



Brand Book



Updated 1/25

Our Brand
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The guidelines and tools in this book should be followed when creating all assets for the Lee Health brand.

The purpose of the book is to help the reader understand the brand and its elements, ensuring consistent expressions across all channels.

Following these standards will help unify the brand with a distinct voice, look and feel true to Lee Health’s personality.

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Our Brand

Our brand is so much more than a name and logo. It's the unique identity and feeling associated with Lee Health. The brand encompasses everything from visuals and messaging to the overall reputation and perception of the health system.

Successfully growing and promoting the brand takes conscious and continuous effort from all of us. A strong brand increases patient loyalty and helps attract and retain talent. A strong brand also binds us together with a common mission and goal.

Employees are ambassadors of the brand, interacting with the public each day. It is essential that employees understand and embody the brand's values and messaging to ensure a consistent and positive experience.

Thank you for treating our brand with care and respect, for living it every day.

“Your brand is a story unfolding across all touchpoints.”
Jonah Sachs

MISSION & VISION

Our mission and vision drive everything we do, every day.
It's the inspiration behind our brand.

Our Mission

To be a trusted partner, empowering healthier lives
through care and compassion.

Our Vision

To inspire hope and be a national leader for the
advancement of health and healing.

“The Why” is the core belief of our organization — what we stand for. Not all organizations know their why, but they each have one.

Our Why.

We exist for the sole purpose of serving the people of Southwest Florida with the best of healthcare.

Our neighbors come first in all we do.

Brand Promise.

The brand promise is a clear commitment to those we serve, both internally and externally. It's not an ad or a tagline. It's a promise that should touch every aspect of our organization.

Our Brand Promise:

You have our undivided attention.

Supporting the Brand Promise.

Serving SW Florida.

Our community origin makes our purpose clear. We exist to serve Southwest Florida with the very best of healthcare.

We are a nonprofit. We do not answer to shareholders. We answer to you. It is our honor to serve our neighbors — to be Southwest Florida's health system.

We take this responsibility to heart.

Every day.

Priority you.

Bringing the best of healthcare begins with listening.

Whether caring for you in our facilities or the community, planning new services or ways to improve care delivery, we promise to listen. To share. To be open and honest.

From our community involvement to open town hall meetings and advisory teams to one-on-one conversations with your doctors and caregivers, we're always listening so we can bring you healthcare that is easier, accessible and more personal.

Key messages support the promise, to help everyone understand and embrace it. Each message describes an important way we live our promise.

More Support.

Community care.

We think being Southwest Florida's health system extends beyond health and wellness.

The people of Lee Health have a heart for community service that reaches beyond the care we provide.

As the region's leading employer, you can count on Lee Health to join with you to improve the overall health and well-being of Southwest Florida.

And to stand side-by-side with you to help our communities grow and prosper. We're all in because this is our home, too.

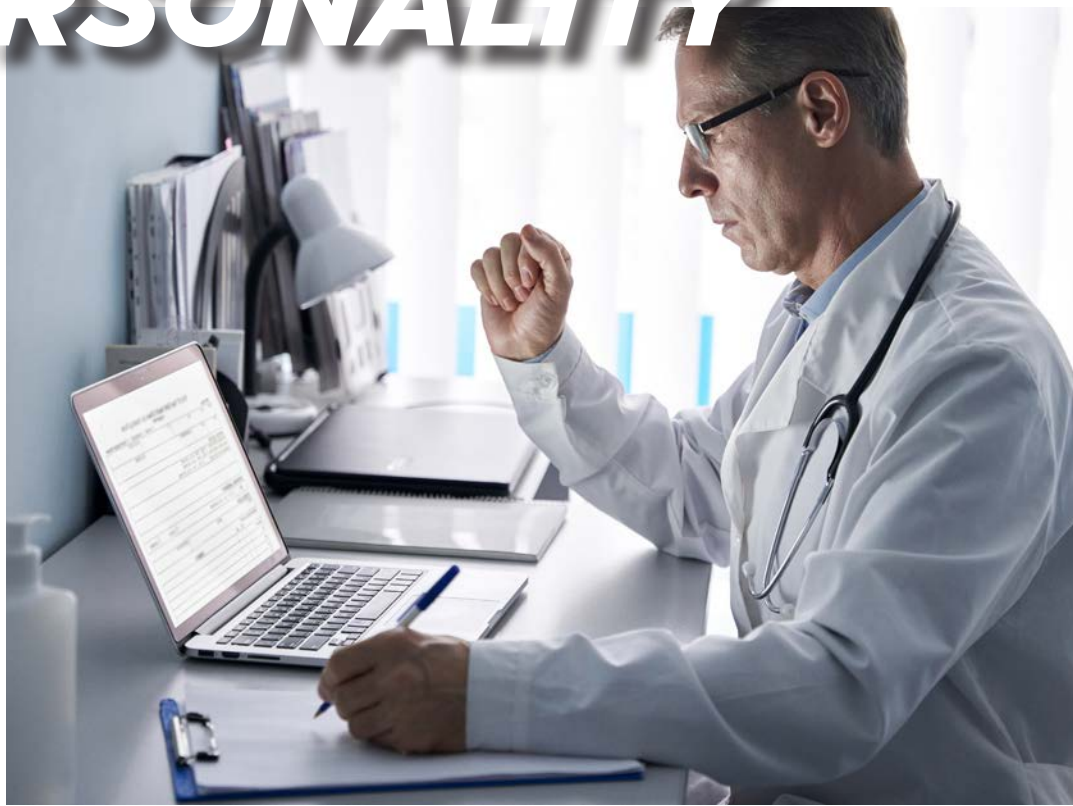
It's all here for you.

As Southwest Florida grows, so does Lee Health.

That's why we've built a full array of healthcare offerings with locations throughout the community. Lee Health rests on the expertise and passion of our 2,200-member medical staff and more than 14,000 of your neighbors, friends and family who care for you every day.

Together, they continue to earn national recognition for safety and medical quality outcomes. You'll find Lee Health's compassionate and advanced care in our physician offices, urgent cares, hospitals, outpatient centers, community clinics, wellness centers, a dedicated children's hospital and advanced specialty programs throughout Southwest Florida.

It's all yours.



BRAND PERSONALITY

Our brand personality helps audiences relate to our brand emotionally.

DEVOTED

We have a passion for our community. We take our commitment to caring for our neighbors seriously. You rely on us, and you can count on us to do the right thing for you. *Think accountable, unwavering, serving, reliable, partner and all in.*

RELATABLE

We connect with our community. We are human, not corporate. Easy to know and understand. We talk with you, not at you, using words you understand. *Think real, personal, inclusive, approachable, human, open, honest and engaging.*

RESPONSIVE

We put you at the center of all we do. And we are eager to serve. To turn complex into simple, problems into solutions. We are attentive, listening to understand and action-oriented. *Think helpful, caring, empathic, accessible, ready and open to new ideas. In the moment.*

EXPERT

We are smart, but not full of ourselves. We embrace innovation, always looking for better solutions to meet your health and wellness needs. *Think advanced, thoughtful, knowledgeable and trustworthy.*

Brand Essence.

The brand essence captures our brand in a word or two. It's the intangible that enables us to connect with our audience emotionally. It's our heart and soul.

Our Brand Essence:

All Yours.

Our Brand
Brand Platform

WHY

We exist for the sole purpose of serving the people of Southwest Florida with the best of healthcare. Our neighbors come first in all we do.

PROMISE

You have our undivided attention.

KEY MESSAGE

Serving SW Florida • Priority you • It’s all here for you • Community care

PERSONALITY

Devoted. Relatable. Responsive. Expert.

ESSENCE

All Yours.

Brand Toolkit



Build the Brand. Understand the Brand.

You are not building a brand if they don't know it's you.
Always work from the platform.

Make the essence ever-present.
Use the toolkit to connect it all.

Our Brand Creative Statement

Lee Health's overarching creative vision is informed by and strategically aligned to our brand platform — the framework of who we are.

In the following pages you'll find examples and descriptions that define how key elements inform and drive our brand expression. The end goal is to have all marketing and brand assets speak from one voice that expresses the essence of our brand.

Everything we create for our brand should have a unified look and feel to accomplish this goal — from internal creative teams to external vendors.

Our Vision.

Our Brand Brand Anthem

*Our brand anthem
is our rallying cry —
a passionate expression
of why we're all here.*

*It's part strategy,
part emotion.*

*It's sole purpose is to
help you feel the brand
at its core.*

You've been the core of everything we do.
The why we started, why we're here and
what we do it for. It's been this way from the
beginning — going back over a century.

You've been the inspiration behind all of it.

Families, neighbors, golfers and
beachgoers. Business owners, binge
watchers, knitters and spelling champs.
Body surfers, scallop divers and pool sharks.

We celebrate and appreciate you.

And we're all in.

It's why we're always listening,
learning and improving. Bringing you the
best of healthcare that's accessible and
personal. Helping our communities prosper,
grow and thrive.

Empowering careers, health and healing,
human connections and honesty.
Throughout this place we call home.

**Our promise from the beginning has been
to do right by you.**

To listen, connect and commit everything
we have to deliver what you deserve.

If you ask us, that's everything.

Feel the Brand.

Talk to Them.

The brand voice gives our brand a distinct and recognizable tone — a style that can be consistently channeled and replicated.

We aren't writing for our English teacher. We're writing conversationally for our audience. We're speaking to a friend or neighbor. That means we talk to them — not at them.

The difference is so important. We address our friends as “you” whenever possible. It's also “we” whenever possible. We're people (not a big health system) talking to people. So, relax and don't try too hard. Avoid jargon and just be real.

Language.

Our brand voice is delivered through the words we choose.

The words we use make the audience our clear priority. They acknowledge, appreciate, relate and assure. Our words are approachable without pretense. There is no room for corporate speak or buzzwords like “continuum,” “multidisciplinary” or “patient outcomes.”

Our words are easy, active and to the point.

Our Brand Content Checklist

- ☐ **MAKE IT AUTHENTIC.**
Remember, we're talking to people, not at them. Write as if speaking to a friend. Conversational means sentence fragments are welcome (when written with style).
- ☐ **MAKE IT ABOUT THEM.**
Talk to the person who is the target of our communication. Speaking to our audience in language that's "you" oriented makes our message about them.
- ☐ **MAKE IT FLOW.**
Short, punchy sentences followed by longer sentences create dynamic and interesting flow. Sprinkle in some medium-length sentences for variety. Combined, we achieve style, tone, and approachability.
- ☐ **RESPECT THEIR TIME.**
Keep it minimal — everyone's busy. Reading marketing copy is low on the list. Put in the time to say it succinctly.
- ☐ **KEEP IT CONSISTENT.**
Make sure writing is consistent with the Lee Health tone and voice as well as specific style notes outlined in the next two pages.

