Society for Simulation in Healthcare

Brand Guidelines

February 17, 2016
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I. ABOUT THE SOCIETY FOR SIMULATION IN HEALTHCARE

WHO WE ARE

The Society for Simulation in Healthcare (SSH) was established in January 2004 to represent the rapidly growing group of educators, researchers and technologists who utilize a variety of simulation techniques for education, testing, and research in health care. The membership, now over 3,000, is united by its desire to improve performance and reduce errors in patient care using all types of simulation including task trainers, human patient simulators, virtual reality, and standardized patients. We are a broad-based, multi-disciplinary, multi-specialty, international society with ties to all medical specialties, nursing, allied health, paramedical personnel, simulation technologists and industry.

WHAT WE DO

Recognizing that simulation represents a paradigm shift in health care education, SSH promotes improvements in simulation technology, educational methods, practitioner assessment, and patient safety that promote better patient care and can improve patient outcome. SSH welcomes ties with other organizations interested in patient simulation.

MARKETING STATEMENT

Promoting the art, science and practice of healthcare simulation.

II. MISSION

The Society for Simulation in Healthcare is a leading interprofessional society that advances the application of simulation in healthcare through global engagement.

III. VISUAL IDENTITY

CORPORATE LOGO

All representations of SSH must include the standard logo or one of the secondary logos represented in these Guidelines. New logos require written justification and must be approved by the Board of Directors.

The horizontal logo below is the preferred format for SSH and should be used exclusively unless a truly vertical format is the only option. A vertical logo can be seen on Facebook. Please request a vertical logo from the Communications Manager if needed. The two-colored logo is preferred. A single color logo is available and can be seen below.

Committees and SIGs use the standard SSH logo. Icons representing each SIG are available for use on the SIG web page.
At this time, five sub-brand logos have been developed: CHSE, CHSE-A, CHSOS, SSH Accredited Program and IMSH. The certification logos were created because the programs are designed to serve members from an array of associations. In addition, SSH has actively sought support for the programs from other associations, such as ASPE and INACSL to date. SSH will continue to develop and administer CHSE and will identify the program with the CHSE sub-brand logo. The logo uses the same colors as the SSH logo to reinforce the relationship to SSH.

A. LOGO FILE TYPES

- **.eps** -- this version is recommended. It is a vector graphic and can be resized
- **.png** -- used online
- **.tif** -- if program will not accept .eps

B. LOGO FILE LOCATIONS

- Dropbox: SSHadmin\SSH Logo

IV. TYPOGRAPHY

The typography is an important part of consistent branding. Myriad Pro is used on the website, printed collateral and is preferred when available. Arial is acceptable in correspondence and presentations. Samples below:

**MYRIAD PRO WEB**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.;```

**ARIAL REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.;```

**ARIAL NARROW**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.;```
 Serif fonts can be used to co-ordinate with logo

JUSTIFICATION
Do not use full justification, text should be left justified. Do not center large paragraphs of text.

CONTENT FORMATTING GUIDE

- **Phone number format**: 952.358.2440
- **Time format**: 8:00AM-4:30PM (CT)/9:00AM-5:30PM (EST) in formal document where scientific content does not dictate the 24 hour clock.
- **Date form**: 4 digit year is preferred where possible, such as 4/27/2015

V. EMAIL

A. EMAIL NAMING STANDARD

Email – nomenclature

- Use . between names
- Do not include ssh or ssih in email address

Individual staff: Initial of first name, last name

- kaberle@ssih.org

Functional

- certification@ssih.org
- imsh2012@ssih.org

Committees

- certification.chair@ssih.org

Board

- president@ssih.org
- past.president@ssih.org
- president.elect@ssih.org

B. EMAIL SIGNATURE

Email signature must be in an approved front. Signature that is approved by the marking department is sufficient.
VI. WEBSITE FUNCTIONALITY

A. LINKS

• Links to outside websites open in a new window.
• Links to pages within site open within the site.
• PDF documents open in a new window

B. DOCUMENTS

PDF is the preferred format for documents posted on the website. When possible use PDF forms that can be submitted online.

