

A Family of Hospitals for Your Family.

Centennial Medical Center
Centennial Medical Center at Ashland City
Emory Eastside Medical Center
Emory Johns Creek Hospital
Greenview Regional Hospital
Hendersonville Medical Center
Horizon Medical Center
Parkridge East Hospital
Parkridge Medical Center
Parkridge Valley
Parthenon Pavilion
Polk Medical Center
Redmond Regional Medical Center
Skyline Medical Center
Skyline Madison
Southern Hills Medical Center
StoneCrest Medical Center
Summit Medical Center
The Sarah Cannon Cancer Center
The Sarah Cannon Cancer Center at Parkridge Medical Center
The Women's Hospital at Centennial



Marketing Identity Guide



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INTRODUCTION

We are committed to representing TriStar Health System as a “first choice” family of facilities for comprehensive medical care. In order for TriStar Health System to continue to develop this highly visible and recognizable identity, we must make a commitment to maintain the integrity of the TriStar brand.

To this purpose, TriStar Health System will endeavor to follow the guidelines set forth in this document with regards to all marketing and communications materials to reach and maintain a level of consistency and quality across the system.

This Brand Identity guide is designed to help you align your efforts with the TriStar Health System brand. Whether you are developing a communiqué, proposal or brochure; planning an event or presentation; or creating policies or programs, this resource is intended to help you produce communication and inspire action that fully represents the TriStar Health System ideals and character.

If you have questions regarding the TriStar Health System brand, please contact Marketing at:

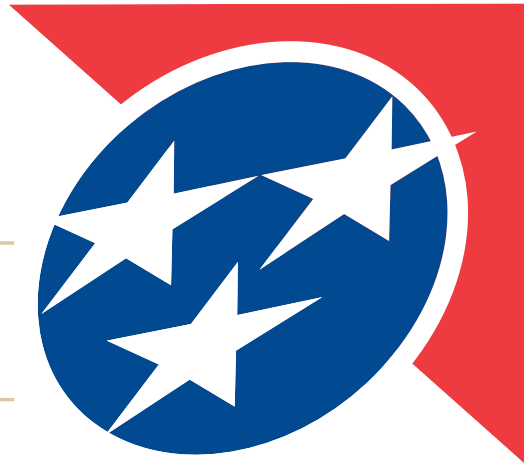
(615) 886-4902

110 Winners Circle, First Floor
Brentwood, TN 37203



THE THREE WHITE STARS

ICON SLANT



WHY TRISTAR?

Name and Rationale

The TriStar Health System name and logo symbolize a mission of caring with three primary points of focus: Patients, Physicians and Partners

The Three Star Relationship

Patients = Hope
Physicians = Strength
Partners = Integrity

Symbolism Within the TriStar Logo

The Three Stars - *Patients, Physicians and Partners*
Icon Slant - *Advanced thinking and forward motion*
Stars - *indicate hope and enduring strength*
White - *symbolizes integrity*

Our Vision of the Three-Star Relationship

To offer Patients hope through quality care and advanced technology where our Physicians provide strength, expertise and experience and our Partners are entrusted to act with absolute integrity.



logomark



stacked



single-line

THE LOGO

The TriStar Health System logo is the clearest representation of our brand. It is what the market sees as a visual representation of our quality and service and as such should be represented professionally and consistently across media.

Various situations call for various uses of our logo. For this reason, we have developed a variety of logo treatments incorporating the TriStar Health System logotype and logomark.

In the next four pages, you will see various acceptable and unacceptable applications of the TriStar Health System logo. Should you have any questions regarding logo usage or if you lack a necessary logo asset, please contact the Marketing department at TriStar Health System.



LOGOMARK

The logomark between TriStar completes the signature.

Red: Pantone 185 [C 0, M 91, Y 76, K 0]

Blue: Pantone 280 [C 100, M 72, Y 0, K 18]

LOGOTYPE

The typography (letters) which spells out TriStar and is associated with the Corporate Symbol constitutes the logotype.

Blue: Pantone 280

[C 100, M 72, Y 0, K 18]



LOGO OR SIGNATURE

The combination of arc and logotype define the signature.



TAGLINE

The tagline may be applied in place of "health system."



Parkridge Medical Parkridge East* Parkridge Valley**

**A Facility of Parkridge Medical Center*

***A Behavioral Health Facility of Parkridge Medical Center*

TRISTAR HEALTH SYSTEM®
Chattanooga Regional Usage



**Ashland City • Centennial • Greenview • Hendersonville
Horizon • Parthenon Pavilion • Skyline • Skyline Madison¹
Southern Hills • StoneCrest • Summit • The Women's Hospital²**

¹A Facility of Skyline Medical Center ²A Facility of Centennial Medical Center

Middle Tennessee Regional Usage



**Ashland City • Centennial • Greenview • Hendersonville • Horizon • Parkridge
Parkridge East¹ • Parkridge Valley² • Parthenon Pavilion • Portland³ • Skyline
Skyline Madison⁴ • Southern Hills • StoneCrest • Summit • The Women's Hospital⁵**

¹A Facility of Parkridge Medical Center ²A Behavioral Health Facility of Parkridge Medical Center

³A Facility of Hendersonville Medical Center ⁴A Facility of Skyline Medical Center ⁵A Facility of Centennial Medical Center

All



FACILITY LOGO

Logos for every hospital/medical center in the TriStar family of hospitals must emulate the corporate standard to show consumers that the facility is part of a larger network of hospitals working together.

