

# HOUSTON METHODIST BRAND GUIDE



# FROM THE CEO



Houston Methodist has a proud history of excellence and innovation that extends back to our founding in 1919. Since that time, we've become national leaders in health care with a unique culture and relentless drive for quality that set us apart from other hospital systems across the country.

Our brand is important to us and reflects our vision of achieving unparalleled safety, quality, service and innovation. That is why we've established this brand guide to help us maintain a consistent look, feel and voice in everything we do.

Adhering to our brand standards is essential and should be applied in all areas, whether it is in an email, a document, brochure or promotional item. By maintaining a consistent brand, you are doing your part to bolster our brand positioning as a leading academic medical center offering the best in patient care as well as pioneering innovative treatments and technologies.

Please familiarize yourself with this brand guide and more importantly, use it to champion the Houston Methodist brand.

Thank you for all you do to support leading medicine.

A handwritten signature in black ink, appearing to read 'Marc L. Boom', with a stylized flourish at the end.

Marc L. Boom, MD  
President  
Chief Executive Officer

# TABLE OF CONTENTS

## LOGO USAGE

- 2-3 Graphic Image
- 4 Treatment of Subbrands
- 5 Logo Misuse
- 6-9 Spacing, Alignment & Size
- 10 Color
- 11-12 Background Use & Misuse
- 13 Other Logos
- 14 Sponsorship Logo Lockup

## COLOR PALETTE

- 15 Primary Color Specifications
- 16-17 Secondary Color Specifications
- 18 Tertiary Color Specifications

## TYPOGRAPHY

- 19-20 Primary Typeface
- 21 Secondary Typeface
- 22 Universal Typeface
- 23 Style Elements
- 24 Treatment of Houston Methodist Names

## M

- 25 M
- 26-28 Cropped M
- 29 Keylines
- 30-31 Images with the M
- 32-33 Imagery Misuses

## MAPS

- 34 Map Style

## REGULATORY LANGUAGE

- 35 DNV Code
- 36 Email Disclaimer and Opt-out

## QR CODES

- 37 QR Code Usage & Format

## STATIONERY

- 38 Letterhead
- 39 Faxes & Memos
- 40 Business Cards
- 41 Note Cards
- 42 Email Standards

## PROMO ITEMS & APPAREL

- 43-44 Purpose & Use
- 45 Tablecloths
- 46 Lab Coats
- 47 Shirt Usage
- 48-49 T-Shirt Design
- 50-51 Artwork Placement
- 52 M Usage

## TEMPLATES

- 53 PowerPoint
- 54-55 Email

## RESOURCES

- 56 Tools & Information

# LOGO USAGE

## Graphic Image

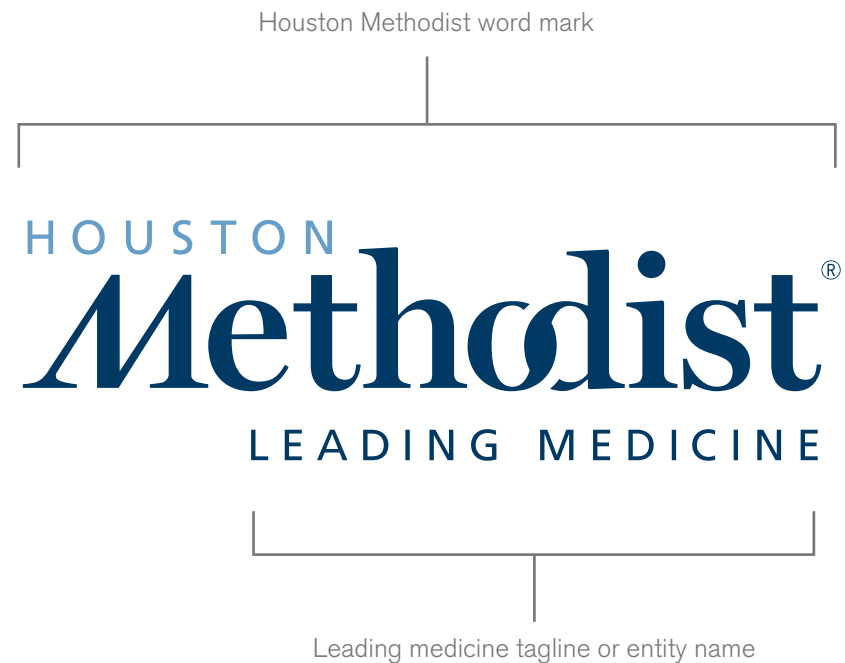
### Graphic Image: Standard Logo

As a visual representation of our brand, the logo should be clearly recognizable and consistently used. Each element of the logo reflects the values of our brand promise to extend our legacy of excellence, strength and leadership as a health care provider. Houston Methodist logos must never be created by nonapproved departments, programs or other entities — the Marketing Department must supply all logos.

The Houston Methodist logo is a graphic image and comprises two elements:

- Houston Methodist word mark
- Leading medicine tagline or entity name

The Houston Methodist word mark is custom rendered to communicate our name in a unique manner. It should not be duplicated by typesetting and it cannot appear alone. It must always appear in conjunction with the leading medicine tagline or entity name.



# LOGO USAGE

## Graphic Image

### Graphic Image: Community Hospitals

The standard logo presentation rules apply throughout the library of Houston Methodist community hospital word marks.

Alignment and spacing of the entity name is discussed on page 6.



# LOGO USAGE

## Treatment of Subbrands

The treatment of each subbrand word mark will reflect the same rules as the standard Houston Methodist word mark and entity name.

### Center of Excellence Logos



### Entity Logos



### Stand-alone Facility Logos



# LOGO USAGE

## Logo Misuse

This page shows examples of the Houston Methodist logo treated incorrectly. For guidelines on proper color use and background choices, see pages 10-12.



Do not use "Methodist" on its own.



Do not add the Leading Medicine tagline to the logo of a community hospital, center of excellence, or other Houston Methodist entity logo.



Do not add special effects to the logo.



Do not alter the placement/size of entity name.



Do not replace elements, add writing or alter the specified colors of the Houston Methodist logo.

# LOGO USAGE

## Spacing, Alignment & Size

### Spacing and Alignment

When a Houston Methodist logo is used with other elements, the entire logo should be surrounded by white space to ensure clarity and easy recognition. No other graphics or type should appear within this white space.

At minimum, the white space should be the height of the M in the Houston Methodist word mark on all sides. Consequently, as the size of the logo changes, so does the width of the white space.

The only exception to the M-spacing rules around the logo are on horizontal print advertising and signage. To ensure the logo is legible, clearance can be as small as 0.2" on advertising. Refer to the Houston Methodist Signage Guide for M-spacing rules on signage.

Left align the URL to the Houston Methodist logo. You can center the URL under the logo for promotional items.





# LOGO USAGE

Spacing Alignment and Size – Misuses

## Misuse of Space and Alignment



Do not allow other logos to enter white space.



Do not allow copy to enter white space.

# LOGO USAGE

## Spacing Alignment and Size

### Size Restrictions

For print use, the Houston Methodist logo must be clearly visible and consistently reproduced. To strengthen the consistency of our logo, standard sizes and isolation requirements have been established for the most common sizes of printed pieces.

- Letter-sized pieces – The standard width of the Houston Methodist logo is 2.5" for letter-sized pieces (8.5" x 11").
- Half-page-sized pieces – The standard width of the Houston Methodist logo is 2" for half-page-sized pieces (10.25" x 6.5").
- Poster-sized pieces – The standard width of the Houston Methodist logo is 3" for poster-sized pieces (11" x 17"). For larger poster sizes (24" x 36"), please maintain a minimum width of 4".



Letter-sized: standard width of 2.5".



Half-page-sized: standard width of 2".



Poster-sized: standard width of 3" for 11"x17" or a minimum width of 4" for 24" x 36".

# LOGO USAGE

## Spacing Alignment and Size

### Size Restrictions

- Trifold brochures – The standard width of the Houston Methodist logo is 1.75" for a trifold brochure measuring 4" x 9".
- Web/digital – The Houston Methodist logo must not be reproduced at a width smaller than 70 pixels.
- Minimum width – The Houston Methodist logo must not be reproduced at a width smaller than 1.5" for print.



