

February 21, 2023

Brand guidelines



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Strategy

At the heart of our brand is an idea, expressed simply but powerfully, and then extended out to all the experiences and moments we create with our consumers. This strategy provides the framework for our brand's expression, it helps guide the choices we make as an organization, and it informs how we relate to each other. In the following page, we'll uncover the strategy that guides our new Intermountain Health brand.

Brand Plus

The Brand Plus contains all the key strategic components of our brand—and these, in turn, help inform our visual and verbal identity.

With our overarching brand idea as the foundation, we also have four unique pieces that support it: purpose, positioning, personality and values.

In the following pages, we'll look more closely at each of these elements to see how they help bring our brand to life.

Positioning: What makes us different; our unique place in the world and marketplace.

Internally-facing
A guide for innovation and product development

Mission

Helping people live the healthiest lives possible

Mission: Why we exist; the higher order benefit we bring to the world.

Externally-facing
A guide for culture and decision-making

Positioning

A community of health experts who partner with people to make innovative, accessible, and more affordable health possible, empowering everyone to live their healthiest life

Brand idea

Health for you,
with you

Values

Integrity
Trust
Equity
Excellence
Accountability
Mutual Respect

Personality: How we look and feel; the “behind the scenes” driver of our expression.

Internally-facing
The guardrails for our verbal and visual identity

Personality

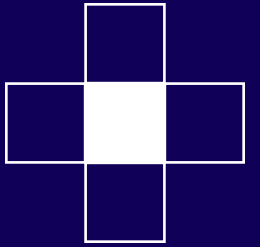
Warm
Real
Clearsighted
Courageous

Values: How we think and act; the behaviors that define our people and culture.

Employee-facing
A guide for recruitment, retention and culture-building

Brand idea

The brand idea* provides the framework for our brand's expression, it helps guide the choices we make as an organization, and it informs how we relate to each other.



Health for you, with you

Our focus

- Refocuses our mindset around health (the benefit), and includes healthcare (the process)
- Highlights our shift from a large respected healthcare system to a consumer-centric health enabler
- Extends beyond traditional healthcare to health and wellbeing

What we do

- The consumer-oriented element
- We empower and enable consumers along their health journey
- We bring respected medical expertise and personalized care to consumers
- Speaks to the collective “you” and the individual “you”

How we do it

- The caregiver-oriented element
- We partner with consumers along their health journey when they need guidance most
- We treat consumers as people, not as patients, showing them that we hear them and understand them
- We make the experience simpler, clearer, and more frictionless
- A major point of differentiation within our category

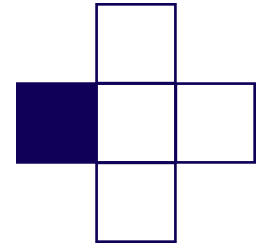
*Please note that the brand idea at the center of the brand plus is NOT a tagline and is not used externally. It is a piece of our strategic framework and is used to help us create a relevant, preferred brand experience.

Positioning

A community of health experts who partner with people to make innovative, accessible, and more affordable health possible, empowering everyone to live their healthiest life

What makes us different; our unique place in the world and marketplace.

Internally-facing A guide for innovation and product development



Emphasizes partnership, community, and medical expertise – three foundational elements that define how we sit above a traditional healthcare provider

Creates an undeniable commitment to three future-facing propositions that define how Intermountain will compete as a modern brand

Activates our mission as well as how the brand empowers people - a message that resonates across regional differences

Mission

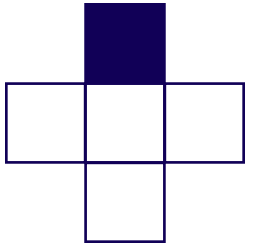
Helping people live
the healthiest lives possible[®]

Why we exist; the higher-order benefit we bring to the world.

Externally-facing A guide for culture and decision-making

We are people helping people and people helping communities

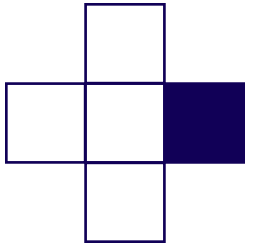
Our goal is to partner with people to make an impact, the ultimate impact: a healthy life



Values

How we think and act; the behaviors that define our people and culture.

Employee-facing A guide for recruitment, retention and culture-building

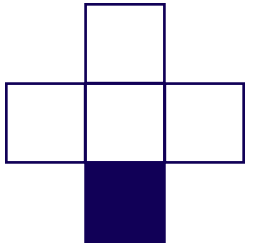


Integrity	We are principled, honest, and ethical, and we do the right thing for those we serve.
Trust	We count on and support one another individually and as team members.
Equity	Eliminate disparities and create opportunities for caregivers, patients, members, and communities to thrive.
Excellence	We perform at the highest level, always learning and looking for ways to improve
Accountability	We accept responsibility for our actions, attitudes, and health.
Mutual Respect	We embrace diversity and treat one another with dignity and empathy.

Personality attributes

How we look and feel; the “behind the scenes” driver of our expression.

Internally-facing The guardrails for our verbal and visual identity



<h2>Warm</h2>	<p>We are heartfelt, empathetic, and sincere</p> <p>We see and embrace others for who they are</p>	<p>Helps shift us from corporate to more compassionate – people for people</p>
<h2>Real</h2>	<p>We never put up a front</p> <p>We are transparent, vulnerable, and honest, which earns trust</p>	<p>Removes a historical category veneer to connect more deeply with others</p>
<h2>Clearsighted</h2>	<p>We have clarity of purpose and we create clarity for others</p> <p>People see every action we take and how it connects to the bigger picture</p>	<p>Positions us as a leader with a clear mission and vision for the future</p>
<h2>Courageous</h2>	<p>We are bold and ambitious</p> <p>We are determined to help people live their healthiest lives, whatever it takes</p>	<p>Defines us as a brand that takes confident action in support of the people and communities we serve</p>





Signature system

Our signature system visually communicates the organizing structure of our portfolio. We are a brand that empowers consumers and partners with them for their health.

For this reason, we've placed people at the center of our design, creating streamlined and cohesive visual treatments that help consumers and patients navigate our offerings in a clear and intuitive manner that addresses their needs.

Color, type treatment, and logo usage considerations are intentionally designed to tell our story, build brand equity, and create an easier, more accessible journey for our consumers and patients.

Signature System – Formatted

Core Brand			
Hero Brand	Children's Health tbd		
Emergency Health	EMERGENCY	AMBULANCE	Urgent Care Life Flight
Facilities <small>Hospitals, Medical Centers + Clinics</small>	Layton Hospital, Brighton Clinic, Homecare		Donors Todd and Annie Pedersen Tower
Specialty + Innovation <small>Specialty Health Institutes, Research + Dev</small>	 Cancer Care	 Behavioral Health	 Women's Health
Foundations + Groups	Programs, Initiations + Campaigns:   		
Digital Apps	Partnerships		

*These are just a few examples of how these will show up.

Signature system

Examples



Signature system

Examples



Voice

Our voice is how we sound. But just as important, it's how we engage in conversations and how we respond to situations in the moment. Voice brings our personality attributes to life through writing and speech, across communications of all kinds. It includes word choice, linguistic devices, sentence structure, and tone — all the hallmarks of strong, distinct language.

Voice

Principles

Our personality attributes are our voice principles. Each of these principles is further broken down into meaningful, actionable guidance for crafting on-brand copy.

Warm

Show how we care

Bring that *for you, with you* feeling into our communication

Real

Write like a human

Use natural, approachable phrasing, the way you would speak to a friend.

Clearsighted

Make it simple

Translate complex topics into communication that's short, sweet, and clear.

Courageous

Lead the way

Share the facts and speak with conviction – it's what good leaders and caregivers do.

Voice

Show how we care

The way we communicate mirrors the experience (and care) we provide, whether that's serving our patients and community, or supporting our people and partners. Whoever we're addressing, aim to convey that *for you, with you* feeling, like a warm conversation: personal, empathetic, and focused on what matters most to that audience.

Sounds...

- Warm
- Personal
- Invested

Not...

- Overly emotional
- Presumptuous
- Overbearing

Tactics

Use personal pronouns that convey a sense of togetherness (you, we, us). Seek to focus more on the you (the audience, whether it's internal or external) vs. the us (the organization)

Like this (all about you): *"Grow your career, find your people, and make a difference when you join the Intermountain team. We can't wait to care together."*

Not this (all about us): *"Intermountain Healthcare is hiring experienced, highly-qualified staff members. Applications should be submitted for review using the form below."*

Write with empathy — show how we understand and meet our audience's needs, without assuming too much or being too sentimental.

Like this: *"Finding time for an appointment can be a juggling act."*

Not this (assumes too much): *"We know you're busy juggling work, the kids, and chores."*

Not this (tells, without showing): *"We understand your needs."*

We're deeply invested in our patients' overall health — for the long term. We demonstrate this care in a few ways: acknowledging that each patient's story and goals are unique; drawing connections between actions taken today (e.g., preventative screenings) and patients' health in the future; and emphasizing our commitment to be there every step of the way.

Ask yourself:

Why does this audience care about this topic, update, or message? To them, what matters most?

What might the person reading this be feeling right now? What other questions or concerns might come to mind for them that could be addressed? What barriers might they face to acting on this information?

How can we show that we're on this health journey with them, and for them?

Voice

Write like a human

To sound like the people we are (not corporate robots) we bring learnings from how we speak every day into our communication. Strike a balance of professionalism and friendliness, use natural phrasing, and identify moments to share a smile.

Sounds...

- Real
- Human
- Approachable

Not...

- Too familiar
- Unprofessional
- Casual

Tactics

Our goal is to sound like professionals who are people, too — friendly, but not overly familiar.

Like this: *“It’s time for your annual physical! We look forward to seeing you soon.”*

Not this (too familiar): *“Did you miss us? Time to come in for your annual physical.”*

Not this (too robotic): *“Jane Doe is overdue for an annual physical. Schedule now.”*

Speak to people as people. No matter who they are or what the situation is, use approachable language that acknowledges our humanity on both sides.

Like this: *“We all need extra emotional support sometimes. If you need to talk to someone, we’re always here for you. Call our Behavioral Health Hotline today—it’s totally free.”*

Not this (not human): *“Behavioral Health counselors are available to consult with individuals suffering from behavioral health complications through our phone line.”*

Not this (too corporate): *“All Intermountain Health employees have the ability to utilize our Behavioral Health phone line if required during their employment.”*

Use “five-dollar words” (abstract, multi-syllable words, like “transformation”) sparingly. When we string too many of these together, we risk creating corporate word soup. (We wouldn’t say “we’re championing healthcare delivery innovation across an expanding regional footprint” out loud, right?)

Infuse a little lightheartedness to share a smile when the moment is right. (Consider contexts like patient resource blogs, a campaign for handwashing, microcopy, or internal comms — never distracting from crucial information and never in serious contexts.)

Like this (as a sub header for pediatrics): *“Expert care for our littlest patients”*

Ask yourself:

How would I say this out loud, to a friend or coworker?

Voice

Make it simple

The things we deal with every day are complicated — we use our expertise to simplify and make next steps clear for our audiences. Our writing is concise, easy to understand, and includes relevant examples.

Sounds...

- Clear-sighted
- Concise
- Logical

Not...

- All-knowing
- Snappy
- Overwhelming

Tactics

Aim to write at a 6th grade reading level, per the AAFP's guidance. That means using short, concise sentences, simple words, frequent line breaks, and relevant examples.

Like this: *"Type 2 diabetes is the most common form of diabetes. It means your body doesn't use insulin (a naturally occurring hormone that balances blood sugar) the way it needs to."*

Not this: *"Type 2 diabetes refers to a condition that is the most common form of diabetes amongst patients residing in the US, during which one's body fails to produce adequate levels of insulin required for optimal regulation of the amount of glucose in the blood."*

Prioritize and summarize. Order information from broadest to most specific, so people get the main takeaway immediately and can dig further for details as desired. Provide frequent summaries and define medical terms using everyday language.

Like this: *"Our brand is changing—and we think you're going to love what's new. As part of our care team, here's what you need to know..."*

Not this: *"The Intermountain Health brand is currently implementing a comprehensive evolution, starting with in-depth analysis factoring in the perceptions, opinions, and ratings of individuals aged 18 - 65 living across a representative sample of five counties in our primary service area...."*

Provide concrete examples to help things click for our reader.

Like this: *"Small daily actions — like wearing sunscreen or exercising for 20 minutes — can have a huge health impact."*

Ask yourself:

What's the #1 thing someone should know after reading this?

What are the basic building blocks of this topic? How can I help my reader assemble them, one by one?

Voice

Lead the way

We are leaders in the healthcare space, and that means our audiences look to us for guidance, direction, and facts they can trust. It's our duty to be direct, confident, and reliable in our communication; we avoid shock-value, keep a laser focus on health and care, and own our role as a source of truth.

Sounds...

- Courageous
- Inspiring
- Confident

Not...

- Outrageous
- Unrealistic
- Brash

Tactics

Our bold statements focus on the action we're taking, the benefit we're creating for our communities, and our vision of what could be. We acknowledge problems and challenges, but we avoid pessimistic takes that rely solely on shock value and don't move the conversation forward.

Like this: *"Healthcare should be more affordable and accessible for everyone. We're working to make it that way."*

Not this: *"Let's face it: healthcare is awful right now."*

Avoid hedge words (just, seems, might, perhaps) and bloated phrasing, which dilute meaning and make us sound unsure. Opt for active voice over passive voice and avoid "be verbs" where possible.

Like this: *"We strongly recommend that our team members get a flu shot this winter"*

Not this: *"It is our best practice to recommend all employees get a flu shot this winter"*

Ask yourself:

Does this sound like something an inspiring, direct, and visionary leader would say?

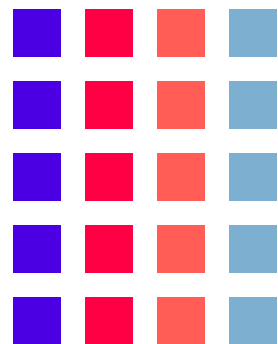
Voice

Dialing principles based on context

Using voice principles

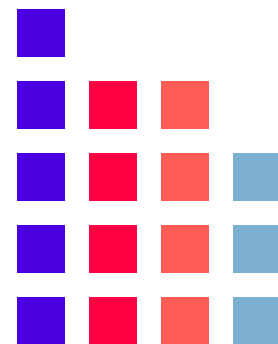
Intermountain's voice is constantly at play in our communication. However, sometimes we need to dial our approach up and down depending on the channel, moment, or situation. At times, we are free to infuse more personality (a positive announcement to employees) — but at others, we take a more serious tone. Always be contextually-aware and use your best judgment.

-  Show how we care
-  Write like a human
-  Make it simple
-  Lead the way



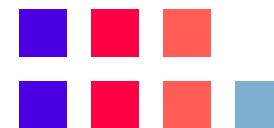
Everyday social media
Everyday brand marketing
Internal communications

We don't have to be serious all the time to be taken seriously. Make those human, colloquial references. Sound like a health organization people want to befriend.



Health education content
Most B2B content

We can still infuse personality, but adapt it to the context and subject matter. Education on annual physicals should sound different than education on early cancer detection.



When the situation is serious (an apology, an acknowledgment, a health concern)

Be a conscientious leader; still communicate in a way that's on-voice, but keep it professional.

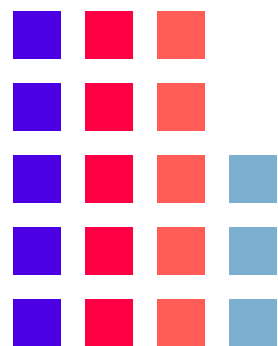
Voice

Dialing principles based on audience

Using voice principles

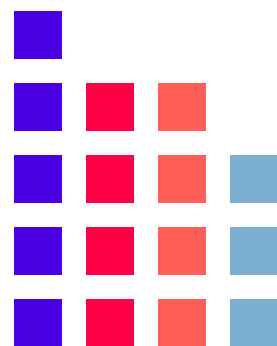
Intermountain's voice is constantly at play in our communication. However, sometimes we need to dial our approach up and down depending on the audience. With consumers, for example, we want to be especially human, simple, and caring. With partners, we might take more of a stand, rallying others to our mission. Always be audience-aware and use your best judgment.

