



GDAHA

Greater Dayton Area Hospital Association

Last Updated July 2023

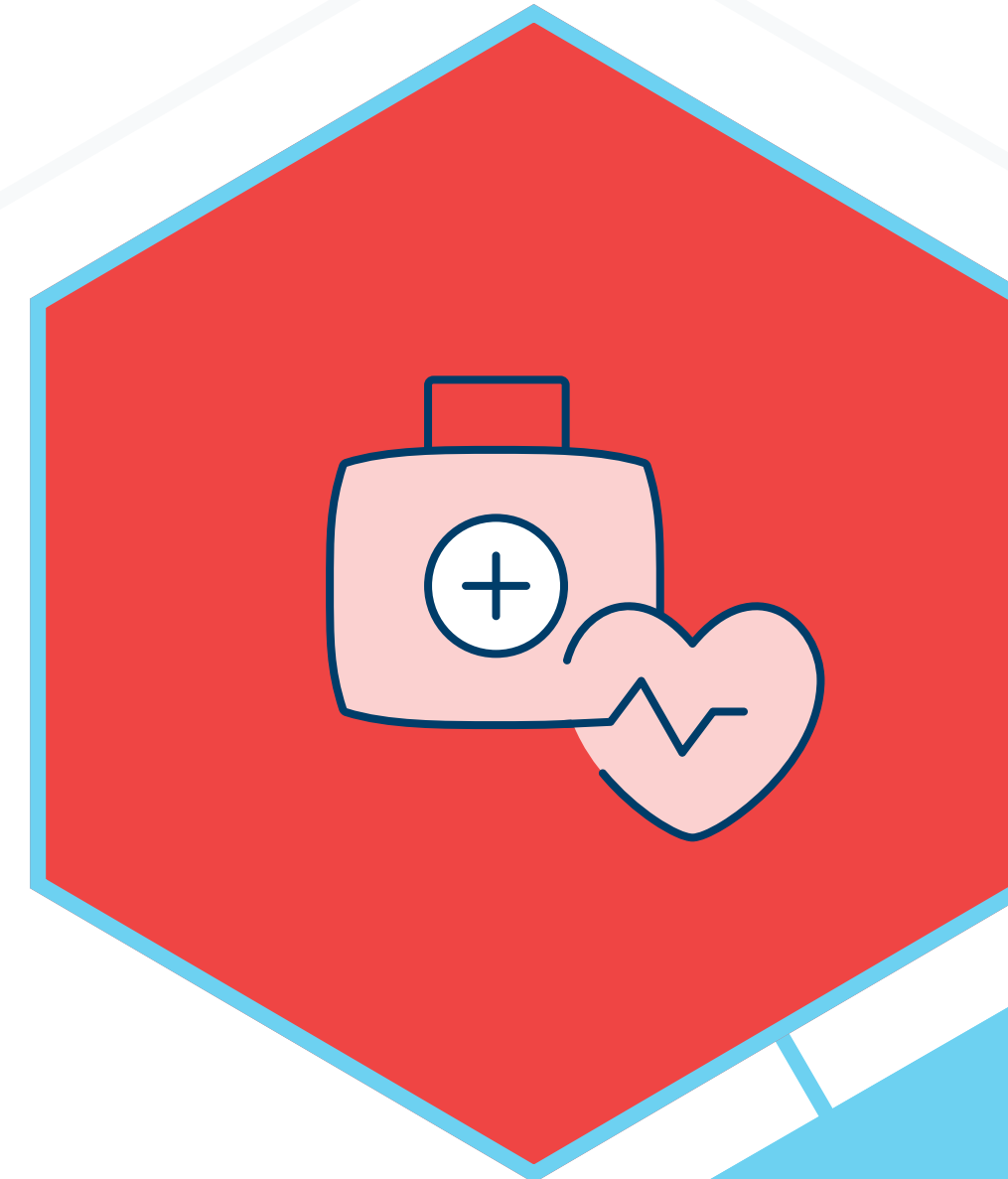
Branding Guidelines





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Who We Are



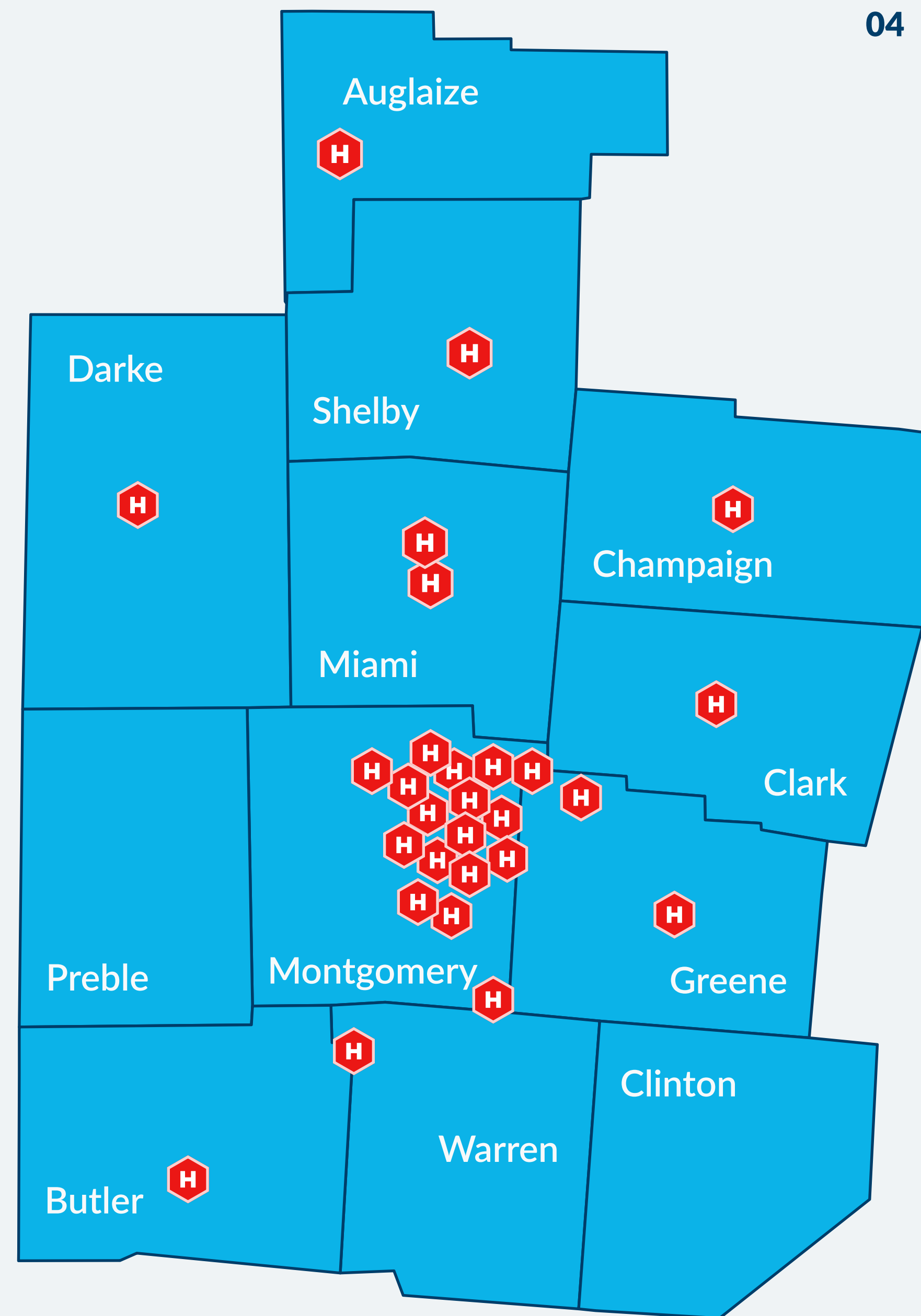
WHO WE ARE

Our History

The Greater Dayton Area Hospital Association (GDAHA) was informally established in 1936 as a communication forum involving the area's hospital leaders. In time, the organization developed into a group purchasing organization that cost-effectively procured large-scale supplies for hospitals.

In 1979, the organization was officially incorporated as a trade organization called the Greater Dayton Area Hospital Association.

Since then, we have grown into a full-service association whose mission is to fortify trusted partnerships across the healthcare continuum through collaboration, advocacy, and industry expertise to help healthcare members