THE BIG PICTURE

BRAND GUIDELINES 2.0

GONZABA™
MEDICAL GROUP
Como Familia | Like Family®

Who is this intended for

This manual is for all who are responsible for the management and application of the Gonzaba Medical Group (GMG) brand; this includes shareholders, vendors, distributors, and employees.

We are all share the responsible of protecting our brand and our brand identity. Through our joint efforts we can deliver our brand, as intended to our patients and the communities we serve. Together, as brand protectors, we can ensure the Gonzaba Medical Group brand is consistent, unified and strong.

What does this manual provide

This manual has been created to provide a visual representation of what the Gonzaba Medical Group brand conveys and assist you in understanding the GMG brand. It will help understand the essence of our brand, its purpose, and our mission. This manual contains more than just the elements that make up our visual brand; it also outlines our voice, tone, and writing style: our brand voice is just as important as our visual brand.

It will also help us to guarantee that the elements that make up our identity are correctly and consistently applied in all our messages and contact points.

This guide is based on GMG's strategic plan. A strong and consistent brand that helps us to optimize the company's resources and facilitate communication and marketing. With the collaboration of each and every one of us, this guide will be an essential tool to ensure that our

How is it used

This document will facilitate the development of all communication and graphic design elements associated with our brand. Use this manual as a reference and as a tool to guide you as you develop visual and verbal elements for our brand. We've also outlined how these elements should be implemented across various channels and we've even included examples.

Primary

Our logo utilized Gonzaba Medical Group (GMG) Blue, Pantone color 300, GMG Maroon, Pantone 7600 and (GMG) Orange, Pantone 1585.

The negative version can be used over photos, but should be clearly visible against any background. When applied over a photo or background, avoid using overly complicated or complex imagery. The area behind the logo should appear clean and simple, adding legibility to our logo.
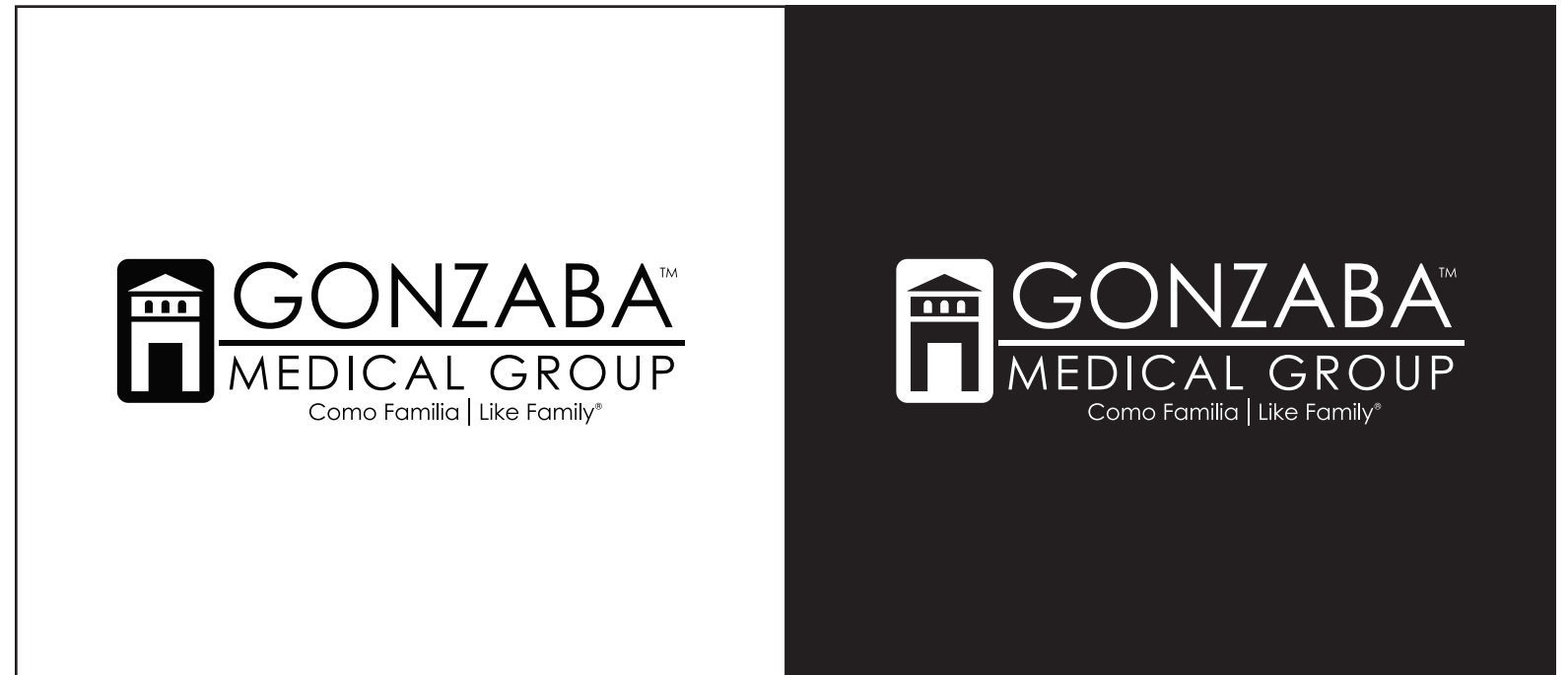

