

Brand Style Guide



SERIOUS MEDICINE. EXTRAORDINARY CARE.®



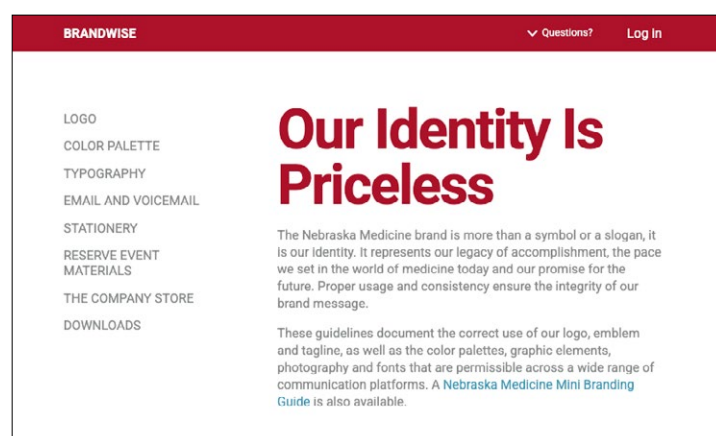
Brand Style Guide

The Marketing Department has created this organizational style, photo and signage guide to standardize the use of frequently used terms, punctuation, style, photo and signage usage.

The **Associated Press Stylebook (AP)** is our preferred style guide. In most situations, we adhere to AP recommendations, but in certain usages, our style guide takes precedence over the AP Stylebook. **Merriam-Webster Collegiate Dictionary** is recommended for all other usages not included in the AP Stylebook or the Nebraska Medicine Brand Style Guide.

In the most recent update, we've added a section on signage brand standards. The Nebraska Medicine signage brand standards are built off the foundation of our naming guidelines. Branded signage conveys our identity, promotes brand awareness, communicates key messages and information, and helps people navigate and identify our facilities.

This style guide is a “living document” and will continue to evolve and expand.



For guidelines documenting the correct use of our logo, emblem and tagline, as well as the color palettes, visit [Brandwise](https://brandwise.nebraskamed.com).

<https://brandwise.nebraskamed.com>



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Style Guide Recommendations

A

Academic credentialing

To include credentialing initials, an individual must complete a degree from an accredited four-year university in a patient-facing discipline, in addition to having a license from within their field.

Approved academic credentialing initials will be used only in first reference. Subsequent references for doctorate-level professionals only will include Dr. XXXXX. For all other providers, following references will include last name only.

If a physician has a medical degree in addition to a doctorate degree, MD should be listed first, then PhD only in first reference. Subsequent references will be Dr. Smith.

Example

John Smith, MD, PhD,

For nursing, the highest education level achieved and appropriate nursing licensure will be used in first reference. Other certification initials will not be included unless used for a referral audience.

Nursing credentialing initials include:

- BSN, MSN, PhD
- APRN-NP, APRN-CNM, APRN-CRNA, APRN-CNS
- LPN

Periods are not included when using credentialing initials.

Example

Jane Doe, BSN, RN

For consumer-facing material, only use clinical, not academic appointments. For physician referral materials, academic appointments, appropriate licensures and certifications are acceptable in the first reference.

For all referral collateral, academic appointments, appropriate licensures and certifications can be included in first reference.

Example

John Smith, MD, FACC, professor, UNMC
Department of Cardiology

Janice Jones, BSN, RN, CBN

The following is a partial list of accepted accredited credentialing initials.

APN	Advanced Practice Nurse
APNP	Advanced Practice Nurse Prescriber
ARNP	Advanced Registered Nurse Practitioner
ARRT	American Registry of Radiologic Technologists
ATC	Athletic Trainer, Certified
BA	Bachelor of Arts
BS	Bachelor of Science
CNM	Certified Nurse Midwife
CRN	Certified Registered Nurse
CRNA	Certified Registered Nurse Anesthetist
DO	Doctor of Osteopathic Medicine
DrPH	Doctor of Public Health
FAAFP	Fellow of the American Academy of Family Physicians
FACC	Fellow of the American College of Cardiology



FACP	Fellow of the American College of Physicians
FACOG	Fellow of the American College of Obstetricians and Gynecologists
FNP	Family Nurse Practitioner
LCSW	Licensed Clinical Social Worker
LMSW	Licensed Master of Social Work
LPN	Licensed Practical Nurse
MB	Bachelor of Medicine (awarded by universities in various countries that follow the tradition of the United Kingdom)
MBBS	Bachelor of Medicine and Bachelor of Surgery (awarded by universities in various countries that follow the tradition of the United Kingdom)
MBA	Master of Business Administration
MD	Medicine Doctor (Doctor of Medicine)
MPH	Master of Public Health
MPT	Master of Physical Therapy
MS	Master of Science
MSN	Master of Science in Nursing
NP	Nurse Practitioner
OT	Occupational Therapist
OTR	Registered Occupational Therapist
PA	Physician Assistant
PA-C	Certified Physician Assistant
PhD	Philosophy Doctor (Doctor of Philosophy)
PharmD	Doctor of Pharmacy
PNP	Pediatric Nurse Practitioner
PT	Physical Therapist
RD	Registered Dietitian
RN	Registered Nurse
RPT	Registered Physical Therapist
RRT	Registered Respiratory Therapist

Acronyms

An acronym is a word formed from the first letter or letters of a series of words.

Example

SIDS – sudden infant death syndrome

COPD – chronic obstructive pulmonary disease

A few universally recognized abbreviations are required in some circumstances. Some others are acceptable, depending on the context. But in general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not quickly recognize.

Abbreviations and most acronyms should be avoided in headlines.

Do not follow an organization's full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it.

Addresses

Use the abbreviations for Avenue, Boulevard and Street (Ave., Blvd. and St.) only when used in a complete address: **123 S. 9th St.** Spell out addresses and capitalize when part of a formal street name without a number: **The car wash is on South Main Street.**

Lowercase and spell out when used alone or with more than one street name: Hawthorne and First streets. Always spell out all similar words, such as Alley, Drive, Road and Terrace.

When a suite or level number is included in an address listing, capitalize, but do not abbreviate. When used in body text, level and suite are lowercase (suite 245; level two).



Example

Neurosciences Center
Clarkson Doctors Building North, Suite 550
Omaha, NE 68198

HR Service Center
Kiewit Tower, Level two

Affect/effect

If you are referring to something (typically a noun), you normally mean effect.

Example

The medicine had an excellent effect on the patient.

If you are referring to a verb, normally you want affect.

Example

The weight loss procedure affected Brian's outlook on life very positively.

Ages

Ages are always numerals, even under 10. Always hyphenated as an adjective to modify a noun: the 13-year-old boy. Hyphenation is not necessary when just a noun: Jimmy is now 13 years old. Never use the phrase "aged" when referring to years.

Ampersand (&)

Our style is to use "and" rather than an ampersand "&" unless an ampersand is a part of the proper name.

Example

Fred & Pamela Buffett Cancer Center
Heart and Vascular Center

And/or

Avoid using "and/or" in a sentence. It can typically be better expressed as XX or YY or both.

Atrial fibrillation

The acronym for atrial fibrillation is **AFib** not Afib.

B

Board of directors

Lower case in most instances unless used as part of a formal title. Use of the word "board" in second reference should always be lower case.

Example

Dr. Smith is a member of the Nebraska Medicine Board of Directors.

Dr. Smith says he would have to take the issue before the board for consideration.

Boiler plate

Our boiler plate is used at the end of a press release. There are two versions of the boiler plate, one for Nebraska Medicine press releases and the other for joint press releases sent out by Nebraska Medicine and the University of Nebraska Medical Center (UNMC).

Nebraska Medicine

Nebraska Medicine leads the world in transforming lives to create a healthy future through extraordinary care, discovery and learning. The most esteemed academic medical center in the region, Nebraska Medicine offers exceptional patient care combined with innovative research and education through its partner, the University of Nebraska Medical Center. This organization provides its patients with access to more than 1,000 physicians, 809-licensed hospital beds in Omaha and Bellevue, and nearly 40 specialty and primary care clinics in Omaha and the surrounding area. Find Nebraska Medicine online at NebraskaMed.com.

Nebraska Medicine and UNMC

We are Nebraska Medicine and UNMC. Our mission is to lead the world in transforming lives to create



a healthy future for all individuals and communities through premier educational programs, innovative research and extraordinary patient care.

Book and magazine titles

Use italics for the titles of books, magazines, journals and other periodicals. Use quotation marks for the titles of magazine and journal articles, book chapters, movies, songs, lectures and speeches, exhibits and conferences.

Breastfeed, breastfeeding

One word, no hyphen.

Bulleted lists

Put one space between the bullet and the first word of each item in the list. Capitalize the first word following the bullet. Do not use end punctuation (period, question mark, or exclamation point) unless the bullet is a complete sentence. Do not use semicolons at the end of bullet points.

Use parallel construction for each item in a list:

- Start with the same part of speech for each item (in this example, a verb).
- Use the same voice (active or passive) for each item.
- Use the same verb tense for each item.
- Use the same sentence type (statement, question, exclamation) for each item.
- Use just a phrase for each item, if desired.

Introduce the list with a short phrase or sentence:

Example

Three symptoms of the disease are:

C

Call to action

In most communication pieces, there is a “call to action” that includes a contact phone number, email,

address, etc. Include a reference to online scheduling whenever possible.

Example

To make an appointment, call 800.922.0000.

Caregiver

One word, no hyphen.

Cesarean

Lowercase. C-section is acceptable in second reference.

Example

cesarean section

Check-in, check in

Check-in is hyphenated when used as a noun; it’s two words, unhyphenated, when used as a verb.

Example

I was early for check-in.

I walked to the counter to check in.

Co-worker

Hyphenate when referring to a work colleague. Coworker is one word when used as a noun or adjective; someone who job shares your position.

Copayment, copay, coinsurance

One word, no hyphen.

D

Dates

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.



When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Example

January 2016 was a cold month.

Jan. 2 was the coldest day of the month.

Feb. 14, 2013, was the target date.

She testified that it was Friday, Dec. 3, when the crash occurred.

Date ranges

Use an en dash (–) to indicate a range of dates.

Format:

Same month: July 3–14

Different months: July 28–Aug. 3

Different years: Dec. 30, 2025–Jan. 2, 2026

Do not use spaces on either side of the dash.

En dash = correct (–)

Hyphen = incorrect (-)

Date of birth

When creating forms do not abbreviate “date of birth” as DOB.

Days of the week

When using two days of the week, separate with “through.” Do not hyphenate or use “to” to separate days.

CORRECT: Monday through Friday

INCORRECT: Monday – Friday

INCORRECT: Monday to Friday

Department and division names

Capitalize names when referring to the formal name or a specific department or division or service line.

When used in a general or informal sense, do not capitalize.

Example

He is a professor in the Department of Pathology.

She chose pathology as her specialization.

When listing more than one division, department or college, the collective noun should be lowercase.

Example

The divisions of Cardiovascular Medicine and Dermatology.

Diseases

Do not capitalize arthritis, emphysema, hepatitis C, leukemia, migraine, pneumonia, etc. Capitalize only the proper noun portion of a disease named after a person or geographical area.

Example

CORRECT:

Hodgkin disease

Alzheimer’s disease

Ebola virus

Parkinson’s disease

INCORRECT:

Hodgkin’s disease

Hodgkin’s

Diversity and inclusivity

No hyphen is used for terms such as African American, Asian American, Filipino American or Mexican American used when relevant to refer to an American person’s heritage. The terms are less common when used to describe non-Americans.

African American

No hyphen (a change in 2019 for this and other dual heritage terms). Acceptable for an American Black person of African descent. The terms are not necessarily interchangeable. Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow a person’s preference.



Arab American

No hyphen for this and other dual-heritage terms. Acceptable for an American of Arab descent. When possible, refer to a person's country of origin or follow the person's preference.

Example

Lebanese American or Egyptian American

Although most Arabs worldwide are Muslim, many Arab Americans are not. Don't assume that everyone from a predominantly Arab country identifies as Arab; ask them.

Asian American

No hyphen (a change in 2019 for this and other dual heritage terms). Acceptable for an American of Asian descent. When possible, refer to a person's country of origin or follow the person's preference.

Example

Filipino American or Indian American.

Brown (adjective)

Avoid this broad and imprecise term in racial, ethnic or cultural references unless as part of a direct quotation. Interpretations of what the term includes vary widely.

Caucasian

Avoid as a synonym for white, unless in a quotation.

People of color, racial minority

The terms people of color and racial minority/minorities are generally acceptable terms to describe people of races other than white in the United States. Avoid using POC. When talking about just one group, be specific: Chinese Americans or members of the Seminole Indian Tribe of Florida, for example. Be mindful that some Native Americans say the terms people of color and racial minority fall short by not encompassing their sovereign status. Avoid referring to an individual as a minority unless in a quotation.

