



STYLE GUIDE

Branding guidelines for visual
and electronic materials

*Every point of contact and means of communication are brand-enhancing opportunities.
The brand must be held in high esteem and be considered in every development.*

Brand and Branding

A brand, in essence, is a promise. It represents a group of people who stand for something. In exchange for customers' buying into that brand, the people behind the brand pledge to deliver its promise.

Marketing's goal is to communicate that promise. It strives to effectively relay the message of the brand promise. A successful marketing campaign clearly communicates the promise, doing so in a believable way and in a manner that is both captivating and personally meaningful. Sometimes the message is overt, sometimes can be subtle. Either can be effective.

Creating and maintaining great brands isn't easy. The establishment of a great brand requires unifying and leveraging "an astounding array of people — leaders, followers, scientists, artists, consultants, engineers, establishmentarians, and revolutionaries." Because of this, lots of brands are okay. Fewer are good. Relatively few are great. The hallmark of a great brand is that it makes great promises, then over-delivers on that promise. Only a small percentage can truly make that claim.

All promises, broken or fulfilled, establish a personal relationship. It's no different with a brand than with a person. You may notice a difference in discussions with friends about the brands they admire. When talking about an okay brand friends mention about the product or the service. When talking about a truly great brand, one to which they pledge allegiance, others talk not just about the product or the service but about the people behind it, regardless of whether they know who those people are. Because they know there had to be someone who was thinking, who understands us, who cares! The promise wasn't just on target with their needs, the promise was exceeded. And we, as human beings, love that.

Style Guide

Our brand can be either enhanced or devalued by our business practices, our interactions with patients, the quality and value of our products and services, and our communications activities.

The focus of this document is to help guide a successful branding program that helps communicate our organization’s brand promise. It provides a structure for presenting information logically, clearly and with distinction. That “distinction” — what The Corvallis Clinic stands for in the marketplace — is among our most precious.

The standards and guidelines presented in this manual have been firmly embraced by our leadership teams. By embracing these standards, we can achieve clarity and effectiveness in all visual, printed and electronic communications. Most importantly, such practices will continue to enhance the brand equity of The Corvallis Clinic.

Marketing & Communications

The Corvallis Clinic

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The Corvallis Clinic

The Corvallis Clinic Name

The corporation's official and legal name is The Corvallis Clinic, P.C. The official name should be used in all legal materials. The Clinic also "does business as" The Corvallis Clinic (P.C. is implied). P.C. in the name is not required for non-legal communications.

First Reference

The Corvallis Clinic (without the P.C.) should be used in all first references, and all visual and printed materials designed for external use. It is appropriate to capitalize both the words "The" and "Clinic" when referring to The Clinic in all second and/or shortened references.

Departments

Individual departments within The Corvallis Clinic benefit most from name identity with the parent organization. The strength of the organization as a whole is a function of the sum of its many departments and services. Creating identities and logos for each individual department is not only impractical and expensive, but it also fragments the strength of the brand. For these reasons, building, department and program names should not have separate logos, but can be used with the parent logo.

Corporate Address

The official corporate address is:
444 N.W. Elks Dr.
Corvallis, OR 97330

Authorization for use of names, logos, seals, etc.

The Corvallis Clinic and its verbiage and graphics are registered with the State of Oregon.

Any use of these items for purposes other than those specific to the business of The Corvallis Clinic is prohibited. Permission for use of these items by any outside entity or profitable venture must be obtained in writing through the Marketing Department.

Logo Hierarchy

Location Logos

The horizontal logo is adaptable for use with Clinic locations. The location text appears flush right under the horizontal logo in Avenir Book in the size ratio shown below.



Department Logos

The horizontal logo is adaptable for use with Clinic departments. The specific department text should appear flush right under the horizontal logo in Avenir Book in the size ratio shown below.



General Guidelines

Logo

The Clinic has two official corporate logos: a horizontal version and a vertical version.



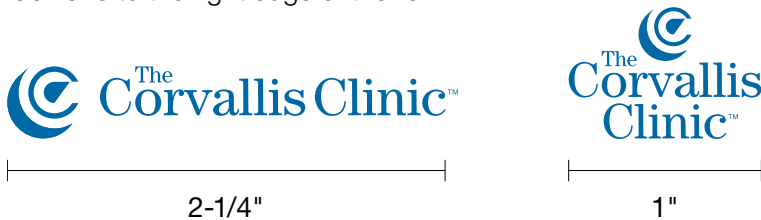
These logos are comprised of two parts:

1. A double “C” symbol
2. The logotype that spells “The Corvallis Clinic™”

Either logo can be used as the legal identifier on all visual and printed materials representing The Corvallis Clinic. Depending on the space available and design, use whichever version of the logo fits best.

Size

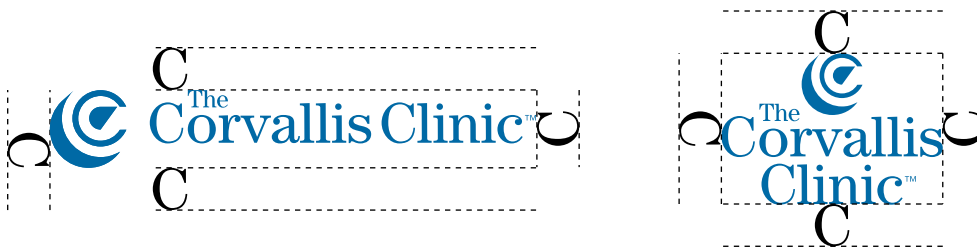
For optimal reproduction, the horizontal logo should not be smaller than 2-1/4” wide from the left side of the the double “C” symbol to the right edge of the words “The Corvallis Clinic™”. The vertical logo should not be smaller than 1” wide from the left side of the “C” in Corvallis to the right edge of the “s”.



Spacing

Because the logo has been designed as a primary identification element, adequate spacing is required around the logo and logotype to maintain clear legibility. A specific grid has been developed that is equal to the top of the cap height of “The Corvallis Clinic™” to the base of the “C” symbol.

The logo must have this minimum space separating it from all other elements, including type and graphics. This is the protection zone. As the size of the logo increases, the dimension of this space will always increase in exact proportion to the protection zone.

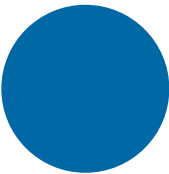




Color Palette

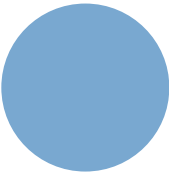
Consistent use of The Corvallis Clinic color palette in all marketing and communication materials will help create strong brand recognition among audiences. The primary color, Clinic Blue, corresponds to the color of the logo and should be used most prominently. Secondary colors have been chosen to complement the logo color and can be used sparingly as accent colors. Use the appropriate color builds when creating print and electronic media (i.e. CMYK or Pantone for print, RGB or Hex for digital).

Primary Color: Clinic Blue

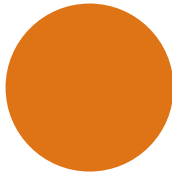


PANTONE 3015
C100 M30 Y0 K20
R0 G105 B162
Hex: 0069a2

Secondary Colors (use sparingly as accent colors)



50% PANTONE 3015
C128 M15 Y0 K10
R0 G105 B209
Hex: 80b4d1



PANTONE 145
C9 M64 Y100 K0
R155 G203 B78
Hex: c67326



PANTONE 382
C44 M0 Y90 K0
R155 G203 B78
Hex: 9bcb4e

Logo Colors

To maintain a consistent look, The Corvallis Clinic logo should be reproduced in Clinic Blue (PMS 3015) on a white background. It can also be reversed in white out of a Clinic Blue field. It may be reproduced in black when color is not available.



Vertical Logo in Clinic Blue



Vertical Logo Reversed

Stationery System

Stationery items are the most widely distributed identifying materials representing The Corvallis Clinic. For this reason, a comprehensive stationery system has been developed.

Elements of The Corvallis Clinic's stationery system include formal and informal letterhead, envelopes, business cards, memo pads, nametags, mailing labels, note cards, presentation folders, and electronic identification elements.

The Corvallis Clinic's stationery items should be ordered from vendors associated with The Corvallis Clinic to ensure quality and consistency. Stationery items are available from the Purchasing Department. Unique designs or changes to the stationery system are not permitted.

Formal Letterhead

Formal letterhead is printed with the logo and address information in Clinic Blue on a white paper stock. Design specifications include:

- Address information is flush right and 1/2" from the right edge of the page
- Font is Avenir Roman, 9 point size, 11 points of leading

