Banner Health

Brand Guidelines

Contents

For information on use of Exhale, see Exhale Campaign Guidelines

Preface

Welcome to the Banner brand guidelines

Here, you'll find information, instruction and inspiration for representing and communicating the Banner brand.

This is an important resource for everyone who has a role in representing our brand. Not only will it help us communicate Banner more effectively, it will also enrich our own understanding of the Banner brand and what it stands for.

Our Brand

Our Brand

What is the Banner brand?

Our Banner brand is what we believe and how we show up for our audiences. It encompasses both what we do and how we communicate. These guidelines help us do so more consistently and powerfully.

You'll find guidance on high-visibility elements like our name and logo. The guidelines also cover the colors and images we use, and all the different graphic elements that help us communicate. They even extend to the words we use to talk about Banner and what we do.

Over the long term, we'll continue to add to these guidelines to cover more of the dimensions of our brand.

Our Brand

Reflecting our brand strategy

At the heart of our brand is a simple but powerful strategy—the ideas that make us unique, setting us apart from other health care organizations.

Here, you'll find a brief description and definition of the essential components of our strategy platform — our values, mission, customer, personality and attributes.

The visual and verbal expressions you'll find in these guidelines are some of the primary ways we bring these strategy elements to life. So, it's essential to keep them in mind as we create and evaluate brand communications.

Our Brand

Our streamlined brand strategy platform

Our Values	**Our Mission**	**Our Customer**	**Our Personality**	**Our Attributes**
What guides and grounds us:	**The purpose of our work:**	**Who we serve:**	**The role we fill:**	**How we come across:**
We believe in	*Which is why we're*	*For*	*Serving as their*	*That they can depend on to be*
Customer Obsessed	Making health care easier so life can be better	Sofia and her family	Wise Guide	Simple
Relentless Improvement				Clear
Courageously Innovate				Trusted
Disciplined Focus				Understanding
Foster Accountability				Full of heart
Continuously Earn Trust				

A simple definition for each of **Our Attributes** helps us ensure that they show through in how we think, act and communicate:

Simple: eliminate barriers to understanding and reduce steps to action

Clear: explain and show—what, why and how

Trusted: make it work each time, fix errors fast, and follow through

Understanding: see, feel and address things from the perspective of the customer

Full of heart: bring our passion, caring, commitment and determination to all we say and do

Getting and staying on-brand

| NEW USES OF BRANDING: WHAT TO DO? |

If you have expressed the brand in a way that hasn't been done before and you believe it still aligns with our Mission and brand attributes, please contact the brand team (design@ bannerhealth.com) to discuss whether the new approach should be incorporated into our brand guidelines.

As we create and evaluate communications for Banner, we ask:

Brand Fit

· Does the sum creative successfully support the Banner mission: Making health care easier, so life can be better?

· Does the sum creative appropriately convey one or more of our brand attributes: Simple, Clear, Trusted, Understanding, Full of Heart?

· After considering all expressive design components (i.e., imagery, typography, voice and color), does the sum creative successfully express the Banner brand?

Project Fit

· Does the creative achieve the goals defined by the creative brief while being true to the Banner brand?

Audience Fit

· Is Sofia likely to quickly understand the intent?

· Is the creative likely to engage Sofia?

· Does the creative fit the Wise Guide personality that Sofia seeks?

· Is the creative culturally relevant and ADA compliant?

System Fit

· Does the creative fit within both a specific family of similar branded touchpoints (i.e., communications and/or experiences), as well as within the broader Banner ecosystem of all branded touchpoints (i.e., across all media, channels and/or platforms)?

Our Brand

A little more about our Banner Health customer

One of the most important things our brand does is to help us connect with our Banner Health customers.

As a large and multi-faceted organization, Banner serves many types of people. But to help focus our brand communications, we have identified a customer persona who best represents the people we serve.

We call her Sofia.

She is a busy woman in her 30s or 40s who cares for her own young children and aging parents. She, her spouse, her children, and parents all require various types of health care. And, it largely falls to Sofia to connect with and coordinate that care. As she works and takes care of her family, she is the key decision maker on health care choices.

At Banner, we design and deliver care that makes things easier — and life better — for Sofia. And, with our brand identity, we bring this promise to life for her and all our customers.

Caring for our brand

Our Banner brand is key to standing out in a crowded marketplace, and essential to connecting with Sofia.

It also brings all of our own people together under one united Banner. Much more than just a "surface," our brand identity is a strategic tool that must be applied and cared for thoughtfully.

We do this through active brand management — which starts with this very document. It outlines guidelines for how, when and where to use our core brand identity components. When we combine these with ongoing oversight and assistance, we can be sure to put our brand identity to work in the most effective ways.

In each of the following sections, you will find essential guidance, rules and background for applying our brand identity clearly and consistently across our Banner communications.

Our Brand

Our Logo

What does the Banner Health logo symbolize for our brand?

Our logo is the primary visual manifestation of the Banner Health brand.

The clean, crisp feel of our name reflects our intention to make health care easier. And the Banner heart stands for our own heartfelt desire to make life better.
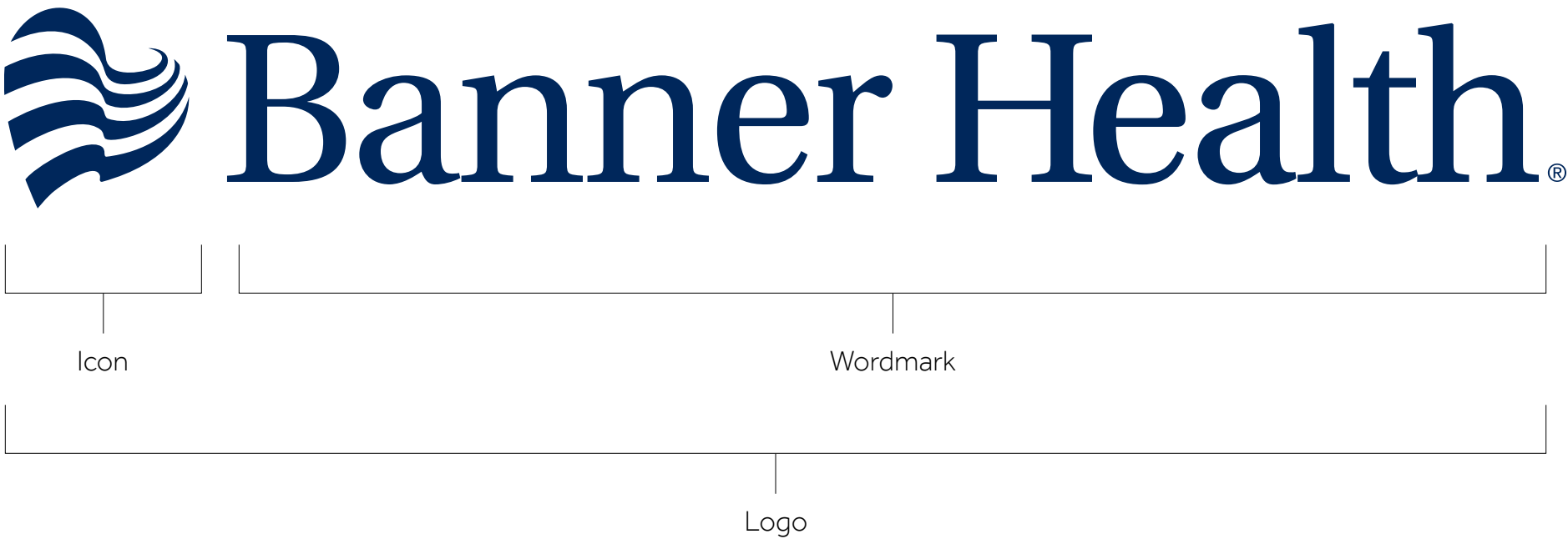
Our Brand

The elements that make up our logo

Our logo consists of two elements: the "Banner heart" icon and the "Banner Health" wordmark.

The "Banner heart" icon represents caring, warm, and supportive aspects of the brand.

The Banner Health wordmark is in a simple, timeless style that reflects the ease that customers find as Banner members.

Icon

Wordmark
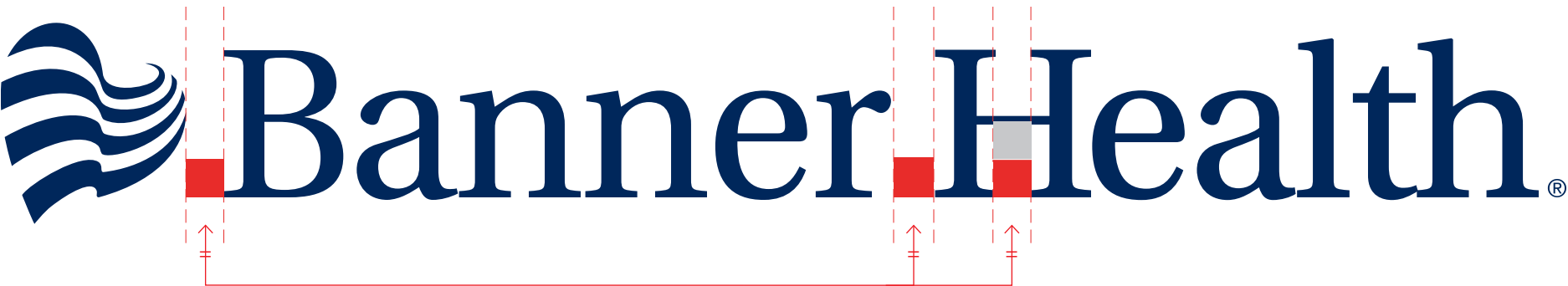
Logo

Our Brand

How our logos
are built

Primary logo: The space between the "Banner heart" icon and the "Banner Health" wordmark is equal to half the height of the cross stroke on the "H" of "Health" as shown at right.

Secondary (stacked) logo: The space between the "Banner heart" icon and the "Banner" wordmark is equal to the space between the bottom of the "B" and the top of the "H" as shown at right.

Only logos created by the Brand Experience Design team may be used, and all logos must be approved before use. If you believe you need a logo other than the ones provided here, please contact:

design@bannerhealth.com
Banner Health
2901 N. Central Avenue, Suite 160
Phoenix, AZ 85012

Primary logo:

The space between the "Banner heart" icon and the "Banner Health" wordmark is equal to half the height of the cross stroke on the "H" of "Health" as shown above.

Secondary (stacked) logo:

Note: The secondary (stacked) version of the logo should only be used when necessary due to space limitations. The primary logo is the preferred configuration and should be used whenever possible.

Our Brand

How our sub-brands and joint ventures are built

The space between the "Banner heart" icon and the "Banner" wordmark and the sub-brand or joint venture name is equal.

Partnerships

The relationship between the Banner brand and any partner brand should be evaluated on a case-by-case basis, as there are too many variables to recommend a single configuration.

Only logos created by the Brand Experience Design team may be used, and all logos must be approved before use. If you believe you need a logo other than the ones provided here, please contact:

brand@bannerhealth.com
Banner Health
2901 N. Central Avenue, Suite 160
Phoenix, AZ 85012

The space between the "Banner heart" icon and "Banner" and the sub-brand is equal.
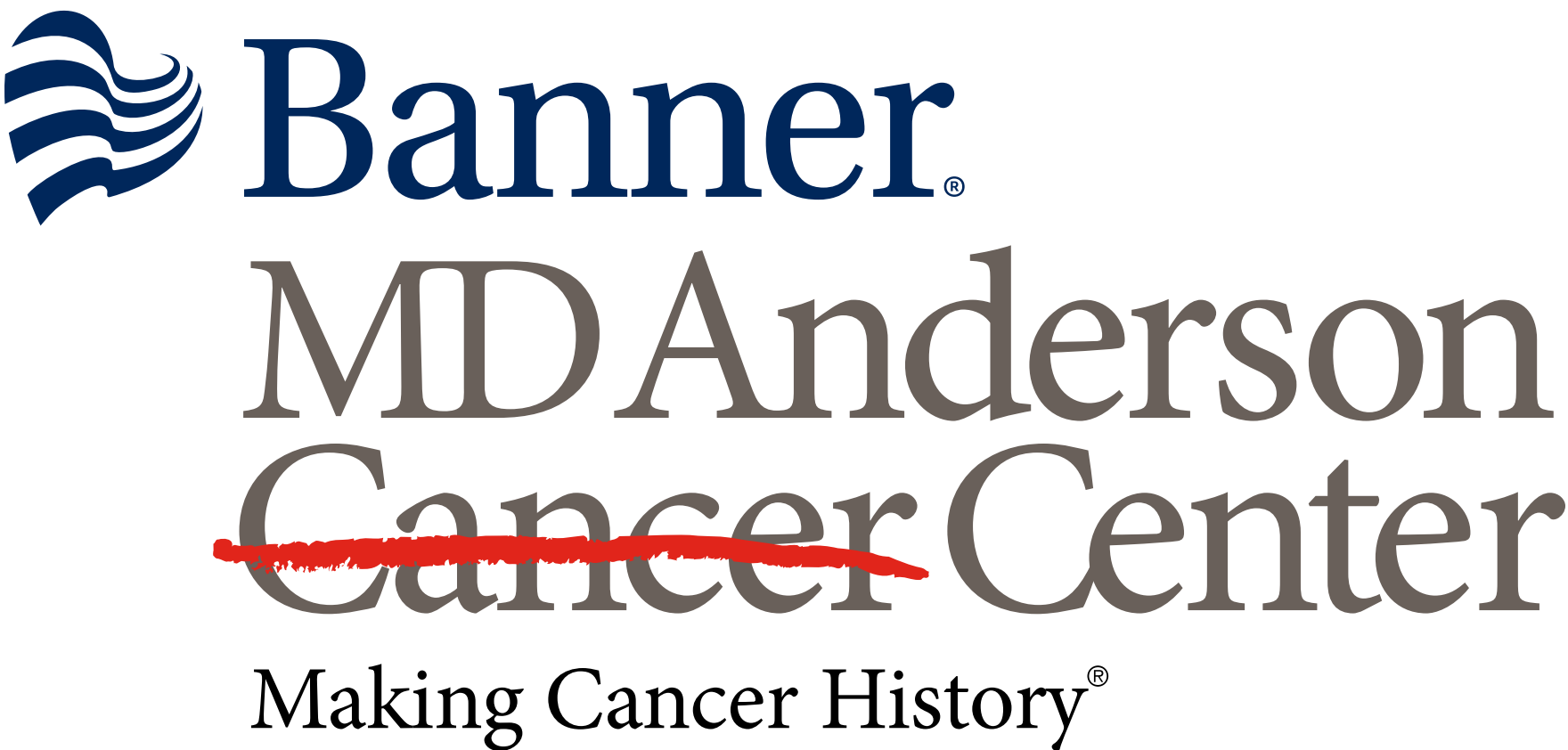
Our Brand

The Banner logo's signature color

Banner's logo signature color is the Banner blue of the heart icon and the wordmark. It is a key component of the brand expression and should be used whenever possible in logo execution.

