

# brand guidelines



## CONTENTS

---

### Introduction

brand promise 1

### Brand Assets

logo 3  
color 6  
typography 10  
voice 12  
photography 14  
layout 17

---

# Our brand connects the community to the heart of what we stand for.

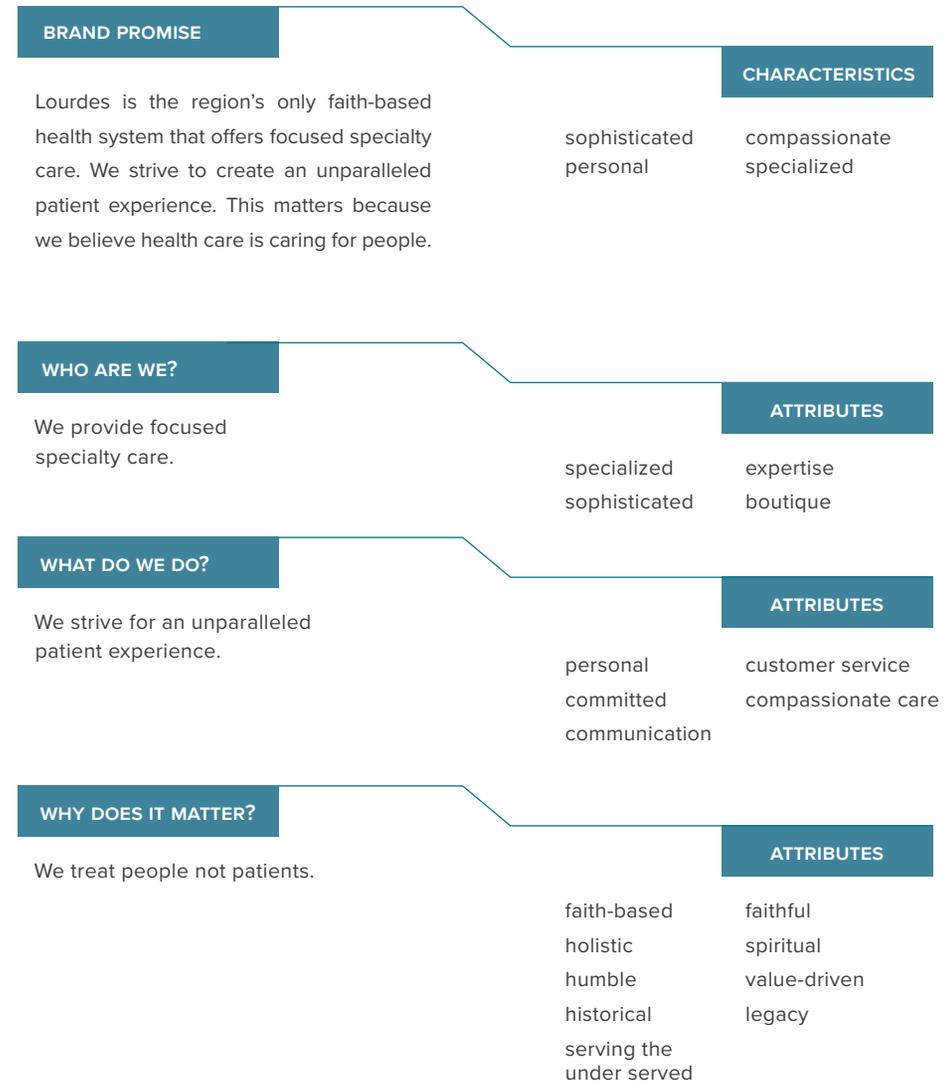
The Lourdes brand is not about a logo or even a color scheme. It's about memorably communicating who we are and authentically connecting with our community.

Using research, collaboration and best practices, our brand elements have been developed to create a distinct look and feel that expresses who we are and what we value.

By following these guidelines, you help strengthen the Lourdes brand and its connection to our community.

