Sheltering Arms Institute

A collaboration with **VCU**Health

Table of Contents

Sheltering Arms Institute
A collaboration with **VCU**Health

Brand Purpose

Our purpose is a primarily internal tool that's used to drive the focus of our brand and inspire our team to move forward. Leading our vision, mission, and values, Sheltering Arms Institute is anchored by the following purpose:

THE RELENTLESS PURSUIT OF RECOVERY.

Sheltering Arms Institute
A collaboration with **VCU**Health

Vision, Mission & Values

Supporting our brand's purpose, the vision, mission, and values offer deeper insight into why Sheltering Arms Institute exists, what it stands for, and the foundation it was built on.

VISION: Reinventing rehabilitation for life beyond limits.

MISSION: Sheltering Arms Institute, a national leader in the science of rehabilitation, delivers personalized care in an environment that supports recovery and restores possibility through the integration of collaborative science and research, inter-professional education, community engagement and stewardship.

VALUES: Courage, Integrity, Positivity, Community, Discovery and Accessibility

Sheltering Arms Institute
A collaboration with VCUHealth

Brand Tagline

Our tagline is a memorable brand identifier that all audiences immediately associate with the Sheltering Arms Institute brand.

While our purpose, mission, vision, and values set the table for our brand identity, it's the tagline that truly communicates the heart of our brand. The tagline is how others come to recognize and connect with the Sheltering Arms Institute name.

Our tagline is: [PLACEHOLDER HERE]

Sheltering Arms Institute
A collaboration with **VCU**Health

Narrative

Our brand narrative is the central building block of the Sheltering Arms Institute name. It's built upon our purpose, mission, vision, and values and provides emotional insights into who we are and why we exist.

Constantly converging and changing, Sheltering Arms Institute is a brand in motion. We believe that if the human mind imagines no limits, the body can follow. Every day, we embody that idea – as we move forward, encourage others, and push to know more. We balance the compassion of caring with the challenge of curing, and the grace of healing with the grit of fighting for it. As we open up more possibilities for people, we must provide a sense of security in trying for the unknown.

We know that the longer we stay in motion, the more we will help people recover physically, mentally, and spiritually. But we also understand that being relentless requires understanding the power of reflection. Every day, we will come together to discover new ways to make life worth celebrating. We will reinvent what's possible and redefine what "back to normal" means.

But what really gets us going, what inspires us and gets our hearts pumping is this:

THE RELENTLESS PURSUIT OF RECOVERY.

Sheltering Arms Institute
A collaboration with **VCU**Health

Communication Targets

Our messages and tone shift depending on the audience. We understand that the concept of "recovery" has different meanings to different groups – like patients and researchers.

To cater to multiple levels of understanding, expectations, and hope, we've defined a list of communication targets for both internal and external audiences. The lists are not intended to be exhaustive and may grow and change over time.

EXTERNAL

- Patients & family
- Referral sources
- Healthcare community
- General public
- Donors
- Healthcare partners
- Research partners

INTERNAL

- Employees
- Volunteers
- Board members
- Researchers
- Educators / students

Sheltering Arms Institute
A collaboration with **VCU**Health

Tone of Voice

Our tone of voice is how we communicate externally. Like all elements of the brand, our voice consistently reflects the Sheltering Arms Institute's personality.

People know us by how we look and act, but also by our voice – our tone, our vocabulary, and our perspective. Though we were born from two brands, it's our intent to have a new, singular voice for Sheltering Arms Institute that imparts the truest sense of who we are and what we stand for.

Most of all, we want our voice to address everyone as a whole person; looking at the holistic picture of patients, families, our community, our internal audiences, and our public. We know that recovery starts from the roots up, and we strive to address each person at their own individual starting point – making no assumptions or generalized statements.

Sheltering Arms Institute
A collaboration with **VCU**Health

Tone of Voice — Principles

Grounded in our values – courage, accessibility, integrity, and positivity – we have four voice principles to ensure consistent delivery of external and internal communications.

1 BE THE VOICE OF COURAGE AND STRENGTH.

2 MAKE IT ACCESSIBLE, OPEN AND WELCOMING.

3 SPEAK WITH INTEGRITY AND HONESTY.

4 BRING POSITIVE ENERGY TO EVERYTHING.

Sheltering Arms Institute
A collaboration with **VCU**Health

Tone of Voice — Principles

1 BE THE VOICE OF COURAGE AND STRENGTH.

We are confident and bold. We claim our own story and tell it proudly. We speak as a national leader, with the authority of our experience, results, and research. In the same way that we promote informed risk taking, we communicate clearly and say what we mean. We don't hide behind corporate-sounding phrases and medical jargon – we make our speech accessible for audiences of all backgrounds and experience levels.

2 MAKE IT ACCESSIBLE, OPEN AND WELCOMING.

Our tone of voice draws others in, asking questions, seeking answers, listening, and responding. We use simple words and syntax to make things clear and concise. We explain things in context or use analogies and metaphors to make complex concepts understandable. We avoid slang, jargon, and cultural references that make audience members feel excluded. Our style, while professional, is personal, conversational, and human, as if we're speaking to each person one-on-one.

Sheltering Arms Institute
A collaboration with **VCU**Health

Tone of Voice — Principles

3 SPEAK WITH INTEGRITY AND HONESTY.

We say what needs to be said and make promises we know we can keep. We use data and reasonable proof points to explain our point. We detail the facts and put them in context. We don't overhype our achievements; but we are authentic about what we offer and our strengths. If we have bad news or uncomfortable information, we don't hedge. We stay in our lane – addressing only the issues we are qualified to speak about and checking our facts diligently.

4 BRING POSITIVE ENERGY TO EVERYTHING.

We keep our energy high to keep audiences motivated and excited to engage with us. Our passion lies in helping others discover the power to overcome and define their own success. We not only nourish the success of others, we relish it, and that makes us generous with our spirit, gratitude, and sense of celebration..

Sheltering Arms Institute
A collaboration with **VCU**Health

Identity Elements

Our Name

Sheltering Arms Institute
A collaboration with **VCU**Health

Primary/Standard

*Tree Mark

*As a guiding principle, always lead with the standard logo and tree mark lock-up. As the brand evolves, the use of the tree medallion will have a more defined usage. For now, reserve for secondary, promotional uses.

ALWAYS: Always use original artwork as it was designed to ensure brand integrity. The elements should never be altered or recreated in any way.

Secondary

Tree Medallion

Our Name
Sheltering Arms Institute is an emerging national player, with deep local roots, that represents the convergence of rehabilitative and regenerative medicine.

There are two logos that can be used to represent this shared brand:

Tree Mark
The tree mark is a visual metaphor for our purpose: the relentless pursuit of recovery. The tree is a positive symbol that represents rejuvenation, regeneration, and renewal.

The use of bright orange complements vibrant purple and yellow to convey strength and energy. This is the primary brand expression and establishes an air of institutional professionalism.

Tree Medallion
A secondary way to express the tree mark, the medallion is a high-impact icon that can be used to freshen our brand identity in meaningful ways.

Sheltering Arms Institute
A collaboration with **VCU**Health

Identity Color

Sheltering Arms Purple

Bridge Color

VCU Health Yellow

PMS 267

PMS 151

PMS 130

CMYK: 82, 97, 0, 0
RGB: 95, 37,159

CMYK: 0, 60, 100, 0
RGB: 255, 132, 0

CMYK: 0, 30, 100, 0
RGB: 253, 185, 19

Supporting Colors

50%

PMS 646

50%

PMS 667

50%

PMS 2645

50%

PMS 367

50%

PMS 134

50%

PMS 150

50%

PMS 421

CMYK: 74, 42, 13, 0
RGB: 74, 131, 178

CMYK: 60, 59, 8, 5
RGB: 114, 108, 160

CMYK: 40, 36, 0, 0
RGB: 151, 156, 205

CMYK: 37, 0, 84, 0
RGB: 171, 209, 88

CMYK: 0, 12, 61, 0
RGB: 255, 221, 124

CMYK: 0, 35, 73, 0
RGB: 255, 1785, 89

CMYK: 32, 24, 26, 0
RGB: 176, 179, 178

The Sheltering Arms Institute identity consists of three colors.

Bridge Color
Complementary to Sheltering Arms purple and analogous to VCU Health yellow, orange serves as a bridge between brand colors to create a harmonious color family.

