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## **Branding in Action**

*Monday, June 24, 2019*

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Greenville Health System (GHS) and Palmetto Health have come together to create Prisma Health. *Branding in Action* will keep team members informed as we continue to move through the rebranding process in 2019. The full rebranding process will take a year or more to complete.

Leaders, please print and post this document in your area, especially for those team members who don't have regular access to email. Discuss this information with your teams to ensure they are familiar with these changes.

Please review this document in its entirety. Thank you for sending your questions to us so we can make our branding information even more clear. If you have further questions, contact [CCommunications@PrismaHealth.org](mailto:CCommunications@PrismaHealth.org).

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## **The latest**

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### **Exterior signage continues to be installed**

In the Midlands, new Prisma Health exterior signage will be installed at Prisma Health Richland Hospital by the end of June. Signage will then be installed at Prisma Health Baptist Hospital, followed by Prisma Health Baptist Parkridge Hospital and Prisma Health Tuomey Hospital.

Installation of Prisma Health signage on cement walls near roadside entrances of several Upstate campuses will be completed by the end of June. Updates to additional exterior signs near roadside entrances and parking lots will begin in early July. Vinyl lettering and logos on entrance doors will be changed at all campuses soon.

### **Name change announced: Team Member Care Center**

Beginning Monday, July 1, Employee Care Center will be referred to as Team Member Care Center. However, the department name Employee Health and program name Employee Assistance Program will not change.



### **New GHS branded materials no longer being produced**

The Marketing and Communications department is no longer producing new materials in the GHS brand. However, existing GHS branded materials will continue to be used through January 2020 in order to use up supplies and allow time for items to be converted to the Prisma Health brand. If you notice a GHS branded banner, flyer or similar item and are unsure if it should be removed or updated, [contact your marketing representative](#).

### **New Prisma Health business cards now available**

Updated Prisma Health and Prisma Health Children's Hospital business cards are now available and can be ordered through [DigiPath](#). Several changes to original versions were recently made based on your feedback.

As a reminder, it takes 24–48 hours to activate your account once you sign up for access to DigiPath.

### **Prisma Health Children's Hospital items added to the marketing resource site**

Several Children's Hospital items, including an email signature template, digital letterhead and presentation template, have been added to the marketing resource site:

- Prisma Health–Midlands team members can access the site on myPal [here](#)
- Prisma Health–Upstate team members can access the site [here](#)

### **Radiology and anesthesiology practice name changes in the Upstate**

Beginning Monday, July 1, Prisma Health–Upstate radiology and anesthesiology practices will change their names to Prisma Health Department of Radiology and Prisma Health Department of Anesthesiology & Perioperative Medicine.

### **Spelling of the word orthopedics**

Beginning Monday, July 1, both affiliates will begin spelling the word orthopedics without the letter 'a' included. Previously, both spellings (orthopedics and orthopaedics) were being used.

## Reminders

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### **Use the “En Dash” symbol**

When writing Prisma Health–Midlands, Prisma Health–Upstate, Prisma Health Children’s Hospital–Midlands and Prisma Health Children’s Hospital–Upstate, the symbol that is used is “En Dash” without any space.

En Dash can be inserted a few ways:

- Insert, Symbol, More Symbols, Special Characters, En Dash
- Hold down Ctrl and use the minus key on the numeric keypad

### **Always use our full name, Prisma Health**

- Always use Prisma Health in writing and dialogue rather than just Prisma, PH or PHU (Prisma Health–Upstate) or any other abbreviation
- We have trademarked Prisma Health and do not own the trademark for Prisma by itself

### **Prisma Health should always be written in upper and lower case – Prisma Health**

- Outside of the logo, it is never written in all capital letters

### **Visit the marketing resource sites**

Be sure to check the marketing resource website often for the latest information, templates and more:

- Prisma Health–Midlands team members can access the site on myPal [here](#)
- Prisma Health–Upstate team members can access the site [here](#)

### **Maintain clear space around the Prisma Health logo**

When placing the logo among other logos, above or near any images/graphs, etc., the minimum amount of clear space can be determined by measuring the height of the “I” and establishing a perimeter around the edges of the logo that is equal to that height.



**There is only one logo for the health company**

When placing text near the Prisma Health logo, it must be a minimum of half the width of the word Prisma below the logo. The Prisma Health logo should never be modified to create an affiliate, hospital, campus, practice or department specific version.

