



Schmitt-Thompson

Clinical Content

LOGO MARK:

- The revised Schmitt-Thompson logo is a simplified version of their original mark. Utilizing the concept of a checkmark symbol combined with the medical cross, showcases their efficiency in triage lists.
- Paired with a contemporary sans-serif typeface, gives the STCC brand a modern facelift that still maintains their legacy in the industry.
- All variations of the logo have been displayed in these guidelines, and can be downloaded for use.



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[DOWNLOAD LOGO ASSETS](#)

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BRANDED COLLATERAL:

- The following are examples of what printed Schmitt-Thompson materials could look like, when using the new branding is applied.
- When creating new documents, bright blue should always be used as the primary color, and graphic ‘swooshes’ may be added for some visual texture.
- Templated business card files have been provided and may be downloaded for use.

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CLINICAL UPDATE
For Telephone Triage Nurses

E-Cigarettes & Vaping

OCTOBER 2019

REFERENCES:
Centers for Disease Control and Prevention. Smoking & Tobacco Use/Electronic Cigarettes.

AVAILABLE AT:
https://www.cdc.gov/tobacco/basic_information/e-cigs/ Lastaccessed: 9/17/19

Cullen K, Ambrose B. Notes from the Field: Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students — United States, 2011–2018. MMWR. Weekly / November 16, 2018 / 67(45):1276–1277

U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General. 2016. Available at: https://ecigs.surgeongeneral.gov/documents/2016_SGR_Full_Report_non508.pdf

AUTHORS:
Gary Marks DO
David Thompson MD

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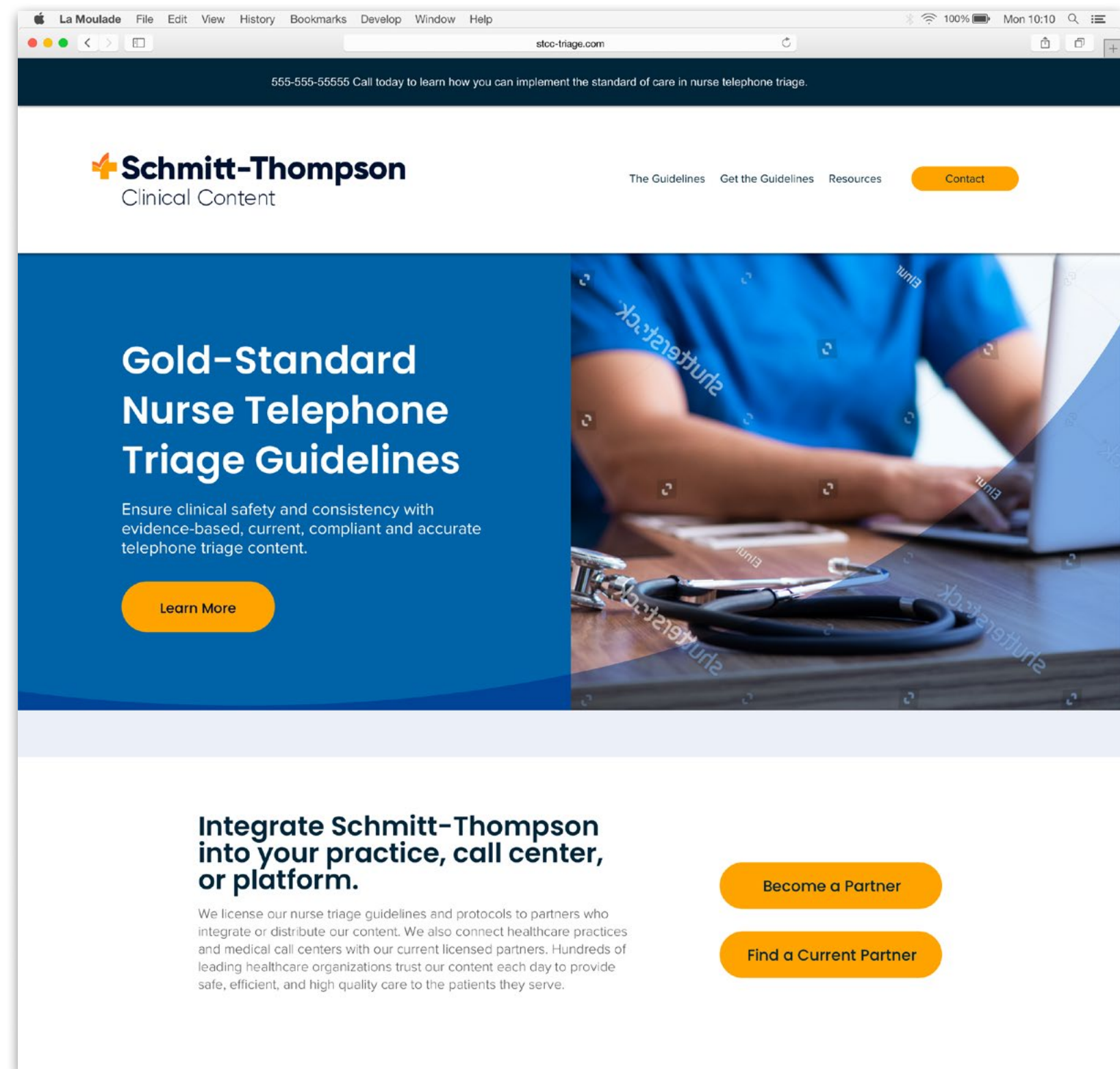
David Thompson, MD
Author and CEO
(123) 456-7890
info@stcc-triage.com

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[DOWNLOAD FILES](#)

WEBSITE MOCK-UP:

- The following is an example of what a sample homepage could look, when the new Schmitt- Thompson brand materials are applied.
- When creating the actual site pages, bright blue should be used as the primary brand color and yellow should be used as the call-out color for buttons and highlight text.
- Stock photography and graphic elements may be added at the designers discretion.



TYPOGRAPHY:

- Poppins is the primary headline typeface, and should be used for large call-out statements, mostly in the bold weight if applicable.
- Proxima Nova is the secondary typeface that should be used for all body copy.
- Both typefaces are available from either Adobe Typekit or Google Fonts, and are suitable for both print and web use.
- These typefaces are Squarespace compatible for the website build-out.

Primary Typeface: Poppins

[DOWNLOAD POPPINS](#)

Secondary Typeface: Proxima Nova

[DOWNLOAD PROXIMA NOVA](#)



COLOR PALETTE:

- Bright blue is the primary color of the brand, and should be used for all major flood areas when possible.
- Orange and yellow are the primary accent colors, and should be used for all call-out text and highlights.
- The navy and light blue should be used as supporting colors, and should not be seen in any major way on any branded materials.
- All color codes provided are based off of the Pantone matching system.



BRIGHT BLUE
PMS 106-8

RGB 0 99 168
HEX/HTML #0063A8
CMYK 100 52 0 0



ORANGE
PMS 1585

RGB 255 106 20
HEX/HTML #FF6A14
CMYK 0 66 99 0



YELLOW
PMS 137

RGB 255 164 0
HEX/HTML #FFA400
CMYK 0 36 100 0



NAVY
PMS 539

RGB 0 38 58
HEX/HTML #00263A
CMYK 100 43 0 83



LIGHT BLUE
PMS 106-1

RGB 231 234 241
HEX/HTML #E7EAF1
CMYK 6 3 0 0

