

OUR BRAND STORY

 Saint Luke's[™]

We help
people
live better.

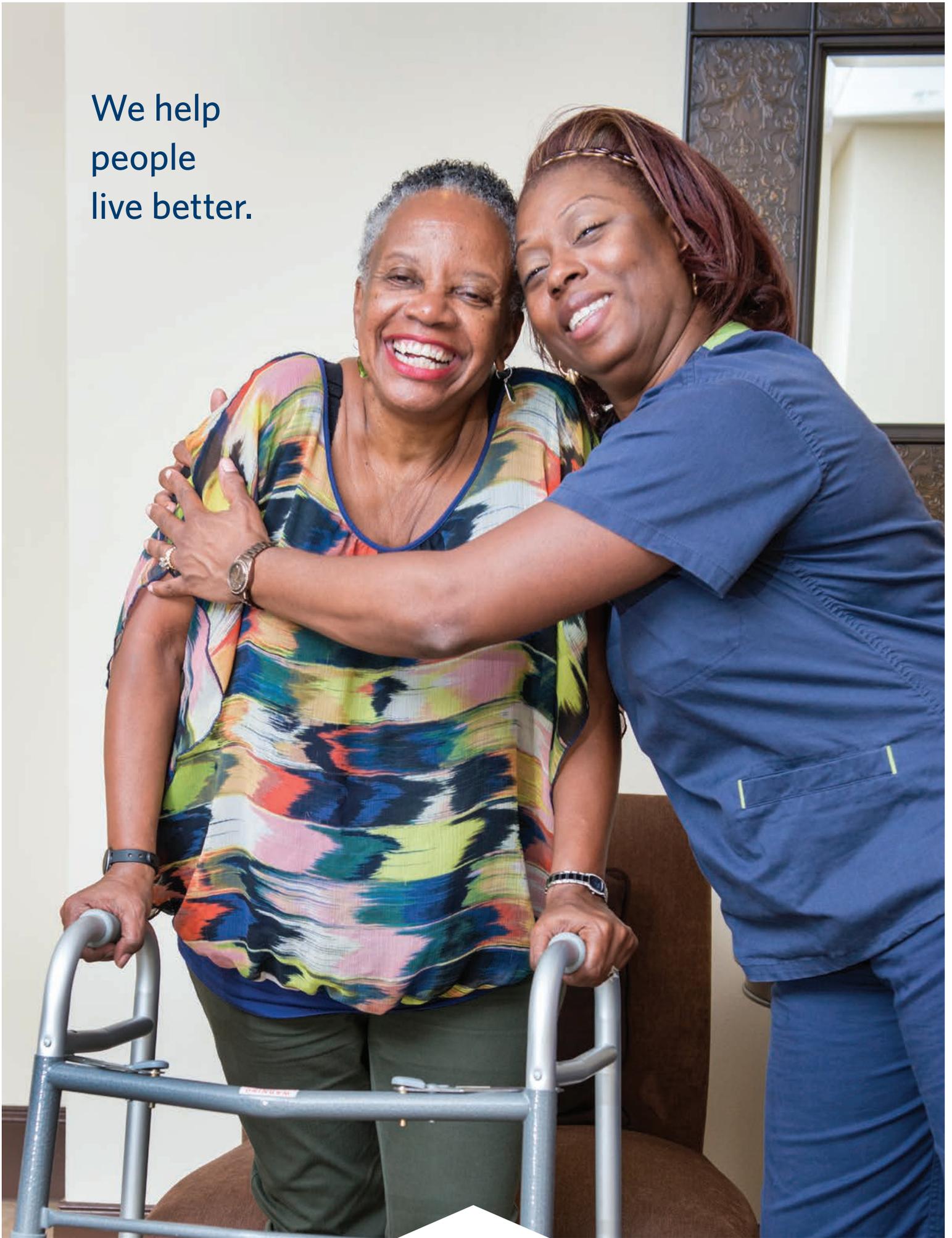


TABLE OF CONTENTS

| | |
|----------------------------------|----|
| OUR BRAND | 2 |
| An Outsider's View | 3 |
| Why it Matters | 3 |
| Mission | 3 |
| Vision | 3 |
| Our Brand Promise | 3 |
| Our Core Values | 4 |
| Our Brand Sets us Apart | 5 |
| | |
| OUR LOOK | 6 |
| Logo | 7 |
| Brand Architecture | 8 |
| Approved Logos | 11 |
| Color Palette | 12 |
| Typography | 14 |
| Imagery | 15 |
| | |
| OUR LANGUAGE | 16 |
| Our Voice | 17 |
| Our Tone | 17 |
| Our Presentation | 17 |
| | |
| OUR BRAND IN ACTION | 18 |
| Stationery | 20 |
| Presentations | 21 |
| Temporary Signage | 22 |
| Extended Toolkit | 22 |
| Service Line Collateral | 23 |
| Apparel | 24 |
| Promotional Items | 24 |
| Events and Sponsorship | 25 |
| Advertising | 25 |

OUR BRAND

Our brand identity is more than a logo.
It's who we are.

Saint Luke's brand is defined by how we act;
how we live our values; how each of us relates
to patients, our business partners, and each
other; and how we continuously elevate the
level of care we provide.

AN OUTSIDER'S VIEW

Brands exist in people's minds. Saint Luke's Health System has a physical presence throughout the Kansas City area and through our regional entities as the region's quality health care leader. But the Saint Luke's brand also exists in the minds of our patients and their families, our referring providers, our business partners, and anyone else who has contact with us.

It's what they see, hear, read, experience, and think about our caregivers, services, and staff members. Everything we do has an impact on how others perceive Saint Luke's.

While we can't expect people to think and feel exactly the same, we should have a clear idea of what our brand characteristics ought to be in their minds.

MISSION

Saint Luke's Health System is a faith-based, not-for-profit, aligned health system committed to the highest levels of excellence in providing health care and health-related services in a caring environment. We are dedicated to enhancing the physical, mental, and spiritual health of the diverse communities we serve.

OUR BRAND PROMISE

We help people live better.

WHY IT MATTERS