**Our brand voice is delivered
through the words we choose.**

HEALTHCARE: Should be one word, not “health care.”

SOUTHWEST FLORIDA: Capitalize “Southwest.” Use “SWFL” or “SW Florida” only as needed when space is tight.

SYSTEMWIDE: Should be one word, not “system-wide.”

EMERGENCY DEPARTMENT: Instead of “Emergency Room.”
Use ED on second reference.

SERVICE LINE: Don’t use “service line” on external materials.

HEALTHCARE CLINICIAN: Appropriate for all levels instead of “provider.” Avoid “caregiver” unless you’re referring to a patient’s support system.

FACILITY ACRONYMS: Do not use facility acronyms on external materials. Preference to spell out in all instances, including second references.

NAMING CONVENTIONS: Include Lee Health in front of all names. Not **Lee Health’s (’s)**. “Lee Health” can be dropped on second/ subsequent references.

LEE PHYSICIAN GROUP: Not “Lee Physician’s Group.” LPG on second reference

COMMAS: Please use the Oxford comma for clarity.

EMAIL/WEBSITE: first.last@leehealth.org, LeeHealth.org

DOCTOR: Use “Dr.” for medical doctors — M.D.s and D.O.s. ALSO use “Dr.” for psychologists who have a Psy.D. degree. The preferred way for credentials is to place them at the END of names on first reference: John Doe, MD, Jane Doe, DO, Richard Roe, Psy.D., Rachel Roe, Ph.D. Second reference can be “Dr. Name Name” for medical doctors and psychologists with Psy. D. degrees. **Please use commas in sentence constructions such as “John Doe, MD, says...”**

TIME AND DATE DESIGNATION: Time before date for event and timing listings. 11 a.m. Tuesday, July 16.

a.m. & p.m.: Times should follow AP style: Do not use ciphers (1 p.m., not 1:00 p.m.). Use “a.m.” or “p.m.” — lowercase, with periods. (Note: 1 to 3 p.m. or 1-3 p.m., not 1 p.m.-3 p.m.). Do not use 12 p.m. or a.m.; use noon and midnight.

CREDENTIALS: We recommend only one or two credentials after names on externally facing materials to be consumer friendly especially since many people do not know what many of the abbreviations stand for - ex. RN, RD, LPN, PT, etc, Use as needed to establish credibility.

CAPITALIZATION OF TITLES: Capitalize titles before a name, but not after. Proper names of departments can be capitalized: Lee Health Trauma Center, but not service names: oncology, cardiothoracic surgery.

Selected Style Guide.

Our Brand
Selected Style Guide

backward (not backwards)
birth weight (noun)
birth-weight (adj.)
board certified
breastfeed, breastfeeding, breastfed
breast milk
breast self-exam
caregivers
catheterization (not catherization)
Cesarean delivery (capital C, not Cae-
sarean or
C-section)
copayment
co-workers
CT scan (not CAT scan)
dietitian (not dietician)
Down syndrome
email
family friendly (no hyphen)
follow up (verb)
follow-up (noun or adj.)
forward (not forwards)
full-time employee (adj. or adv.)
full time (noun)

group health benefits
gynecologic (adj.)
gynecology (noun)
high-risk
home page
hotline
inpatient
inservice
internet/intranet
liaison
minimally invasive (no hyphen)
more than (not over — when referring
to numbers)
multipurpose
neonatal
noninvasive
nonprofit
OB/GYN
obstetric (adj.)
obstetrics (noun)
ophthalmology
orthopedic (not orthopaedic)
outpatient
part-time work (adj. or adv.)

part time (noun)
pediatric (adj.)
pediatrics (noun)
phone numbers: 555-555-5555
plug-in
post-acute
postoperative, post-op (second ref.)
postpartum
pre-admission
preoperative, pre-op (second ref.)
prenatal
preschool
preventive (not preventative)
state abbreviations: Postal Codes, FL,
AR, Ohio
state-of-the-art (adj.)
state of the art (noun)
subspecialty
team members
toll-free
voicemail
well-being (noun)
X-ray

Colors.

The world's most prominent brands are defined by colors. Color is a quick visual identifier that helps unify Lee Health's brand, bringing it to life and creating recognition among our audiences, both internal and external. It's a powerful tool that expresses our brand identity, letting people know it's us.

Our Brand Palette.

We work from a palette of core brand colors, using Lee Health Dark Blue as our dominant brand color. Lee Health Light Green is a secondary dominant. Lee Health Light Blue will be used in a secondary accent manner. In short: blue, green, light blue in order of preference.

Pantone 7690

CMYK

C 95
M: 41
Y: 10
K: 0

RGB

R: 0
G: 118
B: 169

HEX: 0076AB

Our Dark Blue symbolizes trust, dependability, stability, and comfort

Pantone 368

Pantone 298

Health. Well-being.
Growth.

CMYK:

C: 65
M: 0
Y: 100
K: 0

RGB

R: 119
G: 188
B: 31

HEX

76B329

Energetic. Friendly.

CMYK

C: 67
M: 2
Y: 0
K: 0

RGB

R: 69
G: 180
B: 229

HEX

35A2CF

TINTS FOR SOFT DISPLAY

Light Blue: 10-50%

Green: 10-50%

Dark Blue: 10-50%

Gray/Silver (5-5-0-0)

Black: 50%

Color Gradients.

Our color palette gives Lee Health a great opportunity to showcase subtle color changes between dark to light — corporate colors to white or from dark corporate colors to lighter tints. Color gradients emphasize texture and can often give the background a depth and softness.

Use discretion and make sure the colors do not obscure text. *Photo containers and photo edges can also be softened, curved and blended to avoid rough edges when necessary.*

A 90 degree variant, blue to white. A variant can be straight or angled to a corner depending on other elements.



Color Background Textures.

Textures help provide character and depth to all sorts of printed products. Lee Health Marketing & Brand Management uses 4-6 approved backgrounds (see examples below) that emphasize dimension and fluid movement, all based on our corporate blue colors. These backgrounds should be used (at reduced transparency when possible) to complement and add dimension — and not to overwhelm key elements such as photos, text, and logos. These textures are preferred over swaths of complete blue and green to help add elegance and a sense of flow.

NOTE: *These backgrounds take the place of previous textures such as full-page standalone leafs and Golisano suns.*





Image Guidelines

Photography and Videography.

Photography and video will focus on the people that surround us, living life, emboldened with a sense of time, place, and community — whether staff members or community members.

It's a thoughtful approach that should never feel like a typical stock image.

Images should feel warm and human, capturing genuine connections and real moments. Whenever possible, original photography and video is encouraged. Creating this level of authenticity requires the consistent use of real people and local scenes. This is an important aspect of the brand and should be considered first when creating Lee Health's key brand elements. *If this is not possible, lean on stock images of outdoor scenes, family, authentic smiles, activity, engagement, relaxation, and culture.*

When clinical stock imagery is needed, veer from technology (use interaction with tech and not the tech itself) and focus on expressions and caring. THESE MUST BE APPROVED BY MARKETING & BRAND MANAGEMENT.

When shooting original photos or video, the use of natural light (outdoors or through windows) is encouraged whenever possible to help create the warmth and positivity of Lee Health.

Always strive for a natural look in color, lighting, style and subject matter.

PHOTOGRAPHY AND VIDEOGRAPHY

Our brand uses a photography and video style that places the focus on the people of Lee Health services.

The imagery captures the essence of genuine Lee Health and Southwest Florida moments, filled with rich personality and life well-lived.

Lighting amplifies the emotion and natural color tone lends to the authentic feel.



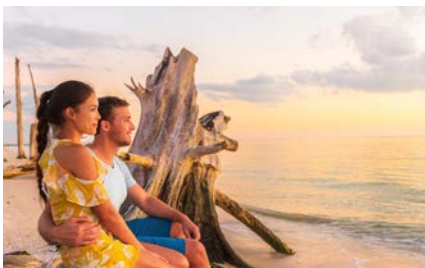
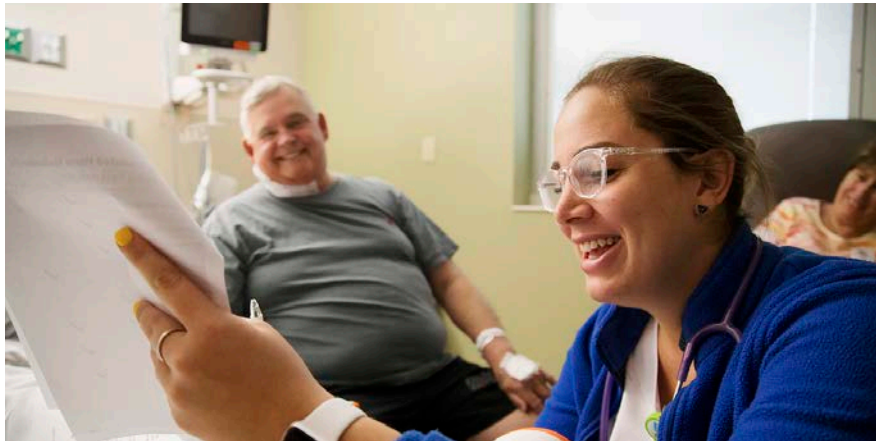
Our Brand Imagery



PHOTOGRAPHY AND VIDEOGRAPHY

Additional campaigns rely on shots of real providers and patients.

As noted, stock imagery (two below, right) should show plenty of outdoors/natural flavor — something that can be seen in or identified with Southwest Florida.





PHOTOGRAPHY AND
VIDEOGRAPHY

Examples of recent photography that highlight real patients and real employees (sometimes both at once). Even as some of these are posed portraits, we can see a sense of place, full smiles, and respect to diversity and employee representation from physician to volunteer.



Our Brand Imagery

Imagery is a direct extension of our brand. It's important that we capture the right look and feel, subject matter and story, whether we're shooting unique imagery or downloading stock. Below is a **CHECKLIST** to help us create impactful images that clearly articulate who we are.

☐ LIGHTING

When crafting the light for an image try to have a warm lighting approach. Use natural light when possible, and stay away from bright, harsh lighting.

☐ PEOPLE

It's important to show our audience. They are our priority. When including the Lee Health team, strive for a sense of togetherness and interaction.

☐ IN THE MOMENT

Our images should carry a sense of authenticity. Try to capture the shot between the shot — the moments when the camera isn't noticed.

☐ PLAN FOR THE APPLICATION

It's important to frame for the shape of the media application, leaving ample space around the subject. ***Let the images breathe.*** The background serves as a canvas on which to place text, logo, etc.

☐ STOCK IMAGERY

It's not always affordable, timely or practical to plan photo shoots. When choosing stock imagery, be sure to target scenes that could be or are from SW Florida. ***Also, for example, a flyer about yoga should have one super shot of the practice — not several. But a flyer on something clinical should show interaction and not lean on standalone shots of technology, etc.***

Graphic Elements.

