

BRAND GUIDE AND SUMMARY

Airlift Northwest / 2020

VERSION 2



BRAND SUMMARY & NARRATIVE

Compassion Demands Action

Brand Summary

We believe all people deserve high quality critical care no matter where they live.

As a service of UW Medicine, Airlift Northwest improves the health of the public by going directly to the scenes of disasters or accidents, and transporting patients from hospital to hospital, to receive the care they need.

We accomplish our mission of providing safe, compassionate and exceptional patient care by partnering with others and saving lives together.

Brand Promise

Compassion demands action.

Airlift Northwest was founded in 1982 in response to a tragic house fire in Sitka, Alaska, that claimed the lives of three children who were not able to receive timely care for their burns.

To prevent similar tragedies in the future, Dr. Michael Copass, who was then director of Emergency Services at Harborview Medical Center in Seattle, convinced a consortium of Seattle-area hospitals to establish Airlift Northwest with a mission to provide high-quality air medical transportation to underserved areas.

Since its founding, Airlift Northwest has expanded to provide service to a four-state region and has transported more than 100,000 patients to regional hospitals. As part of UW Medicine, Airlift Northwest is a not-for-profit organization. Its aircraft are strategically located throughout Southeast Alaska and the Pacific Northwest for rapid deployment.

Brand Narrative

If you can help, you must act.

This is how we began, with the deeply held conviction that lifesaving care is a human right for everyone, everywhere, young and old. That same founding passion fuels Airlift Northwest today.

Pushing ourselves to be the ultimate partners in critical care, we bring everything we have, every time. We cultivate unparalleled expertise and share it for the higher good. We support our nurses with above-and-beyond training and technology. And we are the bridge between UW Medicine's leading-edge innovation and those we serve.

Airlift Northwest is the crucial link between medical providers and patients, research and real-life need, communities and high quality care — the kind all people deserve.

MESSAGING VOICE & TONE

Tagline:

Saving Lives Together

UW Medicine Modified Tagline for Airlift Northwest:

A higher degree of critical care

Patients are first. Everything we do is organized around one goal: **having the best outcomes for all our patients.** This ranges from providing the highest-quality critical care, to offering financial protection and peace of mind through our membership.

The majority of our messaging is designed for relationship building with the medical partners who call us for transports: first responders and hospital requesters. As a part of UW Medicine, our greatest defining feature is the outstanding quality of care we provide. Thus we can use a modified version of the UW Medicine tagline, a higher degree of healthcare, to say that we offer a higher degree of critical care. We can also emphasize our partnerships by using our tagline of saving lives together, especially on social media using #SavingLivesTogether.

Traits: We are...

FORMIDABLE - We are strong and dedicated to our work, each other and our community. We are relentless in our pursuit. We bring our best to every challenge.

ROOTED - We are the calm in the storm. The helping hand that lifts others to their best. We are rooted in our communities and the need we seek to fill.

ENTHUSIASTIC - It takes energy to make an impact every day. We are eternally hopeful and excited to push our limits and bring our passion to our work and our community.

Differentiators: We...

ACT FOR THE GREATER GOOD - From the beginning Airlift Northwest has acted for the greater good of the communities we serve. We started with the belief that every person has the right to quality care. From millions of dollars in charity flights, our membership program and our continued operation as a not-for-profit entity, we have striven to live up to that belief.

ARE EXPERTS THAT SHARE KNOWLEDGE - Ours is one of the most highly trained and skilled staff in the industry. But knowledge and skill kept to oneself is knowledge and skill wasted. To be an expert, one must share the hard-earned lessons. True experts know that the more students they teach, the more knowledge is put into action.

ARE INVESTED IN DOING IT RIGHT - We know that the right tools in the hands of the right people at the right time makes the difference between life and death. So, we invest in superior equipment, technology, supplies and personnel. Because that's the right way to prepare to deliver safe and effective care for any contingency.

ARE A BRIDGE FROM DISCOVERY TO REALITY -

As part of UW Medicine, we bring the robust goodness of the nation's top specialists, research, technology and latest medical protocol to the most remote communities. From discovery to life-defining reality we are implementing and using the latest medical advancements every day.

LOGO USAGE

The Airlift Northwest logo was created to provide a consistent identity across all mediums, while also clearly integrating the brand identity of UW Medicine.

The guidelines outlined here are intended to guide the proper usage of the Airlift Northwest identity and ensure a clear and consistent appearance to customers, the public, staff and partners.

PRIMARY LOGOS

The primary logo is the preferred logo that should be used on all materials. This logo can be reversed on a dark background or image as long as the image or background has sufficient contrast.

SECONDARY LOGOS

The horizontal secondary logo can be used when required on smaller marketing collateral, such as digital banners and marketing swag.

