

Digital Identity

Accessibility

Global Elements and Design

Page Layouts

Elements

Text Formatting

Quick Links

Digital Strategy Help Desk 

Digital Strategy blog 

Digital Strategy (O2) 

Button Element

The Button element groups multiple clickable or tappable "buttons" together to display important links in a visually distinctive way.

Each individual button has a grey background and the entire button area links to a webpage with additional information. Buttons can display with either a blue caret on the right or a blue icon representative of the item on the left, and each button goes to a unique URL. The text on each button is left-aligned, and there is padding between the individual buttons. See examples of both types at the bottom of this page.

Icons

These are the available optional icons for the Button element.



Dimensions

On desktop, the rectangle button displays at 230 pixels in width and either 45 pixels, 65 pixels or 85 pixels in height on desktop, depending on the amount of text and how it wraps.



TELL OUR STORY

GET THE BASICS

EXPLORE THE GUIDELINES

FIND ASSETS

FIND MATERIALS

CONTACT US

CLEVELAND CLINIC POWERPOINT TEMPLATE

Uniform &
Apparel Guidelines



Promotional Merchandise
& Apparel Guidelines



Cleveland Clinic **NEW!** Brand Store

CATEGORY

- Apparel
- Reg
- Children
- Exercise
- Self
- Office/Home

Back



Gildan Heavy Blend Colors Hooded Sweatshirt

Gildan Heavy Blend Hooded Sweatshirt, 8 ounce 50% cotton/50% polyester fabric double needle stitching at waistband and cuffs double lined hood with dyed-to-match drawcord. 1x1 rib knit cuffs and waistband with spandex, front pouch pocket. Available in Royal Blue or Black with embroidered logo on right chest.

Price: \$12.29

Sku: CCMA16_03_0

Color:

Size:

Quantity:

1

Add to Cart

Your Shopping Cart



See items & order total

Subtotal:	\$0.00
Tax:	\$0.00
Shipping & Handling:	\$0.00
Charger:	\$0.00
Total:	\$0.00
Balance Due:	\$0.00

Presentation Title

Date – 36pt

Author

Author Title



Cleveland Clinic

NEW

Cleveland
PowerPoint

What do you want to do today?

Select One



LEVERAGE your brand equity.

Let's talk
VOICE.

Differentiating traits and behaviors	Our voice is	But doesn't become
xxxxx	Selfless Urgent	Schmaltzy Aggressive
xxxxx	Unconventional Optimistic	Unprofessional Unrealistic
xxxxx	Smart Inquisitive	Arrogant Unapproachable

Only speak to
ONE AUDIENCE AT A TIME
with both text and visuals.