POSITIVE   NEGATIVE

Secondary

Our logo utilized Gonzaba Medical Group (GMG) Blue, Pantone color 300, GMG Maroon, Pantone 7600 and (GMG) Orange, Pantone 1585.

The negative version can be used over photos, but should be clearly visible against any background. When applied over a photo or background, avoid using overly complicated or complex imagery. The area behind the logo should appear clean and simple, adding legibility to our logo.

ONE COLOR EXCEPTION: When using our GMG logo other than BLACK/WHITE, 300 PMS is the only other color that may be used.

POSITIVE

NEGATIVE

Logo Variations

These versions are for specific cases where our primary logo layout cannot be replicated.

HORIZONTAL ORIENTATION
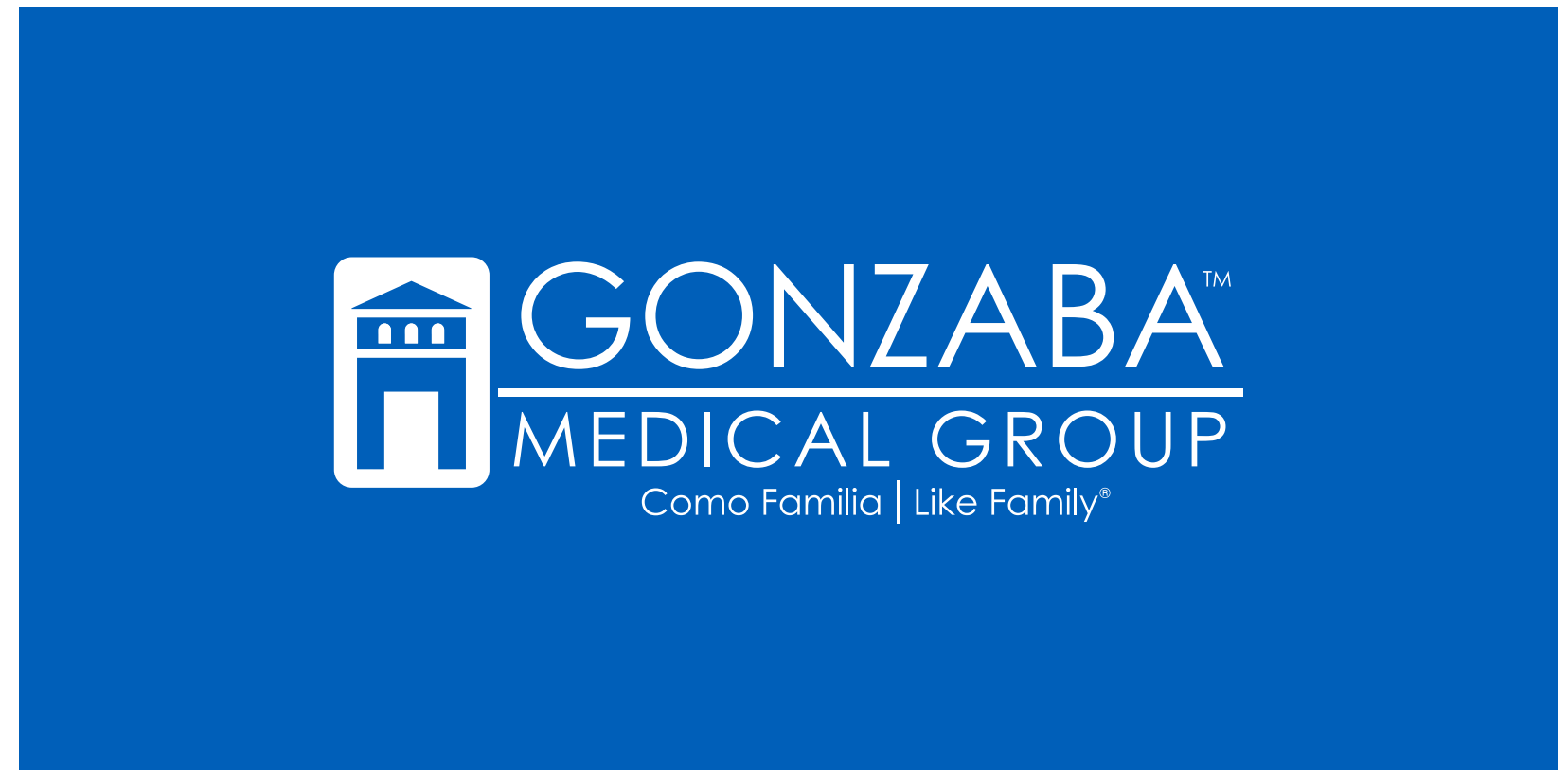

VERTICAL OR STACKED ORIENTATION

Logo Variations

Reverse application

When the GMG logo is used on a brand or non-brand color background, the logo must be reversed to white.