-  Show how we care
-  Write like a human
-  Make it simple
-  Lead the way



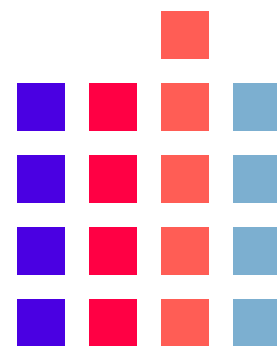
Consumers

Write in a way that helps consumers, at all levels, understand and connect with us.



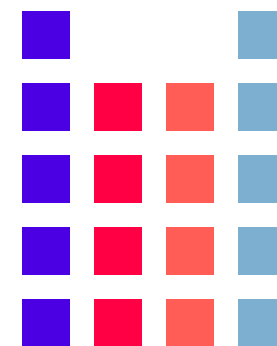
Caregivers

Show employees how we care for them and their wellbeing.



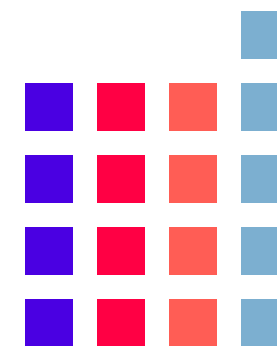
Donors

Make it seamless for donors to understand how their dollars create impact.



Community Leaders

Demonstrate how we care for local communities—taking a stand where and when it matters.



Partners

Rally bold, like-minded individuals and organizations to our collective mission/vision.

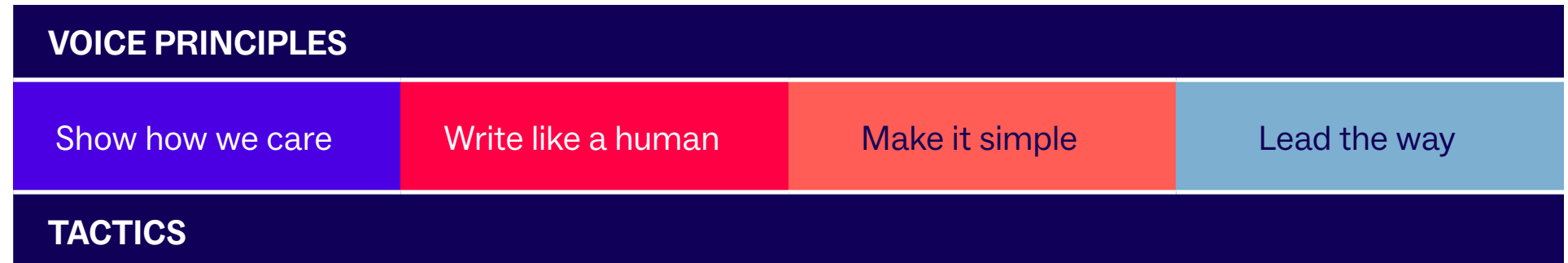
Voice

Dialing tactics

Using tactics

Some of our writing tactics should always be used, regardless of the situation or audience (see previous page). However, others should be used with more caution, and shouldn't be used in situations that need to be more conservative, serious, or professional.

In the chart below, tactics that are always on are in cobalt and bold. Tactics to be more careful and discerning with are dark blue and regular weight.



Use personal pronouns that convey a sense of togetherness (you, we, us). Seek to focus more on the you (the audience, whether it's internal or external) vs. the us (our brand).

Write with empathy — show how we understand and meet our audience's needs, without assuming too much.

Demonstrate our investment to patients' overall health in a few ways: acknowledging that each patient's story and goals are unique; drawing connections between actions taken today and patients' health in the future; **and emphasizing our commitment to be there every step of the way.**

Aim for professional friendliness that's not overly familiar.

Use "five-dollar words" (abstract, multi-syllable words, like "transformation" or "innovation") sparingly; try to limit to one per sentence.

Infuse a little lightheartedness to share a smile when the moment is right.

Use short sentences, simple words, and frequent line breaks. Aim for a 6th grade reading level.

Prioritize and summarize. Order information from broadest to most specific, so people get the main takeaway immediately and can dig further for details as desired.

Provide concrete examples to help things click for our reader.

Use bold statements that focus on the action we're taking, the benefit we're creating for our communities, and our vision of what could be.

Acknowledge problems and challenges, but avoid pessimistic takes that rely solely on shock value and don't move the conversation forward.

Avoid hedge words (just, seems, might, perhaps) and bloated phrasing, which dilute meaning and make us sound unsure.

Opt for active voice over passive voice and avoid "be verbs" where possible.

Visual identity

Our visual identity is a bright, expressive extension of our brand strategy. It's how we literally mark moments as being unique to Intermountain Health—but more importantly, it shows the world that we are committed to doing things differently. Our visual identity system encompasses a number of tools, systems, and elements, each with a unique role to play. In the end, every piece works together to create a sense of balance but also disruption. With our new visual identity, we show our consumers that we care about creating health with them.

Visual identity

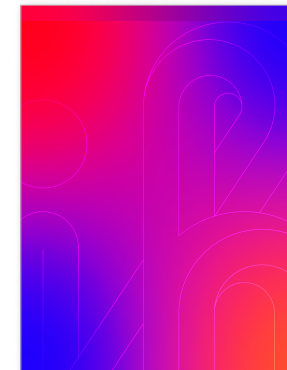
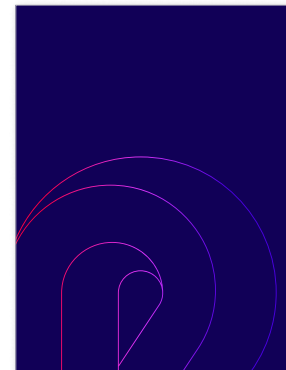
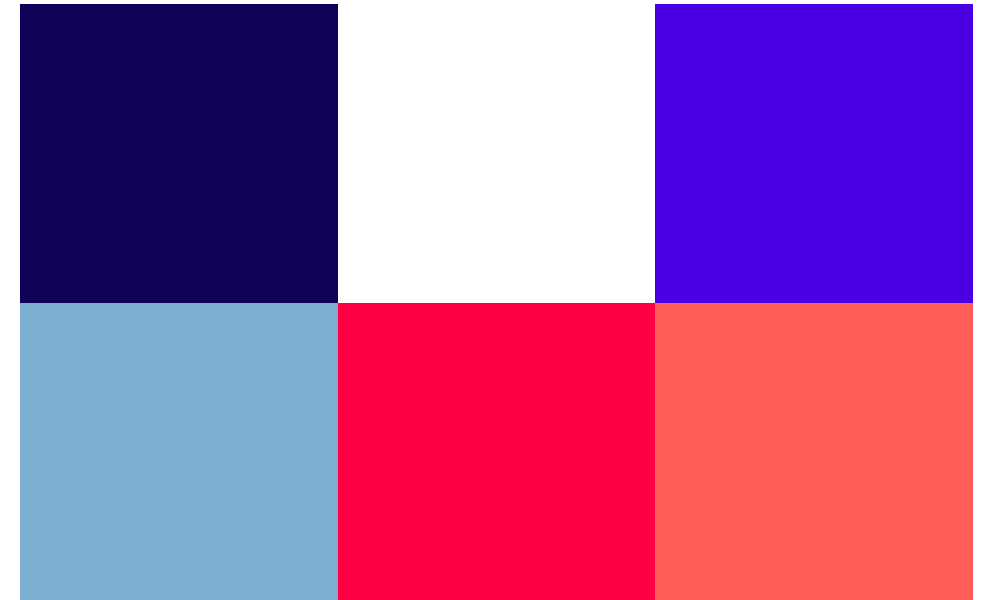


Rector

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social

ABC Social Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#



Logo

Our logo is the centerpiece of our identity system. Not only does it do the work setting our visual tone, but it also brings our name forward into the world. As such, it's crucial that the logo is used consistently and with respect: with time and care, this mark will be synonymous with the deep relationships we form with consumers.

Logo

Overview

The logo is made up of two pieces: the “ih” Symbol and our Intermountain Health Logotype.

The “ih” Symbol is made of one continuous, flowing form, meant to symbolize the fluid and seamless health journeys that each of our consumers take with us daily. It is purposefully friendly and relatable, moving us away from category conventions. Instead, this mark shows our innovative soul and commitment.

The Symbol is created of precise edges, representing the seriousness we bring to delivering expert medicine when and where it’s needed most. The warm gradient color of the Symbol represents the beauty of the geographic areas we serve, from purple mountain peaks to desert sunsets.

The Intermountain Health Logotype balances the warmth and modernity of our “ih” Symbol with a sense of straightforward professionalism and expertise. The Swiss-inspired letterforms are balanced and clear.

The Logotype does not include the word “care” — our name is Intermountain Health to show that we are not focused on singular moments of healthcare, but rather on lifelong experiences of health.



Logo

Variations

We have different variations of our logo that allow us to express the brand effectively across multiple touchpoints.

Full-color logo

Our preferred variations are the full-color positive and full-color reverse logos. Use them whenever possible.

One-color logo

When additional contrast is needed for a particular background — Coral, Soft Blue or Gradients — or when reproduction constraints prevent us from using the full-color logo, use our one-color Dark Blue or white logo.

The one-color version of the logo lends a sense of seriousness to our expression which can be particularly important at difficult moments in a consumer's journey. For that reason, this logo is preferred for moments that require greater sensitivity.

The one-color black logo is used only in black-and-white communications.

Full-color logo



One-color logo



VISUAL IDENTITY

Logo

Backgrounds – Full-color logo

Our logo is designed to be placed on a variety of backgrounds, though a Dark Blue background is our first choice. Other approved background colors include White and Cobalt. The full-color logo may be used on Gradient backgrounds as long as the symbol is placed largely in the dark blue area of the gradient.

Our logo may also be placed over photographs. Keep in mind that the goal is to always ensure that the logo — both the “ih” Symbol and Logotype — is legible and impactful.

Photographic background - Light



Photographic background - Dark



Cobalt background



Dark Blue background



VISUAL IDENTITY

Logo

Backgrounds – One-color logo

Our logo is designed to be flexible for a variety of background colors or gradients. Approved combinations of logo variation and background are shown here. The goal is to always ensure that the one-color logo—both the “ih” Symbol and Logotype—is legible and impactful.

Photographic background



Gradient background



Coral background



Soft Blue background



Logo

Clear space

A proper clear space—free of copy, graphic elements, imagery or color—must be maintained around the logo to protect legibility.

The clear space is determined by two dots of the “i”. The [registration mark / trademark if applicable] is not included in this clear space. In some applications where space is limited, either by restricted space or fitting required content, this clearspace can be reduced to one dot of the “i”. Examples of applications that may have reduced clearspace include: small size digital applications and signage.

Minimum size

To make sure our logo is always clear and legible, we’ve tested and established a recommended minimum reproduction sizes. The minimum sizes are based on the height of the symbol. See the next page for details around scaling the full-color and one-color logos.

Clear space



Clear space for space restricted applications



Full-color logo minimum height



Print: 0.375 inches / 9.5mm (shown here)
Digital: 54 pixels

One-color small size logo minimum height



Print: 0.375 inches / 9.5mm (shown here)
Digital: 54 pixels

One-color standard size logo minimum height



Print: 0.75 inches (shown here)
Digital: 108 pixels

Logo

Logo scaling

Full-color logo

Our full-color logo can be scaled up as large as needed, but it should never be used at sizes smaller than the recommended minimum size of 0.375"/9.5mm/54px.

One-color logo

Our one-color logo has 2 variations: small and standard size. The small size is used between the minimum size (0.375"/9.5mm/54px) up to — but not including — the standard size (0.75"/19mm/108px). The standard size scales up as large as needed.

When sizing up, use vector files like .ai, .eps, or .svg to maintain crisp reproduction. Raster files like .png or .jpg should only be scaled down to avoid the logo appearing blurry.



Minimum size of 0.375"/9.5mm/54px



Small size is used for sizes between the minimum size of 0.375"/9.5mm/54px, up to 0.75"/19mm/108px



Standard size logo is used for sizes larger than 0.75"/19mm/108px



Scales up as large as needed



Scales up as large as needed

Logo

Do nots

To ensure a clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.



Do not rearrange logo components



Do not alter the logotype or symbol in any way



Do not change the font of the logotype



Do not use the symbol without the logotype, and vice-versa. When placing the logo, the symbol and logotype always appear together.



Do not skew or distort the logo in any way



Do not apply effects, e.g., drop shadow to the logo

Logo

Special-use logos

We have created modified logo art to accommodate for different layout or communication constraints, while still expressing our brand clearly. Please note that these assets are only available on a limited basis and must be cleared with our brand team first.

Alternate left: This logo is primarily used for signage or for constrained spaces with strict layout restrictions.

Alternate vertical: This logo is used primarily for signage (such as vertical street banners).

Alternate centered: This logo is used for co-branding or sponsorship communications only.

Alternate left



Alternate vertical



Alternate centered



Color

Our approach to color helps ground our visual identity system while giving us opportunities to boldly stand out. Designed to work in concert with our logo and other visual elements, the color palette features a variety of hues that imbue our expression with personality and emotion.

Color

Palette and specifications

Our primary and secondary palettes are shown here. The overall order of preference for color use is left-to-right, top to bottom.

Our primary palette includes Dark Blue, White, and Cobalt. Together, these three colors help establish an expert health brand.

Our secondary palette includes Coral, Soft Blue, and Vivid Red. Together, these colors bring vitality and flexibility to our visual system. Our Soft Blue hue operates almost as a neutral tone. Avoid using the Vivid Red as a full-format background color.

When using these colors, be sure to always use the breakdowns shown here; do not attempt to match colors visually.

Type and color accessibility

We've included the accessibility rating for color type on backgrounds of our palette colors. AAA and AA are suitable for text sizes, AA18 means the type should appear in a display size, 18 pts or larger.

Dark Blue

PMS: 2756 C
CMYK: 100.100.0.40
RGB: 17.0.87
Hex: 110057

White: **AAA**
Vivid Red: **AA**
Coral: **AA**

White

CMYK: 0.0.0.0
RGB: 255.255.255
Hex: FFFFFFFF

Dark Blue: **AAA**
Cobalt: **AAA**
Vivid Red: **AA18**
Coral: **AA18**

Cobalt

PMS: 2126 C
CMYK: 100.95.0.0
RGB: 74.0.226
Hex: 4A00E2

White: **AAA**

Coral

PMS: 178 C
CMYK: 0.81.64.0
RGB: 255.93.85
Hex: FF5D55

Dark Blue: **AA**
White: **AA18**

Soft Blue

PMS: 2915 C
CMYK: 56.6.0.0
RGB: 124.175.208
Hex: 7CAFD0

Dark Blue: **AAA**

Vivid Red

PMS: 192 C
CMYK: 0.100.75.0
RGB: 255.0.68
Hex: FF0044

Dark Blue: **AA**
White: **AA18**

Color

Tertiary palette

Our tertiary palette includes Digital Gray, Purple, Green and Yellow.

- Use of Digital Gray is limited to backgrounds for on-screen applications.
- Purple, Green, and Yellow are meant to extend the range of the palette in exceptional cases. Do not use these colors without approval from the brand team.

When using these colors, be sure to always use the breakdowns shown here; do not attempt to match colors visually.