ALTERNATIVE LOGOS

In some applications it might be necessary to use one of the alternative logo options.

PRIMARY



PRIMARY REVERSE



SECONDARY



SECONDARY REVERSE



ALTERNATIVES



One Color Black



One Color Grey



White

LOGO USAGE

CONTINUED

Today a brand needs to work seamlessly across platforms and devices. Your brand is expected to transition smoothly whether used digitally or in print.

RESPONSIVE AND MINIMUM SIZE

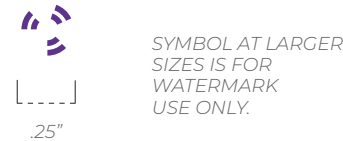
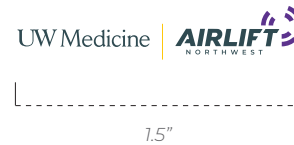
A responsive logo takes the elements of the main logo and adapts them for different sizes. As much as anything, it's to ensure the text and mark are always legible and easily recognizable.

Minimum size refers to the smallest size at which each format of the Airlift Northwest logo may be reproduced and still maintain legibility. Don't forget to constrain proportions when scaling the logo smaller or larger to keep the integrity of the logo.

CLEAR SPACE

There must be sufficient separation from other elements so that the impact of the logo is not degraded. A good rule is to use the height of "F" in "Airlift." This will ensure that the logo has the sufficient amount of clear space all around.

RESPONSIVE AND MINIMUM SIZE USAGE



SYMBOL AT LARGER SIZES IS FOR WATERMARK USE ONLY.

CLEAR SPACE



INCORRECT USAGE



TAGLINE USAGE

At Airlift Northwest, we have a tagline reflecting our **what**. It's a statement neatly summarized by these three words: **saving lives together**.

As a part of UW Medicine, we can leverage its brand equity and reputation, especially in terms of improving the health of the public by means of quality of patient care. Using the modified tagline for Airlift Northwest **a higher degree of critical care** presents this differentiation from competitors and positions us within the sphere of UW Medicine.

HOW TO USE THE TAGLINES

The taglines can be included in ads and on websites, posters, direct mail, newsletters and email campaigns. However, they should not be used on more permanent communications, such as signage, business cards or letterhead.

The taglines can be used in any of the Airlift Northwest primary brand colors and must be used in Montserrat Semi-bold.

GUIDELINES

- Use a higher degree of critical care when the message is meant to differentiate from competitors or emphasize quality/UW Medicine association.

- Use saving lives together in the context of highlighting partnerships and collaboration between different agencies.
- The taglines should primarily be used as separate elements from any text or logos. You should avoid using them in running text if they are also being used as stand-alone elements in the same communication.
- In cases when the taglines don't appear as separate elements, such as in an article, they can be used in running text but only when it supports the brand position.
- These taglines are the only taglines approved for use by Airlift Northwest. Don't alter them.
- While you should not use both taglines together, one could use the #SavingLivesTogether hashtag at the end of a social media post when a higher degree of critical care is also used in the body copy paragraph.

TAGLINE 1

Saving lives together

TAGLINE 2

A higher degree of critical care

TAGLINE USAGE

EXAMPLES

USAGE EXAMPLE WITH TAGLINE 1



USAGE EXAMPLE WITH TAGLINE 2



INCORRECT USAGE



USAGE EXAMPLE WITH BOTH TAGLINES



INCORRECT USAGE WITH BOTH TAGLINES



TYPOGRAPHY

Using consistent typography reinforces the brand in all materials related to the project for Airlift Northwest. The Montserrat font family can be used to enhance the brand, but should be used as a display font for headlines and titles; it is not recommended to use it for large bodies of text. The Roboto font family is best used for subheaders and large bodies of text.

NOTE: The logo type uses a modified version of the Montserrat Family.

SUBSTITUTE FONT

In some digital applications, when Montserrat is not available, you may substitute it with Arial. When Roboto is not available you may substitute it with News Gothic.

MAIN FONT

Aa
MONTERRAT

Light
Regular
Medium
Semi-bold
Bold
Extra Bold

MONTERRAT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa
ROBOTO

Light
Regular
Medium
Bold
Extra Bold

ROBOTO FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SUBSTITUTE FONT

Aa
ARIAL

Regular
Bold

ARIAL FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa
NEWS GOTHIC

Light
Regular
Demi
Bold

NEWS GOTHIC FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

COLOR PALETTE

Using the brand colors correctly is important as color creates context and sets the mood. We've selected our color palette and style to create an updated look.

PRIMARY

Our primary colors are UW Medicine Purple and UW Medicine Grey. These primary colors should be used in all applications. The colors were chosen to enhance the brand family of UW Medicine.

SECONDARY COLOR

The secondary palette is used to accent and expand on the primary color palette.

