

# Brand Manual

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Brooks Rehabilitation  
September 2018



# A Brief Introduction

Welcome to the official Brooks Rehabilitation brand manual! Our goal is to support the organization's marketing and communication efforts as we continue our journey to be the recognized leader in providing a system of world-class rehabilitation solutions.

## Why is branding so important?

The Brooks brand represents who we are and what we stand for as an organization. It is an articulation of the promise we make to every patient, loved one, referral source and community partner.

While we may work in many different care settings, we are all part of one Brooks. Maintaining brand consistency across all divisions, programs and services is imperative for presenting a unified image to both internal and external audiences.

## We're here to help.

Don't hesitate to contact corporate marketing if you have questions about the Brooks Rehabilitation brand or need help developing collateral.

[Brooks.Marketing@brooksrehab.org](mailto:Brooks.Marketing@brooksrehab.org)

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# About Brooks Rehabilitation



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## Behind the Name

Our organization was named to honor our founder, Dr. J. Brooks Brown. He has been instrumental in improving the healthcare landscape and the lives of countless patients in both Jacksonville and its surrounding areas.

During his career as a cardiothoracic surgeon, Dr. Brown had both vision and drive, which resulted in the establishment of two major healthcare organizations serving Jacksonville today: Memorial Hospital and Brooks Rehabilitation.

He founded the rehabilitation hospital in 1970 to help patients rebuild their lives after a major illness or injury. Physical rehabilitation was not always a common practice, but Dr. Brown was keenly aware of the benefits. Under his guidance, Brooks has grown to become the largest and most trusted postacute care provider in the region.

# The Brooks Name

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## Appropriate Use: Written Form

When referencing the organization for the first time, use the full name:

### Brooks Rehabilitation

In subsequent references, you may abbreviate to: **Brooks**

## Do not use:

-  Brooks Rehab
-  Brooks Rehab Center
-  Brooks Health System
-  Brooks Health

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## Why not “Rehab?”

While we may conversationally refer to what we do as ‘rehab,’ we do not use it in our marketing or in the written form due to the common association with addiction treatment.

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## Exceptions

The Brooks URL and Brooks social media handles use “rehab” to reduce character count and possibility of misspelling.

# Brand Identity & Strategy

# Core Brooks Messaging

Messaging defines what we talk about when explaining Brooks services and offerings (the give), and how they benefit each of our audiences (the get).

## The Give

Brooks Rehabilitation is the top choice for comprehensive, innovative rehabilitation from expert clinicians in an immersive system of care.