Digital Gray

RGB: 247.245.249
Hex: F7F5F9

Dark Blue: **AAA**
Cobalt: **AAA**
Vivid Red: **AA18**
Purple: **AA18**
Green: **AA18**

Purple

PMS: 2395 C
CMYK: 24.96.0.0
RGB: 191.0.230
Hex: BF00E6

White: **AA**
Dark Blue: **AA18**

Green

PMS: 2402 C
CMYK: 100.0.58.10
RGB: 0.133.124
Hex: 00857C

White: **AA**
Dark Blue: **AA**

Yellow

PMS: 137 C
CMYK: 0.36.100.0
RGB: 255.170.69
Hex: FFAA45

Dark Blue: **AAA**

VISUAL IDENTITY

Color

Combining colors

The color palette is designed to accommodate many different scenarios. Examples are shown to inspire design and illustrate basic rules for combining colors.

While white and Dark Blue are the preferred background colors, we have created specific use case color combinations to provide visual distinction where it's needed across the system.

Note: all colors displayed in these guidelines use the RGB formulas. Other color spaces, such as CMYK, will display differently on screen. Always use the color specifications appropriate to your media.

Dark Blue background



Headline
Headline Headline

Body
Body
Body

White background



Headline Headline
Headline Headline

Body
Body

Coral background



Headline Headline

Body

Soft Blue background



Headline

Body

Cobalt background



Headline

Body

Typography

Like many of the elements in our system, our approach to typography favors balance. We use two complementary typefaces — Rector and ABC Social — to bring our humanity and expertise to communications.

Typography

Primary typefaces

Rector

Rector is a slight serif font with an extra-light weight. Though serif fonts are often thought of as traditional, those one feels modern with forms that look both human-made and precise.

ABC Social

ABC Social is a friendly, smooth grotesque with freely designed forms and rounded shapes. It is available in several weights plus italics. While additional weights of ABC Social are available — Hairline, Thin, Light, and Black — those shown on this page are the core weights for creating on-brand communications.

Rector

Rector Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

Rector Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social

ABC Social Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

ABC Social Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

System fonts

When Rector and ABC Social are not available, or we're sharing PowerPoint or Word files with outside partners, we should look to use Arial as a suitable and universal substitute typeface. It's included as a system font in most operating systems.

Arial

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#

Typography

Hierarchy

Using best practices for type hierarchy helps us stay consistent across different messaging scenarios.

This chart demonstrates the basic hierarchy we use when laying out type to ensure clear presentation of information. Media and production values may require changing the specs shown here, but it's a foundational place to start.

Our type should:

- Use sentence case, including headlines
- Avoid all caps treatments

Style	Typeface	Size range	Leading	Example
Headline	Rector Regular Rector Medium		1.1x	Partner in your health.
Subhead	ABC Social Medium ABC Social Bold		1.2x	We guide you to what's right for you.
Body head	ABC Social Bold		1.2x	Our patients are at the center
Body	ABC Social Book ABC Social Regular		1.4x	To help people live the healthiest lives possible, we focus on preventative care and wellness for people of all ages. We proactively treat the causes of future disease with the best science and technology. And we partner with our local communities to provide for the needs of our friends and neighbors.
Legal and disclosures	ABC Social Regular		1.2x	To learn more about our providers, please visit northernutahpediatrics.org

Typography

Digital accessibility

WCAG 2.0 AA is the technical standard for making digital properties accessible for people with disabilities, and is the internationally accepted standard for digital compliance.

WCAG 2.0 Level AA Success Criteria is described as text and images of text that have a contrast ratio of at least 4.5:1. Large text (over 18-point regular or 14-point bold) has a contrast ratio of at least 3:1.

Minimum contrast	Type sizes
3:1	18 point or larger, regular or medium 14 point or larger, bold or black
4.5:1	All smaller sizes All large sizes with lighter weights

These contrast ratios are required to ensure that legibility is satisfied in digital products like websites or apps, and in digital documents like PowerPoint presentations or PDF files.

The recommended text and background color combinations shown here pass AA compliance.

Primary color background & text combinations

Text color	Background color: Dark Blue #110057
White #FFFFFF	Large text Body text
Vivid Red #FF0044	Large text Body text
Coral #FF5D55	Large text Body text

Text color	Background color: Cobalt #4A00E2
White #FFFFFF	Large text Body text

Text color	Background color: White #FFFFFF
Dark Blue #110057	Large text Body text
Cobalt #4A00E2	Large text Body text
Vivid Red #FF0044	Large text
Coral #FF5D55	Large text

Secondary color background & text combinations

Text color	Background color: Soft Blue #4A00E2
Dark Blue #110057	Large text Body text

Text color	Background color: Coral #FF5D55
Dark Blue #110057	Large text Body text
White #FFFFFF	Large text

Photography

Photography helps us tell our story and that of our consumers. The focus is on real people in real moments of engagement, with team members who are approachable and warm without feeling expected for the health category

Photography

Overview

Our photography approach covers a number of subject areas, including lifestyle photography, people, and environments. Our photography puts consumers at the center of the story, making them feel like we work alongside them. Images are vibrant and vivid without being overly saturated.



VISUAL IDENTITY

Photography



Lifestyle

Our lifestyle images should capture the world we want to live in—authentic, optimistic and brave.

Some guiding principles that determine the photographic choices we make:

- Natural light.
- Colors should look vivid and vibrant, but not overly saturated.
- It should feel intimate and warm.
- Show candid moments, a glimpse of everyday life.
- The focus is on the patient.
- Backgrounds are blurred.
- People don't look at the camera, they are living in the moment.
- Facial expressions are candid, brave and optimistic.



VISUAL IDENTITY

Photography



Patient + Healthcare Providers

Our in-hospital images show the relationship between patients and Healthcare Providers. Capture candid moments, that portray the warmth and friendly environment of our hospitals and employees.

Some guiding principles that determine the photographic choices we make:

- Natural light.
- Colors should look vivid and vibrant, but not overly saturated.
- It should feel intimate and warm.
- Show candid moments, a glimpse of everyday life.
- The focus is on the patient.
- Doctors should be blurred, the patients are at the center of our brand expression.
- For provider- or caregiver-focused content, it can be appropriate to put the healthcare professional in focus.
- Backgrounds are blurred.
- People don't look at camera, they interact with each other.
- Facial expressions are candid, brave and optimistic.



VISUAL IDENTITY

Photography

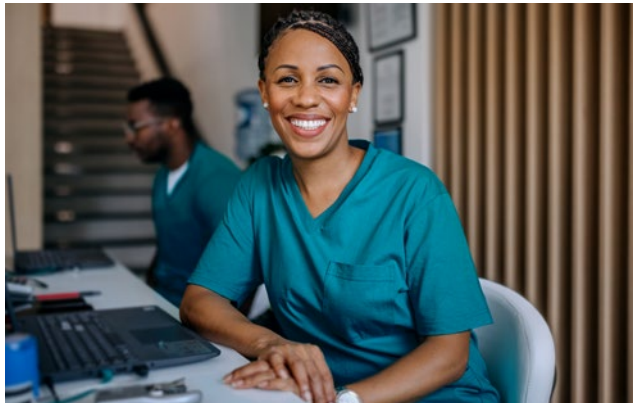


Portrait

Our portrait images exist for moments when we need to portray health care providers or patients separately (e.g., employee value proposition materials).

Some guiding principles that determine the photographic choices we make:

- Natural light.
- Colors should look vivid and vibrant, but not overly saturated.
- People look at camera.
- Facial expressions should feel confident and approachable.
- Backgrounds are blurred.



Photography

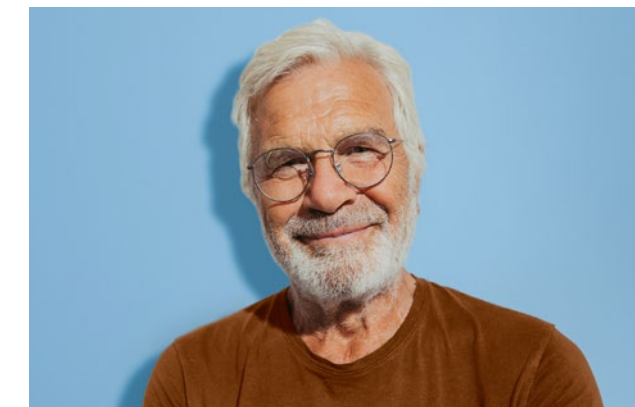


Colored Silhouette

Our colored silhouette images use the colors of our palette as background. They are meant to be used in campaigns and specific consumer-facing media when we want to bring more color to the pieces.

Some guiding principles that determine the photographic choices we make:

- Natural light.
- Colors should look vivid and vibrant, but not overly saturated.
- People look at camera.
- Facial expressions should feel confident and approachable.
- Background colors follow our palette. It should feel they are against a colored wall, shouldn't feel flat. Tints can be used to create depth and different tonalities to the background.



Photography

Hospital, Clinic and Facilities

Images of our hospitals and facilities show the welcoming and comforting environment we create at each of our locations. Capturing the building at dawn and dusk not only creates a beautiful image but utilizes our brand color palette.

Some guiding principles that determine the photographic choices we make:

- Logo placement should have contrast against photo
- Natural light, found before the sun rises and after it sets.
- Avoid direct sunlight, this creates harsh shadows and highlights.
- Colors should look vivid and vibrant, but not overly saturated.
- Frame the building from a human perspective: straight-on or slightly up.
- Avoid dramatic up angles on the building. This makes the building feel aggressively large and intimidating.
- If the surrounding landscape is visually engaging you can pull back and incorporate it into the image.
- This images should have a human presence. The building and property should feel active and warm.



Supergraphic

Our super graphic is a proprietary visual element drawn from our logo and meant to give assets an undeniably Intermountain Health feel. It can help transform layouts and photography with a simple yet bold application.

Supergraphic

Overview

The super graphic is inspired by the one-color logo and is in fact drawn directly from portions of that asset. It is used on backgrounds and complementary to photography to help lend distinction and difference to our communications.

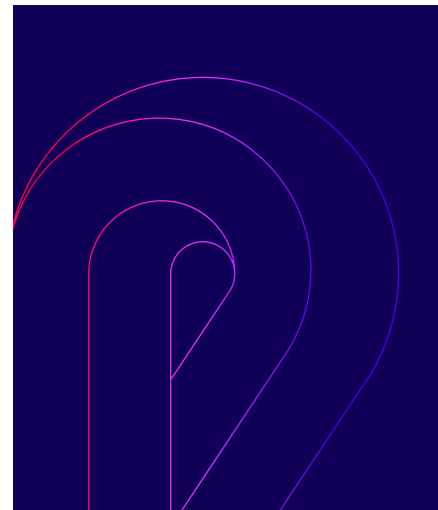
Supergraphic

Colors and backgrounds

The supergraphic has the flexibility to be used on a number of different backgrounds with varying impact, as shown here.

- The gradient supergraphic uses a gradient color fill within the graphic
- The tone-on-tone supergraphic uses a solid color over a similar background color
- The contrasting supergraphic uses a solid color of a high-contrast background color
- The white supergraphic is used over brand color backgrounds only

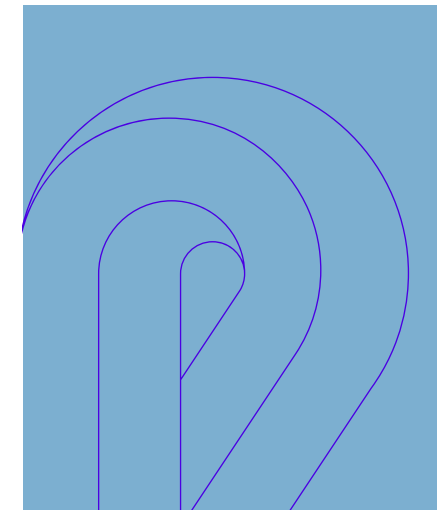
Gradient



Tone-on-tone



Contrasting



White



Preferred backgrounds



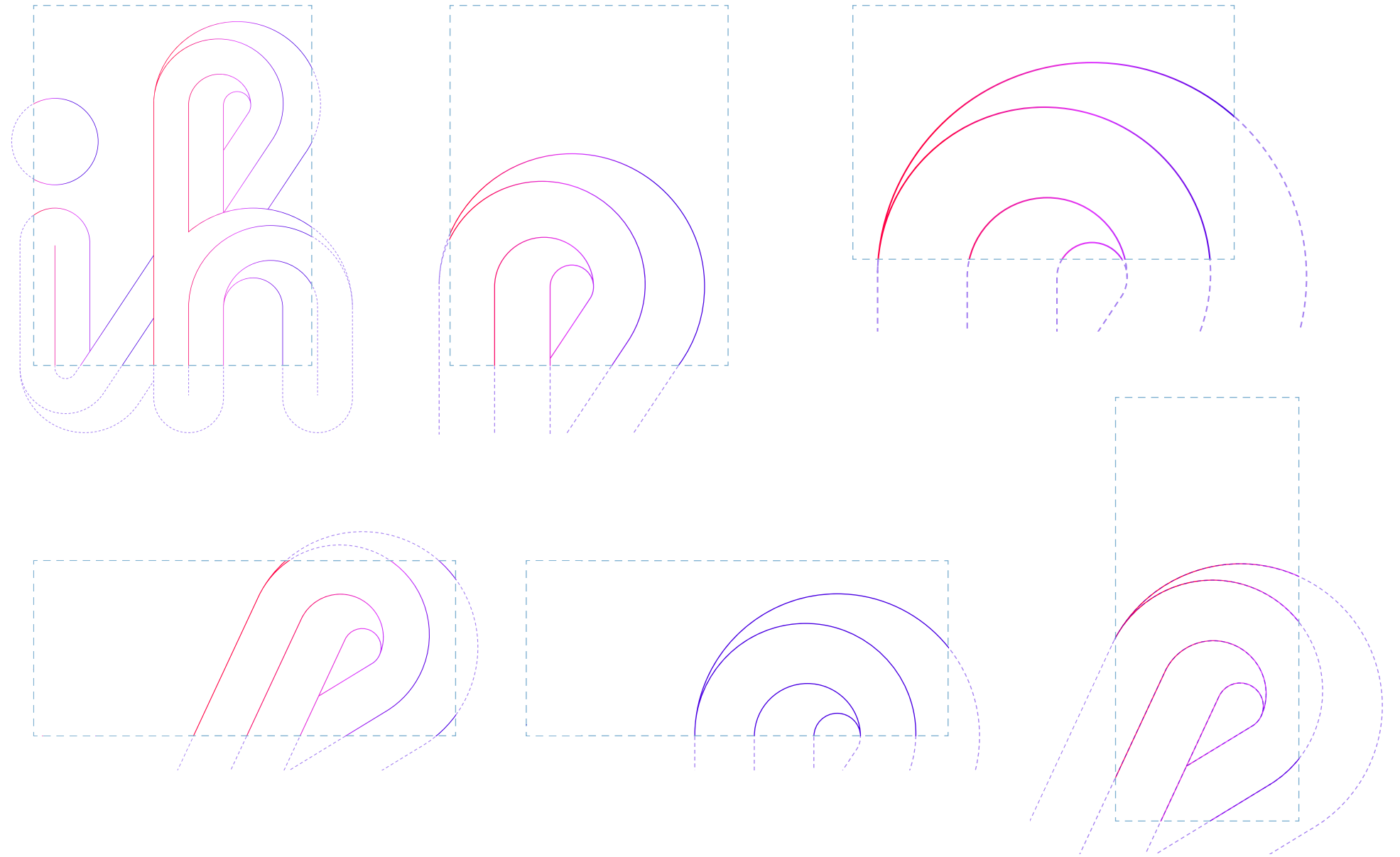
Supergraphic

Sizing

- Supergraphic is always larger than the size of the application
- The entire supergraphic should never be visible

Cropping

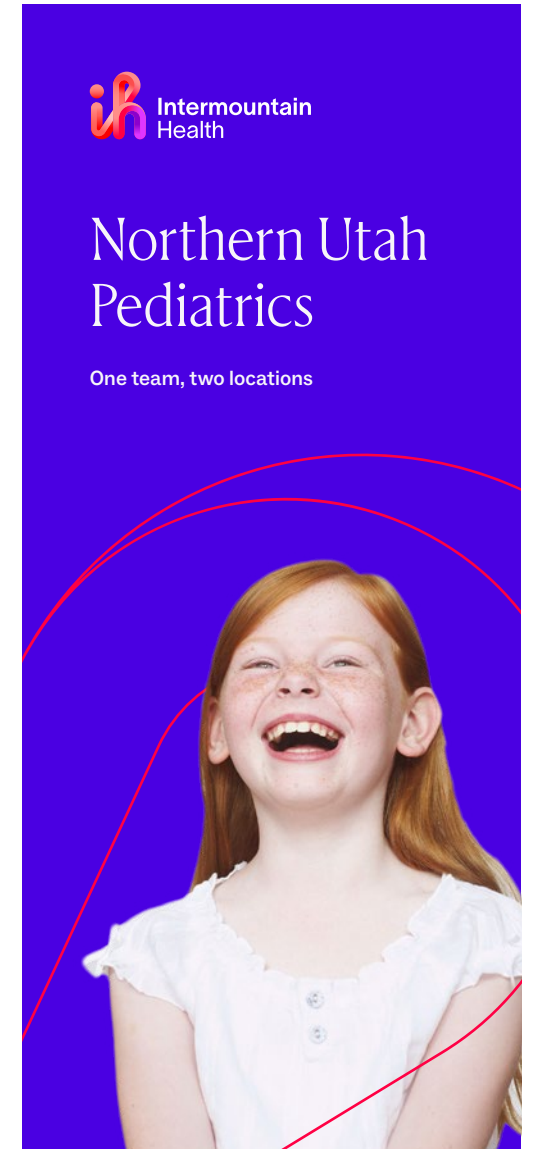
- Supergraphic should bleed off of 2 or more sides
- When using “h” only, crop off below the top of the arc of the “h”



Supergraphic

With photography

The supergraphic can be used to interact with photography. In these applications, the supergraphic should not disrupt the image or its subject—for example, it should not obscure crucial content. It can, however, interact and lay over certain photographic elements to add dimension to photos.