No other color (other than the black and white versions shown) here should be applied to the Banner logo.

PANTONE 281
CMYK 100/85/5/36
RGB 0/32/91
HEX #00205b

Primary

Black

Reverse

Our Brand

How our logos are used on color backgrounds

The Banner logo and associated sub-brands should be used on either white or very light backgrounds, or Banner's signature blue, black or the associated sub-brand color, as shown at right.

For questions regarding the correct use of our logo on specific color backgrounds please contact the Banner Health brand team:

design@bannerhealth.com
Banner Health
2901 N. Central Avenue, Suite 160
Phoenix, AZ 85012

Display of the logos on white or a very light color is preferred.

Display of the reverse logos on primary blue, associated sub-brand color, and black is acceptable..

Our Brand

How our logos are used on photo backgrounds

When used over photographs, care must be taken to place the logos on light background areas, or in the case of reverse logo versions, on dark colors. Photos must be cropped and positioned in such a way as to allow the logo maximum readability.

For questions regarding the correct use of our logo on specific color backgrounds please contact the Banner Health brand team:

design@bannerhealth.com
Banner Health
2901 N. Central Avenue, Suite 160
Phoenix, AZ 85012
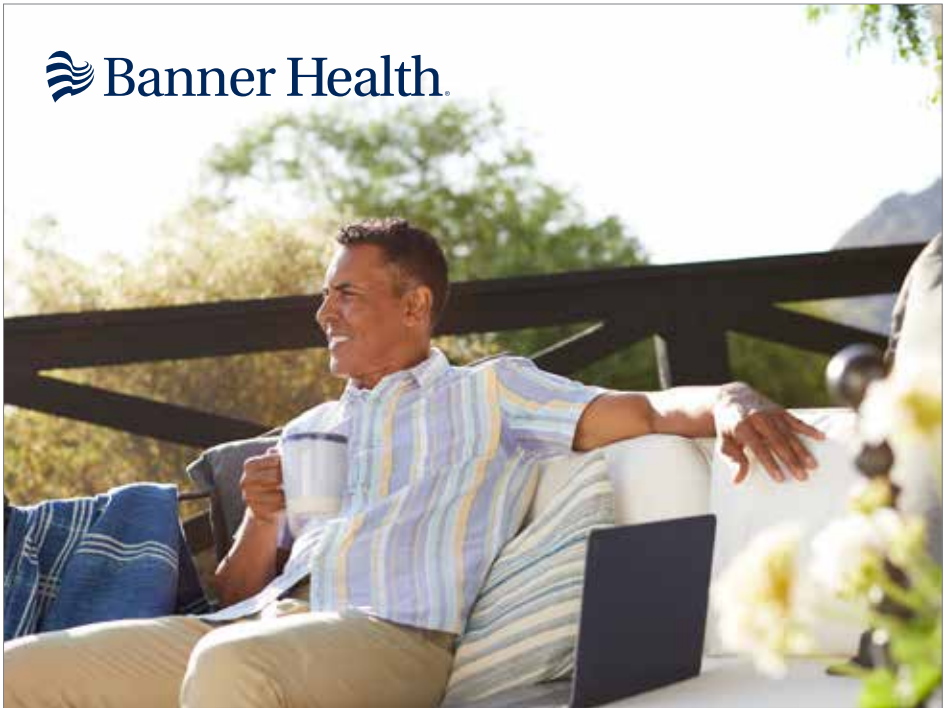
Display of the logos on a very light photo background area.

Display of the reverse logos on dark photo background areas..

Our Brand

Logo clear space / minimum size

The Banner Health logo requires clear space to maintain its clarity and impact. The clear space surrounds the logo and should be kept free of competing graphics, images, typography, or the edge of the format.

The clear space is determined from one half of the height of the "heart" icon.

To maintain legibility, the Banner Health logo should not be used at sizes below the prescribed minimum size. Avoid scaling the primary logo below .05" high for print or 15 pixels high for on-screen use.

Recommended clear space: one half the height of the Banner "heart" icon

Minimum size: avoid scaling below .05" high for print or 15 pixels high for on-screen use

Improper use of the Banner logo: don'ts

It is vital that we maintain the integrity of the Banner logo by not altering it. Logo misuse and inaccuracy can erode our ability to protect the brand and can be confusing to our audiences.

The only acceptable arrangements of the Banner Health signatures are those previously shown on page 14.

At right are some examples of common mistakes to avoid:

Do not use older versions of the logo, such as the one above, which was phased out in 2017. Look for color changes (such as the light blue in the heart above) and the placement of the Banner heart in relation to the words (using the heart above the words is incorrect) to help determine whether a logo is an approved version .

Do not rearrange or modify the logo in any way.

Do not alter or distort the proportions of the logo.
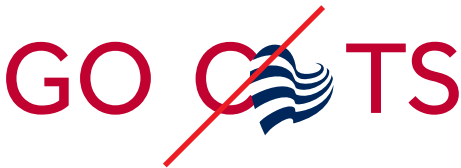

Do not screen back or change the colors of the logo.

Do not substitute another typeface for the logomark.
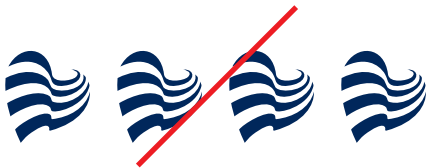
Our Brand: Brand Management

Improper use of the Banner heart: don'ts

Like the Banner Health logo, it is vital that we maintain the integrity of the Banner heart by not altering it.

At right are some examples of common mistakes to avoid:

GO C~~A~~TS

Do not use the heart as part of a word or as a replacement letter.

Do not use the heart as part of a pattern.

I ~~♥~~ Banner

Do not use the heart in place of a word.

Health

Do not use the heart as part of a health care term, condition or naming convention.

Proper use of the Banner "heart" icon

This example shows an *approved use of the stand-alone Banner "heart" icon when used as a supergraphic*. The outsized scale of the graphic in comparison to the logo clearly communicates that it is a separate element from the logo.

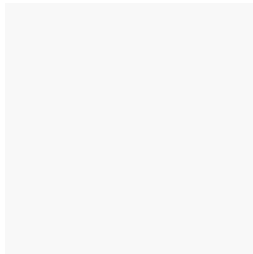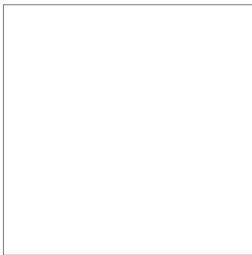When using the Banner "heart' as a supergraphic, we recommend that it be expressed with flat color.
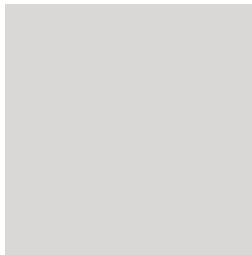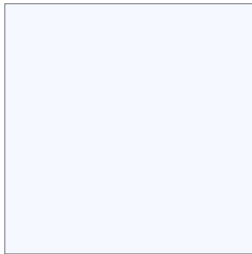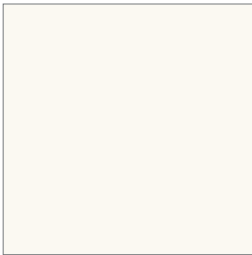
Brand Elements

Color

The Banner Palette

Color is a powerful tool for communicating the sense of wellbeing at the heart of our brand,

The colors of our palette start with a calming dark blue and include cool hues as well as complementary warm colors that evoke the full spectrum of a healthy lifestyle.

Brand Elements: Color Palettes + Conversions

Print Palettes

Digital Palette

Core	Extended		Children's	U of A	Digital	

Core

Pantone 281
CMYK 100/85/5/36
RGB 0/32/91
HEX #00205B

White
CMYK 0/0/00/0
RGB 255/255/255
HEX #FFFFFF

Extended

Pantone 376
CMYK 54/0/100/0
RGB 132/189/0
HEX #84BD00

Pantone 158
CMYK 0/62/95/0
RGB 232/119/34
HEX #E87722

Pantone 7710
CMYK 81/0/23/0
RGB 0/167/181
HEX #00A7B5

Cool Gray 10
CMYK 40/30/20/66
RGB 99/102/106
HEX #63666A

Pantone 300
CMYK 99/50/0/0
RGB 0/94/184
HEX #005EB8

Pantone 2905
CMYK 45/1/0/1
RGB 141/200/232
HEX #8DC8E8

Pantone 2010
CMYK 0/35/100/0
RGB 255/173/0
HEX #FFAD00

Pantone 9060 (30%)
CMYK 1/1/4/0
RGB 251/249/242
HEX #FBF8F2

Children's

Pantone 281
CMYK 100/85/5/36
RGB 0/32/91
HEX #00205B

Pantone 158
CMYK 0/62/95/0
RGB 232/119/34
HEX #E87722

Pantone 300
CMYK 99/50/0/0
RGB 0/94/184
HEX #005EB8

Pantone 376
CMYK 54/0/100/0
RGB 132/189/0
HEX #84BD00

U of A

Pantone 281
CMYK 100/85/5/36
RGB 0/32/91
HEX #00205B

Pantone 200
CMYK 3/100/70/12
RGB 186/12/47
HEX #BA0C2F

Urgent Care

Pantone 281
CMYK 100/85/5/36
RGB 0/32/91
HEX #00205B

Pantone 485
CMYK 0/95/100/0
RGB 218/41/28
HEX #DA291C

Digital

Pantone 281
CMYK 100/85/5/36
RGB 0/32/91
HEX #00205B

CMYK 3/1/0/0
RGB 245/248/255
HEX #F5F8FF

Pantone 640
CMYK 85/42/10/0
RGB 0/126/180
HEX #007EB4

Pantone 158
CMYK 0/62/95/0
RGB 232/119/34
HEX #E87722

Cool Gray 10
CMYK 40/30/20/66
RGB 99/102/106
HEX #63666A

Cool Gray 1
CMYK 4/2/4/8
RGB 217/217/214
HEX #D9D9D6

CMYK 2/1/1/0
RGB 248/248/248
HEX #F8F8F8

White
CMYK 0/0/00/0
RGB 255/255/255
HEX #FFFFFF

Pantone 300
Pantone 376
Pantone 200
Pantone 485

The colors at left, while not part of the regular digital color palette, can be used when the Children's and U of A sub-brands are used in digital applications.

Color Conversions

Banner's color palettes are based on our signature Pantone® Blue 281 in combination with supporting colors as shown

Core: Logo colors

Extended: Secondary colors that are used to support the Core palette.

Children's: The Core palette blue plus secondary colors that are used to differentiate Banner Children's services.

U of A: The Core palette blue plus the approved Pantone 200 Red.

Urgent Care: The Core palette blue plus Pantone 485 Red.

Digital: The Core palette blue plus secondary colors specific to digital applications. When expressing Banner Children's, U of A , or Urgent Care in digital applications, those print palettes may also be used, as shown by the smaller color swatches at right.

Note about print color matching:
Since results may vary when attempting to match CMYK conversions to the corresponding Pantone colors, it is best to provide the Pantone colors as the "target" colors and direct vendors to match those as closely as possible.

Brand Elements: ADA Color Compliance

ADA Compliance

The Americans with Disabilities Act (ADA) Standards for Accessible Design state that all electronic and information technology must be accessible to people with disabilities.