If at anytime you have questions or need additional support please reach out to your brand experts on the Lourdes Marketing Team [509.542.3062](tel:509.542.3062)

# Personal. Focused. Care.



logo

MAIN



VERTICAL



REVERSED



logo · color · typography · voice · photography · layout

### Clear Space

Part of what makes the Lourdes brand distinct is the sense of openness created by the space among the various brand components. This is called the clear space.



The clear space around the logo is determined by the height of the flame and cross symbol.

Honoring the clear space around the logo is an important first step to maintaining the brand look and feel.



### Minimum Sizes

These are the minimum logo widths for the various layouts to ensure legibility at the smallest size possible.

#### MAIN LOGO



print .625 in  
screen 188 px

#### VERTICAL LOGO



print .625 in  
screen 188 px

#### REVERSED LOGO



print 1 in  
screen 300 px

logo · color · typography · voice · photography · layout

### Misuse

Incorrect use of the logo compromises the Lourdes brand. These examples of misuse are not comprehensive.

As a rule, never alter, add to, or attempt to recreate the Lourdes logo. Always use the approved digital artwork, from Lourdes Marketing Department or download an approved version at [yourlourdes.com/media](http://yourlourdes.com/media)



Do not change the spacing or proportions of the logo components.



Do not display the logo smaller than minimum size.



Do not alter any part of the logo.



Do not change the logo colors.



Do not distort or rotate the logo.



Do not place any elements in the clear space.



Do not change the typeface of the logo.



Do not apply any effects to the logo.



Do not place photos or patterns in the logo.

color

logo · color · typography · voice · photography · layout

### Palette

Color is a powerful component of visual communication. The Lourdes color palette conveys the brand personality with a bold and sophisticated color palette.

The new brand palette includes a rich, dark teal and bright, compatible shades of garnet, coral and capri. All of this is set within generous fields of white.

#### CORE COLORS

<p>PANTONE 3145</p> <p>SCREEN HEX#007B93</p> <p>PRINT C100 M36 Y38 K8</p>		<p>SCREEN HEX#FFFFFF</p> <p>PRINT C0 M0 Y0 K0</p>	
	TEAL		WHITE

#### SUPPORTING COLORS

<p>PANTONE 194</p> <p>SCREEN HEX#99253F</p> <p>PRINT C296 M96 Y67 K18</p>		<p>PANTONE 178</p> <p>SCREEN HEX#FF5C61</p> <p>PRINT C0 M80 Y58 K0</p>		<p>PANTONE 631</p> <p>SCREEN HEX#41B5CE</p> <p>PRINT C69 M10 Y18 K0</p>	
	GARNET		CORAL		CAPRI

#### NEUTRALS

<p>SCREEN HEX#555555</p> <p>PRINT C0 M0 Y0 K90</p>		<p>PANTONE COOL GRAY 8</p> <p>SCREEN HEX#8C8D8E</p> <p>PRINT C48 M40 Y38 K4</p>		<p>PANTONE COOL GRAY 5</p> <p>SCREEN HEX#B3B3B3</p> <p>PRINT C31 M25 Y26 K0</p>	
	TEXT GRAY		COOL GRAY		PALE GRAY

logo · color · typography · voice · photography · layout

### Full-color Logo

Whenever possible the logo should appear in full color.



### One-color Logo

When full-color is not an option, the logo should appear in black and white or in grayscale.



### Grayscale Logo

When using the full-color logo in a grayscale, such as in black and white newsprint ads, follow the tint percentages outlined here.



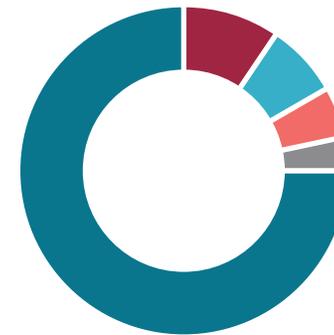
### Color Proportions

Color greatly influences the Lourdes brand and color emphasis varies according to the focus of the content.

