

Using the Fairview Logo

Please print this document and retain for future use. It should be noted that all the graphics for this document were scanned and placed. Computer screens cannot reproduce the exactness and complexity of our logo and font. What you may see on your computer screen should not be what you get when you print your project. If it is, it cannot be accepted as a legitimate replication of the logo. If you use one of the metafiles for your print project, you should get an exact replication of the logo (depending upon the quality of your printer). All logo types are stored in the directory in a metafile format, which is a type of graphics file compatible with Windows. If you need any other type of file, or if you want to obtain a color brochure with all the guidelines, please contact the Public Relations Department.

For additional information, please contact Helen Donnay at 612-672-6343 in marketing and public relations.

All materials that use the Fairview brand must be approved by marketing and public relations **before** production.

Conversion to the new graphic standards may take as long as 24 months.

Fairview Brand Guidelines

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

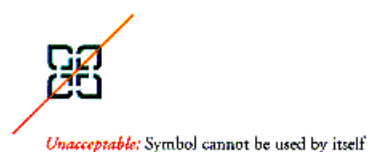
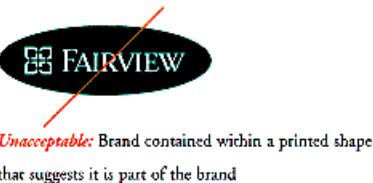
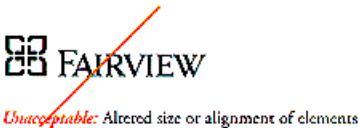


These two components, the symbol and the wordmark, must never be used separately—they are to function as a single unit.

The brand artwork is available in a variety of electronic formats, for either Macintosh or Windows applications, and in the form of traditional camera-ready stat sheets. Copies of the artwork can be obtained through Fairview marketing and public relations.

Unacceptable Uses

Unauthorized versions of the brand and other misuse places its legal protection at risk. The brand is meant to represent Fairview and its employees and must reflect our quality, and professionalism at all times. *Any alteration or variation of the brand, however small, is unacceptable.*



Brand Control Area

The Fairview brand is most powerful and effective when positioned away from other distracting elements. No other element should appear as though it is part of the Fairview brand. The only exception is for approved lock-up names which must also meet the requirements indicated in the identity lock-up section of this document.

Identity lock-ups

This new "lock-up" configuration is probably the biggest change to our identity. Previously, Fairview divisions could use their name in conjunction with the symbol. Now we will use the new Fairview brand as a single unifying element and position the name of a Fairview entity in a specified relationship with the brand called a "lock-up." Outside of this lock-up situation, names of entities can be treated in any acceptable or appropriate manner.

Artwork exists for all approved lock-ups, including all color combinations. For artwork and approvals please contact the marketing and public relations office.



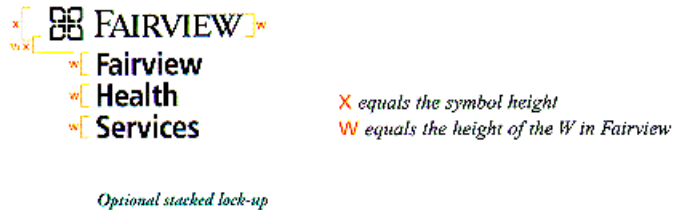
Preferred lock-up configuration



Optional horizontal lock-up

Optional Lock-ups

For special circumstances, when a greater emphasis on the Fairview brand is desired or when very tight space considerations are present, optional lock-up relationships are available. Advertising and signage are the only areas permitted exceptions to the preferred lock-up configuration. Contact marketing or public relations for more information.



Optional stacked lock-up

Stationery and forms for Fairview clinics currently follow other specific graphic standards. Clinic graphic standards may be converted further out in the schedule.

Stationery

Stationery has been designed and can be ordered through Fairview materials management. Redesign or modification of stationery items is prohibited. Special requests may be presented to Fairview marketing or public relations and will be approved at the discretion of the department head.