VII. PHOTOGRAPHY & VIDEO

A. PHOTOGRAPHY

• Photography must not contain products that are identifiable by manufacturer
• Photography provided by Ed Reiker does not require cited credit
• IMSH photography is available online, contact the Communications Manager to obtain these photos
• Photos with a clean background are preferred
• Stock photos relevant to content can be purchased. Stock photos already purchased are available in the dropbox under SSH Images.

B. VIDEO

• Videos for public access are posted on SSH YouTube channel and can be embedded in website
• Videos should be branded with a SSH logo
• Policy and location of videos to be restricted to members or offered for a few is yet to be determined.
VIII. LANGUAGE AND STYLE

- Writing for website pages and collateral should be 8th grade reading level or lower. Listserv and all scientific content is written as appropriate to that audience.
- Membership messages are written in first person.
- To check grade level or ease of reading use the link below,


Common uses of capitalization:

- Membership Committee – both words capitalized
- the committee
- Board of Directors
- the board

IX. SOCIAL MEDIA

Social media icons for Facebook, Twitter and LinkedIn are included in print collateral and email marketing as appropriate. Staff and members must read and agree to the SSH Social Media Usage Policy.

A. SOCIAL MEDIA ICONS

Dropbox – communications\social media icons

B. SOCIAL MEDIA CHANNELS

- Website: http://www.ssih.org/
- Facebook
- Twitter: @SSHorg
- YouTube
- LinkedIn
- SimConnect
X. TEMPLATES

Use the Office templates to produce correspondence, presentations and the like when representing SSH. Contact the SSH executive assistant for samples.

- Letterhead
- Power Point

Documents are saved in Communications, sub folder Document Templates.

XI. AVAILABLE COLLATERAL

Business Cards are created for all members of the Board of Directors, staff and Committee Chair. Blank cards are available.

Electronic:

- SSH Fact Sheet
- IMSH Fact Sheet
- SSH overview power point

Materials:

- Blank business card
- Simulation in Healthcare Journal
- CHSE, CHSE-A, CHSOS and SSH Accreditation brochures
- Exhibit display
- New member Welcome Kit
- Membership flyer
Ads:

- IMSH 2015 (full page, iPad and Med Sim size)
- Accreditation (full page)
- Certification ads—all programs (full page)
- Membership engagement two full pages
- Simulation Matters ad from USA Today
Section Two:
Color Palette and Logo Usage and
SSH Member Welcome Kit
THE PRIMARY COLOR PALETTE

Using correct and consistent colors will ensure a strong SSH brand. All SSH materials should include the primary colors as a base. Secondary color palettes are useful for multi-piece items and to differentiate products.

