O. Box 909 • Picayune, MS 39466-0909
130 Highland Parkway • Picayune, MS 39466-5574
601.358.9400 • highlandch.com

Logo Scanned

Outdated Logo

Highland Community Hospital Stationery



Highland Community Hospital Stationery Paper Stock

Highland Community Hospital is to use 24 pound Avon White Classic Linen for letterhead and letterhead envelopes, 100 pound cover stock for business cards.

For mass mailings, 20 pound bond stock may be used for letterhead and letterhead envelopes.

Additional Outlying Hospital Logos









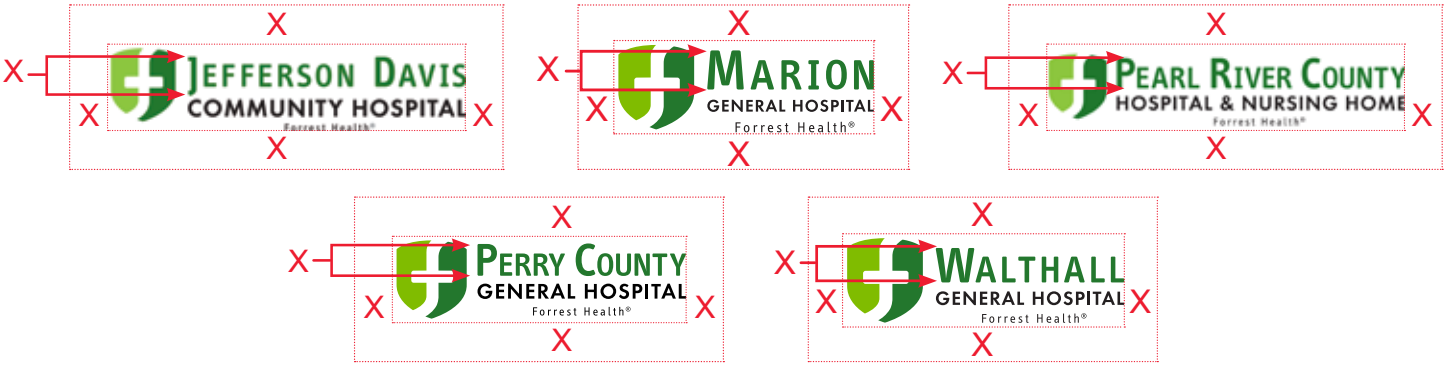


Additional Outlying Hospitals

Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital, and Walthall General Hospital logo fonts are Info Semibold and Function Bold.

Protected Space

The following guidelines discuss how to "stage" or allow for space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo is the minimum distance that is required between the trademark and any other visual element such as text copy, illustration, photography, borders, etc. The following example is based on the same visual principles.



The height of the "M" in "Marion" is indicated by "x." Principles remain the same for Jefferson Davis Community Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital, and Walthall General Hospital ("J" in "Jefferson" equals "x," "W" in "Walthall" equals "x," and "P" in "Pearl" and "Perry" equals "x").

Spacing – Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital and Walthall General Hospital Logos



The vertical space between "Marion," and "General Hospital" is the height of "Forrest Health," as indicated by "Y."

Forrest Health Registration Mark – Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital and Walthall General Hospital Logos



Registration mark has the same font as Forrest Health, letter spacing is tightened.

Additional Outlying Hospitals

Official Colors

DARK GREEN
Pantone 364C
Pantone 363U

Pantone Matching System Formulation for DARK GREEN
Spot Color Ink, Coated Paper - 364 C
Spot Color Ink, Uncoated Paper - 363 U
Print Media/Merchandise - C70 M0 Y100 K40, PMS S 289-1

LIGHT GREEN
Pantone 376C
Pantone 376U

Pantone Matching System Formulation for LIGHT GREEN
Spot Color Ink, Coated Paper - 376 C
Spot Color Ink, Uncoated Paper - 376 U
Print Media/Merchandise - C60 M0 Y80 K0, PMS S 286-2

Grayscale Logos

GRAY
Pantone 423C
Pantone 422U

Pantone Matching System formulation for GRAY
Spot Color Ink, Coated Paper - 423C
Spot Color Ink, Uncoated Paper - 422U
Print Media/Merchandise - C48 M39 Y39 K4, PMS S 326-5



Additional Outlying Hospitals

Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital and Walthall General Hospital Black and White/Reverse Logos



Use of Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital and Walthall General Hospital Icon



The Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital, and Walthall General Hospital Logos icon may not be used alone without permission from the Forrest General Marketing and Communications Department.