Supporting Colors
This palette supports the primary identity colors while reinforcing the idea of a rejuvenating and soothing environment.
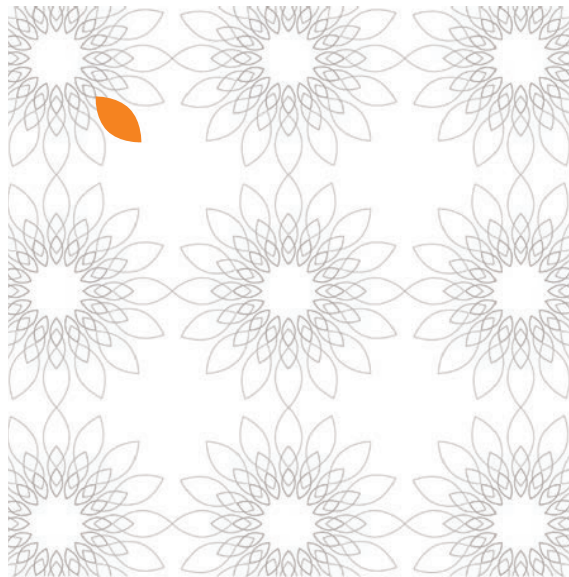
These colors can be used in supplementary materials to enhance readability and emphasize a clear messaging hierarchy.

The percentage of opacity can vary depending on application. The 50% shown is just a suggestion, please refer to marketing department for guidance.
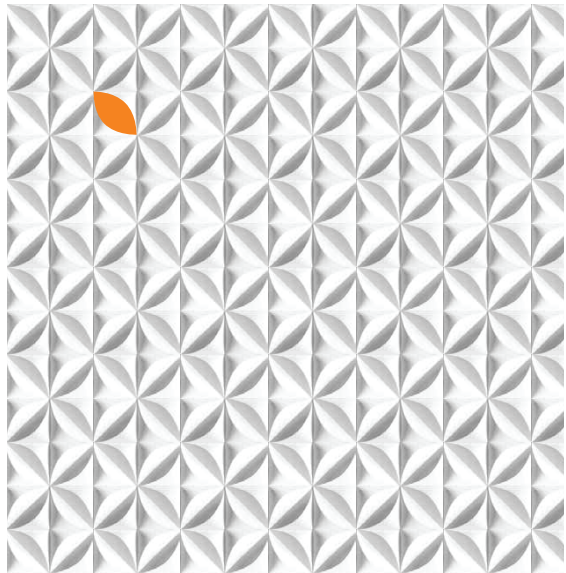
Sheltering Arms Institute
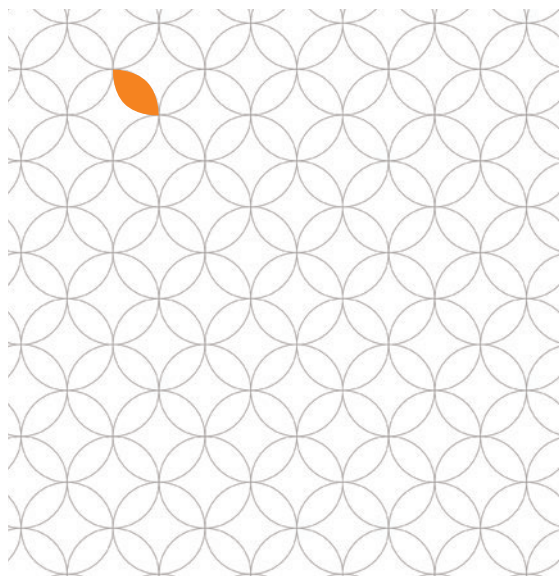*A collaboration with* **VCU**Health
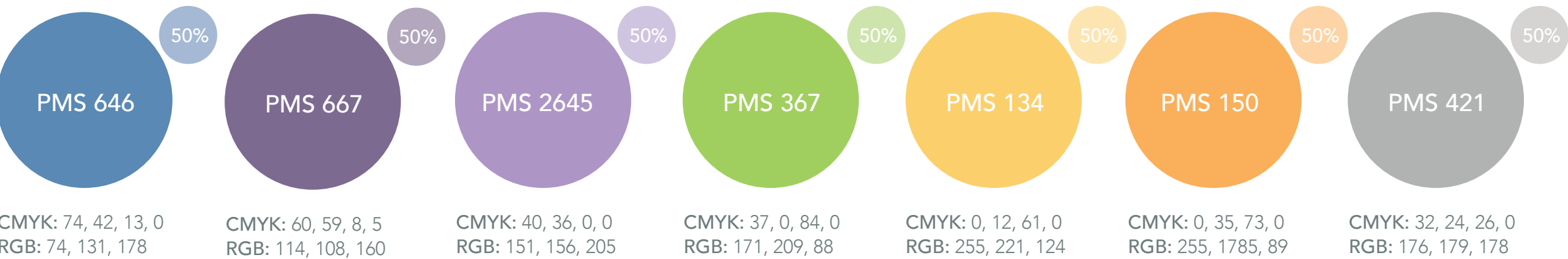
Patterns Derived from the Leaf

Sunburst Pattern

Dimensional Leaf Pattern

Intersecting Circle Pattern
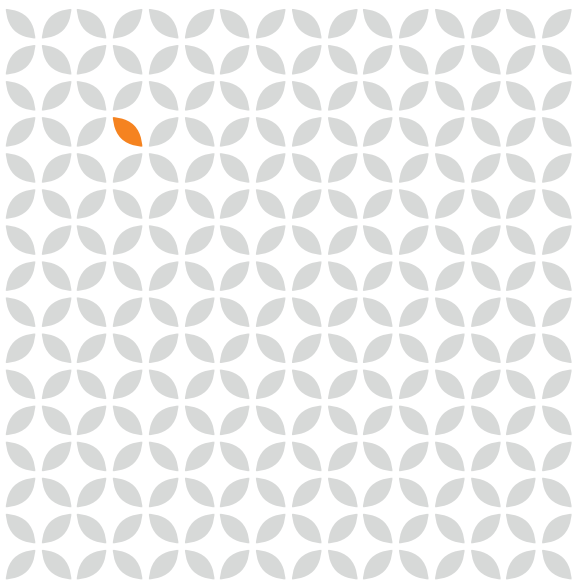
Circle Leaf Pattern

Leaf Expressions
Patterns are another way to express the brand throughout the facility. Drawing inspiration from the leaf motif featured in the tree logo, we've created a library of prints that give a subtle yet meaningful nod to our roots in rehabilitative and regenerative medicine.

Intended to be used in three main areas within the facility (the nurse's station, hospitality, and seating areas), each pattern has a unique signature that infuses its space with a sense of optimism and energy. The applications of these patterns can range from wall paper to curtains to upholstery.

These patterns are not intended to be an exhaustive exploration of available options. Please refer to the marketing department with any questions or new pattern requests.

Sheltering Arms Institute
A collaboration with **VCU**Health

Pattern Usage

When used sparingly and thoughtfully, these optional patterns support the brand look and feel in an exciting and dynamic way.

To keep each pattern feeling special and impactful, we have created a suggested use and application for each variety.

Strategic pattern use will surprise and delight target audiences and strengthen the perception of the Sheltering Arms Institute brand.

