



Barrow

Neurological Institute

VISUAL IDENTITY GUIDELINES

August 2021

Marketing@BarrowNeuro.org

These guidelines are designed to help modernize our look, align with our advertising, and create a consistent consumer experience.

All new materials, both internal and external, should have this visual identity moving forward.

However, materials already produced with a previous look and feel can be kept as is.

We ask you swap out with an updated design as new needs arise.

If you have any questions, please contact **Marketing@BarrowNeuro.org**.

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VISUAL IDENTITY



Primary Logo



Secondary Logos: Knock-Out, Grayscale, and Icon



Barrow Neurological Institute/Dignity Health St. Joseph's Hospital and Medical Center Co-Branding



Barrow Neurological Institute/“Centers” Co-Branding



Special-Case Vertical Usage *(all vertical usage must have Marketing involvement/approval)*

“Centers” Lockup



Petznick Stroke Center



Embroidery (for more information see our swag guide)



Jacket and Shirt Swag Lockup



Brand Colors

<p>Barrow Blue</p> <p>CMYK 100/78/5/18</p> <p>RGB 0/67/134</p> <p>Hex #004386</p>	<p>White</p> <p>CMYK 0/0/0/0</p> <p>RGB 255/255/255</p> <p>Hex #ffffff</p>	<p>Black</p> <p>CMYK 75/68/67/90</p> <p>RGB 0/0/0</p> <p>Hex #000000</p>	<p>Gray</p> <p>PMS 425</p> <p>CMYK 66/56/53/29</p> <p>RGB 84/87/90</p> <p>Hex #54575a</p>	<p>Turquoise</p> <p>PMS 299</p> <p>CMYK 80/18/0/0</p> <p>RGB 0/161/224</p> <p>Hex #00a1e0</p>	<p>Light Gray</p> <p>PMS Cool Gray 4c</p> <p>CMYK 27/21/22/0</p> <p>RGB 188/188/188</p> <p>Hex #bcbcbc</p>	<p>Gradient</p> <p>Used with Barrow Marketing permission only</p>
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Unacceptable Usage

No distorting



Wrong brain symbol



Wrong fonts



Tagline

Minding What Matters Most™

Font: Trade Gothic Light Oblique



Minding What Matters Most™

Unacceptable Usage of Tagline

No drop shadow



No alternate typeface



No line breaking



No altering horizontal scale



Stationery Suite

Barrow Neurological Institute

This stationery layout for the Barrow Neurological Institute features the Barrow Neurological Institute logo and the Dignity Health logo (St. Joseph's Hospital and Medical Center) in the top left corner. A central box contains the Barrow Neurological Institute logo, the Dignity Health logo, and the address: 350 W. Thomas Road, Phoenix, AZ 85013. A smaller box in the top right corner contains contact information: Firstname Lastname, Title Title, Barrow Neurological Institute, FirstLastname@DignityHealth.org, 350 W. Thomas Rd., Phoenix, AZ 85013-4496, (602) 406-0000 direct, (602) 000-0000 cell, and (602) 406-0000 fax. The bottom left corner contains the address: 350 W. Thomas Road, Phoenix, AZ 85013, (602) 406-3000 direct. The bottom right corner contains the website: BarrowNeuro.org.

Barrow "Centers" (More on Page 26, Centers and Programs)

This stationery layout for Barrow Centers features the Barrow Neurological Institute logo and the Muhammad Ali Parkinson Center logo (A Parkinson's Foundation Center of Excellence) in the top left corner. A central box contains the Barrow Neurological Institute logo, the Muhammad Ali Parkinson Center logo, and the address: 350 W. Thomas Road, Phoenix, AZ 85013. A smaller box in the top right corner contains contact information: Firstname Lastname, Title Title, Barrow Neurological Institute, FirstLastname@DignityHealth.org, 350 W. Thomas Rd., Phoenix, AZ 85013-4496, (602) 406-0000 direct, (602) 000-0000 cell, and (602) 406-0000 fax. The bottom left corner contains the address: 350 W. Thomas Road, Phoenix, AZ 85013, (602) 406-3000 direct. The bottom right corner contains the website: BarrowNeuro.org.

