

IDENTITY & LOGO

BRAND GUIDELINES

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Why are these guidelines so important?

The identity & logo brand guidelines is a tool designed to project the image, values, and aspirations behind the HopeHealth brand. It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution or person is responsible for representing or coordinating the use of the HopeHealth brand.

July 2016

Greetings!

On behalf of the HopeHealth Community Relations team, we are thrilled that you have an interest in learning more about our organization and what our brand represents.

HopeHealth is a nonprofit organization and the Federally Qualified Health Center (FQHC) for Florence, Clarendon and Williamsburg counties and is also an AIDS Service Organization (ASO) that serves the Pee Dee, Edisto and Lower Savannah regions.

Mission: HopeHealth is committed to excellence through service that exemplifies love for people and passion for their well-being.

Vision: Serving others, giving hope, changing lives.

Values: Compassion, Integrity, Innovation, Accountability, Excellence

Please use the elements described in our Brand Guidelines to learn how to properly represent our organization in print and digital media. Our logo, colors and overall brand image make us very proud, and we feel passionate about the consistency of what makes us who we are.

If you have any questions or comments, please contact us by emailing communityrelations@hope-health.org or by calling 843.667.9414.

Thank you for your time,



Tiffany Straus
Director, Community Relations
HopeHealth, Inc.

Introduction & Purpose

The brand identity mark for HopeHealth, Inc. has been developed to unify all communications developed by – or related to – its Community Health Centers. The guidelines and specifications for application of the identity mark are to be utilized for all communication vehicles – both printed and electronic. Consistent utilization of the identity mark will serve to strengthen and enhance the overall branding of HopeHealth as a strong Community Health Center.

The two types of downloadable identity mark files are:

DIGITAL FILES FOR INTERNAL USE

Digital files for internal use on your computer to create documents that will be printed on your laser or inkjet printer, used as part of a PowerPoint presentation, or included on your website or any other online or electronic application such as video and film. Important: use only the RGB digital files for electronic applications. When Web is the medium for the RGB digital files, ensure they are Web-safe.

DIGITAL FILES FOR USE BY OUTSIDE VENDORS

The Pantone Matching System® (PMS) is a universally accepted process for specifying colors when used by outside vendors to print banners, signs, billboards and other graphics that require printing. These files are also for use in professional design programs such as Adobe® InDesign® CC Publishing Software. HopeHealth's standard logo should be reproduced using solid PMS 430 U (HopeHealth Gray) and PMS 2925 U (HopeHealth Blue). For more information on HopeHealth's colors, please see [pp. 14-16](#) of this guideline.

Electronic logo files can be downloaded on the HopeHealth website (<http://www.hope-health.org>).

Any questions regarding the HopeHealth identity and logo brand guidelines or any application situations not specifically covered in these guidelines should be directed to HopeHealth's Community Relations Department at communityrelations@hope-health.org.

The Logo



- A HOPEHEALTH wordmark
- B HOPEHEALTH tagline
- C Graphical element

The HopeHealth logo combines three elements: the HopeHealth wordmark, the tagline, and the double H's with two ellipses as a graphical element. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the HopeHealth logo elements, are predetermined and should not be altered or manipulated in any way. Used consistently, they will reinforce public awareness of the company.

There are two versions of the standard logo that can be used.



Standard Logo
This is the logo of choice, to be used whenever possible, for all print and digital marketing materials.



Standard Logo - Block Version
The block version is to be used in tight spaces where the standard logo is too wide.

Spacing around the logo



The HopeHealth logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It should never be less than that.



Please note: text or pictorial figures, which have a strong impact or impression, should not be placed near the logos even though you keep the isolation area blank.

Alternate versions



HopeHealth Pediatrics logo



The HopeHealth Pediatrics logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It should never be less than that.



Please note: text or pictorial figures, which have a strong impact or impression, should not be placed near the logos even though you keep the isolation area blank.

Do not alter the logo

Please note: The logo(s) cannot be changed!
Although creativity is appreciated, please do not alter the logo(s) in any way! Tip: To properly size the logo(s) in most word processor programs without changing its shape, hold the SHIFT key down while dragging the image box corner.