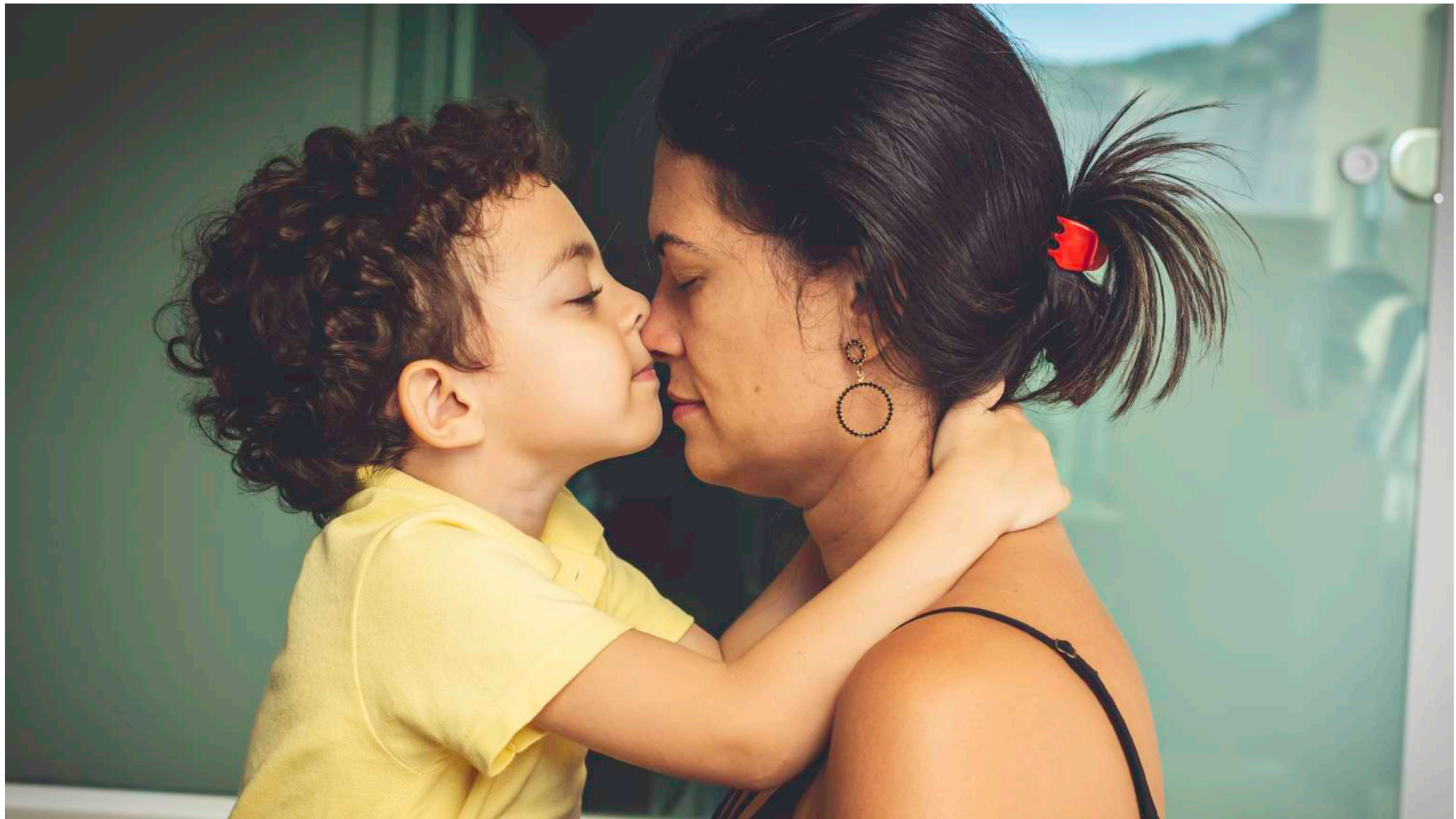
















DISCUSS

1. What is *one* audience you regularly serve?
2. What is *one* of its unique needs you're trying to address?

Start with a
GRID.

* I mean it. It's the anchor that prevents visual chaos.



Hygiene

Hand Washing Steps

Prevent the Spread of Germs

1

Wet hands with warm running water.

2

Apply soap.



3

Rub hands together for at least twenty seconds.



4

Clean under fingernails and between fingers.

5

Rinse hands thoroughly under running water.



6

Dry hands - use towel or warm-air hand dryer.

Keep the Children in Your Care Healthy.

DEPARTMENT NAME HERE

This is where your title will go



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pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

This is what a headline looks like

This is what a sub-headline looks like

- This is what a bullet point looks like.

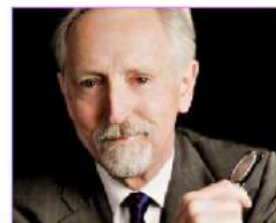
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Think of this area as a call-out box, where you would have some important info stand out. Treat it as the area for lead-in messaging that will catch the viewer's eye before they dive into the main content to the left.

Lead-in text at 30pt./33pt.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Body Copy at 8pt/14pt in black. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sit amet justo tincidunt, commodo ex et, facilisis eros. In gravida semper mollis. Proin ut elementum enim. Morbi consequat ultricies elit elementum fringilla. Quisque fermentum, ligula vitae auctor tempor, elit mi vestibulum quam, eu laculis est ipsum vitae augue. Nunc a scelerisque nibh. Integer luctus ultricies tellus in condimentum. Ut et erat leo. Vestibulum urna felis, dictum sed mollis et, pharetra ut turpis. Donec bibendum nisi nec tempor interdum. Praesent dignissim id lorem interdum laoreet luctus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Proin posuere fermentum ligula eu ultricies. Lorem ipsum sit amet justo tincidunt, commodo ex et, facilisis eros.

