



Remote Area Medical - RAM®

Style Guide

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About

Remote Area Medical

Remote Area Medical (RAM) is a major nonprofit provider of mobile medical clinics. Our mission is to prevent pain and alleviate suffering by providing free, quality healthcare to those in need. We do this by delivering free dental, vision, and medical services to underserved and uninsured individuals. Free pop-up clinics are hosted across the country, while Telehealth services are offered to Tennessee residents free of charge.

RAMUSA.ORG

865-579-1530

communications@ramusa.org



Master Logo



CROSS
Providing free,
quality health care
to those in need.

WINGS
The wings of hope.

VOLUNTEER
RAM relies heavily on
volunteers to fulfill our
mission.

Logo Variations



Three Color



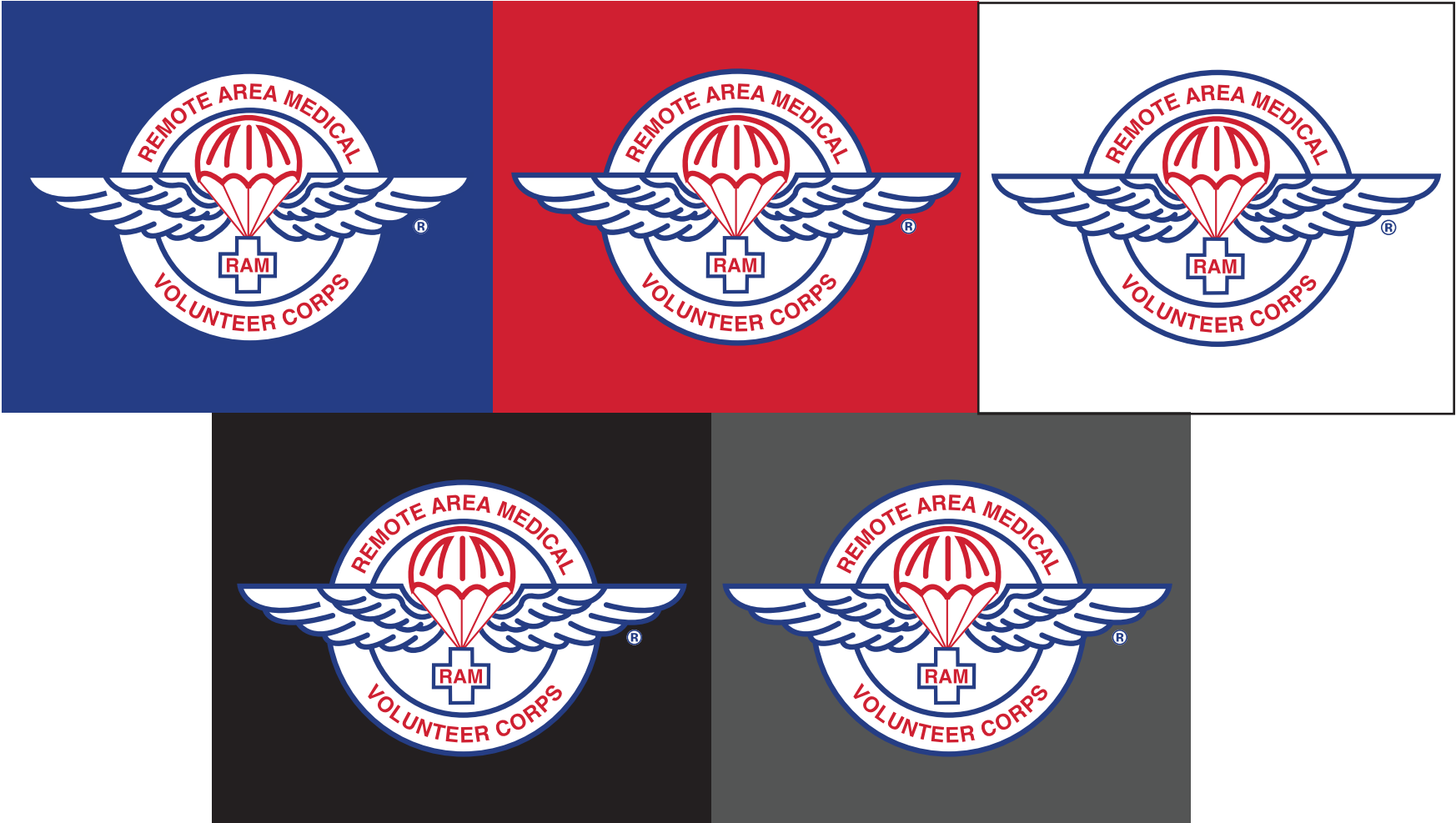
Black



White

* Please do not display the logo on any other color than shown above. If you are working within a monochromatic framework, download the black or white version of our logo.

