



Brand Story

Sun Health is an organization driven by passion – a passion to improve the wellbeing and quality of life for the communities we serve. We demonstrate this through our investment in Life Plan Communities, health and wellness programs, and the local community hospitals.

It's this comprehensive commitment to your wellbeing that distinguishes Sun Health, and it all begins with the heartfelt generosity of people like you who support Sun Health Foundation.

Personality Traits

BIG-HEARTED

Portrays the compassion and generosity of those who work for, continually donate to, and volunteer in the organization.

INVESTED

Reflects the organization's deep, 50+ year commitment to the community.

VIBRANT

Illustrates the energy and spirit that flows and flourishes throughout the organization.

THOROUGH

Speaks to the organization's focus and attention to detail.

PASSIONATE

Describes the organization's deep sense of purpose.

The Sun Health Family



SUN HEALTH WELLNESS offers evidence-based programs, classes, and services which include consultative and hands-on assistance to help individuals learn about and manage their health conditions and wellbeing to live the healthiest life imaginable.



SUN HEALTH COMMUNITIES offer lifestyle choices to ensure peace of mind through award-winning Life Plan Communities in three West Valley locations, along with a Life Care agreement and a premier Life Care At Home program for those that are enjoying their current residence.



SUN HEALTH FOUNDATION raises philanthropic support through individual contributions that help fund life-giving services and research at Banner Boswell Medical Center, Banner Del E. Webb Medical Center, and Banner Sun Health Research Institute, and support the Sun Health Wellness programs available to the community.



2 COLOR



1 COLOR - BLACK



1 COLOR ON DARK BACKGROUND



2 COLOR ON DARK BACKGROUND

The negative space surrounding our logo is important for maintaining the integrity of its details and legibility. The amount of space is relative to the height of the “H” from the logo, and should be used as a guideline as illustrated here.





DO NOT DISTORT OR STRETCH THE LOGO



DO NOT REARRANGE LOGO ELEMENTS



DO NOT USE THE LOGOTYPE WITHOUT THE SYMBOL



DO NOT USE OUTDATED LOGOS



DO NOT USE OFF-BRAND COLORS



DO NOT ADD DROP SHADOWS



DO NOT REMOVE ELEMENTS FROM THE LOGO



2 COLOR



1 COLOR - BLACK



1 COLOR ON DARK BACKGROUND



2 COLOR ON DARK BACKGROUND



GRANDVIEW TERRACE



LA LOMA VILLAGE



THE COLONNADE



SUN HEALTH AT HOME

2 COLOR



GRANDVIEW TERRACE



LA LOMA VILLAGE



THE COLONNADE



SUN HEALTH AT HOME

1 COLOR - BLACK



GRANDVIEW TERRACE



LA LOMA VILLAGE



THE COLONNADE



SUN HEALTH AT HOME

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LA LOMA VILLAGE



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Sun Health Blue
PANTONE 2378 C
C 88 M 70 Y 32 K 15
R 49 G 79 B 117
314F75



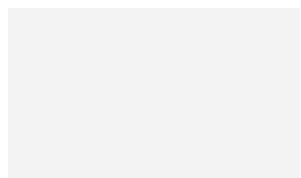
Sun Health Yellow
PANTONE 116 C
C 0 M 14 Y 100 K 0
R 242 G 216 B 71
F2D847



Secondary Blue
PANTONE 7698 C
C 84 M 43 Y 34 K 7
R 41 G 117 B 140
29758C



Accent Green
PANTONE 383 C
C 36 M 10 Y 100 K 0
R 178 G 193 B 42
B2C12A



Stone
PANTONE COOL GRAY 1 C
C 4 M 3 Y 3 K 0
R 240 G 240 B 240
F0F0F0



Adobe Clay
PANTONE 167 C
C 18 M 76 Y 98 K 6
R 196 G 91 B 44
C45B2C



Sky
PANTONE 628 C
C 30 M 0 Y 14 K 0
R 174 G 225 B 223
AEE1DF

Sun Health has several typefaces, used for different instances to align with the personality traits and tone of the brand. Think about the intended usage and audience of your communication to help determine which fonts work best.