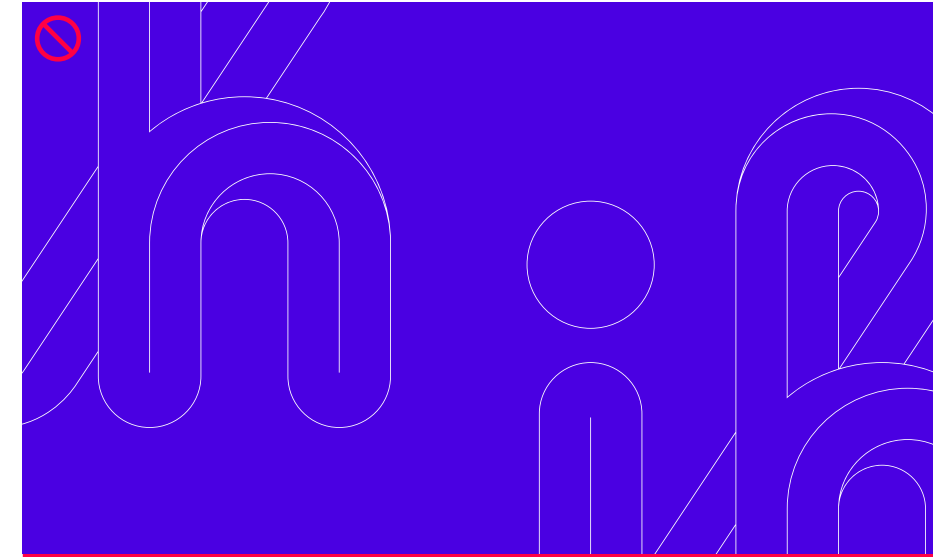
Supergraphic

Do nots

To ensure a clear and consistent application of our brand expression, we've compiled some examples of treatments or alterations to our supergraphic to avoid.



Do not recolor the supergraphic with unapproved colors



Do not use more than one supergraphic on an application



Do not create additional supergraphic variations

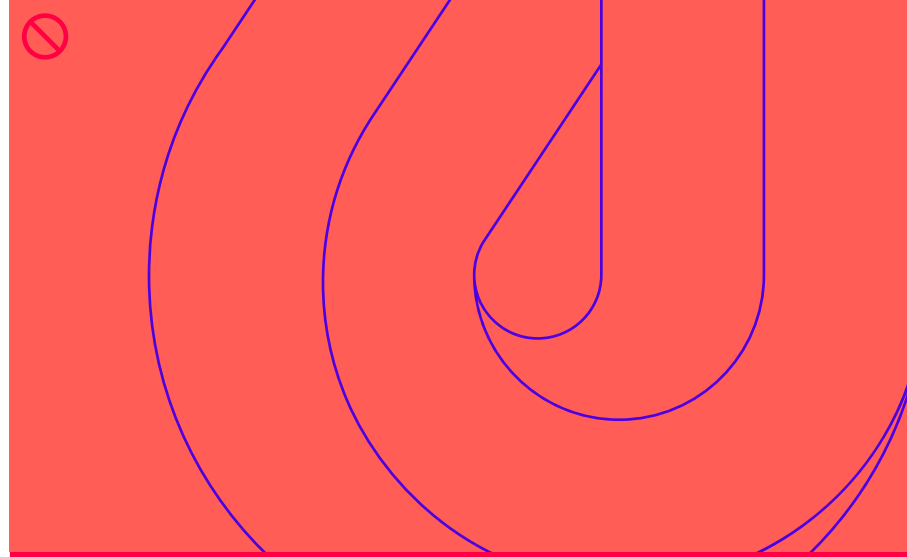


Do not apply effects such as drop shadows to supergraphics

Supergraphic

Do nots

To ensure a clear and consistent application of our brand expression, we've compiled some examples of treatments or alterations to our supergraphic to avoid.



Do not use the supergraphic up-side down



Do not use the "h" separate from the "i"



Do not use the supergraphic at unapproved rotations



Do not stretch, distort or otherwise manipulate supergraphics

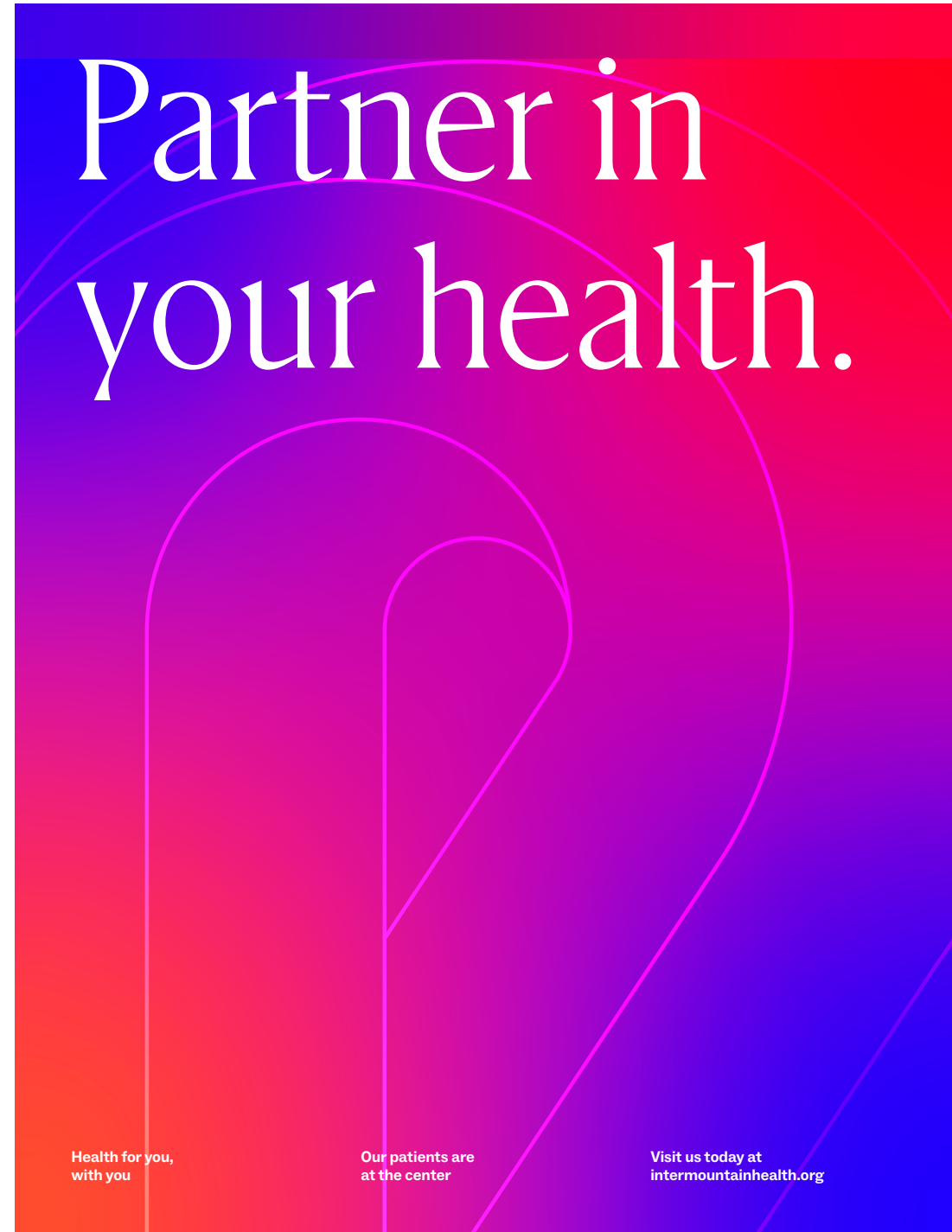
Gradient backgrounds

Gradients are a part of our expression, but given the complexity of this asset, we use it carefully and consistently. Inspired by the region we serve and its immense geographic beauty, the gradient background helps bring dimension and color to communications.

Gradient backgrounds

Overview

Gradients are used to make our visual identity even more proprietary and to magnify its dynamic impact. Gradients are original artwork and should never be recreated. Always use approved original gradient artwork.

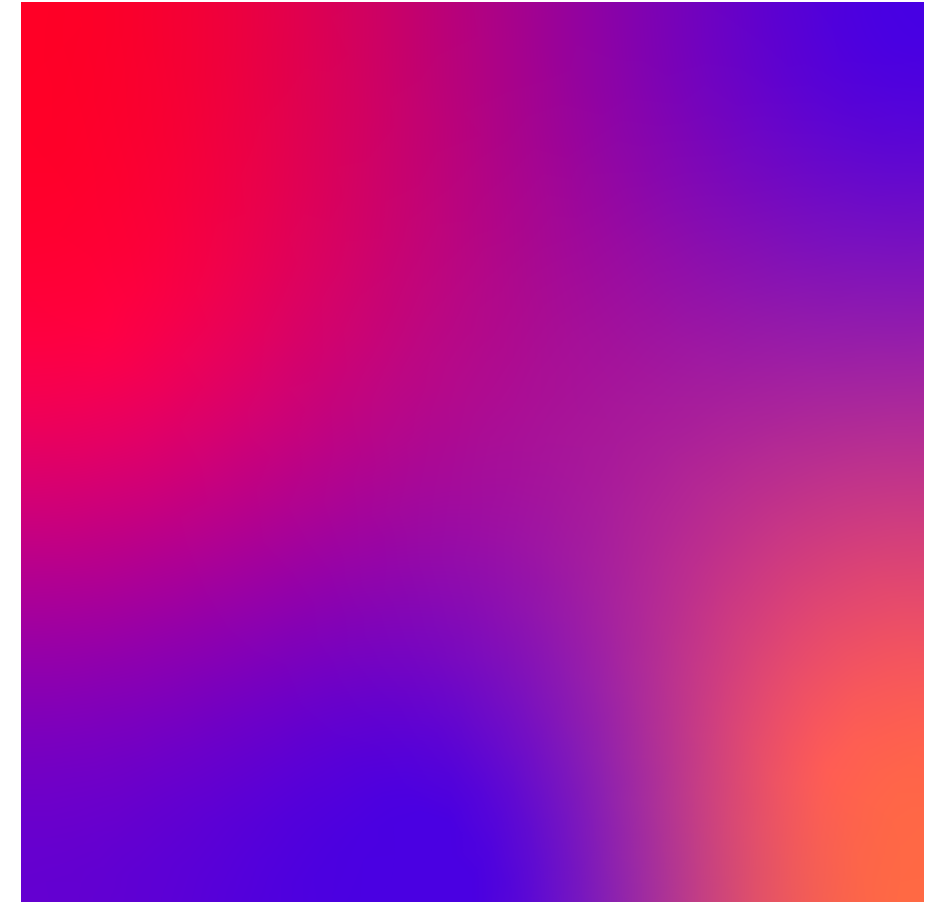


Gradient backgrounds

Formats

There are two formats for our gradient backgrounds: Square and Narrow. Both can be scaled and proportioned for a variety of formats, as shown on the following pages.

Square



Narrow



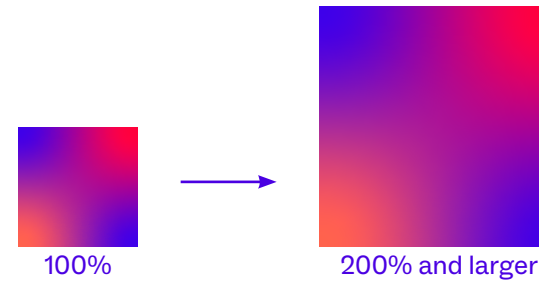
Square gradients

Proportion and scaling

The square gradients can be scaled as large as needed. For applications with a proportion of more than 2:1, please use the narrow gradient. Gradients can be rotated left or right in 90-degree increments. They can also be reflected vertically (left to right) or horizontally (top to bottom).

Use the narrow version for applications that are 2x or larger on one dimension compared the other dimension: e.g.; 80" x 20" banner . See next page for more information.

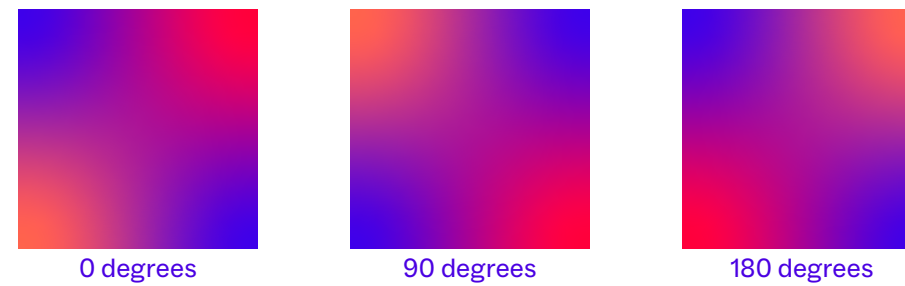
Scale to size



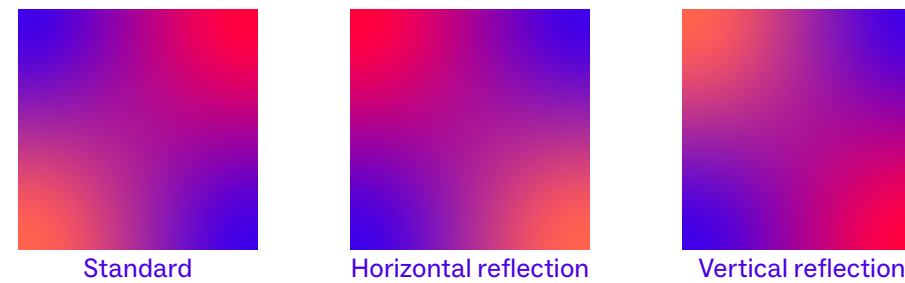
Stretch to fit



Rotation



Reflection



Narrow gradients

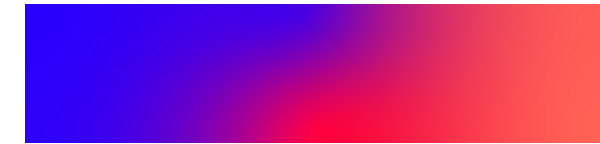
Proportion and scaling

Narrow gradients are designed for use on applications where the long edge is greater than 2x the short edge. Gradients can be rotated left or right in 90-degree increments. They can also be reflected vertically (left to right) or horizontally (top to bottom).