Do NOT rotate the Logo



Do NOT use stroke shadows



Do NOT change relationship between height and width



Do NOT use different colors



Position of elements can NOT be changed



Do NOT leave off graphical elements



Do NOT use colors in the background of the standard logo



Do NOT use gradients or other Photoshop effects

Placement of the logo on photos

The use of the logo (both the two-color version and white-only) over photographs or other complex backgrounds should be avoided, unless the image the logo is being placed on is simple, allows for the proper restricted area around it, and does not impede the readability of the logo and its content. When used over a photograph, neither the standard nor the alternate logo should include a white background.



Yes.



No.

When the alternate version (white version) is used on a photo, it must be placed on a fully opaque or 30-50% transparent colored background. Exceptions will be made for darker photos where the logo can be clearly visible.



Yes.



No.

To achieve the acceptable usages shown above, you will need a layout software program such as InDesign or Photoshop that recognizes the .EPS or .AI logo files provided; both of which have transparent backgrounds.



Yes.



No.



Logo Colors



A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

Primary logo color palette

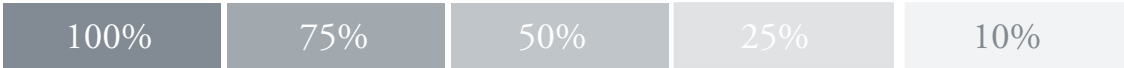
Use of color for the printed and digital logo
The following palette has been selected for use in all HopeHealth communications. Lighter tints of these colors are also allowed, but the **Logotype + background may only be used with a 100% tint**. Tints of the two logo colors and gradients are acceptable in all uses EXCEPT the logo. Never change the color of the logo, even to lighten or darken it.



HopeHealth Blue
PMS 2171 C / PMS 2925 U
CMYK 100, 30, 0, 13
RGB 0, 156, 222
Hex #009cde



HopeHealth Gray
PMS 430 C / PMS 430 U
CMYK 12, 6, 0, 43
RGB 128, 137, 145
Hex #808991



Secondary color palettes

The primary color palette includes specifications for Pantone colors on coated (C) and uncoated stock (U). When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB), the palettes below allow the addition of shades of the primary colors to enrich the HopeHealth visual identity as a whole, but should NOT be a substitute for the primary colors of #009cde or #808991 unless approved by the Community Relations Department.

Shades of #009cde

#009cde

#008cc7

#007cb1

#006d9b

#005d85

#004e6f

#003e58

#002e42

#001f2c

#000f16

#000000

Complimentary Colors
(to be used moderately)

#7cb100

#de4200

Shades of #808991

#808991

#737b82

#666d74

#595f65

#4c5257

#404448

#33363a

#26292b

#191b1d

#0c0d0e

#000000

Color combinations

HopeHealth Blue

#009CDE

HopeHealth Gray

#808991

Pee Dee Blue

#004E6F

HopeHealth Blue

#0009CDE

Florence Green

#7CB100

15

Logo Colors 16



Typography

The logo font

The HopeHealth typeface for the logo is Newtown, designed by Roger White. The regular weight version of this font will be used in the wordmark and tagline of the logo and should be present in all promotional materials, advertising, digital assets, and printed materials in order to project a consistent visual identity.

Newtown Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

Print/web font

Consistent use of font is essential in maintaining a standard brand image for HopeHealth. The following two pairs of fonts should be used together in all print & web materials, both internal and external, for HopeHealth.

The following font should be used for any professionally printed/publicly distributed materials where these fonts are available. As a general rule, Adobe Garamond Pro regular, or AG Pro Bold, is used for header text. Italic versions of the font can also be used for subheadings and introductions. All text should always be set in upper and lower case. All text should be left justified wherever possible.

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

aA_{regular} **aA_{bold}** *aA_{italic}* ***aA_{bold italic}***

If you have any questions about the use of these fonts, please contact the Community Relations Department at communityrelations@hope-health.org. All materials to be publicly distributed must first be created or approved by the Community Relations Department.

Paragraph styles and font sizes

Heading 1

Adobe Garamond Pro Bold 36pt
A.G. PRO REGULAR 36PT UPPERCASE

Heading 2

Adobe Garamond Pro Bold 22pt, #009cde
Adobe Garamond Pro Bold 22pt, #808991

Heading 3

Adobe Garamond Pro Regular 24pt, #009cde
Adobe Garamond Pro Regular 24pt, #808991

Intro Text

A.G. Pro Italic 12pt, #808991

Basic Text
A.G. Pro Regular 11pt, **A.G. Pro Bold 11pt** or *A.G. Pro Italic 11pt*

TEXT EXAMPLES

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Web typography

Primary Web Font
Adobe Garamond Pro
Designed specifically for a wide range of uses, the Adobe Garamond Pro family also performs well online. The web font family is currently available on [Typekit](#) and [Font Yukle](#).

