

International Affiliate Network

Member style guide

Introduction

This style guide has been developed for Imperial Private Healthcare International Affiliate Network members.

The guide outlines how the affiliate logo can be used across member communication channels.

The guidelines also include agreed narrative on how Imperial Private Healthcare's association with Imperial College Healthcare NHS Trust can be referenced.

These guidelines accompany the affiliate contractual agreement.

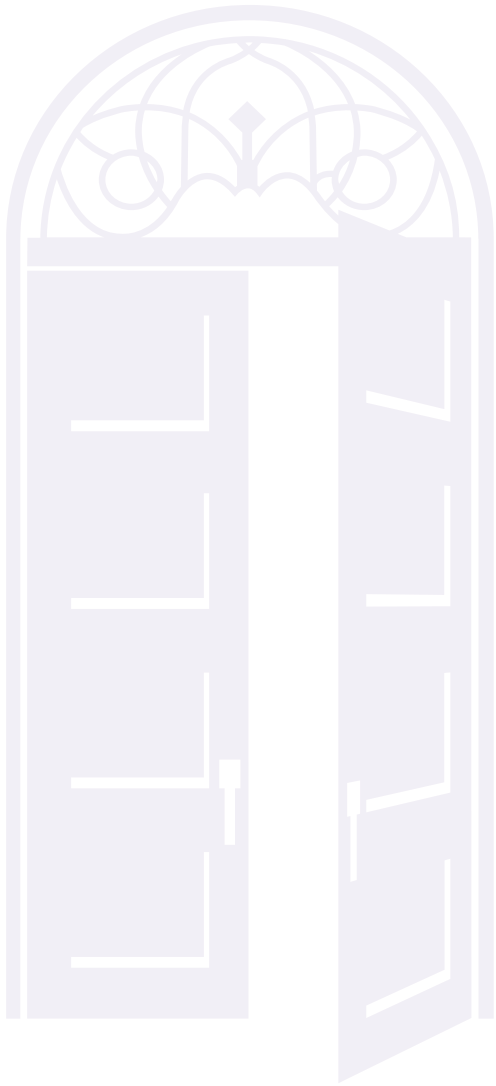
Any requests to use the network member logo outside of these guidelines requires prior written approval from Imperial Private Healthcare.

We look forward to working with you in promoting our affiliation.



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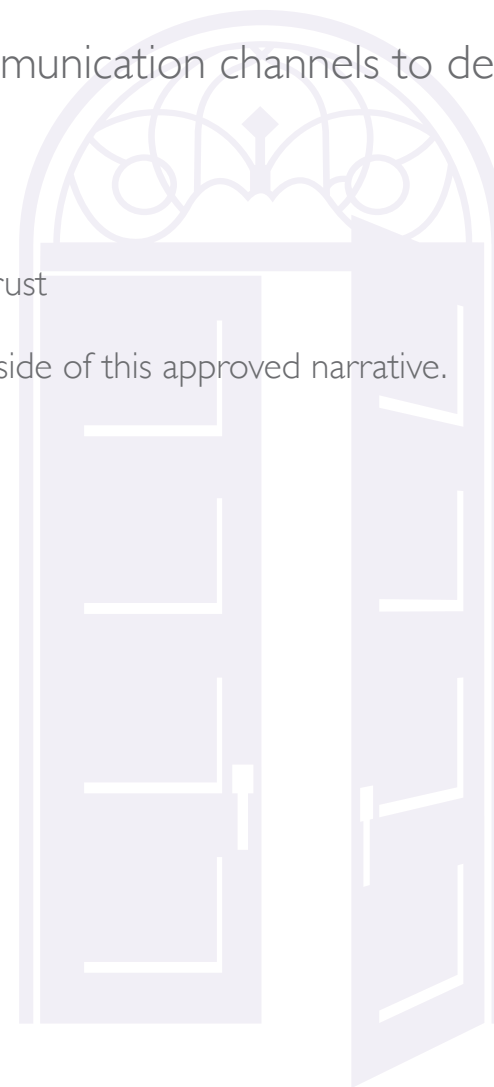


Narrative

Please use the following narratives appropriately in approved communication channels to describe:

- The International Affiliate Network membership
- Imperial Private Healthcare
- Imperial Private Healthcare's association with Imperial College Healthcare NHS Trust

Please note that Imperial College Healthcare NHS Trust must not be referenced outside of this approved narrative.



