

Fairview Brand element guidelines

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► If you have specific questions regarding brand usage, please contact branding@fairview.org.

The Fairview Brand

Position

Our position is our opportunity to differentiate ourselves to our customers in a meaningful way in the markets we serve. It defines what we do, who we do it for and why it is important. We use this statement to help us understand how to communicate to all of our audiences—from employees to patients and the communities we serve.

Promise Statement

Our promise is the commitment we make to our markets. Spoken or unspoken, it is the message that unifies our actions and the delivery of our services each and every day. It is designed to be a memorable and succinct message to our friends, to colleagues and most importantly, to our patients.

Attributes

Our attributes support and enhance our position and our promise. They inspire and guide us in the way we want to be perceived. These attributes serve as guideposts for our actions and behaviors—helping us deliver our promise and achieve our position in the market.

Position

Fairview is an organization of people working to achieve superior health outcomes by redefining the delivery of care to put into action our deep understanding and respect for our customers.

Promise Statement

Exceptional care—each patient, every day.

To ensure that each patient's experience with Fairview is exceptional, we promise to

- improve the quality of our patients' lives through personal, responsive and innovative care,
- pursue the highest quality medical care through continuous evaluation and enhancement of our clinical practices, and
- respect and collaborate with patients and colleagues.

Attributes

We can accomplish our promise statement because of our actions and behavior.

Collaborative

In the spirit of partnership, we work interactively with each other across our diverse skills and services to assure our patients seamless delivery and continuity of care.

Innovative

Inspired by the needs of our patients, we invest our skills, talents and resources to advance the field of medicine through continuous discovery, review and refinement, translating it into practical application.

Personal

We go beyond clinical and analytical practices of medicine. We are trusted, engaged and perceptive partners, connecting with people and their individual needs.

Respectful

Our personal and professional values of dignity, integrity, service and compassion, guide our daily health care practices and prompt us to actively listen to and support patients and each other.

Responsive

We listen attentively to be flexible, adaptable and timely in our approaches, communication and follow-through. We consistently use appropriate resources to fulfill each patient's expectations at every encounter.

The Fairview Message Expression

A Unified Message

Our Fairview brand is more than a logo. It represents what we stand for as an organization. Its meaning is derived by the total experience our audiences have with our people and our services. It is built by everything we say and do, and by the perceptions we create through our daily interactions.

Clear, constant and consistent messages that reflect Fairview's attributes through general tone assure that our name is synonymous with our promise to give exceptional care to each patient, every day.

Brand Promise: Exceptional care—each patient, every day

The brand promise is how Fairview has chosen to approach its mission. It keeps us excited about the purpose of the organization. The message of the promise is to remain constant. It is reflected in our actions, decision-making and written and verbal messages, although the actual words are rarely used externally.

Each person at Fairview can apply this promise in daily interactions. Direct patient caregivers have a more obvious opportunity, but each one of us can look for new and better ways to support exceptional care.

Brand Attributes: Collaborative, Innovative, Personal, Respectful, Responsive

Fairview brand attributes are the expression of who we are.

- Assigning attributes to Fairview shows that we view the organization much as we do people, who have personality traits to which we can react emotionally.
- We use the attributes associated with the organization as an effective way to express our brand personality.
- We at Fairview can demonstrate how engaged we are by exhibiting the attributes in our daily actions, interactions and messages.

Each of the attributes Fairview desires to embody can be conveyed in various ways. The following are guidelines.

Collaborative

In the spirit of partnership, we work interactively with each other across our diverse skills and services to assure our patients seamless delivery and continuity of care.

- We incorporate team spirit into daily work.
- We use colleagues as sounding boards for ideas and to brainstorm better ways of doing things.
- We look within Fairview's spectrum of services to find ways patients can more easily navigate the health care system and receive care that leads to the best possible outcome.
- *Related words: we, our, include, cooperate, partner, together, share, all, every, group, connect, advisor, team, consult*

Innovative

Inspired by the needs of our patients, we invest our skills, talents and resources to advance the field of medicine through continuous discovery, review and refinement, translating it into practical application.

- We are smart and confident in our ability to find solutions.
- We call on our expertise and learning experiences to seek answers to problems.
- *Related words: challenge, comprehensive, leader, direct, exceptional, first, proud, thinking, growth, breakthrough, world-class, science, original, skilled, courageous, creative, responsive, progressive*

Personal

We go beyond clinical and analytical practices of medicine. We are trusted, engaged and perceptive partners, connecting with people and their individual needs.

- We pay attention to what people need and want.
- We take time to focus on the job at hand.
- *Related words: local, community, neighbor, believe, trust, dedicated, embrace, story, faith, rely, confide, give, devote, intimidate, understanding, customize*

The Fairview Message Expression

Respectful

Our personal and professional values of dignity, integrity, service and compassion guide our daily health care practices and prompt us to actively listen to and support patients and each other.