PMS 421 Solid on White

PMS 421 Gradient on White
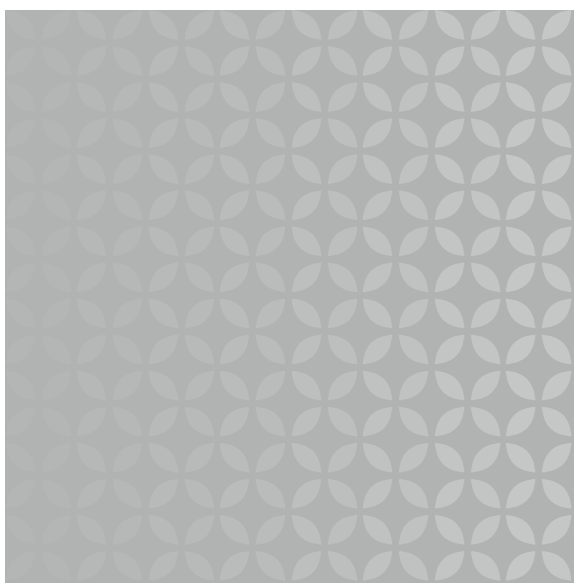
PMS 421 Gradient Tone on Tone
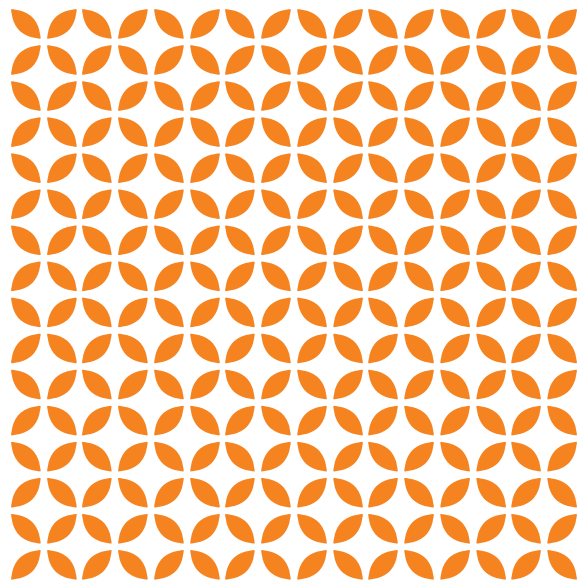
PMS 151 Solid on White
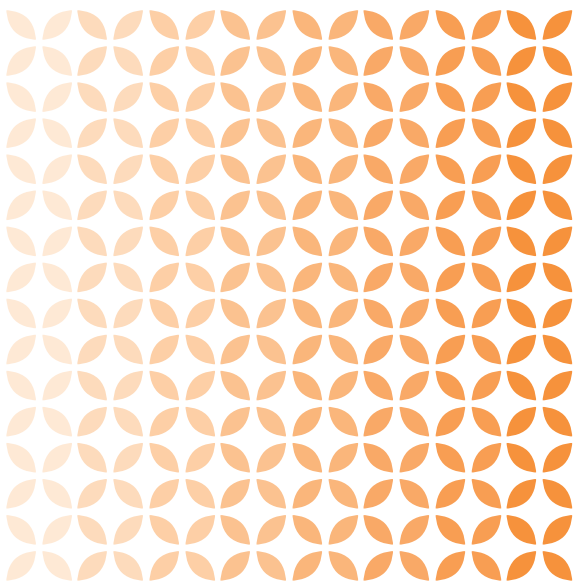
PMS 151 Gradient on White

PMS 151 Gradient Tone on Tone

Leaf Flourish as an Accent

Two Leaf Flourish

Two Leaf Together Flourish

Three Leaf Flourish

One Leaf Flourish

Leaf Flourishes

Functioning differently than our patterns, the leaf flourish is an optional motif that can be used as a meaningful reinforcement of the brand throughout our facilities.

The motif uses one to three leaves (no more than three) from our primary tree logo and combines them into a flourish that encapsulates the vitality and grounding nature of the Sheltering Arms Institute brand.

Sheltering Arms Institute
A collaboration with **VCU**Health

Preferred Typeface

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Avenir Light   *Avenir Light Oblique*
Avenir Book   *Avenir Book Oblique*
Avenir Medium   *Avenir Medium Oblique*
Avenir Black   ***Avenir Black Oblique***

Accepted Alternative

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

The Avenir Family
French for future, Avenir is a clean and highly legible typeface. It delivers a peaceful, yet elegant text style that represents our brand identity.

This type family is used for all text applications. Its variety in weights and styles gives plenty of flexibility for creating hierarchy and visual interest in text layouts.

The Arial Family
Arial is an accepted alternative to Avenir. It's readable on computers and installed on most devices – making it accessible and familiar to all of our target audiences.

Sheltering Arms Institute
A collaboration with **VCU**Health

Primary Logo

Tree Mark

Sheltering Arms Institute
A collaboration with **VCU**Health

Our Name

Our logo is comprised of two parts: our name and tree mark. These elements are joined together in an intentional lock-up.

This primary logo is consistently used in business applications to build awareness and recognition.

ALWAYS: Use original artwork as it was designed to ensure brand integrity. The elements should never be altered or recreated in any way.

Primary Lock-Ups | Full Color

Primary — Preferred for most applications

Stacked Option — For restricted-width applications

ALWAYS: Use original artwork as it was designed to ensure brand integrity.
Logo lock-ups should never be altered or recreated in any way.

Primary Lock-Ups | Full Color Reversed

Primary — Preferred for most applications

Stacked Option — For restricted-width applications

Sheltering Arms Institute
A collaboration with **VCU**Health

Sheltering Arms Institute
A collaboration with **VCU**Health

ALWAYS: Use original artwork as it was designed to ensure brand integrity.
Logo lock-ups should never be altered or recreated in any way.

Primary Lock-Ups | Black & White

Primary — Preferred for most applications

Stacked Option — For restricted-width applications

ALWAYS: Use original artwork as it was designed to ensure brand integrity.
Logo lock-ups should never be altered or recreated in any way.

Sheltering Arms Institute
A collaboration with VCUHealth

Primary Lock-Ups | Black & White Reversed

Primary — Preferred for most applications

Stacked Option — For restricted-width applications

Sheltering Arms Institute
A collaboration with VCUHealth

Sheltering Arms Institute
A collaboration with
VCUHealth

ALWAYS: Use original artwork as it was designed to ensure brand integrity.
Logo lock-ups should never be altered or recreated in any way.

Tree Medallion Lock-Ups | Full Color
Secondary

Tree Medallion
Primary Lock-up

Bold and impactful, the tree medallion is ideal for promotional items, distance viewing, and architectural applications.

The medallion is a secondary brand expression and discretion should be used to ensure that this bold design stays meaningful and impactful with each use.

The medallion may be locked-up with our name, used in close association with our name, or used independently as a recognizable brand "stamp" or sign-off.

Tree Medallion
Stacked Lock-up
Option

ALWAYS: Use original artwork as it was designed to ensure brand integrity. Logo lock-ups should never be altered or recreated in any way.

The Tree Medallion should always be used full-color on a white background. It should NEVER be reversed out of a color.

Clear Space | Preferred Lock-up
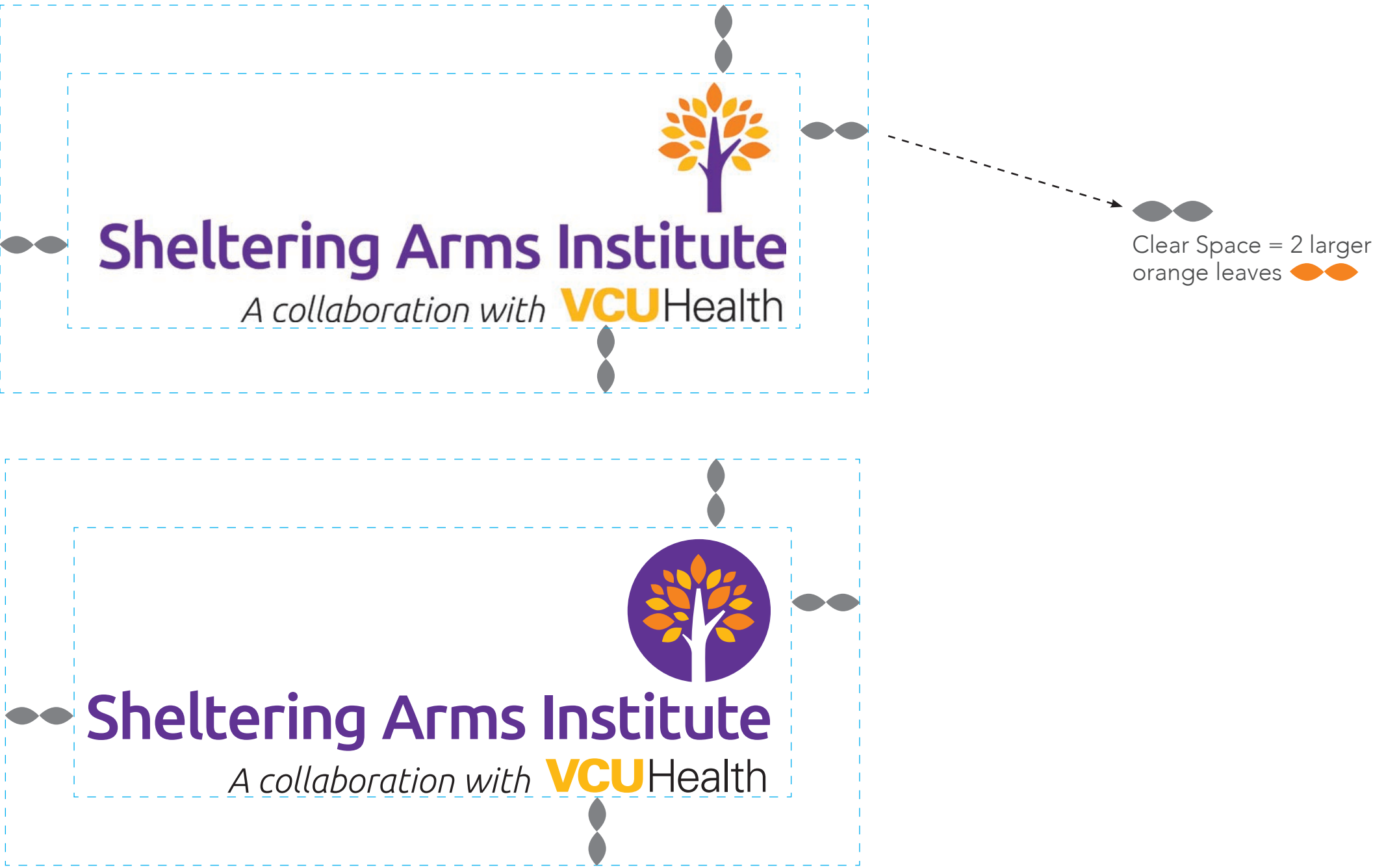
Clear Space = 2 larger orange leaves