Narratives

These are the ways we are happy for you to describe your membership and relationship with Imperial Private Healthcare.

Summary of International Affiliate Network

Imperial Private Healthcare's International Affiliate Network is a global network of aspirational healthcare organisations, working collaboratively with Imperial Private Healthcare to improve patient care.

Narrative: International Affiliate Network

Imperial Private Healthcare's International Affiliate Network is a global network of aspirational healthcare organisations, working collaboratively with Imperial Private Healthcare to improve patient care. Expert multidisciplinary teams work with member hospitals to complement and develop patient care, by advancing clinical services and providing a managed complex overseas referral service to Imperial Private Healthcare. Imperial Private Healthcare forms part of Imperial College Healthcare NHS Trust, one of the largest teaching hospital groups in the UK, with five hospitals across north west London.

Narrative: About Imperial Private Healthcare

Imperial Private Healthcare provides private care for local and international patients across five renowned hospital sites in north west London, including the flagship private facility, The Lindo Wing, St Mary's Hospital. Imperial Private Healthcare forms part of Imperial College Healthcare NHS Trust, one of the largest teaching hospital groups in the UK. Imperial College Healthcare NHS Trust is part of the Imperial College Academic Health Science Centre. This is one of eight academic health science centres in the UK working to ensure the rapid translation of research for better patient care and excellence in education.

International Affiliate Network: Patient-facing long form narrative

Imperial Private Healthcare's International Affiliate Network is a global network of aspirational healthcare organisations, working collaboratively with Imperial Private Healthcare to improve patient care. Expert multidisciplinary teams work with member hospitals to complement and develop local healthcare provisions, by advancing clinical services and providing a managed complex overseas referral service to Imperial Private Healthcare. Imperial Private Healthcare forms part of Imperial College Healthcare NHS Trust, one of the largest teaching hospital groups in the UK with five hospitals across north west London. Imperial College Healthcare NHS Trust is part of the Imperial College Academic Health Science Centre. This is one of eight academic health science centres in the UK working to ensure the rapid translation of research for better patient care and excellence in education.

In addition to the reassurance of knowing that their local hospital has access to bespoke training and education services from Imperial Private Healthcare, patients can benefit in many ways from the International Affiliate Network. Doctors from member hospitals will have direct relationships with doctors at Imperial Private Healthcare, with the ability to arrange seamless transfers to and from Imperial Private Healthcare's London facilities if complex care is needed. This integrated care between Imperial Private Healthcare and members of its affiliate network makes inevitably challenging experiences as straightforward as possible for patients.

Patients can also access discounted second opinions from over 500 leading Imperial Private Healthcare consultants, and reduced hospital self-pay tariffs at Imperial Private Healthcare. With permission, patients and their doctors will be able to access their medical records with Imperial Private Healthcare via a secure online portal.

Imperial Private Healthcare provides private care for local and international patients in modern private facilities at Charing Cross, Hammersmith and the Western Eye hospitals, and is home to the prestigious flagship facility – The Lindo Wing – providing maternity services rated 'outstanding' by the Care Quality Commission.