D-Din Condensed Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

D-Din Condensed Regular is intended to be used for headlines or tight places where there might be a lot of information that is not body copy. For example, information on a business card, website navigation, community names, etc.

D-Din Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

D-Din Condensed Bold can also be used for headlines or tight places where there might be a lot of information that is not body copy. Use the bold version of this typeface when needed for readability or emphasis.

Aleo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aleo is always used for body copy. The minimum font size for body copy is 12 point to ensure your text is legible.

Black Jack

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

If your message is intended to evoke feelings of being “big-hearted” consider using the Black Jack script font for a headline or accent.

Praxis

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Praxis is only used in relation to business unit logos, FOUNDATION, WELLNESS, and COMMUNITIES and in relation to the descriptors with La Loma Village, The Colonnade, Grandview Terrace, and Sun Health At Home.

STACKED



SIDE BY SIDE





 **Sun Health®**
PO Box 6030
Sun City West, AZ 85376

14719 W. Grand Avenue, Surprise, AZ 85374
Mail: PO Box 6030, Sun City West, AZ 85376

(623) 832-5350
SunHealth.org

Jane Doe
Chief Financial Officer
Sun Health
(123) 456-7890 office
(123) 456-7890 cell
SunHealthFoundation.org

Facebook: [SunHealth](#)
Twitter: [@SunHealthAZ](#)





Front



Back

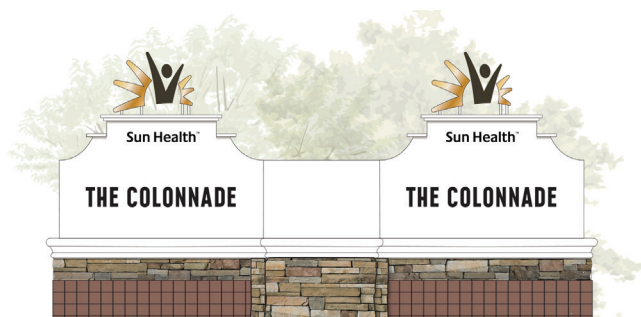
The logo mark is always positioned with Sun Health as opposed to the Community name. This creates brand awareness and equity for Sun Health. For entryway and building signage, use top-down emphasis on the name of the community and then Sun Health. For monument style signage, use top-down emphasis on Sun Health brand then the name of the community.



