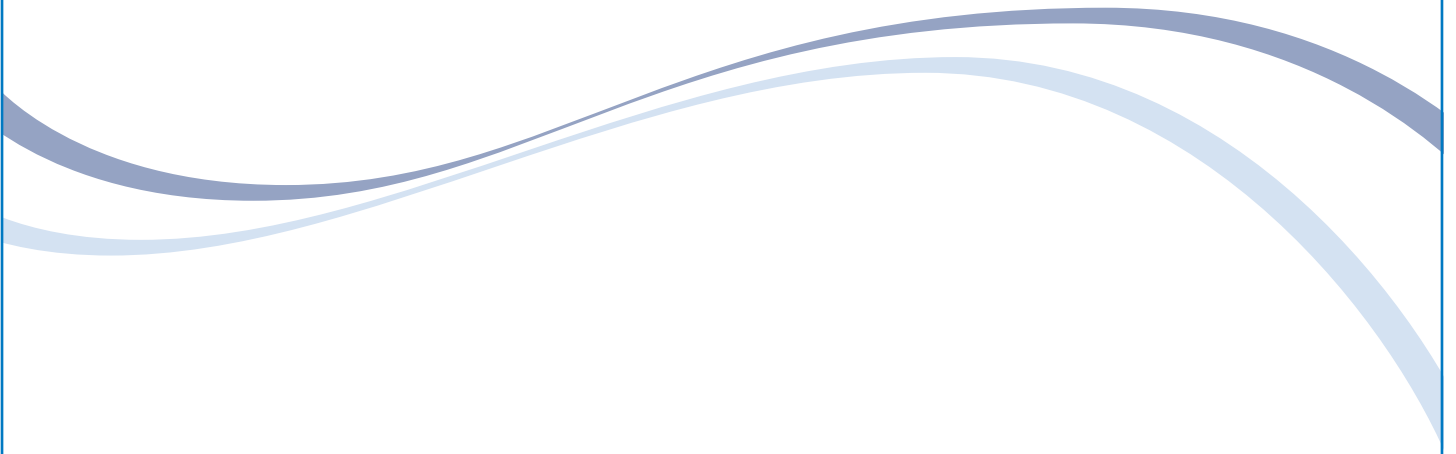# Banner Health®

Logo Standards

Banner Health Logo

Our logo is the sole symbol representing Banner Health and all its entities. No other logos exist or are to be created. The heart and the words "Banner Health" combine to express our organizational identity. **The heart should not be used alone.**

With proper, consistent and repeated use, the logo will come to symbolize the Banner brand. When people see the logo we want them to think "Banner" in the most positive terms.

System Signature

Preferred Banner Health Logo
This is the preferred system signature for identification of Banner Health and will be used whenever possible.

Horizontal Logo (Alternate)
This alternate system signature is only available for special situations when space is limited.

Branded Entity Signature

Preferred Branded Entity Signature
This is the preferred Signature for identification of Banner Health branded facilities and will be used whenever possible.

Horizontal Branded Entity Signature (Alternate)
This is an alternative horizontal branded signature for special situations when space is limited.

Co-Branded Signature

Preferred Co-Branded Signature
This is the preferred Signature for identification
of Banner Health co-branded facilities and will
be used whenever possible.

Banner Desert Medical Center

Horizontal Co-Branded Signature (Alternate)
This is an alternative horizontal co-branded signature
for special situations when space is limited.

Banner Desert Medical Center

Super-Branded Signature

Preferred Super-Branded Signature
This is the preferred Signature for identification of
Banner Health super-branded facilities and will be
used whenever possible.

Banner Health
McKee Medical Center

Horizontal Super-Branded Signature (Alternate)
This is an alternative horizontal super-branded signature
for special situations when space is limited.

Banner Health
McKee Medical Center

Unacceptable Logo Usage

The heart and the words "Banner Health"
combine to express our organizational identity.
The heart should never be used alone.