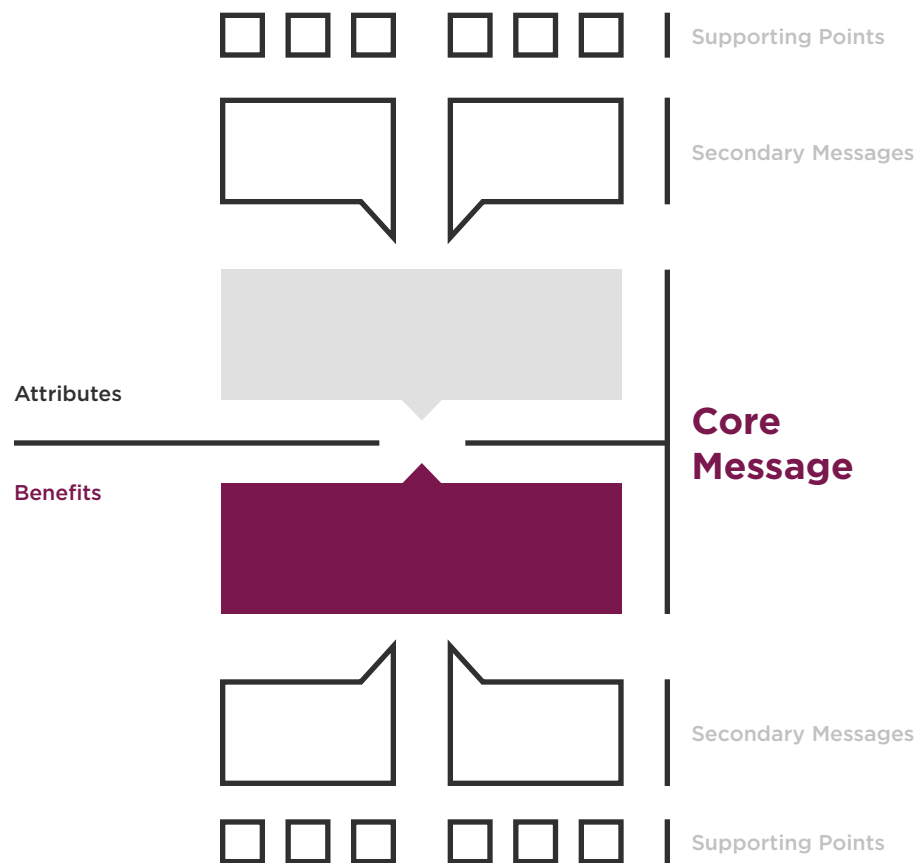
## The Get

Patients go beyond rehabilitation with individualized care plans based on personal goals with a supportive community for continuous recovery.

## Our Messaging Map

Our messaging map builds out from our give and get to prioritize core talking points about Brooks services and offerings. Like any other map, it serves as a guide to point you in the right direction when figuring out how to speak about Brooks.

## Messaging Map Example



# Messaging Map





# Verbal Identity

# Our Audiences & Voice

The overall goal of our marketing is to establish Brooks Rehabilitation as the top choice for comprehensive rehabilitation care with each of our target audiences. We place emphasis on the size of our network, depth and breadth of care, expertise of our clinicians and innovative treatments and technologies.

The Brooks voice is designed to convey our brand position in all of our communication. Keep these core voice ideas in mind when you're writing any communication on behalf of Brooks.

## Audience

- Patients & Families
- Clinicians & Referring Partners
- Employees

## Confident

As the top choice for innovative rehabilitation, we're confident in the service and experience we offer to everyone who walks through our doors.



### Be:

An authority in your message. Trust in your ability to get the point across.



### Don't Be:

Condescending, intimidating, demanding or overly authoritative.

## Motivating

People who come to Brooks are often afraid, worried or struggling. Stay positive and focus on empowering growth and recovery.



### Be:

Encouraging and inspirational. Offer as much empathy as possible.



### Don't Be:

Overly sweet or dismissive of patient realities. Too much cheer seems insincere.

## Knowledgeable

We're trained experts in our industry, and we've gained that knowledge through experience. We're here to answer questions and offer solutions.



### Be:

Informative, accessible and educational. Share your knowledge with our audiences.



### Don't Be:

Overly clinical or filled with jargon. Your vocabulary should match the audience.

## Forward-Thinking

Whether we're evolving a patient's care plan, conducting research or otherwise improving our offerings, Brooks looks at things with an innovative mindset.



### Be:

Revolutionary. Always think about growth, next steps and how to evolve.



### Don't Be:

Unorthodox or ungrounded. We evolve based on the needs of our patients.

# Writing Style

At Brooks, we follow the Associated Press style guide rules for grammar and punctuation. Use this cheat sheet to answer common AP style questions.

## Punctuation

Do not use a comma before a conjunction in a series (known as an Oxford comma). Only use a single space after a period.



### Do:

Dessert was great. We had cookies, pie and cake.



### Don't:

Dessert was great. We had cookies, pie, and cake.

## Numbers

Generally, spell out numbers one through nine, and use numerals for 10 and higher unless referring to age, date, time, address or price.



### Do:

About 10 years ago, the 30-year-old man broke his spine in three places.



### Don't:

About ten years ago, the thirty-year-old man broke his spine in 3 places.

## Quoting

Punctuation falls within the quotation marks. Don't use substandard spellings such as "gonna" to convey dialect.



### Do:

"I was going to try using a new technique on this attempt," he said.



### Don't:

"I was gonna try using a new technique on this attempt", he said.

## Title Case

In headlines and when referring to service lines, capitalize words other than articles, conjunctions and prepositions.



### Do:

Changing the Way You See Rehabilitation



### Don't:

Changing the way you see Rehabilitation

## Phone Numbers

Use parenthesis when listing area codes, followed by a space, with a hyphen between the third and fourth digit.



### Do:

(904) 345-7600



### Don't:

904.345.7600

## Addresses

When giving an address with a number, abbreviate street names such as boulevard (Blvd.) and street (St.), as well as cardinal directions (N., S., E., W.)



### Do:

3599 University Blvd. S.



### Don't:

3599 University Boulevard South

## Names & Academic Degrees

On first mention, use a full name and all titles. On second mention only use last name. When listing degrees, offset with a comma.



### Do:

Andy Dwyer, P.T., D.P.T., O.C.S. is a clinician. Dwyer loves research.



### Don't:

Andy Dwyer (PT/DPT/OCS) is a clinician. Andy loves research.