The chart at right shows which colors of the Banner brand palette meet or exceed the threshold for contrast and readability for text and graphic objects, While these standards were developed for web use, they should also be considered when developing print or other brand expressions. There are two levels of contrast requirements: Level AA and Level AAA, which requires a higher contrast level.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. At right are the ADA color contrast evaluations for text on white backgrounds.

Link to website:
https://webaim.org/resources/contrastchecker/

Print Palettes

Digital Palette

Core

Pantone 281
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Extended

Pantone 376
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

Pantone 158
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

Pantone 7710
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

Cool Gray 10
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Pantone 300
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Pantone 2905
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

Pantone 2010
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

C1 M1 Y4 K0
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

Children's

Pantone 281
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Pantone 158
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

Pantone 300
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Pantone 376
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

U of A

Pantone 281
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Pantone 200
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Urgent Care

Pantone 281
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Pantone 485
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Digital

Pantone 281
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

C5 M1 Y0 K0
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

Pantone 640
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: PASS

AAA
Normal Text: FAIL
Large Text: PASS

Pantone 158
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

Cool Gray 10
AA
Normal Text: PASS
Large Text: PASS
Graphic Objects: PASS

AAA
Normal Text: PASS
Large Text: PASS

Cool Gray 1
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL

C2 M1 Y1 K0
AA
Normal Text: FAIL
Large Text: FAIL
Graphic Objects: FAIL

AAA
Normal Text: FAIL
Large Text: FAIL
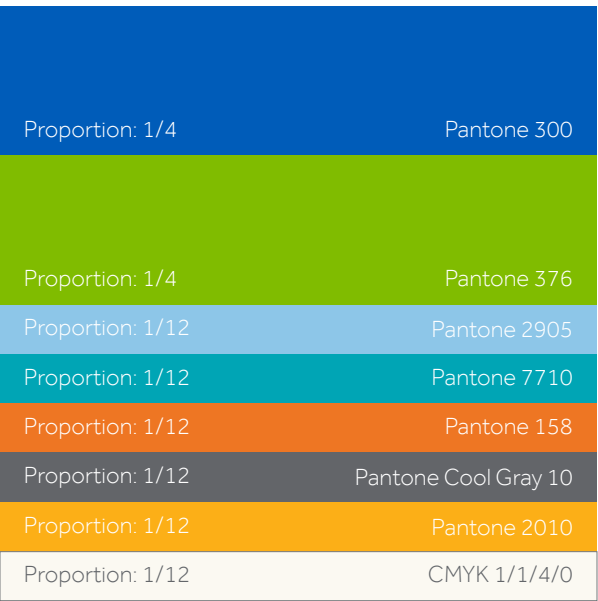
Brand Elements: Color Proportions

Color Proportions

When using our color palettes it is important to follow these color proportion guides to determine the correct balance of color to apply within each palette.

For example, within the Children's palette, employ the Core blue approximately twice as much as any of the other three colors in the palette.

Core

Proportion: 1/2	Pantone 281
Proportion: 1/2	White

Extended

Proportion: 1/4	Pantone 300
Proportion: 1/4	Pantone 376
Proportion: 1/12	Pantone 2905
Proportion: 1/12	Pantone 7710
Proportion: 1/12	Pantone 158
Proportion: 1/12	Pantone Cool Gray 10
Proportion: 1/12	Pantone 2010
Proportion: 1/12	CMYK 1/1/4/0

Children's

Proportion: 1/3	Pantone 281
Proportion: 1/3	White
Proportion: 1/6	Pantone 158
Proportion: 1/6	Pantone 300
Proportion: 1/6	Pantone 376

U of A

Proportion: 1/3	Pantone 281
Proportion: 1/2	White
Proportion: 1/3	Pantone 200

Urgent Care

Proportion: 1/3	Pantone 281
Proportion: 1/3	White
Proportion: 1/3	Pantone 485

Digital

Proportion: 1/4	Pantone 300
Proportion: 1/4	White
Proportion: 1/4	CMYK 3/1/0/0
Proportion: 1/16	Pantone Cool Gray 10
Proportion: 1/16	Pantone 158
Proportion: 1/16	Pantone 640
Proportion: 1/16	Pantone Cool Gray 1

Brand Elements: Color Pairings

Color Pairings:
Core + Extended Palette

Within each of our palettes there are preferred color pairings along with those that we do not recommend.

Shown at right are examples for the Extended Palette.
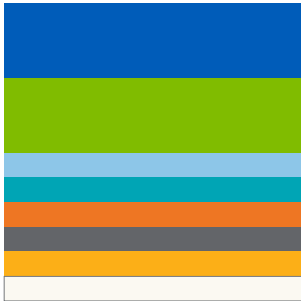
Core + Extended: **Preferred**

Core + Extended: **Not Recommended**

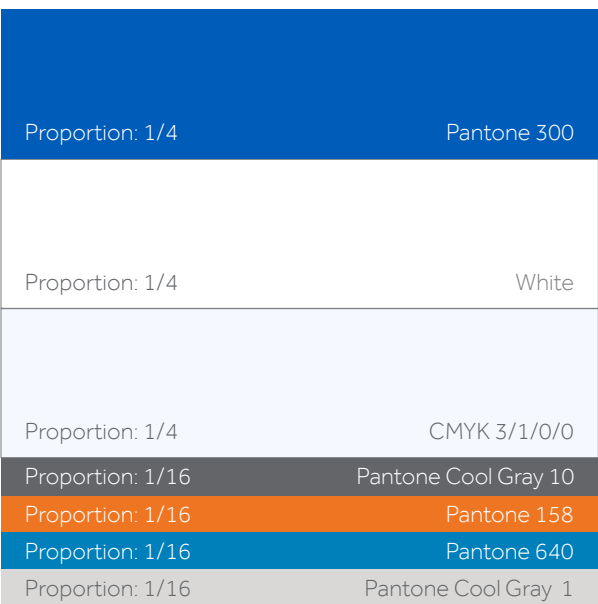|		
Pantone 281	Pantone 281	Pantone 281
Pantone 300	Pantone 158	Pantone Cool Gray 10
Pantone 281	Pantone 281	Pantone 300
Pantone 376	Pantone 2010	Pantone 376
Pantone 281	Pantone 281	Pantone 376
Pantone 2905	CMYK 2/1/1/0	Pantone 2905
Pantone 281	Pantone 300	Pantone 158
Pantone 7710	Pantone 7710	Pantone 2010

Brand Elements: Color Limits

Color Limits:
Core + Extended Palette

Although the Extended Palette includes 8 colors, we do not recommended using them all in the same brand expression, but rather limiting to no more than 3 colors plus the Core Banner Blue as shown in the examples at right.

Proportion: 1/2	Pantone 281
Proportion: 1/6	Pantone 300
Proportion: 1/6	Pantone 376
Proportion: 1/6	Pantone 2905

Proportion: 1/2	Pantone 281
Proportion: 1/4	Pantone 7710
Proportion: 1/4	CMYK 1/1/4/0

Proportion: 1/2	Pantone 281
Proportion: 1/6	Pantone 2905
Proportion: 1/6	Pantone 300
Proportion: 1/6	Pantone 7710

Proportion: 1/2	Pantone 281
Proportion: 1/6	Pantone 376
Proportion: 1/6	Pantone 300
Proportion: 1/6	CMYK 1/1/4/0

Proportion: 1/2	Pantone 281
Proportion: 1/6	Pantone 158
Proportion: 1/6	Pantone Cool Gray 10
Proportion: 1/6	CMYK 1/1/4/0

|	
Proportion: 1/2	Pantone 281
Proportion: 1/4	Pantone 2010
Proportion: 1/4	Pantone 300

Brand Elements: Color Pairings

Color Pairings: Children's Palette

Within each of our palettes there are preferred color pairings along with those that we do not recommend.
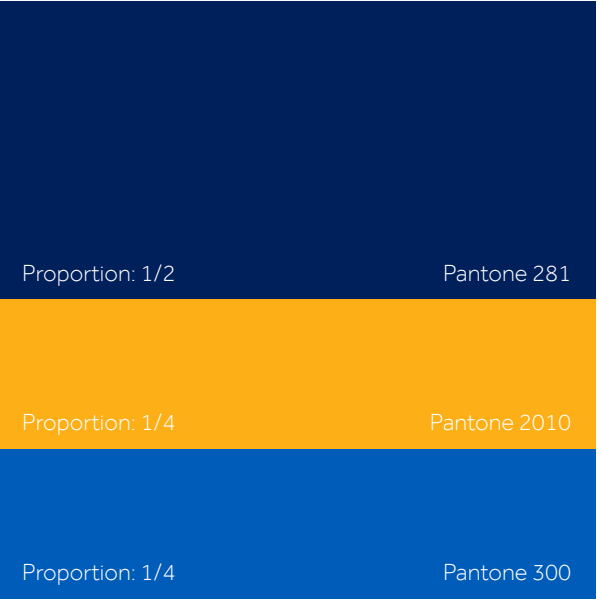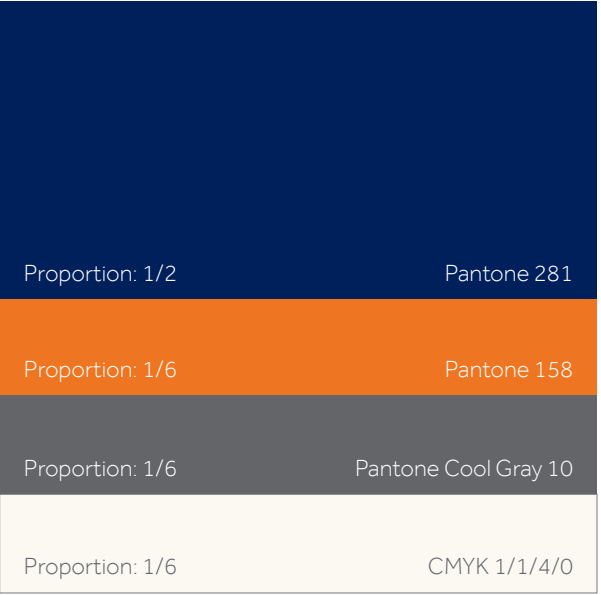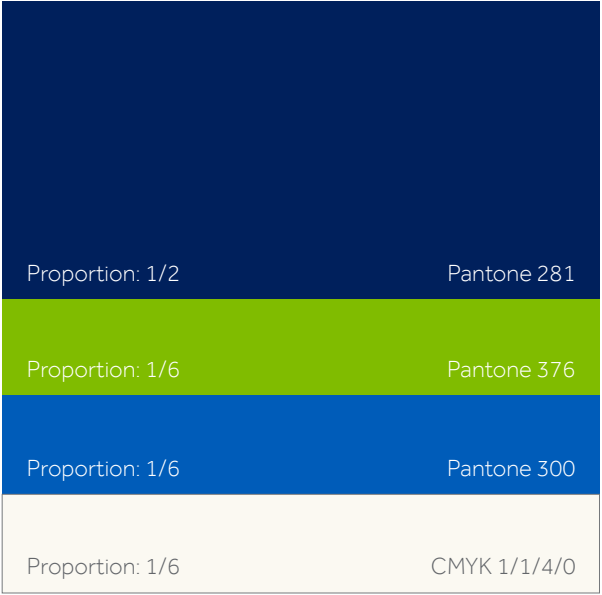
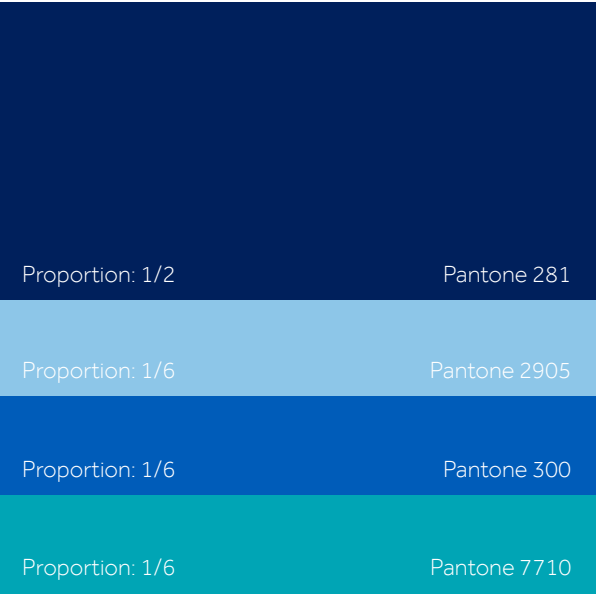Shown at right are examples for the Children's Palette.

Children's Palette: **Preferred**

| Pantone 281 |
| White |

| Pantone 281 |
| Pantone 158 |

| Pantone 281 |
| Pantone 300 |

| Pantone 281 |
| Pantone 376 |

Children's Palette: **Not Recommended**

| Pantone 158 |
| Pantone 300 |

| Pantone 158 |
| Pantone 376 |
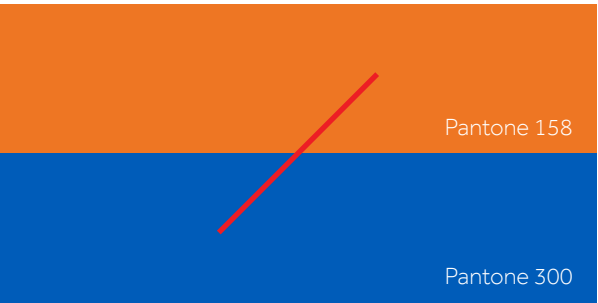
Color Limits: Children's Palette

In this palette it is preferred to use all 3 colors plus the Core Banner Blue to express a more exuberant tone.