- We treat others as they want to be treated and apply the golden rule when appropriate.
- We are considerate of personal cultures, lifestyles, situations and choices.
- *Related words: compassion, considerate, honor, regard, value, secure, private, accountable, esteem, defer, commit*

Responsive

We listen attentively to be flexible, adaptable and timely in our approaches, communication and follow-through. We consistently use appropriate resources to fulfill each patient's expectations at every encounter.

- We seek ways to anticipate and meet the needs of all people with whom we interact.
- *Related words: understand, care, respond, concern, reply, answer, react, allow, observe, anticipate, action, accessible, affordable, advice, open, communicative, proactive*

Our message expression is most effective when spoken with a consistent voice.

At Fairview, we offer the following guidelines to help unify and influence the general tone of our messages.

- Materials should immediately appeal to a reader's self interest.
- Avoid excessive product details, no matter how impressive.
- Keep letters to under one page.
- Keep paragraphs short.
- Be concise and specific.
- Keep sentences short and use simple words.
- Consider the average reading level of your intended audience.
- Use first-person pronouns: you, your, I, me, we, our.
- Don't include descriptors that assume an elevated level of care, education or experience.
- Consider whether the use of an adjective enhances tone or calls to mind an unwanted
- counterpoint (counter interpretation):
 - Clean patient rooms
 - Safe procedures
 - Comfortable beds
 - Friendly staff
 - Trained nurses
 - Experienced physicians
- Avoid acronyms or jargon
- Avoid a style that is too formal: be conversational.
- Establish a priority for each message you deliver.
- Decide and address what matters most to the reader.
- Substantiate claims.
- Include motivation or persuasion in all messages.

Logo overview

The Fairview logo is the primary visual element to identify our organization. This logo represents our brand. The Fairview logo identifies all of our services, solutions and capabilities. The logo acts as the unifying signature.

The consistent and deliberate application of the Fairview logo will increase its recognition and reinforce it as a symbol of quality health care.

Fairview logo guidelines

The Fairview logo is formed by two essential components: the symbol and the Fairview all-capitals wordmark. Both components are designed to complement each other and to function as one.

These two components, the symbol and the wordmark, must never be used separately—they are to function as a single unit.

There are no acceptable alterations to the Fairview symbol and wordmark. At no time should the Fairview logo be recreated or the symbol/wordmark relationships altered. Any alteration to the logo would be detrimental to the credibility of the Fairview identity.

Acceptable color usage

Color is an important element of any logo. It has been found to be an important element for increasing brand retention. Consistent use of color will help people remember our brand.

The preferred color for the Fairview logo is Fairview teal, PANTONE® 321. The only other approved colors for the brand are black and white.

Fairview master brand logo anatomy



Alternate master brand logos — black and white

Color band for reference only

One color black version

One color reverse white version

Logo parameters

Area of noninterference

The logo is most powerful and effective when positioned away from distracting elements. Intruding graphics will tend to clutter and crowd the logo, making it harder to see and remember. Illustrated here is the minimum control space. However, the more space we give our logo, the greater the visibility.

Minimum size

The minimum size the Fairview logo should ever be reproduced is $\frac{3}{4}$ " wide.

Area of noninterference



Minimum size



Unacceptable logo variations

Variations of the logo are not allowed. Inconsistent use of the logo diminishes recognition, suggests low quality and illustrates a lack of respect. Reproducing the logo inconsistently also places our legal rights to the logo at risk. Consistent use of the logo creates stability, continuity and enhances the logo's communicative value.

The examples illustrated here are not meant to be a complete list of unacceptable variations. Any variation, however small, is strictly forbidden.

The Fairview logo may *only* be reproduced in Fairview teal, black or reversed to white.

~~FAIRVIEW~~



Unacceptable: Neither the symbol nor the logotype can be used by itself.

~~FAIRVIEW~~

~~FAIRVIEW~~

Unacceptable: Do not stretch, condense or skew.

Unacceptable: Logo contained within a printed shape that suggests it is part of the logo.

~~FAIRVIEW~~

~~FAIRVIEW~~

Unacceptable: Altered arrangement of elements.

Unacceptable: Altered size or alignment of elements.

~~FAIRVIEW~~

~~Fairview~~

Unacceptable: Incorrect colors. Fairview symbol and wordmark must be reproduced in the same color, Fairview teal, black or white.

Unacceptable: Incorrect typeface.

~~FAIRVIEW~~

~~FAIRVIEW~~

Unacceptable: No lines, text or art should be placed within the control space.

Unacceptable: logo size too small.