Primary care for all ages.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

Alternate Web Font
Myriad Pro
Myriad is recommended as the free web font alternative to Adobe Garamond Pro. Commissioned by Adobe and optimized for web and mobile interfaces, Myriad Pro has excellent legibility characteristics in its letterforms. Myriad Pro is downloadable and free of charge from [Adobe TypeKits](#).

Primary care for all ages.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

aA regular aA bold aA italic aA bold italic

Brand Identity

Business cards

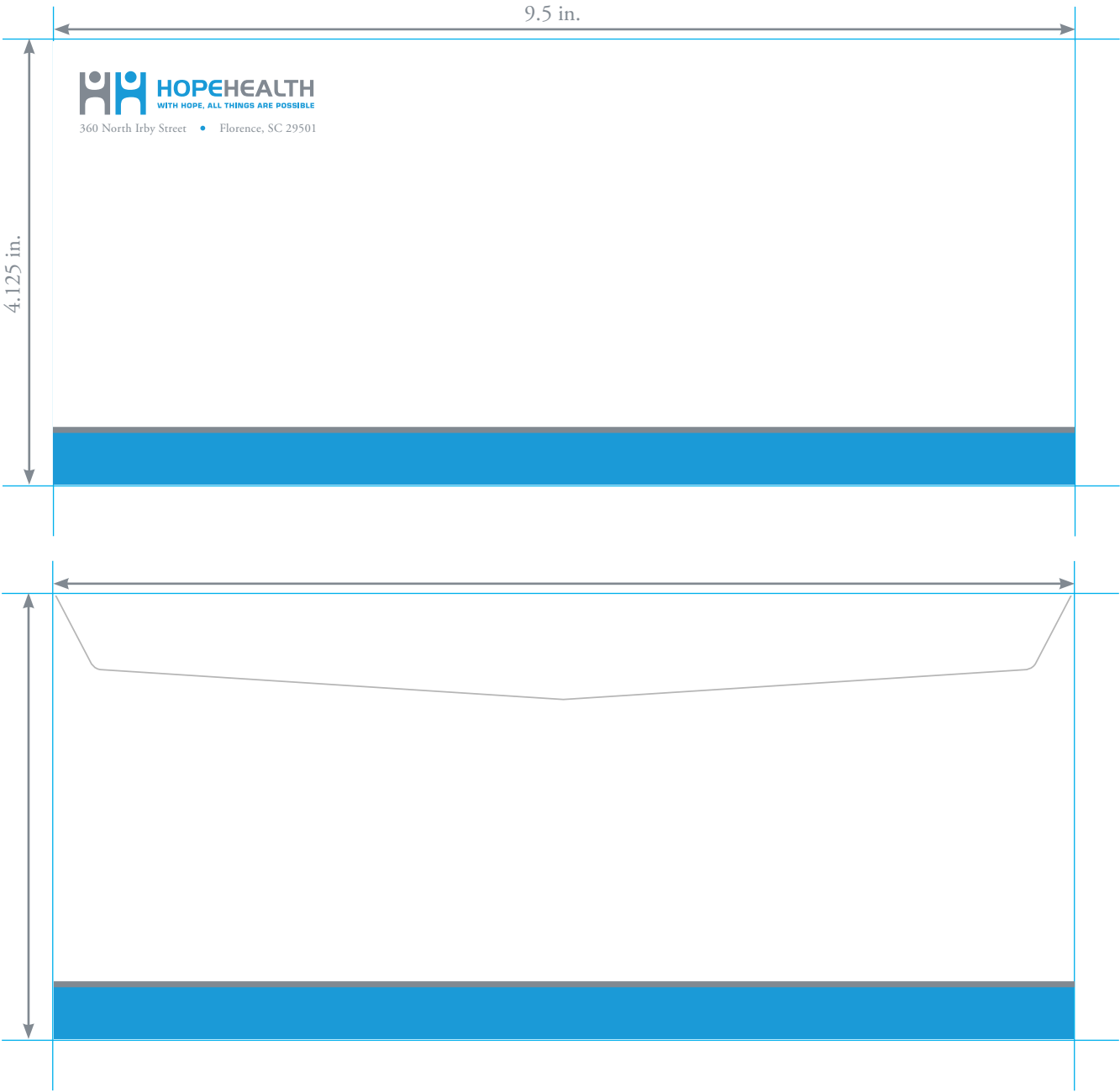
Here are examples of our brand applied on various promotional mediums, products and internal works.



