



SUTTER HEALTH

SOCIAL STYLE GUIDE

**PROUDLY CARING
FOR NORTHERN CALIFORNIA**

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OBJECTIVE AND GOAL

We're here to shake up what you think about healthcare. Using Facebook, Twitter, Instagram and LinkedIn, we'll simplify complicated healthcare language without sounding like a doctor. Let's move away from the "easy option" (sharing the same content across channels) and start optimizing content by channel. This means more variety and a more personalized experience for viewers to engage with. Yay! In doing so, Sutter will increase its following and take over the world.

Not really. But you know what we mean.

FACEBOOK

facebook.com/sutterhealth

Facebook is our primary storytelling channel for those who appreciate visuals, want to read more and/or want to be inspired.

AUDIENCE

Men and women, 35+
Parents
Family healthcare decision-makers

CONTENT

Main: Brand, Service Line and Partnership
Affiliate: Relevant and local
Emojis: 3 max
Tagging: Only relevant parties

SPECS

Organic Image: 1200×900px
Copy: 110 characters
Paid: 1200×628, ~20% text overlay
Header: 25 characters
Copy: 90 characters
Link Description: 30 characters
Video: Mobile 2:3 or 16:9, min width 600px
Files: JPG, PNG, MP4, MOV
File size: 1G
GIF: Unaccepted, use mp4, min 15 sec, > 30 sec to auto-loop

DO

Include tier-one news coverage and news about Sutter leadership
Integrate Monthly Spotlight to highlight local regions
Build weekly summaries/wrap series
Develop user-generated content to share stories and increase engagement
Increase awareness of partnerships by developing unique content

Share upcoming Comms/PR/Exec Comms observances at brand/service line
brainstorms to cut down on last-minute requests

Update cover photo quarterly

TWITTER

twitter.com/sutterhealth

Twitter is our news outlet for those on the go, on-trend and who prefer bite-sized pieces of news and thought leadership.

AUDIENCE

Men and women, 35+

Parents

Family healthcare decision-makers

DO

Be aware of what's trending that @SutterHealth can engage with?

Follow digital news/media outlets that cover health, healthcare and Sutter Health

CONTENT

Emojis: 3 max

Tagging: Only relevant parties

Retweet/quote tweet content that involves @SutterHealth or is relevant

Share teasers of upcoming content

SPECS

Image: 1200×675px

Copy: ~140 characters

w/Link: 116 characters

Video: 16:9

Files: JPG, PNG, GIF, MP4, MOV

File size: 5MB

Share affiliate events and promotions

Update cover photo quarterly

INSTAGRAM

[instagram.com/sutterhealth](https://www.instagram.com/sutterhealth)

Instagram is our playground to feature beautiful lifestyle content for those interested in fitness and healthy living.

AUDIENCE

Men and women, 18-35 (Millennials and Gen Z)
Moms, especially first-time moms
Student athletes

CONTENT

Hashtags: Keep hashtags in body text; always use #sutterhealth plus relevant hashtags, add city/county/region when applicable
Emojis: 3 max
Tagging: Only relevant parties
CTAs: Use solid call to actions (double tap if you agree, tag a friend and ask questions)
Stories: Show behind-the-scenes of sponsored events (tagging location and partner accounts,) link to articles/tips with images and “swipe up”
Geo-tagging: Apply locations where applicable

SPECS

Image: 1200×1200px
Copy: ~125 characters
Video: 1028×1028px
Files: JPG, PNG, MP4, MOV
File size: 30MB
GIF: Unaccepted, use mp4, min 3 sec to auto-loop

DO

Follow partners; engaged patients (who tag us in a positive manner); engaged employees; non-competitive health brands, experts and influencers (health and parenting)

Respond to all comments within 60 minutes

Like (heart) comments

Interact with target audience posts and hashtags audience uses

Play on popular hashtags (#wcw, #tbt)

Build out influencer program and wish list of influencers

Create hashtag categories and test, test, test

LINKEDIN

[linkedin.com/company/sutter-health](https://www.linkedin.com/company/sutter-health)

LinkedIn is our primary channel for Sutter leadership for those who want to learn, network or contribute to the conversation about the modern healthcare industry.