Biracial, multiracial

This is acceptable, when clearly relevant, to describe people with more than one racial heritage. Usually more useful when describing large, diverse groups of people than individuals. Avoid mixed-race, which can carry negative connotations, unless a story subject prefers the term. Be specific if possible, and then use biracial for people of two heritages or multiracial for those of two or more on subsequent references if needed.

Examples

She has an African American father and a white mother instead of: She is biracial.

The study of biracial people showed a split in support along gender lines. Multiracial can encompass people of any combination of races.

Transracial

The term should not be used to describe people who have adopted a different racial identity.

Chicano

A term that Mexican Americans in the U.S. Southwest sometimes use to describe their heritage with ties to the Chicano movement. Use only if it is a person's preference.

Latino, Latina, Latinx

Latino is a noun or adjective for a person from, or whose ancestors were from Latin America. Latina is the feminine form. For groups of females, use the plural Latinas; for groups of males or of mixed gender, use the plural Latinos.

While relatively unknown until recently, some prefer the gender-neutral term Latinx, which should be confined to quotations, names of organizations or descriptions of individuals who request it.



Hispanic

A person from – or whose ancestors were from – a Spanish-speaking land or culture. Latino, Latina or Latinx are sometimes preferred. Follow the person's preference. Hispanics is also generally acceptable for those in the U.S. Use a more specific identification when possible, such as Cuban, Puerto Rican, Brazilian or Mexican American.

American Indians, Native Americans

Both are acceptable terms in general references for those in the U.S. when referring to two or more people of different tribal affiliations. For individuals, use the name of the tribe; if that information is not immediately available, try to obtain it.

Example

He is a Navajo commissioner. She is a member of the Nisqually Indian Tribe. He is a citizen of the Cherokee Nation of Oklahoma.

Some tribes and tribal nations use member; others use citizen. If in doubt, use citizen. Avoid words such as wampum, warpath, powwow, teepee, brave, squaw, etc., which can be disparaging and offensive. In Alaska, the Indigenous groups are collectively known as Alaska Natives.

Indian

This term is used to describe the peoples and cultures of the South Asian nation of India. Do not use the term as a shorthand for American Indians.

Tribe

Refers to a sovereign political entity, communities sharing a common ancestry, culture or language, and a social group of linked families who may be part of an ethnic group. Capitalize the word tribe when part of a formal name of sovereign political entities, or communities sharing a common ancestry, culture or language. Identify tribes by the political identity specified by the tribe, nation or community.

Example

The Apache Tribe of Oklahoma, the Cherokee Nation.

The term ethnic group is preferred when referring to ethnicity or ethnic violence.

Orient, Oriental

Do not use when referring to East Asian nations and their peoples. Asian is the acceptable term for an inhabitant of those regions.

Doctor/physician referencing

Use of doctor applies to MD, DO, PharmD, DDS, and PhD. When referencing a doctor/physician in a consumer-facing piece, the preference is to use "doctor." When marketing collateral is created for a referral audience, use "physician" or "provider."

E

ECG, EKG

Both mean electrocardiogram. ECG is preferred.

ECLS

Extracorporeal life support is a broader term, which included ECMO. ECLS is a special procedure that takes over the work of the heart and/or lungs when the organ is too sick to support the body properly.

ECMO

Extracorporeal membrane oxygenation.

e.g., i.e.

e.g. means "for example" or "such as;" i.e. means "that is" and indicates an explanation is about to follow. Both e.g. and i.e. are always lowercase, followed by a comma.



Ellipses (...)

An ellipsis indicates words left out. If they are in the middle of a sentence or thought, three dots with a space on either side is the preferred format. Use ellipses sparingly.

email

One word, lower case except if at the beginning of a sentence. No hyphen. Do not capitalize email addresses.

F

Follow-up, follow up

Always hyphenated as noun or adjective.

Example

A patient may need a follow-up appointment.

Two words, no hyphen as verb.

Example

A nurse will call to follow up after surgery.

Fractions

Spell out amounts less than one in text, using hyphens between the words.

Example

Two-thirds, four-fifths, seven-sixteenths

Use numerals for precise amounts larger than one, converting to decimals whenever practical.

Example

2.5

Frederick F. Paustian Inflammatory Bowel Disease Center

For marketing materials – including website, fliers, internal communications, etc., refer to the center by

the full name on first reference “Frederick F. Paustian Inflammatory Bowel Disease Center,” subsequent references can be shortened to “Paustian Inflammatory Bowel Disease Center.”

On-property wayfinding and signage – refer to as “Paustian Inflammatory Bowel Disease Center.”

Main signage at the entrance to the center – use the full name of Frederick F. Paustian Inflammatory Bowel Disease Center.

Main location listings for website, collateral, etc. – use the full name of Frederick F. Paustian Inflammatory Bowel Disease Center.

Full-time, full time, part-time, part time

Two words when used as an adverb.

Example

She works full time

Hyphenate when used as an adjective.

Example

She has a full-time job.

G

Gender and sexuality

Gender is not synonymous with sex. Gender refers to a person’s social identity, while sex refers to biological characteristics. Not all people fall under one of two categories for sex or gender, according to leading medical organizations, so avoid references to both, either or opposite sexes or genders as a way to encompass all people. When needed for clarity or in certain stories about scientific studies, alternatives include men and women, boys and girls, males and females.

Language around gender is evolving. Some frequently used terms and definitions:



Asexual

Describes people who don't experience sexual attraction, though they may feel other types of attraction, such as romantic or aesthetic. Not synonymous with and does not assume celibacy.

Bisexual

Describes people attracted to more than one gender. Some people prefer pansexual, which describes people attracted to others regardless of their gender. The shortened version bi is acceptable in quotations.

Cisgender

Describes people whose gender identity matches the one they were assigned at birth; that is, not transgender. Explain if necessary. Do not use terms like normal to describe people who are not transgender. Not synonymous with heterosexual, which refers to sexual orientation.

Cross-dresser

Use this term instead of the outdated transvestite for someone who wears clothing associated with a different gender, and only when the subject identifies as such. Not synonymous with drag performer or transgender.

Gay, lesbian

Used to describe people attracted to the same sex, though lesbian is the more common term for women. Preferred over homosexual. Include sexual orientation only when it is pertinent to a story, and avoid references to sexual preference or to a gay or alternative lifestyle. Lesbian is acceptable as an adjective or noun, but gay should be used only as an adjective. Sexual orientation is not synonymous with gender.

Gender affirmation

The treatments, surgeries and other medical procedures used by transgender people to match their sex to their gender. The preferred term over gender reassignment or sex reassignment, do

not use the outdated term sex change. Gender affirmation surgery is not necessary for people to transition their gender.

Gender-nonconforming (adjective)

Acceptable in broad references as a term for people who do not conform to gender expectations.

Example

The group is providing scholarships for gender-nonconforming students.

When talking about individuals, be specific about how a person describes or expresses gender identity and behavior.

Example

Roberta identifies as both male and female.

Not synonymous with transgender. Use other terms like bigender (a term for people who identify as a combination of two genders) or agender (people who identify as having no gender) only if used by subjects to describe themselves, and only with explanation.

Heterosexual (noun and adjective)

In males, a sexual orientation that describes attraction to females, and vice versa. Straight is acceptable. Transgender people can be heterosexual.

Homosexual (adjective), homosexuality (noun)

Refers to the sexual orientations of gay and/or lesbian. Gay and lesbian is preferred as an adjective; homosexuality is acceptable when an umbrella term is needed. Avoid homosexual as a noun.

Intersex

Describes people born with genitalia, chromosomes or reproductive organs that don't fit typical definitions for males or females.

Example

Gonzalez is an intersex person who identifies as female. Zimmerman is intersex.



Do not use the outdated term hermaphrodite.

LGBT, LGBTQ (adjective)

Acceptable in all references for lesbian, gay, bisexual, transgender, and queer and/or questioning. In quotations and the formal names of organizations and events, other forms such as LGBTQIA and other variations are also acceptable with the other letters explained. I generally stands for intersex, and A can stand for asexual (a person who doesn't experience sexual attraction), ally (some activists decry this use of the abbreviation for a person who is not LGBT but who actively supports LGBT communities) or both. Use of LGBTQ is best as an adjective and an umbrella term. Don't use it, for instance, when the group you're referring to is limited to bisexuals.

Example

Walters joined the LGBTQ business association.

Queer is often used as an umbrella term covering people who are not heterosexual or cisgender and is acceptable for people and organizations that use the term to identify themselves. Do not use it when intended as a slur.

Nonbinary

People are nonbinary if their gender identity is not strictly male or female. Not synonymous with transgender. Explain in a story if the context doesn't make it clear.

Pronouns

Do not presume maleness in constructing a sentence by defaulting to he/his/him. Usually it is possible, and always preferable, to reword the sentence to avoid gender.

In most cases, a plural pronoun such as they, them or their should agree in number with the antecedent.

Example

The children love the books their uncle gave them.

They/them/their is acceptable in limited cases as a gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable. Clarity is a top priority; gender-neutral use of a singular they is unfamiliar to many readers. We do not use other gender-neutral pronouns such as xe or ze.

Arguments for using they/them as a singular sometimes arise with unspecified/unknown gender (the victim, the winner). In stories about people who identify as neither male nor female or ask not to be referred to as he/she/him/her, use the person's name in place of a pronoun, or otherwise reword the sentence, whenever possible. If they/them/their use is essential, explain in the text that the person uses a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person.

When they is used in the singular, it takes a plural verb. Be sure it's clear from the context that only one person is involved.

Example

Staci Doe, MD, recently joined the medical staff and uses they/them pronouns. They graduated from the University of Nebraska Medical Center.

The singular reflexive themselves is acceptable only if needed in constructions involving people who identify as neither male nor female. Again, it's usually possible and always best to rephrase.

Same-sex marriage

The preferred term over gay marriage, because the laws generally don't address sexual orientation. In places where it's legal, same-sex marriage is no different from other marriages, so the term should be used only when germane and needed to distinguish from marriages between male-female heterosexual couples.



Transgender (adjective)

Describes people whose gender identity does not match the sex they were identified as having at birth. Does not require any medical intervention or surgical procedures. Identify people as transgender only if pertinent, and use the name by which they live publicly. Generally, avoid references to a transgender person being born a boy or girl, since it's an unnecessary detail and excludes intersex babies. If necessary and relevant, report the "sex assigned at birth" as such. The shorthand trans is acceptable on second reference and in headlines.

Do not use as a noun, such as referring to someone as a transgender, or use the term transgendered. Not synonymous with terms like cross-dresser or drag queen, which do not have to do with gender identity. Do not use the outdated term transsexual or avoid derogatory terms such as tranny.

Transition, gender transition

The processes transgender people go through to match their gender identity, which may include gender affirmation procedures, but not necessarily.

Woman, women

Use female as an adjective, not woman.

Treatment of the sexes should be evenhanded and free of assumptions and stereotypes. This does not mean that valid and acceptable words such as mankind or humanity cannot be used. They are proper.

H

Headline styles

AP style is followed when using headlines in all Nebraska Medicine publications, blogs, press releases and web pages.

Only the first word and proper nouns are capitalized. Exception: First word after a colon is always

capitalized in headlines. Use numerals for all numbers, except in casual cases (hundreds instead of 100s). Use single quotes for quotation marks. Do not use periods in abbreviations such as: US, NY, DC, UN, UK.

For other marketing material, such as brochures, booklets, social media, etc., AP headline guidelines do not apply.

Health care

Health care is always used as two words unless it is part of a proper noun. In that situation it is capitalized.

Health care provider

A person who is trained and licensed to give health care. Also, a place that is licensed to give health care.

Health Insurance Portability and Accountability Act

Spell out on first reference; use acronym (HIPAA) on second reference.

Immediate Care Clinic

When using the term Immediate Care Clinic, it should always be capitalized.

Intensive care units

Cardiovascular Intensive Care Unit (CVICU)
Intensive Care Unit (ICU) (Bellevue Medical Center)
Intensive Care Unit (ICU) (Fred & Pamela Buffett Cancer Center)
Medical Intensive Care Unit (MICU)
Neuroscience Intensive Care Unit (Neuro ICU)
Newborn Intensive Care Unit (NICU)
Pediatric Intensive Care Unit (PICU)
Surgical Intensive Care Unit (SICU)



Second reference

CVICU	NICU
ICU	PICU
MICU	SICU
Neuro ICU	

Internet, intranet and web

Lowercase each of these words. AP Style has changed recently.

Italics

Avoid italicized words if possible. Italicize foreign words and cum laude, summa cum laude and magna cum laude. Do not italicize words that have been assimilated into the English language, such as alma mater or ex-officio. See also Book and Magazine titles.

