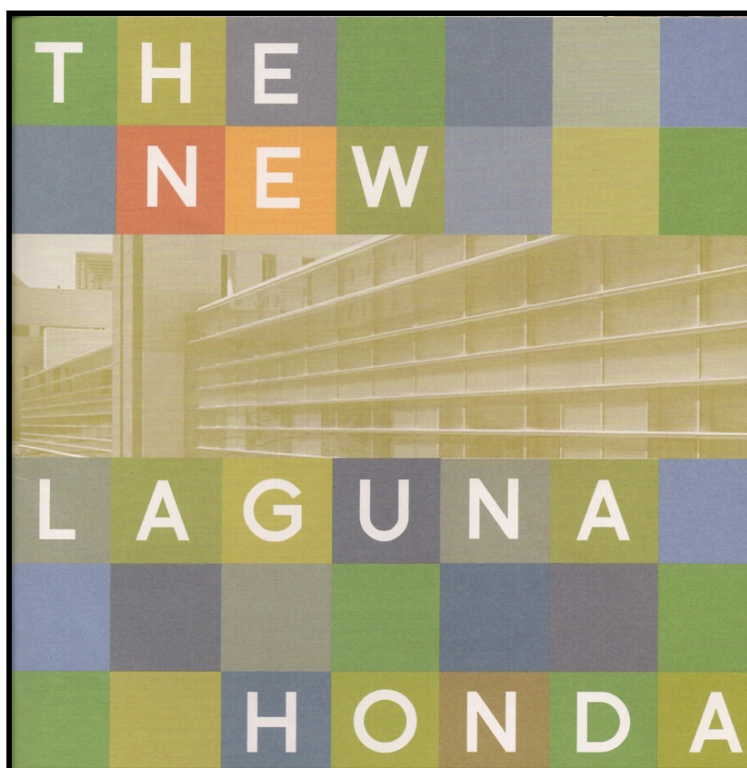


Laguna Honda Hospital's Marketing Efforts:

*Is an Inconsistent Logo and Branding
Campaign Intentionally Obscuring Whether
Laguna Honda Is Actually a Hospital?*



June 26, 2010 Ribbon-Cutting Ceremony
Program Brochure Matches Street Banners

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Under Development Since February 2008, Multiple Ideas for a New Logo Were Presented in October 2008 to Chilly LHH Administrators

- Molly Duggan Associates — which holds a contract to develop and maintain Laguna Honda Hospital's web site — made a presentation during the LHH Combined Leadership Retreat held off-site in October 2008, presenting various logos for LHH's new "identity" (none of them actually had a border).
- This sampling of proposed logos (many additional alternatives were presented) shows that **the word "hospital" was removed** from the name of the facility. Some versions **also removed the words "skilled nursing"** from the facility's name.
- **All of the options presented met stiff opposition**, and a logo contest was subsequently held.



The 2009 Contest Chose a Modified Mandala to Represent “Community,” “Continuity,” and “Integrity” ... But Logo Isn’t Used Consistently

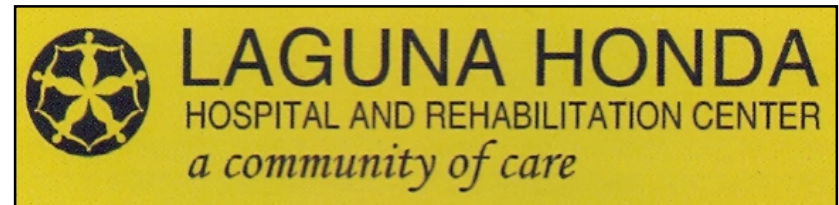
- The “mandala” logos initially presented in October 2008 were modified.

- **A modified round mandala won the logo contest.**

- Logo elements are usually used **consistently** in print and electronic media an organization produces.
- **Odd variations** in the chosen logo: “Laguna Honda” is alternately set in sans-serif vs. serif fonts, “a community of care” is alternatively set in all lower-case italic text on a separate line vs. in all uppercase, the “San Francisco Department of Public Health” line is alternatively included or dropped entirely, and the modified round mandala is alternatively colored gray vs. black.



Two Different “Mandala” Versions Were Rejected



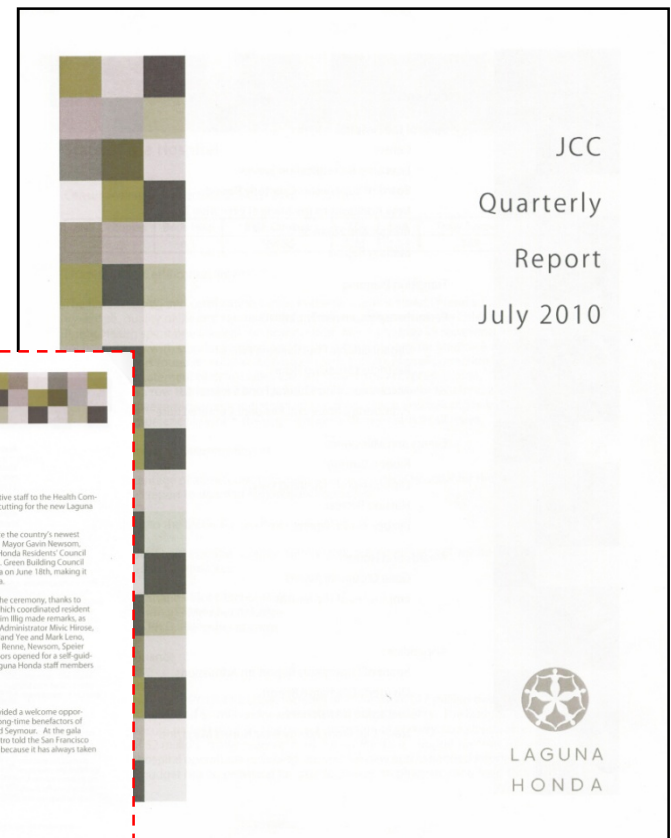
Final Logo Used on LHH’s 2009 Annual Report



- The **word “hospital” was kept.** Final Logo on a Marketing Pamphlet Between 2008–2009

In May 2010, Laguna Honda Hospital Seems to Have Changed It's "Branding" Campaign, Changing Its Logo — Eliminating "Hospital"

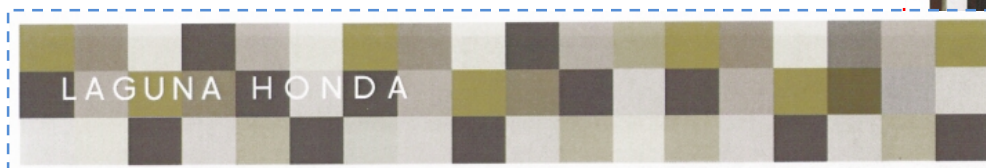
- Streetlight banners that appeared in June 2010 **dropped use of the word "hospital"** from the name of the LHH.
- A July 2010 report to the Laguna Honda Hospital **Joint Conference Committee** (LHH-JCC) also drops the word "hospital" from the cover and inside "header" pages of the report.
- Has LHH's marketing department **won a battle to drop** the word "hospital" from its name?



July 2010 Report Cover



Inside Pages



Inside Pages Close-up: Header Reads "Laguna Honda"