Every TriStar hospital and service/facility logo has been created in single line and stacked versions. Each may be used in collateral at the facilities' discretion.

NOTE: It is important that the TriStar Health System tag does not reduce in size so that it is unreadable.

 **Centennial Medical Center**[™]

TRI  STAR HEALTH SYSTEM[®]
Linear

 **Centennial
Medical Center**SM

TRI  STAR HEALTH SYSTEM[®]
Stacked

The Heart Center at
 **Horizon Medical Center**

TRI  STAR HEALTH SYSTEM[®]
Service Line

SERVICE LINE

A service provided by a TriStar facility should have a lower profile than the hospital name and should utilize the stacked service line logo format as pictured above.



A FACILITY OF

Applicable only to the following facilities:

The Women's Hospital at Centennial

(A Facility of Centennial Medical Center)

Parkridge East Hospital

(A Facility of Parkridge Medical Center)

Parkridge Valley

(A Behavioral Health Facility of Parkridge Medical Center)

A DEPARTMENT OF

According to provider-based regulations
- A department of a provider is a facility or organization that furnishes the same type of services as those furnished by the main provider and is under the name, ownership and financial and administrative control of the main power.

A department of a facility should be communicated as such to the general public, unless it does not generate revenue. Examples of revenue-generating departments include: Senior Health Center, Emergency Department, Ambulatory Surgery, etc...



A Facility of Centennial Medical Center™ **TRISTAR HEALTH SYSTEM®**



A Department of Skyline Medical Center **TRISTAR HEALTH SYSTEM®**

PUBLIC AWARENESS REQUIREMENTS

In order for our facilities to be properly reimbursed by CMS we must adhere to "Provider-Based Regulations." The public awareness requirement states that we must clearly communicate services and facilities offered by the "main provider" both on and off campuses. This includes any advertising or public media (print, web, TV, billboards, signage, etc...) that a patient might come in contact with.

**Parthenon Pavilion is the only facility that is exempt from these public awareness requirements*

NOTE: Before any name is assigned to such facilities or departments, please contact the Vice President of Marketing and Public Relations at (615) 886-4902 or the Division Reimbursement Manager at (615) 886-4905 to insure all of the proper requirements have been met.

**SNF, Hospice, Inpatient Rehab Unit, CORF's, HHA, Outpatient - Physical Therapy, Occupational Therapy and Speech Therapy - are exempt services from this public awareness requirement.*



REGISTRATION MARK

TRISTAR HEALTH SYSTEM®

SERVICE MARK

TRISTAR MedLineSM**TRISTAR HEALTH SYSTEM®****MARKS AND FORMAT****Registration Mark**

The full text usage of “Skyline Medical Center” and “TriStar Health System” and its’ logo(s) should always be accompanied with a “®” on the right corner of the logo (as visually referenced). It is optional to include a caption at the bottom of at least a cover and/or back page of printed media, noting the marks and their registration status, if any, and ownership of the marks. For example:

TriStar Health System ®

is a registered trademark of HCA Inc.

Service Mark

The full text usage of “Centennial Medical Center,” “MedLine,” “StoneCrest Medical Center,” and the “Women’s Hospital at Centennial Medical Center” and its’ logo(s) should always be accompanied by a “SM” on the right corner of the logo (as visually referenced). Within text or body copy it is advisable to use all-capital letters when referring to service mark, as to set it off from the rest of the text.

**PROPER USAGE**

The consistent application of the TriStar Health System logo is one of the most significant elements in our identity and branding system.

Two Color

When the logo is applied in its two color version, on a white background, the logotype and tagline (if applicable) are printed in blue and the logomark in blue and red.

One Color

When the logo is used in one color, the logotype, logomark and tagline (if applicable) should be TriStar blue or red (see pp. 9).

Black

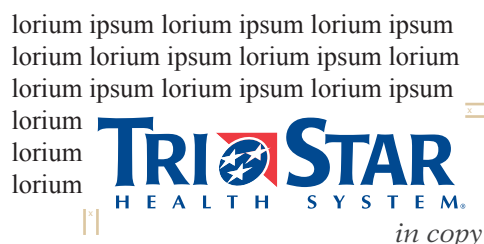
When the logo is used in black, the logotype, logomark and tagline (if applicable) should be 100% black.

Reversed

It is acceptable to reverse the logo on an approved color background if a particular design situation requires it. When reversed, the color field surrounding the logo should be at least the height of the capital letter "H" in the standard logo or twice the height of the capital letter "A" in the tagline logo. Additionally, the logo should only be reversed in white. The logo should be reversed out of a color field and not confined to a shape (see improper usage on the following page).