**As a general rule for a minimum of 30% of the piece should be white space.** Ample use of white is key to successful application of the brand palette as it enhances the vibrancy of the colors while ensuring the overall look is fresh and sophisticated.

### Main Brand Focus

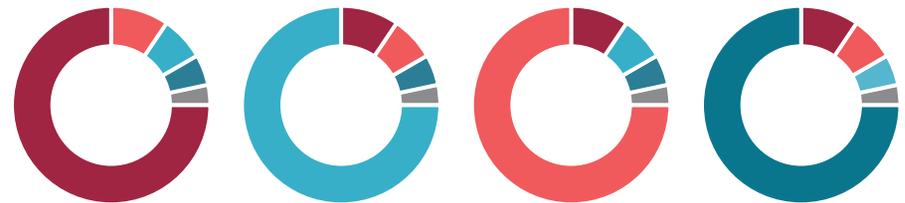
Whenever the primary Lourdes brand is the focus, the color emphasis should be dark teal. This is the primary color to be associated with Lourdes. The supporting colors are then used selectively as an accent to the primary palette.



MAIN BRAND FOCUS

### Service Line Focus

When a service line or program is the focus, the color emphasis may be on one of the supporting colors. In this case, the dark teal and the remaining palette colors would become the accents.



SERVICE LINE & PROGRAM EMPHASIS

typography

logo · color · **typography** · voice · photography · layout

## Typography

Typography says as much about our brand as the words we use. Azo Sans, Proxima Nova and Adelle have been chosen for their clean lines, personality, compatibility and readability.

Available in a range of weights and styles, all brand expressions should utilize a combination of these approved fonts.\*

### Alternative Fonts

The brand fonts may not be available in some software applications. The fonts listed below, while not preferred, are commonly available on most computers. Whenever possible, the brand fonts should be used.

#### Corbel

Use in place of Azo Sans.

#### Rockwell

Use in place of Adelle.

#### Franklin Gothic

Use in place of Proxima Nova.

## Azo Sans

FOR HEADLINES AND SUBHEADS  
USE IN CAPS AND LOWERCASE OR IN ALL CAPS

As the primary headline font, Azo Sans is a distinct typeface full of nuances that soften the geometry, making it accessible and pleasant while maintaining a strong appearance.

Azo Sans is the go-to headline font for Lourdes. See the description for situations when the Adelle font is an appropriate alternative.

APPROVED WEIGHTS AND STYLES

**Azo Sans Regular**  
*Azo Sans Regular Italic*

**Azo Sans Bold**  
*Azo Sans Bold Italic*

## Proxima Nova

FOR SUBHEADS AND BODY COPY  
USE IN CAPS AND LOWERCASE OR IN ALL CAPS

Proxima Nova combines modern even-width proportions with strong geometric construction. Available in 42 weights and styles, it is versatile enough to for subheads while able to handle even the most demanding body copy needs.

APPROVED WEIGHTS AND STYLES

Proxima Nova Light  
*Proxima Nova Light Italic*

Proxima Nova Regular  
*Proxima Nova Regular Italic*

**Proxima Nova Semibold**  
*Proxima Nova Semibold Italic*

**Proxima Nova Bold**  
*Proxima Nova Bold Italic*

## Adelle

FOR HEADLINES AND AS A GRAPHIC ELEMENT  
USE IN CAPS AND LOWERCASE ONLY

A slab serif typeface with distinct personality and flexibility, Adelle is the perfect compliment to the humanistic geometry of Azo Sans and Proxima Nova.

Adelle is especially well-suited for graphic elements and headlines that would benefit from additional warmth and personality.

