

Let's all get on the same page.

SWEDISH
BRAND
GUIDE





Let's tell different stories the same way.

Whether you work for Swedish or one of our partners, you've been given an important job. You've been asked to tell the world about us through a sign, a website, an ad, a brochure or some other project.

And, while it goes without saying, we'll say it anyway: The more consistently we talk about and portray the Swedish story, then the more clear and powerful our image will be.

With dozens of competitors all vying for attention, that's not trivial. You really can make a difference by helping Swedish stand out from the crowd through consistency. We can do that by delivering all our different messages in the same, powerful way.

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The Logo: One Swedish word everyone understands.

There's probably no better-known symbol of health care in the Seattle area than the Swedish logo. It's been around a long time, and it instantly says "very high medical quality."

So, when you put the logo in the spotlight of work you're designing, you're helping people connect a sign, an ad or a website with the actual experience that takes place in a Swedish clinic or hospital. Here are some tips to keep in mind:

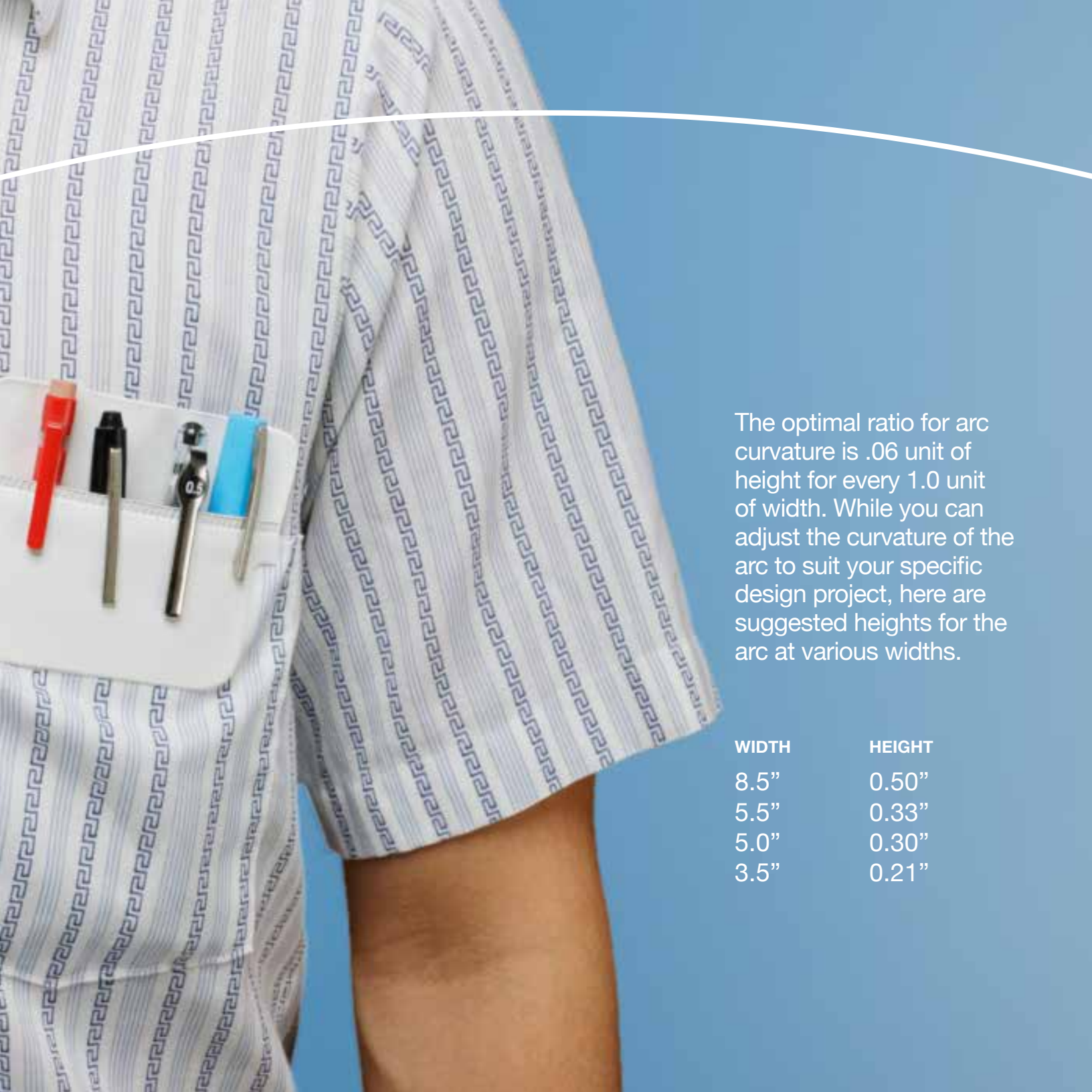
-
- Don't crowd the logo—always give it white space on all sides at least 20% of the height of the letters in the word SWEDISH
 - Use the black-and-white or two-color logos on a white field
 - For the two-color version, the mark is always PMS 542 blue, and the word "SWEDISH" is always 100 percent black—no exceptions
 - Use the white logo on a solid or plain color field
 - Don't use the "rolling S" symbol by itself