L

Level

When referring to a location, level is used in place of floor. Spell out number if under 10. When in body copy, level is lowercase. When the level is used in an address listing, level is capitalized and the number is lowercase if under 10.

Example

The Trauma Unit is located on level seven of Clarkson Tower.
Cardiac Cath Lab, Level four
Clarkson Tower

Login, logon, logoff

One word, no hyphen when used as a noun or adjective.

Log in, log on, log off

Two words, no hyphen when a verb.

M

Magazine titles

Use initial capitals and italicize the name but do not place it in quotes. Lowercase the word magazine unless it is part of the publication's formal title.

Example

Sports Illustrated magazine
Time Magazine

Morbidity rate

Morbidity rate is the proportion of patients with a particular disease during a given year per given unit of population.

Mortality, mortality rate

Mortality denotes the number of deaths per unit of time. Mortality rate is the number of deaths per number of persons at risk, such as infant mortality rate.

N

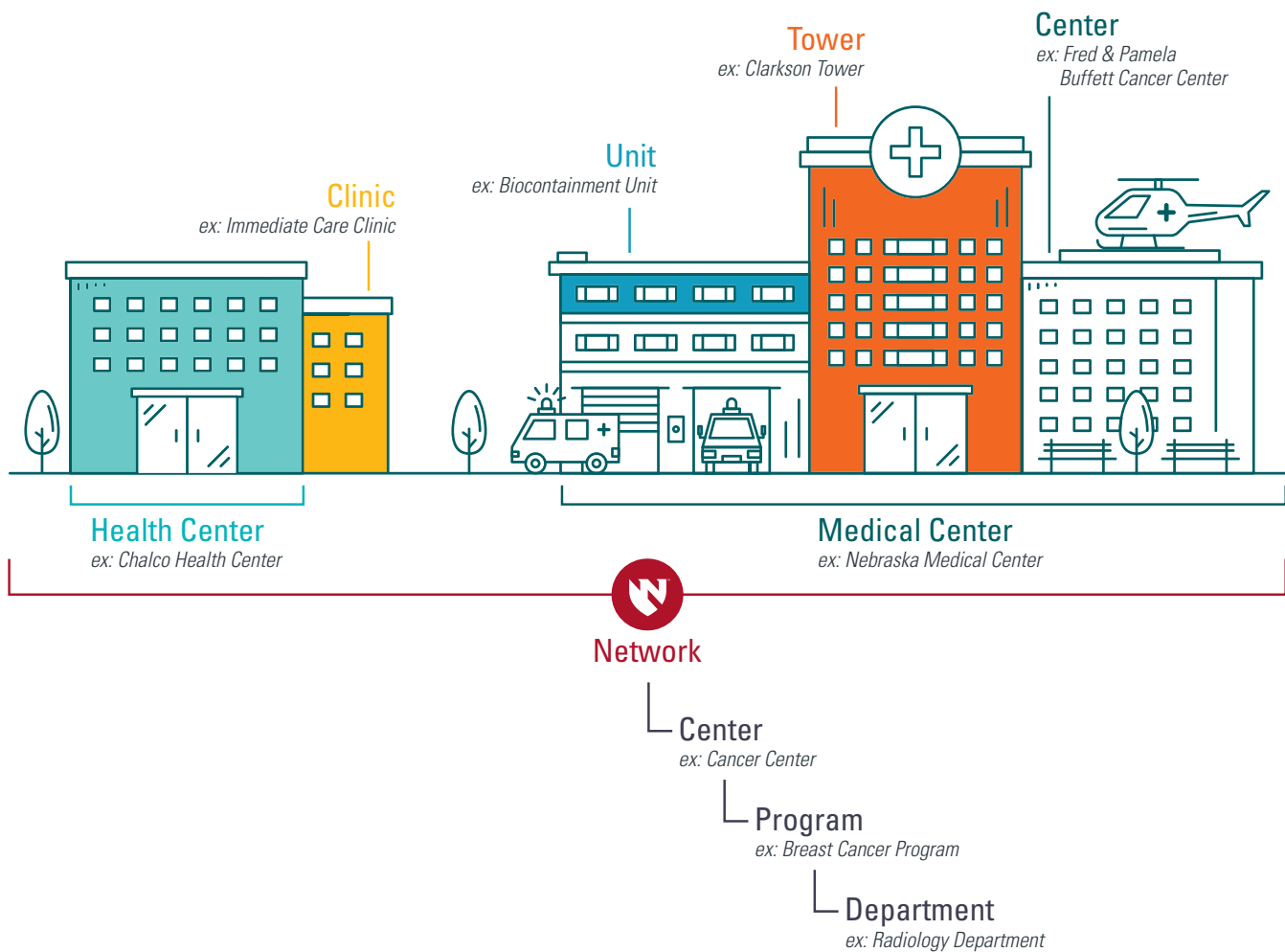
Naming conventions

Naming conventions may seem very simple, but in fact, are very complex. All naming requests of units, programs, centers, etc. must be vetted by the Marketing Departments. A succinct process has been created to make the naming convention process consistent for all. To better comprehend the naming convention process, please review the following naming definitions and the steps necessary to follow throughout the process.

Example

Pharmacy at Durham Outpatient Center
Pharmacy at Lauritzen Outpatient Center
Pharmacy at Bellevue Medical Center





As a part of our brand standards, naming guidelines are established to ensure our locations and services are portrayed in a consistent, accurate and easy-to-understand manner to key audiences. The guidelines and process create structure around naming utilization with clear definitions for usage of the term clinic, program and center to help guide clinical naming conventions.

Simple follows best practices and is consistent with a consumerism mindset. For forward-facing executions* and in text, all names are preceded with the Nebraska Medicine brand on first reference. The graphical logo is the Nebraska Medicine master brand itself.

* There may be some variance for regulatory filings, however, those references will not be significantly forward-facing.



Global

Name	Description	Example(s)
Network	Based on consumer insights, this is a more understandable term than health system or system. Communicates connectivity, integration and expansiveness/multiple access points. Also represents a collection of centers, programs and/or services under a singular brand.	Nebraska Medicine Health Network Cancer Network Heart and Vascular Network

Facilities

Name	Description	Example(s)
Medical Center	A freestanding hospital facility providing emergency, inpatient or overnight stays with full medical staff and ancillary services.	Nebraska Medical Center Bellevue Medical Center
Tower	This reference illustrates an inpatient building or other multistory (5+) building that houses related services.	University Tower Clarkson Tower Kiewit Tower
Unit	A distinct part of a medical center or tower, usually having a specific physical location and serving a defined function or population. Acronyms are not desired, especially for forward-facing names.	Biocontainment Unit Newborn Intensive Care Unit Post-anesthesia Care Unit
Health Center	Refers to the building and is meant to convey the presence of at least primary care and often multiple specialties and ancillary services. They are either freestanding locations or locations that allow for prominent exterior signage. This execution also better helps position the brand on the care continuum.	Brentwood Health Center Chalco Health Center University Health Center Village Pointe Health Center
Clinic	Entry point for single specialty care OR clinical service from a limited number of providers in a given location, such as a freestanding facility or within a hospital or health center.	Primary Care Clinic Immediate Care Clinic Heart and Vascular Clinic at Crawford County Memorial Hospital



Clinical and Other Services

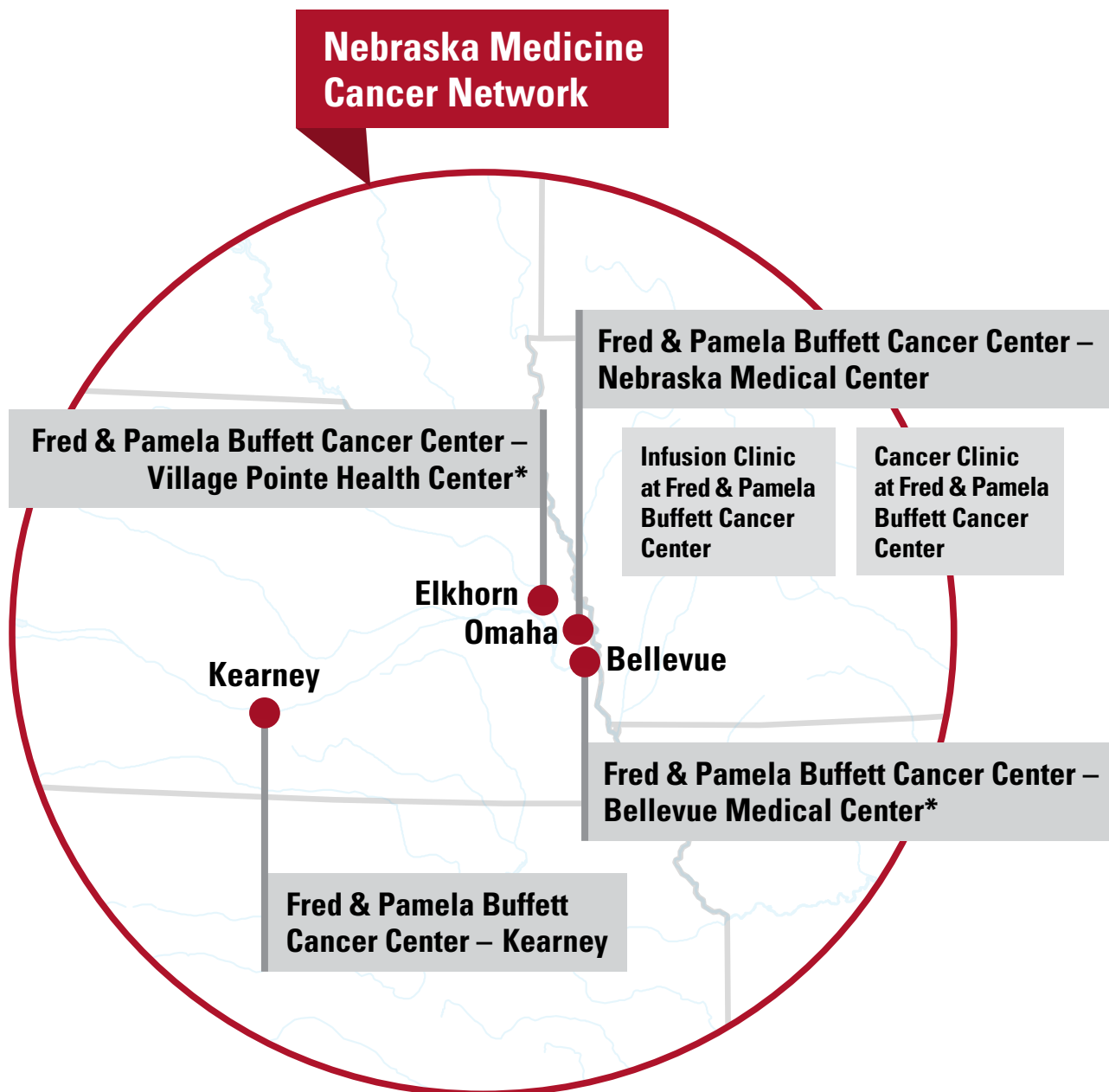
Name	Description	Example(s)
Center	Center is the highest designation and should signify the availability of a wide range of coordinated services covering various medical and social aspects in context of a specific health or disease area. A center does not require a research component. Centers encompass multiple programs or clinics and are led by a center or clinical program/service line director and/or physician partner(s). They should have a physical presence and typically have a critical threshold of services provided at one or more locations, however, in rare circumstances, they may be virtual. Most center designations are reserved for major service lines. It is discouraged to have a Center within a Center for a particular disease type.	Cancer Center Heart and Vascular Center Neurosciences Center Transplant Center
Program	A clinical service narrowly focused on a particular condition or disease. A program is usually, but not always, a subset of a center. Some programs may provide care at multiple locations.	Breast Cancer Program Heart Transplant Program Epilepsy Program Palliative Care Program
Clinic	Entry point for single specialty care OR clinical service from a limited number of providers in a given location, such as a freestanding facility or within a hospital or health center.	Immediate Care Clinic Heart and Vascular Clinic at Crawford County Memorial Hospital
Department	A department is an academic, administrative, clinical or support service entity.	Environmental Services Department Food Services Department Marketing and Communications Department Radiology Department Department of Internal Medicine
Division	A specialty within an academic department.	Division of Cardiothoracic Surgery Division of Plastic and Reconstructive Surgery
Retail Services	Programs or entities that are very consumer driven and do not require insurance or that may provide non-clinical health-related services. Should include some relation back to the master brand.	Village Pointe Aesthetic Surgery Dreams MedSpa



