Mayo Clinic and Arizona State University Alliance for Health Care
Brand Standards

Introduction
This brand style guide provides standards and guidelines to represent the relationship and activities in the Mayo Clinic and Arizona State University Alliance for Health Care, which is a formal agreement between the two organizations focused on improving patient care, accelerating innovative research discoveries and transforming medical education. The guide is based on the need for consistent and accurate branding of the relationship. Adherence to the style guide will help ensure respect for the value and integrity of both the Mayo Clinic and Arizona State University brands, promote a successful collaboration and expedite reviews and approvals.

The guide will be updated regularly based on the ongoing relationship and the business needs of the Mayo Clinic and Arizona State University Alliance for Health Care. Scenarios not covered in this guide will be added as new use-cases emerge. The Mayo Clinic Department of Public Affairs (including Office of Brand Management) and ASU Knowledge Enterprise Development Strategic Partnerships oversee development of this guide. The entire document will be examined annually. Approval of the style guide occurs through the Mayo and ASU Steering Committee.

This first version of the guide was approved on December 13, 2017.

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About the Mayo Clinic Brand
Extensive research has found that the Mayo Clinic brand, as perceived by patients, healthcare professions and the public, stands for excellence in patient care, education and research. Mayo Clinic is globally recognized for its teamwork approach to patient care and as the authority in medicine. It is differentiated by its integrity and trustworthiness earned over 150+ years of service to humanity. The Mayo Clinic brand is a valuable asset that must be nurtured and protected and its qualities should be reflected in all marketing and communications that bear its name and/or logo.

About the Arizona State University Brand
Arizona State University is recognized globally as a top-ranked knowledge enterprise focused on solutions to society’s greatest challenges, advancing a better life for all.

The ASU Charter was adopted in 2014 and is a comprehensive document focusing on the university’s mission of inclusion and the success of all its students, and on a fundamental responsibility to the communities it serves. It is “the reason for the existence of the institution,” says ASU President Michael M. Crow:

“ASU is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities we serve.”

The ASU brand represents a promise for today and hope for the future. The brand is a reflection of the overall belief that an ASU education is a beneficial experience that leads to a “better life.” ASU recognizes that the quest for a better life is a personal and lifelong pursuit which requires the skills, tools, networks and support structures that enable students and alumni to thrive over the course of a lifetime. Accessibility to the ASU enterprise and its vast resources is available to every qualified individual, regardless of circumstances or background, making ASU uniquely positioned to help more and more people achieve better lives.

About the Alliance
Together, through the Mayo Clinic and Arizona State University Alliance for Health Care, the recognized world leader in patient care, education and research and the nation’s most innovative university are bringing the brightest minds together to accelerate cutting-edge research discoveries, improve patient care through health care innovation, and transform medical education to enhance health outcomes at individual, community and national levels.

A “Mayo Clinic Arizona State University Strategic Collaboration Naming Memorandum of Understanding” is in place to protect the brand assets of each organization. A copy is included in the appendix of this document.
Activities in the Alliance
The Mayo and ASU Steering Committee determines if an initiative is part of the alliance.

As of December 13, 2017, the following initiatives are part of the alliance:

<table>
<thead>
<tr>
<th>RESEARCH AND INNOVATION INITIATIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sangre por Salud Biobank</strong></td>
</tr>
<tr>
<td><strong>Proton Beam Therapy Research</strong></td>
</tr>
<tr>
<td><strong>Team Science Program</strong></td>
</tr>
<tr>
<td><strong>Seed Grant Program</strong></td>
</tr>
<tr>
<td><strong>ASU-Mayo Clinic Kern Center Research Acceleration Grant for Collaborative Health Care Delivery Science</strong></td>
</tr>
<tr>
<td><strong>Medical Informatics and Clinical Decision Support</strong></td>
</tr>
<tr>
<td><strong>Center for Metabolic and Vascular Biology</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HUMANITIES IN MEDICINE — AZ CAMPUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Poesia del Sol Creative Writing at the Bedside Program</strong></td>
</tr>
<tr>
<td><strong>Sonata del Sol Music at the Bedside Program</strong></td>
</tr>
<tr>
<td><strong>ASU String Ensemble Outreach Program</strong></td>
</tr>
<tr>
<td><strong>ASU Music Therapy Program</strong></td>
</tr>
</tbody>
</table>
### MAYO CLINIC SCHOOL OF MEDICINE COLLABORATION