Brand extension logos

Fairview brand extensions have been created by the use of the master brand logo and an extension of the name of the hospital or medical center logotype on a second line.

These logos are complete pieces of art and cannot be created or altered by outside resources; see page 8 for examples of unacceptable use.

Fairview brand extensions

- Fairview Clinics
- Fairview Pharmacy
- Fairview Ridges Hospital
- Fairview Southdale Hospital
- Fairview Lakes Medical Center
- Fairview Northland Medical Center
- Fairview Range Medical Center

► To access brand guidelines for University of Minnesota Medical Center or University of Minnesota Amplatz Children's Hospital, visit fairview.org/brands.

Brand extension anatomy



Care center brand extensions

 FAIRVIEW
RIDGES HOSPITAL

 FAIRVIEW
SOUTHDALE HOSPITAL

 FAIRVIEW
LAKES MEDICAL CENTER

 FAIRVIEW
NORTHLAND MEDICAL CENTER

 FAIRVIEW
RANGE MEDICAL CENTER

 FAIRVIEW
MAPLE GROVE MEDICAL CENTER

PMS321 (shown), CMYK, black or white

Retail brand extensions

 FAIRVIEW CLINICS

 FAIRVIEW
CLINICS

 FAIRVIEW PHARMACY

PMS5473 (shown) acceptable for Fairview Pharmacy only

Service-line type treatments

To reduce the number of potential brand extensions, only our main care centers are given brand extensions. All other Fairview service lines operate under the Fairview master brand and are allowed a service line type treatment. This type treatment is not meant to serve in the place of the Fairview logo.

For use with Fairview logo

When combined with the Fairview logo in a signoff, the uppercase characters of the service line type treatment should not exceed the uppercase character of the Fairview wordmark.

The type treatment should not be combined with any of the Fairview brand extensions.

Do not create your own service line type treatments. Consult the Fairview marketing department at branding@fairview.org with any questions.

Service-line type treatments

Fairview Sleep Centers

Fairview Sports and Orthopedic Care

Adobe Garamond Pro Regular, optical kerning, 0 tracking

For use with Fairview logo in a signoff

x ≤ y — □ Fairview Sports and Orthopedic Care □ FAIRVIEW — y

The service-line type treatment should not be taller than the Fairview logo

Unacceptable uses

~~Fairview Sleep Centers □ FAIRVIEW~~

Unacceptable: Type treatment should not be combined with a brand extension.

~~Fairview Sleep Centers □ FAIRVIEW~~

Unacceptable: Type treatment should not be larger than the Fairview logo.

Typography

Typography—the use and design of printed type—is an important element in maintaining consistency throughout our communication materials.

Primary

Adobe Futura Std is the preferred type family. It is appropriate for headlines, subheads, photo captions, small blocks of text, etc.

Note: Set Kerning to "Optical" for best results. Use Heavy or Heavy Oblique for bold applications.

Secondary

Adobe Garamond Pro is the preferred type family for large blocks of text. Garamond is also an acceptable typeface for headlines and subheads.

Note: Body copy should be set at 80-90% black, as appropriate.

Primary

- Aa** Futura Std Book
- Aa* Futura Std Book Oblique
- Aa** Futura Std Heavy
- Aa** Futura Std Heavy Oblique

Secondary

- Aa** Adobe Garamond Pro Regular
- Aa* Adobe Garamond Pro Italic
- Aa** Adobe Garamond Pro Semibold
- Aa* Adobe Garamond Pro Semibold Italic
- Aa** Adobe Garamond Pro Bold
- Aa* Adobe Garamond Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz",?#@#%&*=-
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz",?#@#%&=-*
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abcdefghijklmnopqrstuvwxyz",?#@#%&*=-
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abcdefghijklmnopqrstuvwxyz",?#@#%&*=-

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abcdefghijklmnopqrstuvwxyz",?#@#%&=-*

Color palette

Through controlled use of color, we maintain consistency and a family look to all of our communications materials. Accurate color reproduction is an important element of the Fairview brand. For offset printing, PANTONE® inks and four-color process tints have been specified. For online and video display, RGB and Hex conversions have been supplied.