Logo Usage

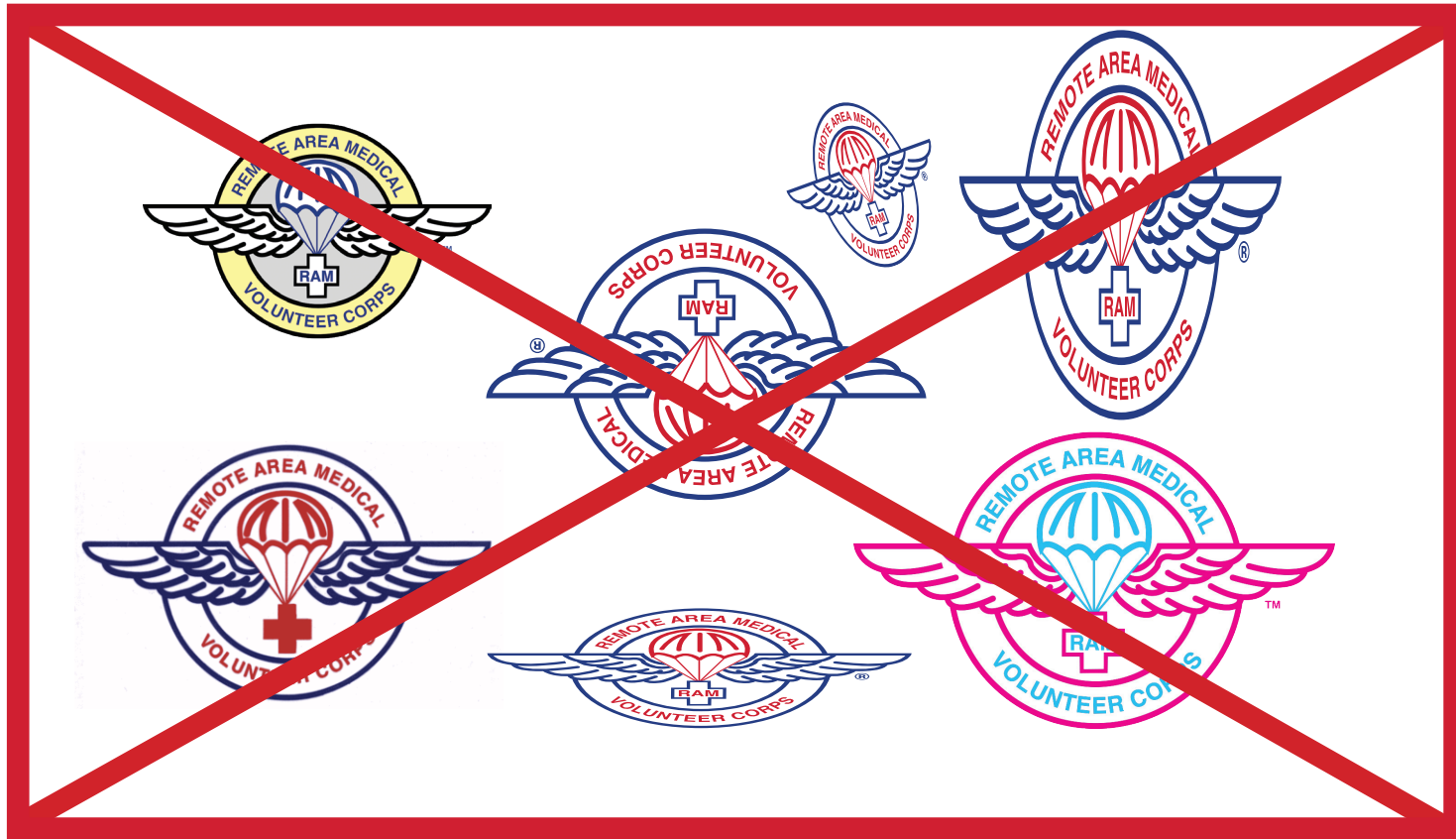


*** Allow ample space around the logo.
No words, pictures, or other logos should overlap or cover the logo.**

*** The three color logos may only be presented on black, blue, red, gray, or white backgrounds.
Any other color combinations must be approved by RAM headquarters prior to publishing.**

Incorrect Logo Usage

Please do not present the marks in a manner that suggests sponsorship or endorsement by RAM, unless approved by headquarters. Always use our official and unmodified RAM logo to represent RAM. Any color alterations of RAM logos must be approved by headquarters prior to publishing.