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayo Clinic School of Medicine Blended Curriculum</td>
<td>Innovative approach to reimagine the delivery of the medical school curriculum</td>
</tr>
<tr>
<td>Science of Health Care Delivery Certificate and Master's Program</td>
<td>Development of novel curriculum critical for the next generation of medical leaders</td>
</tr>
<tr>
<td>Mayo Clinic School of Medicine Dual Degree Programs</td>
<td>Medical students can take advanced degrees at ASU in the Science of Health Care Delivery, law, mass communication, business, biomedical engineering and biomedical informatics</td>
</tr>
</tbody>
</table>

### OTHER COLLABORATIONS

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Science in Nursing at the Mayo campus</td>
<td>Jointly funded Mayo campus BSN program; nationally recognized for private/public partnerships in nursing education</td>
</tr>
<tr>
<td>Barrett Honors College Pre-medical Scholars Program</td>
<td></td>
</tr>
<tr>
<td>Pre-medical Scholars Program</td>
<td>Fifty bachelor students per semester gain valuable experience at the Mayo Clinic</td>
</tr>
<tr>
<td>Special Research Student Program</td>
<td>Provides educational opportunities for Barrett students in biomedical research at Mayo Clinic</td>
</tr>
<tr>
<td>Trailblazers (W. P. Carey School of Business)</td>
<td>Collaborations between Mayo Clinic Ventures and ASU's W. P. Carey School of Business and Fulton Schools of Engineering on commercialization assessments</td>
</tr>
<tr>
<td>Physician Leaders Business Academy</td>
<td>Custom executive education curriculum on the business of health care for selected physician leaders and their administrators</td>
</tr>
<tr>
<td>Cancer Survivorship Program</td>
<td>Interprofessional partnership focused on advancing the care of cancer survivor, alleviating symptoms and promoting health</td>
</tr>
<tr>
<td>Science of Health Care Delivery Master's Capstone</td>
<td>Students in the traditional master's program complete semester-long projects based on real-life problems of Mayo physicians</td>
</tr>
<tr>
<td>Obesity Solutions</td>
<td>A comprehensive approach for ASU and Mayo Clinic to develop and test better solutions to obesity in communities</td>
</tr>
<tr>
<td>Well-being for Learning and Life</td>
<td>Collaboration with ASU Health Services and ASU Wellness to create student-centric approaches to promote a healthy lifestyle for students</td>
</tr>
<tr>
<td>Transform Conference Sponsorship</td>
<td>Explores how people power health to redefine the dynamics of health and health care</td>
</tr>
</tbody>
</table>
### ASU Health Services Partnership with Mayo Clinic Care Network

- Provides access to Mayo Clinic health services for ASU students

- Family Medicine
- Dermatology
- Neurology/Concussion
- Physical Medicine and Rehabilitation
- WHIM Syndrome

### Key Topics for Future Programs

- Joint Federal Research Funding
- Payment Reform
- Data Science/Artificial Intelligence
- Machine Learning
- MedTech Accelerator

### Activities Not Part of the Alliance:*

As of DATE, the following activities between Mayo and ASU are not part of the alliance.