Breathing Room

Our identity needs its own space to protect impact and readability. All other graphics, text, or images must be placed outside the defined clear space around our name, logo lock-ups, tree medallion, and tree medallion lock-ups.

The measure used to define clear space is based upon one of the larger orange leaves in the tree mark. Clear space applies around the entire perimeter of the identity. In all applications, two leaves worth of space must be given across the entire logo.

Clear Space | Stacked Option
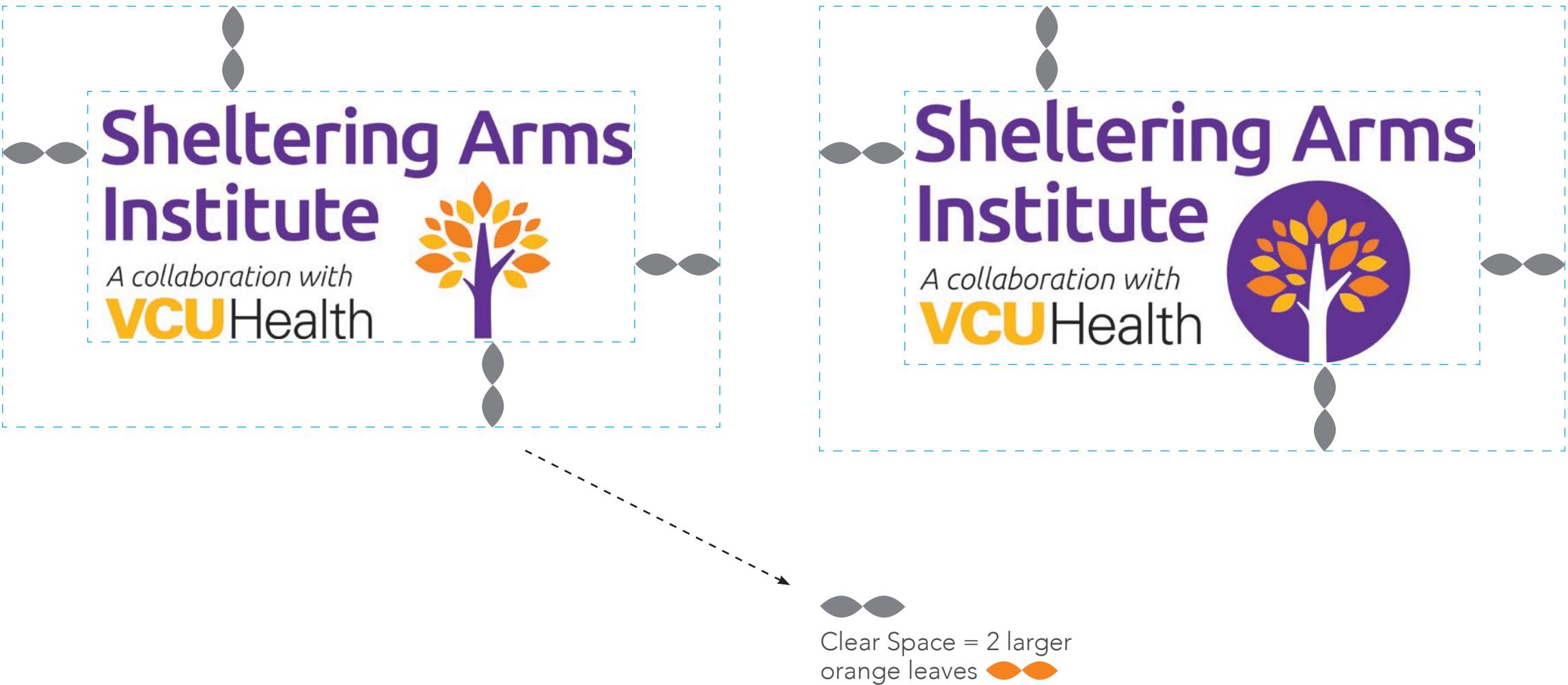
Clear Space = 2 larger orange leaves

Breathing Room

Our identity needs its own space to protect impact and readability. All other graphics, text, or images must be placed outside the defined clear space around our name, logo lock-ups, tree medallion, and tree medallion lock-ups.

The measure used to define clear space is based upon one of the larger orange leaves in the tree mark. Clear space applies around the entire perimeter of the identity. In all applications, two leaves worth of space must be given across the entire logo.

Minimum Size

To make sure our logo is always legible and recognizable, there is a minimum size requirement. We do not want to risk diluting the brand by using it in applications where it has to be drastically sized down.

Our logo should never be sized down beyond what's listed on this page. The only exception to this rule is on our business cards.

3.25"

2.5"

Don'ts

Sheltering Arms Institute
A Joint Venture with VCUHealth

Do not change the colors of any part of the logo

Sheltering Arms Institute
A Joint Venture with VCUHealth

Do not distort the proportions of any part of the logo

Sheltering Arms Institute

Be brave. Be strong. Be in motion. Believe. VCUHealth

Do not add any additional copy, message, or tagline

It's critical that all expressions of our brand follow the rules and standards established on the preceding pages to avoid loss of impact and recognition with our target audiences.

The images on the left show inappropriate logo usage examples.

This is not intended to be an exhaustive list - if you have questions or are unsure if a logo application is appropriate, please contact the Sheltering Arms Institute marking department.

