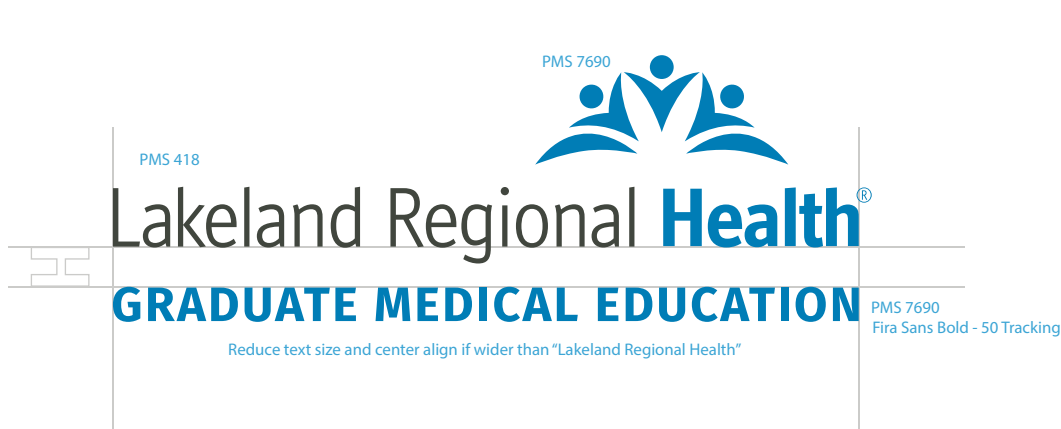
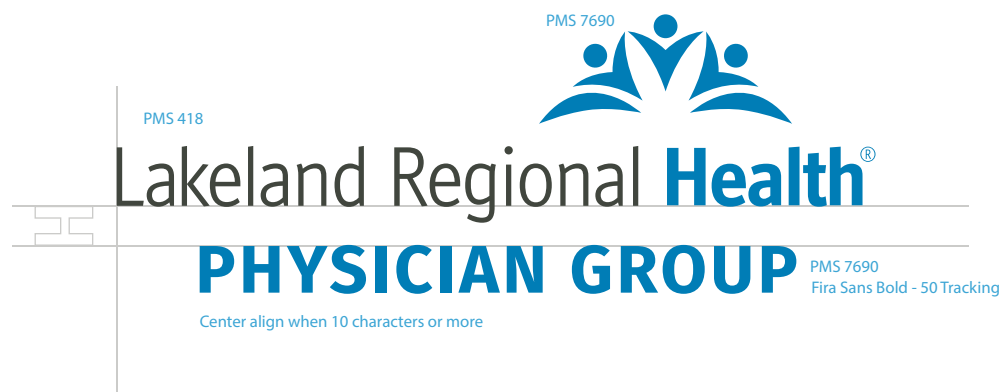


# Service Line Logo Guidelines

- **If service line is fewer than 10 characters**, or a single word, left align to “Lakeland Regional Health.”
- **If service line is 10 characters or more**, center align to “Lakeland Regional Health.”
- **If service line is wider than “Lakeland Regional Health,”** adjust font size to equal width of “Lakeland Regional Health.” Do not center with registered trademark.
- **If service line is 3 words or more**, see page 2.
- **If service line is categorized within the Lakeland Regional Health Physician Group**, see page 3.
- Do not extend service line past “Lakeland Regional Health.”
- Service line font should not be larger than “Lakeland Regional Health” font size.

