The Adventist Health Fleet Graphic Standards

Standards and rules for the creation of fleet graphics.

23 February 2017

Adventist Health

Logo and Clearspace

The Adventist Global Logo in full colour is the preferred logo to be used. This logo should be used on all fleet vehicles unless a special circumstance arises.

A modified version of the logo can be used only if the space available limits the visibility of the logo.

The logo and X height of 'A' in 'Adventist Health should not be smaller than 2" for proper visibility of the brand.

Please see the instructions for alternate logo usage and minimum size beside the logo type.

Clear Space
Maintain a minimum clear space around the Adventist logo or any alternate logos to protect them from distracting graphic elements such as type, violators, illustrations, photography, etc. Clear space has been calculated using the cap-height of the Wordmark name.

Logo and Clear Space

Adventist Ministry - Preferred Logo

For Ministry specific locations, the Ministry Logo in full colour is the preferred logo to be used.

The X height of 'A' in 'Adventist Health is to be no smaller than 2". If a logo needs to be smaller than 2" = 'A', then the Adventist Health Ministry logo is to be used.

Adventist Global

For vehicles where the Global logo is used, the X height of 'A' in 'Adventist Health is to be no smaller than 2". If a logo needs to be smaller than 2" = 'A', then the Adventist Health Global stacked logo should be used.

GLOBAL

GLOBAL - Preferred

Adventist Health

GLOBAL STACKED

Adventist Health

GLOBAL w/ TAGLINE

Adventist Health

Together inspired™

MINISTRIES

MINISTRY - Preferred

Adventist Health Simi Valley

MINISTRY SUPER STACKED

Adventist Health Simi Valley

MINISTRY HORIZONTAL

Adventist Health Glendale

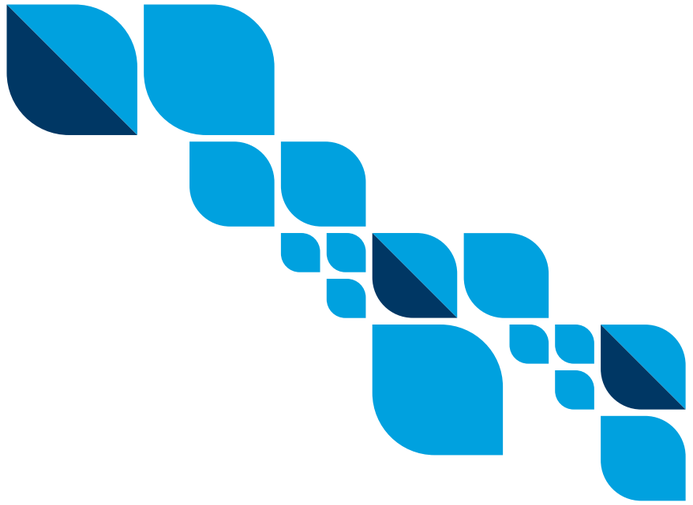
Typography

Primary Typefaces

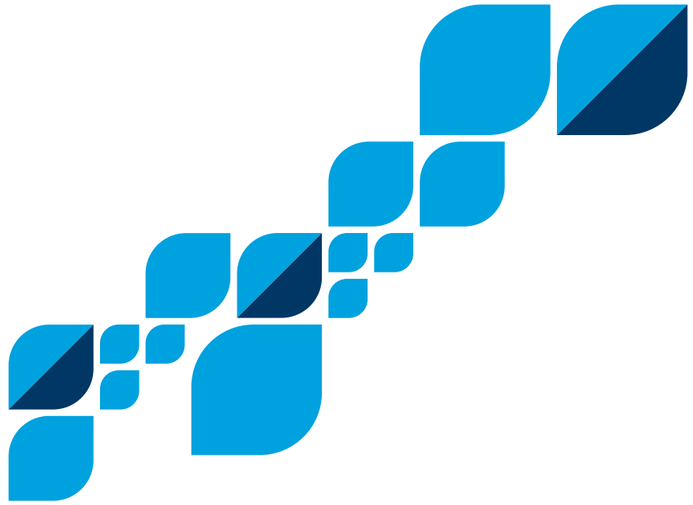
Foundry Sterling Demi	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Foundry Sterling Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Graphic Motifs

Graphic motif on passngers side of vehicle



Graphic motif on drivers side of vehicle



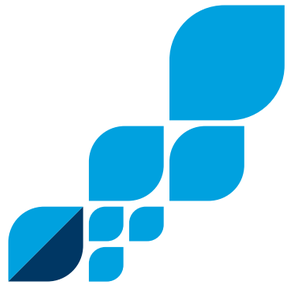
Health network URL on back of vehicle
(where applicable, see drawings further on in document)

AdventistHealth.org

Tagline on back of vehicle
(where applicable, see drawings further on in document)

Together inspired™

Graphic Motif on back of vehicle
(where applicable, see drawings further on in document)



Colors & Material Specifications

Color Palette:

	Pantone	C	M	Y	K	Material
	2955	100	78	36	28	Digitally printed to match pantone 2955
	299	80	18	0	0	Digitally printed to match pantone 299
	1	0	0	0	0	Digitally printed to match pantone 1
	179-2	9	6	6	0	Digitally printed to match pantone 179-2
	349	90	33	100	20	Digitally printed to match pantone 349
	360	61	0	96	0	Digitally printed to match pantone 360
	1665	0	87	100	1	Digitally printed to match pantone 1665
	N/A	52	43	41	7	Digitally printed to match CMYK values
	N/A	0	0	0	0	As supplied. 3M Red (973-72 NL Flexible)
	N/A	0	0	0	0	As supplied. 3M Flourscent Yellow (973-71 NL Flexible)
	N/A	0	0	0	0	As supplied. 3M White (973-70 NL Flexible)

Vinyl Specifications:

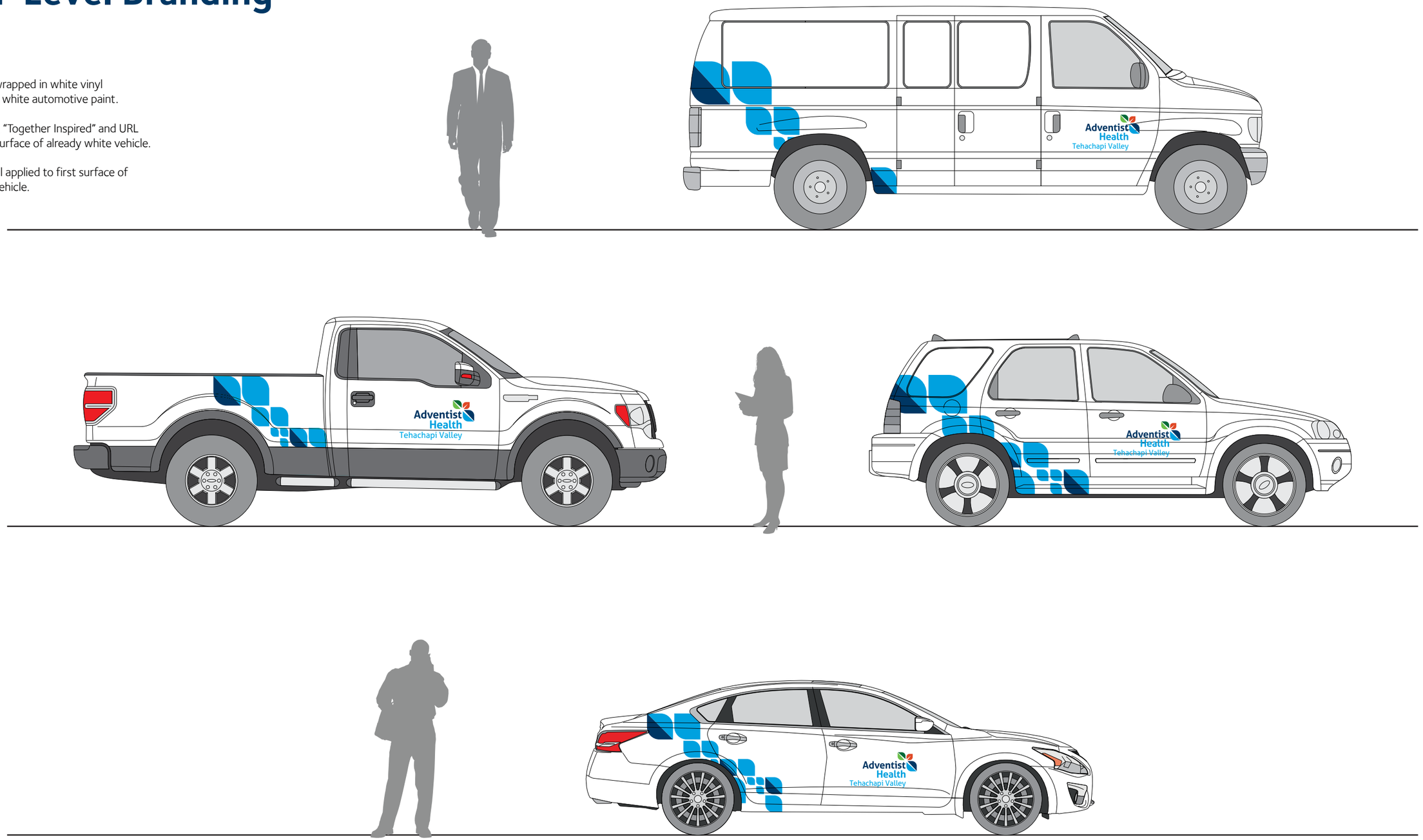
Vinyl Type	Subtrate	Overlaminate
Opaque (Non-reflective)	3M™ Controltac™ Graphic Film with Comply™ Adhesive Series 180C, White 180C-10.	3M™ Scotchcal™ 8519 (Luster)
Opaque (Non-reflective)	3M™ Controltac™ IJ180C	3M™ Scotchcal™ 8519 (Luster)
Opaque (Reflective)	3M™ Scotchlite™ Removable Reflective Graphic Film with Comply™ Adhesive Series 680CR, White 680CR-10.	3M™ Scotchcal™ 8519 (Luster)
Opaque (Reflective)	3M™ Scotchlite™ IJ680	3M™ Scotchcal™ 8519 (Luster)
Perforated	3M™ Window Graphic Film™ 8170-P40	3M™ Scotchcal™ 8914 (Optically)

High-Level Branding

Entire Vehicle wrapped in white vinyl
or painted with white automotive paint.