Format:
Width 3.75 in. x 2.25 in.

Colors:
(Pantone Uncoated 2925 U, Pantone Uncoated 430 U)

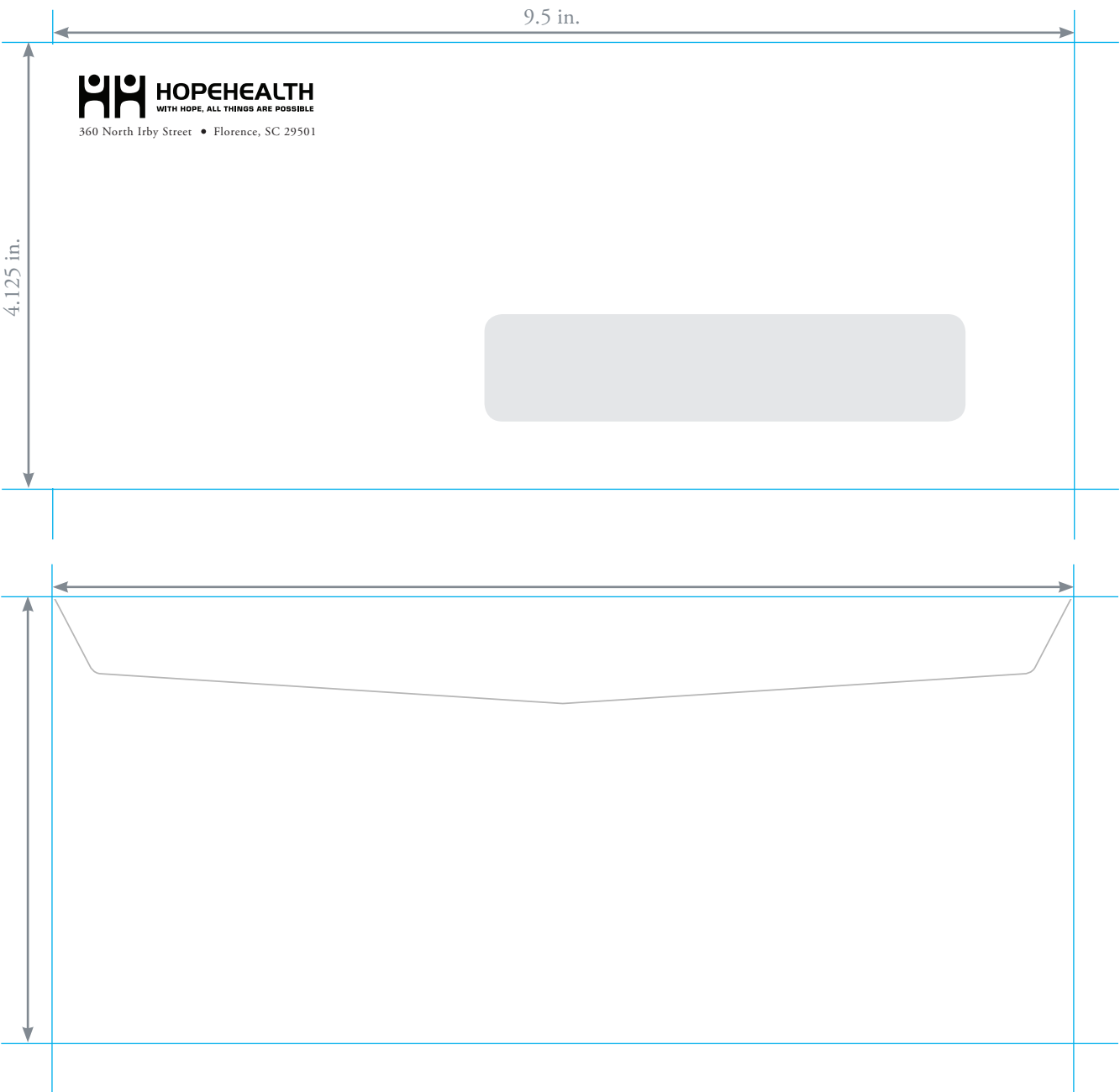
Primary envelopes



Format:
Width 9.5 in. x 4.125 in.