APPROVED WEIGHTS AND STYLES

**Adelle Regular**  
*Adelle Italic*

**Adelle Bold**  
*Adelle Bold Italic*

\*Fonts are licensed products and cannot be shared. Contact the Marketing Department about purchasing instructions.

voice

logo · color · typography · **voice** · photography · layout

### **Tone of Voice**

When writing for Lourdes, it is important to set the tone of voice by keeping in mind the brand characteristics. The descriptions below will help you compose clear, engaging copy as an authentic expression of Lourdes and what we value.

#### **Personal & Patient Focused**

Copy written for Lourdes should be a response to the patient's perspective, concerns and experience. Think of it as a one-on-one conversation with the reader. It should come across as honest, uncomplicated, and familiar. It is important to avoid technical and medical jargon. Consider developing copy that reflects how you would talk to a friend or family member.

*DO: We treat people not patients.*

*AVOID: Excellence and great respect for each individual have been the hallmark of the services of Lourdes Health Network through the years.*

*DO: We strive for an unparalleled patient experience.*

*AVOID: Not only are we called to respond, but we are called to transform healthcare, to lead change that will make care more effective, safer and more available to all people.*

#### **Straightforward & Direct**

Careful editing and concise language are key elements to the Lourdes brand voice. While the tone should feel warm and relatable, it is important to find a clear way to express ideas.

Keep sentences simple and conversational, and strive to keep paragraphs short. Maintain a focus on what matters most to the person receiving medical care and their family.

Utilize first person sentence structure and avoid passive language, favoring active phrases, whenever possible.

*DO: We provide focused specialty care.*

*AVOID: Our comprehensive, state-of-the-art diagnostic imaging services, including 4-D Ultrasound, X-Ray and Mammography help provide early detection, diagnosis and treatment to patients throughout Benton & Franklin Counties - in a convenient, outpatient setting.*

*DO: We built a hospital before Tri-Cities built bridges.*

*AVOID: We have a rich history of being there for our community, and building and creating our own community by empowering our associates and strengthening networks.*

photography

logo · color · typography · voice · *photography* · layout

### Photography Reinforces Brand

Lourdes brand photography provides an instant connection with our audience. It tells a story, evokes emotion and becomes part of a person's memory. Whenever possible, the photography reinforces our brand position: *Personal. Focused. Care.*

#### Lourdes is Personal

---

Photography subject matter celebrates connection, emotion and relation. When a single subject is shown, we see a moment of heightened emotion. When two or more subjects are shown, the viewer witnesses connection and relationships. Subjects are engaged with each other through touch or expression.

Cool tones and ample natural light convey realism. People are presented with a sense of intimacy and spontaneity. There is a universality to the scene--a feeling or moment the audience can relate to or see themselves in. To achieve this sense, the subjects do not look directly into the camera, inviting the viewer to be part of the candid moment.

#### Lourdes is Focused

---

Our photographic style is intimate, focused and simple. The images are never cluttered. They are authentic and uncomplicated, employing plenty of copy space and a shallow depth of field.

#### Lourdes is Caring

---

While adhering to the overall photographic style, medical images should always depict one of three brand positions: unparalleled patient experience, focused specialty care, treating people not patients. Even in medical images, the patient's perspective is prioritized.

##### Unparalleled Patient Experience

Unparalleled patient experience shows medical professionals providing exceptional treatment while still connecting with their patients. In these shots we see professionals going above and beyond the expected medical experience. Holding a patient's hand, listening intently, standing by a patient's side during a test or a treatment.

### Focused Specialty Care

Focused specialty care is demonstrated through closeups of medical moments. In these shots, the viewer should feel like they are literally right in the middle of the action. Examples might be: the profile of a confident surgeon prepared for a procedure; a stethoscope pressed against a child's chest; heads of a medical team reviewing a chart; a nurse's hand on an elbow while assisting an elderly patient. These could also be detail shots specific to a specialty such as orthopedics or plastic surgery.