Scale to size



Standard



Scale to fit

Rotation



0 degrees



180 degrees

Reflection



Standard



Horizontal reflection



Standard



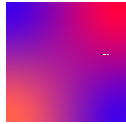

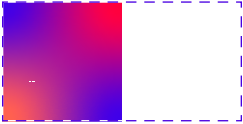



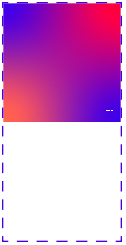
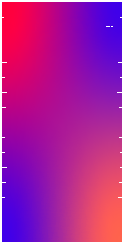







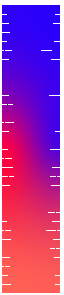
Vertical reflection

Gradient backgrounds

Usage

Basic usage principles for gradient backgrounds:

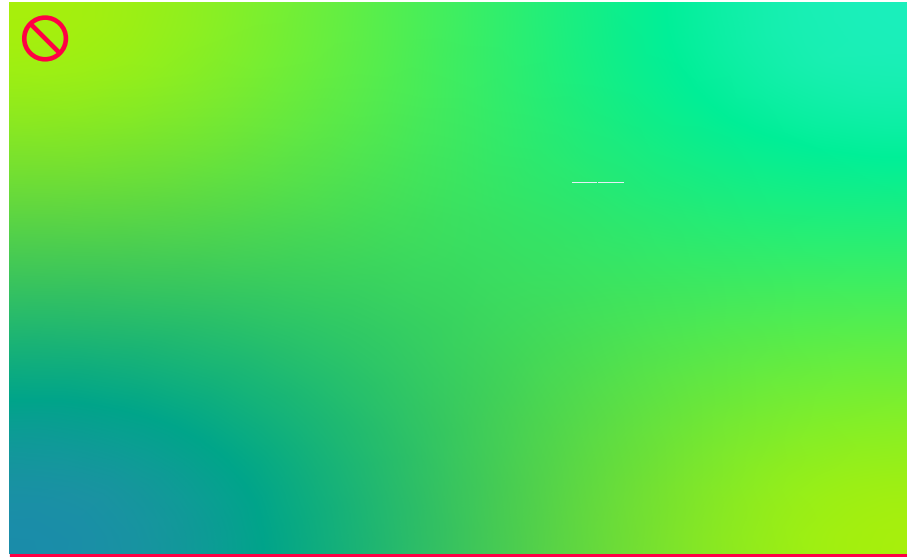
- Gradients may be scaled to fit layouts of any proportion
- Gradients may be reflected vertically (left to right) or horizontally (top to bottom)
- Gradients may be rotated left or right in 90-degree increments
- Use the narrow version for applications that are 2x or larger on one dimension compared the other dimension: e.g.; 80" x 20" banner

Formats	Gradient	New format	Scale to size	Stretch to fit
Square gradient: Fits formats up to 1:2				
Square gradient: Fits formats up to 2:1				
Narrow gradient: Fits formats larger than 1:2				
Narrow gradient: Fits formats larger than 2:1				

Gradient backgrounds

Do nots

To ensure a clear and consistent application of our brand expression, we've compiled some examples of treatments or alterations to our gradients to avoid.



Do not recolor gradient backgrounds with any other colors



Do not rotate gradients in increments other than 90-degrees



Do not stretch gradients beyond the recommended ratios



Do not construct new gradients or modify gradient blends

Gradient bar

Gradient bar

The use of a bar colored with a Dark Blue to Vivid Red gradient is expressly limited. Currently, the only accepted uses are in applications where employee information — such as name, title and contact — is listed; e.g., email signatures and identification badges.

Please contact the brand team before considering creating a gradient bar.

Short-form email signature

Sue Gagnier
Creative Director
Intermountain Health, Enterprise
C: 801.510.2104

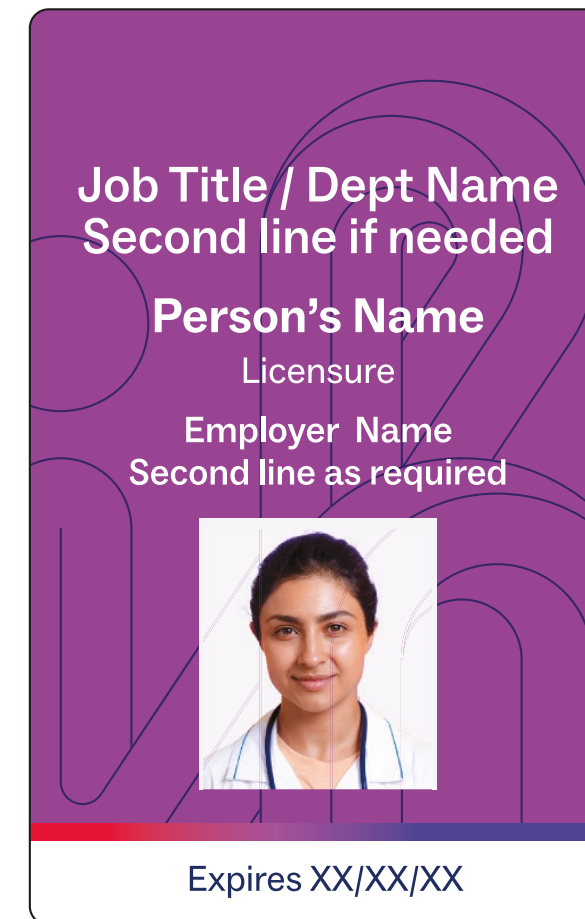


Long-form email signature

Amanda Gold, MBA
Pronouns: She/Her/Hers
Brand Strategy and Ventures Marketing
Intermountain Health
[Call or chat with me on Teams](#)



Identification badge



Patterns

Our patterns bring something friendly and modern to communications, showing our care for every moment and all the ways in which we're able to bring vitality to a consumer's experience. Our brand patterns are also helpful in expressing our pride as an organization and can serve as a dynamic tool for brand ambassadors.



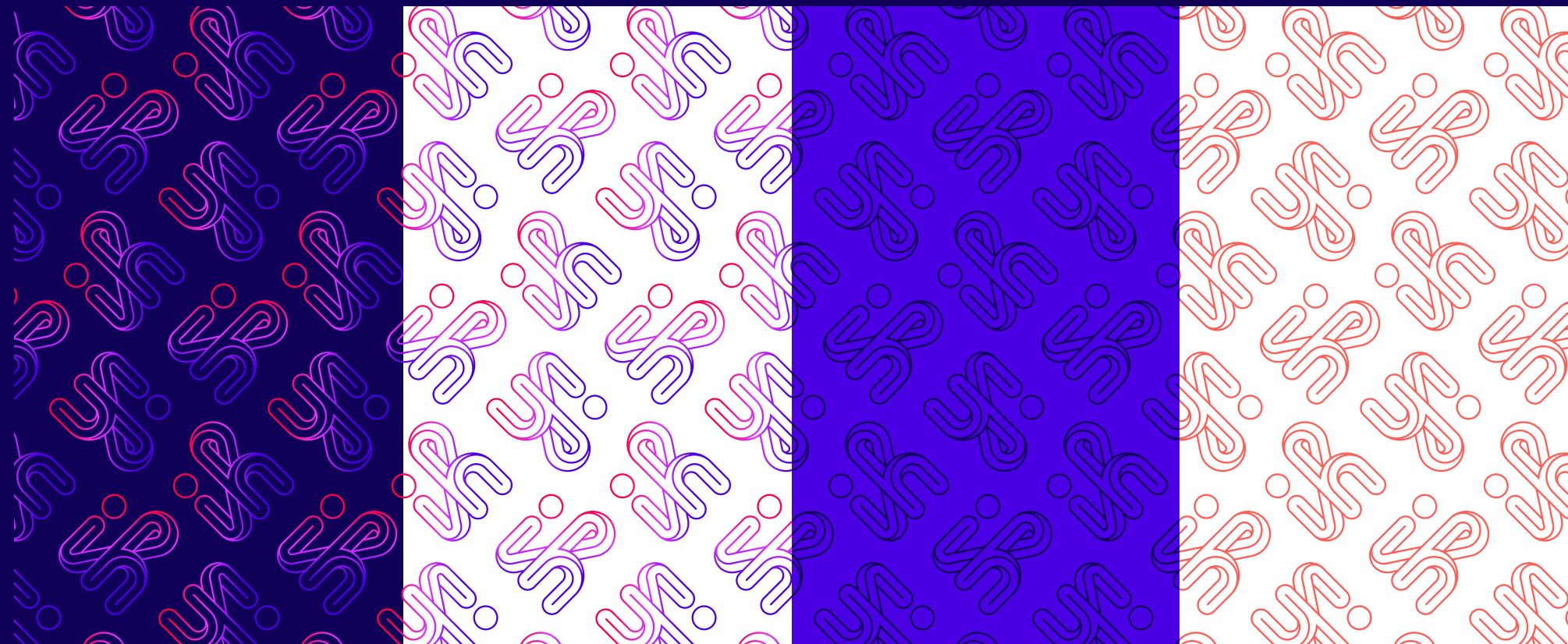
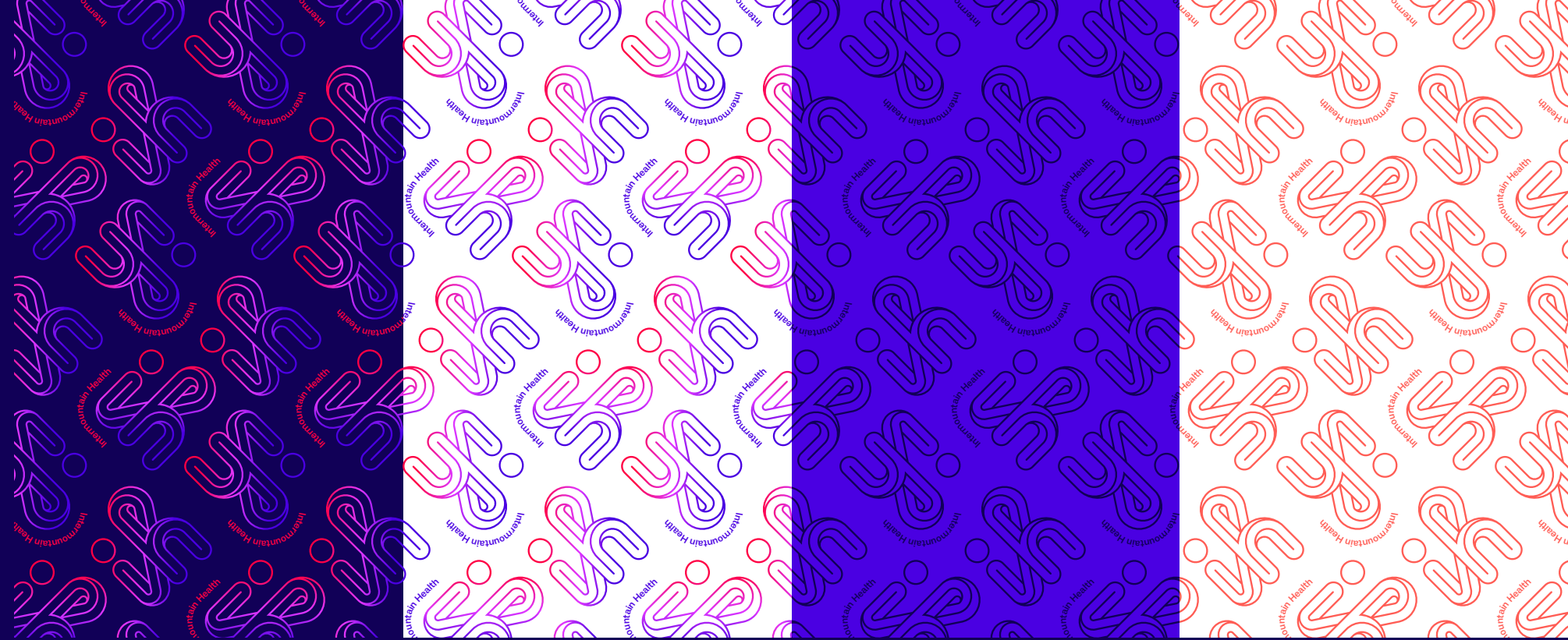
Patterns

Overview

Similar to our supergraphic, the brand patterns are drawn from the “ih” Symbol and are repeated with a text elements to create a dynamic, colorful system of background patterns. Pieces of the pattern are never isolated or used alone: instead, the pattern is used as one complete asset.

The patterns can be used behind shapes to create holding spaces for text or imagery. When using the pattern, do not use the logo elsewhere on the communication.

- 2 pattern styles
- Both have 4 color variations
- Pattern with “Intermountain Health” type can be edited to contain different messaging (e.g., website URLs, taglines, social media handles, etc.)



Patterns

In use

Patterns are intended as an alternative to solid color backgrounds. When using them with typography, it's important to add a color field over them as a holding shape for content. Patterns can scale up, but should not scale below less than 80% of their original size. Patterns can also be deconstructed to crop into them without chopping the graphic itself.