Logo Variations

Two Color application

Use caution when using the colored "House" icon. There should be enough contrast with the background color so it clearly stands out.

When the Gonzaba Medical Group logo is used on the brand colors, Blue (PMS 300 C) and Red (PMS 7600 C), the logos are to be used in the following format.
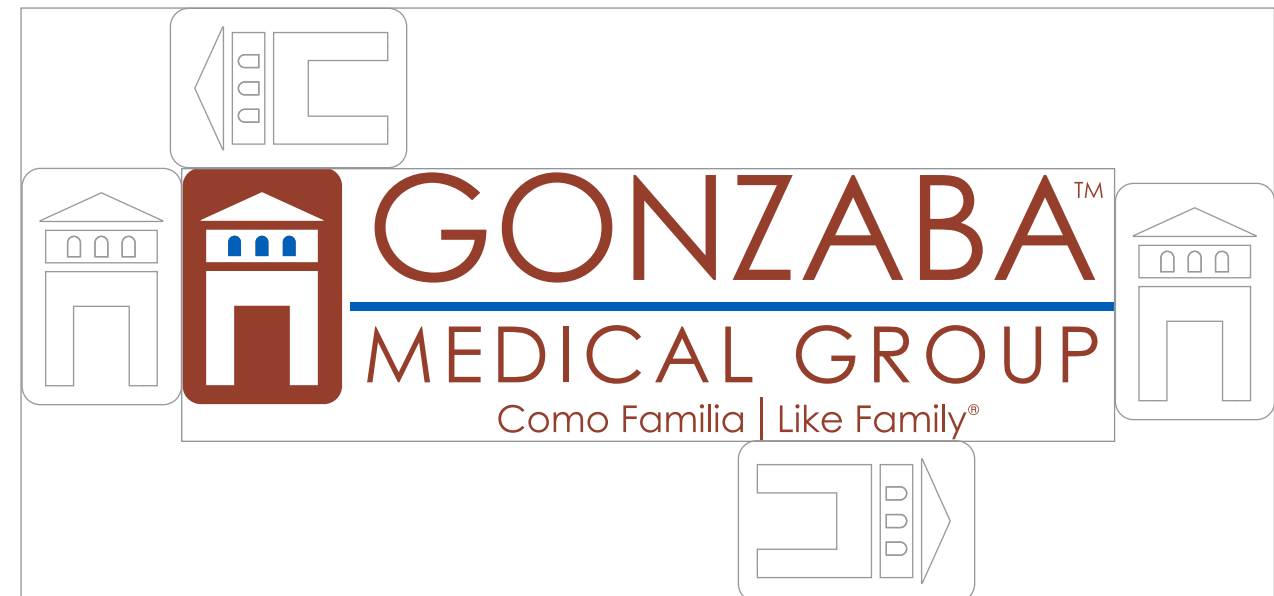

REVERSED EXCEPTION: WHITE LOGO VERSION

Separation Area

It is essential to maintain a minimum separation area around our logo.

REQUIRED WHITE SPACE IS A PERIMETER OF 1/2" THE HEIGHT OF THE BRAND ASSET. (Ex. If logo is 3" high, 1.5" perimeter is required.)

Incorrect uses

We must protect our logo through proper usage. Our logo must never be altered.

X Do not scale or distort the logo disproportionately. The text should also remain proportional when scaled.

X Do not add text to the logo.

X Do not change color.
(Refer to pages 4-7 for proper color usage.)

X Do not change the font.

X Do not place logo over busy or oversaturate background.

PRIMARY

SECONDARY

Primary

Primary

Secondary

Secondary

GMG Blue
Pantone: 300
CMYK: 100 / 56 / 0 / 3
RGB: 0 / 94 / 184
HEX: #005EB8

GMG Rust
Pantone: 7600
CMYK: 5 / 78 / 82 / 41
RGB: 141 / 63 / 43
HEX: #8D3F2B

GMG Orange
Pantone: 151
CMYK: 0 / 54 / 100 / 0
RGB: 255 / 130 / 0
HEX: #FF8200

GMG Black   50%
Black
CMYK: 0 / 0 / 0 / 0
RGB: 0 / 0 / 0
HEX: #000000

GMG Orange 75%

GMG Black 40%

NOTE: GMG Orange and Black
Only colors acceptable in various tints.