In Copy

It is acceptable to wrap text around the logo if a particular design situation requires it. When text surrounds the logo, the surrounding space should be at least the height of the capital letter "H" in the standard logo or twice the height of the capital letter "A" in the tagline logo.





IMPROPER USAGE

Partial Logo

TriStar and the logomark should never appear without either the words “Health System” or the tagline.

Proportion and Spacing

The proportions or spacing of the logotype should not be altered in any way.

Color

The colors should not change within the logo or deviate from the approved TriStar blue or red (unless printed in black and white, in which case either is appropriate in their entirety).

Typography Additions

There should be no additional unauthorized typography added to the logo.

Unacceptable Alterations

The logo should never be reproduced in outline form, have an outline assigned to it or be filled with a pattern or gradient.

Positioning

The logo should always be horizontal and never placed diagonally across a page.

Resolution

The logo should not be expanded beyond its original resolution (see pp. 14). If you lack an appropriate vector or high resolution image, please contact the Marketing Department (615) 886-4950.

Size

Avoid using the logo any smaller than 1.25 inches in width unless accompanied by additional graphic elements.



**Poppl - Laudatio Medium****abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ****New Aster****abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ***New Aster Italic**abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ***New Aster Bold****abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ****TYPOGRAPHY**

Typography is an essential part of the TriStar identity and branding system. The logotype was created using the Poppl-Laudatio family. All headline type should use this font, as well as, hospital names and services incorporated within logos. This is our “corporate” typeface and should not be altered in any way.

The New Aster family should be used for all text in corporate communication. Use various weights and versions of New Aster in text as necessary to convey the message. In cases where you use a conversational phrase (i.e. a pull quote), use the italic.

COLOR USAGE**Primary Colors**

The TriStar Corporate Blue, Red, White color palette has been selected for use in collateral materials and for publications. Process matches and screen percentages to these PMS colors are acceptable.

Secondary Colors

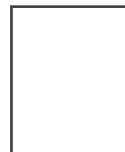
Secondary Colors for use in TriStar branded materials include the TriStar secondary blue and secondary green. Various shade intensities and degrees of transparency of both are acceptable when applied over a white background.

Primary Colors

Corporate Blue
PMS - 280
CMYK: 100, 72, 0, 18
RGB: 0, 73, 144
HEX: 004990



Corporate Red
PMS - 185
CMYK: 0, 91, 76, 0
RGB: 239, 62, 66
HEX: EF3E42



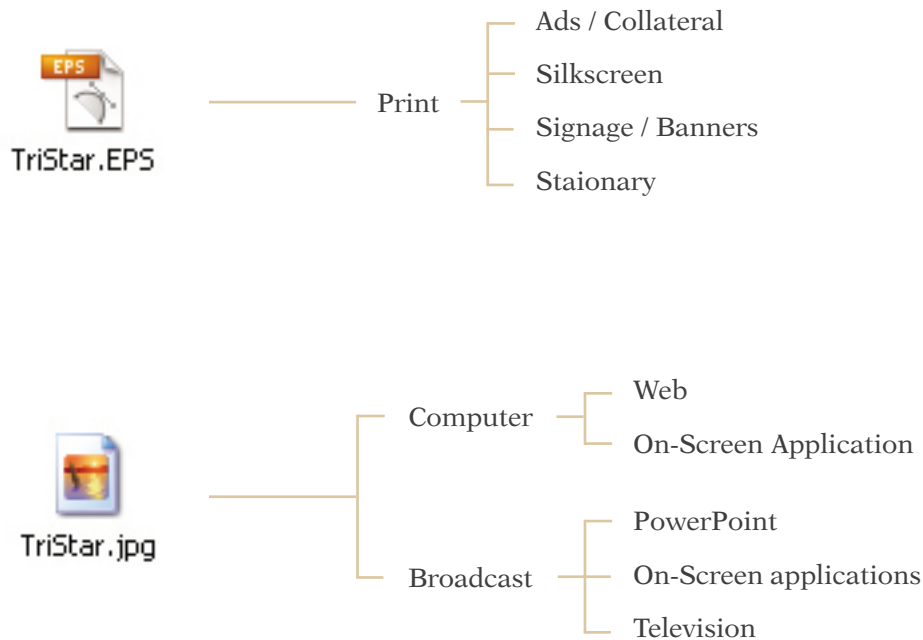
Corporate White
PMS - White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

Secondary Colors

Secondary Green
PMS - 7487
CMYK: 40, 10, 64, 0
RGB: 162, 192, 126
HEX: A2C07E



Secondary Blue
PMS - 277
CMYK: 31, 12, 2, 0
RGB: 170, 202, 230
HEX: AACAE6



GRAPHIC USAGE

EPS (for print use only)

Vector-based graphics can be printed at any size/ resolution and maintain their quality.

Usage: print ads/collateral, shirts, hats, pens, signs, banners, stationary, etc.

JPEG (for computer and broadcast use only)

Low resolution raster images are not preferred when used in print material because of compression, but are appropriate for computer and broadcast use due to smaller file size.