It is important to maintain a sense of hierarchy and balance when using the Airlift Northwest color palette. Secondary colors should not make up more than about 5% of any complete design, and UW Medicine Purple and UW Medicine Grey should always be in marketing materials.

PRIMARY

<div>UW Medicine Purple</div> <div></div>	<div>UW Medicine Grey</div> <div></div>
PANTONE® 2685 C	PANTONE® 432
CMYK 93 / 100 / 18 / 21	CMYK 65 / 43 / 26 / 78
RGB 50 / 0 / 110	RGB 51 / 63 / 72
HEX 32006E	HEX 333F48

SECONDARY

<div>Airlift Northwest Purple</div> <div></div>	<div>UW Medicine Yellow</div> <div></div>
PANTONE® 268 C	PANTONE® 7408 C
CMYK 79 / 96 / 6 / 1	CMYK 0 / 22 / 100 / 0
RGB 93 / 52 / 139	RGB 255 / 199 / 0
HEX 5D348B	HEX FFC700

COLOR USAGE



PHOTOGRAPHY & ILLUSTRATION

PHOTOGRAPHY

In brand photography, intimate close-ups direct attention to the patient experience. When used in the context of research and education, these photographic close-ups anchor the message in humanity that connects patients, care teams, researchers, students and educators. It keeps even the most technical messages connected with a person. Our photographic style says, “We pay close attention to each individual.”

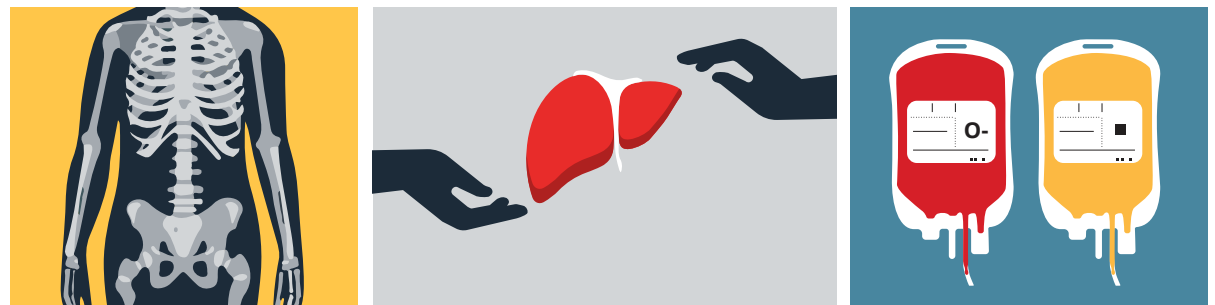
ILLUSTRATION

Our illustration style has a warm, human, approachable feel — accessible to all ages. With lighter, brighter colors in a Pacific Northwest style, we are quickly differentiated from our competitors. This style has been selected in part for its ability to help communicate difficult or challenging subjects where a photo might be too stark, or when creating materials for children. It’s a style that helps to soften a message.

EXAMPLE OF PHOTOGRAPHY STYLE



EXAMPLE OF ILLUSTRATION STYLE



USAGE EXAMPLES

Please refer to these examples of the Airlift Northwest brand in use for print and digital media.

EXAMPLE OF PRINT ADVERTISEMENT STYLE



EXAMPLE OF DIGITAL BANNER



USAGE EXAMPLES

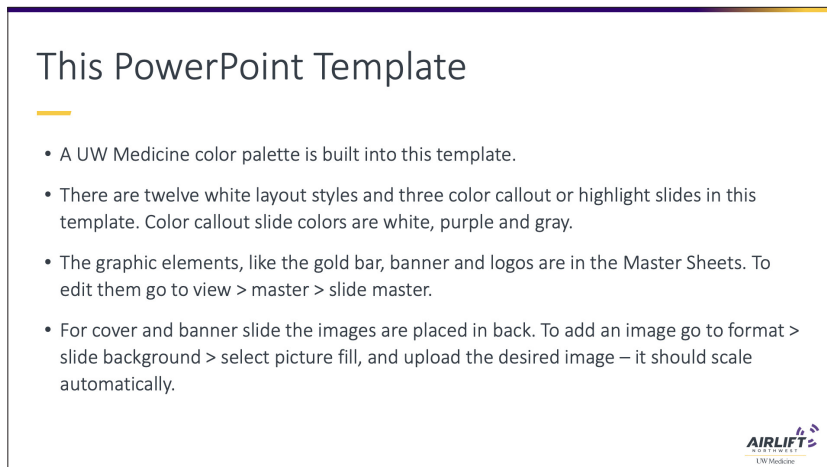
CONTINUED

The PowerPoint is a multi-page presentation template that includes a variety of ways to display information, graphics and images. Please refer to templates provided.

