

# SERVICE LINE LOGOS

To highlight KentuckyOne Health strategic service lines and our primary care family, without diluting the masterbrand.

## LOGO ARCHITECTURE

### STRATEGIC SERVICE LINES

- 1 Cancer Care
- 2 Heart and Vascular Care
- 3 Neurology Care
- 4 Orthopedic Care
- 5 Sports Medicine
- 6 Women's Care

#### EXAMPLES



### PRIMARY CARE FAMILY

- 1 Primary Care
- 2 Anywhere Care
- 3 Emergency Care
- 4 Express Care
- 5 Urgent Care

#### EXAMPLES



## GUIDELINES

Only strategic service lines and primary care family names are added next to the KentuckyOne logo in orange to show their strategic importance.

For all other service lines, use the KentuckyOne Health masterbrand logo. The service line name appears as in headlines and copy, not as part of the logo.



## Service Sub-Brands

Read more online at:  
[KentuckyOneEmployees.org/Resources](http://KentuckyOneEmployees.org/Resources)

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