

TEAMHealth®

Brand and Graphic
Standards Manual

Updated July 2015

Disclaimer

“Unless the context requires otherwise, references to “TeamHealth,” “we,” “our,” “us” and the “Company” or “Organization” refer to Team Health Holdings, Inc., its subsidiaries and its affiliates, including its affiliated medical groups, all of which are part of the TeamHealth system. Separate subsidiaries or other affiliates of Team Health Holdings, Inc. carry out all operations and employ all employees within the TeamHealth system. The terms “clinical providers,” “TeamHealth physicians or providers,” “affiliated providers,” “our providers” or “our clinicians” and similar terms mean and include: (i) physicians and other healthcare providers who are employed by subsidiaries or other affiliated entities of Team Health Holdings, Inc., and (ii) physicians and other healthcare providers who contract with subsidiaries or other affiliated entities of Team Health Holdings, Inc. All such physicians and other healthcare providers exercise their independent professional clinical judgment when providing clinical patient care. Team Health Holdings, Inc. does not contract with physicians to provide medical services nor does it practice medicine in any way.”

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INTRODUCTION

About TeamHealth

TeamHealth was founded in 1979 with a vision of developing the best teams of healthcare professionals. Today, TeamHealth is one of the nation's largest providers of hospital-based clinical outsourcing in multiple departments, including emergency medicine, urgent care, anesthesia, hospital medicine, obstetrical hospitalist, acute care surgery and orthopedic hospitalist services. TeamHealth is committed to a patient-centric model of healthcare delivery with hospitals, physician groups and TeamHealth working collaboratively to assist in the delivery of compassionate, effective, efficient, and safe patient care.

Branding TeamHealth

Branding is the art of creating a consistent, recognizable and unified “voice” or “personality” that conveys an organization’s uniqueness, focus, and values. TeamHealth’s name and logo are among the most important and valuable assets the organization has.

USE OF A DISCLAIMER

Using a disclaimer allows us to use our brand and yet describe the various legal entities that form the parts of our organization. It creates the necessary separations in our corporate structure to maintain legal protections. The following legal disclaimer should be included in all marketing and business development materials, proposals, public filings, websites, agreements, contracts, power point and other presentations, disclosures and similar documents made available to the public wherever the TeamHealth name or logo is used.

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providers exercise their independent professional clinical judgment when providing clinical patient care. Team Health Holdings, Inc. does not contract with physicians to provide medical services nor does it practice medicine in any way.”

Brand and Graphic Standards

The TeamHealth Brand and Graphic Standards Manual helps employees and vendors on the correct usage of the organization’s logo, colors, and fonts in the creation of identity pieces. Consistency is important and this guide sets forth rules for the use and reproduction of these materials.

Online Resources

Throughout this guide there are references to “[TeamShare](#)” and “[TeamHealth Institute \(THI\) online](#).” Instructions on locating the Brand and Graphic Standards Manual information on each of those websites are provided below.

TeamShare

1. Go to <http://teamshare>
2. Choose the Resources tab
3. Click Corporate Information
4. Select TeamHealth Identity

TeamHealth Institute (THI) online

1. Go to <http://thi.teamhealth.com>
2. On the left hand side under “Quick links,” select “Resources”
3. The Branding section is on the right hand side

Support

If you have questions, comments or concerns related to the use and/or positioning of the TeamHealth name, logo or elements of its identity, please contact the TeamHealth Strategic Resources Group.

Patricia G Ball, Ed D
Sr. Vice President, Strategic Resources Group
Pat_Ball@teamhealth.com
865.293.5352

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Vice President, Strategic Resources Group
Tracy_Young@teamhealth.com
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Director, Strategic Resources Group
Heather_Vines@teamhealth.com
865.293.5544

LOGO

The logo should only be reproduced from the camera-ready art or digital image provided by the Strategic Resources Group. Logos can be accessed on [TeamShare](#) and [TeamHealth Institute \(THI\) online](#). The registered symbol is a critical component of our word-mark and must always accompany the logo as it protects our visual brand from being illegally copied and used without our permission. It indicates that our logo is registered with the US Government Trademark and Patents Office.

TEAMHealth®

APPROVED LOGO VARIATIONS

In situations that require a one-color logo the acceptable alternate colors for the logo include black and white versions.

