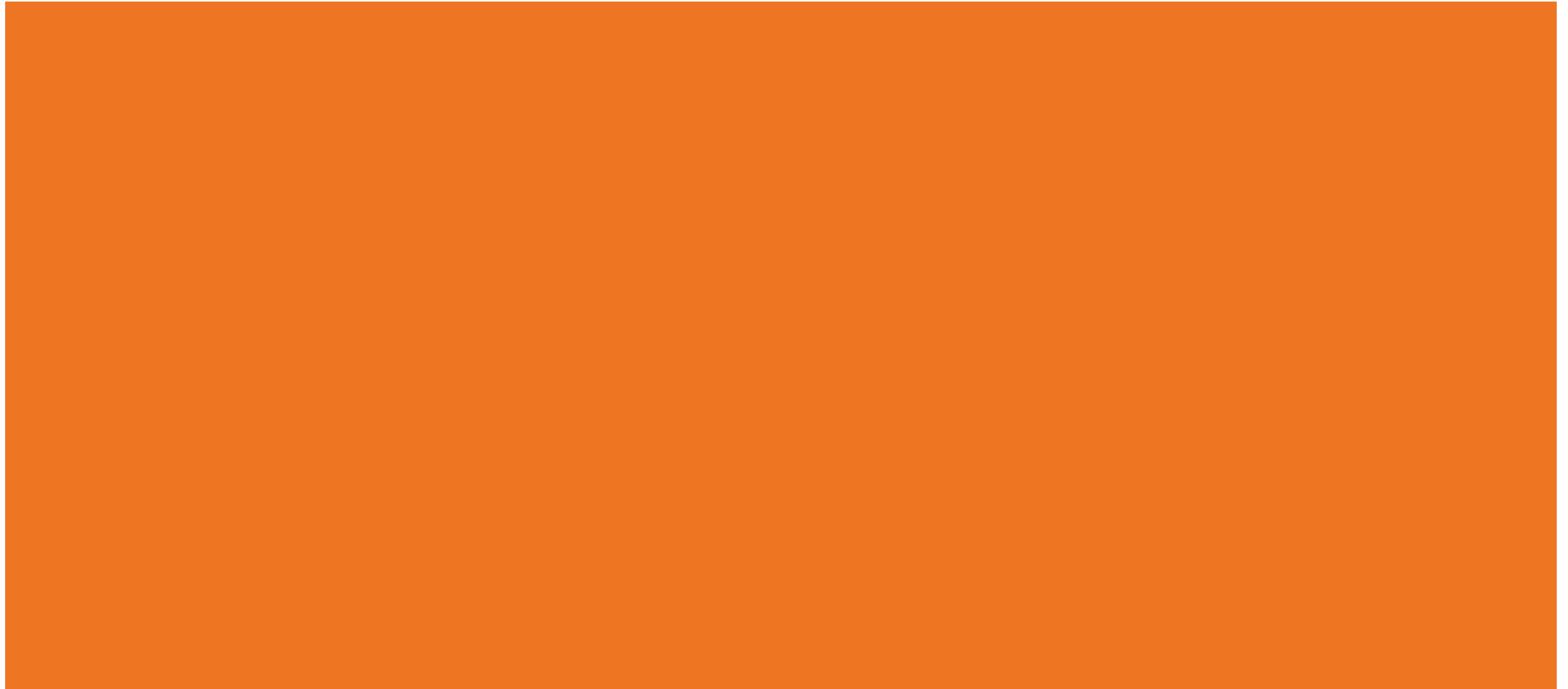


Photography



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

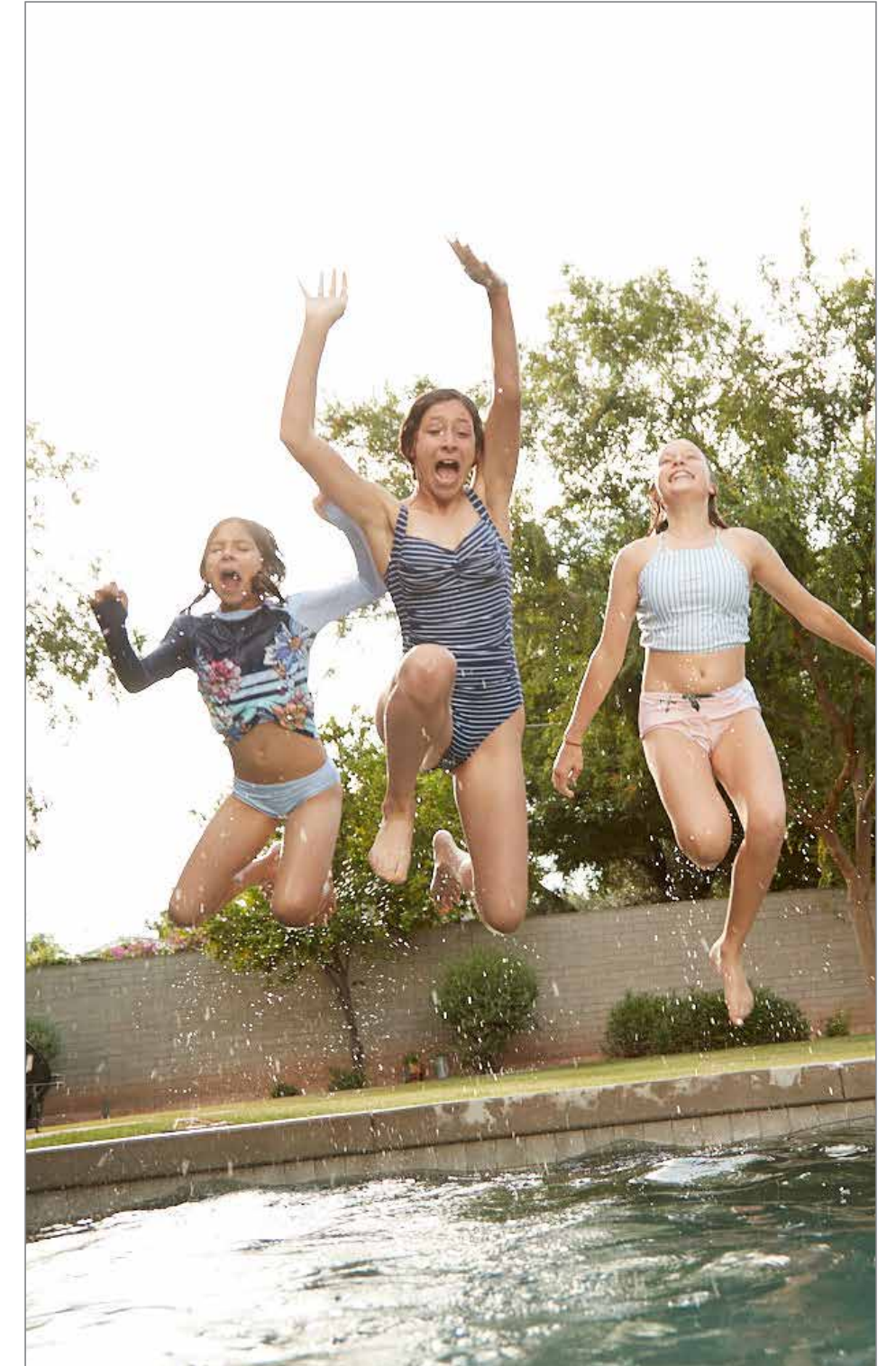
- Well-being
- Light as a character
- Spontaneity
- Motion
- Selective focus



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