Additional Outlying Hospitals

Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital and Walthall General Hospital – Incorrect Use

Incorrect Font Used



Icon Altered



Type Styles Changed



Icon Placed on Distracting Background



Logo Framed in Box or Shape



Logo Overlapping a Visual Element/Symbol



Logo Produced Using Unapproved Colors



Logo Screened



Logo Squeezed/Distorted



Logo Used Independently of Icon

MARION
GENERAL HOSPITAL
Forrest Health®

Graphics Redistributed



Protected Space Violation



P.O. Box 16389 • Hattiesburg, MS 39404-6389
6051 Highway 49 • Hattiesburg, MS 39401-7243
601.288.7000 • forrestgeneral.com

Logo Scanned



Outdated Logo



Additional Outlying Hospitals

Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital and Walthall General Hospital Stationery



Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital and Walthall General Hospital Stationery Paper Stock

Jefferson Davis Community Hospital, Marion General Hospital, Pearl River County Hospital & Nursing Home, Perry County General Hospital and Walthall General Hospital are to use 24 pound Avon White Classic Linen for letterhead and letterhead envelopes, 100 pound cover stock for business cards.

For mass mailings, 20 pound bond stock may be used for letterhead and letterhead envelopes.

The Orthopedic Institute Logos



The Orthopedic Institute
Forrest Health®

The Orthopedic Institute logo font is Info Bold.

Use of Name

Use the hospital name (full – The Orthopedic Institute) on all hospital marketing and advertising materials whether printed or digital. The name should appear on the front cover of all printed materials. The word "The" is part of the hospital name and should be capitalized when appearing as such. The use of "TOI" is approved only for business or casual communications materials.

Protected Space

The following guidelines discuss how to "stage" or allow for space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo is the minimum distance that is required between the trademark and any other visual element such as text copy, illustration, photography, borders, etc. The following example is based on the same visual principles.



The height of the two lines "The Orthopedic Institute" and "Forrest Health" is indicated by "x."

Spacing – The Orthopedic Institute Logo



The vertical space between the icon and the text "The Orthopedic Institute" is indicated by "Y." The vertical space between "The Orthopedic Institute" and "Forrest Health" is indicated by "Z." "Forrest Health" is the same font size as "The Orthopedic Institute."

Forrest Health Registration Mark – The Orthopedic Institute Logo



Registration mark has the same font as Forrest Health, letter spacing is tightened

The Orthopedic Institute
Forrest Health®

Official Colors

DARK GREEN
Pantone 364C
Pantone 363U

Pantone Matching System Formulation for DARK GREEN
Spot Color Ink, Coated Paper - 364 C
Spot Color Ink, Uncoated Paper - 363 U
Print Media/Merchandise - C70 M0 Y100 K40 PMS S 289-1

LIGHT GREEN
Pantone 376C
Pantone 376U

Pantone Matching System Formulation for LIGHT GREEN
Spot Color Ink, Coated Paper - 376 C
Spot Color Ink, Uncoated Paper - 376 U
Print Media/Merchandise - C60 M0 Y80 K0 PMS S 286-2

The Orthopedic Institute Grayscale Logo

GRAY
Pantone 423C
Pantone 422U

Pantone Matching System formulation for GRAY
Spot Color Ink, Coated Paper - 423C
Spot Color Ink, Uncoated Paper - 422U
Print Media/Merchandise - C48 M39 Y39 K4 PMS S 326-5

The Orthopedic Institute
Forrest Health®

The Orthopedic Institute Black and White/Reverse Logo

The Orthopedic Institute
Forrest Health®

The Orthopedic Institute
Forrest Health®

Use of The Orthopedic Institute Icon

The Orthopedic Institute icon may not be used alone without permission from the Forrest General Marketing and Communications Department.