BUILDING SIGN



ENTRANCE SIGN

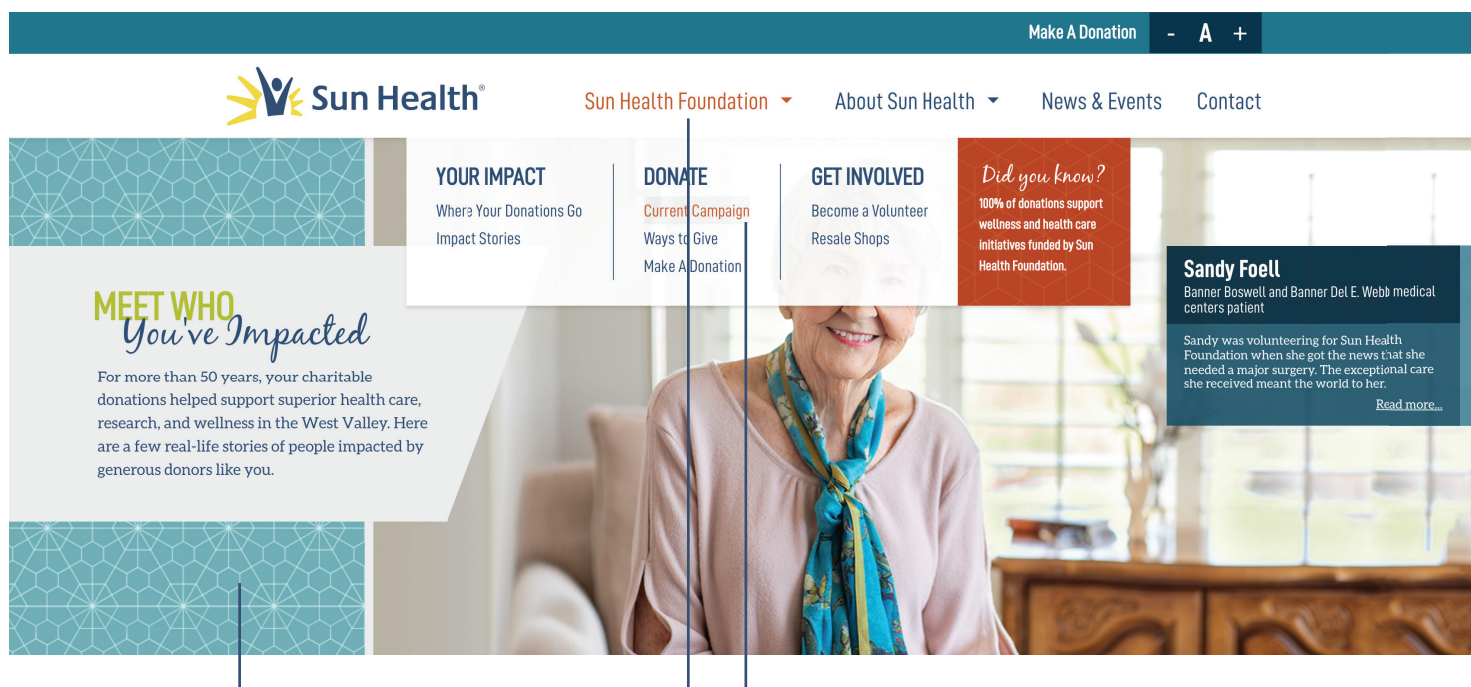


MONUMENT SIGN



ENTRANCE SIGN

HOMEPAGE ELEMENTS



The pattern on the left of the hero image will change out with the switching of the carousel image.

Hover states on the drop down navigation will be the rust color #C45B2D.

HOMEPAGE ELEMENTS



Photography style should have natural lighting and if used as a background element, needs to be light enough for copy to be read over it.

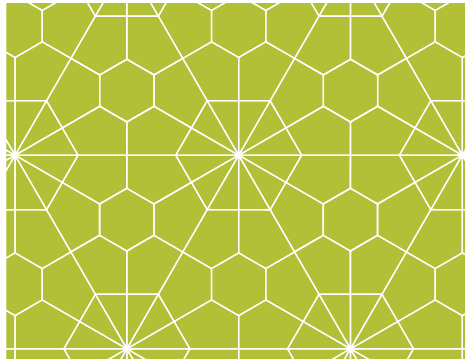
Headlines can be one of three colors, please use the SH blue, teal, or green.

Leaf design elements can be used without a background, or with a light background.

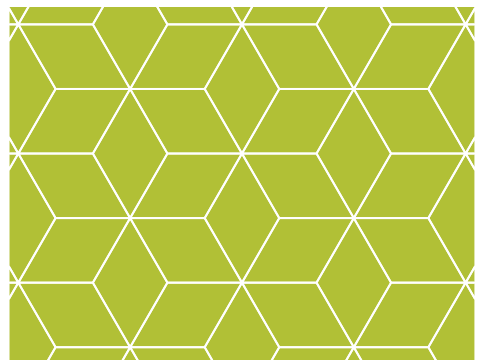
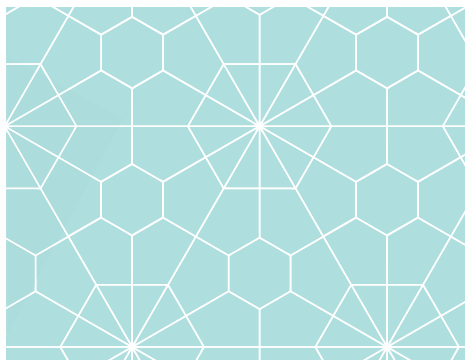
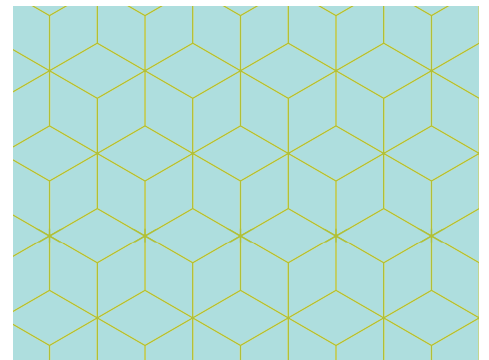
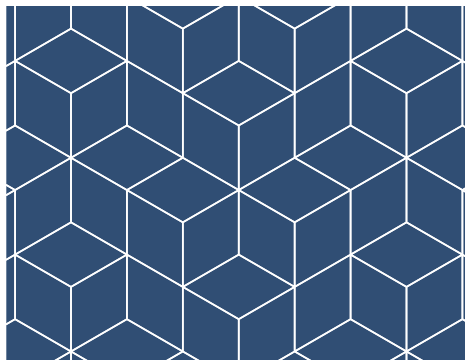
DESIGN ELEMENTS

