

Brand Guidelines

2026



Our Story — With a Twist



A Mobius strip is a simple design: take a length of paper, twist it once, connect the ends.

This connection forms a continuous loop — seamless, ever-advancing.

That has been our symbol for decades, representing our continuum of care and our promise to our patients that the care they need will be here for them, always. It's also our connection to our past, reminding us that for 75 years, expertise and commitment have moved through generations of providers and people. And just as we inherited the hard work of the past, so we put in the effort to build a healthcare organization for our future.

Embodied in this redesign are those elements:

- The **past** that laid the foundations
- The **present**, redefining what health care should be
- And the exciting **future** ahead

Health should be as boundless, timeless and enduring as a Mobius strip. And always, running through this infinite circle, is the legacy of remarkable care we owe those who trust us with their health.

Past. Present. Future.

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This graphic guidelines manual has been developed to further establish and project Tanner Health as a leader in the field of healthcare providers. Our logo is the visual cornerstone of our image. It is how we are identified — and differentiated — by the public. Our logo is a symbol of quality, integrity and trust.

Loy M. Howard
President and CEO
Tanner Health

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02

Brand Logo

A logo is more than just a visual mark; it is the cornerstone of Tanner Health's identity. It represents who we are, what we stand for, and the values we uphold. It serves as a recognizable symbol for patients, partners and the community, providing a sense of familiarity and assurance.

Logo Mark

The logo is the primary visual element in the identification of Tanner Health and its subsidiaries. Consistent and uniform usage of the logo implants a subconscious and lasting impression of the organization in the minds of the public. It is imperative that consistency be maintained as a variety of applications arise.

Consistency assures strengthening and unification of the organization name. To achieve this goal, the following guidelines must be followed:

1. The logo and its components must not be modified, redrawn, re-proportioned, re-spaced, decorated or altered in any way.
2. The logo should be surrounded by ample open space to prevent crowding or confusion with other graphic elements. It should be distinctly legible in all applications.
3. The logo should only be reproduced from original electronic files, or scanned or photo reproduced from reproduction-quality pages in this manual.
4. Size and space relationships remain constant regardless of scale.



Horizontal

"Tanner"
Elza Text Bold

"Health"
Elza Text Medium
Licensed through Adobe Fonts



Vertical

Logo Variations

The logo can be used only in color combinations specified in this manual. Never substitute colors. Black and white versions of the logo are the only acceptable substitutions. The logo shown below is in the approved corporate color scheme.

Equivalent process color builds are the only appropriate color substitution in print form. Other application materials should be colormatched to these Pantone numbers.

Sometimes, it is necessary to use the logo on a dark-colored or black background. In these instances, a negative, or reversed-out, form of the logo must be used.

The ink colors are:

Pantone Warm Gray 9

Pantone Green 377

Pantone Blue 7690



Service Line Logos

Consistency will assure strengthening and unification of the organization's name. To achieve this goal, the logo has been adapted to meet the needs of each service line application. Note that the Mobius graphic aligns with the "Tanner" letters.



Tanner Hospital Logos



Tanner Medical Group Practice Logos

The same guidelines that apply to the Tanner Health logo must be followed by all Tanner Medical Group practices in the use of their own logos in order to continue advancing their own — and the system's — branding efforts. The Tanner Medical Group logo design is based on the Tanner Health logo.



Improper Logo Usage

When using the logo throughout the brand, use it only within the guidelines expressed in this document. Do not add a drop shadow, change the scale of text or spacing, change the color or distort.

Dont's



03

Brand Color

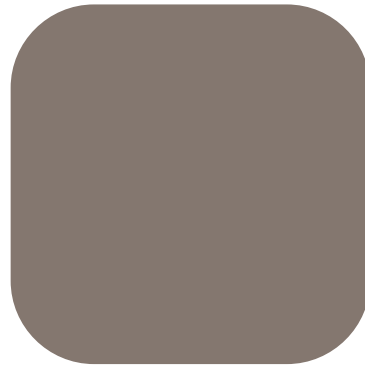
At Tanner Health, our brand colors are more than just a palette; they represent our identity and values. These carefully selected hues are integral to conveying the essence of our brand — health, care and trust. They create a visual language that speaks to our commitment to providing exceptional healthcare services while fostering a sense of community and well-being.