Usage: web, Powerpoint, all on-screen applications

If you lack an appropriate vector or high resolution image, please contact the Marketing Department (615) 886-4950 to request assets.



EMORY EASTSIDE MEDICAL CENTER

EMORYHEALTHCARE

EMORY JOHNS CREEK HOSPITAL

EMORYHEALTHCARE



North Georgia facilities are part of the TriStar Division however, they are independent of the TriStar Health System market brand/guidelines.



.1875

.25


TRISTAR
HEALTH SYSTEM.

.25

Name
Title

110 Winners Circle, 1st Floor • Brentwood, TN 37203
615-886-49XX • Fax: 615-886-49XX
Pager: XXXX
Email: First.Last@hcahealthcare.com
TriStarHealth.com

.1875

 **Centennial
Medical Center**

.25

TRISTAR HEALTH SYSTEM.

Name
Title

110 Winners Circle, 1st Floor • Brentwood, TN 37203
615-886-49XX • Fax: 615-886-49XX
Pager: XXXX
Email: First.Last@hcahealthcare.com
TriStarHealth.com

.1875

.25

HCA

.1875

110 Winners Circle
1st Floor
Brentwood, TN 37203

Hospital Corporation of America™

First last
TriStar Health System
Title

Phone 615 886-XXXX
Fax 615 889-XXXX
Mobile 615 XXX-XXXX
First.Last@HCAHealthcare.com

.1875

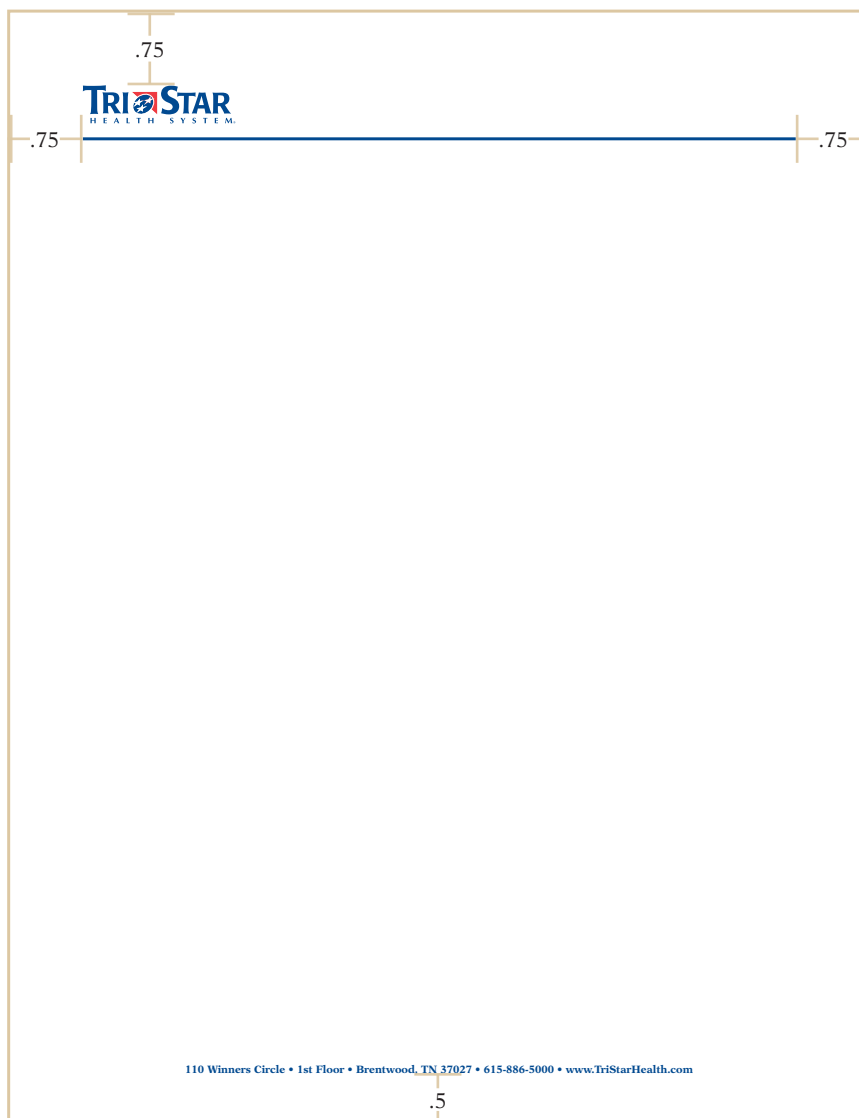
BUSINESS CARDS

Specifications: Business Card 3.5x2

Paper: #80 Cover Fox River Select Artic White

Printing: Two color: Logotype PMS 280. Logomark PMS 280 & 185.

