

Noble Purpose

Our mission:

To Care for Patients.

Our Values:

By living our core values, Servant's Heart and Owner's Mind, we've helped dozens of hospitals improve quality and service in their emergency departments.

SERVANT'S HEARTS

caring for our patients, healthcare partners, and each other is at the heart of everything we do.

OWNER'S MIND

We own our practice and work hard at making decisions that are best for our patients and our company.

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Quotation sample

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PRIMARY

<p>PANTONE 186 C</p> <p>R:200 G:16 B:46</p> <p>C: 12 M: 100 Y: 91 K: 3</p> <p>#C8102E</p>	<p>PANTONE COOL GRAY 8 C</p> <p>R:136 G:139 B:141</p> <p>C: 49 M: 40 Y: 38 K: 4</p> <p>#888B8D</p>
<p>PANTONE 7712 C</p> <p>R:0 G:133 B:155</p> <p>C: 87 M: 35 Y: 31 K: 3</p> <p>#00859B</p>	

SECONDARY

<p>PANTONE 1815 C</p> <p>R:124 G:38 B:41</p> <p>C: 31 M: 92 Y: 81 K: 96</p> <p>#7C2629</p>	<p>COOL GRAY 11 C</p> <p>R:83 G:86 B:90</p> <p>C: 66 M: 57 Y: 52 K: 29</p> <p>#53565A</p>	<p>PANTONE 3258 C</p> <p>R:73 G:197 B:177</p> <p>C: 65 M: 0 Y: 39 K: 0</p> <p>#49C5B1</p>	<p>PANTONE 311 C</p> <p>R:5 G:195 B:221</p> <p>C: 69 M: 0 Y: 11 K: 0</p> <p>#05C3DD</p>
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TERTIARY

<p>PANTONE 7621 C</p> <p>R:171 G:35 B:40</p> <p>C: 21 M: 100 Y: 95 K: 13</p> <p>#AB2328</p>	<p>PANTONE 636 C</p> <p>R:139 G:211 B:230</p> <p>C: 43 M: 1 Y: 7 K: 0</p> <p>#8BD3E6</p>	<p>PANTONE 324 C</p> <p>R:156 G:219 B:217</p> <p>C: 38 M: 0 Y: 16 K: 0</p> <p>#9CDBD9</p>
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BRAND PERSONALITY TRAITS

- CONFIDENT
- BOLD
- COMPASSIONATE
- GENUINE
- MODERN/SOPHISTICATED
- EDUCATED/SCHOLAR
- SPIRITED
- INNOVATIVE
- FOCUSED

BRAND LOGO

In ALL cases of logo usage, the preferred full 2 color version should be used.

MONO AND REVERSE LOGO

In instances of print restrictions, the mono 1 color version should be used.

The reversed logo should be used in all instances where there is a dark background color that hinders the readability of the full color logo.

FULL COLOR LOGO



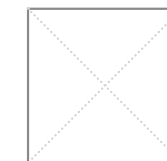
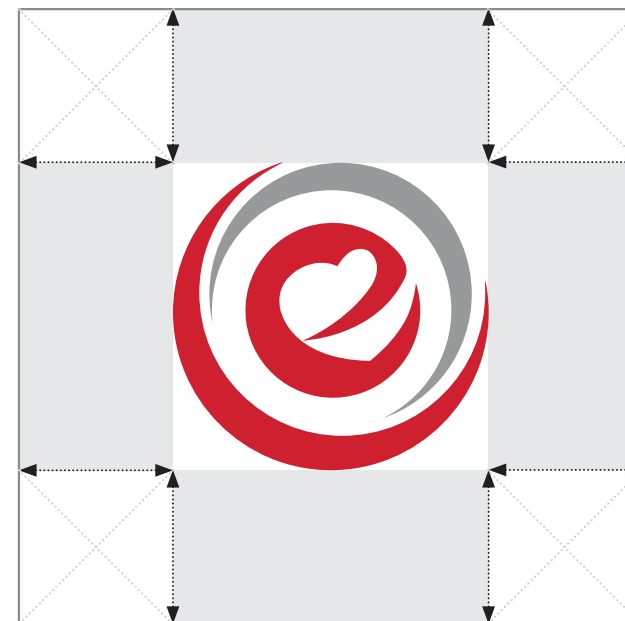
MONO AND REVERSE LOGOS



LOGO SPACING

In order to maintain logo clarity, it must ALWAYS be surrounded by a minimum clear space.

In all instances of logo and icon use, the minimum space surrounding either marks is equal to the half the height of the icon.



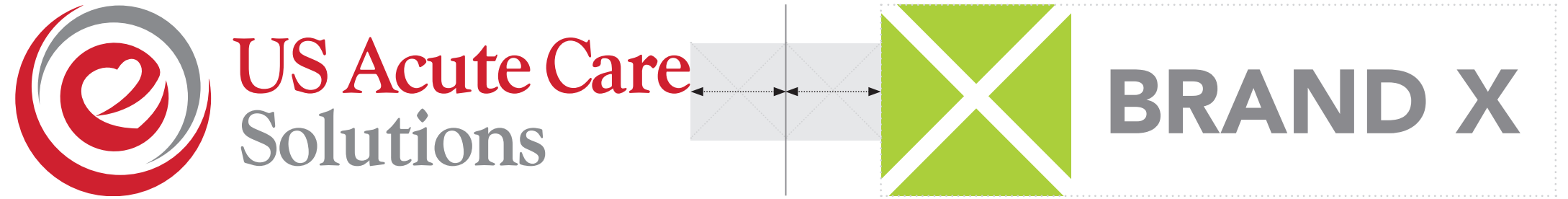
designated clear space is equal to 1/2 height of icon

NOTE:
Icon is mainly for internal usage only.

CO-BRAND LOGO

In addition to the logo spacing guidelines, the secondary brand should not visually exceed the size of the USACS logo in height OR width.

Both logos should appear equal in size, and separated by a vertical line with equal clear spacing that equals half the height of the USACS icon.



designated clear space is equal to 1/2 height of icon

RESPONSIVE LOGO

The full brand logo should be used in all cases with the exception of favicons as well as when the size restriction exceeds the minimum logo width.

The stand-alone icon is used for internal communications ONLY and is not recommended for usage outside that parameter without first consulting USACS.

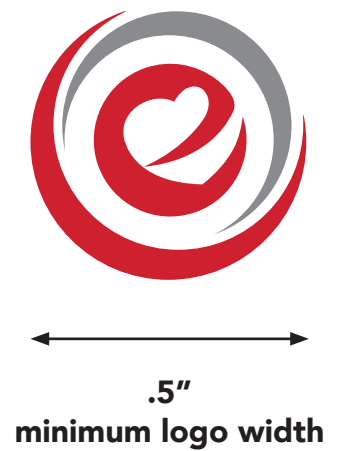
LOGO USAGE

ALL brand identities are subject to marketing review. Please reach out to the following for final approval prior to publishing materials that contain the USACS brand logo:

FINAL APPROVAL CONTACT:

marketing@usacs.com

PRINT



WEB