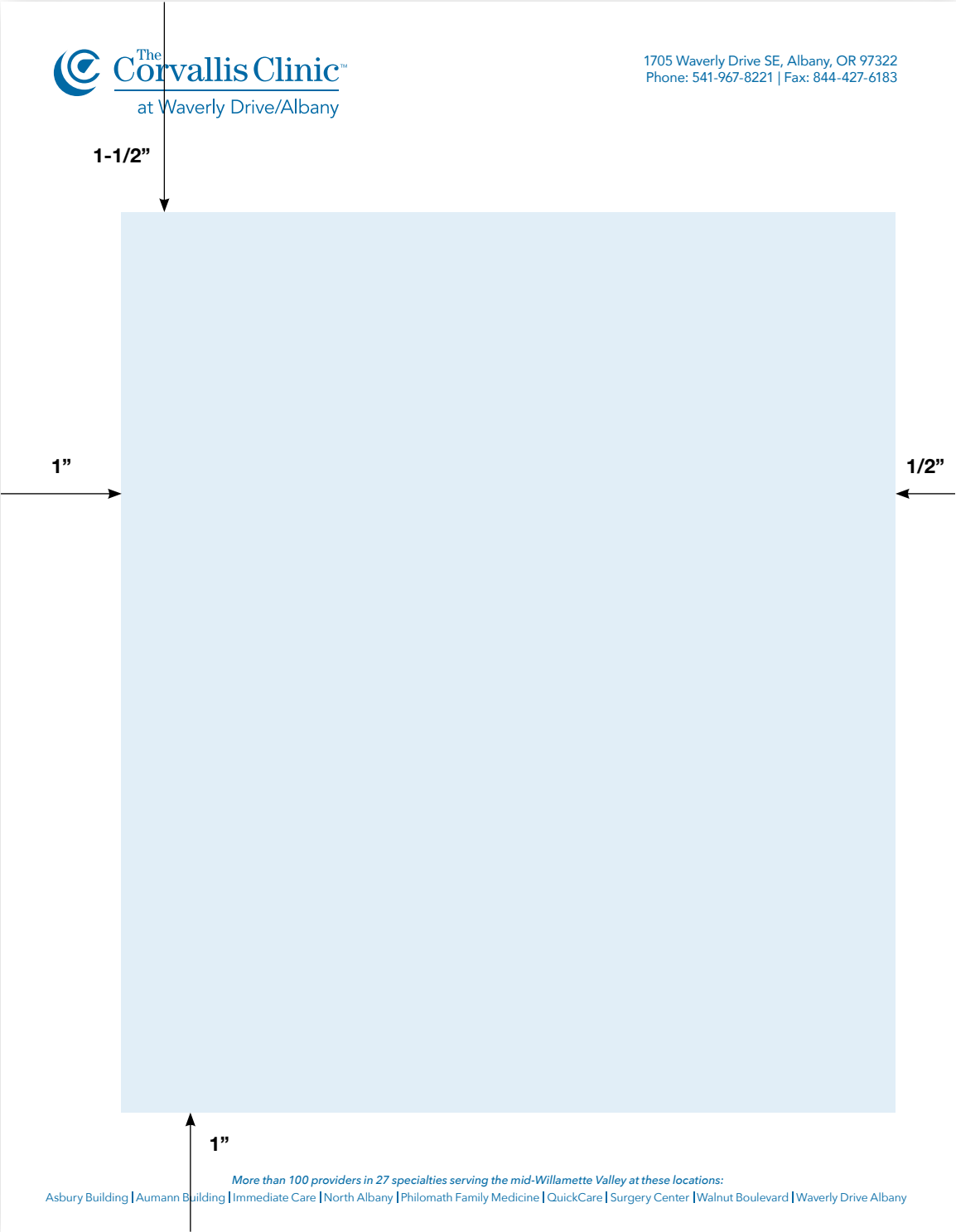
Set up your letter with the following formatting:

1. Margins are 1-1/2" from the top and 1" from the left-hand edge of the page. The right margin is 1/2" from the right edge of the paper.
2. Letters should be formatted flush left and ragged right and be contained within the margins.
3. The recommended typeface for letters is ITC Century or New Times Roman when ITC Century is unavailable. Always typeset letters in a black font.
4. If the letter continues to a second page, margins should match those shown for the first page. Be sure to print second pages of the letter on the appropriate letterhead stock.

Informal Letterhead

Informal letterhead is printed in black ink on white paper. This letterhead is used for large mailings of 2,500 or more, when the letter will be photocopied or when it isn't economical to use pre-printed color letterhead. These letters are typically business correspondence rather than a correspondence letter from a physician. The formatting is the same as the formal letterhead.

Formal Letterhead Margins



Formal Envelopes

Formal envelopes match formal Clinic letterhead, printed in Clinic Blue on a white paper stock. To ensure appropriate spacing, colors, and placement, all envelopes are to be ordered through the Purchasing Department.



Design specifications for formal envelopes

- 1. Logo starts 1/4" from the top of the page; logotype starts 3/8" from the left side of the page. The address type is aligned flush right with the right side of the logo and 1" from the top of the page.
- 2. The font for the address is 8.5 point ITC Century Book with 10 point leading.

Business Cards

Business cards are reproduced in Clinic Blue on white card stock. To ensure appropriate spacing, colors, and placement, all business cards must be ordered through the Purchasing Department and approved by a Clinic Supervisor and Administrator. Business card request forms may be found on The Clinic intranet.

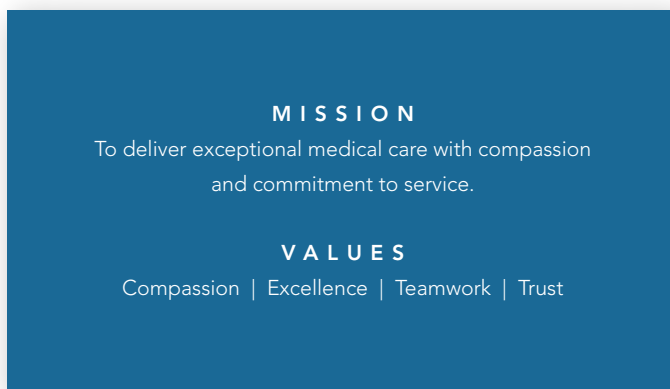
Individual information on business cards, such as email address, contact numbers, etc., is appropriate, as long as their inclusion does not change line and margin formats. All special requests should be referred to the Marketing and Public Relations Department.



*Card front
One location*



*Card front
Two locations*



Card Back

Email Signature

Email signatures follow the layout below using the horizontal logo in Clinic Blue (R0 G105 B162). Use 14 point Helvetica Bold font in Clinic Blue for the sender's name. Use 13 pt Helvetica in black for the remainder of the contact information. The confidentiality notice appears in 11 pt Helvetica font.

(First name) (Last name). (Credential)

Title

(xxx) xxx-xxxx

First.Last@corvallisclinic.com



444 NW Elks Drive

Corvallis, OR 97330

Tel: (541) 768-2455

Fax: (541) 757-1847

CorvallisClinic.com



We deliver exceptional medical care with compassion and a commitment to service

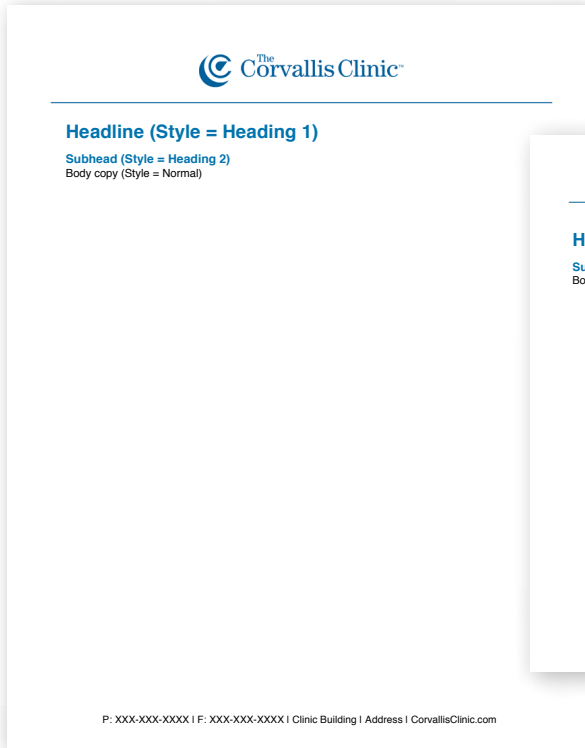
Our Core Values: Compassion, Excellence, Teamwork, Trust

CONFIDENTIALITY NOTICE: This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information or otherwise protected by law. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

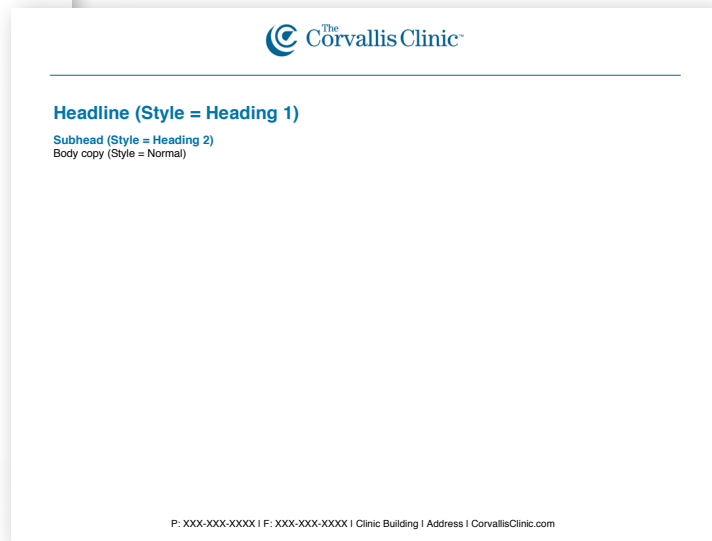
Patient Forms and Handouts

When departments need to create patient forms and handouts, there are two design options from which to choose, as shown below.

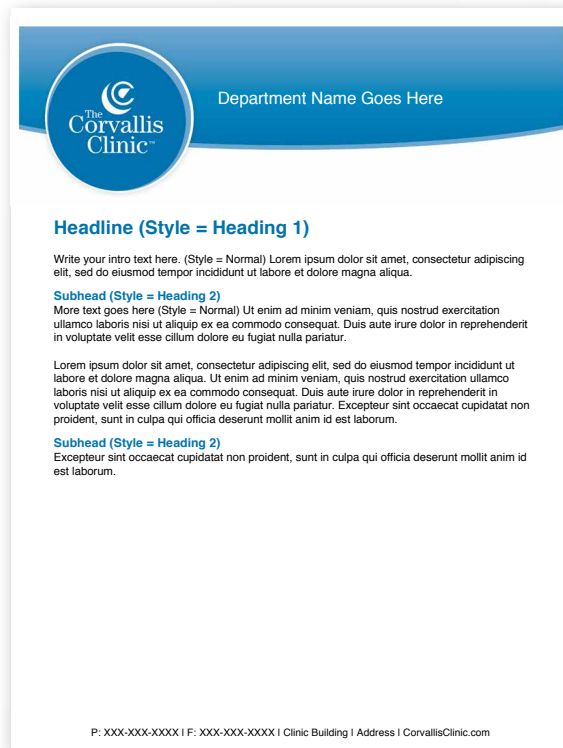
1. For Headlines, use Helvetica Bold 20 pt font in Clinic Blue
2. For Subheads, use Helvetica Bold 13 pt font in Clinic Blue
3. For body text, use Helvetica 12 pt font in black



Template 1a: horizontal logo centered at the top, portrait version



Template 1b: horizontal logo centered at the top, landscape version



Vertical logo, top left

Appointment Card

www.corvallisclinic.com

Toll Free 1 (800) 452-8215
TTY Service 1 (800) 735-1232
Asbury Building, Corvallis

The Corvallis Clinic Pharmacy(541) 754-1284
Flu Clinic Hotline(541) 754-1283, Opt. 1
Find-a-Physician(541) 757-3757
Closure Advisory Hotline(541) 754-1283, Opt. 2
Class Line(541) 738-2076
Clinical Research(541) 754-1398
Billing & Insurance(541) 754-1279
Weekdays: 8 a.m. to 8 p.m., Weekends & Holidays: 10 a.m. to 5 p.m.
Asbury Building, Corvallis
The Corvallis Clinic Immediate Care(541) 754-1282

Working together, we can provide you with great service.