### Primary Color Palette

**Pantone 7692 C**
- CMYK Build: C=98 M=69 Y=22 K=5
- RGB Build: R=0 G=85 B=137
- HTML Build: #005589

**Pantone 2717 C**
- CMYK Build: C=32 M=16 Y=0 K=0
- RGB Build: R=169 G=194 B=229
- HTML Build: #A9C2E5

### Secondary Color Palette

**Pantone 1585 C**
- CMYK Build: C=0 M=73 Y=100 K=0
- RGB Build: R=247 G=104 B=29
- HTML Build: #F7680E

**Pantone 1788 C**
- CMYK Build: C=1 M=100 Y=97 K=1
- RGB Build: R=237 G=28 B=36
- HTML Build: #ED1C24

**Pantone 165 C**
- CMYK Build: C=0 M=76 Y=97 K=0
- RGB Build: R=255 G=99 B=29
- HTML Build: #FF631D

**Pantone 7685 C**
- CMYK Build: C=89 M=80 Y=0 K=0
- RGB Build: R=56 G=78 B=162
- HTML Build: #384EA2

**Pantone 7702 C**
- CMYK Build: C=65 M=14 Y=17 K=0
- RGB Build: R=75 G=172 B=198
- HTML Build: #4BACD6

**Pantone 7406 C**
- CMYK Build: C=1 M=24 Y=100 K=0
- RGB Build: R=252 G=194 B=6
- HTML Build: #FCC206

**Pantone 416 C**
- CMYK Build: C=52 M=43 Y=43 K=8
- RGB Build: R=127 G=127 B=127
- HTML Build: #7F7F7F

**Pantone 425 C**
- CMYK Build: C=63 M=55 Y=54 K=28
- RGB Build: R=89 G=89 B=89
- HTML Build: #595959

THE SSH LOGO
A. LOCKUP

The Minimum Size for SSH's Logo
The preferred logo width cannot be smaller than 1.5”
The preferred logo height cannot be smaller than 0.6”
B. TYPOGRAPHY

(1) Logo Acronym Typography: Futura Medium
(2) Logo Full Name Typography: Futura Medium Condensed

The logo abbreviation and full name color should match the front “swoosh.”

C. BRAND ELEMENTS

The SSH brand elements must always be positioned away from any other graphic elements an amount equal to, or greater than, 0.25”.
D. COLOR PALETTE

These colors should be used for all SSH branded collateral in print and online. The Pantone colors and the respective color builds are below.

(1) Pantone 7692 C (Dark Blue)
CMYK Build: C=98 M=69 Y=22 K=5
RGB Build: R=0 G=85 B=137
HTML Build: #005589

(2) Pantone 2717 C (Light Blue)
CMYK Build: C=32 M=16 Y=0 K=0
RGB Build: R=169 G=194 B=229
HTML Build: #A9C2E5
E. ACCEPTABLE LOGO BACKGROUNDS

Full-color SSH logo placed behind a light texture background.

White SSH logo placed behind a dark texture background.

Full-color SSH logo placed behind a light colored background.

White SSH logo placed behind a dark colored background.
F. UNACCEPTABLE ELEMENT RELATIONSHIPS

Do not omit any part of the logo lockup.

Do not enclose the logo in a shape.

Do not alter the typeface of the logo abbreviation or full name.

Do not rearrange any parts of the logo lockup.

Do not stretch any part of the logo.
G. UNACCEPTABLE BACKGROUNDS

Do not reverse the logo from shapes.

Do not alter the Pantone or build formulas.

Do not overprint the logo on a dark color.

Do not place the logo over shapes, patterns or busy photos.
The Minimum Size for CHSE's Logo
The preferred logo width cannot be smaller than 2"
The preferred logo height cannot be smaller than 0.75"
B. TYPEFACE

(1) Logo Abbreviation Typography: Myriad Pro Semibold
(2) Logo Full Name Typography: Futura Light

The logo abbreviation color should match the “swoosh” in the back while the full name color should match the front “swoosh.”

C. CHSE BRAND ELEMENTS

The CHSE brand elements must always be positioned away from any other graphic elements an amount equal to, or greater than 0.25”.
D. COLOR PALETTE

These colors should be used for all CHSE branded collateral in print and online. The Pantone colors and the respective color builds are provided below.

(1) Pantone 7681 C (Light Blue)
   CMYK Build: C=42 M=19 Y=2 K=8
   RGB Build: R=135 G=169 B=204
   HTML Build: #86A8CB

(2) Pantone 301 C (Dark Blue)
   CMYK Build: C=99 M=74 Y=26 K=10
   RGB Build: R=9 G=78 B=127
   HTML Build: #084D7E
E. ACCEPTABLE BACKGROUNDS

Full-color CHSE logo placed behind a light texture background.

White CHSE logo placed behind a dark texture background.

Full-color CHSE logo placed behind a light colored background.

White CHSE logo placed behind a dark colored background.
F. UNACCEPTABLE ELEMENT RELATIONSHIPS

Do not omit any part of the logo lockup.

Do not enclose the logo in a shape.

Do not alter the typeface of the logo abbreviation or full name.

Do not rearrange any parts of the logo lockup.