## Dates & Times

Abbreviate months and use a comma after days. Don't use ordinals such as "th." Use periods and lowercase in "a.m." and "p.m."



### Do:

Monday, Jan. 1, 2019 at 8:30 a.m.



### Don't:

Mon. January 1st 2019 at 8:30AM

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Logo

Logo

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Logo

## Brand Logo

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The Brooks Rehabilitation logo is vitally important to our brand identity. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.



Incorrect Logo

The image shows the correct primary logo for Brooks Rehabilitation. It features the word "BROOKS" in a blue serif font with a circular icon containing a bird and a sun, followed by "Rehabilitation" in a blue sans-serif font. A registered trademark symbol (®) is located at the top right of the "S" in "BROOKS".

Correct | Primary Logo

The image shows the correct horizontal logo for Brooks Rehabilitation. It features the word "BROOKS" in a blue serif font with a circular icon containing a bird and a sun, followed by "REHABILITATION" in a blue sans-serif font. A registered trademark symbol (®) is located at the top right of the "S" in "BROOKS".

Correct | Horizontal Logo

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Logo

## Brand Logo Colors (Primary)

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There are several acceptable color treatments for our logo. The logo should always be a single color. The primary color option for our logo is Brooks Blue (Pantone® 2747). It is intended to be used on lighter backgrounds and images in order to maintain legibility.

The logo can appear in black or grey for black-and-white and grayscale scenarios, or be reversed out to white when appearing on dark backgrounds.

When overlaying the logo onto an image or design, the logo should always have a transparent background. Do not isolate the logo from the overall design.

The marketing department has a large library of logo files in various file types and resolutions. Don't hesitate to reach out if you need these files.

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### Primary Usage

Brooks Blue (Pantone® 2747)

BROOKS<sup>®</sup>  
Rehabilitation

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### Black / White Usage

Black or Grey

BROOKS<sup>®</sup>  
Rehabilitation

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### Reversed Out

White

BROOKS<sup>®</sup>  
Rehabilitation

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Logo

# Brand Logo Colors (Horizontal)

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**Primary Usage**

Brooks Blue (Pantone® 2747)

BROOKS<sup>®</sup> REHABILITATION

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**Black / White Usage**

Black or Grey

BROOKS<sup>®</sup> REHABILITATION

---

**Reversed Out**

White

BROOKS<sup>®</sup> REHABILITATION

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Logo

## Brand Logo Clearspace

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To ensure that clear space is maintained around the Brooks logo, all photos, text and graphic elements should follow the guideline illustrated here.

Use the width of the letter “B” as a measuring tool to help maintain clearance.



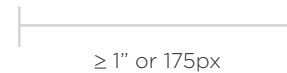
## Brand Logo Sizes

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### Size

To maintain full legibility, do not reproduce the logo at widths smaller than 1 inch (for print) or 175 pixels (for screen). There is no maximum size limit, however, use discretion when sizing the logo. It shouldn't be the most dominant element on the page. In other words, the logo should have proper “breathing room” as an identifying mark.

BROOKS<sup>®</sup>  
Rehabilitation



If space is restricted and the logo would not be legible or clear due to reduction, the sun icon can be substituted. Only the sun may be used as an icon to represent the Brooks brand.

**Please consult the Marketing Department for approval before using the sun icon:**

**[Brooks.Marketing@brooksrehab.org](mailto:Brooks.Marketing@brooksrehab.org)**





# Proper Logo Usage

The logo has been meticulously designed to convey the modern, clean and expert brand.

**DO NOT** recreate the logo under any circumstance. Do not substitute fonts or add additional words to our logo.



**DO NOT** scale or stretch the logo without maintaining its original fixed ratio.



**DO NOT** use an older version of the logo that isn't an approved exemption.



**DO NOT** change the color of the logo.



**DO NOT** Attempt to highlight the color of the sun.



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Logo

# Proper Logo Usage: Images

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## Correct File Format

An example of what **not to do**:

This is a JPG of the Blue logo over a dark background. Notice a JPG can not have a transparent background and is forced to have a white box. (See left image)

An example of what **to do**:

A white PNG would be a better option. (See right image)

## Image Preference

Logos should be placed over imagery that has enough contrast and clear space so that the logo is legible and has enough breathing room.

When positioning logos over images, the logo should sit in the corner of the image that allows for maximum legibility and clarity.