Color Hierarchy

Primary Colors



PMS: 377 C
CMYK: 58,22,100,4
RGB: 121,155,72
HEX: 799B3E



PMS: Warm Gray 9
CMYK: 47,47,51,12
RGB: 133,120,112
HEX: 857870

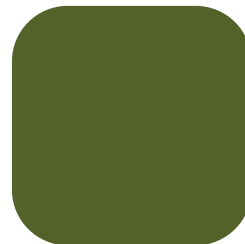


PMS: 7690 C
CMYK: 93, 47, 15, 1
RGB: 0, 117, 169
HEX: 0075A9

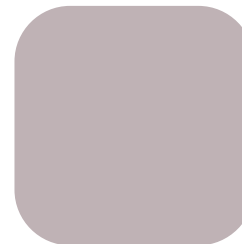
Secondary Colors



PMS: 366
CMYK: 32,0,68,0
RGB: 181,220,121
HEX: B5DC7A



PMS: 371
CMYK: 64,42,100,31
RGB: 84,97,34
HEX: 546122



PMS: 435
CMYK: 25,27,22,0
RGB: 191,178,182
HEX: BFB2B6



PMS: Black 3 C
CMYK: 73,61,70,71
RGB: 33,39,33
HEX: 212721

04

Typography

Our sans serif font is not only aesthetically pleasing but also highly legible, making it ideal for both print and digital media. It reflects the contemporary and approachable nature of Tanner Health, reinforcing our commitment to making healthcare information clear and accessible to all.

By adhering to these typography guidelines, we ensure that all written communication maintains a unified and cohesive appearance, strengthening our brand's presence and reliability.

Typography

Primary Font — Elza Text

Elza Text is an Adobe-licensed font that is versatile enough for both print and digital applications. This typeface is available in a range of weights, including light, regular, medium, semibold, bold and oblique.

Bold

ABCDEF@#\$0123
abcdef@#\$0123

Regular

ABCDEF@#\$0123
abcdef@#\$0123

Oblique

ABCDEF@#\$0123
abcdef@#\$0123

Secondary Font — Voltage

Voltage complements the primary font and can be used for headings, subheadings or any other text that needs to stand out and provide contrast to the main body text. It is an Adobe-licensed font that can be used in bold, regular and light.