For a trifold brochure, the standard width of 1.75".



The logo must not be smaller than 1.5" wide.

# LOGO USAGE

## Color

### Two-Color Logo

The two-color Houston Methodist logo is comprised of Methodist Blue and Houston Accent Blue. See page 12 for its proper use on background colors.



### One-Color Logo Variations

There are three one-color options for the Houston Methodist logo: Methodist Blue, knocked out or all black. The two-color Houston Methodist logo should always be first choice for color prints. You may use the one-color blue variation for one-color prints, such as envelopes or signage. See page 12 for the use of background colors and one-color logos.



Knocked-out one-color logo



# LOGO USAGE

## Background Use

### Background Use

When the Houston Methodist logo is placed over a background or image, care should be taken to ensure readability. On white backgrounds, use the two-color or black logo. The knocked-out logo should be used on all dark-colored backgrounds or images.

NOTE: Logos appear in boxes for demonstration purposes only.



The two-color Houston Methodist logo will be used primarily on a white background.



The all-black logo can be used on a white background when printing in black and white.



The all-black logo should be used on light neutral backgrounds.



The knocked-out one-color logo can be used on dark backgrounds — preferably Methodist Blue or black.

# LOGO USAGE

## Background Misuse

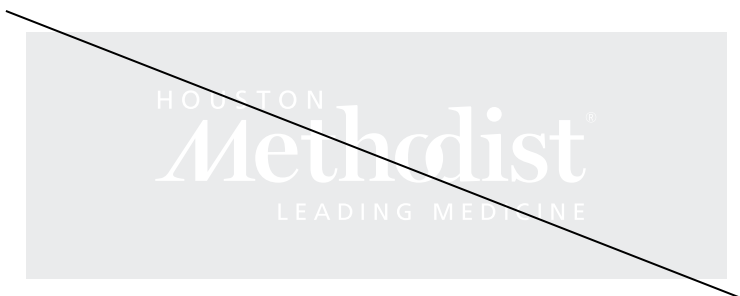
The Houston Methodist logo should never be contained in a box.



Do not place the black logo versions on dark backgrounds.



Do not place the two-color logo on competing backgrounds.



Do not place the knocked-out logo on light backgrounds.



Do not place the knocked-out logo on distracting backgrounds.



Do not place the knocked-out logo on distracting backgrounds.



Do not place the two-color logo on distracting images.

# LOGO USAGE

## Other Logos

Organizations using the Houston Methodist logo alongside of their logo on print and electronic collateral, and for publicity activities must do so in accordance with the guidelines provided.

Houston Methodist expects that representatives of other organizations will follow established standards of professional practice and ethics in business, advertising, public relations, sales and marketing when using the logos.

The Houston Methodist logo must be used in accordance with the following rules:

- The logo shall be reproduced
  - As provided in its existing colors

- In a size that makes all features of the mark clearly distinguishable
- Without distortion of its dimensions

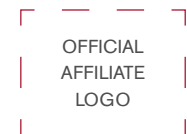
- All lettering inside the logo must be legible when the symbol is used on materials
- If the words are not legible, please increase the size of the logo. The Houston Methodist logo must not be reproduced at a width smaller than 1.5" for print and 70 pixels for web and digital. The lock up should remain proportional to these standards
- The logo cannot be altered or modified. It may be resized, provided the proportions of the entire logo are maintained and all features of the logo are clearly distinguishable

- Houston Methodist logo should be placed on the left of a cosponsor logo. The cosponsor logo is preferred to be on opposite, right side of the page layout. Only an affiliate logo may be separated with a pipe ( | ), as needed.
- Adhere to the spacing and sizing guidelines when using the Houston Methodist logo (see page 6).
- New affiliate lockups should not be created without prior review and approval from Creative Services.

NOTE: Use of the Houston Methodist logo on other organization's social media, such as Facebook and/or Twitter is not allowed.



Example of bottom of print piece



# LOGO USAGE

## Sponsorship Logo Lockup

Shown here is the first option of the lockup when using the Houston Methodist brand with our affiliate logos.

The Houston Methodist leading medicine and Orthopedics & Sports Medicine logos are the only logos that should be used in this lockup for layout.

NOTE: Any sports lockup used must be reviewed and approved by the sponsorship activation manager. Visit [houstonmethodist.my.workfront.com](http://houstonmethodist.my.workfront.com) to submit all reviews.



### OFFICIAL HEALTH CARE PROVIDER



### OFFICIAL HEALTH CARE PROVIDER



### OFFICIAL HEALTH CARE PROVIDER



### OFFICIAL HEALTH CARE PROVIDER



Houston Texans brand guide states they must be first.



# COLOR PALETTE

## Primary Color Specifications

### Color Palette

Houston Methodist's color palette consists of a primary color palette, a secondary color palette and a special-use tertiary color palette. The primary color palette is made up of Methodist Blue and Houston Accent Blue, the colors from the masterbrand logo. The secondary color palette is made up of five colors that complement Methodist Blue. The primary colors are the only colors that should be used in the logo. The primary colors can also be used in advertising or marketing materials as an accent color on graphics, rules, bullets, etc.

### Primary Color Palette

As the Methodist Blue and Houston Accent Blue are a specific shade and hue, always use the color codes defined in this document to ensure that color is applied correctly.



#### Methodist Blue

Pantone: 7694

CMYK: 100, 57, 9, 52

RGB: 18, 74, 126

HEX: 124A7E

NOTE: Color not approved for use as tints



#### Houston Accent Blue

Pantone: 645

CMYK: 56, 21, 2, 8

RGB: 116, 154, 187

HEX: 749ABB

\* The color breakdowns have been intentionally altered.

# COLOR PALETTE

## Secondary Color Specifications

The secondary colors are the colors used to complement the primary colors. Each color has four tints that can be used with the base color shown on the next page. The base color is the only color tint with a PMS equivalent. These colors should be carefully considered when used in headlines and should never be used for body copy. If there are areas where an accent color could be used in graphics, in backgrounds for example, the appropriate secondary color can be incorporated.

NOTE: For consistent color reproduction, always match to color codes and swatches provided.

Colors associated with materials, such as maps, charts, images and infographics created and/or obtained externally can be used. When possible, please adhere to the secondary color palette as shown on page 17.

The secondary colors were chosen specifically to work with the primary colors. The secondary colors can be used for applications, such as backgrounds, supporting graphics, text boxes, and headline color (minimal use). These colors are designed to work together; however, there are combinations that are not allowed.

1. Do not use the primary colors with more than one secondary color, with the exception of the newsletter, magazine and multipage collateral
2. Do not mix tints of secondary colors between each other
3. Do not substitute the primary colors with the secondary colors






# COLOR PALETTE


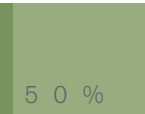
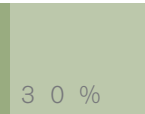
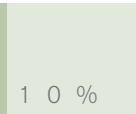
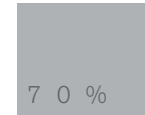
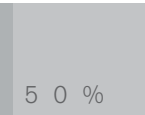
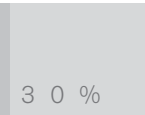
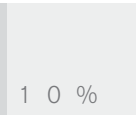
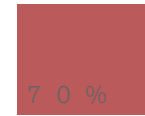
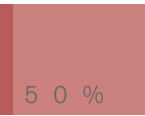
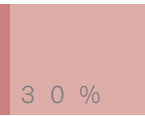
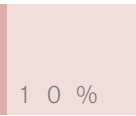
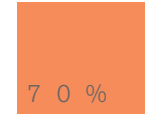
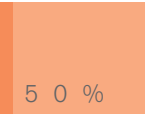
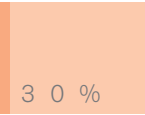
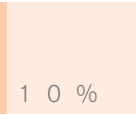

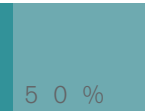
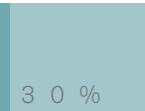
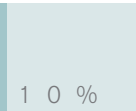
## Secondary Color Specifications

### Secondary Color Palette

The secondary color palette is made up of five colors that complement Methodist Blue.

