

# Brand Book

January 2025

The Endeavor Health brand guidelines serve as an enduring resource to govern the correct representation and usage of individual branded elements across the Endeavor Health brand.

**Rally** our teams and unite Endeavor Health employees around a singular reason for being

**Inform** our internal and external communications, ensuring all messaging reflects our mission and positioning

**Inspire** our brand expressions across all touchpoints, including employer brand and brand actions

**Guide** the creation of external-facing touchpoints to convey our mission and positioning clearly and consistently

# Table of contents

1 Introduction	Our name	5
	What you need to know	6
	Our brand framework	7
2 Brand Foundation	Role of the brand foundation	9
	Mission	10
	Vision	11
	Values	12
	Positioning	13
3 Brand Expressions	Role of brand expressions	16
	Manifesto	17
	Personality & tone of voice	18
4 Brand Architecture	Brand architecture	22
	Masterbrand	24
	Specialty programs	25
	Offsite locations	27
5 Logos	Logos at a glance	29
	Primary logos	31
	Hospitals	34
	Institutes	37
	Medical group	40
	Fitness & wellness; health center	42
	Foundations	43
	Special use cases	45
	Logo usage: sizes, color	46

# Table of contents

6 Color	Color palette	53
	Color hierarchy	56
	Color accessibility and combinations	61
	Color don'ts	63
7 Fonts	Brand fonts	66
	Type hierarchy	69
	Usage guidelines	71
8 Photography Direction	Creative approach	75
	Photographic style	77
	Photographic subjects	83
9 Graphic Elements	Iconography	92
	Endeavor edge	98
	Edgegon	99
	Illustration artwork	100
10 Applications	Business cards	102
	Stationery	103
	Email signature	104
	Templates	105
	Promotional items	106

## Our name



An endeavor represents a collaborative journey;  
a worthwhile undertaking.

As our name indicates, we are boldly setting forth to move  
healthcare in a new direction. Every day, in moments  
big and small, we constantly strive, learn and grow with  
patients to deliver a truly personal healthcare journey.

# What you need to know about the Endeavor Health brand

1

The master brand, Endeavor Health, is always the primary lead logo.

- Health system departments and services will be branded under accepted logos only.
- No additional logos may be created for departments, programs, affinity groups, events, awareness days or training programs.
- Horizontal masterbrand logo is preferred but use the version that best fits the space.

2

Our brand architecture and nomenclature follow a hierarchy whereby Endeavor Health always appears first before hospital, institute or specialty name.

- Do not add “at Endeavor Health” as a dangle identifier in naming conventions
- In first reference in body copy, use the complete brand name (Endeavor Health Edward Hospital) and in second and subsequent references, drop Endeavor Health and refer to entity only.

3

Our brand colors represent one unified health system by balancing our bold Endeavor primary blue with welcoming, warm secondary colors.

- No other colors, gradients or color combinations may be used.

4

The approved primary brand font is ES Klarheit Grotesk. You may use DM Sans when licensing is an issue.

- The Franklin Gothic font is also an acceptable substitution with use of Microsoft Office programs.

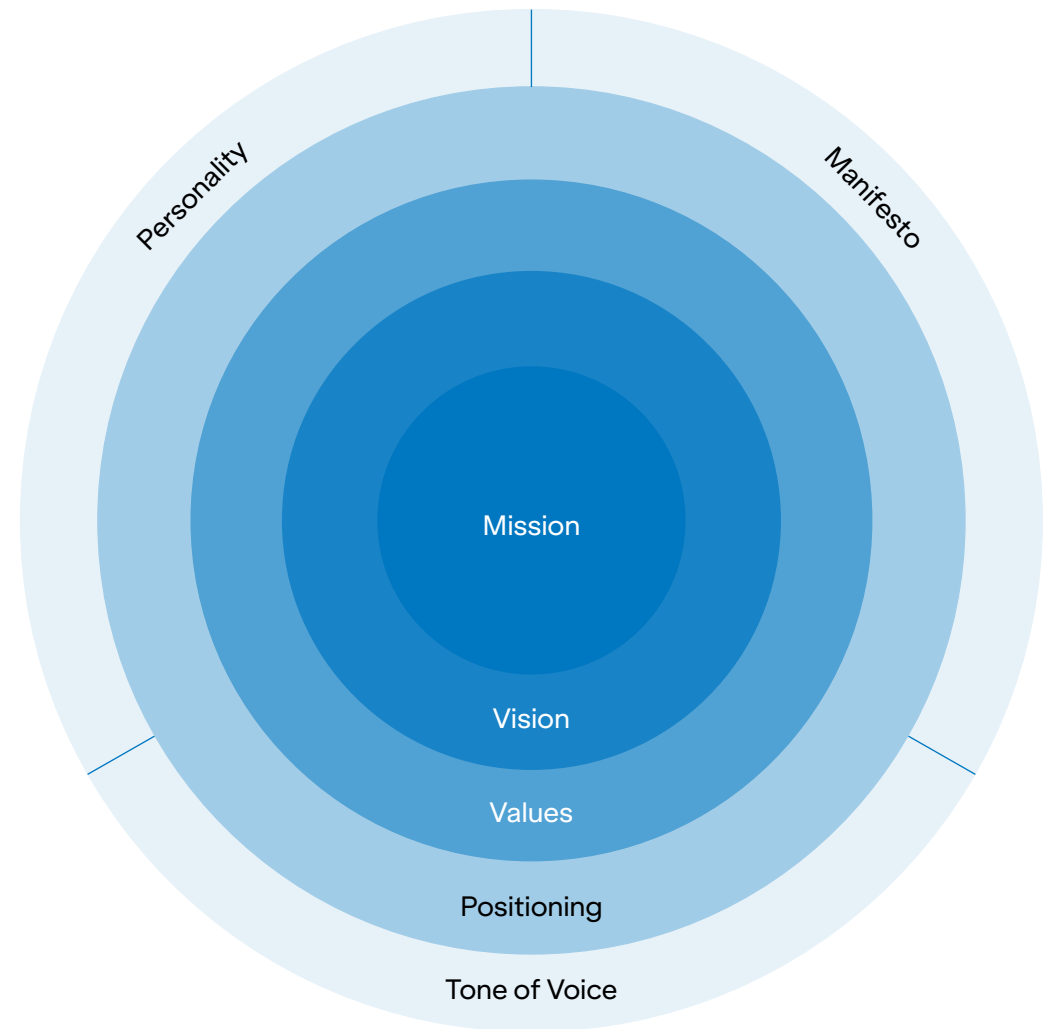
5

ALL uses of the Endeavor Health logo must be approved by the Brand Team.

- To request a rebrand or brand review of new materials, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

# Our brand framework

Our Mission:	Why our organization exists
Our Vision:	The future we strive to create
Our Values:	Principles that guide our actions
Our Positioning:	The unique space we occupy in the market through what we do and what we enable
Our Brand Expressions (Manifesto, Personality, Tone of Voice):	How our positioning comes to life in communications



# Brand Foundation

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# Role of the brand foundation

Our mission, vision, values and positioning make up the core elements of our brand framework and act as a collective North Star for everything we do.

They are the core foundation of our brand and who we are, and encompass the enduring nature of Endeavor Health.

# How each word brings meaning to our mission

Generous  
Humble  
Immeasurable

Patient population  
Providers  
Team members  
Region and Geography

*Help everyone in our communities  
be their best.*

Quality of life (no matter the stage)  
Health and Wellness  
Proactive and Preventive  
Excellence and Progress

# How each word brings meaning to our vision

Safe: baseline

Seamless: remove friction in care

Personal: human

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*Safe, seamless and personal.  
Every person, every time.*

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Inclusive

Community-centric

Accessible

Compassion / Empathetic

## Our Values

### Our Belief

We believe that we must...

### Internal Implications

This means we...

## *Act With Kindness*

Meet people where they are and show empathy through listening

- Understand the perspective of others always
- Practice humility and compassion
- Suspend judgment
- Embrace a service-first mindset

## *Earn Trust*

Act with integrity and accountability to earn and maintain trust

- Communicate clearly and often
- Take responsibility for actions
- Get to solutions together through collaboration
- Always do what we say

## *Respect Everyone*

Champion diversity, equity and inclusion for all through mutual respect

- Actively listen to diverse identities, perspectives, and lived experiences
- Create a safe space for all to thrive
- Ensure our actions drive equity for all
- Help everyone feel welcome

## *Build Relationships*

Develop meaningful connections that have a positive impact on everyone who crosses our path

- Listen with care
- Create moments so that others know they are heard and valued
- Recognize and celebrate the wins — big and small
- Work together to create seamless and personal experiences

## *Pursue Excellence*

Seek out ways to keep learning and growing so we can deliver the best care to all, every time

- Stay curious and creative
- Value experimentation, exploration, innovation and quality in patient-centered care
- Celebrate wins and learn from mistakes
- Courageously challenge the status quo

# Our brand positioning

On your terms  
Patient-specific  
Start with understanding

Innovation  
Latest technology  
Advancements

*Empathy and Expertise.  
In Action.*

An ongoing practice  
A visceral and personal experience  
In your community

## Our positioning statement

We bring together *empathy* and  
*expertise* to deliver a *personal*  
healthcare experience — *for all*.

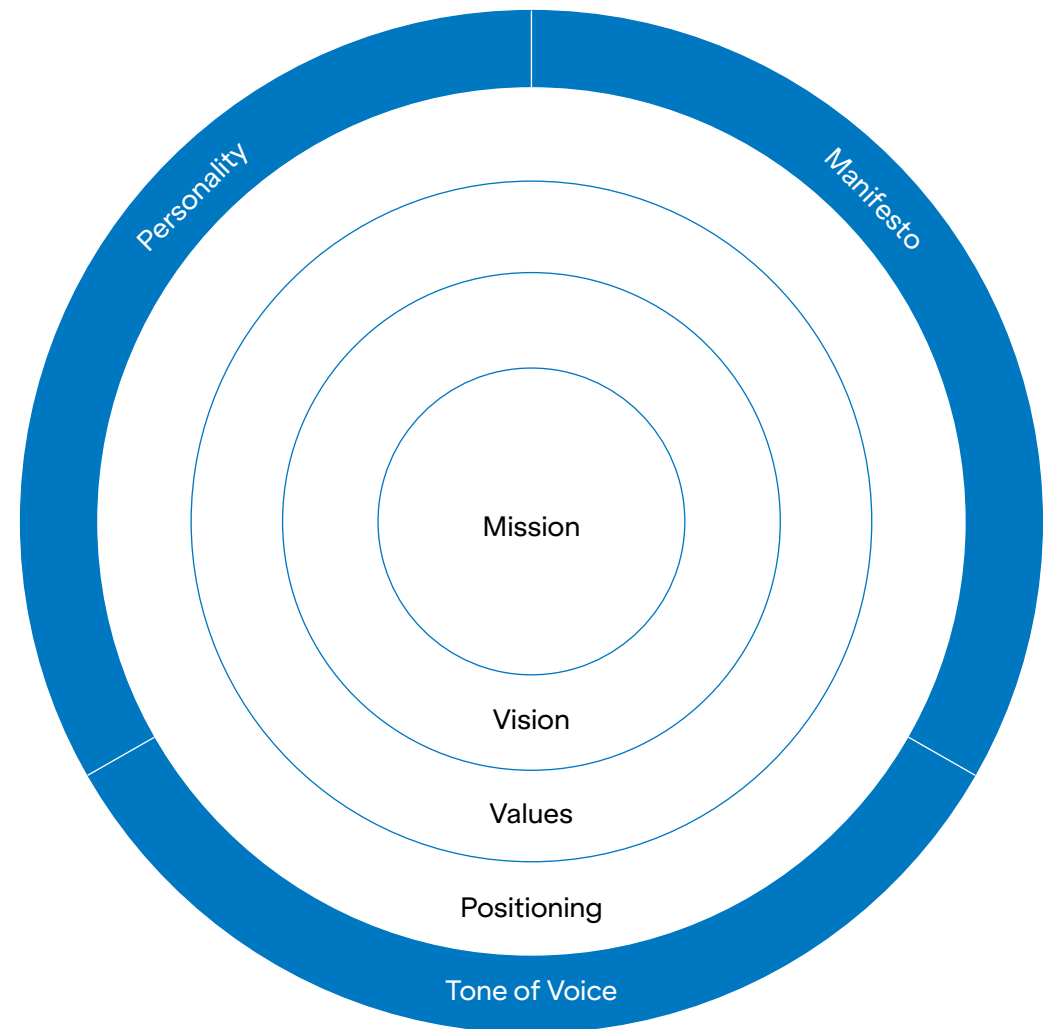
# Brand Expressions

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# Role of brand expressions

Our manifesto, personality, tone of voice and name make up the brand expressions within our brand framework.

These expressions turn our promises defined within our brand foundations (mission, vision, values, positioning) into actions in the world.





# Our manifesto

Who says healthcare can't be better?

Our industry has the sharpest minds and the best technologies.  
But healthcare still asks patients to compromise between prestigious treatment, and being treated with care.

Our patients demand more.  
Our communities deserve more.  
At Endeavor Health, we deliver more.

We lead with empathy and humanity, so healthcare feels personal.  
We make the time. We build relationships. We treat everyone like family.

We pursue expertise, so everyone gets world-class care.  
We stay ahead. We invest in our people.  
We are relentless in seeking the next breakthrough.

**At Endeavor Health we deliver a personal healthcare experience  
where world-class treatment never compromises being treated with care.**

## Empathy and Expertise. *In Action.*

*The manifesto may be used when defining our brand and sharing our brand story. It is mostly intended for internal audiences.*

Our personality &  
tone of voice

The spirit of  
*a challenger*

The heart of  
*a leader*

At Endeavor Health, we are setting a new standard for healthcare.

We call it like we see it: Healthcare can do better for people. We are tenacious and driven, in moments big or small, to deliver that change. We are the first to take action, and the last to quit.

Because we know what it takes to lead our communities forward—deep empathy, and true expertise. We refuse to compromise or settle for less. And we inspire everyone around us to do the same.

## Personality Attributes

### Ambitious

We aspire to bold heights and never settle for less.