Banner Health

Banner Signature Colors

Banner's signature color is the Banner blue of the heart. A signature color, in this case the specified shade of blue, is a key component of the brand expression and should be used whenever possible in logo execution. No other color (other than designated options) should be applied to the Banner logo. The specified typography color for Banner names has been selected to set off the logo and should not be substituted when identities are executed in color.

Pantone 300
Process: C100 M30
RGB: R0 G137 B207
Web: 0089CF

Pantone 282
Process: C100 M75 K54
RGB: R0 G39 B95
Web: 00275F

Preferred two color positive

Preferred one color positive

Acceptable one color positive

Acceptable one color positive

Preferred two color reverse

Banner Signature Colors (continued)

Preferred two color reverse

Preferred one color reverse

Acceptable one color reverse

Banner Signature Typography

Utopia

Utopia Regular is the only typeface allowed for Banner Health logos. No other typestyles are to be used. The logo's graphic element (the "heart") may not, under any circumstances, be used without the topography.

Utopia Regular (primary type face)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+<>?,.;[]{}-=

System Signature – Proportions

Basic proportions

The relationship between the symbol and typography must be used precisely as shown. A proportion of the logo "X" has been established based on the height of an upper case character in the primary display font as a value. Using this value as a base, all other relative proportions can be measured and maintained regardless of the size of the logo.

3-1/2 X

1/2 X

X

1/8 X

1/4 X
Align trademark symbol with top of last character of this line.

Align

Minimum size

In order to ensure legibility, the logo may not be reproduced below the minimum allowable size shown. Smallest allowable size: X= .1"

X　Banner Health®

Area of Isolation

It is important to avoid crowding the signature with other imagery. To ensure legibility of the signature an area of clear space or clear zone surrounding the signature has been established. The area referred to as the "Area of Isolation", should remain clear of any other graphic elements such as, typography, color breaks, page trim or folds, photography, patterns, etc. This area has been established based on a proportion of the logo type referred to as "x". This is the minimum space required and a more generous amount of space is recommended, if possible.

1/2 X

X

X

X

X

Banner Health®

Improper Logo Usage

It is vital that we maintain the integrity of the Banner signatures by not altering them incorrectly. Signature misuse and inaccuracy can erode Banner's ability to protect its brand and can be confusing to our audiences. The only acceptable arrangements of the Banner Health signatures are those previously shown in Basic Signature Standards. Below are some examples of common mistakes to avoid:

Acceptable use of the logo.

Do not rearrange or modify the logo in any way.

Do not reproduce the logo without the text.

Do not add any department or other name to the Banner Health logo.

Do not substitute another typeface for the logotype.

Do not screen or substitute the colors of the logo.

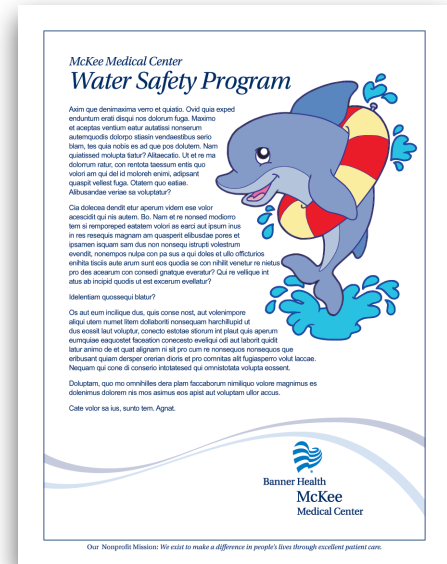Do not alter or distort the proportions of the logo.

🚫 **DO NOT** create or use illustrations to identify entities, departments or programs within a Banner facility

Acceptable use of illustration
Use illustrations with approved Banner branded logos and collateral.

🚫 **DO NOT** create or use typographic treatments to identify entities, departments or programs within a Banner facility

Banner North Colorado Medical Center
Volunteer Services

Acceptable use of typography
Use typography with approved Banner branded logos and collateral.

