2021–2022
BRAND GUIDELINES
for Boynton Health

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# Table of Contents

## INTRODUCTION
- Who We Are ................................................................. 3
- Our History ......................................................................... 4
- Our Mission ......................................................................... 5
- Our Vision ............................................................................ 5
- Our Values ............................................................................ 5
- Statement on Racism ........................................................ 6

## BRAND ESSENTIALS
- Logos .................................................................................. 7
- Typography ........................................................................... 8
- Colors ................................................................................ 9
- Photography ......................................................................... 10
- Videography ......................................................................... 11
- Social Media ......................................................................... 12
- Editorial Guidelines ............................................................ 13

## TAKING CARE OF U
- Brand Positioning ............................................................... 14
- Brand Voice/Tone ............................................................... 15
- Marketing Clusters ............................................................. 16
- Frequently Asked Questions ................................................ 17
Who We Are

Boynton Health is the on-campus health clinic for the University of Minnesota Twin Cities community, under the umbrella of Student Affairs.

We aren't your average college health clinic. Our staff of experienced medical professionals consistently meet high industry standards for quality of care, and we provide a wide range of specialty services that cover nearly all of the health issues students may encounter during their time in college.

While we do serve faculty and staff, our primary audience and main focus is our students. Access to our clinic is one of the benefits of being a full-time, degree-seeking student — and in fact, most students can visit us at no out-of-pocket cost!

We also pride ourselves on our public health approach to healthcare. Our dedicated public health team works year-round to boost student success by addressing issues like food insecurity, stress, campus safety, and many more.

It's our goal to do everything we can to help our students stay physically, mentally, and emotionally able to excel in school, graduate on time, and go on to lead successful lives. We're ready to take care of U!
The University of Minnesota Twin Cities approved the creation of the University Health Service in spring 1918 — and just in time. By September, when the clinic opened, the Twin Cities reported its first case of the Great Influenza, the world’s deadliest epidemic.

One patient during that outbreak was a young medical student, Ruth Boynton, who would become a leader in public health, director of the University’s health service, and, eventually, its namesake.

Boynton Health has had many of the country’s ‘firsts’ in student healthcare. Our namesake, Ruth Boynton, MD, was the first, and for many years, the only woman in the country directing a co-educational health service.

Today, under the Office for Student Affairs, Boynton Health is one of the nation’s most comprehensive college student health services. It serves as a model for our health care system because it is responsive to the community, combines medical care and public health, and has a developmental approach to health.

As public health and well-being have grown, we’ve grown along with it. Even more important, we’ve helped shape and define what student health and well-being mean in everyday lives. Our services and programs touch the lives of at least 1,000 Twin Cities community members every day.
Our Mission

Boynton Health's mission is to advance the physical, emotional and social well-being of the University community through our expertise in college health.

Our marketing and communications team supports Boynton's overall mission by using the following guiding statements:

**OUR TEAM MISSION**

Bringing healthcare to University of Minnesota Twin Cities students.

**OUR TEAM VISION**

Make Boynton Health a household name in Twin Cities healthcare.

**OUR TEAM VALUES**

Compassion; Respect; Inclusion; Creativity; Having Fun.
Statement on Racism

Our mission is to advance the physical, emotional and social well-being of the University community — and as your health clinic and public health service, we acknowledge that more needs to be done to address systemic racism and health inequities that lead to higher rates of morbidity, mortality, and other negative health outcomes for Black students, Indigenous students, and students of color.

We are committed to addressing health disparities and improving the experiences of BIPOC community members at Boynton Health, including all of our efforts within the walls of our clinic, our telemedicine, and all Boynton Health activities in partnership with the University of Minnesota Twin Cities campus. We believe that Black lives matter and that all students should receive equitable treatment at Boynton Health and throughout the healthcare system.

Racism is a public health crisis. We are listening and engaging in conversations; we are learning from our mistakes and growing in our commitment to anti-racism. Over the coming academic year, Boynton Health will be transparent with our efforts to address inequities in our healthcare delivery, policies, and practices. We will continue to partner with students to create and maintain an environment that is inclusive, safe, and welcoming to all of those who seek services within Boynton Health.
Logos

Our wordmark represents the official brand of Boynton Health and should be used on all official marketing materials where space allows. Please follow these guidelines and avoid the “don’ts” at all times.