The Orthopedic Institute
Forrest Health®

The Orthopedic Institute Logos – Incorrect Use

Incorrect Font Used



Icon Altered



Type Styles Changed



Icon Placed on Distracting Background



Logo Framed in Box or Shape



Logo Overlapping a Visual Element/Symbol



Logo Produced Using Unapproved Colors



Logo Screened



Logo Squeezed/Distorted



Logo Used Independently of Icon



Graphics Redistributed



Protected Space Violation



27 Southern Pointe Parkway • Hattiesburg, MS 39401-8030
P.O. Box 16389 • Hattiesburg, MS 39404-6389
601.288.9000 • forrestgeneral.com

Logo Scanned

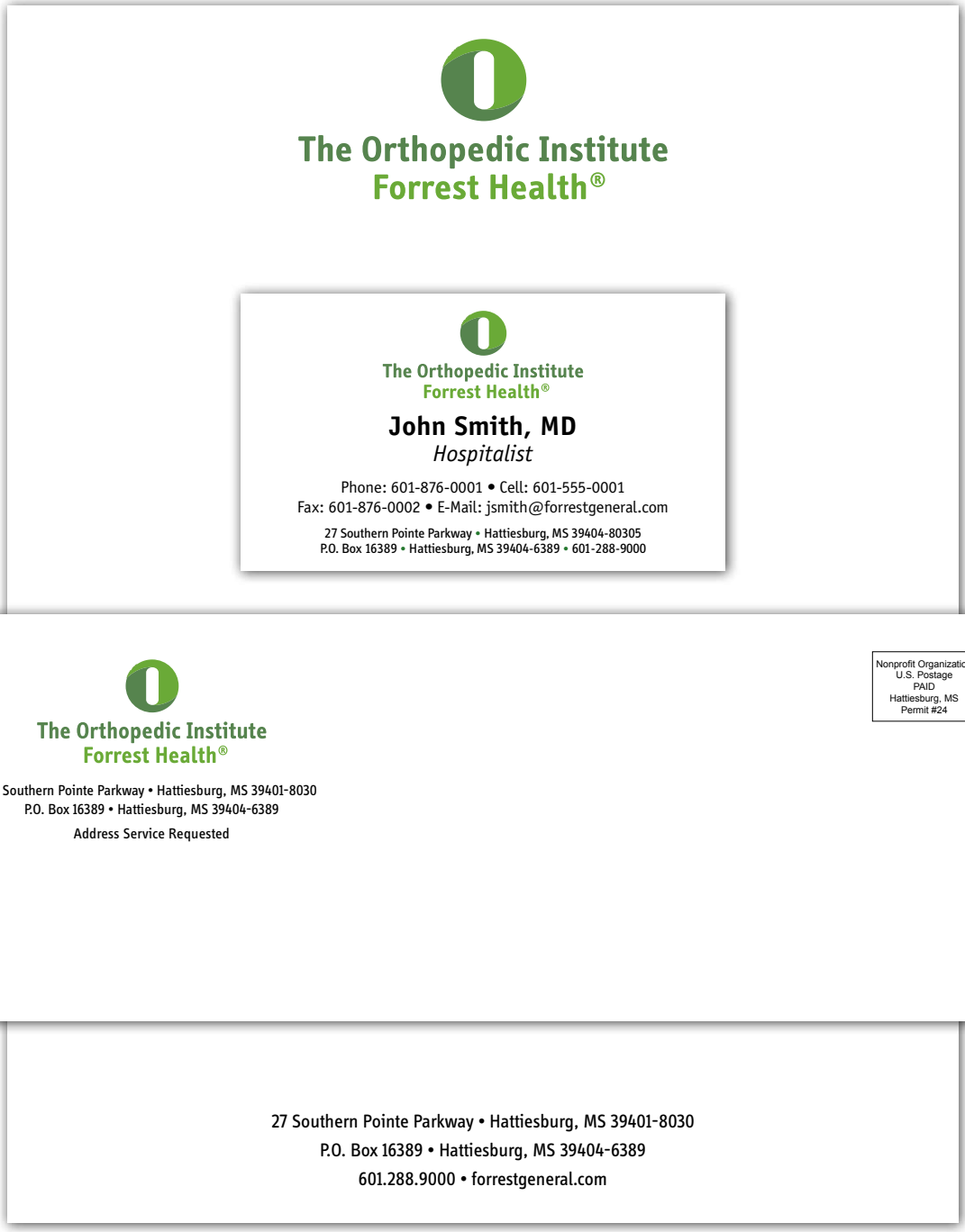


Outdated Logo



The Orthopedic Institute
Forrest Health®

The Orthopedic Institute Stationery



The Orthopedic Institute Stationery Paper Stock

The Orthopedic Institute is to use 24 pound Avon White Classic Linen for letterhead and letterhead envelopes, 100 pound cover stock for business cards.