Banner North Colorado Medical Center
Volunteer Service Recognition Award

Thank you for or making a difference

Requested by   *Date*

Banner Health
North Colorado
Medical Center
Volunteer Services
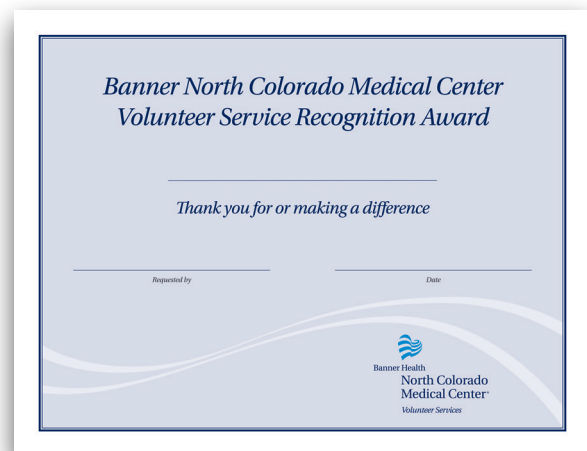
Banner Health®

BRANDED TYPE TREATMENTS AND OTHER GRAPHICS

Banner logos are created for Banner facilities and entities only. It is a violation of Banner Health's graphics standards to create logos for departments within a Banner facility and for projects or initiatives.

If certain criteria is met some initiatives and projects may qualify for special type treatments or graphics.

Criteria for creating a "branded" type treatments applied to a Banner project or initiative:

- Must be approved by Branding and Communications
- Supports a strategic or clinical goal or initiative
- Has a specific objective with measurable outcomes
- Systemic or regional impact
- Viewed by significant numbers of the public, patients and/or employees
- Cannot be a department or entity within an existing Banner facility
- Longevity of the project or initiative

Other factor may used to determine whether or not approve a specific request for a branded type treatment or logo request. Meeting part or even all of the above criteria does not necessarily guarantee that he request will be approved.

Example of approved type treatments:

Think
GREEN

ICD-10
TRANSITION

Better
TOGETHER

DO YOUR PART | PRINT SMART

Banner Health®

Proper use of branded type treatments

It is important to always use special type treatments in conjunction with a Banner branded logo and in context with properly branded collateral. Please observe the "area of isolation" around Banner logos, (see following page).

Banner Health®

Don't toss that pen!
Recycle your used pens,
pencils or markers here!

Think
GREEN

*Every pen, pencil or marker accounts for a 2 cent donation
to the Banner Health Foundation, provided by Terracycle.*

Better
TOGETHER
Banner Employees Generously
Supporting Our Community

It's Banner's 12th Birthday

You're invited to celebrate with Banner by participating in
the *Better Together* employee giving campaign!

When: Sept. 6 - Oct. 2, 2012

What: You're encouraged to give a gift that will help make
Banner and your community even better. **Every gift counts**.
When we work together, we're Better Together!

Visit the employee website, keyword search:
AZ Better Together or contact your facility
coordinator for more information.

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Minimum Area of Isolation
It is important to avoid crowding the signature with other imagery. To ensure legibility of the signature an area of clear space or clear zone surrounding the signature has been established. The area referred to as the "Area of Isolation", should remain clear of any other graphic elements such as, typography, color breaks, page trim or folds, photography, patterns, etc. This area has been established based on a proportion of the logo type referred to as "x". This is the minimum space required and a more generous amount of space is recommended, if possible.

