

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.

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


Our three categories in use

Set My Location | Español | Enable Accessibility

Careers | Classes + Events | Health + Wellness | Patient Resources | Billing |

Search

 | Sign In



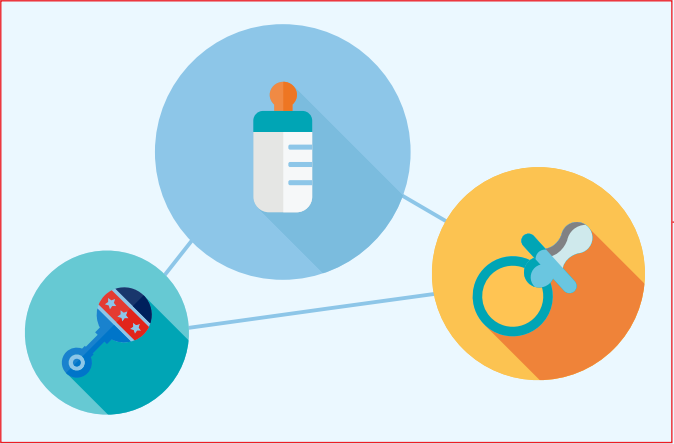
Find a Doctor | Find a Location | Conditions and Services

Check Your Symptoms

At Banner Children's, we care about kids! That is why we ensure they are getting the best healthcare.


Book An Appointment

Access Urgent Video Care




Save time by diagnosing your child's symptoms online.


Up in the middle of the night with a sick child? Wondering if that cold or lingering cough is something more serious? Being sick or trying to care for a sick loved one can be stressful but finding the right care or treatment shouldn't be. Our symptom checker can help you find the right care. **Start now.**



Find a Doctor



Find a Clinic



Maternity

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.