and partners meet our communities' diverse health needs. Over the years we have developed numerous committees that consist of representatives from area hospitals, community groups and other healthcare organizations. Committees work with our staff to share common concerns and develop innovative solutions on a region-wide basis.





WHO WE ARE

GDAHA Mission & Vision

Mission

Fortify trusted partnerships across the healthcare continuum through collaboration, advocacy, and industry expertise to help healthcare members and partners meet our communities' diverse health needs

Vision

To be the catalyst for change and improve the health of all people who live, work, and play in the Greater Dayton area.





WHO WE ARE

GDAHA Values

Values

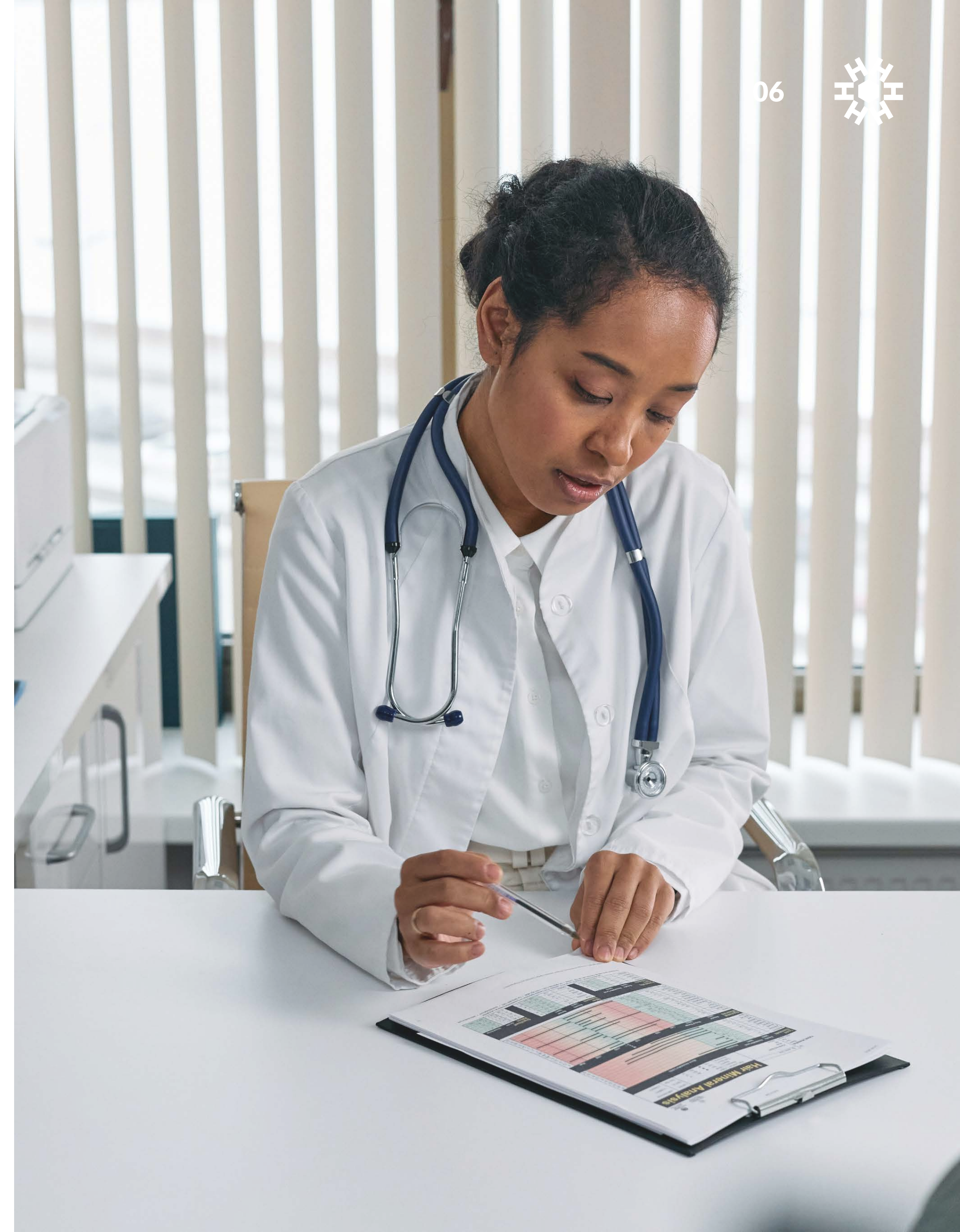
Collaboration: Building strong relationships sets our work apart and improves our ability to find solutions that support all partners.