- Be prepared to show your insurance card and identification in case we don't already have it on file.
- Be prepared to make your co-payment at check in. Your insurance company requires we collect co-payments at the time of service. Credit and debit cards are accepted.
- Notify us of changes to your address, phone or insurance.

Thank you for your assistance!



Appointment Location:

- The Corvallis Clinic Asbury Building(541) 754-1150
- The Corvallis Clinic Aumann Building(541) 754-1150
- The Corvallis Clinic at North Albany Village(541) 926-3441
- The Corvallis Clinic at Waverly Drive/Albany(541) 967-8221
- The Corvallis Clinic Philomath Family Medicine(541) 929-2922
- The Corvallis Clinic Surgery Center(541) 754-1254
- The Corvallis Clinic Walnut Boulevard(541) 753-1786 or
(541) 754-1265

Your next appointment is:

For _____

On _____ at _____ a.m. / p.m.

Dr. _____

Please telephone us at least 24 hours in advance if you are unable to keep your appointment.

Notecards



Notecard Front



Notecard Back

Employee Name Badge

Name badges help identify providers and employees who work at The Corvallis Clinic, particularly for patients, and are designed to match our corporate brand. They are printed in Clinic Blue with white lettering and the logo. To ensure appropriate spacing, colors, and placement, all name badges are printed through the Human Resources Department, in collaboration with Marketing for the branded template. Name Badge request forms can be found on The Clinic intranet.

Individual information on name badges is specified in The Clinic's Name Badge Etiquette Policy with patients in mind. A photograph (taken by Human Resources), first and last name, minimal credentials and department are required on badges for the benefit of patient awareness.

Supplemental pieces, such as code information or service recognition, may be added to the back of an official name badge as appropriate.



Physician Name Badge



Employee Name Badge

Design specifications for Name Badge

1. First name, last name, credentials, and department are aligned flush right.
2. Photograph is a tight head-and-shoulders picture on a white background.
3. Horizontal logo is used on all name badges.

Vendors and Visitors

In compliance with HIPAA, all vendors and visitors are asked to check in with the main information desk or front office reception to obtain a vendor or visitor badge before entering clinical areas.



Vendor Name Badge



Visitor Name Badge

Publications

There are several official publications that represent The Corvallis Clinic. These are maintained by the Marketing Department for consistency of brand look, feel, and message. Departments may order publications for their areas from Purchasing.

All publications must include The Clinic's name and logo. Materials not developed by the Marketing and Public Relations Department must be approved prior to usage.

Brochures

Brochure covers have a Clinic Blue field at the top with the headline reversing out of that field. Color photographic images are preferred over illustrations or clip art. The logo reverses to white out of the Clinic Blue field.



Brochure Examples

Pediatrics

Exceptional Care for Newborns Through Teens





Helping Kids Healthy

Pediatricians make up the most experienced group of physicians in the mid-Willamette Valley. They serve many care physicians for children and adolescents, as well as specialty consultants for area hospitals.

Our pediatricians are board certified, assuring you of the skill and experience you can rely on. The services they can provide for your children include:

- Well-child examinations
- Vaccinations and vaccine counseling
- Intensive treatment for all types of illnesses
- Management of complex and chronic illnesses
- Behavioral and developmental evaluations

Our pediatricians practice together with other specialists who can treat all manner of conditions. When needed, you're assured that your child's comprehensive, coordinated, and collaborative care and radiology services are also available for your convenience.

Healthy Baby Classes

Since we believe that knowledge brings comfort and confidence, we sponsor free Healthy Baby classes. Our expert pediatricians present these classes monthly, covering the most important topics for new moms and dads as well as parents-to-be.

We serve individuals with a variety of needs. Our specialists are highly trained and offer confidentiality, understanding, and sensitivity to your personal beliefs and values. They adhere to the code of ethics of the American Psychological Association or the American Medical Association.

Mental Health Support

Our pediatricians partner with other Clinic providers to address any mental health concerns you or your child may have. Licensed psychologists and psychiatrists work closely with your pediatrician to develop the best approach for treating thoughts, feelings, and behaviors that may be affecting your child's overall health.

Committed to Safety

In order to minimize COVID-19 exposure risks, "Well Child" and "Sick Child" patients are kept separate. We use different exam rooms for these visits as an added precaution.

The Best Care in Oregon

We think you'll be pleased to know the Oregon Health Authority recognizes The Corvallis Clinic for providing the highest level of patient-centered primary care in the state. So you can have all the advantages of the best in comprehensive care, right here, conveniently close, where you need it most.

Longest Pediatrics Hours in Town

We know parents are busy and a child's illness is always a worry. That's why we have so many appointment options available. We're open 8-6 Monday through Friday and 10-2 on Saturday.

We think you'll find pediatric care at The Corvallis Clinic is great for your children and even better for your schedule.

Our Medical Staff

Our pediatricians are an important part of the comprehensive medical care available to you at The Corvallis Clinic, the largest independent physician-led medical group in the mid-Willamette Valley. We have more than 100 providers offering medical services throughout 10 locations. Our providers are board certified in 27 specialties, including Pediatrics.

Behavioral Health

Comprehensive Mental Health Services





Mental Health Services

Our Behavioral Health providers offer a range of services to a variety of age groups, from early childhood to older adults. Our services include evaluation, psychological testing, counseling, and therapy to help manage and treat a variety of issues and problems that affect people's lives, including:

- Treatment of depression, anxiety, panic, phobias, and other mental health diagnoses
- Psychotherapy for help in the recovery from abuse and trauma
- Evaluation and treatment of attention deficit disorder and behavior
- Evaluation services for developmental disabilities, including autism spectrum disorders and learning disabilities
- Psychological testing of intelligence, cognitive function, and personality
- Consultation for and management of eating disorders
- Assistance in coping with major life changes, loss, and divorce
- Adaptation to medical illness and management of chronic pain
- Stress management
- Insomnia treatment

Professional and Confidential Treatment

Our licensed Behavioral Health professionals emphasize comprehensive mental health services, backed by the providers, resources, and staff of The Corvallis Clinic. This unique arrangement combining medical and behavioral expertise allows our clinical psychologists to coordinate with your physician when needed. During difficult times, our providers are here to assess your situation and offer a plan for confidential treatment and follow-up.

We serve individuals with a variety of needs. Our specialists are highly trained and offer confidentiality, understanding, and sensitivity to your personal beliefs and values. They adhere to the code of ethics of the American Psychological Association or the American Medical Association.

Exceptional Providers. Trusted Care.

Providers in the Behavioral Health Department are part of The Corvallis Clinic, an independent, physician-owned medical group of more than 100 providers represented throughout our seven mid-Willamette Valley locations. Our providers are board certified in 27 different specialties, including psychology.

Office Hours
Monday-Friday, 8 a.m. to 5 p.m.

For established patients, if any emergency occurs during regular office hours, please call 541-754-1288. For after-hour emergencies, The Corvallis Clinic Answering Service may be reached at 541-754-1150. In an emergency, other resources attempt to contact your therapist. Other resources include your local hospital or the crisis line for Benton and Benton Counties at 888-232-7192.



Provider Rack Cards

Provider rack cards display the provider's photo at the top with a quote called out in a blue circle placed in the lower right corner of the photo. The provider's biographical information is featured on the front of the rack card; the provider's education, experience, certifications, and location are included on the back of the rack card along with a location map and phone number for appointments.

When providers are lacking biographical details, a single-sided design is available. In that case, the formatting is similar, featuring the provider photo and quote, if available, at the top. However, in lieu of biographical information, other pertinent details are listed. These include education, experience, certifications, and location. The location map is omitted due to space constraints.

Rack Card Photo Standards

Rack card photos should be taken on a dark background and in a wide format. The provider should be centered in the frame with as much space as possible around their head and shoulders. Ideally, the provider will be looking straight on or slightly to the right (their left) in their portrait.

Julie Rogers, FNP-C
Endocrinology & Weight Loss

Julie Rogers is a Family Nurse Practitioner with extensive Endocrinology experience including diabetes, thyroid, adrenal insufficiency, low testosterone, PCOS, menopause, and osteoporosis. She also works closely with patients in our Weight Loss Program. Ms. Rogers grew up in the Pacific Northwest. She served 5 years as a combat medic in the US Army and then obtained her BS in Nursing at Texas Tech University and her MS in Nursing from the University of Texas. She moved back to the Pacific Northwest to be closer to her family and grandchildren. Ms. Rogers prides herself on being a great listener, taking the time to understand what her patients are experiencing, and exploring different avenues to help them feel better.

