



Brand Guidelines

The purpose of this document is to ensure that the Marshall Health Network brand maintains consistency among various stakeholders and platforms, from our interactions across the health care team to patient-focused care.

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Additional information and resources are available at:
brand.marshallhealthnetwork.org.

For questions or additional information before starting a project, please contact: **brand@mhnetwork.org**.

At Marshall Health Network, our brand is more than a logo or color palette – it’s the shared voice and vision that unites every corner of our organization. Every message we share reflects who we are and what we represent. Our brand guidelines exist to ensure consistency, clarity and cohesion across all communications so that every encounter – whether with patients, partners or peers – reinforces the trust, credibility and recognition we are building together.

Our brand embodies the **Power of We**. When we speak with one voice, we amplify our impact. A strong, unified brand helps our communities recognize and trust the care we provide; it strengthens recruitment and partnerships; and it supports our growth as a national leader in health care. These brand standards help us tell our story consistently and confidently, so every message – from a billboard to a business card – is instantly and unmistakably Marshall Health Network.

Further, this guide is a living document, designed to evolve with our network and the communities we serve. As our system grows and new entities, services and innovations emerge, our brand will grow with us. Together, by upholding these standards and contributing to their continued refinement, we ensure that the collective voice of Marshall Health Network remains clear, strong and aligned.



We are...

OUR VISION

To be the academic health system that delivers access, excellence and compassionate care at every stage of life.

OUR MISSION

Advancing **Health**.
Inspiring **Hope**.
Serving **You**.

CENTERS OF WELLNESS

- Addiction & Behavioral Health
- Gerontology & Healthy Aging
- Obesity & Diabetes
- Rural Health & Primary Care

OUR MEMBERS

- Cabell Huntington Hospital
- Hoops Family Children's Hospital
- Marshall Health
- Rivers Health
- St. Mary's Medical Center



NETWORK LOGOS

Our goal is a unified visual identity for Marshall Health Network. This is best achieved when all departments, centers, institutes, programs, units and clinics adopt the logo and branding guidelines closely and accurately.



CABELL
HUNTINGTON
HOSPITAL

HOOPS FAMILY
CHILDREN'S
HOSPITAL

ST. MARY'S
MEDICAL CENTER

RIVERS
HEALTH

MARSHALL
HEALTH



OUR ACADEMIC HEALTH SYSTEM

The Marshall Health Network brand offers multiple benefits that connect us to Marshall University and the Joan C. Edwards School of Medicine and differentiates us from other health care providers and organizations.

Each member of Marshall Health Network plays a role in promoting and building a collective brand identity. Our brand gives us the platform to inspire people to take an active role in their health. Therefore, we all have the opportunity—and the responsibility—to uphold the highest standards when representing Marshall Health Network.



ELEMENTS OF OUR LOGO

The Marshall Health Network logo is one of the most important and recognizable assets of the health system. The logo should be used consistently and treated with care and integrity.

The Marshall Health Network logo consists of the Marshall University Block M and the words “Health Network.”

The Block M should always be used with the logotype element as shown above. The Block M should appear only as part of a Marshall Health Network-approved logo or in compliance with **Marshall University Brand Guidelines**.

ELEMENTS OF OUR LOGO

Clear Space

In order to maintain the integrity of the iconic Marshall University logo and maximize the brand presence of Marshall Health Network, it is important to give the logo clear space and define a minimum clear space.

The clear space is measured by the cap height of “Health” in the Marshall Health Network logo. The clear space must always be a minimum of the “Health” cap height on all sides of the logo.

Minimum Size

To ensure readability, the logo should be reduced to no less than 1 inch in width for print or 100 pixels for web.

If there is a need for a logo smaller than the options above, type the words “Marshall Health Network” in Articulat CF Bold.



100 pixels



1 inch



PRIMARY LOGO
(Preferred version)

OUR LOGOS

Appearance

The Marshall Health Network logo may appear in only three colors: black, Marshall kelly green and white. When using the logo on a solid background, a solid white line should outline the Block M for maximum visibility. One color logo usage must remain consistent with the brand colors noted above. No other colors may be used when reproducing the Marshall Health Network logo.

The primary logo should be used whenever possible. This provides representation for all facilities and services within Marshall Health Network.