Leadership: We have an organizational responsibility and individual obligation to make our communities better for our members and the patients they serve.

Advocacy: There is power in the individual voice. When we advocate as a collective, we harness our shared power on behalf of the Greater Dayton area.

Expertise: We work on hard problems and by finding new solutions, we can help save lives.

Impact: Embrace change and innovation to help our members and our community succeed and grow.



WHO WE ARE

GDAHA Culture

Culture

Belonging: All are welcome. Our differences make us richer.

Compassion: Remember the Golden Rule. Ask yourself how you can be of service to others.

Adaptability: Don't let perfect be the enemy of good.

Independence: Sometimes our work is separate, but we don't work in silos.

Resourcefulness: Do good work. Get it done. Find the answers or the people who have them.





How We Look



HOW WE LOOK

Communication Standards

As a trade association, we are uniquely positioned to represent our region's hospitals. We have our own brand and image in the community, but everything we do as individuals and as an organization reflects our members. With that in mind, we have established the following policies to improve and standardize our individual and organizational communications.

If you have any questions related to any GDAHA communications policies or practices, please contact Sarah Hackenbracht at (216) 903-2069 or shackenbracht@gdaha.org.





HOW WE LOOK

Brand Marks

The GDAHA logo comes in a variety of lockups, and each has a unique use depending on need and space available in each different layout.

For larger use cases where the logo appears by itself, the full lockup with tagline should be used. Smaller scale versions are available for instances where the full brand name is spelled out in accompanying text, or when the text would be too small to read otherwise.

Use best judgement to decide what is readable and fits cleanly into the design in question.



The Official Mark



No Slogan for Brevity



Use for Smaller Scales



Use for Large Horizontal Instances



Use for Horizontal Instances



Black and White Version



Logo Mark Only



HOW WE LOOK

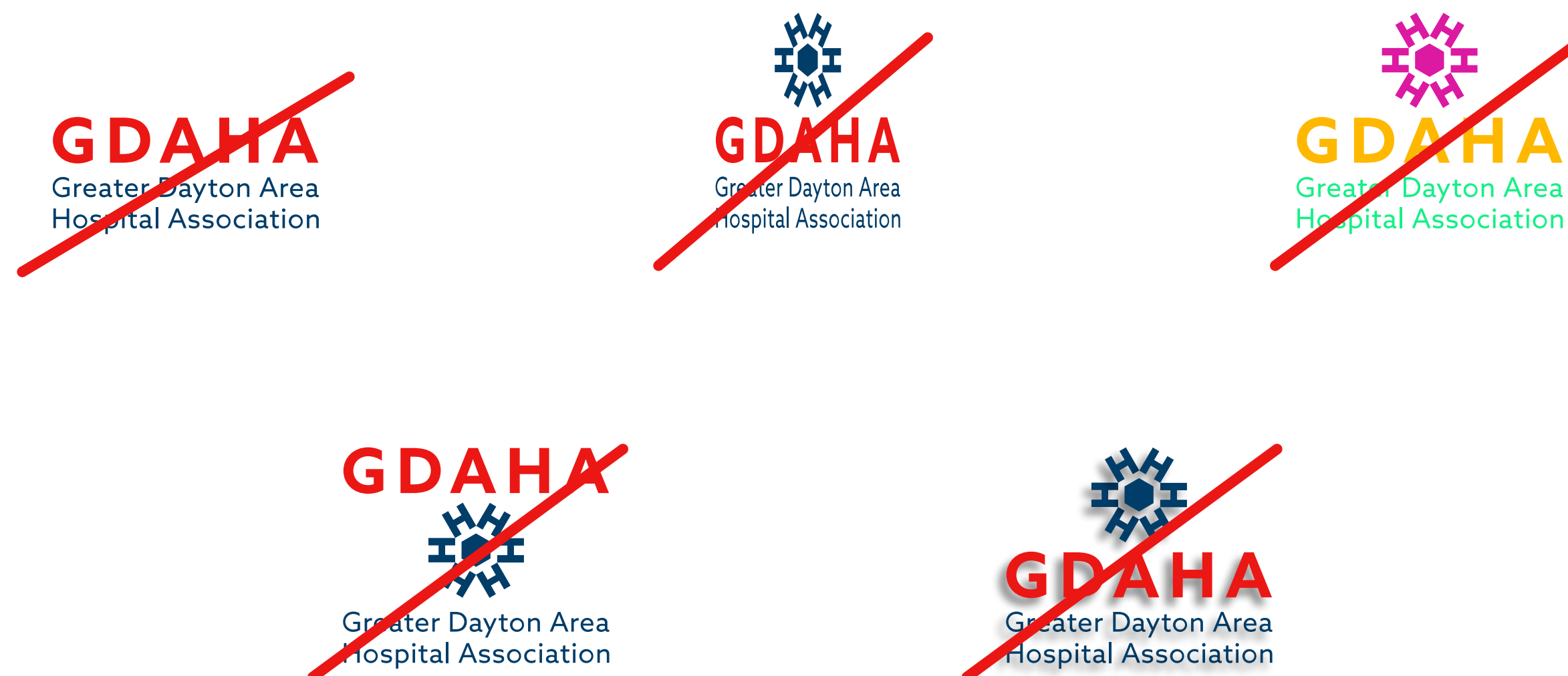
Brand Marks

When placed on a dark or colored background, the GDAHA logo should be presented in white.