Sheltering Arms Institute
A collaboration with **VCU**Health

Identification Badge

Primary Logo

Name & Designation

Sheltering Arms Institute
A collaboration with **VCU**Health

Elizabeth
Dorsey

Physical Therapist

Photo

Bar Code Zone
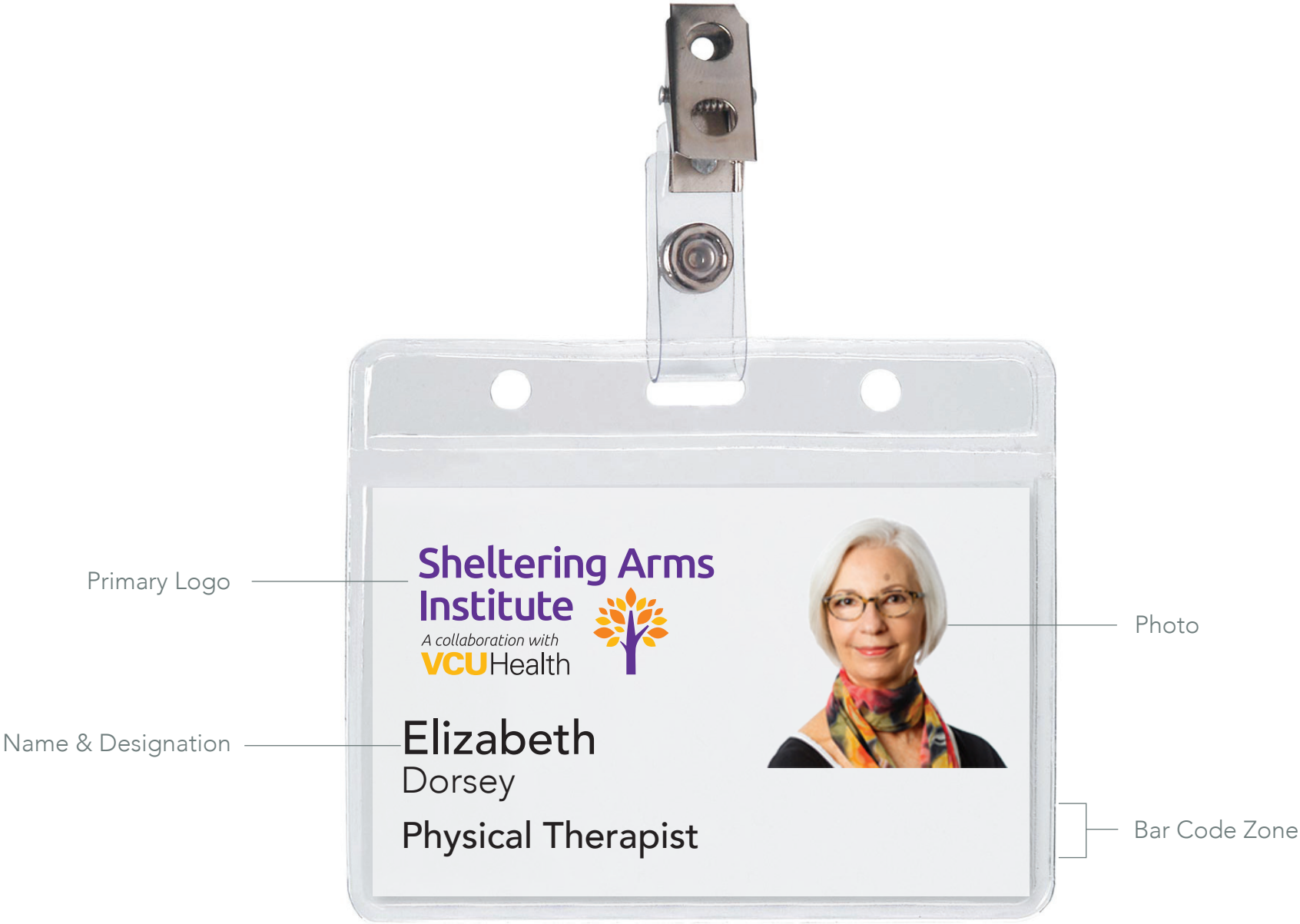
To ensure the facility's highest level of security, all employees must wear a branded ID badge. All IDs must be displayed in a manner that is approved by the organization and joint commission.

The badge must display the Sheltering Arms Institute logo, employee's photo, first name and last name, job title, and relevant credentials.

Sheltering Arms Institute
A collaboration with VCUHealth

Stationery

0.8125"

0.5"

0.6875"

140 Eastshore Drive
Glen Allen, VA 23059

(804) 342.4329 Direct
(804) 201.5808 Cell
(804) 342.4310 Fax

2.5"

Sheltering Arms Institute
A collaboration with VCUHealth

August 7, 2018

Mr. Andrew Kranek
8114 Bremen Street
Columbus, Ohio

RE: Welcome Weekend

Dear Mr. Kranek:

We wanted to congratulate you on such a great job you did on the new Sheltering Arms / VCU Health identity. We can not express how much we appreciate your hard work and dedication to this project. We realize it was an uphill journey with some complications and concerns along the way, but look where we are! Everyone here is really excited to get this new identity off the page and into reality, where it will not only have a great impact within our community, but in people's personal lives as well.

We believe that the new Sheltering Arms / VCU Health identity will serve as a bright beacon for rehabilitation and recovery in the greater Richmond area, as well as the brand standard across the nation, and potentially the world.

We would like to extend an invitation to join us during our Welcome Weekend where the institute will be up and running shortly thereafter. The weekend will be packed with festivities and other ceremonies for contributors, such as donors, doctors, administrators, and Richmond city officials. We will be kicking off the weekend on Saturday with a brunch in the main dining area, along with a short ceremony honoring all of our contributors with the unveiling of our donor wall (a detailed itinerary is included in this packet).

Thank you so much and hope to see you soon!

Stephanie Sulmer
Assoc. VP Marketing & Business Development

Place tagline here.

11"

0.75"

1.4375"

8.5"

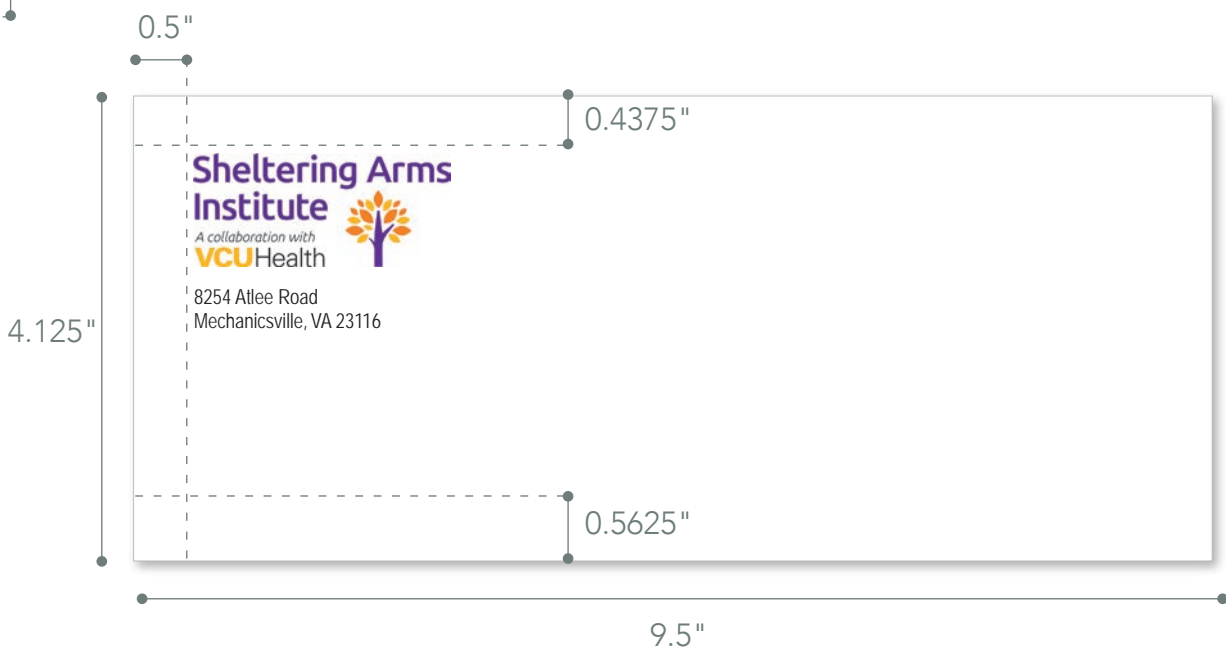0.5"

0.4375"

Sheltering Arms Institute
A collaboration with VCUHealth

8254 Atlee Road
Mechanicsville, VA 23116

4.125"

0.5625"

9.5"

Sheltering Arms Institute
A collaboration with VCUHealth

Primary Adress
City, State, Zip Code

Mailing Adress
City, State, Zip Code

(804) 342.4329 Direct
(804) 201.5808 Cell
(804) 342.4310 Fax

Stephanie Sulmer, LCSW
Assoc. VP Marketing & Business Development

ssulmer@shelteringarms.com
www.shelteringarmsinstitute.com

To make a referral, call
Toll-Free 1.877.56REHAB

Place tagline here.

0.25"

3.5"

0.625"

0.375"

0.625"

Letterhead
Standard letterhead (8.5" x 11") should be used in institutional correspondence whenever possible.

