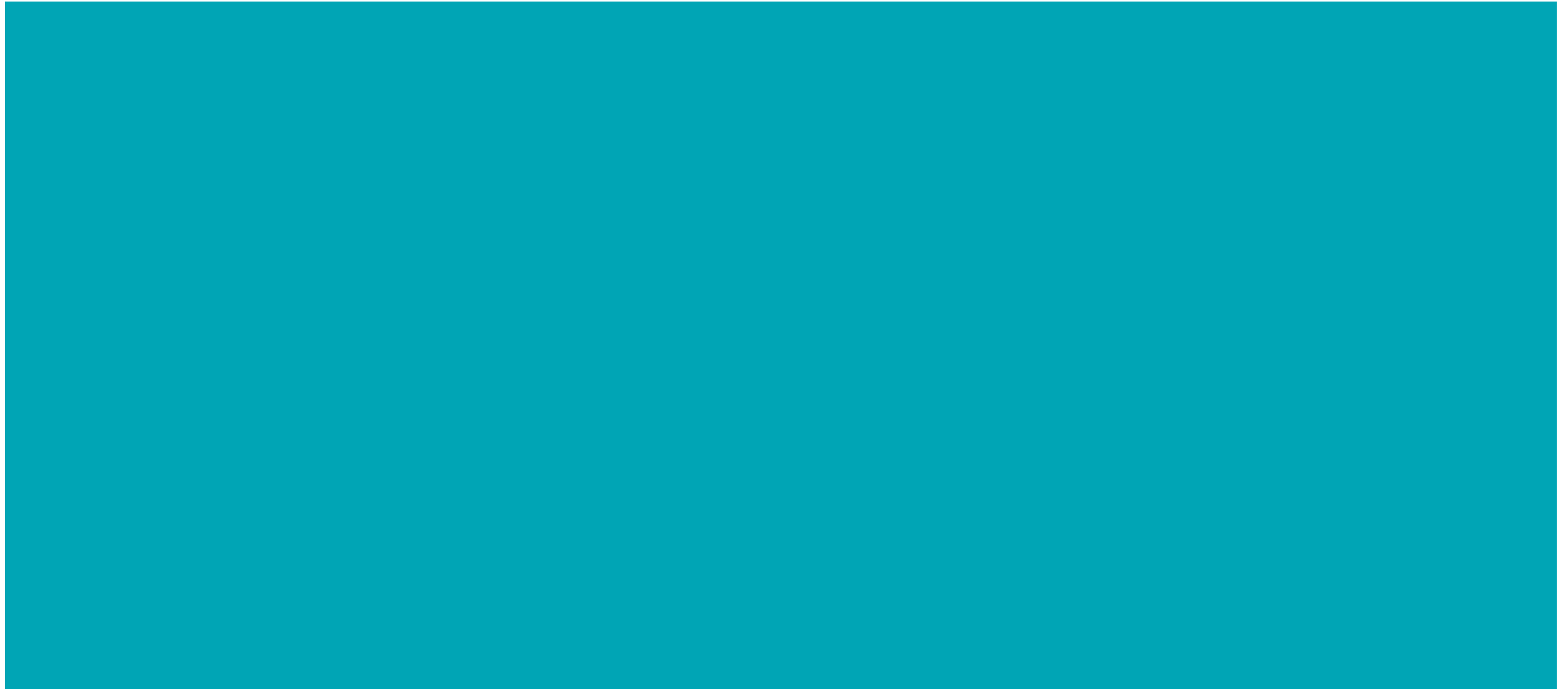


# Typography



## 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**

## 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**

# Typography

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

**Annotations:**

- Use of Utopia Regular for headline.
- Use of Effra Regular for subhead
- Use of Effra Regular and Light for body text

# 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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