Graphic elements help to make our brand expressions distinctive.

We use the “leaves” in our Lee Health logo mark to create brand identity in the form of copy containers with radiused on each edge.

It can be a design element in the form of rules, bars and graphic accents. Or a space to tell our story — the place for our copy, headlines and logos when appropriate and natural — not crammed.

In every design, we will be careful to keep expressions as clean and simple as possible for consumer ease.



Learn more



Typography.

Typography plays a role in conveying our brand personality. Like the other parts of the brand toolkit, it helps people know it is us. Used consistently, it reinforces Lee Health's brand recognition and visual style.

Font Style.

The Lee Health brand font for all external facing materials is Gotham. It brings a modern, friendly, smart feel to our brand expressions. We will be careful not to get too heavy and black with text and carefully employ different font sizes and weights to deliver an easy, comfortable audience experience. *We should NOT use script, cursive and other specialty fonts. Avoid centering text if possible.*

Headlines - Gotham Black Italic (Initial Cap)
This is preferred for H1 headlines, in blue.

Headlines - Gotham Black Italic - (Initial Cap)

Title Copy - Gotham Bold - (Sentence cap)

Body Copy - Gotham Medium - (Sentence cap)

Body Copy - Gotham Book - (Sentence cap)

Body Copy - Gotham Light - (special uses in place of script font)

Gotham Narrow Black (for certain headlines and callouts)

Use discretion and flow from heavy/large to lighter/small from top to bottom on the asset.

100 percent black copy is approved, but attempts should be made to soften headlines and subheads with 80-90 percent tint on black and either:

- **Corporate blue headlines/subheads, either black or bold.**
- **Corporate green headlines/subheads, either black or bold.**

PLEASE AVOID ALL CAPS except in rare instances of body copy emphasis.

Our Logo. Our Anchor.

The Lee Health logo anchors our brand. Together, the “leaf” logo mark and the “LEE HEALTH” brand name ensure that the community knows it’s us. The “leaf” represents a growing, vibrant health system that is committed to giving Southwest Florida its undivided attention.



Logo Guidelines.

The leaf graphic cannot have any other graphic element run through or divide the middle of the white space between its top and bottom section. Intersecting graphics may be used above and below the area of white space as long as the logo has clear space all around it — about the length and width of the letter “H” in the logo itself. A copy container, as shown below, is approved to come in tighter at the corners.

The logo utilizes the font family Gotham, and should never be altered.

The words Lee Health are capitalized to create a cohesive unit with our leaf symbol. This treatment should also never be altered.

PRINT: Minimum size: 1 inch wide
WEB: Minimum size: 2 inches wide
(72 dpi)



Logo Usage.

Our new logo uses thicker line weight for visibility. Lee Memorial Health System, thinner line weight, and the previous “Caring People/Inspiring Health” tagline should not be used. **Any item with a logo on it falls under the purview of Marketing & Brand Management. Please do not create your own logo or lockup.**



This is Lee Health’s main logo with NO tagline. .



Caring People. Inspiring Health is no longer an official logo.

Logo Color Modes



White background. Please ensure there is no white box around logo.



For black and white usage or on lighter colored backgrounds.



A reversed, white-text logo for use on colored and black backgrounds.

Logo Usage.

Be on the lookout for logos that don't look quite right. Basically, the colors, angle or position of elements cannot be changed, manipulated, adjusted or skewed.



No stretched text, unbalanced elements, color logo on color/black, elements cut off or angles.

Note: JPG bounding boxes are NOT the same as our curved copy containers and should never show through. Logos must have clear space that a JPG box does not allow. Only vector/native files should be used on special containers that MUST contain two radiuses.

Logo Hierarchy, Lockups and Co-Brands.

All sub brands and service lines must be subordinate to the master brand.

See brand architecture for full rundown of approved lockups

LOGO LOCKUPS

All service lines and sub brands should use this style — increased line weight and hierarchy construction.



TRANSFORMATION

Some logos will have to transform to conform to the lockup-brand example.



CO-BRANDING

Allow for ample space, about an H width between each logo and the rule. Co-branded logos should either be the same general length or width, and Lee Health on the right is preferred but not essential.



Additional Logos Approved for Usage.

STACKED LEE HEALTH LOGO

The stacked logo with thicker line weight is approved. It is designed primarily for signage where the horizontal may be too small. The stack can also be used on marketing assets, but the primary horizontal logo should be the first choice. Normal color modes apply: Color on white, white on color.



GOLISANO CHILDREN'S HOSPITAL

The Golisano logo has been redesigned to make Lee Health's presence larger and to make more of a visual impact.



Previous logo.



Approved: Vertical stack/primary. Version 2: Horizontal/secondary.

Brand Appropriate Icons & Graphics.

Our brand allows for icons and art marks for specific initiatives or special occasions. The examples below — Age Play program, LH Coconut Point five year anniversary, and Flavor Harvest — use brand-approved fonts and live in the Lee Health family. Marketing & Brand Management must design and/or approve ALL icons and art marks. **Please note that icons DO NOT take the place of approved logos. Please do not create your own graphic or mark.**



NOTE: As of December 2024, all art marks must ONLY be for major public-wide initiatives. Individual departments should not have an art mark on display in any form.

Visual Details & Assets

Leaf Graphics & Shapes.

The Lee Health logo gives us a unique opportunity to leverage the leaf shapes and softer feel for various design applications — as containers for copy, for the logo itself, and as a fresh way to visually express the Lee Health brand. In the following pages you will find several leaf graphics that can be used in various applications.

Keep in mind the graphic elements are meant to be flexible to fit the media and imagery where they will reside.

Copy Containers.

Copy containers are designed to hold headlines and sub-headlines, logos, body copy, specific calls to action, etc. The shapes themselves are designed to break down the parts of the leaf and pull it into easily identifiable sections. They are versatile and can be placed in either direction as long as the “points” meet and the radiuses are placed in opposite corners at matching degrees. Designers may use discretion, but avoid cutting the radiuses too much, and aim for elegant corners instead of severe angles.



Copy Containers.

Vertically oriented containers, bottom left, are designed to sit to the side or in the background of large visual fields such as photos or other graphics. The colors of the containers can shift between clear white and other corporate colors depending on the photo needs and logo usage.

**The best team starts
with you at the center.**

The Lee Health Cancer Institute gives you access to a team of doctors and staff that comes together just for you. Making connections so your family becomes ours.

**You have our undivided
attention.**

leehealth.org/cancer



An example of brand fonts, colors, containers, and photos working together.

Both pantone blues.

Plenty of space so the containers are not crammed onto the photo.

Radius points meet on the left.

Copy lined up on the left.

Font hierarchy.

Fonts are balanced. (Main head is 25 on 25 with -20 tracking. Sub hed is 14 on 16 with -20 tracking.



These containers have a white 1-point rule. This accent is acceptable in use to help the containers stand out. Please use subtlety and do not make the rule much larger than this. Do NOT join the radiuses or place them on top of each other unless in special cases.

Copy Containers & Radiuses.

Logos, headlines, sub-heads, body copy — all of them can appear inside containers, large and small. How should these containers work?

One radius only is approved (on any corner) especially on flyers and posters that do not have a print bleed. That way the edges of the container can stay flush against the margin or photo edge.



Two opposite corners are approved and preferred. **Please note: the radius degrees must be EQUAL.**

Avoid radiuses that do not have equal degrees.



Avoid radiuses at three or four corners.



Note: Designers should not feel compelled to add containers to every piece of text. If the container is too cramped, then don't use it. Also — feel free to pull the straight edge completely off the left side of a bled page. This provides an elegant solution when there are more than two containers.

Copy Containers & Radiuses.

More on copy inside containers.

Please allow room at the corners for the copy or logo to have breathing room on all sides. The exact amount of space is at the designer's discretion, but aim for the same distance around the copy. This example is 40 on 42.

Centering copy and logos in the space is preferred, but the text should be either left or right justified not centered itself.

**Copy placed
here & here
can be more
than a line**

Our Brand Shapes



Correct. Plenty of breathing room — about the bottom half of the capital H at the tightest point.



Incorrect. The leaf is clipped too closely. There should be enough space to let copy or logos breathe.

Copy Containers & Radiuses.

More on how to put containers together.



Two containers should join together at one point, either on the left or the right. The points should remain on the corresponding corners and the radius curve should be on each opposite corner.



Try to avoid joining two containers of equal length or width. One container should have hierarchy over another.



Try to avoid specialty constructions of copy containers to create entirely new shapes. The containers are meant to hold copy and not be art shapes in and of themselves.

In print, avoid small accent leaflets with no content. These are reserved for web use.



Supergraphics: Leaf & Sun.

Lee Health's full logo, approved backgrounds or gradient boxes should take the place of any standalone leafs on all marketing assets. We should emphasize our name in all cases of branding. However, there are some cases when a supergraphic — a large leaf or sun mark in the background — can be used to add depth. These should be used sparingly and only in specific cases.

Use only at a 10-30 percent transparency.

Fine for letterheads, rack cards, some PowerPoint borders.

If used, must cover as much area of the background as possible, and elements and copy can be overlayed on top of it. The leaf should not be used to fill blank spaces in design.

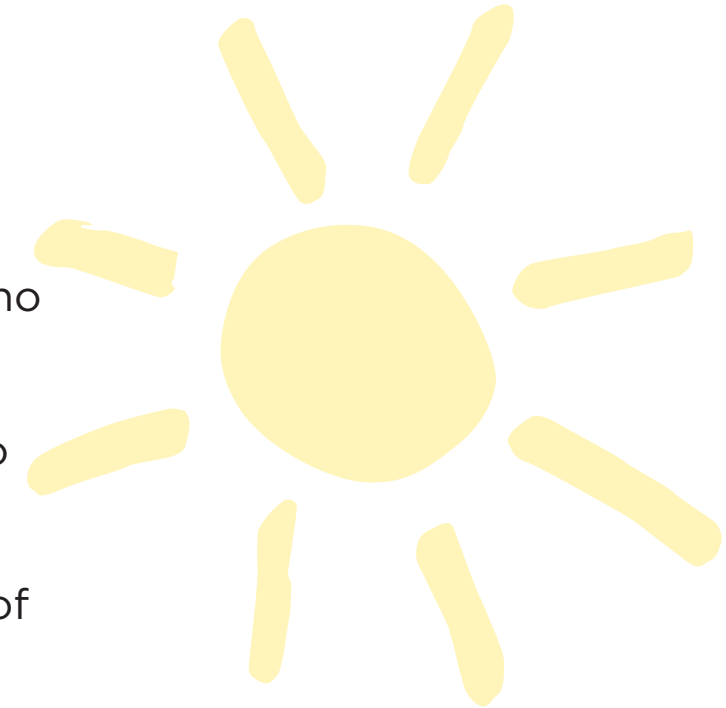
The leaf should not be used on marketing assets outside of the ones listed above.