Brand Elements: Color Pairings

Color Pairings: Digital Palette

Within each of our palettes there are preferred color pairings along with those that we do not recommend.
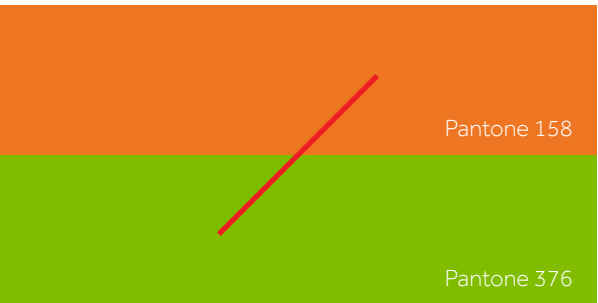
Shown at right are examples for the Digital Palette.
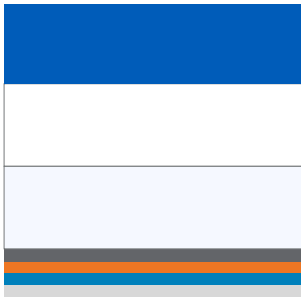
Digital Palette: **Preferred**

Pantone 281
White

Pantone 281
Pantone 300

Pantone 281
RGB 248/248/255

Pantone 640
RGB 248/248/255
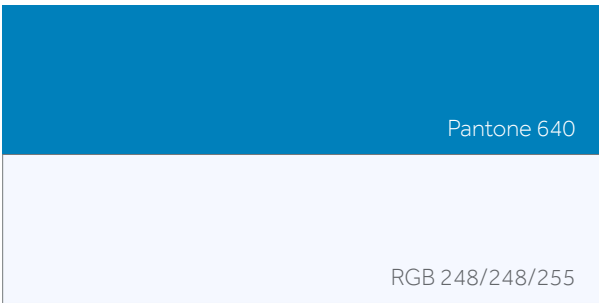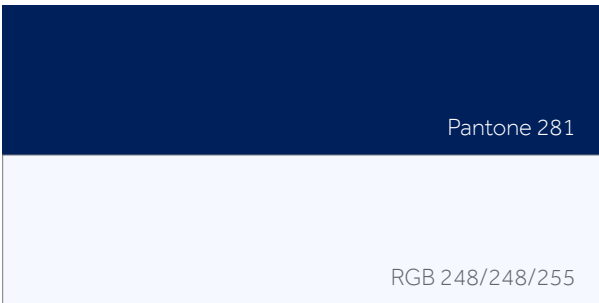
Digital Palette: **Not Recommended**

Pantone 158
Pantone Cool Gray 10

Pantone 158
Pantone 640
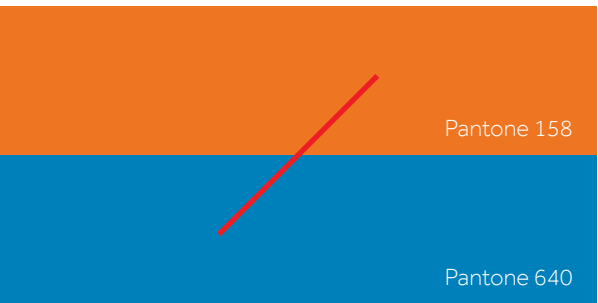
Notifications: Digital Palette

These three colors are used only for the following uses in digital applications:

Error: Pantone 485

HEX #DA291C

Confirmation: Pantone 2258

HEX #008522

Neutral / Alert: Pantone 3005

HEX #0077C8

Brand Elements: Color Limits

Color Limits:
Digital Palette

In this palette it is recommended to use no more than 2 colors plus the Core Banner Blue. Much of the overall color in any digital application should be provided by photography and other imagery, which can be used to reflect the full color palette.

Proportion: 1/2	Pantone 281
Proportion: 1/4	Pantone 300
Proportion: 1/4	White

Proportion: 1/2	Pantone 281
Proportion: 1/4	Pantone Cool Gray 10
Proportion: 1/4	RGB 248/248/255

Proportion: 1/2	Pantone 281
Proportion: 1/4	RGB 248/248/255
Proportion: 1/4	Pantone 640

Proportion: 1/2	Pantone 281
Proportion: 1/4	Pantone 640
Proportion: 1/4	White

Proportion: 1/2	
Proportion: 1/4	
Proportion: 1/4	

Proportion: 1/2	Pantone 281
Proportion: 1/4	White
Proportion: 1/4	RGB 248/248/255

Brand Elements: Typography

Typography

Brand Elements: Typography: Standard Fonts

Typography: Standard Fonts

Banner's font family includes a friendly, open serif font, Utopia Regular, for headline use, and a versatile sans serif font, Effra, for subheads and body text. When a bolder font weight is required for headlines or subheads, Utopia Bold or Black can be used for print and Utopia Bold for screen use.

Screen Fonts

Utopia Regular (Headlines)

ABCDEFGHIJ123
abcdefghijklmno

Effra Regular and Italic (department entity font, subheads, body text)

ABCDEfghijkl123
ABCDEfghijkl123

Effra Bold (subheads, body text emphasis)

**ABCDEFGHIJ123
abcdefghijklmno**

Utopia Bold (headlines, subheads)

**ABCDEFGHIJ123
abcdefghijklmno**

Print Fonts

Utopia Regular (Headlines)

ABCDEFGHIJ123
abcdefghijklmno

Effra Regular and Italic (department entity font, subheads, body text)

ABCDEfghijkl123
ABCDEfghijkl123

Effra Bold (subheads, body text emphasis)

**ABCDEFGHIJ123
abcdefghijklmno**

Utopia Bold (headlines, subheads)

**ABCDEFGHIJ123
abcdefghijklmno**

Brand Elements: Typography: System Font Substitutes

Typography:
System Font Substitutes

When it is necessary to use system fonts that reside on all computers, such as for in-house printed materials and email templates, Georgia can be substituted for Utopia and Verdana for Effra as shown at right.

Standard Fonts

Utopia Regular (Headlines)

ABCDEFGHIJ123
abcdefghijklmno

Effra Regular and Italic (department entity font, subheads, body text)

ABCDEefghijkl123
ABCDEefghijkl123

Effra Bold (subheads, body text emphasis)

**ABCDEFGHIJ123
abcdefghijklmno**

Utopia Bold (headlines, subheads)

**ABCDEFGHIJ123
abcdefghijklmno**

System Font Substitutes

Georgia Regular (Headlines)

ABCDEFGHIJ123
abcdefghijklmno

Verdana Regular and Italic (department entity font, subheads, body text)

ABCDEefghijkl123
ABCDEefghijkl123

Verdana Bold (subheads, body text emphasis)

**ABCDEFGHIJ123
abcdefghijklmno**

Georgia Bold (headlines, subheads)

**ABCDEFGHIJ123
abcdefghijklmno**

Brand Elements: Typography

Typography

At right is an example of recommended font usage: Utopia for headlines and Effra for subheads and body text.

≋ Banner Health. | Endocrinology

Your endocrine system: what it is and how we can help.

Use of Utopia Regular for headline.

We provide complete, compassionate care.

Your body has a system of several different glands and hormones that regulate your metabolism, growth and development, sexual function and other important functions. Sometimes something goes wrong and this system, called the endocrine system, doesn't work the way it should. Endocrinology is the study and treatment of conditions that affect that system. You'll be glad to know the Banner Health endocrinologists are ready to help if anything goes wrong with your endocrine system.

Treatment Options
- Adrenal and pituitary issues
- Metabolic diseases
- Polycystic ovarian syndrome
- Thyroid and parathyroid disease

Your treatment may include lifestyle changes, medication or surgery. As with any condition, your commitment to following the treatment plan will play an important part in how effective it is. You and your endocrinologist will develop a plan that works best for you.

Education & Support

You're the most important member of your health care team. The more you know about your condition and treatment options, the better decisions you'll make about your care as you work with your doctors. If you need help finding your perfect doctor, visit our Find a Doctor feature at BannerHealth.com/Doctors.

You have access to our free online A-Z Health Library at BannerHealth.com/Health-Library for all sorts of health and wellness information.

We also offer many classes, events and support groups. Find a class that works for you on our event calendar at BannerHealth.com/Calendar.

Endocrine disorders can be complicated, but we'll work with you to get you feeling your best.

Banner Facility Name Here

1400 S Dobson Rd
Mesa, AZ 85202
480.412.3000
BannerHealth.com/Desert

Find a Doctor
BannerHealth.com/Doctors

Find a Location
BannerHealth.com/Locations

Endocrinology
BannerHealth.com/Endo

Connect with Us
BannerHealth.com/Connect
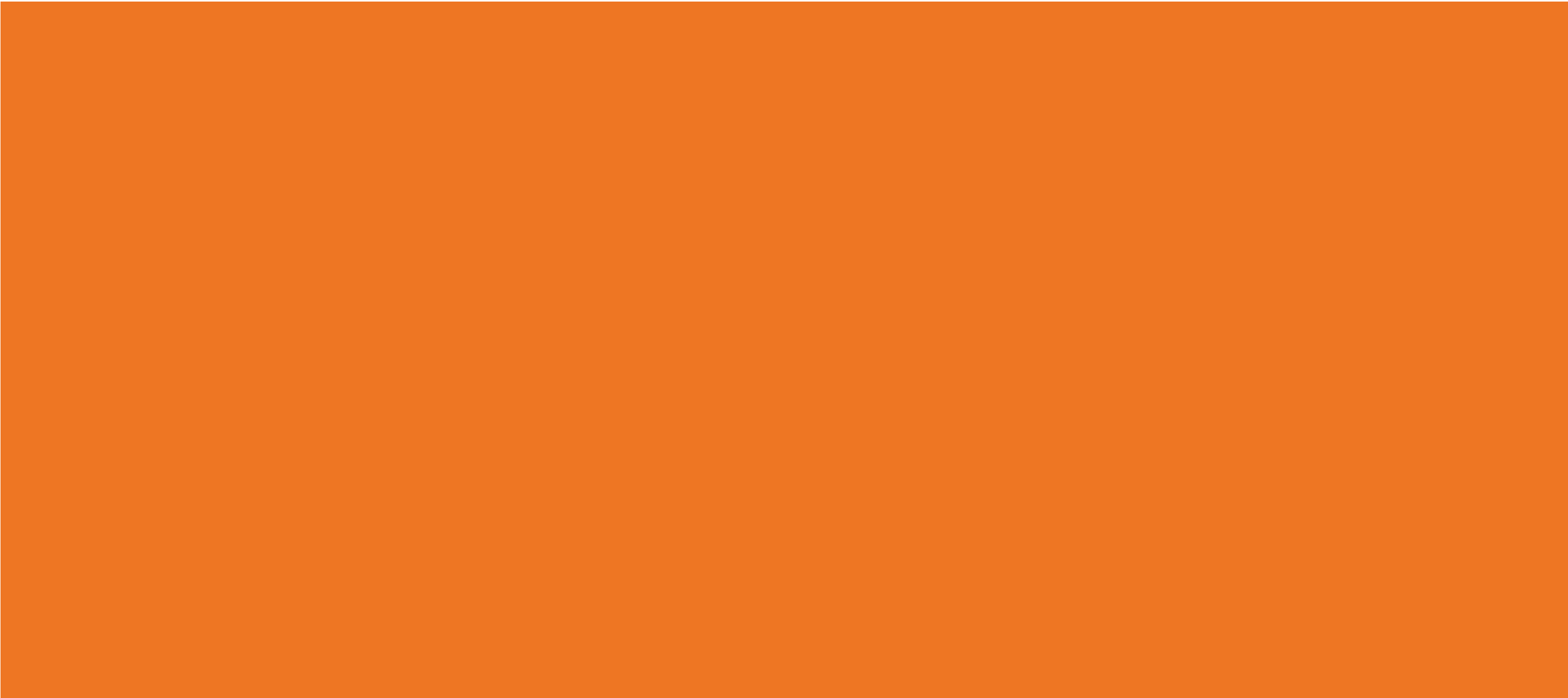
More Information
321.456.9876

BannerHealth.com

Use of Effra Regular for subhead

Use of Effra Regular and Light for body text

Photography

Photography

Our photographic style reflects our brand personality. In particular, photos allow us to demonstrate how "life can be better," the evocative and emotive part of our mission.

It accentuates the warm glow of well-being that comes from knowing you are being cared for. Look for ways to express moments of spontaneity rather than posed situations. Use motion and selective focus to provide depth of field and dimension. Treat light not just as a component of the photo, but as a character that personifies confidence.

Use the Photographic Style Checklist below to assess whether or not a particular photo meets these requirements. At least 3 of the 5 criteria should be checked to achieve these style requirements.