Julie Rogers, FNP-C
Education: Nurse Practitioner Program, University of Texas, San Antonio, TX, 2014; Bachelor of Science in Nursing, Texas Tech University, Lubbock, TX, 2011
Previous Experience: Advanced Practice Nurse Practitioner, Diabetes and Metabolism Specialists, San Antonio, TX, 2015-2020; Advanced Practice Nurse Practitioner, Pulmonary and Sleep Institute, San Antonio, TX, 2014-2015; Registered Nurse, CHRISTUS Santa Rosa Hospital, San Antonio, TX, 2011-2014
Certification: Family Nurse Practitioner, American Academy of Nurse Practitioners

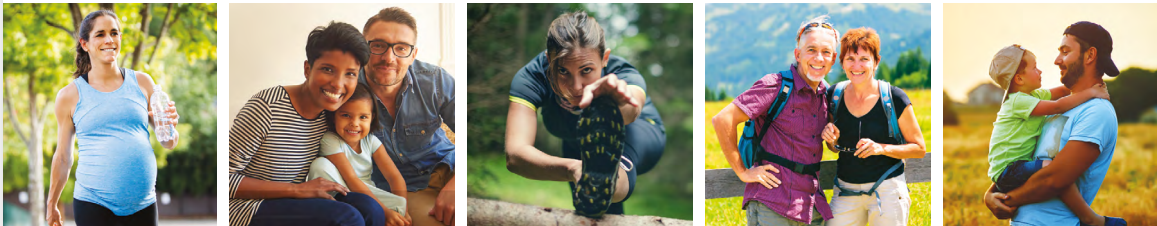
Practice Location
Asbury Building
3680 NW Samaritan Drive
Corvallis, OR 97330
Endocrinology: (541) 754-1260
Weight Loss Program: (541) 766-2180

Corvallis
The Corvallis Clinic
Asbury Building
Hospital
NW Samaritan Dr.
NW Elka Dr.
The Corvallis Clinic
Anatomy Building
The Corvallis Clinic
Surgery Center

The Corvallis Clinic
CorvallisClinic.com



Welcome to The Corvallis Clinic
**My First Choice
for Health Care**



Flyers



SPORTS PHYSICALS

for Philomath area high school
and middle school athletes

Friday, June 1, 2018

12:30 to 4 p.m.

Philomath High School Auditorium

\$25 fee donated to the
Philomath Booster Club

Sponsored by The Corvallis Clinic Orthopedics and
Sports Medicine Department

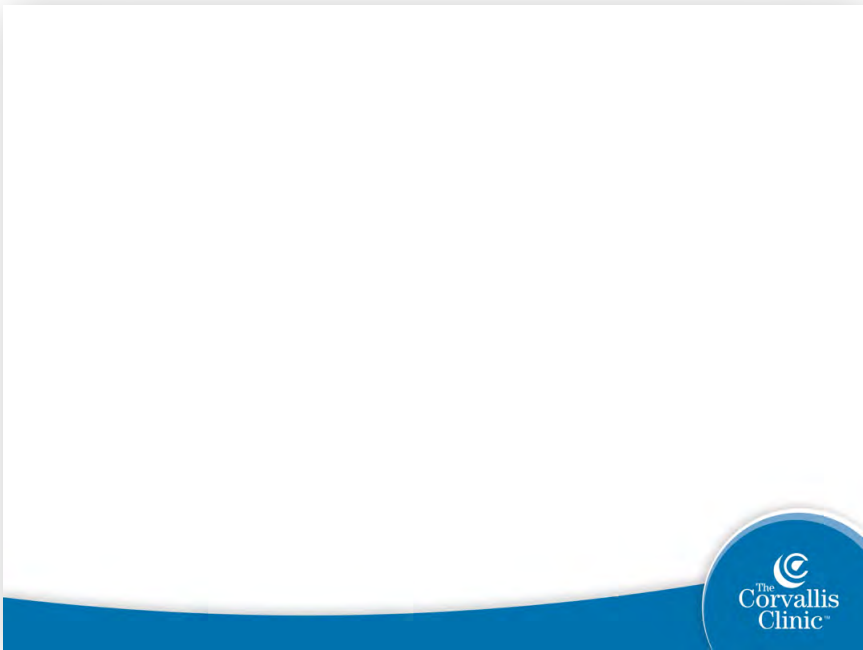
541-754-1276 | CorvallisClinic.com



PowerPoint Presentation Slides



Title slide



Content slide

Websites

Websites are examples of electronic publications that represent The Clinic in the marketplace. Design and content for The Clinic’s websites are the responsibility of the Marketing and Public Relations Department. Information Technology (IT) provides support for the technical aspects for our sites.

The screenshot shows the homepage of The Corvallis Clinic. The top navigation bar includes links for Locations & Hours, Find a Physician, Pay My Bill, Resources, News, Blog, Careers, Contact Us, and a phone number (541-754-1150). A search bar is also present. Below the navigation, the main header features the clinic logo and menu items: Patient Portal, Primary Care, Specialty Care, Immediate/QuickCare, and Telemedicine. The main content area has a large image of a family with the headline "My First Choice for My Family's Health". Below this is a blue banner with white text announcing a Drive-Thru COVID-19 Vaccine Clinic on Saturday, April 10, 2021, from 10 a.m. to 3 p.m. by appointment only. A link is provided to learn more and schedule. A smaller line of text below the banner states that the event has a limited number of appointments and that additional in-office vaccination clinics will be announced as more information becomes available.

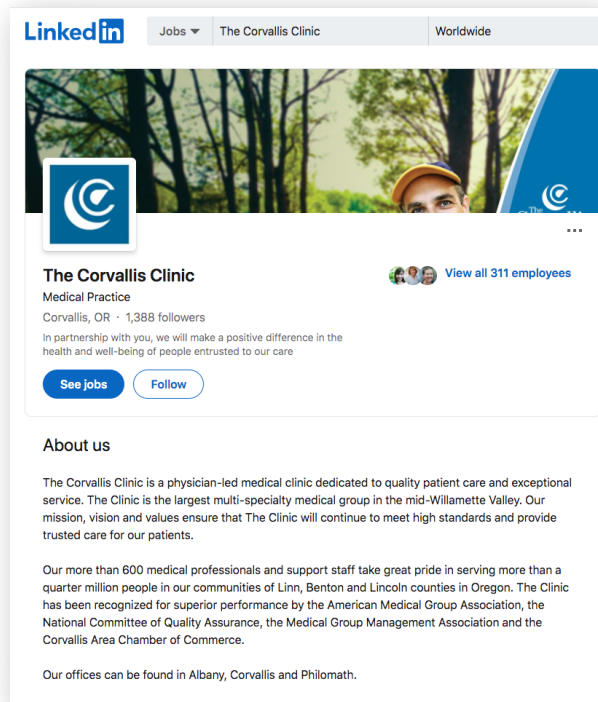
The screenshot shows a section of the QuickCare website. The top navigation bar includes links for Services, Payment, Location, Providers, and a prominent "Schedule Now" button. The main content area features a background image of a woman holding a smartphone. On the left side, there is text that reads: "Quick, easy, affordable care. Open 7 to 7! QuickCare-Albany is open seven days a week. QuickCare-Corvallis is open Wednesday (1 pm-7 pm) and Thursday-Saturday. Please bring and wear a required mask while visiting QuickCare. QuickCare is available to patients 2 years of age and older for the treatment of minor illnesses, injuries, vaccines, and sports physicals." Below this text is a "SCHEDULE NOW" button. At the bottom left, there is a small note: "QuickCare or Immediate Care? To find out where to go based on your symptoms, click Same Day Care."

Social Media

Social Media platforms are examples of electronic publications that represent The Clinic and allow for interaction in the marketplace. The Clinic has business pages on social media platforms, including Facebook, Twitter, Instagram, YouTube, and LinkedIn. Marketing is responsible for the design, messaging, and administration of our social media sites and maintains processes for monitoring and handling “reputation management” of reviews and other interactive content. Marketing works with Risk Management on interactive content as needed, and assists departments with posting and messaging on social media pages.



Facebook



LinkedIn

← **The Corvallis Clinic**
641 Tweets

My First Choice for Health Care

The Corvallis Clinic
@CorvallisClinic

[Follow](#)

The Corvallis Clinic
@CorvallisClinic

The largest independent multi-specialty medical group in the mid-Willamette Valley.

📍 Oregon corvallisclinic.com 📅 Joined June 2009

154 Following 758 Followers

Twitter

My First Choice for Health Care

The Corvallis Clinic
305 subscribers

HOME VIDEOS PLAYLISTS CHANNELS ABOUT 🔍

Popular uploads ▶️ PLAY ALL

--	--	--	--	--	--

Pediatrics ▶️ PLAY ALL

--	--	--	--	--	--

YouTube channel

Advertising

Print Ads

Print advertising is developed by the Marketing Department for placement in newspapers, magazines, outdoor venues and other printed materials. The look, feel and message consistency is important to the success of advertising. If you have need to advertise a program, contact Marketing.



My First Choice for Eye Care

WE'RE FOCUSED ON YOUR EYE HEALTH.

Our board-certified optometrist provides personalized examinations and treatment. And our board-certified ophthalmologists perform state-of-the-art procedures, including cataract, Lasik, and glaucoma laser surgeries. Plus you get the benefits of precisely fitted prescription glasses and repairs, contact lens trials and fittings, and a complete Optical Center with the latest in smart and stylish eyewear. Come for just one visit and you'll see things differently.


Call us to schedule an appointment and make The Corvallis Clinic your first choice for eye care.

Find a Physician
541-757-3757 | CorvallisClinic.com/FirstChoice



Digital Ads

Digital advertising comes in many forms, such as AdWords, Pay-per-Click, digital display, mobile and social media advertising. Digital advertising is meant to be interactive and, for this reason, its complexity requires an understanding of digital specifications, navigation, and tracking that is different from print media. Please contact Marketing with your questions about digital advertising.

 **The Corvallis Clinic**
February 5 · 🌐

An enlarged prostate can cause frequent trips to the bathroom and urinary urgency. Fortunately, these symptoms can be treated. Schedule an appointment today with The Corvallis Clinic Urology team at 541-754-1287.


Learn more at <https://www.corvallisclinic.com/ur.../rezum-treatment-for-bph/>



The Corvallis Clinic
Family Doctor

[Learn More](#)


7 2 Shares

 **The Corvallis Clinic**
November 5, 2020 · 🌐

Is there a difference between rheumatoid arthritis and osteoarthritis? Moreover, why does the difference matter, and how does it affect your diagnosis and treatment?

