
Image and Identity

SUBJECT: Image and Identity	PREPARED BY: Elizabeth Rodgers, Sr. Mgr Brands and Campaigns, CNE	EFFECTIVE DATE: 03/26/2021	POLICY NUMBER: CNE-MC-003
PAGE: 1 of	REVIEWED BY: Jessica J. McCarthy, VP Marketing, PR and Communications, CNE	APPROVED BY: Jessica J. McCarthy, VP Marketing, PR and Communications, CNE	REPLACES:

- I. Purpose.** The purpose of this Image and Identity (this “Policy”) is intended to ensure the appropriate brand representation of Care New England and its affiliates in all communications directed to patients, families, volunteers, employees, physicians and the general public. This includes but is not limited to: letters, brochures, news announcements, information sheets, newsletters, direct mail pieces, patient education materials, flyers and advertisements (including scripts for radio and video for television), signage, websites, social media and videos. Adherence to this policy will help protect the brand of Care New England and its affiliates and will reduce the need to re-design and re-print incorrect materials.
- II. Scope.** This Policy applies to Care New England (“CNE”) and all Care New England hospitals, Care New England healthcare entities, and each other Care New England entity that is a direct or indirect subsidiary of Care New England (each a “CNE Affiliate” and collectively, “CNE Affiliates”).
- III. Policy.** It is the policy of Care New England and each CNE Affiliate shall comply with the Image and Identity Policy. All materials that will receive cross-departmental distribution and may be viewed or heard by the public must meet the image and identity standards that have been developed for Care New England and its member organizations, including but not limited to the proper use of logos, and proper representation of affiliation with The Warren Alpert Medical School of Brown University and other teaching institutions. Logos will not be shared without direct consent by the marketing department for a specific use, and this use will be time-bound and recorded by marketing.
- IV. Definitions.** Terms not already defined in this Policy have the following meanings:
- (a) Image & Identity includes but is not limited to: letters, brochures, news announcements, information sheets, newsletters, direct mail pieces, patient education materials, flyers and advertisements (including scripts for radio and video for television), signage, websites, social media and videos.
- V. Procedure.** The Marketing Communications Department is here as a resource to support you in adhering to this policy. Please allow us a four- to six week lead time to ensure enough time to review, make the appropriate and necessary editorial changes, and provide a final design. *This time frame does not include the 5-10 business days that are required for printing a project through the CNE Print Shop.*

For print collateral, the Marketing Communications Department has developed design templates for brochures, information sheets and newsletters; direct mail pieces, flyers and advertisements will be designed on an individual basis, adhering to the CNE's and the member organization's complementary graphic standards. The Marketing Communications Department will recommend an appropriate format/layout based on the use of the project and its content. For some projects, the Marketing Communications staff may suggest using a format that does not strictly adhere to the template format, but rather complements it.

Whenever possible, the Marketing Communications Department will utilize in-house staff for the design and layout of a project. However, with limited resources and time constraints, the use of an outside designer may be required.

Whenever possible, all printing will be completed at the CNE Print Shop, with an expected 5-10 business day turnaround time for print projects that fall within the Print Shop's guidelines – additional time may be required for more intricate projects. If time is an issue, an outside printer may be used, in which case the department requesting the service will be responsible for the printing fees.

All copy editing will be provided by the Marketing Communications Department. Prior to final design and printing, all copy will be reviewed by either Marketing Communications or Health Education Department to ensure that materials are at the appropriate reading level. All patient education materials should be written below the 9th grade reading level – editing will be provided, as needed.

Note: In order to provide for consistency and quality assurance, all written materials that need to be translated are coordinated through the Health Education Department. Once copy has been edited and approved, the Marketing Communications staff will forward it to Health Education to coordinate the translation. Length of time for translation will vary depending on the size and complexity of the document.

RESPONSIBILITIES:

It is the responsibility of the requesting department to contact the Marketing Communications Department at six weeks prior to their deadline. Information to be included in the print collateral must be completed and verified as accurate at this time and presented to Marketing Communications in an appropriate word processing document.

It is the responsibility of the Marketing Communications Department to edit the copy to assure proper messaging and the appropriate reading level and to provide a design layout which meets the graphic standards of the hospital. Marketing Communications will work on the design and layout of all materials to ensure brand standards are met and an effective communications tool is developed. The Marketing Communications Department will be responsible for sending the appropriate files to the CNE Print Shop for printing, with a 5-10 business day turnaround expected on most print projects.

It is the responsibility of the CNE Print Shop to determine if the project can be handled in-house and can be completed within 5-10 business days, or to work with an outside vendor. If an

outside vendor is used, the CNE Print Shop will provide a print quote for the job. The CNE Print Shop will ship the completed project to the appropriate department and also will ship 12 samples to the Marketing Communications Department.

REFERENCES:

N/A

APPROVAL/REVISION:

DATE: Initial Version of Policy approved by Elizabeth Rodgers, Sr. Mgr Brands and Campaigns

DATE: Revision approved by Jessica J. McCarthy, VP Marketing, PR and Communications, CNE

REPLACES:

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