Graphic Motifs, "Together Inspired" and URL
applied to irst surface of already white vehicle.

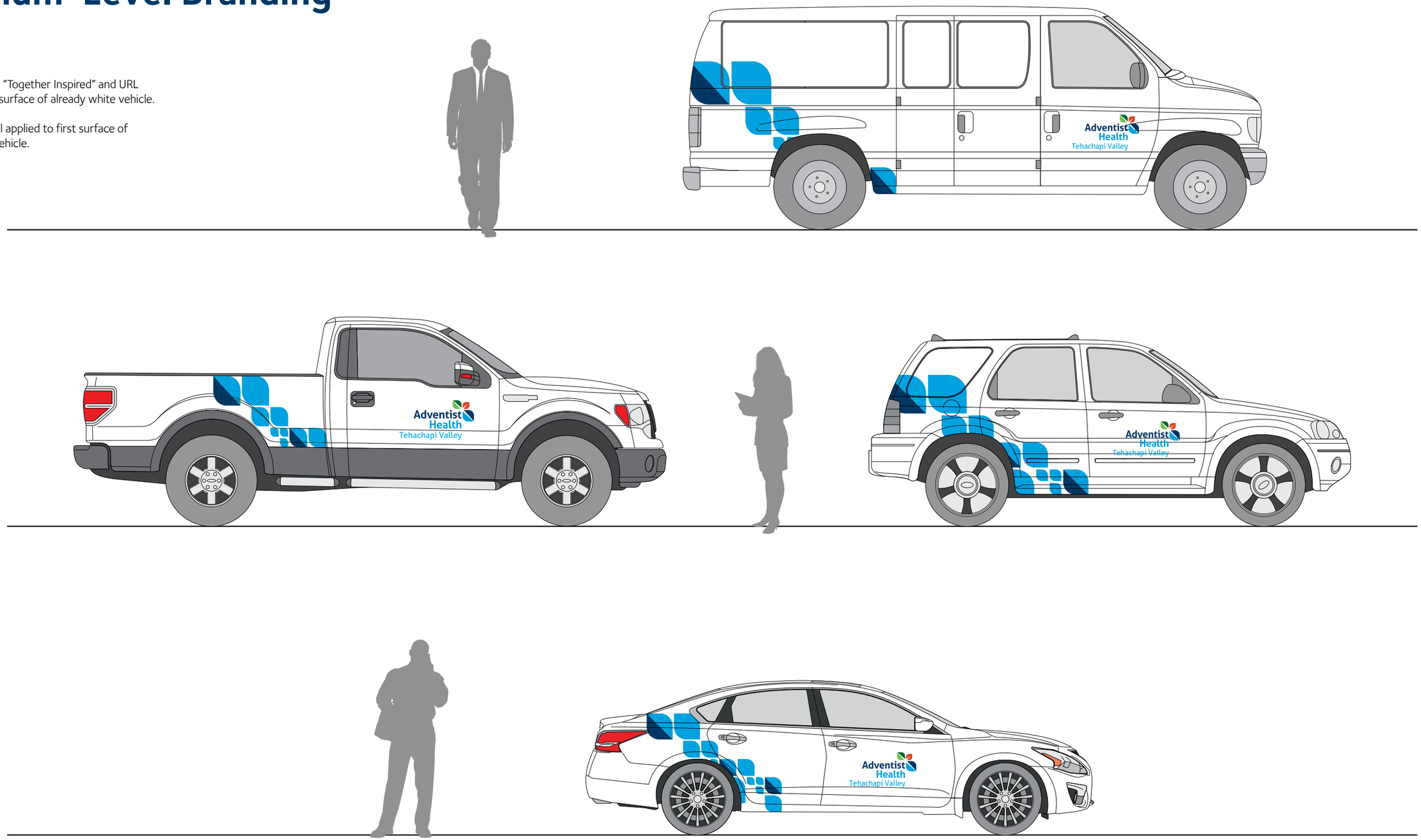
Vinyl door decal applied to first surface of
already white vehicle.



Medium-Level Branding

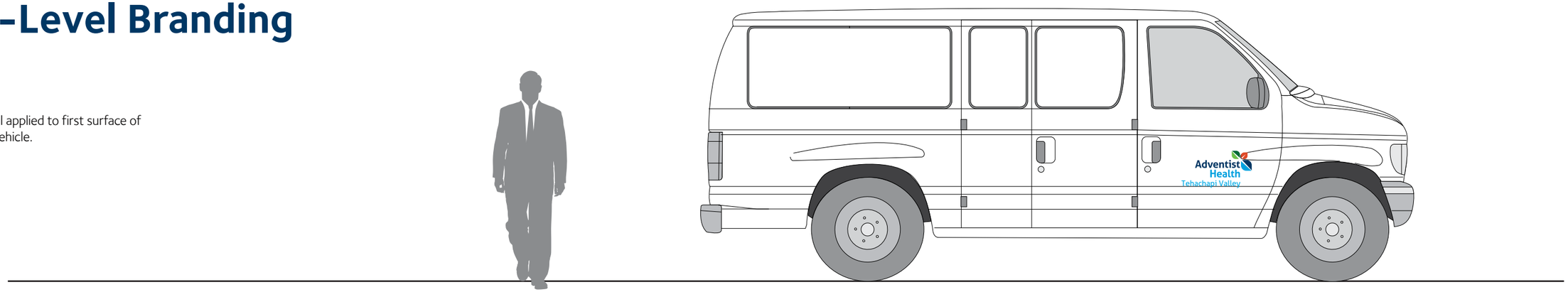
Graphic Motifs, "Together Inspired" and URL applied to first surface of already white vehicle.

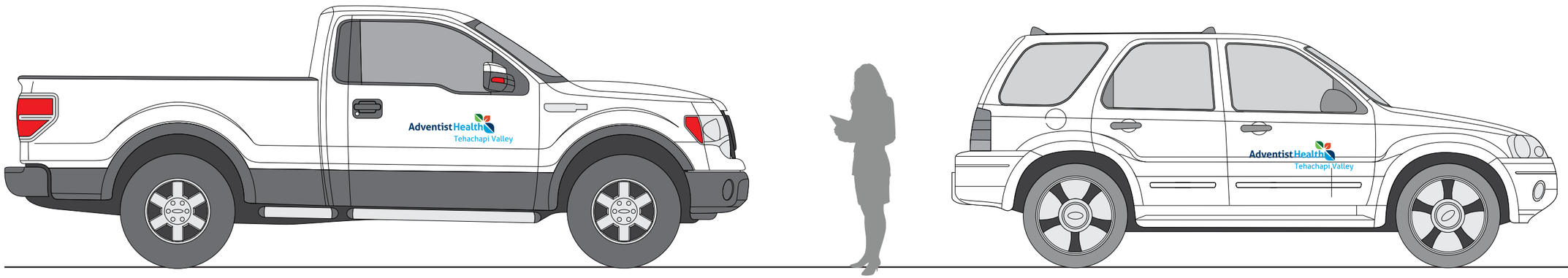
Vinyl door decal applied to first surface of already white vehicle.

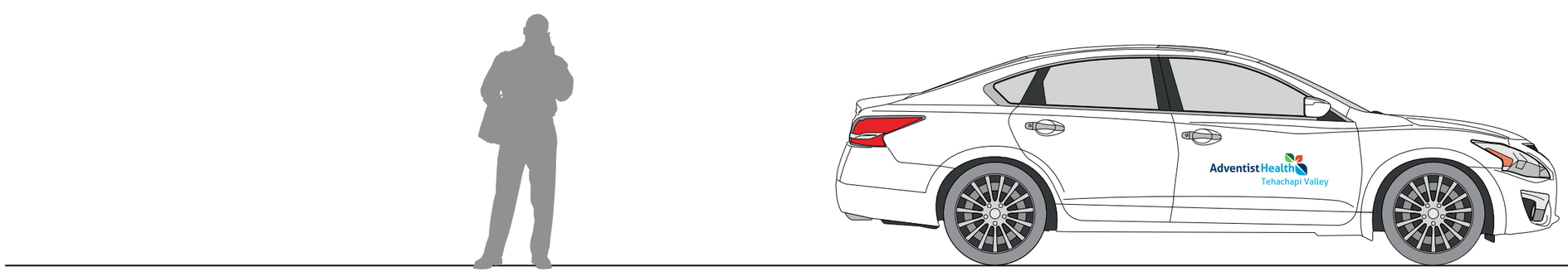


Low-Level Branding

Vinyl door decal applied to first surface of already white vehicle.