Typefaces

Fonts for Graphic Designers and Professional Vendors:

Primary Font — Sans Serif Font: **Trade Gothic**

Headlines, subheads, body copy, information graphics, maps, captions and sidebars

Trade Gothic Light

Trade Gothic Light Oblique

Trade Gothic Medium

Trade Gothic Medium Oblique

Trade Gothic Bold No. 2

Trade Gothic Bold Oblique

Secondary Font — Serif Font: **Lyon Display**

Headlines, body copy

Lyon Display Regular

Lyon Display Regular Italic

Lyon Display Medium

Lyon Display Medium Italic

Lyon Display Bold

Lyon Display Bold Italic

Substitute Fonts for Google Docs/Slides, Microsoft Office Programs and Non-Designers:

Sans Serif Font (Google): **Arial**

Internal/substitute sans serif font

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Serif Font (Google): **EB Garamond**

Internal/substitute serif font

EB Garamond Regular

EB Garamond Italic

EB Garamond Bold

EB Garamond Bold Italic

Sans Serif Font (Office): **Calibri**

Internal/substitute sans serif font

Calibri Light

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Serif Font (Office): **Cambria**

Internal/substitute serif font

Cambria Regular

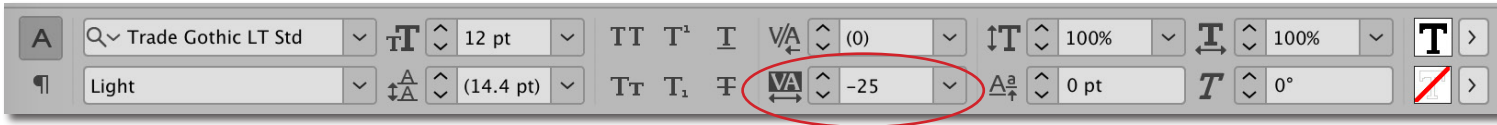
Cambria Italic

Cambria Bold

Cambria Bold Italic

Typography Principles *(for Adobe InDesign users)*

Set tracking to at least -25 — for all **Trade Gothic** Fonts



Use Tabular Lining for Numerals — **Lyon Display** and **Lyon Text** Fonts

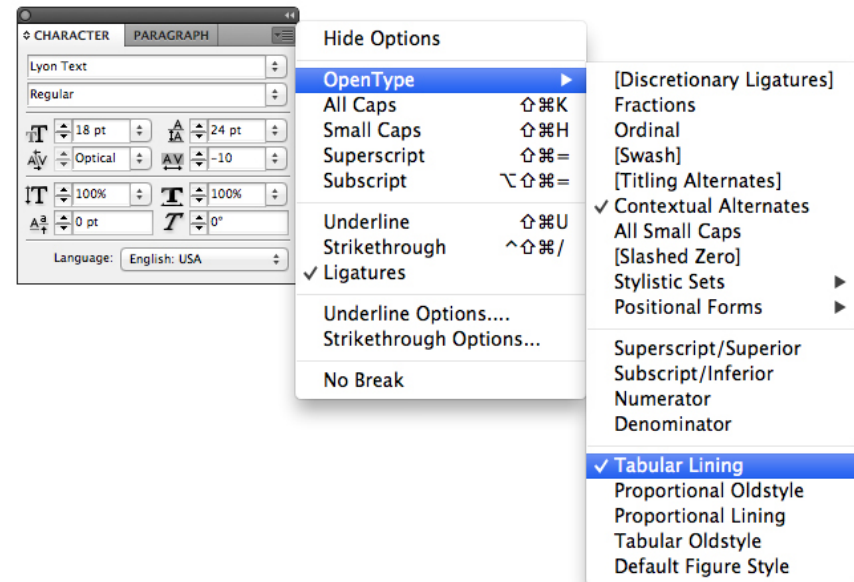
This option can be found in the InDesign Type Palette. Click the downward facing arrow in the upper right corner of the Type palette and scroll to OpenType> Tabular Lining in the drop down menus.