Headline

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Sub-headline

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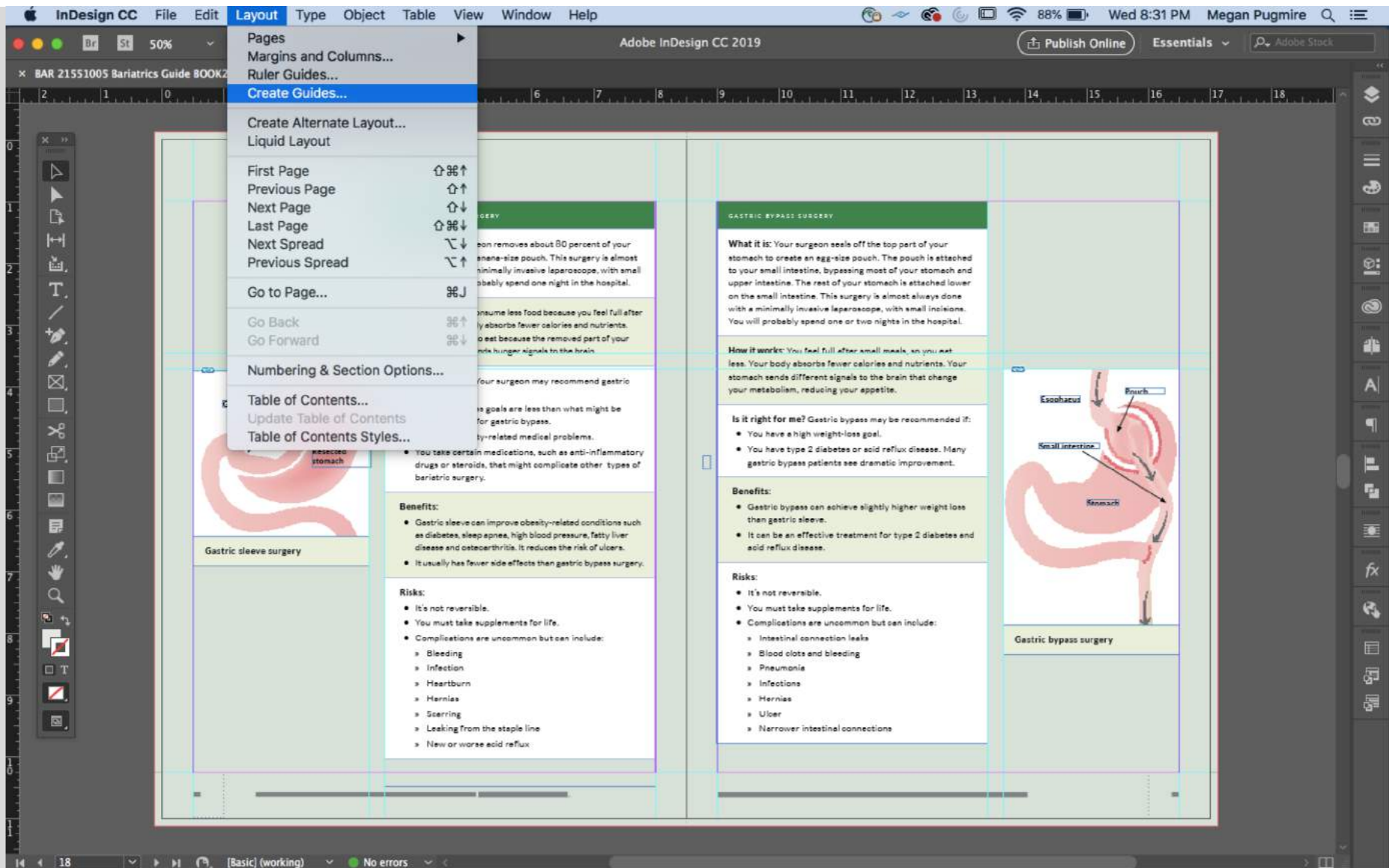
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Shape Fill ▾

