



Sun Health®

BRAND STANDARDS GUIDE

Empowering people to  
enjoy living longer.

# 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

## **VIBRANT**

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

## **BIG-HEARTED**

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

## **THOROUGH**

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

## **INVESTED**

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

## FOR LOGO USE



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



**Sun Health Gold**  
PANTONE 143 C  
C 0 M 27 Y 85 K 0  
R 241 G 181 B 71  
# F9BD46

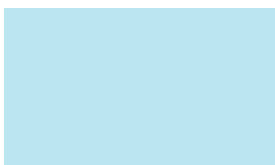
## COLOR PALETTE



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



**Teal**  
PANTONE 7698 C  
C 84 M 43 Y 34 K 0  
R 65 G 116 B 147  
# 29758C



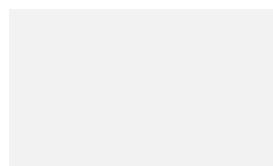
**Sky**  
PANTONE 628 C  
C 25 M 0 Y 4 K 0  
R 184 G 222 B 239  
# B8DEEF



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



**Sunset**  
PANTONE 7619 C  
C 1 M 80 Y 79 K 12  
R 184 G 77 B 58  
# D76C53



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

Sun Health uses color gradients to help add dimension and luminance to the design. The gradient should be radial with the lighter color coming from one of the corners.



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

**Teal**  
PANTONE 7698 C  
C 84 M 43 Y 34 K 0  
R 65 G 116 B 147  
# 29758C



**Sky**  
PANTONE 628 C  
C 25 M 0 Y 4 K 0  
R 184 G 222 B 239  
# B8DEEF

**White**  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
# FFFFFFFF



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 logo designs.

# THE SUN HEALTH FAMILY



SunHealth.org



SunHealthWellness.org



SunHealthCommunities.org



SunHealthFoundation.org

**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 who prefer to stay at home.

**Sun Health Foundation** raises philanthropic support that helps fund life-giving services at Banner Boswell Medical Center and Banner Del E. Webb Medical Center, and support the Sun Health Wellness programs available to the community.



SUN HEALTH AT HOME



GRANDVIEW TERRACE



LA LOMA VILLAGE



THE COLONNADE

## ORIENTATION AND COLOR OPTIONS

Logo variations should be selected with legibility in mind. There must be enough contrast between the logo and the background to maintain legibility. All logos, except the Community campuses, have a standard (horizontal) format and a stacked (vertical) format.



2 COLOR



2 COLOR ON DARK BACKGROUND

## COLOR OPTIONS

Logo variations should be selected with legibility in mind. Each logo must have enough contrast with the background to maintain its legibility.



2 COLOR



2 COLOR ON DARK BACKGROUND

## LOGO SPACING

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. This standard should be applied to all logos.



## LOGO INTEGRITY

The consistent appearance of all Sun Health logos is important for brand recognition. The examples below show the type of logo alterations that are not permitted.



DO NOT DISTORT OR STRETCH THE LOGO



DO NOT REARRANGE LOGO ELEMENTS



DO NOT REMOVE ELEMENTS OF THE LOGO



DO NOT USE OUTDATED LOGOS



DO NOT USE OFF-BRAND COLORS



DO NOT ADD DROP SHADOWS

Sun Health uses photography with natural lighting and happy individuals, 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 photo works best.

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## LIFESTYLE & STOCK PHOTOGRAPHY

Sun Health will use stock photography in some situations when appropriate. They should have natural lighting with smiling individuals enjoying the activity they are currently doing.





When lifestyle photography isn't appropriate Sun Health uses stock leaf imagery. Imagery should be bright with natural light shining in.

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STACKED



SIDE BY SIDE





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**Jane Doe**  
Marketing Manager  
**Sun Health**  
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 **Sun Health®**  
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Surprise, AZ 85374  
Facebook: [SunHealth](https://www.facebook.com/SunHealth)

**Jane Doe**  
Marketing Manager  
**Sun Health**  
T (123) 456-7890 | C (123) 456-7890  
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[SunHealth.org](http://SunHealth.org)  
Facebook: [SunHealth](https://www.facebook.com/SunHealth)

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

(623) 471-9550  
[SunHealth.org](http://SunHealth.org)



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

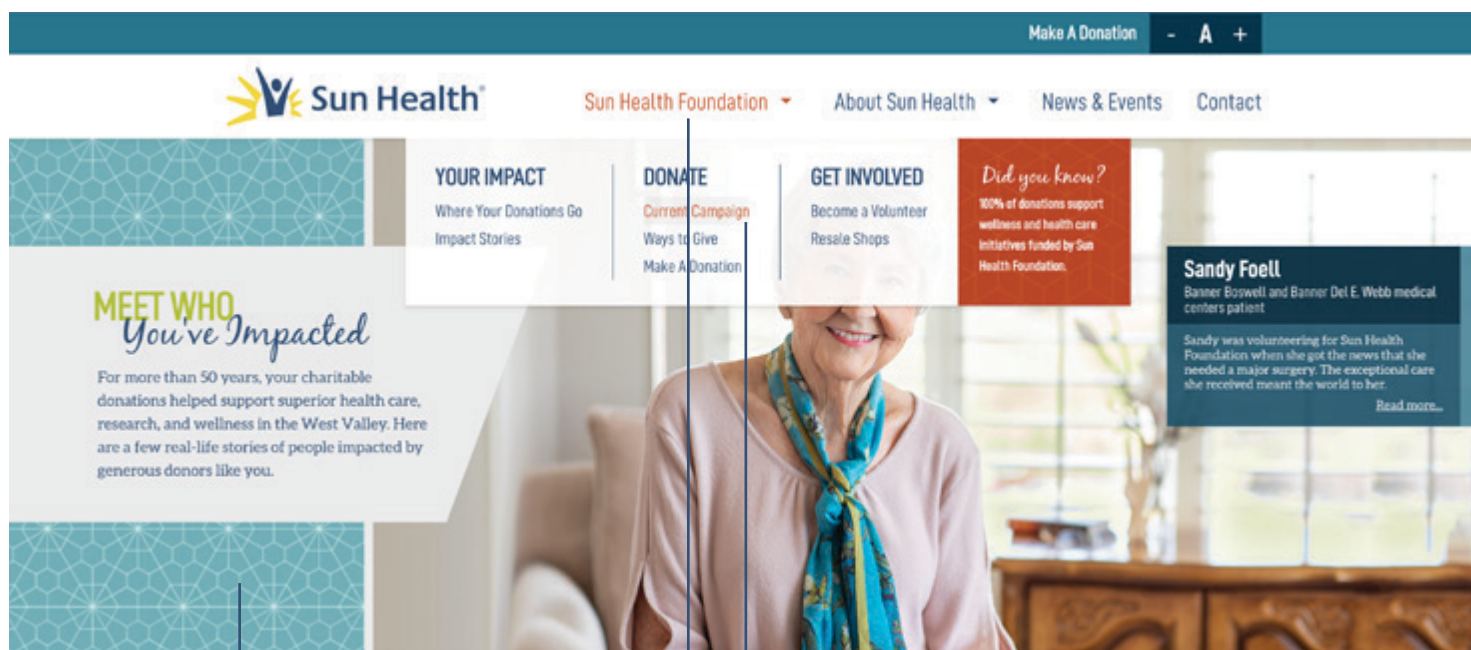


ENTRANCE SIGN



## HOMEPAGE ELEMENTS

## FOUNDATION



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

Hover states on the drop down navigation is the Sunset color.

## HOMEPAGE ELEMENTS

### COMMUNITIES



The hero area is a video showcasing activities at each community that automatically replays. It is set up with an angle crop at the bottom.

Drop down navigation elements are images with white text overlaid

CTA for Living Options and Communities dropdowns are the Sunset brand color and displayed across the bottom.



## HOMEPAGE ELEMENTS

## WELLNESS



Text changes with each slider and is a combination of the fonts Black Jack and D-Din Condensed Bold.

Sliders are set up to auto scroll but the user can also navigate using arrows on the right and left and the small circles at the bottom.

## 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 SH blue, teal, or green.

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

## WELLNESS & COMMUNITIES



Butterfly graphic animates in from the side on page load.

## INTERIOR PAGE HEADERS

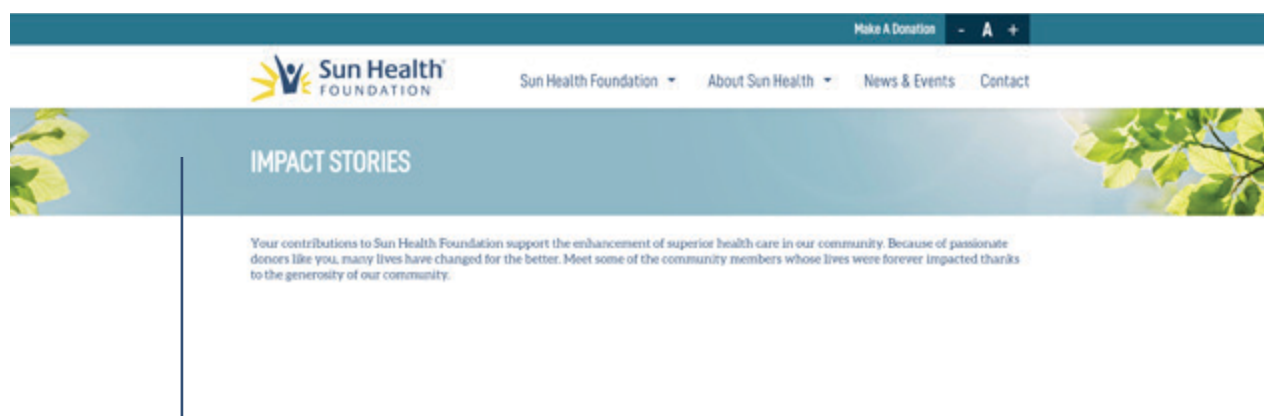
### FOUNDATION

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 overlaid 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.

#### OPTION 1



#### OPTION 2



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

## INTERIOR PAGE HEADERS

### COMMUNITIES

There are three header page options to choose from. One style has a taller background image, this is used for the main community pages. The second option is used for subpages within the communities. The third option is used everywhere else within the site.

#### OPTION 1



Taller background image with dark overlay.

Page title in the font D-Din Condensed with outline and subhead in the font Aleo Bold

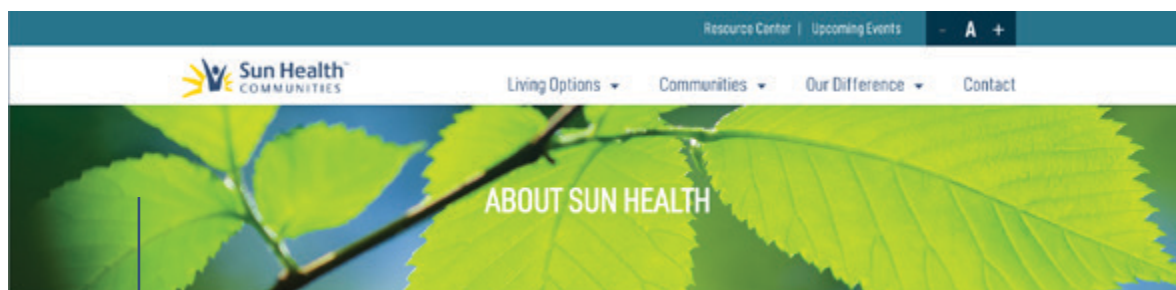
CTAs for interior pages in the font D-Din Condensed and "View Details" in the font Aleo Regular with relevant icon above. Higher transparency and white text on hover.

#### OPTION 2



Shorter background header image with dark overlay with page title on top in the font D-DIN Condensed Bold with outline.

#### OPTION 3



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



## INTERIOR PAGE HEADERS

### WELLNESS

There are two styles to choose from for the Wellness website. The first style is used for the majority of pages, it has a shorter background image and the header is written in the D-Din Condensed font with a white outline. A slight dark overlay can be added to the image for readability if needed. The second style is only for the Healthy Living Class pages. It has a taller background image with a class summary and duration information overlaid at the bottom.

#### OPTION 1

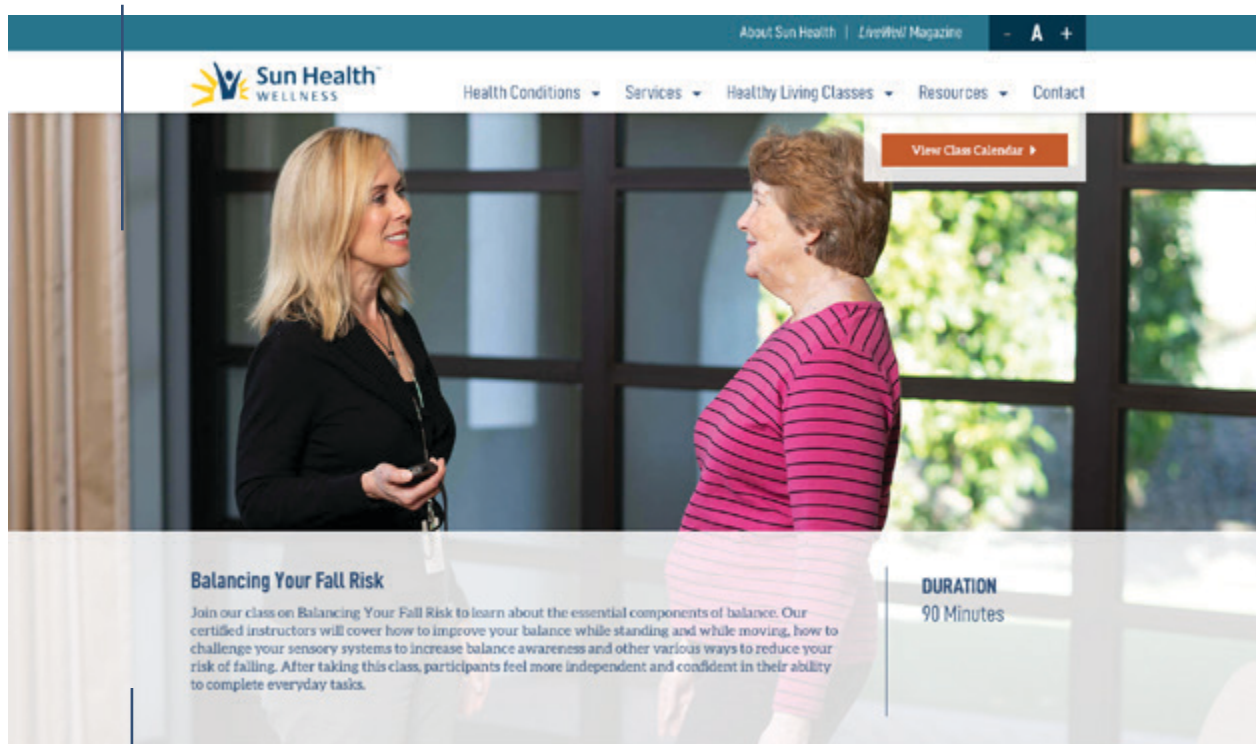
Shorter background image.

Page title in the font D-Din Condensed Bold with white outline. This can have slight dark overlay if needed.



#### OPTION 2

Taller background image.



Class summary and duration has transparent white background. Headers are set up in the font D-Din Condensed Bold and body copy is in the font Aleo Regular.

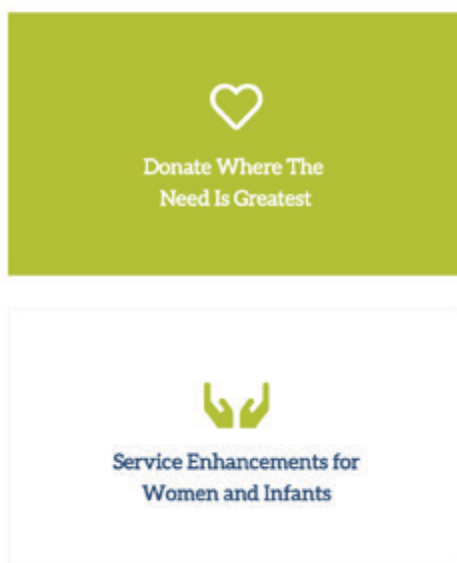
## GENEROSITY FOR GENERATIONS CARDS

### FOUNDATION

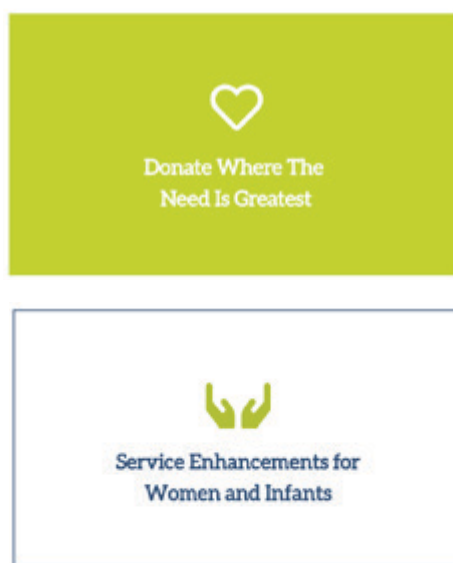
These call outs are part of the *Generosity for Generations* Campaign. Each “card” should have an icon that depicts the name of the campaign, and the name of the campaign. Please do not use more than one icon per set on a page. Please choose from premade icons available in the library.



Normal States



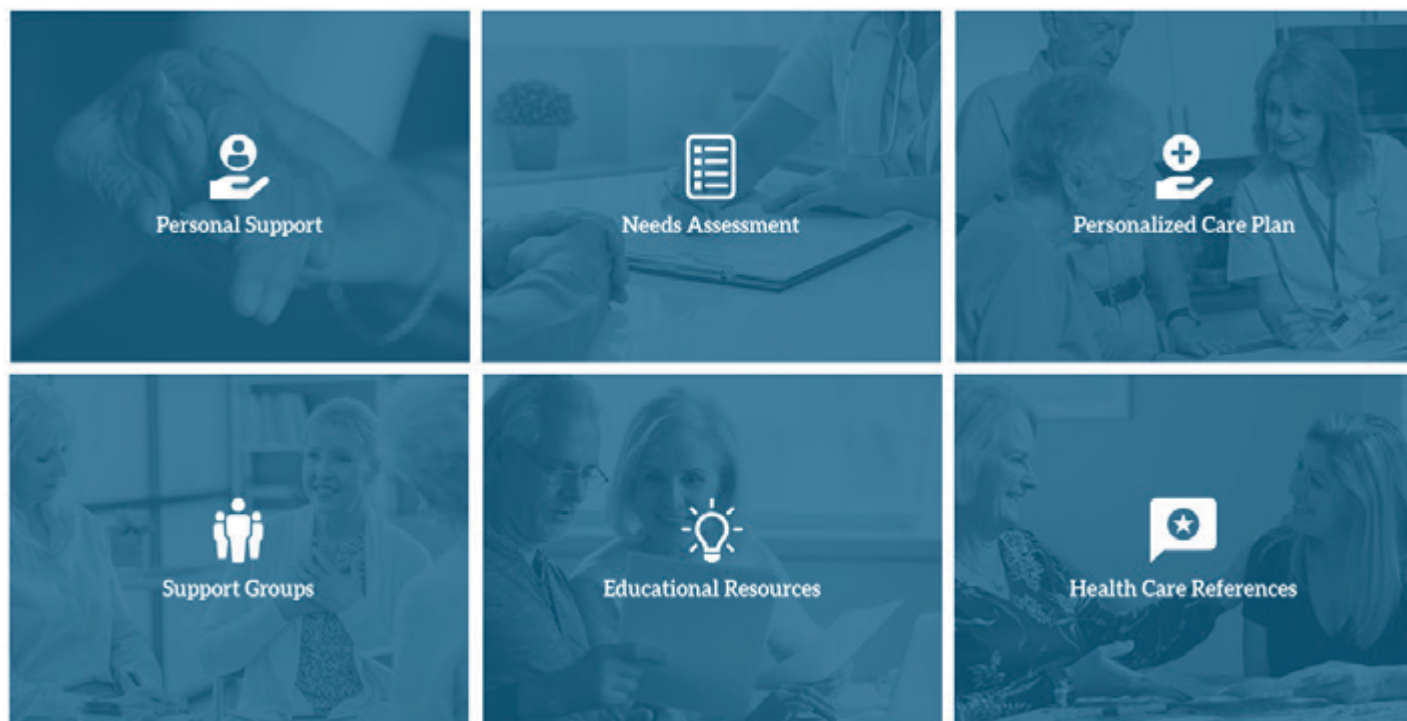
Hover States



## BENEFITS OF MEMORY CARE NAVIGATOR CARDS

### WELLNESS

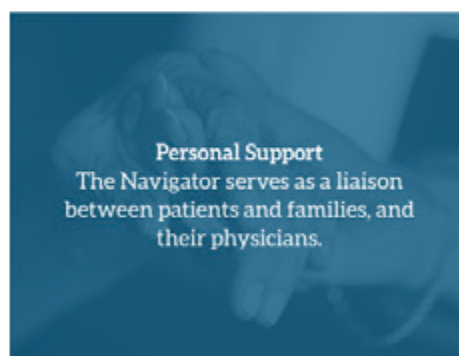
These call outs break down the benefits of the Memory Care Navigator. Each “card” should have an icon and background image that depicts the benefit. On hover, a description of the benefit should slide up and the icon should disappear.



Normal States



Hover States



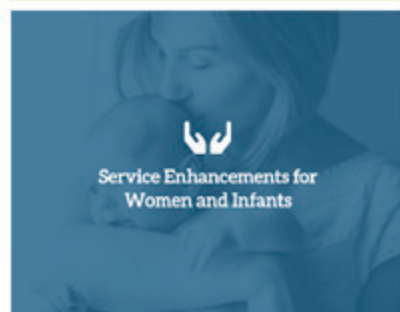
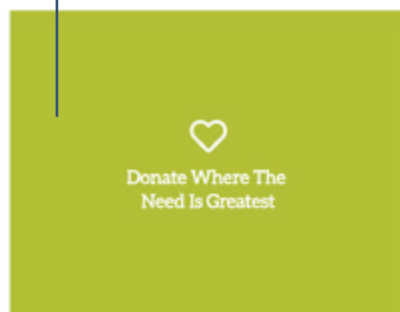
## CAMPAIGN CARD ELEMENTS

### FOUNDATION

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.



## COMMUNITIES CARDS

### COMMUNITIES

Community image behind dark overlay with community name and location in white. Same style as navigation drop down.

Community font is D-Din Condensed Bold with a white outline and location font is Aleo Regular.



Hover state has the dark overlay going away and the background image is full color.

## WELLNESS CALLOUT SECTIONS

### WELLNESS

Alternating layouts consisting of image on left with Teal background to the right and image on right with sky blue with pattern to the left.

Links to internal pages for each section can have 3 columns depending on number of links.



## List View

**Photo should be representation of class description.**

**Address links to Google maps location.**

**Class name, date and location are in the font D-Din  
Condensed Bold and the details are in Aleo Regular.**

### Calendar View

Past dates are in gray -  
and links are not active.

**Pop-up of class details and registration link will display when link is clicked.**

## 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.



## FORMS

## FOUNDATION

## CONTACT US

First Name \*

Last Name \*

Email \*

What Is This Regarding? \*

Message \*

Submit ▶

## WELLNESS

## CONTACT US

Questions or comments? Call us at:

**(623) 832-9355**

Or, fill out the form below.

First Name \*

Last Name \*

Email \*

Phone \*

Comments / Questions

Submit ▶

## COMMUNITIES

## Request Information

First Name \*

Last Name \*

Email \*

Phone \*

I Prefer To Be Contacted By:

☐ No Preference ☐ Phone ☐ Email

I'm Requesting Information For:

☐ Grandview Terrace ☐ La Loma Village

☐ The Colonnade ☐ Sun Health At Home

☐ General Inquiry

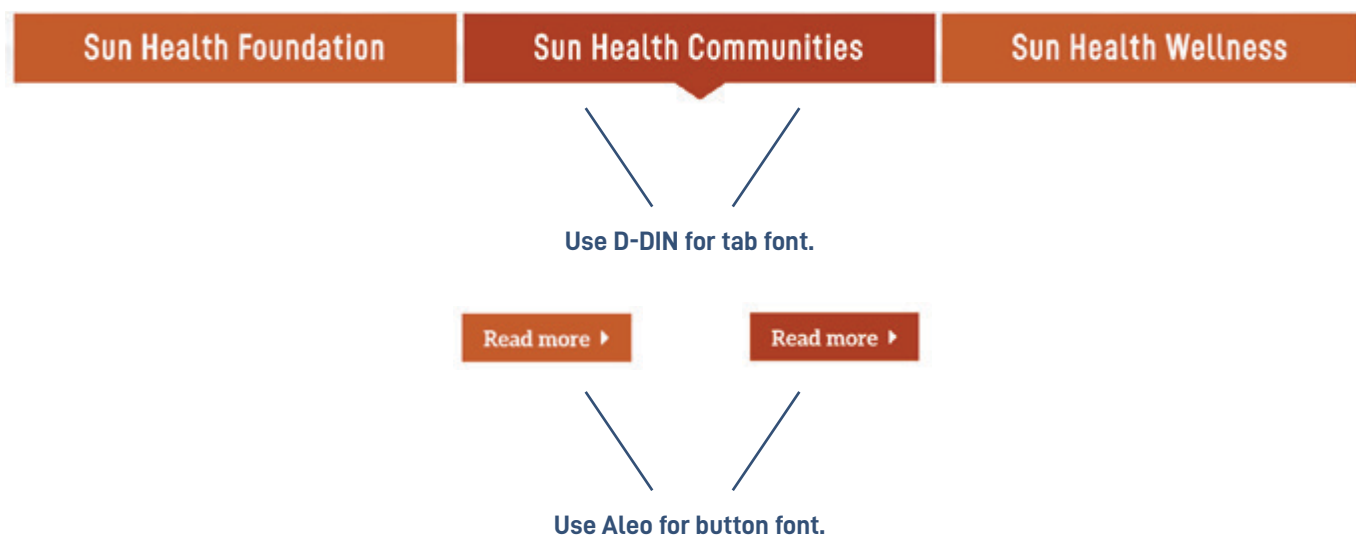
Comments / Questions

Submit ▶

The Communities website contact form is the only one set up with a white background

## 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 Sunset brand color.



Breadcrumbs should be light gray for previous page, and dark gray to indicate the page the user is on. The Sunset 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.






## NEWS & EVENTS PAGE

### FOUNDATION

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.

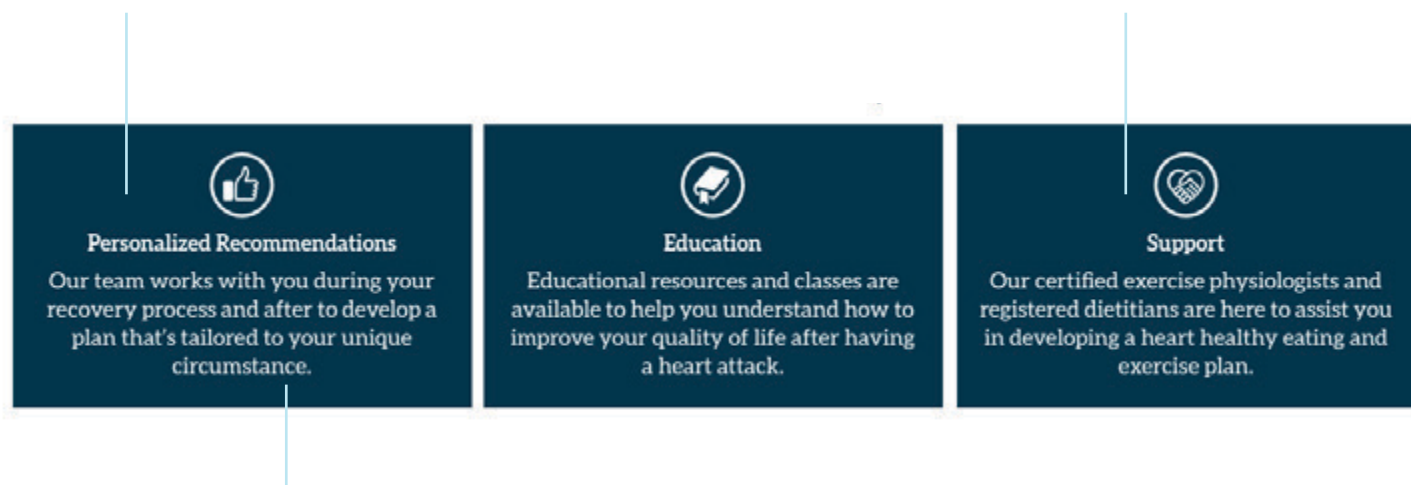
## CALLOUT CARDS

### WELLNESS

Some interior pages have three callout cards to highlight important information, some icons and headers repeat but the descriptions are unique to that page depending on what the topic is. Each “card” has an icon, header and a description.

Headline is in the font Aleo Bold.

Icons can be reused if it's the same headline.



Description is in the font Aleo Regular.



## 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  
no longer than three lines.

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

## LAYOUT OPTIONS

Headlines should be a mix of the fonts Black Jack and D-DIN Condensed Bold using different colors unless in white.

Main callout design option with diagonal side overlapping photo and pattern.

### Living Well TODAY AND TOMORROW

The amenities and services that make up our wellness offerings center around one simple philosophy: Ensure every resident's needs are met and expectations are surpassed. As a Masterpiece Living® community, diverse wellness offerings encourage successful aging by focusing on maintaining physical and mental health. Whether you take a stroll along the indoor walking track, relax at the spa, or work with a personal fitness instructor to design the perfect exercise plan, there's no shortage of ways to enhance your wellness journey.



#### HEALTH SERVICES WITHIN THE COMMUNITY

Our award-winning Health and Rehabilitation Center offers seamless health care services in one comfortable setting, with skilled and personable staff members dedicated to your care and wellbeing. Assisted living, memory support, skilled nursing and rehabilitation are available so you can receive the care you need all within the community you love. Our philosophy of person-centered care means that you'll always have a choice and a say in your health care, as well as in your day-to-day life, instead of being bound by a set schedule.

Main content area with gradient background in diagonal shape.

Patterns displayed in diagonal shape should have white line separator between photography.



## LAYOUT OPTIONS

Headline option to overlay over photo

# Resort-Style DINING FOR EVERY OCCASION

From quick bites to fine dining experiences, you'll enjoy culinary indulgence similar to what you would encounter at a five-star resort. Residents have the choice of casual dining, formal dining and outdoor dining venues. No matter what your taste buds are calling for, the diverse and dynamic menu options are sure to delight.

Guests and family are invited to share the dining experience with you. Two distinctly designed private dining rooms are available to reserve for birthdays, anniversaries and other special occasions.



## SATISFY YOUR HUNGER AT THE MARKETPLACE

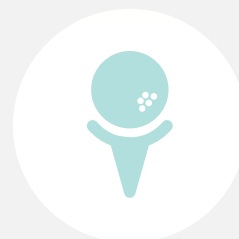
The open kitchen of The Marketplace is a prime destination for satisfaction when hunger strikes. Sit and enjoy pizza and flatbread fresh from the brick oven, or grab delicious bites while you're on the run at the grab-and-go convenience station. You can even meet friends for a cup of coffee and a sweet treat from the pastry case. The wide variety of offerings at The Marketplace make it a perfect destination for all sorts of culinary experiences.



Set patterns in diagonal shapes to intersect with solid colored shapes.

## DESIGN ELEMENTS

If icons are appropriate to use, they should be flat and simple with a welcoming feel.



Use isolated leaf and succulent art as elements on introductory and closing pages to add dimension



## DESIGN ELEMENTS

Bokeh backgrounds using Sun Health brand colors can be used to callout information.

## SUN HEALTH FOUNDATION

The Memory Care Navigator program is offered at no charge to the community thanks to the passionate and generous support from donors to Sun Health Foundation.



Isolated leaf imagery can be used on page layouts to frame typography and overlay on top of image.

As you began planning for your retirement, you likely did so with the assumption that you'd stay in your current home for as long as possible. After all, [a study by AARP](#) showed that 76 percent of adults 50 and older want to stay in their current home as they age. While many retirement communities offer resort-style living and a variety of amenities, many people opt to enjoy their retirement in the homes they know and love.

Of course, there is the cost factor. Perhaps you know from experience with your own parents and loved ones that aging can be quite expensive. In fact, an unexpected health event can lead to a hospital stay and a requirement of more in-depth care, depleting retirement savings in just a few years. If you're considering aging at home, planning for the "what if" costs of the future is important.

In this guide, we'll take a look at the real costs and financial considerations of choosing to age at home compared to other retirement options in order to help you make a decision about the next stage of your retirement. We'll also provide helpful information about the steps you can take today to make sure you have a plan in place for the future.

## MARKETING DEPARTMENT

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