AUDIENCE

Employees
Healthcare professionals
Job seekers

SPECS

Image: 1200×627px
Copy: ~140 characters
Video: Unaccepted, enter video URL
Files: JPG, PNG, MP4, MOV
File size: 8MB

DO

Collaborate with Exec Comms team, and support HR and Recruiting to create native content

Share new facility announcements

Update cover photo quarterly

TEAM SUTTER

Available on iTunes (Internal Only)

Team Sutter is Sutter's internal social network for sharing news, updates and employee events.

AUDIENCE

Employees

SPECS

Image: 640x420px

Copy: 244 characters, provide 2 options for FB/TW Share

Video: Unaccepted, enter YouTube URL

Files: JPG, PNG, GIF

File Size: 5MB

DO

Share announcements, news and all social content so employees are well-informed about internal and external happenings

CONTENT DISTRIBUTION

Where do things go?

CONTENT	CHANNEL
BRAND CONTENT	(covered by Communications on Team Sutter)
SERVICE LINE CONTENT	
BLOG	
PAID ADVERTISING	
NATIONAL NEWS STORIES/NETWORK NEWS	(covered by Communications on Team Sutter)
LOCAL NEWS STORIES	(covered by Communications on Team Sutter)
LEADERSHIP ANNOUNCEMENT/EXECUTIVE COMMUNICATIONS	(covered by Communications on Team Sutter)
OBSERVANCES	
NATIONAL AWARDS	(covered by Communications on Team Sutter)
LOCAL AWARDS	(covered by Communications on Team Sutter)
COMMUNITY BENEFIT/PARTNERSHIPS	

*NOTE: There are exceptions to the rule. Please reach out with questions.

WHO WE ARE

Our voice is confident, honest and personable. We're like that coach or teacher who can get the best out of you and wants you to succeed as much as you do – you know they're the experts and everything they do is in your best interest, so you trust them.

We'll always be truthful and honest. We have a genuine sense of empathy and caring that makes people feel like we've been there and we can relate.

We're optimistic realists at heart. We always communicate with a light touch.

STRONG
OPTIMISTIC
OPEN
CONFIDENT
SINCERE
PERSONABLE
HUMOROUS
GRATEFUL
COURAGEOUS
HUMBLE



PERSONA

KNOWLEDGEABLE

We are: helpful and informative, trustworthy

We are not: authoritative and pedantic

OPTIMISTIC

We are: positive and encouraging

We are not: naïve cheerleaders, Polly Anna

PERSONABLE

We are: concerned about you, friendly

We are not: stuffy, hateful or mean

HUMBLE

We are: grateful and thank the people who have contributed to our success

We are not: prideful, impolite, rude, smarmy, fake

TONE

WE ARE

Conversational – informal, relaxed, friendly

Approachable – easy to talk to; keep it simple and don't use big words

Witty – we have a sense of humor but know when it's appropriate

Knowledgeable – well-informed

Playful – play with light copy and use emojis as appropriate

WE ARE NOT

Arrogant – we do not put ourselves before the people we serve

Proper – we are not overly formal in our language

Dismissive – no one is unworthy of consideration

Dry – we are not boring and verbose

ENGAGEMENT

Get our audience involved! When drafting content, think about how you can engage them. Pose a question or ask them to interact with the post or tweet by sharing, commenting or retweeting. Tag a friend.

TIP

We aim to get creative with copy and not make it so straightforward.

Make plays on words, use alliteration, create something that is fun to read!

General formatting information is available to download on the Sutter Health Brand Center.

LOGO

ICON

Let the creative shine! And see where it goes. The plus symbol is always white with a clear space around the edge. Used as a watermark, the logo sits in one of four corners with an opacity of 20 - 50%.