**We are:**

Confident and provocative

**We are not:**

Cocky or arrogant

### Determined

We are relentless in our pursuit and driven to action.

**We are:**

A humble, committed partner

**We are not:**

Rigid or inflexible

### Genuine

We speak from our heart, and mean what we say.

**We are:**

Grounded and transparent

**We are not:**

Inconsistent or pretentious

### Welcoming

We invest in the outcomes of all we encounter.

**We are:**

Friendly and approachable

**We are not:**

Folksy or condescending

### Bright

We are vibrant, positive and believe in a better tomorrow.

**We are:**

Warm and energetic

**We are not:**

Clichéd or unrealistic

## Personality Attributes & Tone of Voice

### Ambitious

#### Be inspirational, not competitive

- Highlight breakthroughs, but don't compare our work to others
- Challenge the status quo, but don't provoke for the sake of it
- Ladder work up to a broader vision—to make healthcare work better

### Determined

#### Be direct

- Be declarative; don't hedge
- Lead with the important information; don't add unnecessary flourishes
- Back up ideas with tangible actions

### Genuine

#### Be human

- Use human language, don't use jargon to sound impressive
- Balance the technical and emotional, don't force emotional language that feels artificial
- Use personal stories that are authentic, accurate and unique

### Welcoming

#### Be audience-centric, patient-friendly

- Use language that's simple and accessible to all. Our readability target is 5th to 8th grade, or 10 to 14 years old. This makes content more supportive for users of all cognitive capabilities and more easily understood by non-native English speakers.
- Present information in a way that centers the reader's needs and experiences, rather than our own
- Speak directly to people and open the conversation

### Bright

#### Imagine a better future

- Speak to patient outcomes, not just our own work
- Speak with energy and a positive tone, don't rely on clichés or sound formal
- Motivate through optimism rather than fear, but don't lead with humor

# Brand Architecture

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# How to use this brand architecture

Brand Architecture is a set of organizing principles that defines the relationships among our system sites and services.

## **This playbook:**

- Provides clarity to internal and external audiences
- Enables seamless navigation across care touchpoints
- Provides the tools to build equity in our masterbrand and drive system growth
- Shows examples of the application of architecture using copy only; please refer to the logo chapter for logo usage

## **Applications for Brand Architecture**

- Determining when and how to apply branding for the masterbrand in relation to sub-brands, physical locations, medical group and services
- Naming and attributing newly acquired brands and systems within our brand framework
- Navigating website design, internal communication and wayfinding for specific entities
- Naming new locations and services

# Brand architecture principles in practice

In practice, these principles manifest as simple rules to ensure consistency as our system grows.

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## Make it seamless

Design a radically simple system that centers patients and is easy to navigate

**This means:**

- Prioritize everyday language over technical jargon
- Prioritize fewer choices over too many choices

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## Support masterbrand

Drive competitive differentiation in the market through a strong masterbrand

**This means:**

- Nomenclature is fixed, but application is flexible
- Masterbrand is always highlighted most prominently (scale of logo, first in information hierarchy)

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## Go for growth

Develop a flexible system that supports our ambitions for growth

**This means:**

- Editable directory is included for ongoing management of brand architecture application
- Governance guidance and criterias are included for future growth scenarios

# We lead with a dominant masterbrand

## In practice this means...

- Masterbrand is always the primary logo for the organization.
- Clinical Institutes are sub-brands that will have their own logo lockups.
- Outpatient location names will follow the same structure when they have consistent offerings to ensure clear navigation throughout the system.
- In copy, use the full name for first reference and on second reference, you may drop Endeavor Health. For example, first reference: “Endeavor Health Evanston Hospital” and second reference: “Evanston Hospital.”

## Masterbrand



### Examples

#### Hospitals

Endeavor Health  
Evanston Hospital



#### Clinical Institutes:

Endeavor Health  
Cardiovascular Institute



#### Outpatient Locations:

Endeavor Health  
Immediate Care\*

Endeavor Health  
Health Center & Immediate Care\*

\*A location identifier, such as the suburb, neighborhood or street, is used for **website navigation** and for listings on **search engines** only. Examples include:

- Endeavor Health Health Center - Downers Grove
- Endeavor Health Immediate Care - Skokie Commons
- Endeavor Health Health Center & Immediate Care - Bolingbrook



# Specialty programs

As sub-brands, Clinical Institutes have their own dedicated suite of programs that can be accessed at hospitals and outpatient locations.

### In practice this means...

- Locations are deprioritized in favor of subspecialty services to build equity in services that can be accessed across the system rather than a single physical location.

**Note:** Names of programs and physical locations are for example only. Internal teams need to determine correct allocation of program availability at locations.

### Endeavor Health + Discipline name + Institute

Endeavor Health  
Cardiovascular Institute

FOR ILLUSTRATIVE PURPOSES ONLY. NOT AN ACTUAL LOGO.

### Subspecialty programs (for example only and not a comprehensive list)

Heart Failure  
Program

Structural Heart  
Program

Congenital Heart Disease  
Program



### Physical locations

Available at:  
Relevant hospitals and outpatient locations  
where this program is offered.

# Specialty programs

As sub-brands, Clinical Institutes lead in the naming of all affiliated outpatient locations with Clinical Institute programs and services.

## In practice this means...

- All outpatient locations across the system will adopt “Center” as a standardized suffix.
- The use of “Clinic” will be retired due to poor performance in patient testing.
- If a program is available at a multi-specialty location (e.g., AFib Clinic) it should use the suffix “Program” or “Service” on internal wayfinding and directories, while external signage reflects the entire site and always uses “Center.”

Endeavor Health + Discipline name + Institute

Endeavor Health  
Cardiovascular Institute

FOR ILLUSTRATIVE PURPOSES ONLY. NOT AN ACTUAL LOGO.



Program name + Center

FOR ILLUSTRATIVE PURPOSES ONLY. NOT AN ACTUAL LOGO.



Endeavor Health Cardiovascular Institute  
Structural Heart Center

FOR ILLUSTRATIVE PURPOSES ONLY. NOT AN ACTUAL LOGO.

# Offsite locations

Offsite location names are streamlined to ensure seamless patient navigation.

In practice this means...

- Most multi-service line locations adopt the name “Health Center.”
  - Medical Groups are only signaled on internal wayfinding or lab coats, as applicable, not on external signage.
  - If a program is available at a multi-specialty location (e.g., AFib Clinic) it should use the suffix “Program” or “Service” on internal wayfinding and directories. “Clinic” is not being widely used.
- All outpatient locations across the system adopt “Center” as a standardized suffix.

**Note:** Names of programs and physical locations are for example only.

## Endeavor Health + Type of Off-Site Location

**Multi-Service Location/  
Scheduled Appointments**

A single physical location that offers multiple levels of service lines in one location.

- Medical Group
- Medical Office Building
- Outpatient Care Center
- Health Center



All listed locations will be referred to as Health Centers

**Multi-Service Location/  
Immediate Care**

Immediate Care Centers provide convenient and responsive medical care for non-emergencies requiring prompt medical attention.

**Immediate Care**



Exception:  
Immediate Care / Remote Care / Pharmacy / Lab will not use “Center” suffix.  
Health Centers co-located with Immediate Care use Health Center & Immediate Care.

**Support Services +  
Remote Care**

Stand-alone non-physician locations that offer one-off services.

- Fitness Center
- Galter Life Center
- Pharmacy
- Remote Care



# Logos

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# Logo system at-a-glance

Our logo system is comprised of the following logos and sub-brand treatments.

Logo marks and logo lockups are not permitted and will not be created for internal programs, trainings, departments, events or services.

Logos are provided for our master brand and sub-brands (hospitals, institutes, health centers, foundations and fitness centers). No other logos or marks will be created for other sub brands.

The only logos to be used are those identified in the brand standards and by the Marketing Department. However, at the discretion of senior leadership and the Marketing Department, programs of strategic importance may receive special brand treatments, in type only. These programs will be considered strategic priorities and will include projects that impact a large number of stakeholders within Endeavor Health. In these instances, the brand treatment may include the use of the brand color palette, font and other design elements to differentiate them, but no special marks, icons or font designs will be allowed.

## Primary logos

HORIZONTAL



STACKED



ICON



## Sub-brand treatments

ENDEAVOR HEALTH  
LOCK-UPS  
EXAMPLES



ENDORSED  
LOCK-UPS

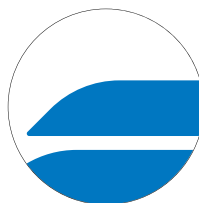


# Logo story

Our entire visual system is designed to express empathy and expertise - in action.

Our primary logo consists of two components: icon and logotype. Our logo should appear in two colors whenever possible.

The 2-color version of our logo should only be displayed on the approved backgrounds.

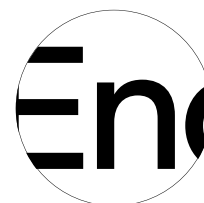


ICON

- Overall, the icon expresses movement toward outcomes.
- Its rounded corners create an approachable look and feel.
- Its blue reinforces we are reliable, credible and can be trusted to provide safe and effective healthcare services.
- It also symbolizes an abstract 'E,' and its strong alignment with our logotype creates balance.

# Endeavor Health

LOGOTYPE



- A font that is clean and simple, yet refined.

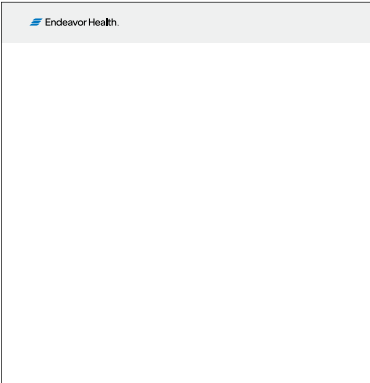
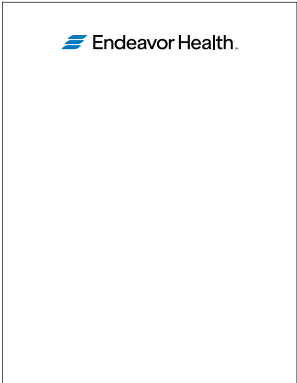
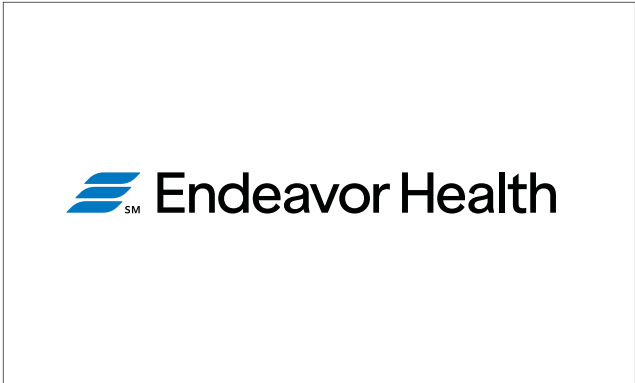
# Horizontal logo



Logos may be appear in 2 color or all black or reverse out white but never in all blue.

To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

## HORIZONTAL LOGO



Optimal for center and left alignment and for long, narrow spaces

Logo colors	Minimum clear space
<div>Black Logotype</div> The logo consists of a blue icon of three horizontal lines of increasing length, followed by the text "Endeavor Health" in a black sans-serif font. A small "SM" trademark symbol is located below the first line of the icon.	<p>Make sure clear space surrounds the logo in all applications (i.e., print and digital).</p> <p>The clear space must be at least 2x the height of the stroke in the Endeavor “E” icon.</p> <p>More clear space is always better.</p>
<div>White Logotype</div> The logo consists of a blue icon of three horizontal lines of increasing length, followed by the text "Endeavor Health" in a white sans-serif font. A small "SM" trademark symbol is located below the first line of the icon.	
<div>Black Knock Out</div> The logo consists of a black icon of three horizontal lines of increasing length, followed by the text "Endeavor Health" in a black sans-serif font. A small "SM" trademark symbol is located below the first line of the icon.	
<div>White Knock Out</div> The logo consists of a black icon of three horizontal lines of increasing length, followed by the text "Endeavor Health" in a white sans-serif font. A small "SM" trademark symbol is located below the first line of the icon.	



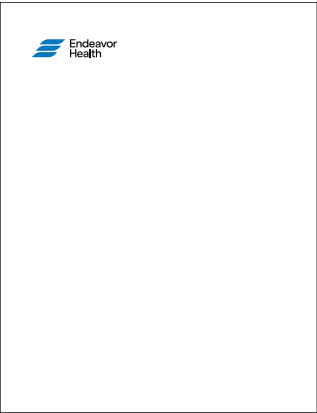
# Stacked logo



Logos may be appear in 2 color or all black or reverse out white but never in all blue.

To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

## STACKED LOGO



Optimal for left alignment and for small-scale applications when the composition is square

### Logo colors

Black  
Logotype



White  
Logotype



Black  
Knock  
Out



White  
Knock  
Out

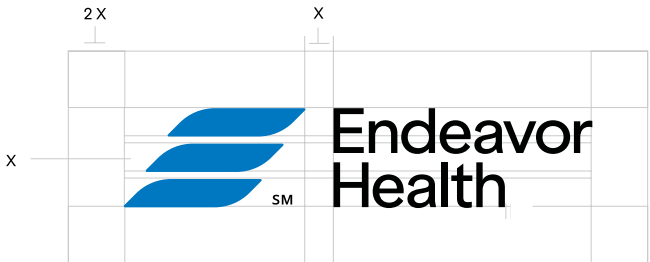


### Minimum clear space

Make sure clear space surrounds the logo in all applications (i.e., print and digital).

The clear space must be at least 2x the height of the stroke in the Endeavor "E" icon.

More clear space is always better.





# Icon

Our Endeavor ‘E’ icon is the simplest representation of our brand, signaling forward momentum.