For mass mailings, 20 pound bond stock may be used for letterhead and letterhead envelopes.

Rural Health Clinic Logos

Highland Obstetrics & Gynecology
Rural Health Clinic
ForrestHealth®

Highland Pediatric & Primary Care
Rural Health Clinic
ForrestHealth®

Pearl River Family Clinic
ForrestHealth®

The Doctors Clinic
ForrestHealth®

Walthall Rural Health Clinic
ForrestHealth®

Jefferson Davis
Rural Health Clinic
ForrestHealth®

Marion General
Rural Health Clinic
ForrestHealth®

Rural Health Clinics

All Rural Health Clinic logo fonts are Info Bold.

Use of Name

Use the hospital name on all hospital marketing and advertising materials whether printed or digital. The name should appear on the front cover of all printed materials. The use of any shorthand references is approved only for business or casual communications materials.

Protected Space

The following guidelines discuss how to "stage" or allow for space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo is the minimum distance that is required between the trademark and any other visual element such as text copy, illustration, photography, borders, etc. The following example is based on the same visual principles.



The height of the "R" in "Rural" is indicated by "x."

Spacing – Rural Health Clinic Logos



The vertical space between the first and second line of text (if applicable) is indicated by "Y."
The vertical space between the main text and "Forrest Health" is indicated by "Z."

Forrest Health Registration Mark – Rural Health Clinic Logos



Registration mark has the same font as Forrest Health, letter spacing is tightened

Rural Health Clinics

Official Colors

DARK GREEN
Pantone 364C
Pantone 363U

Pantone Matching System Formulation for DARK GREEN
Spot Color Ink, Coated Paper - 364 C
Spot Color Ink, Uncoated Paper - 363 U
Print Media/Merchandise - C70 M0 Y100 K40, PMS S 289-1

LIGHT GREEN
Pantone 376C
Pantone 376U

Pantone Matching System Formulation for LIGHT GREEN
Spot Color Ink, Coated Paper - 376 C
Spot Color Ink, Uncoated Paper - 376 U
Print Media/Merchandise - C60 M0 Y80 K0, PMS S 286-2

Rural Health Clinic Grayscale Logos

GRAY
Pantone 423C
Pantone 422U

Pantone Matching System formulation for GRAY
Spot Color Ink, Coated Paper - 423C
Spot Color Ink, Uncoated Paper - 422U
Print Media/Merchandise - C48 M39 Y39 K4, PMS S 326-5