For those who have arthritis, pain is pain. The distinction between the two types may not be at the forefront of your mind. But despite their similarities, there are differences between rheumatoid arthritis and osteoarthritis. Those defining characteristics can make all the difference when seeking treatment.

[http... See More](#)



CORVALLISCLINIC.COM

Rheumatoid Arthritis and Osteoarthritis: [Learn More](#)

 **The Corvallis Clinic**
December 29, 2020 · 🌐

In 2020, the Corvallis Clinic Foundation gave over \$8,500 in scholarships for high school and college students. Help students make a dream in health care come to life with a one-time or recurring gift: <https://www.corvallisclinicfoundation.org/donate/>



4

 **The Corvallis Clinic**
March 3 at 9:09 AM · 🌐

A Corvallis native, Dr. Kolchugina, is interested in all aspects of pediatric care. She is particularly fascinated by the newborn and early childhood periods during which dramatic changes occur in growth and development. "It's amazing for me to see my patients grow and change through all the stages of their childhood." She also enjoys adolescent health and the management of acute and chronic illnesses.

Our pediatricians see patients six days a week. We're open Saturday from 10 to 2, and Monday through Friday from 8 to 6. Call to schedule an appointment and make The Corvallis Clinic your first choice for pediatric care today. Pediatrics: 541-754-1278.

<https://youtu.be/ue306FHdE7Q>



28 2 Comments

Radio and Television Ads

Broadcast advertising on radio and television can be developed in 30- and 60-second spots. Technical formats can vary and often require expertise of qualified professionals for scripting, voice talent, and quality production. Marketing has access to qualified professionals and can help coordinate projects. A specific musical bed and spokesperson can be part of The Clinic brand for such types of communication. Please contact Marketing for assistance with this type of advertising.

Video Production

Videos promoting The Clinic are an excellent way to provide information about our organization. Video production is complex with phases for concept, scripting, shooting, and post production. Marketing has access to qualified professionals and can help coordinate projects. A specific musical bed and spokesperson can be part of The Clinic brand for such types of communication. Please contact Marketing for assistance with this type of communication.

Signage System

Effective signage can help our customers use our facilities. It can ease customer movement, increase identity, and add service value. Effective signage can provide a clear identity system to help patients perceive a strong positive image about us, and better understand the relationship of our departments. Signage can help build a consistent image graphically, help provide clear information and present our mission and other messages that are valuable for growing our business.

Identity

A clear signage identity system can help patients understand the relationship of all the parts within our organization. Unity in the use of signage, materials, and hierarchies will underscore the organization's image and distinctions with more clarity.

Wayfinding

Consistency with wayfinding will help patients who are not familiar with our sites find their way. Wayfinding provides a hierarchy, or order, that begins as visitors enter the grounds by vehicle and continues to appropriate parking lots, buildings, entrances, and hallways. Too much non-essential information on signage and confusing labels and/or color designations can result in making the meaningful information unclear. Building areas, departments, room usage, and other ID signs help label features for patients as needed for wayfinding and clarity.

Public Relations

In addition to general identity and wayfinding, signing specifically designed for public relation purposes can further project a positive accessible image. Specifically, these would include such items as mission statement, physician photos, patient education displays, and bulletin board displays.

Paper Signage

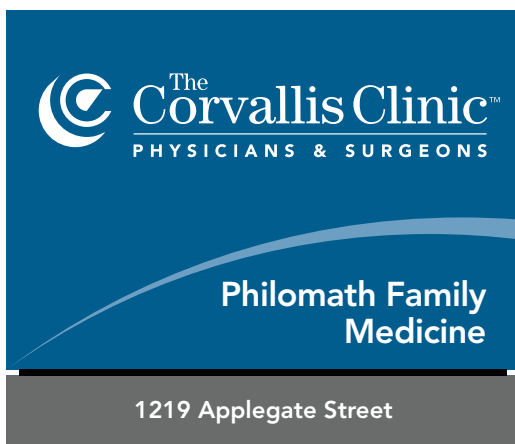
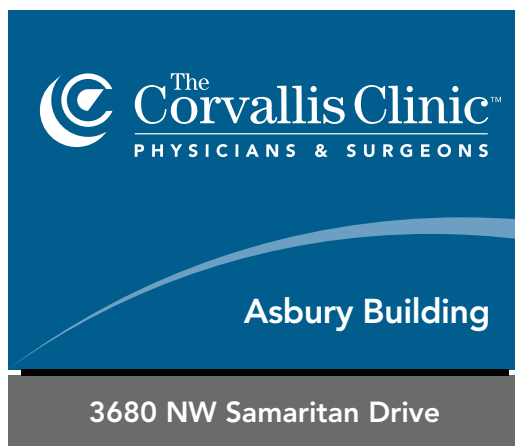
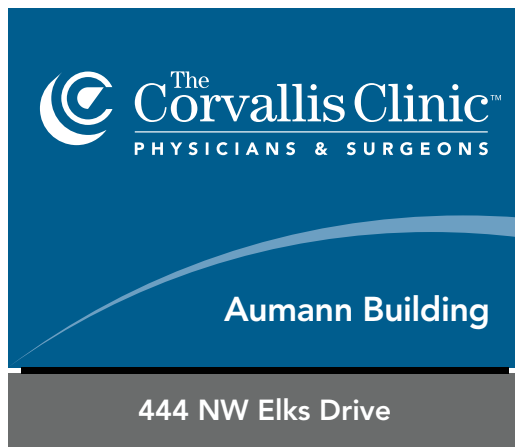
Policies regarding artwork, wall decorations, and miscellaneous display items are governed by the Clinic's Board of Directors. Artwork policies require that no items be hung on windows or in doorways. All permanent materials such as art hanging, wall paintings, interior decor, and displays must be approved by an ad hoc Art Committee assigned by the Board of Directors.

Exterior Signage

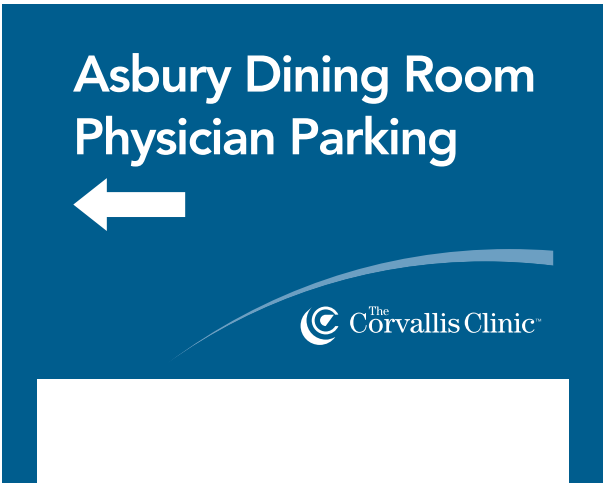
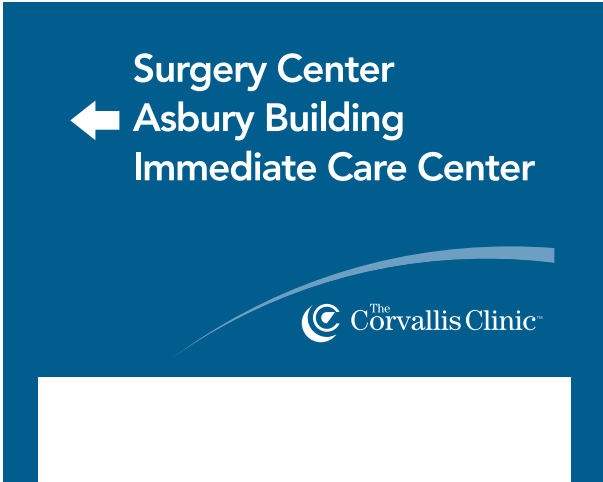
To assist patients in finding their way to facilities, exterior signage should follow this order:

- Main Monument Identification Signs
- Secondary Identification Signs
- Traffic Directional Signs
- Building Identification Signs