Alternate Logos: Ready-to-use files are standing by.

Swedish campuses and institutes have their own official logo lock-ups, so we've created digital files that contain the logo artwork and campus or institute name in exactly the right proportion and position. Both vertical and horizontal versions are available, so you can choose the style that works best with your design.

If you feel strongly that these pre-configured logos won't work for your project, then please send your proposed project layout to jill.sato@swedish.org for approval.



The optimal ratio for arc curvature is .06 unit of height for every 1.0 unit of width. While you can adjust the curvature of the arc to suit your specific design project, here are suggested heights for the arc at various widths.

WIDTH	HEIGHT
8.5"	0.50"
5.5"	0.33"
5.0"	0.30"
3.5"	0.21"

The Arc: A design rule we will always ask you to bend.

The arc first entered the Swedish design language in the 1990s when the gentle curve of the Swedish First Hill east tower was built. Now this arc is everywhere—in signage, interior design, graphic design and advertising.

Every project you design should include an arc, but it's up to you if you want to show it as a hairline rule, a cut-out from a photograph, or something else. Just be sure to use a complete arc that starts and ends at the same baseline. The direction of the arc should always be with the apex at the top, like an umbrella.



The Brand Color: Why be true-blue to PMS 542.

Swedish has two colors that quickly telegraph our brand: PMS 542, a light blue, and white—achieved through the use of white space and uncluttered layouts.

If you're not a fan of blue, keep in mind that it's actually beneficial to the mind and body. Blue slows human metabolism and produces a calming effect—something people receiving medical care can certainly use.

For digital design, you need to be true to a slightly different blue. Use the hexadecimal equivalents to PMS 542 which are #0070A9 and #56A1D5. If you're creating an RGB build, use 86/160/211.

Helvetica Neue Light

Helvetica Neue Light Italic

Helvetica Neue Regular

Helvetica Neue Regular Italic

Helvetica Neue Bold

Helvetica Neue Bold Italic

The Font:

How to say it.

How to use it.

Helvetica Neue, which is pronounced “Helvetica Noya,” is the one and only official typeface of Swedish. While you’re free to use any of the dozens of variations available for this font, here are some tips to keep in mind:

- Set headlines in upper and lower case, and steer clear of ALL CAPS, unless used as a short, graphic element
- Avoid condensed or extended versions of Helvetica Neue
- For web projects, license and use embedded font versions of Helvetica Neue
- Where Helvetica Neue isn’t reliably available (such as when you send a PowerPoint file to someone and you don’t know what fonts are on their computer), it’s OK to substitute Arial instead