Use only at a 10-30 percent transparency.

Fine for letterheads, rack cards, some PowerPoint borders. Do not use in place of the leaf. The Golisano logo should be present.

In contrast to the leaf, the Golisano sun can be cut, for instance, lower or upper diagonal sections can be used to “peek out” at the corners of certain assets. But do not use inside photos and copy containers. Lee Health branding should take precedent.





Brand Expression

Putting it All Together.

The preceding pages provide the foundation, tools and palette for developing Lee Health's brand expressions. This section outlines rules and examples for various Lee Health advertising campaigns, Lee Health's service line campaign (heart, cancer, Lee Physician Group) as well as examples for flyers, brochures, signage, posters, internal campaigns and more.

Brand Campaign 1.0 - We See You.

Lee Health makes the people of Southwest Florida its top priority. They have our undivided attention. The “We See You” brand campaign brought this promise to life with a multi-media assortment of messages celebrating Southwest Floridians. And always encouraging them to live their best lives knowing that Lee Health is here when they need us.

“We see you” is not to be considered a tagline, instead it is used as a campaign phrase or line used as part of headlines, copy lines and as a way to complete or “pay off” ad copy.

As you see in the brand campaign, we will use variations of “see” in the form of verbs that easily express the brand promise. Think “celebrate,” “applaud,” “hear” and “appreciate.”

This written construction should be the guiding force behind future campaigns as well.

HEADLINE

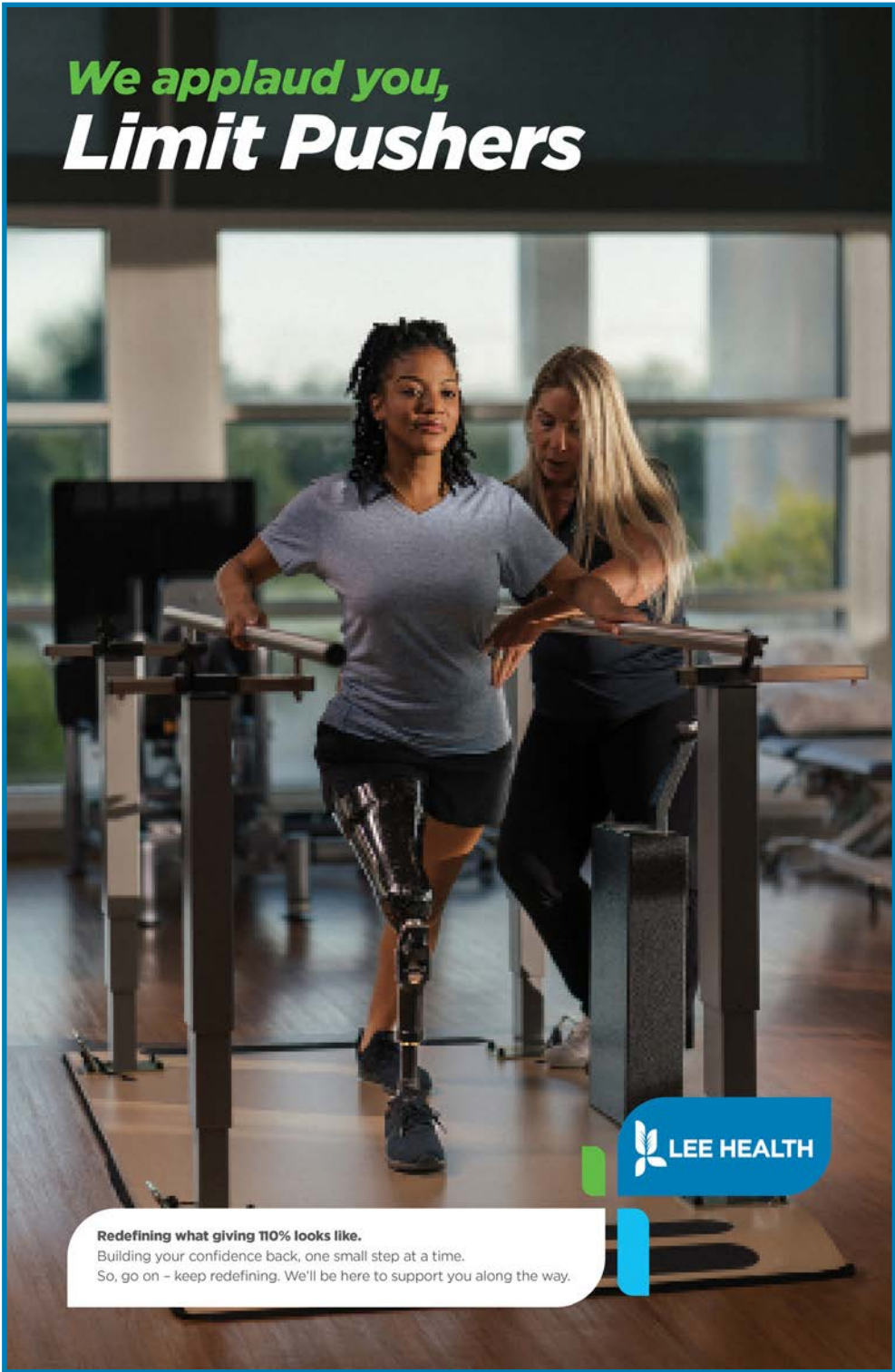
The **We See You** campaign headline is always in Gotham Black Italic and left or right justified. The opening phrase is a smaller percentage of the size of the bigger portion of the headline based on space and discretion.

Add -20 units to the default tracking on headlines and text. In this example, the headline begins in light green on a dark background. The bigger part of the headline is always in white or appropriate brand color based on background and readability.

Always allow for breathing room around the headline so we are not overcrowding the design space.

BODY COPY

Less is more in ALL ad body copy. Use Gotham Bold for the opening line as a lead-in to the body copy in Gotham Book.



Our Brand Campaign - Print

PHOTOGRAPHY

Always select or create photos that highlight the people of Southwest Florida. Allow space for logo lockups within the photo.

LEAF GRAPHIC

This graphic acts as a container for both the logo and the body copy. It can scale depending on the size of the asset. Allow breathing room for the asset on the page as well as breathing room for the text and logo that live inside the graphic.

Half page 8 x 5

We applaud you, Limit Pushers

Redefining what giving 110% looks like.
Building your confidence back, one small step at a time. So, go on - keep redefining. We'll be here to support you along the way.

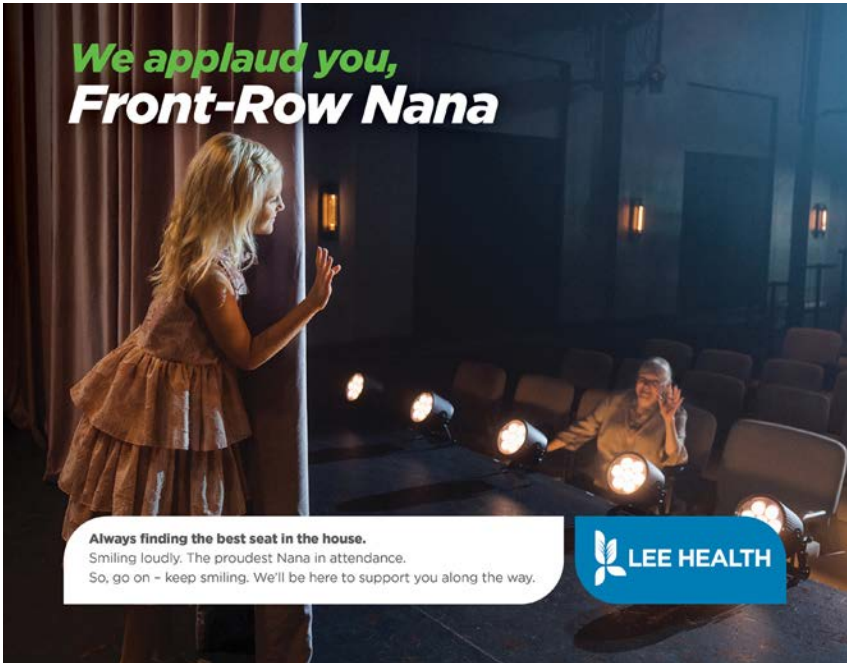
LEE HEALTH



We applaud you, Front-Row Nana

Always finding the best seat in the house.
Smiling loudly. The proudest Nana in attendance. So, go on - keep smiling. We'll be here to support you along the way.

LEE HEALTH



Half page 10 x 7.68

OUR BRAND /
Campaign - Print

We see you, Birds of a Feather

Spending quality time together and looking after one another, always.
Because that's friendship. So, go on - keep looking out. We'll be here to support you along the way.

LEE HEALTH



Full page 10 x 15.5

We see you, Mood Setters

Carefully crafting the experience.
Serving up happiness day after day. A modern-day cultural curator. So go on, keep serving others. We'll be here to support you along the way.

LEE HEALTH



Full page 10 x 15.5

We appreciate you, Goodwill Givers

Paying it forward. Happily volunteering your time and effort after the storm because you want to help others in need. So, go on - keep giving. We're here if you need us.

LEE HEALTH



Full page 10 x 14

We celebrate you, First Timers

Falling in love all over again with your newest addition.
A little scared but beyond excited for the future. Finally together, as a family. So, go on - keep falling. We'll be here to support you along the way.

LEE HEALTH



Full page 10 x 20.75

HEADLINE

The “We See You” campaign headline is left or right justified. The opening portion is around 50 percent of the size of the bigger portion of the headline. Subtract 20 units to the default tracking on headlines. In this example, the headline begins in light green on a dark background. Light blue would also work here. On lighter backgrounds, please select the darker blue in the brand color palette. Always allow for breathing room around the headline so we are not overcrowding the design space.



PHOTOGRAPHY

Always select or create photos that highlight the people of Southwest Florida. Allow space for headlines and logo lockups within the photo.

LOGO TREATMENT

The leaf graphic for this application is singular and designed to maximize the logo size within the leaf. Always allow breathing room for the logo in the leaf graphic and attempt to lock the leaf graphic onto the bottom right corner of the design when possible.

EXAMPLES

A good mix of brand colors, headline sizes taking up space in photos and even working when the photo might be considered somewhat “busy.” These photos have character and each of the elements stands on its own — simplicity and minimal text.



You Have Our Undivided Attention.

Based on upon the general idea of “We See You” and facing toward the community, the evolution of the brand continues with the “Undivided Attention” campaign that highlights Lee Health’s three major service lines: cancer, heart and Lee Physician Group primary care.