REVERSE ON GREEN



REVERSE ON BLACK



SOLID WHITE



SOLID BLACK



SOLID GREEN

OUR LOGOS

Special Usage

The Marshall Health Network logo has two special circumstance variations, used only in settings in which space is limited such as digital icons, apparel, promotional items, signage and digital advertising.

Please contact brand@mhnetwork.org for any other specialty uses.



Health
NETWORK

STACKED LOGO



Health Network

EXTENDED LOGO

LOGO MISUSE

To avoid misuse, please follow the guidelines below:

- Do not create a custom logo for specific purposes. This dilutes our identity.
- Do not alter the logo in any way by changing or adding elements or only using portions of it.
- Never change the logo's color or orientation.
- Do not redraw the logo in any way.
- Do not change the font.
- Do not delete or substitute the word "Network."
- Do not change scale, skew or rotate any logo.
- Do not change or vary the colors of any logo.
- Do not combine the logo or Block M with any other design, graphic, text or other element.
- Do not use the logo on top of a visually complex background
- Do not horizontally or vertically distort the logo.
- Do not change the scale of the block M.
- Do not change the color of the symbol or name.
- Do not outline or create a harsh drop shadow around the logo.
- Do not omit the clear space or place the logo within a shape.
- Do not use previous versions of the logo, including Mountain Health Network, Marshall Health, individual department or center logos following previous logo conventions.
- Do not personalize or make the logo specific to a department.

DO NOT:





NETWORK ENTITY BRANDING

Through strategic cobranding, we strengthen the visibility of our network as a comprehensive, connected health care system, while honoring the distinct contributions of each entity within Marshall Health Network.

NETWORK ENTITY BRANDING OVERVIEW

We understand that many hospitals, departments and units wish to establish an identity for their respective programs and initiatives. The only authorized identifiers for entities that are part of Marshall Health Network are included in this brand guide.

Unique visual marks and self-created logos are not approved for use by Marshall Health Network entities in order to strengthen our visual brand by maintaining a limited set of well-established identifiers.

The hospital identifiers on this page represent Marshall Health Network entities. Use these only when additional specificity is necessary—such as on signage, Cerner headers or other approved applications. All hospital identifiers must display the Marshall Health Network affiliation, which should remain visible and proportionate (as shown) to ensure its clear connection with the system.

When more than one unit is represented in a single piece, use the Marshall Health Network primary logo and list the affiliated entity names. Do not combine more than one entity logo on any publication.



PEDIATRICS BRANDING

**Hoops Family Children's Hospital
+ Pediatric Care at MHN**

COMING SOON

MARSHALL HEALTH NETWORK FOUNDATIONS

The Marshall Health Network Foundations logo represents the collective philanthropic strength of our family of foundations across Marshall Health Network (MHN). It serves as the unifying visual mark for all giving, fundraising and select community engagement initiatives within MHN. Consistent use of the primary Foundations logo ensures that donors, partners and the public recognize our work as part of one integrated organization working toward a shared mission.

Individual Foundation Logos

Each recognized 501(c)(3) foundation within MHN may have a secondary logo for limited, specific use when distinction is necessary—such as event sponsorships, donor recognition or regionally-focused initiatives. Individual foundation logos should always remain visually subordinate to the primary MHN Foundations logo and should be used sparingly, never replacing the primary logo in systemwide materials or communications. When in doubt, the primary Foundations logo should be used to represent the collective identity of our philanthropic efforts.

PRIMARY LOGO



STACKED LOGOS



INDIVIDUAL FOUNDATION LOGOS



HUNTINGTON'S KITCHEN

A community outreach of Marshall Health Network where people come to learn, cook and experience all that well-prepared food has to offer.

Tucked into the heart of downtown, Huntington's Kitchen is not only an inviting culinary space—it's also an extension of Marshall Health Network's commitment to education, access and community.

A unique community outreach of Marshall Health Network, Huntington's Kitchen may be the only venue of its kind in the nation. Its logo reflects the program's approachable community spirit, emphasizing warmth, nourishment and connection. MHN's green palette creates immediate visual cohesion with our master identity. The handwritten script for Kitchen conveys the warmth, energy and accessibility of a community kitchen. The chef hat's simple, rounded form symbolizes the joy of cooking. The inclusion of the Marshall Health Network logo ensures that Huntington's Kitchen is recognized as part of the MHN family, visually anchoring the program within the system's broader brand hierarchy.