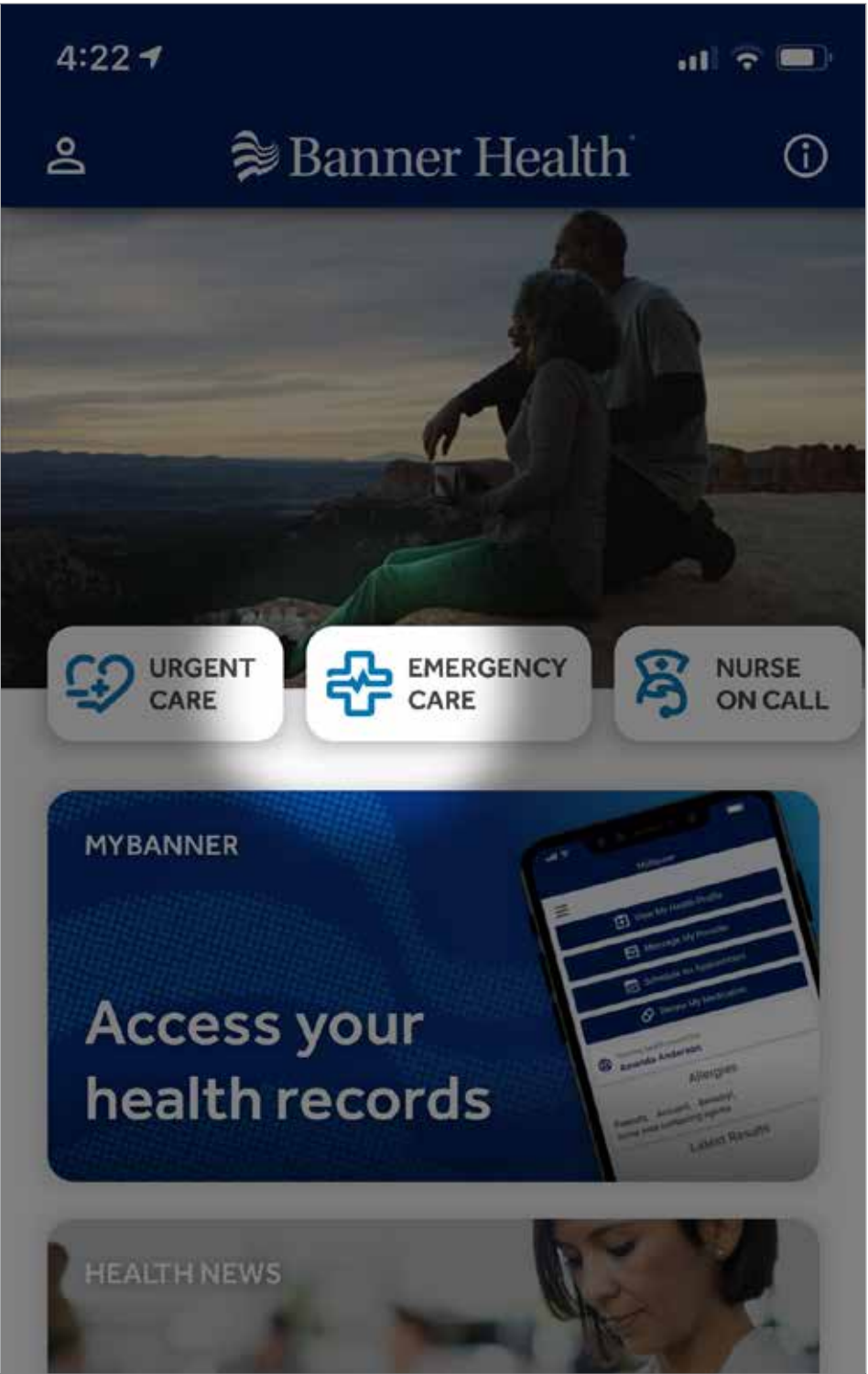
Icon usage examples

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.

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



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 illustrations 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

