

# 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.

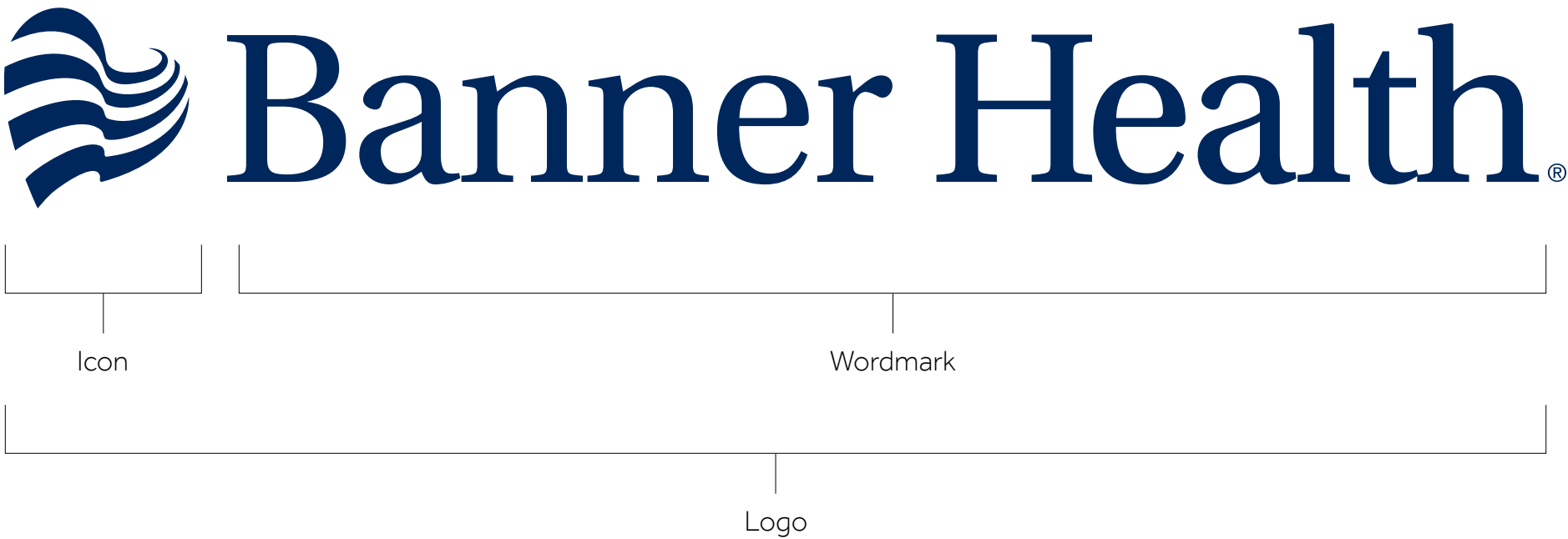


# The elements that make up our logo

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.



# How our logos are built

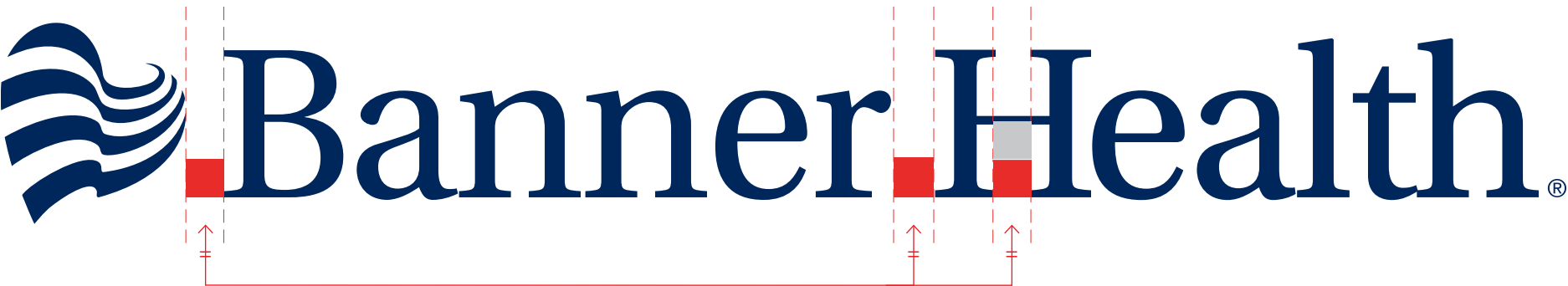
Primary logo: The space between the “Banner heart” icon and the “Banner Health” wordmark is equal to half the height of the cross stroke on the “H” of “Health” as shown at right.

