



2024-2025

# **Sky Lakes Brand Standards and Style Guide**



# Sky Lakes 2024

## Brand Standards and Style Guide

Prepared By:

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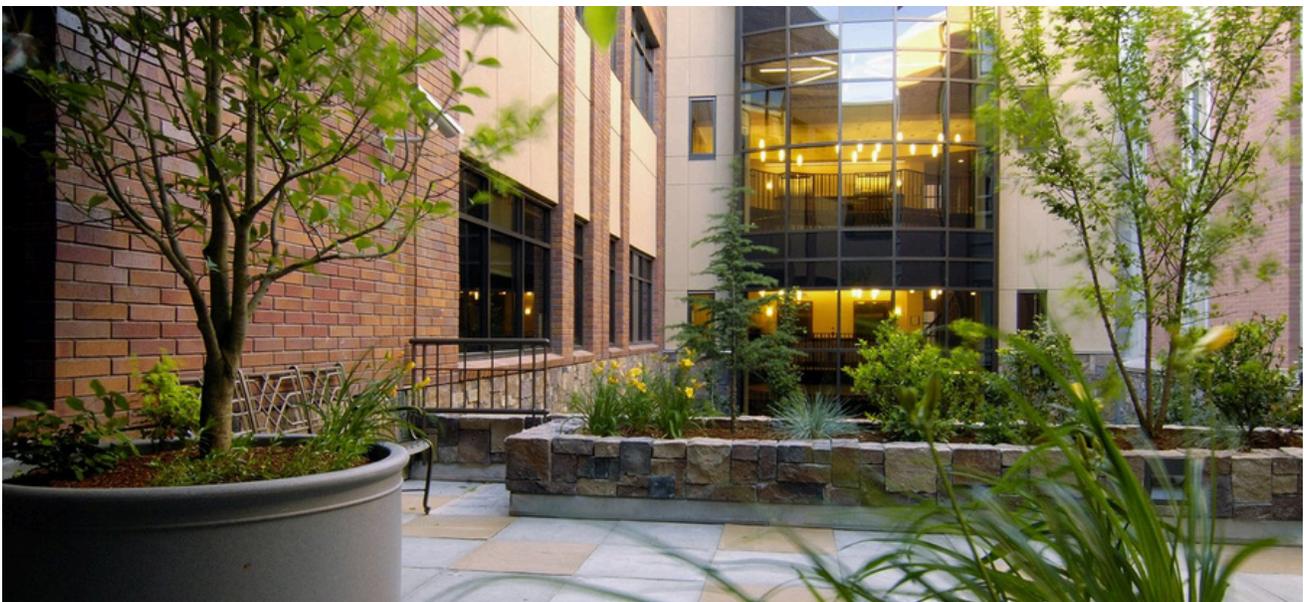
[skylakes.org](http://skylakes.org)



# Using the brand guidelines

This guide provides general standards for all communication produced by and for Sky Lakes facilities, services, employees, press, vendors, business partners, and community partners. By following these guidelines, we can create printed pieces, Web-based content and broadcast messages that complement each other and work together to communicate our overall brand image.

Please refer to this guide to inform branding related choices and defer final decisions to the community relations' marketing and PR team and senior leadership.



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# Sky Lakes



Sky Lakes is an independent health system with 40 locations and the only hospital in a 10,000 square-mile radius. As a leader in the rural healthcare industry, we understand that health isn't just about intervention, but about prevention. That's why we've invested in preventive and comprehensive care as well as wellness initiatives throughout the community.

Sky Lakes is committed to excellence in patient care and experience. Our Mission, Vision, Promise, and Values are integral to the Sky Lakes brand.

## Mission

Inspiring human potential through better health.

## Vision

Sky Lakes will be a catalyst for positive change, creating a vibrant and thriving community committed to transforming the health and well-being of current and future generations.

## Promise

At Sky Lakes, we are committed to serving our community. We promise to treat you with kindness, respect, and integrity as we dedicate ourselves to providing excellent care and positively impacting the wellbeing of our community.

# Our Values



## Respect

We treat everyone with dignity and appreciate the worth of each person.

## Integrity

We commit to honesty, accountability, and transparency; we are worthy of the trust that our patients and community place in us.

## Kindness

We are compassionate, empathetic, and caring.

## Excellence

We passionately pursue the best outcomes and highest quality care while exceeding expectations.

## Innovation

We seek to enhance the lives of those we serve, through creativity, collaboration, and the courage to imagine new possibilities.

## Belonging

We seek to create a place where different perspectives are welcome, where everyone feels safe, and where we foster acceptance, connection, and support for all individuals.

# Sky Lakes strategic priorities: our five pillars

## **People**

We are committed to the development of our people and continuously invest in their growth, and well-being.

## **Quality**

We relentlessly pursue the highest quality performance and safest care in all areas of our health system.

## **Service**

We are known for our excellence, timeliness, and kindness in every encounter with the people we are privileged to serve.

## **Stewardship**

We invest our resources to achieve our mission to improve the health and well-being of the rural communities we serve.

## **Growth and Innovation**

We are committed to innovation, collaboration, and growth that furthers our commitment to impact the health and well-being of the rural communities we serve.



# Transformation 2030

Sky Lakes has a comprehensive plan to fulfill its mission and vision in the community.

The plan includes six areas of strategic focus:

## **Primary Care**

We will form a highly connected, engaged, and supported team of primary care providers committed to making a positive impact on the health and well-being of our community.

## **Specialty Care**

We will create a network of providers called to serve in a rural area and dedicated to caring for our community's specialty needs.

## **Stewardship**

We will invest in positive change and the transformation of the Klamath Basin's health and well-being through the innovative and wise utilization of our resources.

## **Culture**

We will be a health system that lives by its values, cares about our community and each other, and is committed to the belief that we can positively impact the lives of the people we serve.

## **Quality & Patient Experience**

We will elevate the standard of care by prioritizing quality and patient experience, ensuring every patient receives compassionate, personalized, and timely care.

## **Community**

We will partner with the people we serve, actively engaging in creating a thriving community that inspires all individuals to realize their potential.

# Sky Lakes Brand

## Voice and tone standards

Sky Lakes represents the community's medical authority but doesn't sacrifice a sense of community in favor of authority. Sky Lakes is your neighborhood care team who cares about you and your family's health throughout your lifetime.