PRIMARY LOGO



EXTENDED LOGO



HOSPITAL NAMING CONVENTIONS

Consistent naming conventions reinforce brand identity, minimize confusion and ensure clarity in patient communications, marketing materials and legal documents. This guide outlines standardized naming structures for hospitals, clinics and physician practices within Marshall Health Network.

Each hospital within the system should always be referenced using both the hospital name and its relationship to the academic health system on first mention in formal communications, including marketing materials, press releases and signage. That standard is “Marshall Health Network - [Hospital Name].”

- Marshall Health Network - Cabell Huntington Hospital
- Marshall Health Network - St. Mary’s Medical Center
- Marshall Health Network - Rivers Health
- Marshall Health Network - Hoops Family Children’s Hospital at Cabell Huntington Hospital

Abbreviations or acronyms (e.g., CHH or St. Mary’s) may be used only after the full name has been established in a document.

When referring to multiple hospitals within the system, use “Marshall Health Network hospitals [Hospital Name #1] and [Hospital Name #2]” where appropriate.

For case-by-case guidance or approval, contact brand@mhnetwork.org.

MARSHALL HEALTH DEPARTMENT, PROGRAM OR UNIT IDENTIFIERS

Marshall Health serves as the faculty practice plan of the Joan C. Edwards School of Medicine at Marshall University and the integrated group practice of Marshall Health Network.

Physician Practice Naming Conventions

The academic physician and hospital-based practices of Marshall Health Network should each follow clear, consistent formatting that aligns with the academic health system's branding. While naming conventions may vary as continued integration occurs among various services lines, the designation should clearly state the practice's affiliation with Marshall Health Network.

Examples:

Dr. Jane Doe, a board-certified cardiologist with Marshall Health Network, specializes in heart rhythm disorders. She is accepting new patients at HIMG Cardiology.

The pediatric specialists at Marshall Health Network provide expert care for children of all ages at five Marshall Pediatrics locations.

INTERIOR CLINIC SIGN EXAMPLE



CERNER HEADER EXAMPLE



OUTPATIENT DEPARTMENT & PROVIDER BASED FACILITY LANGUAGE

The phrases “A provider based facility of...” and “An outpatient department of...” show the relationship across the brand’s many departments and affiliates.

When paired with the Marshall Health or HIMG identifiers, the phrase should be centered underneath the main logo. It should appear in *Capitolium 2 Italic* and be included in all necessary marketing materials across relevant Network entities.

When mentioned in copy or not paired with the Marshall Health Network logo, the phrase should be consistent with the font used in the body of the document.

If the phrase appears smaller than 8 pt type and/or diminishes the advertising value, the phrase may be excluded from print ads, digital ads, certain signage and billboards.



A provider-based department of Cabell Huntington Hospital



An outpatient department of Cabell Huntington Hospital

EXTERNAL USE OF THE LOGO

Use of the logo by external collaborators or organizations should only be used with permission by the MHN marketing team. When requesting the logo, please provide size and file type requirements to ensure you have the logo that best meets your needs.

Affiliate Logo Usage

In addition to its member hospitals, Marshall Health Network and the Joan C. Edwards School of Medicine partner with more than a dozen hospitals across West Virginia, eastern Kentucky and southeast Ohio. To best reflect these important relationships, hospital partners may use the language “In affiliation with” and the Marshall Health Network logo or the Marshall Health logo when promoting the relationship and/or service line.

EXAMPLE

In affiliation with





VISUAL IDENTITY

Marshall Health Network showcases its brand's values and dedication to delivering high-quality health care, through a strong, consistent visual identity, including colors, typography, photography, identity and more.

PRIMARY COLOR PALETTE

Color is a vital part of our identity. Using our color palette throughout digital and printed materials maintains visual consistency, which is essential to a strong brand identity.

Marshall University is known for its vibrant Kelly green and black. This color combination plays a vital role in establishing a clear and powerful connection between Marshall Health Network and Marshall University.

These colors should be used consistently across various brand materials, such as logos, websites, marketing collateral, signage, etc., to create a strong, recognizable brand presence.