As an option, the five colors in the secondary color palette can be used in tints as shown below.

	<p><b>Dark Green</b> / Pantone: 575                  CMYK: 55, 9, 95, 45 / RGB: 106, 129, 59                  HEX: 69813A</p>
	<p><b>Gray</b> / Pantone: 422                  CMYK: 19, 12, 13, 34 / RGB: 142, 143, 144                  HEX: 8E8F90</p>
	<p><b>Mulberry Red</b> / Pantone: 201                  CMYK: 7, 100, 68, 32 / RGB: 172, 0, 51                  HEX: AB0032</p>
	<p><b>Orange</b> / Pantone: 1665                  CMYK: 0, 79, 100, 0 / RGB: 226, 67, 1                  HEX: E24301</p>
	<p><b>Turquoise</b> / Pantone: 322                  CMYK: 97, 9, 39, 34 / RGB: 0, 112, 120                  HEX: 007078</p>

			
7 0 %	5 0 %	3 0 %	1 0 %
			
7 0 %	5 0 %	3 0 %	1 0 %
			
7 0 %	5 0 %	3 0 %	1 0 %
			
7 0 %	5 0 %	3 0 %	1 0 %
			
7 0 %	5 0 %	3 0 %	1 0 %

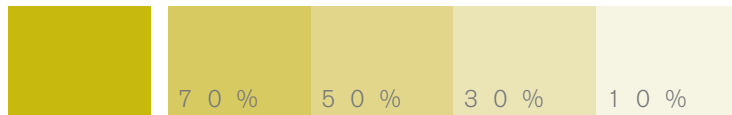
# COLOR PALETTE

## Tertiary Color Specifications

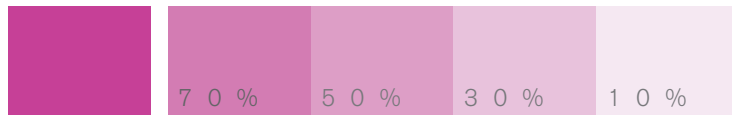
### Tertiary Color Palette

The tertiary color palette is made up of seven colors that can be used under special circumstances. Red should only be used for advertising headlines, while Metallic Light Blue and Dark Blue, Champagne and Silver can receive custom finishes, such as embossing and spot varnishes. Pink and Chartreuse should be used sparingly for unique or special subjects that may warrant a more specific color. One example may be pink for Women's Services. These colors should not be used for brand materials and should be used with careful consideration.

NOTE: Chartreuse and Pink are the only colors in the tertiary palette with approved tints.



Chartreuse / Pantone: 612  
 CMYK: 7, 5, 100, 20 / RGB: 199, 176, 0  
 HEX: C7B000



Pink / Pantone: 240  
 CMYK: 20, 89, 0, 0 / RGB: 203, 43, 153  
 HEX: CB2B99  
 (for Women's Services and breast cancer awareness only)



Champagne  
 Pantone: 8003C



Metallic Dark Blue  
 Pantone: 8183C



Metallic Light Blue  
 Pantone: 8240C



Silver  
 Pantone: 877C



Red / Pantone: 032  
 CMYK: 0, 93, 76, 0 / RGB: 247, 50, 63  
 HEX: F6323E  
 (for emergency medicine use only and not approved for use as tints)

# TYPOGRAPHY

## Primary Typeface

### Primary Typeface Headline

The primary typeface for Houston Methodist headlines is Apex New. Apex New can also be used for subheads. Italic font should not be use for any headlines.

NOTE: When using numbers in a small text size, such as in body copy or subheads, use all caps on the numbers so they will be on the same baseline.

#### APEX NEW LIGHT

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0123456789.,:;!@#\$(%(\*  
0123456789 *(all cap numbers)*

OPEN HEART SURGERY  
WITHOUT OPENING THE CHEST

#### APEX NEW BOOK

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0123456789.,:;!@#\$(%(\*  
0123456789 *(all cap numbers)*

THAT'S THE DIFFERENCE BETWEEN  
PRACTICING MEDICINE AND LEADING IT.

#### APEX NEW MEDIUM

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0123456789.,:;!@#\$(%(\*  
0123456789 *(all cap numbers)*

LEARN MORE AT OUR FREE EDUCATIONAL EVENTS

#### APEX NEW BOLD

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**0123456789.,:;!@#\$(%(\***  
**0123456789 *(all cap numbers)***

**HOUSTON METHODIST**

# TYPOGRAPHY

## Primary Typeface

### Primary Typeface Body Copy

The primary typeface for Houston Methodist body copy is Berthold Akzidenz Grotesk Light.

#### BERTHOLD AKZIDENZ GROTESK LIGHT

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;?!@#\$(\*)

#### BERTHOLD AKZIDENZ GROTESK REGULAR

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;?!@#\$(\*)

#### BERTHOLD AKZIDENZ GROTESK MEDIUM

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;?!@#\$(\*)

#### BERTHOLD AKZIDENZ GROTESK BOLD

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;?!@#\$(\*)

Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.

Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.

Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.

**Et fastidii recteque prodesset mea, no ius brute soluta labore.**

# TYPOGRAPHY

## Secondary Typeface

### Secondary Typeface

Georgia is a secondary typeface for Houston Methodist that may be used as a serif option.

#### GEORGIA REGULAR

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,:;!@#\$(\*)

#### GEORGIA ITALIC

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789.,:;!@#\$(\*)*

#### GEORGIA BOLD

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789.,:;!@#\$(\*)**

#### GEORGIA BOLD ITALIC

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789.,:;!@#\$(\*)***

*Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.*

*Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.*

**Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.**

***Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.***

## Universal Typeface

Franklin Gothic should be used for Microsoft applications, such as Word, PowerPoint, Excel or Outlook.

### FRANKLIN GOTHIC BOOK

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,:;!@#\$(\*)

### FRANKLIN GOTHIC MEDIUM

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,:;!@#\$(\*)

### FRANKLIN GOTHIC ITALIC

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789.,:;!@#\$(\*)*

## THAT'S THE DIFFERENCE BETWEEN PRACTICING MEDICINE AND LEADING IT.

Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.

## THAT'S THE DIFFERENCE BETWEEN PRACTICING MEDICINE AND LEADING IT.

Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.

*Et fastidii recteque prodesset mea, no ius brute soluta labore. Ut eos mutat labores propriae. Eam ut diam facete lobortis, eirmod quaeque duo ut, an dicam nemore per. His eu putant euismod constituto, partem accumsan est at. Duo regione senserit et, et quo quando recusabo.*



# TYPOGRAPHY

## Style Elements

### Headlines

Apex New should always be used for headlines. Apex New in all caps is preferred, but can be interchanged with title-case letters in instances with subheads and/or additional headers, titles, dates, times, etc. in marketing materials. Primary and secondary colors are allowed, but should be carefully considered and used in moderation in headlines.

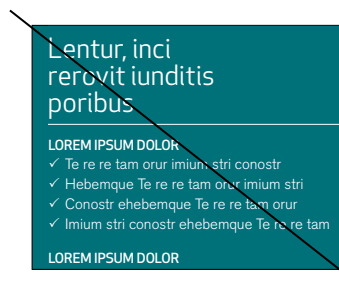
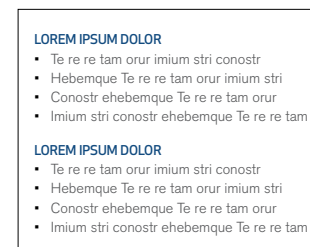
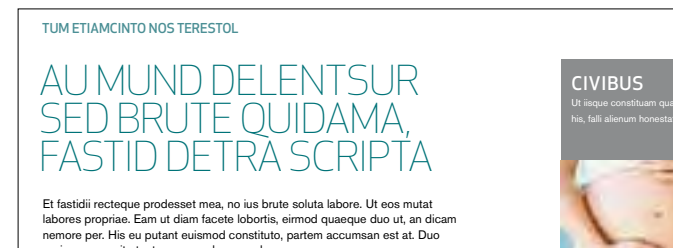
NOTE: Headlines should always be set in Apex New, all caps, when used for brand advertising materials.

### Body Copy

Body copy for any printed pieces should be set at 11pt. The minimum font size allowed for any printed piece is 8pt. Legal disclaimers should be set at 7pt.