GMG Orange 50%

GMG Black 30%

GMG Orange 25%

GMG Black 20%

GMG Orange 10%

GMG Black 10%

Co-Branding

It is essential to maintain a minimum separation area around our logo. We will divide the space between our logo and the co-branded logo with a vertical line.

We should maintain a equal visual weight for both brands, avoiding one logo overpowering another, taking into account size, color, and placement.


Co-branded Logo

Co-branded Logo

Como Familia | Like Family®

A tagline is defined as "a catchphrase or slogan.

When it comes to marketing, a tagline is your business' mantra; it tells people who you are and what you stand for in a few succinct words.

The purpose of a tagline is to create a positive, memorable phrase that sticks in your customer's head and helps them identify your brand and your marketing message.

Our GMG tagline is written in "Century Gothic Regular" and should always be part of the logo. The only exemption on the tagline not utilized is when the tagline is smaller that one-eighth of an inch, or discretion of the Gonzaba Medical Group's Marketing Department.

Como Familia | Like Family® ———— 1/2" inch or less

Como Familia | Like Family®
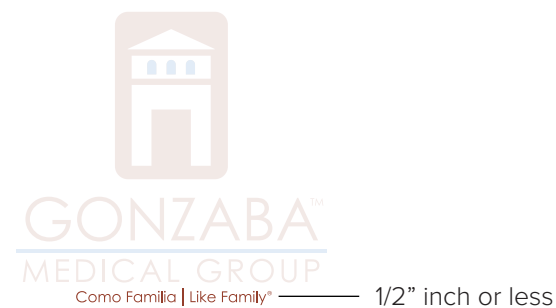
FONT USAGE

LOGO FONT

Our logo font is "Century Gothic Regular" and should NOT be used in any other collateral material. This will ensure to keep the GMG logo unique and stand out from any other fonts.

Century Gothic "Regular" Pro

GONZABA™
MEDICAL GROUP
Como Familia | Like Family®

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Proxima Nova

The shapes of the letters and the font's personality directly reflect our brand attributes. As described by the designer, Mark Simonson, Proxima Nova is "simple, clear and friendly." It is well designed to work across multiple mediums, including print and digital. With multiple weights, if provides flexibility for the designer. The font is not over-designed, allowing the content to speak for itself.

Proxima Nova is available for download with an Adobe Creative Cloud License.

Click here to download our Primary font.

Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_	**Thin Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_	**Light Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_	**Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_	**Medium Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_	**Semibold Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_	**Bold Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_
Extrabold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_	**Extrabold Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_	**Black Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 23456789!@#$%^&*()_

A symbol of our strong and unique culture.

There is something to say about a culture that exemplifies: Service, Integrity, Respect, and Pride.

The Pattern is a symbol of our community, displaying the culture of celebration and pride, etc.

The pattern can be utilized as a single, clean design element, or can be incorporated as a repeating pattern.

The patten should be used in a tasteful manner, and should not create an overly busy environment. It is best used as an accent.

In high value designs, a more subtle gray on gray is preferred.

Symbol Color: 300
Background: 301

Symbol Color: 1585
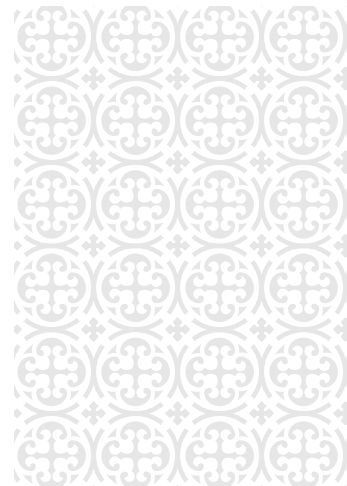Background: 151

Symbol Color: 7600
Background: 7603

Background: Black
Opactiy: 10%

Symbol Color: 301
Background: 300

Symbol Color: 151
Background: 1585

Symbol Color: 7603
Background: 7600

Corporate Wear (Polos/Embroidery)

Gonzaba Medical Group (GMG) corporate wear (Polos).

Corporate Identity is key and critical for the GMG Brand. Consistency in the brand will assist in upholding our GMG integrity.

NOTE: In order to achieve the highest contrast, on WHITE POLOS the GMG LOGO the Blue (300 PMS) and Rust (7600 PMS) must be used. On ALL other polo/shirt colors the RUST/BLUE HOUSE ICON with the WHITE text logo must be used (See Illustration).

!

Horizontal or Stacked logo excluding the tagline must be used for our corporate wear (polos).

PREFERRED VENDOR:
Cantu's Screen Printing & Embroidery
2712 Pleasanton Rd, San Antonio, TX 78221

Patty Cantu
patty.cantusspe@gmail.com

GMG LOGO on WHITE

GMG LOGO on ALL OTHER COLORS

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Provider Lab Coats (Embroidery)

Gonzaba Medical Group (GMG) provider wear (Lab Coats).

