
Branding in Action

Monday, Sept. 9, 2019

Branding in Action keeps team members informed as we continue to move through the rebranding process in 2019. Leaders, please print and post this document in your area, especially for those team members who don't have regular access to email.

Please review this document in its entirety. If you have further questions, contact CCommunications@PrismaHealth.org.

The latest

Replace your GHS and Palmetto Health branded lab coats and scrubs

If you have not done so already, please replace your GHS and Palmetto Health branded lab coats, scrubs and other clinical attire with Prisma Health branded items. GHS and Palmetto Health attire will no longer be permitted after Dec. 31, 2019.

Palmetto Health-USC Medical Group team members will not begin using Prisma Health branded lab coats until the medical group undergoes its rebranding.

Click [here](#) (Midlands) or [here](#) (Upstate) to access an apparel branding guide and list of authorized vendors.

Changes to how Prisma Health lab coats are embroidered

To enhance legibility of names and departments on Prisma Health lab coats, we now are using black thread for embroidery. Our authorized vendors are aware of this change. Lab coats embroidered with gray thread prior to this change may still be worn. However, all new lab coat orders must use black thread for embroidery.

Because production excellence and consistency are vital, only three vendor partners are authorized to embroider Prisma Health lab coats, regardless of where they are purchased:



- Cintas Corporation, health care division
- Gantt's Uniform Outlet
- Physician's Wear

Prisma Health team member ID badges coming soon

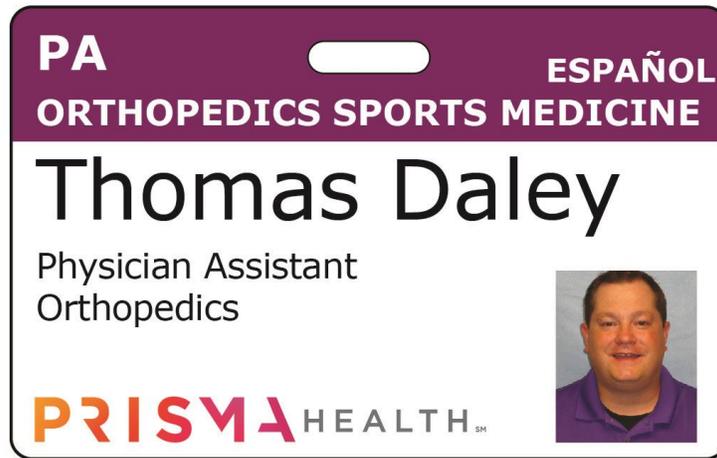
You will receive your new team member ID badge later this month. Directors will be given the new badges to distribute to their team members. Below are a few important items to know about the new badges:

- The new badges will be temporary and will not have chip technology.
- Permanent badges with chip technology will be distributed in fiscal year 2020, once Workday is up and running.
- You will need to wear your current GHS or Palmetto Health badge behind the new Prisma Health badge so that you can use its chip.
- In the Upstate, badges will note if the team member can speak Spanish.

The new badges are color coded to designate your work area/role:

- Plum bar: Team members and physicians, including non-employed credentialed providers, not in Women's Services or Children's Services.

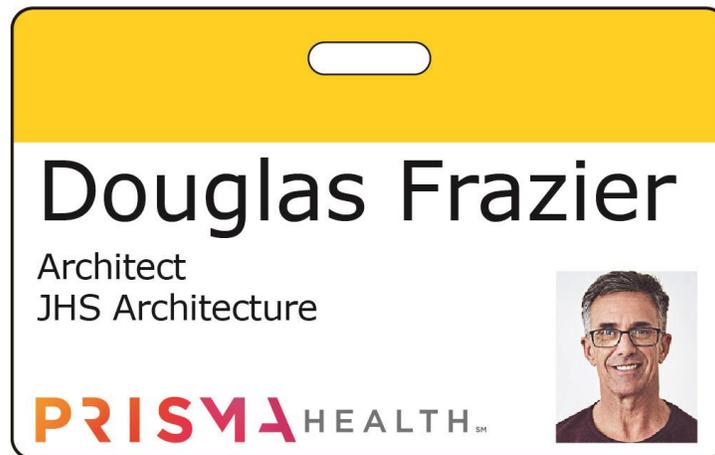




- Pink bar: Team members and physicians assigned to a Women's Services or Children's Services department.



- Yellow bar: Non-employed/non-credentialed, including vendors, contractors and students that are allowed in patient care areas.



- Tangerine bar: Non-employed/non-credentialed, including vendors, contractors and students that are not allowed in patient care areas.



** There are no plans to change uniform color standards. Each affiliate will continue using their current color standards. However, this may be revisited in the future as we continue to build a singular culture and brand.*

** Palmetto Health-USC Medical Group badges will not be designed and printed until the Medical Group rebrands.*

Reminders

Email to our old addresses will be forwarded until the end of the year

As a reminder, messages sent to @ghs.org, @PalmettoHealth.org, @thephqc.org and @myhfn.org email addresses will be automatically forwarded to our new @PrismaHealth.org addresses through Tuesday, Dec. 31.

Use the “En Dash” symbol

When writing Prisma Health–Midlands, Prisma Health–Upstate, Prisma Health Children’s Hospital–Midlands and Prisma Health Children’s Hospital–Upstate, the symbol that is used is “En Dash” without any space.

En Dash can be inserted a few ways:

- Insert, Symbol, More Symbols, Special Characters, En Dash
- Hold down Ctrl and use the minus key on the numeric keypad

Always use our full name, Prisma Health

- Always use Prisma Health in writing and dialogue rather than just Prisma, PH, PHM (Prisma Health–Midlands), PHU (Prisma Health–Upstate) or any other abbreviation.
- We have trademarked Prisma Health and do not own the trademark for Prisma by itself

Prisma Health should always be written in upper and lower case – Prisma Health

- Outside of the logo, it is never written in all capital letters

Visit the marketing resource sites

Be sure to check the marketing resource website often for the latest information, templates and more:

- Prisma Health–Midlands team members can access the site on myPal [here](#)
- Prisma Health–Upstate team members can access the site [here](#)

Maintain clear space around the Prisma Health logo

When placing the logo among other logos, above or near any images/graphs, etc., the minimum amount of clear space can be determined by measuring the height of the “I” and establishing a perimeter around the edges of the logo that is equal to that height.



There is only one logo for the health company

When placing text near the Prisma Health logo, it must be a minimum of half the width of the word Prisma below the logo. The Prisma Health logo should never be modified to create an affiliate, hospital, campus, practice or department specific version.