Do not:

- Change the color of the logo
- Use speech bubbles or words around the logo
- Rotate or change the direction of the logo
- Distort the logo
- Animate the logo
- Add special effects to the logo
- Place logo on busy background
- Create new logo using RAM's logo
- Use older versions of the logo, previous logos, or any marks that may be confused with the brand

*** Any use of the official RAM logo must be approved by RAM Marketing prior to publishing. Any unauthorized use will be asked to be discarded.**

Usage

Stan Brock

The use of Stan Brock’s name, image, likeness, words, and/or story is not authorized without prior written approval, which can be obtained by contacting the Remote Area Medical Marketing Department at communications@ramusa.org. A written request is needed at least two weeks in advance. The request must include the purpose for the use(s) and all details about how Stan Brock’s name, image, likeness, words, and story will be used, including the time period in which such use will occur.

Remote Area Medical - RAM®

Proper use of our marks in your advertising and marketing materials can create a stronger and more direct connection with your audience. Please work within our guidelines when creating co-branded materials.

Do:

- Always capitalize the R, A and M in Remote Area Medical.
- Always use “Remote Area Medical” before referring to “RAM” alone.
- On the first use, display with a Circle R (®) when using the full company name.

Remote Area Medical®

Do not:

- Refer to RAM before referring to Remote Area Medical.
- Associate Remote Area Medical with any political or religious positions.
- Use Remote Area Medical in a manner that suggests sponsorship or endorsement unless approved by headquarters.

Typography

Primary Font

Acumin Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()+="':?><

*If Acumin Variable Concept is unavailable
"San Serif" fonts, such as Arial, are
acceptable.

Regular

To prevent pain and alleviate suffering by providing
free, quality healthcare to those in need.

Italic

*To prevent pain and alleviate suffering by providing
free, quality healthcare to those in need.*

Bold

**To prevent pain and alleviate suffering by providing
free, quality healthcare to those in need.**

Secondary Typography

Secondary Font

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=”’:?><

Regular

To prevent pain and alleviate suffering by providing free, quality healthcare to those in need.

Italic

To prevent pain and alleviate suffering by providing free, quality healthcare to those in need.

Bold

To prevent pain and alleviate suffering by providing free, quality healthcare to those in need.

Color Palette

Primary



HEX 223C86
R37 G62 B133
C100 M90 Y16 K3

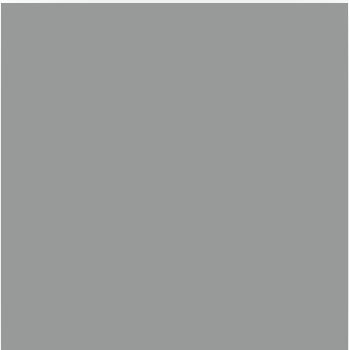


HEX CF2031
R207 G32 B49
C12 M100 Y89 K3

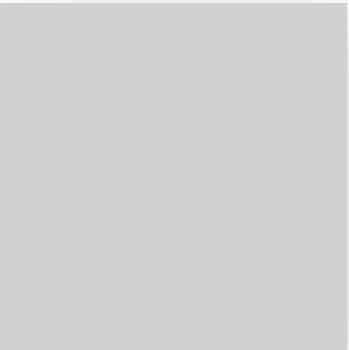
Secondary



HEX 343333
R52 G52 B51
C69 M63 Y62 K58



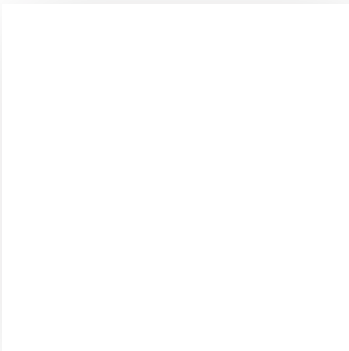
HEX 999999
R153 G153 B153
C43 M35 Y35 K1



HEX D2D2D2
R210 G210 B210
C17 M13 Y13 K0



HEX 000000
R0 G0 B0
C75 M68 Y67 K90



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0

Appropriate RAM Collateral



* T-shirt color variations are available outside of the examples above. All other color t-shirts that differ from blue, red, white, black, or gray must use either the white or black logo. All t-shirts must be approved by RAM headquarters prior to publication. Any unauthorized designs are subject to being discarded.

Unauthorized RAM Collateral

*All collateral featuring the RAM logo must be approved by RAM's Marketing Team prior to publication. Any unauthorized designs are subject to being discarded.