This letterhead template will also be used for all agendas and memos.
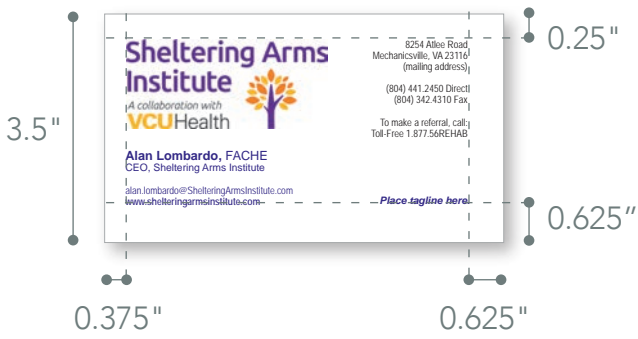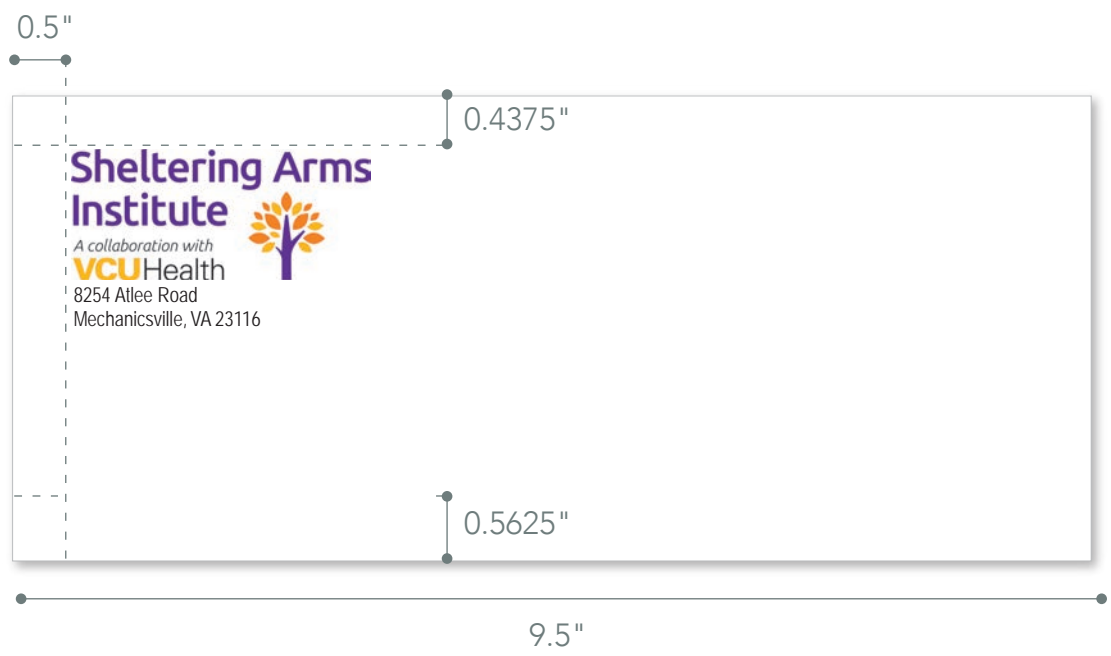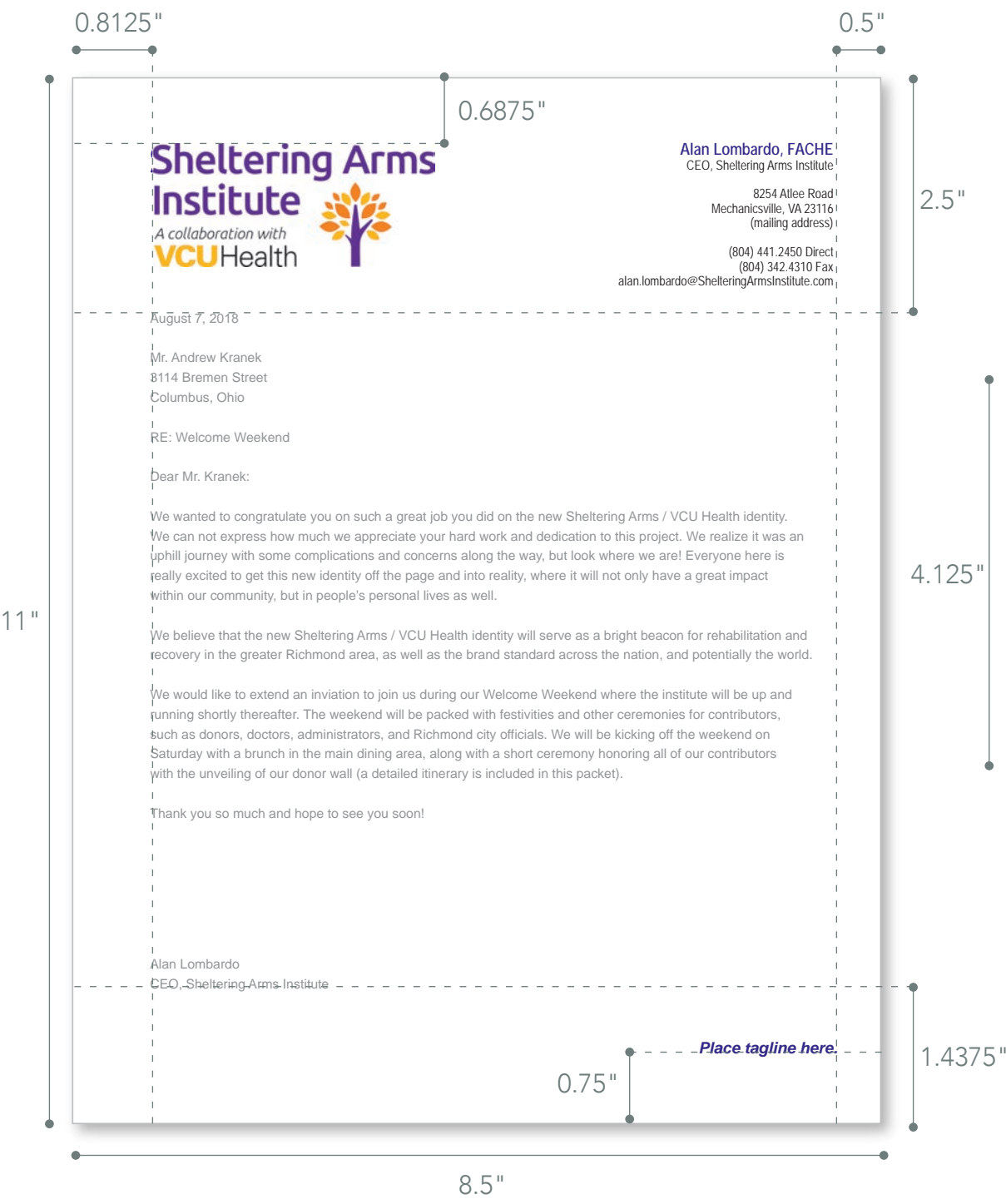
Envelope
Standard envelope (9.5" x 4.125")

Business Card
Standard business card (3.5" x 2")

This business card layout represents a primary and secondary mailing address for situations where your office address is different from your mailing address. In cases where you only have one address, use the zone in the top right-hand corner.

Sheltering Arms Institute
A collaboration with VCU Health

Executive Stationery

0.8125" 0.5" 0.6875" 2.5"

Sheltering Arms Institute
A collaboration with VCU Health

Alan Lombardo, FACHE
CEO, Sheltering Arms Institute

8254 Atlee Road
Mechanicsville, VA 23116
(mailing address)

(804) 441.2450 Direct
(804) 342.4310 Fax
alan.lombardo@ShelteringArmsInstitute.com

August 7, 2018

Mr. Andrew Kranek
8114 Bremen Street
Columbus, Ohio

RE: Welcome Weekend

Dear Mr. Kranek:

We wanted to congratulate you on such a great job you did on the new Sheltering Arms / VCU Health identity. We can not express how much we appreciate your hard work and dedication to this project. We realize it was an uphill journey with some complications and concerns along the way, but look where we are! Everyone here is really excited to get this new identity off the page and into reality, where it will not only have a great impact within our community, but in people's personal lives as well.

We believe that the new Sheltering Arms / VCU Health identity will serve as a bright beacon for rehabilitation and recovery in the greater Richmond area, as well as the brand standard across the nation, and potentially the world.