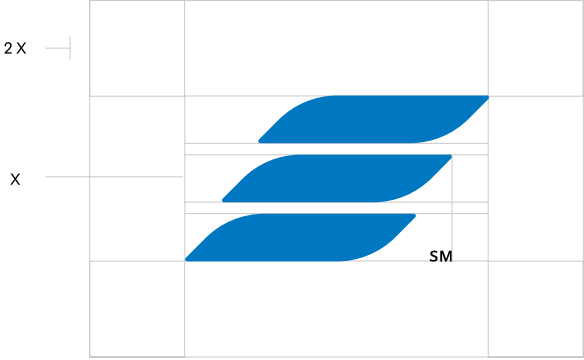


Our icon should only be used on its own when our full logo or name appears within the same physical or digital space.



The icon should only be represented in the 3 colors noted for brand consistency.

To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).



Icon colors	Minimum clear space
<div>Endeavor Blue</div>  <div>SM</div>	 <p>The diagram shows the 'E' icon centered within a 3x3 grid. Horizontal clear space is marked as '2X' (top) and 'X' (bottom). Vertical clear space is marked as 'X' (left) and 'SM' (right).</p>
<div>Black Knock Out</div>  <div>SM</div>	
<div>White Knock Out</div>  <div>SM</div>	

# Approved hospital logos

USED FOR

Hospitals

This format heros our primary brand logo to align with our dominant primary brand strategy.



Logo colors

Black  
Logotype



White  
Logotype



Black  
Knock  
Out



White  
Knock  
Out



Minimum clear space



To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

# Approved hospital logos

## USED FOR

### Hospitals

- Hospitals retain their legacy naming to maintain regional equity (however, there will be no significant investment in continuing to build their equity).

To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).



# Approved hospital logo usage

## **Use the Hospital logo lockup for:**

- Letterhead
- Memo templates

## **Use the Endeavor Health master brand logo for:**

- Appointment reminder cards
- Epic applications
- Marketing collateral
- Web pages
- Patient education
- Digital signage
- Hospital-specific events
- See best practices for signage

# Approved institute logos

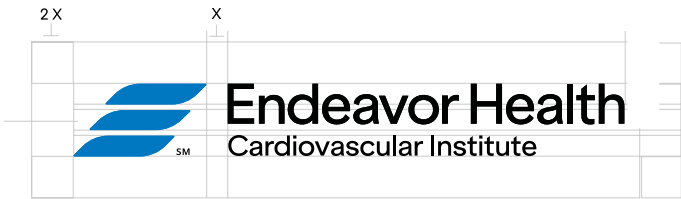
Clinical Institutes have their own visual identities and logos that complement the masterbrand.

Clinical institute logos are considered the “gold seal” to be use at select locations.



Logo colors

Minimum clear space



To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

# Approved institute logos

Based on research, Neurological  
Institute is called Neurosciences  
Institute

Please use the academic spelling of  
Orthopaedic

To request a logo, please contact  
the Brand Team at [brandhelp@  
eehealth.org](mailto:brandhelp@eehealth.org).

## Institutes



# Approved institute logo usage

## Use the Clinical Institute logo lockup for:

- Letterhead
- Memo templates
- Appointment reminder cards
- Physician letters
- Institute specific patient education
- Institute specific marketing collateral
- Monument and channel lettering for flagship locations

## Use the Endeavor Health master brand logo for:

- Web pages – master brand logo, institute name in typed content only
- Epic (follow-up reminders, after visit summaries, etc.)
- Business cards and email signatures
- Event at an institute or promoting the institute individually, potentially through a speaker engagement
  - *Eating healthfully for your heart-presented by Endeavor Health Cardiovascular Institute* – use master brand logo with full institute name in type as a subhead
  - *Type treatment only*
- Event at general health fair promoting multiple specialties would be master brand (featuring Dr. X from CVI, Dr. Y from Ortho and Spine, for example)

- Sponsorships/Partnerships
  - When the organization is funding the partnership or sponsorship at the corporate level, all logo usage will be master brand
  - Institute-funded sponsorships can include the institute logo lock-up in creative as long as there is a tie-in to the specialty services of that institute
  - See event toolkit for best practices for sponsorships.
- Signage
  - External campus wayfinding signage – master brand logo with service as destination
  - Interior signage: use institute or master brand depending on site wayfinding needs

To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

# Medical group logo

Legacy medical groups are streamlined to a single, Endeavor Health masterbrand-named Medical Group.

- Masterbrand appears first.
- Equity is built in masterband Medical Group to ensure consistency and standardization of care.

To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

Medical Group





# Approved medical group logo usage

## Use the Endeavor Health Medical Group logo lockup for:

- Letterhead
- Physician-patient relations and communications specific to that office
- Service or treatment
- Physician recruitment
- Physician additions or departures
- Physician letters
- Institute physician providing services within institute
- Memo templates
- Appointment reminder cards
- Business cards
- Physician-facing newsletters
- Interior wayfinding signs (employed physician groups)

## Use the Endeavor Health Master Brand for:

- Specialty referral cards
- Web pages
- Epic (follow-up appointment reminders, after visit summaries)
- Research
- Lab coats
- Patient education
- Marketing collateral
- Signage
  - Monument signage – master brand or health center (case by case)
  - External campus wayfinding signage – master brand or health center case by case
- Search (master brand with Medical Group in type treatment)
- Email signatures
- Telecom scripts
- LinkedIn
- Media relations – EHMG in copy, not separate logo usage

## Approved fitness & wellness center logo usage

### Use the Endeavor Health Fitness & Wellness Center logo lockup for:

- Monument Signage
- Flyers
  - Challenges, class events, class schedules
  - Endeavor Health logo with type treatment (Fitness and Wellness Center)
- Website
  - Endeavor Health logo with type treatment (Fitness and Wellness Center)
- Membership information
  - Website, printed packet of materials

### Use the Endeavor Health Master Brand for:

- Uniforms
- Badges
- Search
  - Master brand logo with Fitness and Wellness Center in copy and location designator in copy (e.g. Endeavor Health Fitness & Wellness Center - Seven Bridges; Endeavor Health Fitness & Wellness Center - NCH)

## Approved health center logo usage

### Use the Health Center logo lockup for:

- Signage (monument, external wayfinding, interior wayfinding)

### Use the Endeavor Health Master Brand for:

- Appointment reminder cards
- Web pages
- Epic
- Patient education
  - Ladder up to master brand or institute if applicable
- Marketing specific campaigns or collateral would not exist for Health Centers







# Foundation lock-ups

Because foundations maintain legacy names, our primary logo is incorporated through the following endorsed lock-up format.

To request a logo, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

# Edward Foundation

Part of  Endeavor Health

Logo colors	Minimum clear space
<div>Black Logotype</div> <div>Edward Foundation</div> <div>Part of  Endeavor Health</div>	<div>1 line</div> <div><div>x — Edward Foundation</div><div>1/2 x —</div><div>3/4 x — Part of  Endeavor Health</div></div>
<div>White Logotype</div> <div>Edward Foundation</div> <div>Part of  Endeavor Health</div>	
<div>Black Knock Out</div> <div>Edward Foundation</div> <div>Part of  Endeavor Health</div>	<div>2 lines</div> <div><div>Line height - 100%</div><div>x — Northwest Community</div><div>x — Hospital Foundation</div><div>1/2 x —</div><div>3/4 x — Part of  Endeavor Health</div></div>
<div>White Knock Out</div> <div>Edward Foundation</div> <div>Part of  Endeavor Health</div>	

# Approved foundation logos

Foundations maintain legacy names and attribute masterbrand via endorsement.

## In practice this means...

- Foundations maintain legacy names and continue to build relationships locally.
- Masterbrand is attributed via endorsement.
- Foundations have their own logos, but must still complement the system-level visual identity.

To request the lock-ups, please contact the Brand Team at [brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).

**Note:** Selected naming conventions reflect current Foundations' strategies. This may evolve depending on strategic goals and future integration.

## Edward Foundation

Part of  Endeavor Health

## Elmhurst Memorial Hospital Foundation

Part of  Endeavor Health

## NorthShore Hospitals Foundation

Part of  Endeavor Health

## Northwest Community Hospital Foundation

Part of  Endeavor Health

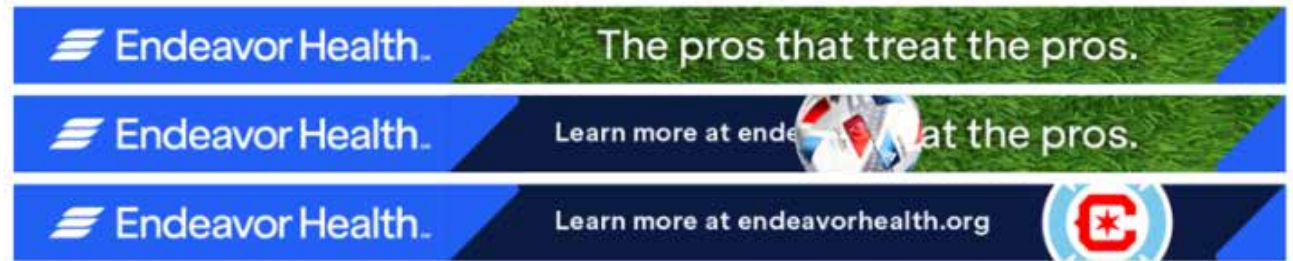
## Swedish Hospital Foundation

Part of  Endeavor Health

# Special use cases

## Sponsorships

- Service Line & Growth Team takes the lead in determining priority sponsorships.
- Service Line & Growth Team engages with franchise, content studio and agency partners (as necessary) to create assets which may include logo lockups, ads, digital dashboards, maps, etc.
- Brand Team approves applying Endeavor Health brand standards and partner franchise standards.



PROVIDED BY

**Your Best Health**  
Chicago



# Type treatment with masterbrand logo

Internal programs, initiatives and departments will use the Endeavor Health Masterbrand logo and the program or department name will appear using an Endeavor Health brand font.

## Wellbeing & Vitality Example



# Minimum sizes

The following minimum sizes should be followed to maintain the legibility of our logo at small scales.



## Horizontal Logo\*

Minimum Widths:

**Digital**  
150 px

**Print**  
1.5 in

\*minimum size applies to the size of our logo when it appears in the context of our sub-brand treatments



## Vertical Logo

Minimum Widths:

**Digital**  
90 px

**Print**  
.75 in



## Icon

Minimum Widths:

**Digital**  
35 px\*

**Print**  
.25 in

\*with the exception of our favicon

# Logos and color

We only use color combinations that maintain high contrast for legibility and adhere to [Web Content and Accessibility Guidelines](#) contrast ratios.

We do not use low contrast or clashing color combinations.

Our logos should only appear in the approved color combinations listed, with tint combinations intended to be used sparingly for contexts like events, initiatives, social, or internal usage.



#FFFFFF on #235FF8



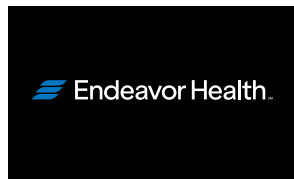
#235FF8 & #000000 on #FFFFFF



#235FF8 & #FFFFFF on #0B1B42



#FFFFFF on #0B1B42



#235FF8 & #FFFFFF on #000000



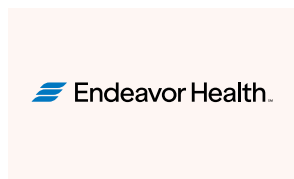
#FFFFFF on #000000



#235FF8 & #000000 on #F3F7FF



#235FF8 & #000000 on #E1F5FC



#235FF8 & #000000 on #F2F3F5



#235FF8 & #000000 on #F9FBFF



#235FF8 & #FFFFFF on #F15624



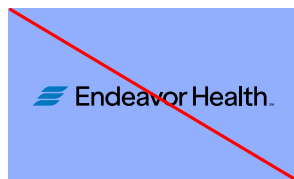
#235FF8 & #000000 on #FFCF30



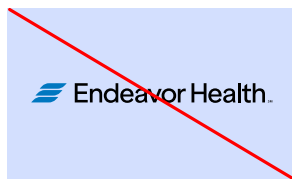
#235FF8 & #000000 on #FCDD3



#235FF8 & #000000 on #FCDD3



#235FF8 & #000000 on #91AFFC



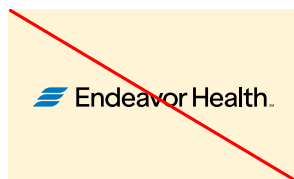
#235FF8 & #000000 on #D3DFE



#235FF8 & #FFFFFF on #56668C



#235FF8 & #000000 on #F79A7C



#235FF8 & #000000 on #FFF5D6



#235FF8 & #000000 on #FFE697



#235FF8 & #000000 on #FCDD3



#235FF8 & #000000 on #FCDD3



# Logo over image

When placed over imagery, our logo must always maintain its legibility.

If a logo must be placed over an image, choose an image with sufficient contrast between logo and background.

Only black and white versions of the logo can appear on photographs.



Place logo on backgrounds where there is sufficient contrast between logo and background.



Do not use floating boxes or screens over the logo.



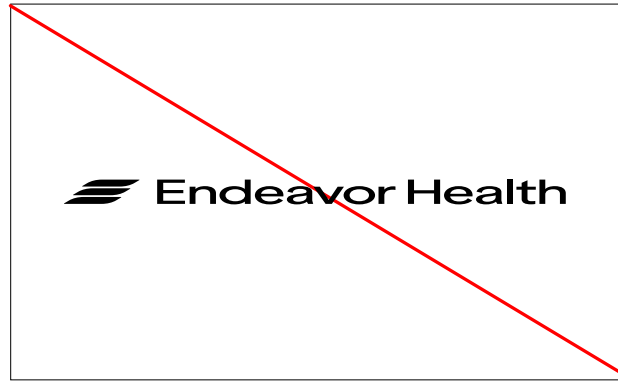
Do not place the logo on backgrounds that make it difficult to read or obstruct primary subject matter



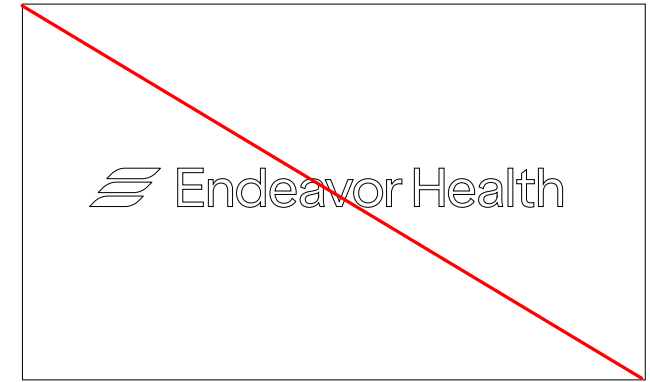
Do not place or use over busy imagery, graphics or backgrounds.