Shape Outline ▾

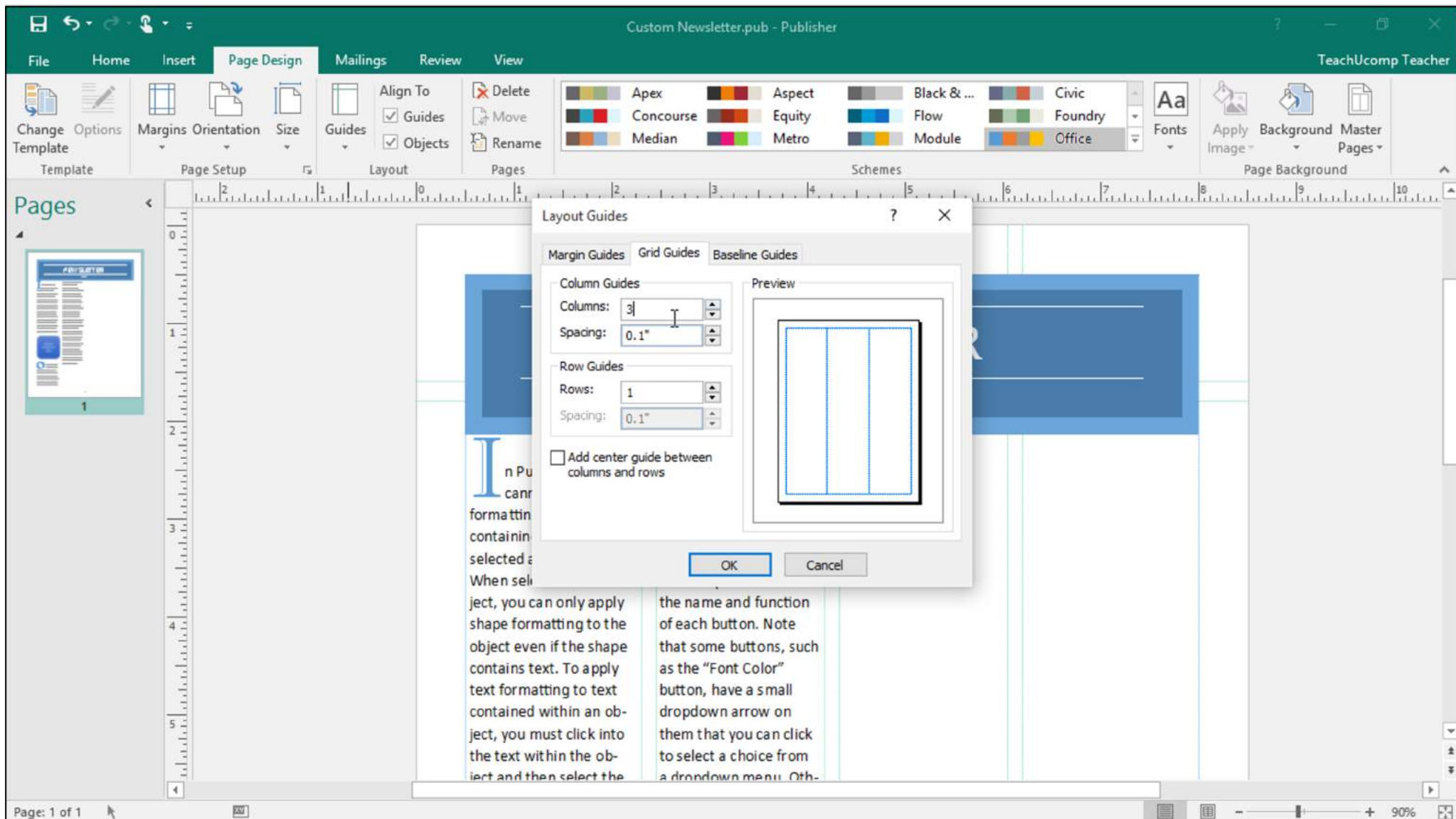
2

SPRING CLEANING WITH FABRIKAM

Slide Show

✓ Guides ^⌘⌘G

Snap to Grid



Word File Edit **View** Insert Format Tools Table Window Help

Document2 (Recovered)

Search in Document

Share

Home Insert Design

Margins Orientation Size

✓ Print Layout
Web Layout
Outline
Draft

✓ Ribbon
Sidebar
Message Bar

✓ Ruler
Header and Footer
Footnotes
Master Document

✓ Markup
Reveal Formatting
Zoom

✓ Gridlines
Enter Full Screen ^⌘F

Mailings Review View Acrobat **Table Design** Layout

Indent Spacing

Left: 0" Before: 0 pt
Right: 0.07" After: 0 pt

Position Wrap Text Bring Forward Send Backward Selection Pane Align Group Rotate

1 2 3 4 5 6 7 8

2018
FALL
FEST

Page 1 of 1 100 words English (United States) 157%

Learn by **IMITATION***

* I mean it. Observe and borrow with abandon.



