

LEE MEMORIAL HEALTH SYSTEM BOARD OF DIRECTORS

POLICY MANUAL

no. 10.37B

category: General Operations

title: Display of System Name and Logo

original adoption: 07/25/97

revision date: 07/31/98

07/26/02

supersedes no. 10.37A

PURPOSE:

To provide for prominent use of the Lee Memorial Health System name and logo relative to the Lee Memorial Health System facilities.

POLICY:

The Lee Memorial Health System name and logo and characteristic color combinations shall be prominently displayed on all exterior signage and appropriate interior areas of all of the Lee Memorial Health System facilities, unless the Board approves a deviation from this policy.