Grids

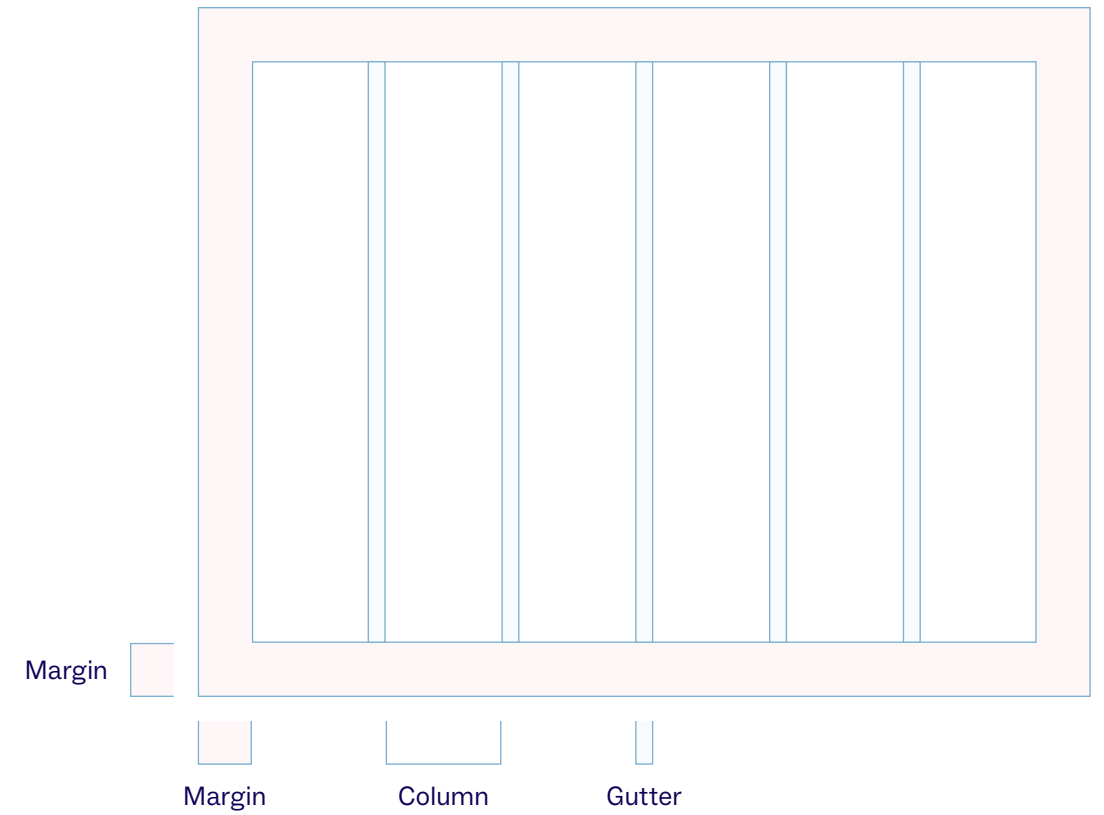
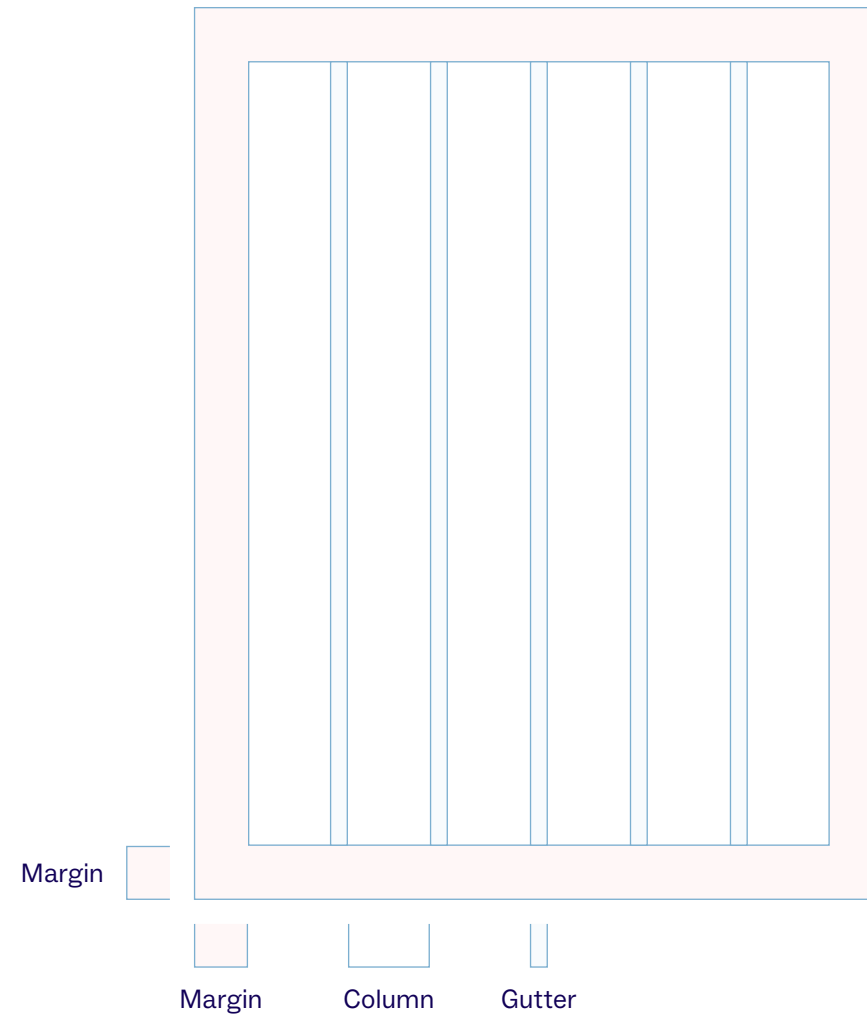
Our approach to grids helps ensure that our layouts are all organized, creating the perfect canvas for a system of brand elements. These grids have been created to help make every layout feel distinctly Intermountain Health.

Grids

Overview

Our grids are made up of columns with fixed margins and gutters. Our standard grid is 6 columns for Letter size paper (8.5 × 11 inches). This grid works for both portrait and landscape formats.

The margin is 48pt, the gutters are 16 pt. The margins need to be adjusted when scaling up or down from the standard grid.



Grids

Formats

Scaling down

When creating layouts that are 8.5" or shorter on the shortest side, adjust the margins, as well as gutters, to the measurements shown in the "Small" row of the table

Scaling up

When creating layouts that are 11" or larger on the shortest side, adjust the margins, as well as gutters, to the measurements shown in the "Large" row of the table.

Display

Display sizes need adjustment of margins, as well as gutters. Use the table to determine the correct size of margins and gutters for applications 16" or larger on the shortest side.

Extreme

Note that most sizes and formats of layouts use 6 columns, but extreme vertical may use 1 or 2. An extreme format is typically defined as the long edge as 2x or larger than the short edge.

Formats	Size range	Margin	Gutter	Logo Size Height of Symbol
Small	Short edge is less than 8.5" Short edge is less than 140 mm	27/36pt 9.5/13mm	9/12pt 3.5/4.5mm	0.5/0.75" 13/19mm
Standard	Short edge is greater than or equal to 8.5" Short edge is greater than or equal to 140 mm	48pt 17mm	16pt 6mm	0.75"/1.0" 19/25mm
Large	Short edge is greater than or equal to 11" Short edge is greater than or equal to 297 mm	60pt 21mm	20pt 7mm	1.125" 29mm
Display	Short edge is greater than or equal to 16" Short edge is greater than or equal to 420 mm	10% short edge	33% of Margin width	12% short edge
Extreme	Long edge is greater than 2x the length of the short edge	10% short edge	33% of Margin width	15% short edge

Grids

Common sizes

Our standard grids are comprised of 6 or 2 columns.

Standard grids apply to most common application sizes such as:

Small

- US Letter Half (5.5 in x 8.5 in)
- ISO A5 (148 mm x 210 mm)

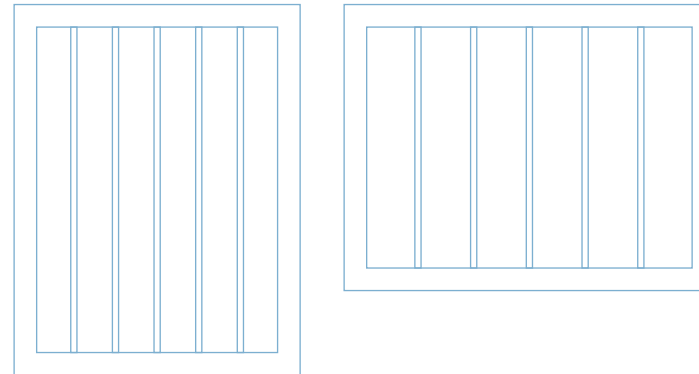
Standard

- US Letter (8.5 in x 11 in)
- ISO A4 (210 mm x 297 mm)

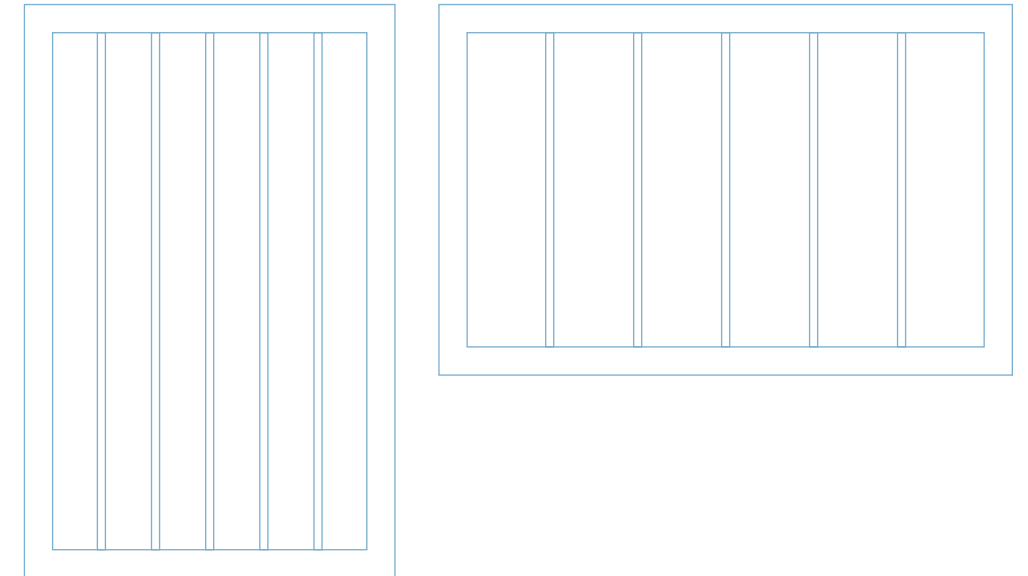
Large

- US Tabloid (11 in x 17 in)
- ISO A3 (297 mm x 420 mm)

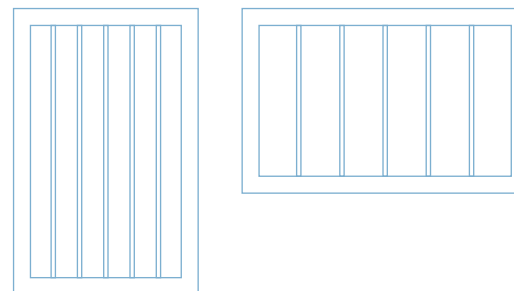
Standard grid - US letter (8.5" x 11")



Large grid - US Tabloid (11" x 17")



Small grid - US letter Half (5.5" x 8.5")



Grids

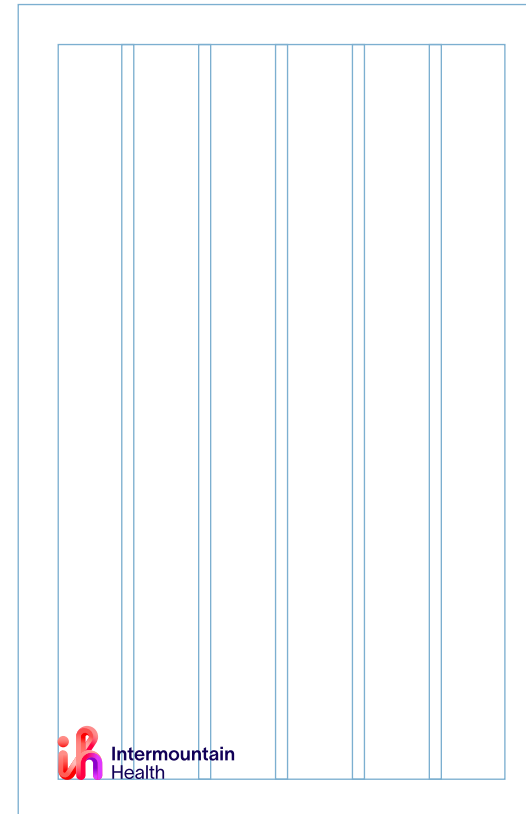
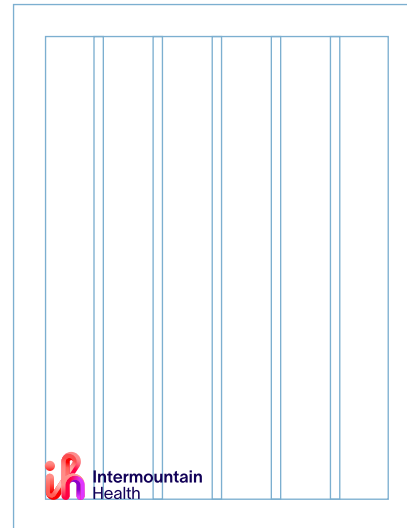
Logo size

Sizing the Intermountain Health logo is measured by the height of the “ih” symbol in the logo. For Small, Standard and Large size applications, the recommended logo size for each size range is shown in the table below.

For larger applications, designated as “Display”, the “ih” symbol height equals 12% of the applications short edge.

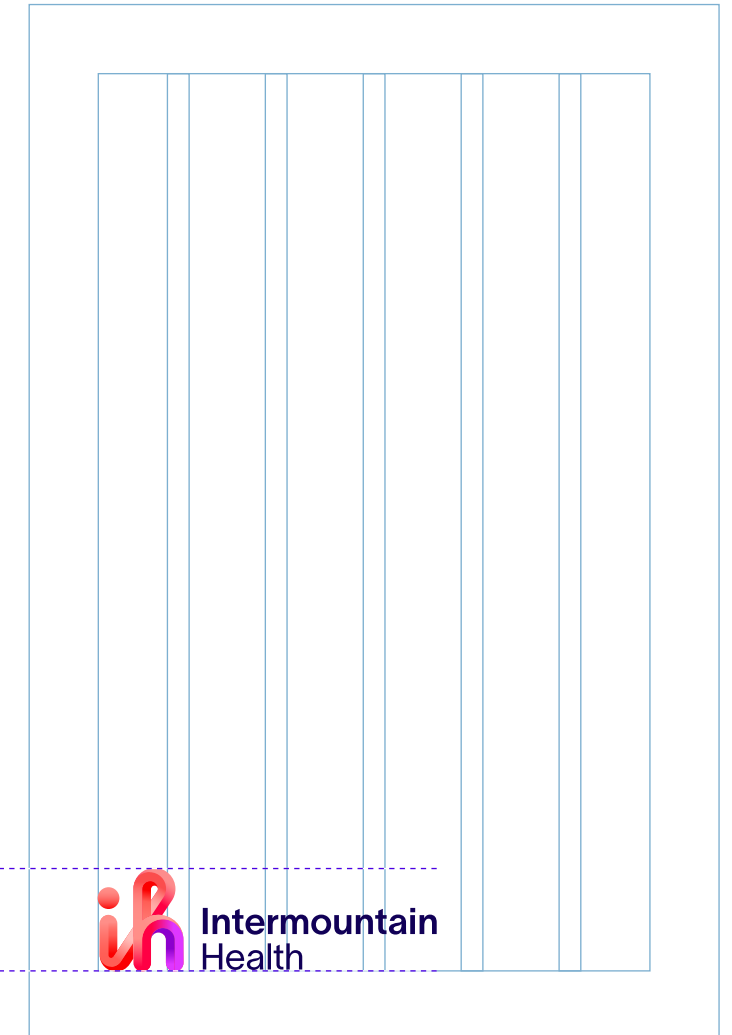
Formats	Size range - Short edge	Logo Size Height of Symbol
Small	Less than 8.5”	0.5/0.75”
	Less than 140 mm	13/19mm
Standard	Greater than or equal to 8.5”	0.75”/1.0”
	Greater than or equal to 140 mm	19/25mm
Large	Greater than or equal to 11”	1.125”
	Greater than or equal to 297 mm	29mm
Display	Greater than or equal to 16” Greater than or equal to 420 mm	12% short edge
Extreme	Long edge is greater than 2x the length of the short edge	15% short edge

Standard/Large sizes (shown here at 25% actual size)



“ih” symbol height equals 12%
of the applications short edge

Display size (shown here at 20% actual size)



Grids

Logo position

This page shows the positioning options for our logos. Only full-color logos are shown in the exhibits, though our one-color logos have the same positioning options.

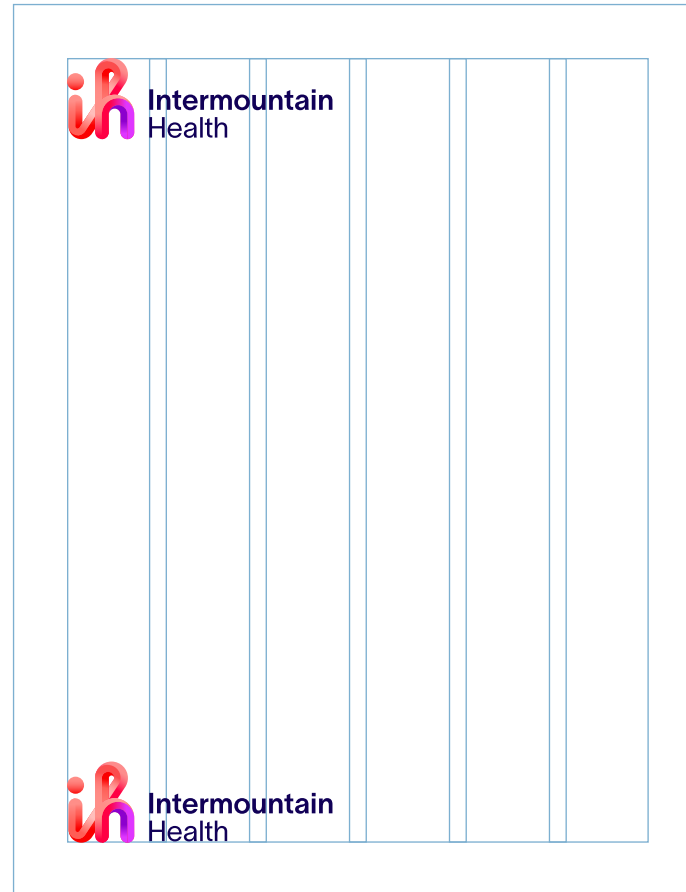
Primary logos

The primary Intermountain Health logos are anchored within the margin at the left side of the page, in the upper or lower corners.

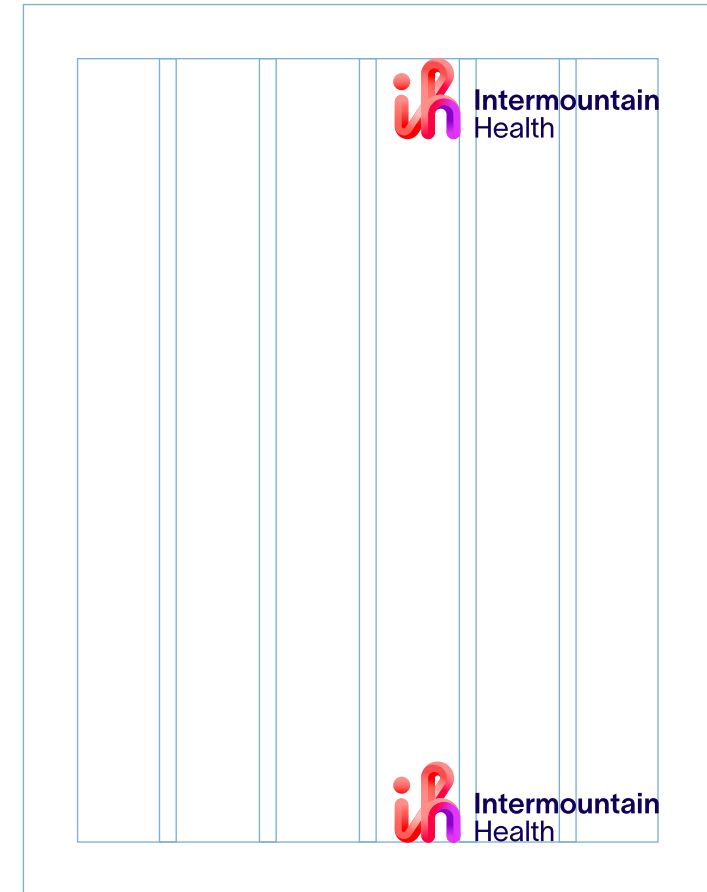
Alternate logos

The alternate Intermountain Health logos are anchored...

Preferred logo positions



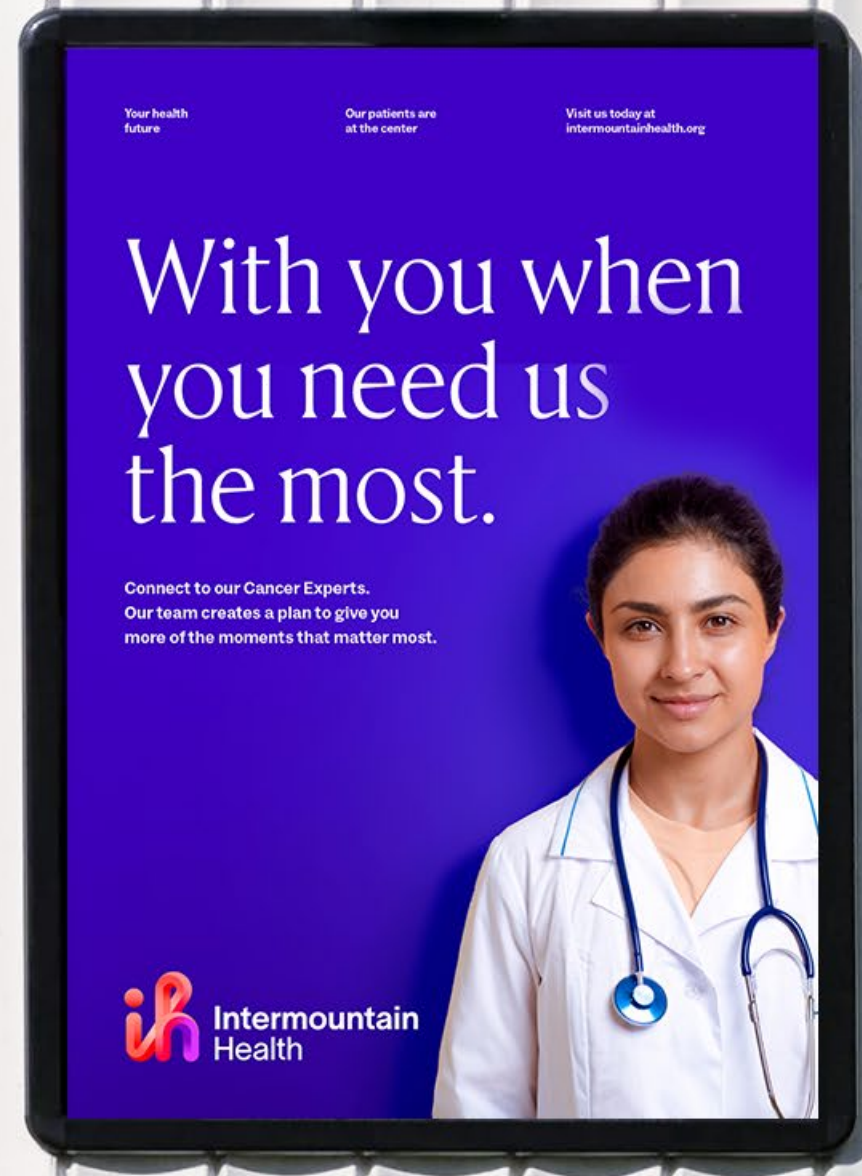
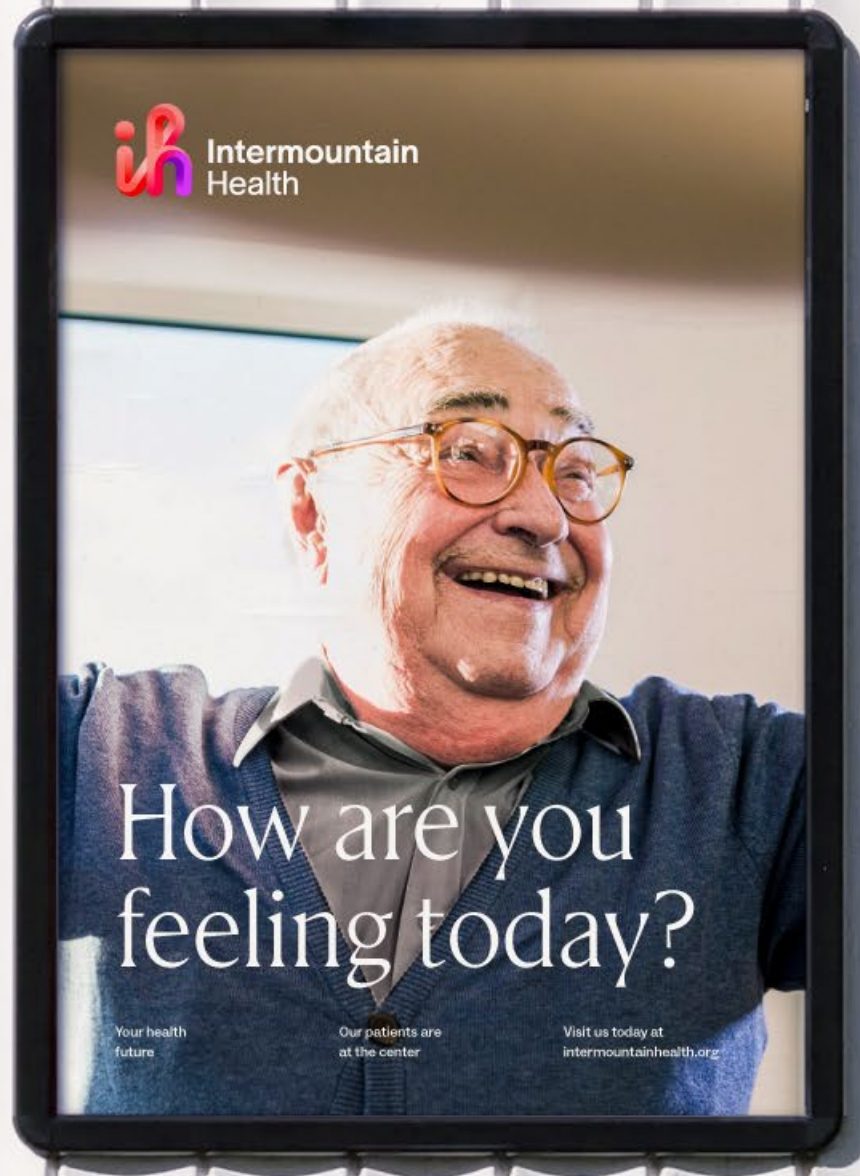
Alternate logo positions



Notional applications

Our visual identity elements rarely (if ever!) appear on their own. Instead, each element is used together with a dynamic system to help tell a complete story about our organization, our brand strategy, and our consumers. The following pages feature inspiring applications to guide your creative work.

Posters



Posters



ih Intermountain Health

Your health future Our patients are at the center Visit us today at intermountainhealth.org

Guiding you to what's right for you.

Your health future Our patients are at the center Visit us today at intermountainhealth.org



ih Intermountain Health

Partners in your health.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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We guide you to what's right for you.

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Your health future Our patients are at the center Visit us today at intermountainhealth.org

How are you feeling today?

ih Intermountain Health



Your health future Our patients are at the center Visit us today at intermountainhealth.org

Medical expertise & personalized care

ih Intermountain Health

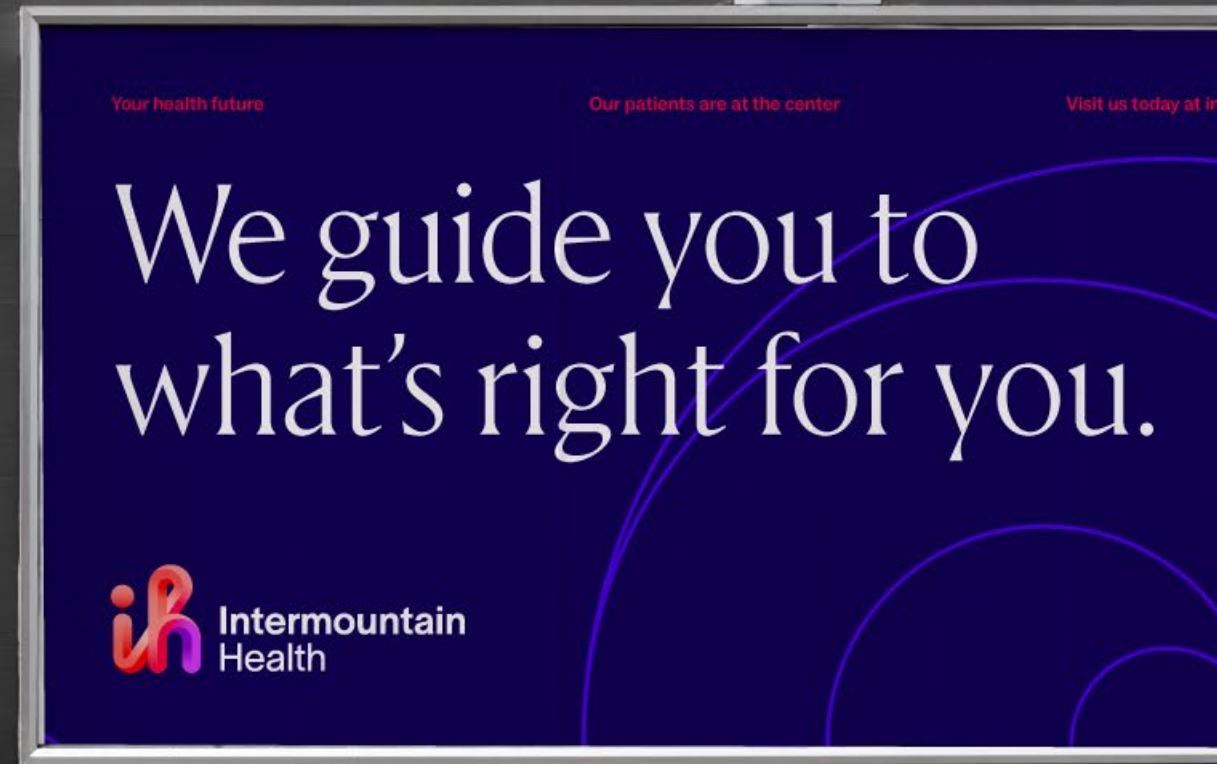


Your health future Our patients are at the center Visit us today at intermountainhealth.org

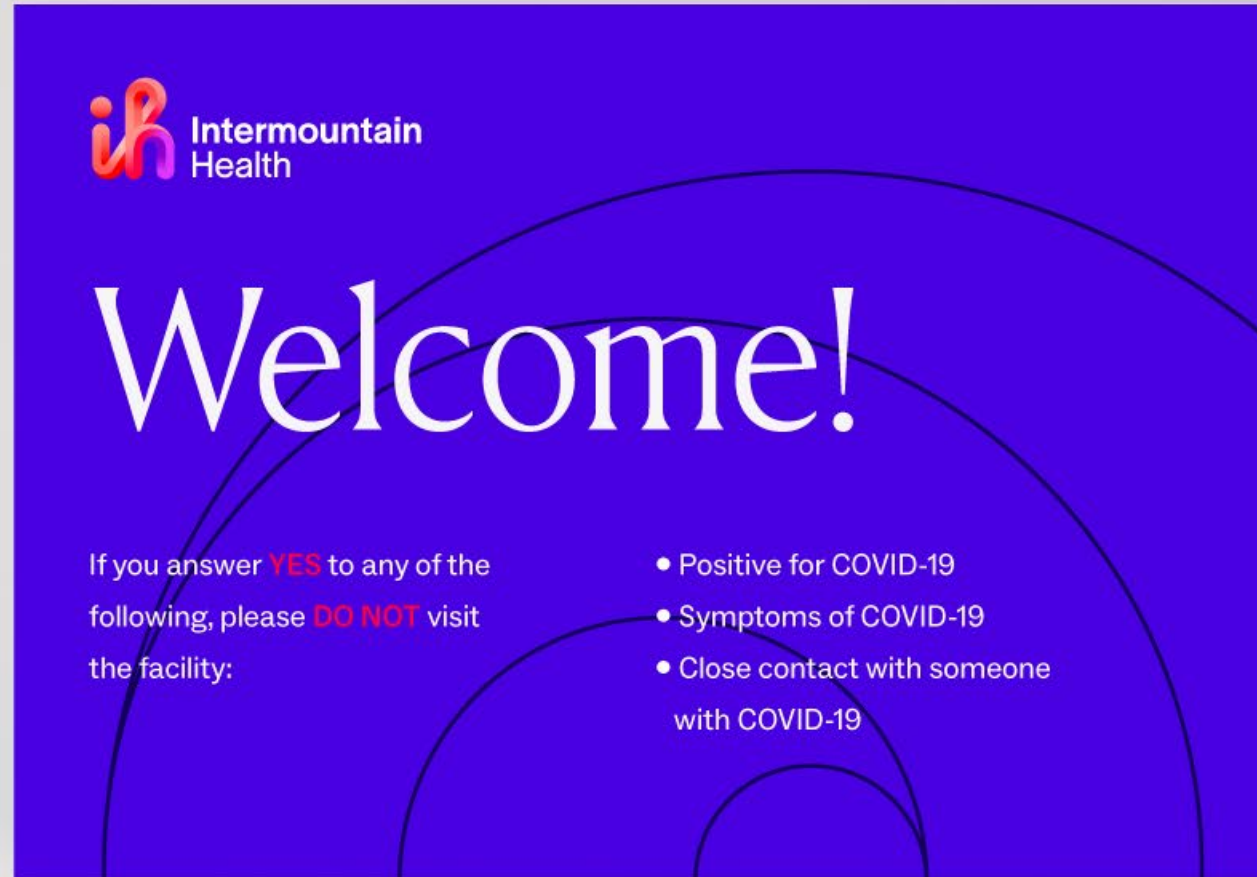
All together for your family's health.

ih Intermountain Health

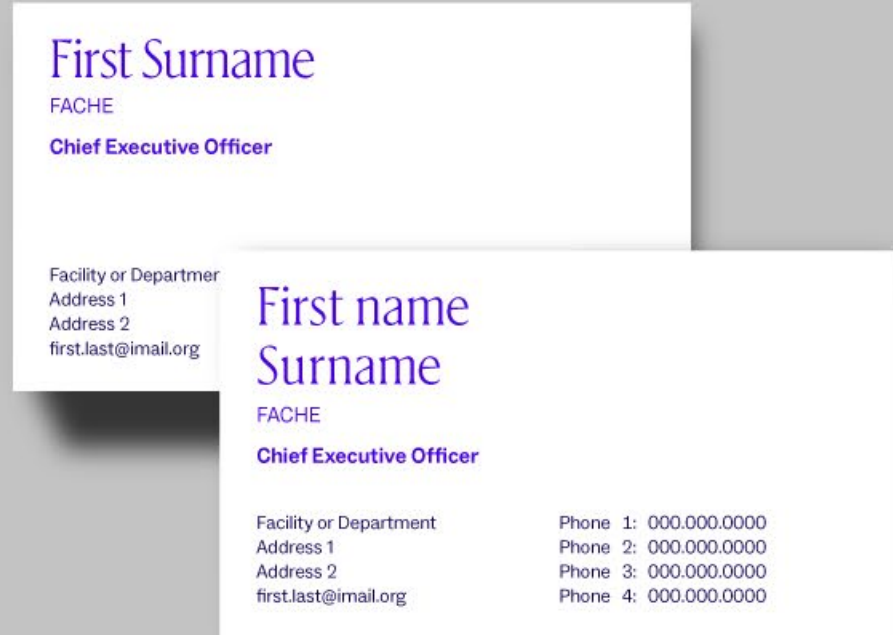
Posters



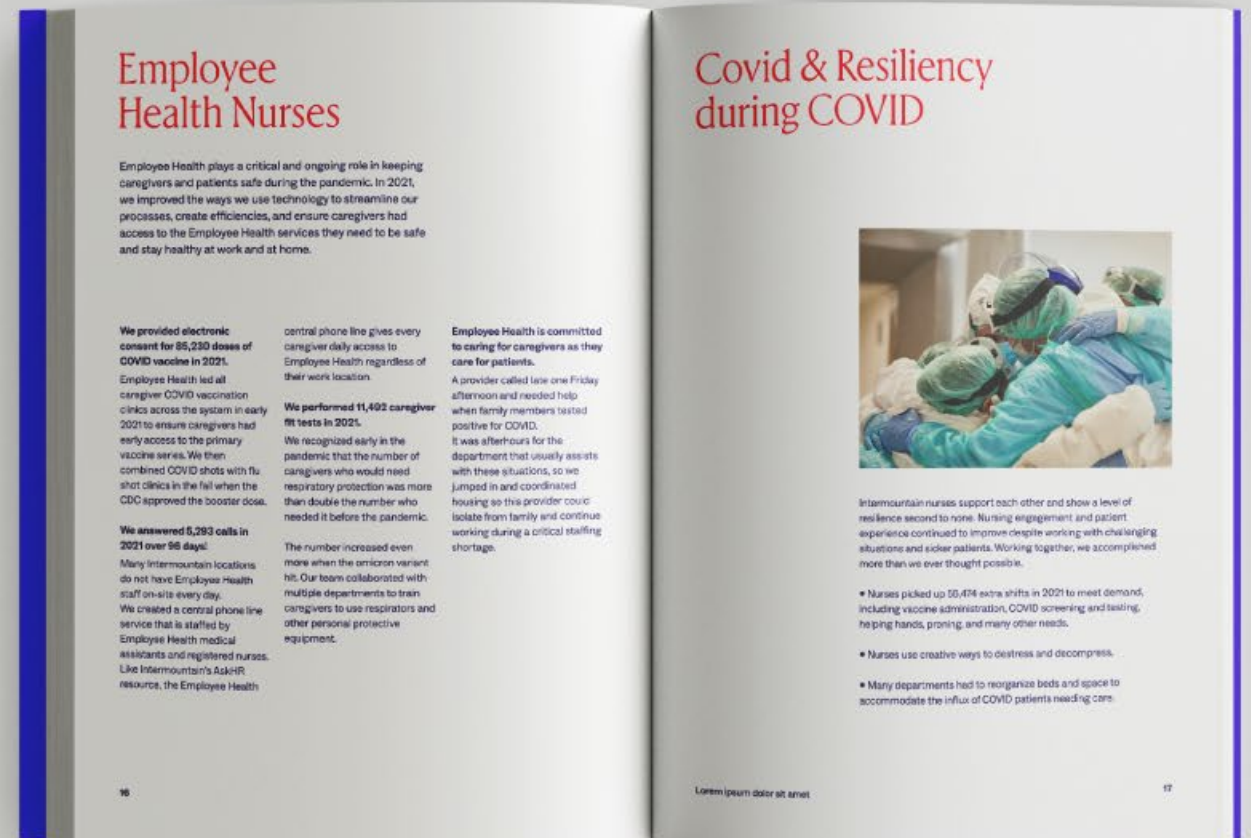
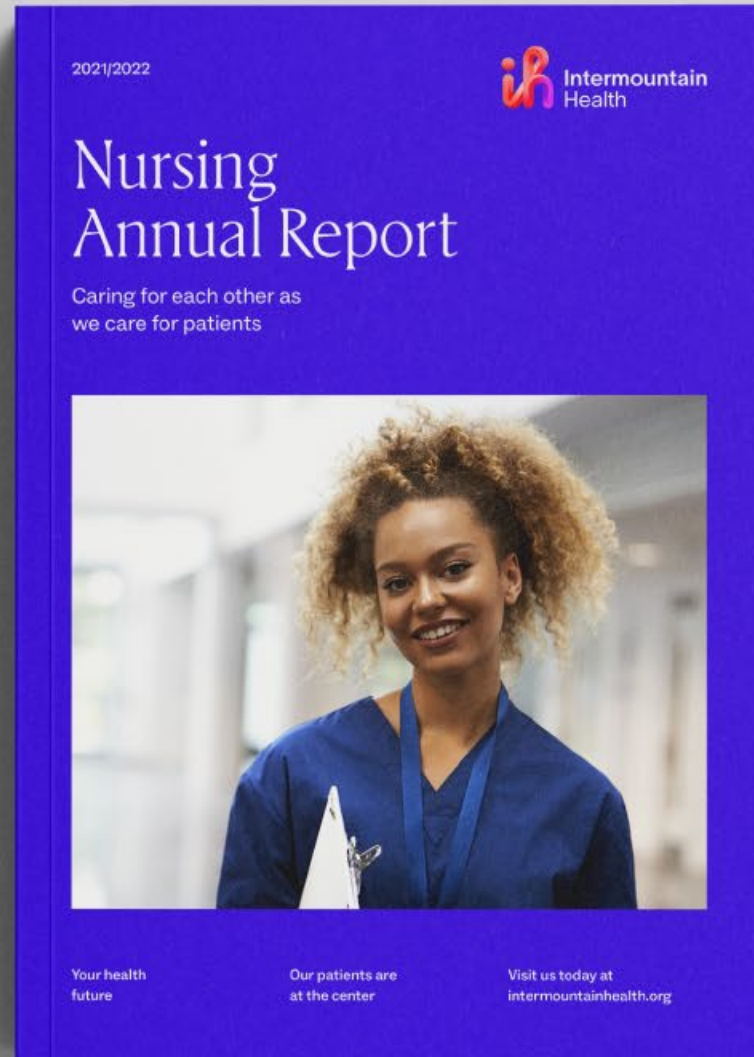
Posters



Business cards



Annual report



Employee Health Nurses

Employee Health plays a critical and ongoing role in keeping caregivers and patients safe during the pandemic. In 2021, we improved the ways we use technology to streamline our processes, create efficiencies, and ensure caregivers had access to the Employee Health services they need to be safe and stay healthy at work and at home.

We provided electronic consent for 85,230 doses of COVID vaccine in 2021.

Employee Health led all caregiver COVID vaccination clinics across the system in early 2021 to ensure caregivers had early access to the primary vaccine series. We then combined COVID shots with flu shot clinics in the fall when the CDC approved the booster dose.

We answered 5,283 calls in 2021 over 96 days.

Many Intermountain locations do not have Employee Health staff on-site every day. We created a central phone line service that is staffed by Employee Health medical assistants and registered nurses. Like Intermountain's AskHR resource, the Employee Health

central phone line gives every caregiver daily access to Employee Health regardless of their work location.

We performed 11,402 caregiver fit tests in 2021.

We recognized early in the pandemic that the number of caregivers who would need respiratory protection was more than double the number who needed it before the pandemic.

The number increased even more when the omicron variant hit. Our team collaborated with multiple departments to train caregivers to use respirators and other personal protective equipment.

Employee Health is committed to caring for caregivers as they care for patients.

A provider called late one Friday afternoon and needed help when family members tested positive for COVID.

It was afterhours for the department that usually assists with these situations, so we jumped in and coordinated housing so this provider could isolate from family and continue working during a critical staffing shortage.

Covid & Resiliency during COVID



Intermountain nurses support each other and show a level of resilience second to none. Nursing engagement and patient experience continued to improve despite working with challenging situations and sickle patients. Working together, we accomplished more than we ever thought possible.

- Nurses picked up 55,474 extra shifts in 2021 to meet demand, including vaccine administration, COVID screening and testing, helping hands, praning, and many other needs.
- Nurses use creative ways to destress and decompress.
- Many departments had to reorganize beds and space to accommodate the influx of COVID patients needing care.

Patient journal



Brochure



Brochure



What should I expect when I get a mammogram?

Although a mammogram may be uncomfortable, it should not be painful. The mammography technologist will compress your breast, which prevents motion, spreads out the tissue to allow better visualization and decreases the amount of radiation. Now that 3-D mammography is available at Intermountain facilities, you can benefit from improved image quality.



Lorem ipsum dolor sit amet



What if my mammogram screening is abnormal?

Approximately ten percent of screening mammograms require follow-up imaging, usually additional views or ultrasound. A small number of women will need a biopsy, or be told to return for a short-term followup exam in six months. Breast cancer is diagnosed in approximately four women per 1,000 screening mammograms. However, it is important to remember that over a lifetime, one in eight women will develop breast cancer.

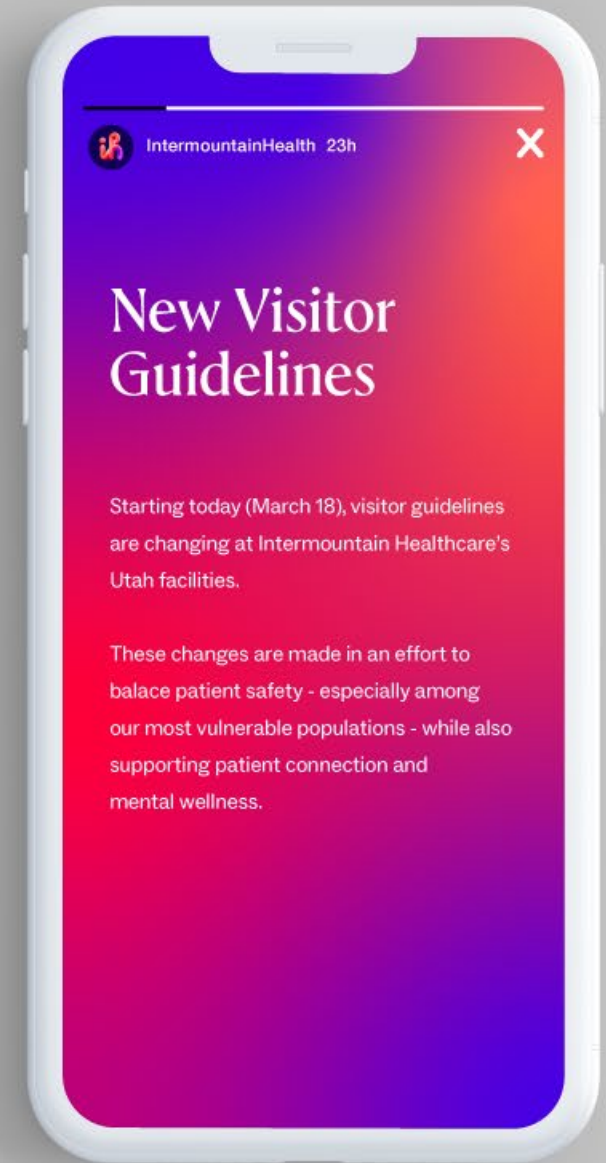
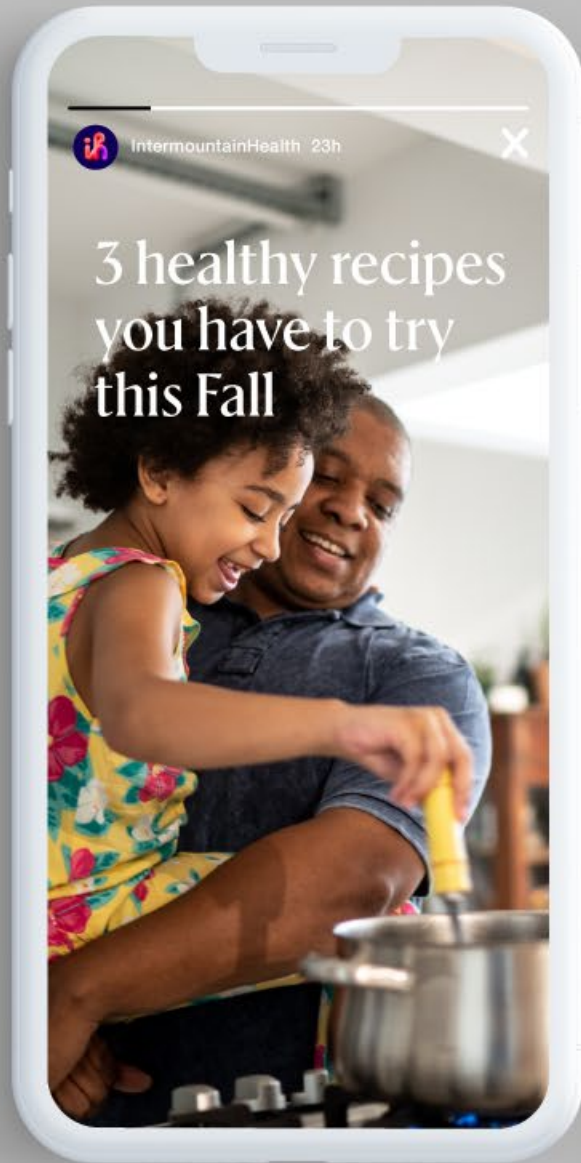
What if I have breast cancer?

Breast cancer is not only treatable, but it is curable if caught early. Mammography has been shown in multiple scientific studies to be the only test that decreases the death rate from breast cancer. Your chances for successful treatment and cure have never been better.

Direct mail



Social media



Contact us

Questions about our brand, strategy, verbal or visual identity?
Reach out to brand@imail.org and we'll be in touch shortly.