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.

# 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

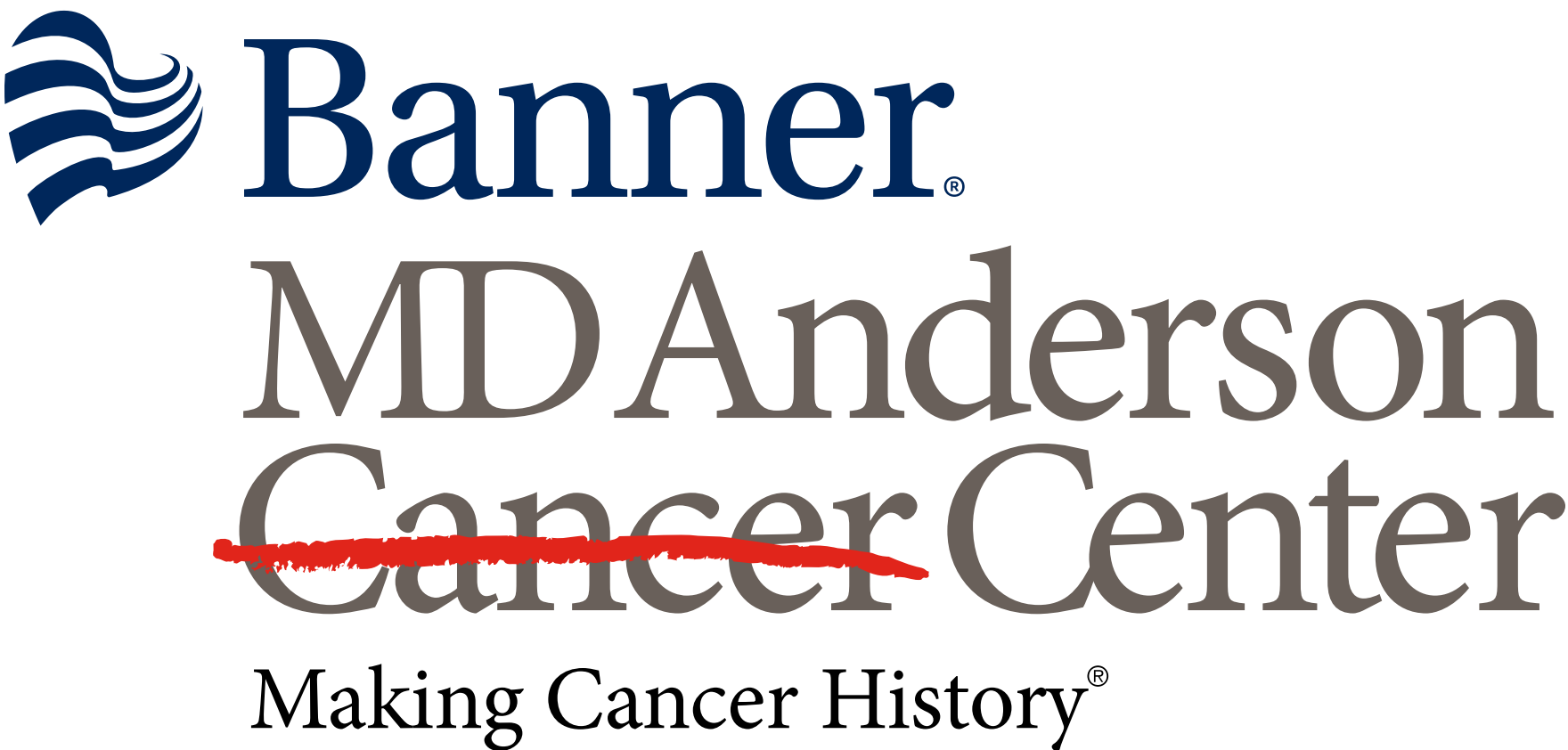
The relationship between the Banner brand and any partner brand should be evaluated on a case-by-case basis, as there are too many variables to recommend a single configuration.