The GDAHA logo should not be altered or skewed in any way.

The H lockup should be centered above or to the left the GDAHA type.

The logo should not be distorted or scaled to fit a different aspect ratio.





HOW WE LOOK

Brand Marks

Minimum spacing from surrounding objects or edges of a design is derived from the central hexagon shape in the logo mark itself, which allows for an easy reference point to quickly validate against.

Note that this is a rough visual rule meant to be medium and platform agnostic.

When enlarging or shrinking the logo to fit the desired space allotted in the design, be sure to scale only from the corner of the logo. Never size from the top or bottom!



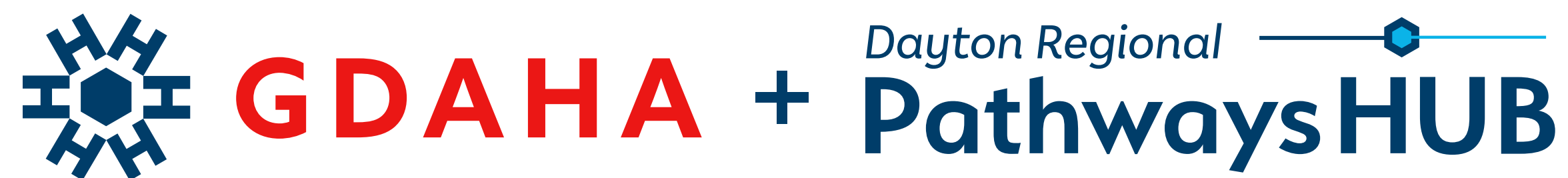
Minimum Spacing



HOW WE LOOK

Pairing Brand Marks

In many cases, it's necessary to show the main GDAHA brand mark paired with a related organization. In these cases, please reference the graphics here for possible ways to set them up depending on the space available and background.





HOW WE LOOK

Business Standard Typography

Georgia is the recommended business standard, or fallback font for Quincy CF, and Arial should replace Lato.

These fonts should be used when a document is being sent to a client or external entity in an editable format (.pptx, .docx, .psd, etc.).

Both of these fonts are web-safe standard system fonts for both Windows and Mac. This will ensure marketing and web materials stay consistent and accurately reflect the GDAHA brand when creating a presentation or document that is to be shared outside of GDAHA, or with individuals who don't have GDAHA's fonts installed on their device.

SUPPORTING TITLE

Font Family: Arial
Weight: Bold
Case: Uppercase
Line Height: 150%
Letter Spacing: 10%

Title

Font Family: Georgia
Weight: Bold
Case: Title Case
Line Height: 150%
Letter Spacing: 0%

Subtitle

Font Family: Arial
Weight: Bold
Case: Sentence Case
Line Height: 150%
Letter Spacing: 0%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam quis sapien lectus. Donec dapibus mattis nisi. Sed luctus vestibulum accumsan. Mauris lobortis eleifend tortor.

Font Family: Arial
Weight: Regular
Case: Sentence Case
Line Height: 150%
Letter Spacing: 0%



HOW WE LOOK

Branded Typography

Quincy CF is the recommended font for all GDAHA marketing and web titles. It conveys a strong but friendly aesthetic and is a clean, versatile serif typeface.

Lato is used for supporting titles, subtitles, and body copy. This sans serif font is clear and easy to read while maintaining a professional style.

This font type should be used when creating client facing documents that are exported in a non-editable format (ex. .pdf, .jpg, .svg, etc.).

SUPPORTING TITLE

Font Family: Lato
Weight: Black
Case: Uppercase
Line Height: 150%
Letter Spacing: 10%

Title

Font Family: Quincy CF
Weight: Extra Bold
Case: Title Case
Line Height: 150%
Letter Spacing: 0%

Subtitle

Font Family: Lato
Weight: Bold
Case: Sentence Case
Line Height: 150%
Letter Spacing: 0%

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nullam quis sapien lectus.
Donec dapibus mattis nisi. Sed luctus
vestibulum accumsan. Mauris lobortis
eleifend tortor.

Font Family: Lato
Weight: Regular
Case: Sentence Case
Line Height: 150%
Letter Spacing: 0%