Communication from Sky Lakes should:

- Be friendly but not casual.
- Emphasize our investment in community health and wellness and developing the local workforce.

When referring to Sky Lakes generally regarding to the brand or the health system, always use "Sky Lakes." Only use "Sky Lakes Medical Center" when referring specifically to the medical center.

The official logo counts as an instance of referring to the Medical Center by its full name in visual (art, designs, collateral) texts. SLMC is generally not acceptable, except with permission from the Marketing Department. Acronyms SL, SLM and SLC are never acceptable.

In all communications Sky Lakes Medical Center should only be referred to as Sky Lakes Medical Center but never as Sky Lakes Medical or Sky Lakes Center. Using "the Medical Center" is appropriate if it has already been referred to fully as Sky Lakes Medical Center in the same text. Sky Lakes must be referred to by its full name Sky Lakes Medical Center at least once in all text-based (written or spoken) communications.

When we talk about staff, we should convey a sense of pride and community. Our content about staff should make current Sky Lakes employees feel proud and happy to work at Sky Lakes and encourage potential employees to consider Sky Lakes as an employer.

We refer to the patient's "Care Team" not their individual providers. We never refer to our providers collectively as "Doctors" and avoid directing patients to speak to their doctor. Instead, Patients should be advised to speak to their "provider" or their "care team."

# Media standards

Press releases must follow Associated Press style standards as defined by the Associated Press Stylebook.

Other materials not defined in this document should be written following the style or standards expected of the genre or with the professionals of that field.

All written communications must meet these quality standards:

- No grammar, punctuation, or spelling errors.
- The writing style is cohesive, accessible, understandable for the expected audience and meets health literacy standards.
- Topics included are related to patient or community health, Sky Lakes services, patient experience, or community collaborations.
- The overall content aligns with Sky Lakes' Mission, Vision, Promise, and Values.



# Health literacy and accessibility

All people have the right to health information that helps them make informed decisions. Sky Lakes content must be created and disseminated in a way that is easy to understand, access, and act on for the target audience.

To enhance understanding, content should use health literacy strategies appropriate for the content and target audience such as using plain language, topic headings, and pictures/ symbols.

Federal Plain language Guidelines establish that content should help the audience:

- Find what they need
- Understand what they find
- Use what they find to meet their needs

Sky Lakes materials should always aim to:

- Make their purpose clear.
- Use common words (no jargon).
- Communicate a limited number of messages in one material.
- Use simple visuals if they increase understandability and refrain from using distracting visuals.
- Use short sentences written in the active voice.
- Use inclusive language that does not alienate the audience.
- Consider audience reading level.
- Allow users to hear words clearly (for audio content only).
- Allow users to read what is spoken audibly (video content only)
- Use checkboxes and provide a “don’t know” option so that individuals don’t feel compelled to check inaccurate information (for forms).
- Break information into manageable chunks, clearly label each section, and sequence them in a logical order.
- Not require calculations to use the information, or, when calculations are unavoidable, provide simple instructions.
- Communicate clearly what specific action to take, breaking actions into manageable steps.
- Easily accessible to the target audience.

## Dissemination and access to information

When disseminating material, make sure that the strategies used meet expected target audience behavior. If your target audience is known to frequent specific locations, relevant material for that audience should be available at that location. Material meant to be viewed online should be created with different types of users in mind, such as for those who use screen readers or are desktop or mobile users.

## Languages and CLAS standards

Content should be created with the use-case and user in mind. For accessibility and inclusivity, most content should be created with a Spanish translation. Other language considerations should be made on a case-by-case basis. Please use our in-house translator when available and other resources as a secondary choice.

Content in languages other than English must be translated critically and with care for cultural and linguistic differences to retain meaning.

Do not rely exclusively on machine translations (tools like Google Translate that rely on a language database to create translations). All machine translations must be reviewed by a translator or interpreter to ensure linguistic and cultural accuracy.



# Privacy, HIPAA, and ethics

## Patient Privacy

Photography, videography, names, likeness use of Sky Lakes patients or patient family members is prohibited under HIPAA laws unless formal and legal consent is given by the patient or patient's family members and documented by Sky Lakes.

Formal consent must be documented before collecting or using any materials or likeness of current or former Sky Lakes patients or their family members. There are no exceptions to this rule.

All patients and family members must sign this consent form if they are contributing to photo or video content.

All patients and family members must sign this consent form if they are contributing testimonial content.

## Employee privacy

When mentioning staff, always omit their last name unless there is a specified exception. Staff names should be formatted as first name last initial, followed by any relevant credentials (i.e. Jane D., RN).

Exceptions for this rule are as follows: staff member earns public recognition (internal recognition does not count); staff member is in a leadership position, announcing that a staff member is retiring, any other situations in which fully identifying the staff member is appropriate or necessary.

## Photography, videography, likeness use of Sky Lakes employees

We do not allow patients or visitors to film or photograph employees. Sky Lakes staff may photograph themselves or each other with consent but may never include PHI (Protected Health Information), patients, or patient's families in these photographs.

Staff members whose photos or videos are submitted to or are taken by the community relations department must give consent for their likeness to be used in any print, video, marketing, or PR materials. Consent should be formally collected using our official consent form. Consent provided informally via written, verbal, or implied consent is temporarily acceptable when submitting their own images for use. Always check for consent from all photo or video subjects.

Verbal or written agreement to be filmed or photographed is not consent for use. Subjects must be aware of the use case of the collected material before agreeing to be filmed or photographed.



# Sky Lakes branding elements

## Logos

### **Approved logo usage**

The corporate logo and the variations shown within these pages are the only orientations approved for official usage. The corporate logo is defined as the hand/dove and Sky Lakes typography elements together. Guidelines for individual elements are defined separately.

You cannot alter the official logo or its variations.

### **Logo variations**

The PMS 286 and 70% Black logo are the preferred logomark as they communicate our corporate colors. There are instances in which the logo should be black, white, or transparent for higher contrast against color backgrounds. Please use the variant logos in these instances.

Do not alter the logo or use logo variations outside of the ones included in this document.

### **Logo graphic treatments**

For maximum impact and instant recognition, the logomark must not be crowded by other visual elements. Adequate white or negative space must be left around the logo so that its prominence is not compromised. Please do not stretch or distort the logos.

### **Logo placement**

Logo must be placed prominently on designs to ensure that it is recognizably associated with Sky Lakes.