Other Notes and Considerations

Name	Description	Example(s)
Donor Recognition	Tributes to donors of facilities or services.	Fred & Pamela Buffett Cancer Center Lauritzen Outpatient Center Olson Center for Women's Health Truhlsen Eye Institute
Institute	The use of "Institute" is not preferred. It should only be considered if the unit/specialty is primarily driven by research, education or other UNMC-centric discipline. Because use of this modifier requires approval by the University of Nebraska Board of Regents, it is our intention to rarely, if ever, use it.	
Center of Excellence	A service that has met specific criteria set by an external organization to earn a Center of Excellence designation. There would be limited, forward-facing use of this reference.	Bariatrics Center is a Blue Distinction Center for Bariatric Surgery



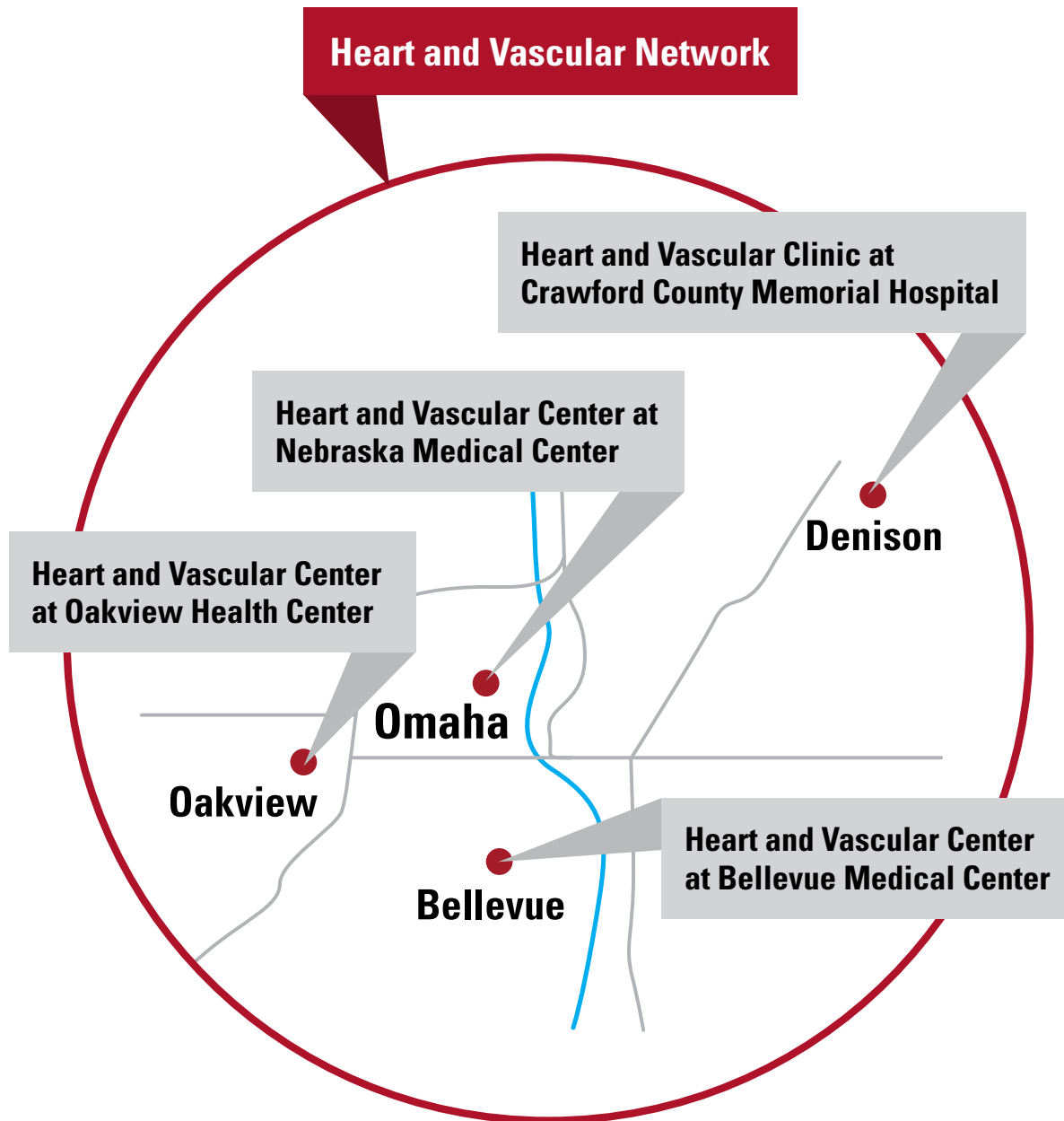


Programs:

- Breast Cancer Program
- Lung Cancer Program
- Bone Marrow Transplant Program, etc.

The programs included here are just a sampling and not an inclusive list of programs within the service line.





Programs:

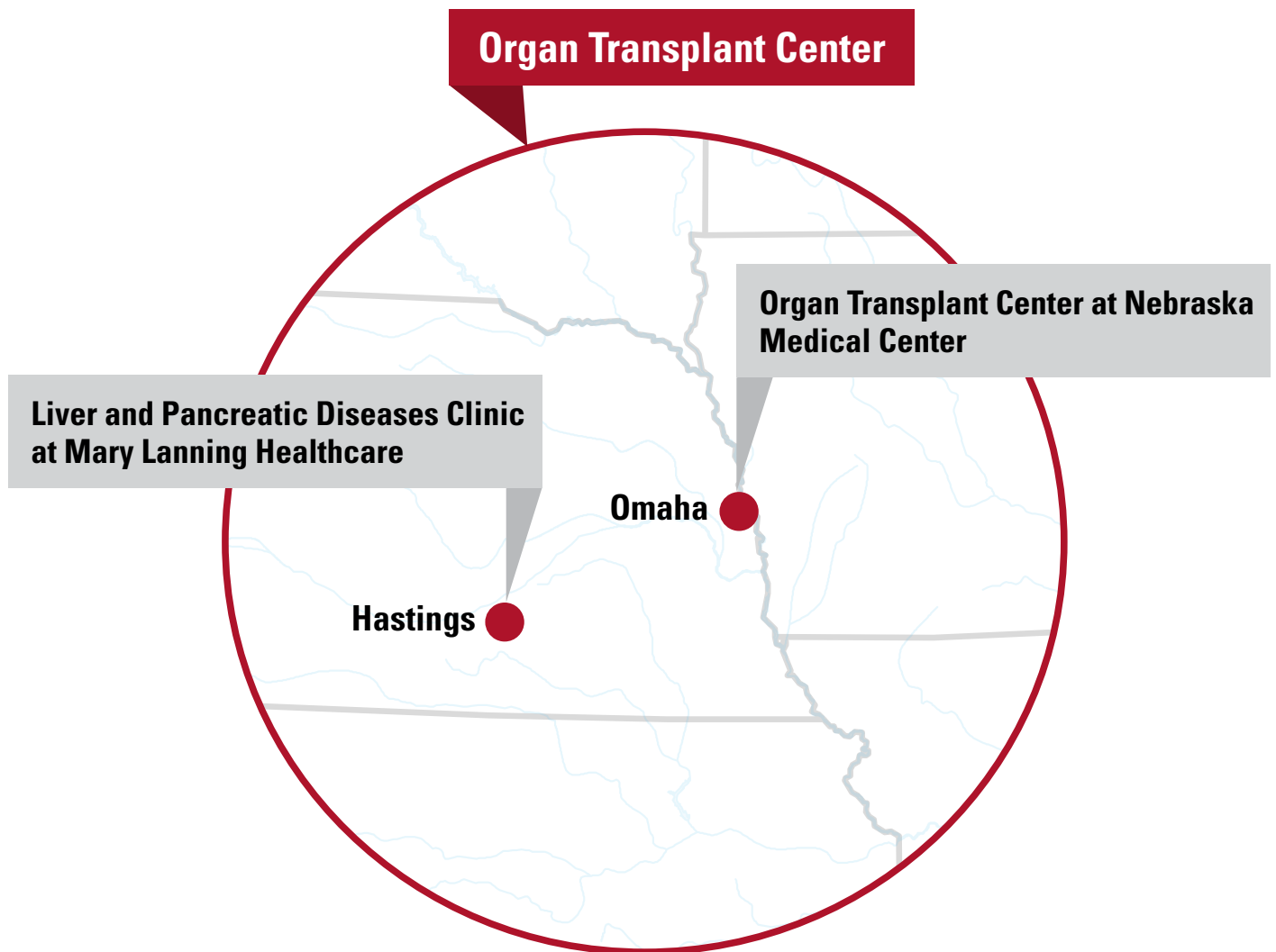
- Heart Transplant Program
- Adult Congenital Heart Disease Program
- LVAD Program, etc.

Cardiac Cath Labs:

- Cardiac Cath Lab at Nebraska Medical Center
- Cardiac Cath Lab at Bellevue Medical Center

The programs included here are just a sampling and not an inclusive list of programs within the service line.





Programs:

- Kidney Transplant Program
- Liver and Pancreas Diseases Program
- Intestinal Rehabilitation Program
- Liver and Pancreas Transplant Program, etc.

The programs included here are just a sampling and not an inclusive list of programs within the service line.



Nebraska Medicine

When using Nebraska Medicine before department or unit name, never make Nebraska Medicine possessive. Nebraska Medicine is not a location, rather, it's a health network.

Example

CORRECT: The Nebraska Medicine Heart and Vascular Network is available in a variety of locations.

INCORRECT: Nebraska Medicine's Heart and Vascular Network is available in a variety of locations.

Nebraska Medicine and University of Nebraska Medical Center

When using the two partner organizations jointly, Nebraska Medicine should come first, followed by University of Nebraska Medical Center or UNMC on the second reference. Do not join the organizations with a backslash (/) or a hyphen (–) for any collateral that is public facing.

It is acceptable to join the organizations with a backslash (/) for all internal communication.

Example

Nebraska Medicine and University of
Nebraska Medical Center

Nebraska Medicine and UNMC

Newborn Intensive Care Unit

Spell out Newborn Intensive Care Unit on first reference. On second reference use NICU.

Neurosciences

When referring to the hospital department, please use Neurosciences rather than Neurological Sciences. Neurosciences refers to any or all services within the department, including Neurology, Neurosurgery, Pain Medicine, Psychiatry, Pain Management.

Noninvasive

One word, no hyphen.

Numbers

In an infographic or other graphical element, it is acceptable to use the numeral if it is nine or less. All other style rules apply.

Spell out numbers under 10 and use the numeral for 10 and above.

CORRECT: Four, 11

INCORRECT: 4, eleven

Numeric placing: Spell out first through ninth for order in time or location.

CORRECT: He passed the first test.

INCORRECT: He passed the 1st test.

Exceptions:

- Ages: 5-year-old boy
- Million: 5 million
- Percent: Do not spell out percent, use the symbol: 5%
- Dimensions: A yard is 3-feet long; pour me 6 cups of sugar
- Addresses: The house at 4 Mockingbird Lane
- Time: She gave birth at 3 a.m.

Spell out numbers that begin a sentence.

Hyphenate dimensions that precede a noun.

CORRECT: The 6-foot man entered the room.

The man entering the room was 6-feet tall.

Numbered lists

Use numbered lists when you're explaining instructions that need to be performed in sequence. Text in a numbered list should include punctuation.



O

OB-GYN

Obstetrics and gynecology preferred abbreviation.

One Chart

Epic should be referred to as One Chart on the back end when it refers to the Epic product, and One Chart Patient Portal for when it refers to the patient-facing product.

P

Patient-centered medical home

Patient-centered medical home is the property of the National Committee for Quality Assurance (NCQA). When used following the National Committee for Quality Assurance name it should be capitalized. When used alone, it should be lowercase. The phrase should always be hyphenated.

Example

Our patient-centered medical home model is used in a number of our health centers.

Percent sign

To stay in line with recent AP Stylebook revisions, we will now use % rather than spelling out “percent.” There is not a space between the numeral and the % sign. Always use numerals for percent and percentages.

Example

1%, 2.5%, 0.5%, 8 to 12 percent

Phone numbers

Use periods rather than hyphens following the area code and prefix. The number one is not needed before area code in toll-free numbers.

CORRECT: 402.559.9999

INCORRECT: 402-559-9999

When using a toll-free number in printed materials, use 800.922.0000 in most cases. The following are the exceptions:

- **Cancer Network** – 402.559.5600
- **Bariatrics Center** – 402.559.9500
- **Village Pointe Aesthetic Surgery | Dreams MedSpa** – 402.596.4000
- **Pharmacy at Lauritzen Outpatient Center** – 402.552.7999
- **Pharmacy at Durham Outpatient Center** – 402.559.5215
- **Pharmacy at Bellevue Medical Center** – 402.595.1156

Physician

The definition of the term physician is:

- (1) A doctor of medicine or osteopathy legally authorized to practice medicine and surgery by the State in which they perform such function or action.
- (2) A doctor of dental surgery or of dental medicine who is legally authorized to practice dentistry by the State in which they perform such function or action.
- (3) A doctor of podiatric medicine who is legally authorized to perform as a doctor of podiatry by the State in which they perform such function or action.
- (4) A doctor of optometry who is legally authorized to perform as a doctor of optometry by the State in which they perform such function or action.
- (5) A chiropractor who is legally authorized to perform as a doctor of chiropractic by the State in which they perform such function or action.