Once we understand our brand, we can better control the physical elements that reinforce it. An enhanced brand establishes a look, feel, and key message that tie all of our communications together, ensuring that we look and act like one entity. We can set standards and live up to them.

From business cards and PowerPoint templates to how we care for patients and each other, when we act like the same brand, the probability that others see us that way is a lot higher.

Brands are built over time. And over time, we'll measure our brand's success by the alignment of the communications and experiences people have with the Saint Luke's brand.

VISION

*The best place to get care.
The best place to give care.*



OUR CORE VALUES

These values guide our thoughts and actions and make us unique from other health systems. We build strong relationships with each other, our patients, and our business partners based on these five fundamental values:

TEAMWORK

We value the unique talents and perspectives of each employee and collaborate and share knowledge to fulfill our mission.

QUALITY/EXCELLENCE

We maintain the highest standards by continually measuring and improving our outcomes.

CUSTOMER FOCUS

We strive to exceed our customers' expectations for compassionate, quality care.

LEARNING & INNOVATION

We welcome change, encourage invention, and continually seek better, more efficient ways to achieve our goals.

STEWARDSHIP

We sustain and reinvest in our mission and extended communities by wisely managing our human, natural, and material resources, ensuring that we are active community partners.

Our Brand Sets Us Apart

Since our founding more than 140 years ago, three common threads have remained part of Saint Luke's fabric:

- ◆ The **Episcopal Church** was the driving force behind the establishment of our organization. And ever since then, our faith-based heritage has defined the way we treat our patients, our colleagues, and our community.
- ◆ It's only appropriate that a hospital created to serve a growing frontier town would always be pushing the **frontiers of medicine**. Our legacy is to be innovators, whether we're pioneering heart care, leading the nation in stroke-reversal therapies, or advancing medicine through clinical trials.
- ◆ As the only locally owned, nonprofit health system in Kansas City, we've always been committed to this region we call home. It's part of who we are to **give back** through outreach, educational programs, research, and caregiver training.

