

**Module 1: Logos**

**Joy Saethre**

**Department of UX/Graphic Design, Franklin University**

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**Professor Kathleen Kinney**

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## **Module 1: Logos – Presentation for Intermountain Health**

### **What is their history?**

Intermountain Health operations in Utah were first established in 1910 with the building of Thomas D. Dee Memorial Hospital, which soon after its establishment became supported by The Church of Jesus Christ of Latter-day Saints in the 20th century. The Church of Jesus Christ of Latter-day Saints maintained operations until 1975, when the church donated the then 15 hospital system to the communities it served and Intermountain Health was formed as we know it today.

On April 1, 2022, Intermountain Healthcare and SCL Health, two leading nonprofit healthcare organizations, merged to create a model health system for the future of healthcare, Intermountain Health, focused on keeping patients healthy before they get sick and providing them high-quality, affordable, and accessible care.

### **What is their value proposition and mission statement?**

Mission Statement: Intermountain Health is We dedicated to the mission of “Helping people live the healthiest lives possible.”

Value Proposition: Intermountain Health provides high-quality, affordable care through an integrated system of hospitals, doctors and insurance.

### **What is their voice and tone?**

Intermountain Health is committed to their vision to “**Be a model health system** by providing extraordinary care and superior service at an affordable cost.” They are also leaders in clinical excellence, delivering safe, quality care and believe in living their mission every day. They serve with empathy, caring for each caregiver, patient, and member with compassion and respect. They are building community through teamwork and belonging.

### **Who is their target customer or audience?**

Intermountain Health now serves more patients and communities in six primary states: Colorado, Idaho, Montana, Nevada, Utah, and Wyoming.

### **Who are their competitors?**

In Utah specifically, the biggest competitors are HCA MountainStar and University of Utah Health, which are the next-largest systems in the state.

### **What adjectives help describe them?**

Excellence, safety, trust, caring, mutual respect, integrity, affordable, superior service

**Logo History:**

Current logo is the first one shown.

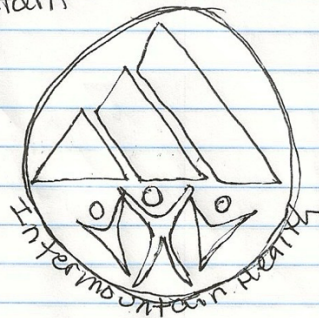
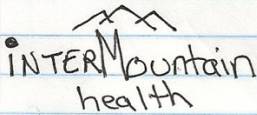
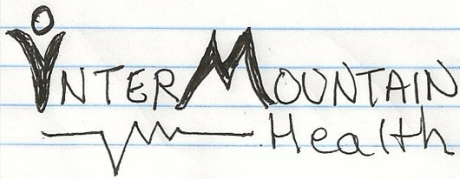


**Final Redesign logo:**

Since all six states are mostly known for their mountains, I thought they should include mountains in their logo. I tried for a gradient color from blue to fuchsia like in their current logo. The colors represent strength, stability, innovation, longevity, and approachability. The green “I” in Intermountain represents a healthy person, thus green, which is missing from their current logo. Mountain and Health are in blue to represent strength, trust, and credibility. The heartbeat represents a healthy person as well in the color coral to represent longevity.



Logo Redesign Ideas:



~~sketch~~