Black

TEAMHealth®

White With Transparent Background

TEAMHealth®

LOGO SIZE

The minimum size of the logo on a printed piece is 1 inch wide. The maximum size of the logo on a printed piece is 3.5 inches. In situations where a smaller logo is required, contact the Strategic Resources Group for design options.

**Tip: To resize the logo without distorting the image hold the shift key and the bottom right corner.*

Print Minimum



Print Maximum



LOGO CLEAR SPACE

The TeamHealth logo must stand out in all uses. Clear space helps define the logo and set it apart from other elements on the page or product. The logo should always be surrounded by clear space that is approximately the height of the “T” in use both above and below the logo. On the left and right of the logo use the width of the capital “M” as the clearance guide.



TAGLINE

TeamHealth does not have a tagline at this time. All words must adhere to the logo clear space standards.

Inappropriate Taglines Include:

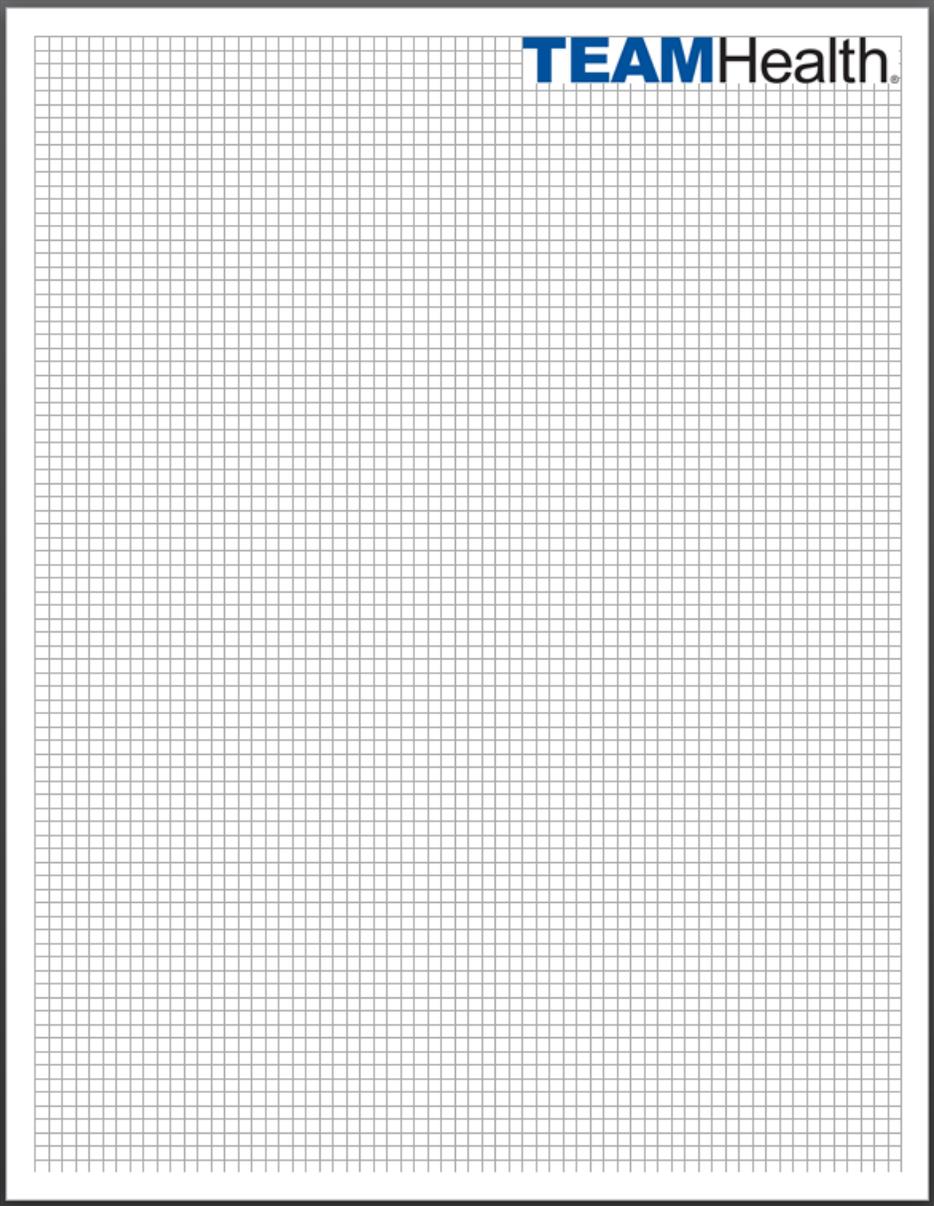
Practice of choice for providers. Provider of choice for hospitals.