EXCEPTION

In a couple of instances, we do not need a logo:

- 1/ Photography and illustrations that already include the logo
- 2/ Instagram and LinkedIn

DO use the one color Sutter Health “plus” symbol.



DO NOT use the full color Sutter Health “plus” symbol.



DO NOT use the Sutter Health signature.



LOGO

DO NOT
bold
move
remove
recolor
resize
stylize
stretch
rotate

TEMPLATES

Logos have been sized accordingly for Facebook, Twitter and Team Sutter.
PSD templates are available to download on the Sutter Health Brand Center.



COLOR

SIGNATURE LOOK

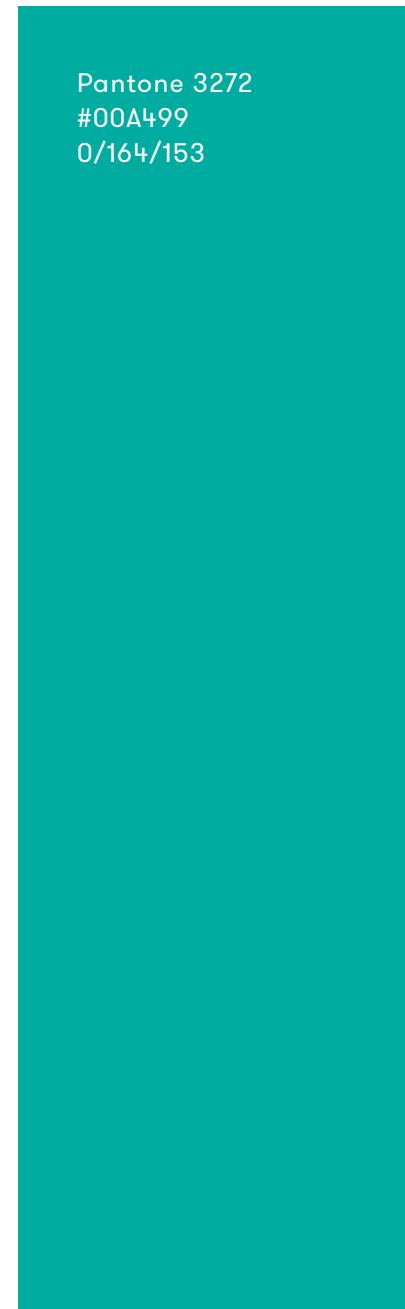
We look best in our signature colors! Use teal for backgrounds and shapes while using white and gray for headlines, text overlays and quotes. Use gray sparingly, as we want our content to look light and positive. Consistency is key in building our brand recognition.

DO NOT use teal in our typographical treatments.

Pantone 3272
#00A499
0/164/153

White
#FFFFFF
255/255/255

Pantone 425
#54585A
84/88/90



COLOR

SUPPORTING CAST

There's more to us than just one note, so use our supporting colors to surprise and delight.

DO NOT use these colors alone. Try color combos or create gradients with the teal. Please use sparingly.

*They don't match? We know. This is our custom mix so our print looks crisp and our web is bright so please double check, use as is and don't convert the numbers.

Pantone 137 #FBA300 255/163/0	Pantone 158* #E66400 232/119/34	Pantone 5025 #DBB7BB 219/183/187
Pantone 7426* #A4123F 164/18/61	Pantone 376 #84BD00 132/189/0	Pantone 528 #B580D1 181/128/209
Pantone 7471 #7EDDD3 126/221/211	Pantone 7458 #71B2C9 113/178/201	Pantone 7461 #007DBA 0/125/186
Pantone 647 #236192 35/97/146	Pantone 625 #507F70 80/127/112	Pantone 7678 #68478D 104/71/141