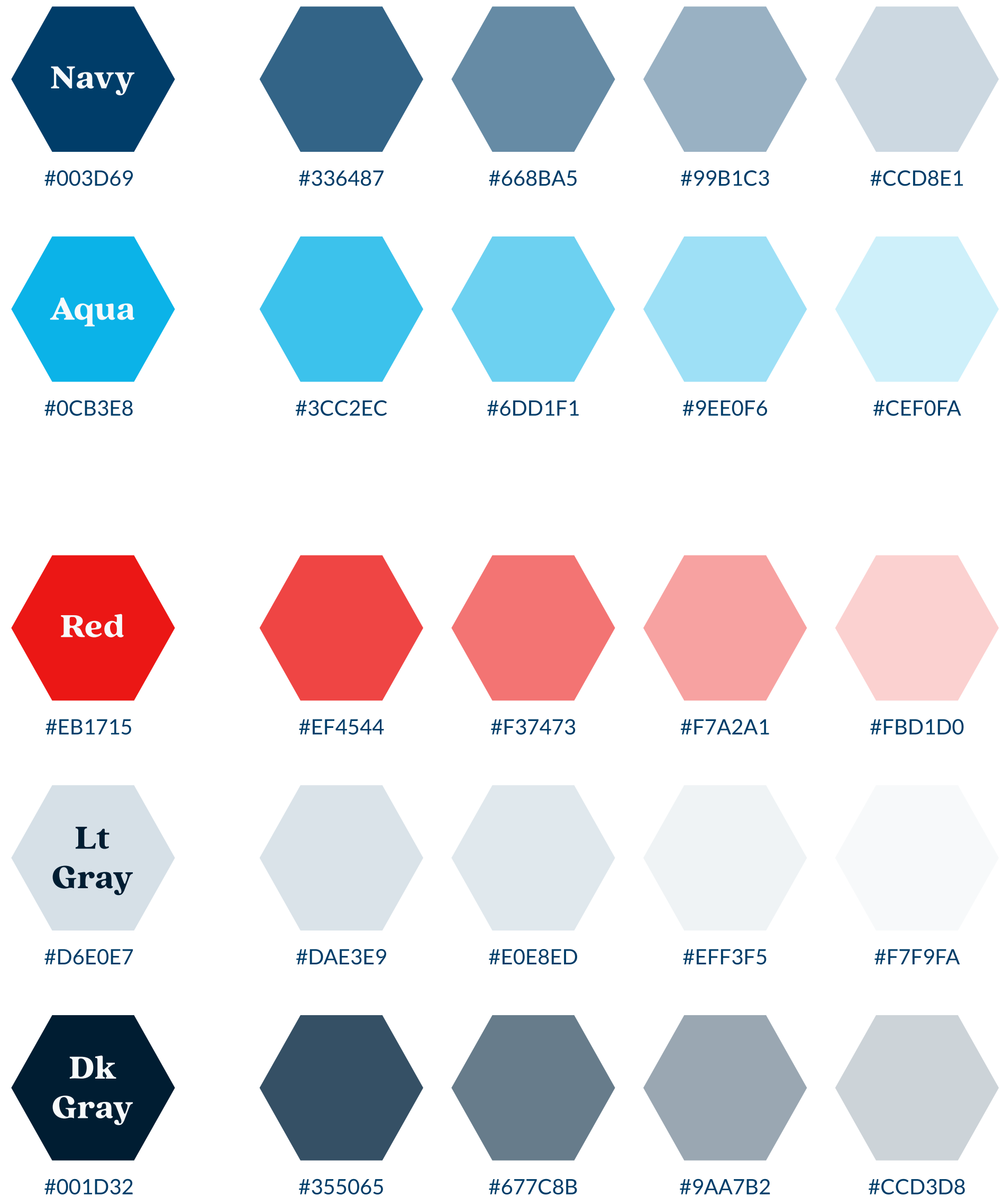
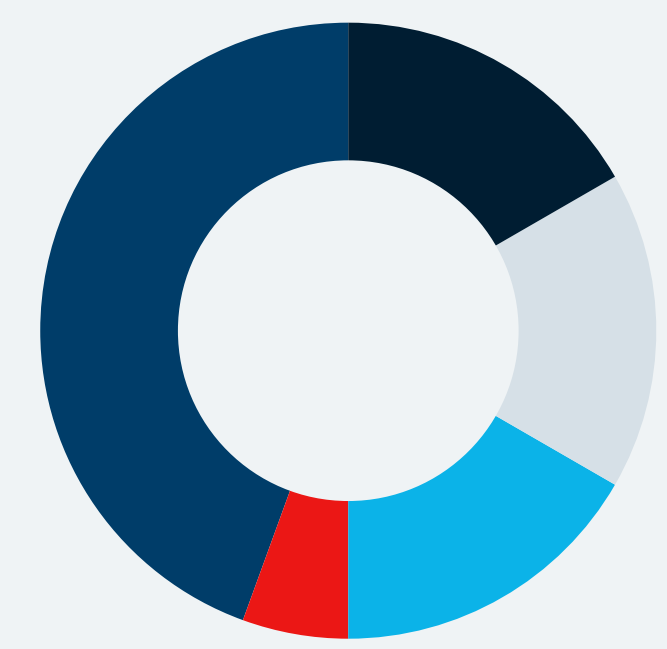
HOW WE LOOK

Color Palette

The primary color palette is made up of Navy and Aqua shades which creates stronger contrast in designs. Navy is the preferred dominant color while the Aqua is used as a secondary accent. Red should be used sparingly to highlight key information, graphics, and calls to action.

This chart shows the approximate proportions that each color should be used within a design.

Approximate Color Distribution





HOW WE LOOK

Photography

Imagery is an important part of our visual brand. These guidelines should help you with the selection process.

Although it is assumed stock photography will be used when necessary, care should be taken in choosing images that are reflective of our region and its diversity as hospitals employ more than 44,000 individuals and care for the entire region's population (i.e. generic doctor and nurse models in hospital settings).

Connections to GDAHA may help bring a sense of place. For example, images of our members and connections to regional assets and visual icons should be utilized.

If additional images are needed, GDAHA has an iStock account for paid images. You can also access license-free images at unsplash.com or pexels.com for free resources. Licensed images should not be used in GDAHA publications, presentations, or social media accounts.





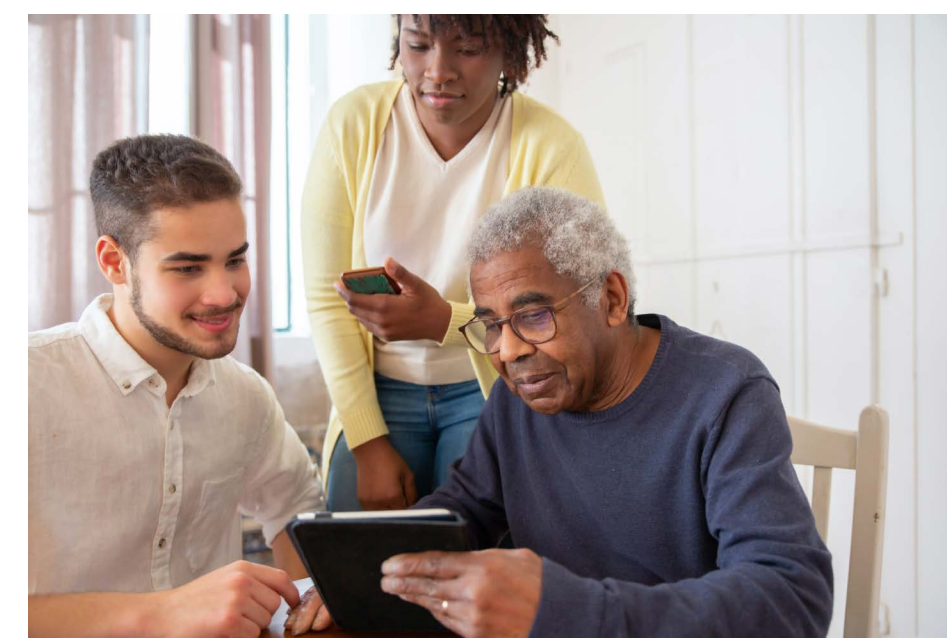
HOW WE LOOK

Photography

The Do's

Photography that says “hospital” right away is recommended. The look and feel must be of professional quality and aim to represent diversity in race, gender, and age when possible.