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..



# 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:



**Banner Health**

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.

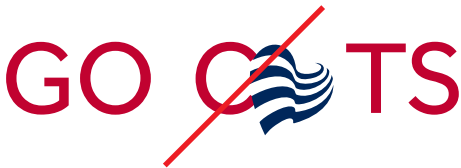


Do not substitute another typeface for the logomark.

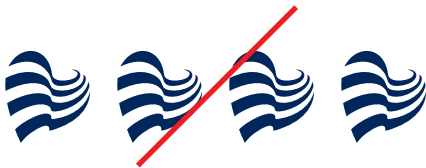
# Improper use of the Banner heart: don'ts

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:



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.



Do not use the heart in place of a word.



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 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



Facilities: Sub-Brand Structure



Facility Branded Example



Visual branding applies to the following:

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

Business Units: Sub-Brand Structure



Business Unit Branded Example



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



Research & Foundation Branded Example



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



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



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



Children's: Sub-Brand Structure



Facilities Branded Example



Visual branding applies to the following:

- at Desert
- at Thunderbird Medical Center
- Children's Specialists
- Diamond Children's Medical Center
- Physical Therapy



Urgent Care: Sub-Brand Structure



Service or Product: Sub-Brand Structure



On-demand Services Branded Example



Branded Examples

Live Services Branded Examples



Scheduling Service Branded Examples



Insurance Branded Product Examples



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

Master Brand



Children's: Sub-Brand Structure



Facilities Branded Example



Visual branding applies to the following:

- at Deserter
- at Thunderbird Medical Center
- Children's Specialists
- Diamond Children's Medical Center
- Physical Therapy



Urgent Care: Sub-Brand Structure



Service or Product: Sub-Brand Structure



On-demand Services Branded Example



Insurance Branded Product Examples





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

**Patient and Visitor Information**  
Información del paciente y del visitante



 **Banner Children's**

Brochure Cover

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

 **Banner**  
**Children's**

at Desert

1400 S Dobson Rd.

Monument Sign

Brand Architecture in Application: Urgent Care

 **Banner.**Urgent Care

First Lastname, MD  
Title, Department  
first.lastname@bannerhealth.com  
1234 Street Rd, Anytown, AZ 01234  
123.456.7890  
[bannerhealth.com](https://www.bannerhealth.com)

Business Card

**Patient and Visitor Information**  
Información del paciente y del visitante



 **Banner.**Urgent Care

Brochure Cover

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


 **Banner.**  
**Urgent Care**

Open Daily 8:00 AM - 9:00 PM

15521 W Bell Rd.

Monument Sign

Brand Architecture in Application: Products and Services





First Lastname, MD  
Title, Department  
first.lastname@bannerhealth.com  
1234 Street Rd, Anytown, AZ 01234  
123.456.7890  
bannerhealth.com