Ambulance

1 **Logo**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

3 **Graphic Motif**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

5 **Star of Life**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

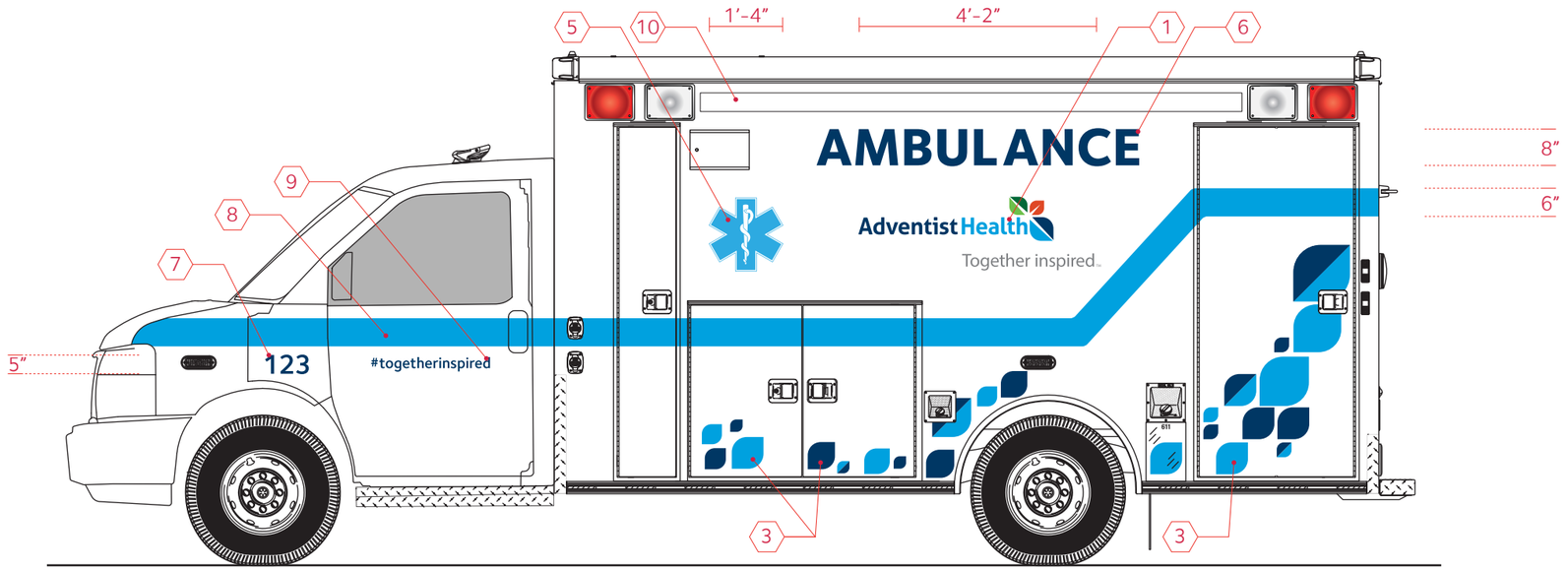
6 **'AMBULANCE'**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

7 **Unit Number**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

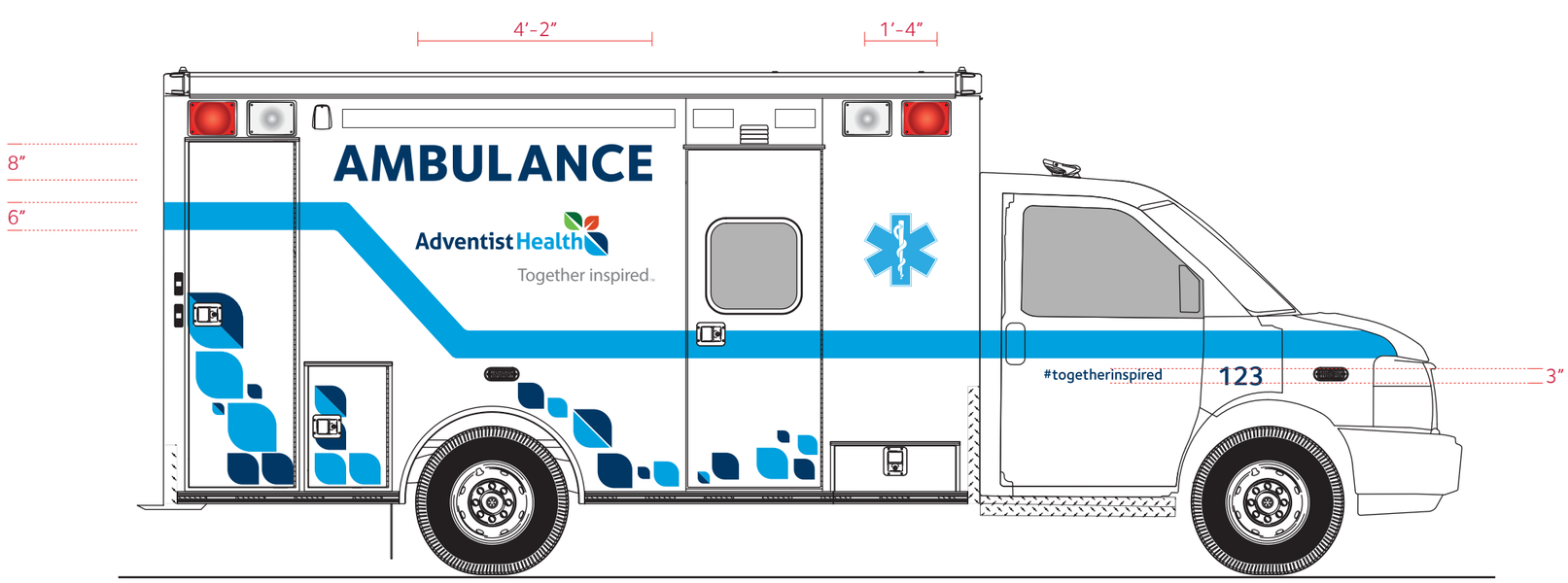
8 **6" Safety Band**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

9 **'#togetherinspired'**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

10 **4" Safety Stripe**
Cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Driver - Side Elevation
Scale: 3/8" = 1'



2 Passenger - Side Elevation
Scale: 3/8" = 1'

Ambulance (cont'd)

1 **Logo**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

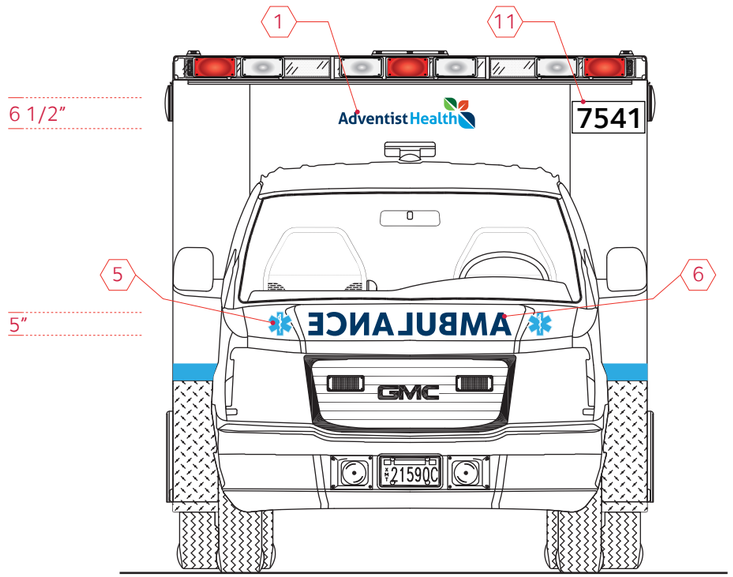
5 **Star of Life**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

6 **'AMBULANCE'**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

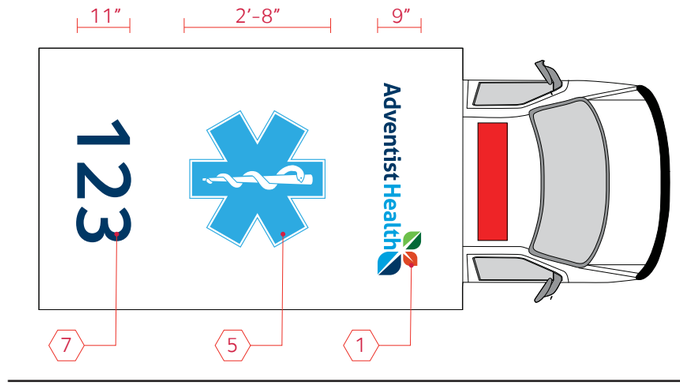
7 **Unit Number**
Digitally printed graphics, printed and cut out of reflective opaque 3M™ Controltac™ 680CR-10 with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

11 **Radio Number Holder**
Printed number to be provided by sign supplier.