# Official logos and approved variations

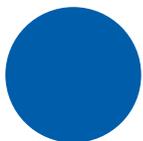
## General Sky Lakes Logo

Please use this preferred primary logo when referencing Sky Lakes services or brand in general. In cases where this logo does not have enough contrast, please use the black or white logo variation.



## Official Logo Palette

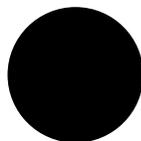
This palette is specific to the official Sky Lakes Logo. Any use of the official Sky Lakes logo must adhere to this palette. Black and white logo variations are exempt from this rule. Only use premade or existing logo files and do not alter the colors of the logo in designs by applying filters or other color altering effects.



#005DAB



#6D6E71



#000000

## As one, we rise. Logo lockup

Use this Sky Lakes logo with the Sunkiss “As one, we rise.” text lockup when creating content and materials for the “As one, we rise.” brand campaign. In cases where this logo does not have enough contrast, please use the white variation.



## As one, we rise. Logo Palette

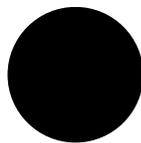
This palette is specific to the official Sky Lakes Logo. Any use of the official Sky Lakes logo must adhere to this palette. Black and white logo variations are exempt from this rule. Only use premade or existing logo files and do not alter the colors of the logo in designs by applying filters or other color altering effects.



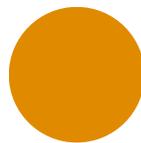
#005DAB



#6D6E71



#000000



#E08A00

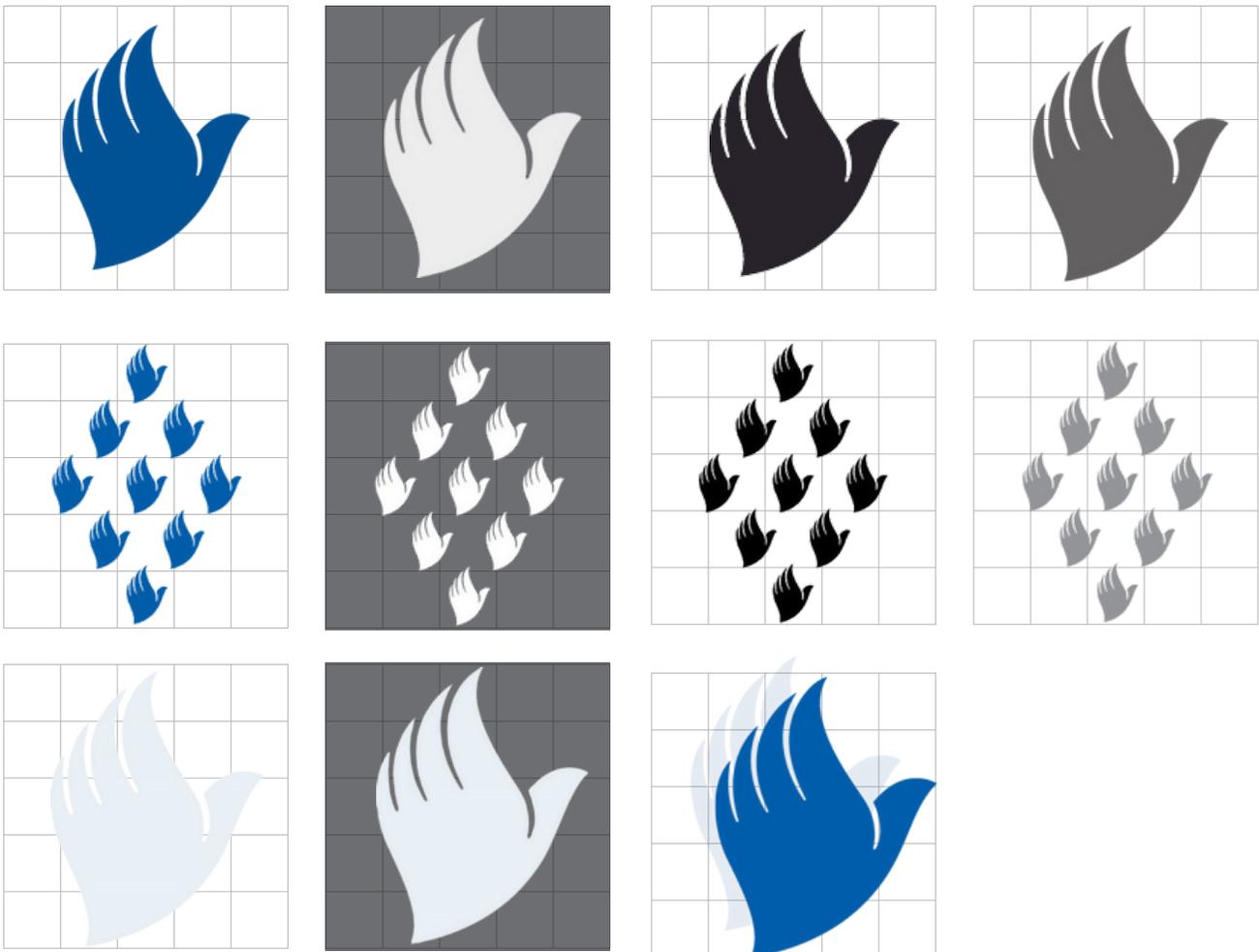
# Logo elements

Logo elements such as the bug may be used separately from the official logo or logo variations. However, logo elements are never a substitute for the official logo and the official logo should be used on official collateral, signage, and products.

When using the hand/dove/flame logo element, please only use it in the following variations: White, Black, Gray, Primary Blue, Secondary Blue, and Double. When using the logo element separately, it must never be obscured.

Please defer to the marketing department to approve logo element usage if not using the official logo.

Use the official watermark hand/dove/flame when implementing watermarks in designs. Please do not use the full logo or other element variations as a watermark.



# Sky Lakes official fonts and typography

## Website fonts

### Headings and Titles

Crimson Pro

### Body Text

Poppins

## General font rules

Official Sky Lakes font preferences on the website are Crimson Pro for headings and titles and Poppins for body text.

For other designs and platforms, please use the font that is most appropriate for the medium. Crimson pro is a serif font which is best for reading on print mediums. Poppins is a sans serif and best for reading on digital mediums.