Save samples
FOR REFERENCE.



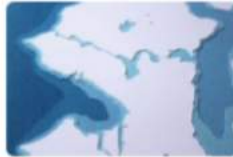
Remarkable Minimalistic Movie Posters



30 Mindblowing Hand Lettering Examples...



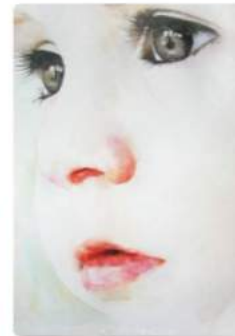
Pear Moscow Mules



Seattle - 8 x 10 layered paper-cut art in your...



moé takemura's guide to the japanese kitchen



Photoshop brushes effects download freebies...



by Sofia Copello



jason boohar



Use **HIERARCHY** to
signal order of importance.

We're breaking ground in so many ways.

We're bringing research, healing and family well-being to one place, with each part lifting the others to new heights.

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Living Well

Q&A

Q: I got a notice that I'm due for a cervical cancer screening. Why do I need that?

A: We recommend that women over 21 get tested periodically for cervical cancer because it is a type of cancer that doesn't have symptoms until the disease is advanced. Importantly, it is a type of cancer that we can prevent. We can reliably catch precancers with swab tests – Pap and HPV – and resolve them with less traumatic treatment than if the disease progresses. Current guidelines recommend that women ages 21-29 get a Pap test every three years. Women ages 30-64 should get the same, or a co-test of Pap/HPV every five years. HPV is very common in the population now, and we know it is a driver for causing cervical cancer. If you have a positive HPV status, your provider will follow you more closely and may recommend additional testing.

ELIZABETH MUNRO, M.D.
OHSU Knight Cancer Institute
503-346-1500
www.ohsuoncology.com



Q: I've started having hot flashes and I'm miserable! Is there anything I can do?

A: Yes, there are medical and lifestyle options to improve hot flashes. About 80 percent of women have hot flashes and night sweats in the four years or so before menopause, and some women will have these symptoms long after their periods have stopped. Each woman has to decide how much intervention she needs for daily comfort and function. For some, loose clothing, exercise and a fan at the ready are enough. For others, we can prescribe estrogen therapy, which will stop hot flashes within about three weeks. There are some other prescription alternatives that can also help. Other common symptoms of menopause include sleep and mood disturbance, vaginal dryness and low libido. Just know that you don't need to suffer. If any of these symptoms are negatively impacting your life, speak to your health care provider. At OHSU, we have the Menopause and Sexual Medicine program to address multiple issues.

KAREN ADAMS, M.D.
OHSU Center for Women's Health
503-418-4500
www.ohsuwomenhealth.com



HEALTH SPOTLIGHT

A helping paw: Two furry friends bring smiles in the hospital

A SNUGGLE A DAY MAY NOT KEEP THE DOCTOR AWAY, but it can certainly help make hospital visits a little more enjoyable. OHSU Doernbecher Children's Hospital welcomed Davis, a two-year-old standard golden retriever, to the two-canine crew of the Hospital Facility Dog Program last fall. He joins Hope, a five-year-old English cream golden retriever, in the very important job of making the hospital's young patients and families feel better.

Every week, Hope and Davis make bedside visits to about 40 Doernbecher patients and their families, giving snuggles that help distract from discomfort, ease anxiety or simply lighten the spirit of a child that longs for the comforts of home. Doernbecher considers both dogs to be OHSU staff members; they even have official ID badges! Both dogs went to special training to learn how to work in a hospital setting and show love to patients. Davis and Hope report to work each day and go home at night with OHSU employees certified in animal-assisted therapy.



DID YOU KNOW?

With the addition of Davis, Doernbecher becomes the only children's hospital in the Pacific Northwest, and one of only a handful across the United States to employ more than one full-time facility dog.

Q: Our daughter was born with a strawberry birthmark. Should we see a doctor about it and when?