Correct: Numerals Using Tabular Lining

1234567890

Incorrect: Oldstyle Numerals

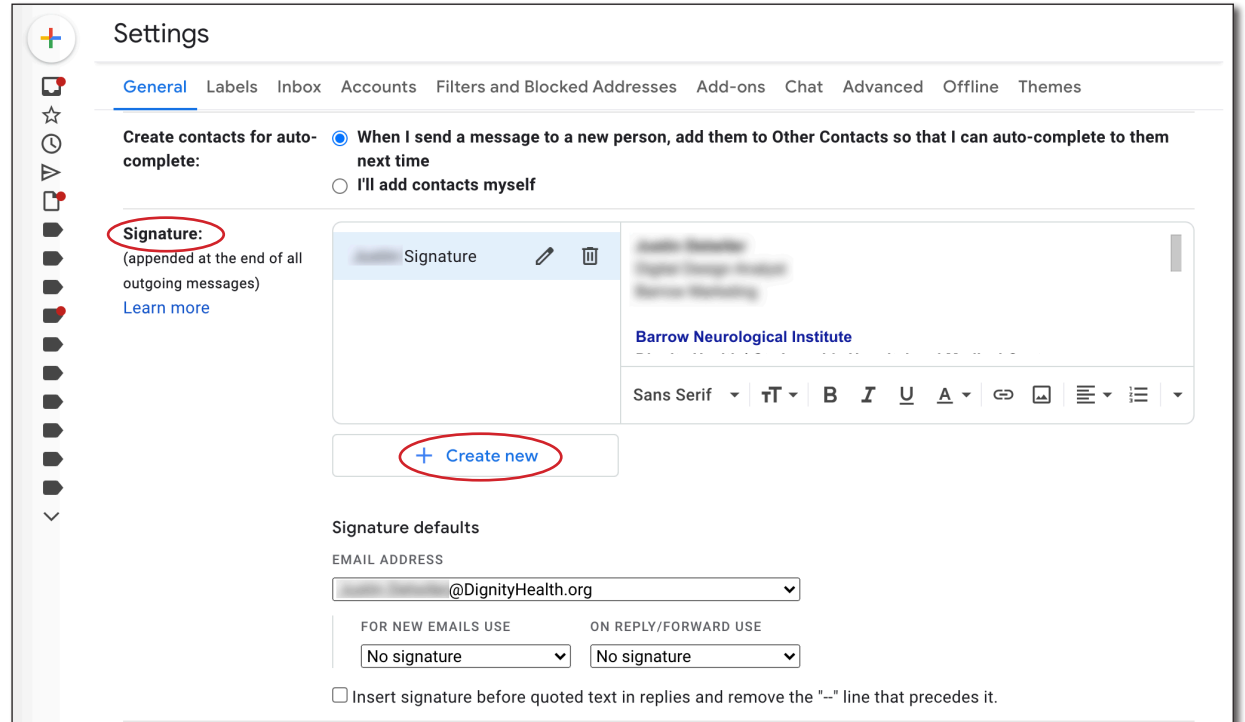
~~1234567890~~



Email Signature and Gmail Settings

Preferred Email Signature (All Employees)

Gmail settings (**settings > general > signature**). If you have already set up your signature in Outlook, styled as shown below, you can copy and paste it into the signature window in Gmail settings. If you have not already set a signature you will need to click “create new” and follow the steps. After you are done with the signature settings scroll to bottom and click “save changes.”



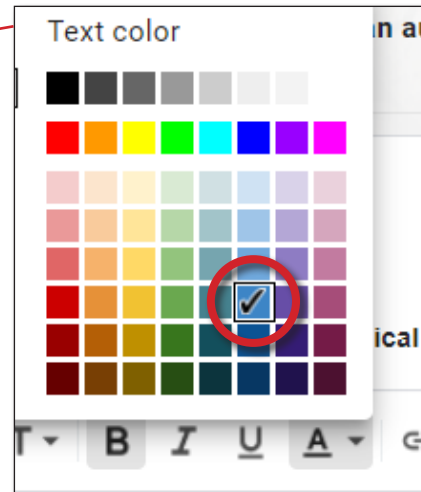
Preferred Name ————— Bold
 Title
 Department

Barrow Neurological Institute — Blue
Dignity Health | St. Joseph’s Hospital and Medical Center — Bold

Normal Size Type
 Sans Serif Font
 350 W. Thomas Rd.
 Phoenix, AZ 85013
 602.406.0000 (O)
 602.000.0000 (M)
 602.406.0000 (F)

BarrowNeuro.org — New hyperlinked Barrow URL replacing email address

Small Size Type
 Sans Serif Font
 Caution: This email is both proprietary and confidential, and not intended for transmission to or receipt by any unauthorized persons. If you believe that it has been received by you in error, do not read any attachments. Instead, kindly reply to the sender stating that you have received the message in error. Then destroy it and any attachments. Thank you.



At this time please refrain from using any logos in your email signature.

Email Signature and Gmail Settings *(Continued)*

Use the *Dignity Health Domain* for Day-to-Day Email Correspondence *(or @BarrowNeuro.org for those users)*

The transition to Google has caused some confusion with regard to what email address to use. These guidelines will help you to appropriately use your current email addresses:

With the transition to Google, you now have an **@commonspirit.org** domain. This should be used to log into your Google profile.

