



KEVIN AKERS design + imagery

Abrazo Community Health Network

Abrazo is a highly respected, Arizona-based network of six coordinated hospitals as well as emergency centers, urgent/primary care facilities and specialty practices.

To better identify the Abrazo Community Health Network, brand innovation agency **PURE MOXIE** partnered with **KEVIN AKERS** to design and implement an extensive rebrand and corporate identity program that brought energy and organization to the healthcare enterprise.

Here is an insider's look into the process...

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**SCOTTSDALE
HEALTHCARE®**

World-Class Patient Care



Banner Good Samaritan
Medical Center



A well-planned corporate identity system always starts with a survey of the current marketplace of competitors.

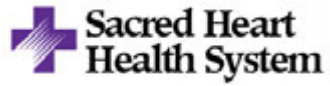
The branding team created the following healthcare logo matrix that would help pinpoint the exact spot where the new Abrazo identity would fit between the descriptive theme coordinates:

INNOVATION

PERSONAL

QUALITY

COMPASSION





Joe DiMaggio Children's Hospital



HEART HOSPITAL of NEW MEXICO



Methodist Children's Hospital



PHOENIX CHILDREN'S Hospital



Texas Children's Hospital



KAISER PERMANENTE



UCSF Benioff Children's Hospitals
Oakland | San Francisco



Seton Medical Center
Member of Daughters of Charity Health System



SCOTTSDALE HEALTHCARE

pediatrics



Shriners Hospitals for Children™



AbrazoHealth



ST. MARY'S HEALTH CARE SYSTEM



LubbockHeart HOSPITAL



SCOTTSDALE HEALTHCARE

Community Health



St. Jude Children's Research Hospital

ALSAC • Daisy Thomas, Founder



St. Vincent's HEALTH SYSTEM
stvhs.com



Lucile Packard Children's Hospital
Stanford

St. Joseph Health



CHILDREN'S HOSPITAL OF RICHMOND AT VCU



Arizona Pediatric CARDIOLOGY



Mercy Suburban Hospital
A member of Mercy Health System



Carondelet. Be well.
Carondelet Health Network



SIERRA VISTA REGIONAL MEDICAL CENTER



Scripps

A World of Healing



Preliminary studies focused on tone, concept and typographic hierarchy.



Consideration had to be given to how the logo would adapt to the various hospital descriptors, online usage and collateral.



Abrazo

Community Health Network



Green, orange and lavender ribbons work together in harmony to create a stylized “a” trademark.



Abrazo

Community Health Network



A protective umbrella arch device sits atop an Abrazo logotype with a distinctive “A” initial.



Abrazo
Community Health Network





ABRAZO

Community Health Network



Abrazo is the Spanish word for embrace, which is the inspiration for this symbol.





Abrazo™
Community Health Network



Abrazo™
Scottsdale Campus



Abrazo™
*Medical Group
Denaro*



Abrazo™
Arrowhead Campus



Abrazo™
Medical Group



Abrazo™
Maryvale Campus



Abrazo™
*Level 1
Trauma Center*



Abrazo™
West Campus



Abrazo™
Orthopedics



Abrazo™
Central Campus



Abrazo™
*Outpatient
Diabetes Center*



Abrazo™
*Arizona Heart
Hospital*



Abrazo™
*Wound Healing &
Hyperbaric Center*

The final family of identities for the
Abrazo Community Health Network.



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Embracing Your Heart

Abrazo is Where Cardio Innovation and Personal Care Come Together

ER CHECK-IN ONLINE.

Wait at home

Choose Your Time

Non-life threatening emergency? Wait for your ER appointment at home using our ER Check-In Online.