### Bullet Characters

Bullet characters should be simple and modern, such as circle or square bullets. Decorative bullets or glyphs, such as stars, ribbons or check marks are not allowed.



# TYPOGRAPHY

Treatment of Houston Methodist Names

The name of any entities, programs, centers, services, institutes, departments, etc. shall use the same size, font and weight for the its entire name.

HOUSTON METHODIST CENTER  
FOR PEFORMING ARTS MEDICINE

**STAY ON STAGE**

**HOUSTON METHODIST  
LUNG CENTER**

HOUSTON METHODIST DEBAKEY  
INSTITUTE FOR CARDIOVASCULAR  
EDUCATION AND TRAINING

**HOUSTON METHODIST  
HIGH RISK PROGRAM**

The M icon is a bold graphic representation of the Houston Methodist brand. It reflects innovation and quality, and inspires confidence. The Houston Methodist M comes from the M in the Houston Methodist logotype, set in Miller. The letterform graphic and its proportions should not be altered in any way. For acceptable cropping, see pages 26-28. **The mark should appear in black only.** It is mandatory on all collateral pieces — appearing once per piece on either the front or back.

In general, the M and the Houston Methodist logo should appear together, supporting one another to bolster the brand. An exception to this rule may be granted to allow the M to appear without the logo, but this is only allowed when the logo:

1. Does not fit on select promotional items with limited print space, such as:
  - Lapel pins and other small accessories
  - Bookends
  - Golf balls
2. Is not highly visible from a distance, such as on billboards
3. Appears on a decorative items, such as signage



Please request approval from Creative Services by sending an email to [creative-approvals@houstonmethodist.org](mailto:creative-approvals@houstonmethodist.org) before using the M without a Houston Methodist logo.

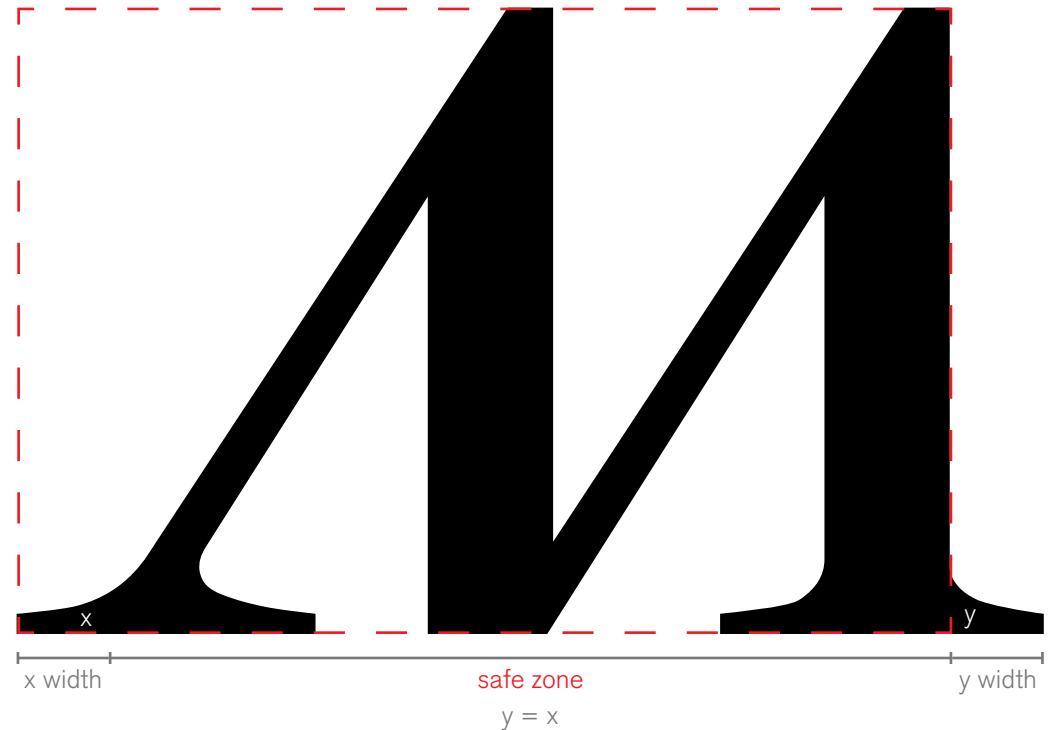
The Houston Methodist M may be rendered using techniques such as embossing, debossing, engraving, frosting and spot varnishes. It can also be used in metals, preferably silver. Please adhere to all other guidelines.

NOTE: The color breakdown for rich black is C: 75; M: 68; Y: 67; K: 90.

When cropping the M, ensure that the width of the top right of the M is equal to the width of the top left. The left serif (x) of the M should never be cropped and remain in full view of the layout.

To account for bleed, extend the M by pulling on the endpoints until it reaches the appropriate dimensions, the width of the top and the height of the serif should not change.

NOTE: You can manipulate the anchor points with the direct selection tool (the white arrow in the toolbar to the left). The blue lines emitting from each anchor point are called Bézier handles. You can use these handles to further adjust the curvature and angle of your lines. When manipulating curves and angles of the M to account for bleed/trim, do so to ensure that all proportions remain the same and integrity of the M is not modified in any other way besides accounting for printing purposes.



# M

Cropped M

Even when using the M, a complete logo must appear somewhere on the piece.

The M should never be cropped past the baseline or cap height. **The M must always be anchored at the base and should never appear to float.**

The M may be anchored by adding a black border in 0.5 point stroke in nonbleed in-office materials and nonbleed ads.

### SINGLE PAGE



Cropped M should never crop on the left.



Cropped M should never float in the layout.

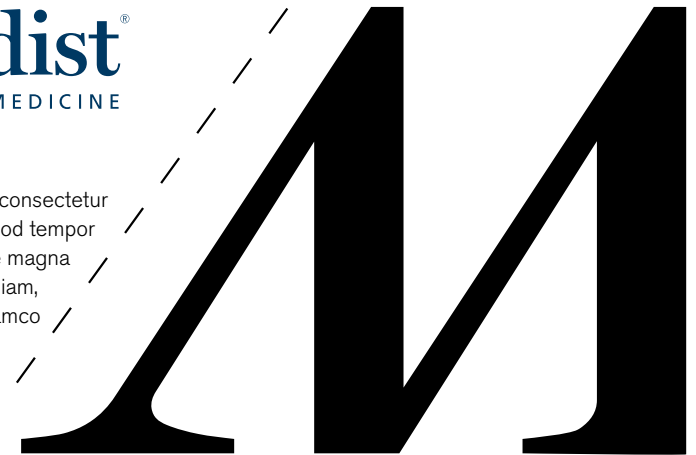
# M

## Cropped M – Spacing Alignment

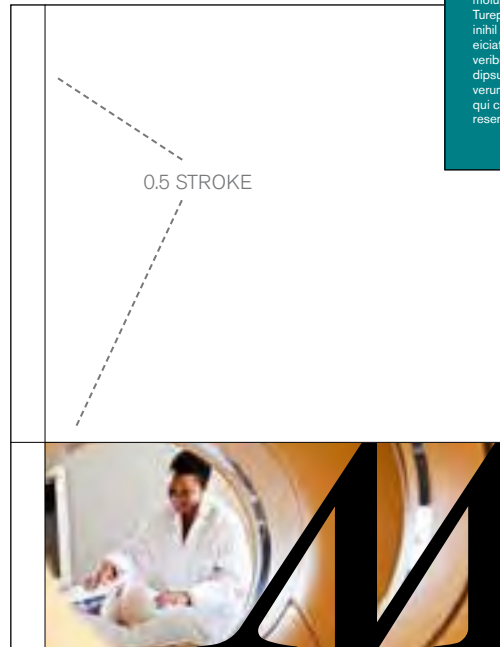
When the M is used with other elements, the left side should be surrounded by white space to ensure clarity. No other graphics or type should appear within this white space.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Although keylines are not mandatory, they help reinforce Houston Methodist's visual identity and help section off areas of content. Keylines should be in 0.5 point stroke in either black or white. The weight of the stroke may be increased for large-format collateral, such as posters and banners.