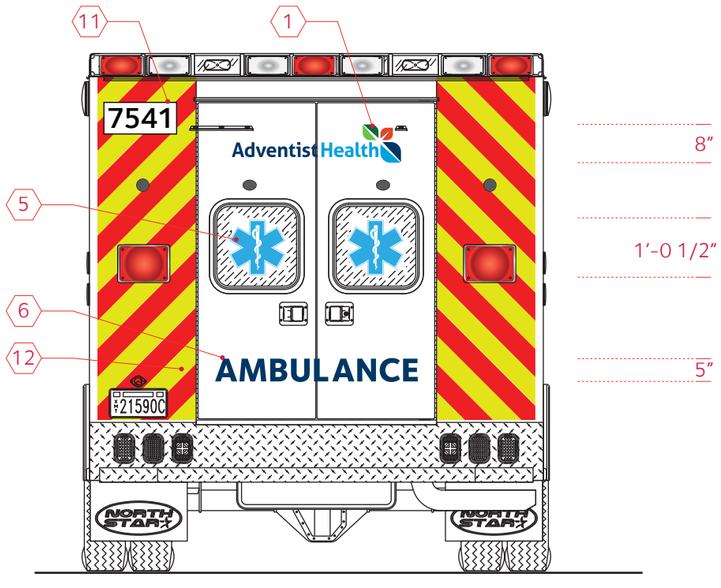
12 **Chevron Pattern**
6" wide strips applied from the roll in downward 45 deg. V shape. Graphics applied to first surface of vehicle.



1 Front Elevation
Scale: 3/8" = 1'



2 Top Elevation
Scale: NTS



3 Rear Elevation
Scale: 3/8" = 1'

Cargo Van

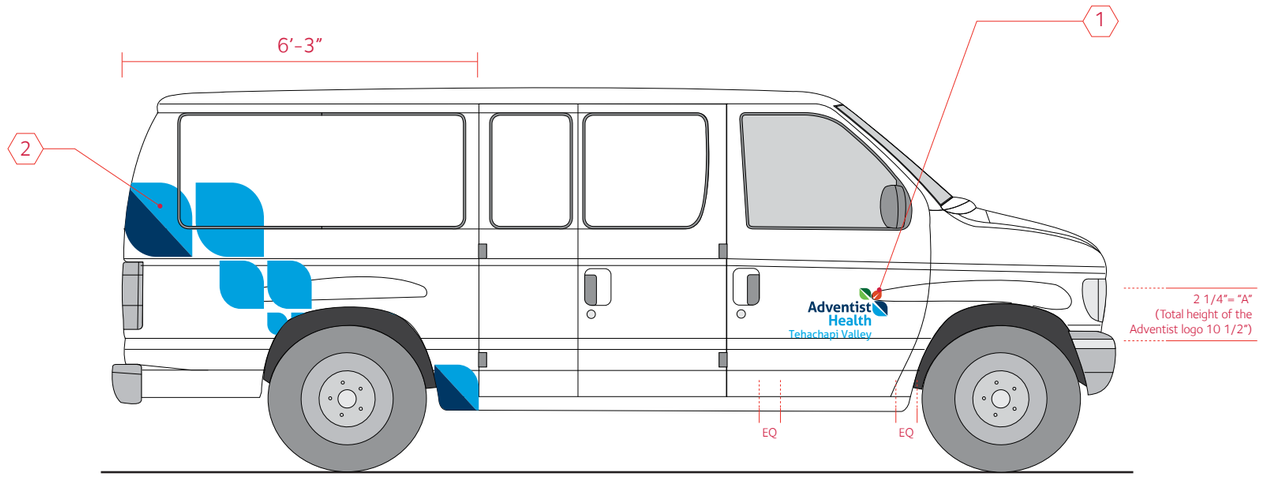
1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

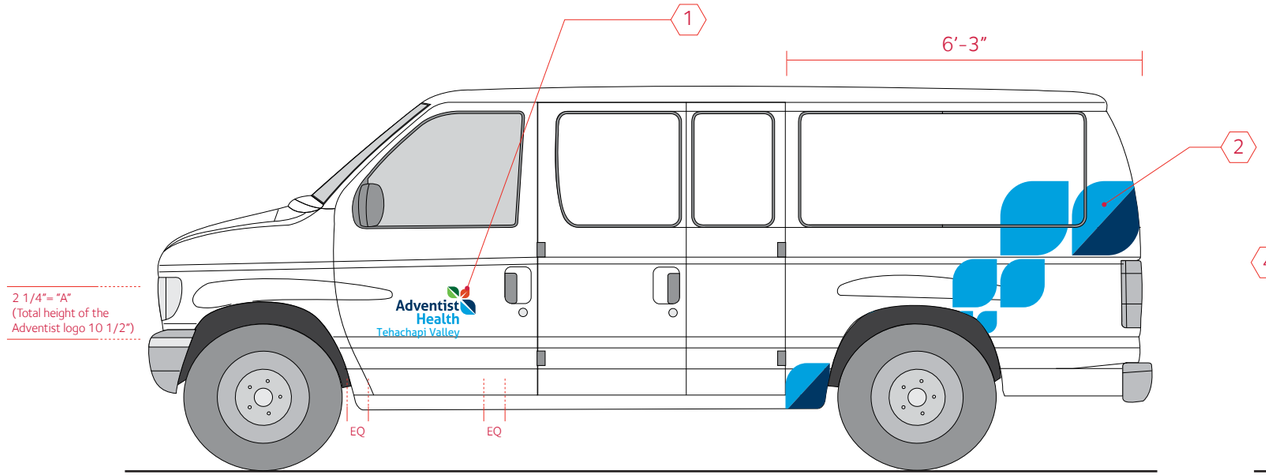
3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

4 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

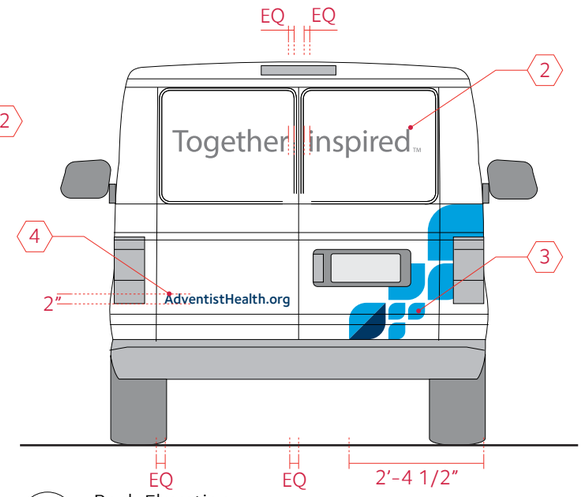
Note
Due to the physical obstructions on the body of the vehicle, the preferred logo size would be smaller than the minimum requirements therefore the stacked logo is used.



1 Passenger - Side Elevation
Scale: 3/8" = 1'



2 Driver - Side Elevation
Scale: 3/8" = 1'



3 Back Elevation
Scale: 3/8" = 1'

Ford Transit Wagon

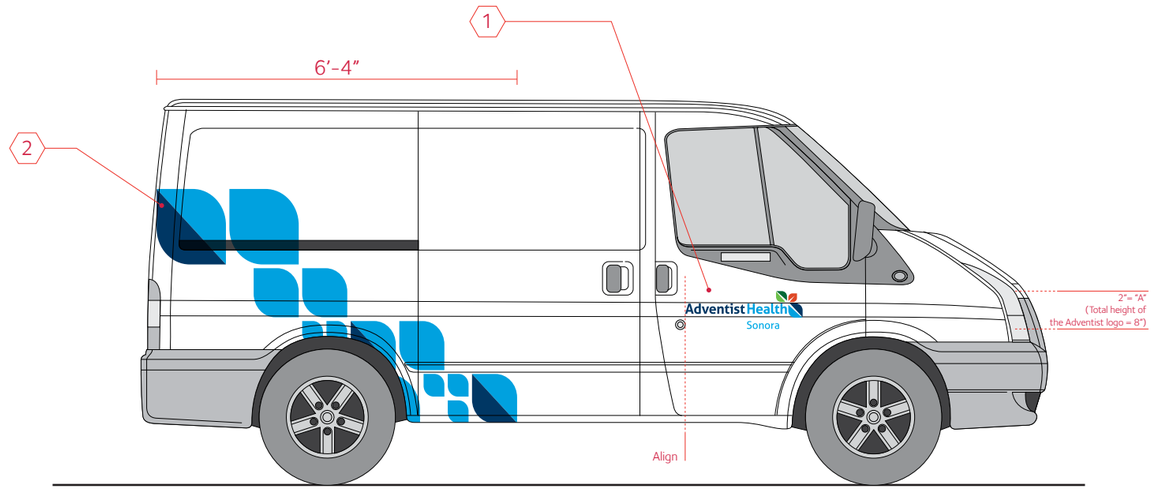
1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