# Forbidden changes

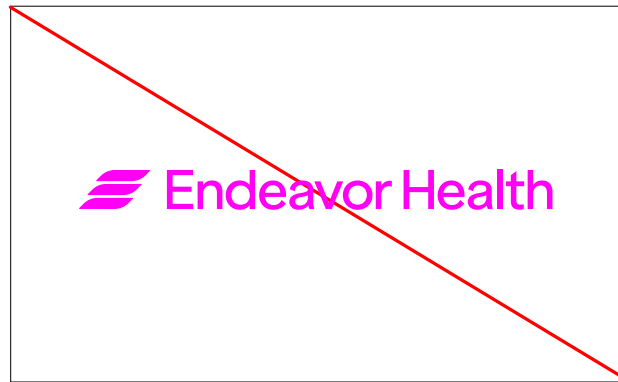
Our logo is an important signifier of our cohesive brand, and therefore to maintain consistency and integrity our logo must never be altered. Specific forbidden alterations are noted, and please reach out to the brand marketing team if you have any questions.



Do not stretch or distort



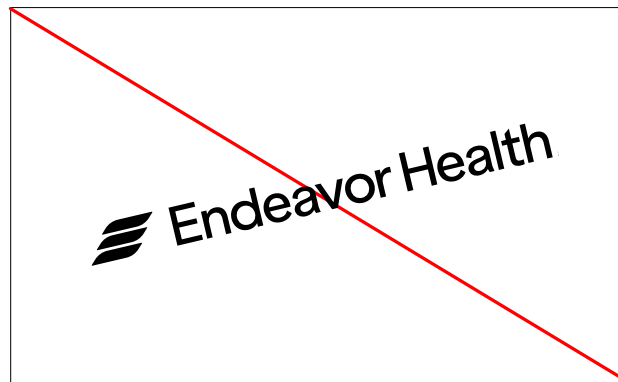
Do not outline



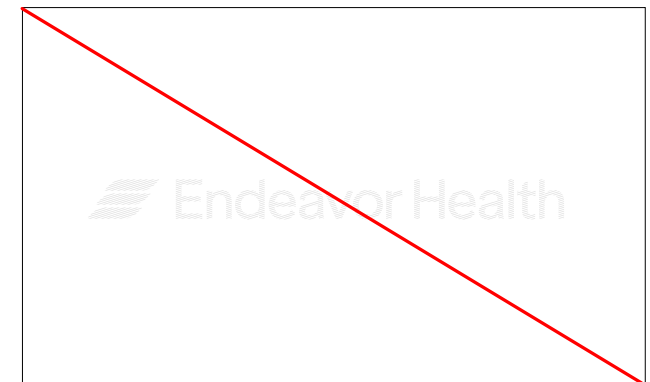
Do not use unapproved colors



Do not apply shadows or effects



Do not rotate



Do not apply patterns

# Forbidden layouts

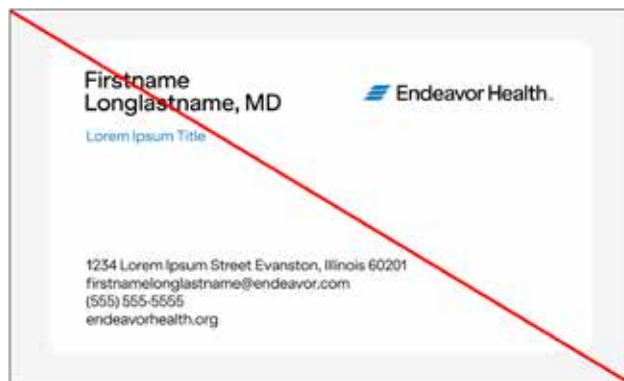
To maintain consistency and integrity, our logo must never be included in the following compositions:



Do not lock up departments or other words with our primary logos or sub-brand treatments in any applications or contexts



When using the deconstructed icon as a background element, do not use high contrast color combinations



Do not right align our horizontal logo, our stacked logo or our sub-brand treatments



Do not outline Do not lock up departments or other words with our icon in any applications or contexts



The deconstructed icon is a graphic device, not a pattern. Do not use more than 3 of the bars of our Endeavor "E" icon at once.



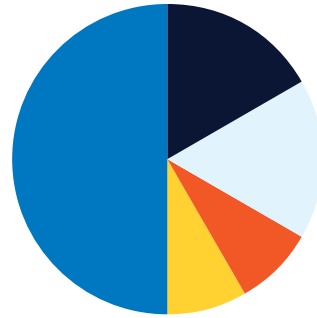
# Color

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# Color Palette Story

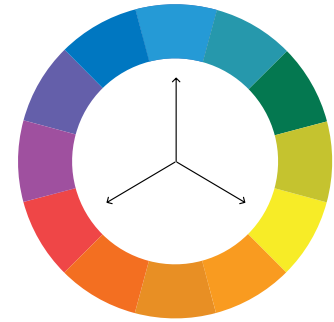
Our color palette represents one unified Endeavor Health by balancing our bold primary blue with welcoming warm secondaries.

Our colors were inspired by nature and color theory, and tonally align with our digital-first marketing strategy.



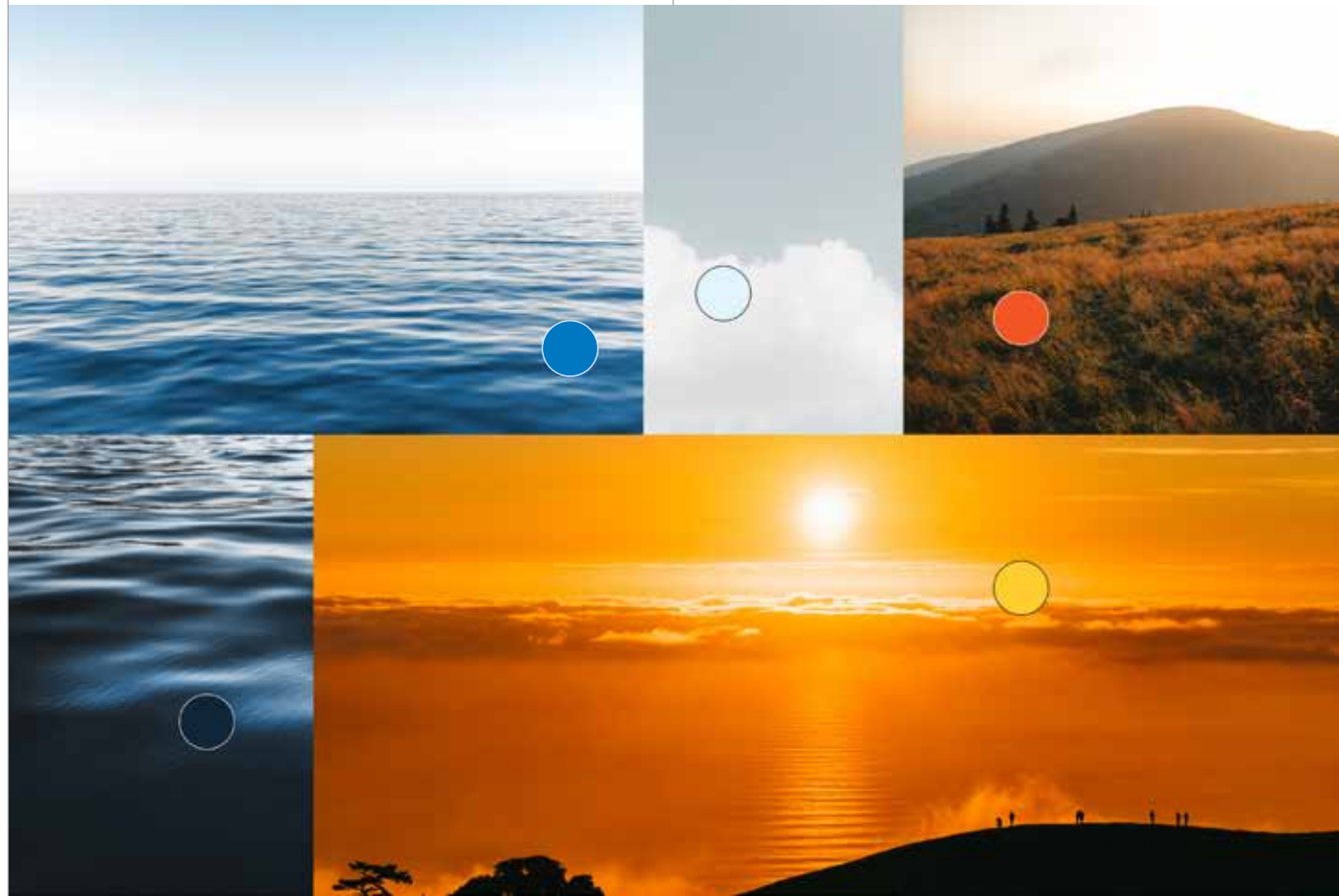
## Color palette

Our color palette has been developed to represent our cohesive, unified health system, and is not representative of legacy visual identities.



## Color theory: triad structure

Our color palette uses a triad structure which allows for contrast, harmony, and visually appealing compositions when using color.



# Core palette

Our primary Endeavor Blue is supported by the following secondary and accent colors:

Endeavor Blue  
(Primary)

HEX: #235FF8  
RGB: 35/95/248  
Pantone C: 285 C  
CMYK C: P109-8C  
100/45/0/0  
Pantone U: 285 U  
CMYK U: P109-8U  
99/35/0/0

Deep Sea  
(Secondary)

HEX: #0B1B42  
RGB: 11/27/66  
Pantone C: 2767 C  
CMYK C: P103-16C  
100/87/0/50  
Pantone U: 282 U  
CMYK U: P103-16U  
100/100/0/55

Sky Blue  
(Secondary)

HEX: #E1F5FC  
RGB: 225/245/252  
Pantone C: 545 C  
CMYK C: P119-1C  
23/3/6/0  
Pantone U: 538 U  
CMYK U: P119-1U  
25/3/4/0

Tangelo  
(Accent)

HEX: #F15624  
RGB: 241/86/36  
Pantone C: 1665 C  
CMYK C: P40-8C  
0/76/86/0  
Pantone U: Orange 021 U  
CMYK U: 30-8U  
0/74/100/0

Sunglow  
(Accent)

HEX: #FFCF30  
RGB: 255/207/48  
Pantone C: 123C  
CMYK C: P7-8C  
0/16/100/0  
Pantone U: 7404 U  
CMYK U: P4-8U  
0/6/100/0



# Tint palette

The following tints are reserved for digital applications. Only hex codes are provided.

They are intended for use in applications like illustrations, iconography and website background washes.

If tints are desired for print applications, please contact the marketing team.

Endeavor Blue (Primary)	HEX: #0B1B42	HEX: #E1F5FC	HEX: #F15624	HEX: #FFCF30
50% #91AFFC	70% #56668C		80% #	50% #FFE697
20% #D3DFFE	30% #ABB3C6		60% #F79A7C	20% #FFF5D6
5% #F3F7FF	10% #E7E9EF		5% #FEF6F3	5% #fffae9
2.5% #F9FBFF	5% #F2F3F5			

# Color hierarchy

This chart roughly approximates the prominence of each color across all brand expressions.

## Endeavor Blue (Primary)

Our most prominent color is a vibrant blue that is differentiated within our category and feels both welcoming and trustworthy.

## Deep Sea (Secondary)

Deep Sea is a dark blue that provides a calming and elevated pairing for our primary, while also asserting authority and strength.

## Sky Blue (Secondary)

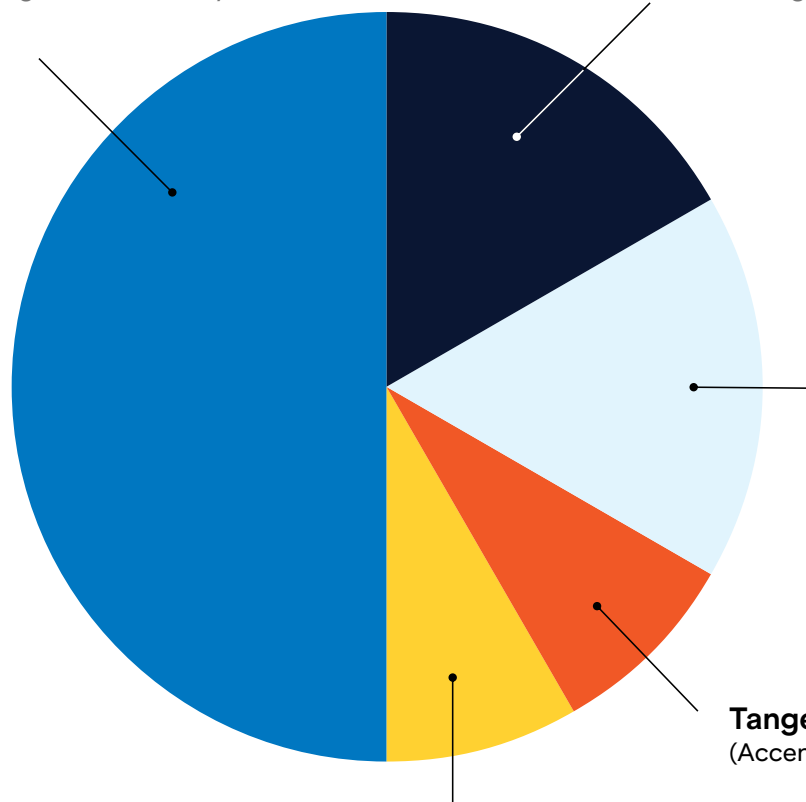
Azure is a supportive neutral base that balances our overall palette.

## Tangelo (Accent)

Tangelo is used to connote positivity, happiness and energy.

## Sunglow (Accent)

Sunglow is used to connote positivity, happiness and energy. When incorporating Sunglow it's important to note that it can also convey caution and safety in certain contexts.