HOUSTON **Methodist**  
LEADING MEDICINE

DEPARTMENT NAME

Bis rehendit vent eos repe consequere laboreem vellabo. Nemo blab invel es dundi dolupta

1 GREEK COPY  
Hospital address  
Hospital address  
Hospital address

2 GREEK COPY  
Hospital address  
Hospital address  
Hospital address

3 GREEK COPY  
Hospital address  
Hospital address  
Hospital address

4 GREEK COPY  
Hospital address  
Hospital address

HOUSTON **Methodist**  
LEADING MEDICINE

UMTTTT

# M

## Images with the M

The M may be used in conjunction with imagery. Images placed behind the M should follow the rules set by the image guidelines for the appropriate look and feel.

The following rules should be followed. Examples for reference are shown to the right.

1. There should be great consideration in placing the images behind the M to make sure there is an optimal view of images through allotted spaces.
2. The image can bleed to the left of the M.
3. People should not be placed behind the M and must be positioned to the left of the composition if used.
4. The M may be placed over black-and-white and full-color imagery.

*(continued on next page)*

1



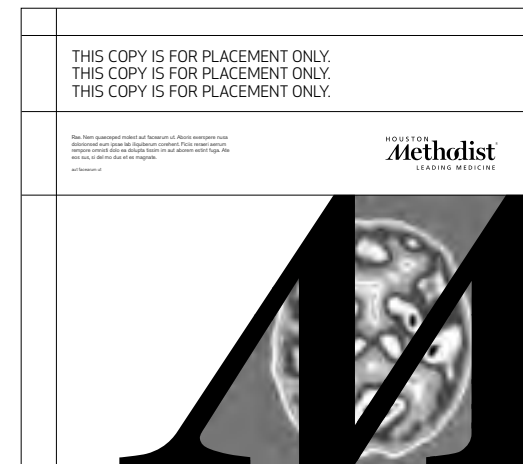
2



3



4





# M

## Images with the M

- 5. Imagery background should not be dark/black so that the M can remain visible.
- 6. When using imagery, images should fill in the entire space behind the M.
- 7. An image can be contained within the keylines of an execution, but no other image is allowed. The M can stand alone when the image is used this way.

6



7



The relationship between the M and images has been carefully chosen and refined. Always use approved artwork provided with these guidelines.

Although this is not a complete list, the examples to the right show some of the ways the M should not be used with imagery.

1. Do not place more than one image in the M.
2. Do not change the color of the M with an image. The M must always be in black.
3. Do not place an image behind the M when using a different full-bleed image. Do not color the M white.
4. Do not use the M as a transparency.

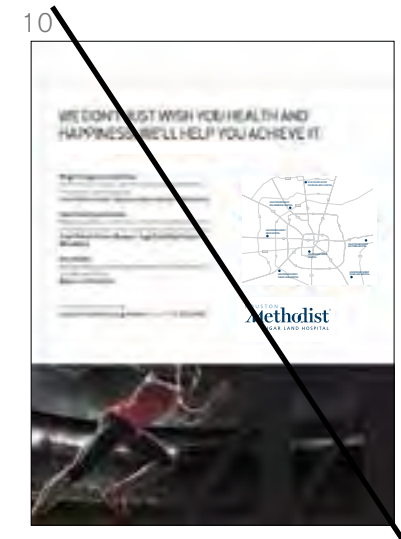
*(continued on next page)*



# M

## Imagery Misuses

- 5. Do not use multiple M graphics in one piece.
- 6. Do not rotate the M.
- 7. Do not place type on the M.
- 8. Do not leave negative space within the M graphic.
- 9. Do not use any shape of M for imagery/graphics.
- 10. The M must be fully readable with any portion of the image behind it.



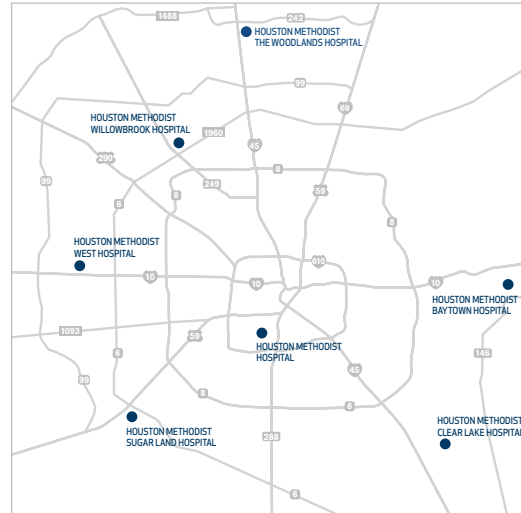
# MAPS

## Map Style

Houston Methodist often uses maps to identify its locations throughout the Greater Houston area. There are three standard map types used: multilocation, single location and campus. Houston Methodist Marketing Department will update and maintain the multilocation maps. For any single location maps or campus maps, please follow the approved style, including the background color established for each map type, road signs and highway markers, location indicators and icons. Contact Creative Services for the art files.

Use approved locator names, such as Baytown, Clear Lake or Memorial City, on zoom maps that highlight single or multiple locations, not facility, hospital or center of excellence names.

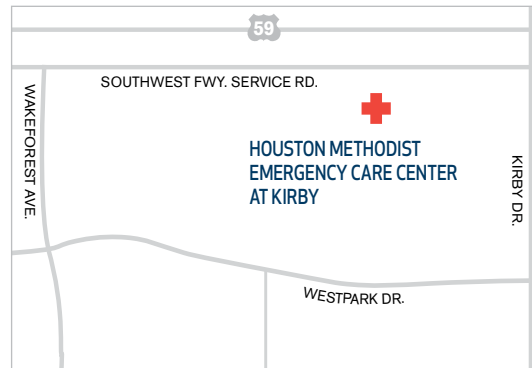
### MULTILOCATION MAPS



### CAMPUS MAPS



### SINGLE LOCATION MAPS



# REGULATORY LANGUAGE

DNV Code

## Control of Documented Information (DNV Code)

Houston Methodist policy IM28 requires that all printed marketing materials have an identification code present in the header or footer using one the following approved coding structures:

**Option 1:** If the entity and originating department are obvious in your piece, your code only needs to include the month and year, formatted as MMYYYY.

Example: 032022

**Option 2:** If the entity and originating department is not obvious in your piece, then you will need to include your department abbreviation, plus the month and year, formatted as MMYYYY.

Example: HR032022

In addition, the font size should be in Berthold Akzidenz Grotesk Light no smaller than 7 points and in black, gray or white type.

This policy does not apply PowerPoint, MADI, other electronic materials or direct mail — only printed documents distributed at one of our locations.



# REGULATORY LANGUAGE

## Email Disclaimer & Opt-out Language

### Disclaimer for email address used in CTA

Please note that email is not a secure means to communicate confidential or health-related information, including Social Security number, date of birth, financial information, etc.

### Direct mail opt-out language

You have received this communication because you may have opted-in to receive communications from Houston Methodist, requested a physician referral, attended one of our events or were sourced using a third-party provider. If you no longer wish to receive communications from us, please email [optout@houstonmethodist.org](mailto:optout@houstonmethodist.org) or call XXX.XXX.XXXX.

NOTE: Use call center's main number, 713.790.3333, or the appropriate vanity number for the call center.

The font size for disclaimer language should be in Berthold Akzidenz Grotesk Light no smaller than 7 points and in black, gray or white type.

### Email opt-out language

You have received this communication because you may have opted-in to receive communications from Houston Methodist, requested a physician referral, attended one of our events or were sourced using a third-party provider. If you no longer wish to receive communications from us, click here to unsubscribe.

#### What are the potential risks of being in a clinical research study?

- Your disease or condition may not improve with the experimental treatment.
- You may experience side effects or have an adverse reaction to the study treatment you receive.
- You may be in the group that gets a placebo (sugar pill or inactive treatment).
- You may be in the group that gets standard treatment instead of the experimental treatment being studied.
- You may have to visit the doctor more than you otherwise would for regular, standard care.

#### Safeguards to protect the safety and rights of volunteers:

All study protocols must be reviewed and approved by an institutional review board of medical specialists, nurses, statisticians, social workers, medical ethicists and patient advocates.