Colors:
(Pantone Uncoated 2925 U, Pantone Uncoated 430 U)

Billing envelopes



Format:
Width 9.5 in. x 4.125 in.

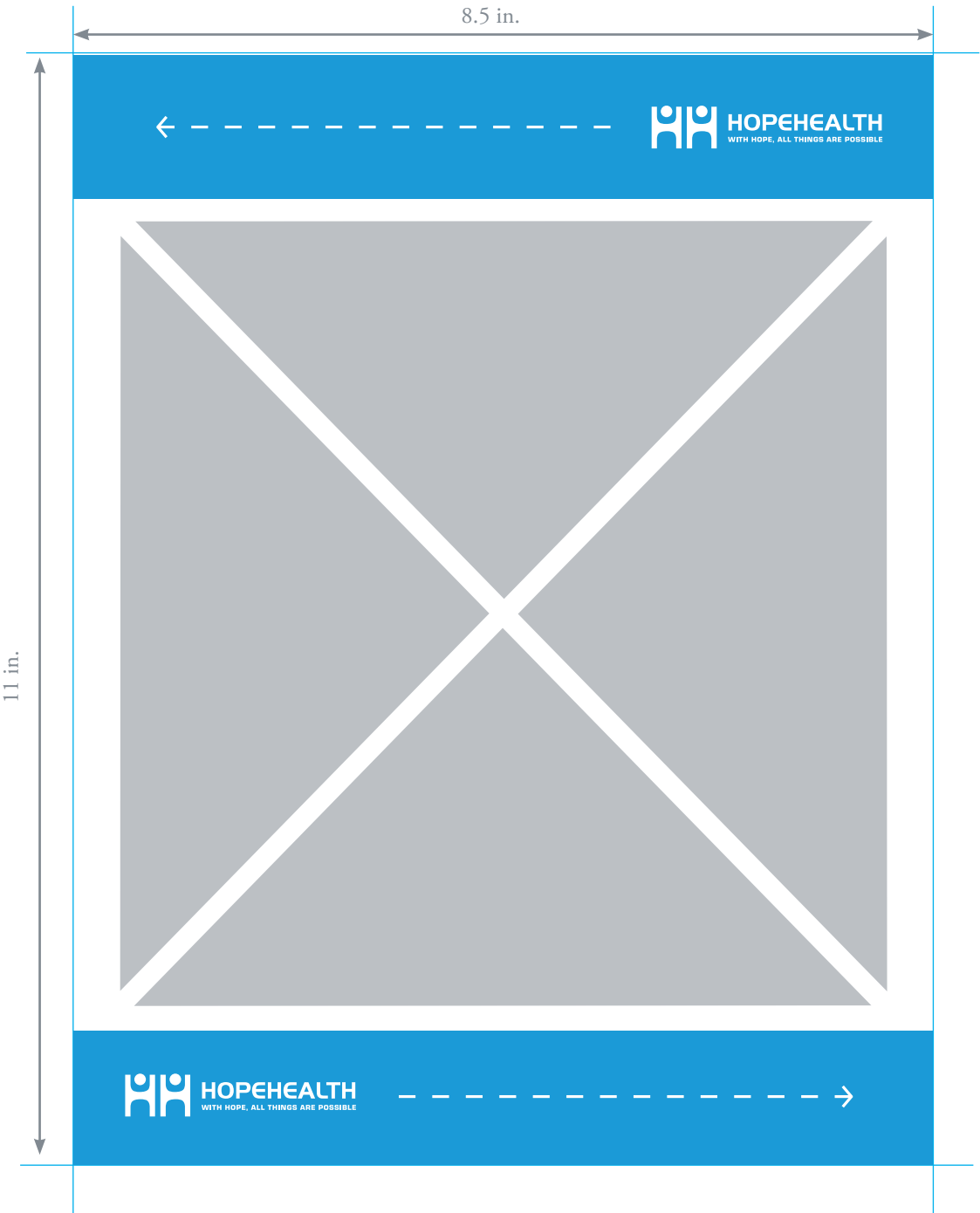
Colors:
(Pantone Uncoated 2925 U, Pantone Uncoated 430 U)