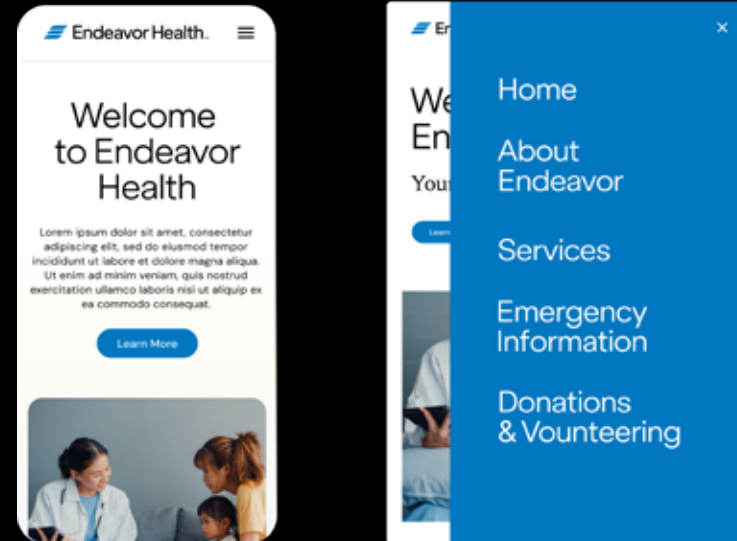


# Using Endeavor Blue

We always lead with Endeavor Blue because its vibrancy makes it a powerful brand signal whether it's used as a pop of color or as a bold background wash.

In either scenario, we always use ample negative space to offset its brightness.

**Note:** All examples are for illustrative purposes only.



# Using secondaries

Our secondary Azure and Deep Sea were selected to compliment Endeavor Blue.

Endeavor Health.



Keeping them healthy is your top priority. It's ours, too.

Learn More



Lorem Eu, MD  
Oncology

“Dr. Lorem Eu facilisis sed odio morbi quis. Felis imperdiet proint fermentum leo vel orci porta non pulvinar. Mois nunc sed id semper.”

**Note:** All examples are for illustrative purposes only.

Endeavor Health.

Our communities deserve better. We deliver more.



Egestas quis ipsum suspendisse ultrices. Phasellus vestibulum lectus magna ut nunc ante in cursus turpis. Eget dolor morbi non ante nunc quis varius quam. Tellus cras adipiscing enim eu turpis egestas. Fracibus vitae aliquet nec ullamcorper sit. Maecenas ac turpis tincidunt ut utamur aliquam vel elit. Adipiscing commodo elit at imperdiet dui accumsan sit amet. Augue mauris augue interdum pretium in fermentum et molestiae.

Ut portitor leo a diam. Massa tristique nunc euismod sapien et ligula ullamcorper. Eius donec ac odio tempor. Sit amet massa vitae tortor condimentum. Etiam ut tamen viverra aliquet eget sit. Nulla malesuada pellentesque elit eget gravida cum sociis torquent perillibus. Suspendisse condimentum mollis pellentesque id. Vel eros donec ac odio tempor orci dapibus ultrices.

Find us in your neighborhood.

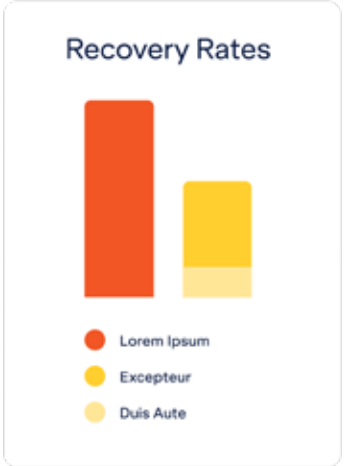
Endeavor Health.

Find us in your neighborhood.

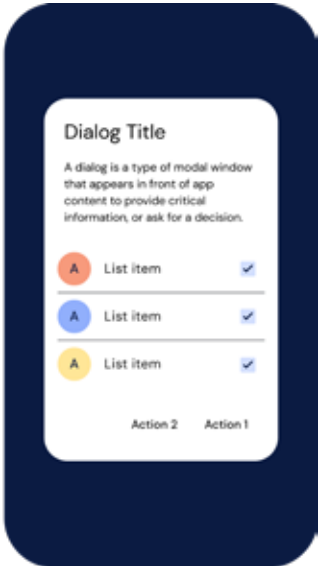
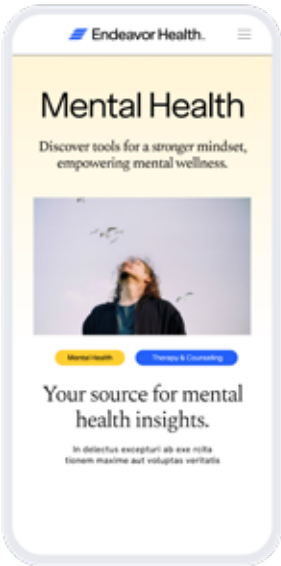
Endeavor Health.

# Using accents and tints

Our accents and tints can be used in a variety of ways when more color is needed beyond Endeavor Blue.



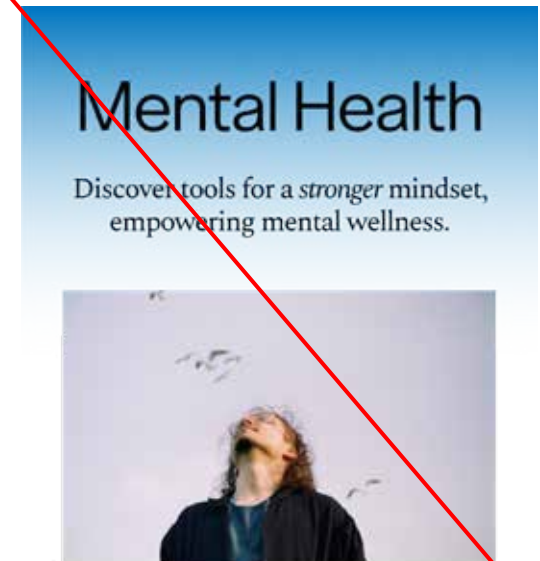
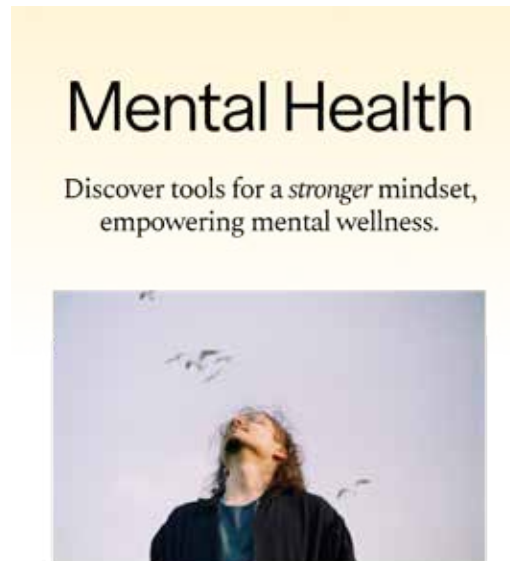
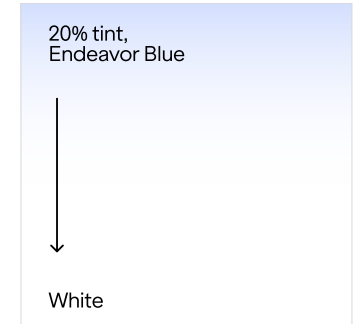
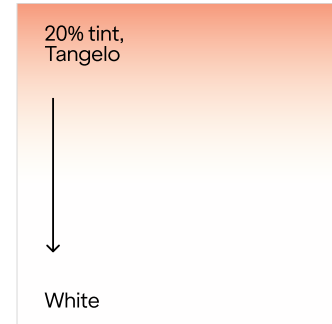
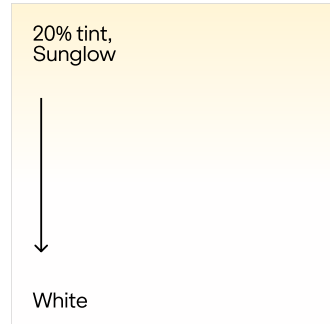
**Note:** All examples are for illustrative purposes only.



# Using gradients

Gradients can be used in backgrounds, but only using tint values, never full values of our color palette.

Approved gradients:





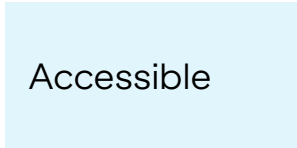
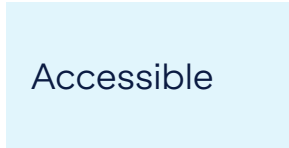



**Note:** All examples are for illustrative purposes only.

# Accessibility: Combining primary & secondary colors

Accessibility is a top priority. It's crucial that all text and background color combinations comply with the contrast ratios prescribed by the Web Content Accessibility Guidelines ([WCAG](#)).

This means that we only use high-contrast color combinations for text and graphics.

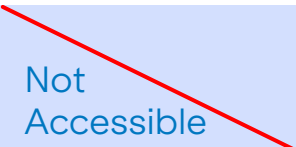





✓ Normal text ✓ Large text ✓ Graphics

 <p>#FFFFFF on #235FF8</p>	 <p>#FFFFFF on #0B1B42</p>	 <p>#000000 on #E1F5FC</p>	 <p>#0B1B42 on #E1F5FC</p>
 <p>#235FF8 on #FFFFFF</p>	 <p>#235FF8 on #F3F7FF</p>	 <p>#235FF8 on #E1F5FC</p>	

✗ Normal text ✓ Large text ✓ Graphics

 <p>#000000 on #235FF8</p>	 <p>#235FF8 on #0B1B42</p>	 <p>#235FF8 on #F9FBFF</p>
--	---	---

✗ Normal text ✗ Large text ✗ Graphics

 <p>#235FF8 on #D3DFFE</p>	 <p>#FFFFFF on #91AFFC</p>	 <p>#235FF8 on #91AFFC</p>
 <p>#D3DFFE on #235FF8</p>	 <p>#184BB0 on #235FF8</p>	 <p>#6188ED on #235FF8</p>

# Accessibility: Combining accent colors

It's crucial that all text and background color combinations comply with the contrast ratios prescribed by the Web Content Accessibility Guidelines ([WCAG](#)).

This means that we only use high-contrast color combinations for text and graphics.

✓ Normal text ✓ Large text ✓ Graphics



#0B1B42 on #FFCF30



#FFCF30 on #0B1B42



#000000 on #F15624



#F15624 on #0B1B42

✗ Normal text ✓ Large text ✓ Graphics



#FFFFFF on #F15624



#F15624 on #F9FBFF

✗ Normal text ✗ Large text ✗ Graphics



#F15624 on #FFFFFF



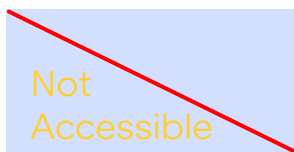
#FFCF30 on #FFFFFF



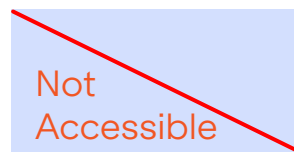
#E1F5FC on #FFCF30



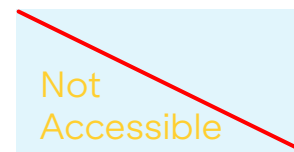
#FFFFFF on #FFCF30



#FFCF30 on #D3DFFE



#F15624 on #D3DFFE



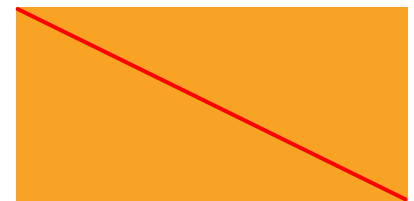
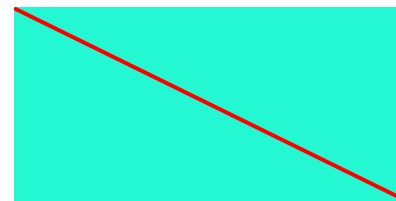
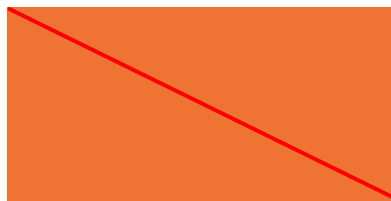
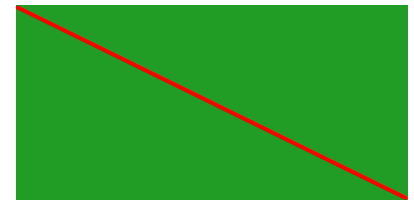
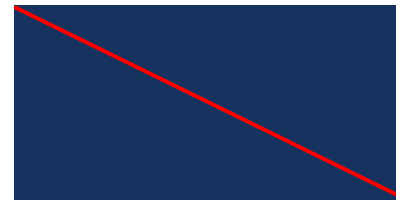
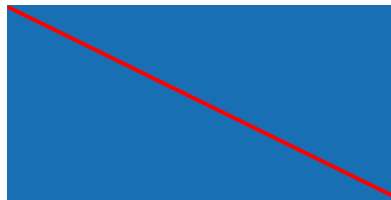
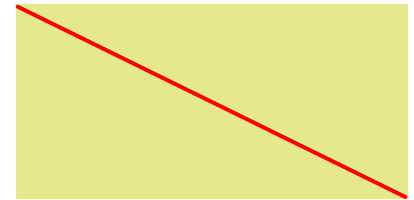
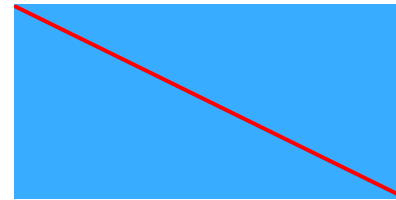
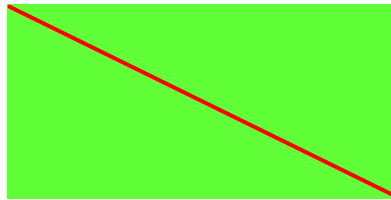
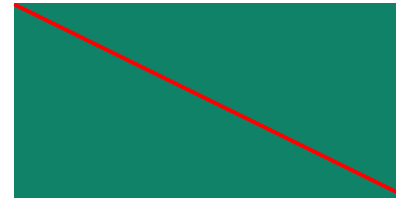
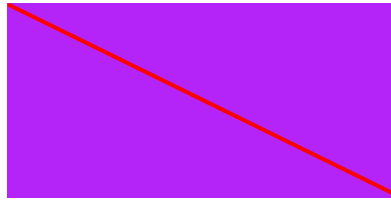
#FFCF30 on #E1F5FC



#F15624 on #235FF8

# Forbidden colors

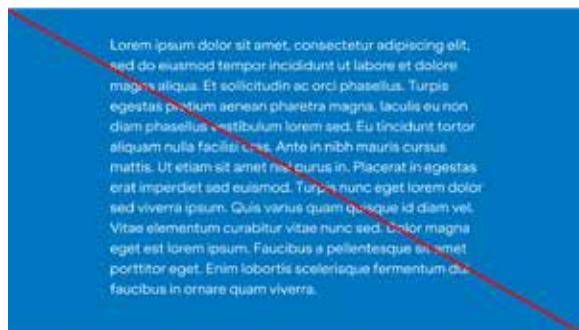
Never use legacy colors or add new colors to our brand color palette.