- List activity here
- List activity here
- List activity here
- List activity here

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*As of DATE, the following activities between Mayo and ASU are not part of the alliance.*
Guiding Principles for the Style Guide
The name and/or graphic representation of the Mayo Clinic and Arizona State University Alliance for Health Care:

- May only be used to denote joint activities that are part of the alliance. (See pages 3-5.)
- Should be used to reinforce the public good of the joint activities by tying to appropriate key messages of the alliance and each organization.
- Should be used only in ways that reflect the professional stature of each organization and not in ways that could trivialize the serious nature of either organization’s independent mission.
- May not be used as a credential for either organization or in any other way that is primarily for the benefit of the other organization. This includes not using it as an endorser of the overall brand of the other organization.
- Should not be used in a manner that turns the graphic representation into a logo or the alliance into a separate brand with its own brand characteristics and identity.
- Both parties must agree to the usage in each instance.

Naming Conventions

Official Name
Mayo Clinic and Arizona State University Alliance for Health Care

Abbreviated Name
Mayo Clinic and ASU Alliance for Health Care

The abbreviated name should only be used if the design of the communication cannot be adjusted to accommodate the full name of the alliance. For out-of-Arizona communications, every effort should be made to use the full name “Arizona State University.”

Second Reference
The words “this Alliance” may be used in body copy after the full name has been introduced and should be capitalized or appear in bold or in colors of either organization within text. The word “Alliance” should appear in the same font as the rest of the surrounding text.

The word “the” may be used in front of the full name of the alliance in lower case. However, “the” should never be used before the name “Mayo Clinic” when it is used alone. Similarly, “the” should never be used in front of “Arizona State University” or “ASU.”

Standard Boilerplate for the Alliance
The Mayo Clinic and Arizona State University Alliance for Health Care is developing comprehensive improvements in the science of health care delivery and practice, all toward one goal: continually advancing patient care. Together, the recognized world leader in patient care, education and research and the nation’s No. 1-ranked university for innovation are combining expertise from every corner of health care – doctors to bioengineers to business experts – for an adaptive approach to preparing the next generation of health care pioneers and practitioners in our communities.
Review and Approval Expectations
Use cases not covered in this guide should be discussed before time has been expended in creating potential materials.

Arizona State University
All use of the Arizona State University name, the alliance name and the ASU logo require ASU’s review and approval. This includes, but is not limited to any public statements containing the Arizona State University name and all content including social media.

To initiate the approval process, send materials to:

Kimberly Hutchins, MA
Manager, Strategic Partnerships
Arizona State University
O: 480-727-9884 | C: 480-326-2028
Kimberly.Hutchins@asu.edu | www.asu.edu

Allow 10 days for a response.

Mayo Clinic
All use of the Mayo Clinic name, the alliance name and the Mayo Clinic logo require Mayo Clinic’s review and approval. This includes, but is not limited to any public statements containing the Mayo Clinic name and all content including social media.

To initiate the approval process, send materials to:

Jim McVeigh
Public Affairs, Mayo Clinic
phone: 480-301-4222
Mcveigh.Jim@mayo.edu | www.mayoclinic.org

Allow 10 days for a response.

ASU may withhold its approval at its absolute discretion. ASU reserves the right to require that any non-approved communications bearing its name or logo be immediately removed from the market.
Graphic Representation of the Alliance
A graphic element may be used to represent the relationship between Mayo Clinic and ASU. This element includes the Mayo Clinic and Arizona State University logos along with the words “Alliance for Health Care” as shown here. This should be referred to as a graphic element, not a logo because it is not a unitary mark. Its use must follow the specifications included in this guide, which are designed to work within the visual identity standards of each organization. The Mayo Clinic and Arizona State University Alliance for Health Care will not have its own graphic design identity.

Graphic Element Mechanics
The fonts, colors and proportions of the graphic element have been carefully selected for optimal visibility and effectiveness. The graphic element mechanics must be followed to ensure a consistent and high-quality image for the Mayo Clinic and Arizona State University Alliance for Health Care. The sequence in which the logos appear may not be altered.

MINIMUM HEIGHT AND WIDTH
The graphic element should maintain legibility.