Marshall Kelly Green

CMYK: 80.0.92.0
PMS: 354C
RGB: 1.178.86
HEX: #01B256
Web Accessibility: #00ac3e

Forest Green

CMYK: 90.12.95.40
PMS: 349C
RGB: 42.104.61
HEX: #046A38

Process Black

CMYK: 0.0.0.100
PMS: Process Black C
RGB: 39.37.31
HEX: #27251F

White

CMYK: 0.0.0.0
RGB: 225.225.225
HEX: #FFFFFF

SECONDARY COLOR PALETTE

The colors in our secondary color palette were specifically chosen to complement the primary palette while honoring the legacies of our hospitals and health system. The use of the following colors as accents expand the brand experience by creating visual harmony and variety. These colors also provide flexibility in design while maintaining the brand's identity. These colors, when included, should be used sparingly. The secondary palette never replaces the primary palette.

Mint Green

CMYK: 13.0.11.0
PMS: 621C
RGB: 220.240.230
HEX: #DCFOE6

Sage Green

CMYK: 52.15.44.0
PMS: 557 C
RGB: 128.178.156
HEX: #80b29c

St. Mary's Blue

CMYK: 100.81.14.2
PMS: 2945
RGB: 20.74.143
HEX: #144a8f

Edwards Orange

CMYK: 2.42.90.0
PMS: 1375 C
RGB: 245.161.51
HEX: #f5a133

Clean Slate

CMYK: 78.65.53.44
PMS: 7546 C
RGB: 51.61.71
HEX: #333d47

Mint Mist

CMYK: 3.0.3.0
PMS:
RGB: 245.252.247
HEX: #f5fcf7

Sage Screen

CMYK: 4.1.2.0
PMS:
RGB: 242.247.245
HEX: #f2f7f5

Soft Blue

CMYK: 27.14.5.0
PMS: 537 C
RGB: 184.201.222
HEX: #b8c9de

Light Orange

CMYK: 1.11.24.0
PMS: 7506 C
RGB: 252.227.194
HEX: #fce3c2

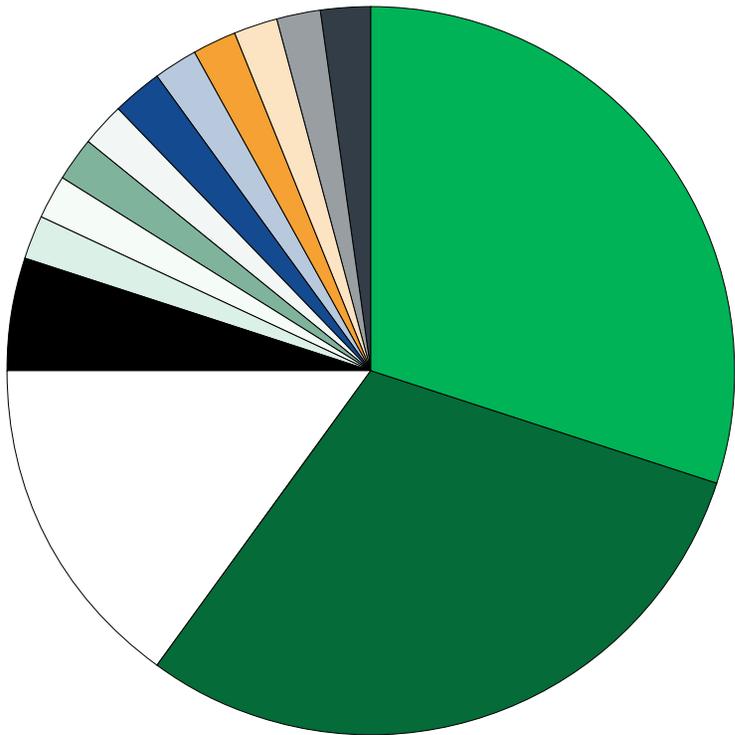
Corporate Gray

CMYK: 43.33.30.0
PMS: Cool Gray 7 C
RGB: 153.158.163
HEX: #999ea3

Any deviation from the standard color palettes requires prior approval from the Marshall Health Network Marketing Team.

COLOR USAGE

To maintain balanced and consistent use of color in our communications, use this color wheel as a guide. Larger sections represent primary brand colors that should appear most prominently, while smaller sections indicate accent colors to be used more sparingly. Though not a precise formula, the wheel provides a visual reference for achieving color harmony and preserving brand integrity.



