



# Brand Guidelines

Inspiring human potential through better health.

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# Voice of Sky Lakes

Our visual brand combines the natural beauty of the local area and the comfort you find inside our facilities. Sky Lakes represents the local medical authority but doesn't sacrifice a sense of community in favor of authority. Sky Lakes is your neighborhood doctor who cares about you and your family's health at all points of care throughout your lifetime. We value community health and wellness and embrace the active Klamath Falls lifestyle.



When referring to Sky Lakes generally regarding to the brand or the health system, always use "Sky Lakes." Only use "Sky Lakes Medical Center" when referring specifically to the medical center.

# Mission

Inspiring human  
potential through  
better health.



# Vision

Sky Lakes will be a catalyst for positive change, creating a vibrant and thriving community committed to transforming the health and well-being of current and future generations.



# Our Promise

At Sky Lakes, we are committed to serving our community. We promise to treat you with kindness, respect, and integrity as we dedicate ourselves to providing excellent care and positively impacting the wellbeing of our community.





*As one, we rise.*

SKY LAKES

# Logos and Variations

The corporate logo and the variations shown within these pages are the only orientations approved for official usage. You cannot alter the official logo or its variations.



Please use this preferred primary logo when referencing Sky Lakes services or brand in general. In cases where this logo does not have enough contrast, please use the black or white logo variation.