Jefferson Davis
Rural Health Clinic
ForrestHealth®

Rural Health Clinic Black/White Logo and Reverse Logo

Jefferson Davis
Rural Health Clinic
ForrestHealth®

Jefferson Davis
Rural Health Clinic
ForrestHealth®

Rural Health Clinics

Rural Health Clinic Logos – Incorrect Use

Incorrect Font Used



Icon Placed on Distracting Background



Type Styles Changed



Logo Framed in Box or Shape



Logo Produced Using Unapproved Colors



Logo Overlapping a Visual Element/Symbol



Logo Squeezed/Distorted



Logo Screened



Logo Scanned

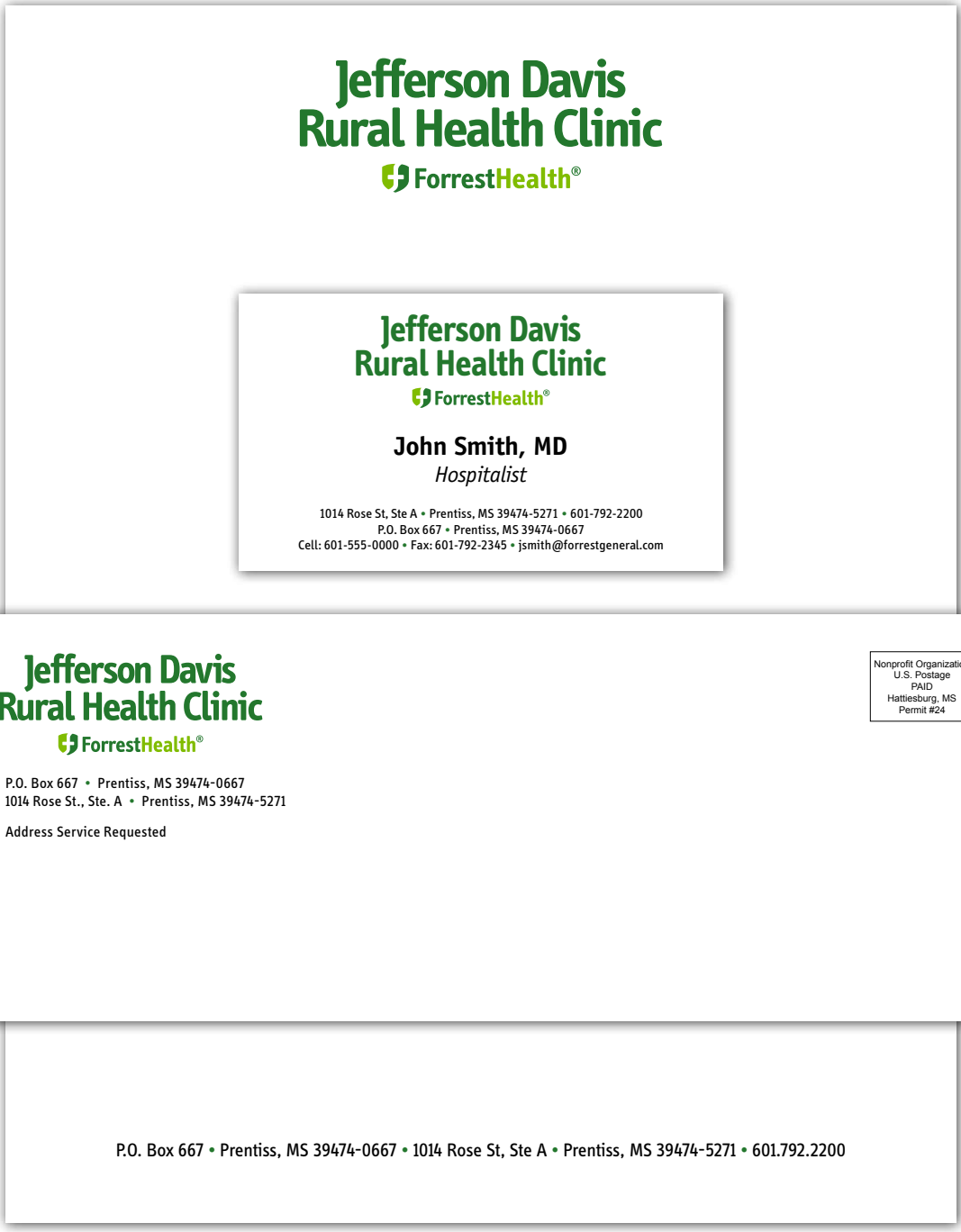


Protected Space Violation



Rural Health Clinics

Rural Health Clinic Stationery



The Rural Health Clinics Stationery Paper Stock

The Rural Health Clinics are to use 24 pound Avon White Classic Linen for letterhead and letterhead envelopes, 100 pound cover stock for business cards.

For mass mailings, 20 pound bond stock may be used for letterhead and letterhead envelopes.

Jefferson Davis
Extended Care Facility Logos



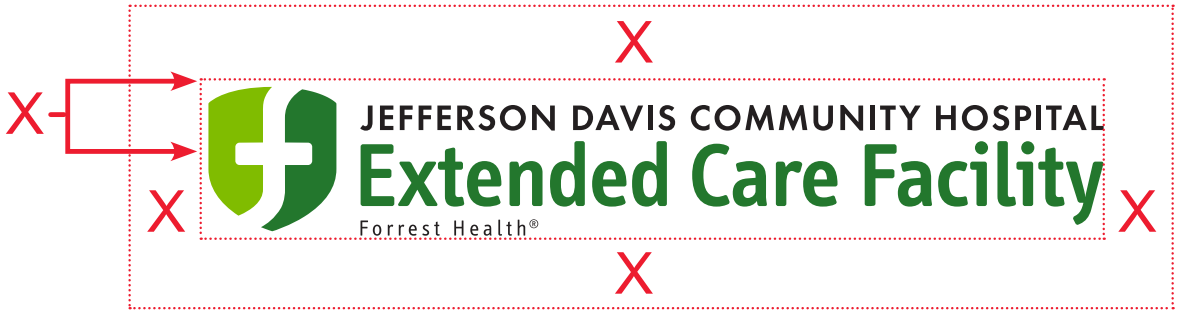
Jefferson Davis Community Hospital Extended Care Facility logo fonts are Info Semibold and Function Bold.

