

The Prisma Health Logo and Remote Treatment of Entity Names

A Prisma Health entity name, such as a practice, department or program name, may show up within proximity, but never appear as a part of the Prisma Health logo.

On promotional items, whenever an entity name such as a practice, department or program identifier is used in conjunction with the Prisma Health logo, its distance from the logo must not be less than half the width of the logo, below the word "HEALTH".

The remote entity must be in the Verdana bold font at a reasonable point size always subservient in weight to the logo.

Cylindrical products such as pens and cups should offer imprint capability around the product thus allowing the Prisma Health logo to be imprinted on one side and the entity designation on the other. It is always best, whenever possible to have entity identifiers as remote as possible from the logo.

As imprint space allows, the preferred version of the logo is the stacked or vertical orientation.

Note: Always abbreviate Department as Dept.