Patients come to us having confidence that they're in the best hands. They know Saint Luke's will get them back to the lives they love.

We help people live better.

OUR LOOK

We convey our brand through every form of communication and experience. As keepers of the brand, it's all of our jobs to ensure every piece of communication is consistent. It's also all of our jobs to communicate our brand consistently in everything we say and do.

These core design elements are the essential visual components of Saint Luke's brand—our logo, typefaces, color palette, and imagery—and they're the starting point for any Saint Luke's communication.

LOGO



Our logo is a symbol of who we are. It serves as our face to the outside world, and it's the strongest representation of Saint Luke's when we cannot physically be present.

The cross represents our faith-based heritage and deep roots of caring for the community. It symbolizes our promise, our character, and our reputation.

As a result, we must protect our logo and never alter it or let it stray from its purpose.

BRAND ARCHITECTURE

Brand architecture communicates the relationship between the Saint Luke's primary brand and our metro and regional hospitals, products, and service lines. This helps us link each of our community hospitals more closely to the Saint Luke's primary brand while allowing them to retain their individual heritage names.

Primary brand



Typeface

Giovanni Bold **Abc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minimum size

1 1/4" is the smallest approved size for the logo.
The icon is most legible at 1/4" or larger.



Clear space

The minimum clear space that must surround any approved placement of our logo is equal to the width of the cross icon. This neutral surround ensures that our logo will remain distinct, prominent, and identifiable at all times.



Color

Logos may appear in one of four approved colors: Saint Luke's blue, black, and reversed out of a dark environment in white.





Identifier typeface

Myriad Semibold **Abc**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmn**op**qrstuvwxyz
 1234567890

Types of identifiers

- Metro Hospitals
- Institutes
- Service Locations
- Affiliates
- Physician Group

Exception: Regional Locations

These regional entities are owned by the municipality, but Saint Luke’s oversees the operations. In order to maintain their community ties and heritage, these entities operate under their regional names. The cross visually represents their ties to Saint Luke’s.



Exception: Signage

In order to maximize legibility, hospital signage may appear in one line. This is intended for outdoor signage and other similar applications.

Exception: Clinical Partnerships

These logos reflect the brands of both organizations.



★ Logos cannot be altered, stretched, condensed, reformatted, or placed on a background that creates legibility issues. The cross cannot be altered.

PRIMARY BRAND

SYSTEM



METRO HOSPITALS



REGIONAL HOSPITALS

These regional entities are owned by the municipality, but Saint Luke's oversees the operations. In order to maintain their community ties and heritage, these entities operate under their regional names. The cross visually represents their ties to Saint Luke's.



INSTITUTES



★ Departments, committees, programs, etc., **do not** receive logos. They receive a professional type solution utilizing brand typefaces.

AFFILIATES



HOSPITAL-BASED LOCATIONS

These locations are hospital-based clinics of Saint Luke's Hospital of Kansas City. Centers for Medicare and Medicaid Services mandate that Saint Luke's Hospital is identified.



PHYSICIAN GROUP



FOUNDATIONS



RETAIL



SERVICE LOCATIONS



COLOR PALETTE

Color is a key component of how others view and feel about our brand. We've chosen three color palettes to reflect our character:

Corporate palette

Navy blue, light blue, and white are corporate and polished, reflect our heritage, faith-based roots, and focus toward the future.

| |
|---|
| Saint Luke's Blue 100/55/0/52 PMS 540c |
| Light Blue 50/14/0/0 PMS 2915c |
| White 0/0/0/0 |

Secondary palette

A suite of blues and teals extend the corporate palette and showcase the diversity and multi-focused areas of our organization.