Some fonts are not available on all creative platforms, please refer to the font matrix for font alternatives. Our official fonts are available for download in the marketing portal. The font packages are compatible with all systems.

When using Crimson Pro and Poppins together, Crimson Pro should be at least four points (pts) larger than Poppins. Georgia Pro should be at least two pts larger than Poppins.

Do not use Crimson Pro and Georgia Pro in the same document or design.

Do not use all caps for either font throughout entire documents or designs. The exception to this rule is for 1–3–word headers when appropriate.

## Exceptions

Please use official fonts as default for documents and designs. There are instances where the fonts may not be appropriate, for example in official letters to patients or external parties (especially on official letterheads), where it's best to use Crimson Pro, Georgia pro, or an appropriate alternative serif font throughout the document.

Appropriate alternative serif fonts to Crimson Pro or Georgia Pro:

- Palatino
- Garamond
- Times New Roman

Email correspondence does not need to adhere to the official font rules, but fonts in emails should be visually appropriate for a healthcare organization and readable.

Please do not use excessively decorative fonts or colors that are low contrast or in poor taste in email copy or signatures. Read more in the section about emails correspondence.

## Font Matrix

Software	Font 1	Font 2
Microsoft Products	Georgia Pro	Poppins
Google Products	Crimson Pro	Poppins
Canva	Crimson Pro	Poppins
Adobe Products	Crimson Pro/Georgia	Poppins *download package

# Sky Lakes official color palette

This color palette is used for Sky Lakes branding that is not the official logo. This palette must be used complementary to existing Sky Lakes logos and logo variations and when creating official Sky Lakes content and collateral.

## Preferred official colors for the palette



Primary  
#005DAB



Moss  
#1C957A



Aqua  
#001A1AA



Wheat  
#F5BC00



Secondary  
#003866



Forest  
#146755



Sunkiss  
#E08A00



Barn Red  
#B84C2A

These are the official shades (color + black) and tints (color + white) for the primary colors with additional grays in warm and cool tones.

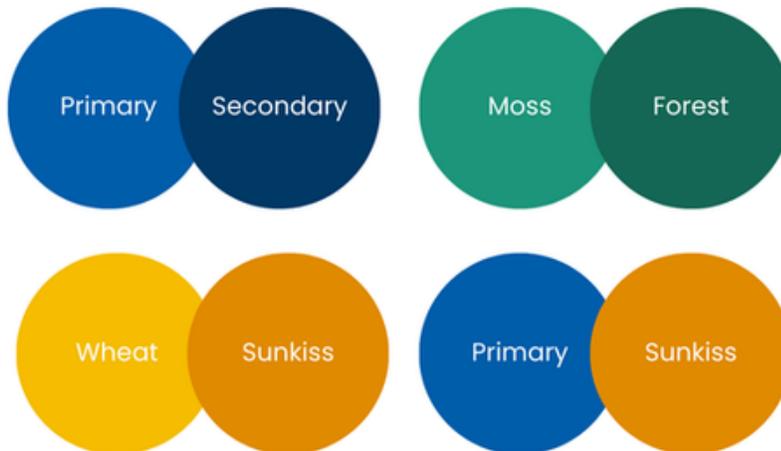


## Preferred color pairings

Please use good judgement and refer to best design guidelines when using our official color palette. When in doubt, defer to the marketing team for design recommendations. Avoid using more than two high saturation colors in the same design.

### Preferred Color pairings:

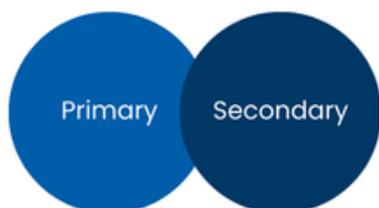
- **Primary #005DAB** and **Secondary #003866**
- **Moss #1C957A** and **Forrest #146755**
- **Wheat #F5BC00** and **Sunkiss #E08A00**
- **Primary #005DAB** and **Sunkiss #E08A00**
- **Barn Red #B84C2A** and the **Warm gray palette**
- The **Cool gray palette** with the following colors
  - **Primary/Secondary**
  - **Moss/Forest**
  - **Aqua**