Photographic Style Checklist

- ☒ Well-being
- ☒ Light as a character
- ☒ Spontaneity
- ☒ Motion
- ☒ Selective focus

☒ Well-being ☒ Light as a character ☒ Spontaneity ☐ Motion ☒ Selective focus

☒ Well-being ☒ Light as a character ☒ Spontaneity ☒ Motion ☒ Selective focus

☒ Well-being ☒ Light as a character ☒ Spontaneity ☒ Motion ☒ Selective focus

Brand Elements: Photography

Examples of acceptable photos:

☑ Well-being ☑ Light as a character ☑ Spontaneity ☑ Motion ☐ Selective focus

☑ Well-being ☐ Light as a character
☑ Spontaneity ☐ Motion ☑ Selective focus

☑ Well-being ☑ Light as a character ☑ Spontaneity ☐ Motion ☑ Selective focus

☑ Well-being ☑ Light as a character ☑ Spontaneity ☐ Motion ☑ Selective focus

☑ Well-being ☑ Light as a character ☑ Spontaneity ☐ Motion ☑ Selective focus

☑ Well-being ☑ Light as a character ☑ Spontaneity ☐ Motion ☑ Selective focus

Brand Elements: Photography

Examples of unacceptable photos:

☑ Well-being ☐ Light as a character ☐ Spontaneity ☐ Motion ☑ Selective focus

☐ Well-being ☐ Light as a character ☐ Spontaneity ☐ Motion ☐ Selective focus

☐ Well-being ☐ Light as a character ☐ Spontaneity ☐ Motion ☐ Selective focus

☐ Well-being ☐ Light as a character ☐ Spontaneity ☐ Motion ☑ Selective focus

☐ Well-being ☐ Light as a character ☐ Spontaneity ☐ Motion ☐ Selective focus

☐ Well-being ☐ Light as a character ☐ Spontaneity ☐ Motion ☐ Selective focus

Icons and Illustrations

The role of icons and illustrations

Icons and illustrations both play an important role in visually bringing the Banner brand to life, though they differ in both style and function.

While icons represent and clarify content— often emphasizing a singular idea — illustrations help to convey a broader range of ideas, drawing a viewer into a narrative.

Icons are literal and are intended to bring clarity to their subject. Icons can be especially helpful for emphasizing and differentiating specific points within a larger set, making content easily scannable and hierarchical. Illustrations are useful for depicting larger thematic concepts, using metaphor and visual narrative. Illustrations fall into two sub-sets, spot illustrations and full illustrations, which will be explained in the following pages.

As a shorthand: Icons are used to clarify content while illustrations are used to complement and enrich it.

Icons and Illustrations

## Our three categories: icons, spot illustrations, and full illustrations.

Icon

· Immediately signals an obvious idea

· Single, simple shape that represents one singular object

· Single line-weight

· One color

Spot Illustration

· Conveys a singular idea or meaning, but can include more nuance or interpretation than an icon

· Typically accompanied by a title, caption or some other contextualizing verbal content

· While still a simple shape, can represent compound or interrelated objects

· Allows addition of a little more detail — such as added simple line-strokes, but still with single line weight

· Allows the addition of a second color, as long as the second color is a shade or variation of the primary color; also allows the use of white or reverse-out to white

· Spot illustrations are generally contained within a solid circular holding shape in a tone of the color used in the illustration
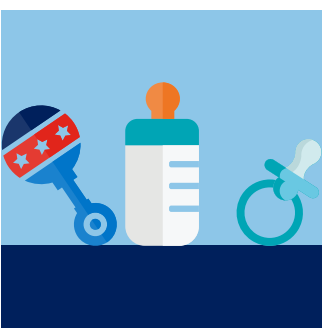
Full Illustration

· Tells a story rather than conveys a single idea

· Not limited to "line-drawing"

· Multiple colors

· Has a holding shape, but doesn't have to be circular

· As the example above shows, full illustrations can be formed by bringing multiple spot illustrations or icons into the same composition

Icons and Illustrations

Our three categories in use

Icon

Full Illustration

Spot Illustration

Icons are not logos

It's important not to confuse icons with logos. Icons are not used in place of an identity or 'brand' for products or business units. Icons are visual shortcuts that help distill the most important thing for a reader to know or do.

If a particular icon is developed to represent a specific product or service, that should then be used consistently to represent the product or service. More generic or abstract concepts will likely lend themselves to representation by spot illustration or full illustration rather than by icon.

Icon usage examples

Examples of appropriate applications for icons:

· To help a user navigate a website or interface.

· Accompanying a series of descriptions or information, like steps in a process, services offered, or main takeaways in research findings.

Examples of inappropriate applications for icons:

· Representative of a product or service line (or as a substitute for a logo) in print advertising.
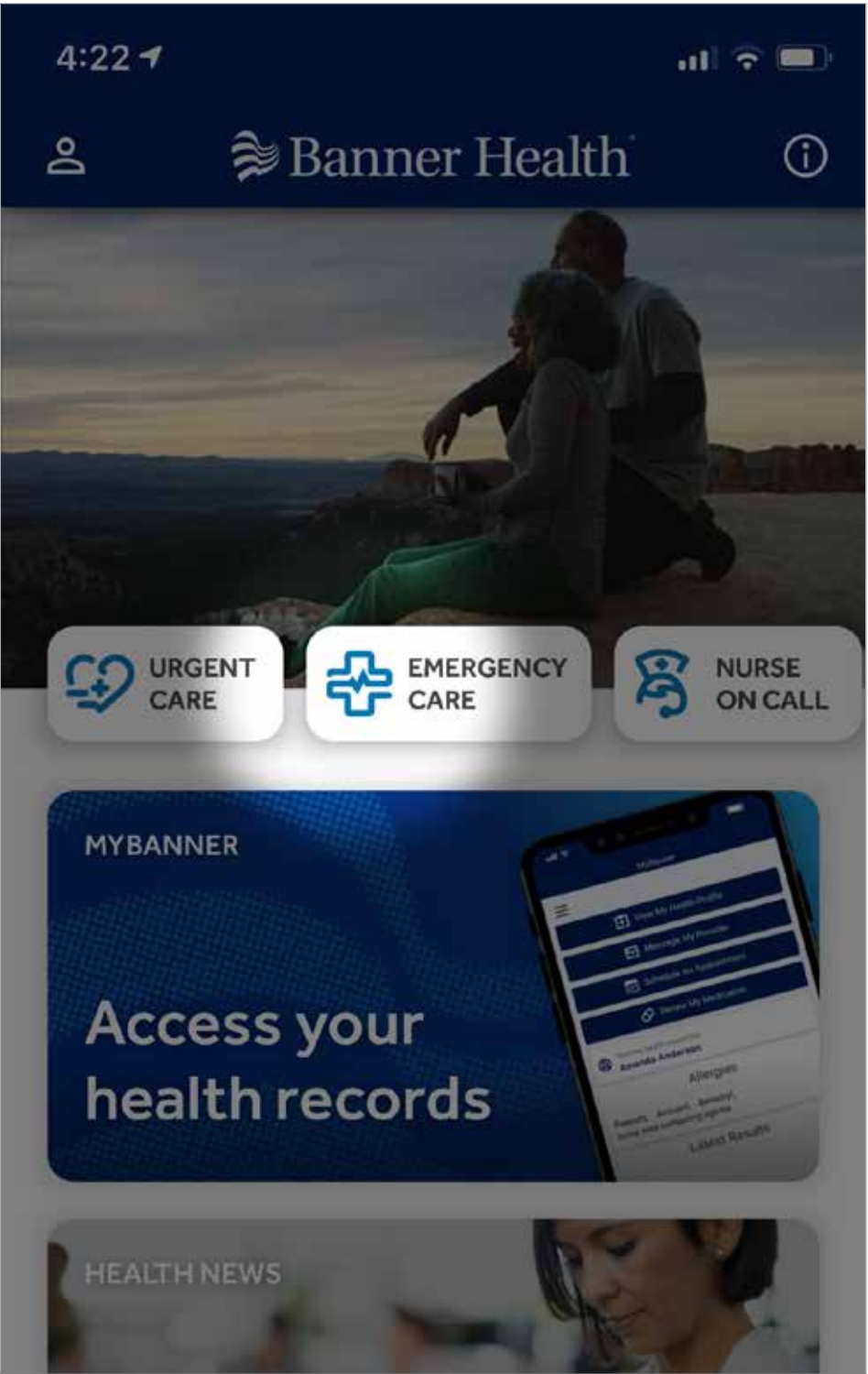
Example of appropriate application of icons.

Icons and Illustrations

Technical specifications for icons applied in user interfaces

Each icon occupies the same relative space as one another.

Icons are composed of a single shared stroke weight that is designed for versatility and clarity at any scale. In this example, icons occupying a 1x1" square (relative space), a 6.5pt/.09in stroke weight is used.

Each icon has a consistent line and gap treatment.

Rounded corners and end caps are preferred.

Icons must be approved to ensure a library of icons that are both effective in meaning and demonstrate a consistent brand style

Icons and Illustrations

Approved Service Line Icons

Primary Care   Urgent Care   Emergency Care

Approved Social Media Icons

Social Media icons should always appear in monochrome (no shading effects), in either primary blue, secondary blue, white, or gray. The same relative size should be maintained.

Spot Illustrations

You can think of spot illustrations as a bridge between icons and full illustrations. They begin to expand the focus beyond what is appropriate for an icon while still keeping things relatively simple.

· Spot illlustrations convey a singular idea or meaning, but can convey a broader interpretation than an icon

· While still a simple shape, can represent compound or interrelated objects

· Allows addition of a little more detail – such as added simple line-strokes, but still with single line weight

· Allows the addition of a second color, as long as the second color is a shade or variation of the primary color)

Two-color line art option

OVERALL SPECIFICATIONS

Containing shape: spot illustrations should always appear centered in a disc shape
Containing shape color: any color from the approved Banner palette may be used
Icon proportion within disc: the icon should occupy approximately 1/4 of the area of the disc, and not extend outside the disc

Two-color line art option:
Icon line art: use a single, consistent the line weight; square corners are allowed when visually preferable
Color: in this two-color line art option, reverse white is preferable as one of the two colors

Full-color long shadow option

Full-color long shadow option:
Solid art: all color shapes are solid, not line art
Color: in the long shadow option any color from the approved Banner palette my be used
Color shading: use subtle color differences to suggest dimension
Long shadow angle: the shadow falls at a 45 degree angle down and to the right from the icon and ends at the edge of the disc
Long shadow color: the shadow should be a slighly darker version of the background color

Full Illustrations

Full illustrations allow us to bring more complex scenarios or concepts to life for Sofia in ways that are warm, human and accessible. A full illustration allows us to inform and educate simply, while also providing richer context and emotional impact.
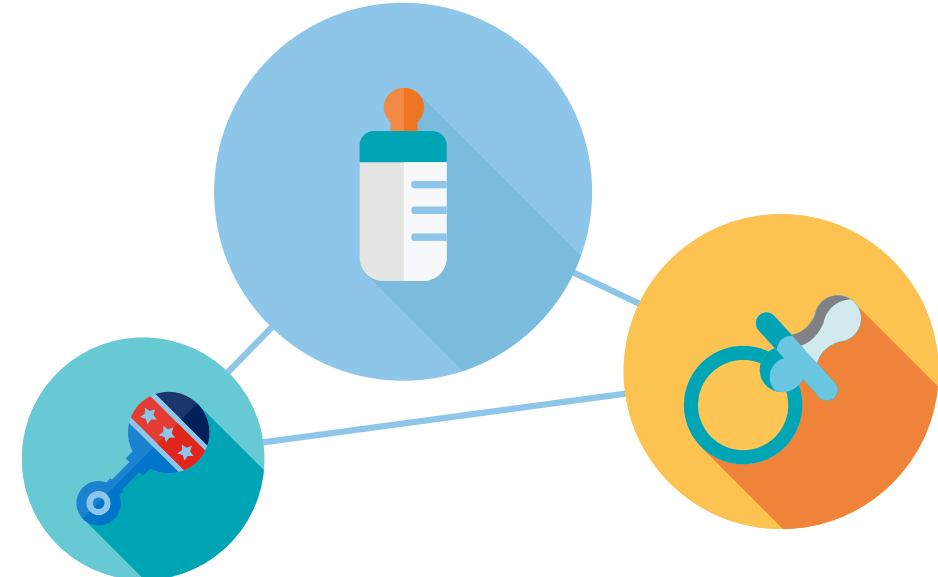
Examples of appropriate applications for illustrations:

· As a hero image on a marketing website.

· As the main subject matter of an advertisement (motion graphics, print).

· As an accompaniment to text in a web interface.

· A detailed visual which explains a process or procedure.

Examples of inappropriate applications for illustrations:

· At scales so small that the recommended level of detail cannot be achieved.

· To replace text entirely so as to require a reader to make assumptions of the content.

· As part of a user interface where a user is expected to perform an action.

· Generally, illustrations support storytelling, while icons aid navigation.

Full Illustrations: Montage

Long shadow spot illustrations can be grouped in a montage to create a full illustration. In this way mulitple subjects in combination are used to communicate complex concepts without the need to create a full single illustration.