| | | |
|-----------------|--------------|-----------|
| Light Cyan | 31/0/5/0 | PMS 635c |
| Light Denim | 61/6/2/12 | PMS 7688c |
| Sky Blue | 41/14/0/0 | PMS 2142c |
| Eggshell Blue | 43/0/13/0 | PMS 2199c |
| Light Teal | 56/0/21/0 | PMS 325c |
| Cyan | 63/2/2/0 | PMS 2985c |
| Jewel Blue | 69/15/0/0 | PMS 298c |
| Periwinkle Blue | 63/31/0/0 | PMS 659c |
| Teal | 71/1/23/0 | PMS 319c |
| Slate Blue | 82/32/16/1 | PMS 7689c |
| Dark Teal | 78/22/25/1 | PMS 7459c |
| Denim Blue | 85/46/5/1 | PMS 7690c |
| Royal Blue | 100/65/0/0 | PMS 2945c |
| Marine Blue | 93/57/31/9 | PMS 7700c |
| Peacock Blue | 100/81/40/33 | PMS 534c |
| Midnight Blue | 100/98/0/50 | PMS 2755c |

Used Springly/Small Accent

These colors are bold and vibrant and represent the vitality and enjoyment found in living life to the fullest.

| | | |
|------------|------------|-----------|
| Coral Red | 4/88/70/1 | PMS 1797c |
| Orange | 0/70/95/0 | PMS 166c |
| Yellow | 0/29/98/0 | PMS 143c |
| Lime Green | 35/0/85/0 | PMS 367c |
| Light Blue | 50/14/0/0 | PMS 2915c |
| Green | 60/10/79/0 | PMS 370c |
| Pink | 2/85/0/0 | PMS 205c |
| Purple | 66/66/0/0 | PMS 2096c |

TYPOGRAPHY

Typography is a key component of our visual identity and a meaningful contributor to our overall brand. We've chosen typefaces carefully as an expression of our clinical professionalism and dedication to staying on the leading edge. This selection of serif and sans serif typefaces are businesslike, easy-to-read, engaging to a consumer audience, and gives us maximum flexibility while maintaining our brand.

Primary

For consistency, always attempt to use

Whitney **Abc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sentinel **Abc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Substitute

Use when primary typefaces aren't available

Calibri **Abc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia **Abc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Back-up

Use when substitute typefaces aren't available

Arial **Abc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino **Abc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Display

For unique, individual designs, as well as larger campaigns, display typefaces may be purposefully used, but in a professional manner. Marketing will approve these instances.

IMAGERY

We use photography and medical illustrations to appropriately and effectively communicate our message and reinforce Saint Luke's focus of helping people live the lives they love.

Photography

We use photos that are vibrant and rich, showing people living life. We don't use photos of sick people or sterile medical environments that could scare or turn people away.

Medical illustrations

Medical illustrations are typically used in more formal, clinical communications to engage readers and explain procedures.

Using imagery in this way illustrates our brand characteristics, reinforces our personality, and shows the pride we take in helping people live better.



OUR LANGUAGE

For many people, health care is intimidating and scary. Our caregivers have helped Saint Luke's become *"The best place to get care. The best place to give care."* by the way they interact with patients and their families. They talk clearly, accurately, and in a straightforward manner to ensure they're understood. In a clinical setting, there's no room for miscommunication.

This holds true in our marketing communications as well. Because we serve a diverse community—one where patients have GEDs to PhDs, one where patients speak multiple languages to no English at all—our communication isn't one-size-fits-all. It must be understood by everyone, regardless of their demographics or backgrounds.

Using the right tone, voice, grammar, and style helps us create communications that are clear, concise, consistent, and accessible for our audience—whether we’re speaking to patients, referring physicians, or fellow employees.

OUR VOICE

Simpler is better. That’s why we use layman’s terms rather than clinical language, acronyms, or industry jargon. When material calls for clinical terminology, we always use less formal, more familiar language to explain it.