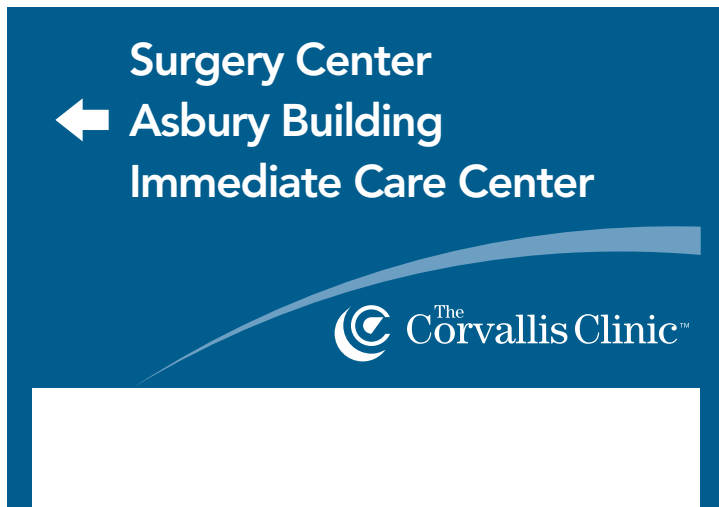
Main Monument Identification Signs



Secondary Identification Signs



Traffic Directional Signs



Building Identification Signs



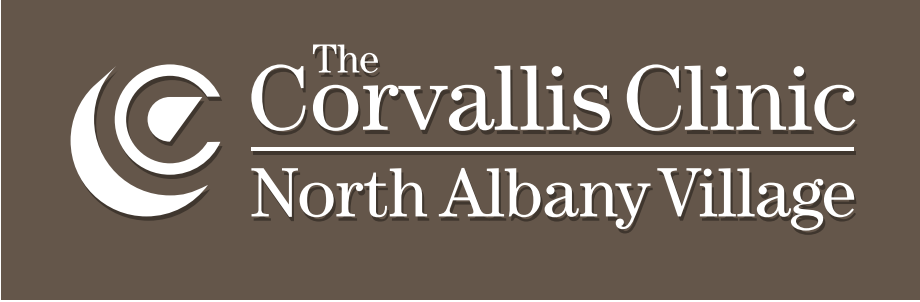
Asbury Building



Aumann Building



Surgery Center Building



North Albany Village Building

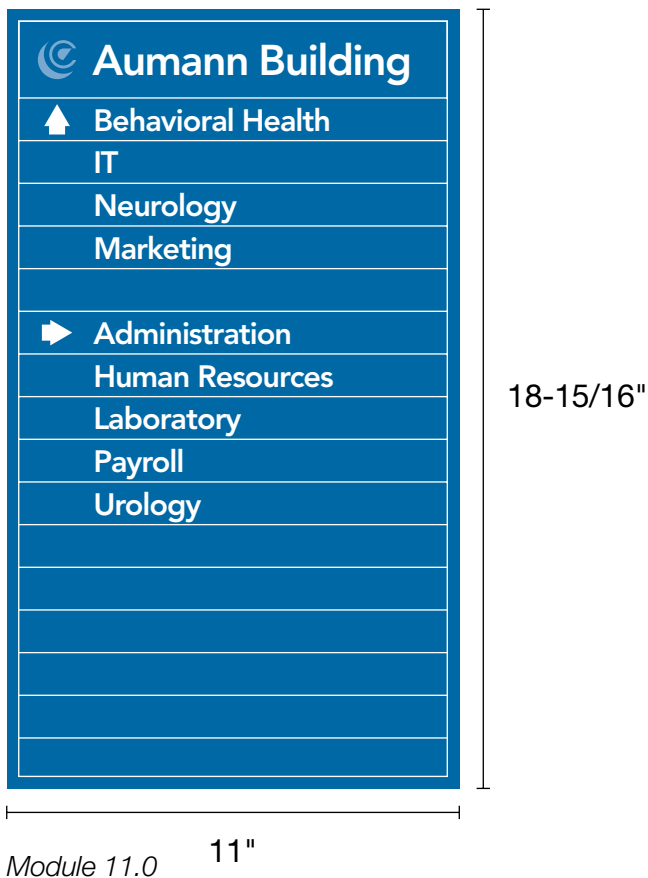
Interior Signage

To assist patients find their way around our facilities, interior signage should follow this order:

- Main Directory
- Wall Directional
- Department Identification Sign
- Room Identification Signs
- Code Requirement Signs (ADA signage & room numbers)
- Desk Signs

Wall Directional (Modules 10.0, 11.0, 12.0) *Signs shown are not actual size.*

Wall Directional Signs are available in various lengths to accommodate multiple location needs. The Building name and logo should be identified in the top line. Organize alphabetically by directional sections. Allow space between the directional sections and at the bottom. The font used throughout is Avenir Heavy and should appear flush left. The cap height of the Building name is 3/4". The cap height of the Department names are 1/2".



Department Identification Signs (Module 7.24) *Signs shown are not actual size.*
The font used is Avenir Heavy and should appear centered both vertically and horizontally.
The cap height of the text is 1-1/2" and is reversed out of a PMS 7469 field.



Module 7.24 24"

Room Identification Signs (Modules 3.0, 3.7, 4.0) *Signs shown are not actual size.*
The font used is Avenir Heavy and should appear centered both vertically and horizontally.
The cap height of the text is 1/2" and is reversed out of a PMS 7469 field.

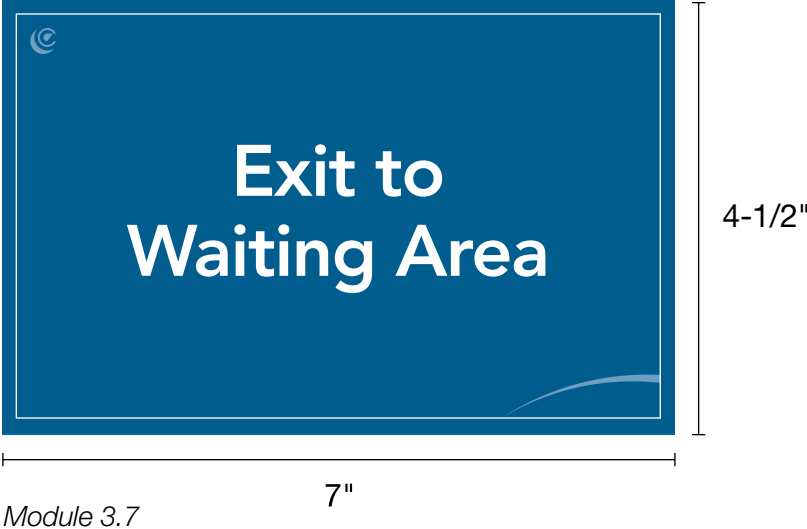


Module 3.0 7"



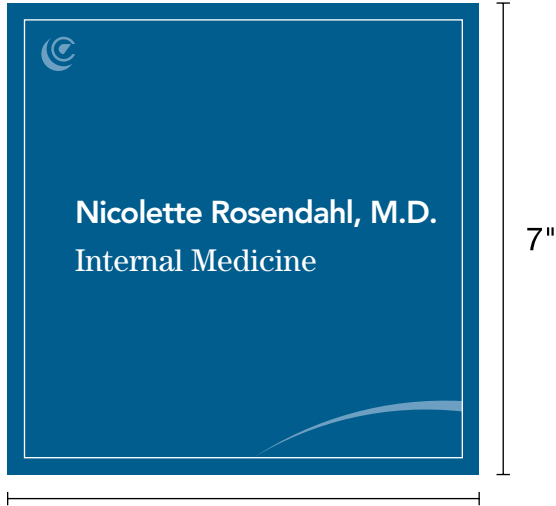
Module 3.7 7"

Additional Room Identification Signs (Modules 3.7) *Signs shown are not actual size.*
The font used is Avenir Heavy and should appear centered both vertically and horizontally.
The cap height of the text is 1/2" and is reversed out of a PMS 7469 field.



Office Signs *Signs shown are not actual size.*

The font used for the Dr. name is Avenir Heavy and should appear flush left. The font used for the Specialty or Title is ITC Century and should appear flush left. The cap height for each line of text is 3/8" and is reversed out of a PMS 7469 field.

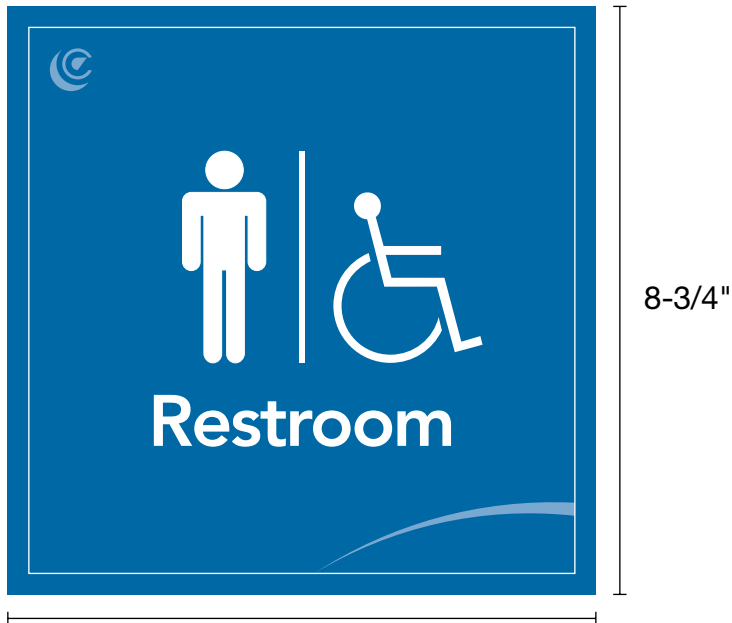


Module 4.0

7"

Code Requirement Signs (Modules 4.0, 6.0 ADA) *Signs shown are not actual size.*

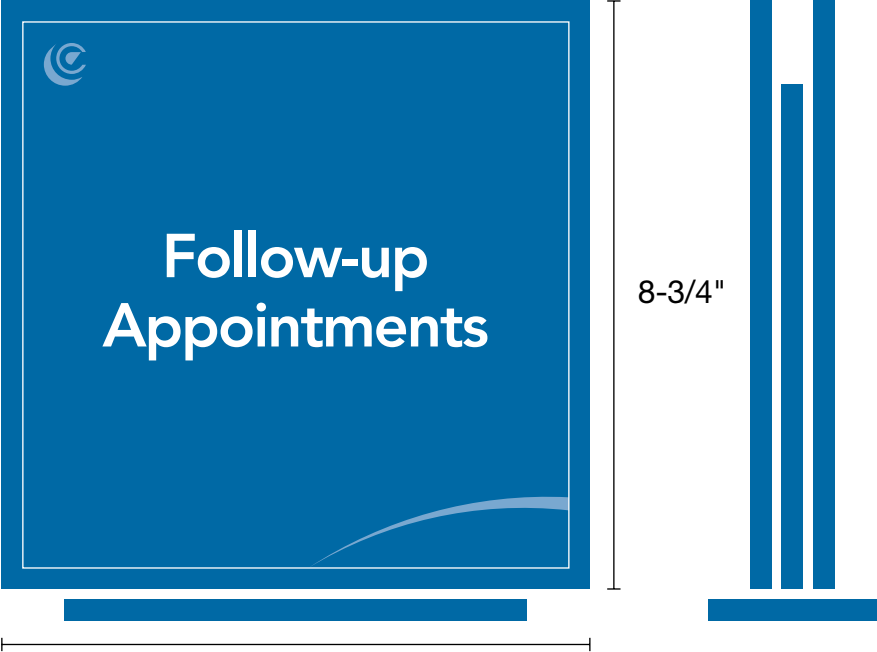
The font used is Avenir Heavy and should appear centered both vertically and horizontally. The cap height of the text is 3/4" and is reversed out of a PMS 7469 field.



Module 6.0 ADA

8-3/4"

Desk Signs (Module T Sign & Angle Sign) *Signs shown are not actual size.*
The font used is Avenir Heavy and should appear centered both vertically and horizontally.
The cap height of the text is 1/2" and is reversed out of a PMS 7469 field.



