

LEAH MARKOS



WORLD-CLASS CARE, EXCEPTIONAL COLLABORATION

Our unique shared vision and entrepreneurial environment draw some of the field's best and brightest to practice at the Heart & Vascular Institute. Our physician roster is a lineup of experts who have made their names on the cutting edge of cardiac and vascular care. Here, collaborative care is the foundation of our program, and a typical case is often reviewed by physicians from several cardiac and vascular specialties. We draw professionals who are committed to working together, across disciplines, to bring best-in-class care to every patient.

Our goal is always to solve cardiac and vascular problems in the least invasive way, in order to promote healing, limit complications, and minimize risk. Depending on a patient's needs, treatment may be interventional (catheterization lab) or surgical, or may even involve a hybrid procedure that combines both. We also offer state-of-the-art diagnostic imaging capabilities, including advanced CT, MRI, and 3-D equipment.

Accredited Chest Pain Center

In Mountain View, we were the first center in the region to be certified by the Society of Chest Pain Centers, after meeting rigorous standards. Studies show Accredited Chest Pain Centers can typically reduce mortality by

The Heart & Vascular Institute at El Camino Hospital in Mountain View is a best ahead in cardiac and vascular care. We offer outstanding services for cardiac, vascular, and stroke patients. Ours is the area's only truly comprehensive program, offering advanced services at every stage of care, from diagnosis to treatment to rehabilitation. Our outstanding outcomes and quality of care have earned us awards, accolades, and professional certifications, and our expressed goal is to take cardiac and vascular care in the region to a higher level. Now that we have added another campus to the El Camino Hospital family, we are working on expanding services into our new facility in Los Gatos.

DISEASES AND CONDITIONS TREATED

- Aneurysm
- Atrial fibrillation
- Coronary disease (stenosis)
- Congestive heart failure (CHF)
- Coronary artery disease (CAD)
- Heart attack
- Hypertension (high blood pressure)
- Peripheral vascular disease (PVD)
- Stroke (TIA)
- Valvular heart disease
- Vascular conditions and diseases
- Blood vessel
- Vein disease
- Women's heart health

www.elcaminohospital.org/heart
800-216-5556

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87 percent. One of the main differentiators is the time it takes for a patient to be assessed and diagnosed, and then receive treatment after arriving at the emergency department. We consistently achieve door-to-treatment times that are considerably faster than the national standard of 90 minutes. In fact, our recent best practice door-to-treatment time is just 42.3 minutes.

Interventional services

Our state-of-the-art cardiac catheterization lab enables us to treat patients quickly and efficiently for a variety of heart and vascular blockages and diseases. In addition to offering the full range of standard procedures (angioplasty, stenting, and atherectomy), our cath lab team specializes in some of the most advanced procedures and technologies.

Coronary artery stenting: We are a leader in the Western United States in this procedure, which was approved by the FDA in 2004. After clearing the coronary artery, physicians carefully place a stent to keep it open and help prevent stroke.

Cryoplasty: This procedure, sometimes called "angioplasty on ice," was developed here by Dr. James Jaffe to treat peripheral vascular disease (PVD). It has been highly successful in helping patients avoid amputation.

Percutaneous bypass: In this innovative procedure, pioneered by our cardiologists, physicians use a special ultrasound device that threads

PIONEERING PROGRAMS

Our commitment to leading edge cardiac and vascular care has led to the development of several programs that are literally the first of their kind in the world.

South Asian Heart Center This program is dedicated to meeting the needs of our patients of South Asian descent, who suffer four times more heart disease risk than other populations. When evaluating and treating this population for the risk factors of ischemic heart disease, it is necessary to go well beyond traditional screening criteria. Here, we offer comprehensive screening and counseling to address these special needs.

Fogarty Institute for Innovation Headed by world-renowned cardiovascular expert Tom Fogarty, MD, this educational research facility offers an "incubator" environment for medical innovators looking to bring new technologies to market. Here, physicians, engineers, and other professionals bridge their respective disciplines to turn ideas into devices that benefit patient care. Dr. Fogarty chose to collaborate with El Camino Hospital because of our unyielding commitment to supporting medical innovation. Dr. Fogarty has more than 120 patents to his name and is universally recognized as the preeminent physician innovator of his generation.

Multidisciplinary Fellowship Program With funding from the El Camino Hospital Foundation, we sponsor a one-year postdoctoral fellowship program for two physicians chosen from the fields of interventional cardiology, interventional radiology, vascular surgery and cardiothoracic surgery. The fellows work side by side with experts in each field, undergoing cross-training and gaining extensive endovascular experience in areas such as acute stroke and carotid intervention, complex aneurysm repair, renal and mesenteric intervention, and all aspects of lower-extremity intervention, including limb salvage.

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LEAH MARKOS



El Camino Hospital Color Palette

The El Camino Hospital brand color system is complete and highly customized. Color is an essential part of our look and feel and achieving the best possible match is ultimately critical. The colors for the El Camino Hospital brand identity should not vary and must be used consistently. Our wide selection of secondary support colors provides the opportunity to create consistent, compelling communications. To insure color consistency, we provide our palettes in .ase files, which can be easily loaded into a number of different software programs.

IDENTITY COLORS

The identity palette indicates the El Camino Hospital corporate colors, which are used in creating the brand identity. These colors may also be used in combination with other approved colors for marketing and communications materials.