Practitioner

Any individual who is licensed and qualified to practice a health care profession (for example, physician, nurse, social worker, clinical psychologist, psychiatrist, respiratory therapist) and is engaged in the provision of care, treatment or services.

Prefixes

As a rule, do not use hyphens after prefixes if the base word starts with a consonant. Use a hyphen if the base word is capitalized.

Example

Premedical, anticoagulant

Professional titles

Refrain from capitalizing titles following a name.

Example

CORRECT: John Smith, MD, chief executive officer

INCORRECT: John Smith, MD, Chief Executive Officer

Do not capitalize titles when they precede a name.

Example

CORRECT: Chief Executive Officer John Smith, MD

INCORRECT: chief executive officer John Smith, MD

Provider

A doctor, hospital, health care professional, or health care facility.

Punctuation

APOSTROPHE

Use to indicate possession, or omitted letters or figures.

Do not use to indicate plurals in numerals or acronyms.

Examples

The doctor's stethoscope 1990s

The nurse's stethoscope HMOs, RNs

Don't

'50s

COLONS

Colons are also used to separate the elements in several listings. Do not capitalize the first item after the colon, unless it's a proper noun. Place a colon between the units of time when indicating an amount of time that has elapsed or a time of day. A colon is also used to break up chapters, sections or verses.

Example

The tornado left a trail of destruction in its wake: shredded trees, mangled trailers and what looked like the remains of numerous rooftops.

COMMAS

The following guidelines touch on some of the most frequent questions about commas.

Oxford Comma

1. Simple series – Nebraska Medicine uses the Oxford comma (also known as the serial comma) in all writing. The Oxford comma is the comma placed before the final "and" or "or" in a list of three or more items.

Examples

CORRECT:

The clinic offers primary care, specialty care, and imaging.

Symptoms may include fever, headache, and fatigue. Bring your insurance card, photo ID, and medication list.

INCORRECT:

The clinic offers primary care, specialty care and imaging.

Symptoms may include fever, headache and fatigue.

2. Complex phrases and for clarification –

A comma should be used in a complex series of phrases and when it helps to clarify the phrase.

Example

The main points to consider before having surgery is whether the patient is healthy enough to survive,



whether the patient has a good support system available following surgery, and whether the patient has the proper attitude to have a successful recovery.

3. Introductory clauses – A comma is used to separate an introductory clause or phrase from the main clause. The comma may be omitted after a short introductory phrase.

Example

After tiring from the training process, she retreated to her office.

Following the procedure she was weak.

4. City, state and ages – Use a comma to set off city and state in a sentence. Also, use a comma to separate someone's age.

Example

Mary Richards, Minneapolis, Minnesota, and Tom Scott, Omaha, Nebraska, were in attendance.

Jeremy Jones, MD, 30, completed his residency at the University of Nebraska Medical Center.

There are many other AP styles regarding comma usage found in the AP Stylebook. Please refer to the stylebook if your question is not answered here.

DASHES

Use the en dash (–) to denote an abrupt change in thought in a sentence or an emphatic pause. Also used when a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas. There should always be a space before and after the dash.

HYPHENS

Compound modifiers

When a compound modifier – two or more words that express a single concept – precedes a noun, you must decide: Hyphenate that modifier, or not?

In general: No hyphen is needed if the modifier is commonly recognized as one phrase, and if the meaning is clear and unambiguous (not open to more than one interpretation) without the hyphen.

In general, hyphenate compound words that are adjectives and joined to modify a noun, as in: "The treatment involves a three-part regimen." For certain health terms, however, we choose not to hyphenate compound modifiers: health care issues, heart attack victims. Be consistent within a document or presentation and consult with experts when in doubt.

Example

Third grade teacher, chocolate chip cookie, early morning traffic, climate change report, first quarter touchdown, real estate transaction

The complexity of rules about hyphens causes many misunderstandings. The rules may seem complicated, but soon you'll be able to put hyphens in their proper place.

1. Adjectives – Hyphenate two adjectives united to modify a noun.

Example

well-trained writer

2. Adverbs – Most adverbs follow the same rule as adjectives. The one exception is adverbs ending in "ly" are not hyphenated.

Example

little-known fact
best-kept secret
brightly colored shirt

3. Nouns – Nouns are usually compounded (one word), but some are not. Compounds that can be used as verbs and nouns alike differ in that the former are often hyphenated and the latter are not.



Example

footstep
mind-set
jump-start the car
he asked me for a jump start

4. Multiword compounds – Multiword compounds always use hyphens. Familiar word strings that modify nouns are usually hyphenated before and after.

Examples

back-to-back
up-to-date
next-to-last person in line

Hyphens with Prefixes

Authorities often differ on whether you need to hyphenate the prefix and base word or use them as one word. In American English, the guideline is to avoid the hyphen when possible.

The following are some guidelines for hyphens.

1. Use a hyphen to avoid awkward spelling.

Example

anti-aircraft (Antiaircraft looks awkward)

2. Insert a hyphen to avoid duplicating vowels.

Examples

pre-exist
co-operate
re-enter
de-emphasize

3. Use a hyphen if the following word begins with a capital letter or is a number.

Examples

pre-Aids era
pre-Confederation
pro-American forces
post-1920 fashion

4. Use a hyphen after a prefix when an unhyphenated word would have a different meaning.

Examples

re-treat versus retreat
coop versus co-op
re-cover versus recover

5. Do not use a hyphen if the unhyphenated version is common.

Examples

prefix
prehistoric
postoperative
proactive
ultraviolet
nonnegotiable

AP Style Change

Dual Heritage

No hyphens for terms such as African American, Asian American and Filipino American, used when relevant to refer to an American person's heritage.

SEMICOLONS

Use in a sentence to separate two complete and related thoughts:

Example

Dr. Smith went to New York; it was her first visit there. Use a semicolon to clarify a series: The team was made up of Dr. Jones, who has been with the hospital many years; and Dr. Johnson, who just transferred from New York last month.

QUOTATION MARKS

Always place the period and comma inside quotation marks. Placement of other punctuation, such as semicolons and question marks, depends on whether it applies to the quoted text or whole sentence.



The period and the comma always go within the quotation marks. The dash, semicolon, colon, question mark and exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Quotation marks have five main uses:

1. Use quotation marks when quoting someone.

Example

I asked, "Should we build a fire?"

2. Use quotation marks when referring to a word as a word.

Example

I asked what he meant by the word "built."

3. Use quotation marks when you want to imply that the quoted word or phrase is dubious.

Example

You can listen to the "experts," or you could just do what makes sense.

4. Use them when you're coining a new word or phrase, but only on the first use.

Example

Despite obvious appeal, Lululemon is what I like to call a "cult stock."

5. Use quotation marks around the titles of articles, poems, short stories, songs, and TV shows.

Example

The Nebraska Biocontainment Unit was featured on CBS' "60 Minutes."

S

Singular they, them, their

In most cases, a plural pronoun should agree in number with the antecedent.

Example

The children love the books their uncle gave them.

They/them/their is acceptable in limited cases as a singular and/or gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable. Clarity is a top priority; gender-neutral use of a singular they is unfamiliar to many readers.

A singular they might be used when an anonymous source's gender must be shielded and other wording is overly awkward.

Example

The person feared for their own safety and spoke on condition of anonymity.

In stories about people who identify as neither male nor female or ask not to be referred to as he/she/him/her: Use the person's name in place of a pronoun, or otherwise reword the sentence, whenever possible. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person.

See Gender and Sexuality

Social Security

Capitalize Social Security when in reference to the U.S. system. When referring to someone's Social Security number only lowercase "number."



Specialty logos

The use of logos created for specialty clinics or departments (see below example) are **not permissible** without Marketing approval.

CORRECT:



INCORRECT:



States

Spell out all states when used alone or with a city in text. If a state is used as a part of a return address or address listing, use the postal abbreviations (NE).

Example

Nebraska Medicine – Chalco
8343 S. 168th Ave.
Omaha, NE 68136

Example

Nebraska Medical Center is located in
Omaha, Nebraska.

T

Tag line

The use of the “Serious Medicine. Extraordinary Care.” tag line will depend upon the context. Use the tag line when marketing specialty services such as Cancer Network, Heart and Vascular Network, Neurosciences, Transplantation, in addition to our secondary markets like University Health Center in Lincoln, Nebraska. Do not include the tag line when marketing primary care services, in addition to retail-oriented services.

Example



Time

Always use periods (.) with a.m. and p.m. Use noon and midnight rather than 12 a.m. or 12 p.m. When using two times, separate times with to, rather than a hyphen. See following examples.

CORRECT:

9 to 11 a.m.
11 a.m. to 1 p.m.
9 a.m. to noon

INCORRECT:

9 a.m. – 11 a.m.
11 a.m. – 1 p.m.
11 A.M. – 1 P.M.

Titles

Capitalize titles when they precede the name, but do not capitalize titles when following the name.

CORRECT:

Executive Director John Smith
John Smith, executive director

INCORRECT:

executive director John Smith
John Smith, Executive Director

Toward, towards

Always use toward, never towards.

W

Website addresses/URLs

When utilizing our web address in print (NebraskaMed.com), make sure to capital the N in Nebraska and the M in Med. If the web address includes a path, also capitalize the first letter of the path (NebraskaMed.com/Heart OR NebraskaMed.com/Ear-nose-throat).

Women and Infants Services

There should never be an apostrophe included to make “Women” plural possessive.



Z

ZIP code

Capitalize ZIP (Zone Improvement Program); lower case code. Do not put a comma between the state name and the ZIP code.



Photography Style Guide



**Nebraska[®]
Medicine**

SERIOUS MEDICINE. EXTRAORDINARY CARE.®



Photography Style Guide

Properly chosen, high-quality images add humanity, power and definition to the Nebraska Medicine message across a variety of communication platforms. Try to utilize imagery that represents broad and inclusive diversity. When possible, use real patients and employees over stock photography.

When using images of people performing lab work or other medical procedures where appropriate, ensure that the stock art shows people wearing eye protection, gloves and a mask.

Media Authorization Form

Always obtain written permission prior to photographing, videotaping, interviewing or recording anyone, including employees at a UNMC or Nebraska Medicine facility. A parent or guardian must sign a form for those under the age of 19.

Style Direction

Using real patients and employees, in a hospital or clinic setting, are preferential over stock images.

Spontaneous and relaxed images evoke more of an emotional response than staged, stiff photography. For example, rather than picturing the members of a medical team standing against a wall, a better shot would be in their work environment with their faces at staggered heights, perhaps with some members standing and some seated.

Placing human subjects in their natural environments helps tell a more complex story. For example, if a child recovering from surgery is the subject, show them doing what they enjoyed doing before surgery, playing a sport or a musical instrument, perhaps. This illustrates a life returning to normalcy after overcoming a serious medical challenge.



Bright, clear photos with a variety of tones are preferred over dark, monotone images. The purpose of the photo is to draw the viewer in, and that is best accomplished with lively photos full of rich tones. Prior to purchasing a stock photo, search [WebDAM](#). Photos can be found under the Nebraska Medicine Marketing or UNMC folder.

Stock Photography

If stock photography is the only alternative, be certain the image is clear and of the same high quality as other Nebraska Medicine photos.

Use stock images where the medical provider is not facing the camera, and all procedures show proper use of personal protective equipment.

Choose images that feel spontaneous and avoid photos that seem posed and unnatural. Avoid using photos that are overcomplicated or cluttered.

Stay current. Avoid using images that look or feel dated.



Facebook and Email

If you're choosing an image that will be used on social media, specifically Facebook, certain images will be flagged for offensive content. A couple areas included are:

- Surgery
- Procedures involving needles or other invasive implements

An image of a person receiving a flu shot would be flagged and rejected. Instead, choose someone with a band-aid or another angle of the same topic.

Especially important for social media to avoid staged looking photos. Try to find as natural and as "in the moment" as possible. Well-lit, natural looking light is best. Avoid photos that focus too much on a hospital or medical atmosphere. People photography should lean toward warm and comforting imagery.

Images without people that are objects only, can be staged but preferably in a natural or artistic manner. Clean images with bold color are best, especially for email. Examples:



Artistically staged



Naturally staged



Overly staged



Voice and Tone Style Guide



SERIOUS MEDICINE. EXTRAORDINARY CARE.®



Voice and Tone Style Guide



Voice and tone are the foundation of our communications. They support and reflect our personality. Make our messages more relatable and easier to understand and define who we are.

Voice and tone are incredibly important. They affect every single piece of communication. When used consistently, they elevate the perception of Nebraska Medicine ... from being thought of as “a health system” to being considered “a highly relevant and relatable brand.”