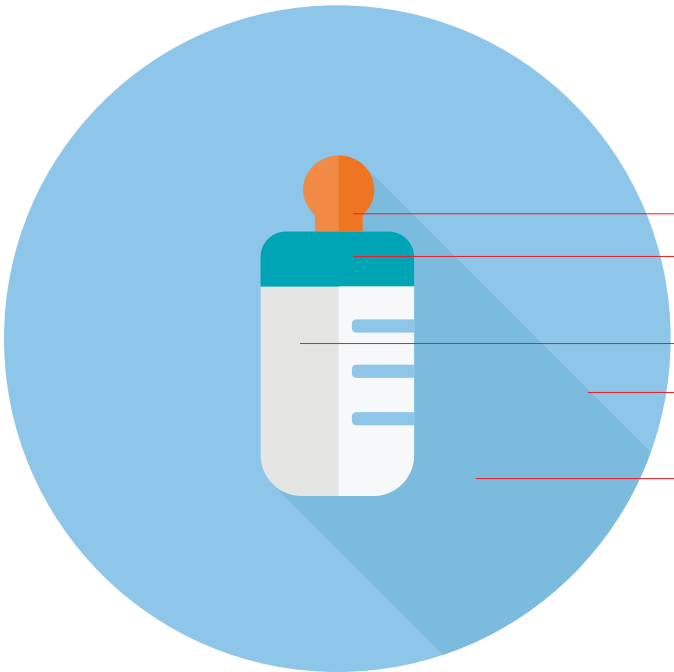


OVERALL SPECIFICATIONS

- 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

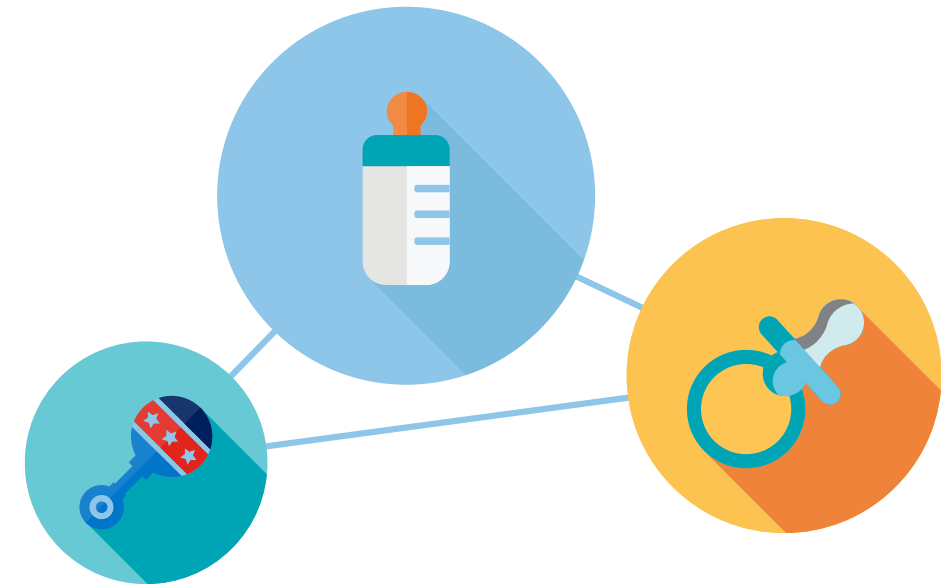
Full-color long shadow option



- 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 slightly 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.

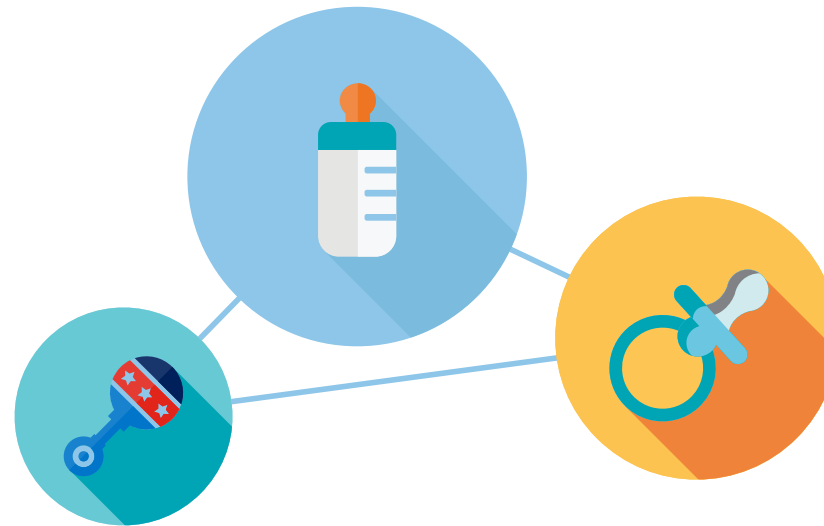
Examples of inappropriate applications for illustrations:

- 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 multiple 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.

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.





Orthopedics & Sports Medicine

Four tips *for* injury-free workouts





Warm up

Warming up is about preparation and is what can help prevent any injuries as well as improve performance when working out. The purpose of warming up is to increase blood flow to the muscles and increase the core body and muscle temperature which allows the muscle to contract more effectively. Exercises should involve all major muscle groups and should include both cardio activities such as spinning on a stationary bike and stretches that take the muscle and joint through a full range of motions.



Hydrate

Proper hydration equates to better athletic performance. Being properly hydrated means drinking water hours before, during and after exercise. Throughout the day you should be drinking 64 ounces of water. When exercising, it is important to drink 16-20 oz of water before working out, and 12-16 oz of water per hour during your workout. This should be increased when working out in a hot or humid climate. It is recommended to avoid alcohol and caffeinated drinks prior to exercise and to only add in an electrolyte drink if exercising greater than 60-90 minutes. Water helps regulate body temperature, lubricates your joints, boosts energy levels and can help to prevent cramps and allows your body to perform at its best.



Cool down

Just as important as warming up, cooling down helps your body regulate your heart rate and temperature and helps you from feeling sick after a workout. A cool down should last 5-10 minutes and can consist of performing the same exercise just at a lower intensity or rate. Stretches are typically done during or just after cooling down. These are stretches that are held for at least 30 seconds to increase your flexibility and can decrease general muscle soreness post workout.



Get the gear

Utilizing the proper gear – whether that’s shin guards or a helmet and wrist protectors – gearing up will guard the parts of your body most at risk for any activity you do. If your sport requires protective gear, always make sure to wear it when playing your sport and that the equipment is in good working order. From supportive shoes to safety equipment, make sure you’re well-outfitted for your activity.

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 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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