**YOU SHOULDN'T DO THIS.**



**YOU SHOULD DO THIS.**



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# Proper Logo Usage: Apparel

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**See Pg. 14 to Review the Following:**

- Brand Logo Clearspace
- Brand Logo Sizing
- Brand Icon Usage

Same rules listed above apply to proper logo usage on all apparel and promo items.



Logo

# Divisions, Programs, & Services Logos

## Written Form

When referencing your division, program or service for the first time, please use the full name. For example, Brooks Rehabilitation Adaptive Sports and Recreation.

In subsequent references, you may abbreviate to your preferred option:

- Brooks Adaptive Sports and Recreation
- Adaptive Sports and Recreation
- Our Program
- We

## Visual Form

All programs and services will follow the Master Brand strategy. Addressing the identity of your particular division, program or service will be done through descriptive naming conventions in text only. (e.g. Titles, Subtitles, Callouts).



The Brooks Aphasia Center provides comprehensive support for participants affected by aphasia due to stroke, traumatic brain injury, brain tumors or other neurological disorders.

The Aphasia Center offers two programs, including an intensive and an intensive.

- The community coordinated reduce barriers
- The intensive combines immersive 6 hours per week

Both tracks begin with assessments. The communication programs for s



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Logo

# Divisions, Programs, & Services Exceptions

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## Exceptions

We recognize there are certain businesses that require a unique identity in order to carry out essential business functions. These exceptions provide a service that is materially different from the Master Brand and warrant consideration for a unique identity.

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### Halifax Health Brooks Rehabilitation Outpatient Rehabilitation

Lorem ipsum dolor sit amet.




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### Halifax Health Brooks Rehabilitation Center for Inpatient Rehabilitation

As part of an acute care partnership in Daytona, Brooks created a co-branded logo with Halifax Health. Please contact the Corporate Marketing Department for logo files.




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### Halifax Health Brooks Rehabilitation Pediatric Rehabilitation

Lorem ipsum dolor sit amet.




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### Batram Lakes Brooks Assisted Living

This business line provides a service that is explicitly not rehabilitative in nature and requires a large amount of direct-to-consumer marketing. For these reasons, a unique logo and brand identity has been created. This is also inclusive of The GREEN HOUSE® Residences. Please contact the Corporate Marketing Department for logo files.



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Logo

# Divisions, Programs, & Services Exceptions (cont'd.)

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## Brooks Cybernic Treatment Center

Lorem ipsum dolor sit amet.




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## St. Vincent's Medical Center Total Joint Rehabilitation Managed by Brooks Rehabilitation

As part of an acute care partnership in Jacksonville, Brooks created a co-branded logo with St. Vincent's. Please contact the Corporate Marketing Department for logo files.




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## Brooks Rehabilitation Institute of Higher Learning

This business line provides a service that is explicitly not rehabilitative in nature and requires a large amount of direct-to-consumer marketing. For these reasons, a unique logo and brand identity has been created. Please contact the Corporate Marketing Department for logo files.



# Visual Toolkit

# Brand Palette

## The Importance of Color

Using color is an effective tool for projecting a clear brand identity.

Our Brooks signature Blue is **PANTONE® 2747**.

Always use this color to reinforce our corporate identity. Do not substitute the color. In many cases, the PMS 2747 color may not be available and will have to be converted either to a CMYK, HSB, RGB or a web safe equivalent. In these instances, the Corporate Marketing Department will be more than happy to manage your printing needs.

When color reproduction is not an option, a black, grey or a reversed out white option is available. Some instances of metallic materials may be approved by the Corporate Marketing department. Always choose the option that will give the most clarity and maximum legibility.



**PMS 2747 converts into the following:**

### RGB

0, 26, 114

### CMYK

100, 95, 0, 16

### Websafe

#003366



100%

75%

50%

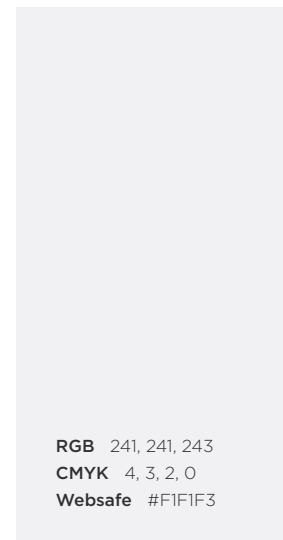
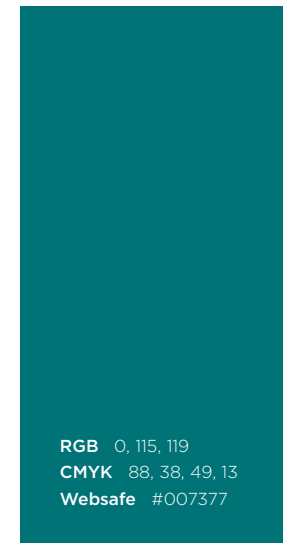
25%



# Secondary Colors

The secondary palette serves as a complement to our Brooks Blue and provides creative options while maintaining brand standards.