Do not stretch any part of the logo.
G. UNACCEPTABLE COLORS AND BACKGROUND

Do not reverse the logo from shapes.

Do not alter the Pantone or build formulas.

Do not overprint the logo on a dark color.

Do not place the logo over shapes, patterns or busy photos.
H. DESIGN

CHSE Color Palette

Pantone 656 C
CMYK Build: C=17 M=0 Y=0 K=0
RGB Build: R=207 G=237 B=252
HTML Build: #DF631E

Pantone 635 C
CMYK Build: C=31 M=4 Y=4 K=0
RGB Build: R=171 G=214 B=234
HTML Build: #CEECBF

Pantone 312 C
CMYK Build: C=75 M=15 Y=14 K=0
RGB Build: R=15 G=166 B=201
HTML Build: #ABD6E9

Pantone 7712 C
CMYK Build: C=98 M=37 Y=36 K=0
RGB Build: R=0 G=126 B=152
HTML Build: #0FA5C9

Pantone 7675 C
CMYK Build: C=94 M=79 Y=4 K=1
RGB Build: R=41 G=78 B=155
HTML Build: #284E9A
The Minimum Size for CHSE-A’s Logo

The preferred logo width cannot be smaller than 2.5”
The preferred logo height cannot be smaller than 0.7”
B. TYPOGRAPHY

(1) Logo Abbreviation Typography: Myriad Pro Semibold
(2) Logo Full Name Typography: Futura Light

The logo abbreviation color should match the “swoosh” in the back while the full name color should match the front “swoosh.”

C. BRAND ELEMENTS

The CHSE-A brand elements must always be positioned away from any other graphic elements an amount equal to, or greater than 0.25”.

CHSE-A
Certified Healthcare Simulation Educator-Advanced
D. COLOR PALETTE

These colors should be used for all CHSE-A branded collateral in print and on line. The Pantone colors and the respective color builds are provided below.

(1) Pantone 7661 C (Light Blue)
   CMYK Build: C=42 M=19 Y=2 K=8
   RGB Build: R=135 G=169 B=204
   HTML Build: #86A8CB

(2) Pantone 301 C (Dark Blue)
   CMYK Build: C=99 M=74 Y=26 K=10
   RGB Build: R=9 G=78 B=127
   HTML Build: #084D7E
E. ACCEPTABLE LOGO BACKGROUND

Full-color CHSE-A logo placed behind a light texture background.

White CHSE-A logo placed behind a dark texture background.

Full-color CHSE-A logo placed behind a light colored background.

White CHSE-A logo placed behind a dark colored background.
F. UNACCEPTABLE ELEMENT RELATIONSHIPS

- Do not omit any part of the logo lookup.
- Do not enclose the logo in a shape.
- Do not alter the typeface of the logo abbreviation or full name.
- Do not rearrange any parts of the logo lookup.
- Do not stretch any part of the logo.
G. UNACCEPTABLE COLORS AND BACKGROUNDS

Do not reverse the logo from shapes.

Do not alter the Pantone or build formulas.

Do not overprint the logo on a dark color.

Do not place the logo over shapes, patterns or busy photos.
A. LOCK-UP

The Minimum Size for CHSOS’s Logo
The preferred logo width cannot be smaller than 2.5”
The preferred logo height cannot be smaller than 0.7”
B. TYPOGRAPHY

(1) Logo Abbreviation Typography: Myriad Pro Semibold
(2) Logo Full Name Typography: Futura Light

The logo abbreviation color should match the “swoosh” in the back while the full name color should match the front “swoosh.”

C. BRAND ELEMENTS

The CHSOS brand elements must always be positioned away from any other graphic elements an amount equal to, or greater than 0.25”.

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D. COLOR PALETTE

These colors should be used for all CHSOS branded collateral in print and online. The Pantone colors and the respective color builds are provided below.

CHSOS’s Logo Color Palette

These colors should be used for all CHSOS’s branded collateral in print and online. The Pantone colors and the respective color builds are provided below.