### Treating People Not Patients

Treating people not patients portrays the human connection that care providers have with patients. The patient-caregiver divide is removed and we see genuine moments of compassion, laughter and shared concern. These are moments of expression and spontaneity.

### Headshots

---

These guidelines ensure style consistency between brand photography and headshots.

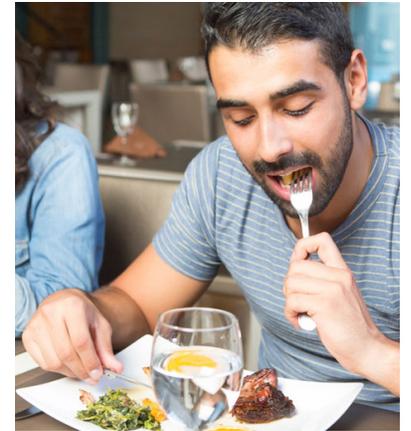
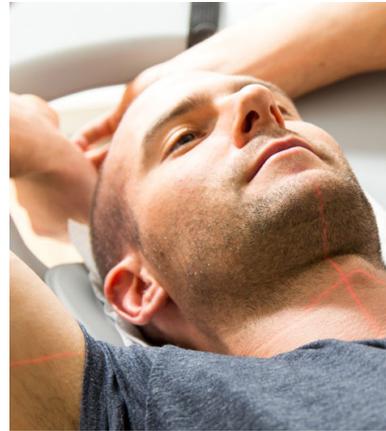
#### Background

Headshots should be taken either in a studio on a white background or in a natural setting. When a natural setting is used, employ a shallow depth of field to ensure the person is the primary focus. Also take advantage of settings that have ample natural light. For studio shots, make sure the lighting is flattering and not too harsh.

#### Styling

Subjects should have a natural, relaxed expression. Smiling should not feel forced or too staged. Use of a professional makeup artist for shoots is recommended. Whenever possible, subjects should wear one of the brand colors or be in professional medical attire. Clothing should be simple, professional and comfortable. No patterns of any kind. Limit accessories.

logo · color · typography · voice · *photography* · layout



# layout guidelines

logo · color · typography · voice · photography · layout

### Establishing the Grid

Like the logo, the layout grid is inspired by the proportions of the golden rectangle. The specifications of different media can interfere with the purity of this approach. The process below outlines the proper way to maintain the layout consistency:

- **Find the Golden Rectangle**

The initial step is to find the golden rectangle proportion within the confines of the design space. This is done by scaling the logo container (a perfect golden rectangle) to the width or height of the piece.

- **Establish Primary Visual Area**

This will define your key visual area for photography, typographic and graphic treatments, color fields or patterns.