Letterhead



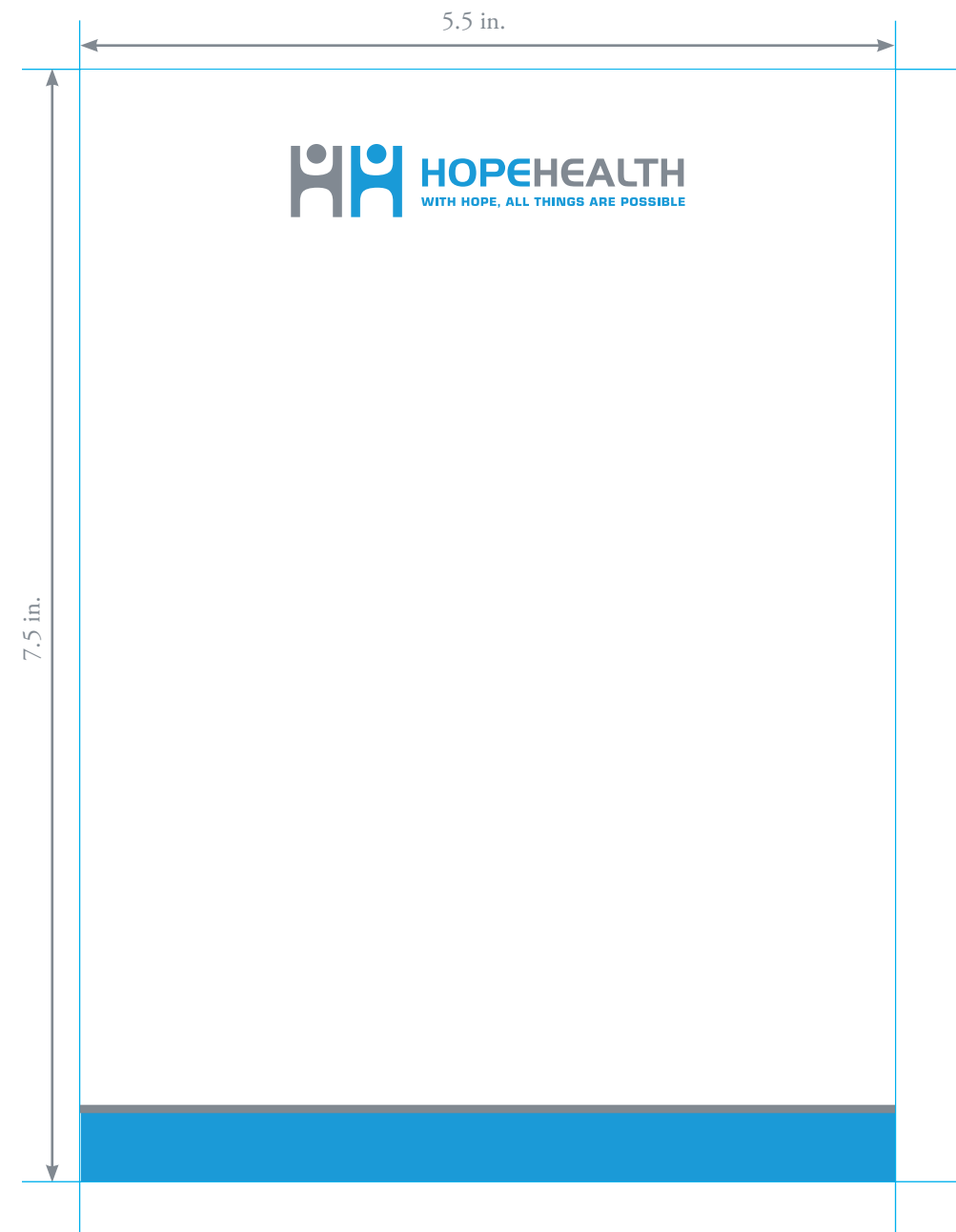
Format:
Width 8.5 in. x 11 in.