Three-element montage illustration
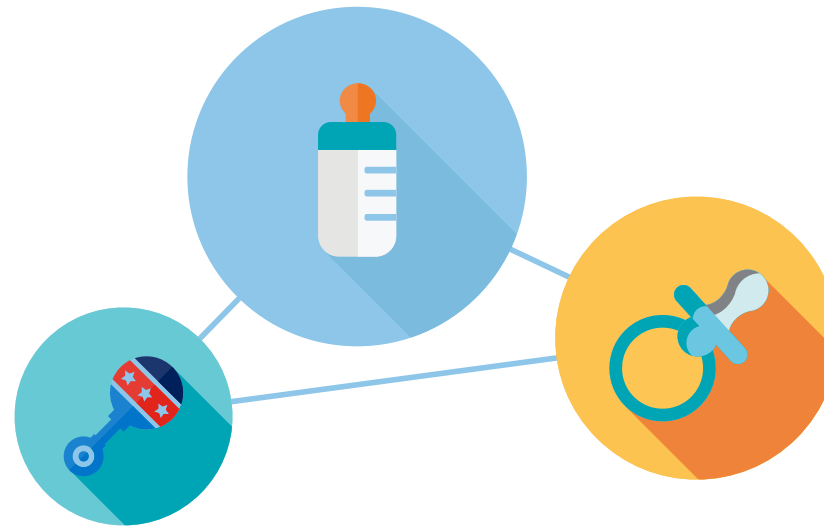
Five-element montage illustration

Guidelines for montage illustrations:

· A montage should only contain long shadow spot illustrations (not the line art option).

· The long shadows should all follow the same 45 degree angle (do not rotate the illustrations)

· Use a minimum of three.and a maximum of five illustrations in the montage grouping.

· Use a different background color for each illustration whenever possible.

· Link the illustrations by a 4 pt. rule aligned to the centers of each illustration.

Icons and Illustrations

Full Illustrations: Detailed

More detailed illustrations can be created if needed, provided they are in the flat color style consistent with the spot and montage illustrations.

Icons and Illustrations

Full Illustrations: Detailed, cont.

More detailed illustrations can be created if needed, provided they are in the flat color style consistent with the spot and montage illustrations.

Brand Architecture

Brand Architecture

What is brand architecture and why does matter?

Brand architecture is how we organize the many components that make up Banner. It is a system that helps us to communicate our businesses, services and products in a meaningful way.

By doing so, it helps to make it easier for our audiences to make sense of what we offer and how to make best use of us.

It's important to remember that brand architecture is not the same as an internal organization chart. We may have internal ways of structuring or managing parts of our business that differ from our brand architecture. The purpose of the brand architecture is to coordinate how we best express the various parts of our brand to customers and other external audiences.

By defining a clear and streamlined brand architecture, we make our brand more accessible – and live up to our promise to make health care easier so life can be better.

Brand Architecture: Fully-Owned Facilities, Business Units, Research and Foundation

---

Master Brand

≋ Banner Health.

Facilities: Sub-Brand Structure

≋ Banner Health.
Entity Descriptor Name

Facility Branded Example

≋ Banner Health.
Del E. Webb Medical Center

Visual branding applies to the following:

Baywood Medical Center	Lassen Medical Center
Behavioral Health Hospital	McKee Medical Center
Boswell Medical Center	North Colorado Medical Center
Casa Grande Medical Center	Ocotillo Medical Center
Churchill Community Hospital	Ogallala Community Hospital *
Del E. Webb Medical Center	Page Hospital *
Desert Medical Center	Payson Medical Center
East Morgan County Hospital *	Platte County Memorial Hospital *
Estrella Medical Center	Sterling Regional MedCenter
Fort Collins Medical Center	Thunderbird Medical Center
Gateway Medical Center	Torrington Community Hospital
Goldfield Medical Center	Washakie Medical Center *
Heart Hospital	
Ironwood Medical Center	

Business Units: Sub-Brand Structure

≋ Banner.
Entity Descriptor Name

Business Unit Branded Example

≋ Banner.
Imaging

Visual branding applies to the following:

Academy
Behavioral Health
Family Pharmacy
Imaging
Home Care & Hospice
Home Care
Hospice
Medical Group
Neuro Wellness
Occupational Health & Wellness
Olive Branch Senior Center
Poison & Drug Information Center
Sports Medicine
Surgery Center

Research & Foundations: Sub-Brand Structure

≋ Banner.
Entity Descriptor Name

Research & Foundation Branded Example

≋ Banner.
Alzheimer's Institute

Visual branding applies to the following:

Alzheimer's Foundation
Alzheimer's Institute
Health Foundation
Federal Credit Union
Sun Health Research Institute
Research

These lists show all sub-brand families and may not list every Banner entity.

Some entities may be expressed differently in writing than the visual brand.

* Managed or leased facility

Brand Architecture in Application: Facilities

Note: Signage examples are representational only to demonstrate practical applications of the brand, and not intended as final designs.

≋ Banner Health.

First Lastname, MD
Title, Department
first.lastname@bannerhealth.com

1234 Street Rd, Anytown, AZ 01234
123.456.7890

bannerhealth.com

Business Card

Patient and Visitor Information
Información del paciente y del visitante

≋ Banner Health.

Brochure Cover

≋ Banner Health. ®

Del E. Webb Medical Center

14502 W Meeker Blvd.

Monument Sign

Brand Architecture: Fully-Owned Sub-Brands - Children's, Urgent Care, Services and Products

Master Brand

≋ Banner Health.

Children's: Sub-Brand Structure

≋ Banner Children's.

Facilities Branded Example

≋ Banner Children's.
at Desert

Visual branding applies to the following:
at Desert
at Thunderbird Medical Center
Children's Specialists
Diamond Children's Medical Center
Physical Therapy

≋ Banner Children's.
Urgent Care

Urgent Care: Sub-Brand Structure

≋ Banner. Urgent Care

Service or Product: Sub-Brand Structure

≋ Banner Service or Product Name

On-demand Services Branded Example

≋ Banner Now.

Branded Examples

Live Services Branded Examples

≋ Banner Nurse Now.
Hotline

≋ Banner MD Now.
On-Screen Visit

≋ Banner Chat Now.

Scheduling Service Branded Examples

≋ Banner ER Now.
Check-In

≋ Banner Urgent Care Now.
Check-In

Insurance Branded Product Examples

≋ Banner Health Network.

≋ Banner Network Colorado.

≋ Banner Plan Administration.

Brand Architecture: Fully-Owned Sub-Brands - Children's, Urgent Care, Services and Products

Master Brand

≋ **Banner Health**.

Children's: Sub-Brand Structure

≋ **Banner Children's**.

Facilities Branded Example

≋ **Banner Children's**.
at Desert

Visual branding applies to the following:
at Deserter
at Thunderbird Medical Center
Children's Specialists
Diamond Children's Medical Center
Physical Therapy

≋ **Banner Children's**.
Urgent Care

Urgent Care: Sub-Brand Structure

≋ **Banner**. **Urgent Care**

Service or Product: Sub-Brand Structure

≋ **Banner Service or Product Name**

On-demand Services Branded Example

≋ **Banner Telehealth**.

Insurance Branded Product Examples

≋ **Banner Health Network**.

≋ **Banner Network Colorado**.

≋ **Banner Plan Administration**.

Brand Architecture in Application: Children's

≋Banner Children's.
at Desert

First Lastname, MD
Title, Department
first.lastname@bannerhealth.com

1234 Street Rd, Anytown, AZ 01234
123.456.7890

bannerhealth.com

Business Card

Note: Signage examples are representational only to demonstrate practical applications of the brand, and not intended as final designs.

Patient and Visitor Information
Información del paciente y del visitante

≋Banner Children's.

Brochure Cover

≋Banner
Children's®

at Desert

1400 S Dobson Rd.

Monument Sign

Brand Architecture in Application: Urgent Care

Business Card

Brochure Cover

Note: Signage examples are representational only to demonstrate practical applications of the brand, and not intended as final designs.

Monument Sign

Brand Architecture in Application: Products and Services

≋ Banner Now.

First Lastname, MD
Title, Department
first.lastname@bannerhealth.com

1234 Street Rd, Anytown, AZ 01234
123.456.7890

bannerhealth.com

Business Card

Patient and Visitor Information
Información del paciente y del visitante

≋ Banner Now.

Brochure Cover

≋ Banner Now.

Chat with a doctor or nurse.

Find an Urgent Care facility near you >
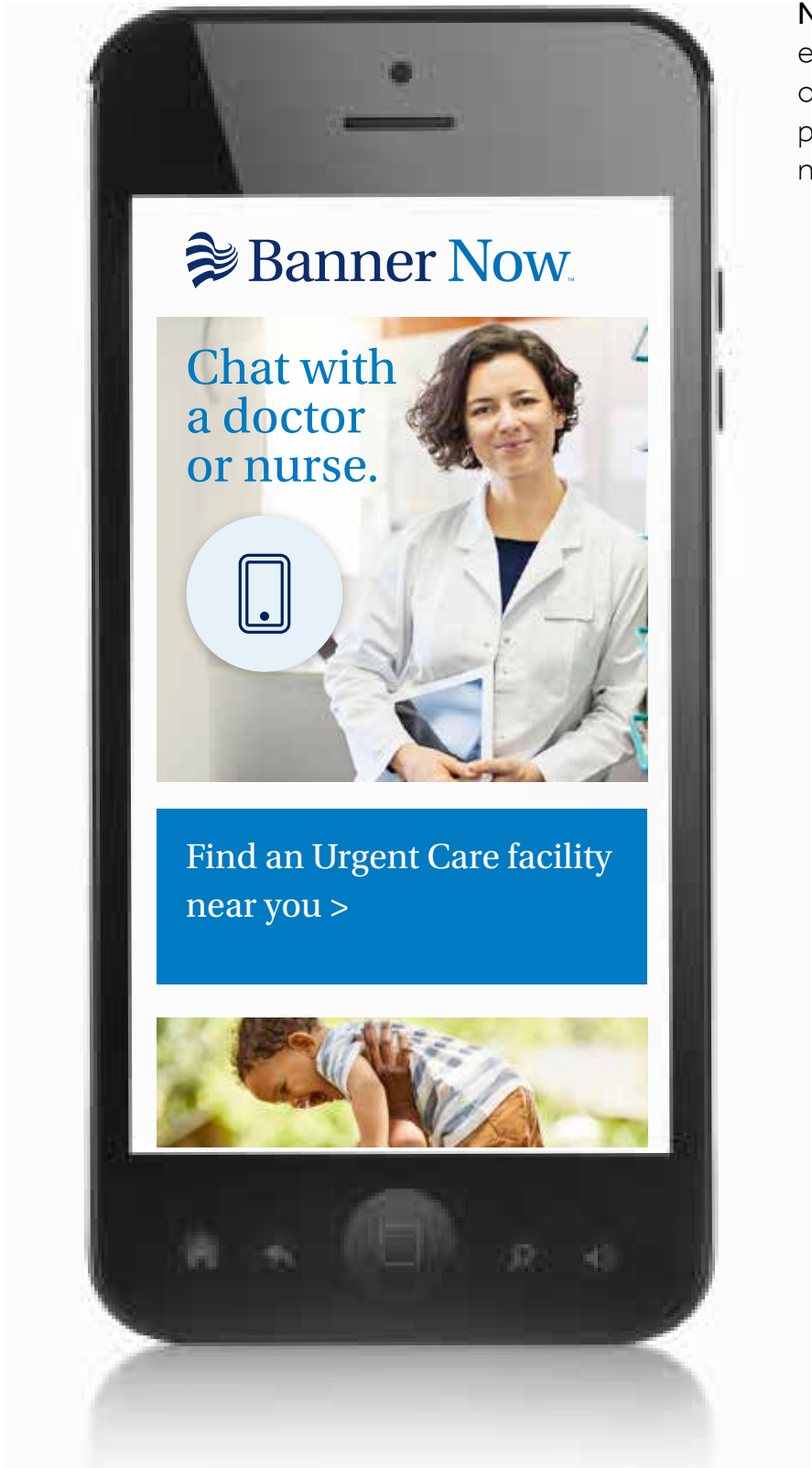
Banner Now App

Note: The Banner Now app example at left is representational only and intended to demonstrate practical applications of the brand, not final design.

Brand Architecture: Academic Partner - Facilities, Products and Endorsements

Master Brand: Academic Partner

Banner University Medicine

Facilities: Brand Structure	Business Units: Brand Structure
Banner University Medical Center	**Banner University Medicine**

Facilities Branded Example	Business Units Branded Example
Banner University Medical Center Tucson	**Banner University Medicine** Heart Institute

Visual branding applies to the following:

Tucson
Phoenix
South
North

Visual branding applies to the following:

University Medical Group*
Multispeciality Services
Orthopedics & Sports Medicine
University of Arizona Cancer Center
Sports Medicine & Concussion

Phoenix only:

Diabetes & Endocrine Institute
Digestive Institute
Heart Institute
Lung Institute
Neuroscience Institute
Orthopedics & Sports Medicine Institute
Rehabilitation Institute
Transplant Institute
Urology Institute
Women's Institute
Plastics & Reconstruction Institute

* May not require facilities branding
Some entities may be expressed differently in writing than the visual brand.