Casual and comfortable are the necessary ingredients for great custom medical lab coats and custom lab coats.

In order to achieve the highest contrast the Blue (300 PMS) and Rust (7600 PMS) logo must be used (see example).

Horizontal or Stacked logo excluding the tagline must be used for our GMG provider(s) lab coats.

PREFERRED VENDOR:
Cantu's Screen Printing & Embroidery
2712 Pleasanton Rd, San Antonio, TX 78221

Patty Cantu
patty.cantusspe@gmail.com

Brand Visibility (Patient Facing)

Using promotional items as part of a marketing strategy can be a effective way to promote a business and increase brand awareness. Some ideas for using promotional items include giving them away at trade shows or events, using them as part of a direct mail campaign, or offering them as a thank-you gift to customers. Promotional items can range from practical items like pens and mugs, to fun and novelty items like stress balls and keychains. It's important to choose items that are relevant to the business and its target audience, and to customize them with the business's name, logo, or message to increase brand visibility. By using promotional items creatively and consistently, businesses can effectively reach and engage their target audience and build brand loyalty.

X

Gonzaba Medical Group, it is important to ensure that our employees are representing the company in a professional and consistent manner. One way to do this is to discourage the use of other branded materials, such as pens, mugs, clothing, etc. while they are working or representing the company. Using other branded materials can create confusion and dilute the impact of the company's brand. Instead, it is recommended to provide employees with company-branded materials to use while they are working or representing the company. This helps to maintain a cohesive and professional image, and reinforces the company's brand identity. By setting clear guidelines and providing employees with the necessary tools, you can help to ensure that the company is consistently represented in a positive and cohesive manner.
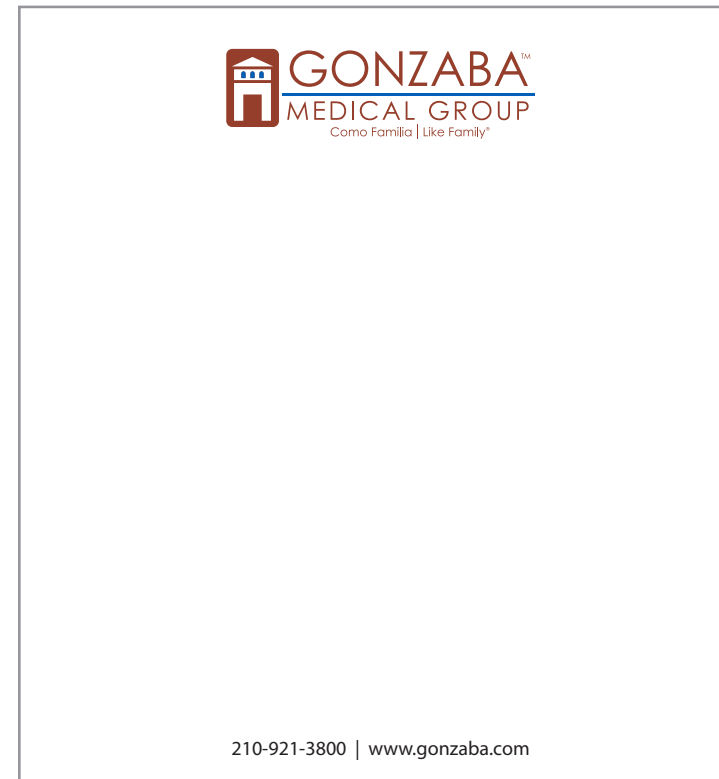
Notepad

Pen

Mug

EXTERNAL ENTRANCE SIGNAGE

Facility Signage Framework

Gonzaba Medical Group (GMG) facility entrances should remain consistent to uphold the GMG brand.

These guidelines cannot, however, anticipate every situation; signage placement and details will need to be determined by an experienced eye, and there may be occasions when exceptions are necessary.

NOTE: APPROVED ICON to display at our Event Centers entrances.

NOTICE: Date and Time formating (En dash) for GMG door entrances.