We use active voice to guarantee readability. And we adapt our writing style for our audience without losing sight of our overall goal: to communicate clearly and accurately. When writing for consumers, we strive for copy that achieves optimum readability.

Please see Saint Luke’s Style Guide for details on readability guidelines and tools.

OUR TONE

We’re reassuring, confident, and positive—we want our audience to know that they’re in good hands.

We speak clearly, directly, and on a personal level so that our audience feels like part of the care team.

We use friendly, inviting, accessible language so that our audience feels like they’re having a conversation with a trusted friend.

OUR PRESENTATION

We’re concise. We cannot list every service, every procedure, or every detail in our communications. We practice the need-to-know versus the nice-to-know rule.

We’re proud of our faith-based heritage and always spell out Saint in our name. We use this short boilerplate to describe who we are:

Saint Luke’s is Kansas City’s only locally owned, faith-based, not-for-profit health system. With 14 hospitals and campuses, multiple physician practices, and dozens of complementary health care services, we provide care to people throughout a 67-county region and beyond. Learn more: saintlukeskc.org.

We never use internal acronyms to identify our specific entities in external communications.

Please see Saint Luke’s Style Guide for internal usage guidelines.

 **Always refer to Saint Luke’s Style Guide when crafting communications. All of our internal and external communications should reflect our brand characteristics.**

OUR BRAND *IN ACTION*

The best advertising in the world can't make up for a bad patient experience. Building a strong, positive brand involves managing others' perceptions.

Everything others see, hear, read, experience, and think about what we do influences the strength of our brand. All of the touchpoints on the next page collectively make up Saint Luke's.

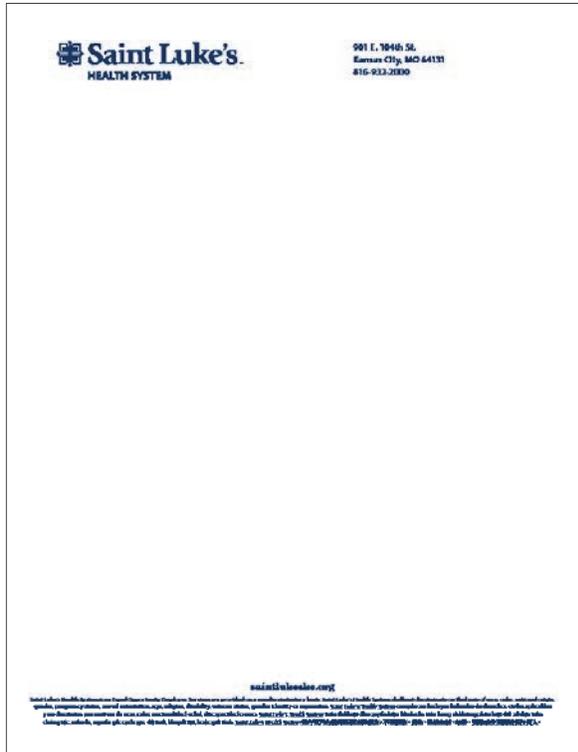
From our executives and top doctors to the folks who clean patients' rooms and serve food in the cafeteria, we all have the power to shape perceptions and the responsibility to help tell the Saint Luke's story in a positive way.



STATIONERY

Letterhead

Beyond helping maintain Saint Luke’s identity, consolidating styles also creates operational efficiencies. Letterhead cannot include boards of directors or other names.



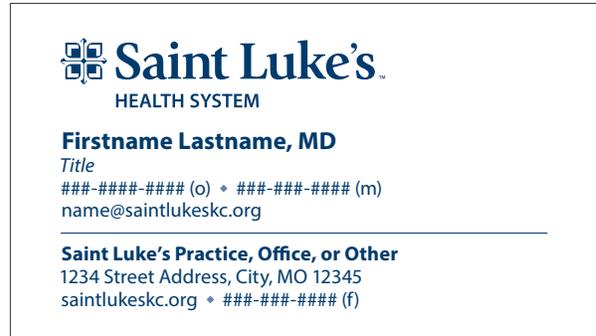
Envelopes

Envelopes vary in size, so the logo and return address placement are very important to the visual continuity of the piece. Envelopes may be printed in Saint Luke’s blue or black.