Use of Name

Use the hospital name (full – Jefferson Davis Community Hospital Extended Care Facility) on all hospital marketing and advertising materials whether printed or digital. The name should appear on the front cover of all printed materials.

Protected Space

The following guidelines discuss how to "stage" or allow for space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo is the minimum distance that is required between the trademark and any other visual element such as text copy, illustration, photography, borders, etc. The following example is based on the same visual principals.



Half of the icon is indicated by "x."

Spacing – Jefferson Davis Community Hospital Extended Care Facility Logo



The vertical space between "Jefferson Davis Community Hospital" and "Extended Care Facility" is indicated by "Y." The vertical space between "Extended Care Facility" and "Forrest Health" is indicated by "Z."

Forrest Health Registration Mark – Jefferson Davis Community Hospital Extended Care Facility Logo



Registration mark has the same font as Forrest Health, letter spacing is tightened

Official Colors

DARK GREEN
Pantone 364C
Pantone 363U

Pantone Matching System Formulation for DARK GREEN
Spot Color Ink, Coated Paper - 364 C
Spot Color Ink, Uncoated Paper - 363 U
Print Media/Merchandise - C70 M0 Y100 K40, PMS S 289-1

LIGHT GREEN
Pantone 376C
Pantone 376U

Pantone Matching System Formulation for LIGHT GREEN
Spot Color Ink, Coated Paper - 376 C
Spot Color Ink, Uncoated Paper - 376 U
Print Media/Merchandise - C60 M0 Y80 K0 PMS S 286-2

Jefferson Davis Community Hospital Extended Care Facility Grayscale Logo

GRAY
Pantone 423C
Pantone 422U

Pantone Matching System formulation for GRAY
Spot Color Ink, Coated Paper - 423C
Spot Color Ink, Uncoated Paper - 422U
Print Media/Merchandise - C48 M39 Y39 K4 PMS S 326-5

Jefferson Davis Community Hospital Extended Care Facility Black & White/Reverse Logo

Use of Jefferson Davis Community Hospital Extended Care Facility Icon

The Jefferson Davis Community Hospital Extended Care Facility icon may not be used alone without permission from the Forrest General Marketing and Communications Department.

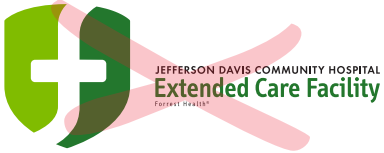
JEFFERSON DAVIS COMMUNITY HOSPITAL
Extended Care Facility
Forrest Health®

Jefferson Davis Community Hospital Extended Care Facility Logos – Incorrect Use

Incorrect Font Used



Icon Altered



Typestyles Changed



Icon Placed on Distracting Background



Logo Framed in Box or Shape



Logo Overlapping a Visual Element/Symbol



Logo Produced Using Unapproved Colors



Logo Screened



Logo Squeezed/Distorted



Logo Used Independently of Icon



Graphics Redistributed



Protected Space Violation



Logo Scanned



Outdated Logo



Forrest General Hospital Departmental Logos



Departmental Logos

All Forrest General Hospital departmental logo fonts are Info Bold.

Use of Name

Use the hospital name on all hospital marketing and advertising materials whether printed or digital. The name should appear on the front cover of all printed materials. The use of any shorthand references is approved only for business or casual communications materials.

Protected Space

The following guidelines discuss how to "stage" or allow for space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo is the minimum distance that is required between the trademark and any other visual element such as text copy, illustration, photography, borders, etc. The following example is based on the same visual principles.



Half of the icon is indicated by "x."

Spacing – Forrest General Departmental Logos



The vertical space between the first and second line of text is indicated by "Y."
The vertical space between the main text and "Forrest Health" is indicated by "Z."