International Affiliate Network Member

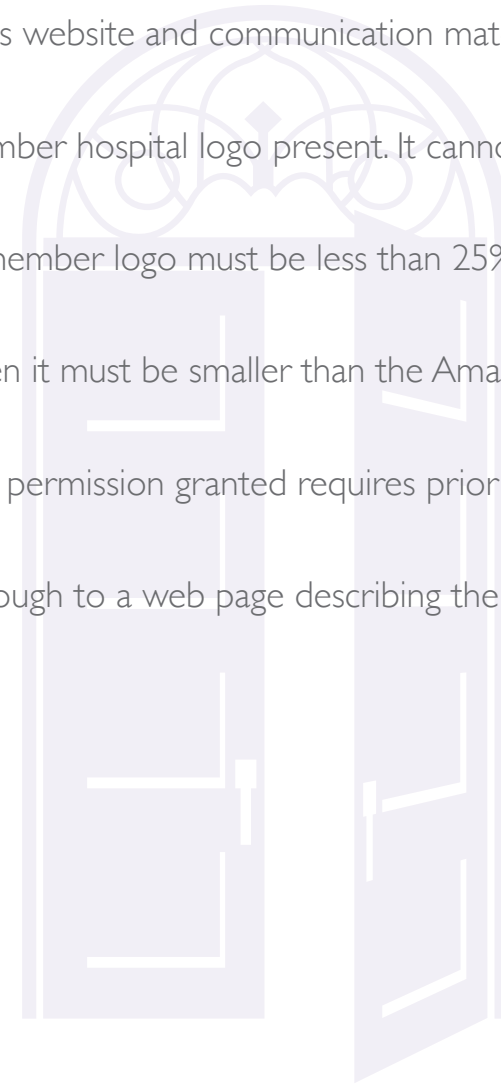
Please note that this logo will be updated inline with changes to Imperial Private Healthcare branding. We advise that this first version of the logo is used digitally and not on printed materials.

Only this logo is permitted for use. The Imperial Private Healthcare and the Imperial College Healthcare NHS Trust logos cannot be used.



Network member logo usage

- The IPH network member logo can be used in the footer of the member hospital's website and communication materials, and more prominently in communications directly relating to membership.
- The IPH network member logo can only be used in communications with the member hospital logo present. It cannot be used in isolation.
- If the network member logo is adjacent to the Aman Hospital logo, the network member logo must be less than 25% of the size of the Aman Hospital logo.
- If the network member logo is in a secondary position, for example in a footer, then it must be smaller than the Aman Hospital logo in the header.
- Any use of the network member logo which has not been specifically identified as permission granted requires prior written approval from Imperial Private Healthcare.
- When the network member logo is used in a digital format it should be linked through to a web page describing the affiliation.



Logo usage

The Imperial Private Healthcare network member logo must be the same size as any other third party logos if present. ✓



The Imperial Private Healthcare network member logo should be no larger than 25% of the size of the member hospital's logo. ✓



The white version of the logo must be used against a plain background (The logo can be placed over any solid colour, but should not be overlaid on an image). ✓



The purple version of the logo must be used against a greyscale background. ✓



Colours

PANTONE 268
C82 M100 Y0 K12
R79 G38 B131
HEX #4F2683

PANTONE 534C
C100 M91 Y22 K0
R42 G53 B120
HEX #2A3578

Permission granted

- ✓ Dedicated website page describing the affiliation (this must be present)
- ✓ Footer of press release with accompanying descriptive narrative
- ✓ Footer of website linking to affiliation web page
- ✓ Footer of letters and newsletters
- ✓ Footer of emails/ e-newsletters linking to affiliation web page
- ✓ Use in social media to promote the affiliation
- ✓ Footer of presentation slides
- ✓ Hospital internal entrance signage as per < 25% ratio to Aman Hospital logo
- ✓ Referenced in promotional videos as per < 25% ratio to Aman Hospital logo
- ✓ Footer of promotional marketing materials such as brochures, leaflets.
- ✓ Business cards, with accompanying narrative