## Preferred colors for external partners

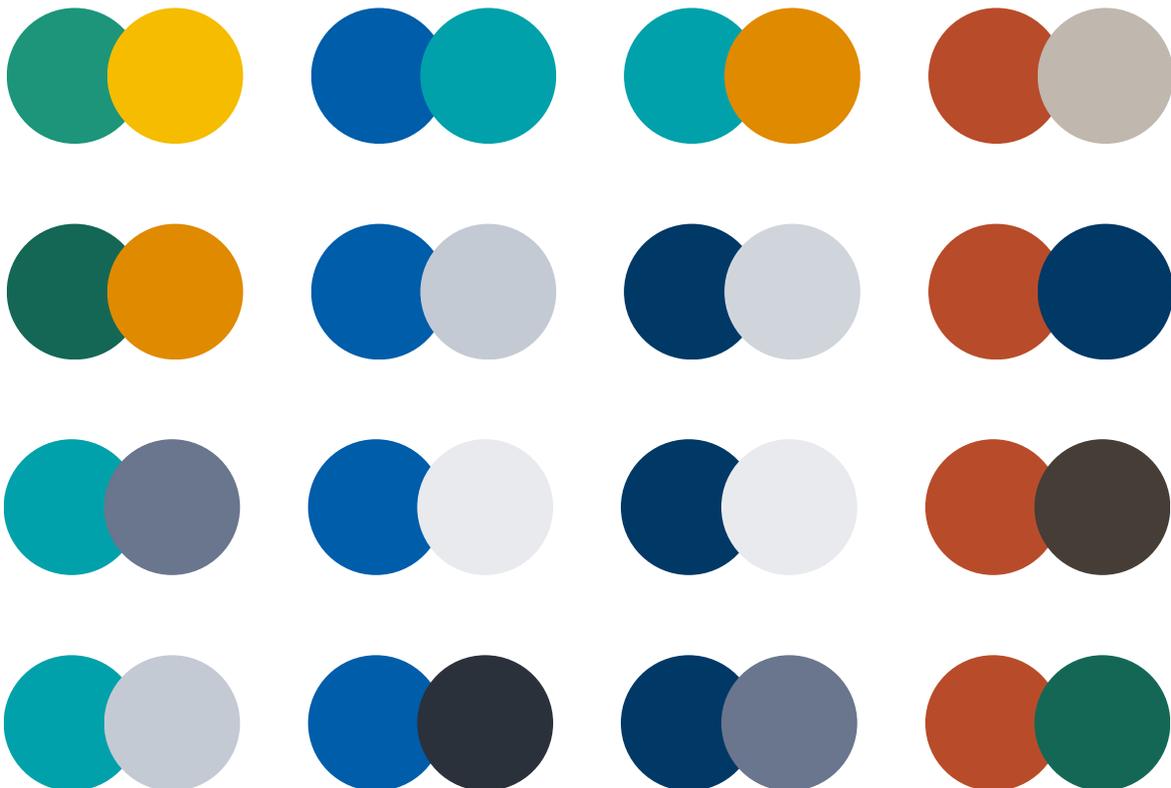
Primary #005DAB

Secondary #003866



## Suggested color combinations if not using preferred combinations

- Two neutral colors with a primary color.
  - We don't have any hue neutral colors in the expanded palette. However,
    - General neutral colors are pure whites, blacks and grays.
    - The darkest shades in the palette may also be considered neutral in some cases.
- One neutral color with a primary color.
- Tints and shades from the preferred color combinations
- Pick from the same color families (warm, cool, neutral).
  - Warm colors: Sunkiss, Wheat, Barn Red, the #F8F7F5 gray palette columns
  - Cool colors: Primary, Secondary, Moss, forest, Aqua, the #EBFEFF gray palette columns
- Tonal, or gradient, combination- only using shades and tints from the same color column.
- Pair light colors with dark colors. Avoid pairing dark or high saturation colors with other dark or high saturation colors.
- Use light colors as backgrounds and dark or high saturation colors as accents.



# Design creative

## Graphic designs

Graphic designs are any creative that combines text, art, and pictures. Graphic designs should follow best design practices and be clearly associated with Sky Lakes. Designs should use preferred design elements when appropriate.

Designs should be created with their end use in mind (print, web, both). Imagery should never depict behavior in violation of Sky Lakes Mission, Vision, Promise, and Values or in violation of any regulated healthcare rules established by local, state, and federally managed health entities.

## Preferred design elements

### **Sky Lakes Swirl overlay on official colors.**

In any instance where a solid color is used as a background to texts or images, use the Sky Lakes Swirl overlay. We have premade backgrounds in all of our palette colors to use ready for download.

When using an image with the overlay, we prefer image borders to be rounded, faded, or both. When using the hand/dove as a frame please reference the accompanied images for use case. The hand/dove must never be obscured enough that it is unrecognizable but the entire hand/dove does not need to be fully visible in the design.



# Branded images

**Corporate and service** imagery must be high quality and clearly identifiable as relevant to Sky Lakes services, locations, or staff. Imagery should depict Sky Lakes as an accessible, welcoming, clean, and safe environment for patients, visitors, and employees. Staff and care environment should be recognizably associated with Sky Lakes or the medical field.



**Lifestyle and Community** imagery should reinforce our commitment to community health and wellness and embrace the local active and outdoors lifestyle in the Basin. Imagery should also be a celebration of the local natural beauty.



Branded images are available for download and use in the marketing portal.

# Iconography

These icons are the only approved icons for our service lines and are in use on the Sky Lakes Website. The selection below is incomplete; A complete selection is available in the marketing portal for download.

If an icon is not accounted for or does not appropriately represent use, outside icons are acceptable if they closely match the feel and design of official icons.



# Single or limited use graphics

Single and limited use graphics should not be confused with logos or logo variations. These graphics do not replace the official logo or department logo.

These graphics should be reviewed and approved for use by the marketing team. They should not alter the Sky Lakes official logo or modify a department logo.

These graphics should be standalone designs. You may use elements of the Sky Lakes logo in your designs but not in a way that recreates or modifies the Sky Lakes logo.

You can use single or limited use graphics on collateral, temporary signage, or art, but never in place of an official logo.

# Design examples

## Specialty Pharmacy

### Opening Fall of 2024

A Specialty Pharmacy deals with specialty medications that cannot be found in retail pharmacies, focusing on high-cost products that treat complex disease states.

**Dermatology**

**Neurology**

**Oncology**

**Rheumatology**

#### Benefits Coordination plus Financial Assistance

We will help you every step of the way from insurance authorizations and co-pays to enrolling you in funding assistance programs.

#### Timely Refills plus Prescription Monitoring

Our team of clinical experts will contact you about your medications so you don't experience a lapse in your treatment which could lead to problems.

#### Free Medication Delivery plus Supplies

Our goal is to make sure you have your medication in-hand so you can start it as quickly as possible and avoid any interruptions in therapy. Easy and convenient.

# Photo and video content standards

## Photography

### Quality

Photography for Sky Lakes official collateral and designed materials must be high quality and clearly identifiable as relevant to Sky Lakes services, locations, or staff.

Images should not have poor composition, be blurry, or be unnecessarily abstract.

Imagery should never depict behavior in violation of Sky Lakes Mission, Vision, Promise, and Values or in violation of any regulated healthcare rules established by local, state, and federally managed health entities.

### Photo treatments

All photo treatments must enhance the image or increase its sustained usefulness.

Preferred photo treatments are using the bug/dove element in the logo as a frame, faded round edges, professional overlays in the Sky Lakes color palette, or altering the image color scale to black and white. Please use good judgement when using photo treatments.

Unacceptable treatments include premade filters, framing shapes that lower the quality or composition of the image, and overlays and masks executed poorly.

### Headshots

We use headshots for provider profiles and leadership bios on the website. Single headshots should have a neutral background. If a headshot's background is unconventional or distracting, the photo should be edited to remove the background.

All provider profile images must have transparent backgrounds.

## Alternative text and image names

Images should be named appropriately to describe the subject of the image and when the image was taken.

If an image is used on our website, the image name should be descriptive and include keywords from the page it is being used on. If an image is used on multiple pages, the name should be descriptive only.

All non-decorative images used on the website must have alt (alternative) text. Alt text increases accessibility and tells search engine bots the image contents and appears on the page if the image fails to load.

### Rules for Alt text

- Alt text should be short and descriptive of the information the image provides.
- Describe the information in the picture not what the picture looks like.
- Images that perform an action (links, buttons, etc.) should have alt text that describes the action the image performs and if the image links somewhere else that should also be included in the description.
- Images that contain information should have alt text that accurately and faithfully relays that information.
- Images that are decorative (not active and don't contain information) should not have any descriptions.

