

# THE BRAND IDENTITY

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NORTH FLORIDA REGIONAL HEALTHCARE

# THE BRAND

## EXPLORING NORTH FLORIDA REGIONAL HEALTHCARE'S BRAND

The North Florida Regional Healthcare identity is the foundation for all NFRH branding. It also serves as a springboard for all other approved sub-brands. The NFRH brand serves to present a consistent image to our patients, employees, our partners and the community. To strengthen the brand, we must always apply the logo with consistency and focus.



# THE TAGLINE

## EXPLORING NORTH FLORIDA REGIONAL HEALTHCARE'S BRAND

The North Florida Regional Healthcare brand can partner with its branded tagline.

"We are with you for life," speaks to the commitment NFRH promises to its patients, employees, partners and the community.



We are with you **for life.**



# SUB-BRANDS

## EXPLORING NORTH FLORIDA REGIONAL HEALTHCARE'S SUB-BRAND

The North Florida Regional Healthcare sub-brands define the relationship and alignment with NFRH. This is done through the use of consistent typography and signature double-ruled box.

# NORTH FLORIDA REGIONAL MEDICAL CENTER

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NORTH FLORIDA REGIONAL HEALTHCARE

NORTH FLORIDA  
REGIONAL HEALTHCARE

# SUB-BRANDS

NORTH FLORIDA REGIONAL HEALTHCARE'S  
SUB-BRAND SAMPLES

NORTH FLORIDA  
REGIONAL MEDICAL CENTER

NORTH FLORIDA REGIONAL HEALTHCARE

IMMEDIATE CARE CENTER

NORTH FLORIDA REGIONAL HEALTHCARE

CENTER FOR OBESITY  
SURGERY AND TREATMENT

NORTH FLORIDA REGIONAL HEALTHCARE

NORTH FLORIDA  
REGIONAL HEALTHCARE

# SUB-BRANDS & TAGLINE

## EXPLORING NORTH FLORIDA REGIONAL HEALTHCARE'S SUB-BRANDS

The North Florida Regional Healthcare sub-brands can partner with its branded tagline.

# NORTH FLORIDA REGIONAL MEDICAL CENTER

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NORTH FLORIDA REGIONAL HEALTHCARE

We are with you **for life.**

NORTH FLORIDA  
REGIONAL HEALTHCARE

# SUB-BRANDS & TAGLINE

NORTH FLORIDA REGIONAL HEALTHCARE'S  
SUB-BRAND & TAGLINE SAMPLES

NORTH FLORIDA  
REGIONAL MEDICAL CENTER

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NORTH FLORIDA REGIONAL HEALTHCARE

We are with you **for life.**

IMMEDIATE CARE CENTER

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NORTH FLORIDA REGIONAL HEALTHCARE

We are with you **for life.**

CENTER FOR OBESITY  
SURGERY AND TREATMENT

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NORTH FLORIDA REGIONAL HEALTHCARE

We are with you **for life.**

NORTH FLORIDA  
REGIONAL HEALTHCARE