# Color misuseage

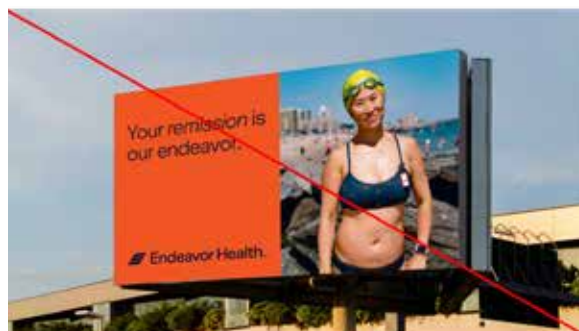
Color usage ensures consistency and brand integrity. Please avoid misusing our brand colors by following these guidelines.



Do not use Endeavor blue as a background color behind long blocks of text



Avoid using accent colors on top of Endeavor blue



Do not use accent colors prominently



Do not use low-contrast color combinations for text and background colors



Except for illustrations, do not use more than 3 colors in a given composition



# Fonts

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## Brand fonts

Our clean and simple typographic palette demonstrates our brand personality and positioning.

It consists of the following primary and secondary typefaces, as well as alternative analogs for specific contexts.

### Primary typeface

# ES Klarheit Grotesk

(licensed font)

### Secondary typeface

# Spectral

(open sourced font)

### Alternate analogs

Open Source

DM Sans + Spectral

MS Office

**Franklin Gothic** + Book Antiqua

System Fonts

Helvetica + Times New Roman

# Primary font: ES Klarheit Grotesk

Our primary typeface is a sans serif chosen for its approachability and precision. It is used prominently throughout all of our typographic expressions, including our logo system.

We prioritize using the following approved weights, and we leverage Klarheit’s extended glyphs for bespoke applications.

ES Klarheit is a paid font that requires licensing for use. Please use DM Sans as an alternate.

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVv  
WwXxYyZz

**Approved weights**  
Light  
*Light Italic*  
Book  
*Book Italic*  
Medium  
Medium Italic  
**Bold**  
***Bold Italic***

1234567890

# Secondary font: Spectral

Spectral is an open source serif available on Google Fonts. We use it occasionally to add texture or clarity to typographic hierarchy.

We only use the approved weights noted below.

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVv  
WwXxYyZz

**Approved weights**  
Light  
*Light Italic*  
Regular  
*Italic*

1234567890

# Primary analog: DM Sans

DM Sans may be used instead of ES Klarheit when licensing is an issue. DM Sans is an open source sans serif available on Google Fonts.

While DM Sans is similar to ES Klarheit, it lacks some of the latter’s differentiating qualities and expressive glyphs. This is why we use it only when necessary.

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVv  
WwXxYyZz

**Approved weights**  
Light  
*Light Italic*  
Regular  
*Italic*  
Medium  
Medium Italic  
**Bold**  
***Bold Italic***

1234567890

# MS Office & system font analogs

In cases where brand fonts cannot be installed, Franklin Gothic and Book Antiqua may be used in MS Office apps.

In contexts when generic system fonts are the only option, use Helvetica (or Arial) and Times New Roman.

These fonts may be used for internal communications ONLY, with the exception of email.

## MS Office

Primary Typeface

Franklin Gothic Book  
**Franklin Gothic Medium**

Secondary Typeface

Book Antiqua Regular  
*Book Antiqua Italic*

## System Fonts

Primary Typeface

Helvetica (or Arial)

Secondary Typeface

Times New Roman

# Type hierarchy: Overview

This sketch of our typographic hierarchy demonstrates the prominence of primary typeface, ES Klarheit and the light touch of our secondary serif, Spectral.

We approximate this hierarchy across print and digital applications.

Headers  
ES Klarheit Grotesk, Light

Points of emphasis  
ES Klarheit Grotesk, Light Italic

Subheaders  
Spectral, Regular + Regular Italic

Body copy  
ES Klarheit Book

Eyebrow, Metadata  
ES Klarheit Bold

Subhead 2 or CTA  
ES Klarheit Medium

# Empathy and Expertise. *In Action.*

We endeavor to help *everyone* in our communities be their best

Lorem ipsum dolor sit amet et rerum repellendus et reiciendis galisum rem sunt odit sed dolores possimus et repellendus tempore. Quo unde ipsa eos eius repellat sit aperiam deserunt ut autem nisi. Qui placeat laborum et sunt veniam sed illo consequatur aut incidunt dolor et tempora cupiditate rem assumenda saepe. Et possimus exercitationem quo impedit quaerat cum facilis accusamus sit necessitatibus tempore.

LOREM IPSUM DOLOR

Learn More

# Type hierarchy: Mock-up

The following mock-up is for illustration purposes only. It demonstrates how different line height and tracking ratios should be applied to different type styles.

Header 1

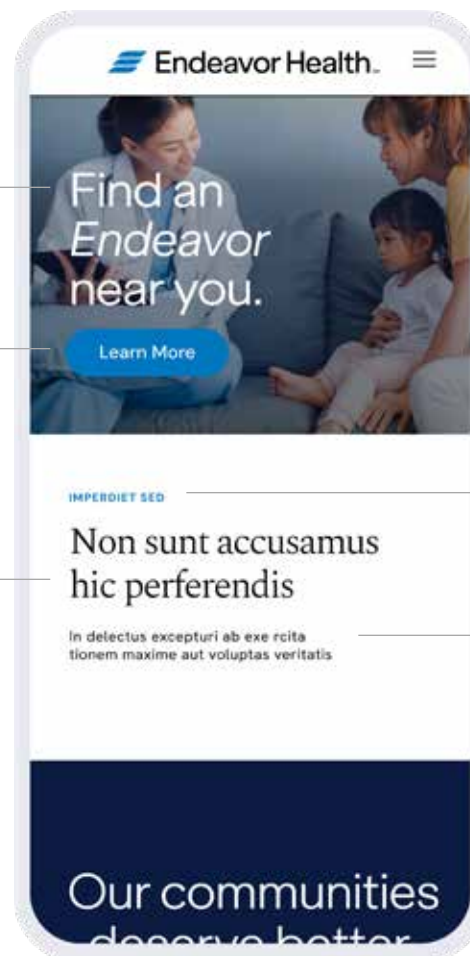
ES Klarheit Light  
Line height: 106%  
Letter spacing: -3%

Buttons/Links

ES Klarheit Bold  
Line height: 1 line max  
Letter spacing: 0%

Header 2

Spectral Light  
Line height: 111%  
Letter spacing: -4.5%



Eyebrow

ES Klarheit Bold  
Line height: 1 line max  
Letter spacing: 8%

Body copy

ES Klarheit Book  
Line height: 137%  
Letter spacing: 3%

# Usage guidelines: ES Klarheit

ES Klarheit/DM Sans

For ES Klarheit (or any sans serif analogs), follow these guidelines for:

- Letter spacing/tracking
- Case
- Line height/leading

## Letter spacing/tracking

✔ Comfortable spacing

✘ Uncomfortable spacing

✘ Too much comfort

## Sentence Case

✔ This is easier to read.

✘ THIS IS HARDER TO READ

## Line height/leading

✔ Et netus et male  
suada fames  
culpa qui officia

✘ Et netus et male  
suada fames  
culpa qui officia

✔ Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.  
Sed blandit libero volutpat sed  
cras ornare arcu dui.

✘ Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.  
Sed blandit libero volutpat sed  
cras ornare arcu dui.

# Usage guidelines: Spectral

For Spectral (or any serif analogs),  
follow these guidelines for:

- Letter spacing/tracking
- Case
- Line height/leading

## Letter spacing/tracking

✓ Comfortable spacing

✗ Uncomfortable spacing

✗ Too much comfort

## Sentence Case

✓ This is easy to read.

✗ THIS IS HARDER TO READ

## Line height/leading

✓ Et netus et male  
suada fames culpa  
qui officia

✗ Et netus et male  
suada fames culpa  
qui officia



# Type misuseage

To maintain consistency and integrity, our typographic expression must never be used as in the examples.

For more information about typography and color usage, please review [pages 78-79](#).



Lorem ipsum  
dolor sit.  
Amet consecutor.

Do not mix ES Klarheit and DM Sans at the same level of type hierarchy in the same layout.

**Lorem ipsum dolor sit**

Nemo enim ipsam voluptatem

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Do not use bold weights of ES Klarheit (or sans serif analogs) for primary headers or body copy.

**Lorem ipsum dolor sit**

Nemo enim ipsam voluptatem

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Never use bold weights of Spectral or serif analogs. Do not use Spectral or other serifs for body copy.

Header  
Style

Do not use low-contrast color combinations for text and background colors.

Lorem ipsum  
dolor sit. AMET  
CONSECUTOR.

Don't mix cases.

**Lorem ipsum dolor sit  
amet consecutor.**

Don't mix text alignments.

# Photography Direction

---

# Creative approach: *The future of flourishing*

Our photography celebrates life.

We create images that are joyful,  
storied, meaningful and inspiring.

Our documentarian approach focuses  
on capturing lived experiences and  
genuine emotion instead of the sterile  
environments and canned expressions  
that dominate healthcare photography.

Original photography is strongly  
encouraged. **Stock photography is  
allowed only when original photography  
is not available.**

To request access to the full library,  
please contact the Brand Team at  
[brandhelp@eehealth.org](mailto:brandhelp@eehealth.org).



# Guidelines structure: *style & subject*

Our guidelines are split into two sections in order to:

- Define a differentiated **style**, using out-of-category inspiration
- Define the types of **subject** matter and scenarios we aim to capture using in-category references





# Light & color

Overall, our photography features a subtle warm hue, natural light, saturated colors and high contrast.

Our imagery should feel true to life, so it shouldn't look like there's a yellow filter or artificially enhanced colors. Use cool tones to balance the image.

Our photography approach is warm, natural, and vibrant. We try to avoid traditional stock medical photography.

We want to capture real, intimate moments between patients and providers that feel authentic, and not staged or cold. Unique framing and lighting are crucial to making our look accomplish this and stand out in the category.



# Composition: *depth of field*

We use depth of field to create immersive compositions that draw viewers in.

Varying focal distance and using out-of-focus foreground elements contribute to our documentarian look and feel where viewers are part of the action.

By creating depth in our images, we can illustrate how we're going deeper and doing more for our patients – empathy and expertise, in action.

Shooting past foreground objects also adds a layer of reality to the shots. This can make photos feel less staged and more like moments captured in time.



**Watch out:** Don't force it!  
Use this technique sparingly.



## Composition: *varied angles*

Our photography embraces imperfection and serendipity, which means that we use tilted backgrounds and unconventional perspectives.

Canted backgrounds should be used sparingly as a technique to highlight figures within compositions.

However, while scenery and architecture may be slightly askew, figures should appear aligned with the composition and should not be rotated.



**Watch out:** Don't force it!  
Use this technique sparingly.

# Studio headshots

- Room should be left around the shoulders and head so that subjects do not get cropped on either side of the frame. All photos maintain consistency with one another.
- Photo examples to the right show the general composition.



## Background color

Sky Blue Savage #02 Seamless Background Paper

- Use actual physical backdrop (not green screen) Why: to create an authentic feeling and truer color. Do not use greenscreen cut-out effects
- Endeavor Health Marketing Team will provide a seamless background paper roll for each hospital entity shooting Endeavor Health provider photos



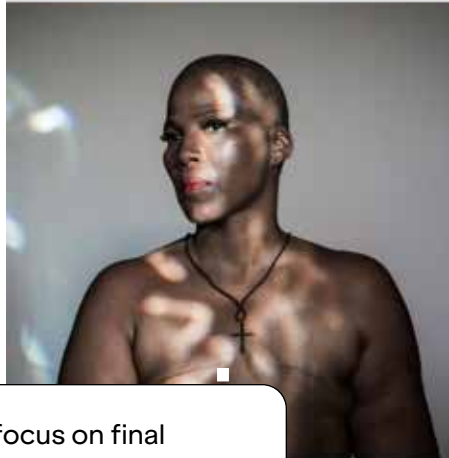
# People & attire

Representing our diverse community and team members is a priority. This means we show different ages, abilities, genders, sexual orientations, races, ethnicities, bodies, geographies, cultures and religions within our photography.

Surveys suggest that patients associate lab coats with trustworthiness. However, we let individual style shine through, too.



Patient clothing and accessories should reflect personalities and unique experiences.



While we often focus on final outcomes, we also showcase different moments in the healthcare journey and celebrate bravery and compassion along the way.



# Stylistic misusage

To maintain consistency and integrity, our photography style must never do the following:



Do not use low-contrast lighting or low-resolution imagery.



Do not use dark backgrounds or lighting.



Do not use stark white backgrounds.



Do not use artificially colored lights.



Do not use cool artificial lighting.



Do not shoot locations at night.



Do not use cool artificial lighting.