Bold

abcdef@#\$0123

Regular

abcdef@#\$0123

Light

abcdef@#\$0123

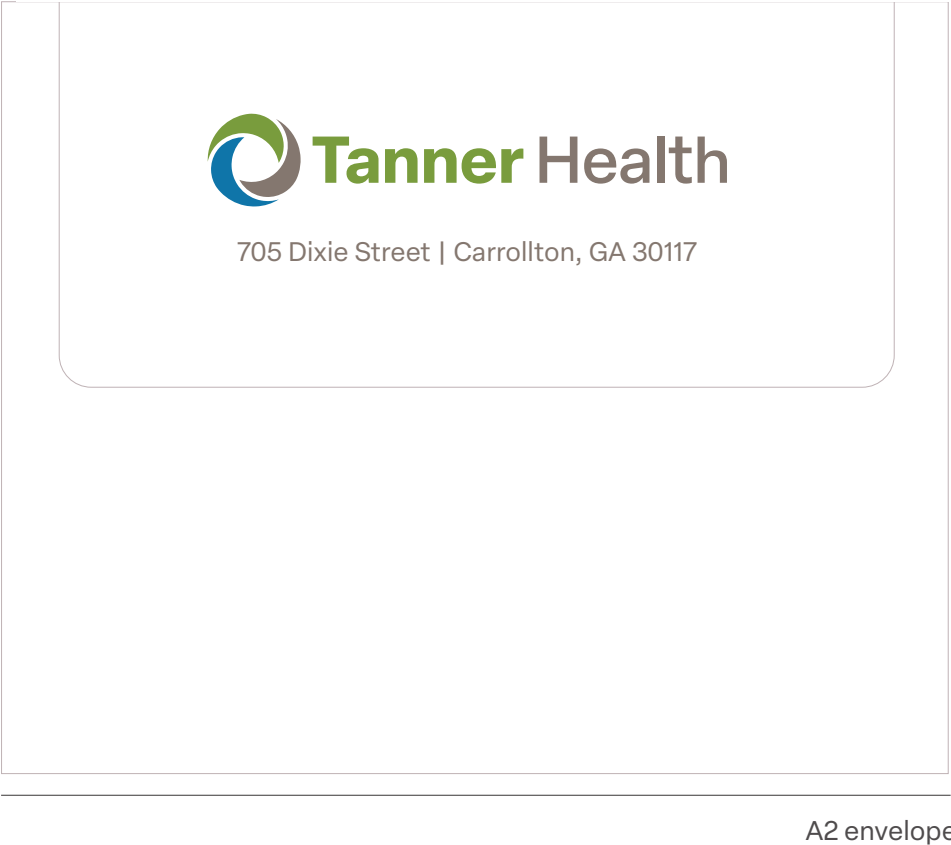
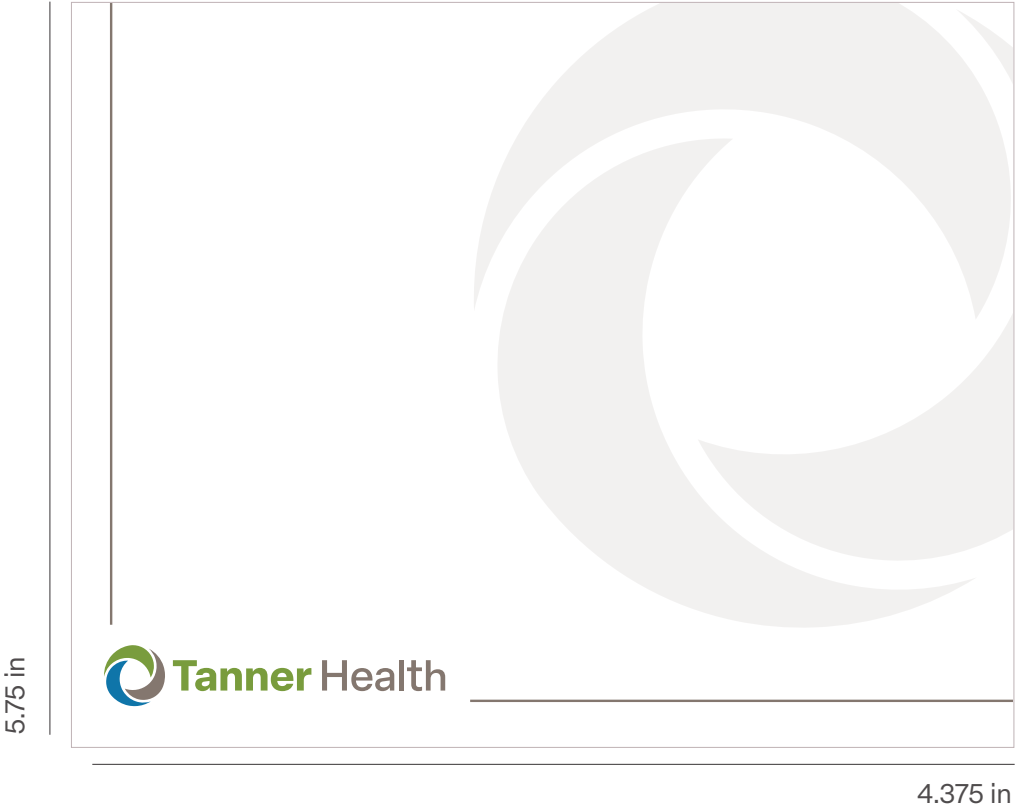
05

Stationery

Stationery Set



Note Card Set



Business Card

Horizontal



Jane Doe, RN
SURGICAL SERVICES MANAGER

Tanner Medical Center/Villa Rica
601 Dallas Highway
Villa Rica, GA 30180

770-456-5555 PHONE

770-456-5555 FAX

xxxxx@tanner.org

3.5 in

Back



Tanner Health

3.5 in

Vertical



Jane Doe, RN
SURGICAL SERVICES MANAGER

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xxxxx@tanner.org

3.5 in

2 in

Back



Tanner Health

3.5 in

2 in



Thank You

PRESENTED BY:

Tanner Health Marketing
Strategy and Planning

PHONE:

770 812 9687