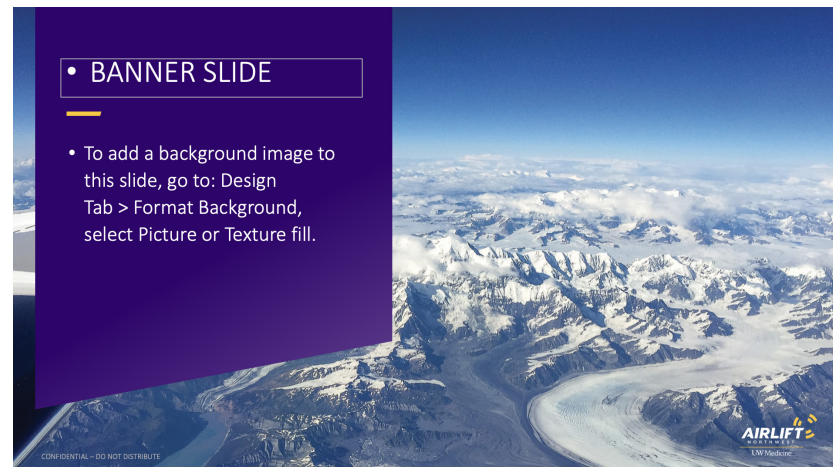


Fonts

- This template is designed to use fonts already installed on most computers.
- The font used in this version of the template is: Calibri Light.
- You should not need to do anything in order to access the font. If for some reason the font is not displaying please contact: insert contact department here.
- All slides in this templates include this font.



- A UW Medicine color palette is built into this template.
- There are twelve white layout styles and three color callout or highlight slides in this template. Color callout slide colors are white, purple and gray.
- The graphic elements, like the gold bar, banner and logos are in the Master Sheets. To edit them go to view > master > slide master.
- For cover and banner slide the images are placed in back. To add an image go to format > slide background > select picture fill, and upload the desired image – it should scale automatically.



• BANNER SLIDE

- To add a background image to this slide, go to: Design Tab > Format Background, select Picture or Texture fill.

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BUSINESS CARDS FRONT & BACK

There are two options for the front of the business card and one option for the back.

Option A is the standard choice. Option B is a good choice when the business card requires the flight request phone number.

Please refer to templates provided.

EXAMPLE OF BUSINESS CARD TEMPLATE

OPTION A

Jeff Richey
Executive Director


UW Medicine

UW MED: UWMHS
UW Medicine Health System Admin

South Lake Union Campus
850 Republican Street
Box 359955
Seattle, WA 98109-8046

OFFICE
FAX
EMAIL
WEB

206.965.1932
206.491.3651
clmartin@uw.edu
airliftnw.org

BACK

The back of the business card features the Airlift Northwest logo, which consists of three stylized, curved purple shapes arranged in a triangular pattern.

OPTION B

Chris Carlton-Bishop
Technology Manager


UW Medicine

UW MED: UWMHS
UW Medicine Health System Admin

6505 Perimeter Road South #200
Seattle, WA 98108
800-426-2430 (US/Canada)
206-329-2569 (Seattle)

OFFICE
FAX
EMAIL
WEB

206.965.1918
206.521.1865
ccbishop@uw.edu
airliftnw.org

AIRLIFT NORTHWEST | BRAND

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LETTERHEAD

There are two options for the letterhead. Option A is the standard choice and uses the main brand fonts, Montserrat and Roboto. Option B is a good choice when brand fonts are unavailable and uses Arial and News Gothic Medium.

Please refer to templates provided.

EXAMPLE OF LETTERHEAD TEMPLATE

OPTION A



Month 00, 2019

Name
Contact Information
Address

Dear Name of Person,

Header - Montserrat Semibold - 11pt.
Paragraph Text - Roboto Light - 10pt.

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Sincerely,
Name
Title // Airlift Northwest

South Lake Union Campus
800 Republican Street
Box 359955
Seattle, WA 98105-0946
Flight Request 800-426-2430

OFFICE 206.965.1921
FAX 206.321.1812
WEB [airliftnw.org](#)

OPTION B



Month 00, 2019

Name
Contact Information
Address

Dear Name of Person,

Header - Arial bold - 11pt.
Paragraph Text - New Gothic Medium - 10pt.

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Sincerely,
Name
Title // Airlift Northwest

South Lake Union Campus
800 Republican Street
Box 359955
Seattle, WA 98105-0946
Flight Request 800-426-2430

OFFICE 206.965.1921
FAX 206.321.1812
WEB [airiftnw.org](#)

LETTER COVER SHEET

For confidential matters or new member mailings, use the cover sheet in conjunction with the letterhead.

Please refer to templates provided.

EXAMPLE OF COVER SHEET TEMPLATE



206.521.1599
alnw@airlftnw.org