COLOR

PAIRING

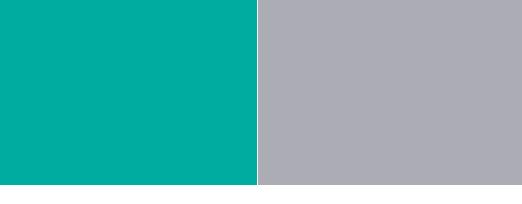
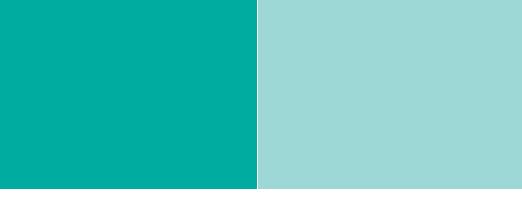
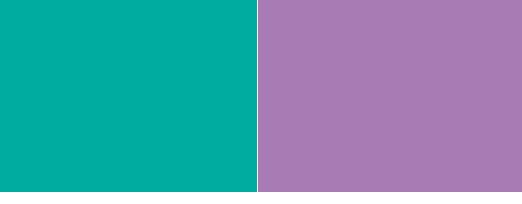
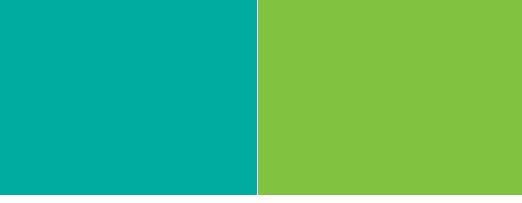
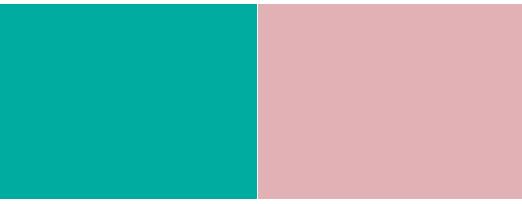
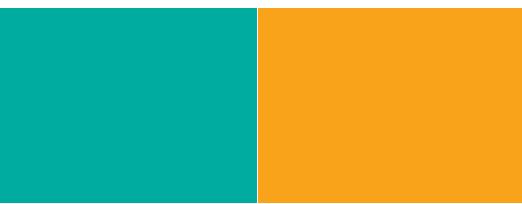
Pair teal with one of our supporting colors to convey playfulness – to surprise, delight and put people in a positive mood. Here are our suggestions.

DO NOT use more than two colors. And do not pair with outside colors.

GRADIENT

Take these combos to the next level and create gradients. Use gradients for backgrounds.

DO NOT use gradients for image filters



TYPOGRAPHY

TYPEFACE

GT WALSHEIM

is clean and neutral, helping to support our visuals. Playing with GT Walsheim Black and GT Walsheim Light shows Sutter's bold and playful side.

ALL CAPS

We're here to make a statement. But we're not yelling. Use all caps to create headlines, highlight topics or dress up quotes to inform our community.

Aa Bb Cc

Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

! @ # \$ % ^ & * () _ + { } | [] \ : ; " ' < > ? /

1 2 3 4 5 6 7 8 9 0

TYPEFACE

WEIGHT

GT WALSHEIM BLACK

GT WALSHEIM BLACK OBLIQUE

GT WALSHEIM LIGHT

GT WALSHEIM LIGHT OBLIQUE

DO NOT use more than two weights at a time – otherwise we're getting too fancy and that's not us. GT Walsheim Black and Light work great together for contrast and consistency. Using oblique is encouraged to break up long text and/or create dynamic text treatments.

**WE'RE HERE TO SHAKE UP
WHAT YOU THINK OF HEALTHCARE.**

TYPEFACE

BREATHE

We're not too tight or too loose. Spacing affects readability, so add/subtract enough spacing between our words and lines for legibility.

EVERYTHING IN A TEXT BOX TO THE LEFT

Like Beyoncé said, let's keep everything to the left. It's much easier on the eyes than centered or right-aligned. Keep it easy breezy. Text should be two to six words long, preferably.