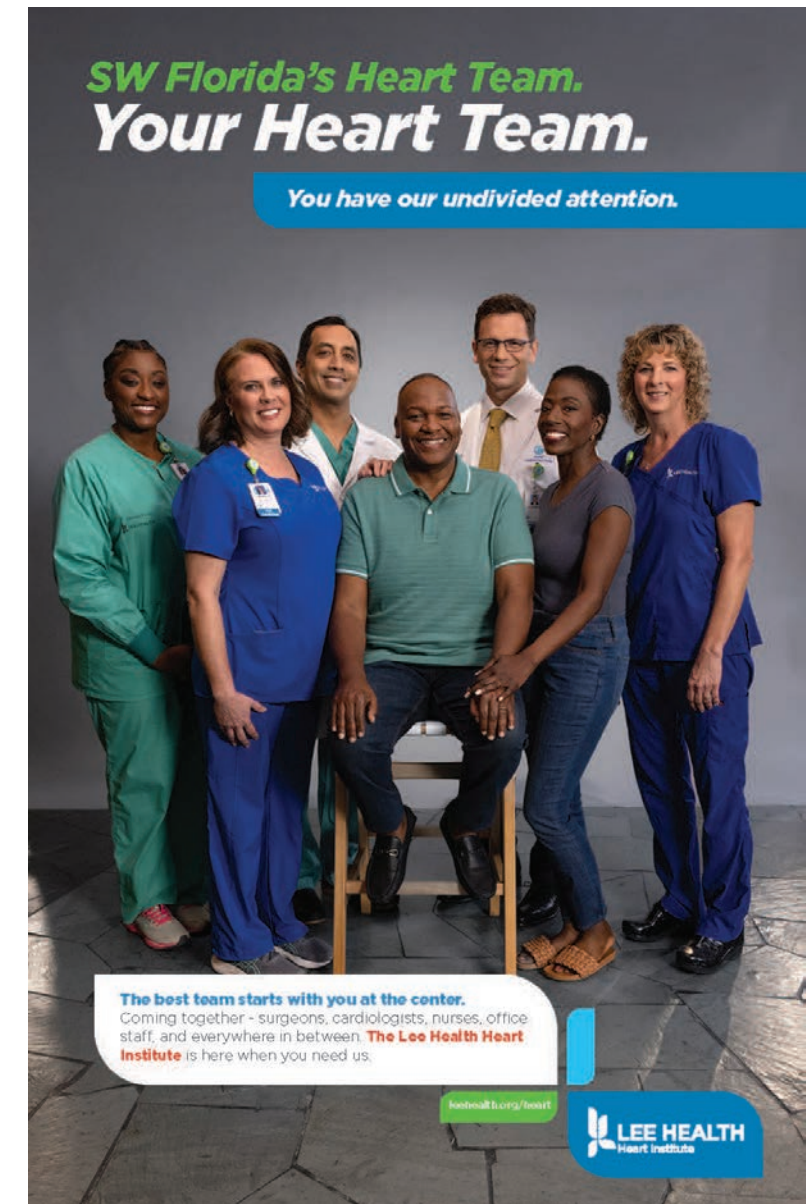
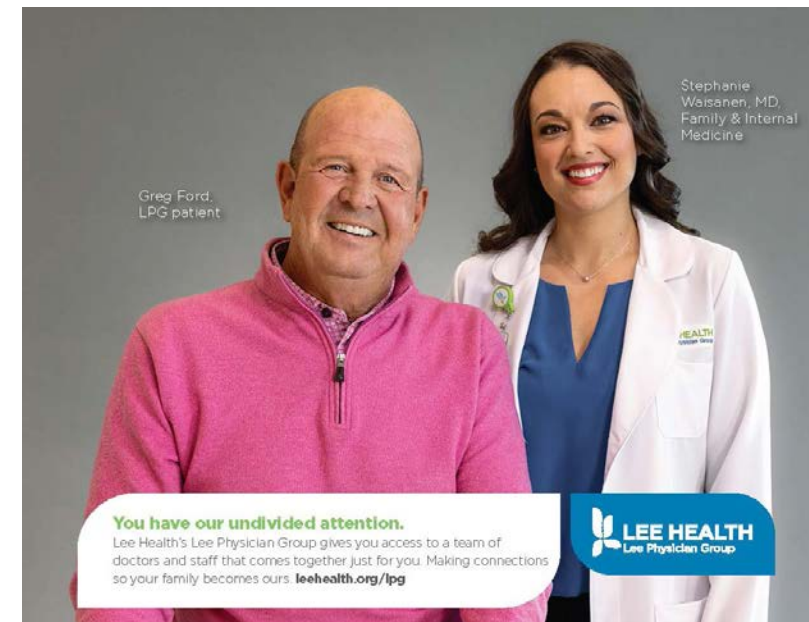
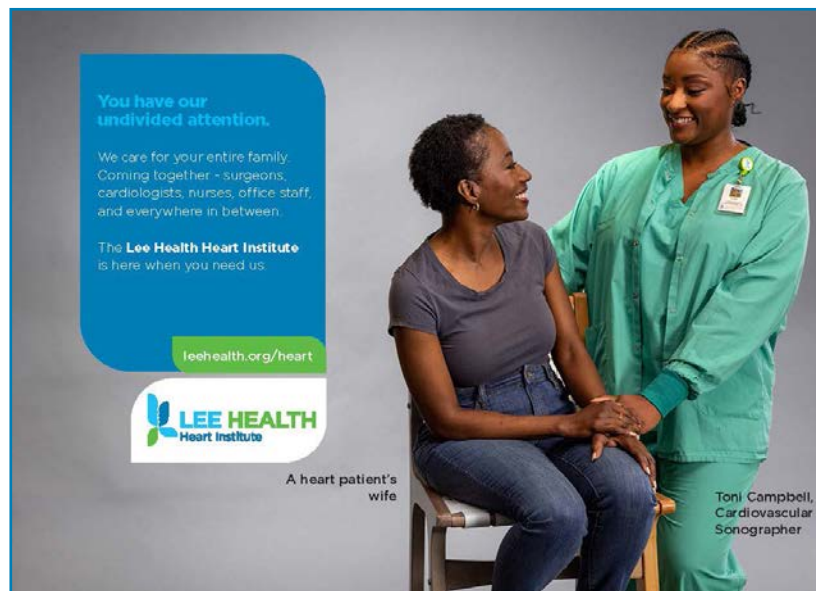
The service line campaign focuses on the community and uses real people and real stories where possible. Photos were taken directly from the TV commercial shoots and highlighted actual service providers and patients they directly impacted.

“You Have Our Undivided Attention,” not a Lee Health tagline, conveys the specific and special emotional connection and human-based service approach that separates us from the competition. The chief idea is that technology, “patient outcomes,” and awards are stellar — but real people and real attention serves our community best.

VARIATION AND CHARACTER

Ads of different sizes call for different placement of elements. Here we see posed photography mixed with more intimate two-person shots that highlight interaction.

The photos leave spaces for vertical leaf copy blocks with logos and copy using a mixture of book, bold and blue fonts. Larger ads have room for full headlines, but smaller ads may simplify elements for effect.





EVOLUTION AND NECESSITY

The service line billboards are a good example of designer discretion and asset needs. The photos are taken directly from the commercial shoots and print ads and add these branded elements:

- Large copy blocks in corporate blue.
- Gotham black italic text.
- A red accent. Although not a brand color, red and other special considerations can be made for subtle impact.
- A larger, bolded stacked Lee Health logo to ensure maximum readability.
- Blue corporate background with curved radius.

**Our Brand
Billboards**



Our cancer campaign


Billboards



Our Lee Health Cancer Institute campaign takes the brand further. Large fonts, evocative photos, and direct messaging.




*Redefining what **cancer care** looks like.*



Joseph Klink, MD

Learn More

 **LEE HEALTH**
Cancer Institute
leehealth.org/cancercare

Digital and Print Ads

Redefining cancer care



Joseph Klink, MD, Urologic Oncologist

At the Lee Health Cancer Institute,
you are at the heart of

- » Every ***decision***
- » Every ***breakthrough***
- » Every ***triumph***

The Lee Health Cancer Institute brings together the best minds in cancer treatment, life-changing technology, and personalized treatment options.

For more info, call
239-343-9500


Scan QR code or visit
leehealth.org/cancercare



 **LEE HEALTH**
Cancer Institute


Integrated pieces using all of the brand assets.

*Redefining what **cancer care** looks like.*



Shyam Kapadia, MD

Click Here

 **LEE HEALTH**
Cancer Institute
leehealth.org/cancercare

*Redefining what **cancer care** looks like.*



Joseph Klink, MD

Learn More

 **LEE HEALTH**
Cancer Institute
leehealth.org/cancercare

*Redefining what **cancer care** looks like.*



Shyam Kapadia, MD

 **LEE HEALTH**
Cancer Institute
leehealth.org/cancercare

Click Here

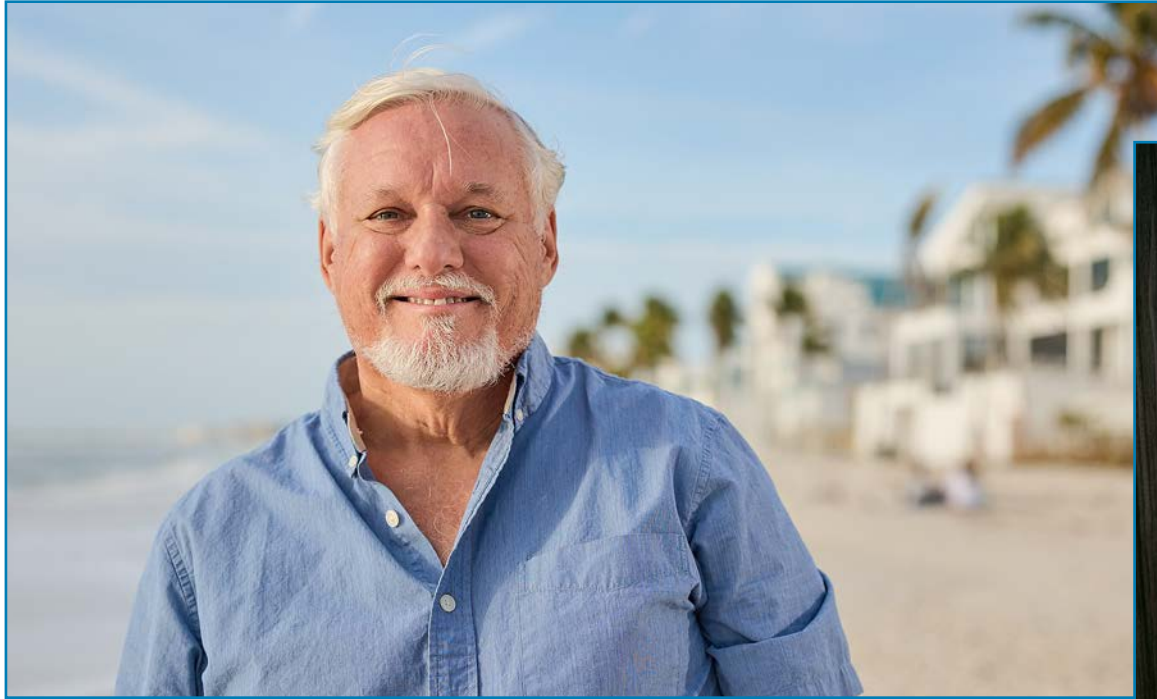
Redefining what cancer care looks like.