Note: The sample above is shown at 100%



LETTERHEAD

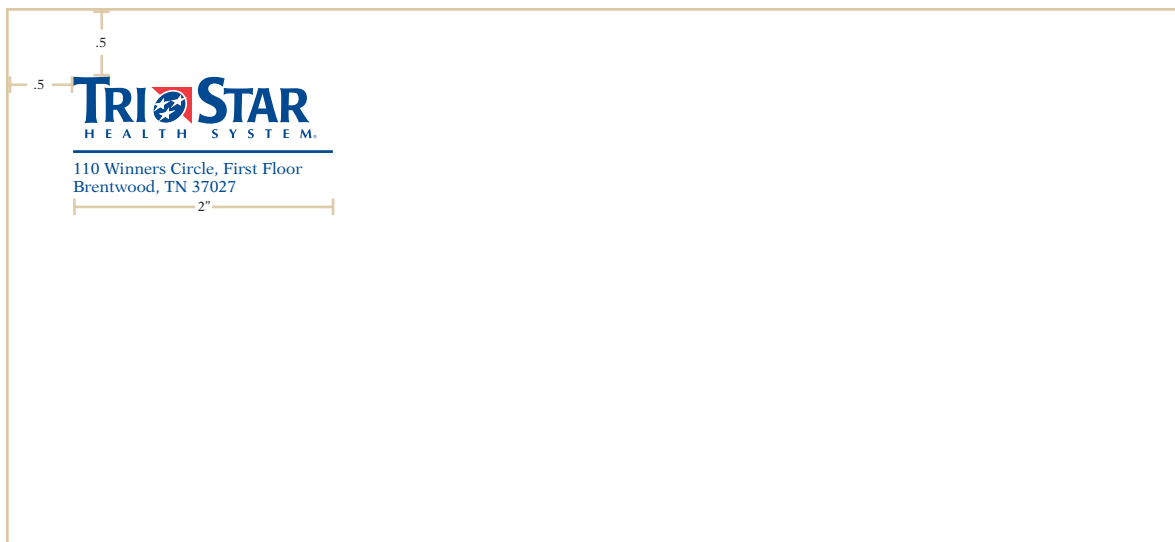
Specifications: Letter size 8.5x11

Paper: 24# Fox River Select Artic White

Printing: Two color: Logotype PMS 280, Logomark PMS 280 & 185.

Printing: One color: PMS 280.

Note: The sample above has been scaled to fit the page size. All dimensions are in decimal inches and are standard for an 8.5x11 sheet.



ENVELOPE

Specifications: Envelope #10 (4.25x9.5)