EXCEPTION

In some instances, use two to four words within an image to create a dynamic layout. Words can be separated to hug a subject or add depth to an image by masking parts of the words as part of the environment. See examples starting on page 33.

**WE'RE HERE TO MAKE
HEALTHCARE EASIER**

BACKGROUND

BACKGROUND

Level up designs by adding a color, a gradient or a pattern to backgrounds. Add one, two or all.

COLOR

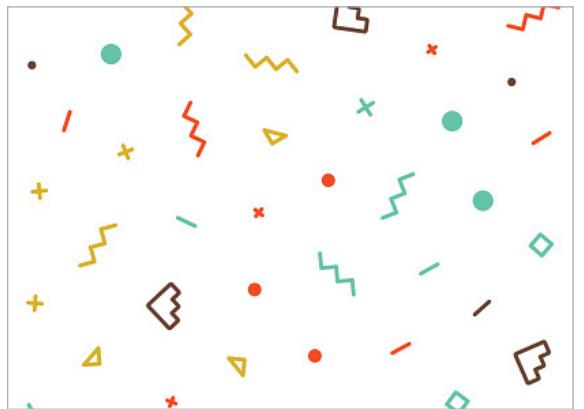
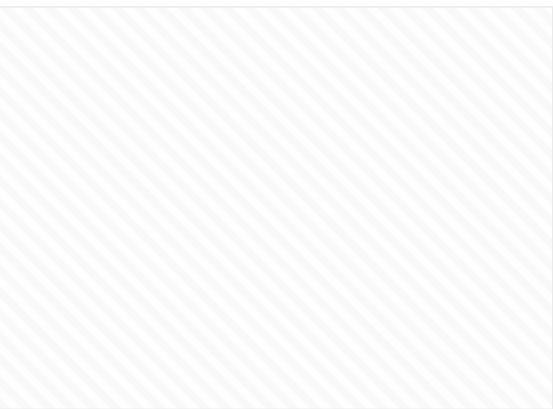
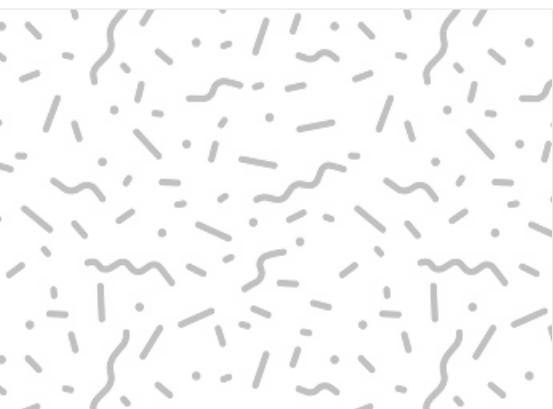
Use a colored background to make our content stand out.

GRADIENT

Try radial or linear gradients with our colors. Check our examples on page 22.

PATTERN

White space is great for the eyes but white backgrounds are a yawn. Add a geometrical or fun pattern but not too busy it'll make our eyes cross. We still want our typographical treatments legible so grandma can read them.



PHOTOGRAPHY

STOCK PHOTOGRAPHY

LIVELY, EXPRESSIVE AND AUTHENTIC

Stock photography should be inviting, interesting and convey a sense of warmth, optimism and health. We want to be authentic by showing candid moments, diverse families and a range of ages to reflect the population we serve. Consider unexpected or unusual angles and perspectives.

Asymmetrical angles allow for text to be added.

LIGHTING

Natural and ambient lighting is preferred.