Leaf design elements can have a white background, and can overlap sections to create a seamless experience as seen below.

3D patterns should be used less than the colored backgrounds on the right. But can be used behind photos or galleries, not ideal to use behind text.



Shown here are samples of several background patterns that can be used for the homepage hero section. Please do not repeat the pattern in the carousel.

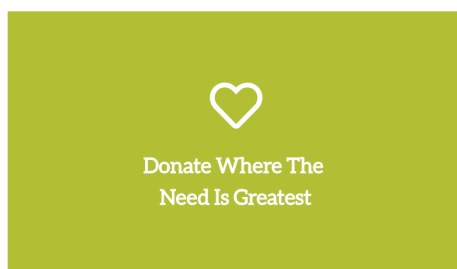


GENEROSITY FOR GENERATIONS CARDS

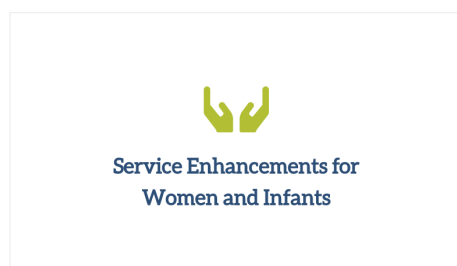
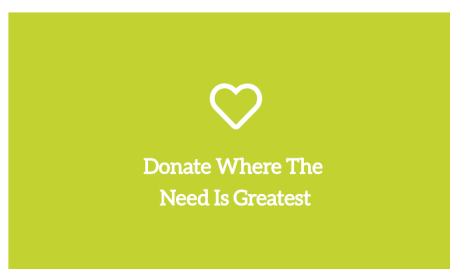
These call outs are part of the Generosity for Generations campaign. Each "card" should have an icon that depicts the name of the campaign, and the name of the campaign. Please do not use more than one icon per set on a page. Please choose from premade icons available in the library.



Normal States

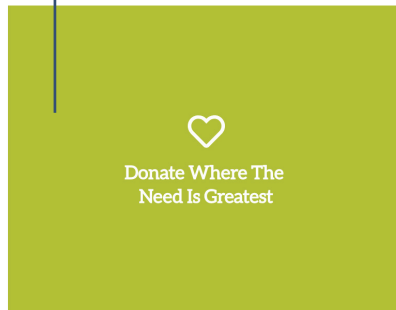


Hover States



CAMPAIGN CARD ELEMENTS

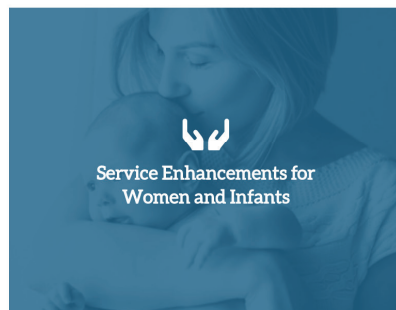
This component should always have this green square in top left.