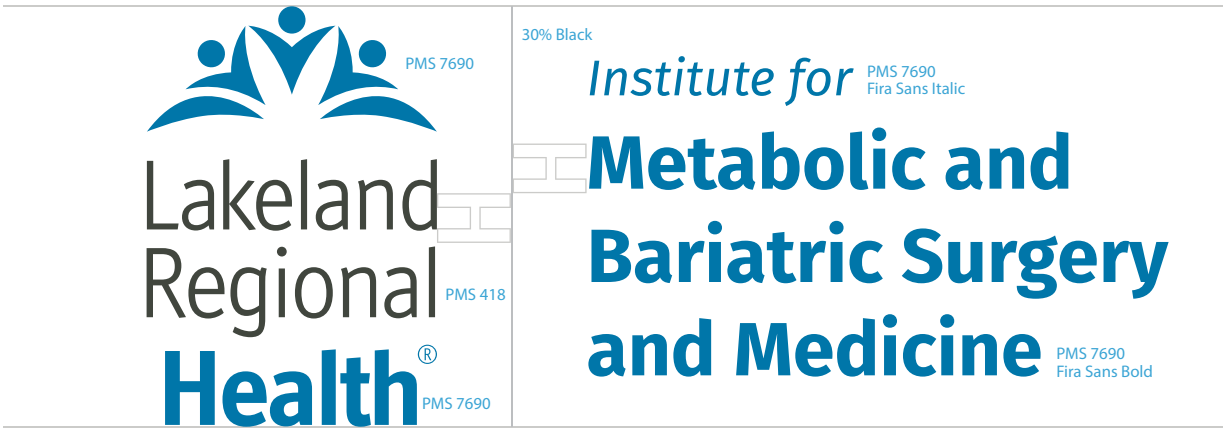


LAKELAND REGIONAL HEALTH

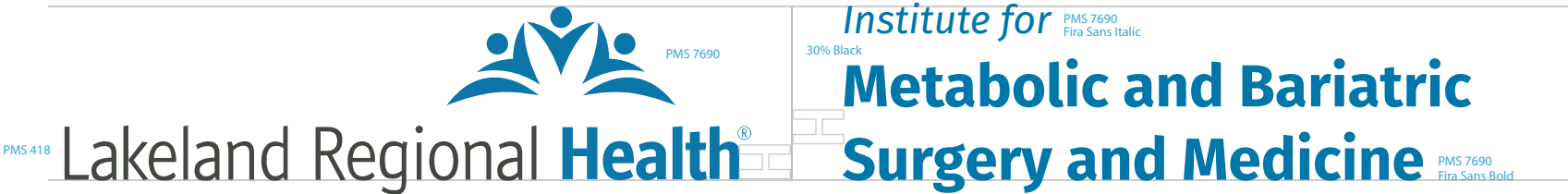
# Service Line Logo Guidelines

- *If service line is three words or more*, follow the format below.
- Font size of service line should not be larger than “Lakeland Regional Health.”
- Service line height should not be taller than “Lakeland Regional Health” and icon.

PRIMARY LOGO



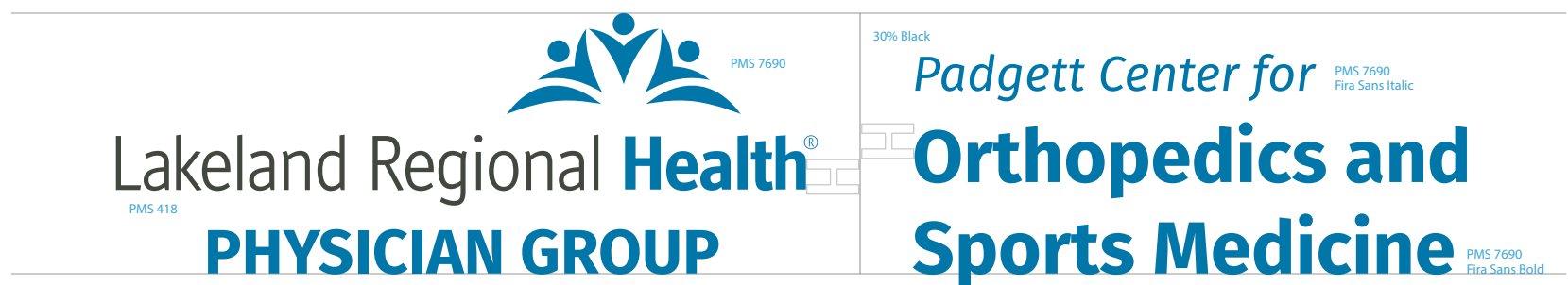
ALTERNATE LOGO



LAKELAND REGIONAL HEALTH PHYSICIAN GROUP

# Service Line Logo Guidelines

- *If service line is categorized within the Lakeland Regional Health Physician Group*, follow the format below.
- Font size of service line should not be larger than “Lakeland Regional Health Physician Group.”
- Service line should not be taller than “Lakeland Regional Health Physician Group” and icon.



LAKELAND REGIONAL HEALTH

## Current Service Line Logos



Lakeland Regional Health®  
**AT HOME**



Lakeland Regional Health®  
**FOUNDATION**



Lakeland Regional Health®  
**PHYSICIAN GROUP**



Lakeland Regional Health®  
**SLEEP DISORDERS CENTER**



Lakeland Regional Health®  
**ATHLETIC TRAINING**



Lakeland Regional Health®  
**GRADUATE MEDICAL EDUCATION**



Lakeland Regional Health®  
**SURGERY CENTER**

LAKELAND REGIONAL HEALTH

# Current Service Line Logos