STOCK PHOTOGRAPHY

DO NOT USE

sterile environments
white backgrounds
busy backgrounds
high contrast
poor lighting
blown out
clichés
lab coats
overly edited
overly posed
direct eye contact



EMPLOYEE PHOTOGRAPHY

IN CASE OF AN EMERGENCY

No professional photographer available and you have to play one using your mobile phone? Try these helpful tips to get the best shot:

DO

- Focus subject in a natural light or a well-lit environment
- Shoot in the shade if it's bright out
- Use medium to large format/high res photos
- Shoot horizontal for better cropping
- Center your subject
- Try a variety of styles, posed and candid
- Try a variety of angles
- Use a tripod or the environment (leaning against stable objects) for support
- Keep in mind how the image will look cropped as a rectangle or square
- Shoot multiple times in case someone rested their eyes



EMPLOYEE PHOTOGRAPHY

DO NOT

- Select busy and/or poorly lit backgrounds and environments
- Shoot directly toward the sun
- Use small format/low res
- Shoot vertical
- Shake/move the camera while pressing the button
- Include unwanted elements, i.e. water bottles, people in the background and random objects
- Turn/tilt the camera
- Take a picture of a picture
- Cut off subject



DESIGN

PHRASE/NAME

Using a text overlay to hug a subject can enhance the composition.

In this instance, text does not have to be left and can be slightly staggered and centered. Two to four words max otherwise it gets messy.



DESIGN

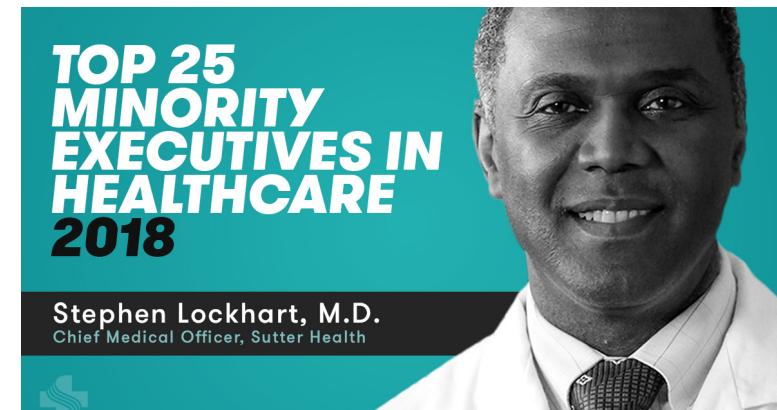
Taking turns makes the world go round. Sometimes imagery step back to support a headline.

HEADLINE

Using creative as a headline for a news article link can help it stand out in a feed. Use when senior leaders and facilities are highlighted. Imagery will be black and white on teal or duotone.

DUOTONE

Select Hue/Saturation to 180/67/-53 and click “colorize” in Photoshop to create. Adjust levels/contrast of the photo to be slightly darker so text overlay is legible.



STYLING

QUOTE/STATEMENT

Let's make a statement. With quotes and statements longer than four words we keep it left to keep it easy on the eyes. For hierarchy, text can be in the forefront and imagery can be in the background.



RESOURCES

RESOURCES

SUTTER HEALTH BRAND CENTER

The most up-to-date resources can be downloaded from the Sutter Health Brand Center (brand.sutterhealth.org):

- PSD Templates (Facebook Organic/Paid, Twitter, Instagram, LinkedIn, and Team Sutter)

brand.sutterhealth.org/widen/sso/connect/category/526

- Sutter Health Brand Guide

p.widencdn.net/oc1g4*/Brand-Guide_033018

- Voice and Tone

p.widencdn.net/wya5of/Social-Voice-Tone-Guidelines

- General/Specific Channel Formatting

p.widencdn.net/wya5of/Social-Voice-Tone-Guidelines

- Photography Consent Forms

p.widencdn.net/iwzho6/Consent-Form---Non-Patient

p.widencdn.net/lmhkgn/Consent-Form---Patient

p.widencdn.net/vif9m0/Group-Consent-Form---Non-Patient

p.widencdn.net/5yd6va/Consent-Form---GROUP-CONSENT

- Facebook Ad Text Overlay Tool

facebook.com/ads/tools/text_overlay

- Facebook Ad mockup

facebook.com/ads/creativehub/home

Any questions, please reach out to Han Nguyen at nguyeh16@sutterhealth.org.