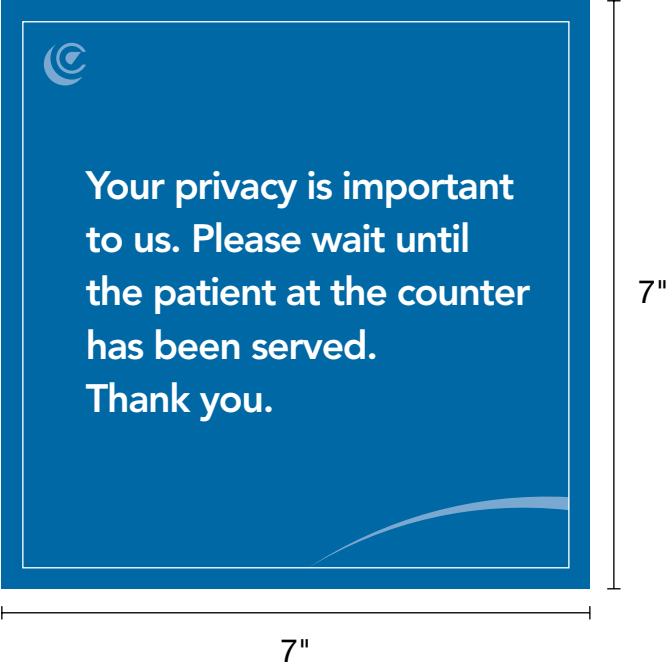
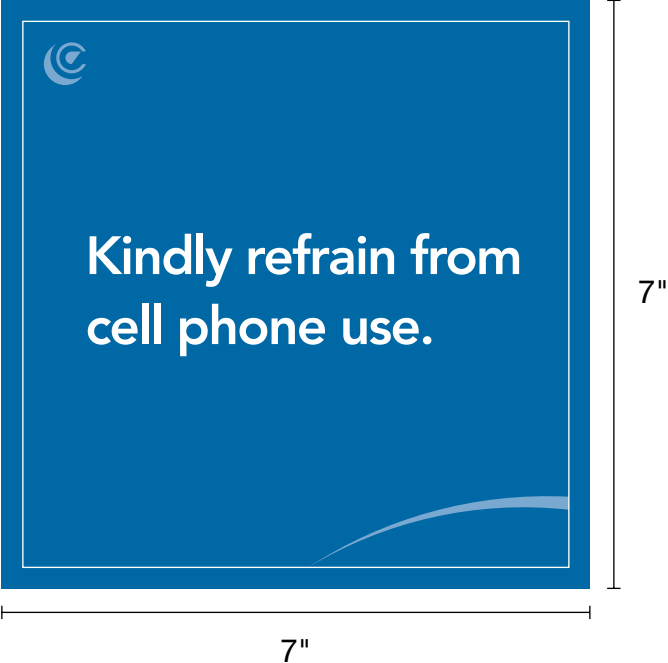
Module T Sign



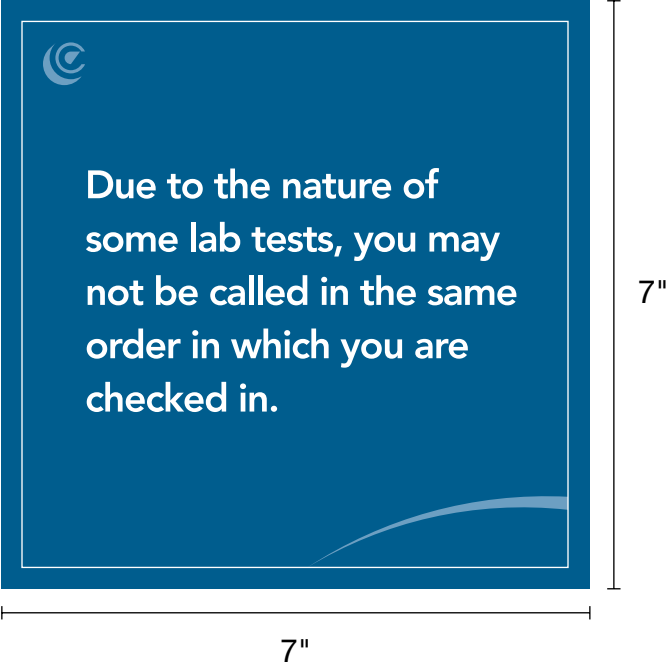
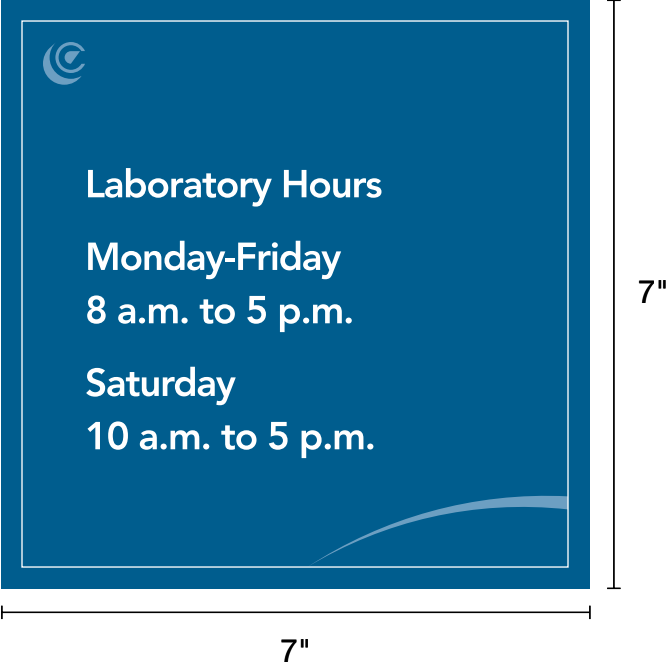
Angle Sign

7"

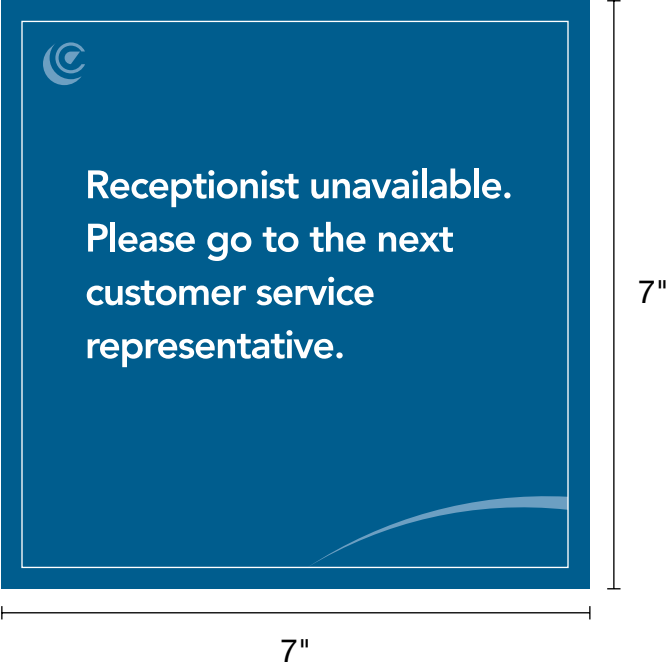
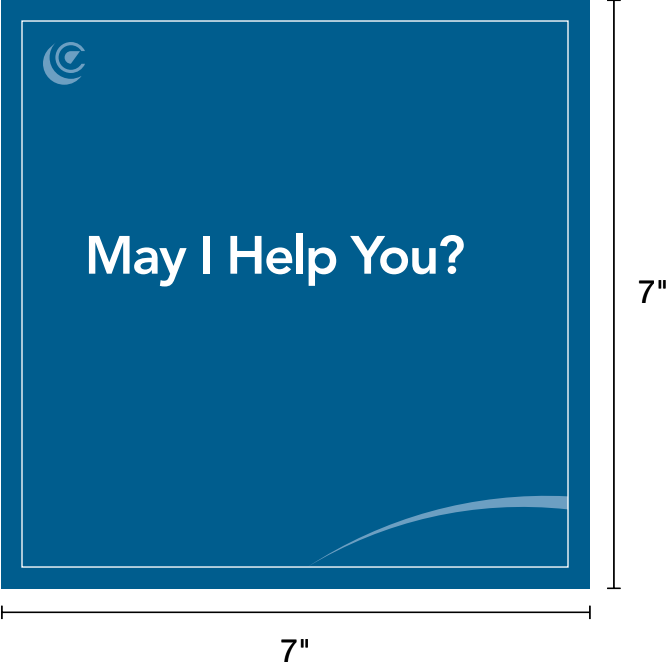
Informational Signs (Follow Module 3.0, 3.7, or 4.0 depending on verbiage)
Signs shown are not actual size. The font used is Avenir Heavy and should appear flush left. The cap height of the text is 5/16" - 7/16" depending on the amount of verbiage and is reversed out of a PMS 7469 field.