We would like to extend an invitation to join us during our Welcome Weekend where the institute will be up and running shortly thereafter. The weekend will be packed with festivities and other ceremonies for contributors, such as donors, doctors, administrators, and Richmond city officials. We will be kicking off the weekend on Saturday with a brunch in the main dining area, along with a short ceremony honoring all of our contributors with the unveiling of our donor wall (a detailed itinerary is included in this packet).

Thank you so much and hope to see you soon!

Alan Lombardo
CEO, Sheltering Arms Institute

Place tagline here.

11" 0.75" 1.4375" 8.5"

0.5" 0.4375"

Sheltering Arms Institute
A collaboration with VCU Health

8254 Atlee Road
Mechanicsville, VA 23116

4.125" 0.5625" 9.5"

Sheltering Arms Institute
A collaboration with VCU Health

8254 Atlee Road
Mechanicsville, VA 23116
(mailing address)

(804) 441.2450 Direct
(804) 342.4310 Fax

To make a referral, call
Toll-Free 1.877.56REHAB

Alan Lombardo, FACHE
CEO, Sheltering Arms Institute

alan.lombardo@ShelteringArmsInstitute.com
www.shelteringarmsinstitute.com

Place tagline here.

0.25" 3.5" 0.625" 0.375" 0.625"

Executive Letterhead
Executive letterhead (8.5" x 11") should be used in institutional correspondence whenever possible.

This letterhead template will also be used for all agendas and memos.

Executive Envelope
Executive envelope (9.5" x 4.125")

Executive Business Card
Executive business card (3.5" x 2")

Email Signature

Stacked logo

PMS 2685

Name - Arial Bold - 12pt
Title - Arial Regular - 10pt

Address, Phone numbers and
web address - Arial Regular - 10pt
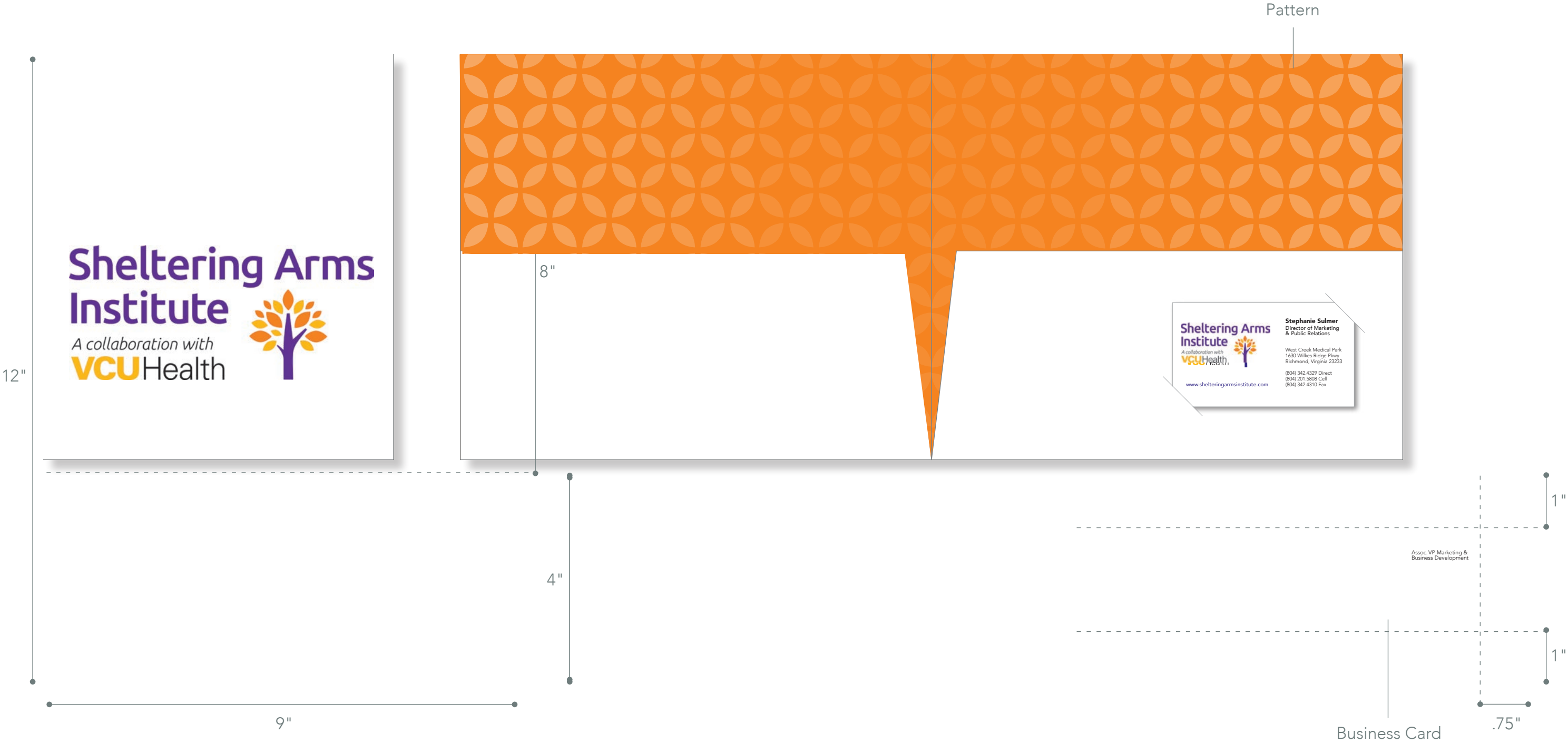
The email signature is critical to maintaining brand identity across all internal and external communications.

The stacked brand logo should always be used in this application to maximize readability.

The user's name and applicable titles should be in Sheltering Arms purple to highlight the differentiating information.

31

Sheltering Arms Institute
A collaboration with VCU Health

Pocket Folder

Pattern

8"

12"

9"

1"

4"

1"

Assoc. VP Marketing &
Business Development

Business Card

.75"

Sheltering Arms
Institute
A collaboration with
VCU Health

Stephanie Sulmer
Director of Marketing
& Public Relations

West Creek Medical Park
1630 Wilkes Ridge Pkwy
Richmond, Virginia 23233

(804) 342.4329 Direct
(804) 201.5808 Cell
(804) 342.4310 Fax

www.shelteringarmsinstitute.com

Flyer

0.375"

11"

8.5"

Graphic Image or Photo Zone

Headline or Title Zone

Copy Zone

Pertinent Info & Sign-Off Zone

It's important that our flyers make a strong impact, are easy to read, and promote the Sheltering Arms Institute brand.

To support this, we created a template that clearly outlines the various zones of a flyer that should be used to avoid overloading our readers with too much content.

The exact composition of the content will vary from event to event, but it's important not to exceed the space given for each zone.

The more concise our messages are, the more we'll be able to connect with our external target audiences.

Note Card & Envelope

0.5"

Hi Karen,

Just a reminder that your next physical therapy session will be this Thursday at 7 pm with Allison in the North Atrium.

We look forward to seeing you then!

Sheltering Arms Institute
A collaboration with
VCUHealth

4.5"

0.5"

Minimum Size   6.25"

1.625"   Minimum Size   1.625"

Sheltering Arms Institute
A collaboration with **VCU**Health

4.75"

6.5"

Note Card
Standard note card (6.25" x 4.5")

At their discretion, the marketing team may create alternate designs of this card for special-use applications.