Do not use or create photo collages or illustrations that do not follow our guidelines.

# Our core subject categories

The majority of our photography falls into one of our three main content categories:



## Empathy in action

**Patient lifestyle:** Patients flourishing as an outcome of our expert care

**Patients in care settings:** Patients experiencing best-in-class care delivered with empathy



## Expertise in action

**Team member:** providing care and collaborating

**Innovation and technology:**  
Team members in research and innovation contexts



## Locations

Our buildings, grounds, and interiors

# Balancing *empathy* & *expertise*

This chart shows a rough approximation of how we balance subject matter across all brand expressions.

To demonstrate our creative concept, 'the future of flourishing,' we focus on lifestyle imagery of patients living their best lives as a result of our expert care.

Secondarily, we depict team members and patients in warm and welcoming care and research settings alike.

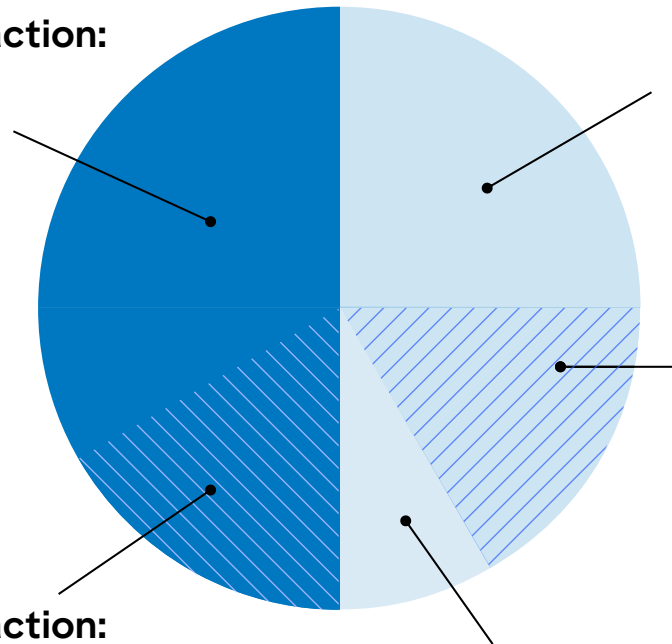
**Empathy in action:**  
patient lifestyle

**Expertise in action:**  
team members

**Expertise in action:**  
innovation and technology

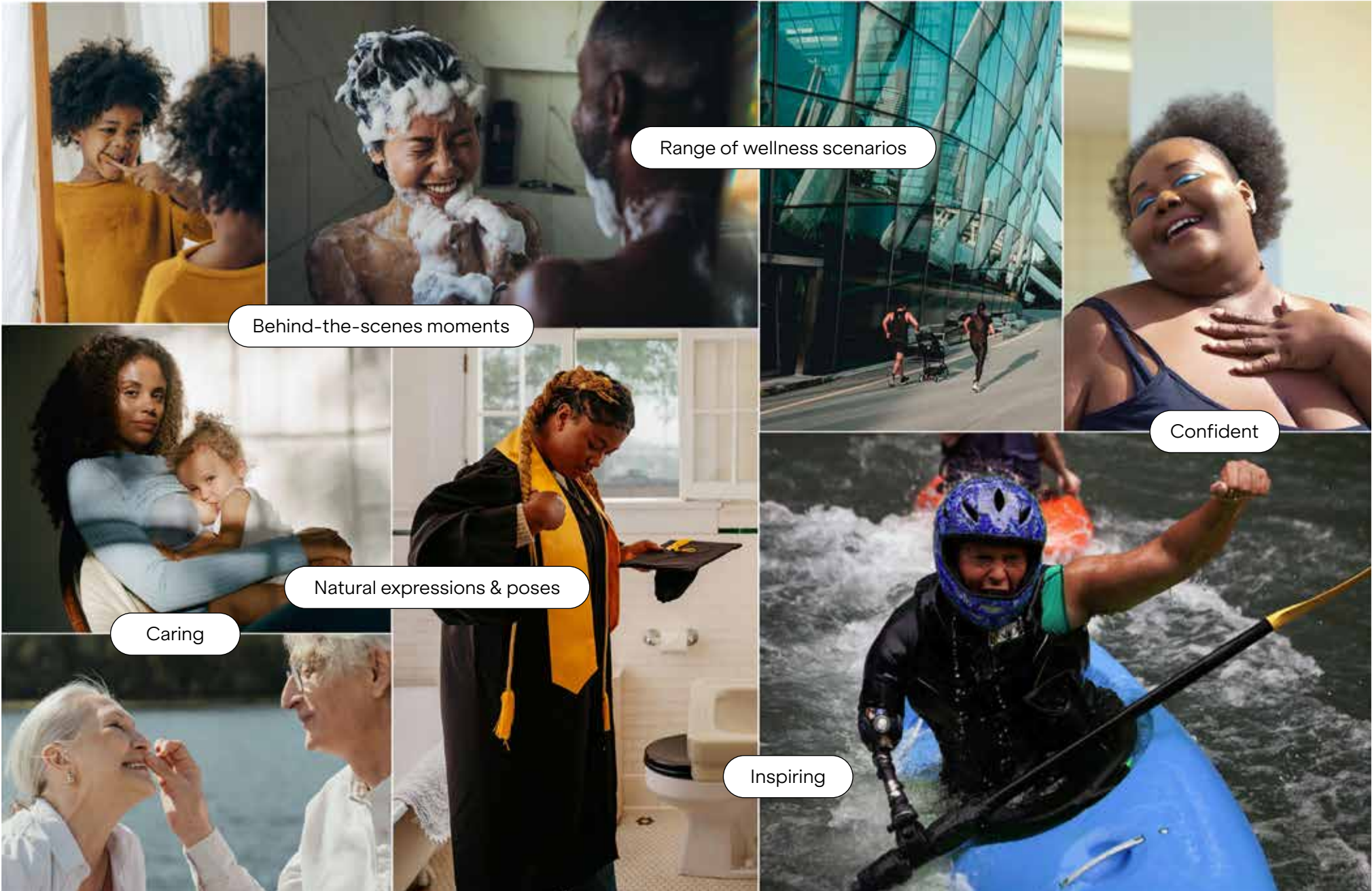
**Empathy in action:**  
patients in care settings

**Locations**





# Empathy in action: *patient lifestyle*





# Empathy in action: *patients in care settings*





## Expertise in action: *team members*



Focused and engaged



Exceeding expectations

Positive



Collaborative

Passionate



Natural expressions



Professional yet approachable



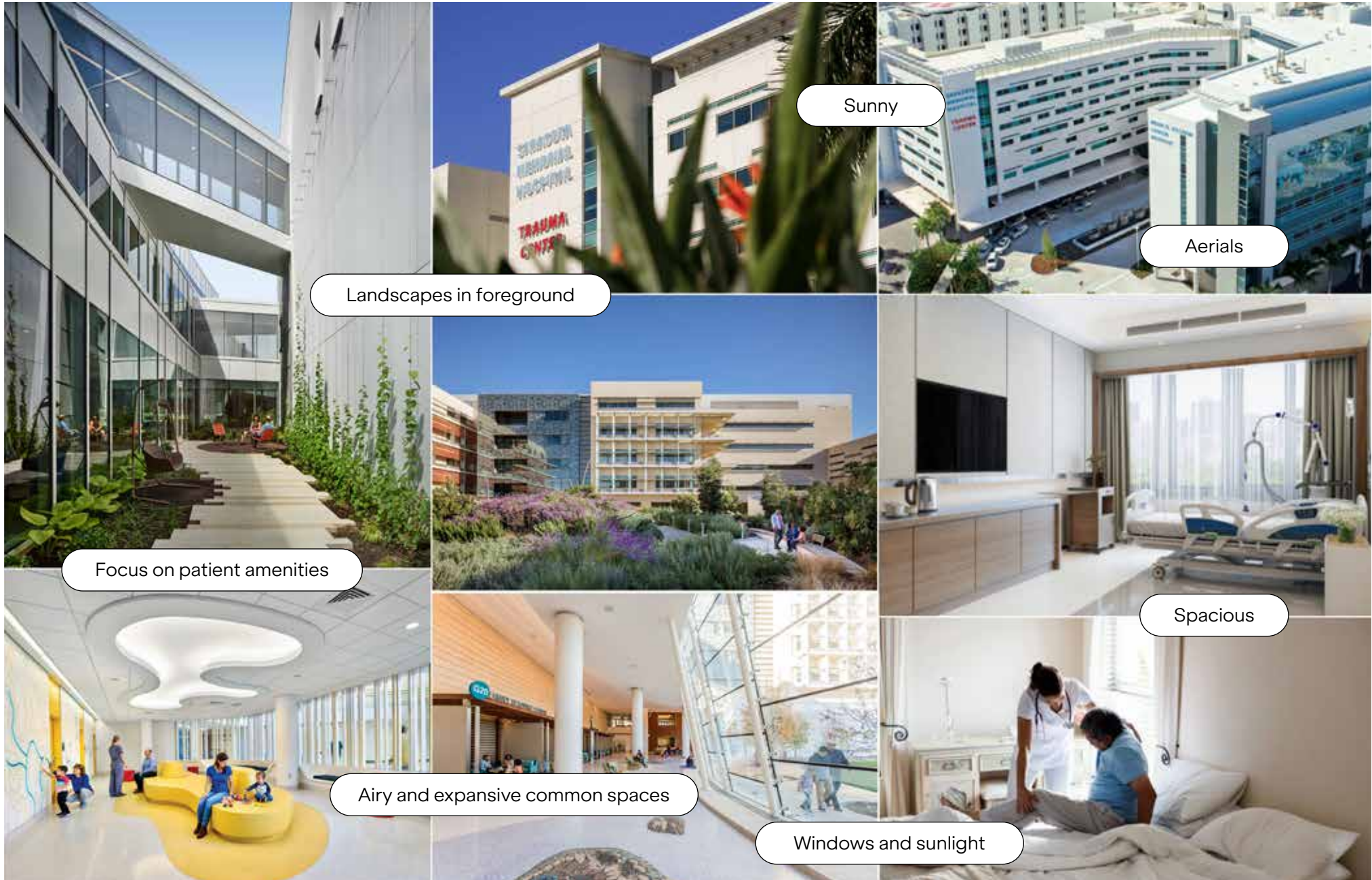


# Expertise in action: *technology and innovation*





# Locations



# Subject misuse

To maintain consistency and integrity, our photography subject matter must never do the following:



Do not stage happiness.



Do not overly dramatize symptoms.



Do not use posed lifestyle imagery.



Avoid showing graphic or emergency scenarios.



Do not depict team members as aloof.



Do not create staged depictions of expertise that appear stock-like.



Do not use stock photo still lifes.



Do not use unrelated subject matter to illustrate concepts.



# Graphic Elements

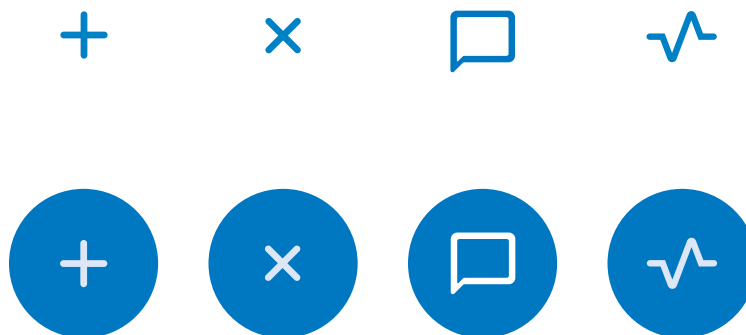
---

# Iconography overview

We use two styles of iconography for two different purposes:

1. **Wayfinding icons** are used for interfaces and signage applications.
2. **Illustrative icons** are used for narrative and editorial applications.

## Wayfinding icon examples



## Illustrative icon examples

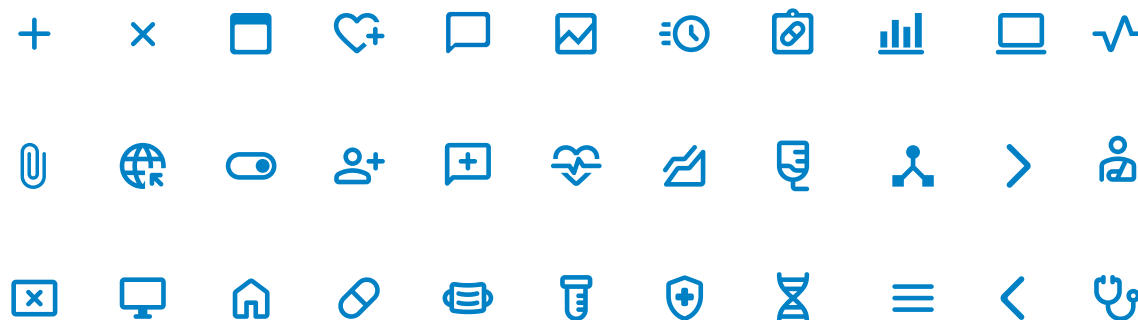


# Wayfinding icons

To create wayfinding icons, use Google's [Material Symbols](#) or the [Streamline HQ](#) icon library with rounded corners and high-contrast brand colors.

From this library, select simple and recognizable symbols that help people perform actions or understand information quickly and efficiently in both digital and physical spaces.

Prioritize using a blue stroke (top). However if a background is needed for legibility or noticeability, use a circular background shape and fill it with a color that contrasts with the background of the page.



Stroke: #235FF8



Stroke: #FFFFFF  
Circle: #235FF8  
Background: #F2F3F5



Stroke: #0B1B42  
Circle: #FFCF30  
Background: #0B1B42



Stroke: #235FF8  
Circle: #E1F5FC  
Background: #235FF8



Stroke: #FFFFFF  
Circle: #0B1B42  
Background: #91AFFC

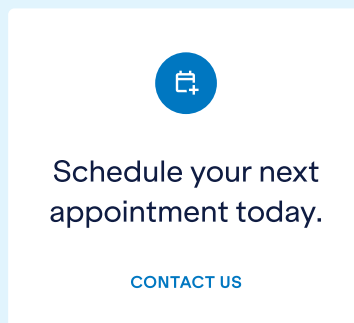
# Wayfinding icon usage

To create seamless experiences, wayfinding icons must always use highly recognizable symbols and/or should be paired with text that reinforces their meaning.