Preferred System Signature- Area of Isolation

1/2 X

X

X

X

X

Alternate System Signature- Area of Isolation

1/2 X

X

X

X

X

QUESTIONS- PLEASE CONTACT:

Graphics standards
Louis Giordano
Director, Design Services
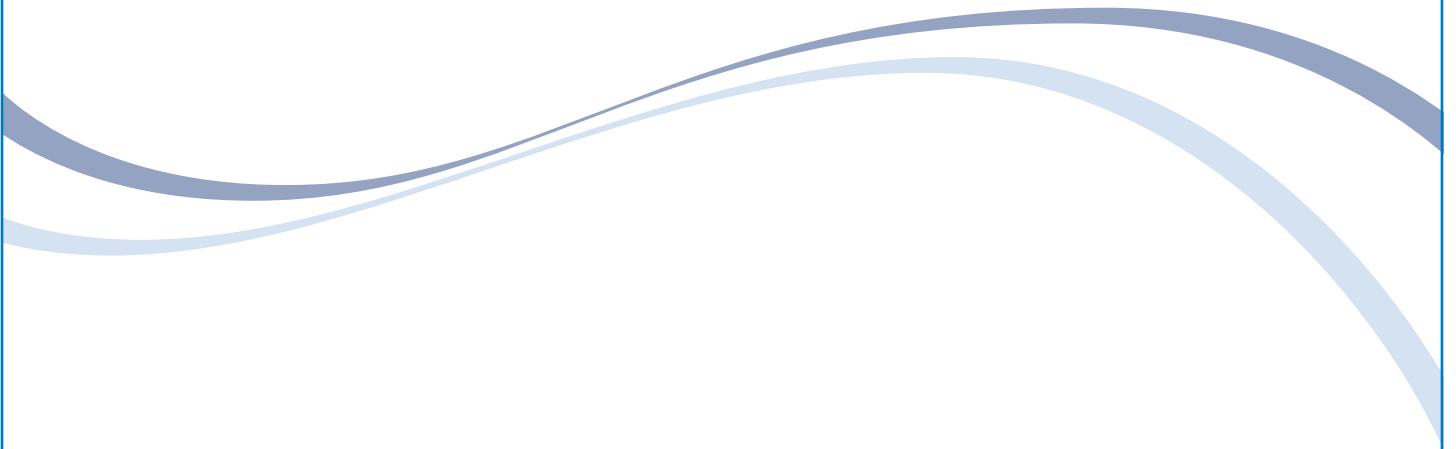602.747.4256
louis.giordano@bannerhealth.com

Naming and new logo approvals
Stacy Mowery
Brand Development Program Manager
602.747.4850
stacy.mowery@bannerhealth.com

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Banner Branded Collateral

Use of Banner branded collateral

The Banner branded collateral includes consumer/patient and employee communication materials items such as; letterhead, business cards, brochures, fact sheets, an other printed items. Other applications may include web, video and other multimedia. These items part of a comprehensive visual system and must adhere to graphic standards guiding the use of Banner Health logos, the Banner wave and imagery.

Examples of Banner branded collateral:

Banner corporate business system.

Banner patient information

Banner Health®

Use of Banner sponsored and joint venture collateral

Under rare circumstances some visual communications materials created for Banner Health may be granted a waiver from the strictly defined standards that guide the production of consumer/patient and employee materials. Such circumstances are nuanced and situational. Please contact Banner Brand Services or Banner Design Services **BEFORE** beginning a project you feel may fall into this category.

For example this would include events such as a thematic fund raiser held on behalf of a Banner facility. These exceptions are generally referred to as Banner "sponsored" collateral materials. Other exceptions may include joint ventures by Banner Health and other health care service providers.