Acceptable Color Usage

Color is an important element of any brand. Not only does it help draw attention to the brand, it can also enhance the impression of certain qualities we wish the brand to reflect. Additionally, color has been found to be an important element for increasing brand retention. Consistent use of color will help people remember our brand.

The preferred color for the Fairview brand is Fairview teal. The only other approved colors for the brand are black and white.

To help unify the symbol and the wordmark, both elements **must** be reproduced using the same color.

The Fairview Family of Colors

Through a consistent use of color, we hope to add consistency and a family look to all of our communications materials.

Accurate color reproduction is an important element of the Fairview brand. For offset printing, Pantone inks and four-color process tints have been specified for each color. Refer to the current edition of the Pantone Color Formula Guide for accurate color representation.

For reproduction in other media such as plastics, paints, fabric colors for shirts, etc. use these Pantone colors for matching purposes. If a close match does not exist, a custom color may need to be created.

Primary Color Family

The primary palette consists of Fairview teal, Fairview blue and black.

Fairview Teal Use Pantone 3145, or 100C 0M 18.5Y 18.5K

Fairview Blue Use Pantone 300, or 100C 43M 0Y 0K

Black 100K

This family of bright colors complements the primary Fairview palette. Fairview green, Fairview red, Fairview purple, Fairview orange, and Fairview gold are recommended for use on marketing and communication items.

Fairview Green Use Pantone 369, or 65C 0M 100Y 8.5K

Fairview Red Use Pantone 675, or 18.5C 91M 0Y 0K

Fairview Purple Use Pantone 273, or 100C 94M 20Y 6K

Fairview Orange Use Pantone 166, or 0C 65M 100Y 0K

Fairview Gold Use Pantone 130, or 0C 27.5M 100Y 0K

Color Identity Lock-ups

While the Fairview brand must always be reproduced using Fairview teal, black, or white, the lock-up type can be reproduced using Fairview blue in addition to the teal, black, and white options. The intention is to help visually differentiate the name and brand.

Recommended Fairview Font

In addition to a brand, lock-up structure and color, the consistent use of typography helps to add unity to our communications materials. Adobe Frutiger has been chosen as the font we want to encourage people to use in headlines, subheads, etc., whenever possible and appropriate.

Adobe Frutiger font file (item #73 in the Adobe Type Catalog) can be ordered from Adobe Systems by calling 800-445-8787. Be sure to specify either Mac or Windows operating systems. With Windows, you will need to install Adobe Type Manager (ATM) to non-postscript printers.

Frutiger Light	ABCDEFGHIJKLMNO abcdefghijklmno
Light Italic	<i>ABCDEFGHIJKLMNO abcdefghijklmno</i>
Frutiger Roman	ABCDEFGHIJKLMNO abcdefghijklmno
Roman Italic	<i>ABCDEFGHIJKLMNO abcdefghijklmno</i>
Frutiger Bold	ABCDEFGHIJKLMNO abcdefghijklmno
Bold Italic	<i>ABCDEFGHIJKLMNO abcdefghijklmno</i>
Frutiger Black	ABCDEFGHIJKLMNO abcdefghijklmno
Black Italic	<i>ABCDEFGHIJKLMNO abcdefghijklmno</i>

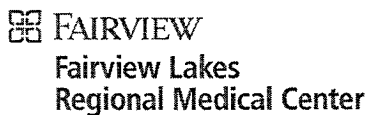
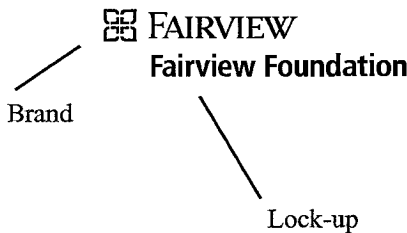
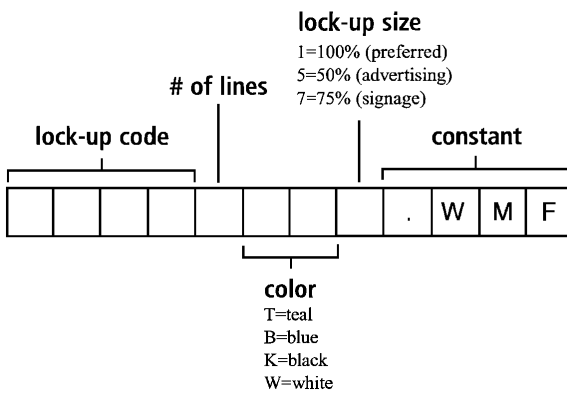
Address Specifications