For divisional day-to-day email correspondence, as well as patient-facing communications, you should continue to use the regional domain (@dignityhealth.org). *(Or @BarrowNeuro.org for those users)*

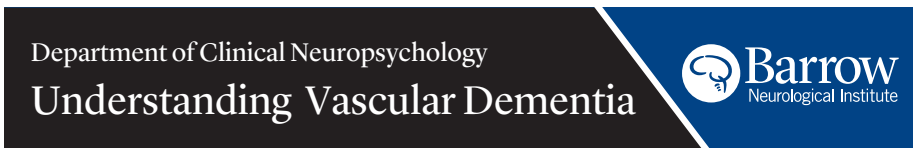
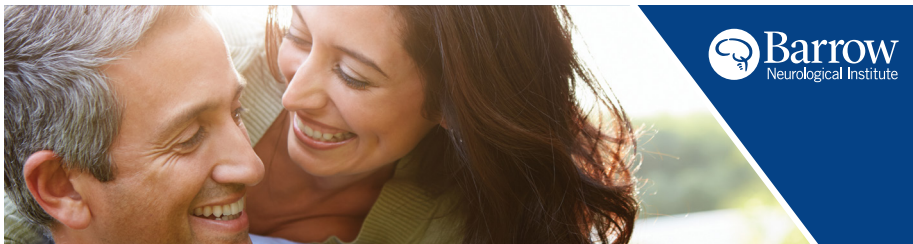
With these guidelines in mind, please set your local domain as your default email address in the appropriate Gmail settings (**settings > accounts > send mail as > add another email address**).

After you have added your @dignityhealth.org email address *(or @BarrowNeuro.org)* it will show up as another choice for the “Send mail as” section. Next to your @dignityhealth.org email address click “make default” then scroll down to bottom and click “Save.”

The screenshot shows the Gmail 'Settings' page with the 'Accounts' tab selected. The 'Send mail as:' section lists two email addresses: '@commonspirit.org' and '@DignityHealth.org'. The '@DignityHealth.org' address is set as the 'default'. The 'Add another email address' button is highlighted. The 'When replying to a message:' section shows 'Always reply from default address' selected.

Design Elements

Flyer/Brochure Mastheads and Footers



Pull Quote and Subheader Boxes



Collateral Logo and Graphics Placement

Acquired Brain Injury Clinic





The Barrow Difference

The therapists at Barrow are dedicated to the evaluation and treatment of patients with neurological injuries and diseases. As part of a highly specialized institution, they have collectively obtained an unparalleled amount of experience in caring for individuals with acquired brain injuries. Our therapists are committed to helping you return to the highest level of function and independence possible.

In addition to a highly experienced, multidisciplinary team, the Barrow Acquired Brain Injury Clinic offers advanced rehabilitation technologies—such as exoskeletons and other neuro-robotic devices. Many of our therapists have received special training in these technologies.

We know your journey doesn't end when your neuro-rehabilitation is complete. Experiencing a brain injury often means adapting to a new normal, which is why we also offer a peer mentorship program to provide long-term support and adaptive recreation opportunities to improve quality of life.

This clinic is designed for patients with neurological impairments that need neuro rehabilitation services, but do not meet criteria for inpatient rehab.

Treatment Diagnoses:

- Traumatic and Non-Traumatic Brain Injury
- i.e. brain injury from an accident, stroke, brain tumor, subdural hematoma, encephalitis, etc.

Our Goal is to Promote Wellness Through:

- Medical Management
- Rehabilitation Planning
- Secondary Disability Prevention
- Community Resources
- Recreational Opportunities
- Education
- Vocational Rehabilitation
- Research & Technology Participation



For More Information

(602) 406-1600
(602) 294-5035 (fax)

Barrow Outpatient
Neuro-Rehabilitation Center
222 W. Thomas Rd., Ste. 100
Phoenix, AZ 85013




Dignity Health
St. Joseph's Hospital and
Medical Center

Continued on back
10/2020

Introducing Our New Neurologists









Refer A Patient

To refer a patient to one of our neurology clinics, please fax imaging and medical records to **(602) 406-6261**. If you have questions, please call **(602) 406-6262** visit the all-new **BarrowNeuro.org**.

Petznick Stroke Center





At the Petznick Stroke Center, we are committed to providing excellent care, informing the community about prevention through control of risk factors, and finding new ways of treating and preventing stroke through research.

Barrow Neurological Institute at Dignity Health St. Joseph's Hospital and Medical Center has one of the most experienced and expert stroke programs in the country, caring for more stroke victims than any other center in the southwestern United States. The Petznick Stroke Center is nationally certified by The Joint Commission and holds a Primary Stroke Center certification, which recognizes hospitals with state-of-the-art infrastructure, experienced staff with unique education, and competency standards to receive and treat patients with strokes. The Center's primary certification is a testament to the ability of Barrow to meet stroke center standards and requirements, including advanced imaging capabilities, vascular imaging, and 24/7 availability of specialized treatment.

The Barrow Difference

- The Petznick Stroke Center is a **Stroke Center of Excellence**, with accolades including a **2020 Get With the Guidelines® Stroke Gold Plus Quality Achievement Award** and an **American Heart Association/American Stroke Association Target Stroke Honor Role Elite Plus Award**.
- Stroke patients at Barrow are cared for by an interdisciplinary team of clinical experts including our American Board of Psychiatry and Neurology, Inc., Vascular Neurology-certified physicians, cerebrovascular and endovascular neurosurgeons, nurses, rehabilitation therapists, and care coordinators. Interdisciplinary care allow us to meet the unique needs of every patient.
- Barrow offers comprehensive care for stroke patients, including both inpatient and outpatient services, featuring treatments available across the continuum of stroke care – from the pre-hospital setting to integration back to life at home.