Banner sponsored thematic event:
Fund raising collateral materials for Banner Good Samaritan Medical Center.
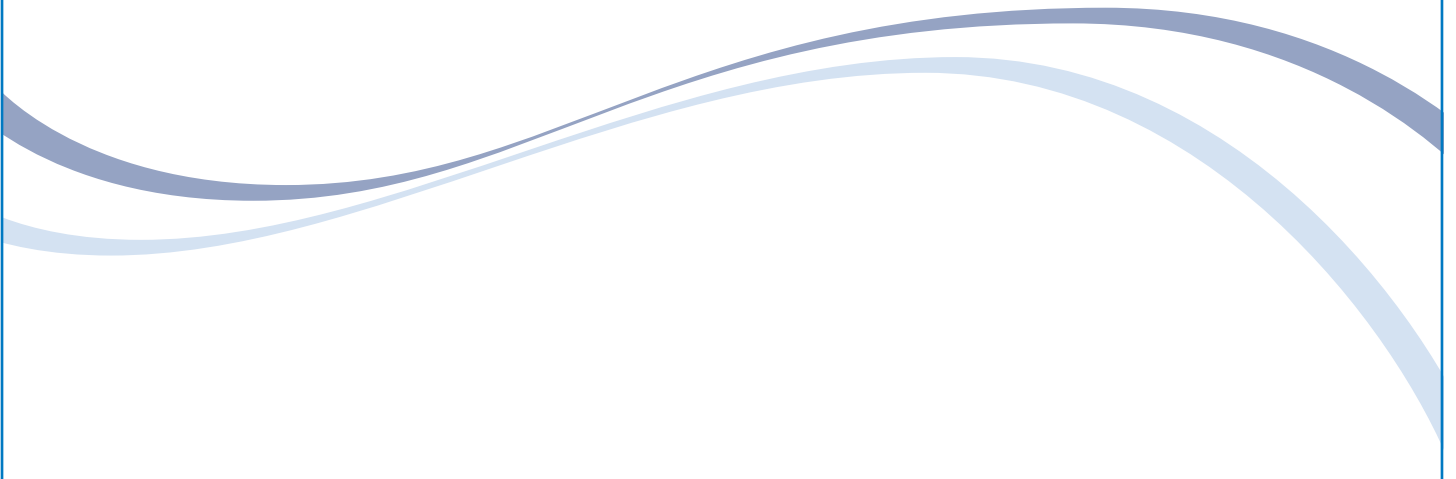*Note: A Banner approved logo must be displayed prominently.

Banner joint venture logotype:
Banner MD Anderson Cancer Center

Banner Health®

Color Standards

Color Palette

Banner's primary color palette is a derivative of the two Banner blue colors of the logo. The primary color palette of Banner Health is the result of the specified shades of blue and screened values of those colors. The colors are a key component of the brand expression and should be used whenever possible in the production of Banner branded collateral and other materials.

Preferred Colors

Pantone 300
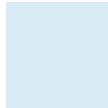Process: C100 M30
RGB: R25 G120 B190
Web: 0088cc

Pantone 282
Process: C100 M75 K54
RGB: R39 G37 B37
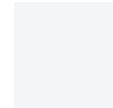Web: 0f2b5d

Screen of Preferred Colors

Pantone 300 - 15%
Process: C13 M3 Y1 K0
RGB: R217 G232 B245
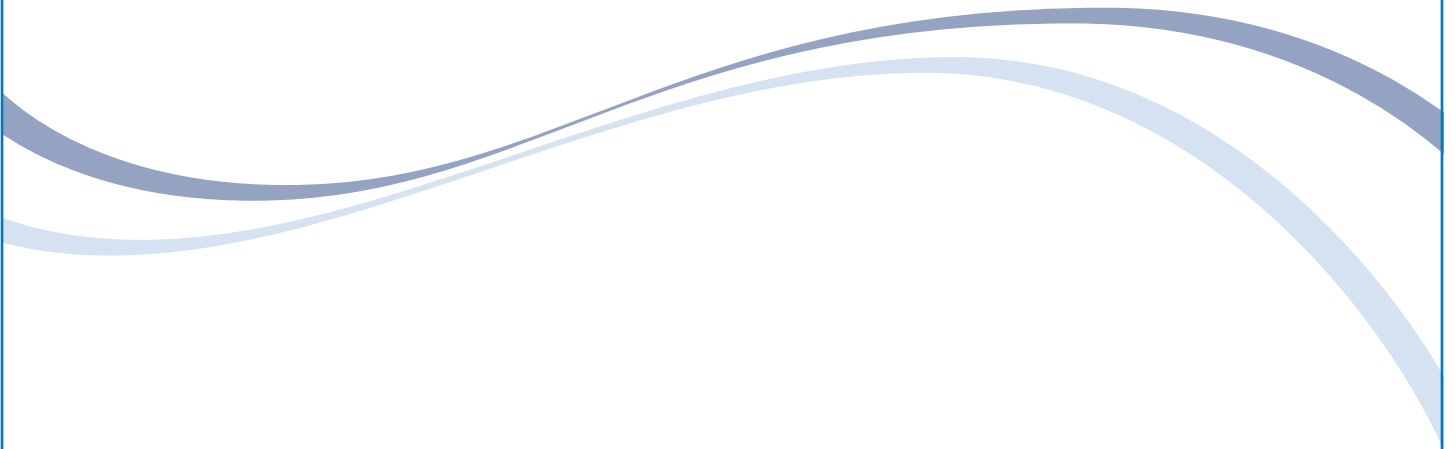Web: d9e8f5