Business Card

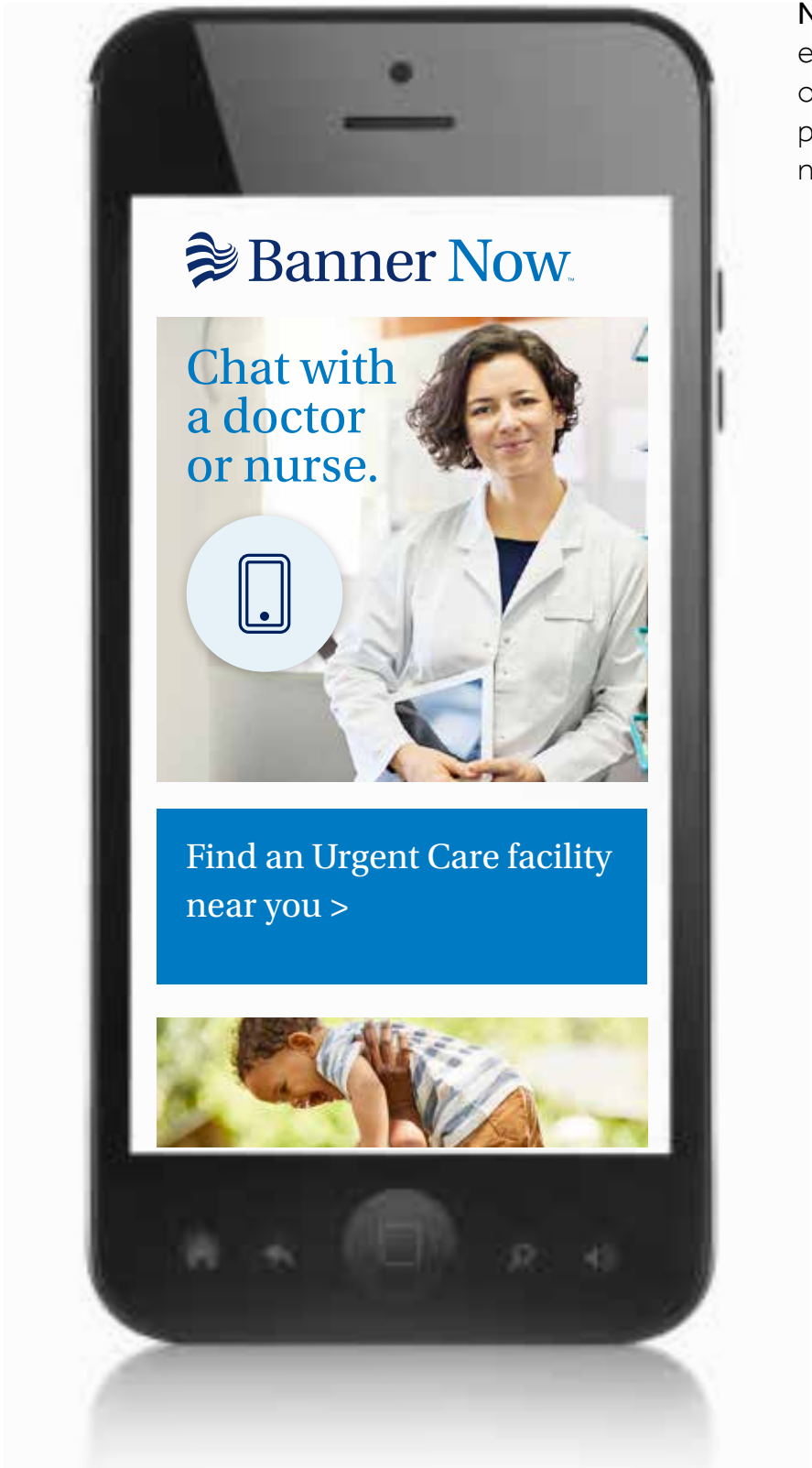
### Patient and Visitor Information

Información del paciente y del visitante





Brochure Cover



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



Facilities: Brand Structure

Business Units: Brand Structure



Facilities Branded Example

Business Units Branded Example



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



Product: Brand Structure

Endorsement: Brand Structure



Product Branded Examples



Endorsement: Branded Example





Brand Architecture in Application: Academic Partner Facility



Banner

University Medicine


1234 Street Rd,  
Anytown, AZ 01234  
123.456.7890


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

Business Card

Patient and Visitor Information

Información del paciente y del visitante






Banner

University Medicine

Brochure Cover

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



Banner

University Medicine

Medical Center Tucson

1625 N Campbell Ave.

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



Master Brand + Partner Expression