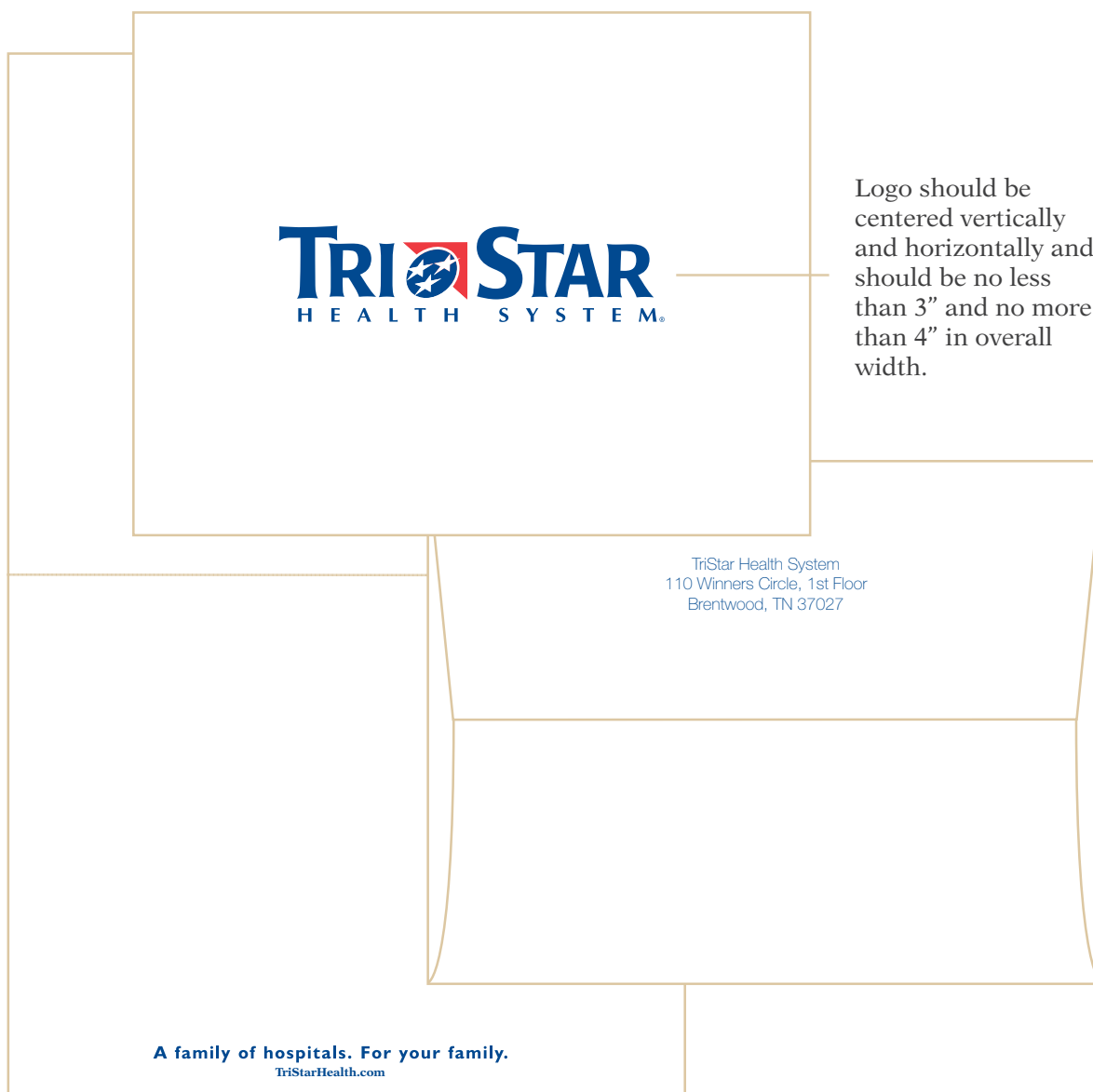
Paper: 24# Fox River Select Artic White

Printing: Two color: Logotype PMS 280. Logomark PMS 280 & 185.

Note: The sample above has been scaled to fit the page size. All dimensions are in decimal inches and are standard for a 4.25x9.5 envelope.



Note Card & A-1 Envelope



A-1 ENVELOPE

Specifications: A-1 Envelope
Printing: One color: PMS 280.
Note: The sample above has been scaled to fit the page size. All dimensions are in decimal inches and are correct for an A-1 envelope.

NOTE CARD

Specifications: Note Card (5.5x4.25)
Paper: 80# Cover Fox River Select Artic White
Printing: Two color: Logotype PMS 280.
Logomark PMS 280 & 185.
Note: The sample above has been scaled to fit the page size. All dimensions are in decimal inches and are standard for a 5.5x4.25 note card.

TRI STAR HEALTH SYSTEM	
Marketing & Public Relations 110 Winners Circle • First Floor Brentwood, TN 37027 Phone: 615 886-4988 • Fax 615 886-4989	
FACSIMILE TRANSMITTAL SHEET	
TO:	FROM:
COMPANY:	DATE:
FAX NUMBER:	TOTAL NO. OF PAGES INCLUDING COVER:
PHONE NUMBER:	SENDER'S REFERENCE NUMBER:
RE:	YOUR REFERENCE NUMBER:
<input type="checkbox"/> URGENT <input type="checkbox"/> FOR REVIEW <input type="checkbox"/> PLEASE COMMENT <input type="checkbox"/> PLEASE REPLY <input type="checkbox"/> PLEASE RECYCLE	
NOTES/COMMENTS:	

FAX COVER

Specifications: Letter size 8.5x11.

Paper: Standard Text

Printing: One color: black.

Note: The sample above has been scaled to fit the page size. All dimensions are in decimal inches and are standard for an 8.5x11 sheet.



MedLine

*MedLine Independent
(for use outside the TriStar Health System market)*

TRI STAR MedLineSM

TRI  STAR HEALTH SYSTEM[®]

TriStar MedLine

TRISTAR MEDLINE SPECIFICATIONS

TriStar MedLineSM should **never** be referred to as a 24-hour service without the use of its web address (especially in radio copy).

Call to Action

All TriStar Health System and Facility external materials and media must include the following “call to action” line: “For more information or for a physician referral, call TriStar MedLineSM at *[insert local number with area code]* or 800-242-5662. Or visit us at TriStarHealth.com.”

**Customized market pieces follow the mandates set forth for the respective individual hospital, as noted below.*

Non-TriStar facilities may also utilize the MedLine name (without service-mark indication).

TriStar MedLine Phone Number Usage

- TriStar MedLineSM, (615) 342-1919 or 800-242-5662.
- Add “615-” to all pieces distributed outside of the Nashville area.
- For Greenview, use only the toll free number, 800-242-5662.
- For North Georgia Facilities, use only the toll free number, 800-242-5662.
- For Chattanooga area, use local number, 423-622-6848 and/or the toll free number 800-242-5662.
- For Emory Eastside, use 770-972-7570

Facility specific phone numbers appearing in customized market pieces are only to be used in body copy or immediately below the facility directions.

TriStar MedLine Registration & Trademark Information

TriStar MedLineSM



GENERAL LANGUAGE

Family of Hospitals Usage/Language

Following the Name of a Facility

When “family of hospitals” follows the name of the facility, it will be capitalized. For example, “Southern Hills Medical Center is part of The TriStar Family of Hospitals”.

Following the TriStar Name

When “family of hospitals” follows the TriStar name, it will be capitalized. It is acceptable to use lower case if it is used without immediately following the name TriStar. For example, “TriStar offers every service imaginable through its family of hospitals.”

In Lieu of the TriStar Logo

It is acceptable to use the phrase, “The TriStar Family of Hospitals” in lieu of the TriStar logo or “A Family of Hospitals. For Your Family”.