[ER Check-In Online](#)

Find A Physician

You don't need a doctor. You need the RIGHT doctor. [Find a Physician](#) (specialists & surgeons) or [Book an Appointment](#) with a primary care physician

Restoring Rhythm

A minimally invasive cardiac procedure strengthens Charles' heart and enables him to reclaim his life. [Click to Read About Charles' Journey](#)

Healing wounds

Abe Farah helps find the medical reason for chronic wounds and does whatever he can to heal patients. [Click to Read Abe's Story](#)

COLOR STANDARDS

The Abrazo logo consists of various gradations and should be printed in 4-color process (CMYK) with the type printed in PMS Cool Grey 10. Primary Palette gradations can be used in all advertising, signage, print material and marketing collateral. Secondary Palette or flat bright colors can be used when printing colors are limited or gradations are unsuitable. The Secondary Palette (Neutral) can be used alongside primary gradations or bright flat colors to support primary colors or create subdued backgrounds.

Abrazo Steel Grey works well with Blue, Abrazo Taupe works well with Red, Abrazo Beige and Oyster work well with Red, Blue or Green. The Secondary Palette (Neutral) may also be used as percentages of the solid colors for added flexibility.

The Pantone colors are shown here along with CMYK for full-color printing and RGB colors used in digital reproduction. When printing on uncoated paper stock the colors will have a different finish but use PMS coated samples as the sample to match. When specifying plastic, clothing or other material use PMS coated samples to visually match.

Abrazo Primary Palette



Red Gradation
M100, Y100 to M400, Y75, K40
HEX: #A020F0 to #330066
PMS 485 to PMS 483



Blue Gradation
C100, M12 to C100, M45, K18
HEX: #0085C0 to #00736F
PMS Process Blue to PMS 308



Green Gradation
C48, Y00 to C85, Y00, K27
HEX: #72BA20 to #098A00
PMS 368 to PMS 370



Abrazo Grey
PMS Cool Grey 10
CMYK: M2, K50
RGB: R43, G56, B90
HEX: #333333

Abrazo Secondary Palette (Bright)



Abrazo Red
PMS 483
CMYK: M100, Y100
RGB: R218, G41, B28
HEX: #D62728

Abrazo Secondary Palette (Neutral)



Abrazo Beige
PMS 487
CMYK: M15, Y34
RGB: R216, G193, B141
HEX: #D3B88D

5.

HOSPITALS & SERVICE LINES

The branding strategy behind the Abrazo identity is to strongly associate the Abrazo name with our network of hospitals and service lines, establishing a "Family-look" between all entities in the communities we serve. The hospitals and service line typography is more prominent in these identities for clear identification of the hospitals themselves and the health services provided by Abrazo.

Created within simple guidelines, future identities are easy to create. The Abrazo name should be type set in Chalef Book PS Bold. The hospital or service line descriptor is set in Chalef Book PS Italic. Type vendors may use different terminology for these fonts. Require them to visually match samples shown here. Confirm the proper use of "™" for each new identity.

Abrazo two-line identity



Abrazo three-line identity



TYPOGRAPHY USAGE

When creating identities for new hospitals or service lines it is important to maintain the uniformity of the program. All logo and color guidelines continue with these identity groups but a few additional typography standards will ensure consistency.

- Type always appears in Abrazo grey with full-color identity
- Never have more than 2 descriptor lines
- Descriptor lines are never longer than 2x length of "Abrazo"
- Never change or reduce proportions of descriptor type
- Second line of descriptor type aligns with baseline of logo

Spacing and sizing for creating a consistent look between Abrazo identities is critical. Follow the format shown here.

ABRAZO TAGLINE

The tagline, "Embracing Care. Embracing Tomorrow." should be used below the Abrazo identity with a red line as shown on all consumer facing advertising. To maximize its impact and to preserve its unique status, don't change the "logo lockups" (how it is positioned with our identity) shown here.



3.

A comprehensive identity guidelines brochure helps to insure consistent application and standardization throughout the organization.





To check out the full range of healthcare services offered by
Abrazo Community Health Network, check out:

www.abrazohealth.com

If you have a branding, packaging or collateral project
on the horizon please contact:

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or kevin@kevinakers.com

To learn more about Kevin's work,
visit www.kevinakers.com and <http://issuu.com/akers>