CLEAR SPACE
USE APPROVED, HIGH-RESOLUTION ARTWORK
Approved artwork is available as EPS files. Each variation of the logo element is available in black, white, rgb or cmyk. Request approved files from one of these contacts:

Jim McVeigh
Public Affairs, Mayo Clinic
phone: 480-301-4222
Mcveigh.Jim@mayo.edu | www.mayoclinic.org

Kimberly Hutchins, MA
Manager, Strategic Partnerships
Arizona State University
O: 480-727-9884 | C: 480-326-2028
Kimberly.Hutchins@asu.edu | www.asu.edu

MC-ASU-Alliance-black-centered.eps
MC-ASU-Alliance-white-centered.eps
MC-ASU-Alliance-cmyk-centered.eps
MC-ASU-Alliance-rgb-centered.eps

MC-ASU-Alliance-black-horizontal.eps
MC-ASU-Alliance-white-horizontal.eps
MC-ASU-Alliance-rgb-horizontal.eps
MC-ASU-Alliance-cmyk-horizontal.eps

MC-ASU-Alliance-black-left-align.eps
MC-ASU-Alliance-white-left-align.eps
MC-ASU-Alliance-rgb-left-align.eps
MC-ASU-Alliance-cmyk-left-align.eps

MC-ASU-Alliance-black-right-align.eps
MC-ASU-Alliance-white-right-align.eps
MC-ASU-Alliance-rgb-right-align.eps
MC-ASU-Alliance-cmyk-right-align.eps

MC-ASU-Alliance-black-vertical.eps
MC-ASU-Alliance-white-vertical.eps
MC-ASU-Alliance-rgb-vertical.eps
MC-ASU-Alliance-cmyk-vertical.eps
USE APPROVED ARTWORK.
Do not typeset the alliance title. Use approved artwork.

RESIZING THE GRAPHIC ELEMENT
The graphic element must be resized proportionately (height and width). Do not stretch or skew the graphic element.

DO NOT REARRANGE ELEMENTS OF EITHER LOGO.
Only use the pre-approved graphic element artwork.

VISUAL EFFECTS
Do not use drop shadows or other visual effects of either logo. Do not outline either organization’s logo.

VIDEO/MOTION GRAPHICS
Do not separate or have the elements of either logo built into the whole in motion graphics or video.
EXAMPLES OF THE GRAPHIC ELEMENT IN USE
Five variations of the graphic element are available. Choose the one that best fits the layout of the piece you are designing.
EXAMPLES OF THE GRAPHIC ELEMENT IN USE (CONTINUED)

Five variations of the graphic element are available. Choose the one that best fits the layout of the piece you are designing.

Horizontal

Vertical (use only when space is limited)
Name and Graphic Element in Headlines
The full name “Mayo Clinic and Arizona State University Alliance for Health Care” should be used in display text. The names of the organizations need not be the same size as the words “Alliance for Health Care” as shown in the examples on this page.

Only use the abbreviated title, “Alliance for Health Care,” when the Mayo Clinic and ASU logos are present and the full title, “Mayo Clinic and Arizona State University Alliance for Health Care,” is used elsewhere in the same piece.

When the full name is used in a headline, “Alliance for Health Care” should be removed from the graphic element, as shown here:
Preferred Color Treatment
There is not a specific color palette or type style established for the alliance. The color palette is defined by which institution is sending the message. For example, if you are designing a poster for an event hosted by ASU, follow their brand identity standards when considering color and typography.

The graphic element should be reproduced in either all black or all white (reversed out of a flat color or photograph with a background that does not compete with the logos).

Which Organization’s Design Standards to Use
The color palette, grids typography, photographic style and other identity standards of each institution should be used. In general, if the material is created by ASU, the ASU standards should be followed. If the material is created by Mayo Clinic, the Mayo Clinic identity standards should be used.

For example, a poster for an event hosted at ASU would use the ASU brand identity standards. … Other examples?

Do not apply one institution’s brand color to the alliance graphic element.
Full Color Treatment
If the preferred color guidelines on the previous page do not work for your desired design direction, you may use the full-color version of the graphic element. Recommended uses include materials with a white background or a background that is light gray. Do not use the full-color graphic element on a background that will compete with the colors in the Mayo Clinic and ASU logos.

Physicians of the future are not only doctors, but also economists, administrators and problem solvers working toward the common goal of improving patient care. Answering the nation’s need to transform medical school education, the Mayo Clinic School of Medicine and Arizona State University’s W. P. Carey School of Business have created the new MD/MBA dual-degree program.

This unique curriculum is designed to cultivate a learning environment successfully that will train you to become a physician-leader prepared to make meaningful and impactful contributions to the health and well-being of individuals, as well as society as a whole.

Training physicians of the future in the intellectual disciplines and practices of medicine and management

Physicians of the future are not only doctors, but also economists, administrators and problem solvers working toward the common goal of improving patient care. Answering the nation’s need to transform medical school education, the Mayo Clinic School of Medicine and Arizona State University’s W. P. Carey School of Business have created the new MD/MBA dual-degree program.

This unique curriculum is designed to cultivate a learning environment successfully that will train you to become a physician-leader prepared to make meaningful and impactful contributions to the health and well-being of individuals, as well as society as a whole.

Curriculum overview
The integrated curriculum of the MD/MBA centers on decision-making with data analytics, and opportunities for self-transformation through executive connections, intellectual fusion learning labs and future forward leadership. Delivered by internationally recognized faculty with a wealth of cumulative experience, scholarship and expertise, the dual-degree program is continuously adapted to ensure you are provided the tools and requisite knowledge base from which you will emerge as a leader in both schools of thought.

2016 W. P. Carey School of Business rankings

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 in the U.S.</td>
<td>Master's in Management</td>
</tr>
<tr>
<td>#1 in the world</td>
<td>Master's in Management</td>
</tr>
<tr>
<td>#8 in the U.S.</td>
<td>Executive MBA</td>
</tr>
<tr>
<td>#13 in the U.S.</td>
<td>Executive MBA</td>
</tr>
</tbody>
</table>

“The glory of medicine is that it is constantly moving forward; that there is always more to learn.”
— William J. Mayo, M.D.

Mayo Clinic and Arizona State University Alliance for Health Care

mayo.edu/dualdegrees
Trademark Notifications
Whenever the Mayo Clinic name or logo is used by ASU, reasonable efforts must be made to include the following trademark notice:

Mayo Clinic and the triple shield logo are trademarks owned by Mayo Foundation for Medical Education and Research.

Whenever the ASU name or mark is used by Mayo Clinic, reasonable efforts must be made to adhere to the following:

The ASU logo, wordmark, mascot, seal and tagline are registered marks of Arizona State University and must include the ® designation whenever they are used. Please ensure these designations are included with the marks in all publications and printed uses. In addition, the first instance of “Arizona State University” in a publication in verbiage must include the ® designation.

Inappropriate Use of the Graphic Element and/or Name
Neither the graphic element or the alliance name may be used on the following:

- Backdrops for non-alliance events
- Development (fundraising materials) unless material is about raising funds for initiatives within the alliance
- E-mail signatures
- Exhibit booths/displays that are not focused on the alliance
- Food items
- General collateral or marketing materials that are not specifically about the alliance
- Name badges
- Owned media of either organization that is not about the alliance
- Promotional materials or clothing such as pins, coffee mugs, caps, T-shirts, etc.
- Social media activities that are not specifically about alliance activities
- Stationary of either organization, including letterhead, envelopes, news releases, folders, business cards, labels, stickers, memo pads, notebooks, notepads
- Uniforms, scrubs, lab coats

Other Usage
Any concepts not described in this style guide must be submitted for review with a written description of the idea, opportunity, audience and intent. Allow a minimum of six weeks for review. Contact one of the following people:

Jim McVeigh
Public Affairs, Mayo Clinic
phone: 480-301-4222
Mmoveigh.Jim@mayo.edu | www.mayoclinic.org

Kimberly Hutchins, MA
Manager, Strategic Partnerships
Arizona State University
O: 480-727-9884 | C: 480-326-2028
Kimberly.Hutchins@asu.edu | www.asu.edu
Key Messages

Mayo Clinic Standard Descriptions
Mayo Clinic is the worldwide leader in medical research, where doctors, scientists and researchers pioneer and continuously innovate to be even more effective in treating complex conditions. Mayo Clinic is ranked No. 1 by U.S. News & World Report nationally, and in Arizona, Minnesota and Florida.