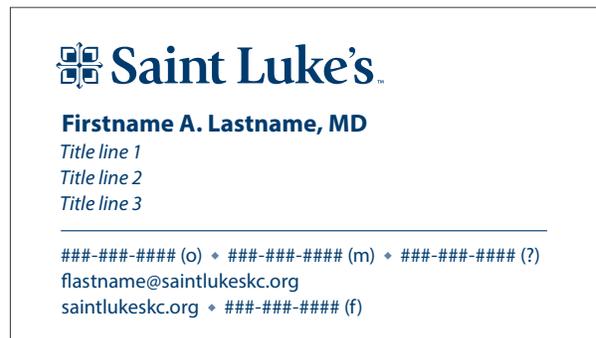


Business cards

All business cards are alike in style and printed in Saint Luke’s blue. Business cards may be provided to employees who are deemed by management to need them in the execution of their official duties.



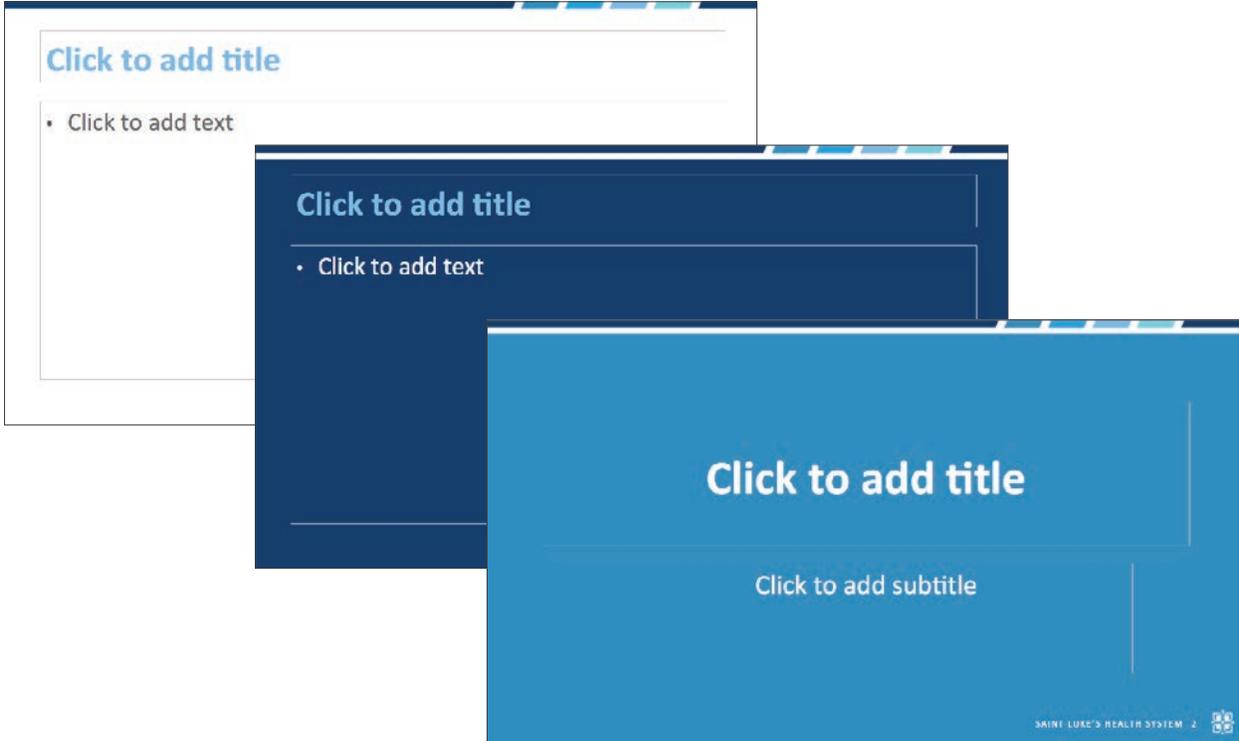
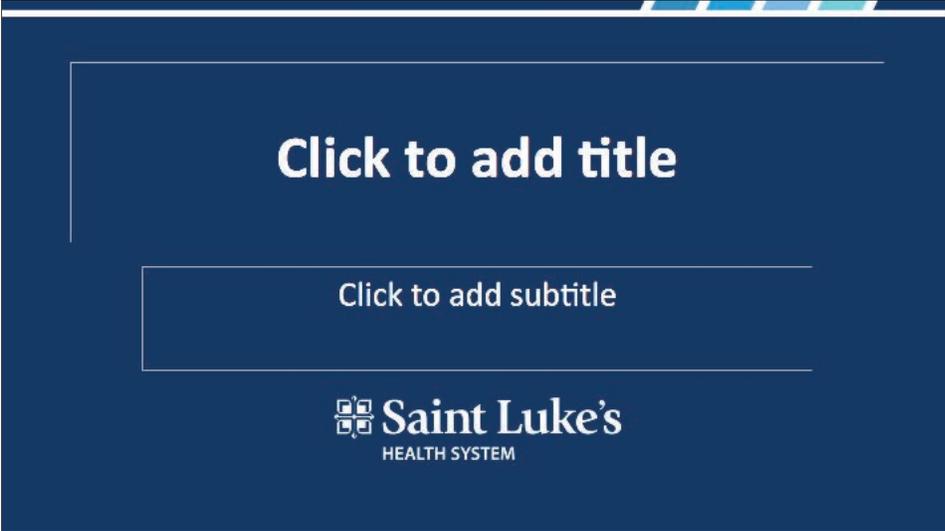
Standard