For More Information

(602) 406-6262
BarrowNeuro.org/Stroke

Barrow Transfer Center
1-844-BN-XFER
(844-264-9337)

Acute Stroke Referrals
(602) 406-7777



Dignity Health
St. Joseph's Hospital and
Medical Center

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7/2021

Bio Cards

Barrow Concussion and Brain Injury Center



Javier Cárdenas, MD
Neurologist
Concussion and Brain Injury

Javier Cárdenas, MD, is a neurologist and the director of the Barrow Concussion and Brain Injury Center. He is board certified in neurology by the American Board of Psychiatry and Neurology.

Dr. Cárdenas' expertise involves concussion, post-concussion syndrome, spinal trauma, and traumatic brain injury. He is a member of the American Academy of Neurology; the National Football League Head, Neck and Spine Committee; and the Arizona Governor's Advisory Council on Spinal and Head Injuries.

Dr. Cárdenas received his medical degree from the University of Arizona College of Medicine. He completed a residency in pediatrics at St. Joseph's Hospital and Medical Center and trained in child neurology at Barrow Neurological Institute.

Dr. Cárdenas created the Barrow Concussion and Brain Injury Center, which is the nation's most comprehensive concussion prevention, treatment, and education program. He also created Barrow Brainbook, which Arizona high school students must complete to participate in school sports. It is the first mandated online concussion education and testing tool for student athletes in the country.

For more information or to request an appointment, please call **(602) 406-4323**.



6/2021

Muhammad Ali Parkinson Center



Holly A. Shill, MD
Bob & Renee Parsons Chair in Parkinson's Disease and Movement Disorders

Holly A. Shill, MD, is the Director of Muhammad Ali Parkinson Center at Barrow Neurological Institute. She is board certified by the American Board of Psychiatry and Neurology. Dr. Shill is also a Research Associate Professor in the Department of Neurology, University of Arizona College of Medicine in Phoenix.

Dr. Shill's expertise includes the diagnosis and treatment of involuntary movements, tremor disorders, Parkinson's disease, Huntington's disease, Dystonia and Ataxia. She is a member of the American Academy of Neurology and Movement Disorder Society.

Dr. Shill received her medical degree from the University of Arizona, College of Medicine. She completed her internship at St. Joseph's Hospital and Medical Center in Internal Medicine. Dr. Shill completed her residency in neurology and a fellowship in movement disorders at Barrow Neurological Institute. She then served as a clinical fellow at the National Institutes of Health, studying movement disorders.

Dr. Shill's research interests include risk factors for the development and progression of Parkinson's disease, the pathogenesis of Essential Tremor and innovative treatments for both Parkinson's and Essential Tremor.

For more information or to request an appointment, please call **(602) 406-6262**.



6/2021

Barrow Neuro-Otology Program



Terry D. Fife, MD
Neurologist
Neuro-Otology

Terry D. Fife, MD, is the Director of the Balance Disorders and Vestibular Neurology program at Barrow Neurological Institute. He is board certified in both internal medicine and in neurology.

Dr. Fife specializes in disorders of balance and equilibrium including vertigo, cerebellar ataxia, chronic imbalance, hydrocephalus, recurrent falling, syncope and postural hypotension, dizziness, and nystagmus and eye movement disorders. His research interests include the diagnosis and management of vertigo and equilibrium disorders, testing of balance and vestibular function and cerebellar ataxia.

Dr. Fife is a past president of the Arizona Neurological Society and serves on a number of National Committees. He has published articles on topics related to balance disorders and is a reviewer for numerous journals on topics of balance and vertigo.

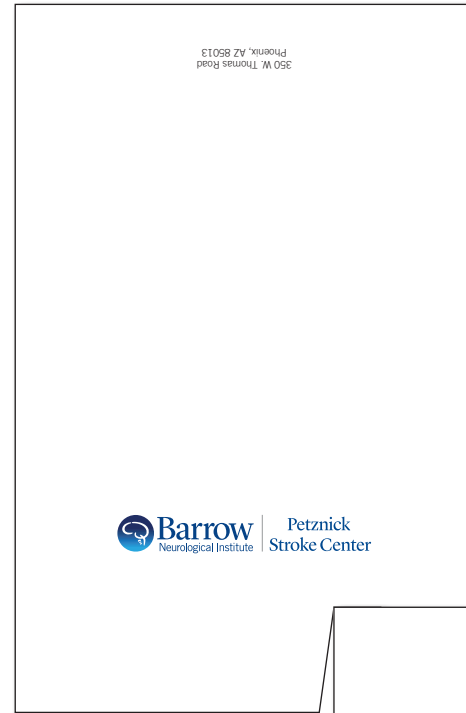
After completing medical school at Texas A&M University, Dr. Fife completed an internal medicine residency program at the University of California, Davis and then completed neurology training at UCLA. He then completed fellowship training in neuro-otology and balance disorders at UCLA on an NIH National Research Service Award.