To help give Nebraska Medicine a strong, consistent voice and tone, we’ve created these marketing communications guidelines.

The difference between voice and tone

Although they may seem similar, voice and tone have very different meanings. For us at Nebraska Medicine, our voice is who we are ... it never changes; while our tone changes depending on who we are speaking to. Think of it this way:

- **Voice:** Who we are – our personality, what we stand for and our values. Who we are never changes, no matter what the context
- **Tone:** How we express ourselves. Our tone changes as we speak to different audiences. For example, we talk differently to our colleagues vs. patients vs. our friends vs. our children

In addition to tone, other important elements of our communications include:

- **Cadence:** The rhythm/flow and length of sentences and words
- **Vocabulary:** The words we use

Audience considerations

In order to create meaningful communications for our intended audiences, we need to take tone, cadence and vocabulary into consideration. For example, shorter words and shorter sentences mean better readability (lower grade reading level). The [**Readable app**](#) will score your writing using the Flesch-Kincaid Grade Level.



- **Consumer marketing:** 9th grade reading level or below
- **Patient education:** 5th grade reading level
- **Physician to physician:** Higher grade levels

4 dimensions of Nebraska Medicine voice and tone:

- **Benevolent:** Kind, helpful, encouraging, caring
- **Informative:** Smart, learned, sharp, knowledgeable
- **Confident:** Experienced, proud, authoritative, experts
- **Empathetic:** Inclusive, accessible, sensitive, understanding

BENEVOLENT

Do: Keep the reader at the center of your writing, be warm and encouraging.

Don't: Talk about patients like problems, be terse.

Correct examples:

"Choosing a primary care doctor can be stressful. Our Find a Doctor tool makes it easier."
 "Overall, Jen wants to share with others dealing with suicide loss that it's important to never stop reaching out. 'If you don't find the right resource, don't get discouraged. Keep trying to find places and people to lift you up and help you grow.'"

INFORMATIVE

Do: Use our providers as sources, cite studies, offer credible and relevant details.

Don't: Talk about maybes as certainties, get overly long-winded, use confusing jargon.

Correct examples:

"Here are guidelines adapted from the Ventilation section in our playbook for K-12 schools."

"Even if you are seeing more people out, you still need to be cautious and take the virus seriously," says Sara H. Bares, MD, Nebraska Medicine infectious diseases specialist.

CONFIDENT

Do: Be firm in our experts' abilities, seem self-assured, use third-party rankings and point to others' trust in us.

Don't: Sound arrogant, promise miracle cures or act like we know everything.

Correct examples:

"Ease your uncertainty with our expertise."
 "Throughout this pandemic, experts from all over the world have looked to us for answers, and we've delivered."

EMPATHETIC

Do: Write for people of all backgrounds, be sensitive about the impact the medical condition has on patients' lives and loved ones, and acknowledge their circumstances.

Don't: Be dehumanizing or too direct. Don't link a medical condition to someone's character in any way.

Correct examples:

"This sounds like bromhidrosis, a condition where bacteria in sweat glands are responsible for causing the bad odor."
 "Maintaining or attaining your ideal weight can sometimes seem next to impossible."



Different tone for different contexts

Just as the type of audience can affect our tone, so can the type of communications.



Digital communications:

Emails and online content are typically more empathetic and informal than other contexts.



Print publications:

Magazines – like *Hope and Healing Here* and *Advancing Health* – have a more confident tone, reflecting our serious standard of care. These pieces are almost always written in third person.



Direct mail or flyers:

Depending on the service line and context, we emphasize the informative and confident dimensions in these formats.



Signage Brand Standards



**Nebraska[®]
Medicine**

SERIOUS MEDICINE. EXTRAORDINARY CARE.®



Signage Brand Standards

The Nebraska Medicine signage brand standards build off the foundation of our naming guidelines. Branded signage conveys our identity, promotes brand awareness, communicates key messages and information, and helps people navigate and identify our facilities.

All exterior monument signage uses Clearview Highway font (required by the city of Omaha). Interior signage must use the Nebraska Medicine approved typography. Primary font: Univers Roman, for consistency in appearance and to support our brand identity. Arial is an acceptable alternative if Univers Roman is unavailable. Type size should be consistent with established standards for existing signs. A slight variation may occur due to physical size constraints or other factors.

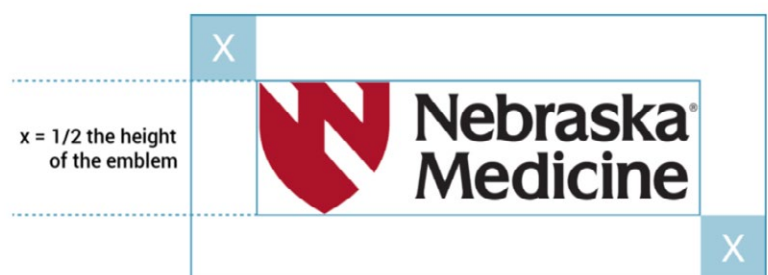
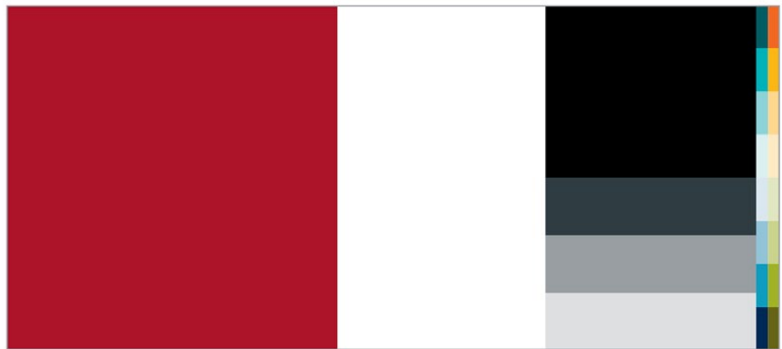
Colors and typography

Nebraska Medicine brand colors should be the only colors used in Nebraska Medicine signage. Contact Marketing with any questions about brand colors. Refer to [Brandwise](#) for the full branding color palette.

Emblem and logo

For logo use, please refer to the [branding guidelines](#).

White space/clear space should be maintained around the name and logo components that is half the height of the logo including the emblem. When applicable, the registered trademark should be included. The service mark version is no longer used.



Specialty logos

The use of logos created for specialty clinics or departments (see example) are **not permissible** without Marketing approval.

For Fred & Pamela Buffett Cancer Center, see page 61.

CORRECT:



INCORRECT:





Building signage

The building name should be clearly displayed and in **black upper case using Univers Roman**, including the red emblem (excluding health center buildings). When the emblem is illuminated, it should appear on a white background, in all other instances it should be on a silver background. Buildings that have later business hours or offer patient care are illuminated, with the exception of those buildings that were selected by the executive committee to be illuminated based on their location on campus (Durham Research Center towers). Size should be proportional to the space it fills. The components of the Nebraska Medicine logo should be visible and lighted in at least one location on the building's exterior.

Marketing can provide mock-ups and will review/ approve final proofs. Facilities will coordinate purchasing, ordering and installation.



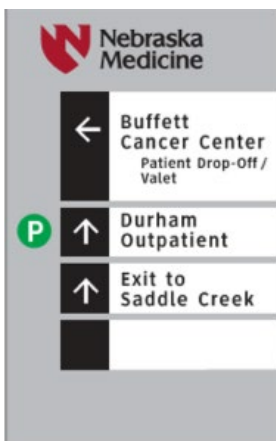


Building monument signage

The building or location name with a street-level monument sign should be displayed in black upper case using Univers Roman font. The sign should be visible and lighted in at least one location.

Marketing can provide mock-ups and will review/ approve final proofs. Facilities will coordinate purchasing, ordering and installation.

Traffic directional signage



Facilities has established **Clearview Highway** font (required by the City of Omaha and approved by Marketing) as the standard font for outdoor wayfinding signage. Wayfinding signage should be left aligned, mixed case, black type on a white background for ease of reading. **Red is reserved for the Emergency Department.**

Marketing can provide mock-ups and will review/ approve final proofs. Facilities will coordinate purchasing, ordering and installation.



Specialty clinic and health center monument signs



All off-site specialty clinic and health center monument signs should use the current monument standard (left). The logo should be left aligned at the top, the specialty clinic or health center name should be left aligned on a white background under the N and M of Nebraska Medicine using Clearview Highway font using mixed case black lettering. White space/clear space should be maintained around the name and logo components that is half the height of the building name including the shield.

Marketing can provide mock-ups and will review/ approve final proofs. Facilities will coordinate purchasing, ordering and installation.

Immediate Care Clinics



When Immediate Care Clinics are offered at health care centers, additional features are included on the monument sign.

The black lightbox should read "OPEN" in red lights when activated. The "OPEN" sign should be right aligned in the box. White space/clear space should be maintained around the name and logo components that is half the height of the building name including the shield.

Marketing can provide mock-ups and will review/ approve final proofs. Facilities will coordinate purchasing, ordering and installation.



Post and panel wayfinding signs



Post and panel signs should not be used, unless already in place and their need is determined by Facilities.

Font size must meet city guidelines for emergency vehicles. Uppercase Univers Roman or Bold may be used.

Marketing can provide mock-ups and will review/ approve final proofs. Facilities will coordinate purchasing, ordering and installation.

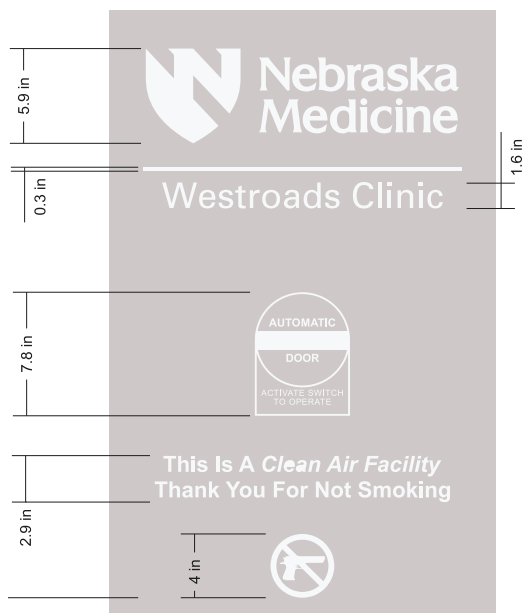
Exterior door decals



Exterior doors must be clearly branded and identified as Nebraska Medicine. Decal signage must be Univers Roman font fabricated in white unless the color of the door calls for a different contrast.

Marketing and Facilities should approve final proofs. Facilities will coordinate purchasing, ordering and installation.

Double door entrances

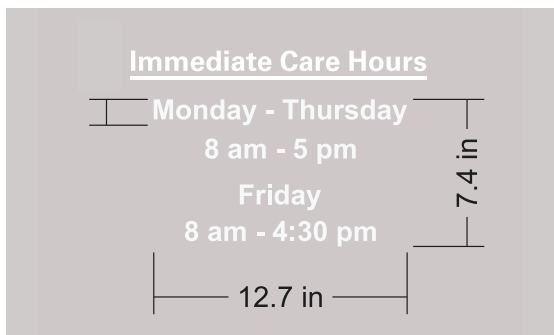


LEFT DOOR:

- Univers Roman font should be used, per ASI, Facilities sign vendor of choice
- Primary logo and name of location in mixed case, centered underneath the logo
- No smoking, firearms, automated door decals located 8" below clinic name

State-mandated firearms/campus carry information must be posted at every building entrance.





RIGHT DOOR:

- Univers Roman font should be used, per ASI, Facilities sign vendor of choice
- Specialty underlined, if applicable
- Days of operation, hours; going forward remove :00 after time, add space between the time and am/pm; EX: 8 am – 10 pm; so that there is no confusion replicate am/pm. EX: 6 pm – 10 pm

Cancer Center signage and wayfinding

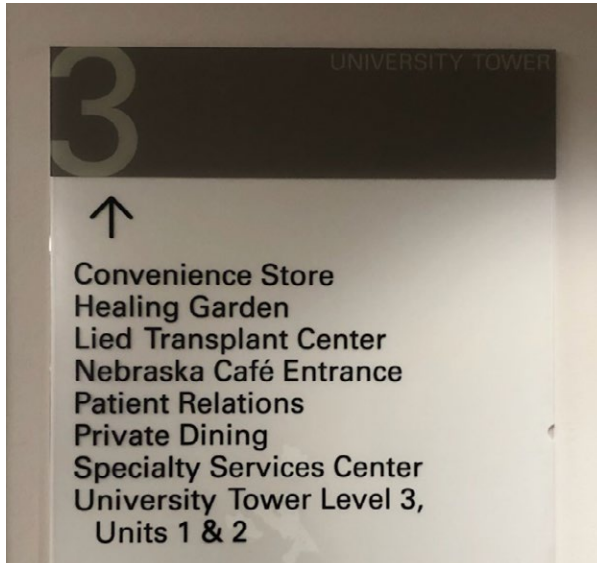


For signage the horizontal logo is preferred.
When necessary, the vertical logo can be used.