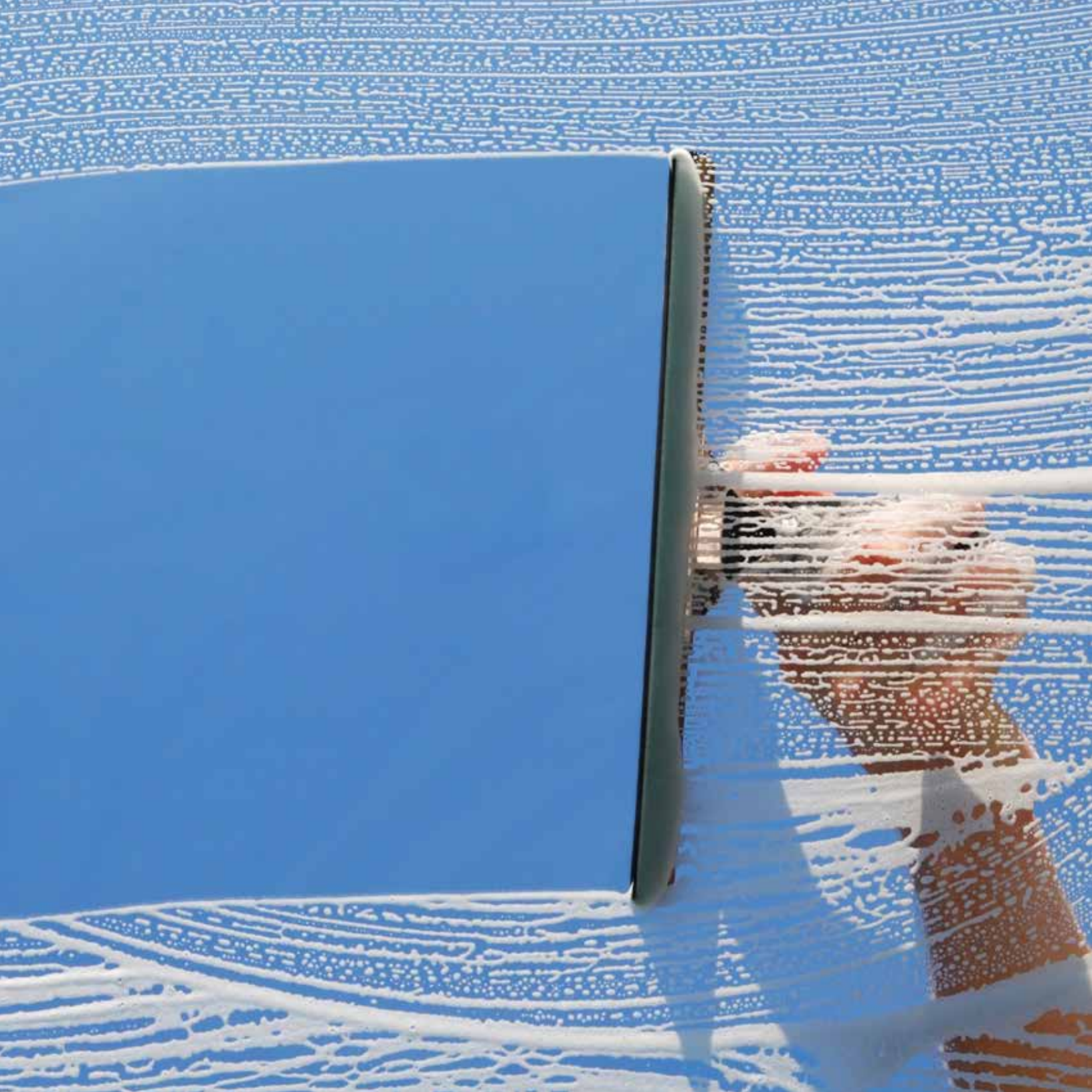


Photography Style: 97 words on the things worth 10,000 words.

The Swedish story is about health and authenticity. So, when selecting or shooting photos, look for a style with a strong, diffused light source, a short depth of field, dramatic cropping and a sense of movement.