Master Brand + Partner Expression



Colorado Only



Master Brand + Partner Expression: Single Line



Master Brand + Partner Expression: Stacked



Master Brand + Partner Expression



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


 Banner | 



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 | 

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




## Wyoming Medical Center + Banner Health

Possibilities ahead for our community.

Learn more ►



Wyoming Medical Center



[ 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](http://WMCforward.org).



Wyoming Medical Center



Jessica Oden  
Chairwoman,  
Wyoming  
Medical Center  
Board of Directors



Peter Fine  
President & CEO,  
Banner Health

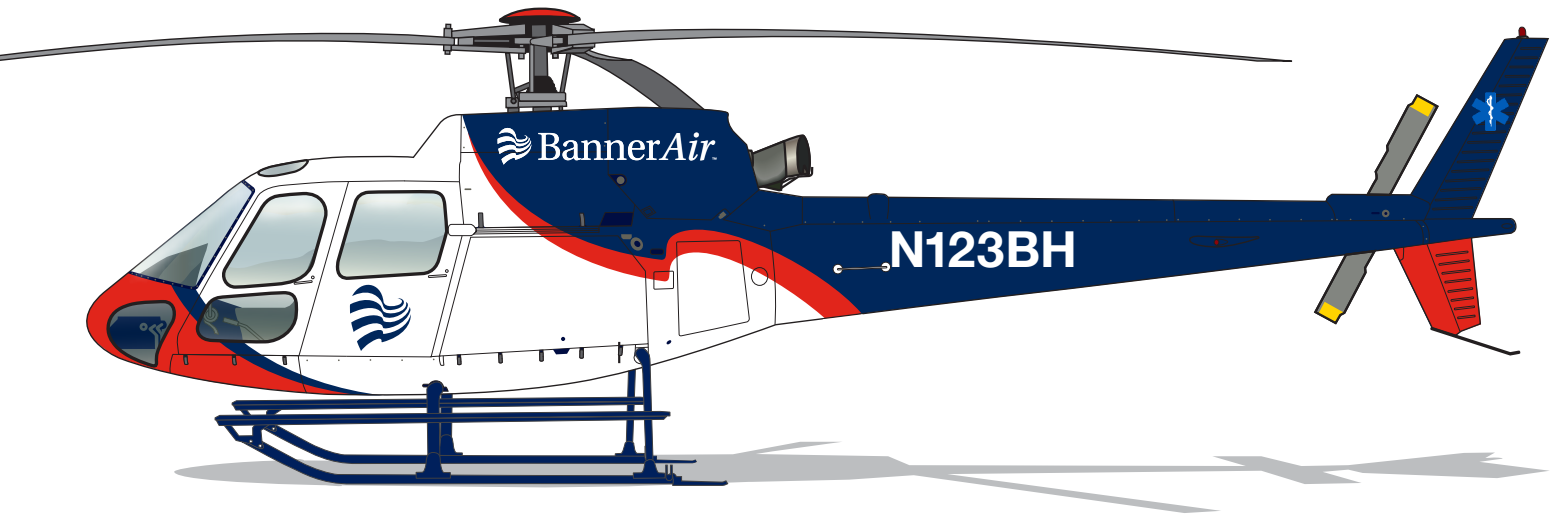


Brand Architecture: Livery

Master Brand



Banner Air



Banner Ground



# Brand Resources

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

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

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

© 2021 All rights reserved  
This guide is confidential and proprietary.