Normal state for these sections is a black and white photo with a blue overlay, and white text & icon.



Hover state should be a full color photo, with white text and icon.

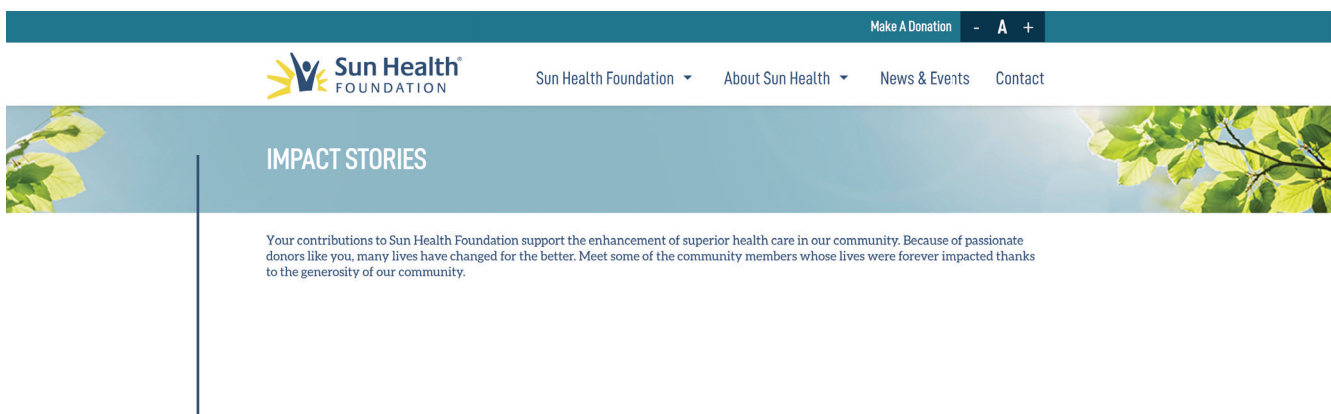


Please choose an icon from the SH icon library provided.

Please do not use the same icon more than once on a page.

INTERIOR PAGE HEADERS

There are two header page options to choose from. One style has a taller background image. This is used in cases where the page is text heavy to give it some visual interest. In this case the page header is written in the Blackjack font and overlayed on the tall background image. The second option is used when there are more visual elements on a page. In this case the page title is on top of the background image in D-DIN font.



Shorter background header image
with page title on top in D-DIN font.

IMPACT STORIES ELEMENTS

Resident photos should bleed all the way to the edges of the sections.

These should be in a grid format.
3 across.



Sandy Foell

Sandy was volunteering for Sun Health Foundation when she got the news that she needed a major surgery. The exceptional care she received meant the world to her.

[Read more](#)



Doris Westrack

At 84 years old, Doris was diagnosed with breast cancer. Having world-class services in her backyard helps her continue to tackle and treat her condition.

[Read more](#)



Shirley Frizell

When Shirley's husband Bill was diagnosed with dementia and started to lose independence, she leaned on Sun Health's Memory Care Navigator Program.

[Read more](#)



Sandra Forsey

When Sandra's mother's health started to decline, she had to figure out what to do next and where to turn. Luckily, she was discovered Sun Health's Memory Care Navigator Program.

[Read more](#)



Barbara Pigott

After Barbara's husband Dave passed away in 2016, she felt profoundly numb. When she needed someone to turn to, she discovered a grief support group offered by Sun Health.