(1) Pantone 7881 C (Light Blue)
CMYK Build: C=42 M=19 Y=2 K=8
RGB Build: R=135 G=169 B=204
HTML Build: #86A8CB

(2) Pantone 301 C (Dark Blue)
CMYK Build: C=99 M=74 Y=26 K=10
RGB Build: R=9 G=78 B=127
HTML Build: #084D7E
E. ACCEPTABLE BACKGROUNDS

- Full-color CHSOS logo placed behind a light texture background.
- White CHSOS logo placed behind a dark texture background.
- Full-color CHSOS logo placed behind a light colored background.
- White CHSOS logo placed behind a dark colored background.
F. UNACCEPTABLE ELEMENT RELATIONSHIPS

Do not omit any part of the logo lookup.

Do not enclose the logo in a shape.

Do not alter the typeface of the logo abbreviation or full name.

Do not rearrange any parts of the logo lookup.

Do not stretch any part of the logo.
G. **UNACCEPTABLE COLOR AND BACKGROUND**

Do not reverse the logo from shapes.

Do not alter the Pantone or build formulas.

Do not overprint the logo on a dark color.

Do not place the logo over shapes, patterns or busy photos.
The Minimum Size for SSH’s Accredited Program Logo

The preferred logo width cannot be smaller than 1.5”

The preferred logo height cannot be smaller than 0.85”
B. TYPEFACE

(1) Logo Acronym and Accredited Program Typography: Futura Medium
(2) Logo Full Name Typography: Futura Medium Condensed

The logo abbreviation, accredited program and full name color should match the front “swoosh.”

C. BRAND ELEMENTS

SSH’s Accredited Program brand elements must always be positioned away from any other graphic elements an amount equal to, or greater than 0.25”.
D. SSH ACCREDITED PROGRAM COLOR PALETTE

These colors should be used for all SSH’s Accredited Program branded collateral in print and online. The Pantone colors and the respective color builds are provided below.

(1) Pantone 7692 C (Dark Blue)
   CMYK Build: C=98 M=69 Y=22 K=5
   RGB Build: R=0 G=85 B=137
   HTML Build: #005589

(2) Pantone 2717 C (Light Blue)
   CMYK Build: C=32 M=16 Y=0 K=0
   RGB Build: R=169 G=194 B=229
   HTML Build: #A9C2E5
E. ACCEPTABLE BACKGROUNDs

Full-color SSH Accredited Program logo placed behind a light texture background.

White SSH Accredited Program logo placed behind a dark texture background.

Full-color SSH Accredited Program logo placed behind a light colored background.

White SSH Accredited Program logo placed behind a dark colored background.
F. **UNACCEPTABLE ELEMENT RELATIONSHIPS**

Do not omit any part of the logo lockup.

Do not enclose the logo in a shape.

Do not alter the typeface of the logo abbreviation or full name.

Do not rearrange any parts of the logo lockup.

Do not stretch any part of the logo.
G. UNACCEPTABLE COLOR AND BACKGROUND USAGE

Do not reverse the logo from shapes.

Do not alter the Pantone or build formulas.

Do not overprint the logo on a dark color.

Do not place the logo over shapes, patterns or busy photos.
H. SSH ACCREDITED PROGRAM DESIGN

SSH Accredited Program Color Palette

**Pantone 705 C**
- CMYK Build: C=0 M=5 Y=13 K=0
- RGB Build: R=255 G=240 B=220
- HTML Build: #FFF0DC

**Pantone 7401 C**
- CMYK Build: C=0 M=14 Y=39 K=0
- RGB Build: R=255 G=220 B=165
- HTML Build: #FFDAA4

**Pantone 7409 C**
- CMYK Build: C=0 M=38 Y=100 K=0
- RGB Build: R=251 G=169 B=25
- HTML Build: #FA91B

**Pantone 7578 C**
- CMYK Build: C=0 M=72 Y=100 K=8
- RGB Build: R=224 G=500 B=31
- HTML Build: #FA91B
The International Meeting on Simulation in Healthcare (IMSH) uses a customized logo to identify the meeting. This logo will be consistent every year, but the colors will change to reflect the meeting location. The logo should be used in full, and the Society for Simulation in Healthcare should not be removed from it.