**Maroon M, Black Letters**
Primary logo. For use on white, tan, gray, or gold backgrounds only.

**Gold M, White Letters**
For use on maroon backgrounds only.

**All Black**
For use in grayscale projects only.

**All White**
For use on dark backgrounds. Use sparingly.

**DON’T:**
- Stack the logo
- Alter the logo
- Repeat the Block M more than once per image/page
- Place maroon or gold logos on bright-colored backgrounds
Typography

Neutraface Text

This is the main University font and must always be the primary font in our marketing materials. All weights and styles are allowed, but the ALT versions are preferred for marketing materials. Other accent fonts may be substituted for headlines and subheads, but Neutraface should always be the body copy.

Arial

For use in headlines, subheads, and body copy in digital projects when Neutraface is not available, namely on Google Docs, Word Files, PowerPoints, Google Slides, and email templates.

BEBAS NEUE

DOMUS TITLING

MUSEO SLAB

Commonly used accent fonts for use in headlines or subheads.

TIPS

You can quickly check to see if you’re using the ALT version of Neutraface by looking at the lowercase “a”.

All fonts (other than Neutraface) are available through Creative Cloud.

Limit the number of fonts in each project to three.

Always bold phone numbers and websites in marketing copy.
Brand Colors

**PRIMARY**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>UMN Maroon</td>
<td>0 100 61 43</td>
<td>122 25</td>
<td>#7a0019</td>
</tr>
<tr>
<td>UMN Gold</td>
<td>0 27 76 0</td>
<td>255 51</td>
<td>FFCC33</td>
</tr>
</tbody>
</table>

**SECONDARY**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>BH Dark Gold</td>
<td>0 45 100 0</td>
<td>249 28</td>
<td>#f99d1c</td>
</tr>
<tr>
<td>BH Tan</td>
<td>5 6 9 0</td>
<td>239 226</td>
<td>#e99d1c</td>
</tr>
<tr>
<td>BH Lime</td>
<td>27 78 0</td>
<td>195 199</td>
<td>#c3da62</td>
</tr>
<tr>
<td>BH Melon</td>
<td>72 52 0</td>
<td>242 105</td>
<td>#f26c69</td>
</tr>
<tr>
<td>BH Teal</td>
<td>63 20 0</td>
<td>189 204</td>
<td>#4dbdcb</td>
</tr>
<tr>
<td>BH Mint</td>
<td>45 36 0</td>
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<tr>
<td>BH Red</td>
<td>13 99 65 2</td>
<td>207 76</td>
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</tr>
<tr>
<td>BH Navy</td>
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<td>66 101</td>
<td>#004264</td>
</tr>
<tr>
<td>BH Gray</td>
<td>44 22 77</td>
<td>52 65</td>
<td>#333740</td>
</tr>
</tbody>
</table>

**TIPS**

While maroon and gold don’t always have to be the dominant colors, do make every effort to use them as often as possible. This is important because we serve the University community, and we want our materials to visually reflect that connection.

Substitute **BH Dark Gold** for UMN Gold when using type on a white background. The contrast is higher, which makes it easier to read.

Tints are allowed for all colors except UMN Maroon & BH Red.

Additional colors are allowed in small quantities as accents.
Photography

Focused on students and the student experience
Inclusive of all genders, body types, races, & abilities
Shot on campus when possible to strengthen our affiliation with our UMN community
Relatable, familiar, and approachable for students
Empowering
Accessible
Aspirational

IMPORTANT: Prior to photo/video shoots or asking persons to take a photo/video randomly, it is required to have them complete and sign the University of Minnesota’s Photo/Video Release form.

Images for demonstration/inspiration only. Do not reuse.
Videography

We know our students are more likely to watch a video than they are to read an article. We use videos to educate, inform, and inspire our student audiences to access our services and stay healthy at school.