- Business Cards
- RAM attire (i.e. polos, khaki uniform, t-shirts, etc.)
- Banners, signs, flyers, brochures, booklets, etc.
- Wristbands or other RAM branded swag

Community Host Group Clinic Branding

All Remote Area Medical clinics must be branded as “Free Remote Area Medical® Clinic.” CHGs may not change the clinic name. CHGs can use “Presented by” or other tag lines after approval from RAM headquarters.

For example: “CHG Name” presents Free Remote Area Medical® Clinic.

RAM development staff will provide flyers, press releases, radio scripts, and media advisories for every clinic. If CHG leaders wish to create their own marketing materials, please send a copy to RAM development staff for approval prior to publication.

If a CHG wishes to work with their local media (TV, newspaper, radio, magazine, etc,) they must consult with RAM development staff prior to doing so. This ensures messaging, branding, facts, and data are all correct and in agreement with RAM guidelines. Please send any media related documents to RAM development staff for approval prior to distribution.

Example Clinic Flyer

The flyer features a red and white color scheme. At the top left, it says "REMOTE AREA MEDICAL" in large white letters on a red background. Below this is the RAM logo, which includes a parachute and the text "REMOTE AREA MEDICAL VOLUNTEER CORPS". To the right of the logo is a photograph of a person wearing an eye exam machine. Below the photo, it says "FREE CLINIC" in large red letters. At the bottom left, it provides the date "JAN. 12-14, 2024" and the address "Jacob Building, 3301 E. Magnolia Avenue, Knoxville, TN 37914". At the bottom right, it lists "SERVICES AVAILABLE:" followed by "DENTAL" (Cleanings, Fillings, Extractions, X-rays), "VISION" (Complete Eye Exams, Eye Health Evaluations, Prescription Glasses Made on Site), and "MEDICAL" (Physical Exams, RX Consultations, Women's Health, General Exams, & More). At the very bottom, it says "FREE, FIRST COME, FIRST SERVED, NO ID REQUIRED!" and "FOR MORE INFO: RAMUSA.ORG | 865.579.1530".

Example Press Release

The press release is on a white background with a blue header. It features the RAM logo on the left and contact information on the right: "CONTACT: Chris Cannon, Media Relations Coordinator, EMAIL: chris@cannon@ramusa.org, DIRECT: 865.862.5917, CELL: 423.871.2662". Below the header, it says "FOR IMMEDIATE RELEASE: [MONTH DAY], 2023". The main headline is "RAM Set for Free 2-day Clinic in [City, State]" and the sub-headline is "Free dental, vision and medical services set for [Month Day-Day]". The body text starts with "[CITY, State] ([Month Day], 2023) – Remote Area Medical – RAM® – a major nonprofit provider of pop-up clinics delivering free, quality dental, vision and medical care to those in need – will hold a free, two-day clinic on [Month Day-Day]. RAM will be set up at the [Location Name], located at [Location Full Address] for two days only. This clinic is in collaboration with [INSERT ENTITY]."

Social Media Policy

RAM promotes all public clinics through established Remote Area Medical media sources, including the RAM website, RAM Facebook, RAM Twitter, etc., with information specific to each clinic.

Please do not take the liberty of making social media accounts or pages for your event. Doing so dilutes RAM's internet presence and causes confusion for patients researching RAM clinics for help. An event will be created on the official RAM Facebook page prior to the event.

PERSONAL SOCIAL MEDIA GUIDELINES

Do:

- Post photos of volunteers in action.
- Post photos in front of RAM trucks and planes.
- Post photos with RAM staff.
- Use captions that encourage compassion and humanitarianism.
- Post content which highlights the importance and fun of volunteering.
- Post content which uplifts followers and inspires them to contribute to our cause.

Do not:

- Post photos of patients on your personal page. This is a HIPAA violation.
- *Post content which might seem to align RAM with political agenda.
Ex: Look at this RAM clinic. This is why we need universal health care.
- *Post content which might seem to align RAM with religious positions.
Ex: Look at this RAM clinic. These volunteers are the definition of Hinduism.

***RAM avoids political and religious ties so as not to limit our service capacity nor the scope of our supporter base. We're here to prevent pain and alleviate suffering. Each of us has our own motivation for serving patients, and we should not let our personal beliefs affect the outcome of our services.**

OTHER MARKETING/ BRANDING NEEDS

Please contact RAM Marketing Team for additional marketing or branding needs at communications@ramusa.org or by calling 865-579-1530.



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Never Forget the Mission

- Stan Brock
RAM Founder