# Videography

## Quality

Videography for Sky Lakes for official use must be high quality and clearly identifiable as relevant to Sky Lakes services, locations, or staff. Video quality should not have poor composition or poor image or audio quality.

Lighting should be appropriate for the tone of the image and never obscure video subject matter. Background music must fit the tone and subject of the video.

Audio should never be obscured by ambient noise or background activity.

Videos should never depict behavior in violation of Sky Lakes Mission, Vision, Promise, and Values or in violation of any regulated healthcare rules established by local, state, and federally managed health entities.

## Content

Videos should be composed appropriately to the subject matter and purpose of the video. Calls to action must be clear and direct.

Videos must cover the following either explicitly or implicitly.

- Clear and explicit association with Sky Lakes.
- Introduction of subject matter or speaker.
- Why the content is important to the audience.
- A clear call to action.
- An opening or an ending card with at least the Sky Lakes logo.

Videos should be filmed in locations that are either clearly in or around Sky Lakes facilities or in locations people associate with the Klamath Falls area.

## Video Thumbnails

Video thumbnails for platforms like YouTube should accurately depict the subject or content of the video. It should never mislead the audience about the content.

Select thumbnails that are good quality and representative still from the video, are an opening or ending card, designed separately using imagery and content from the video for the sole purpose of being the video's thumbnail.

## Accessibility

Videos should always have captions. When possible, it is preferred that all videos have accurate and readable subtitles instead of generated captions.

When appropriate, videos should be subtitled or captioned in English and Spanish.



# Digital content

Web and digital content should reflect Sky Lakes Mission, Vision, Promise, and Values. Digital content should be accessible, easy to use, follow the law, and reflect our values and place in the community.

Web content includes but is not limited to:

- Pages at skylakes.org
- Blog posts
- Digital calendars
- Provider profiles
- Blog posts
- Social media content
- Google Business Listings
- Marketing Emails
- Digital advertising
- External digital content contributions

## Accessibility standards

All content should follow health literacy and accessibility guidelines as established earlier with additional consideration for digital content accessibility standards.

Web pages must adhere to web accessibility laws under the Americans with Disabilities act and as outlined by the Web Content Accessibility Guidelines and section 508 standards.

Digital content must at least meet the following criteria:

- Good color contrast with acknowledgment of limited vision and color blindness.
- Carefully using color when conveying information with consideration for screen readers and visual impairments.
- Use alt text on images that convey information.
- Captions on videos.
- Forms with clear instructions and error indicators that screen readers can read.
- Compatible with keyboard navigation.
- Does not discriminate against any parties and uses effective communication.

# SEO standards

Content on the skylakes.org website should follow general SEO best practices. SEO or search engine optimization makes our site and pages better for search engines.

Pages should be search engine optimized in varying degrees based on service line and content relevance. For example: content that is relevant to the patient experience and service line awareness/marketing are more important than pages that are generally about the organization but don't contribute to patient experience or align with marketing goals.

In general, for non-SEO experts, web content should follow these criteria.

- Keywords are specific to our services and competitive (if you were to google the keywords, our site wouldn't have to compete with thousands of other sites).
- Keywords are distributed throughout the page content in the body copy; in level 1, 2, or 3 headings; and in the image titles.
- Alt text for non-decorative images includes keywords or synonyms.
- The URL and SEO slug includes keywords
- Meta descriptions include the keywords and are between 50 and 160 characters.
- Content is skimmable or easy to read with headings and images.

# Locations and Google Business listings

Sky Lakes locations pages and google business listings must have clear affiliation with Sky Lakes and information must be up to date.

All location-based information must include the following:

- Address
- Phone number
- Hours
- Services offered
- Image of the building (internal or external)

Locations on the skylakes.org website must also include a list of providers who practice at that location. Google Business listings must always have the same profile name as official signage on the exterior of the location's physical address. Google Business listings should also include relevant and up-to-date images of the exterior of the building.

# Social Media

Social Media content should be informative, interesting, and engaging. Social media should convey our authority on healthcare topics as a local healthcare entity and have a familiar voice.

Posts and audience engagement on Sky Lakes social media accounts should be kind and informative while maintaining and building Sky Lakes' positive reputation.

Imagery on social media profiles that are not posts should be used to represent Sky Lakes brand or current marketing goals.

When tagging posts, tags should reflect the content of the post and be used solely for the expected content. Do not use tags that include content that may be inappropriate, promote unhealthy or unsafe behaviors, or completely irrelevant to the posted content.

## Contributions to external digital content sources

All external contributions should follow Sky Lakes tone, visual, and quality guidelines. SEO is encouraged for content meant to improve Sky Lakes' or the local area's reputation.

Do not contribute to external sources that do not complement or meet Sky Lakes Mission, Vision, or Promise.



# Collateral

## Purchasing and inventory items for sale or giveaway (swag)

Sky Lakes official branded collateral should always use the official color palette and an official Sky Lakes logo variation.

Anything distributed by staff representing Sky Lakes in any capacity must include official Sky Lakes branding (logo and approved colors) somewhere clearly or prominently on the collateral.

Exceptions can be made by the marketing director for collateral using single or limited use graphics.

## Design specifications

When using logos on specialty items, such as apparel, hats, pens, etc., use the official logo variation (including department variations) appropriate for the material and color of the item.

Always use the logomark in its original form and official colors from our palette.

## Preferred vendors

Sky Lakes prefers to work with local vendors, when possible.

We have long-standing relationships with the following external vendors:

- Smith Bates
- Shasta Litho
- Basin Graphics
- Klamath Basin Sports
- Impressions

When seeking vendors for collateral, always collect price quotes from multiple vendors.

# Multi use materials

When designing collateral, consider the use case and prioritize multiple use cases and general use over specific or single use.

All branded multiuse materials should be stored and checked out with the Public Relations Manager.

Multiuse materials include but are not limited to the following:

- Banners
- Tablecloths
- Pop-up tents and canopies
- Reoccurring event signage and materials
- Roll-up signs

## Types of Collateral

All collateral should promote health, wellness, health literacy, health access, or have a neutral impact on health and wellness (office supplies or apparel).

Sky Lakes does not purchase collateral that promotes unhealthy behavior such as smoking, alcohol use, poor food choices, or unsafe activities.