Spelling and Grammer Consistencies

The word “healthcare” is always one word.

When using the word “orthopaedics” the preferred spelling utilizes the “a.”

COLLATERAL

Job Coding for all Collateral Materials

All collateral brochures should include: Job #/quantity/MM-YY

Return Addresses that appear on collateral pieces

TriStar Health System, 110 Winners Circle, First Floor, Brentwood, TN 37027

TriStar MedLineSM, 334 - 23rd Avenue North, Nashville, TN 37203

For customized facility pieces, see contact list. (Varies by hospital and piece)

AD SPECIFICATIONS

Recruitment

The following phrase is to be used in all recruitment advertising, “We are equal opportunity employers and do not discriminate based on race, gender, religion, age, veteran status, mental or physical disability. Applications accepted from qualified applicants for open positions only. No third party resumes accepted.”

- Any reference to a website should be directed to Careers.TriStarHealth.com if it is in the framework of the ad template.
- A 1 inch column ad can be used for small ads, but should reference Careers.TriStarHealth.com and use the approved facility logo.
- If advertising in a local paper for recruitment efforts the same recruitment ads should be used.
- TriStar Marketing will provide electronic elements to all classified departments.



LEGAL STATEMENTS

The Service Mark

The “service mark”, SM, is used in connection with services, which have & have not yet been registered with the Trademark Office. Always use the mark in a consistent manner: always in the same typeface, font size, and color. Capital letters are preferred. (Never use the mark in plural or possessive form or as a verb).

Copyright Notice

Print materials should include a copyright notice on the bottom of the advertisement, or for multi-page publications, on the front inside page. The copyright notice is: ©2010 (or the correct year) and the name of the owner/advertiser, e.g., TriStar Health System®, Southern Hills Medical Center, etc.

Nondiscriminatory Services Disclosure

The following statement must be included on all collateral/brochures on the back panel bottom below the logo: “Services will be provided in a nondiscriminatory manner without regard to race, sex, color, national origin or disability.”

Equal Opportunity Employer

The following phrase is to be used in all recruitment advertising, “We are equal opportunity employers and do not discriminate based on race, gender, religion, age, veteran status, mental or physical disability. Applications accepted from qualified applicants for open positions only. No third party resumes accepted.”

Registration & Trademark Information

TriStar Health System®

Centennial Medical CenterSM

Don’t Assume It’s A Heart Attack, Don’t Assume It’s NotSM

MedLineSM

Skyline Medical Center®

Skyline PrimetimersSM

StoneCrest Medical CenterSM

Summit Medical CenterSM

Women’s Hospital at Centennial Medical CenterSM



PUBLIC RELATIONS & MEDIA

All facilities are responsible for their own media and news materials related to their hospital and/or sponsored events. The division marketing department is available to assist in the development and distribution of media materials, as well as, for other public relations projects.

All news releases, advisories and alerts should adhere to AP guidelines. This includes releases and other media materials sent to reporters via email. Each Marketing Director should have a copy of The Associated Press stylebook.

All media materials should contain an AP dateline and contact information. The contact information should always include office, cell numbers and email addresses. Don't make reporters work to find you, as they will move on to someone else to get what they need. Also, include Cheryl Read's contact information for all market or division-related releases.

- Your facility boilerplate should be used on all facility-specific media materials.
- The TriStar market boilerplate should be used on all market-related media materials.
- The TriStar Division boilerplate should be used on all division-related media materials.

Division Marketing Contact Information

Teri Smith

Marketing and Communications Director
Phone: 615-886-4934
Fax: 615-886-4977
Email: Teri.Smith@HCAHealthcare.com

Cheryl Read

Vice President of Marketing & Public Relations
Phone: 615-886-4902
Fax: 615-886-4948
Email: Cheryl.Read@HCAHealthcare.com



WEB ADDRESS USAGE

Division Related

TriStarHealth.com will be used on all external marketing materials.

The following statement is also permissible for external materials:

“Visit TriStarHealth.com and click on Centennial”

The use of facility specific web addresses is discouraged on external media for TriStar Health System materials.

For internal collateral, hospital specific URL may be used in conjunction with Market web address. If you are unclear of this, please contact Division Marketing Office.

On print components (not press releases), the market web address should be placed beneath the logo as part of the facility information.

All web addresses are to appear in title caps for readability. (We no longer use www. in front of any web addresses).