 **LEE HEALTH**
Cancer Institute

Learn More

leehealth.org/cancercare

Photo assets and character



Imagery of the cancer campaign.



Our brand campaign 2025



Billboards



Our 2025 brand campaign coincides with a TV commercial that focuses on moments. Basically, Lee Health is here throughout your life so you can be healthy and ready for the moments that matter.



**Ready
for the
moments
that matter**



From the very first moment, Lee Health provides the trusted care your family deserves.

 **LEE HEALTH**

Learn More

Digital and Print Ads

**Ready
for the
moments
that matter**



From the very first moment to life's big milestones, Lee Health is here to provide the trusted care your family deserves.

 **LEE HEALTH**



SCAN HERE
to learn more

leehealth.org

**Ready for the moments
that matter**



It's the little moments that make life big, which is why taking care of your health matters.

Whether it's a routine check-up or a special milestone, Lee Health is here to support your family every step of the way.

SCAN HERE



to learn more

 **LEE HEALTH**

leehealth.org

**Ready
for the
moments
that matter**



 **LEE HEALTH**

leehealth.org/ready

**Ready
for the
moments
that matter**



Lee Health is here to provide the trusted care your family deserves.

 **LEE HEALTH**

Learn More

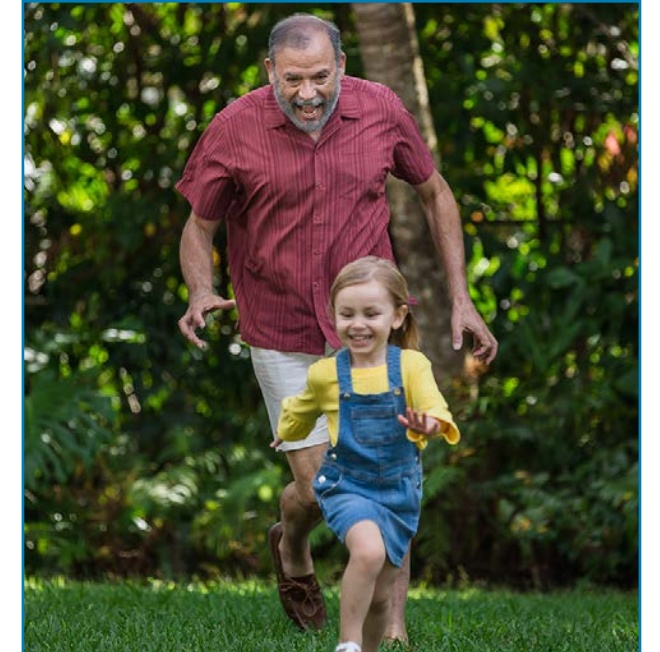
Integrated pieces using all of the brand assets.

 **LEE HEALTH**

**Ready for the moments
that matter**

Learn More

Photo assets and character



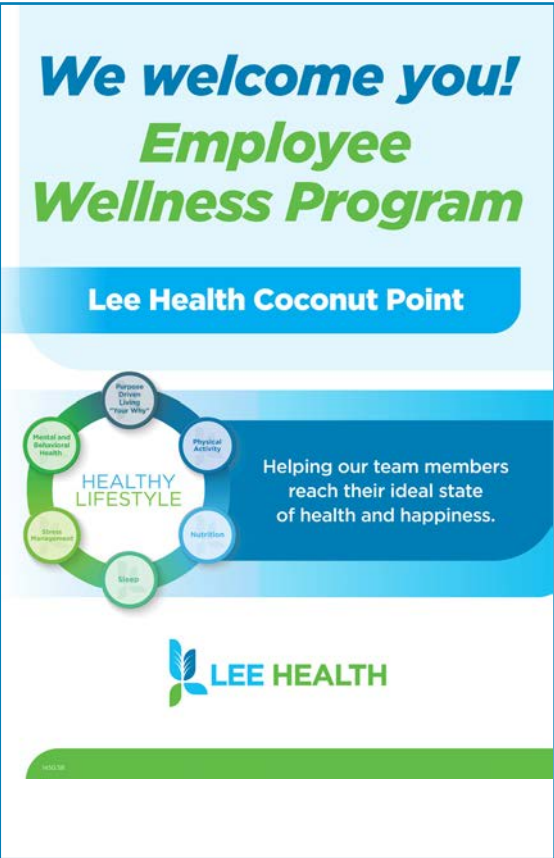
Imagery of the 2025 brand campaign.

Other Assets.

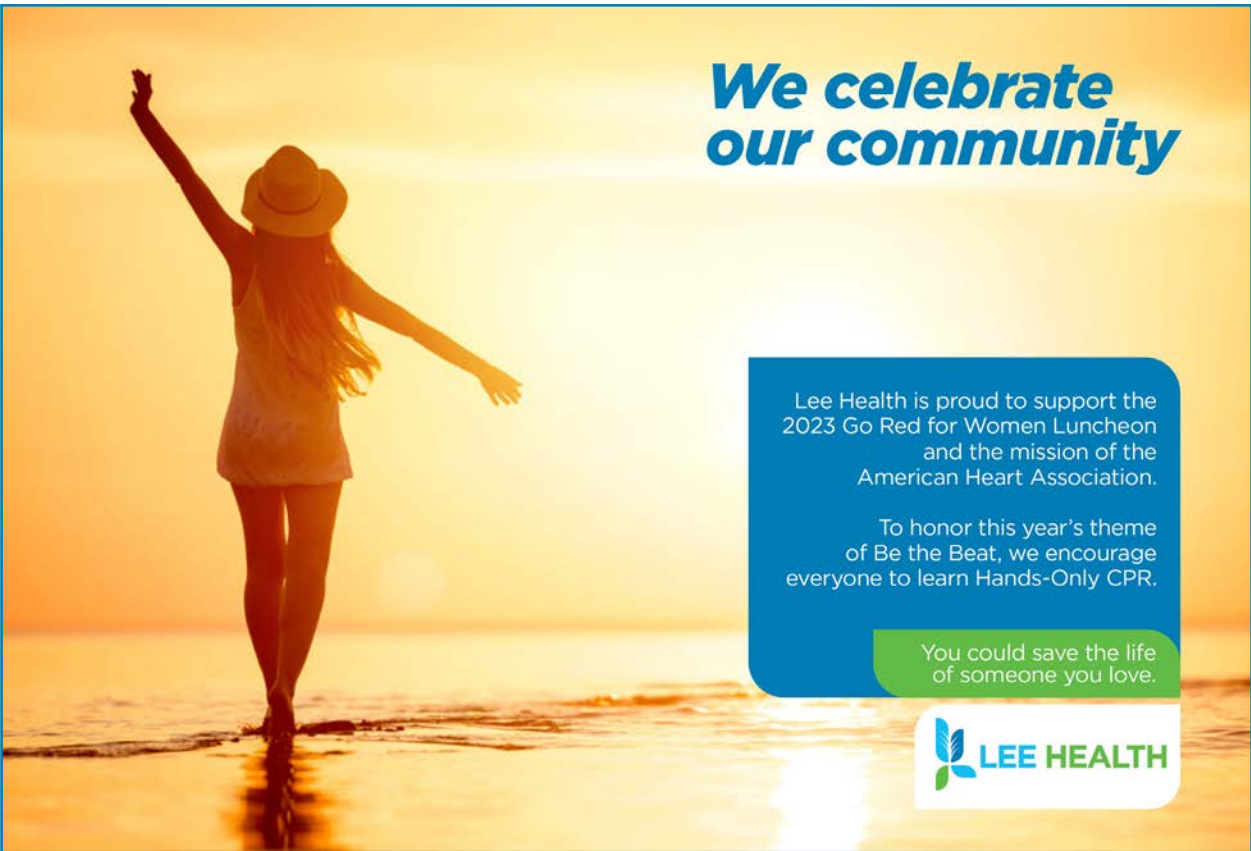
Marketing and branding is used across multiple platforms for external audiences that go beyond the reach of billboards, TV commercials, print ads and digital ads. Assets for patients, families, visitors and other members of the public range from flyers, brochures, signage, posters, pull-up banners and more.

The following pages show a few examples of how the branded assets we've seen can be applied across the spectrum.

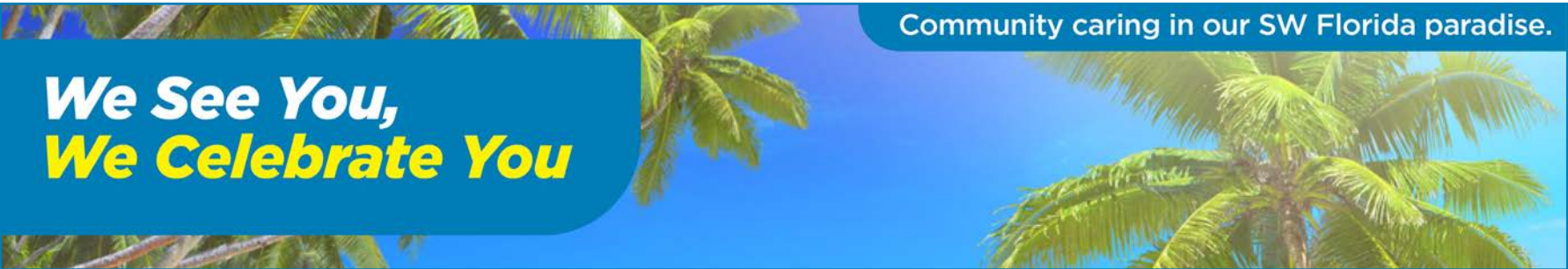
Here we see the brand in action: Curved, softer lines; graphic elements when photos might not be available or appropriate; minimal copy; rich blue and green colors; outdoor pics, etc.



24 X 36 poster



Doubletruck ad



Social media banner



Postcard mailing



Video display screen



Social media display



leehealth.org



We see you, we celebrate you.
Innovating, evolving our care.

LEE HEALTH / BRAND BOOK

Backdrops,
flyers, X-frames,
integrated
campaigns using
colors, gradients,
copy containers,
strong imagery
and a mix of real
patients/people
with stock
images that
capture
Southwest
Florida.

Public Notice

Sliding Fee Discount Program Available

- » Lee Physician Group serves all patients regardless of their ability to pay.
- » Discounts for essential services are offered based on family size and income.
- » Lee Physician Group sirve a todos los pacientes, independientemente de la incapacidad de pago.
- » Descuentos para los servicios esenciales son ofrecidos dependiendo de tamaño de la familia y de los ingresos.