For more information or to request an appointment, please call **(602) 406-6262**.

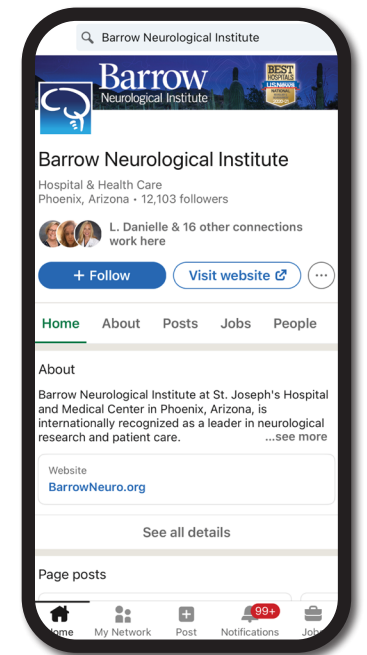
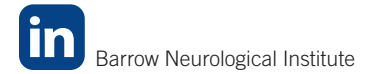
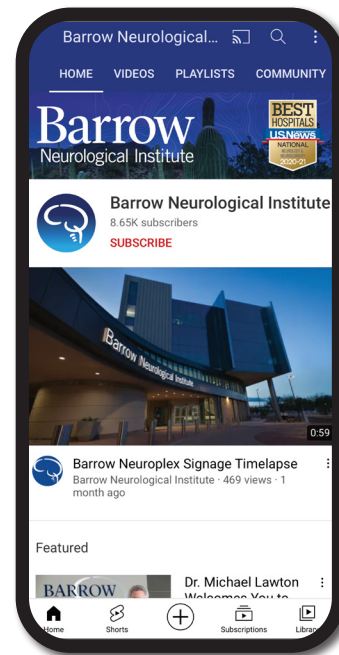
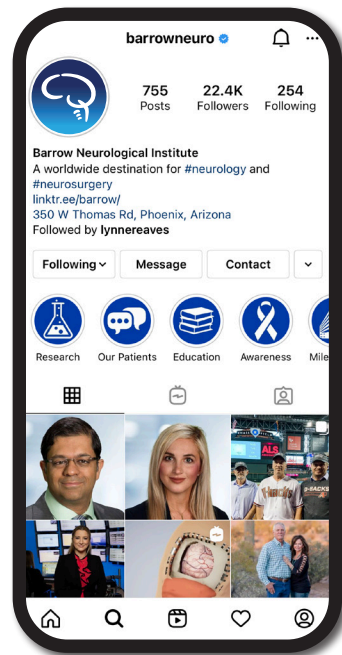
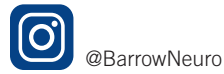
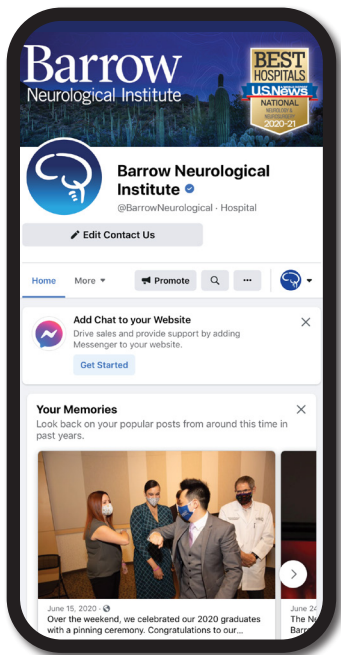


6/2021

Pocket Folder, Thank You/Note Cards

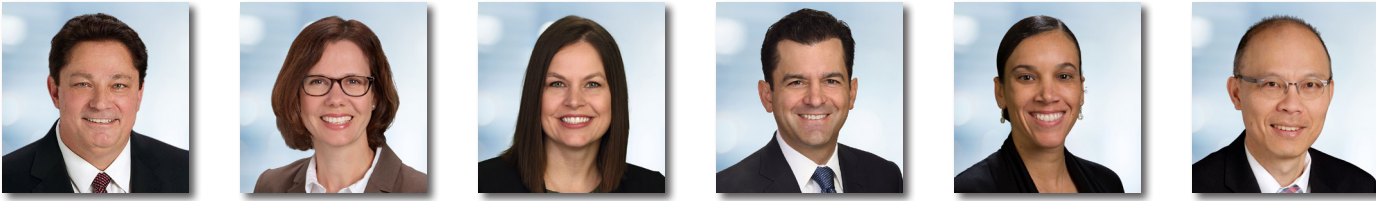


Digital & Social Media



Reminder: @BarrowNeuro and @SupportBarrow are the only official and approved social accounts.