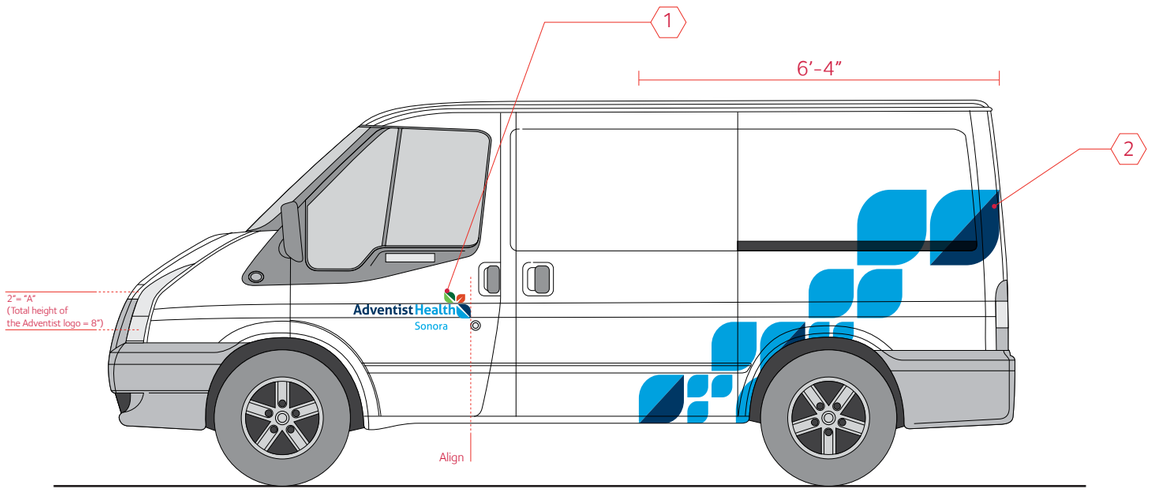
3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

4 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

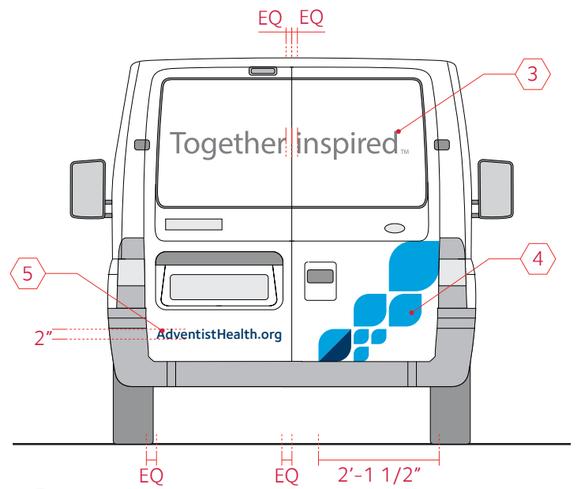
5 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Side Elevation
Scale: 3/8" = 1'



2 Side Elevation
Scale: 3/8" = 1'



3 Back Elevation
Scale: 3/8" = 1'

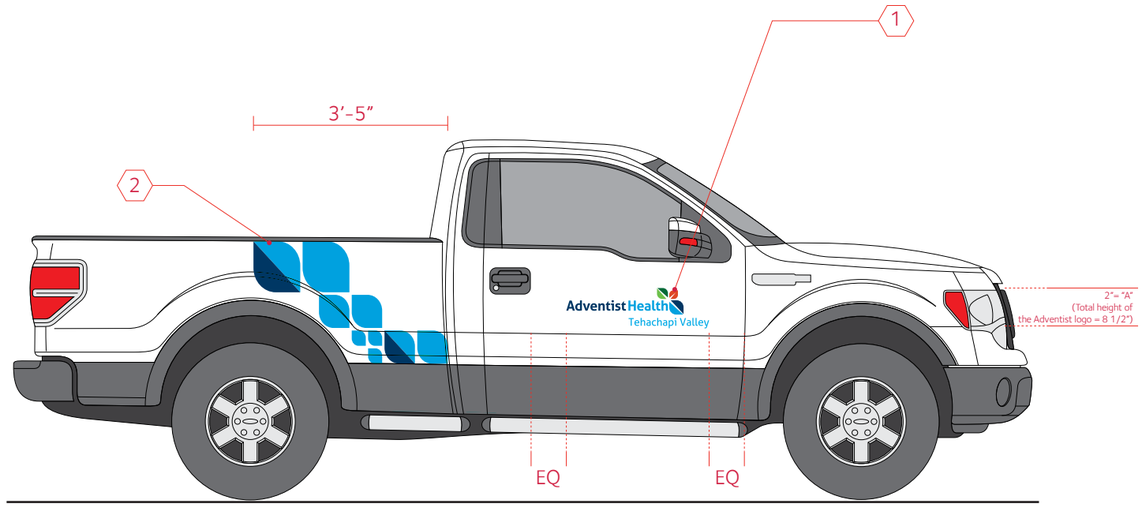
Pick Up Truck - Extended Cab

1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

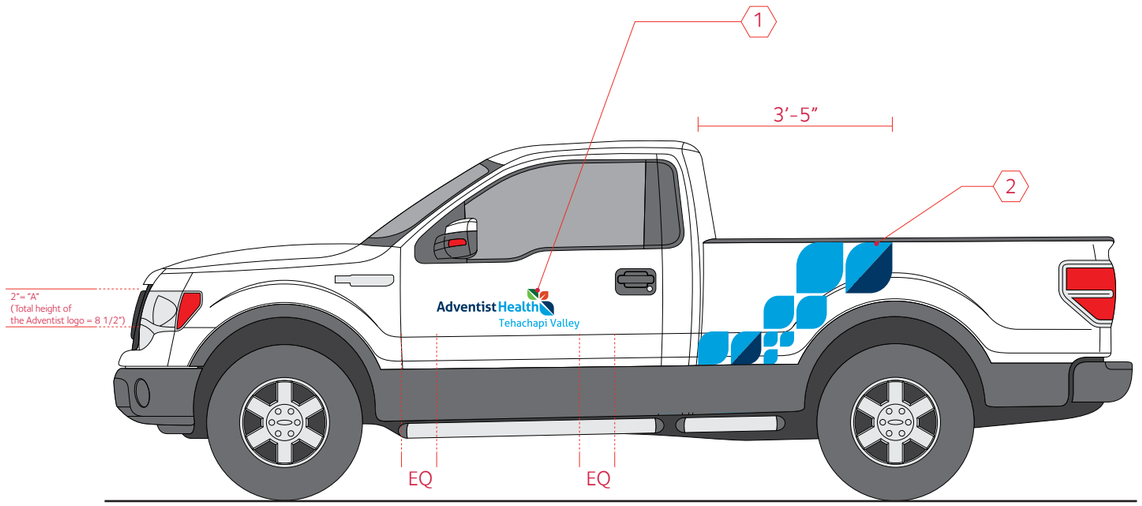
2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

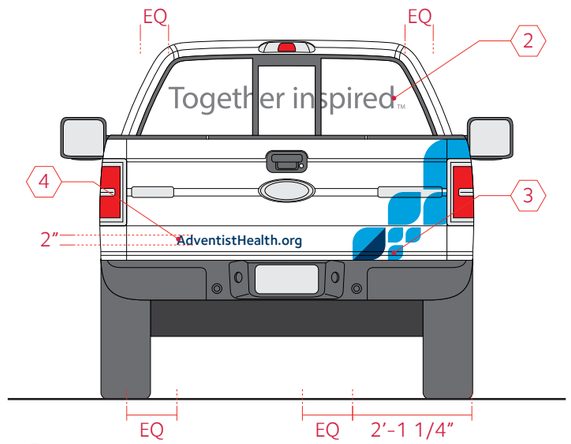
4 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Passenger - Side Elevation
Scale: 3/8" = 1'



2 Driver - Side Elevation
Scale: 3/8" = 1'



3 Back Elevation
Scale: 3/8" = 1'

Pick Up Truck

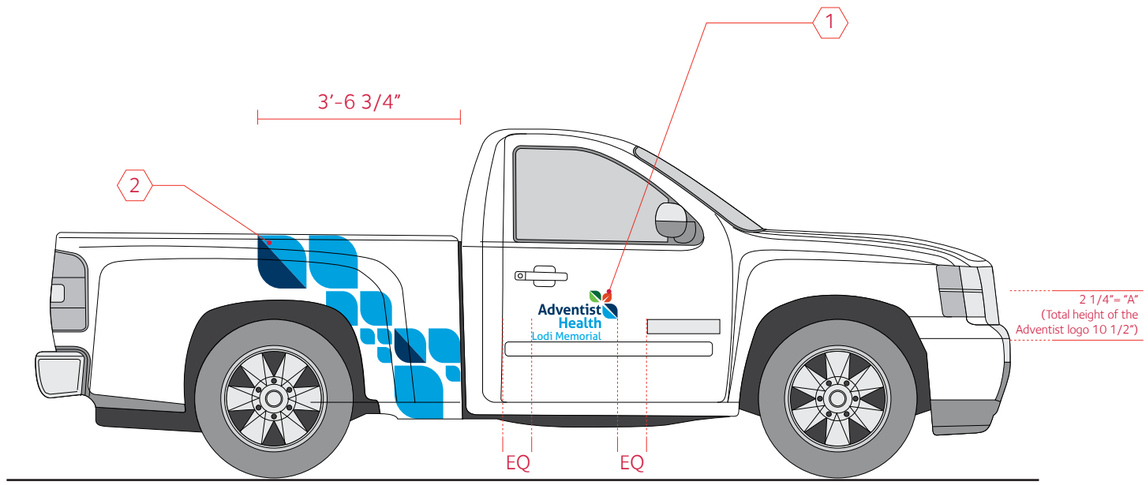
1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