Learn More:
For more info, ask at the front desk.

Más información:
Para más información, pregunta en recepción.

Expanding healthcare
access for the uninsured
and under served.



<https://nhsc.hrsa.gov/sites/default/files/eligibility-requirements>



**We Appreciate You.
Your Voice Matters.**

The Employee Engagement Survey (June 6-30) helps us
measure workplace engagement and your job satisfaction.

To take the survey, look for an email from
admin@ajgsurveys.com on June 6.

Important: We use a third-party vendor called Gallagher to administer the survey. Gallagher ensures complete confidentiality. No one from Lee Health will ever see a completed survey, and employees will not be asked to include their names.

Fill Out Your 2023 Employee Engagement Survey.



**It's time to
get your
flu shot!**

Wednesday, October 9, 2024
9 a.m. - 1 p.m.
Mercedes Benz Conference Room

- » Lee Health will be onsite to provide flu vaccinations for all Hertz employees.
- » Need a doctor? Stop by to receive help scheduling with a new primary care physician.
- » Our experts will also be on hand to help schedule your annual mammogram.

For questions, please e-mail HR Benefits Team
at HRBenefits@hertz.com

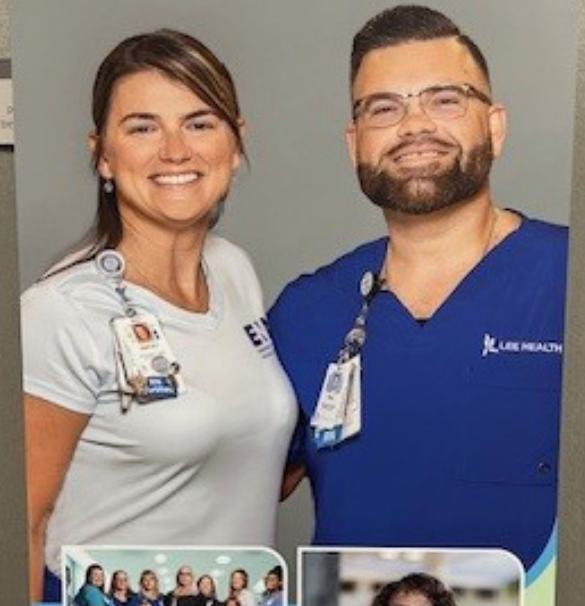


**Healthcare
at home**

Virtual care
24/7 physician access
Symptom checker
Lee TeleHealth e-Visits

LEE HEALTH | Get Care Now.

**We celebrate
our employees**



Thank you!

For all you do for our community
and one another, Lee Health honors
your amazing work.



Flyer Design.

A look at design flow, word counts, and elements.

From top to bottom:

- Large photo element with space on the side
- Large copy container with Black Italic headline
 - Smaller copy container with Bold headline
- Body copy headline with specifics of event in Medium font
 - Body copy, Gotham Book, explanation of event
- Two vertical columns with supporting details and CTI
- Further callouts in green fonts and a green circle container
 - A radial fade on a green line rule above the logo
 - Thick logo with supporting brand messaging
- Soft blue tint copy container with gradient behind copy

Word counts for flyers should be between 50-200 words MAX. Copy should give way to space and design element to ensure a more elegant product.



Assets and character

To our valued pharmacy patients!

To make things easier, now you will receive a **SECURE TEXT MESSAGE** that links to:

- **Pharmacy info**
- **Prescription details**
- **Educational material**
- **Savings options**
- **Self-reminders**

Our staff will gladly fill you in on all the details, or please let them know you are interested!

You can unsubscribe at ANY TIME by texting "STOP".







LEE HEALTH

Storm Update



You're Invited

Minnesota Twins & Lee Health Open House and Health Fair

Join us for a fun and **FREE** event at the newly christened Lee Health Sports Complex.

The event will feature:

- Health information booths and free screenings, including EKGs for children ages 17 and under
- Dermatology screenings provided by OnSpot
- Blood pressure screenings
- Information on stroke and injury prevention
- Information on nutrition and cancer prevention
- Free CPR and AED training
- Find a Doctor assistance

And More!

- Free Event
- Twins' first full-squad workout
- Opportunities for kids to interact with players and play on the field

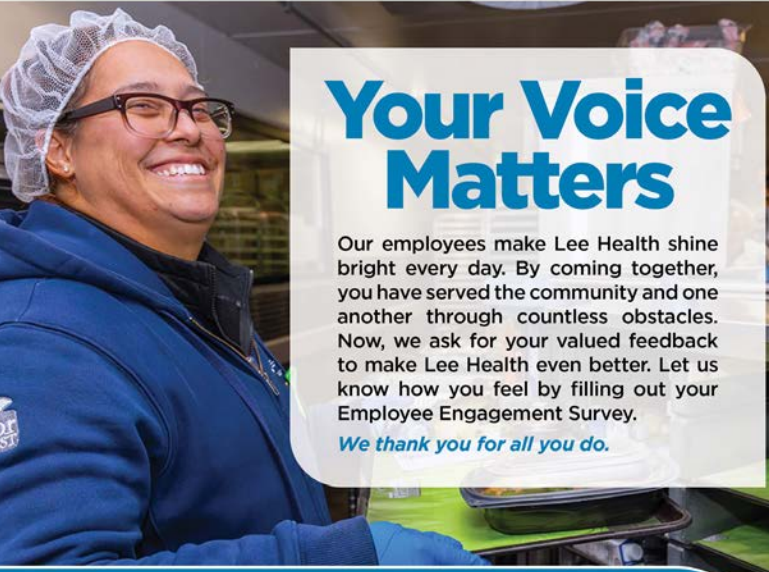
If You Go

When: Monday, Feb. 19, 10 a.m.- 2 p.m.
Location: Lee Health Sports Complex
14100 Six Mile Cypress Pkwy, Fort Myers, FL 33912



8300.07 1-24

It's All About You.



Your Voice Matters

Our employees make Lee Health shine bright every day. By coming together, you have served the community and one another through countless obstacles. Now, we ask for your valued feedback to make Lee Health even better. Let us know how you feel by filling out your Employee Engagement Survey.


We thank you for all you do.

Fill Out Your 2024 Employee Engagement Survey.

We value your opinion and and feedback!

To take the survey, look for an email from **Employee Survey (admin@ajgsurveys.com)** on **Monday, July 1.**

Important:
We use a third-party vendor called Gallagher to administer the survey.
Gallagher ensures complete confidentiality. No one from Lee Health will ever see a completed survey, and employees will not be asked to include their names.



3800.01 • 3/24

Left, below: VirtuaLee graphic. Left, top: Lee TV graphic. Top and right: Flyers.

Product Templates

EXAMPLES

The Lee Health brand extends to all requested and popular items across the system. See below our cover templates for **booklets, newsletters, and pocket folders**. These types of designs must be used for each corresponding product to ensure branding is seamless across the board.



Maximize Space & Readability.

Signage is one of the most important visual representations of who we are and where we are.

Good signage presents a clear message to patients, families and other community members that our services are readily available in convenient locations. To cut through the clutter of traffic and other buildings, our signage should be bold and as consumer friendly as possible.

That means adhering to brand standards on naming, hierarchy, logos, colors and readability so community members recognize where they are going and what services are available. This includes signs on building facades as well as parking lot/monument signs.

Signage should be simple, large and avoid multiple texts callouts and art marks. The name “Lee Health” should always be present on the building along with the leaf mark. All signage space is different and subject to change (often due to HOA and city requirements), but the basic rules should remain the same.

All signage requests should go through visual Marketing & Brand Management approval.

Building Signage.

The full Lee Health logo must be the dominant feature on signage. The leaf can no longer stand by itself. For the most part, signage follows our logo constructions, but we do have the leeway to adjust since readability, often at fast speeds on busy roads, is essential. The signage process:

1. A need is identified. Either a picture is taken (straight-on shot is best) of the new building facade or we work from renderings supplied by the architectural firm or Facilities.
2. Marketing gathers information from clinical staff and leadership on what the building is, what services it will house, the specs and space available, regulations, etc.
3. Marketing creates an official mockup of the signage that includes separate files of the graphic and a Photoshop that shows what the sign will look like in the space.
4. With the help of Facilities, creative decisions are made based on colors, readability from the road, hierarchy, and solidified branding.
5. Marketing makes FINAL decision on colors, names/services included, layout, approved by the marketing system director and/or chief.
6. Marketing sends mockup and true vector files to sign company, who sends back final production proofs signed off by system director and/or chief.

Our Brand
Signage



Left: A building sign that shows Lee Health as the primary callout with a simple logo.

Bottom: An image of an official sign spec measurement mockup that shows Lee Health with location name.



Lee Convenient Care
Lee Health Cancer Institute
Rehab & Radiology
Lee Physician Group

A style of monument sign at parking/driving level used throughout the system with Lee Health as the primary driver, location sub name and services.

Signage Examples



- 1: Severe horizontal slat with slightly altered leaf to text scale. Location lowercase.
- 2: Hospital entrance sign at ground level. Strong branding and readability, red for ED.
- 3: Effective co-brand on donor-provided clinic name above exterior door.
- 4: Lee Health Outpatient facility — scaled, color matched with proper hierarchy.
- 5: Monument slat that shares space. Using the master logo in all cases for clarity.
- 6: Florida Radiology clinic sign — clear hierarchy, lowercase service names, rule.

Our Brand Designer Checklist

- ☐ **SOFTEN OUR VISUALS**
Utilize curved radiuses on photos and copy container boxes. Think about adding fades and gradients.
- ☐ **PHOTOS**
Let the photo do the work. Go for big and bold imagery with real people where possible. One great photo is better than two or three good ones. Facility photos should be minimized unless there are special circumstances.
- ☐ **BRAND COLORS**
Use blues and greens to display copy and set the scene. Think about softening headlines and subheads with color and tint percentages.

- ☐ **MINIMAL TEXT**
Keep it minimal — everyone's busy. Reading marketing copy is low on the list. Products that require more copy, work with project managers to cut back and/or add subheads, rules, copy containers to break up gray.
- ☐ **LOGOS AND BRANDING**
The Lee Health logo should be prominently displayed and clear. Bottom right positioning is preferred, but it can go elsewhere if designated properly inside a copy container.

Does it look like us?

Brand Book

Appendix I



Golisano Children's Hospital.

Golisano Children's Hospital is a unique, strong endorsed brand within the Lee Health system. It has a certain flavor that is specific to pediatrics — playful, lighter of tone, and brighter in palette.

But data has shown that community members do not always associate Golisano with Lee Health. Because of this, we not only designed a new logo that increases Lee Health's presence but we also want to be deliberate in our color choices to show how Golisano can still be unique but exist as an entity of the master brand.