Both Google's [Material Symbols](#) or the [Streamline HQ](#) icon library are optimized for digital interfaces. For signage purposes, additional icons that match the style of these libraries may need to be created.



Intuitive icons within a modal window with a white full-screen overlay behind it



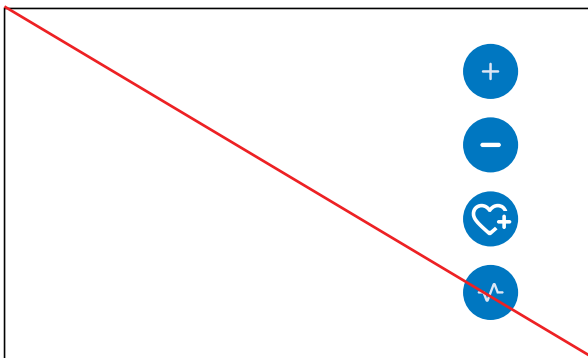
An icon paired with a descriptive header and a clear call to action

Wayfinding signage using modified icons from both of our approved libraries

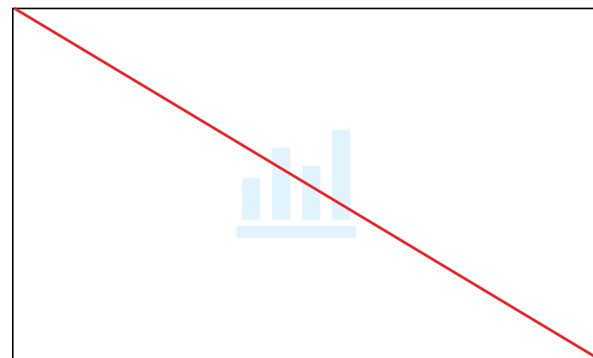


# Wayfinding icon misuse

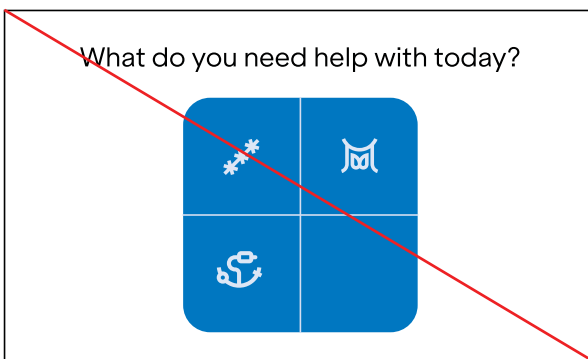
To maintain clarity and consistency,  
always follow these rules:



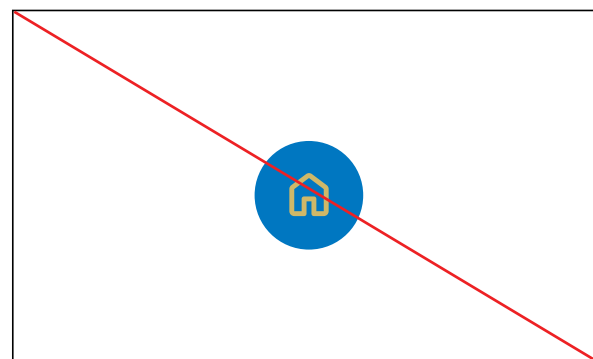
Do not vary the thickness or scale of icons within the same application.



Do not use low-contrast color combinations.



Do not use symbols that may be difficult for people to understand without clear text descriptions.



Do not use forbidden color combinations for iconography. For information about approved color combinations, please review our color guidelines.

# Illustrative icons

For communications where creating illustrations or using photography is not feasible, the following treatment may be applied to icons to create more expressive artwork.

This technique can be applied to either Google's [Material Symbols](#) or the [Streamline HQ](#) icon library and it should always use rounded corners.

## Illustrative icons



## Examples


**Stop the spread**  
*Detenga la propagación*

**Please wear a mask**  
 and notify the front desk  
**if you have any of these:**

*Por favor, use una máscara y avise a la recepción si tiene alguno de estos:*


**Fever**  
**> 100°F**


**Cough, sore throat,**  
**sneezing or runny nose**


**Rash**

**Or if you've recently been exposed to an infectious individual**  
*O si ha estado expuesto recientemente a una persona infectada.*





**Mission**  
*Help everyone in our communities be their best.*

**Vision**  
*Safe, seamless and personal. Every person, every time.*


**9**  
hospitals


**118,000+**  
admissions


**1,380,000+**  
patients


**300+**  
care sites


**550+**  
clinical trials


**27,600+**  
team members


**8,100+**  
registered nurses


**1,700+**  
employed physicians

**World-Class, Expert Care**

- Third-largest health system in Illinois
- Service area of more than 4.2 million people – one-third of Illinois' population
- 8 Magnet-recognized acute care hospitals
- 5 clinical institutes advancing practice via academics, research and innovation: Cancer, Cardiovascular, Orthopedic, Neuroscience and Primary Care
- Home to the nation's largest primary care-embedded clinical genomics program



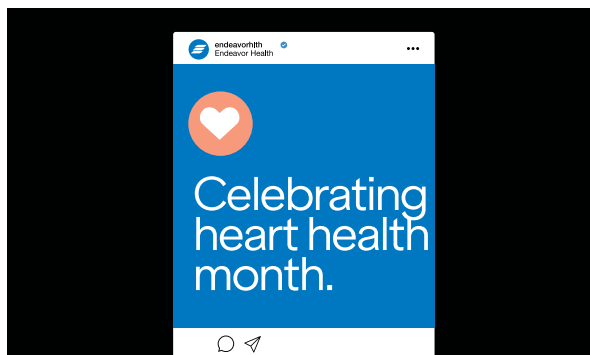







# Illustrative icon usage

Illustrative icons should only be used to augment textual narrative.



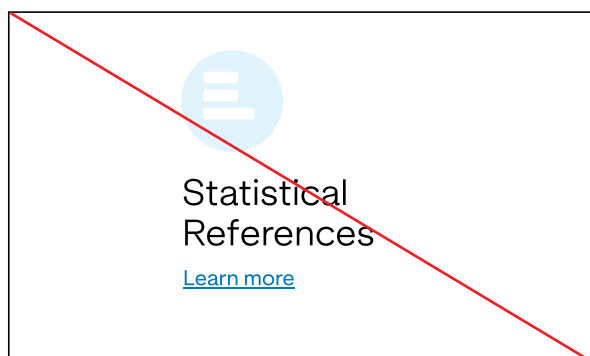
Use illustrative icons in bespoke social media assets.



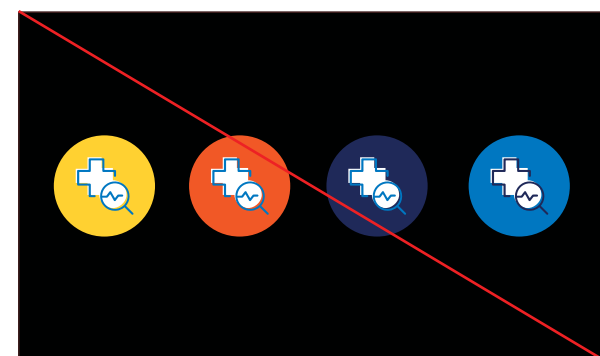
Use illustrative icons to enrich our graphic presence in title cards.

# Misusage

To maintain consistency and integrity, our illustrative icon expressions must never do the following.



Do not use full-value colors in illustrative icons backgrounds (with the exception of Azure).



Do not using illustrative icons to describe behaviors or actions. Use wayfinding icons instead.

# Endeavor Edge

The Endeavor Edge is an element of the Endeavor Icon that is used primarily to frame a page, add graphical movement or accent other graphics.



# “Edgegon”

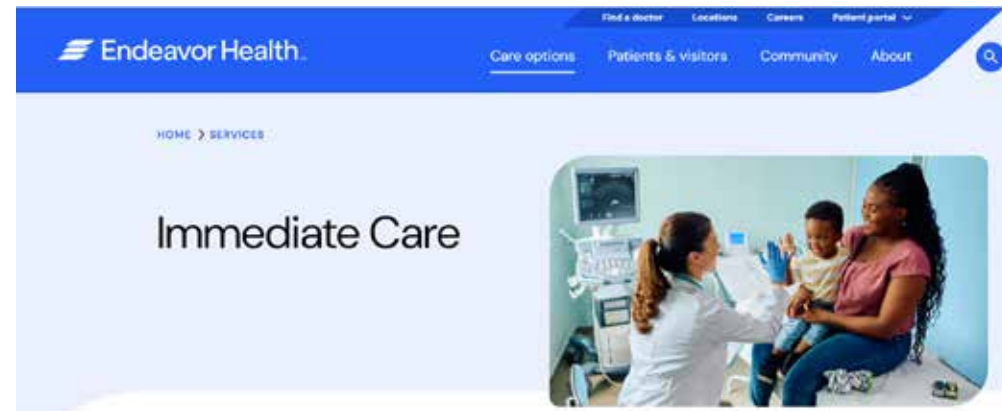
The “Edgegon” is a graphic elements that is used for:

- Text boxes
- Call to action boxes
- Photo frames

The “Edgegon” can be any length, height and color as long as you follow the color guidelines.



Rounded edges should always mimic the Endeavor Icon.



# Illustration artwork

Like our photography, our illustrations celebrate life.

We use custom illustration art that captures lived experiences relevant to healthcare. Our library of custom illustrations has been specifically created for Endeavor Health to reflect our unique brand.

Illustrations will be used primarily for presentations, internal communications and the website.

For access to a library of approved illustrations, please visit the Brand Toolkit on the My Endeavor intranet.

---

**NO CLIP ART or STOCK illustration** should be used.

---

## Examples of Endeavor Health custom illustrations



# Applications

---

# Business Cards

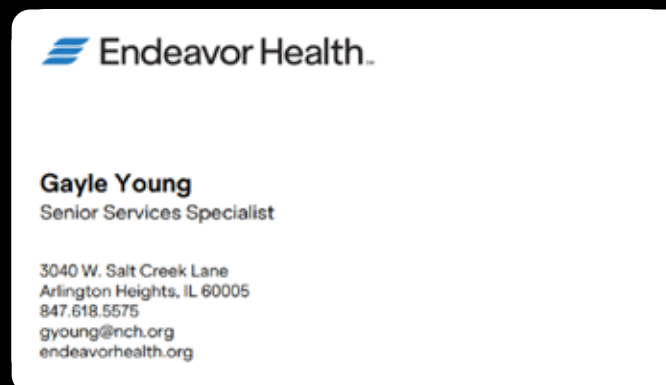
Do not add quotes, social accounts, or other personal information.

To order, please follow the ordering instructions for business cards found on the Brand Resource Center.

**Back**  
For executives only



**Front**  
Conventional title length



# Stationery: letterhead and envelopes

To order letterhead and stationery, please go to the Brand Resource Center and follow the ordering instructions for letterhead and stationary.



# Email Signature

Do not add quotes, social accounts,  
or other personal information.

To download your email signature,  
please visit the Brand Center on the  
MyEndeavor employee website.



**Katherine Murphy** (she/her/hers)

Director, Brand Strategy

Marketing Department

[Katherine.murphy@eehealth.org](mailto:Katherine.murphy@eehealth.org)

(630) 527-7140 work

(630) 309-1199 mobile

4201 Winfield Road, Warrenville,  
IL 60555

 **Endeavor Health**<sup>™</sup>

[endeavorhealth.org](https://endeavorhealth.org)

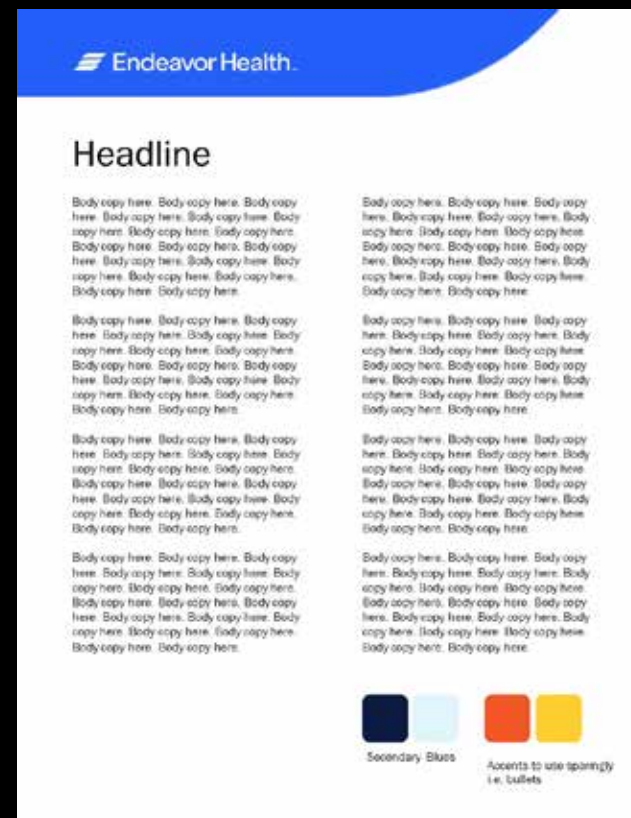


# Flyer, Power Point and other templates

Various templates are available for your use:

- Flyers
- Power Point
- Agenda
- Memo
- Meeting Minutes

To download the templates, please visit the **Brand Center** on the MyEndeavor employee website.



# Promotional items

Promotional items and branded merchandise can be ordered from our **Endeavor Health Brand Store** at [endeavorhealthstore.org](https://endeavorhealthstore.org).

You may place individual orders using a personal credit card, or you may use a PO to purchase bulk items for community events, special programs and other initiatives covered by your department's budget.

The Marketing Brand Team must review and approve any artwork and promotional items ordered through the Brand Store or any outside vendor. Please submit your artwork to the Brand Team at **brandhelp@eehealth.org**. Please allow 2-3 business days for artwork and promotional items to be reviewed.

## The Brand Store