Leaders who work at multiple locations

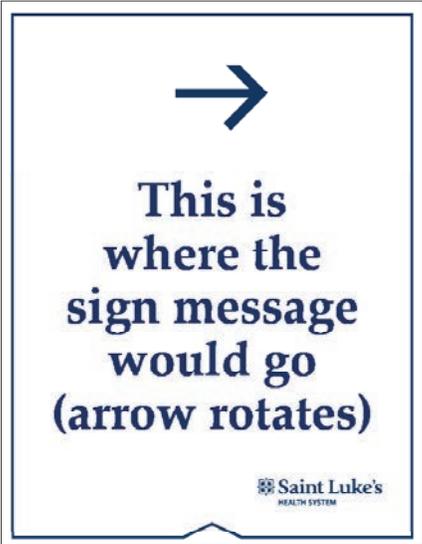
PRESENTATIONS

PowerPoint templates have been developed for general use to further our brand identity when presentations are made. These templates include the correct use of the logos and should be used for all external and internal presentations.



SIGNAGE

In order to maintain a professional environment, sign templates should be used instead of handwritten signs, non-branded signs, etc. Signage should be as simple to understand as possible.



SERVICE LINE COLLATERAL

This collateral include brochures, fliers, posters, and other promotional and information materials. These are typically written for both consumer and clinical audiences. For more detailed information about how these pieces are specifically designed, please refer to the Marketing & Communications Collateral Guidebook.



Marketing & Communications Collateral Guidebook

Informational

Rack card
Bifold brochure
Trifold brochure
Half letter booklet
Clinical book

Clinic & Clinician Informational

Clinic information trifold brochure
Physician bio rack card
APP bio rack card
Executive bio rack card
Physician case poster
Physician digital display
Meet the team rack cards, half-letter cards
Form

Patient Education

Patient education half-letter brochure
Patient education half letter booklet
Patient education large letter book

Internal Information

Internal information large letter book

Promotional

Mailing postcard/handout
Non-mailing postcard/handout
Folded A7 invite
Folded A7 card
Table tent
Promotional rack card
Business card-sized handout

Signage

Essel poster
Mounted pack poster
Snapframe poster
Vinyl banner
Pull up banner
A-frame sign
Digital signage
Yard sign

APPAREL

The logo must appear intact in an approved color (blue, black, gray, or white) on any wearable or promotional items (items for the public, patients, employees, etc.).