- You will go through a process of informed consent that uses easy-to-understand language to help you fully understand all aspects of the study.
- You may take as much time as you need to discuss the study with your friends, family and others who you may wish to consult before making your decision regarding volunteering.
- You may withdraw from a study at any time for any reason.

#### Partners in Research

At Houston Methodist, our dedicated teams of world-renowned researchers help support the mission of our oncologists of bringing the latest technologies and advanced treatment options to patients as quickly and safely as possible. Our researchers conduct translational research and support numerous cancer-specific clinical trial protocols for brain, breast, gastrointestinal, liver, lung and many other forms of cancer.

Clinical and translational research plays a vital role in determining treatment plans at Houston Methodist and in bringing tomorrow's cures to our patients today. Houston Methodist is a leader in clinical research — overseeing more than 800 clinical protocols. The volunteers who participate in our clinical studies have a special relationship with Houston Methodist — they become our partners in a mission to bring innovative treatments to patients around the world.

Please note that email is not a secure means to communicate confidential or health-related information, including Social Security number, date of birth, financial information, etc.

082018

Volunteering to be in a clinical research study is an important decision. Participation in clinical research contributes to medical knowledge. The results of these studies can make a difference in the care of future patients by providing information about the benefits and risks of new ways to diagnose, prevent and treat disease. This information will help you understand what is involved in participating in a clinical study.

#### Research Around the Corner

At Houston Methodist Cancer Center, most of our studies are based at our flagship location in the Texas Medical Center. Some studies may be accessed through our cancer center locations across Greater Houston. Contact the Clinical Trials Office at [cancerclinicalresearch@houstonmethodist.org](mailto:cancerclinicalresearch@houstonmethodist.org) or 713.441.0629 or visit [houstonmethodist.org/clinicaltrials](http://houstonmethodist.org/clinicaltrials) for more information.

#### Houston Methodist Cancer Center Locations

##### Texas Medical Center

6445 Main St.  
Houston, TX 77030  
713.441.9948

##### Baytown

4021 Garth Rd.  
Baytown, TX 77521  
281.420.8557

##### Clear Lake

2060 Space Park Dr.  
Nassau Bay, TX 77058  
832.783.1190

##### Sugar Land

16675 Southwest Fwy.  
Sugar Land, TX 77479  
281.242.2873

##### The Woodlands

17183 Interstate 45 S.  
The Woodlands, TX 77385  
936.270.3413

##### West Houston-Katy

18400 Katy Fwy.  
Houston, TX 77094  
832.522.2873

##### Willowbrook

18220 State Hwy. 249  
Houston, TX 77070  
281.737.4425

HOUSTON  
**Methodist**  
NEAL CANCER CENTER



# QR CODES

## QR Code Usage & Guidelines

A quick-response (QR) code is a barcode that can be easily read by the camera app on many mobile devices. The QR code often links to a URL or it can store other information.

### Approved Usage

Use a QR code on printed materials, such as flyers, direct mail and brochures, and MADIs that require direct action from the reader, such as:

- Registering for or checking in at an event
- Submitting a form

NOTE: A QR code is unnecessary for informational or awareness documents.

DO NOT use QR codes on:

- Emails, including flyers placed in the body of an email
- Permanent signage
- Promotional items

### Format

- Use on a solid-colored background with a lot of contrast.
- QR codes can be in black, white or Methodist blue.
- The recommended size is 1.25-1.5 inches for printed pieces.  
NOTE: Exceptions can be made in certain circumstances

### DO NOT:

- Put the QR code in a circle. QR codes are square and all edges must be visible.
- Add extra elements to the QR code.
- Place a QR code without other ways to obtain the information, including a URL.

### Calls to Action (CTAs)

Mention the QR code in the CTA. Example: Call **XXX.XXX.XXXX**, scan the **QR code** or visit **houstonmethodist.org** for more information.



# STATIONERY

## Letterhead

The Houston Methodist logo (can be center of excellence, entity or stand-alone location) should appear on the upper-left of the page in using the two-color format. Department names should be set in Apex New or Franklin Gothic, all caps or title case, and positioned on the upper-right. **The logo must always be larger than the department name.** Contact information should be set underneath department name in Berthold Akzidenz Grotesk Light. Text color is black.

Letterhead for printing on your office printer is available for download in Microsoft Word from the intranet or Houston Methodist BrandMaker. Files are available with logo options in color and black (ideal for faxing or scanning). Templates are available for all hospitals, centers of excellence and Weill Cornell co-brand.

When using Word files, text should be set in Franklin Gothic if Apex and Berthold fonts are not accessible.

Electronic letterhead should not be used in lieu of commercially printed letterhead.

	<b>Name</b> Title  Address City, State ZIP Office: XXX.XXX.XXXX Fax: XXX.XXX.XXXX Email address houstonmethodist.org
Date	
Recipient's Name Company Street Address City, State, ZIP	
Dear Administrative Assistant,	
Much of the responsibility for the success of Houston Methodist's graphic standards rests in your hands. Generally, only our administrative assistants and printers see the letterhead without a typewritten message. It is the administrative assistant who completes the design of our letterhead and creates a visual balance for the printed components on the top of the letter.	
The preferred font for all body copy is Franklin Gothic Book. The name at the top left should be in Franklin Gothic Medium and not a boldface version Franklin Gothic Book. Preferred type size and leading is 11 points / 13.5 points.	
We are counting on you to use your professionalism in maintaining the continuity established in all elements of stationery. If you have any questions, please contact the brand marketing at <a href="mailto:brand@houstonmethodist.org">brand@houstonmethodist.org</a> .	
Sincerely,	
Name Title	
Typist's initials Enclosure	



# STATIONERY

Faxes & Memos

Fax transmittal and memo templates are available for download from the intranet or Houston Methodist BrandMaker. Files are available with the logo in black (ideal for faxing or scanning).

When using Microsoft Word files, text should be set in Franklin Gothic if Apex and Berthold fonts are not accessible.

**HOUSTON Methodist**  
LEADING MEDICINE

**FAX TRANSMITTAL**

**Department**

John Doe  
6565 Fannin Street  
Houston, TX 77030  
713.000.0000  
Fax: 713.000.0000  
houstonmethodist.org

TO: \_\_\_\_\_ DATE: \_\_\_\_\_

FAX: \_\_\_\_\_ PAGES: \_\_\_\_\_

PHONE: \_\_\_\_\_ CC: \_\_\_\_\_

RE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

This facsimile transmission, including attachments to this cover page, is the property of Houston Methodist and/or its relevant affiliates and may contain confidential and privileged material for the sole use of the intended recipient(s). Any review, use, distribution or disclosure by others is strictly prohibited. If you are not the intended recipient (or are not authorized to receive for the recipient), please contact the sender or reply to Houston Methodist at [cassecurity@houstonmethodist.org](mailto:cassecurity@houstonmethodist.org) and destroy all copies of the facsimile. Thank you.

**HOUSTON Methodist**  
LEADING MEDICINE

**MEMO**

To: \_\_\_\_\_

From: \_\_\_\_\_

Subject: \_\_\_\_\_

Date: \_\_\_\_\_

The preferred font for all body copy is Franklin Gothic Book. Use Franklin Gothic Medium and not a boldface version Franklin Gothic Book when making text bold. Preferred type size and leading is 11 points / 13.5 points.

# STATIONERY

## Business Cards

Requisitioners (those who usually order supplies) can order business cards. Options are available to fit multiple titles and locations.

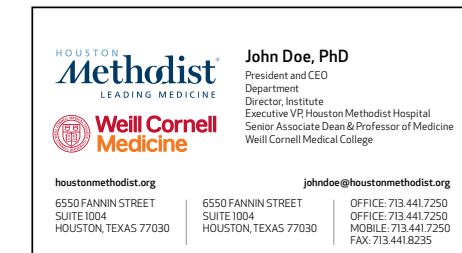
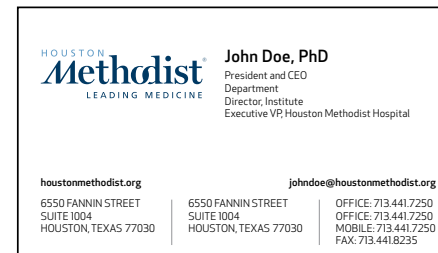
In MARS, find it under the heading Finance & SCM, then Requesters, and click “Create Requisition.”