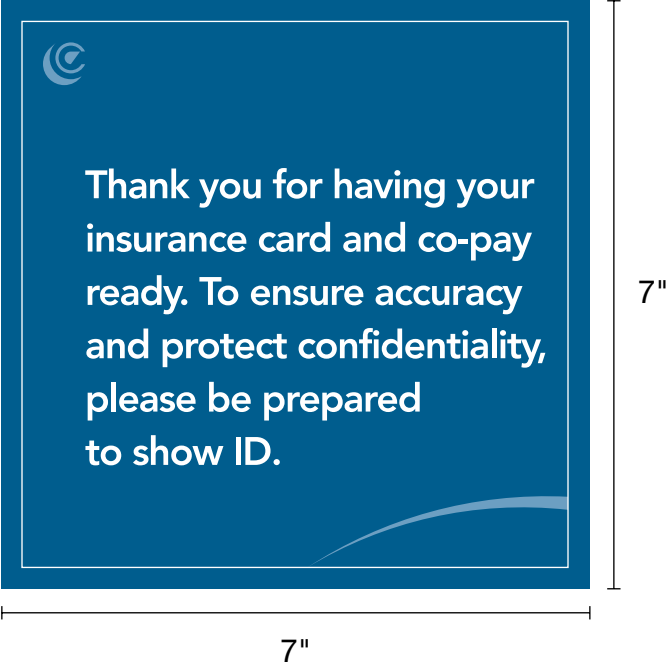
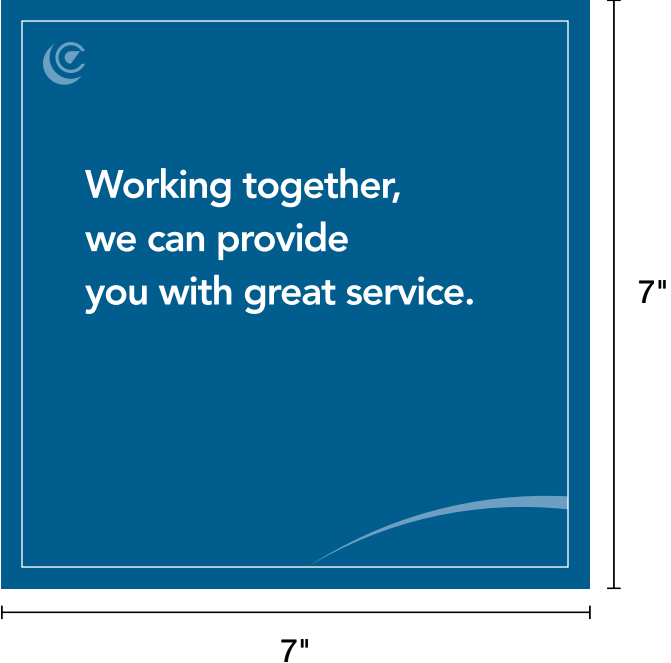
Additional Informational Signs (Follow Module 4.0) *Signs shown are not actual size.*
The font used is Avenir Heavy and should appear flush left. The cap height of the text is 5/16" - 7/16" depending on the amount of verbiage and is reversed out of a PMS 7469 field.



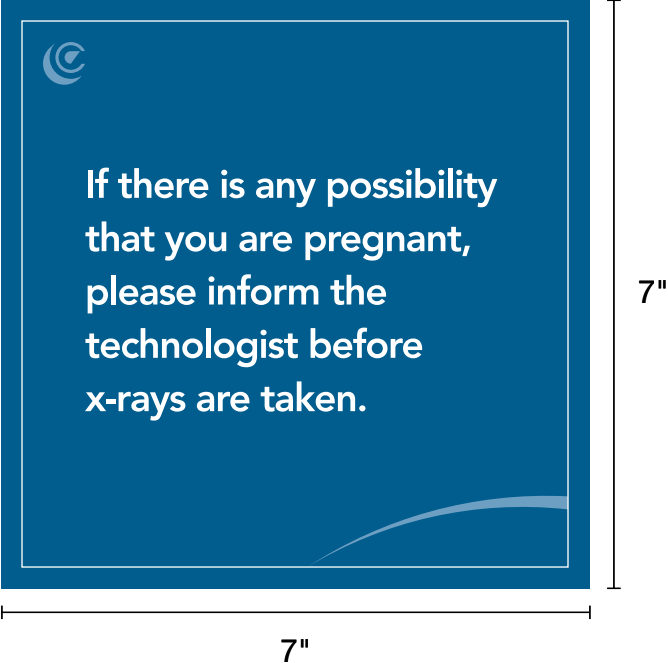
Additional Informational Signs (Follow Module 4.0) *Signs shown are not actual size.*
The font used is Avenir Heavy and should appear flush left. The cap height of the text is 5/16" - 7/16" depending on the amount of verbiage and is reversed out of a PMS 7469 field.



Additional Informational Signs (Follow Module 4.0) *Signs shown are not actual size.*
The font used is Avenir Heavy and should appear flush left. The cap height of the text is 5/16" - 7/16" depending on the amount of verbiage and is reversed out of a PMS 7469 field.



Additional Informational Signs (Follow Module 4.0) *Signs shown are not actual size.*
The font used is Avenir Heavy and should appear flush left. The cap height of the text is 5/16" - 7/16" depending on the amount of verbiage and is reversed out of a PMS 7469 field.



QuickCare - General Guidelines

Logo

This is the preferred orientation of the QuickCare logo.



In situations where the width is confined, a more vertical orientation of the QuickCare logo can be used.



One-color Logo

A one-color version of the QuickCare logo also exists. This one-color version should either print in 100% PMS 3015 blue, black or reverse out of a colored field in white.



Color substitution

The following process build can be used in place of PMS 3015 Blue: 100% Cyan, 30% Magenta, 0% Yellow and 20% Black.

QuickCare Stationery System

Stationery items are the most widely distributed identifying materials representing a corporation. For this reason, QuickCare's stationery system is a key component of its identity program.

Elements of QuickCare's stationery system include business cards, #10 envelopes, letterhead, notepads, name badges, rack cards (stuffers) and a presentation folder.

QuickCare stationery items should be ordered from vendors associated with The Corvallis Clinic to ensure quality and consistency. Stationery items are available from the Purchasing Department. Unique designs or formatting of stationery are not permitted without prior approval.

QuickCare Business Cards

QuickCare business cards match the letterhead and envelopes and are printed in four-color process plus PMS 3015 on a white colored card stock. To ensure appropriate spacing, colors and placement, all business cards must be ordered through the Purchasing Department and approved by a Clinic Supervisor and Administrator. Business card request forms may be found on our Clinic intranet.

Individual information on business cards, such as email address, contact numbers, etc., is appropriate, as long as their inclusion does not change line and margin formats. All special requests should be referred to the Marketing and Public Relations Department.



Card Front



Card Back

QuickCare #10 Envelopes

QuickCare #10 envelopes match the letterhead and business cards and is printed in four-color process plus PMS 3015 on a white envelope stock. To ensure appropriate spacing, colors and a placement, all envelopes are to be ordered through the Purchasing Department.



QuickCare Letterhead (shown on the next page)

QuickCare letterhead matches the business cards and envelopes and is printed in four-color process plus PMS 3015 on a white colored paper stock.

1. Address information is centered and reversed out of a PMS 3015 field at the bottom of the page
2. Margins are 2" from the top and 1" from the left-hand side of the page
4. Letters should be formatted flush left and ragged right and be contained within the 3/4" right-hand margin and 1-1/4" from the bottom margin.
5. The recommended typeface for letters is Avenir Book or Arial Regular when Avenir Book is unavailable.
6. If the letter continues to a second page, margins should match those shown for the first page. Be sure to print second pages of the letter on the appropriate letterhead stock.



2"

1"

3/4"

QuickCare Notepad

QuickCare notepads match the other stationary components and are printed in four-color process plus PMS 3015 on a white envelope stock. To ensure appropriate spacing, colors and a placement, all envelopes are to be ordered through the Purchasing Department.



QuickCare Name Badge

Name badges help identify providers and employees who work at QuickCare, particularly for patients, and are designed to match the corporate brand. They are printed in four-color process plus PMS 3015. To ensure appropriate spacing, colors and placement, all name badges are printed through the Human Resources Department, in collaboration with Marketing for the branded template. Name Badge request forms can be found on the Clinic intranet.

Individual information on name badges is specified in The Clinic's Name Badge Etiquette Policy with patients in mind. A photograph (taken by Human Resources), first and last name, minimal credentials and department are required on badges for the benefit of patient awareness. Supplemental pieces, such as code information or service recognition, may be added to the back of an official name badge as appropriate.



Type specifications for QuickCare Name Badge

1. All type specifications and margins are shown above
2. First & Last Name, Credentials, and Department are centered below the provider photo.
3. Photograph is a tight head and shoulders image tinted blue on a white background.
4. A ghosted image of the QuickCare logo mark appears on the badge.
5. The QuickCare logo is used on all name badges.

QuickCare Rack Cards (Stuffers)

Rack Cards or Stuffers for QuickCare feature the QuickCare logo at the top with changing messaging below. Clinic hours are highlighted in a green circle. The tagline “QuickCare. Feel Better. Faster.” is bumped up Avenir Heavy font size and appears in PMS 3015 blue.



The rack card features the QuickCare logo at the top, with the text "By The Corvallis Clinic" below it. Two overlapping circles are positioned below the logo: a green circle on the left containing the text "Open 7 am to 7 pm 7 Days a Week" and a blue circle on the right containing "Schedule Online Now: QuickCare.Clinic". Below these circles is a section titled "Services" with six icons in a 2x3 grid: a thermometer for "Illnesses", a bandage for "Injuries", a syringe for "Immunizations", a flask for "Lab Tests", a graduation cap for "Student Health Option", and a soccer ball for "Sports Physicals". A "Please Note" section follows, stating that the clinic does not offer x-rays, imaging, narcotics, opioids, or benzos onsite. The tagline "QuickCare. Feel Better. Faster." is prominently displayed in blue, followed by the instruction "Make your appointment online or in person." and three address locations: Albany Heritage Mall, Corvallis at OSU, and Lebanon. A blue footer bar at the bottom contains the text "Schedule Online: QuickCare.Clinic".

QuickCare
By The Corvallis Clinic

Open 7 am to 7 pm
7 Days a Week

Schedule Online Now:
QuickCare.Clinic

Services

- Illnesses
- Injuries
- Immunizations
- Lab Tests
- Student Health Option
- Sports Physicals

Please Note: We do not offer x-rays and imaging onsite; we cannot prescribe narcotics, opioids or benzos onsite.

QuickCare. Feel Better. Faster.
Make your appointment online or in person.

Albany Heritage Mall: 1815 14th Ave. SE
(near SELCO Credit Union)

Corvallis at OSU: 2001 NW Monroe Ave.,
Suite 104 (across from campus next to Dutch Bros.)

Lebanon: 2080 S. Santiam Highway (next to
Starbucks & AT&T)

Schedule Online: QuickCare.Clinic



Feel better. Faster.





The Corvallis Clinic is a physician-led medical clinic **dedicated to quality patient care and exceptional service.** The Clinic is one of the largest multi-specialty medical groups in the mid-Willamette Valley.

CorvallisClinic.com