Our Brand Architecture:

The Lee Health Master Brand drives Golisano assets.

Color Palette.

We will primarily keep Golisano's color scheme the same as it has been, but we should work to soften the existing colors and integrate Lee Health colors as much as possible.



Our corporate blue and its percentage tints should be the primary color choice for Golisano.

Pantone 109 C

CMYK	RGB	HEX
C: 0	R: 225	FFD100
M: 9	G: 209	
Y: 94	B: 0	
K: 0		

The existing Golisano yellow Pantone should serve as a secondary and accent color — a streak or mark to denote pediatric services or please use a yellow rule around boxes only.



For larger uses of yellow, please use a percentage tint.



Corporate light blue and green accents.

Our Brand
Golisano Children's



Pediatric Fall Risk Prevention

Our mission: To maintain safety for children and families through education and preventive measures.

Some tips to remember

-  Please remember your skid-proof socks while walking
-  Ask for help when getting up and out of bed
-  Remember to buckle the safety belt for high chairs, swings, and strollers
-  Put the side rails up when you walk away
-  Keep the bed in the lowest position
-  Ask for assistance when using the bed or crib as needed



6000.503 • 6-23

LeeHealth.org

Proud to support the
Florida Asthma Coalition Summit



Keeping kids healthy, happy and strong.



Left: A rack card with softer shapes and colors.

Above: A print ad using engaging photos, Lee Health/Golisano colors, and container points.



Welcome!

Congenital and Pediatric Heart Center Facebook Group





Top left: New signage that shows a better relationship between Golisano and Lee Health.

Above: Curved shapes, a splash of yellow, and effective co-branding.

Left: A social media banner featuring container points, minimal copy, and a full-frame photo.

On a mission to improve children's mental health.

Your advocacy means more services in SW Florida. Help us improve access for families and connect them with community partners.





Learn more



PowerPoint.

Lee Health liberally uses PowerPoint to make presentations to both internal and external audiences. There are two officially approved PowerPoint templates for wide use:



Standard template with simplified layout.



Colorful template with more complex layouts for data, etc.


NOTES: Ariel is an APPROVED font for PowerPoint since it is automatically installed. PowerPoints that have already been created must at least have the new logos switched out on the master slides. The templates can be found on the Marketing Resources Page on VirtuaLee.

Our Brand Visual Details & Assets

Email Signatures

Consistent email signatures show the community that Lee Health has a united look and cohesive vision.

Outdated logos (thin Lee Health, Caring People/Inspiring Health, and the flipped LPG logo) should not be used.



Your Name Here
Your Position Here
Your Department Here

Office: 239-555-5555
Cell: 555-555-5555
Email: Your.Name@leehealth.org

4211 Metro Pkwy, Third Floor
Fort Myers, Florida 33916 (Your Address)

www.LeeHealth.org



Your Name Here
Your Position Here
First.Last@LeeHealth.org
Office: 239-343-8388
Cell: 239-850-7540

Department Name
4211 Metro Parkway, Suite 300
Fort Myers, FL 33916
239-343-8394 Fax
LeeHealth.org



     

Two approved master templates. One with photo and one without.

Email Signatures

Two approved
master templates for
Golisano and
pediatric service
employees.

The new
Golisano logo gives
Lee Health more
visibility and
emphasizes unity
and partnership.




Your Name Here
Your Position Here
Your Department Here

Office: 239-555-5555
Cell: 555-555-5555
Email: Your.Name@LeeHealth.org


4211 Metro Pkwy, Third Floor
Fort Myers, FL 33916

LeeHealth.org




Your Name Here
Your Position Here
Your.Name@LeeHealth.org

Office: 239-343-8388
Cell: 239-850-7540



Department Name
4211 Metro Pkwy, Third Floor
Fort Myers, FL 33916
239-343-8394 Fax

LeeHealth.org



Pediatric template: One with staff photo and one without.

Email Signatures.

- There are two options for signatures: Lee Health for adult services or Golisano for pediatrics. **We request no other logos in place of the main Lee Health or Golisano logo.**
- There are two versions of each template: One with a photo and one without. **Please use an approved staff photo with no artistic flourishes.**
- **Font for the signatures is Aerial.** Copy and paste the templates into a body of an email. Fill in your department, phone number, sub-brands, institutes, etc. Paste the signature into your signature creation dropdown.
- Employees who have various affiliations such as Foundation/Kids' Minds Matter should also work the verbiage into the text fields. **We request to cut the use of quotes, gifs, script signatures, and photos that are not staff photos.**
- The templates and full instructions are available on the Marketing Resource Page. Please reach out with any questions or help creating a new signature!

Bullet Points and Other Tidbits.

Glyphs

Lee Health uses double-arrow glyphs in place of bullet points when listing items on print pieces whenever possible.

- » Listing
- » Listing
- » Listing
- » Listing
- » Listing

Please ensure a # (space) between the glyph and the text.

Tablecloths and Tchotchkes



Lee Health has officially branded tablecloths for all table displays as well as an official tchotchke vendor for all special products such as lip balm, hand sanitizer, pens, sunscreen, magnets. Please reach out to Marketing for more information.

Drop Shadows

Small drop shadows are approved on white black italic text headlines that will help readability. Designer's discretion — ensure the text is not smeared or cloudy.





T-Shirts

Marketing works closely with the uniform shop to make sure T-shirts are on brand. Our style is to place the Lee Health logo on the front breast pocket area and either create a graphic on the back or include service names on the sleeve. Marketing **MUST** design/approve all T-shirts alongside the uniform shop.

Design Process: Instructions

Lee Health is a big system, and many departments may create materials on their own or use agencies to create assets. While this is OK, we do want to remind all point people for this kind of work that Marketing must be in the loop and approve all designs.

Agency and internal employee design

- Please familiarize yourself with the Brand Book and our design standards.
- Agencies should make every effort to conform to design standards: Minimal copy, open/breathing room, curved edges, engaging photos, headline hierarchy, and proper logos.
- Agencies should not create new art marks, alter container shapes, or make other evolutions/tweaks of the brand without Marketing approval.
- For internal employees who make their own materials, Marketing has created many flyer templates that we can share with your teams. We can also quickly plug and place copy into templates for your use. Please reach out before sending anything to the public to go over creative. We are happy to work with you and come up with solutions!
- All design elements and instructions stand for Lee Health and Golisano items.

Design Process: Instructions

Lee Health asks that all designs for public-facing materials are passed through Marketing for either specific design or review. This helps ensure our branding look and feel stays consistent. This includes ALL flyers, posters, X-frames, brochures, and social media posts for external marketing.

Project process for Marketing requests

- Make a formal request through marketing@leehealth.org specifying the project need.
- We will then assign a project manager who will guide you through the process.
- For larger projects, we may request a WebEx to go over details and set guidelines.
- Regular requests will usually require a Creative Brief. Sometimes, a simple email or phone call will suffice.
- The project manager will assign the project to a graphic designer.
- The designer, working with the project manager and marketing manager, will direct the creative based on branding needs and design best practices. We welcome feedback and collaboration — after all, we want to create a product that suits your needs and can be something you are proud of.

Concept Information

Why a leaf?



We designed the leaf icon and new logo in 2017 at the forefront of new healthcare trends that were going for softer, more organic elements in logos that weren't so traditionally "medicinal." Our colors symbolize warmth and health, and the leaf itself was designed to be a subtle reminder of Southwest Florida – outdoors, nature, and, trees.

Additionally, leaves are associated with life, growth, and well-being — the idea that as we rebranded from the very formal "Lee Memorial Health System" to the much friendlier "Lee Health" that we needed a strong icon that symbolized this growth, a sense of place, and could eventually stand alone as an identifiable mark (much like the Nike swoosh or the McDonald's arches, etc.) ***PLEASE NOTE: The leaf itself without our name cannot be used as a standalone mark at this time.***

We were not the first to use these colors and types of organic shapes, but we were at the forefront of a rebrand trend that many are now following – a friendlier side of healthcare.

Also, as seen throughout this book, the leaf allows us to subtly use similar curves and shapes in other ways such as copy containers and photo borders that are "rounded" the way our leaf is. The leaf is a symbol of health, life, and Southwest Florida and is also an original-looking mark that can serve as an identifier of who we are.

Naming Conventions

Lee Health regularly uses keyword search data to ensure naming conventions for new locations or initiatives are popular, searchable, and consumer friendly. This is essential to help achieve our system goals of elevating the human experience in healthcare.

Project process for naming conventions:

- Please reach out to our system director when considering a name change or new name for a clinic, building, or service. We will run a keyword report and come back with recommendations and frequently mock up signage for visual representation.

Lee vs. Lee Health

- **Please remember that our company name is Lee Health.** We no longer use “Lee” by itself in any initiative either internal or external, and there should no be wordplay around the word “Lee” in any sense. “Lee” often confuses us with Lee County, and using “Lee Health” in all instances strengthens our brand.

Copy: Jargon and Brand Flow

The Lee Health brand emphasizes a friendlier size of healthcare written for regular people, friends, and family. Some examples of jargon that should be avoided:

Continuum of care

There are lots of ways around this—restructure the sentence or say “coordination of care” or “seamless care.”

Across the continuum

Use phrases like “wide range,” “variety,” or restructure to say “Our entire team cares for you from the moment you walk in the door ... etc. or “Our team works together at every step to make sure you and your family understand your care” etc.

Evidence-based outcomes

Proven to work, tested

Modalities

Approaches, ways, techniques, services

Optimal treatment

The best possible treatment or care

Patient-centric care

We treat you like an individual, we are there for you, we focus on your needs, we stay focused on you, etc.

Alleviate symptoms

Help you feel better

OTHER TIDBITS

Provide/offer: Watch out for an over-reliance on words such as “provide” or “offer.” Try the words “help” and “care for” or reconstruct the sentence.

Avoid passive voice when possible. “You are cared for” should be “We care for you.”

Social Media

Our Brand Visual Details & Assets

Lee Health operates official social media channels on multiple platforms: Facebook, Twitter, Instagram, and LinkedIn. Each platform adheres to best practice rules of engagement and follows standard guidelines for content centered on general audiences.

The creative objectives:

- Raise awareness for health programs
- Increase community engagement
- Showcase patient success stories
- Encourage health literacy
- Health & wellness tips
- Highlight staff members



**An approved
social media
graphic**

It is vital that social media copy, imagery, and videos follow brand guidelines and are tailored specifically for each platform. **Our social media coordinators and digital team must approve all copy and imagery with regards to brand and proven best practices that fulfill our mission.**

Thank You.

Contact Us.

Lee Health Marketing & Brand Management
marketing@leehealth.org
4211 Metro Parkway, Suite 300
Fort Myers, FL 33916

LeeHealth.org

*This is a living document and may be periodically updated.
Please review the electronic version of this document for
the most current version.*