Selected colors should reflect the desired tone. They should also match the imagery used in the communication piece. The colors to the right are shown with their RGB values, for use with Microsoft Suite and other programs.



Website/Digital use only.

**DO NOT** use colors other than the approved color palette.

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# Typography

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## Our Font: Gotham

A number of weights are available in the Gotham font family, allowing for a full range of creative expression. Weight is equal to how bold or thick the font appears. (Reference the fonts on the right)

## Alternate Typefaces for Use with Microsoft Suite

### Helvetica Neue

Helvetica Neue is Brooks' secondary typeface and may be used where Gotham is not available or for large amounts of body copy (e.g., more than two paragraphs) and small type sizes (e.g., legal copy).

### Arial

Arial should be used for desktop applications in a non-graphic artwork environment such as websites, Microsoft Word® and PowerPoint®. If available, Gotham and Helvetica Neue should be used for graphics and banners in web portals, microsites and other desktop-based environments.

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#### USE GOTHAM:

[To access the Font Library click here.](#)

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## Styles

In a design, it is recommended to use a max of two styles.

Light  
Medium  
Bold  
Black

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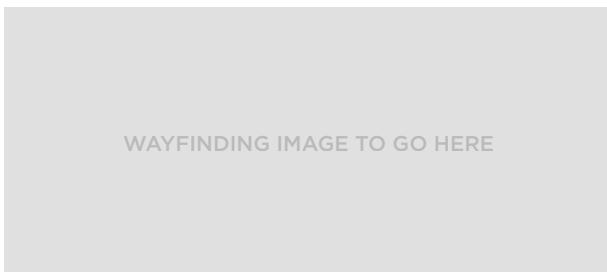
## Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%&

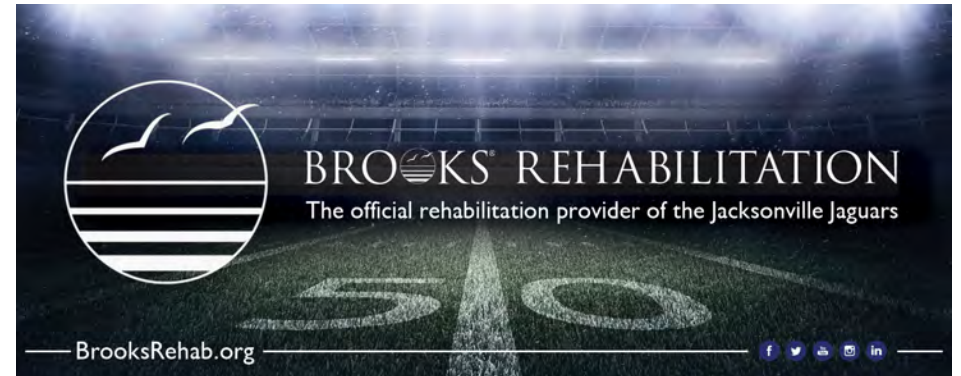
# Applications

# Signage

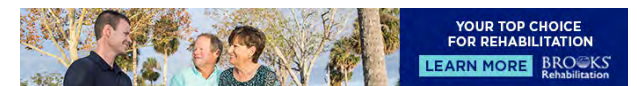
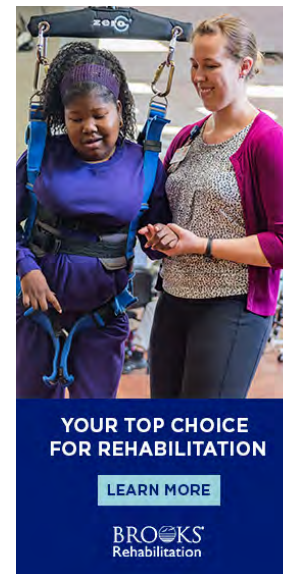
All signage should be consistent with the below unless designated by lease agreement.



# Digital



Concourse Panel



Display Banners

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If unsure of anything, please  
don't hesitate to contact us:

[Brooks.Marketing@brooksrehab.org](mailto:Brooks.Marketing@brooksrehab.org)

BROOKS<sup>®</sup>  
Rehabilitation