A: Early treatment is key. The sooner we treat these birthmarks (hemangiomas), the better the results. Though we don't know what causes them, these red birthmarks usually need treatment, especially when on the face or neck. They can grow a lot in the first six months of life and cause lasting changes in the skin. With early treatment, we can keep hemangiomas from getting bigger and make them fade faster. Unfortunately, I often see babies after the birthmark has grown significantly, because parents often don't know how important it is to seek early treatment. Though the color will fade over time, the skin is never normal where the hemangioma grew. As soon as you discover the birthmark, plan to meet with a pediatric dermatologist or an ear, nose and throat specialist for guidance. At OHSU Doernbecher, we have both types of specialists working together in the Hemangioma and Vascular Birthmarks Clinic.

CAROL J. MACARTHUR, M.D.
OHSU Doernbecher Children's Hospital
503-346-0640
www.ohsadoernbecher.com

Beginning February 2019 at Tuality Healthcare, we will have pediatric ENT specialists performing outpatient surgery with a pediatric team of nurses, anesthesiologists and surgeons.



Use **CONTRAST** to
create separation and direct attention.



Find a location ►

We offer treatment in Portland, Oregon, and beyond.



Make an appointment

Our friendly staff members will direct you to the clinic you need.

☎ 503-494-7999



Find a doctor

Our specialists work in teams, tailoring treatment to your individual needs.

Select a doctor



Refer a patient

Be our partner in giving your patient world-class care. [Learn More](#)

☎ 503-494-4567

Research is central to our mission

"We won't rest until cancer is defeated."

Our world-class doctors and scientists are striving in the lab to find cancer earlier, improve patient care -- and knock out cancer for good.

Learn more



Meet Brian Druker



Use **WHITE SPACE** to
improve comprehension, guide
attention, and let the eye rest.

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iPhone X[®]

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum



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About OHSU Doernbecher Children's Hospital

At Doernbecher, we know that moms and dads know more about their child than anyone else. That's why we put families at the center of what we do. We also recognize that kids are not just small adults, so we've designed a hospital with their special needs in mind so they can feel safe and comfortable.

At OHSU Doernbecher Children's Hospital, we have more than 1,000 doctors and staff who care just for children. Since 1926, we've been treating children with all types of health conditions, from common illnesses to more complex diseases. We are dedicated to providing you and your child with the best care available.

Please take some time to read this guide carefully. If you have questions after reading, please ask a member of your child's healthcare team. At Doernbecher, we invite you to be our partner in caring for your child.

For more information about OHSU Doernbecher, visit www.OHSUdoernbecher.com.

OHSU Doernbecher Children's Hospital. Because every child deserves the best.

OHSU Doernbecher is the only nationally ranked children's hospital in Oregon by *US News and World Report*.

More than half of Oregon's practicing pediatricians were trained at OHSU Doernbecher.



Welcome to OHSU Doernbecher Children's Hospital.

At Doernbecher, we know that moms, dads and caregivers know more about their child than anyone else. That's why we put families at the center of what we do. We also recognize that children are not just small adults. We've designed a hospital with their special needs in mind, so they can feel safe and comfortable. We are dedicated to providing you and your child with the best care available.

Working with
TYPOGRAPHY

TYPEFACE vs. **FONT**

TYPEFACE

The set of visual attributes
of a particular group of letters:
Garamond is a typeface.

FONT

One size, weight, and width of a typeface:

Garamond Bold 12pt is a font.

Adobe Garamond

Designed by [Robert Slimbach](#). From [Adobe Originals](#).

[Fonts](#) [About](#) [Usage](#) [Details](#)

Adobe Garamond Pro Regular </>

The quick brown fox jumps over the lazy dog

Adobe Garamond Pro Italic </>

The quick brown fox jumps over the lazy dog

Adobe Garamond Pro Semibold </>

The quick brown fox jumps over the lazy dog

Adobe Garamond Pro Semibold Italic </>

The quick brown fox jumps over the lazy dog

Helvetica Futura Bembo
Typefaces of | the same size | look different sizes
| because they | have varying | x-heights |
Bodoni Bernhard Modern Times New Roman

Use the equivalent of
12 pt Times New Roman x-height
FOR MOST AUDIENCES.



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Neurology Sleep Medicine

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fax **503-494-6071**

www.ohsucasey.com

Mailcode: CEI Pediatrics
3375 SW Terwilliger Blvd
Portland, OR 97239



There is inconclusive evidence that either *serif* or *sans serif* type is more legible.

LEARN TO SEE READABILITY

and then make decisions *in context*.