A. LOCK-UP

The Minimum Size for IMSH’s Logo
The preferred logo width cannot be smaller than 2”
The preferred logo height cannot be smaller than 0.65”
B. TYPOGRAPHY

(1) Logo acronym and full name typography: Akzidenz-Grotesk Pro Medium

C. BRAND ELEMENTS

The IMSH brand elements must always be positioned away from other graphic elements an amount equal to, or greater than 0.25".
D. COLOR PALETTE

These colors should be used for all IMSH branded collateral in print and online. The Pantone colors and the respective builds are provided below.

1. Pantone 7692 C (Green)
   - CMYK Build: C=91 M=8 Y=44 K=0
   - RGB Build: R=0 G=164 B=160
   - HTML Build: #00A3A0

2. Pantone 2717 C (Blue)
   - CMYK Build: C=100 M=90 Y=10 K=0
   - RGB Build: R=37 G=64 B=143
   - HTML Build: #24408E

3. Pantone 446 C (Black)
   - CMYK Build: C=0 M=0 Y=0 K=90
   - RGB Build: R=65 G=64 B=66
   - HTML Build: #404041
E. ACCEPTABLE LOGO BACKGROUNDS

Full-color IMSH logo placed behind a light texture background.

Full-color IMSH logo placed behind a light colored background.
F. UNACCEPTABLE ELEMENT RELATIONSHIPS

- Do not omit any part of the logo lockup.
- Do not enclose the logo in a shape.
- Do not alter the typeface of the logo abbreviation or full name.
- Do not rearrange any parts of the logo lockup.
- Do not stretch any part of the logo.
G. UNACCEPTABLE COLOR AND BACKGROUND USAGE

Do not alter the Pantone or build formulas.

Do not overprint the logo on a dark color.

Do not place the logo over shapes, patterns or busy photos.
SSH MEMBERSHIP WELCOME KIT

A. POCKET FOLDER

Front

Back

Inside

Pantone 312 C
CMYK Build: C=75 M=15 Y=14 K=0
RGB Build: R=15 G=166 B=201
HTML Build: #ABD6E9

Pantone 7675 C
CMYK Build: C=94 M=78 Y=4 K=1
RGB Build: R=41 G=78 B=155
HTML Build: #284E9A
C. INSERTS AND COLOR PALETTE

**Pantone 7409 C**
- CMYK Build: C=0 M=38 Y=100 K=0
- RGB Build: R=257 G=170 B=25
- HTML Build: #FA9118

**Pantone 7578 C**
- CMYK Build: C=0 M=72 Y=100 K=8
- RGB Build: R=224 G=100 B=31
- HTML Build: #DF631E

**Pantone 270 C**
- CMYK Build: C=25 M=31 Y=0 K=0
- RGB Build: R=188 G=173 B=213
- HTML Build: #B8ADD4

**Pantone 268 C**
- CMYK Build: C=75 M=100 Y=0 K=8
- RGB Build: R=95 G=39 B=135
- HTML Build: #5E2786
D. INSERTS AND COLOR PALETTE

Pantone 3405 C
CMYK Build: C=100 M=0 Y=77 K=0
RGB Build: R=0 G=167 B=114
HTML Build: #00A672

Pantone 328 C
CMYK Build: C=96 M=57 Y=72 K=0
RGB Build: R=0 G=112 B=100
HTML Build: #006F64

Pantone 7425 C
CMYK Build: C=22 M=100 Y=56 K=0
RGB Build: R=197 G=35 B=88
HTML Build: #C42257

Pantone 7435 C
CMYK Build: C=50 M=100 Y=57 K=10
RGB Build: R=135 G=38 B=82
HTML Build: #872651
E. ENVELOPE

F. TYPOGRAPHY

Approved Typefaces

Raleway Regular
ABCDFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Bold
ABCDFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Medium
ABCDFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890