- **Establish Content/Copy Area**

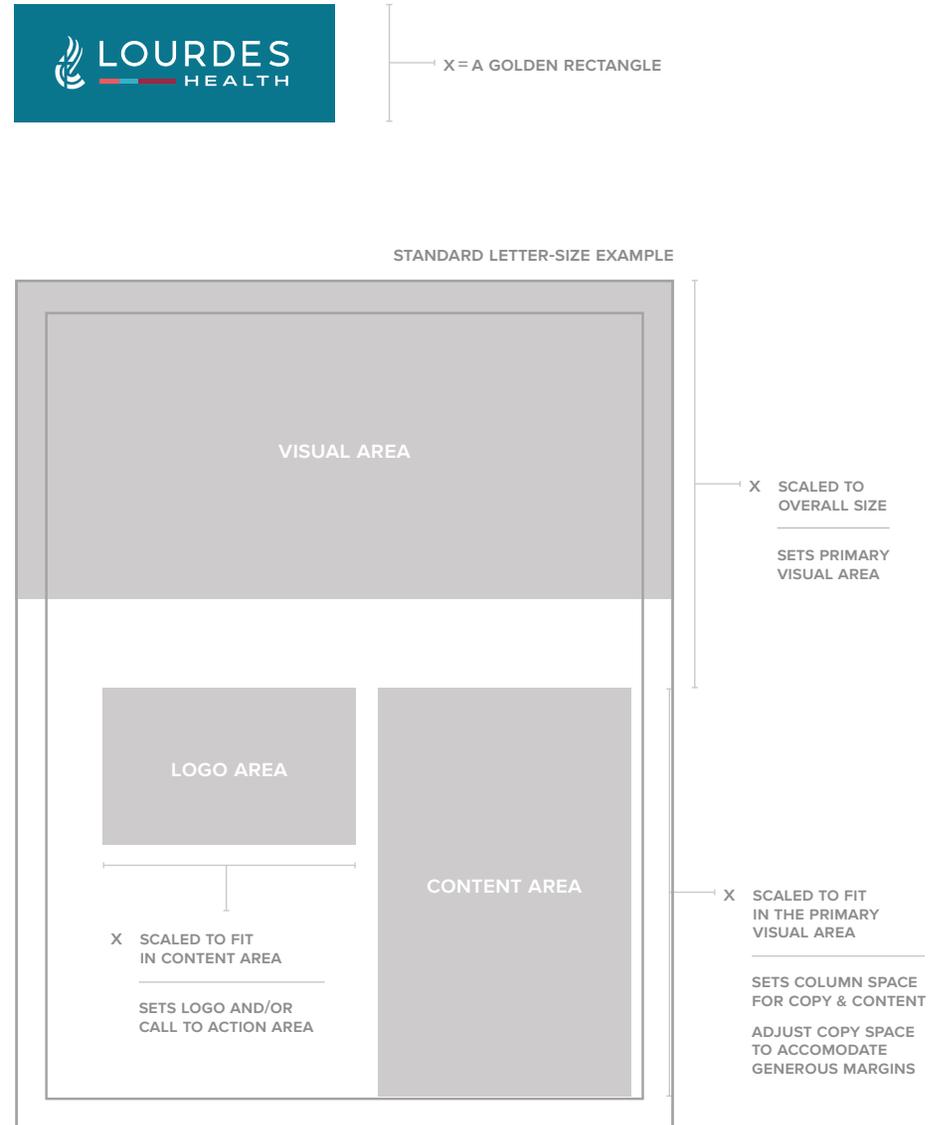
Next, find the golden rectangle within the primary visual area. This is done by scaling the rectangle to fit within the shortest measurement of the primary visual area. This is now your main copy or content space. Position text boxes within this area while also providing ample margins.

- **Establish Logo/Call to Action Area**

Using the same process above find the golden rectangle within the content area. This is now your logo and/or call to action space. Position text boxes within this area while also providing ample margins.

- **Honor White Space**

The above process generates the white space you will need to maintain the unique look and feel of the Lourdes brand.