TYPOGRAPHY

Articulat CF is the primary font for Marshall Health Network. This font should be used for the logo, body copy and headlines. Marshall Health Network also has four complementary fonts that may be used in special circumstances. If you are unable to acquire any of these fonts, Arial may be used as a substitute for body copy, headlines and call-out text.

Mm
Articulat CF

Regular - AaBbCcDd EeFfGgHhIi 012.345.6789 +;%@*
Regular Oblique - AaBbCcDd EeFfGgHhIi 012.345.6789 +;%@*
Medium - AaBbCcDd EeFfGgHhIi 012.345.6789 +;%@*
Medium Oblique - AaBbCcDd EeFfGgHhIi 012.345.6789 +;%@*
Demi Bold - AaBbCcDd EeFfGgHhIi 012.345.6789 +;%@*
Demi Bold Oblique - AaBbCcDd EeFfGgHhIi 012.345.6789 +;%@*
Bold - AaBbCcDd EeFfGgHhIi 012.345.6789 +;%@*
Bold Oblique - AaBbCcDd EeFfGgHhIi 012.345.6789 +;%@*

Hh
Capitolium2

Capitolium2 may be used in publications, invitations, subheadlines and call-out text.

Hh
Bebas Neue Pro

Bebas Neue may be used for headlines, call-out text and used as a main headline font for orthopaedic surgery or sports medicine service lines.

Hh
Turbinado Bold Pro

Turbinado Bold Pro is an approachable script font that may be used in publications, invitations, subheadlines and call-out text when needed.

Hh
Lemonade Bold

Lemonade Bold is exclusively used for Hoops Family Children's Hospital and pediatric service lines.

IMAGERY AND ELEMENTS

The Band

A nod to the Marshall “Block M,” the band element is a visual tie to the University. It serves as a discernible element used to highlight certain headers, statements and call-to-action texts. The band may only be used in our primary brand colors.



Rounded Rectangle

Pulled from the partially enclosed space (open counter) on the side of the Marshall “Block M,” the rounded rectangle utilizes the radius of the counter to create a soft and approachable shape used to call out text or as an accent/overlay shape throughout brand collateral.



Swash

The swash is an accent element used in combination with Turbinado Bold Pro font to add a point of emphasis on a certain word or phrase.



Topography Map

The topography map directly references the rural and mountainous region that we call home. It speaks to the complexities and rich history of our people, showcasing our connected and collaborative centers of wellness. The topography map may only be used in our secondary colors as an accent or background element.

Topography Map

PHOTOGRAPHY

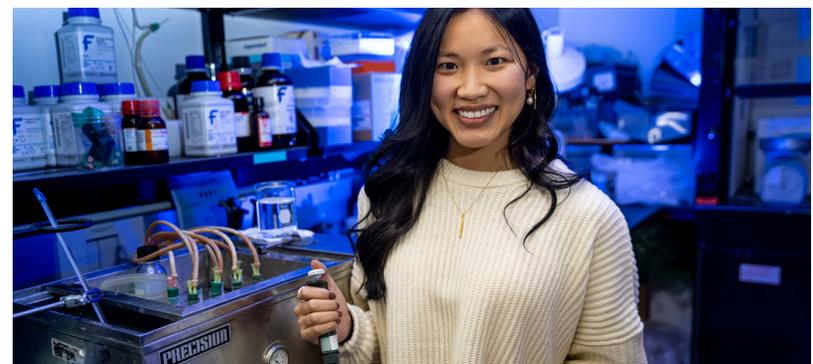
Marshall Health Network uses imagery that is encouraging, positive, and reflective of our mission and brand. Primary photography should highlight patient-centered care and the people of Marshall Health Network who are changing lives and making a difference in the communities we serve. Whenever possible, include images that showcase authentic, compassionate interactions between patients and care teams to reinforce our commitment to personalized, patient-focused care.

Images featuring real patients may only be used if a Marshall Health Network photo authorization form has been completed by the subject and the photo has been approved by the Marshall Health Network marketing team prior to publication.

Technological or scientific imagery should be reserved for materials intended for academic or research audiences.

Stock Photography

Stock photography images should be high resolution and accurately represent the Marshall Health Network brand image and the population we serve. Only use stock images that have been properly licensed for Marshall Health Network use. Before any photograph is used, it should be approved by the Marshall Health Network marketing team. Please direct questions to brand@mhnetwork.org.