Pantone 282 - 5%
Process: C4 M2 Y1 K0
RGB: R242 G244 B246
Web: f2f4f6

Banner Health®

Naming Standards

In making decisions regarding Banner's identity including names and logos, Brand Services consistently applies existing standards that are best designed to enhance the Banner Health brand and the brands of our facilities. Our standards are researched, consumer-tested, and even recommended by industry experts. When they are consistently applied, the standards enhance the awareness of Banner's overall brand as well as the individual brands. It is important that all Banner Health brands are recognizable, memorable and easy for consumers to understand.

Facility Names
Because Banner both owns and leases facilities, two different branding conventions are used.

"Co-brand" is the term used to describe those expressions of the brand with "Banner" integral to the facility or service name; e.g. Banner Good Samaritan Medical Center. The co-brand convention applies to facilities Banner owns.

Banner Good Samaritan
Medical Center

"Super-brand" is the term used to describe the expression of the brand where "Banner Health" is part of the facility identity, but "Banner" is not part of the actual name of the facility; e.g. North Colorado Medical Center. This convention applies to facilities Banner leases.

Banner Health
North Colorado
Medical Center®

Departments within Hospitals
When naming departments, programs or services within hospitals it is important to first leverage the name of the hospital. The name of the department should come secondary to the hospital name. See the example for an Emergency Department. This example name and logo style indicates that this is simply the Emergency Department located at Banner Thunderbird Medical Center.

Banner Thunderbird
Medical Center
Emergency Department

Department names should be kept simple for the consumer to understand. Words such as "department", "program", "services" are preferred. Those seeking names such as "Center", "Institute" and other more high-profile names require more analysis and should seek advisement from Brand Services.

High Profile Service Lines within Hospitals
For certain "high-profile" services lines within a hospital, a more focused naming style can be a solution. This still leverages the identity of the hospital, while giving the service line a slightly higher profile and a name that incorporates the facility name.

This example is the Banner Thunderbird Children's Center.

Banner Thunderbird
Children's Center

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New Brand Names

If a new facility or program is being introduced to Banner, a new name must be selected which best meets brand standards. The following factors are considered in the research and development of new name for Banner Health entities.

- Target audience research – The opinions and interests of the target audience are important to any naming and branding effort.

- Banner Health brand standards – Brand standards provide guidelines for our names and logos.

- Brand name leverage – The name should leverage the awareness of the existing brands (facility and system).

- Fit with service area/community – Consideration can be given to geographic, historical or otherwise meaningful names common to the area.

- Legally available – Names will be cross-checked with the Corporation Commission to be sure that the trade names are available for Banner to register.

- Distinctiveness – Consideration will be given to names that differentiate the entity from our competitors and likewise in the minds of consumers seeking health care.

- Pronunciation – It is important that the name be easy to pronounce and spell.

- Acronyms – Consideration will not be given to names requiring the use of an acronym. Acronyms are discouraged at Banner, as they do not promote a brand name.

- Consumer simplicity -- The name should be attractive, and easy for consumers to understand what the entity is and where it is located.

- Web search-ability – The name should be easily found on the internet.