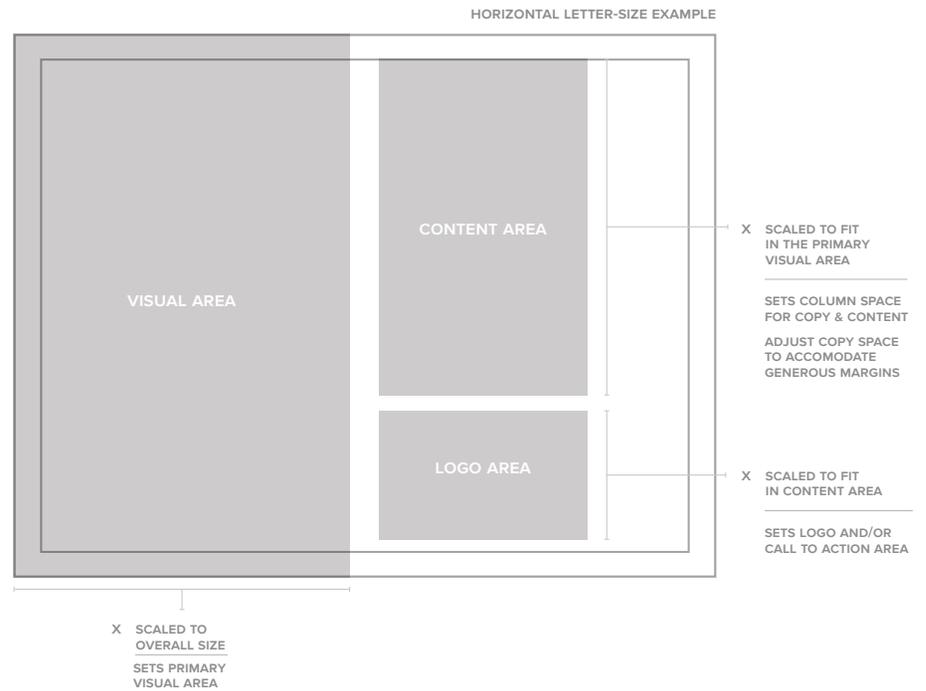
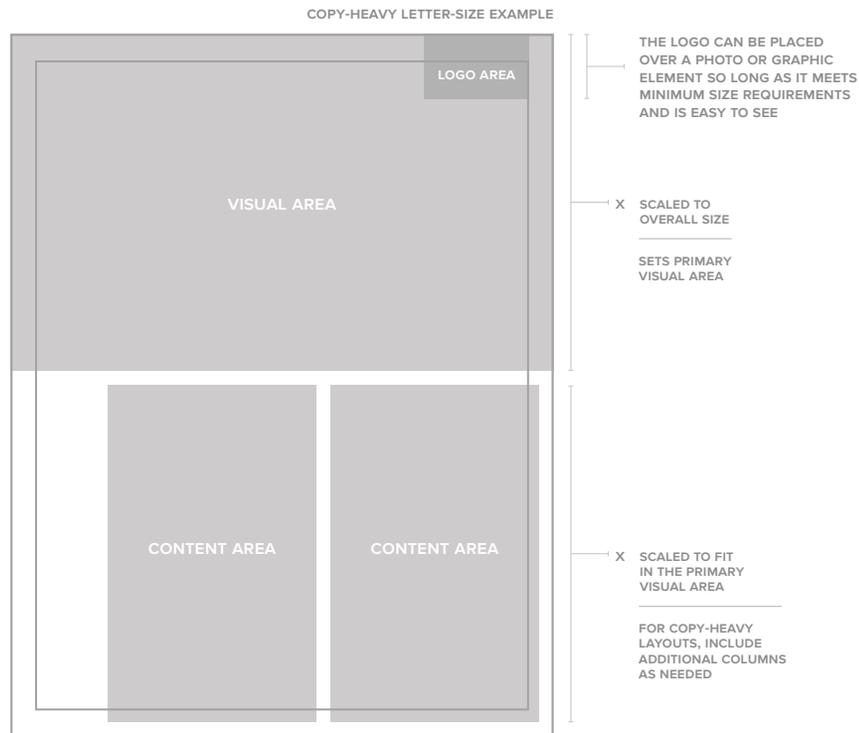


logo · color · typography · voice · photography · layout

The layout variations below demonstrate how the grid principles are applied in a horizontal and a copy-heavy situation.

In essence, the structure provides a starting point for developing the initial grid and maintaining proportion and style consistency across multiple pieces. That said, situations will arise that challenge this layout process. When exceptions need to be made, keep the following stylistic principles in mind:

- Begin by establishing the primary visual area as described.
- Edit copy to simplify language and speak to audiences in a conversational tone.
- Protect the white space as much as possible to maintain an open, spacious feeling.
- Use color judiciously so as not to clutter the design.
- Be sure to follow clear space guidelines for the logo and select imagery that meets the brand standards.



[yourlourdes.com](http://yourlourdes.com)