INTERNET ADDRESSES

TriStarHealth.com (*market site*)
CartersvilleMedical.com
Careers.TriStarHealth.com
CentennialAshlandCity.com
CentennialMedicalCenter.com
EmoryEastside.com
EmoryJohnsCreek.com
FirstInHealth.com
FirstInHeart.com
GreenviewHospital.com
HendersonvilleMedicalCenter.com
HorizonMedicalCenter.com
ParkridgeEastHospital.com
ParkridgeMedicalCenter.com
ParkridgeValley.com
ParthenonPavilion.com
PolkMedicalCenter.com
PortlandMedCenter.com
RedmondRegional.com
SarahCannon.com

SkylineMedicalCenter.com
SkylineMadison.com
SouthernHills.com
StoneCrestMedical.com
SummitMedicalCenter.com
TheWomensHospital.com
TriStar.PracticeWithUs.com

**PHYSICAL ADDRESSES**

Centennial Medical Center
2300 Patterson Street
Nashville, TN 37203

Centennial Medical Center at
Ashland City
313 North Main Street
Ashland City, TN 37015

Emory Eastside Medical Center
1700 Medical Way
Snellville, GA 30078

Emory Johns Creek Hospital
6325 Hospital Parkway
Johns Creek, GA 30097

Greenview Regional Hospital
1801 Ashley Circle
Bowling Green, KY 42104

Hendersonville Medical Center
355 New Shackle Island Road
Hendersonville, TN 37075

Horizon Medical Center
111 Highway 70 East
Dickson, TN 37055

Parkridge East Hospital
941 Spring Creek Road
Chattanooga, TN 37412

Parkridge Medical Center
2333 McCallie Avenue
Chattanooga, TN 37404

Parkridge Valley
2200 Morris Hill Road
Chattanooga, TN 37421

Parthenon Pavilion
2300 Patterson Street
Nashville, TN 37203

Polk Medical Center
424 North Main Street
Cedartown, GA 30125

Redmond Regional Medical Center
501 Redmond Road
Rome, GA 30165

Skyline Medical Center
3441 Dickerson Pike
Nashville, TN 37207

Skyline Madison
500 Hospital Drive
Madison, TN 37115

Southern Hills Medical Center
391 Wallace Road
Nashville, TN 37211

StoneCrest Medical Center
200 StoneCrest Boulevard
Smyrna, TN 37167

Summit Medical Center
5655 Frist Blvd.
Hermitage, TN 37076

The Sarah Cannon Cancer Center
250 25th Avenue North, Suite 110
Nashville, TN 37203

The Sarah Cannon Cancer Center
at Parkridge Medical Center
2333 McCallie Avenue
Chattanooga, TN 37404

The Women's Hospital at
Centennial
2221 Murphy Avenue
Nashville, TN 37203

TriStar Health System
110 Winners Circle, 1st Floor
Brentwood, TN 37027



TIER ONE FACILITIES

The Sarah Cannon Cancer Center and hospital name should receive equal weight when the cancer product/service is based at a tertiary facility or a single market facility. The facility provides a full range of diagnostic and treatment services that are available on-site or by referral. The medical staff are board certified in the major medical specialties including those in oncology, where applicable. Participation in clinical research is required. These facilities must exceed more than 650 analytic cases annually.

Tier One Facilities: Centennial Medical Center, Parkridge Medical Center



TRI STAR HEALTH SYSTEM

TIER TWO FACILITIES

The Sarah Cannon Cancer programs within existing TriStar or HCA facilities should have a lower profile than the hospital name. Please note graphic example. The facility provides a full range of diagnostic and treatment services, but referral for a portion of treatment is common. The medical staff are board certified in the major medical specialties. Facilities may participate in clinical trials. These facilities see a range of 100-649 analytic cases annually.

Tier Two Facilities: Skyline Medical Center, Southern Hills Medical Center, Summit Medical Center, Greenview Regional Hospital, StoneCrest Medical Center, Horizon Medical Center



TRI STAR HEALTH SYSTEM

SARAH CANNON SPECIFICATIONS

Language & Advertising

The word "The" should always be capitalized and used as part of both The Sarah Cannon Cancer Center and The Sarah Cannon Research Institute.

Color Usage

Use PMS 1525 Orange for The Sarah Cannon Cancer Center.
Use PMS 286 Blue for The Sarah Cannon Research Institute.

Web Address Usage

SarahCannon.com should be used on all collateral.

Secondary Colors



Corporate Blue

PMS - 654
CMYK: 100, 67, 0, 38
RGB: 0, 61, 121
HEX:



Secondary Blue

PMS - BLUE
CMYK: 100, 10, 0, 10
RGB: 0, 147, 208
HEX:



LOGOTYPE

The typography (letters) which spells out HCA are Pantone 654.

HCA

TAGLINE

Hospital Corporation of AmericaSM and a line (Secondary Blue) may be applied below the logotype.

Hospital Corporation of AmericaSM

LOGO OR SIGNATURE

The combination of logotype, line and tagline make up the HCA signature

COLOR USAGE

Primary Colors

The HCA Corporate color palette has been selected for use in collateral materials and for publications.

Logo Usage

For Corporate HCA logo usage: The Letters “HCA” are Pantone 654 and the “secondary/medium” blue is Pantone Process Blue.

REGISTRATION & TRADEMARK

HCA®
Hospital Corporation of America®
HCA® - Hospital Corporation of America®
HCA - Hospital Corporation of AmericaSM

Primary Colors



Corporate Blue

PMS - 654
CMYK: 100, 67, 0, 38
RGB: 0, 61, 121
HEX:



Secondary Blue

PMS - BLUE
CMYK: 100, 10, 0, 10
RGB: 0, 147, 208
HEX:



Corporate White

PMS - White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF