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For media inquiries, please contact the Public Information Manager, Jessica Emler at jessica.emler@dciinc.org or 615-342-0381.

For any questions about our branding guide and corporate standards, please contact the DCI Public Information Coordinators, Kiko Hudnall at kiko.hudnall@dciinc.org or 615-342-0361, and Michael Louthan at michael.louthan@dciinc.org or 615-963-9712.

Standard boilerplate to be used in publications:
People with kidney disease deserve the best care and hope for a better life. DCI is the only national healthcare provider that delivers comprehensive care along the entire continuum of kidney disease. As a non-profit provider since its inception in 1971, DCI has consistently put patients first. DCI provides the best care among national kidney care providers and invests a substantial portion of its resources to improve this care.

With more than 240 outpatient dialysis clinics in 28 states, DCI is the nation’s largest non-profit dialysis provider. Headquartered in Nashville, Tennessee, DCI employs over 5,000 people serving approximately 15,000 patients on dialysis and over 4,500 patients with chronic kidney disease. DCI's services include in-center hemodialysis, home therapies and partnerships with hospitals to provide in-patient care. The United States Renal Data System* has found DCI to have the lowest mortality and hospitalization rates among national dialysis providers since 2002. DCI operates under the mission “We are a non-profit service organization. The care of the patient is our reason for existence.”

*www.usrds.org.
Logo Usage - Don’ts

- Stretch the logo
- Distort the logo
- Remove word-mark or tagline
- Remove logo elements
- Use unapproved color
- Add stroke
- Bevel or emboss
- Fill with gradient
- Fill with pattern
- Place on distracting background
- Place on similar color background
- Use Word Art

Logo on Imagery

Good:

- Easy to read on background
- Large enough to read
- Not too close to other elements

Bad:

- Distracting background
- Text is too small
- Too close to other elements
Additional Logos

REACH Kidney Care:

REACH Medication Therapy Management (MTM):

REACH Kidney Care Premier:

DCI Hospital Services:

Big Horn Basin Regional Dialysis Center:

Additional Logos

ESCOs:

DCI Home Dialysis:

Little Rock Renal Services, LLC:

DCI Rubin:
Additional Logos

Physician Practice Logo:

Renal Consultants
Nephrology Consultants of Louisiana
Crowley Nephrology
Kidney Care Center
Kidney Care of Central New Jersey
Kidney & Hypertension Center
Dialysis Clinic, Inc. | a non-profit corporation

Transplant Logistics Center:

TLC

The primary responsibility of DCI IS TO PERCEIVE, INITIATE and provide COMPREHENSIVE PATIENT CARE.

Standard Fonts

Adobe Garamond Pro Bold
This is the DCI logo font.

Marker Felt Wide
Used for REACH and REACH MTM taglines and locations in logos.

Brush Script Std Medium
Used for REACH Premier taglines and locations in logo.

FUTURA PT HEAVY/BOOK*
Sans serif font used for body text, typically for online or screen documents. Arial is an acceptable substitute.

BEBAS NEUE REGULAR
Sans serif font used for body text, typically for online or screen documents. Arial is an acceptable substitute.

Minion Pro Regular*
Serif font used for body text in newsletters and print documents. Times New Roman is an acceptable substitute.

*All variations of Minion Pro, Futura and Helvetica Neue are acceptable for headline and subhead use in newsletters and other publications.

Additional Design Fonts:

These fonts, as well as any others not listed, are to be used only at the discretion of the DCI public information department for various design projects.

Grafolita Script
BEBAS NEUE
Kefa

Chalkduster
Balloon SC D
Noteworthy

American Typewriter
Balboa & BALBOA PLUS
DK LEMON YELLOW SUN

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Color Palette

In branding, it is important to use standardized colors across the organization to ensure consistency. The colors below are the official DCI colors that should be used at all times.

**DCI Blue:**  #6799C8
Pantone (PMS): Pantone 645
CMYK: C:52% M:29% Y:10% K:0%
RGB: R:125 G:160 B:196
(DCI, Hospital Services, Home Dialysis, DCI Rubin, Little Rock Renal Services)

**Orange:**  #ECA2A0
Pantone (PMS): Pantone 124
CMYK: C:7% M:3% Y:100% K:0%
RGB: R:236 G:170 B:32
(DCI, Hospital Services, Home Dialysis, DCI Rubin, Little Rock Renal Services)

**Yellow:**  #EBDD7E
Pantone (PMS): Pantone 460
CMYK: C:11% M:10% Y:61% K:0%
RGB: R:231 G:215 B:128
(DCI, Home Dialysis, DCI Rubin)

**ESCO Blue:**  #7299C6
CMYK: C:50% M:25% Y:10% K:0%
RGB: R:115 G:153 B:198
(REACH, REACH MTM, ESCO)

**Premier Blue:**  #415774
CMYK: C:81% M:64% Y:36% K:17%
RGB: R:65 G:86 B:115
(REACH Premier)

**REACH Green:**  #A0CF67
CMYK: C:41% M:0% Y:78% K:0%
RGB: R:160 G:207 B:103
(REACH, REACH MTM)

**Premier Yellow:**  #D9C826
CMYK: C:19% M:14% Y:100% K:0%
RGB: R:217 G:200 B:38
(REACH, REACH Premier)

**CKKC Blue:**  #008abf
CMYK: C:100% M:11% Y:3% K:16%
RGB: R:0 G:138 B:191
(Central KY Kidney Center)

**Grey:**  #808285
CMYK: C:0% M:0% Y:0% K:60%
RGB: R:128 G:130 B:133
(Central KY Kidney Center)

**Black:**  #000000
CMYK: C:0% M:0% Y:0% K:100%
RGB: R:0 G:0 B:0
(Central KY Kidney Center, Kidney & Hypertension Center)

**K&HC Grey:**  #6d726c
CMYK: C:58% M:46% Y:52% K:16%
RGB: R:109 G:114 B:208
(Kidney & Hypertension Center)

**Red:**  #EF473D
Pantone (PMS): Pantone Warm Red
CMYK: C:0% M:80% Y:83% K:0%
RGB: R:240 G:78 B:54
(Hospital Services)

**TLC Blue:**  #003764
Pantone (PMS): Pantone 2955 C
CMYK: C:100% M:78% Y:36% K:28%
RGB: R:0 G:55 B:100
(Transplant Logistics Center)

**TLC Red:**  #B21E28
Pantone (PMS): Pantone 7621 C
CMYK: C:15% M:100% Y:90% K:10%
RGB: R:190 G:30 B:45
(Transplant Logistics Center)

**Green:**  #076324
Pantone (PMS): Pantone 124
CMYK: C:0% M:80% Y:83% K:0%
RGB: R:240 G:78 B:54
(Hospital Services)

**Brown:**  #543019
Pantone (PMS): Pantone 2955 C
CMYK: C:43% M:72% Y:87% K:56%
RGB: R:84 G:48 B:25
(Big Horn Basin)

**ESCO Blue:**  #7299C6
CMYK: C:50% M:25% Y:10% K:0%
RGB: R:115 G:153 B:198
(REACH, REACH MTM, ESCO)

**Premier Blue:**  #415774
CMYK: C:81% M:64% Y:36% K:17%
RGB: R:65 G:86 B:115
(REACH Premier)

**K&HC Blue:**  #669cc9
CMYK: C:60% M:29% Y:6% K:0%
RGB: R:102 G:156 B:201
(Kidney & Hypertension Center)

**Graphic Design & Print Requirements**

Files submitted for print must have a high resolution (300dpi). Files should be in a **print ready PDF format** with **bleed and crop marks**. When artwork extends all the way to the edge of the page, it is called a ‘bleed’. This means extending the ink past the crop mark. By doing this you ensure that no white lines are visible along the edges after trimming. Bleed should be set to **0.25 inches**. Offset must be set to match bleed. Large print, such as posters or signage, must be in a **.eps** Vector file.

Make sure to **always “Package” InDesign files**. When you package an InDesign file, it will automatically collect all the fonts and images used and save them in the same folder.
Acceptable use of DCI Information Systems: DCI permits limited reasonable use of social media for work-related purposes; however, work force members must receive written approval from supervisors outlining acceptable use of social media before using it for work-related purposes. Please refer to procedure No. 614 for more information.

Links to DCI’s many social media outlets:

**Website**
http://www.dciinc.org/

**Facebook** (Dialysis Clinic, Inc.)
http://www.facebook.com/DialysisClinicInc

**Twitter** (@DCI_Dialysis)
https://twitter.com/DCI_Dialysis

**YouTube**
https://www.youtube.com/c/DialysisClinicInc1971

**LinkedIn** (Dialysis Clinic, Inc.)
https://www.linkedin.com/company/dialysis-clinic-inc-

**Instagram** (@dci_dialysis)
https://www.instagram.com/dci_dialysis/

Acceptable social media icons to use:

Social Media and Digital Video Content
Digital content is an ever changing format, and Dialysis Clinic, Inc. strives to stay current with our platforms. To ensure every story is displayed with the highest quality, please adhere to the requirements below.

**Digital Video Requirements**
1920 x 1080 Resolution
We strongly recommend that any video of, or submitted to, Dialysis Clinic, Inc. or its subsidiaries for any reason be shot in the HD video format (1920x1080). If you are using a smartphone to capture video footage, please film with the camera horizontally, or in a landscape mode.

We require the previously stated video standard for any person or entity using footage of or from Dialysis Clinic, Inc. or its subsidiaries for broadcast purposes.

**Digital Photography Requirements**
We strongly suggest that any picture, film or digital, be the highest quality picture as possible.

Most modern smartphones and cameras are capable of capturing high quality digital content, and come standard with these settings. Please refer back to your device’s manual to confirm the settings.

**Digital Media Transfer/Transmission**
The medium for transferring pictures from one person to another (ex: sharing over internet, text messaging, email) can be the cause for quality degradation in video of photography. Anytime you send pictures or video from any device, make sure you send the full quality version. Most smartphones and computers will ask what level of quality to send, make sure you always select the highest quality before sending.

Please direct any digital content quality questions to Michael Louthan via email: michael.louthan@dciinc.org or via phone: 615-963-9712
Letterhead

We recommend using the standard full-color DCI letterhead or one-color DCI letterhead with the appropriate logo displayed. Contact information is listed at the top with the logo, while the address and mission are listed at the bottom of the sheet. The letterhead can be downloaded digitally or can be ordered from the DCI Print Shop.

Dialog: The masthead must be displayed as shown below. The website should be listed at the top, the name “Dialog” should be written vertically in the blue color listed below, the issue date and volume number should be in the gold bar, and the issues topics should be listed as shown. Contact information to submit ideas to contribute to the Dialog should be listed on the back cover.

Dialog Blue: #0d2c71
CMYK: C:100% M:93% Y:27% K:15%
RGB: R:13 G:44 B:113
Background Blue: #1246ba
CMYK: C:92% M:79% Y:0% K:0%
RGB: R:18 G:70 B:186

Dialog: The masthead must be displayed as shown below. The website should be listed at the top, the name “Dialog” should be written vertically in the blue color listed below, the issue date and volume number should be in the gold bar, and the issues topics should be listed as shown. Contact information to submit ideas to contribute to the Dialog should be listed on the back cover.

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Email Specifications:
When you customize the signature with your personal information, be sure to adhere to the existing layout, formatting, and text attributes. Do not alter the font size or color of your information. No additions to the signature field are necessary. The email background should be all white. Graphics and colors of any kind are not recommended. We suggest using standard fonts for the body of text. We recommend Calibri, Arial, Cambria, or Times New Roman.

Email signature specifications:
• Appropriate logo to the left.
• First and Last name in DCI blue, Arial (bold) font, size 17.
• The title and company name are in Arial font, size 12.
• Address, telephone number, fax number and website address are in Arial font, size 11.
• Website address and social media icons must all link out to the appropriate DCI website and social outlets.
• Mission is in Georgia (Italic) font, size 13.

Material is available for download on the website:
Please visit www.dciinc.org/employees and click the “Press Kit” button for a full list of downloadable logos and other press kit materials including consent forms and infographics. Contact the Public Information Department for any other promotional and marketing material you need.

John Doe
Title, Dialysis Clinic, Inc.
1633 Church Street, Ste. 500 Nashville, TN 37203

“We are a non-profit service organization.
The care of the patient is our reason for existence.”
We are a non-profit service organization. The care of the patient is our reason for existence.