MONDAY – FRIDAY
8 AM – 5 PM

SATURDAY – SUNDAY
CLOSED
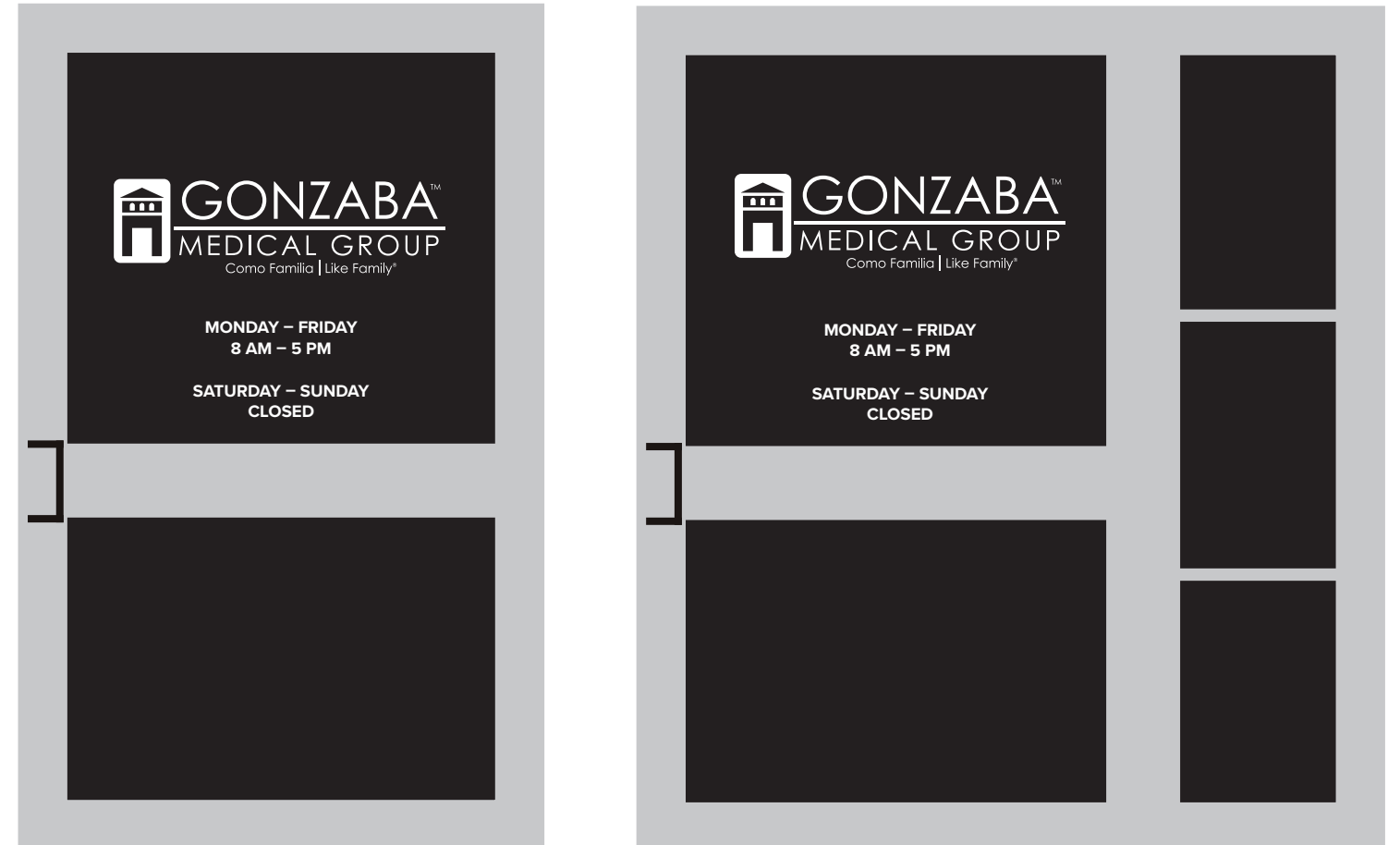
Single Door Scenario
Guadalupe Location

Abbreviations and acronyms

If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references. If the abbreviation isn't clearly related to the full version, specify in parentheses.

- First use: Gonzaba Medical Group (GMG)
- Second use: GMG
- First use: Coordinated Universal Time (UTC)
- Second use: UTC

If the abbreviation or acronym is well known, like API or HTML, use it instead (and don't worry about spelling it out).

Active voice

Use active voice. Avoid passive voice.

In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.

- Yes: Marti logged into the account.
- No: The account was logged into by Marti.

Words like "was" and "by" may indicate that you're writing in passive voice. Scan for these words and rework sentences where they appear.

One exception is when you want to specifically emphasize the action over the subject. In some cases, this is fine.

- Your account was flagged by our abuse team.

Capitalization

We use a few different forms of capitalization. Title case capitalizes the first letter of every word except articles, prepositions, and conjunctions. Sentence case capitalizes the first letter of the first word.

When writing out an email address or website URL, use all lowercase.

- name@gonzaba.com
- gonzaba.com

Don't capitalize random words in the middle of sentences. Here are some words that we never capitalize in a sentence. For more, see the Word List.

- website
- internet
- online
- email

Contractions

They're great! They give your writing an informal, friendly tone. In most cases, use them as you see fit. Avoid them if you're writing content that will be translated for an international audience.