When the address block is used in conjunction with the Fairview brand or Fairview brand and lock-up, align the address type vertically with the "F" in "Fairview" and keep all text outside of the brand control area.

For consistency, we recommend using the following fonts: Frutiger Bold for the department, program or executive name and Frutiger Light for address and phone numbers.



Identifying the Correct File to Use



IBM file names consist of a maximum of 8 digits + file name extension. This key provides a basic break down of Fairview Identity lock-ups in a metafile format. Metafile is the type of graphics file used for all the logos in the directory. Special files have to be obtained through the Public Relations Department.

Note: If both the brand and lock-up print the same color; the color code is only used once. (see first example) The Fairview brand stands apart from this particular naming scheme, indicating only name and color.

lock-up: Fairview Foundation
 # of lines: 1 line
 brand color: black
 lock-up color: black
 lock-up size: 100% (preferred)
 metafile suffix: .WMF
FILE NAME: FounlK1.WMF

lock-up: Fairview Lakes Regional Medical Center
 # of lines: 2 lines
 brand color: teal
 lock-up color: blue
 lock-up size: 100% (preferred)
 metafile suffix: .WMF
FILE NAME: LRMC2TB1.WMF

lock-up: Fairview Press
 # of lines: 1 line
 brand color: teal
 lock-up color: teal
 lock-up size: 50% (advertising)
 metafile suffix: .WMF
FILE NAME: PrsslT5.WMF

The table identifies each recognized lock-up and the code you need to look for in the filename.

Identity	Code
Fairview	FVBrnd
Fairview Behavioral Services	BHVS
Fairview Children's Services	CHSV
Fairview Ellsworth Clinic	ELWC
Fairview Foundation	FOUN
Fairview Health Services	HESV
Fairview Health Services Auxiliary	HSAX
Fairview Home and Community - Based Services	HCBS
Fairview Home Medical Equipment	HME
Fairview Lakes Regional Auxiliary	LRAX
Fairview Northland Regional Health Care	LRHC
Fairview Lakes Regional Medical Center	LRMC
Fairview Northland Regional Health Care	NRHC
Fairview Northland Regional Hospital	NRHp
Fairview Occupational Health Resources	OCHR
Fairview Pharmacy Services	PHRS
Fairview Physician Associates	PHYA
Fairview Press	PRSS
Fairview Recovery Services	RVSV
Fairview Red Wing Clinic	RWC
Fairview Red Wing Community Services	RWCS
Fairview Red Wing Downtown Clinic	RWDC
Fairview Red Wing Health Services	RWHS
Fairview Red Wing Home Health	RWHM
Fairview Red Wing Hospice	RWHC
Fairview Red Wing Hospital	RWHP
Fairview Red Wing Medical Center	RWMC
Fairview Red Wing Regional Home Health	RWHH
Fairview Red Wing Regional Hospice	RWRH
Fairview Red Wing Seminary Home	RWSH
Fairview Red Wing Seminary Plaza	RWSP
Fairview Regional Community Services	RCSV
Fairview Rehabilitation Services	RHSV
Fairview Ridges Hospital	RDHP
Seminary Home	SMHM
Seminary Plaza	SMPZ
Fairview Southdale Hospital	SOHP
Fairview Blood & Marrow Transplant Center	UBMT
Fairview - University Children's Hospital	UCHP
Fairview - University Health Care For Children	UHFC
Fairview - University Diagnostic Laboratories	UDL
Fairview - University Medical Center	UMDC
Fairview - University Transplant Services	UTSV
Fairview Zumbrotta Clinic	ZUMC