Mayo Clinic is a nonprofit organization committed to providing expert, whole-person care to everyone who needs healing. The Mayo Clinic mission is to inspire hope and contribute to health and well-being by providing the best care to every patient through integrated clinical practice, education and research. For more information, visit www.mayoclinic.org/about-mayo-clinic or http://newsnetwork.mayoclinic.org/.

At the turn of the 20th century, Dr. Charlie and Dr. Will Mayo organized medical professionals in a new way to better care for patients. They created a system that allowed doctors to take the time to thoroughly investigate patient problems and to quickly and easily get help from other specialists.

The system was built on the idea that two heads are better than one. It also encouraged a continual search for better ways of diagnosis and treatment. Patients flocked to the Mayos because of their ability to find answers to their problems. Doctors, too, came to observe and learn at “the Mayo’s clinic.”

Through growth and change, Mayo Clinic remains committed to its heritage: thorough diagnosis, accurate answers and effective treatment through the application of collective wisdom to the problems of each patient.

Arizona State Standard Descriptions
Arizona State University is the country’s No. 1 “most innovative school,” as recognized by U.S. News & World Report three straight years — 2016, 2017 and 2018.

Creating the model for a New American University, ASU is a comprehensive public research institution measured, not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

ASU operates on the principle that learning is a personal and original journey for each student; that they thrive on experience, and the process of discovery cannot be bound by traditional academic disciplines. Through innovation and a commitment to accessibility, ASU has drawn pioneering researchers to its faculty even as it expands opportunities for qualified students, attracting some of the highest-caliber students from all 50 states and 130 nations.
Media-specific Guidelines
These guidelines are for activities that are either about the overall alliance or are an initiative within the alliance. All materials require the review/approval of both ASU and Mayo Clinic.

Advertising
In general, do not use either the Mayo Clinic or ASU design standards. The design should complement the brand stature and design standards of both organizations.

Collateral
Materials mainly distributed by Mayo Clinic should follow Mayo standards. Those used mainly by Arizona State University should follow ASU standards.

Events
Design standards for events held on the ASU campuses should follow ASU design standards. Those held on Mayo Clinic campuses should follow Mayo Clinic standards. Those held in neutral areas should either follow the standards of the organization that is most closely involved or be done in a neutral design approach that does not follow either organization’s standards.

Exhibits/Trade Show Booths
Exhibits/Trade Show booths sponsored by Mayo Clinic should follow Mayo Clinic standards. Those used mainly by Arizona State University should follow ASU standards. Neither should display this alliance graphic treatment without approval of Alliance leadership.

Press Releases
Press releases about alliance activities may be issued by either or both organizations on their respective news release template.

Signage
If the alliance has administrative offices on either the ASU or Mayo Clinic campuses, follow the wayfinding and design standards of the respective organization. No exterior or permanent signage is allowed.

Social Media
Neither party may acquire a social media account for the alliance without the other party's involvement.

Neither party may engage in alliance-related social media without the other party’s knowledge and approval.

The jointly established hashtag of #MayoASU can be used to describe alliance activities and collaborative work.

Videos
Videos mainly distributed by Mayo Clinic should follow Mayo standards. Those used mainly by Arizona State University should follow ASU standards. Those used equally by both need not follow either the Mayo Clinic or ASU identity standards but should complement the brand stature and design standards of both organizations.

Web Sites
Neither party may acquire a domain name for the alliance or initiatives within the alliance without the other party’s involvement.