Barrow Portrait Photography



Paulson Photo/Graphic studio is located at 326 East Coronado Road, Suite 104, in the Maricopa County Medical Society building.

Barrow requires professional business attire for the photo session.

There is a mirror and grooming area where hair can be adjusted and make-up can be applied if appropriate.

After the photo session you will receive a proof page attached to email. We will request that you select a picture to be finished. We retouch the final version and deliver to Barrow Marketing.

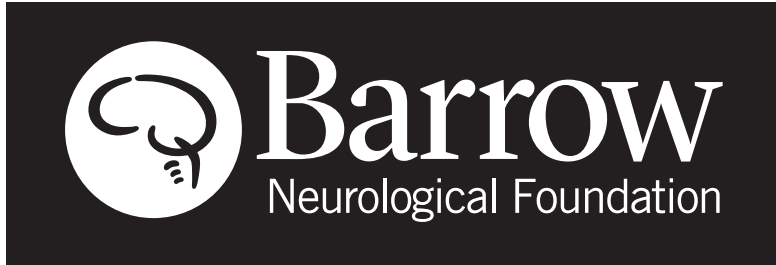
You can use text message (602) 799-7471 or email photo@paulson.com to book your appointment.

Mike Paulson
Paulson Photo/Graphic
By appointment only Monday-Friday 7 a.m. to 4 p.m.
(602) 799-7471 voice or text
photo@paulson.com

Barrow Neurological Foundation – Primary Logo



Barrow Neurological Foundation – Secondary Logos: Knock-Out, Blue, Grayscale, and Text-only



BRANDING



Barrow
Neurological Institute

Minding What Matters Most™



How to Reference “Barrow” & Naming Conventions for Donor Gifts

How to Reference “Barrow”

- NEVER “Barrows” or “Barrows Neuro” or “Barrows Neurological Institute.”
- NEVER “Barrow’s” with an apostrophe “s.”
- NEVER “The” Barrow – with exception of resident and fellowship marketing.
- In collateral pieces, refer to “Barrow Neurological Institute” as a first mention. After that, use only “Barrow” in place of “Barrow Neurological Institute” going forward.
- Avoid abbreviations “BNI” and “BNF” – can only be used internally.
- BESTU, BIC, MAPC – avoid acronyms always.

Naming Conventions for Donor Gifts

The approved naming convention for all named Barrow Neurological Institute donor spaces shall be: **Last Name Center/Space**

For example: Petznick Stroke Center, Sonntag Spine Center, Marley Lobby

Current donor spaces are grandfathered in with full names, e.g., Muhammad Ali Parkinson Center, Gregory W. Fulton ALS Center

Donor-named service lines and spaces shall be included in the first reference on all copy, media releases, etc., and must include the copy “at Barrow Neurological Institute” following the proper name.

For example: Petznick Stroke Center at Barrow Neurological Center or Sonntag Spine Center at Barrow Neurological Institute

Barrow Key Service and Interdisciplinary Areas

Barrow Departments

- Clinical Neuropsychology
- ENT and Skull Base Surgery/Otolaryngology (patient/academic)
- Neurobiology
- Neurology
- Neuropathology
- Neuro-Rehabilitation
- Neuroradiology
- Neuroscience Nursing
- Neurosurgery
- Radiation Oncology

Barrow Clinical Centers and Programs

Areas are either grouped under a center or a program. An entity is classified as a center if it has a concise physical location. This section includes a list of the conditions treated for each specialty and the suggested center and program names that will be referenced on the website, in marketing materials, and with the media. Logos and business card samples are also included in the document. **Only centers will have their own logo lockup, business card, and letterhead.**

Barrow Centers

- Barrow Cleft & Craniofacial Center
- Barrow Concussion & Brain Injury Center
- Barrow Neuro-Rehabilitation Center
- Barrow Pituitary Center
- Gregory W. Fulton ALS Center
- Muhammad Ali Parkinson Center
- Petznick Stroke Center