BRAND RESOURCES



BOILERPLATE

As a standard practice, each news release must include a boilerplate offering a concise description of Marshall Health Network and its services. When an additional organization is also represented in the release, Marshall Health Network's boilerplate should be prioritized and placed below the ###. There should be no italics applied to the boilerplate(s).

About Marshall Health Network

Marshall Health Network (MHN) is a leading academic health system dedicated to advancing health, inspiring hope and serving families across West Virginia, southern Ohio and eastern Kentucky. MHN unites four hospitals—Cabell Huntington Hospital, St. Mary's Medical Center, Hoops Family Children's Hospital and Rivers Health—along with a comprehensive network of primary and specialty services through Marshall Health. In partnership with the Marshall University schools of medicine, nursing and pharmacy and the St. Mary's schools of medical imaging, nursing, respiratory care and sonography, MHN is committed to delivering clinical excellence, expanding access and providing compassionate care at every stage of life. Learn more at marshallhealthnetwork.org.

ONLINE PRESENCE

To strengthen Marshall Health Network's online visibility and search engine performance, all web content should be hosted within the organization's primary domains. Consolidating web traffic ensures consistent branding, user experience and optimal search engine rankings across all service lines and locations.

Entities seeking a vanity domain for marketing or promotional purposes may do so in coordination with the Marketing & Communications team. Please contact **brand@mhnetwork.org** to discuss approved options and implementation.

Supported websites within Marshall Health Network include:

marshallhealthnetwork.org

cabellhuntington.org

edwardsccc.org

edwardscancerinstitute.org

hoopschildrens.org

marshallheath.org

mhnfoundations.org

proactwv.org

rivershealth.org

scottorthopedic.com

st-marys.org

uhswv.com



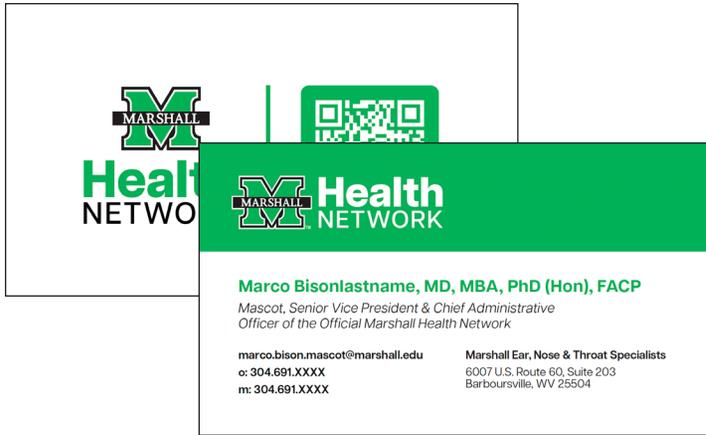
SOCIAL MEDIA

Our goal is for Marshall Health Network to be immediately recognizable across every digital platform. Affiliated accounts are an extension of our brand and directly reflect our reputation. Members of the MHN marketing team manage all official social media accounts across the network to ensure a consistent, coordinated presence on multiple platforms. Content, including health-related articles, event updates and service highlights, is shared through these official channels to maintain a unified brand voice and professional image.

To ensure consistency, approved templates for profile images and page naming conventions should be used across channels.

Employees may not create new Facebook pages or groups or other social media accounts that use MHN logos, names or reference any MHN department or program without written approval.

All affiliated legacy social media accounts must be registered with **socialmedia@mhnetwork.org**, including account usernames, passwords and a list of administrators. Departmental or specialty social media pages are strongly discouraged, as multiple accounts dilute the strength and clarity of our overall message.



STATIONERY

In a digital age, stationery remains a tangible and meaningful medium for communication, expression and organization. All correspondence pertaining to Marshall Health Network must use the official branded stationery.

A set of templates are available to meet the specific needs of each entity/department.

EMAIL SIGNATURES

Our standard email signature design reflects a unified Marshall Health Network identity and promotes clear, professional communication across all departments and locations. The standardized format should be applied to all outgoing emails, including replies and forwards and should not be altered with additional graphics, colors or fonts. Consistent use of the approved signature reinforces our mission, strengthens brand recognition and ensures every message reflects the professionalism and integrity of Marshall Health Network.

Additional examples and instructions on how to insert an email signature are available at brand.marshallhealthnetwork.org.