- Strategic fit – The name should support Banner Health's vision for industry leadership and market differentiation.

New Hospital Name Process

- A multi-disciplinary team is formed, led by Brand Services. Other potential representatives include Public Relations, hospital CEO/other leadership, Planning, etc.

- The team will decide what types of research are needed: consumer, employees, other stakeholders.

- The team explores all issues associated with the naming of the entity.

- Brand Services use the team's analysis and the market research to produce recommendations including names and identities.

Banner Health®

Typography Standards
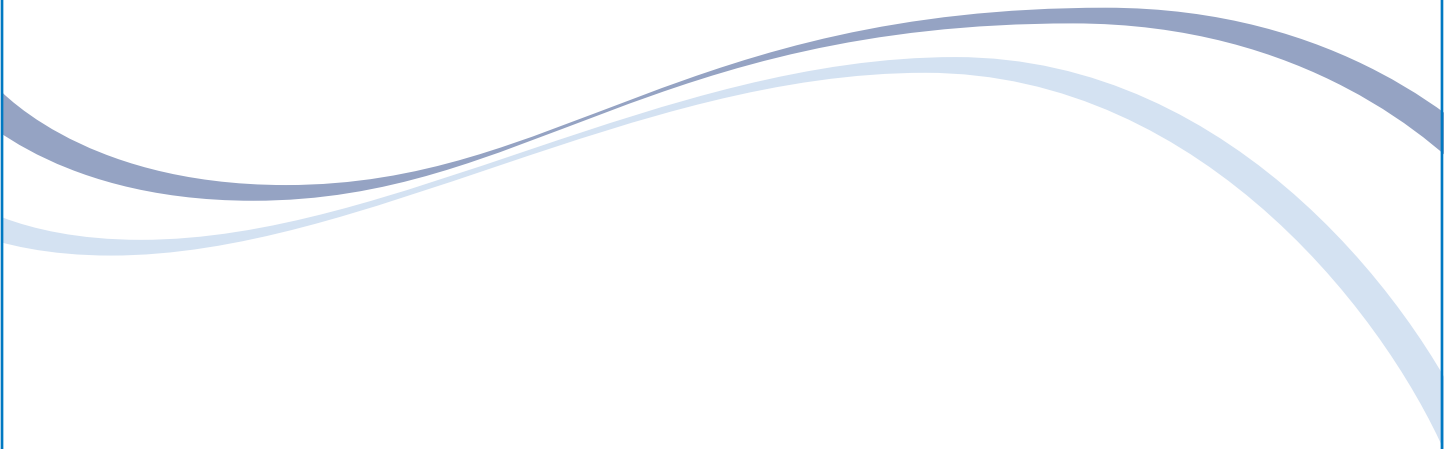
The style of type used to express the organizational names is an integral part of the Banner graphic identity. Specified typestyles were selected because they compliment the logo and create a high quality look or serve a functional purpose.

The Utopia family of fonts (similar to the Times Roman family of fonts) is the preferred typeface for signatures, headlines and subheads. Times Roman may be substituted when Utopia is not available for text only. Under no circumstances can Times Roman (or any other font) be substituted for Utopia for Banner Health logos.

The Arial family of fonts (similar to the Helvetica family of fonts) is suggested as a typeface for body copy. Arial may also be used as a contrasting type for call-outs and captions, or an alternate face for body copy. Arial is the preferred font for text and body copy because it is a widely used default system font for many computers and because it is legible in both print and on-screen viewing. Under some circumstances Times Roman or Utopia may also be used.

Please consult Banner Health Design Services if you have any questions.

Fonts

Utopia Regular (primary type face)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+<>?,.;[]{}-=

Utopia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_+<>?,.;[]{}-=*

Utopia Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+<>?,.;[]{}-=

Utopia Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+<>?,.;[]{}-=

Times Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+<>?,.;[]{}-=

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+<>?,.;[]{}-=

Arial Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+<>?,.;[]{}-=

Banner Health®