Barrow Programs

- Acoustic Neuroma Program
- Alzheimer's and Memory Disorders Program
- Aneurysms and Cerebrovascular Program
- Auditory Brainstem Program
- Brain Tumor Program
 - Ivy Brain Tumor Center
- Center for Transitional Neuro-Rehabilitation (CTN)
- Cochlear Implant Program
- CyberKnife & Gamma Knife Center
- Deep Brain Stimulation (DBS) Program
- Epilepsy Program
 - Magnetoencephalography (MEG)
 - Visual Monitoring Unit
 - Electroencephalography (EEG)
- Hypothalamic Hamartoma Program
- Jan & Tom Lewis Migraine Treatment Program
- Lateral Skull Base Program
- Multiple Sclerosis Program
- Neuroendocrinology Clinic
- Neuro-Oncology Program
- Neuro-Ophthalmology Program
- Neuro-Otology Program
- Neuropsychology Program
- Neurotrauma Program
- Normal Pressure Hydrocephalus Program
- Sinus Program
- Spine Program
 - Sonntag Spine Center

Barrow Centers – Example

Muhammad Ali Parkinson Center

Website reference:

Muhammad Ali Parkinson Center

Media and marketing references:

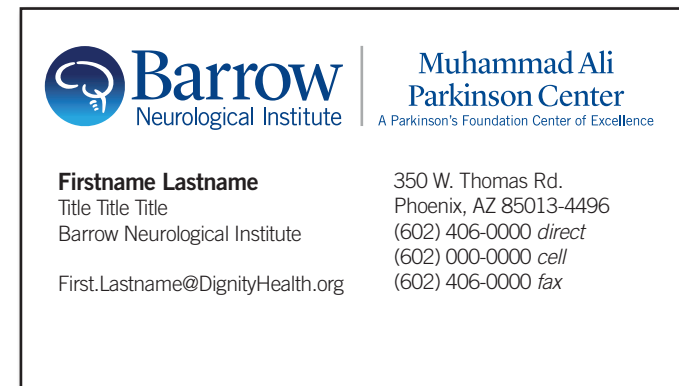
First reference: Muhammad Ali Parkinson Center at Barrow Neurological Institute

Second reference: Muhammad Ali Parkinson Center

Logo Lockup



Business Card



Barrow Centers – Example *(continued)*

Gregory W. Fulton ALS Center

Website reference:

Gregory W. Fulton ALS Center

Media and marketing references:

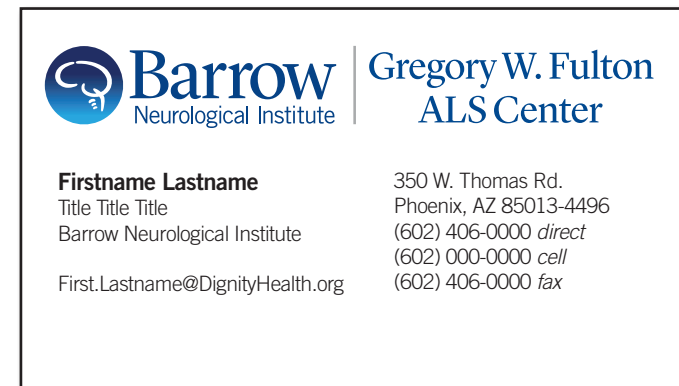
First reference: Gregory W. Fulton ALS Center at Barrow Neurological Institute

Second reference: Barrow ALS Center

Logo Lockup



Business Card



Barrow Centers – Example *(continued)*

Barrow Concussion and Brain Injury Center

Website reference:

Barrow Concussion and Brain Injury Center

Media and marketing references:

Concussion-related stories:

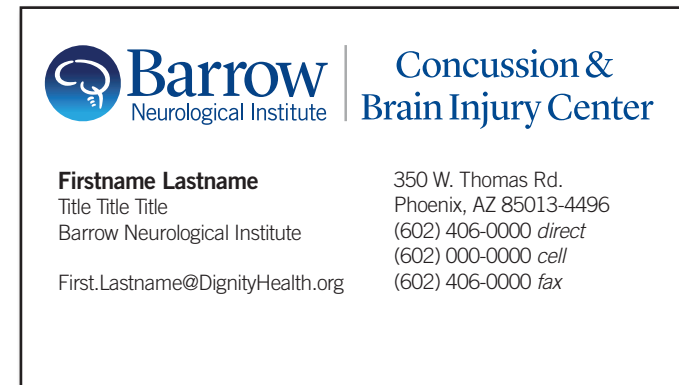
First reference: Barrow Concussion and Brain Injury Center

Second reference: Barrow Concussion Center

Logo Lockup



Business Card



Barrow Centers – Example *(continued)*

Barrow Neuro-Rehabilitation Center

Website reference:

Barrow Neuro-Rehabilitation Center

Media and marketing references:

First reference: Neuro-Rehabilitation Center at Barrow Neurological Institute

Second reference: Barrow Neuro-Rehabilitation Center

Logo Lockup



Business Card