Every patient. Every time.

One Team. Multiple Services. Patient-centric Care.

LOGO PLACEMENT

The logo should be clearly and prominently displayed on all visual communications. Preferred placement of the logo is at least one-quarter (.25) inch from the edge of a page, gutter, border, graphic, or text. It should be flush to the right margin as shown below.



UNACCEPTABLE LOGO USAGE

Never distort the logo. To lock the proportions in relation to each other, hold the shift key down when resizing the image.

Never stretch it out of proportion either horizontally or vertically.



Never render the logo in a color other than Pantone 287 or Black. Never render the logo in a pattern or with a special effect.



Never render the logo in a screen tint of a color, including a tint of Pantone 287 blue or black.



Never treat the logo using a special effect or filter.



Never render the logo in a script or different font.



COLOR USAGE – PRIMARY COLORS

The TeamHealth logo colors are blue and black.

Primary Colors



Pantone 287
RGB 0-82-155
CMYK 100-68-0-12
Web 00388e



Pantone 362
RGB 45-42-38
CMYK 67-64-67-67
Web 2d2a26

TYPOGRAPHY

Suggested fonts are within the Arial family. All headlines and sub headlines should be typeset in Arial or Arial Narrow, no smaller than 11 pt or larger than 20 pt. Body copy refers to blocks of text or paragraphs. All body copy should be typeset in Arial or Arial Narrow, no smaller than 11 pt or larger than 14 pt.

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$123567890(.,:;!?"-'/_)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$123567890(.,:;!?"-'/_)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$123567890(.,:;!?"-'/_)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$123567890(.,:;!?"-'/_)

Arial Narrow

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$123567890(.,:;!?"-'/_)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$123567890(.,:;!?"-'/_)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$123567890(.,:;!?"-'/_)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$123567890(.,:;!?"-'/_)

BUSINESS CARD: CLINICAL PROVIDER

All business cards will use the TeamHealth logo. Content under the title field reflects service type, followed by the group or region name. Business cards should be ordered through our [preferred vendor](#) by an [approved purchaser](#).

All TeamHealth clinical providers should use the below templates for business cards. Hospital logos are optional. If a hospital client requests the logo on business cards, please obtain the logo from the hospital's marketing department.

Clinical: Employee

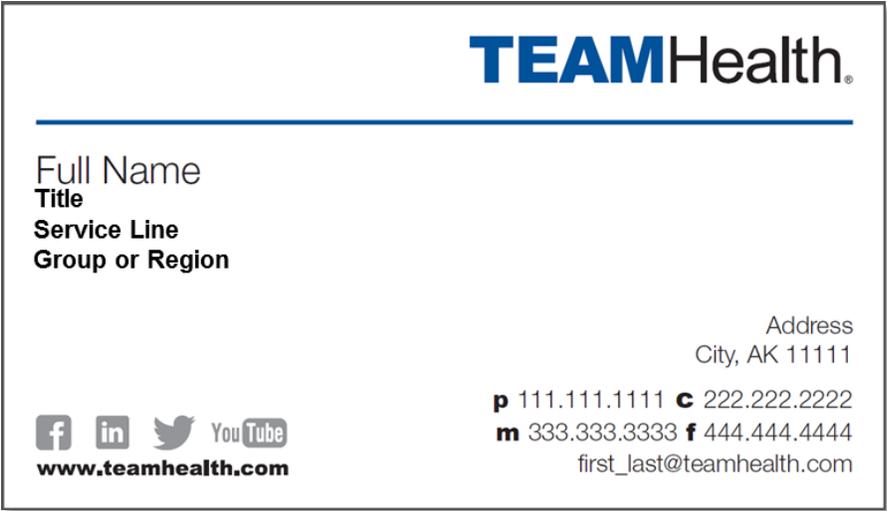
Hospital Logo (optional)	TEAMHealth.
<hr/>	
Full Name	
Title	
Service Line, Group or Region	
Provider's Picture (optional)	Hospital Name Address City, AK 11111 p 111.111.1111 c 222.222.2222 m 333.333.3333 f 444.444.4444 first_last@teamhealth.com
This provider is on the hospital medical staff and is an employee of an affiliated medical group of TeamHealth.	