OUR VIDEOS ARE:

- Focused on students and the student experience
- Clear and conversational
- Inclusive of all genders, body types, races, & abilities
- Accessible
- Shot on campus when possible to strengthen our affiliation with our UMN community
- Authentic, informative, and engaging
- Upbeat and empowering

OUR VIDEOS ARE NEVER:

- Formal or forced
- Condescending
- Tokenizing
- Authoritative
- Longer than 5 minutes

IMPORTANT: Prior to photo/video shoots or asking persons to take a photo/video randomly, it is required to have them complete and sign the University of Minnesota’s Photo/Video Release form.
Social Media

We use social media to connect and engage our target audiences. Not only are these platforms a great way to increase our reach and visibility on campus, they're where we can most effectively and authentically engage and connect with them.

CHANNEL OVERVIEW

Instagram • @boyntonhealth • Primary Target: Students
Our students live on Instagram. We will use our main feed for posting high-quality, student-centric photos and illustrations, and our stories for posting flyers, videos, and engaging with other campus resources.

Twitter • @boyntonhealth • Primary Target: Staff & Faculty
We use Twitter for sharing news, resources, clinic updates, upcoming and current events, wellbeing content, and other University-focused content relevant for an older audience.

Facebook • @umn.bhs • Primary Target: Parents
Parents of current students follow our page and share the updates, news, and information they see with their students. We tailor our content to appeal to this audience.

YouTube • @boyntonhealth • Primary Target: Students
On YouTube, we can talk directly to our student audience. We want to pack our channel with how-to videos and educational content for those who need that extra reassurance or have a few extra questions.

TIPS

Prioritize original footage, images, and University-centric visuals on social media.

Avoid putting too much text on images; save the content for the captions.

We’re selling good health, not doctor’s appointments. Choose a combination of everyday and aspirational images that focus on healthy lifestyles and the benefits of staying well in college.

Content must haves:
• Diversity, equity, and inclusion
• Boynton Health branding
• Taking Care of U mantra
• Accessibility features

Content nice-to-haves:
• Promote a service or program
• Tie to the Twin Cities campuses
• Tie to any healthcare, wellbeing, or public health topics
• Highlight or promote Boynton’s staff

Current recommended sizes:
FB: 1200 x 630px
TW: 440 x 220px
IG Photo: 1080 x 1080px
IG Story: 1080 x 1920px

Add the logo in a white or maroon bar at the bottom of IG Stories.
 Editorial Guidelines

Follow these guidelines when referring to Boynton Health in written communication channels. Find the complete Editorial Guidelines here.

**USE AP STYLE**
All communicators at Boynton Health should use the Associated Press style for content that promotes Boynton Health. You can obtain The Associated Press Stylebook via download at apstylebook.com.

**REFERENCING BOYNTON HEALTH**
The student health clinic’s full proper name must be used on the first reference: University of Minnesota Boynton Health. All subsequent references may be shortened to Boynton Health.

The shortened “BH” should never be used in a formal document, but is allowed internally.

**Do not use:**
- Boynton Health Center
- Boynton Health Clinic
- Boynton Health Services

**REFERENCING BOYNTON HEALTH CLINICS & PROGRAMS**
On first reference, the full name for each clinic, location, or health promotion program must be used, including on social media, flyers/posters, external emails, radio shows, and podcasts:
- Boynton Health Flu Clinic
- Boynton Health Gopher Chauffeur
- Boynton Health Primary Care
- Boynton Health West Bank

In internal communications, subsequent references may be shortened to reference only the clinic or program.

In external communications, subsequent references may be shortened unless there are external organizations and businesses throughout the Twin Cities that offer similar services:
- Flu Clinic
- Gopher Chauffeur
- Primary Care
- West Bank

**RULES OF THUMB:**

**Be concise.**
Long blocks of text are difficult to read and lose the attention of readers.

**Be conversational.**
Write like you’re talking about Boynton Health to a friend.

**Use active voice.**
Use the active rather than the passive voice to keep content lively and engaging.

**Think like your audience.**
Are you writing for students, parents, faculty? Be mindful of each group’s different perspectives and needs.

**Use plain language.**
Don’t use acronyms or medical jargon with audiences who are not profoundly connected with Boynton Health, public health, or healthcare.

**Make use of subtitles.**
Breaking information into bite-sized pieces not only makes it easier to organize and understand – it is an important accessibility consideration as well.
Brand Positioning

Taking Care of U

This foundational principle is more than just our tagline — it encapsulates the essence of our brand and the reason we exist. We use it to guide all our communications and often include it with the logo on our external marketing materials. Use it wherever space allows, following the guidelines below.