It's best to stay away from the overused clichés in health care communications: doctors in white coats with their arms crossed, a caregiver holding the patient's hand, a doctor looking at an X-ray or fit senior citizens on bikes.

Finally, when you choose images of people, be sure to show the true diversity of people who work or receive care at Swedish.



Layout Style: Here, clean design really means “clean.”

When Dr. Nils Johanson founded Swedish in 1910, he felt that Seattle lacked a scrupulously clean hospital. His concern with patient safety is still very evident at Swedish today, and it's a value we'd like to share.

So, by bringing lightness, whiteness and cleanliness to our graphic expressions, we're communicating that safety and high standards are a big part of the Swedish story.

Of course, “white and light” shouldn't mean “bland” or “cold.” The point is to use design to convey that Swedish is well organized, professional and focused on health.



Writing Style: Think of the greatest nurse or doctor you know.

When writing for Swedish, it helps to have an Associated Press Stylebook on your desk, and the picture of a warm, but brilliant doctor, nurse or some other wonderful caregiver in your mind.

They wouldn't try to bowl you over with jargon or medical-speak. Instead, they'd be calm, compassionate and humble. They'd balance the emotional with the rational. They'd be able to explain complicated things so anyone could understand, but without being condescending. And they'd be especially honest, steering away from overpromises and glib claims.

If you're still not quite sure what that means, here's another way to approach your writing: use adjectives sparingly, while seeking brevity and clarity.

PRINT AD



At home in the community.

It's more than hospitals and clinics. It's knowing what your family needs. And your first name. It's getting kids to be active, and young adults through college. Making it easier to live well. It's creating healthier communities, together.

SWEDISH ISSAQUAH
751 NE Blakely Drive
Issaquah, WA 98029
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www.swedish.org/issaquah-kids



PRINT AD

Our free back pain seminar could, in fact, **free you** from back pain.



Don't let continued back pain hold you back. Attend a Swedish spine seminar and you'll hear about the latest surgical and non-surgical solutions to back problems. You'll also learn the advantages of being cared for by one of the largest spine programs in the state.

Conducted by our spine experts, our back pain seminar only costs two hours of your time, so reserve your spot now. It's a small price to pay for freedom from back pain.

Free Seminar on Back Pain

Register online at swedish.org/classes
or call 206-386-2502

Thursday, Feb. 24, 6-8 p.m.
Swedish Orthopedic Institute
601 Broadway, Seattle, WA

*(Corner of Broadway and
Cherry Street – hourly parking
available under the building)*



DIRECT MAIL



Regenerative Medicine at Swedish an alternative to surgery

Treatment options:

- Platelet rich plasma (PRP)
- Stem cell therapy
- Tenex

Swedish locations offering regenerative medicine:

- Seattle (Cherry Hill campus)
- Bellevue
- Issaquah

Call us at 206-320-2600 or 425-498-2272. Or visit us at www.swedish.org/restore.


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注意：如果您講中文，我們可以給您提供免費中文翻譯服務，請致電 888-311-9127 (Swedish Edmonds 888-311-9178) (TTY: 711)

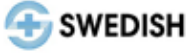


DIGITAL BANNER ADS



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VIDEO END SCREEN



www.swedish.org

RACK CARD

Who we are

The Organ Care Research Center is dedicated to the Transplant and Liver Center's ambitious agenda to support research in kidney, liver, pancreas, and organ transplantation. Our research, our patients may be alternative and novel therapies.

Contact Swedish Organ Care Research

Manager: Jodie Davila, FRCPC
Phone: 206-215-4384
Email: jodie.davila@swedish.org

Director: Kris V. Kowdley, MD
Phone: 206-386-3660
Email: kris.kowdley@swedish.org

SWEDISH

LIVER CARE NETWORK AND ORGAN CARE RESEARCH
1124 Columbia St., Suite 600
Seattle, WA 98104
www.swedish.org/lcn

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Clinical Trial Options for Patients

Swedish Organ Care Research



SWEDISH

PHYSICIAN ROSTER

Swedish Pediatric Specialty Care

Gastroenterology
Janell Evans, M.D., MPH
Uma Pothanig, M.D.