Emojis and symbols

Emoji are a fun way to add humor and visual interest to your writing, but use them infrequently and deliberately.

Numbers

Spell out a number when it begins a sentence. Otherwise, use the numeral. This includes ordinals.

- Ten new employees started on Monday, and 12 start next week.
- I ate 3 donuts at Coffee Hour.
- Meg won 1st place in last year's Fiesta contest.
- We hosted a group of 8th graders who are learning to code.

Sometimes it feels weird to use the numeral. If it's an expression that typically uses spelled-out numbers, leave them that way.

- A friendly welcome email can help you make a great first impression.
- That is a third-party integration.
- Put your best foot forward with the all-in-one Marketing Platform that grows with you.
- After you send your newsletter, Freddie will give you a high-Five.

Numbers over 3 digits get commas:

- 999
- 1,000
- 150,000

Write out big numbers in full. Abbreviate them if there are space restraints, as in a tweet or a chart: 1k, 150k.

Dates

Generally, spell out the day of the week and the month. Abbreviate only if space is an issue in the app.

- Saturday, January 24
- Sat., Jan. 24

Decimals and fractions

Spell out fractions.

- Yes: two-thirds
- No: 2/3

Use decimal points when a number can't be easily written out as a fraction, like 1.375 or 47.2.

Percentages

Use the % symbol instead of spelling out "percent."

Ranges and spans

Use a hyphen (-) to indicate a range or span of numbers.

- It takes 20-30 days.

Money

When writing about US currency, use the dollar sign before the amount. Include a decimal and number of cents if more than 0.

- $20
- $19.99

When writing about other currencies, follow the same symbol-amount format:

- ¥1
- €1

Telephone numbers

Use parenthesis and dashes. Use a country code if your reader is in another country.

- 555-867-5309
- +1-404-123-4567

Temperature

Use the degree symbol and the capital F abbreviation for Fahrenheit.

- 98°F

Time

Use numerals and am or pm, with a space in between. Don't use minutes for on-the-hour time.

- 7 AM
- 7:30 PM

Use a "en dash" between times to indicate a time period.

- 7 AM–10:30 PM

Specify time zones when writing about an event or something else people would need to schedule. Since Gonzaba Medical Group is in Texas, we default to CT.

Abbreviate time zones within the continental United States as follows:

- Eastern time: ET
- Central time: CT
- Mountain time: MT
- Pacific time: PT

When referring to international time zones, spell them out: Nepal Standard Time, Australian Eastern Time. If a time zone does not have a set name, use its Coordinated Universal Time (UTC) offset.

Abbreviate decades when referring to those within the past 100 years.

- the 00s
- the 90s

When referring to decades more than 100 years ago, be more specific:

- the 1900s
- the 1890s

Punctuation

Apostrophes

The apostrophe's most common use is making a word possessive. If the word already ends in an s and it's singular, you also add an 's. If the word ends in an s and is plural, just add an apostrophe.

- The donut thief ate Sam's donut.
- The donut thief ate Chris's donut.
- The donut thief ate the managers' donuts.

Apostrophes can also be used to denote that you've dropped some letters from a word, usually for humor or emphasis. This is fine, but do it sparingly.

Colons

Use a colon (rather than an ellipsis, em dash, or comma) to offset a list.

Erin ordered 3 kinds of donuts: glazed, chocolate, and pumpkin.

You can also use a colon to join 2 related phrases. If a complete sentence follows the colon, capitalize the 1st word.

- I was faced with a dilemma: I wanted a donut, but I'd just eaten a bagel.

Commas

When writing a list, use the serial comma (also known as the Oxford comma).

- Yes: David admires his parents, Oprah, and Justin Timberlake.
- No: David admires his parents, Oprah and Justin Timberlake.

Otherwise, use common sense. If you're unsure, read the sentence out loud. Where you find yourself taking a breath, use a comma.

Dashes and hyphens

Use a hyphen (-) without spaces on either side to link words into single phrase, or to indicate a span or range.

- First-time user
- Monday-Friday

Use an em dash (—) without spaces on either side to offset an aside.

Use a true em dash, not hyphens (- or --).

- Multivariate testing—just one of our new Pro features—can help you grow your business.
- Austin thought Brad was the donut thief, but he was wrong—it was Lain.

Ellipses

Ellipses (…) can be used to indicate that you're trailing off before the end of a thought. Use them sparingly. Don't use them for emphasis or drama, and don't use them in titles or headers.

- "Where did all those donuts go?" Christy asked. Lain said, "I don't know…"

Ellipses, in brackets, can also be used to show that you're omitting words in a quote.

- "When in the Course of human events it becomes necessary for one people to dissolve the political bands which have connected them with another and to assume among the powers of the earth, […] a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation."

Periods

Periods go inside quotation marks. They go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

- Christy said, "I ate a donut."
- I ate a donut (and I ate a bagel, too).
- I ate a donut and a bagel. (The donut was Sam's.)