Note Card Envelope
Standard envelope (6.5" x 4.75")

34

Sheltering Arms Institute
A collaboration with **VCU**Health

Thank You Card

0.75"   0.75"

4.5"

THANK YOU

6.25"

1.625"   Minimum Size   1.625"

4.75"

Sheltering Arms Institute
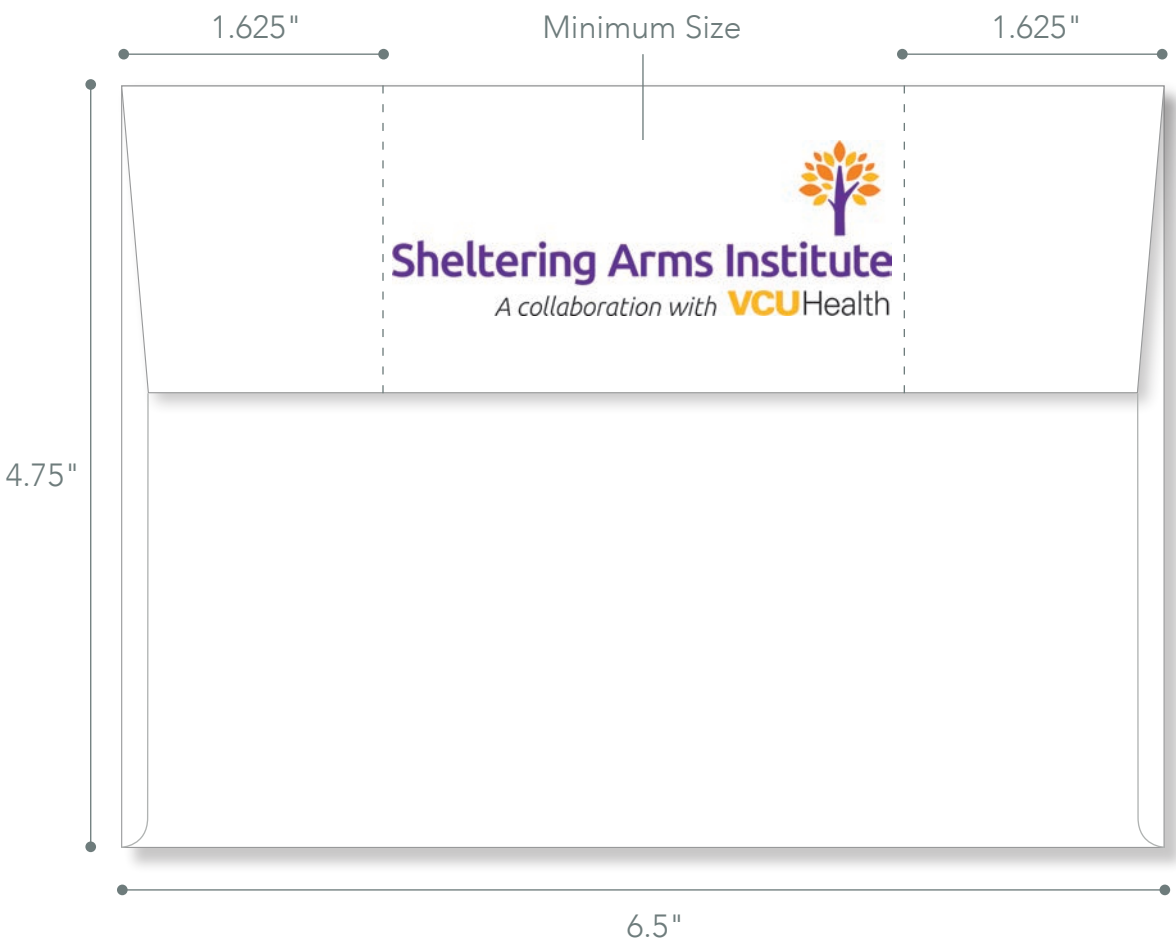*A collaboration with* **VCU**Health
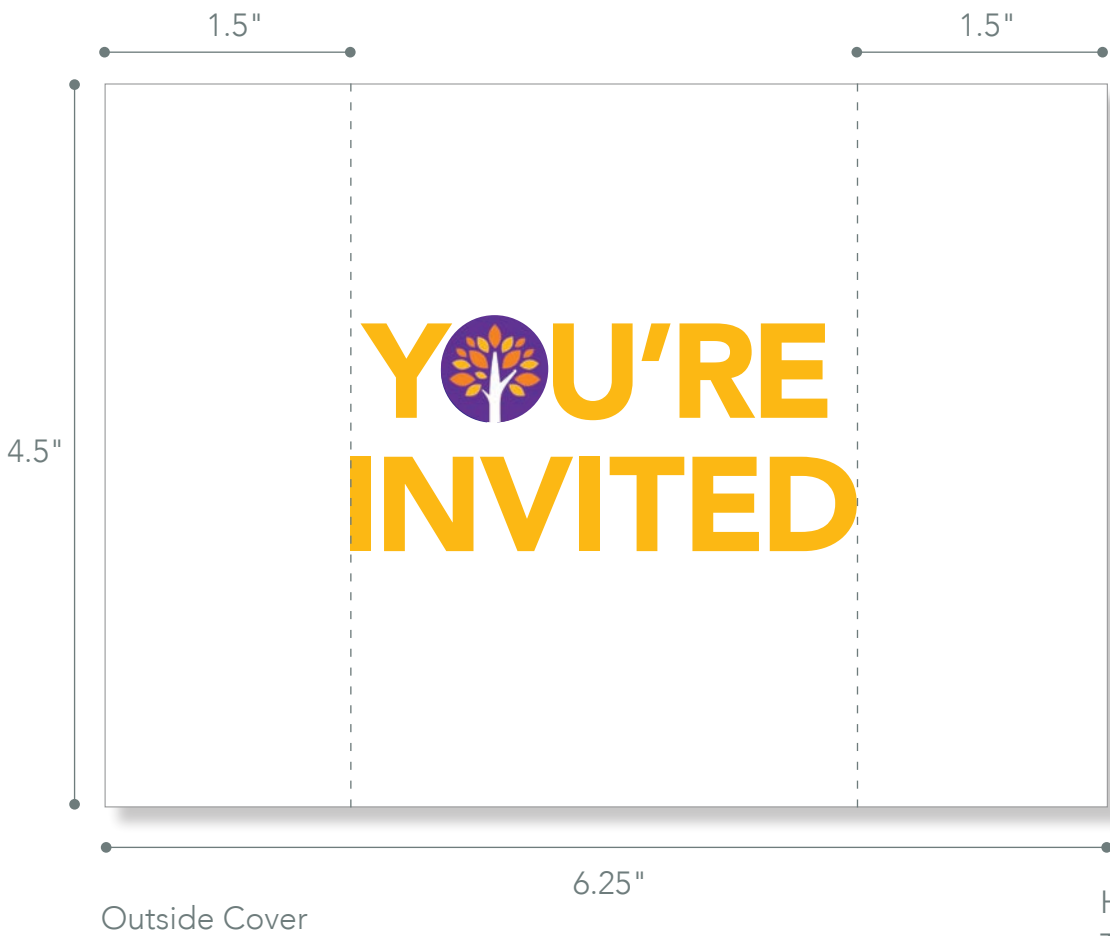
6.5"

Thank You Card
Standard note card (6.25" x 4.5")

At their discretion, the marketing team may create alternate designs of this card for special-use applications.

Note Card Envelope
Standard envelope (6.5" x 4.75")

Invitation

1.5"

1.5"

4.5"

YOU'RE INVITED

6.25"

Outside Cover

PMS 130 Gradient on White

JAN 19-20
WEEKEND
Welcome

Headline or
Title Zone

You are cordially invited to attend Welcome Weekend. Come join in the celebration of collaboration of research and regenerative science that will transform rehabilitative medicine as we know it. We will be kicking off the weekend on Saturday with a brunch in the main dining area, a short ribbon-cutting ceremony and the unveiling of our donor wall.

Enclosed are two VIP passes for you and a family member or friend.

Copy Zone

Pertinent
Info Zone

• **CHECK IN BEGINS AT 9 A.M. IN THE MAIN LOBBY**
• **PLEASE PARK IN THE LOT LOCATED BEHIND THE BUILDING**

Invitation
Standard note card (6.25" x 4.5")

The invitation uses the same envelope as the note card and thank you card, please refer to pages 34 and 35 for details.

At their discretion, the marketing team may create alternate designs of this invitation for special-use applications.

Sheltering Arms Institute
A collaboration with **VCU**Health

Other Uses

UNIFORMS:

The logo must be used in the appropriate colors and be displayed on the left side of the uniform. If any additional information (such as name or title) needs to be included, it must be placed on the opposite side from the logo. The ID badge should also be displayed on the opposite side of the uniform from the logo.

PUBLIC SPACES:

All public-facing spaces must be kept clean and clear of any personal items, decorations, signage, etc. unless pre-approved by the marketing department.

BUSINESS TEMPLATES:

Sheltering Arms Institute has approved templates for business documents – including letterhead, business cards, and e-mails. If an alternate version of any of these items needs to be used for any purpose, it should be sent to the marketing department for review and approval.