NOTE: The logo must always be the largest element on all layouts.

One address with one title.



Two addresses with multiple titles.



Back side of all cards.



Three addresses with multiple titles.

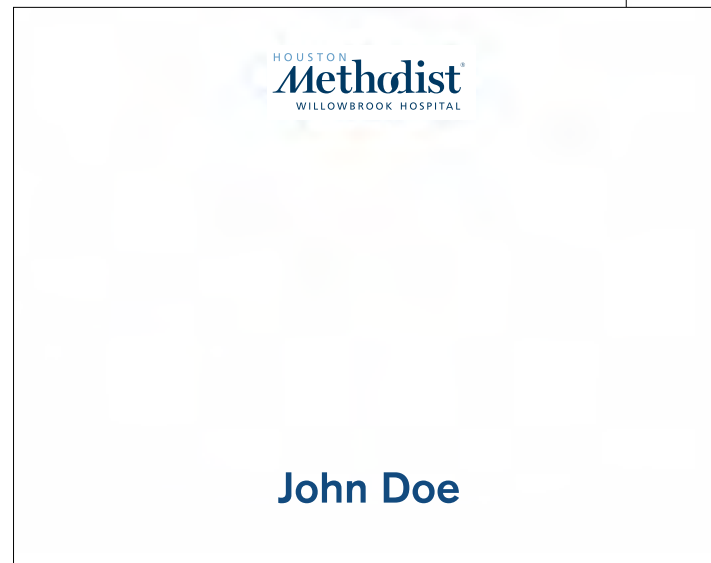


# STATIONERY

## Note Cards

Note cards can also be ordered by requisitioners.

Two layout options are available, with or without a name. The back of the card has the M.



### **Email Signature**

The following represents the email standards for Houston Methodist. The Franklin Gothic font should be used for all text within the email including email signatures. The point size should be no smaller than 8 point and no larger than 11 point. Approved email signatures consist of the following and are applicable to internal and external communications:

Full name

Title

Entity name

Telephone number

Fax number

Cell number (optional)

Pager number (optional)

Email address

Web address

The following are not approved for email signatures and are considered violations:

- Personal slogans
- Wallpaper
- Logos, embedded art, photos, etc.
- Use of stylized fonts (including italics, cursive fonts or colors other than black)
- E-blast emails

### **Announcements, Flyers and E-blasts**

Flyers or announcements distributed by email must comply with Houston Methodist's brand standards for design, color usage and typography (fonts). The approved font is Franklin Gothic. E-blasts should be smaller than 500 KB in total size, which includes any attachments. Email attachments must meet brand standards and should be distributed in a preferred file format: PDF or JPG. Announcements may include photos, but clip art is not permitted.

For questions, please email

**[creative-approvals@houstonmethodist.org](mailto:creative-approvals@houstonmethodist.org)**.

# PROMO ITEMS & APPAREL

## Purpose

Promotional merchandise, items, products and gifts are often used in marketing and communication programs. They are given away to promote the Houston Methodist brand. The following rules should be followed.

1. They should be used to promote one brand and should not be used as an advertisement
2. The content on the item should be kept to a minimum with one logo and other pertinent information
3. The logo with one call to action (phone or web address) is preferred
4. Remove the "@" from the logo when too small to read
5. Logo size should be legible and replicated accurately
6. The M can only be used when the full Houston Methodist logo is also used. The M must always be black
7. URLs must be user friendly and memorable for the audience. No "www." should be used in the URL
8. Event or department names can be used, but must allow for the logo's proper space requirements
9. The color palette must be used for all items. When selecting color and secondary colors that are not available, choose the closest color. Pink can only be used for Women's Services or breast cancer



**[houstonmethodist.org/ni](http://houstonmethodist.org/ni)**



**Department of XXXX**

See "Resources" on page 52 of this guide for Houston Methodist preferred vendor information.

# PROMO ITEMS & APPAREL

## Logo Usage – Approved Examples

The items shown here are approved for promotional item use.

Department requisitioners (those who usually order supplies) can order these items and other approved items through MARS. In MARS, under the heading Finance & SCM, then Requesters, click “HM myBuy” under “Create Requisition.” Then click “Supplier Websites” from the top navigation.



# PROMO ITEMS & APPAREL

## Tablecloths

Houston Methodist tablecloths should only be produced using the following elements:

- Houston Methodist logo
- Entity, department or center name in Apex New font
- URL and phone number is optional



# PROMO ITEMS & APPAREL

## Lab Coats

Houston Methodist lab coats should only be produced as shown to the right.

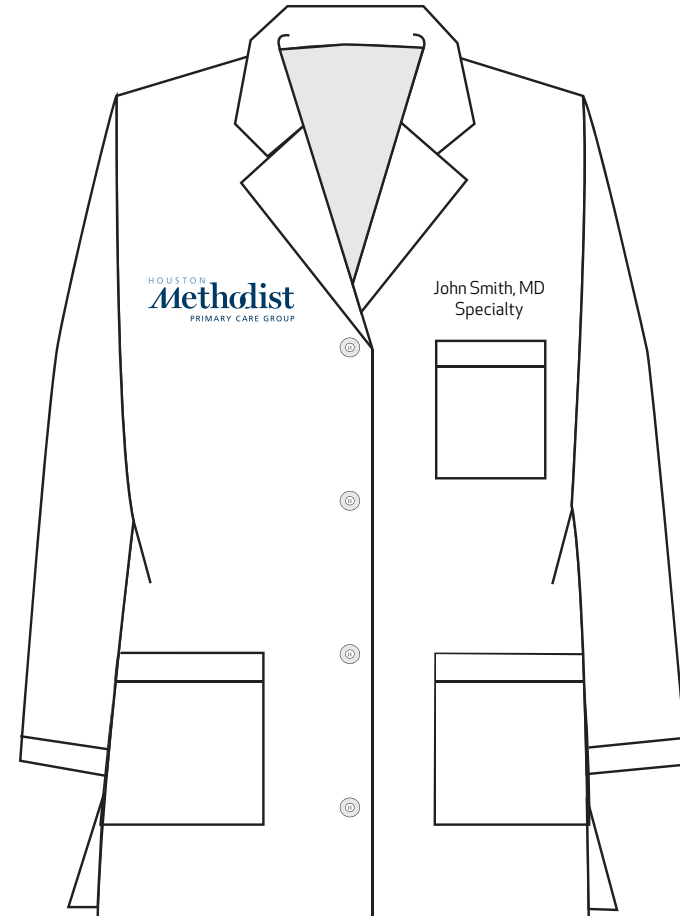
The wearer's name should be embroidered on the wearer's upper left using Apex New font, in upper and lowercase letters, and black thread. No periods should be used with degrees written after the name.

The specialty should appear below the name, which is also embroidered in black thread in Apex New font.

The logo should appear on the wearer's upper right using the colors Madiera 1742 and 1960.

The registered trademark symbol should be removed from the logo when embroidering lab coats.

Lab coats can be ordered through the Houston Methodist Employee Store through [this link](#) or on the Intranet under Frequently Accessed Pages dropdown menu and select "Methodist Employee Store."





# PROMO ITEMS & APPAREL

## Shirt Usage

### Department Shirts

Houston Methodist polos and T-shirts for departments can be ordered in the primary and secondary colors using the layouts shown to the right.

The Houston Methodist logo should appear on the upper-left chest panel. Department names should be set in Apex New, all caps and positioned on the upper-right chest panel or right sleeve. Lettering should always be centered when on the right sleeve.

There should be no other lettering other than noted above. Sizes and proportions should reflect that of the samples. Logos and lettering should never fall on seams and/or garment folds. Be sure to position these elements far enough away from the underarms so as not to appear cut off.

The registered trademark symbol should be removed from the logo when embroidering shirts and other items.



Department name on the sleeve.



Department name on the upper-right chest.

# PROMO ITEMS & APPAREL

## T-shirt Design

### Promotional T-shirts

Promotional T-shirts can be ordered in the primary and secondary colors. Some shirt types have more colors available than others. The guidelines for designs on these shirts are on the next page.