Names may be printed on wearables on the front right side or the sleeve. Names cannot be placed below the logo. If the department name is printed with an employee name, the department name should appear below the employee name.

Photo ID badges should always serve as the identifier for SLHS staff and must be worn with any branded apparel even if the employee's name appears on the apparel.

No other text or images may appear on the front of the item or on the sleeves. The fabric color of the wearable item must be complementary to the logo.

Scrubs and Wearables Used for Operational Purposes

The logo must appear intact on scrubs on the front left side of the item. The name of a department, team, floor, etc., cannot be placed below the logo—it must appear on the front right side, the sleeve, or the back.

For apparel items used for operational purposes, such as teams in Environmental Services, the logo must appear intact on uniform on the front left side of the item. The name of a department, team, floor, etc., cannot be placed below the logo—it must appear on the front right side, the sleeve, or the back.

All wearables/apparel items must be approved by Marketing.

PROMOTIONAL ITEMS

Promotional items are inexpensive giveaway items—such as pens or band aid dispensers—for distribution to potential patients, community members, etc. All promotional items must include the Saint Luke's logo as part of the health system's overall effort to promote our brand. They should not be purchased to give to existing patients in our hospitals or at offices.

Ordering Promotional Items

Promotional items that departments distribute to visitors at health events, conferences and other programs must be purchased by your department. By ordering promotional items in bulk for the year and coordinating distribution through this channel, we will see significant savings.

At strategic Saint Luke's events, such as Family Health Festivals, Marketing will supply the items.

Please note: Promotional items ordered without the approval of Marketing/Materials Management, from non-preferred vendors, or submitted on personal expense reports will not be reimbursed.

Graphic Standards for Promotional Items

All items produced for Saint Luke's must have an approved Saint Luke's logo on the item. Some promotional items, such as the barrel of a pen, require usage of the logo smaller than the recommended minimum size. Reducing the logo as needed is acceptable in these instances, or utilizing the single horizontal line of type.

The cross can appear without the text on a limited number of promotional items, such as name badge holders. Any items with the cross used separately from the text must be approved by the SLHS CEO or SLHS Vice President of Marketing.

Work with Marketing to Plan Promotions

As always, promotional items should be purchased only for strategic events and for purposes designed to help your department connect with key customer groups. Please contact Marketing to discuss this linkage as part of the health system's strategic marketing plan.

EVENTS & SPONSORSHIP

Logos can only appear on T-shirts/apparel items for events sponsored solely by the health system or events of other organizations of which SLHS or one of its entities is an approved sponsor.

Wearables, including T-shirts, created solely for SLHS-sponsored events:

- The system/hospital/institute logo should appear on either the front or back of the item with no other art. The other side (front or back) can have artwork designed for the event.
- Marketing should approve the artwork and/or the event.

Other organizations' events, SLHS is the one sponsor or one of many:

- The system/hospital/other approved logo should appear intact.
- Marketing and Communications should be aware of the event sponsorship.

For clarification of whether SLHS is an approved sponsor of an event, contact Marketing or senior leadership of the health system or entity.

ADVERTISING

Materials in this category include newspaper and magazine ads, billboards, posters and signage, and multimedia. These must adhere to our brand standards outlined within this document, as well as effectively and concisely communicate our message.

While these materials have the flexibility to have a more creative look and feel, they still must effectively uphold the Saint Luke's brand.

In everything you say and do,
remember our brand promise:

**We help people
live better.**



901 E. 104th St.
Kansas City, MO 64131

saintlukeskc.org