If you would like to have people in your images, please try to use a real doctor or patient from one of our hospitals. Specific images can be obtained by making a request to GDAHA's Public Affairs Committee.





HOW WE LOOK

Photography

The Don'ts

Care should be taken in choosing images that are not “generic doctor and nurse models in hospital settings.”

Watermarks should also not be shown in photography. The use of illustrations outside of the core icon set covered in the brand guide is discouraged.

As previously mentioned, GDAHA has an iStock account for paid images. You can also access license-free images at unsplash.com or pexels.com for free resources. Licensed images should not be used in GDAHA publications, presentations, or social media accounts.





HOW WE LOOK

Photography

It is important that we are representative of the diversity in our region. Our photography should reflect each population we serve within the community. This includes families, children, elders, and community partnerships in addition to hospitals and the diverse staff they employ.

Medical Professionals



Families



Community Efforts



Elderly





HOW WE LOOK

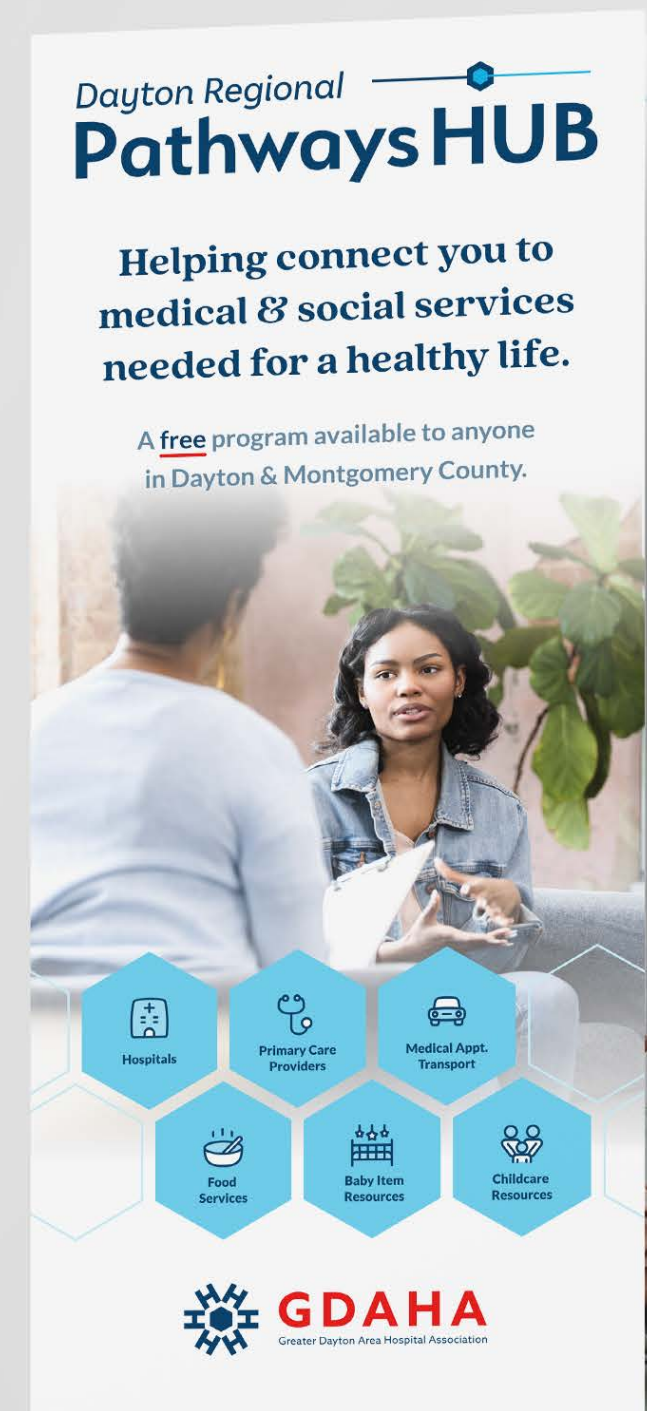
Photography

Usage & Overlays

To the right are some examples of how photography can be used when paired with graphics, copy, and other brand elements.

Photos can be placed inside hex grids to create collages. Including a mix of photos and images is recommended in layouts like this to create balance and not overwhelm the viewer.

Overlaying the Navy shade on black and white photos can create a distinguished look while maintaining readability and focus on the copy.



Our mission is to fortify trusted partnerships across the healthcare continuum through collaboration, advocacy, and industry expertise to help healthcare members and partners meet our communities' diverse health needs.