Visit [houstonmethodist.my.workfront.com](https://houstonmethodist.my.workfront.com) to submit T-shirt designs for approval.



White



Methodist Blue



Houston Accent Blue



Black



Gray



Dark Green



Turquoise



Mulberry Red



Pink

# PROMO ITEMS & APPAREL

## T-shirt Design

- Use only Houston Methodist color palette
- Use only Houston Methodist approved fonts
- Visual elements must fit within the Houston Methodist look and feel:
  - It should be a simple graphic
  - It should not be overly detailed or illustrative
- Bold URL (no "www.") and phone number
- HM logo, URL and phone number need to be kept separate from the other graphic elements



# PROMO ITEMS & APPAREL

T-shirt Design – Art Placement Examples

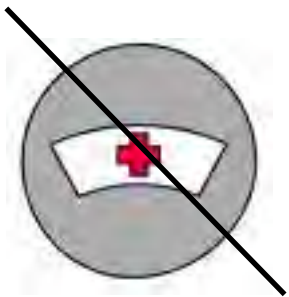


# PROMO ITEMS & APPAREL

Artwork

The following includes examples of unacceptable artwork that should be avoided.

NOTE: Clip art of any kind is NOT permitted on ANY Houston Methodist materials.



# PROMO ITEMS & APPAREL

## M Usage

The full M art should be used on T-shirts.  
The M can also be used on one sleeve.

When choosing an approved T-shirt color, please make sure the M will be visible as it must remain in black at all times.



# TEMPLATES

PowerPoint

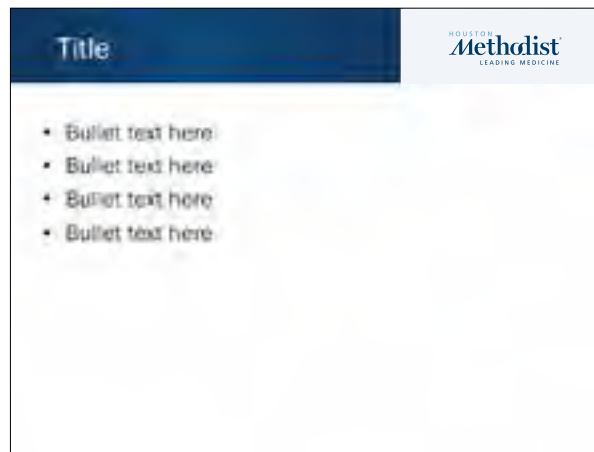
Templates are available for all hospitals, centers of excellence and entities.

Only approved Houston Methodist colors and fonts should be used.

Animation should be simple and professional.

All templates can be downloaded from the **intranet** or **Houston Methodist BrandMaker**.

NOTE: An exception to the rule about the background color for two-color logo has been made in the header of the approved PowerPoint template. This should not be replicated elsewhere.



Although the Houston Methodist email templates have been placed into Microsoft Word documents, they are created for use with Microsoft Outlook. Please read through the following instructions in order to properly use the templates.

NOTE: All email blasts must be brand compliant and should adhere to HM's email standards.





# TEMPLATES

## Email

### Instructions

The email template has been built using a table in order to enable text wrapping. All text and images should be inserted into a table cell. For more information on inserting images in tables, visit this [Microsoft tutorial](#).

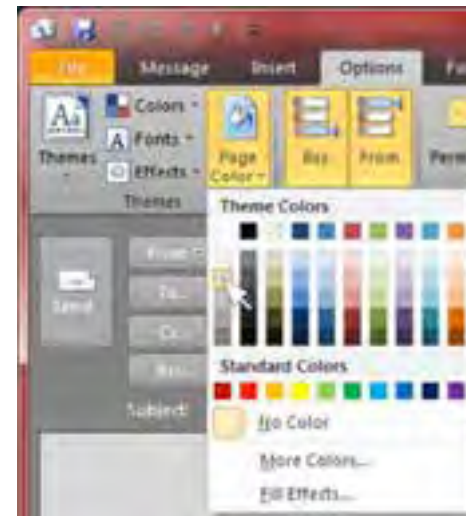
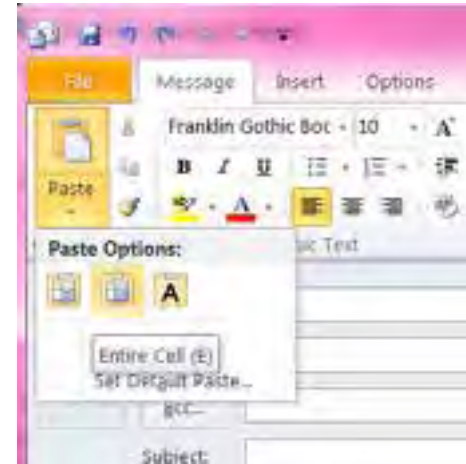
1. Format your email in Microsoft Word using the Franklin Gothic font family.
2. Copy the entire table and paste it into a new Microsoft Outlook email.
3. Change the page color of the email to the second lightest gray so that the e-blast does not appear to be floating.
4. In Outlook, place your cursor into the body of the text and select the entire cell paste option under paste.
5. Change the page color of the email to the second lightest gray so that the e-blast does not appear to be floating.

### Tips:

If you have an email signature that automatically appears and you are sending out an e-blast on behalf of someone else, remember to remove your email signature information.

Hold down the SHIFT key when resizing images so the images appear proportionate and not skewed.

Remember to change the entity name, address and phone number in the footer, if appropriate.



**Houston Methodist BrandMaker** – Access Houston Methodist-branded resources, including images and customizable templates, which allows you to create projects using this online tool. Email [hmbbrandmaker@houstonmethodist.org](mailto:hmbbrandmaker@houstonmethodist.org) with your network ID/user name to request access. Visit [hm.brandmakerinc.com](http://hm.brandmakerinc.com) to access the site.

**Business Cards and Stationery Orders** – Orders can be placed through MARS. Requisitioners (those who order supplies) can order business cards. Visit <http://www.tmh.tmc.edu/MARS/default.htm> to access the MARS site. In MARS, access it under the heading Finance & SCM, then Requesters, and click “Create Requisition.” If you have any questions about an order, please contact a RR Donnelley representative: Scott Starnes at [scott.starnes@rrd.com](mailto:scott.starnes@rrd.com) or 713.705.4134, or James Daly at [james.j.daly@rrd.com](mailto:james.j.daly@rrd.com) or 608.329.9376.

**Creative Approvals** – Visit [houstonmethodist.my.workfront.com](http://houstonmethodist.my.workfront.com). Select “Create a Project Request” in the drop-down menu for all brand reviews of design, writing, proofing, video, etc. of various projects for final approval before project is printed or distributed to the public.

**Graphic Standards Web Page** – From the HM intranet home page, under frequently accessed pages, select “Graphic Standards.” From this link you can find assets for download such as logos, graphics and templates. This web page will be updated periodically. It does not require additional access to use. A direct link is [houstonmethodist.org/brand](http://houstonmethodist.org/brand), which can also be accessed by vendors and external users.

**Houston Methodist Editorial Style Guide** – the standards manual for language usage and stylistic questions related to writing, publications and web content produced across Houston Methodist.

**Houston Methodist Signage Guide** – the standards manual provides guidance for developing both interior and exterior signs.

**Marketing and PR Guidelines for Physicians** – the standards manual for private and PO physicians regarding marketing, ads, sponsorships, websites and public relations.

**Promotional Items** – Orders can be placed through MARS MyBuy by requisitioners and those who usually order supplies. All promo items, including T-shirts, are ordered through the Houston Methodist preferred vendor, Goldner Associates. If you have any questions or need assistance with your order(s), please contact Goldner Associates representatives: Tracy Bonds at [tbonds@goldnerassociates.com](mailto:tbonds@goldnerassociates.com) or 800.251.2656 ext. 146, or Kelly Weatherbee at [kweatherbee@goldnerassociates.com](mailto:kweatherbee@goldnerassociates.com) or 615.250.8255.

**Video Approval** – For prevideo consultation, video approval, questions and any additional information needed, including a list of Houston Methodist approved vendors, email the Creative Services Department at [video@houstonmethodist.org](mailto:video@houstonmethodist.org).