[Read more](#)

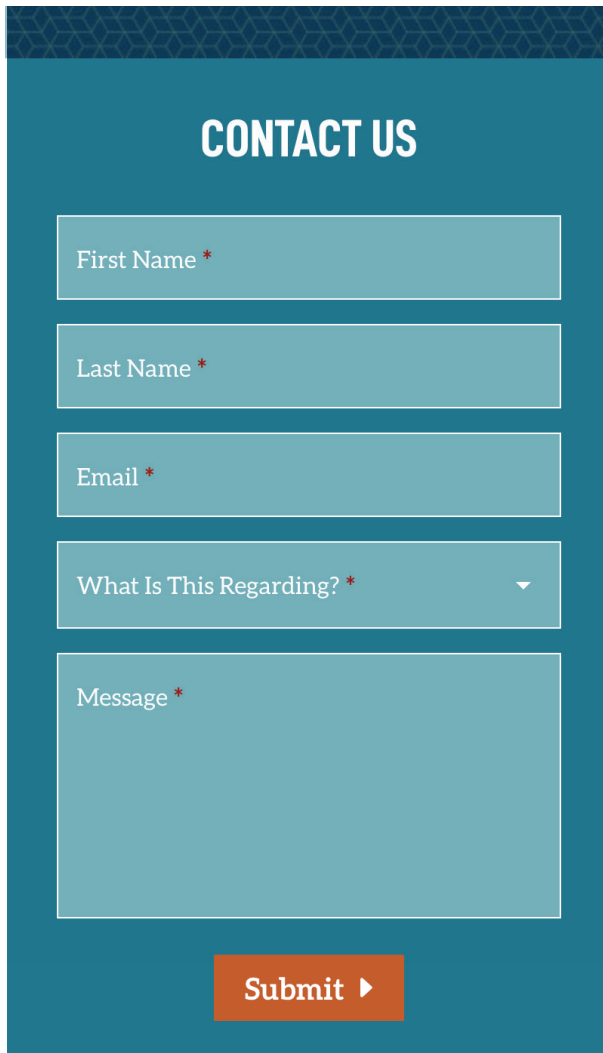


Don and Joyce Grover

After receiving care at Banner Boswell Medical Center, Don became increasingly anxious about his transition and healing back home. That's when Don and his wife Joyce found the Sun Health Care Transitions Program.

[Read more](#)

FORMS



CONTACT US

First Name *

Last Name *

Email *

What Is This Regarding? * ▼

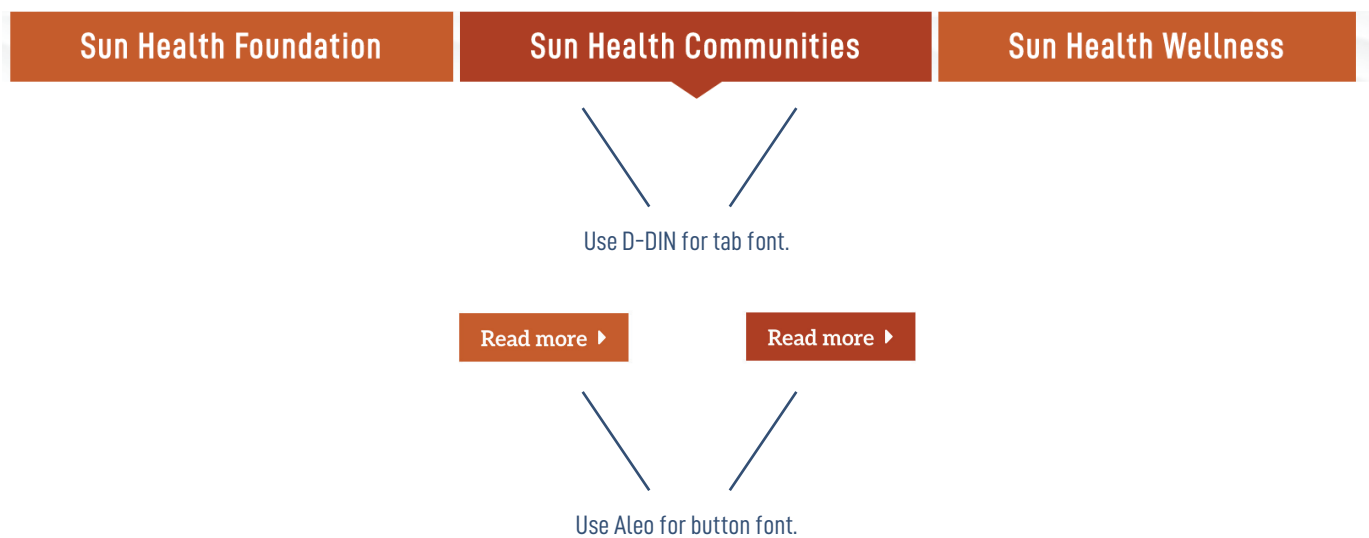
Message *

Submit ►

The dark blue patterned part of these forms should overlap into the header image area.