Clinical: Independent Contractor

Hospital Logo (optional)	TEAMHealth.
<hr/>	
Full Name	
Title	
Service Line, Group or Region	
Provider's Picture (optional)	Hospital Name Address City, AK 11111 p 111.111.1111 c 222.222.2222 m 333.333.3333 f 444.444.4444 first_last@teamhealth.com
This provider is on the hospital medical staff and is an independent contractor of a subsidiary or affiliated medical group of TeamHealth	

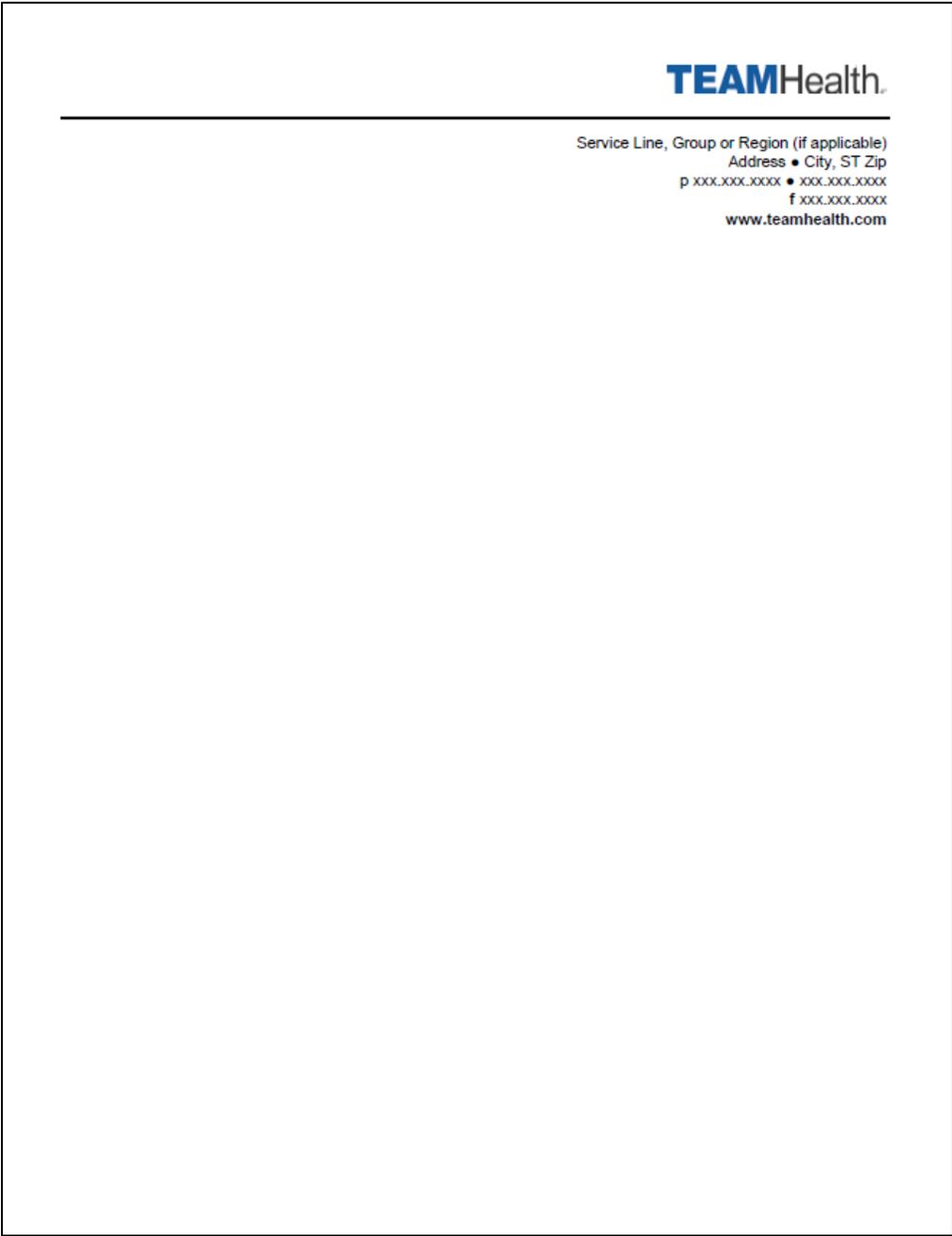
BUSINESS CARD: NON-CLINICAL PERSONNEL

All business cards will use the TeamHealth logo. Content under the title field reflects service type, followed by the group or region name. Business cards should be ordered through our [preferred vendor](#) by an [approved purchaser](#).



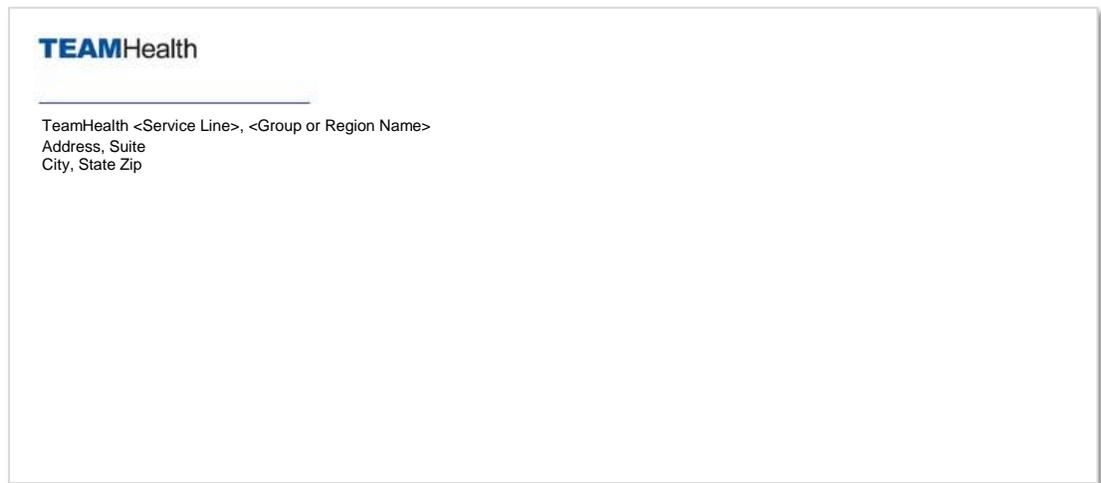
LETTERHEAD

All letterhead will use the TeamHealth logo. The field above the address identifies the TeamHealth service type, followed by the group or region name. Letterhead should be ordered through our [preferred vendor](#) by an [approved purchaser](#). An electronic letterhead template can be found on [TeamShare](#) and [TeamHealth Institute \(THI\) online](#).



ENVELOPES

All envelopes will use the TeamHealth logo. The field above the address identifies the TeamHealth service type, followed by the group or region name. Envelopes should be ordered through our [preferred vendor](#) by an [approved purchaser](#).



EMAIL SIGNATURES: CLINICAL

Internal and external email signatures should not contain font scripts, background colors, quotes or pictures. The required font is Arial, 12 point in black. Do not capitalize Team in TeamHealth or change the font color of Team to Blue.

Clinical Email Signatures: Employed

Name, Credentials

Title

TeamHealth <Service Line>, <Group>

Address | City, State Zip

work: ###.###.##### | cell: ###.###.##### | email:

first_last@teamhealth.com

www.teamhealth.com | facebook.com/teamhealth | [@TeamHealth](https://twitter.com/TeamHealth)

Named among “The World’s Most Admired Companies” by Fortune magazine for 2015.

Named among “Great Places to Work” by Becker’s Hospital Review in 2015.

This provider is on the hospital medical staff and is an employee of an affiliated medical group of TeamHealth.