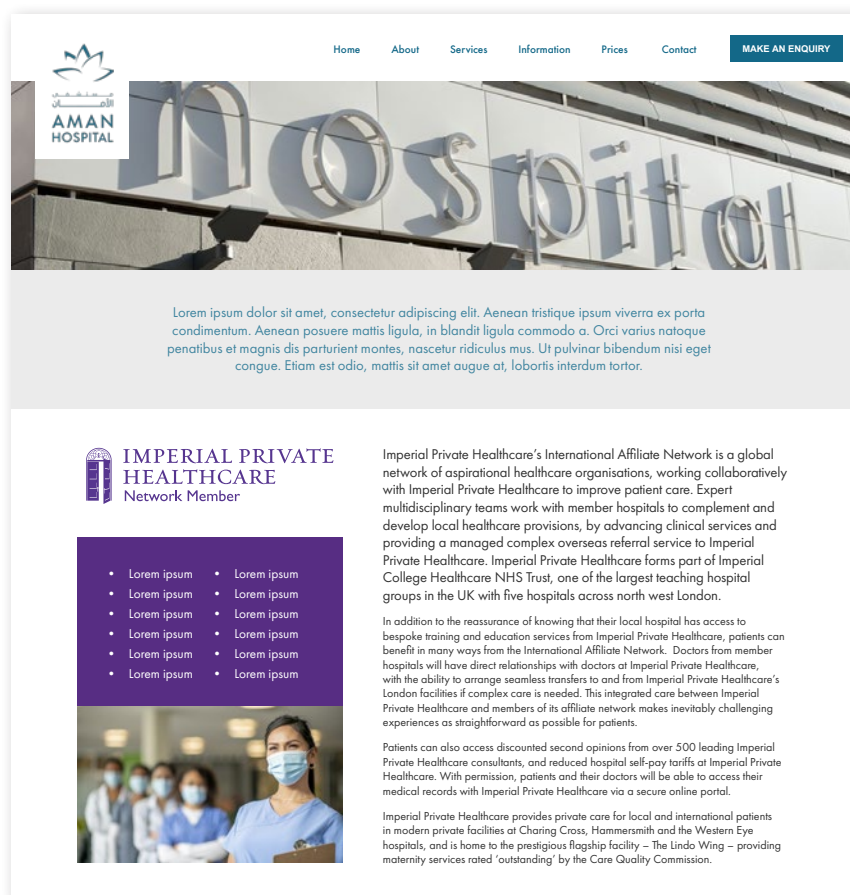
Permission not granted

- ✗ Header of press releases
- ✗ Footer of press releases without accompanying descriptive narrative
- ✗ Header of website
- ✗ Header of letters and newsletters
- ✗ Header of emails/e-newsletters
- ✗ Profile picture or/and header image on social media channels
- ✗ Header of presentation slides
- ✗ Hospital internal signage larger than 25% of Aman Hospital logo
- ✗ Hospital external signage
- ✗ Staff uniforms and gowns
- ✗ Doctor stamps or/and appointment cards, medical forms, transcripts and/or prescriptions
- ✗ Patient clinical information leaflets and communications

Examples of network member logo usage

Website dedicated affiliation page

A page describing the affiliation must be present. A draft of this page must be sent to Imperial Private Healthcare for approval prior to publishing



Hospital branding has been designed for illustrative purposes only

Network member logo used prominently on page describing the affiliation.