Commonly purchased items include:

- Pens
- Reusable bags
- Water bottles
- Stickers
- T-Shirts



# Sky Lakes Departments and affiliated brands

The official Sky Lakes brand is our master brand. All branding should adhere to master branding standards. Some service lines that we market or are large enough to account for many departments in a single service line will have “department logos” which are variations of the official logo with the service line underneath “Sky Lakes. Department Logos must all use the same logo format.

Service lines that have their own department and logo must:

- Only have one logo for their service line (individual departments or locations in a service line may not have their own department logos).
- Be a marketable service or resource for the Health System.

## Community partnerships

The following are established Community Benefit Organization (CBO) Partnerships.

- Cascade Health Alliance (CHA)
- Klamath Public Health
- Klamath Health Partnership
- Klamath Basin Behavioral Health
- Klamath Works

# Sub brands

Sky Lakes sub brands are organizations that are in partnership with other brands (Center for Total Joint and Spine Care at Sky Lakes Medical Center) and brands/departments that originated in the community, via community partnership, or exclusively (or nearly exclusively) serve the community outside of hospital and associated clinic services (Healthy Klamath and CARES).

Departments that operate within Sky Lakes Medical Center and associated clinics or provide services that directly support the health system and its interests, initiatives, and operations are not sub brands and must follow branding guidelines and criteria as described in this document.

## Existing sub brands

### **CARES**

CARES is a community-based service separate from but in support of Sky Lakes and associated clinics services and functions. While a Sky Lakes department, CARES is primarily a community-based brand created and supported by community partners.

### **Center for Total Joint and Spine Care at Sky Lakes Medical Center**

Center for Total Joint and Spine Care at Sky Lakes Medical Center is a partnership brand between Sky Lakes and Klamath Orthopedic Clinic.

### **Harbor Isles Tennis and Fitness Club**

Harbor Isles Tennis and Fitness Club is an acquired brand with existing branding and an established position in the community. Harbor Isles is currently rebranding.

### **Healthy Klamath**

Healthy Klamath is a community network service that prioritizes community needs and builds community partnerships separate from but in support of Sky Lakes and associated clinics services and functions. While a Sky Lakes department, Healthy Klamath is primarily a community-based brand and operates as a partner to Sky Lakes.

# Employer branding

Sky Lakes Employer Branding is specific to recruiting. This branding is not separate from Sky Lakes' overall brand but prioritizes promoting the local area and Sky Lakes as an employer over Sky Lakes' services.

Sky Lakes staff create a safe and just space for patients and their families. How we interact with people in our facilities is a direct reflection of how we are perceived.

We take pride in our employees and the positive and supportive work environment they have created. Our staff are part of a team that makes a difference, where you feel recognized, appreciated, and find a work life balance.

At Sky Lakes we empower and encourage each other.

We attract the best. We provide the best care.

## **Content promoting the local area should emphasize the following:**

- Belonging to a tight-knit community.
- An active outdoors lifestyle.
- Local natural beauty.
- Health and Wellness initiatives in the community.
- Local amenities and community perks.
- Quality of life.

# Guidelines for specified types of content

## Media communication

All Media interactions must be coordinated with Public Relations.

Press and media releases must follow AP stylebook guidelines, use the established press release template, and meet Sky Lakes writing expectations.

Communication with the media via interviews, radio segments, town halls, or any other spoken or presented information must be professional and align with Sky Lakes Mission, Vision, Promise, and Values. These communications must position Sky Lakes well within the community and not reflect poorly on the brand.

Speaking to the media or where media will be present should only be done if approved by senior leadership.

## Presentations

Presentations and slide decks presented internally and externally must use the official Sky Lakes presentation template or another specified presentation template. All slide decks must be created with the best presentation standards in mind and follow the expected written and spoken standards as defined by Sky Lakes.

Slide decks must be created with the expectation that anyone, internally or externally, might see or share the presentation.

## Signage

Temporary signage or signage that gets updated regularly should be accessible and in a template format to make updating information simple and quick.

Temporary signage should follow the established signage templates with little to no variation.

# Publications

All publications such as annual reports and Sky Lakes affiliated magazines must follow the prescribed general style guidelines within creative reason. There is room for interpretations of the guidelines to create aesthetically pleasing and engaging publication content.

In general, publication content should:

- Follow established template or format for publication with little deviation
- Use Sky Lakes official color palette and fonts as the preferred design elements
- Be distributed via the medium most appropriate for the content and audience
- Be printed and distributed on a schedule or at regular intervals (annually, quarterly, bi-annually, etc)

## Public letters on official letterhead

All official letters using Sky Lakes letterheads must use the appropriate or specified letterhead per use case and audience. Correspondence from the Sky Lakes President and CEO should use the leadership letterhead. Correspondence from providers, clinics, and hospital departments should use the general letterhead with their department or clinic clearly stated.

Letters and correspondence on official letterheads must use an official serif font, or an approved alternative serif font in the body copy of the correspondence. Fonts should always be a readable size.

Letterheads must always be printed or faxed on blank white paper, never colored or decorative paper so not to obscure the information or watermarks in the letterheads.

# Marketing advertising

Marketing and advertising materials should follow the design and style principles established in this document.

Additional rules for marketing materials include:

- Advertising and marketing placements should be placed tastefully in locations and on platforms that do not conflict with the established Sky Lakes Mission, Vision, Values, or Promise.
- Advertising and marketing placements should be placed tastefully in locations and on platforms that do not promote or have affiliation with unsafe or unhealthy behaviors.



# Reputation management and patient experience

All patient communication and correspondence should be kind, empathetic, factual, and accessible. Responses to patient inquiries should be completed in a timely manner.

Patient compliments and complaints should be treated with care and courtesy. Please defer to the quality department and Patient Advocate on dealing with compliments and complaints.

## Patient feedback forms

Patient feedback forms should be designed with a simple and easy call to action with clear directions. These forms or documents must always indicate they originated in Sky Lakes using official logo branding, partner branding (if applicable), and how the information is being used.

Elements on the form must follow accessibility standards with readability and usability in mind. Design should follow PHI laws. Designs should also reflect use case, for example: print forms should be printed on durable material that can be written on with font that is easy to read in addition to being designed with the final print size in mind.