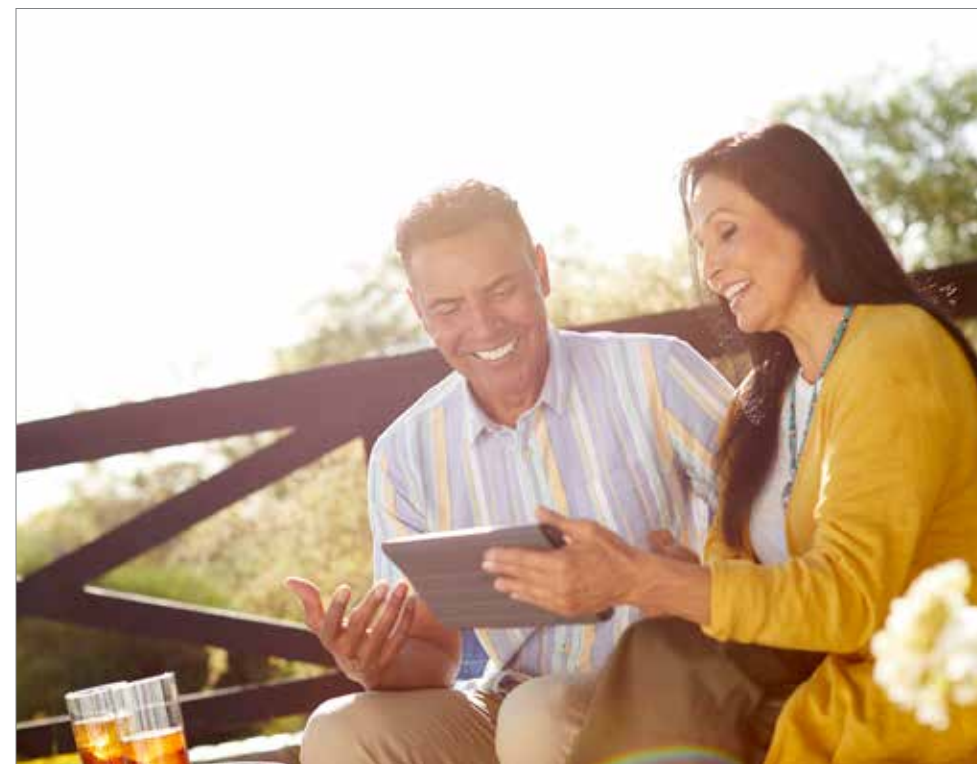
Well-being Light as a character Spontaneity Motion Selective focus



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

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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