Leave a single space between sentences.

Question marks

Question marks go inside quotation marks if they're part of the quote. Like periods, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Exclamation points

Use exclamation points sparingly, and never more than one at a time. They're like high-fives: A well-timed one is great, but too many can be annoying.

Exclamation points go inside quotation marks. Like periods and question marks, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Never use exclamation points in failure messages or alerts. When in doubt, avoid!

Quotation marks

Use quotes to refer to words and letters, titles of short works (like articles and poems), and direct quotations.

Periods and commas go within quotation marks. Question marks within quotes follow logic—if the question mark is part of the quotation, it goes within. If you're asking a question that ends with a quote, it goes outside the quote.

Use single quotation marks for quotes within quotes.

- Who was it that said, "A fool and his donut are easily parted"?
- Brad said, "A wise man once told me, 'A fool and his donut are easily parted.'"

Semicolons

Go easy on semicolons. They usually support long, complicated sentences that could easily be simplified. Try an em dash (—) instead, or simply start a new sentence.

Ampersands

Don't use ampersands unless one is part of a company or brand name.

- Ben and Dan
- Ben & Jerry's

GRAMMAR AND MECHANICS

File extensions

When referring generally to a file extension type, use all uppercase without a period. Add a lowercase s to make plural.

- GIF
- PDF
- HTML
- JPGs

When referring to a specific file, the filename should be lowercase:

- slowclap.gif
- MCBenefits.pdf
- ben-twitter-profile.jpg
- ilovedonuts.html

Pronouns

If your subject's gender is unknown or irrelevant, use "they," "them," and "their" as a singular pronoun. Use "he/him/his" and "she/her/her" pronouns as appropriate. Don't use "one" as a pronoun.

For more on writing about gender, see Writing about people.

Quotes

When quoting someone in a blog post or other publication, use the present tense.

- "Partnering with Gonzaba Medical Group has helped our community," says Janie Smith.

Names and titles

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name.

Capitalize the names of departments and teams (but not the word "team" or "department").

- Marketing team
- Support department

Capitalize individual job titles when referencing to a specific role. Don't capitalize when referring to the role in general terms.

- Our new Marketing Manager starts today.
- All the managers ate donuts.

Don't refer to someone as a "ninja," "rockstar," or "wizard" unless they literally are one.

Schools

The first time you mention a school, college, or university in a piece of writing, refer to it by its full official name. On all other mentions, use its more common abbreviation.

- Georgia Institute of Technology, Georgia Tech
- Georgia State University, GSU

States, cities, and countries

Spell out all city and state names. Don't abbreviate city names.

Per AP Style, all cities should be accompanied by their state, with the exception of: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Washington.

On first mention, write out United States. On subsequent mentions, US is fine. The same rule applies to any other country or federation with a common abbreviation (European Union, EU; United Kingdom, UK).

URLs and websites

Capitalize the names of websites and web publications. Don't italicize.

Avoid spelling out URLs, but when you need to, leave off the http://www.

Writing about Gonzaba Medical Group

Our company's legal entity name is "Gonzaba Medical Group."

Always capitalize the first "GMG" in Gonzaba Medical Group.

Refer to Gonzaba Medical Group as "we," not "it."

Capitalize the proper names of Gonzaba Medical Group services, features, pages, and tools. When referencing non-trademarked products include "Gonzaba" in the name on first mention.

- Gonzaba Medical Group HIT
- Gonzaba Medical Group Patient Retention
- Gonzaba Medical Group OPX Product Intake

GRAMMAR AND MECHANICS

Writing about other companies

Honor companies' own names for themselves and their products. Go by what's used on their official website.

- iPad
- YouTube
- Yahoo!

Refer to a company or product as "it" (not "they").

Slang and jargon

Write in plain English. If you need to use a technical term, briefly define it so everyone can understand.

- Gonzaba Medical Group's Patient Experience team is constantly scaling our processes to make sure our patients have a great experience with our services.

Text formatting

Use italics to indicate the title of a long work (like a book, movie, or album) or to emphasize a word.

- *Dunston* Checks In
- Brandon *really* loves Dunston Checks In.

Use italics when citing an example of an in-app Gonzaba Medical Group element, or referencing button and navigation labels in step-by-step instructions:

- When you're all done, click *Send*.
- The familiar A/B testing variables—*Subject line, From name, and Send time*—have now been joined by Content, and up to 3 combinations of a single variable can now be tested at once.

Don't use underline formatting, and don't use any combination of italic, bold, caps, and underline.

Left-align text, never center or right-aligned.

Leave one space between sentences, never 2.

Write positively

Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," etc.

- Yes: To get a donut, stand in line.
- No: You can't get a donut if you don't stand in line.