



# LOGO USE GUIDELINES

430 E. Division Street ♦ P.O. Box 385 ♦ Fond du Lac, WI 54936-0385  
[www.agnesian.com](http://www.agnesian.com)

AGNESIAN HEALTHCARE IS SPONSORED BY THE CONGREGATION OF SISTERS OF ST. AGNES

The Agnesian HealthCare image has represented high quality, affordable healthcare to members of the Fond du Lac and surrounding communities for well over a century. The image, which reflects our brand, is one of Agnesian HealthCare's most important assets.

The following standards have been designed to help provide guidelines and formats to help achieve a coordinated program of visual communication with all of the Agnesian HealthCare's constituencies.

Other logo versions (such as ministry specific logos) are available upon approval from the Agnesian HealthCare Public Relations team. Our team can assist with any specific questions relating to logo usage by calling (920) 926-4971.



Agnesian HealthCare's logo brands all entities through a common icon, print type and color. These elements always appear together. In some cases the member organizations are listed below the logo, as well as a possible tagline.

The logo and icon work together to form our graphic identity. The logo is trademarked and must not be modified, abbreviated or adorned in any way. The logo must always be reproduced from approved artwork as provided by Public Relations.

**Improper Logo Use Examples**



The logo should not be used on colored paper or other material without a white underlay to the icon.



Improper use of the Agnesian HealthCare logo, its colors, print type or positioning can result in inconsistency of image and message.

Where there is a question of usage, please consult the Public Relations department.

The Agnesian HealthCare logo cannot be used in the following manners: stretch the logo horizontally or vertically; change to other colors; separate items from the icon. These are but a few examples.

The two specified colors for our icon and print type and identifiers are:

Pantone Matching System



**PMS 202**    **PMS 301**

Always use the above PMS colors as a reference for printing.



Our corporate colors are PMS 202 (Burgundy) and PMS 301 (Blue). They are standard colors used from the Pantone Matching System that printers are familiar with. The logo is to be printed in Burgundy/Blue, Black, Blue or reversed out white. No other colors are allowed.

The logo may also be reproduced on glass, metal, wood, clothing and other materials by etching, engraving, embossing or embroidering in accordance with Agnesian HealthCare standards.