Forrest Health Registration Mark – Forrest General Departmental Logos



Registration mark has the same font as Forrest Health, letter spacing is tightened

Departmental Logos

Official Colors

DARK GREEN
Pantone 355C
Pantone 354U

Pantone Matching System Formulation for GREEN
Spot Color Ink, Coated Paper - 355 C
Spot Color Ink, Uncoated Paper - 354 U
Print Media/Merchandise -
C94 M0 Y100 K0 PMS S 270-1

LIGHT GREEN
Pantone 367C
Pantone 366U

Pantone Matching System Formulation for LIGHT GREEN
Spot Color Ink, Coated Paper - 367 C
Spot Color Ink, Uncoated Paper - 366 U
Print Media/Merchandise -
C50 M0 Y70 K0 PMS S 286-3

Forrest General Departmental Grayscale Logo

GRAY
Pantone 421C
Pantone 420U

Pantone Matching System formulation for GRAY
Spot Color Ink, Coated Paper - 421C
Spot Color Ink, Uncoated Paper - 420U
Print Media/Merchandise -
C31 M24 Y26 K0 PMS S 326-7



Forrest General Departmental Black and White/Reverse Logo





Use of Forrest General Departmental Icon



The Forrest General icon may not be used alone without permission from the Forrest General Marketing and Communications Department.

Departmental Logos

Forrest General Departmental Logos – Incorrect Use

Incorrect Font Used



Icon Placed on Distracting Background



Type Styles Changed



Logo Framed in Box or Shape



Logo Produced Using Unapproved Colors



Logo Overlapping a Visual Element/Symbol



Logo Squeezed/Distorted



Logo Screened



Logo Scanned



Protected Space Violation



P.O. Box 667 • Prentiss, MS 39474-0667
1014 Rose St., Ste. A • Prentiss, MS 39474-5271
601.288.9000 • forrestgeneral.com

Departmental Logos

Sample Layouts of Departmental Logos

Below are samples of Forrest General departmental logos. For a full list and logo files, please visit styleguide.forresthealthms.org. If you have questions regarding a specific departmental logo, please contact the Forrest General Marketing Department.









Additional Forrest Health Logos

FORREST GENERAL HEALTHCARE
FOUNDATION
Forrest Health®

FORREST GENERAL
Wellness
nutrition • stress • exercise
Forrest Health®

Pine Grove
Behavioral Health &
Addiction Services
Forrest Health®

Spirit of Women
Forrest Health®
Health is Action℠

ASBURY
Hospice House
Forrest Health®

SPIRITGIRLS

Additional Forrest Health Logos

Below are additional Forrest Health logos.
Colors are shown next to their corresponding logo.

FORREST GENERAL HEALTHCARE FOUNDATION
Forrest Health®

FGHF GREEN
97.35.85.30
Pantone 3425C
Pantone 3425U

FGHF GRAY
47.38.38.2
Pantone 877C
Pantone 877U

FORREST GENERAL Wellness
nutrition • stress • exercise
Forrest Health®

DARK GREEN
Pantone 355C
Pantone 354U

LIGHT GREEN
Pantone 367C
Pantone 366U

Pine Grove
Behavioral Health & Addiction Services
Forrest Health®

PINE GROVE GREEN
56.0.44.33
Pantone 625C
Pantone 625U

Spirit of Women
Forrest Health®
Health is Action℠

SPIRIT OF WOMEN
PURPLE - 63.100.11.2
Pantone 2612C
Pantone 2602U

ASBURY
Hospice House
Forrest Health®

ASBURY GREEN
97.35.85.30
Pantone 3425C
Pantone 3425U

ASBURY GRAY
47.38.38.2
Pantone 877C
Pantone 877U

SPIRITGIRLS

SPIRIT GIRL
PURPLE - 63.100.11.2
Pantone 2612C
Pantone 2602U

SPIRIT GIRL
PINK - 5.97.0.0
Pantone Rhodamine Red C
Pantone Rhodamine Red U

ForrestHealth®

The information in this Graphic Standards Manual is a guide to assist Forrest Health employees and vendors in the use of our logos, fonts and colors, in addition to providing templates for printed items such as stationery, letterhead, and merchandise. Of course, no manual can cover all circumstances and situations and sections of the manual are still being revised and updated.

If you have questions about the material covered here, please contact the Marketing and Communications Department at 601-288-1300.



© Forrest Health® 2022