The logo should not be used on interior wayfinding.
Cancer Center should be used for interior wayfinding signage.



Interior signage and wayfinding



Use good judgment when choosing between what's being used for wayfinding and what's being used to identify a clinic entry point. Clinic entry points should have the full name, while wayfinding signs do not need it.

Facilities is responsible for determining the need and location for all internal signage and wayfinding. Fonts to be used include Univers Roman or Univers Bold. Nebraska Medicine standard is to use high contrast so the signage is easily visible and legible. Red should be used sparingly and only for direction to the Emergency Department. Black copy on white; examples of wayfinding include, ceiling signage and wall directories.

Use good judgment when choosing between what's being used for wayfinding and what's being used to identify a clinic entry point. Clinic entry points should have the full name, while wayfinding signs do not need it.

Requests for permanent department or office signage can be made by opening a Service Request on the Facilities Work Request page.

<https://now.nebraskamed.com/work-requests/>

Marketing will review final proofs. Facilities will coordinate all purchasing, ordering and installation.

Specialty clinic and health center lobby branding



Lobby branding will be determined on a case-by-case basis. If space permits, the Nebraska Medicine logo in a silver finish will be ordered and installed under the direction of Facilities. The location name will not be placed with the logo.

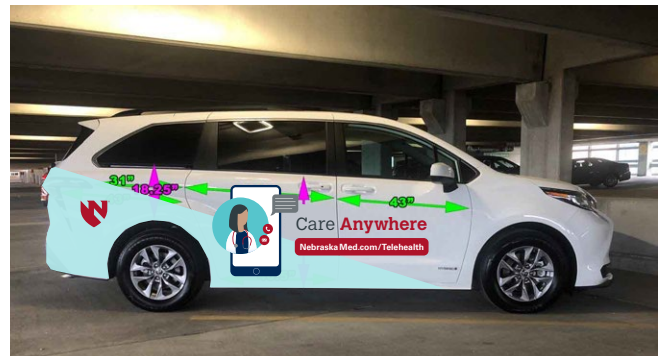
The emblem is never to be used alone or combined with unapproved text.



Transportation/vehicle signage



Fleet vehicles and delivery trucks should be clearly branded with the logo and adhere to color, typography and imagery standards. Wrapped graphics must comply with all logo standards. Marketing will direct and create the graphics used and coordinate with an approved vendor.





CARGO VANS

Driver side

- Center panel: Web address and 800 number
- Rear quarter panel: full-color horizontal logo

Passenger side

- Rear quarter panel: full-color horizontal logo

Back

- Primary logo



TRUCKS

Truck branding and messaging will be determined by Marketing leadership.

Temporary signage

If temporary signage is needed, temporary signage templates are available on Brandwise from the Resources page on NOW.

www.brandwise.nebraskamed.com/nebraska-medicine/downloads/

Consult with Facilities or Marketing with any questions or concerns regarding brand standards.

Parking signs

Parking signs should be ordered and approved by UNMC Parking Services (402.559.8580) with review and assistance by Marketing.



Marketing Materials Sizes/Specs



**Nebraska[®]
Medicine**

SERIOUS MEDICINE. EXTRAORDINARY CARE.®



Flyers



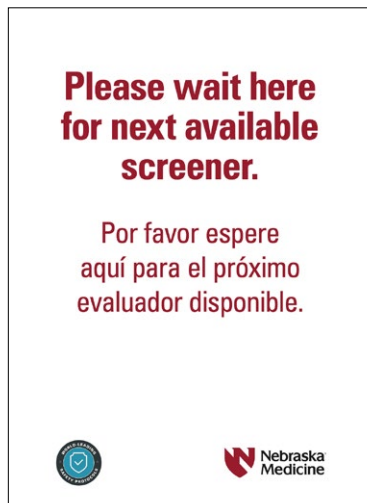
8.5" x 11" with bleed



8.5" x 11" without bleed
(Choose if client will be
printing themselves)



8.5" x 5.5"
(Half sheet)



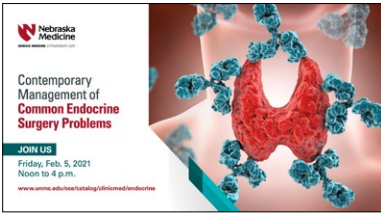
11" x 17"



Postcards



6" x 9"



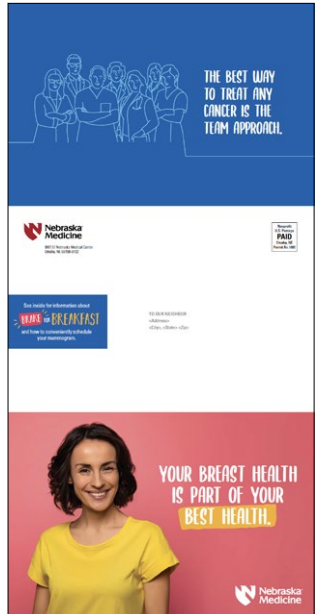
6" x 11"
(Oversized postcard)



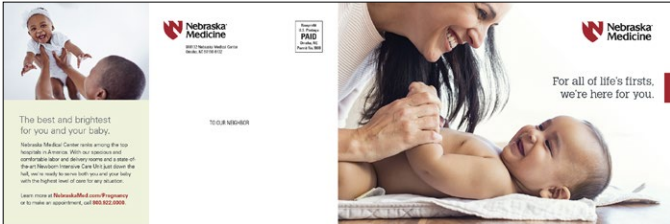
5.5" x 8.5" or 5" x 8"



5" x 7"



6" x 9" trifold
(Flat size: 18" x 9")



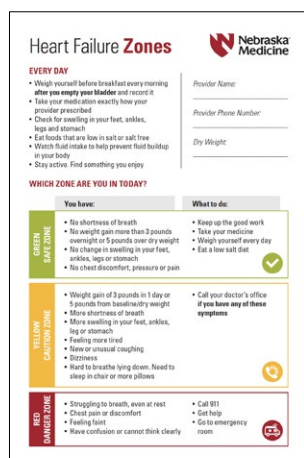
6" x 9" bifold
(Flat size: 18" x 6")



Cards



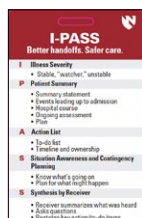
3.75" x 8.5"
(Rack card)



8" x 5"
8.5" x 5.5"
6" x 9"



3" x 5" or 4" x 6"



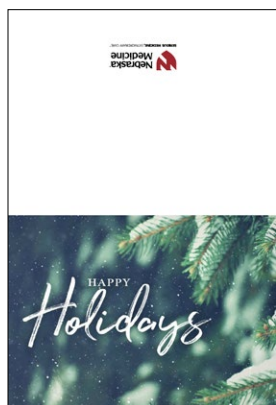
2.125" x 3.375"
(Badge card)



3.5" x 2"
(Business card size)



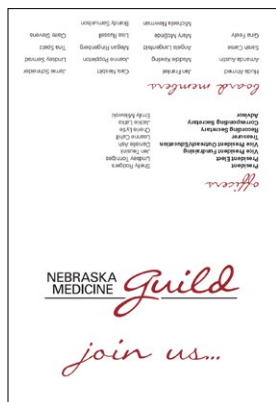
Invitations



5" x 7" bifold
(Flat size: 10" x 7")



4.25" x 6" trifold, self-mailer
(Flat size: 18" x 4.25")



6.25" x 4.625" invite with RSVP card and envelope
(Flat size: 6.25" x 9.25")

Envelopes



5.25" x 7.25"
(A7)



4.125" x 9.5"
(#10)

These invitation and envelope sizes are standard, other options are available if needed.



Brochures



4" x 8.5" bifold
(Flat size: 8" x 8.5")



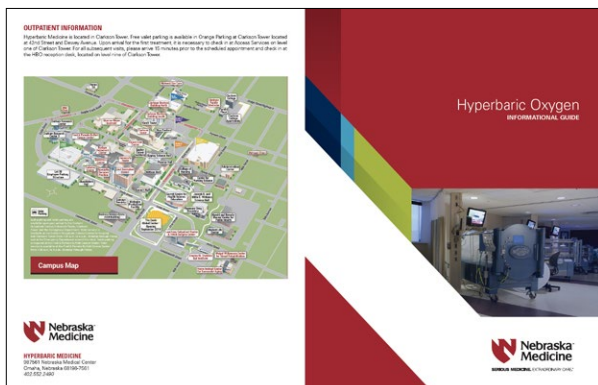
4" x 8.5" bifold
with insert



4" x 8.5" three panel
(Flat size: 11.88" x 8.5")



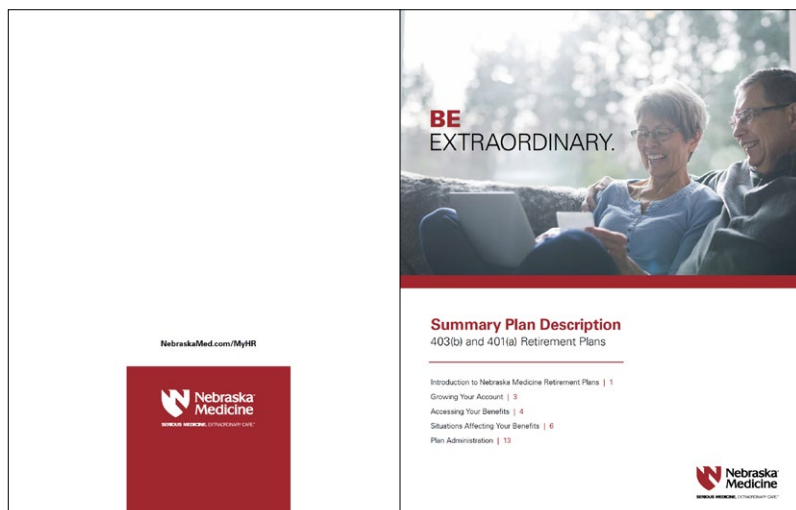
4" x 8.5" four panel
(Flat size: 15" x 8.5")



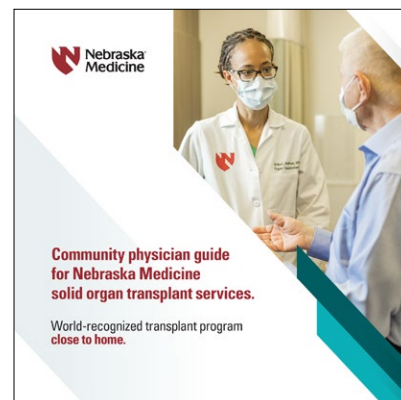
8.5" x 11" bifold
(Flat size: 11" x 17")



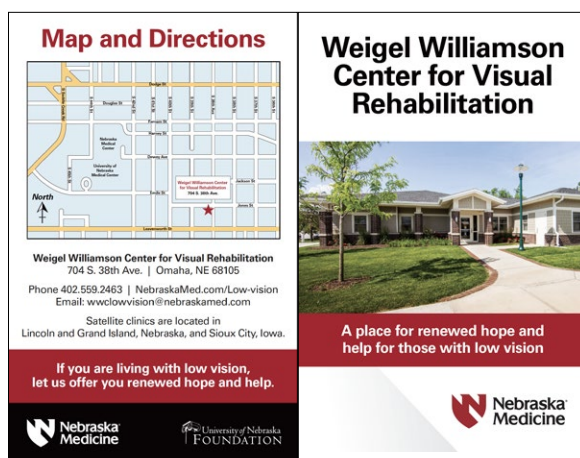
Booklets



8.5" x 11"
(Saddle stitched)



8" x 8"
(Saddle stitched)



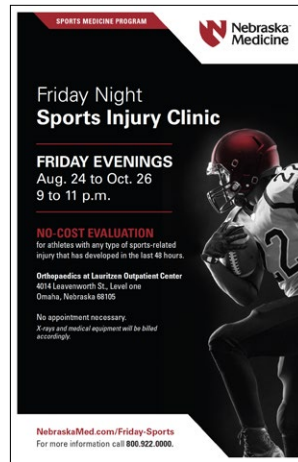
8.5" x 5.5"
(Saddle stitched)



Posters/Signs



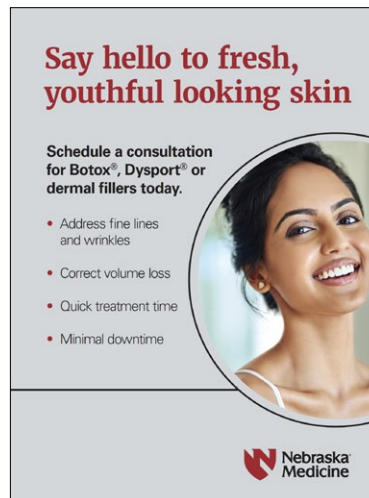
8.5" x 11"