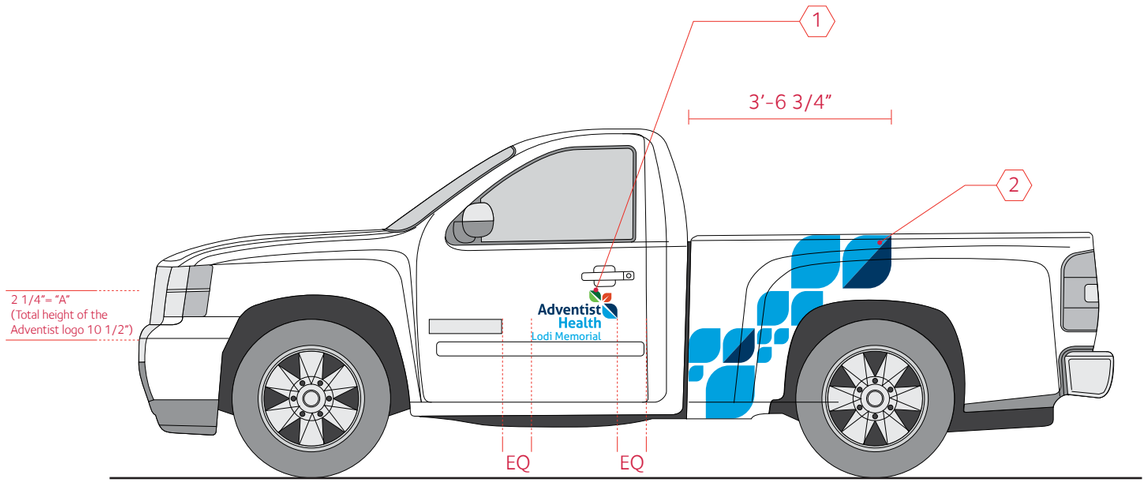
3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

4 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

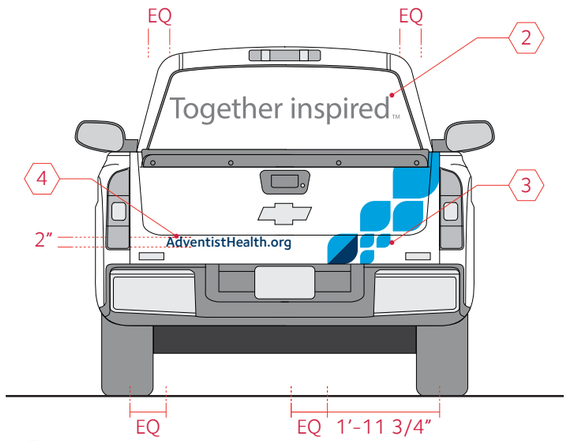
Note
Due to the physical obstructions on the body of the vehicle, the preferred logo size would be smaller than the minimum requirements therefore the stacked logo is used.



1 Passenger - Side Elevation
Scale: 3/8" = 1'



2 Driver - Side Elevation
Scale: 3/8" = 1'



3 Back Elevation
Scale: 3/8" = 1'

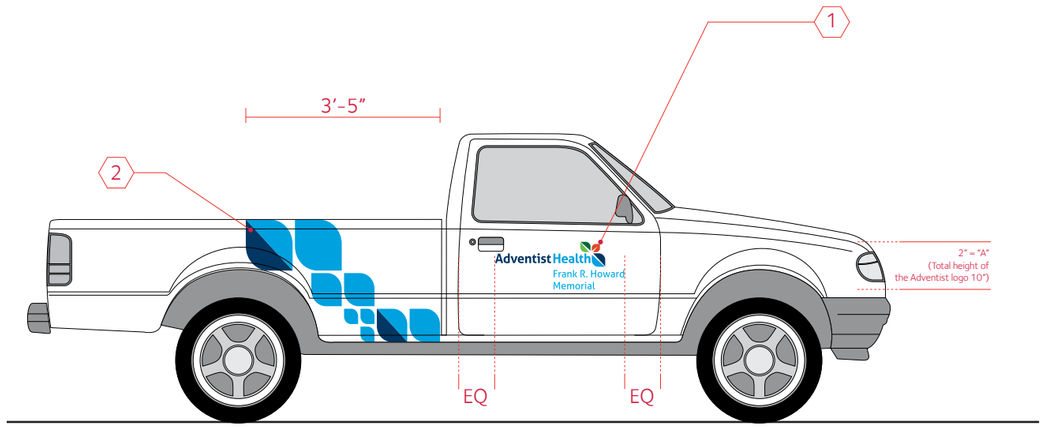
Small Pick Up Truck

1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

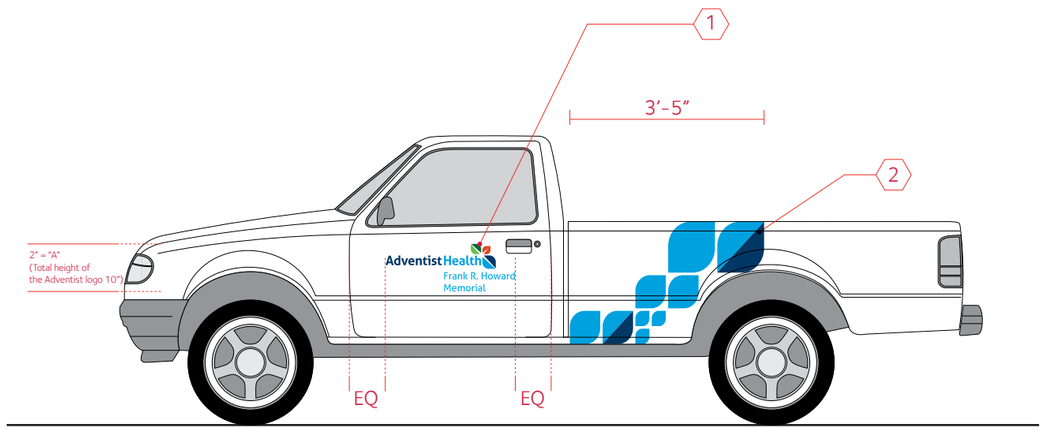
2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

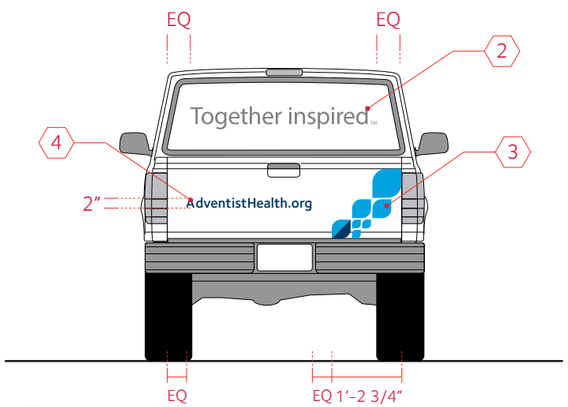
4 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Side Elevation
Scale: 3/8" = 1'



2 Side Elevation
Scale: 3/8" = 1'



3 Back Elevation
Scale: 3/8" = 1'

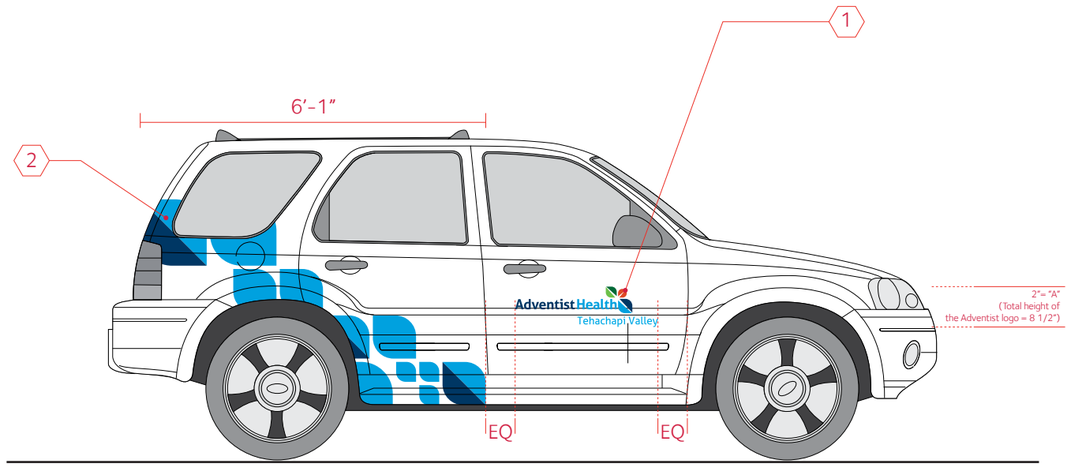
S.U.V.