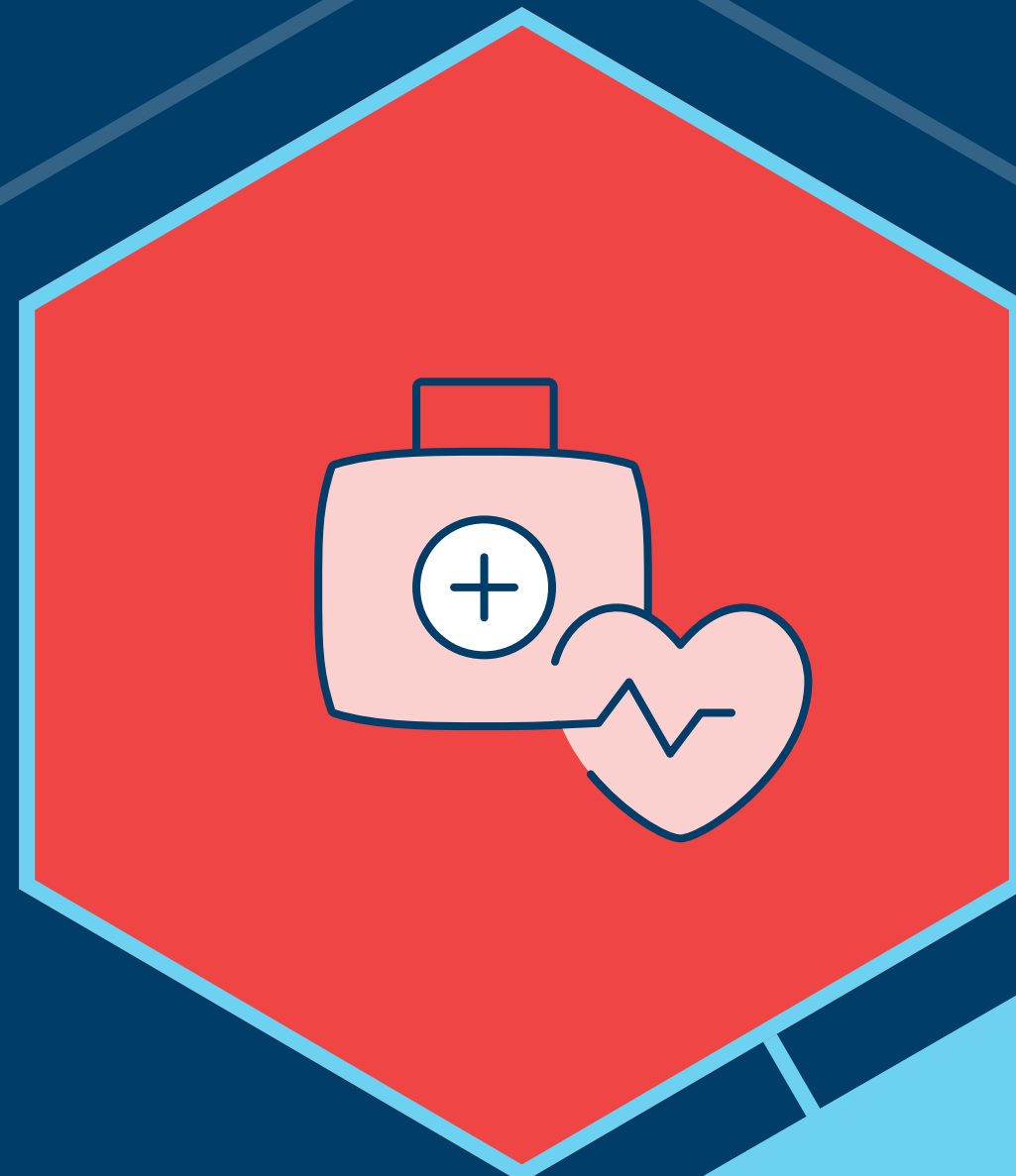
HOW WE LOOK

Iconography

The iconography style poses as an accent to GDAHA's clean and professional aesthetic. Icons should be used to convey immediate context to accompanying text, and should not be used as the sole method to convey information to the viewer.

Utilizing this simplistic style will ensure the icons do not overpower or distract the user from the message being presented, and create a cohesive style when used together.





How We Sound



HOW WE SOUND

Elevator Speech

An elevator speech tells the listener who we are as an organization, what we do for our members, and your role within the organization. An elevator speech should be concise and take no more than 30 seconds to two minutes to complete. The key to getting your elevator speech to be informative, natural and enthusiastic is a little bit of planning and practice.

About GDAHA

GDAHA is a non-profit trade association that consists of 29 hospitals. Our hospitals serve the 11 counties surrounding Dayton, Ohio.

Inherent in our work as a membership-based organization is the fundamental role as a convener to foster collaboration among our hospitals and healthcare partners. GDAHA's ability to harness the strength of the regional healthcare industry for regional advocacy priorities and leverage issue-specific industry expertise provides a robust network of partners working toward shared goals. With a dedicated focus on behavioral health, workforce, community health, emergency preparedness, and member services, GDAHA's engagements over the next two years will be guided by our 2023 - 2025 Strategic Plan.

We engage hospital employees in a number of issue-specific committees and receive direction from our Board of Trustees, which consists of the Presidents & CEOs of the region's hospitals.

About Ascend

Founded in 2015 by Premier Health, Kettering Health Network, Dayton Children's and GDAHA, all who believe in the positive impact of shared knowledge, Ascend provides socially impactful, data-driven products and services that help organizations solve complex community problems.

We understand that the work we do directly impacts the lives of people and the communities we live within.



HOW WE SOUND

Answering Phone Calls

Because of our work with members and community leaders, it is very important to be accessible and return calls in a timely manner. Anyone should know what organization they've called and with whom they're speaking. Individual voicemails should clearly identify the organization and the individual to incoming callers. If they are not inclined to leave a message, please present them with the option to reach another member of our team. A good rule of thumb is to aim for returning calls within 24 hours.

The Office Phone

"Greater Dayton Area Hospital Association, this is (First Name)."

Office Phone Voicemail

"You have reached (Name, Position) at the Greater Dayton Area Hospital Association. I am unable to answer my phone, but please leave a detailed message and I will return your call. For immediate assistance, please press "0" to be connected with another member of our staff."



HOW WE SOUND

Answering Phone Calls

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Your Cell Phone

"You have reached (Name) with the Greater Dayton Area Hospital Association. Please leave a message and I will return your call."

OOO/Vacation/Leave Message

"You have reached (Name, Position) at the Greater Dayton Area Hospital Association. I will be out of the office from (Beginning Date) to (End Date). Please leave a detailed message and I will return your call after (Your First Day Back). For immediate assistance, please press "0" to be connected with another member of our staff."



HOW WE SOUND

Email Signatures

It is important that our members have access to us and know that we make every effort to be available to meet their needs. It is equally important that your email present a professional and polished image of you and the organization.



