

WEBSITE STYLE GUIDE



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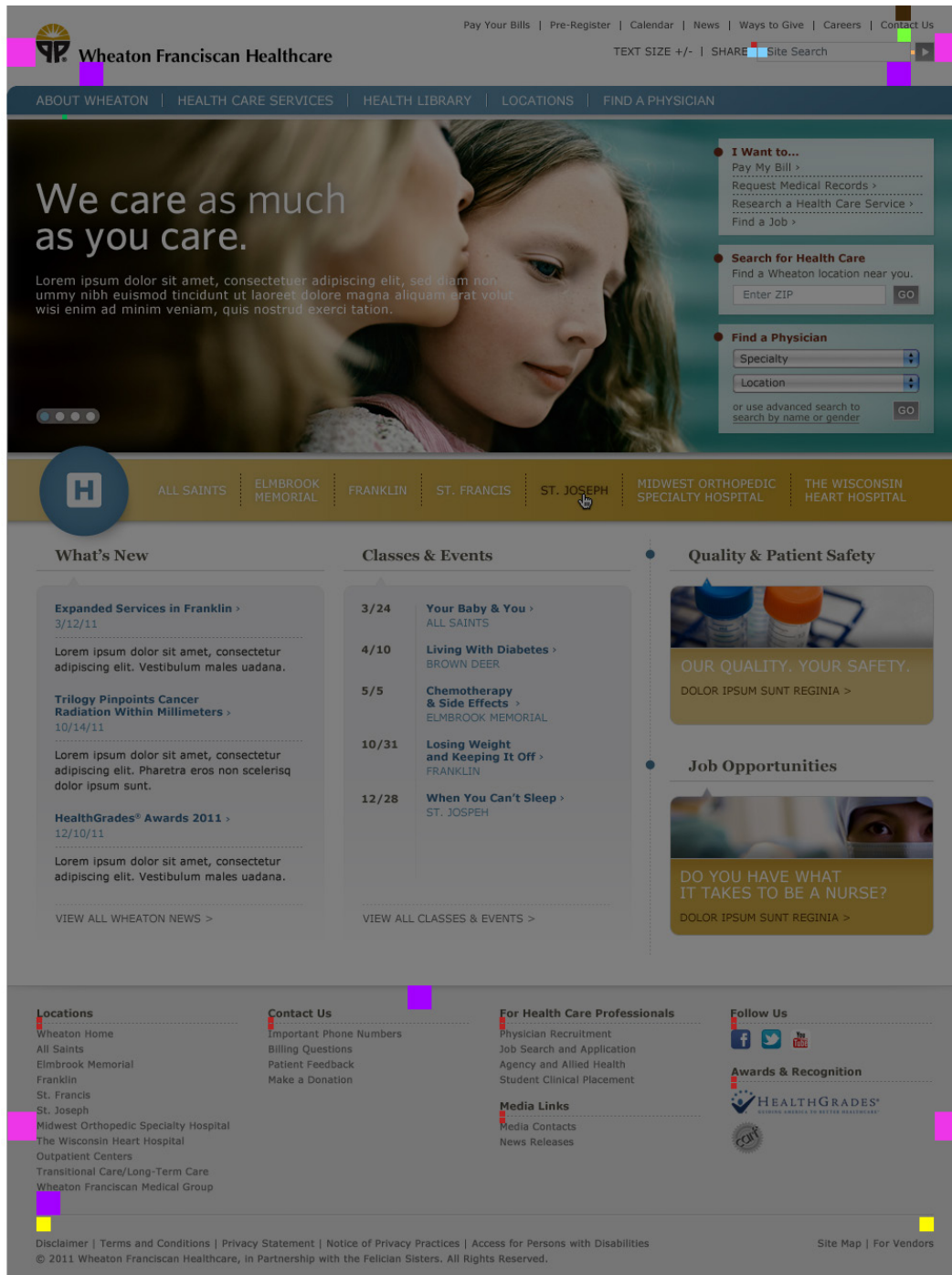


TEMPLATES

1

1.1 TEMPLATES — GLOBAL PAGE

 = 30 x 30	 = 10 x 10
 = 25 x 25	 = 6 x 6
 = 16 x 16	 = 5 x 5
 = 15 x 15	 = 4 x 4
 = 14 x 14	

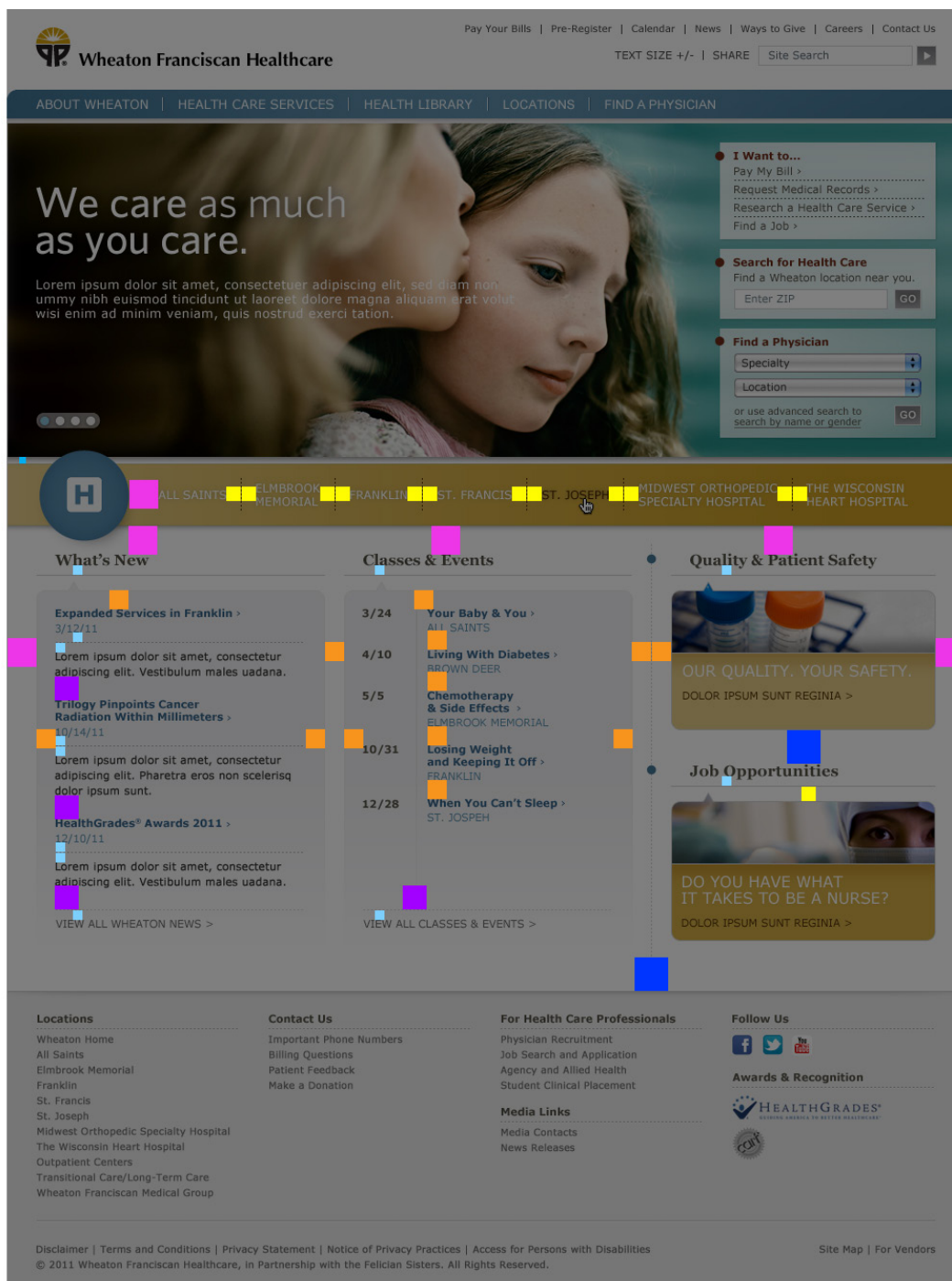


1000px



1.2 TEMPLATES — CORPORATE HOMEPAGE

■ = 35 x 35	■ = 15 x 15
■ = 30 x 30	■ = 10 x 10
■ = 25 x 25	■ = 7 x 7
■ = 20 x 20	



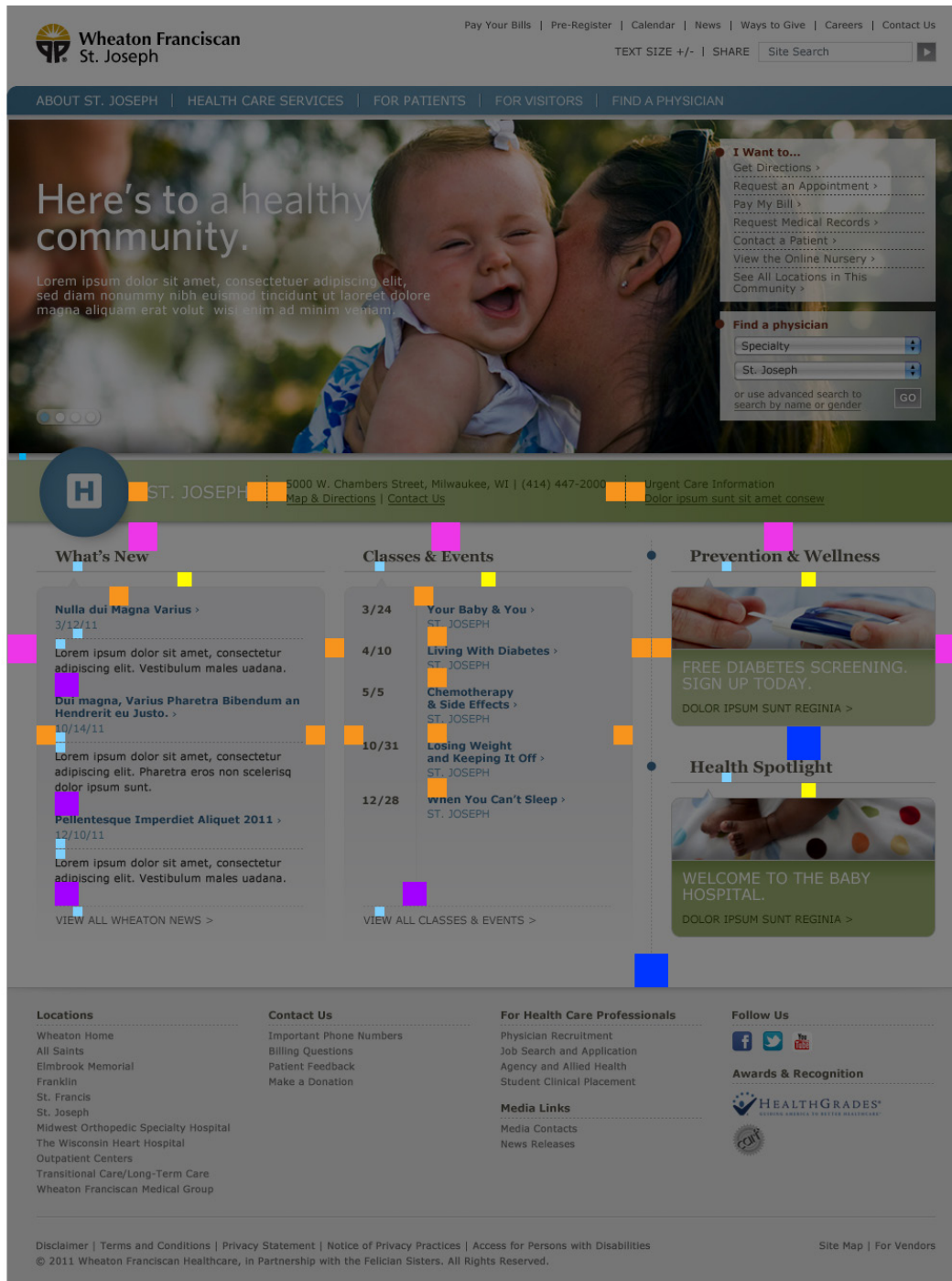
1000px



1.3 TEMPLATES — COMMUNITY HOSPITAL HOMEPAGE

■ = 35 x 35	■ = 15 x 15
■ = 30 x 30	■ = 10 x 10
■ = 25 x 25	■ = 7 x 7
■ = 20 x 20	

EXAMPLE ST. JOSEPH



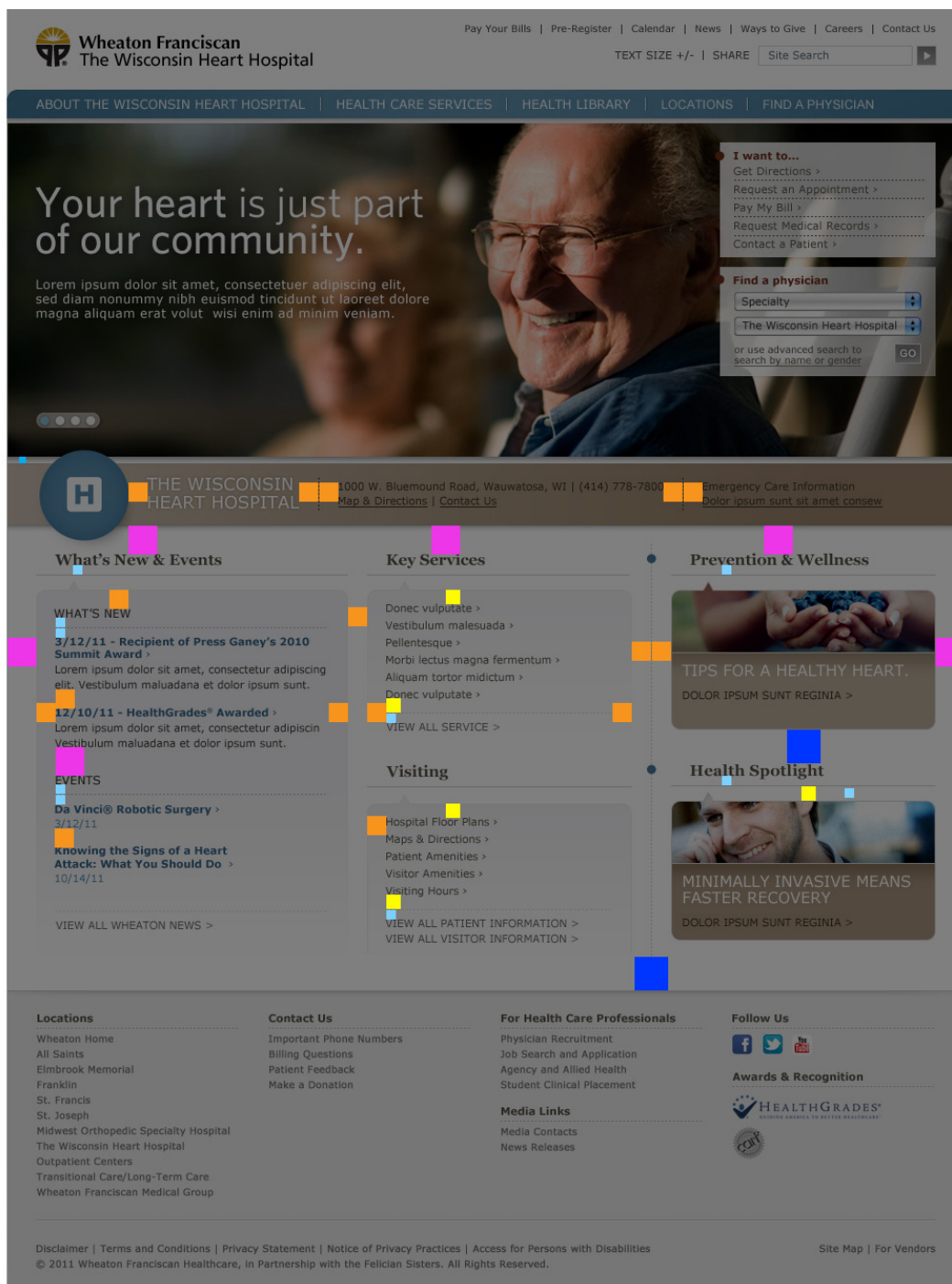
1000px



1.4 TEMPLATES — SPECIALTY HOSPITAL HOMEPAGE

■ = 35 x 35 ■ = 10 x 10
 ■ = 30 x 30 ■ = 7 x 7
 ■ = 20 x 20
 ■ = 15 x 15

EXAMPLE THE WISCONSIN HEART HOSPITAL



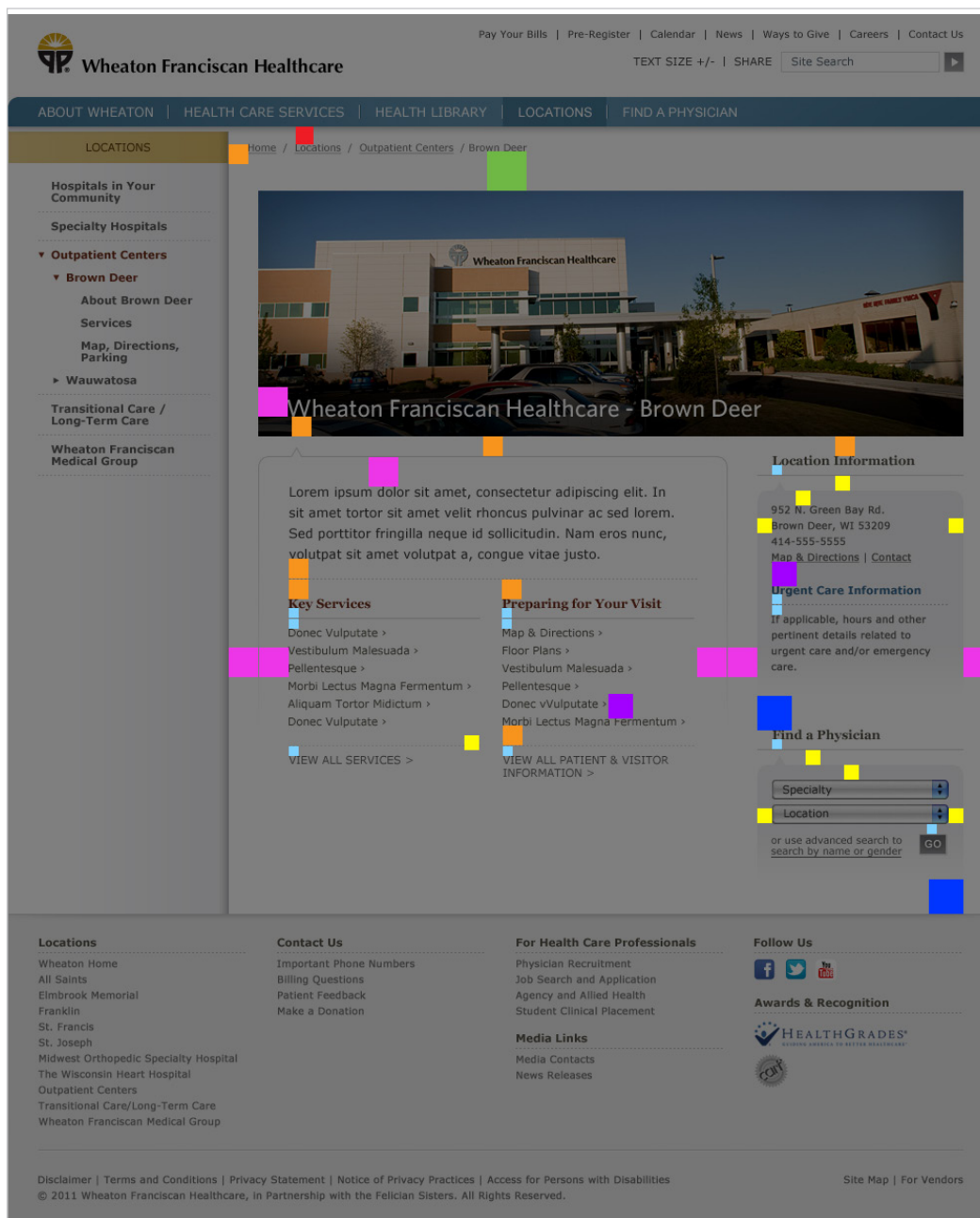
1000px



1.5 TEMPLATES — OUTPATIENT DETAIL PAGE

■ = 40 x 40	■ = 20 x 20
■ = 35 x 35	■ = 18 x 18
■ = 30 x 30	■ = 15 x 15
■ = 25 x 25	■ = 10 x 10

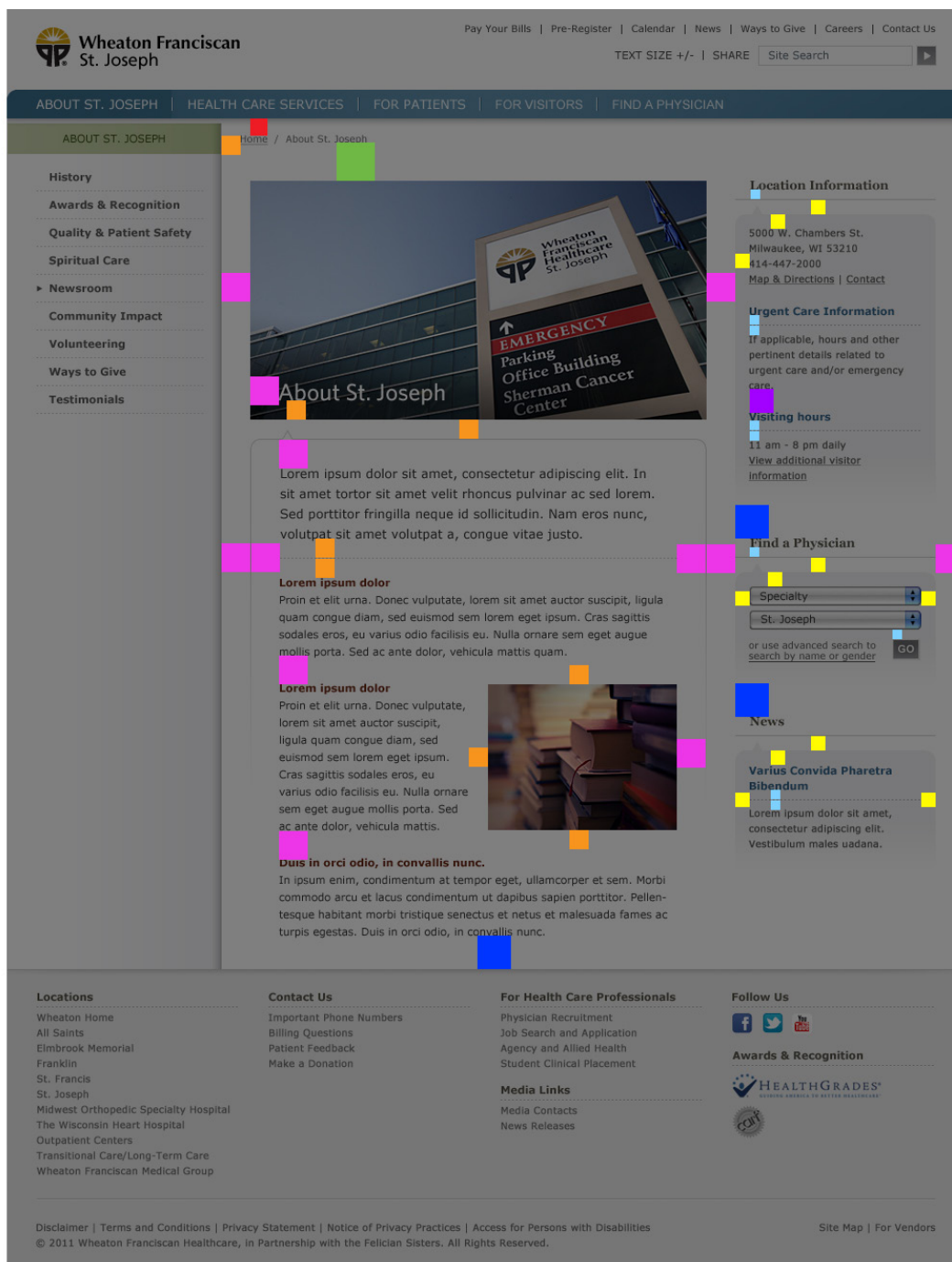
EXAMPLE BROWN DEER



1.6 TEMPLATES — ABOUT LANDING PAGE

■ = 40 x 40	■ = 20 x 20
■ = 35 x 35	■ = 18 x 18
■ = 30 x 30	■ = 15 x 15
■ = 25 x 25	■ = 10 x 10

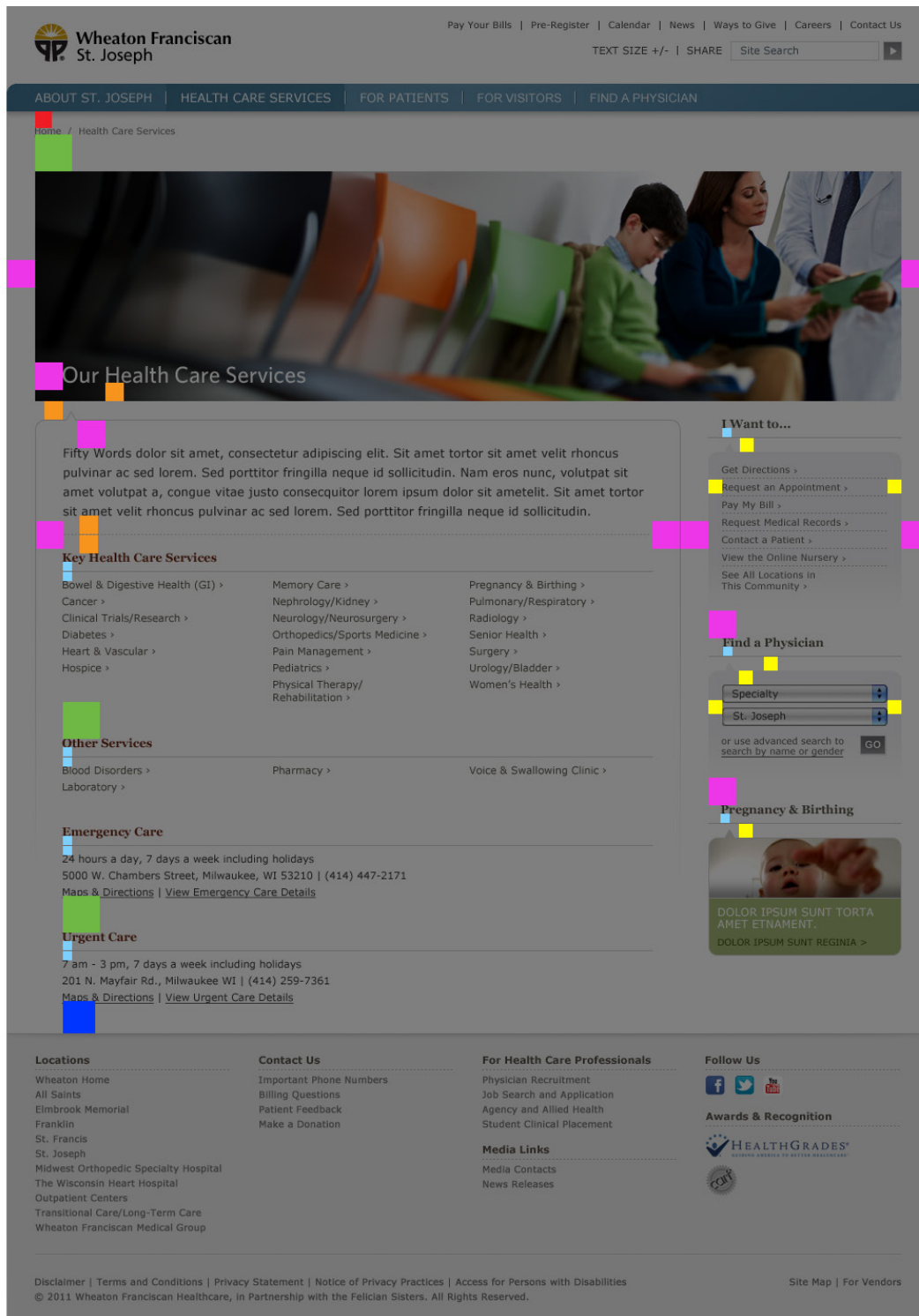
EXAMPLE ST. JOSEPH



1.7 TEMPLATES — SERVICE LANDING PAGE

■ = 40 x 40	■ = 18 x 18
■ = 35 x 35	■ = 15 x 15
■ = 30 x 30	■ = 10 x 10
■ = 20 x 20	

EXAMPLE ST. JOSEPH



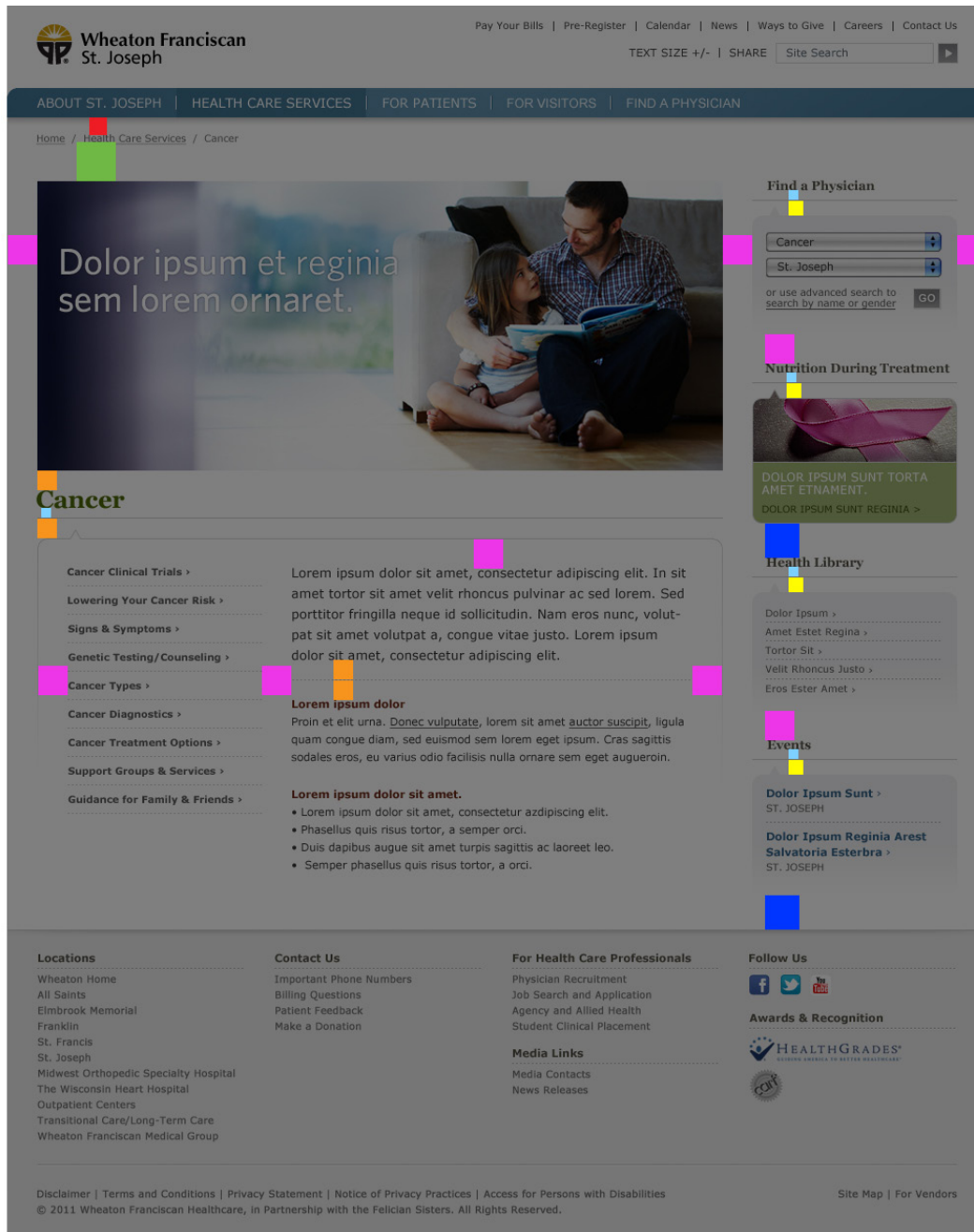
1000px



1.8 TEMPLATES — SERVICE DETAIL — MAJOR TIER SERVICE PAGE

■ = 40 x 40	■ = 18 x 18
■ = 35 x 35	■ = 15 x 15
■ = 30 x 30	■ = 10 x 10
■ = 20 x 20	

EXAMPLE ST. JOSEPH



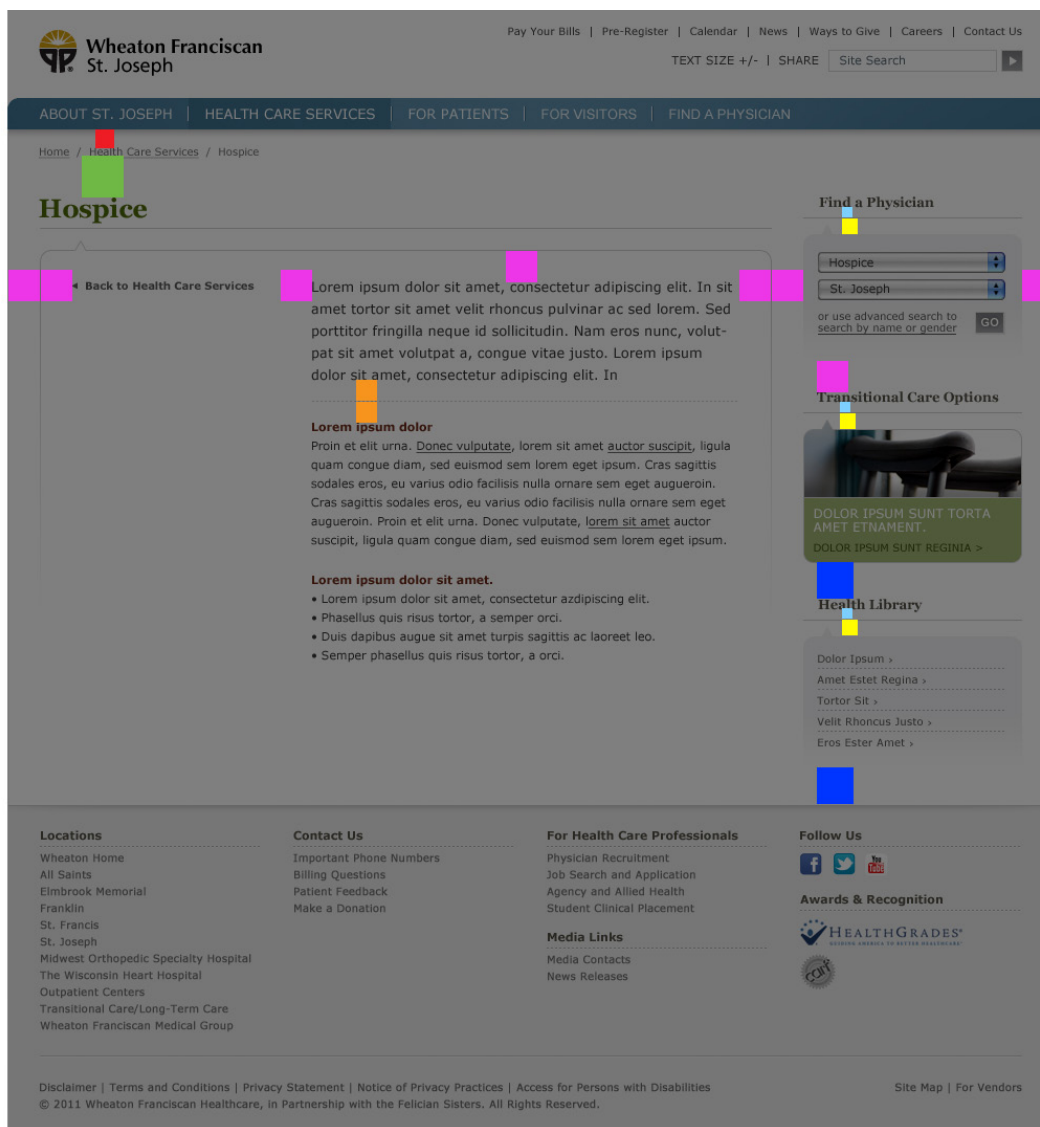
1000px



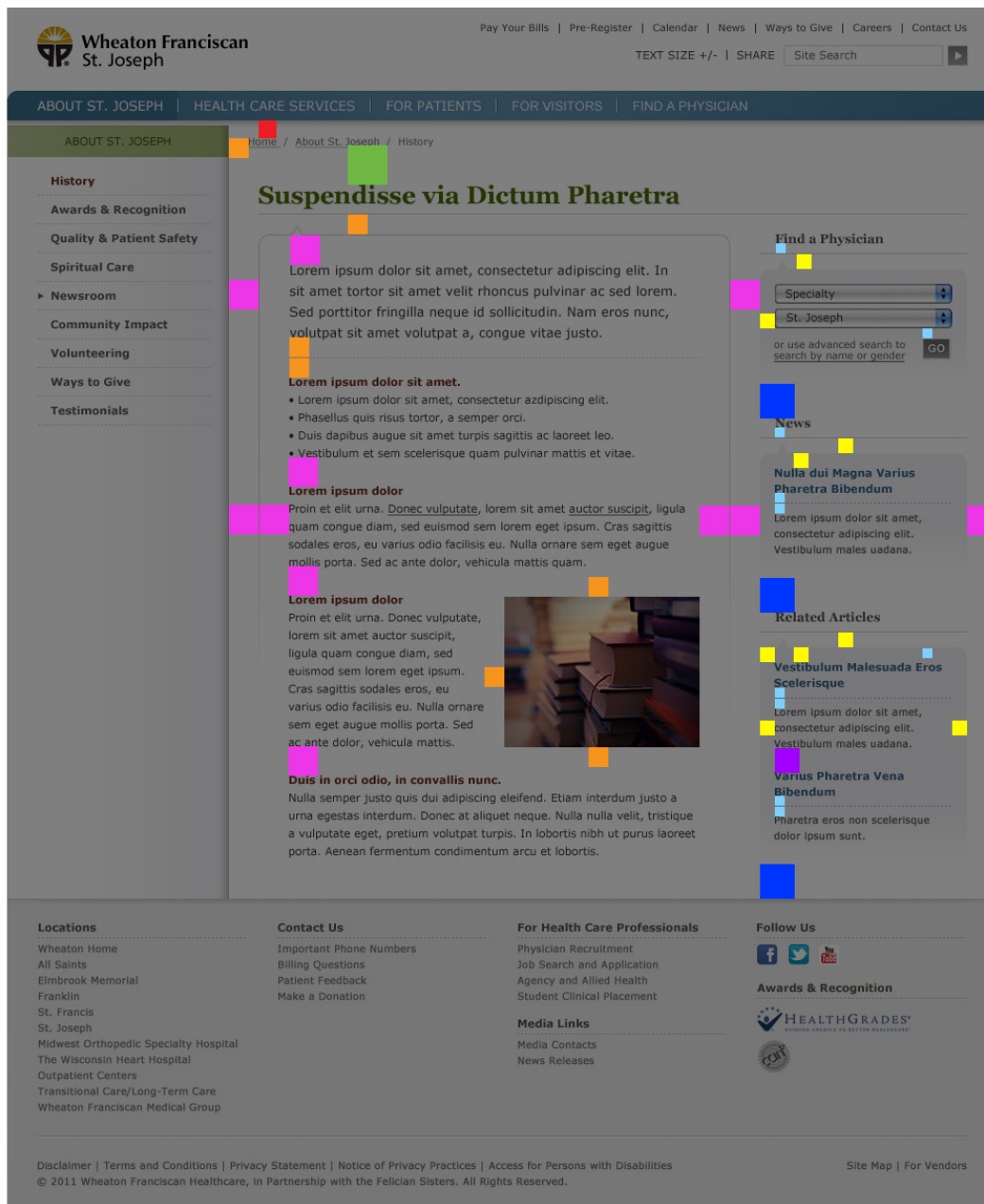
1.9 TEMPLATES — SERVICE DETAIL — MINOR TIER SERVICE PAGE

■ = 40 x 40	■ = 18 x 18
■ = 35 x 35	■ = 15 x 15
■ = 30 x 30	■ = 10 x 10
■ = 20 x 20	

EXAMPLE ST. JOSEPH



■ = 40 x 40	■ = 20 x 20
■ = 35 x 35	■ = 18 x 18
■ = 30 x 30	■ = 15 x 15
■ = 25 x 25	■ = 10 x 10

EXAMPLE
ST. JOSEPH

1000px





ELEMENTS

2

2.1 ELEMENTS — COLORS

CORPORATE

ALL SAINTS

ELMBROOK
MEMORIAL

FRANKLIN

ST. FRANCIS

ST. JOSEPH

THE
WISCONSIN
HEART
HOSPITAL

HOMEPAGE

Hairlines	#533505	#395762	#435547	#383243	#3b150c	#3b4d11	#3c3023
Text	#533505	#395762	#435547	#383243	#3b150c	#3b4d11	#3c3023
Promo Box 1	#e2ca87	#a3c9d6	#b8cabb	#b9b5c2	#c99e7e	#bcc99c	#baac9a
Promo Box 2	#d3ad46	#6ea9be	#89a78f	#8f8a9e	#b57a4e	#a1b475	#a6937d
Text Link Promo	#533505	#395762	#435547	#383243	#3b150c	#3b4d11	#3c3023

CONTENT PAGE

Page Title	#533505	#395762	#435547	#383243	#3b150c	#3b4d11	#3c3023
Headline	#ca9d23	#6ea9be	#7c9d83	#716b80	#a16131	#4e6a0b	#806e57

SERVICE PAGE WITH PROMO

Promo Box Service	n/a	#6ea9be	#89a78f	#8f8a9e	#b57a4e	#a1b475	#a6937d
Text Link Promo	n/a	#395762	#435547	#383243	#3b150c	#3b4d11	#3c3023



2.1 ELEMENTS — COLORS — CORPORATE HOMEPAGE

**Wheaton Franciscan Healthcare**

Pay Your Bills | Pre-Register | Calendar | News | Ways to Give | Careers | Contact Us

TEXT SIZE +/- | SHARE |

ABOUT WHEATON | HEALTH CARE SERVICES | HEALTH LIBRARY | LOCATIONS | FIND A PHYSICIAN

We care as much as you care.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volut wis enim ad minim veniam, quis nostrud exerci tation.

**ROLLOVER STATE**
#533505

**HAIRLINES**
#533505

**PROMO BOX 1**
#e2ca87

**TEXT LINK PROMO**
533505

**PROMO BOX 2**
#d3ad46

I Want to...

- Pay My Bill >
- Request Medical Records >
- Research a Health Care Service >
- Find a Job >

Search for Health Care

Find a Wheaton location near you.

Find a Physician

Specialty

Location

or use advanced search to search by name or gender

ELMBROOK MEMORIAL | **FRANKLIN** | **ST. FRANCIS** | **ST. JOSEPH** | **MIDWEST ORTHOPEDIC SPECIALTY HOSPITAL** | **THE WISCONSIN HEART HOSPITAL**

What's New

Expanded Services in Franklin >
3/12/11
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum males uadana.

Trilogy Pinpoints Cancer Radiation Within Millimeters >
10/14/11
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pharetra eros non scelerisq dolor ipsum sunt.

HealthGrades® Awards 2011 >
12/10/11
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum males uadana.

[VIEW ALL WHEATON NEWS >](#)

Classes & Events

3/24 Your Baby & You >
ALL SAINTS

4/10 Living BROWN

5/5 Chem & St ELMB

10/31 Losing Weight and Keeping It Off >
FRANKLIN

12/28 When You Can't Sleep >
ST. JOSEPH

[VIEW ALL CLASSES](#)

Quality & Patient Safety

OUR QUALITY.
DOLOR IPSUM SUNT

Job Opportunities
DO YOU HAVE WHAT IT TAKES TO BE A NURSE?
DOLOR IPSUM SUNT REGINIA >

Locations

- Wheaton Home
- All Saints
- Elmbrook Memorial
- Franklin
- St. Francis
- St. Joseph
- Midwest Orthopedic Specialty Hospital
- The Wisconsin Heart Hospital
- Outpatient Centers
- Transitional Care/Long-Term Care
- Wheaton Franciscan Medical Group

Contact Us

- Important Phone Numbers
- Billing Questions
- Patient Feedback
- Make a Donation

For Health Care Professionals

- Physician Recruitment
- Job Search and Application
- Agency and Allied Health
- Student Clinical Placement

Media Links

- Media Contacts
- News Releases

Follow Us

- 
- 
- 

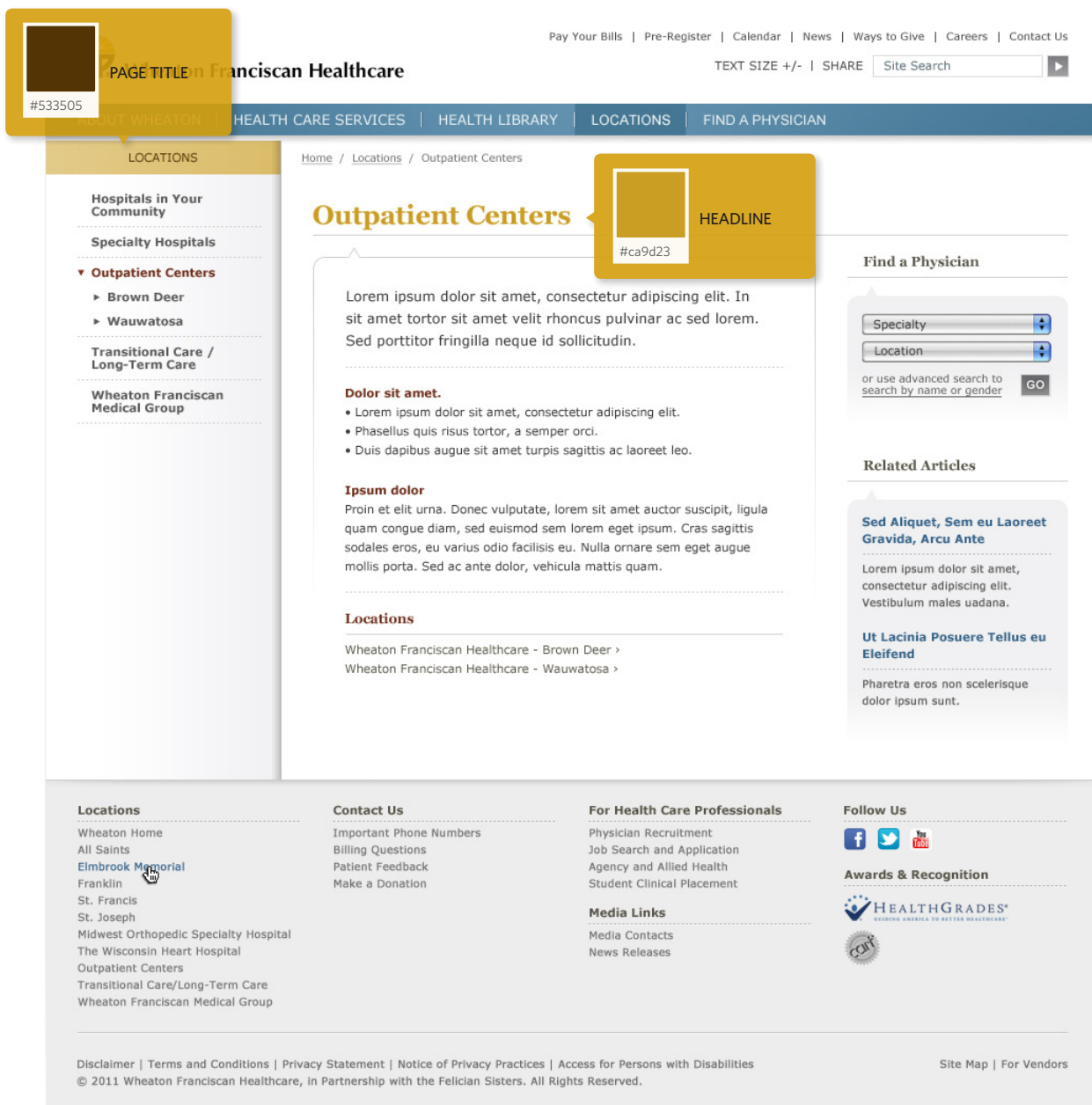
Awards & Recognition

- 
- 

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2.1 ELEMENTS — COLORS — CORPORATE CONTENT LEVEL PAGE



2.1 ELEMENTS — COLORS — ALL SAINTS HOMEPAGE

**Wheaton Franciscan Healthcare**
All Saints

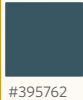
Pay Your Bills | Pre-Register | Calendar | News | Ways to Give | Careers | Contact Us

TEXT SIZE +/- | SHARE

ABOUT ALL SAINTS | HEALTH CARE SERVICES | FOR PATIENTS | FOR VISITORS | FIND A PHYSICIAN

Dolor ipsum reginia tinicdunt excersi.

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**HAIRLINES**
#395762

**TEXT**
#395762

I Want to...

- Get Directions >
- Request an Appointment >
- Pay My Bill >
- Request Medical Records >
- Contact a Patient >
- View the Online Nursery >
- See All Locations in this Community >

Find a Physician

Specialty

All Saints

or use advanced search to search by name or gender

3801 Spring Street, Racine, WI | (262) 687-4011
[Map & Directions](#) | [Contact Us](#)

Urgent Care Information
[Dolor ipsum sunt sit amet consew](#)

What's New

Nulla dui Magna Varius >
3/12/11
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum males uadana.

Dui magna, Varius Pharetra Bibendum an Hendrerit eu Justo. >
10/14/11
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pharetra eros non scelerisq dolor ipsum sunt.

Pellentesque Imperdiet Aliquet 2011 >
12/10/11
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum males uadana.

[VIEW ALL WHEATON NEWS >](#)

Classes & Events

3/24 **Dolor Ipsum Sunt >**
ALL SAINTS

4/10 **Lores**
ALL S

5/5 **Gross**
ALL S

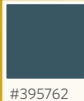
10/31 **Losing Weight and Keeping It Off >**
ALL SAINTS

12/28 **When You Can't Sleep >**
ALL SAINTS

[VIEW ALL CLASSES](#)

Prevention & Wellness

**PROMO BOX 1**
#a3c9d6

**TEXT LINK PROMO**
#395762

Health Spotlight

**PROMO BOX 2**
#6ea9be

LOREM AMET CONSEQUATOR IPSUM EROS NON.
[DOLOR IPSUM SUNT REGINIA >](#)

Locations

- Wheaton Home
- All Saints
- Elmbrook Memorial
- Franklin
- St. Francis
- St. Joseph
- Midwest Orthopedic Specialty Hospital
- The Wisconsin Heart Hospital
- Outpatient Centers
- Transitional Care/Long-Term Care
- Wheaton Franciscan Medical Group

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- Billing Questions
- Patient Feedback
- Make a Donation

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- Agency and Allied Health
- Student Clinical Placement

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2.1 ELEMENTS — COLORS — ALL SAINTS CONTENT LEVEL PAGE

#395762

Wheaton Franciscan Healthcare

PAGE TITLE

Pay Your Bills | Pre-Register | Calendar | News | Ways to Give | Careers | Contact Us

TEXT SIZE +/- | SHARE | Site Search

HEALTH CARE SERVICES | FOR PATIENTS | FOR VISITORS | FIND A PHYSICIAN

ABOUT ALL SAINTS

Home / About All Saints / History

History

Awards & Recognition

Quality & Patient Safety

Spiritual Care

Newsroom

Community Impact

Volunteering

Ways to Give

Testimonials

Suspendisse via Dictum Pharetra

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#6ea9be

HEADLINE

Find a Physician

Specialty

All Saints

or use advanced search to search by name or gender

GO

News

Nulla dui Magna Varius Pharetra Bibendum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum males uadana.

Related Articles

Vestibulum Malesuada Eros Scelerisque

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Varius Pharetra Vena Bibendum

Pharetra eros non scelerisque dolor ipsum sunt.

Locations

Wheaton Home

All Saints

Elmbrook Memorial

Franklin

St. Francis

St. Joseph

Midwest Orthopedic Specialty Hospital

The Wisconsin Heart Hospital

Outpatient Centers

Transitional Care/Long-Term Care

Wheaton Franciscan Medical Group

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2.1 ELEMENTS — COLORS — ELMBROOK MEMORIAL HOMEPAGE

**Wheaton Franciscan Healthcare**
Elmbrook Memorial

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TEXT SIZE +/- | SHARE |

ABOUT ELMBROOK MEMORIAL | HEALTH CARE SERVICES | FOR PATIENTS | FOR VISITORS | FIND A PHYSICIAN

Dolor ipsum reginia tinicdunt excersi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed uterumque nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Wisi enim ad minim veniam, quis nostrud exerci tation.

#435547

HAIRLINES

#435547

TEXT

#435547

I Want to...

Get Directions >

Request an Appointment >

Pay My Bill >

Request Medical Records >

Contact a Patient >

View the Online Nursery >

See All Locations in This Community >

Find a physician

Specialty

Elmbrook Memorial

or use advanced search to search by name or gender

GO

#435547

19333 W. North Avenue, Brookfield, WI | (262) 785-2000

Map & Directions | Contact Us

#435547

Urgent Care Information

Dolor ipsum sunt sit amet consew

What's New

#435547

Nulla dui Magna Varius >

3/12/11

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum males uadana.

#435547

Dui magna, Varius Pharetra Bibendum an Hendrerit eu Justo. >

10/14/11

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#435547

Pellentesque Imperdiet Aliquet 2011 >

12/10/11

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum males uadana.

#435547

VIEW ALL WHEATON NEWS >

Classes & Events

#435547

3/24

Dolor Ipsum Sunt >

ELMBROOK MEMORIAL

#435547

4/10

>Lorem ipsum sunt >

ELMBROOK MEMORIAL

#435547

5/5

Gross & Pro >

ELMBROOK MEMORIAL

#435547

10/31

Losing Weight and Keeping It Off >

ELMBROOK MEMORIAL

#435547

12/28

When You Can't Sleep >

ELMBROOK MEMORIAL

#435547

VIEW ALL CLASSES & EVENTS >

Prevention & Wellness

#435547

DOLOR IPSUM SUNT

DOLOR IPSUM SUNT

#435547

TEXT LINK PROMO

Health Spotlight

#435547

LOREM AMET CONSEQUATOR IPSUM EROS NON.

DOLOR IPSUM SUNT REGINIA >

Locations

Wheaton Home

All Saints

Elmbrook Memorial

Franklin

St. Francis

St. Joseph

Midwest Orthopedic Specialty Hospital

The Wisconsin Heart Hospital

Outpatient Centers

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Wheaton Franciscan Medical Group

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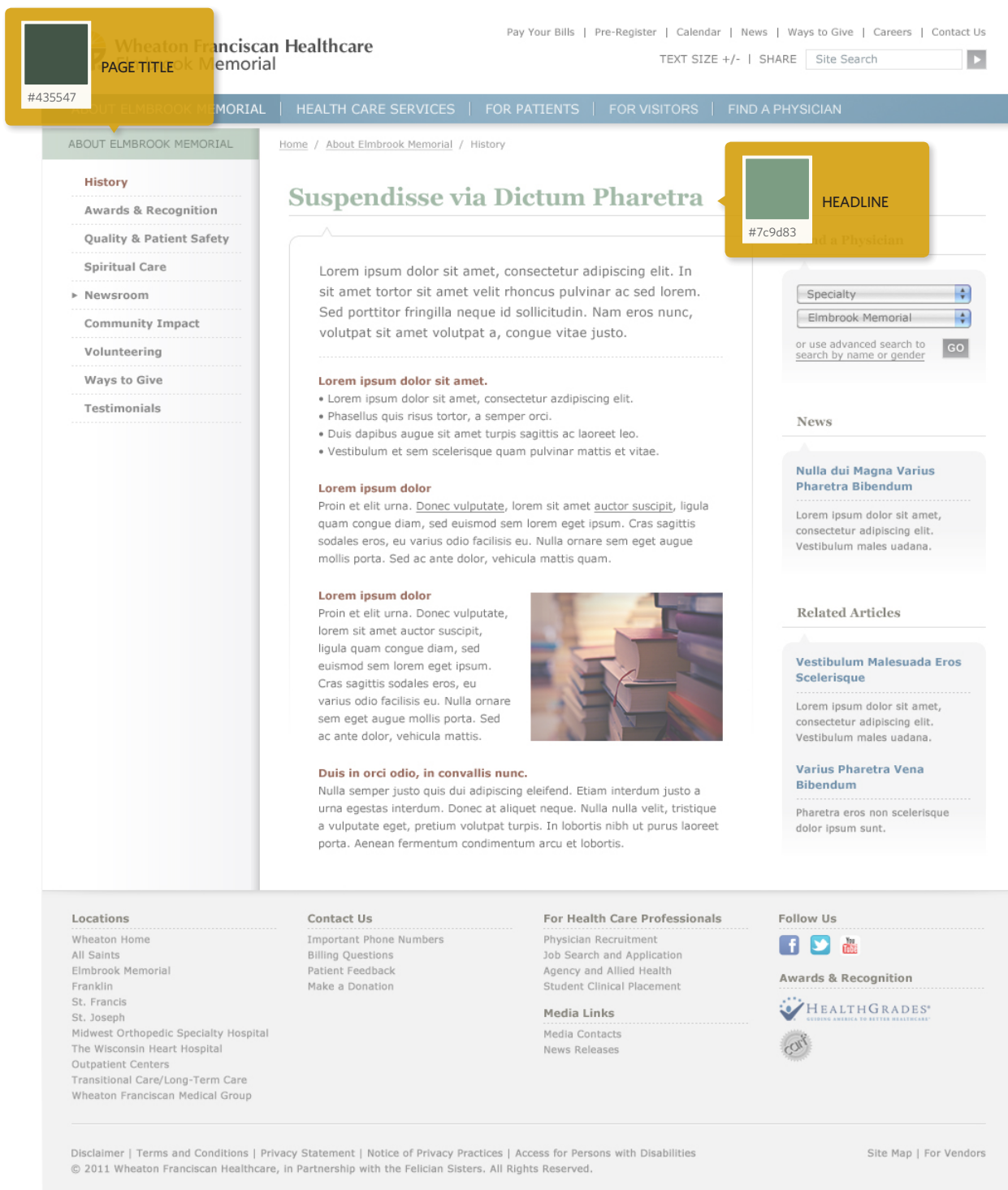


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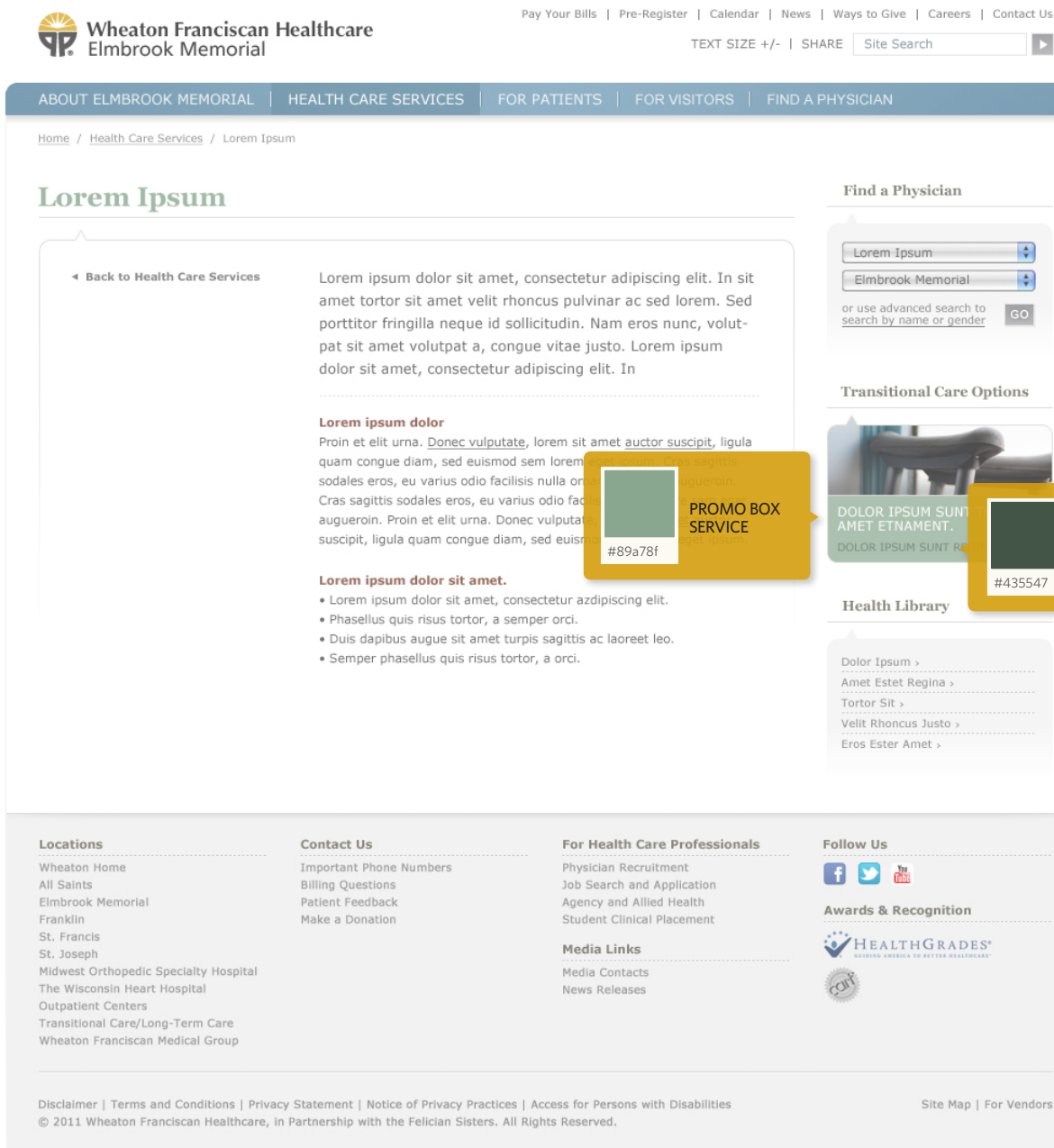
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2.1 ELEMENTS — COLORS — ELMBROOK MEMORIAL CONTENT LEVEL PAGE



2.1 ELEMENTS — COLORS — ELMBROOK MEMORIAL SERVICE PAGE WITH PROMO



2.1 ELEMENTS — COLORS — FRANKLIN HOMEPAGE

**Wheaton Franciscan Healthcare
Franklin**

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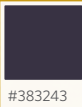
TEXT SIZE +/- | SHARE |

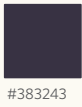
ABOUT FRANKLIN | HEALTH CARE SERVICES | FOR PATIENTS | FOR VISITORS | FIND A PHYSICIAN



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volut wisi enim ad minim veniam, quis nostrud exerci tation.

**TEXT**
#383243

**HAIRLINES**
#383243

I Want to...

- Get Directions >
- Request an Appointment >
- Pay My Bill >
- Request Medical Records >
- Contact a Patient >
- View the Online Nursery >
- See All Locations in this Community >

Find a physician

Specialty

Franklin

or use advanced search to search by name or gender

10101 S. 27th Street, Franklin, WI | (414) 325-4700
[Map & Directions](#) | [Contact Us](#)

Urgent Care Information
[Dolor ipsum sunt sit amet consew](#)

What's New

Nulla dui Magna Varius >
3/12/11
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Vestibulum males uadana.

**Dui magna, Varius Pharetra Bibendum an
Henderit eu Justo. >**
10/14/11
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Pharetra eros non scelerisq
dolor ipsum sunt.

Pellentesque Imperdiet Aliquet 2011 >
12/10/11
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Vestibulum males uadana.

[VIEW ALL WHEATON NEWS >](#)

Classes & Events

3/24 **Dolor Ipsum Sunt >**
FRANKLIN

4/10 **Lores**
FRANKLIN

5/5 **Gross**
FRANKLIN

10/31 **Losing Weight
and Keeping It Off >**
FRANKLIN

12/28 **When You Can't Sleep >**
FRANKLIN

[VIEW ALL CLASSES](#)

Prevention & Wellness

**DOLOR IPSUM S**
DOLOR IPSUM SUNT

**TEXT LINK
PROMO**
#383243

Health Spotlight

**LOREM AMET CONSEQUATOR
IPSUM EROS NON.**
DOLOR IPSUM SUNT REGINIA >

Locations

- Wheaton Home
- All Saints
- Elmbrook Memorial
- Franklin
- St. Francis
- St. Joseph
- Midwest Orthopedic Specialty Hospital
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WHEATON FRANCISCAN HEALTHCARE WEBSITE STYLE GUIDE

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2.1 ELEMENTS — COLORS — FRANKLIN CONTENT LEVEL PAGE

#383243

Wheaton Franciscan Healthcare

PAGE TITLE

Pay Your Bills | Pre-Register | Calendar | News | Ways to Give | Careers | Contact Us

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HEALTH CARE SERVICES | FOR PATIENTS | FOR VISITORS | FIND A PHYSICIAN

ABOUT FRANKLIN

Home / About Franklin / History

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Quality & Patient Safety

Spiritual Care

Newsroom

Community Impact

Volunteering

Ways to Give

Testimonials

Suspendisse via Dictum Pharetra

#716b80

HEADLINE

Find a Physician

Specialty

Franklin

or use advanced search to search by name or gender

GO

News

Nulla dui Magna Varius Pharetra Bibendum

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Related Articles

Vestibulum Malesuada Eros Scelerisque

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Varius Pharetra Vena Bibendum

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Locations

Wheaton Home

All Saints

Elmbrook Memorial

Franklin

St. Francis

St. Joseph

Midwest Orthopedic Specialty Hospital

The Wisconsin Heart Hospital

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Transitional Care/Long-Term Care

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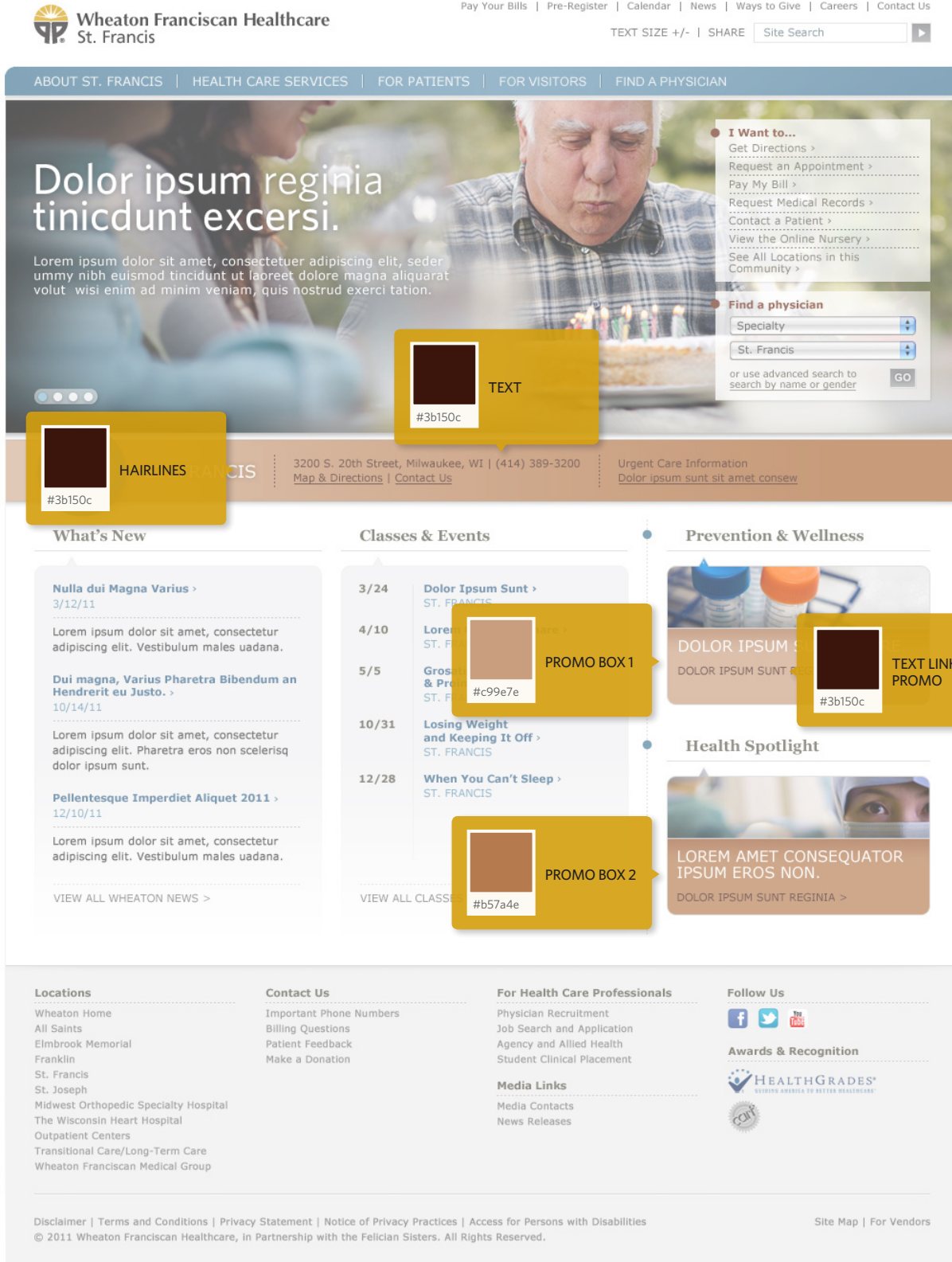
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2.1 ELEMENTS — COLORS — ST. FRANCIS HOMEPAGE





Wheaton Franciscan Healthcare

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HEADLINE

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Find a Physician

Specialty

St. Francis

or use advanced search to search by name or gender

GO

News

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Pharetra eros non scelerisque dolor ipsum sunt.

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**Wheaton Franciscan**
St. Joseph

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ABOUT ST. JOSEPH | HEALTH CARE SERVICES | FOR PATIENTS | FOR VISITORS | FIND A PHYSICIAN

Here's to a healthy community.

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I Want to...

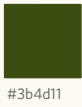
- Get Directions >
- Request an Appointment >
- Pay My Bill >
- Request Medical Records >
- Contact a Patient >
- View the Online Nursery >
- See All Locations in This Community >

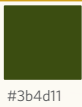
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Specialty

St. Joseph

or use advanced search to search by name or gender

**HAIRLINES**
#3b4d11

**TEXT**
#3b4d11

5000 W. Chambers Street, Milwaukee, WI | (414) 447-2000
[Map & Directions](#) | [Contact Us](#)

Urgent Care Information
[Dolor ipsum sunt sit amet conseq](#)

What's New

Nulla dui Magna Varius >
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12/10/11
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[VIEW ALL WHEATON NEWS >](#)

Classes & Events

3/24 **Your Baby & You >**
ST. JOSEPH

4/10 **Living >**
ST. JOSEPH

5/5 **Cherish & Savor >**
ST. JOSEPH

10/31 **Losing Weight and Keeping It Off >**
ST. JOSEPH

12/28 **When You Can't Sleep >**
ST. JOSEPH

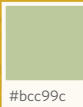
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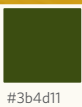
Prevention & Wellness

FREE DIABETES SIGN UP TODAY
DOLOR IPSUM SUNT REGINIA >

Health Spotlight

WELCOME TO THE BABY HOSPITAL.
DOLOR IPSUM SUNT REGINIA >

**PROMO BOX 1**
#bcc99c

**TEXT LINK PROMO**
#3b4d11

**PROMO BOX 2**
#a1b475

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- Wheaton Home
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2.1 ELEMENTS — COLORS — THE WISCONSIN HEART HOSPITAL HOMEPAGE

**Wheaton Franciscan**
The Wisconsin Heart Hospital

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TEXT SIZE +/- | SHARE

ABOUT THE WISCONSIN HEART HOSPITAL | HEALTH CARE SERVICES | HEALTH LIBRARY | LOCATIONS | FIND A PHYSICIAN

Your heart is just part of our community.

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**TEXT**
#3c3023

**HAIRLINES**
#3c3023

I want to...

- Get Directions >
- Request an Appointment >
- Pay My Bill >
- Request Medical Records >
- Contact a Patient >

Find a physician

Specialty

The Wisconsin Heart Hospital

or use advanced search to search by name or gender

What's New & Events

WHAT'S NEW

3/12/11 - Recipient of Press Ganey's 2010 Summit Award >
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12/10/11 - HealthGrades® Awarded >
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EVENTS

Da Vinci® Robotic Surgery >
3/12/11

Knowing the Signs of a Heart Attack: What You Should Do >
10/14/11

[VIEW ALL WHEATON NEWS >](#)

Key Services

Donec vulputate >
Vestibulum malesuada >
Pellentesque >
Morbi lectus >
Aliquam tortor >
Donec vulputate >
[VIEW ALL SERVICES >](#)

**PROMO BOX 1**
#baac9a

Prevention & Wellness

TIPS FOR A HEALTHY HEART >
DOLOR IPSUM SUNT >

**TEXT LINK PROMO**
#3c3023

Visiting

Hospital Floor Plans >
Maps & Directions >
Patient Amenities >
Visitor Amenities >
Visiting Hours >
[VIEW ALL PATIENT SERVICES >](#)
[VIEW ALL VISITOR SERVICES >](#)

**PROMO BOX 2**
#a6937d

Health Spotlight

MINIMALLY INVASIVE MEANS FASTER RECOVERY >
DOLOR IPSUM SUNT REGINIA >

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WISCONSIN Heart Hospital

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HEADLINE

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Find a Physician

Specialty

The Wisconsin Heart...

or use advanced search to search by name or gender

GO

News

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Related Articles

Vestibulum Malesuada Eros Scelerisque

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Varius Pharetra Vena Bibendum

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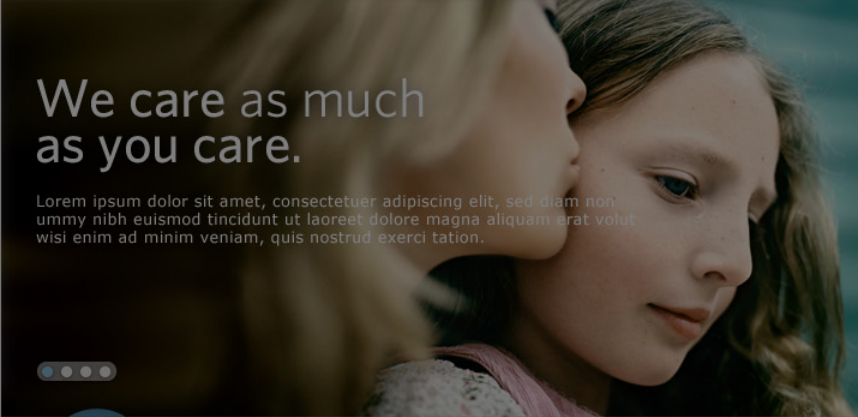
2.2 ELEMENTS — PROMOS — HOMEPAGE

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ABOUT WHEATON | HEALTH CARE SERVICES | HEALTH LIBRARY | LOCATIONS | FIND A PHYSICIAN



We care as much as you care.

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I Want to...

- Pay My Bill >
- Request Medical Records >
- Research a Health Care Service >
- Find a Job >

Search for Health Care

Find a Wheaton location near you.

Find a Physician

Specialty

Location

or use advanced search to search by name or gender



ALL SAINTS | ELMBROOK MEMORIAL | FRANKLIN | ST. FRANCIS | **ST. JOSEPH** | MIDWEST ORTHOPEDIC SPECIALTY HOSPITAL | THE WISCONSIN HEART HOSPITAL

What's New

Expanded Services in Franklin >

3/12/11

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Trilogy Pinpoints Cancer Radiation Within Millimeters >

10/14/11

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HealthGrades® Awards 2011 >

12/10/11

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3/24 **Your Baby & You >**
ALL SAINTS

4/10 **Living With Diabetes >**
BROWN DEER

5/5 **Chemotherapy & Side Effects >**
ELMBROOK MEMORIAL

10/31 **Losing Weight and Keeping It Off >**
FRANKLIN

12/28 **When You Can't Sleep >**
ST. JOSEPH

[VIEW ALL CLASSES & EVENTS >](#)

Quality & Patient Safety



OUR QUALITY. YOUR SAFETY.

DOLOR IPSUM SUNT REGINIA >

Job Opportunities



DO YOU HAVE WHAT IT TAKES TO BE A NURSE?

DOLOR IPSUM SUNT REGINIA >

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2.2 ELEMENTS — PROMOS — HOMEPAGE

■ = 20 x 20	■ = 10 x 10
■ = 16 x 16	■ = 5 x 5
■ = 15 x 15	
■ = 12 x 12	

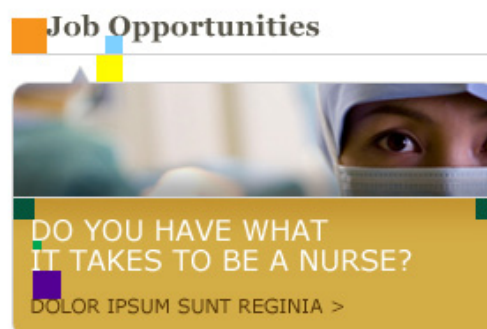
SPACING

One-line Headline Example



276px x 155px

Two-line Headline Example



276px x 155px

TYPOGRAPHY



2.2 ELEMENTS — PROMOS — SERVICE PAGES



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St. Joseph

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[Home](#) / [Health Care Services](#) / [Cancer](#)



Dolor ipsum et reginia
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Cancer

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[Lowering Your Cancer Risk >](#)
[Signs & Symptoms >](#)
[Genetic Testing/Counseling >](#)
[Cancer Types >](#)
[Cancer Diagnostics >](#)
[Cancer Treatment Options >](#)
[Support Groups & Services >](#)
[Guidance for Family & Friends >](#)

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- Semper phasellus quis risus tortor, a orci.

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search by name or gender

Nutrition During Treatment



DOLOR IPSUM SUNT TORTA
AMET ETNAMENT.
DOLOR IPSUM SUNT REGINIA >

Health Library

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[Tortor Sit >](#)
[Velit Rhoncus Justo >](#)
[Eros Ester Amet >](#)

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[Dolor Ipsum Reginia Arest
Salvatoria Esterbra >](#)
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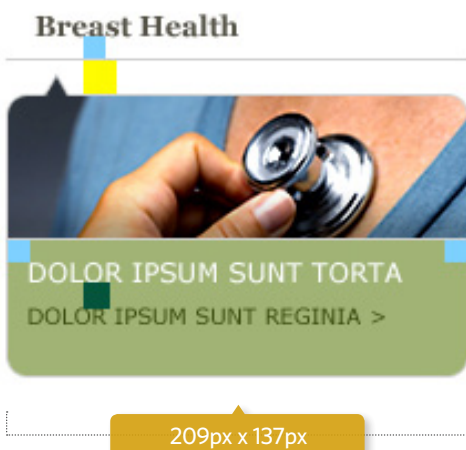


2.2 ELEMENTS — PROMOS — SERVICE PAGES

■ = 15 x 15
■ = 12 x 12
■ = 10 x 10
■ = 4 x 4

SPACING

One-line Headline Example



Two-line Headline Example

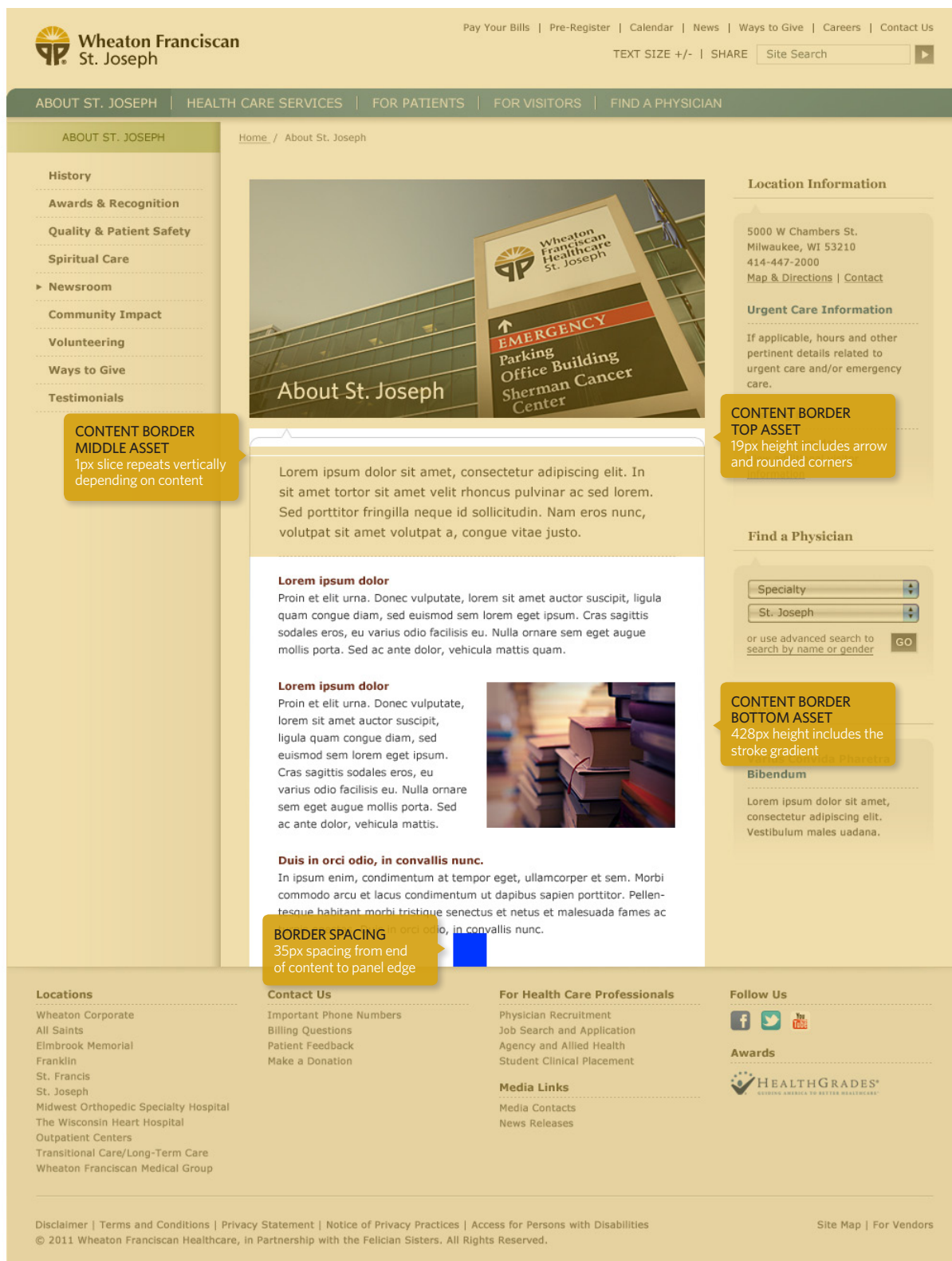


TYPOGRAPHY



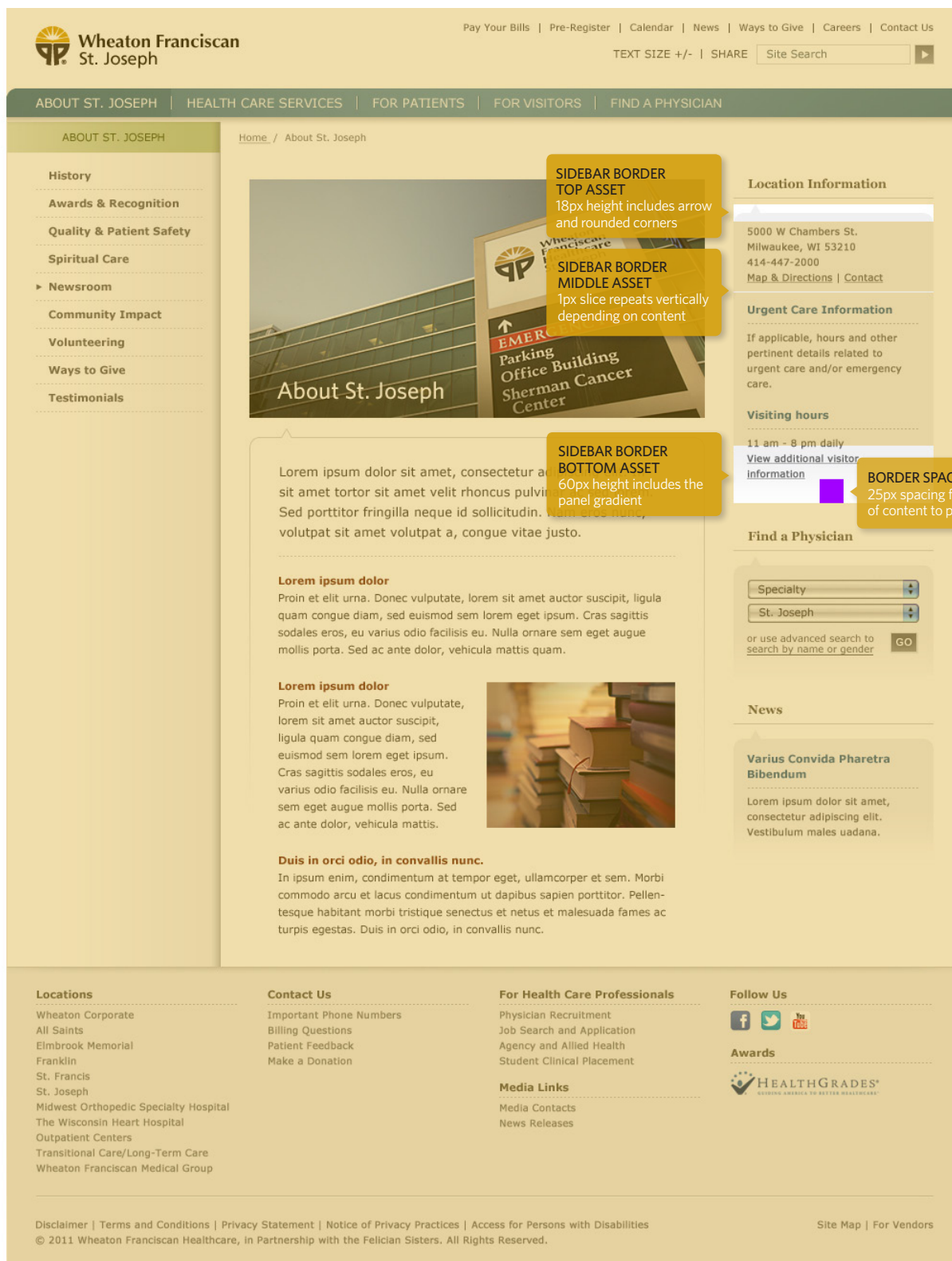
2.3 ELEMENTS — BORDERS — CONTENT

■ = 35 x 35



2.3 ELEMENTS — BORDERS — RIGHT RAIL

■ = 25 x 25



2.4 ELEMENTS — TYPOGRAPHY

Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz



2.4 ELEMENTS — TYPOGRAPHY

NAME	PAGE	FONT	STYLE	SIZE	TREAT- MENT	LEAD- ING	COLOR
Headlines	Interior	Georgia	Bold	25pt	Initial Caps	30pt	Depends on Hospital
Subheads Home	Home	Verdana	Bold	11pt	Initial Caps		#376489
Subheads Secondary Home	Home	Verdana	Regular	11pt	All Caps		#5e90af
Subheads	Interior	Verdana	Bold	11pt			#6c2d1a
Subheads Taxonomy	Interior	Verdana	Bold	11pt	Initial Caps		#376489
Subheads Footer	All	Verdana	Bold	11pt	Initial Caps		#565347
Body Copy Introduction	Interior	Verdana	Regular	13pt		21pt	#363636
Body Copy Home	Home	Verdana	Regular	11pt		16pt	#363636
Body Copy	Interior	Verdana	Regular	11pt		18pt	#363636
Body Copy Taxonomy	Interior	Verdana	Regular	10pt		16pt	#5a5a5a
Titles Home	Home	Georgia	Bold	16pt	Initial Caps		#565347
Titles Right Rail	Interior	Georgia	Bold	13pt	Initial Caps		#565347
Titles Interior	Interior	Georgia	Bold	13pt	Initial Caps		#6c2d1a
Links Footer	All	Verdana	Regular	10pt	Initial Caps	16pt	#737373
Links Text Home	Home	Verdana	Regular	11pt	All Caps		#666666
Links Text Right Rail	Interior	Verdana	Regular	10pt	Initial Caps		#5a5a5a
Buttons Text	Interior	Verdana	Regular	11pt	Initial Caps	18pt	#565347
Bread Crumbs	Interior	Verdana	Regular	10pt	Initial Caps		#6c6c6c
Search Field	All	Verdana	Regular	11pt	Initial Caps		#566973

2.4 ELEMENTS — TYPOGRAPHY — HOMEPAGE

The image shows a screenshot of the Wheaton Franciscan Healthcare website homepage. The layout includes a header with navigation links, a main hero section with a large image and headline, a secondary navigation bar, and several content blocks for news, events, safety, and job opportunities. The footer contains contact information, links for health care professionals, awards, and a disclaimer.

Annotations:

- SEARCH FIELD:** Verdana/Reg/11pt Initial Caps #566973
- TITLES HOME:** Georgia/Bold/16pt Initial Caps #565347
- SUBHEADS HOME:** Verdana/Bold/11pt Initial Caps #376489
- SUBHEADS SECONDARY HOME:** Verdana/Reg/11pt All Caps #5e90af
- BODY COPY HOME:** Verdana/Reg/11pt Leading 16pt #363636
- LINKS TEXT HOME:** Verdana/Reg/11pt All Caps #666666
- SUBHEADS FOOTER:** Verdana/Bold/11pt Initial Caps #565347
- LINKS FOOTER:** Verdana/Reg/10pt Leading 16pt Initial Caps #737373

Website Content:

Header: Pay Your Bills | Pre-Registration | News | Ways to Give | Careers | Contact Us

Navigation: ABOUT WHEATON | HEALTH CARE SERVICES | HEALTH LIBRARY | LOCATIONS | FIND A PHYSICIAN

Hero Section: We care as much as you care. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volut wis i enim ad minim veniam, quis nostrud exerci tation.

Secondary Navigation: ALL SAINTS | ELMBROOK MEMORIAL | FRANKLIN | ST. FRANCIS | ST. JOSEPH | MIDWEST ORTHOPEDIC SPECIALTY HOSPITAL | THE WISCONSIN HEART HOSPITAL

What's New:

- Expanded 3/12/11 **Trilogy Pinpoints Cancer Radiation Within Millimeters** 10/14/11
- HealthGrades® Awards 2011 12/10/11

Classes & Events:

- 3/24 **Your Baby & You** > ALL SAINTS
- 4/10 **Living With Diabetes** > BROWN DEER
- 5/5 **Chemotherapy & Side Effects** > BROWN DEER
- 12/20 **When You Can't Sleep** > ST. JOSEPH

Quality & Patient Safety: OUR QUALITY. YOUR SAFETY. DOLOR IPSUM SUNT REGINIA >

Job Opportunities: DO YOU HAVE WHAT IT TAKES TO BE A NURSE? DOLOR IPSUM SUNT REGINIA >

Footer:

Contact Us: Important Phone Numbers, Billing Questions, Patient Feedback, Make a Donation

For Health Care Professionals: Physician Recruitment, Job Search and Application, Agency and Allied Health, Student Clinical Placement

Follow Us: Facebook, Twitter, YouTube

Awards & Recognition: HEALTHGRADES®

Disclaimer: Disclaimer | Terms and Conditions | Privacy Statement | Notice of Privacy Practices | Access for Persons with Disabilities

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2.4 ELEMENTS — TYPOGRAPHY — INTERIOR PAGE

The screenshot displays the Wheaton Franciscan St. Joseph website with various typography annotations. The header includes the logo, navigation links, and a search bar. The main content area features a headline, subheads, body copy, and a right rail with news and related articles. The footer contains contact information, health care professional links, and awards.

Wheaton Franciscan St. Joseph

Pay Your Bills | Pre-Register | Calendar | News | Ways to Give | Careers | Contact Us

TEXT SIZE +/- | SHARE | Site Search

ABOUT ST. JOSEPH | HEALTH CARE SERVICES | FOR PATIENTS | FOR VISITORS | FIND A PHYSICIAN

Home / About St. Joseph / History

BREAD CRUMBS
Verdana/Reg/10pt
#6c6c6c

HEADLINES
Georgia/Bold/25pt
Initial Caps
Color Depends on Hospital

Suspendisse via Dictum Pharetra

Find a Physician

BODY COPY INTRODUCTION
Verdana/Reg/13pt
Leading 21pt
#363636

SUBHEADS
Verdana/Bold/11pt
#6c2d1a

BODY COPY
Verdana/Reg/11pt
Leading 18pt
#363636

TITLES RIGHT RAIL
Georgia/Bold/13pt
Initial Caps
#565347

BODY COPY TAXONOMY
Verdana/Reg/10pt
Leading 16pt
#5a5a5a

SUBHEADS TAXONOMY
Verdana/Bold/11pt
Initial Caps
#376489

Locations

- Wheaton Home
- All Saints
- Elmbrook Memorial
- Franklin
- St. Francis
- St. Joseph
- Midwest Orthopedic Specialty Hospital
- The Wisconsin Heart Hospital
- Outpatient Centers
- Transitional Care/Long-Term Care
- Wheaton Franciscan Medical Group

Contact Us

- Important Phone Numbers
- Billing Questions
- Patient Feedback
- Make a Donation

For Health Care Professionals

- Physician Recruitment
- Job Search and Application
- Agency and Allied Health
- Student Clinical Placement

Media Links

- Media Contacts
- News Releases

Follow Us

Awards & Recognition

HEALTHGRADES®
RISING AMERICA TO BETTER HEALTHCARE®

Disclaimer | Terms and Conditions | Privacy Statement | Notice of Privacy Practices | Access for Persons with Disabilities
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Site Map | For Vendors



2.4 ELEMENTS — TYPOGRAPHY — SERVICE LANDING PAGE

**Wheaton Franciscan**
St. Joseph

Pay Your Bills | Pre-Register | Calendar | News | Ways to Give | Careers | Contact Us

TEXT SIZE +/- | SHARE |

ABOUT ST. JOSEPH | HEALTH CARE SERVICES | FOR PATIENTS | FOR VISITORS | FIND A PHYSICIAN

[Home](#) / [Health Care Services](#)



Our Health Care Services

Fifty Words dolor sit amet, consectetur adipiscing elit. Sit amet tortor sit amet velit rhoncus pulvinar ac sed lorem. Sed porttitor fringilla neque id sollicitudin. Nam eros nunc, volutpat sit amet volutpat a, congue vitae justo consequat lorem ipsum dolor sit ametelit. Sit amet tortor sit amet velit rhoncus pulvinar ac sed lorem. Sed porttitor fringilla neque id sollicitudin.

Key Health Care Services

Bowel Cancer Clinic	Memory Care >	Pregnancy & Birthing >
Diabetes Heart Hospital	Nephrology/Kidney >	Pulmonary/Respiratory >
	Neurology/Neurosurgery >	Radiology >
	Orthopedics/Sports Medicine >	Senior Health >
	Pain Management >	Surgery >
	Pediatrics >	Urology/Bladder >
	Physical Therapy/Rehabilitation >	Women's Health >

Other Services

Blood Disorders >	Pharmacy >	Voice & Swallowing Clinic >
Laboratory >		

Emergency Care

24 hours a day, 7 days a week including holidays
5000 W. Chambers Street, Milwaukee, WI 53210 | (414) 447-2171
[Maps & Directions](#) | [View Emergency Care Details](#)

Urgent Care

7 am - 3 pm, 7 days a week including holidays
201 N. Mayfair Rd., Milwaukee WI | (414) 259-7361
[Maps & Directions](#) | [View Urgent Care Details](#)

I Want to...

- [Get Directions >](#)
- [Request an Appointment >](#)
- [Pay My Bill >](#)
- [Request Medical Records >](#)
- [Contact a Patient >](#)
- [View the Online Nursery >](#)
- [See All Locations in This Community >](#)

Find a Physician

or use advanced search to search by name or gender

Pregnancy & Birthing



DOLOR IPSUM SUNT TORTA AMET ETNAMENT.
[DOLOR IPSUM SUNT REGINIA >](#)

Locations

Wheaton Home
All Saints
Elmbrook Memorial
Franklin
St. Francis
St. Joseph
Midwest Orthopedic Specialty Hospital
The Wisconsin Heart Hospital
Outpatient Centers
Transitional Care/Long-Term Care
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GUIDING AMERICA TO BETTER HEALTHCARE





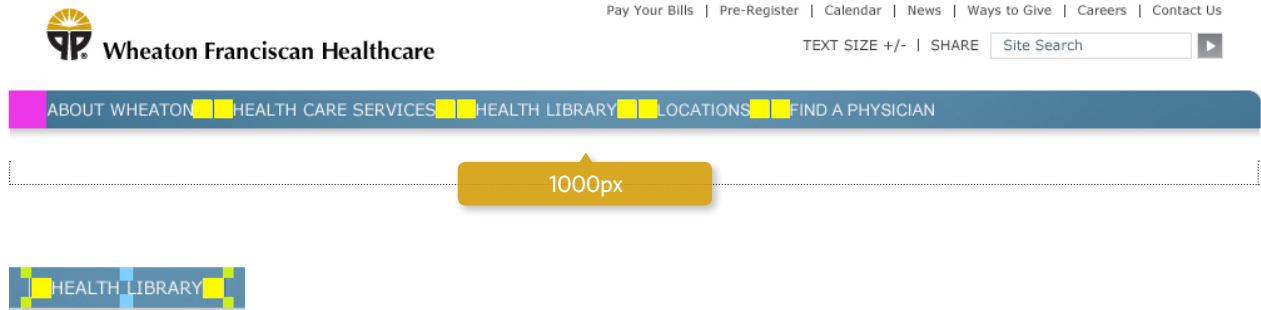

NAVIGATION

3

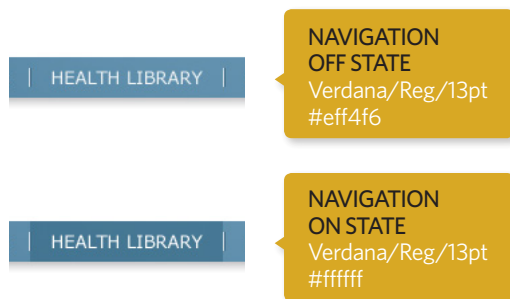
3.1 NAVIGATION — MAIN NAVIGATION

■ = 30 x 30
■ = 15 x 15
■ = 10 x 10
■ = 8 x 8

SPACING



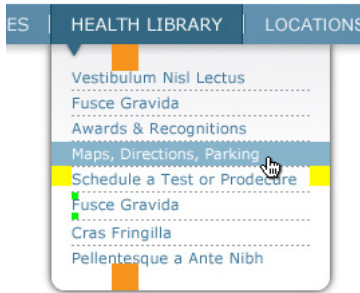
STATES



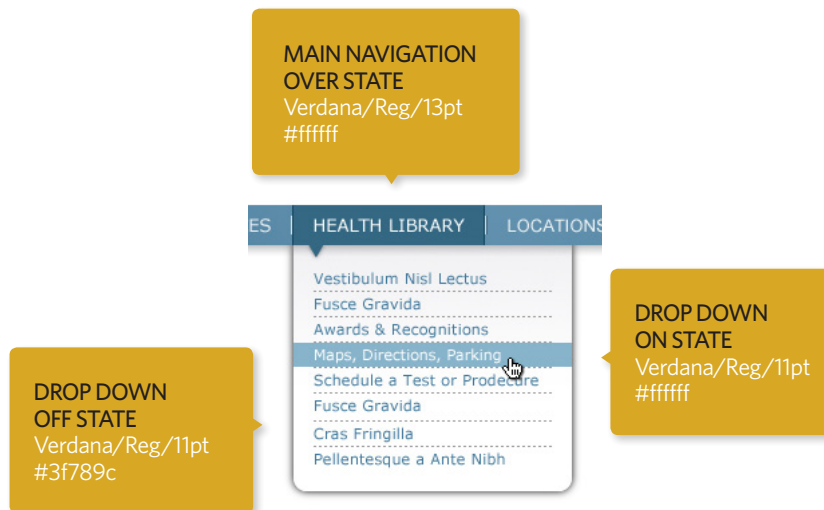
3.2 NAVIGATION — DROP DOWN NAVIGATION

■ = 20 x 20
■ = 15 x 15
■ = 5 x 5

SPACING



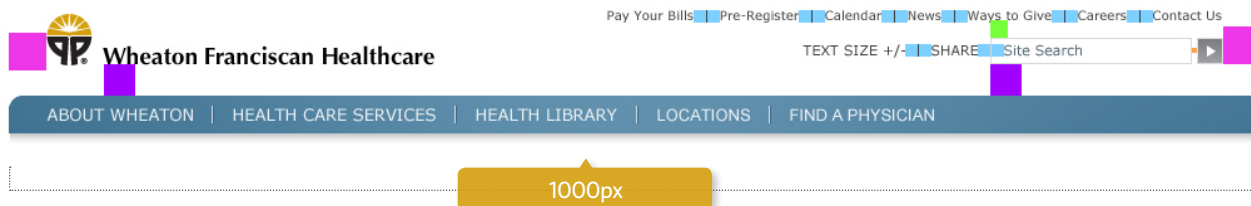
STATES



3.3 NAVIGATION — UTILITY NAVIGATION

■ = 30 x 30 ■ = 4 x 4
■ = 25 x 25
■ = 14 x 14
■ = 10 x 10

SPACING



STATES

GLOBAL-LEVEL UTILITY LINKS

OFF STATE
Verdana/Reg/10pt
#424242

Calendar | News | Ways to Give

OVER STATE
Verdana/Reg/10pt
#6c2d1a

Calendar | **News** | Ways to Give

PAGE-LEVEL UTILITY LINKS

OFF STATE
Verdana/Reg/11pt
#424242

TEXT SIZE +/- | SHARE

OVER STATE
Verdana/Reg/11pt
#6c2d1a

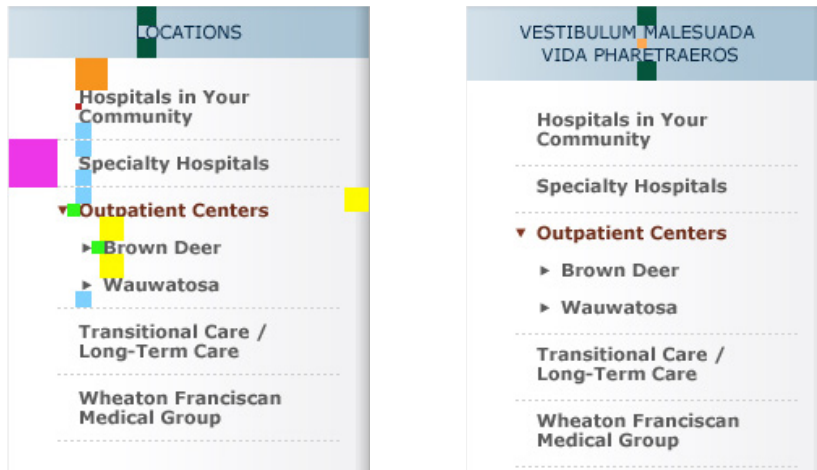
TEXT SIZE +/- | **SHARE**



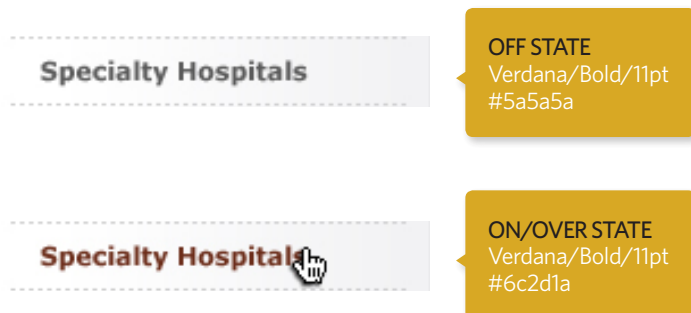
3.4 NAVIGATION — SIDE NAVIGATION

■ = 30 x 30	■ = 10 x 10
■ = 20 x 20	■ = 8 x 8
■ = 15 x 15	■ = 6 x 6
■ = 12 x 12	■ = 4 x 4

SPACING



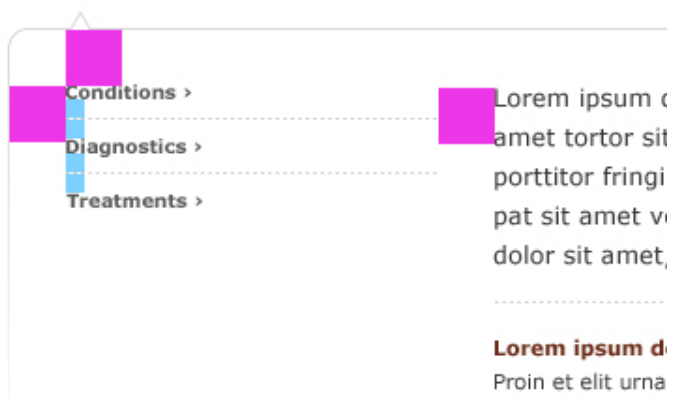
STATES



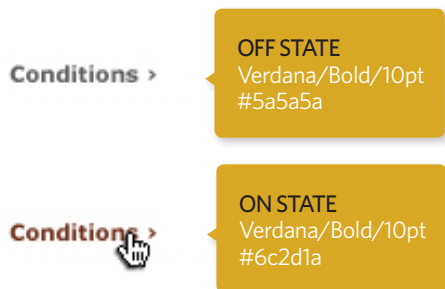
3.5 NAVIGATION — SERVICE SIDE NAVIGATION

■ = 30 x 30
■ = 10 x 10

SPACING



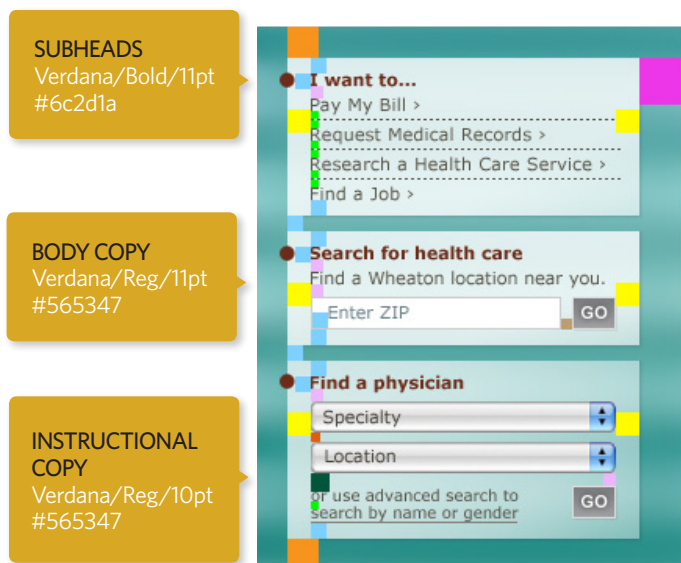
STATES



3.6 NAVIGATION — HOMEPAGE QUICK LINKS

	= 30 x 30		= 8 x 8
	= 20 x 20		= 7 x 7
	= 15 x 15		= 6 x 6
	= 12 x 12		= 5 x 5
	= 10 x 10		

SPACING



STATES