1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

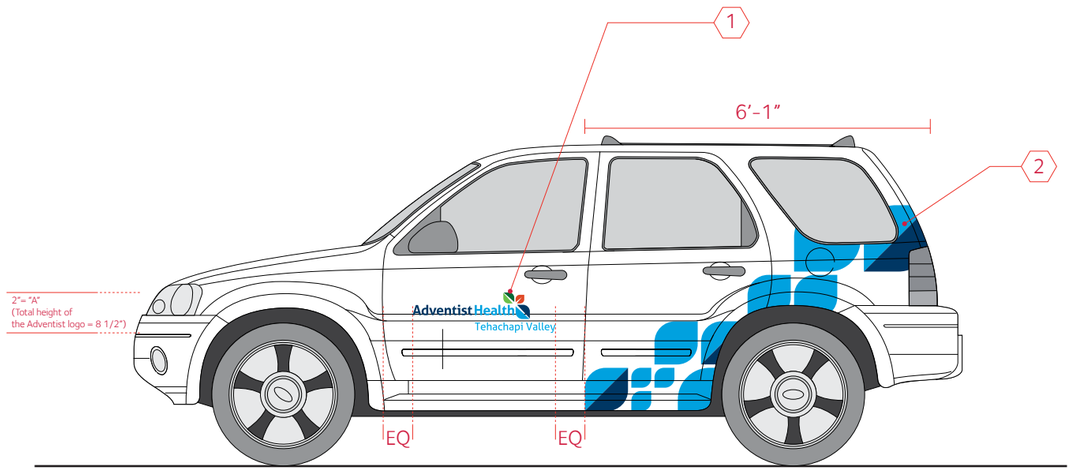
2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

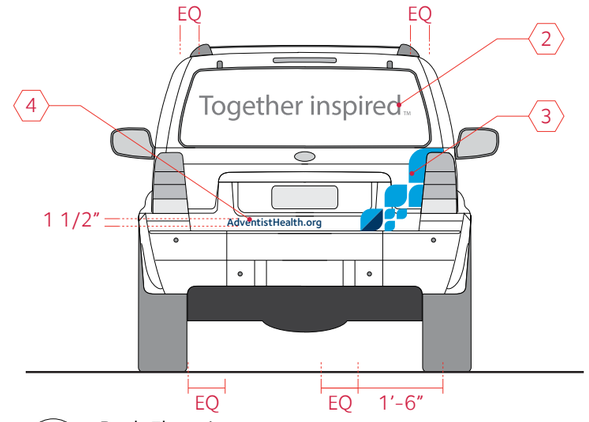
4 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Passenger - Side Elevation
Scale: 3/8" = 1'



2 Driver - Side Elevation
Scale: 3/8" = 1'



3 Back Elevation
Scale: 3/8" = 1'

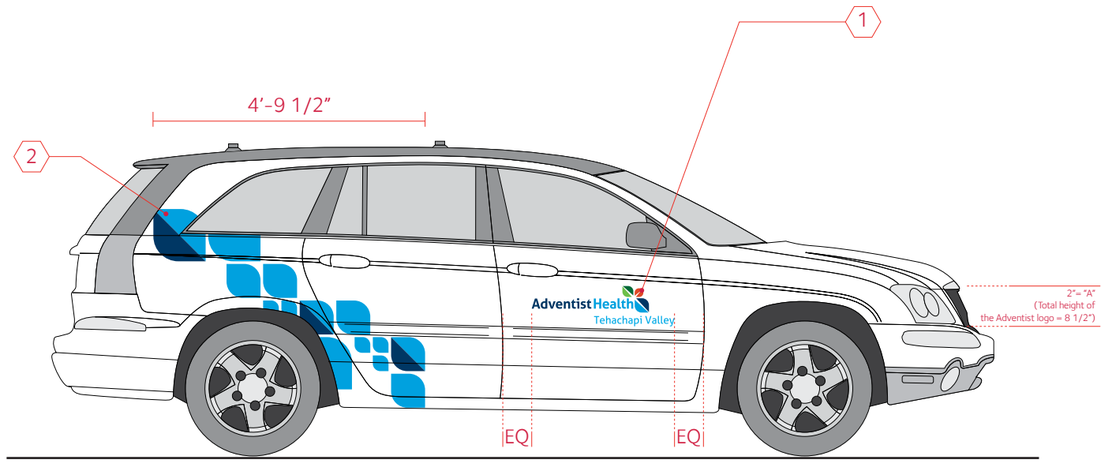
S.U.V.

1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

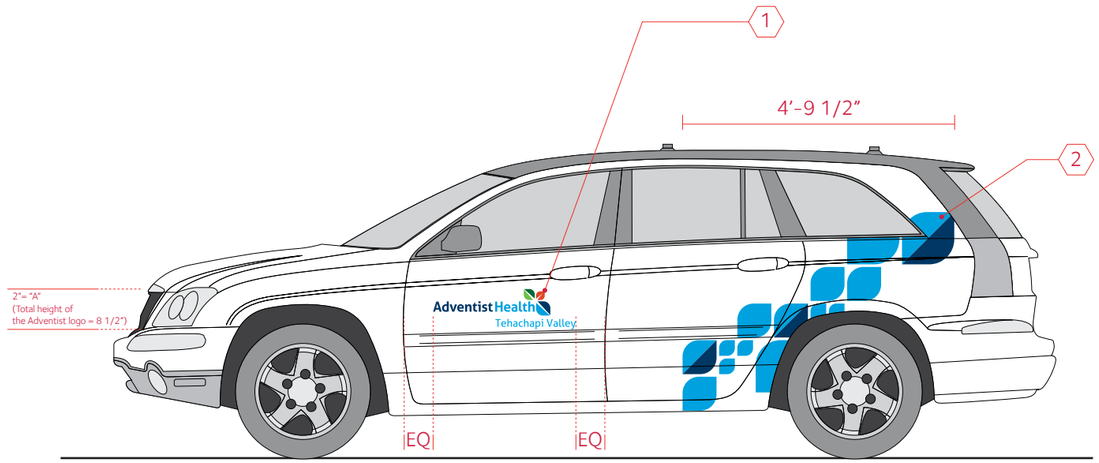
2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

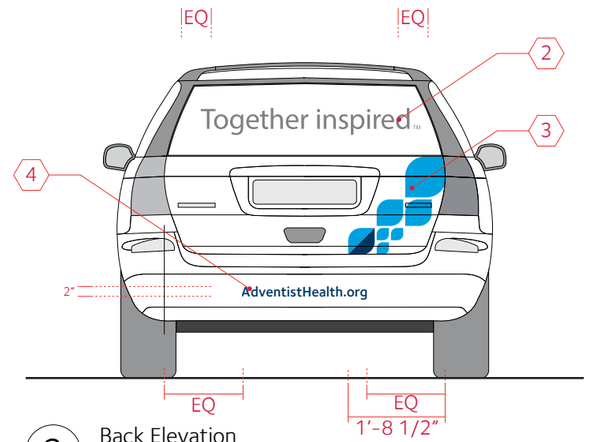
4 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Passenger - Side Elevation
Scale: 3/8" = 1'



2 Driver - Side Elevation
Scale: 3/8" = 1'



3 Back Elevation
Scale: 3/8" = 1'

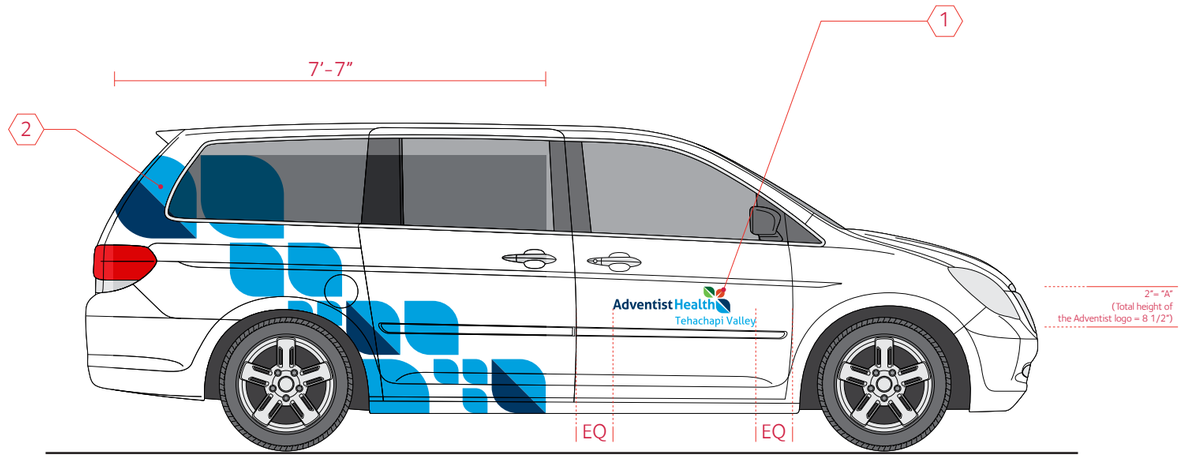
Passenger Van

1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

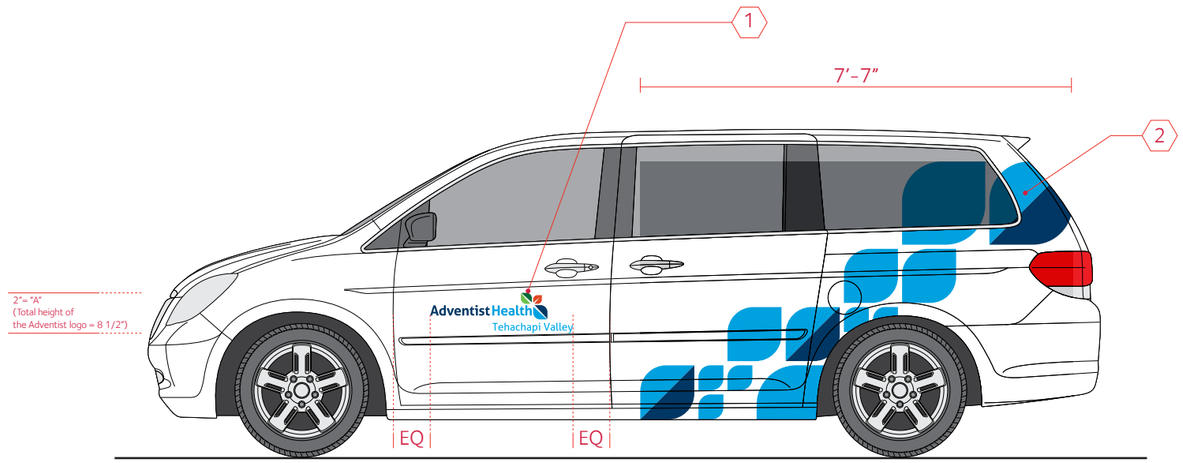
2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