Sarah Hackenbracht

President & CEO

Greater Dayton Area Hospital Association

p: 937.424.2363 | m: 216.903.2069

a: 124 E Third St., Suite 400, Dayton, OH 45402

Extended Leave Message

“Thank you for your message. I will be out of the office from (Beginning Date) to (End Date) with limited access to email. If you need immediate assistance, please contact (Insert Name and Email). If necessary, I will respond to your message after (Your First Day Back).”

Consider working with one of our colleagues to have someone serve as an emergency back-up so the recipient knows that someone else may be able to help them with their issue or reach you in an emergency.



HOW WE SOUND

Writing Style Guidelines

Ensuring consistency across all communications platforms isn't just about content. It also applies to grammar and style. Please use the following guidelines in developing any content for publications or the GDAHA website.



Spell out any unfamiliar acronyms and include the acronym in parenthesis if it will be used again in the document.

Ex. The Greater Dayton Area Hospital Association (GDAHA) represents 29 hospitals in the Dayton region. GDAHA has 10 full-time employees.



Use "healthcare" as a single word unless it appears in as "Health Care" in a proper noun.



Use the full words for numbers one through ten.



Use numerical values for 11 or greater.



When listing more than two items, use a comma before "and."

Ex. I have three cats, four hamsters, and a guinea pig.



When listing phrases of two or more items, please use the colon followed by the semi-colon.

Ex. To accomplish the committee's objectives we must: review and complete the committee minutes; share the completed minutes with members; and outline the necessary action items. publications, presentations, or social media accounts.



HOW WE SOUND

Edit Check List

Publications and content on the GDAHA website must be drafted and reviewed by the content owner.

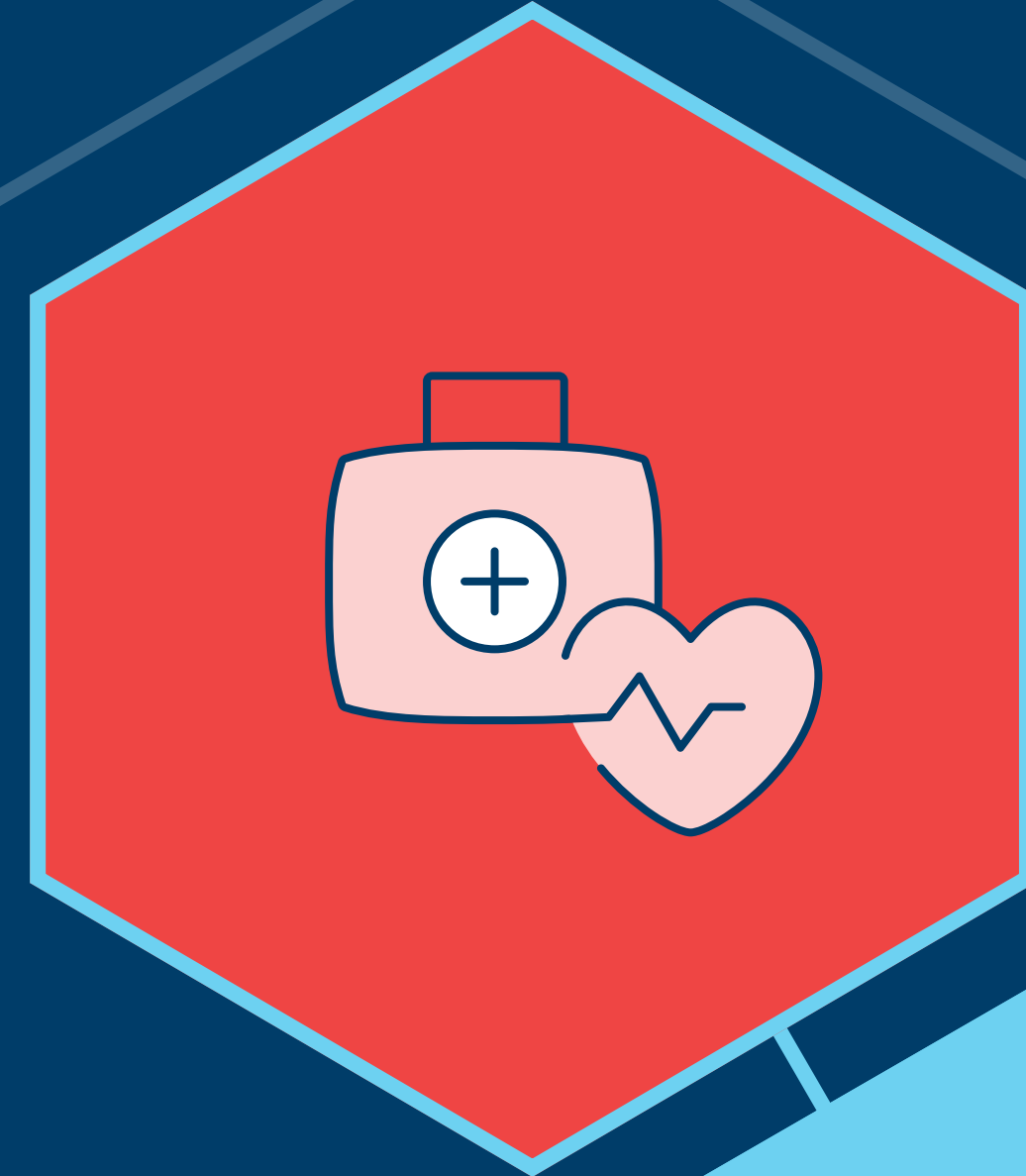
Lisa Henderson and Sarah Hackenbracht are willing editors if given advanced notice. Extra sets of eyes are always encouraged.

- Print your document to review it line-by-line.
- Confirm names (including spelling), dates, and factual information.
- Double check proper names with the organization's website or call them.
- Read the document forward and backward. Read it to yourself out loud.
- Check subject/verb agreement. Use active verbs.
- Check for little words (to, if, of, it) and words that are correctly spelled but not the word you intended (from vs. form).
- Double check homonyms (to vs. too or there vs. their vs. they're).
- Make sure the format and content of headings and subheadings are consistent throughout the publication and correspond with the subsequent text.



GDAHA

Greater Dayton Area Hospital Association



Thank You!