General Surgery
Aparna Narra, M.D.
Rohy Lee, M.D.
Rob Weisbaum, M.D.

Infectious Diseases
Frank Bell, M.D.

Nephrology
Dianna Ghazi, M.D.
Sonal Anand, M.D.

Nutrition
Laurie Foster, M.D.
Leslie Lee, RN

Orthopedic Surgery
Kate Henderson, Ph.D.
Kathleen Mann, M.D.

Pulmonology
Lizael Salinas, M.D.

Urologic Surgery
Jaan Osoori, M.D.
Rob Anderson, M.D.
Devin Stone, M.D.

Medical director Pediatric Specialists
Sonal Anand, M.D.

Clinic locations:
Seattle
Pediatric Specialty Care – Swedish First Hill
1101 Madison St., Suite 800
Seattle, WA 98104
Issaquah
Pediatric Specialty Care – Swedish Issaquah
291 NE Bakley Drive, Fifth floor
Issaquah, WA 98029

Contact information:
Clinic appointments: 206-215-2700
Clinic fax: 206-215-2702
M.D. Backline/Consults: 206-215-2701

FLIER

Vestibular Rehabilitation

OUTPATIENT REHABILITATION SERVICES

Vestibular disorders can have far-reaching effects on your life. For older adults, dizziness and imbalance can be a significant health crisis, often leading to falls and injuries. As a result, you may have less confidence in your balance, which can limit your activities and affect your independence. For younger people, dizziness or unsteadiness can affect your ability to drive, work or care for children.

Our physical therapists at Swedish have extensive experience and advanced training in evaluating and treating vestibular disorders. For your convenience, we have more than a dozen skilled therapists providing services at eight locations.

Diagnosis
People who experience dizziness often describe the symptoms as a sense of rocking, swimming, swaying or spinning. The symptoms can also make you feel nauseated or exhausted.

Treatment
Our physical therapists treat many disorders that cause dizziness. Treatment options include:

- Canalith repositioning for vertigo
- Adaptation
- Substitution
- Habituation
- Biofeedback and relaxation techniques
- Sensory reweighting/integration
- Balance and gait training
- Cognitive/behavioral techniques
- Fall risk prevention
- Gaze stabilization exercises

Getting the right diagnosis is essential for treatment to be effective. There are many diagnoses for vestibular disorders, including:

- BPPV, or benign paroxysmal positional vertigo
- Vestibular labyrinthitis
- Unilateral and bilateral vestibular loss
- Concussion
- Migraine-related dizziness
- Motion sensitivity
- Central vestibular disorders
- Anxiety or psychosocial-related
- Cervical spine contributions to dizziness

For more information about our services and locations, visit Swedish.org/VestibularPT.

SWEDISH OUTPATIENT REHABILITATION

Swedish Balance Center Cherry Hill T 206-355-5900 Bellevue T 206-781-6346	Cherry Hill T 206-320-2404	Factoria T 206-320-5430	Edmonds T 425-645-4140	Richmond T 425-498-2400	West Seattle T 206-320-5510
Issaquah T 425-313-7900	Issaquah T 425-313-7900	Issaquah T 425-313-7900	Issaquah T 425-313-7900	Issaquah T 425-313-7900	Issaquah T 425-313-7900

POWER POINT TITLE SLIDE

SWEDISH

Click to add title

EXTERIOR SIGNAGE



Main Logo

Vertical Version:



Horizontal Version:



Campus Logos

Vertical Version:



Horizontal Version:



Institute Logos

Vertical Version:



Horizontal Version:



Other Logos

Vertical Version:



Horizontal Version:



Single Line Version:



If you have questions about any of the guidelines or need digital files of logos, please contact: jill.sato@swedish.org