Brand Architecture: Academic Partner - Facilities, Products and Endorsements

Master Brand: Academic Partner

Banner University Medicine

Product: Brand Structure

Banner Product Name

Endorsement: Brand Structure

Banner
Facility Name
In partnership with Endorsed Brand Name

Product Branded Examples

Banner University Health Plans

Endorsement: Branded Example

Banner
Alzheimer's Institute
In partnership with the University of Arizona

Banner University Family Care

Banner University Care Advantage

Brand Architecture in Application: Academic Partner Facility

Business Card

Brochure Cover

Note: Signage examples are representational only to demonstrate practical applications of the brand, and not intended as final designs.

Monument Sign

Brand Architecture: Academic Partner - Banner Children's Cancer Center

Master Brand: Academic Partner

Facilities Branded Example

Compliance Statements

Banner Children's Cancer Center
at Banner – Desert Medical Center

Banner Children's Cancer Center
at Banner – Thunderbird Medical Center

Banner Children's Cancer Center
at Banner – University Medical Center Tucson Campus

Note: The Compliance Statements are not to be
used as part of the logo, but rather as a separate
graphic in certain use cases.

Brand Architecture: Partnerships

Master Brand

≈ Banner Health.

Master Brand + Partner Expression

≈ Banner.
Physical Therapy
In partnership with Select Medical

≈ Banner.
Rehabilitation Hospital West
In partnership with Select Medical

Master Brand + Partner Expression

≈ Banner. MD Anderson ~~Cancer~~ Center
Making Cancer History®

Colorado Only

≈ Banner. MD Anderson ~~Cancer~~ Center
at McKee Medical Center

≈ Banner. MD Anderson ~~Cancer~~ Center
at North Colorado Medical Center

Master Brand + Partner Expression: Single Line

≈ Banner. MD Anderson ~~Cancer~~ Center
Making Cancer History®

Master Brand + Partner Expression: Stacked

≈ Banner
MD Anderson ~~Cancer~~ Center
Making Cancer History®

Master Brand + Partner Expression

≈ Banner® | ♥aetna™

These are representative examples of partnership branding.
The identity for each partnership is determined on a case-by-case basis.

Brand Architecture in Application: Partner Brands

First Lastname, MD
Title, Department
first.lastname@bannerhealth.com

1234 Street Rd, Anytown, AZ 01234
123.456.7890

**bannerhealth.com**

Business Card

Patient and Visitor Information

Información del paciente y del visitante

Brochure Cover

Note: The brochure cover example at left is representational only and intended to demonstrate practical applications of the brand, not final design.
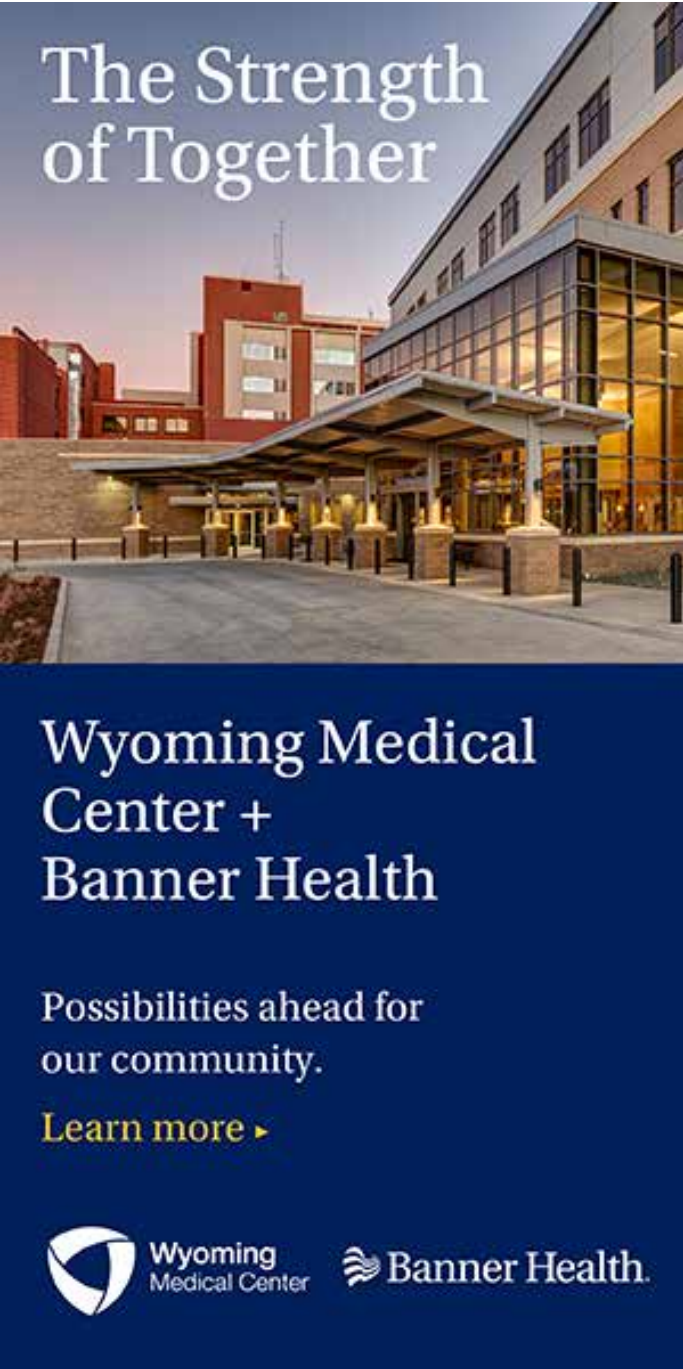
Brand Architecture: Partnerships

Master Brand

Master Brand + Existing Acquired Brand

Not sure what to do here. Should we just show the
logos side by side as in the letter at right?
And recommend a space relationship between
the two?

[The Strength of Together]

*An open letter on the proposed agreement between
Wyoming Medical Center and Banner Health*

Dear Community Members:

Throughout its long history, Wyoming Medical Center (WMC) has sought to be a good partner to the people of our state. We've worked hard to provide the best possible health care to all those throughout our communities. Today, we are excited to share information about how WMC can join Banner Health — one of the country's leading nonprofit integrated health care systems — and how, together, we can further our commitment to providing high-quality health care to our patients and the people of Wyoming.

Our vision is to grow access to high-quality care close to home, while improving the overall health of the communities we serve. Through the proposed agreement, WMC would become Banner Health's Wyoming flagship hospital and regional referral center, further advancing high-quality health care and enhancing access to care in our region and the more rural parts of our state. The proposed agreement builds on the longstanding roots that Banner has in the state already with its three rural hospitals.

Why do we want to come together in this way? As a standalone organization today, Wyoming Medical Center has limited resources to invest in meeting the changing health care needs of the people we serve. The proposed agreement addresses this significant challenge head-on through Banner's commitment of $100 million in capital investment over the next 10 years in WMC.

The proposed agreement will result in one of the largest independent, nonprofit foundations in Wyoming, receiving more than $220 million in initial funding and providing significant support to WMC on an annual basis, as well as supporting other philanthropic efforts focused on the health care future of Natrona County. These investments will help grow and advance medical care in ways that would not be possible otherwise.

Importantly, joining Banner will ensure that WMC's nonprofit mission continues, and it provides a clear path forward to achieve the strongest health care future possible. By uniting around a shared vision for growing access to high-quality care close to home, together we will be able to:

- Preserve and further WMC's nonprofit mission and improve the health of our communities
- Expand and grow health care access throughout the State of Wyoming and advance medical care in our community, region and state
- Keep and expand the delivery of medical services through telehealth in rural areas here in Wyoming
- Bring together the best services and business practices of both organizations
- Sustain financial and operational strength and stability, creating significant growth opportunities
- Advance clinical capabilities

At the same time, some important things will stay the same — current employees may continue to work for the combined organization, and we will maintain an open medical staff, allowing physicians to choose how they affiliate and preserving existing privileges. Patients will continue to be able to receive care from the same physicians they do today, and we will keep the Wyoming Medical Center name and may co-brand with Banner at some point in the future.

We are committed to keeping you informed as we continue to move through this process over the coming weeks to complete the agreement for WMC to join Banner. Along the way, we will share information through Natrona County's community forums and other communications.

We have every confidence that the affiliation with Banner Health will be incredibly valuable to Natrona County and the people of Wyoming. It's how we'll continue to advance the health and wellness of our region and community, and ensure high-quality health care access for years to come.

Learn more about our health care future and the forums at WMCforward.org.

Jessica Oden
Chairwoman,
Wyoming
Medical Center
Board of Directors

Peter Fine
President & CEO,
Banner Health

Wyoming Medical Center

Brand Architecture: Livery

Master Brand

Banner Air
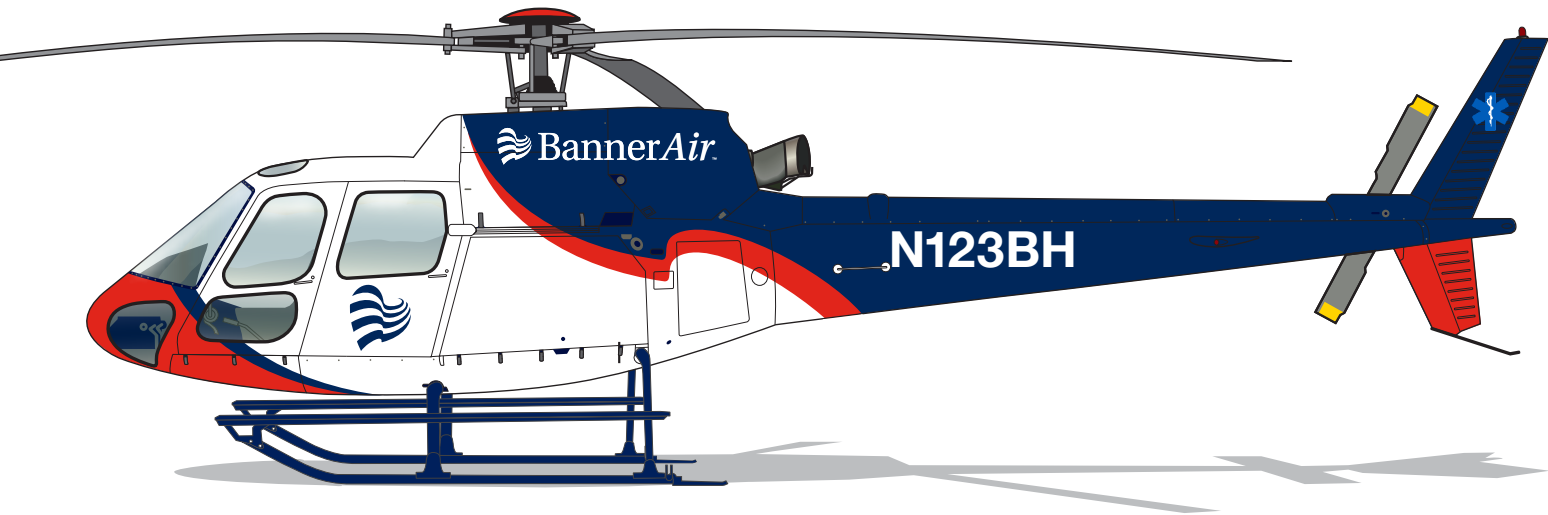
Banner Ground

Voice

Voice

What is brand "voice"?

Brand voice is: how we use language to convey Banner's purpose and intentions, stand out in the marketplace, and make a meaningful connection with our audiences (in particular, Sofia).

We often think of voice as shaping the tonality of our messages and content. And it does. But, it also shapes the substance of what we say and write.

Taken all together, brand voice is what we choose to communicate and how we communicate it.

Brand voice is the counterpart to other important brand components such as visual identity. It is a powerful tool for shaping the Banner brand experience.

| **FULL VOICE AND WRITING GUIDELINES** |

In the following pages, you will find an overview of our Banner brand voice, along with guiding principles and best practices. For full guidelines, please see our Banner Brand Voice and Writing Guide, which provides detailed insight and instruction for putting our brand voice to work. (link)

Giving voice to our strategy

On page 7 of these guidelines, we introduced the key components of the Banner brand strategy. Just as with the visual elements covered in these guidelines, we use our brand voice to bring our strategy to life.

How we use language is an important way to reflect our values and let the world know that our Mission is to make health care easier so life can be better. Sometimes we use the specific words: "Making healthcare easier, so life can be better." But, in everything we say and write, we stay true to the intention of this Mission.

With our voice, we use language to make a connection with our customers — with Sofia and her family. It's how we demonstrate our own brand personality, by conveying information and offering perspective in the way a *Wise Guide* would. And — both in what we say and how we say it — we reflect our brand attributes of Simple, Clear, Trusted, Understanding and Full of Heart.