11" x 17"



22" x 28"



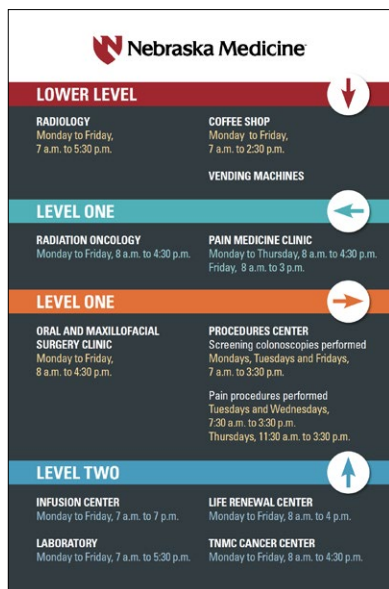
18" x 24"

Options to consider:

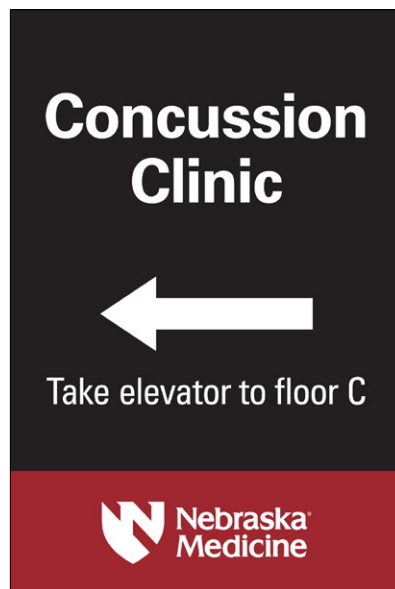
- foam core
- fire retardant spray
- easel back
(smaller sizes only)



Posters/Signs



24" x 36"



24.125" x 36"

Coroplast A-frame insert

*(Size can vary slightly based on vendor.
Verify size needed for existing hardware.)*



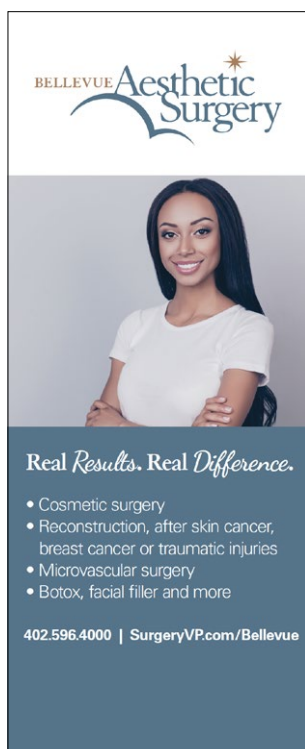
1600 x 900 px
Electronic monitor



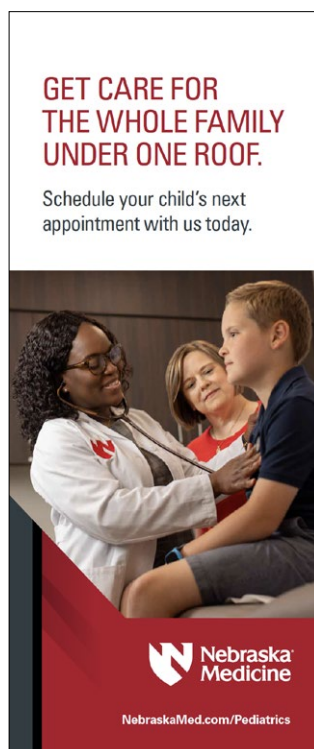
36" x 24"
Yard signs with H stakes



Banners



33.5" x 80"
Retractable banner



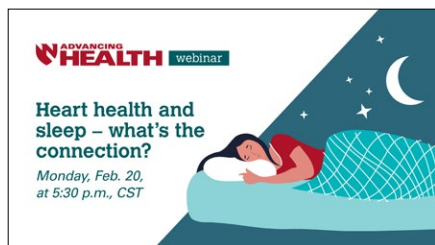
10' x 4'
Vinyl banner



8' x 3'
Vinyl banner



Web sizes



1920 x 1080 px
Facebook event header



1080 x 1080 px Social media graphic
(For multiple sites: Instagram, LinkedIn, Facebook)



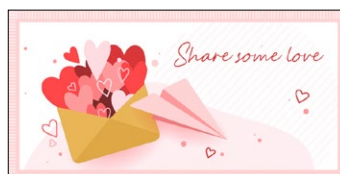
1080 x 1920 px
Instagram story



1000 x 1500 px
Pinterest pin



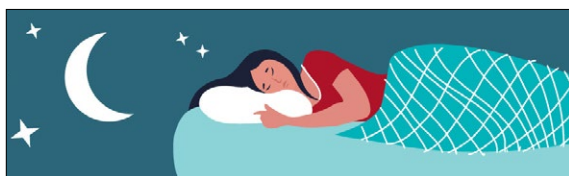
1200 x 630 px Social media graphic
(Best for Facebook)



960 x 540 px
NOW graphic



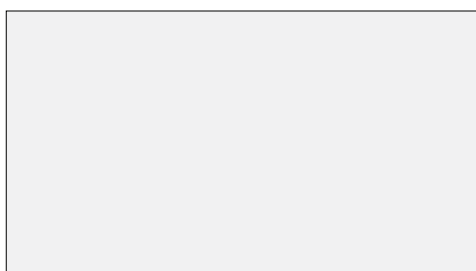
Web sizes



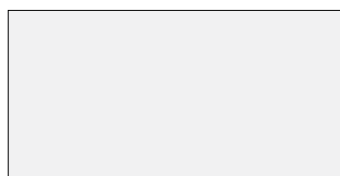
1200 x 480 px Email header/hero image
(Height can vary)



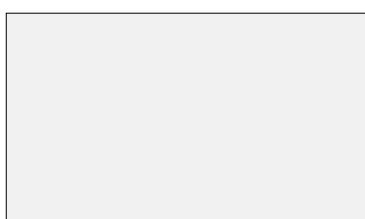
**1200 x 250 px
Email CTA banner**



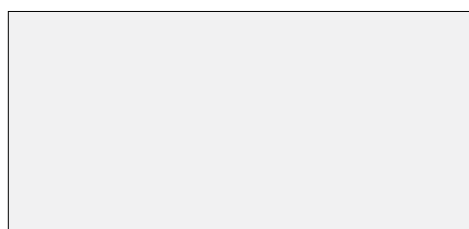
**1200 x 630 px
Open graph image**
(Height can be adjusted if needed)



**400 x 200 px
Featured tile for NebraskaMed.com**
(Keep copy/main graphics to bottom third)



**640 x 428 px
Email blog image**



**1158 x 466 px
Email blog feature image**



Cancer Center Style Guide



**FRED & PAMELA BUFFETT
CANCER CENTER**



The Nebraska Medicine | Fred & Pamela Buffett Cancer Center brand is represented across Nebraska. Backed by the state's only NCI-designated cancer center, patients know that by going to any of the Nebraska Medicine | Fred & Pamela Buffett Cancer Center locations, they have access to nationally recognized specialists, tailored treatment plans, and clinical trial access.

The Fred & Pamela Buffett Cancer Center is no longer a single location on the Nebraska Medical Center campus in Omaha, but is a nationally recognized brand of cancer care available at multiple locations within the Nebraska Medicine health network. The brand is supported by UNMC, the primary research and academic partner of Nebraska Medicine.

This expanded network ensures both urban and rural communities have access to top-tier cancer care close to home. Please use this style guide to maintain the integrity of the prestigious brand.

All branded items must be reviewed and approved by the Nebraska Medicine Marketing and Communications Department. Please allow up to five business days for the approval process.

Within long-form copy

Nebraska Medicine | Fred & Pamela Buffett Cancer Center is spelled in full, never abbreviated. In the first reference, "Nebraska Medicine" should precede Fred & Pamela Buffett Cancer Center unless the piece is branded with the Nebraska Medicine logo. In those situations, the cancer center is written as:

- Fred & Pamela Buffett Cancer Center – Nebraska Medical Center
- Fred & Pamela Buffett Cancer Center – Bellevue Medical Center
- Fred & Pamela Buffett Cancer Center – Village Pointe Health Center
- Fred & Pamela Buffett Cancer Center – Kearney

In subsequent mentions, "Nebraska Medicine" and the location can be omitted, but always use Fred & Pamela Buffett Cancer Center. Do not refer to it as "the center", "cancer center", "the Buffett", or "Buffett Cancer Center".



Web and digital

For location pages on NebraskaMed.com, we don't include "Nebraska Medicine" in front of each location because the website is branded with the logo.

The complete name – Nebraska Medicine | Fred & Pamela Buffett Cancer Center – is not always used in digital formats due to space limitations.

If a specific location is included in communication materials, the text should include Nebraska Medicine | Fred & Pamela Buffett Cancer Center – Location. Refer to examples contained above in the *"Within long-form copy"* section.

Merchandise/specialty items

Since the imprint area of each specialty item is different, logo use will be made on a case-by-case basis. The logo should never be reproduced smaller than:

- **Print:** 1.5 inches for the horizontal logo and 0.80 inches for the stacked logo.
- **Web:** 108 pixels for the horizontal logo and 58 pixels for the stacked logo.

Spoken

Refer to the brand as "Nebraska Medicine | Fred & Pamela Buffett Cancer Center" in spoken communications, including when answering the phone or speaking with patients.

Visualization (see Brandwise)

While there are a variety of presentations, such as vertical or horizontal, this is the preferred logo for Fred & Pamela Buffett Cancer Center applications:



The stacked logo can be use if space is an issue for example, on billboards or merchandise.



**FRED & PAMELA BUFFETT
CANCER CENTER**

- Use the logo lockup that includes the shield and the Nebraska Medicine | Fred & Pamela Buffett Cancer Center name in all marketing materials and websites.
- Logo, color and fonts will follow Nebraska Medicine brand guidelines.
- Individual elements of the logo (shield, Nebraska Medicine name, vertical line, cancer center name) should never be separated.



Emblem

The emblem represents both Nebraska Medicine and UNMC. Only use the emblem alone when referring to both entities or when one entity is clearly identified as being in close proximity.

Clear Space

The logo should always be prominent in advertising print materials. It should not be too close to other elements on the page. A minimum clear space must be maintained around the logo at all times, equal to half the height of the shield, to ensure its visibility and protect its integrity. This clean space differentiates the logo from other graphic elements such as text, images and graphics.

Logo Use

Use good judgment when choosing between what's used for wayfinding and what's used to identify a clinic entry point. Clinic entry points should have the full name, while wayfinding signs do not need it.



Fred & Pamela Buffett Cancer Center

Logo usage guide

The first question to ask is whether you are speaking to a consumer/patient audience, an academic audience or both.

What is the number one objective of the message/communication?



If the audience to whom the marketing tactic is directed is a consumer and/or a patient, utilize the Nebraska Medicine | Fred & Pamela Buffett Cancer Center logo.

This logo is used when trying to:

- Educate a patient.
- Build a patient's awareness of, or enrollment in, a clinical trial or study.
- Build provider relationships for patient referrals to Nebraska Medicine.

If the tactic is a printed piece of collateral, and space permits, acknowledge that the University of Nebraska Medical Center is the primary research (education) (academic) partner of the Fred & Pamela Buffett Cancer Center.

**The exception to this rule is when the tactic is speaking to a consumer and/or patient community where there is sensitivity to an affiliation with Nebraska Medicine, i.e. Scottsbluff, we would use the UNMC | Fred & Pamela Buffett Cancer Center Logo*



If the audience to whom the marketing tactic is directed is academic, utilize the UNMC | Fred & Pamela Buffett Cancer Center logo.

This logo is used when trying to:

- Educate students, researchers and-or providers in a conference or educational setting.
- Represent research grants, PI's, research findings, clinical trials, etc.
- Represent clinical collaboration where clinical partner is other than Nebraska Medicine and prefers to avoid a consumer-facing association with Nebraska Medicine.

If the tactic is a printed piece of collateral, and space permits, acknowledge that Nebraska Medicine is the primary clinical partner of the Fred & Pamela Buffett Cancer Center.

The shield must be paired with either "UNMC" or "Nebraska Medicine."

The previous logo which included the shield and only "Fred & Pamela Buffett Cancer Center" is no longer approved for use.

If the options presented don't seem to accommodate the audience/key objective, please contact brand managers Amanda Smith or Chris Christen.

Nebraska Medicine

Amanda Smith: asmith2@nebraskamed.com

UNMC

Chris Christen: cchristen@unmc.edu

