

FAQs About the New RMH Brand Identity

July 17, 2009

Why is RMH changing its logo?

Our current logo was launched in 1997, the year we opened the West Tower. The blue window icon in our current logo, is reflective of the windows in the West Tower. This design element will no longer represent RMH once we move to our new facility. Thus, we needed a new mark that reflects who RMH is today and for the future.

What is the “icon” in the new logo?

It represents sky, earth and mountains – a tribute to the beautiful community that surrounds us and contributes to healing environment of our new hospital and health campus. The natural aspect of the logo also represents our commitment to being environmentally conscious and in harmony with the nature that surrounds us. Like all good logos, the symbol is open to individual interpretation according to the feelings it evokes.

Who designed the new logo?

FMG Design, the firm that also designed our wayfinding signage at the new hospital, designed the new logo. A Brand Identity team with members from our Board of Directors, Administration, Market Development and Corporate Communications participated in the development of the new logo.

Will RMH still use the tag line “We’re here for you”?

No. Our change to a new brand identity includes a new logo, new tag line and new corporate colors. Our new tag line is, “Get Well, Live Well.” It represents the sincere wish we have for all those we serve to not only regain good health, but to experience the best quality of health and life possible.

What are the new brand identity colors?

Our nurturing blue tone has been preserved and we have added a natural green to reflect the healing environment of our new campus.

Are we changing our name, too?

The hospital facility itself is still Rockingham Memorial Hospital, and that name will appear on the new facility and on wayfinding signage.

As an organization, however, RMH has become much more than a hospital. It has evolved into a system of services that includes the hospital, employed physicians, outpatient offices and ancillary services, and much more. Over half of our revenue now comes from outpatient services, and we employ approximately 70 physicians.

To better reflect the complexion of our organization and the diversity of our business, we have changed our company name to **RMH Healthcare**. This is the name that will appear on our official letterhead and on anything that needs to list the name of the company.

We are retaining “RMH” as our brand. “RMH” has a high degree of recognition in our community and has garnered much goodwill over our nearly 100-year existence. We will use RMH frequently, as we do today, to designate services or brand extensions, such as “RMH

Urology," "RMH Wellness Center," etc., or when referring to ourselves or where we work, such as "the RMH team" or "RMH."

Incidentally, our main campus is called the RMH Hospital and Health Campus. It will contain the hospital, the RMH Hahn Cancer Center and a medical office building, as well as other facilities over time.

When will RMH start using the new logo and name?

We will start using the new logo and name on selected orders of print and collateral materials beginning January 1, 2010. However, you will begin to see it on signage that will be going up at the new campus this fall, and in advertising for the new campus that will begin in spring 2010. We will complete the phase-out of our old brand by June 2010.

For more information contact:

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