Our Voice Framework: The components of our voice

The Banner Story

Voice Personality
Who we are

Voice Principles
The Banner way of communicating

Principle 1	**Principle 2**	**Principle 3**	**Principle 4**	**Principle 5**
Practices	Practices	Practices	Practices	Practices
Dos/Don'ts	Dos/Don'ts	Dos/Don'ts	Dos/Don'ts	Dos/Don'ts

Voice Samples
The Banner voice in action
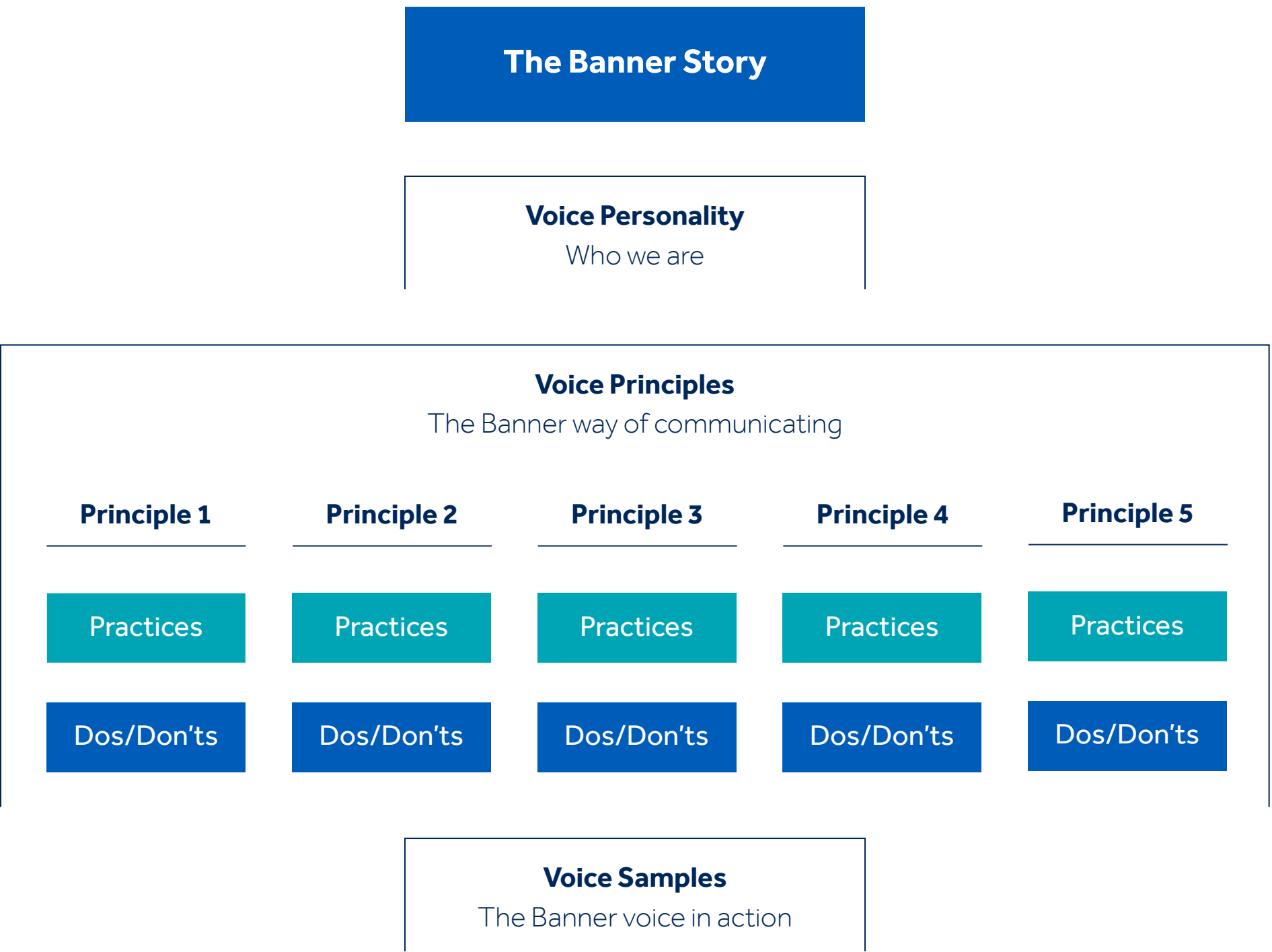
The Banner Story

The heart of it all: From easier to better.

Banner is telling a story about health care itself — about how it can be made easier so that life can be better.

In the content we create, we will make sure that both parts come through. Sometimes the two work together naturally: Easier is, quite simply, better. But, the better part of our message also goes a lot further. It's where we create true and lasting emotional impact. Our communications should both reflect an easier way to engage with health care and tell a story of all the things that "better" can mean as a result.

Our Voice Personality

Much like actual people, brands have personalities. They're a reflection of our collective beliefs, commitments and intentions.

We have defined the Banner brand personality as a Wise Guide — someone who is always there to provide information, expertise and support throughout the health care experience. That is, someone whose Mission is to make health care easier, so life can be better.

Our voice is one of the most important ways we bring our personality to life, both in what we choose to say and how we say it.

When crafting or reviewing language content (whether spoken or written), we should ask ourselves: Is this what a Wise Guide would say and how they would say it?

In the following pages, you will find principles and practices to help make sure our content reflects who we are as a brand.

Our Voice Principles

We have defined a set of five Banner Voice Principles that reflect our brand strategy. All of our content should demonstrate these principles. They will help us ensure a more powerful and consistent voice across our communications while also allowing the flexibility needed to communicate a large, multi-faceted organization.

Principle 1: Be clear

Principle 2: Be genuine

Principle 3: Be warm

Principle 4: Be in the supporting role

Principle 5: Be in context

In the following pages, you will find guidance for putting these principles to work.

Principle 1: Be clear

The principle:

If we are to make health care easier, then we must be clear in all we communicate. That means getting quickly to the heart of the matter in every situation. It means addressing issues directly and methodically — thinking them through from Sofia's perspective rather than from our own. We invite her into the material, demonstrating how she and her family can make the most of what Banner has to offer.

Practices that support the principle:

With our content, we:

· Explain thoroughly but succinctly

· Prioritize what Sofia most needs to know, and when

· Make a direct link from information to action

· Stay focused about what we present and show why it matters

· Always explain needed background and link to what comes next

Principle 1: Be clear

Do:

· Get to the point

· Use simple terms

· Be thorough, give complete info

· Establish a logical sequence

· Take time to explain

· Identify next steps to be taken

Don't:

· Bury the headline

· Be vague or imprecise

· Give unnecessary details

· Present info out of context

· Assume that Sofia already knows

· Forget to communicate the follow up

Principle 2: Be genuine

The principle:

Health care is different than other products and services. It represents one of the most important decision areas for an individual or family: It combines both aspiration and gravity. That's why when we engage with Sofia, we keep things genuine and real. We are positive and encouraging but also make sure to stay grounded. There's no place for marketing 'hype' in our business, only authentic engagement.

Practices that support the principle:

With our content, we:

· Acknowledge and ease obstacles and challenges

· Convey a balanced sense of optimism

· Are careful not to exaggerate or add unnecessary drama

· Find ways to express what's different about Banner in substance and style

· Earn trust and instill confidence by sharing things as they are

Principle 2: Be genuine

Do:

· Use everyday language

· Show that we care

· Speak to emotions and intellect

· Build interest into the material

· Acknowledge what Sofia is likely to be feeling

Don't:

· Speak "down" to Sofia

· Be overly sentimental

· Forget to balance fact and feeling

· Use hyperbole or be dramatic

· Resort to cliché — or be presumptuous

Principle 3: Be warm

The principle:

We write and talk human to human. Even when we're sharing clinical expertise or technical information, we remember that there's a real person at the receiving end. Especially as health care becomes more digitally enabled, we find ways to ensure that the personal element comes through. We know that health care can raise big questions and a range of emotion – and we want to be a steady, reassuring presence.

Practices that support the principle:

With our content, we:

· Demonstrate human warmth, not corporate coolness

· Use real, everyday language wherever possible

· Always remain respectful and professional

· Acknowledge the emotional as well as practical implications

· Inspire and engage Sofia and family to pursue their best health

Voice Principles

Principle 3: Be warm

Do:

· Be friendly

· Relate in a human way

· Sound like a real person

· Fit tone to channel; e.g., social media can be more informal

· Strike an upbeat tone

Don't:

· Be overly familiar

· Forfeit our expert position

· Use unnecessary medical jargon

· Forget to keep it professional regardless of channel

· Be glib, especially when addressing serious health issues

Principle 4: Be in the supporting role

The principle:

Banner is not the point. Sofia is. At times, she simply needs the facts so that she can decide. At others, she needs a bit more guidance to make sense of complex situations. But, always, she should feel that this relationship is about her, not about us. We're not just here for her; we're here because of her. Banner exists because Sofia needs a Banner, and we craft all communications to address that need.

Practices that support the principle:

With our content, we:

· Frame content based on what Sofia needs to know

· Present the facts but leave the deciding to Sofia

· Make sure Sofia knows what we provide and how to access it

· Start with Sofia's point of view and present material accordingly

· Find opportunities to invite input/participation rather than just presenting info

Principle 4: Be in the supporting role

Do:

· Address Sofia directly with "you"

· Ask questions and give answers

· Provide options where possible

· Leave decisions to Sofia

· Present all relevant considerations

· Highlight trade-offs, including pros and cons

Don't:

· Explain Sofia to herself

· Rely only on declarative statements

· Be afraid to provide expert guidance

· Presume to know what she'll choose

· Be afraid to have a point of view

· Over-simplify options and choices

Principle 5:
Be in context

The principle:

Health care is an essential part of living well and fully. Being an important part of Sofia's life means that we seek to understand that life and speak to it as productively as possible. We know that Banner is just one of the many relationships that Sofia is managing. So, we seek to maximize our relevance to her — being very present where and when it counts, and taking obstacles (and even ourselves) out of the way wherever we can.

Practices that support the principle:

With our content, we:

· Explain not just what we do, but also why it matters to Sofia

· Present information based on how it connects to real life

· Refrain from communicating solely to promote ourselves

· Signal how our innovations/improvements benefit Sofia

· Introduce new ways that we can have a positive impact for Sofia

Principle 5:
Be in context

Do:

· Address health in all its aspects

· Be considerate of Sofia's time

· Show how much we can do

· Connect health to the rest of life

· Highlight what's valuable about us

· Highlight how we always advance

Don't:

· Limit health to treating illness

· Take up too much space

· Suggest that we can do it all

· Present health in a vacuum

· Be boastful or self-serving

· Forget to connect innovation to how it helps Sofia

Before/After Examples:
Collateral

Before:

Headline:
Diabetes & Nutrition Education.

Body: Banner Medical Group offers an all-inclusive diabetes education and management program that is tailored to your individual needs. Our program is recognized by the American Diabetes Association and is Medicare-approved.

After:

Headline: Learn About Diabetes & Nutrition

Body: Banner Medical Group invites you to participate in our all-inclusive diabetes education and management program. It's recognized by the American Diabetes Association and is Medicare-approved — while tailored to your individual needs.

Explanation:

A slight tweak to the headline maintains the clarity of the message while feeling a bit more direct and relevant to the audience. Changing "offer" to "invite" adds warmth to the message. The credential statement is both warmed up and kept in context by being integrated with the personalization point.

Principles reflected: Clear, Warm, In the Supporting Role, In Context

Before/After Examples:
Print/Newspaper & Magazine

Before:

Headline: The relief of knowing your family has what they need.

Subhead/Body: Take advantage of open enrollment and get the peace of mind of knowing you are covered.

Visit bannerhealth.com to learn more

After:

Headline: Be confident your family is covered.

Subhead/Body: Sign up for a health plan during open enrollment and know your family can get the care they need.

Find a world of support at bannerhealth.com

Explanation:

Using a more active voice helps add clarity to the message and reinforces the higher-order benefit of confidence and peace of mind. Clarity is also enhanced by quickly defining what open enrollment is. We then connect this to emotional human outcomes. Even the call to action becomes an opportunity to add some emotive impact.

Principles reflected: Clear, Warm, In the Supporting Role, In Context

Before/After Examples:
Social Media

Before:

Food is a fundamental aspect of our being, but it tends to play a large role in other major parts of our life, including birthdays, holidays and their associated celebrations. It is easy to overindulge during these wonderful times, so here are some tips to help you control your intake during these festivities.

After:

Food is fundamental to who we are. That includes how we celebrate — from birthdays to holidays to other special occasions. Eating is a big part of the fun, and we have some tips to help you enjoy while ensuring you stay on track with your health.

Explanation:

By being a little less philosophical in our phrasing, we can still make the essential point while keeping things real and providing a more genuine lead-in to the material. We demonstrate relevance by quickly connecting to both the practical and emotional context. We're also able to shorten the content a bit, which makes the gist more clear.

Principles reflected: Clear, Genuine, In the Supporting Role, In Context

Before/After Examples:
Blog

Before:

Title: What You Need to Prepare for Open Enrollment

Body: For many, health insurance can confuse and frustrate, but it doesn't have to. In fact, with a little prep work, open enrollment for health insurance can go off without a hitch.

After:

Title: Preparing for Health Insurance Open Enrollment

Body: Open enrollment is the time when you can choose or continue a health insurance plan. With a little prep work, you can be confident you've made the right selection for your family.

Explanation:

Being clear means starting with no assumptions: Not everyone will know exactly what "open enrollment" is, so we start by defining it. From that clear basis, we then build up to a simple but strong statement of both the practical and emotional benefits.

Principles reflected: Clear, In the Supporting Role, In Context

Brand Resources

For any questions regarding the Banner Health brand, its implementation, or these guidelines, please contact the brand team:

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This guide was created by Banner's Brand Experience team, with support of Digital Business and Corporate Communications

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