Examples of network member logo usage

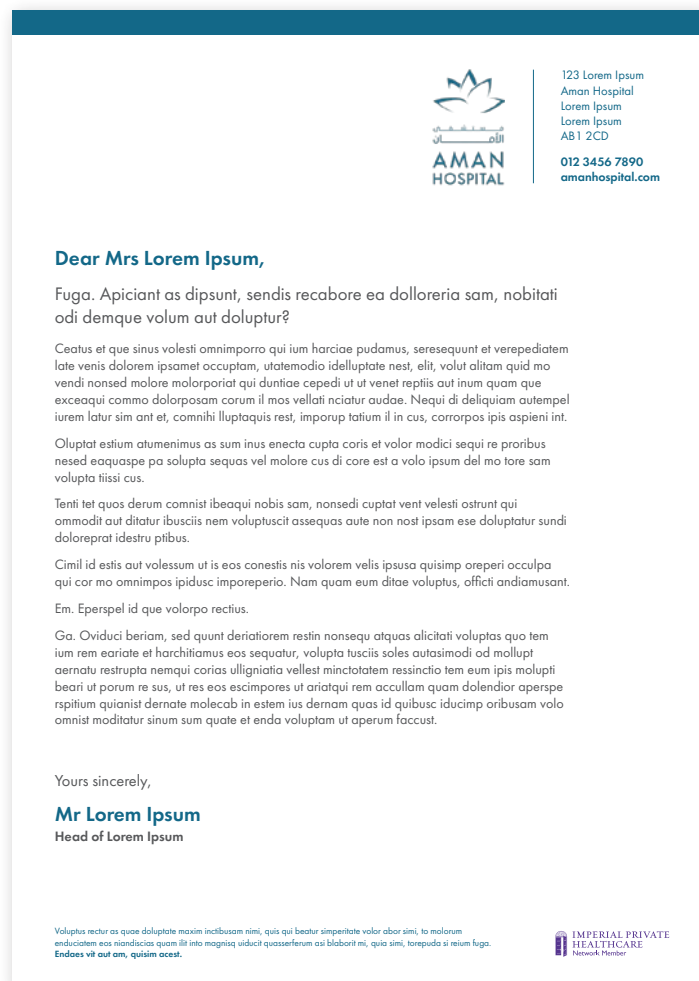
Website homepage



Network member logo in website footer, smaller than Aman Hospital logo.

Examples of network member logo usage

Letterhead

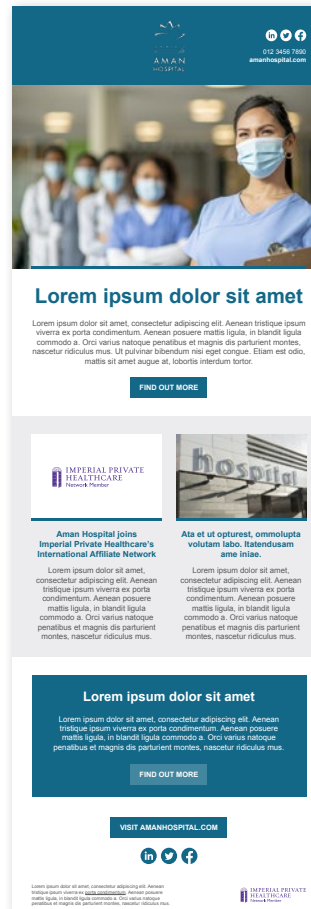


Network member logo in footer of letter,
smaller than Aman Hospital logo.

*Hospital branding has been designed
for illustrative purposes only*

Examples of network member logo usage

Email newsletter



Network member logo in footer of email newsletter; smaller than Aman Hospital logo. Network member logo featured more prominently in a news story directly referencing the affiliation.

Hospital branding has been designed for illustrative purposes only

Examples of network member logo usage

Hospital signage



Hospital branding has been designed for illustrative purposes only

External logos used for example purposes only

Network member logo 25% of the size of the Aman Hospital logo, and the same size as other third party logos. Please note, we do not recommend printing this version of the logo on hospital signage, as it is a temporary logo.

Examples of network member logo usage

Presentation



Network member logo in footer of presentation template, smaller than Aman Hospital logo.

Examples of network member logo usage

Business cards



Network member logo smaller than Aman Hospital logo. To be used with accompanying text included above.

Imperial Private Healthcare images

These images can only be used in direct reference to the affiliation, in the approved communication channels. All images must be labelled 'Imperial Private Healthcare, London'.