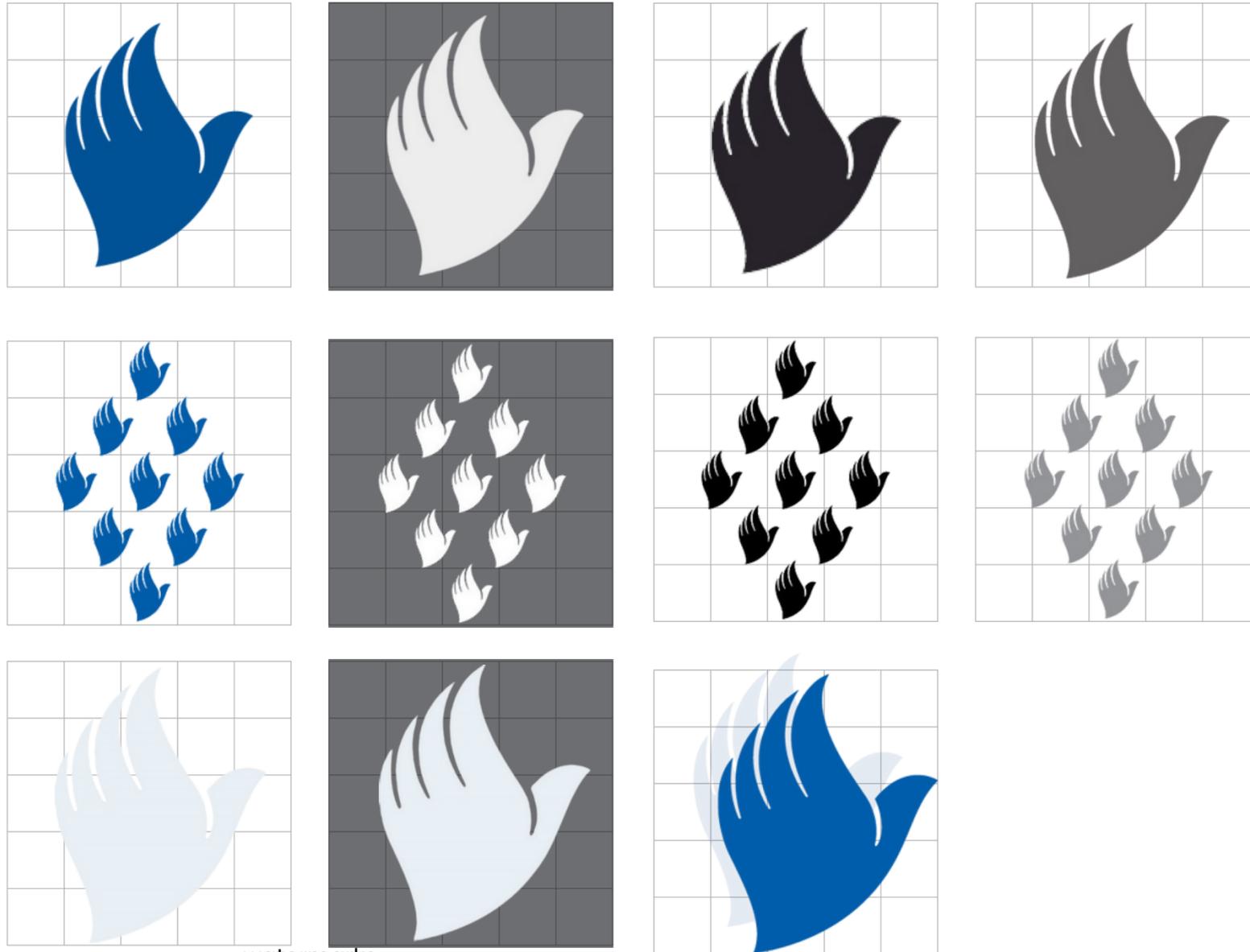


Please use this logo when referencing Sky Lakes Medical Center specifically. In cases where this logo does not have enough contrast, please use the black or white logo variation.



There are instances in which the logo should be black, white, or transparent for higher contrast against color backgrounds. Please use the variant logos in these instances.

# Logo Element



watermarks

## The hand/dove/Flame

Logo elements may be used separately from the official logo or logo variations. However, logo elements are never a substitute for the official logo and the official logo should be used when referencing Sky Lakes directly or for the first time.

When using the hand/dove/flame logo element, please only use it in the following variations: White, Black, Gray, Primary Blue, Secondary Blue, and Double. When using the logo element separately, it must never be obscured.

Please defer to the marketing department to approve logo element usage if not using the official logo.

Use the official watermark hand/dove/flame when implementing watermarks in designs. Please do not use the full logo or other element variations as a watermark.

# Logo Treatments

## Treatments

Do not stretch, apply filters, color altering affects, or use colors on the logo or logo elements outside of the prescribed color palette in this document.

Logos that are not the black and white variations must adhere to this color palette.

## Placement

Logo must be placed prominently on designs to ensure that it is recognizably associated with Sky Lakes.

For maximum impact and instant recognition, the logomark must not be crowded by other visual elements. Adequate white or negative space must be left around the logo so that its prominence is not compromised. Please do not stretch or distort the logos.

## Logo Color Palette, Values, and Composition

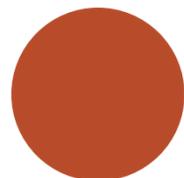


		
Spot/PMS	PMS 286	70% Black
Process/CMYK	100/66/0/2	0/0/0/70
Screen/RGB	0/93/171	109/111/113

# Official Color Palette

This color palette is used for Sky Lakes branding that is not the official logo.

This palette must be used complementary to existing Sky Lakes logos and logo variations and when creating official Sky Lakes content and collateral.

 Primary #005DAB	 Moss #1C957A	 Aqua #00A1AA	 Wheat #F5BC00
 Secondary #003866	 Forest #146755	 Sunkiss #E08A00	 Barn Red #B84C2A

Please use good judgement and refer to best design guidelines when using our official color palette. When in doubt, defer to the marketing team for design recommendations. Avoid using more than two high saturation colors in the same design.

**Preferred colors for external partner use:**

- **Primary #005DAB**
- **Secondary #003866**

# Typography

Official Sky Lakes font preferences on the website are Crimson Pro for headings and titles and Poppins for body text.

For other designs and platforms, please use the font that is most appropriate for the medium. Crimson pro is a serif font which is best for reading on print mediums. Poppins is a sans serif and best for reading on digital mediums.

Some fonts are not available on all creative platforms. When Crimson Pro isn't available please use Georgia Pro or Georgia. When using Crimson Pro and Poppins together, Crimson Pro should be at least four points (pts) larger than Poppins.

Do not use Crimson Pro and Georgia Pro in the same document or design.

Do not use all caps for either font in documents or designs unless approved by the marketing director to do so.

Please do not use logo fonts in documents or designs. These fonts are exclusive to the logo.