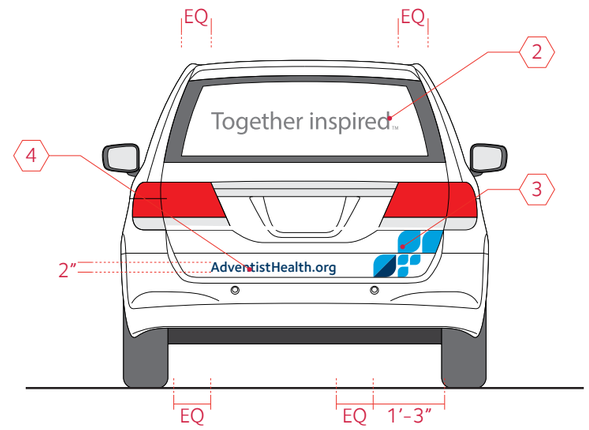
4 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Passenger - Side Elevation
Scale: 3/8" = 1'



2 Driver - Side Elevation
Scale: 3/8" = 1'



3 Back Elevation
Scale: 3/8" = 1'

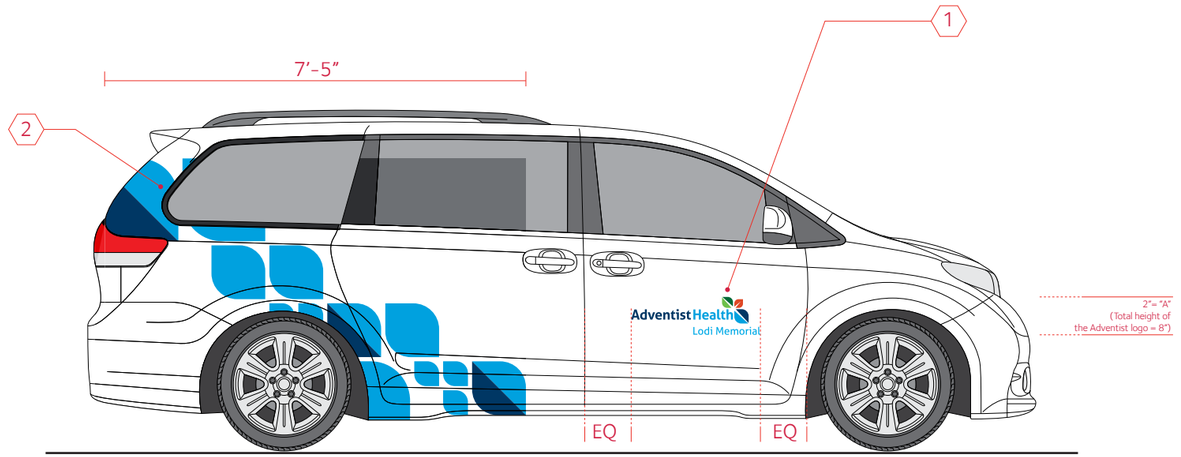
Passenger Van

1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

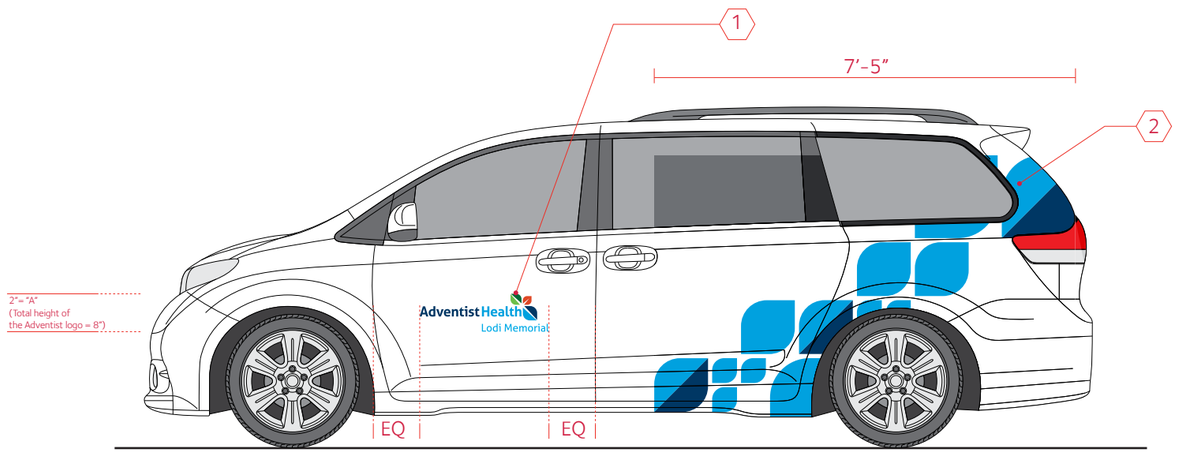
2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

3 **Graphic Motif**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

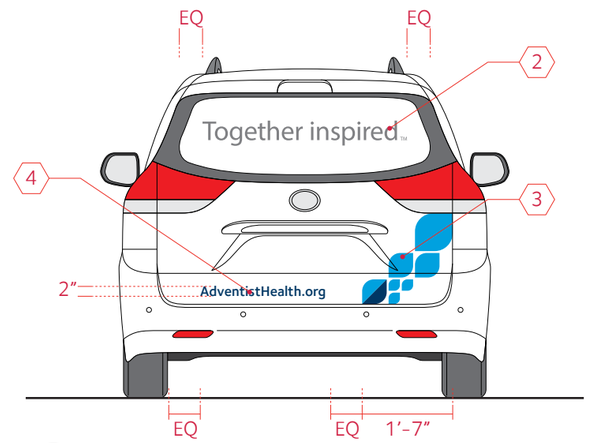
4 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Passenger - Side Elevation
Scale: 3/8" = 1'



2 Driver - Side Elevation
Scale: 3/8" = 1'



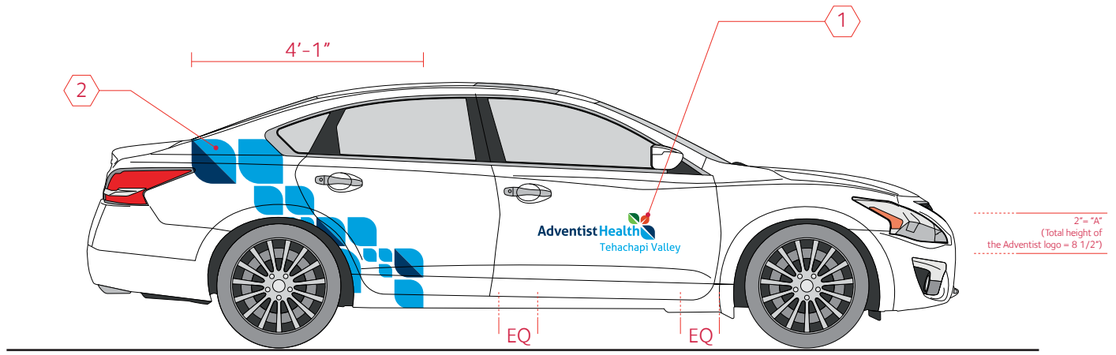
3 Back Elevation
Scale: 3/8" = 1'

Passenger Car

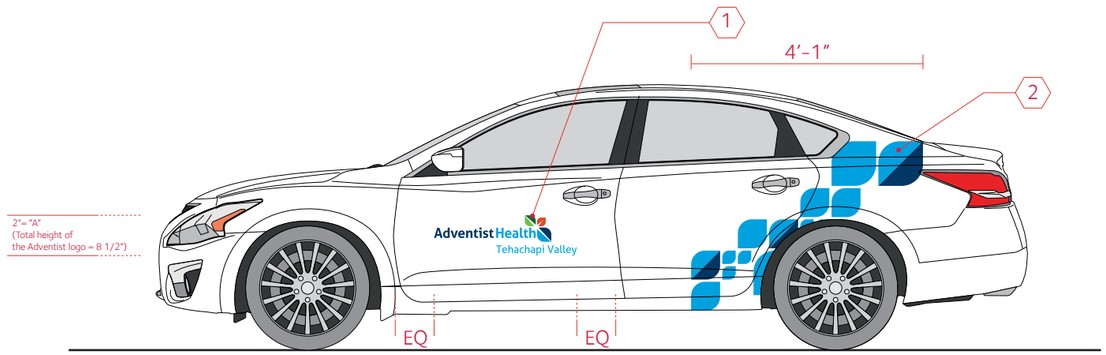
1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

2 **'Together Inspired'**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

3 **URL**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.



1 Passenger - Side Elevation
Scale: 3/8" = 1'



2 Driver - Side Elevation
Scale: 3/8" = 1'

3 Back Elevation
Scale: 3/8" = 1'

Golf Cart

1 **Logo**
Digitally printed graphics, printed and cut out of non-reflective opaque 3M™ Controltac™ IJ180C with 3M™ Scotchcal™ 8519 luster overlaminate. Graphics applied to first surface of vehicle.

1 Side Elevation
Scale: Not to scale