Mobile Devices:

The signature for your TeamHealth email account on your smart phone and tablets should either be removed or reflect the following:

Name

Title

TeamHealth

This provider is on the hospital medical staff and is an employee of an affiliated medical group of TeamHealth.

Clinical Email Signatures: Independent Contractor

Name, Credentials

Title

TeamHealth <Service Line>, <Group>

Address | City, State Zip

work: ###.###.##### | cell: ###.###.##### | email:

first_last@teamhealth.com

www.teamhealth.com | facebook.com/teamhealth | [@TeamHealth](https://twitter.com/TeamHealth)

Named among “The World’s Most Admired Companies” by Fortune magazine for 2015.

Named among “Great Places to Work” by Becker’s Hospital Review in 2015.

This provider is on the hospital medical staff and is an independent contractor of a subsidiary or affiliated medical group of TeamHealth.

Mobile Devices:

The signature for your TeamHealth email account on your smart phone and tablets should either be removed or reflect the following:

Name

Title

TeamHealth

This provider is on the hospital medical staff and is an independent contractor of a subsidiary or affiliated medical group of TeamHealth.

EMAIL SIGNATURES: NON-CLINICAL PERSONNEL

Internal and external email signatures should not contain font scripts, background colors, quotes or pictures. The required font is Arial, 11 point in black. Do not capitalize TEAM in TeamHealth or change the font color of Team to Blue.

Non-clinical Personnel Email Signatures

New Messages:

Name, Credentials

Title, Department

TeamHealth <Service Line>, <Group>

Address | City, State Zip

work: ###.###.##### | cell: ###.###.##### | email:

first_last@teamhealth.com

www.teamhealth.com | facebook.com/teamhealth | [@TeamHealth](https://twitter.com/TeamHealth)

Named among “The World’s Most Admired Companies” by Fortune magazine for 2015.

Named among “Great Places to Work” by Becker’s Hospital Review in 2015.

Replies:

Name, Credentials

Title, Department

TeamHealth <Service Line>, <Group>

work: ###.###.##### | cell: ###.###.#####

Mobile Devices:

The signature for your TeamHealth email account on your smart phone and tablets should either be removed or reflect the following:

Name

Title

TeamHealth

CLINICIAN'S APPAREL

The approved TeamHealth logo may be used on lab coats and scrubs. The approved TeamHealth logo can be found on [TeamShare](#) and [TeamHealth Institute \(THI\) online](#).



BUILDING SIGNAGE

All signs on buildings for national and regional locations will use the TeamHealth logo. This helps build our brand within the local communities and provide consistency across all locations. This applies to all new building locations; existing signage will remain until renovations are needed.



APPS/AVATARS/FAVICONS

The TeamHealth logo has been modified for website and social networking use only. The TeamHealth avatar (graphical representation of the organization) and favicon are provided by the [TeamHealth Strategic Resources Group](#).

Avatar



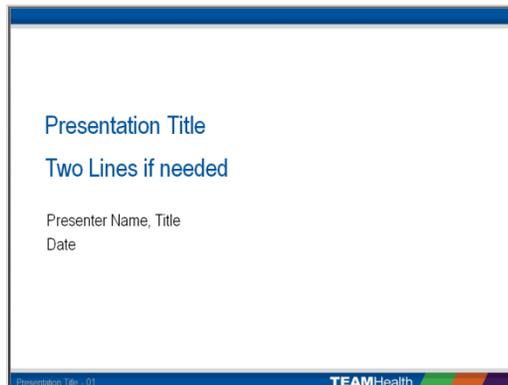
Favicon



POWERPOINT PRESENTATIONS

PowerPoint templates can be accessed on [TeamShare](#) and [TeamHealth Institute \(THI\) online](#). Any historic PowerPoint templates should no longer be used.

Title Slide



Content Slides



TERMINOLOGY

To help ensure consistency of common terms used internally and externally by TeamHealth, please reference the below.

Don't Use	Use
bundled services	integrated services
company	organization
corporate	Brookview
emergency room	emergency department
emergency room physician or emergency department physician	emergency physician
health care	healthcare
hospitalist physician or Hospital Medicine physician	hospitalist
hospitalist program	Hospital Medicine program
mid-level provider	advanced practice clinician
protocols	guidelines, standards, best practices
referral	recommendation