Crimson Pro 20 pt

**Crimson Pro Bold**

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu**

**Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

Poppins 20 pt

**Poppins Bold**

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu**

**Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

### Preferred Font Colors

Black

Primary Blue

White

Secondary Blue

# Imagery

## Corporate and Service

Corporate and service imagery must be high quality and clearly identifiable as relevant to Sky Lakes services, locations, or staff. Imagery should depict Sky Lakes as an accessible, welcoming, clean, and safe environment for patients, visitors, and employees. Staff and care environment should be recognizably associated with Sky Lakes or the medical field.



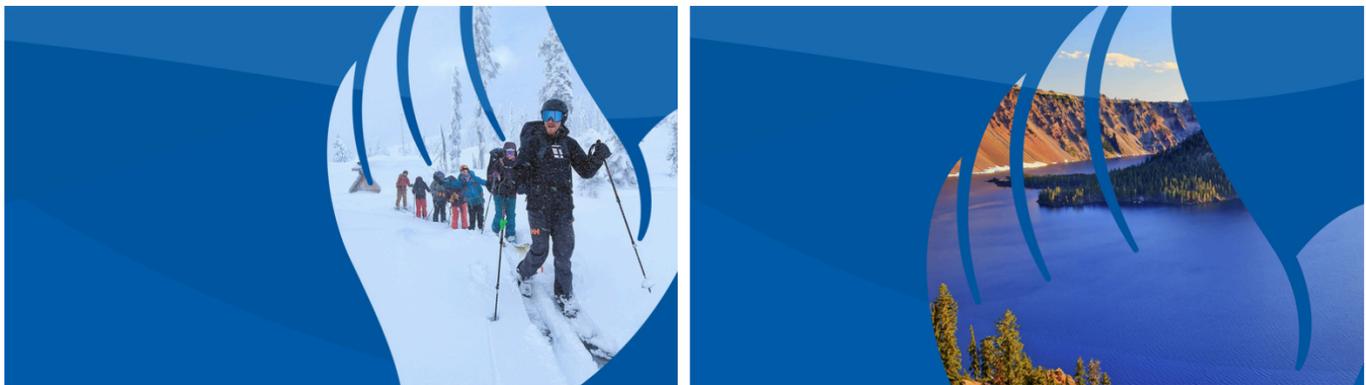
# Imagery

## Lifestyle and Community

Lifestyle and Community imagery should reinforce our commitment to community health and wellness and embrace the local active and outdoors lifestyle in the Basin. Imagery should also be a celebration of the local natural beauty.



# Design Elements



## Sky Lakes Swirl

In any instance where a solid color is used as a background to texts or images, use the Sky Lakes Swirl overlay. We have premade backgrounds in all of our palette colors to use ready for download.

## Round or faded borders

Our preferred image borders are rounded, faded, or both. Please refer to the images to the right for examples of use case.

## Hand/Dove/Flame frames

When using the hand/dove as a frame please reference the accompanied images for use case. The hand/dove must never be obscured enough that it is unrecognizable but the entire hand/dove does not need to be fully visible in the design.

# Iconography

These Icons are the only approved icons for our service lines and are in use on the Sky Lakes Website. If an icon is not accounted for or does not appropriately represent use, outside icons are acceptable if they closely match the feel and design of official icons.



# Privacy, HIPAA, and ethics

All photography and videography featuring Sky Lakes staff, patients, or patient families must have documented legal consent from photo/video subjects.

All photo and video must follow HIPAA and privacy laws.

All content made for the web must follow ADA laws.

When possible and important to patient experience, content should be available in English and Spanish languages.

# General Rules for Imagery and Likeness<sup>16</sup>

When mentioning staff, always omit their last name unless there is a specified exception. Staff names should be formatted as first name last initial, followed by any relevant credentials (i.e. Jane D., RN).

We do not allow patients or visitors to film or photograph employees. Sky Lakes staff may photograph themselves or each other with consent but may never include PHI, patients, or patient's families in these photographs.

Always check photo and video backgrounds for patient information and non-consenting subjects before recording, photographing, or publishing.

External agencies must have their own legal consent form separate from Sky Lakes and all subjects filmed or photographed by external agencies must complete a consent form for all parties. Vendors collecting content on site must always be accompanied by a member of the marketing and PR team.

Verbal or written agreement to be filmed or photographed is not consent for use. Subjects must be aware of the use case of the collected material before agreeing to be filmed or photographed.



# Contact

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