TIPS

Remember to use the BH Orange color swatch instead of UMN Gold when using the tagline on a light background.

When used as part of the official tagline, the U must be gold.

When space allows for a vertical lockup, center the tagline beneath the logo at 66% the logo’s width.

When a horizontal layout is required, place the tagline on the left and the logo on the right.
Boynton Health is not just about healthcare inside our clinic walls – it’s also about our public health outreach across our campus and community. Our brand has many communication touchpoints, and as such it’s important that our voice stay consistent in ways that are:

**RELATABLE**

We want our students to feel a sense of belonging and inclusion inside Boynton Health.

**HOW:** Make it personal by using first- and second-person language to address our audiences as individuals, not massive groups.

**COMPASSIONATE**

Our students should feel seen, supported, and empowered by Boynton Health.

**HOW:** Be empathetic. Show and acknowledge emotion. Never be judgemental, critical, or indifferent.

**KNOWLEDGABLE**

Demonstrate our expertise in college health by communicating with evidence-based solutions as it pertains to health and wellness.

**HOW:** Use facts that resonate and create relevance. Be thorough but concise.

**FUN**

Healthcare doesn't have to be boring! We make staying healthy relevant, fun, and easy to digest for our young audience.

**HOW:** Include humor when appropriate. Engage. Be stress-free and energetic.

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**OUR TONE IS:**

-Expert but not Elite

Remember that most students are not familiar with medical jargon; avoid unnecessary confusion by using clear, plain, accessible language.

- Informative but not Authoritative

Don’t tell students what to do; instead, give them the tools and trusted advice they need to make informed decisions that are right for them.

-Friendly but not Trying too hard

Be conversational, but always keep it professional by avoiding slang and being inauthentic.

-Playful but not Insensitive

Humor is okay, but never make light of sensitive or serious health topics.

Speak to the majority. Asterisk the rarity.

Ex: Not feeling well? No money? No problem.* Make an appointment today!

*Over 90% of our patients are not required to pay out-of-pocket fees for care. Some exclusions apply.
Marketing Clusters

Some of our services have a lot of awareness — PAWS, Mental Health, and the Flu Clinics, to name a few. Other services are lesser known and can get neglected in the marketing cycle. By creating "clusters" based around central themes, we plan to improve awareness of our services and shine a spotlight on all our great public health work — not just when appointments or participation needs a boost, but year-round.

CLUSTERS 21–22

Quad One
Primary Care
Urgent Care
Gopher Quick Clinic
X-Ray
Nurse Line
Physical Therapy
Pharmacy
Health Advocates

Quad Two
Mental Health
Gynecology
Gender Care
PAWS
Yoga & Tai Chi
Crisis Line
De-Stress

Quad Three
Dental Clinic
Nutrition
Nutritious U
Tobacco Cessation
Credit Card Counseling
SNAC
ROC

Quad Four
Eye Clinic
Vaccinations (Flu/COVID)
Immunization & Travel
STI Testing
Safer Sex Supplies
Gopher Chauffeur
Prevention Advocates

NOTES:
Use these quads to create targeted:
- Orientation videos
- Email blasts
- Social media calendars
- Marketing campaigns
- And more!
Frequently Asked Questions

Will my insurance be taken at Boynton?
All students have access to Boynton Health, no matter what insurance they have.

Are the doctors at Boynton medical students?
No. Our providers are all medical professionals with expertise in college student health.

How does the Student Services Fee work?
The Student Services Fee is automatically charged to students taking 6 or more credits in a degree-seeking program.

When a fee-paying student visits Boynton Health for an appointment, we will bill that student's insurance for the cost of the visit. Then, whatever their insurance doesn't cover, the Student Services Fee will pay for instead.

As with all things related to health care, there are some exceptions to this, but a large majority of students who visit Boynton will not need to pay anything out-of-pocket for their visit.

What isn't covered by the Student Services Fee?
Generally, fees do not cover items taken out of the clinic, such as eyeglasses, contacts, and medical equipment. The Student Services Fee also does not cover the remainder of pharmacy pick-ups, dental procedures and some vaccinations.

Aren't you closed in the summer?
Nope! We are open year-round Monday through Friday, and are only closed on weekends and University holidays.