Arial bold 12pt — First Name Last Name, optional credentials

Arial 11pt
Kelly Green
hex #01B256

Title, Department | Entity
Address, City, State Zip
Phone Number [mobile & fax optional] | [email address \[hyperlinked\]](#)
[organization web address \[hyperlinked\]](#)

Marshall Health
Network Logo

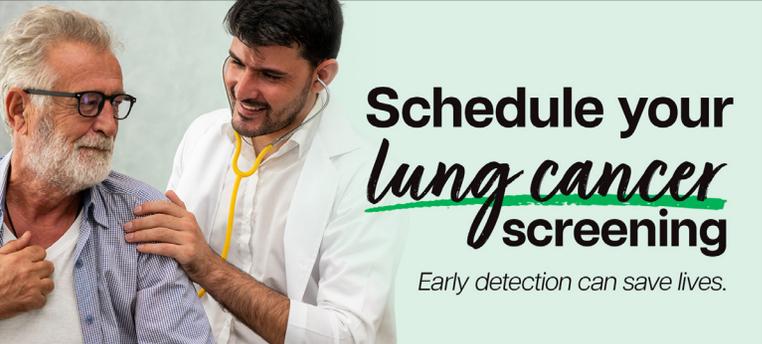


Confidentiality Notice
[Must be included after
every email signature]

CONFIDENTIALITY NOTICE: This email communication and any attachments may contain confidential and privileged information intended only for the addressee. If you are not the addressee, any review, disclosure, use, dissemination or disclosure of this information by you is prohibited. If you have received this transmission in error, please delete it, destroy all copies and notify me at XXX.XXX.XXXX. Thank you.

ADVERTISING

All partners within Marshall Health Network, should use a similar look and voice in advertising. A variety of advertising templates are available that enhance Marshall Health Network's visual appeal and consistency across our brand. Contact **brand@mhnetwork.org** for assistance in campaign creation.



Schedule your *lung cancer* screening
Early detection can save lives.

Health Network 304.399.6770

Welcome
DR. DOMINIKA DZIADECKI
Breast Surgical Oncology



Health Network
Assistant Professor



Health Network | RIVERS HEALTH

Urgent Care

Where Quality Meets Convenience

Injuries and illnesses don't always occur during normal business hours. That's why Rivers Health Urgent Care is open seven days a week – to provide you with the care you need, when you need it.

Symptoms treated include:

- Cough
- Nausea
- Fever
- Earache
- Sore throat
- Pink Eye
- Congestion
- Urinary tract infection
- Minor burns and cuts
- Infections
- DOT Physicals
- Sports Physicals
- Work Physicals
- Specialist Referral

URGENT CARE IS FOR NON-EMERGENT CONDITIONS ONLY.
If you or a family member experience serious or life-threatening illnesses like a heart attack, stroke, or any significant traumatic injuries, you should go to the emergency room.

OPEN 7 DAYS A WEEK
M-F 8 a.m.-6 p.m. Sat/Sun 9 a.m.-3 p.m.
First Floor of the Hospital
2520 Valley Drive, Point Pleasant, WV
304.857.6514

Urgent Care
at Rivers Health

OPEN 7 DAYS A WEEK
M-F 8 a.m.-6 p.m. Sat/Sun 9 a.m.-3 p.m.
First Floor of the Hospital
2520 Valley Drive, Point Pleasant, WV
304.857.6514



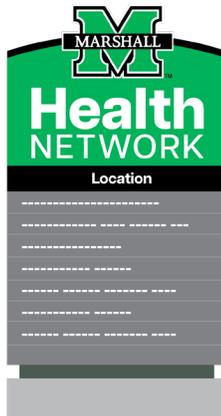
SIGNAGE

SIGNAGE SAMPLES

Branded signage is a vital part of Marshall Health Network's identity, ensuring clear, consistent and professional representation across all campuses and locations. These signs not only serve as wayfinding tools for patients and visitors but also reinforce Marshall Health Network's presence and commitment to the communities we serve. By maintaining a cohesive look and feel, branded signage strengthens our reputation, builds trust and reflects the high-quality care patients can expect at every location. Additional examples may be found at: brand.marshallhealthnetwork.org.



Large monument sign with 2-sided display



Medium monument sign



Medium monument sign with 2-sided display





brand.marshallhealthnetwork.org