Primary color

Fairview teal
 use PANTONE 321
 100C 22M 41Y 2K
 OR 137G 152B
 Hex # 008998

Secondary neutral colors

Fairview tan use PANTONE 7501 14C 15M 34Y 0K 220R 206G 171B Hex #d9c99d	Fairview dark brown use PANTONE 7532 50C 57M 68Y 33K 103R 85G 69B Hex #6b5d3d	Fairview light brown use PANTONE 7529 26C 26M 33Y 0K 190R 178G 166B Hex #beb2a6
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Tertiary accent colors

Fairview gold use PANTONE 130 4C 36M 100Y 0K 244R 170G 0B Hex #f4aa00	Fairview orange use PANTONE 158 4C 68M 99Y 0K 244R 113G 37B Hex #ea7125	Fairview red use PANTONE 200 18C 100M 83Y 8K 190R 15G 52B Hex #be0f34	Fairview magenta use PANTONE 675 30C 98M 26Y 2K 178R 40G 115B Hex #b22873	Fairview purple use PANTONE 2603 69C 100M 9Y 1K 112R 39G 133B Hex #702785	Fairview blue use PANTONE 2935 100C 65M 2Y 0K 0R 90G 187B Hex #005abb
Fairview dark gold use PANTONE 7407 20C 38M 84Y 11K 204R 156G 74B Hex #cc9c4a	Fairview dark orange use PANTONE 471 21C 76M 100Y 10K 182R 85G 24B Hex #b65518	Fairview dark red use PANTONE 202 31C 95M 72Y 31K 135R 36G 52B Hex #872434	Fairview dark pink use PANTONE 683 46C 93M 43Y 25K 122R 41G 83B Hex #7a2953	Fairview dark purple use PANTONE 520 67C 90M 23Y 8K 108R 58G 119B Hex #6c3a77	Fairview dark blue use PANTONE 7462 100C 66M 24Y 6K 0R 90G 140B Hex #005a8c
Fairview green use PANTONE 368 64C 0M 100Y 0K 102R 188G 41B Hex #66bc29	Fairview dark green use PANTONE 349 93C 33M 92Y 25K 0R 105G 62B Hex #00693e	Fairview chartreuse use PANTONE 399 42C 33M 100Y 6K 156R 145G 0B Hex #9c9100	Fairview dark teal* use PANTONE 5473 89C 47M 46Y 18K 16R 100G 112B Hex #016470	Fairview dark red** use PANTONE 208 33C 97M 57Y 25K 139R 35G 70B Hex #8b2346	* PMS 5473 for Pharmacy only ** PMS 208 for Ebenezer only
Fairview grey use PANTONE 7542 33C 16M 17Y 0K 172R 192G 199B Hex #acc0c7	Fairview dark grey use PANTONE 7545 71C 54M 43Y 18K 81R 98G 111B Hex #51626f	BLACK 30C 30M 20Y K100	WHITE		

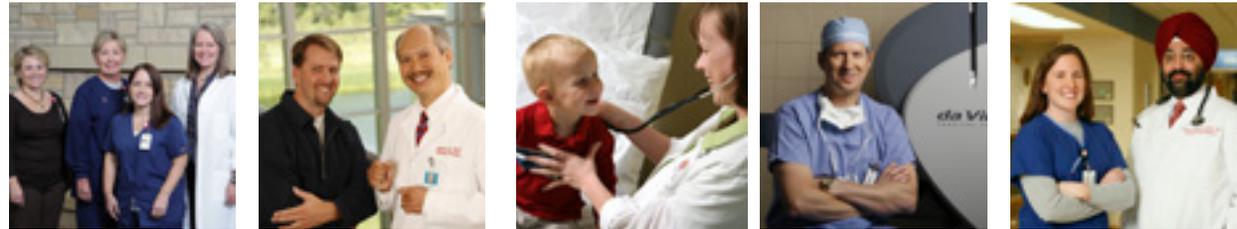
Photography

Photography reinforces our brand attributes. When we show employees and physicians, we present them as collaborative, innovative, personal, respectful and responsive. When we represent patients, we show them enjoying their every-day life, implying they've received our care and are back to the things they enjoy.

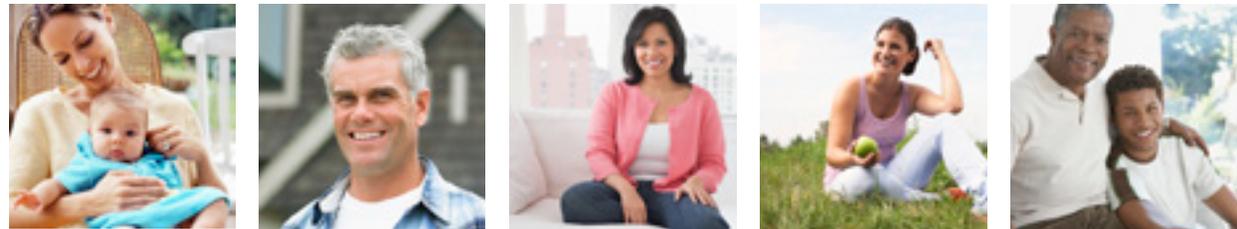
Proprietary photo samples — patients



Proprietary photos samples — providers



Stock photo samples



Inappropriate photography samples