BUTTONS AND TABS

Static states and hover states of buttons and tabs. They are very similar, the hover state of the tabs is a darker version of the rust brand color.



Breadcrumbs should be light gray for previous page, and dark gray to indicate the page the user is on. The orange secondary breadcrumb should list the name of the previous page to indicate if the user went to the previous page, what page that would be..

Home > News & Events > Sun Health 2018 Gala

◀ Back to News & Events

NEWS & EVENTS PAGE

Featured articles are pinned to the top and highlighted in blue.



Our Vibrant Future: Generosity For Generations

Join Us For All Of The Excitement! Tuesday, December 4, 2018
Lakeview United Methodist Church 10298 W Thunderbird Blvd, Sun City Sun Health Foundation and Banner Boswell Medical Center invite you to the launch of the Generosity for Generations Campaign supporting the hospital's Emergency Department and Patient Care Transformation. Event Highlights: Hear about the profound [...]

[Read more ▶](#)

Sun Health's Diabetes Prevention Program Earns Full Recognition From CDC

Post date: 10/31/2018

SURPRISE, ARIZ., Oct. 30, 2018 - Sun Health's diabetes prevention course has earned "full recognition" from the Centers for Disease Control and Prevention (CDC), making it the first in-person National Diabetes Prevention Program (NDPP) in Arizona to receive this designation. "Our diabetes educators have helped hundreds of people reduce their risk of developing type 2 [...]"

[Read more ▶](#)

Be sure to have an appropriately sized and cropped image that fits the space provided.

Please keep titles to one line of text.

ARTICLE PAGE

SURPRISE, ARIZ., Sept. 27, 2018 – Shaelynn Faix feels like she has a new family at Banner Boswell Medical Center in Sun City, one that has her back.

It's a new feeling for the 20 something who works as a barista and a cafeteria cashier at the medical center. She grew up with a single mother who struggled with addiction. By the time she turned 15, Shaelynn was on her own, fending for herself.

With the support of coworkers and a scholarship from Sun Health Foundation, she's now on the road to becoming a nurse, a career she's dreamt about for years.

Be sure photo fits the space provided appropriately.



Shaelynn Faix, a barista at Banner Boswell Medical Center, is going to nursing school with help from Sun Health Foundation donors.

A \$2,000 nursing scholarship provided by Sun Health Foundation donors is helping her edge closer to that dream. She's in her third year of the Maricopa Community College District's Concurrent Enrollment Associate-Baccalaureate Nursing Programs offered at Glendale Community College in cooperation with Ottawa University.

"I've known I wanted to be a nurse since I was 13," she said. "But I didn't know how I could afford to go to school."

Please keep captions to less than three lines long.

She's not alone. Thanks to community support, [Sun Health Foundation](#) recently gave \$90,000 in scholarship funds to nurses and aspiring nurses at Banner Boswell and Banner Del E. Webb medical centers to help them achieve their educational goals. A total of 25 Banner Boswell employees, including Shaelynn, and 20 Banner Del E. Webb employees each received a \$2,000 scholarship.

A Scholarship Selection Committee, made up of nurses and non-nurses from both facilities, reviews the applications and determines the awardees. Sun Health Foundation hosts a reception to recognize the scholarship winners.

Shepherd of the Hills United Methodist Church in Sun City West has contributed to the nursing scholarship fund for more than a decade. "We're very proud to support our community members who are pursuing their dreams," said Rev. Dr. David L. Smith, pastor of the church.

Marketing Department

Ashley Durham

Multimedia Design Specialist

ashley.durham@sunhealth.org

Direct: (623) 832-7541