SUPPORTING COLORS

The supporting color palette includes a diverse range of colors. Specific colors have been identified to represent key service lines at El Camino Hospital. In addition, this palette serves as a resource for coding or organizing information, while providing some flexibility and creative freedom through the use of approved accent colors. When using the supporting colors, please consult with Monica Frankel, the graphic communications specialist for El Camino Hospital.



El Camino Hospital Brand Identity Guidelines, 2013

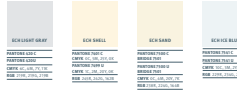
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El Camino Hospital Color Palette

ACCENT COLORS

These neutral colors may be used in support of all other colors, adding the flexibility of subtle tones and accent colors to all marketing materials.



KEY SERVICE LINE COLORS

While our palette offers a lot of choice and flexibility, we have dedicated specific colors to signal key service lines and entities in certain applications.

Red: Women's Health
Purple: Women's Health
Teal: Cancer Center
Yellow: Orthopedic Institute
Medium Gray: Anything that does not fall under one of the above entities



NOTE: There are specific guidelines on how to use the color palette on the following pages.

Adobe Swatch Exchange (ASE) Files
Adobe Swatch Exchange files have been created so that you can instantly upload our palette into Adobe Illustrator, Photoshop and InDesign. The color names appear exactly the same across applications as long as your color settings are synchronized. To obtain the ASE files that have been set up for the hospital's palette, contact Monica Frankel, graphic communications specialist for El Camino Hospital, at 650-958-8348, monica.frankel@elcaminohospital.org.

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El Camino Hospital Public Website and Digital Applications

WEB TYPOGRAPHY

MetaPro and Arial are the only fonts approved for use in the El Camino Hospital website.

METAPRO, BITMAP AND AIFR FONT

MetaPro Medium and Bold are designated for use in heads and page titles. The site utilizes AIFR technology - Scalable Inverse Font Replacement. Where the user doesn't have Flash installed or has disabled it, the font will default to Arial. In some cases a bitmap version of page titles and heads can be used. For more information on AIFR, go to: <http://webfontdownloader.net/aifr/>.

MetaPro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



MetaPro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



HTML TEXT FONT

All other HTML text will be in Arial. The basic style sheet is shown here. Boldface type and other limited sizes are also employed throughout the site.

Fonts:
font-family: Arial, Helvetica, sans-serif;
font-size: 10px;
font-weight: normal;
line-height: 1.2em;
margin: 0;
padding: 0;

Links:
a: link, a: active
color: #000000;
text-decoration: none;
color: #000000;
text-decoration: none;
color: #000000;
text-decoration: none;



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Secondary Graphics

The consistent use of secondary support graphics plays an important role in building the brand, helping to unify a wide array of materials across multiple venues and media. These secondary graphics include a simple arc, horizontal banding of color and images, and transparent color bars.

CORPORATE WEBSITE AND EXTERIOR SIGNAGE

A vertical arc can be used in a number of ways to present the brand in a consistent and compelling manner.



COLLATERAL MATERIAL

Use of color in upper and lower cover bands based on service line category.

The VERTICAL arc is a strong element.

Monochromatic patterns/images.

Strong horizontal and verticals in layout.

Photos are arranged in strip forms with translucent white bands around photo strips.



IMAGERY

On the cover, a translucent band frames the strip of photos and overlaps the color above and below the photo strip.

The cover photo photos have an accent color rule at the top and bottom edges.

Monochromatic pattern images are consistent within each service line.



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Photography

Photography is a vital component of the El Camino Hospital brand identity system. Both imagery content and style selections are critical to supporting the brand. We use empowered, heroic imagery to depict both our staff and our patients. Patients and community members are depicted as engaged information seekers with healthy, active lifestyles. People can be smiling or simply appear confident and positive.

Photographic Style and Selection Process



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Photography

IMPORTANT SELECTION CONSIDERATIONS

Light and Color

Light should be fresh and cool, and allow for crisp, clean color. The photography should be strong enough to hold its own against El Camino Hospital's rich, bold color palette.

Outdoor light is fine for real people shots, as long as the color is right (no golden sunset shots, washed out high noon colors, stark shadows, etc).

Age and Diversity
Our imagery should represent the ethnic diversity of our community and staff as well as reflect our audience, which includes primarily Caucasians and people of Asian and South Asian descent. The African-American and Hispanic communities should be reflected as well.

Content
The art director or designer must understand the purpose and content of the material. For example, it would not make sense to show older babies in a brochure about newborns, or people playing basketball in a piece about palliative care. Remember that the hospital is located in the Bay Area. Lifestyle photos with a lot of snow or a desert backdrop will not have that local feel.

Photo "strips"
El Camino Hospital brochures call for the use of a strip of photos on all but the narrow covers. Strips of photos can also be used on the inside if desired. These strips should be cohesive in color and lighting, creating the impression of a color band. Photo strip colors can either harmonize or contrast with the main layout.



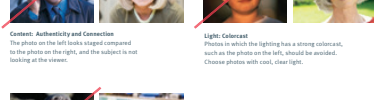
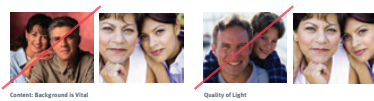
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Photography

EXAMPLES



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