# Locations and permanent signage

All Sky Lakes affiliated locations should have clear and visible signage in multiple areas that indicate service and affiliation. Signage should include “Sky Lakes” and the department or facility name when applicable. All permanent and temporary location signage must have the full official Sky Lakes Logo on it or say “Sky Lakes” in the signage.

Signage should follow all established branding and style rules in addition to the following rules:

- Printed on durable, wipeable/cleanable surface
- High contrast design
- Large font for reading accessibility



# Official forms

Official forms such as policies and patient facing documentation must first be approved and finalized by the Forms Committee before moving on to document design.

Forms that are not official policies or patient facing must be approved by department leadership before use.

## **Forms must follow the following guidelines:**

- Clearly associated with Sky Lakes (logo, color palette, AND association statement).
- Follow branding and style standards as described in this document.
- Follow the Law (HIPAA, ADA, etc.).
- Clearly labeled with understandable information.
- Describe the purpose of the form.
- If the form is for collecting information, it must declare how that information is used.
- Declare an internal or Sky Lakes contact to verify legitimacy.
- If appropriate, is available in English and Spanish

## **Forms these rules apply to:**

- Internal policy forms.
- Internal surveys.
- General surveys (not related to patient care or experience).
- Sign-up forms for events.
- Fundraising or donation forms.
- Collecting general information (provider profiles, campaign feedback, etc.)
- Any other use-cases not related to patient care or patient experience.

## **Patient forms**

Official forms for patient care and experience must follow the above rules and be clearly affiliated with Sky Lakes and the service the patient is receiving. These forms should always be available in English and Spanish.

# Internal communication

Internal communication should reflect the Mission, Vision, Promise, and Values of Sky Lakes and maintain a professional tone. All writing guideline rules apply to internal communications.

Internal communications should be clear, easy to understand, quick to read/skim with clear section headings, and respectful to all staff.

All internal communication must be labeled as official communication from Sky Lakes, dated appropriately, and have attribution to who is sending the communication. Specifications for certain types of communication are to follow.

Examples of internal communications these rules apply to:

- Emails
- Pulse articles
- Intranet and SkyWeb content
- Computer screensaver messages
- Internal Newsletters
- Official postings or signage for employee spaces
- Any printed materials intended for staff

# Email communication

All official all-staff emails must use Official Communication header templates appropriate to the content of the email.

When communicating via email with external contacts, emails should always indicate who the employee is and their job title, that they are a Sky Lakes employee, and language must be kind, courteous, and helpful.

## Signature lines

Email signatures must identify the sender and attribute clear Sky Lakes affiliation. Email signatures must be created tastefully and reasonable in length.

All email signatures should include the following:

- Full name
- Job title or department
- "Sky Lakes" or "Sky Lakes Medical Center" (logo does not count since images do not always display)
- At least one phone number to reach the sender at
- Confidentiality notice

Email signatures may also include, within reason:

- Multiple job titles or additional title information
- Quotes that are workplace appropriate and don't contradict Sky Lakes' brand
- Additional communication options
- Official logos as appropriate
- Color from the Sky Lakes official color palette
- Webex or Teams chat information

Email signatures may not include:

- Fonts and colors that are overly decorative or are difficult to read
- Personal contact information such as personal emails, phone numbers, or social media accounts
- Colors from outside of the Sky Lakes official color palette

## **Confidentiality notice**

Emails should include the following confidentiality notice below the signature line

Confidentiality Notice: The information contained in this email and any attachments may be legally privileged and confidential. If you are not an intended recipient, you are hereby notified that any dissemination, distribution, or copying of this email is strictly prohibited. If you have received this email in error, please notify the sender and permanently delete the email and any attachments immediately. You should not retain, copy, or use this email or any attachment for any purpose; nor disclose all or any part of the contents to any other person.

# Digital content management

Digital marketing content should be accessible and intuitively organized. To achieve this, files must follow standard file naming conventions, be stored in the correct and appropriate place, and be accessible to those with privileges.

General shared files unrelated to marketing and communications should be dated, named accurately and descriptive of the file's content.

## Filing naming conventions for marketing and communications content

Files should be named with the following standards:

- Name of document, who prints the document, last edit date (print, more in printing standards) Or
- Name of content, use or description, last edit date (digital)

### Examples

PCUnurses\_PatientSafetyWeek2024\_4.24.jpg

COPD\_Brochure\_2.21.pdf

COPD\_Bruchure\_PS\_2.21.pdf

## SharePoint portals

**SkyWeb** is managed by Information Systems. SkyWeb content should be easily accessible and beneficial to Sky Lakes Employees.

**The marketing and PR portal** is managed by the marketing and PR team.

All files in the library must be audited as new materials are added to folders. Regular auditing is necessary to ensure old content isn't circulated.

# Templates

Many of our services and programs have established materials that need to be updated infrequently.

For materials that do not have existing content, please refer to our template in the marketing portal library before creating new content.



# Printing standards

All printed materials must have the following information clearly visible in the design but not so that it obscures or detracts from the design's quality:

- Name of design
- Printing vendor's initials
- Date last updated/printed

**This information should be displayed as follows:**

COPD\_Bruchure\_PS\_2.21.pdf

**These are the initials for our preferred print vendors**

<b>Sky Lakes Print Shop</b>	<b>PS</b>
<b>Shasta Litho</b>	<b>SL</b>
<b>Smith Bates</b>	<b>SM</b>
<b>Basin Graphics</b>	<b>BG</b>

# Print specifications

Content meant to be printed should be saved as print PDFs in the CMYK color profile. If the vendor prefers or requests, prints should also include crop marks and bleed. Request a print proof to ensure the specifications and design are exactly as expected before printing large batches.

Type	Size	Paper Weight	Finish
Standard Flyer	8.5" x 11"	20 lb	Matte
Magazines	8.5" x 11"	60-80 lb	Gloss
Postcards/Mailer	4" x 6" or 8.5" x 4"	60-140 lb	Gloss
Letterheads	8.5" x 11"	50-100 lb	Matte
Brochures	8.5" x 11"	50-100 lb	Gloss or Matte
Posters/Signage	11" x 17"	30-115 lb	Gloss or Matte
Certificates	8.5" x 11"	90-140 lb	Matte

## Print material management

Excess or additional print materials must be stored with the public relations manager. Excess material that is older than two years old should be recycled after confirming a digital copy of the content exists.

All printed materials must have a digital copy stored with the public relations manager or in the marketing and pr portal.



As one, we rise.



SKYLAKES