Alternate letterhead/Logo placement



Note:
This is a mock up of where the logo should be placed if this style is used. Do not place two logos on one design. Additionally, do not include any of the arrows or the gray triangles.

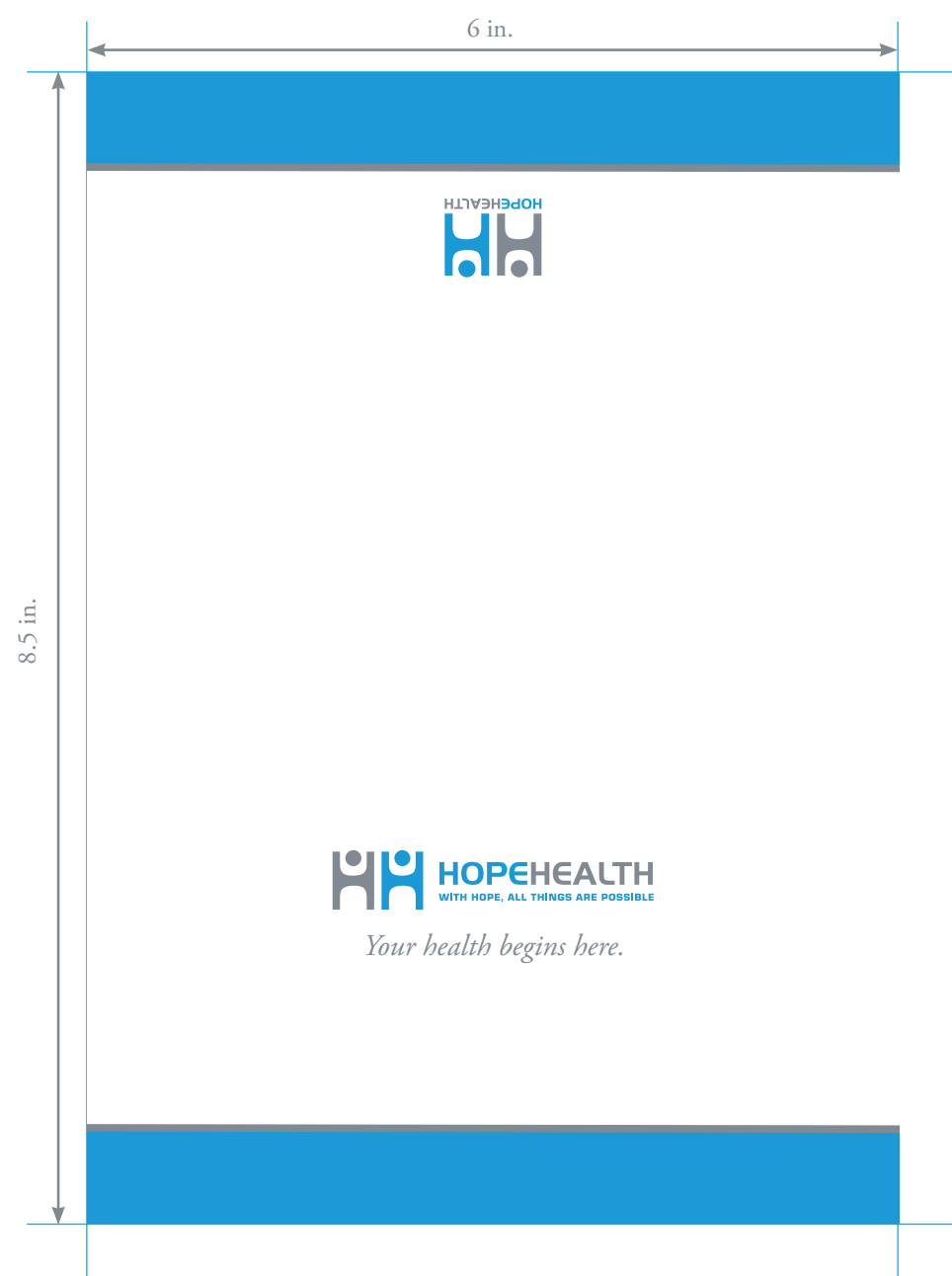
Scratch pads



Format:
Width 5.5 in. x 7.5 in.

Colors:
(Pantone Uncoated 2925 U, Pantone Uncoated 430 U)

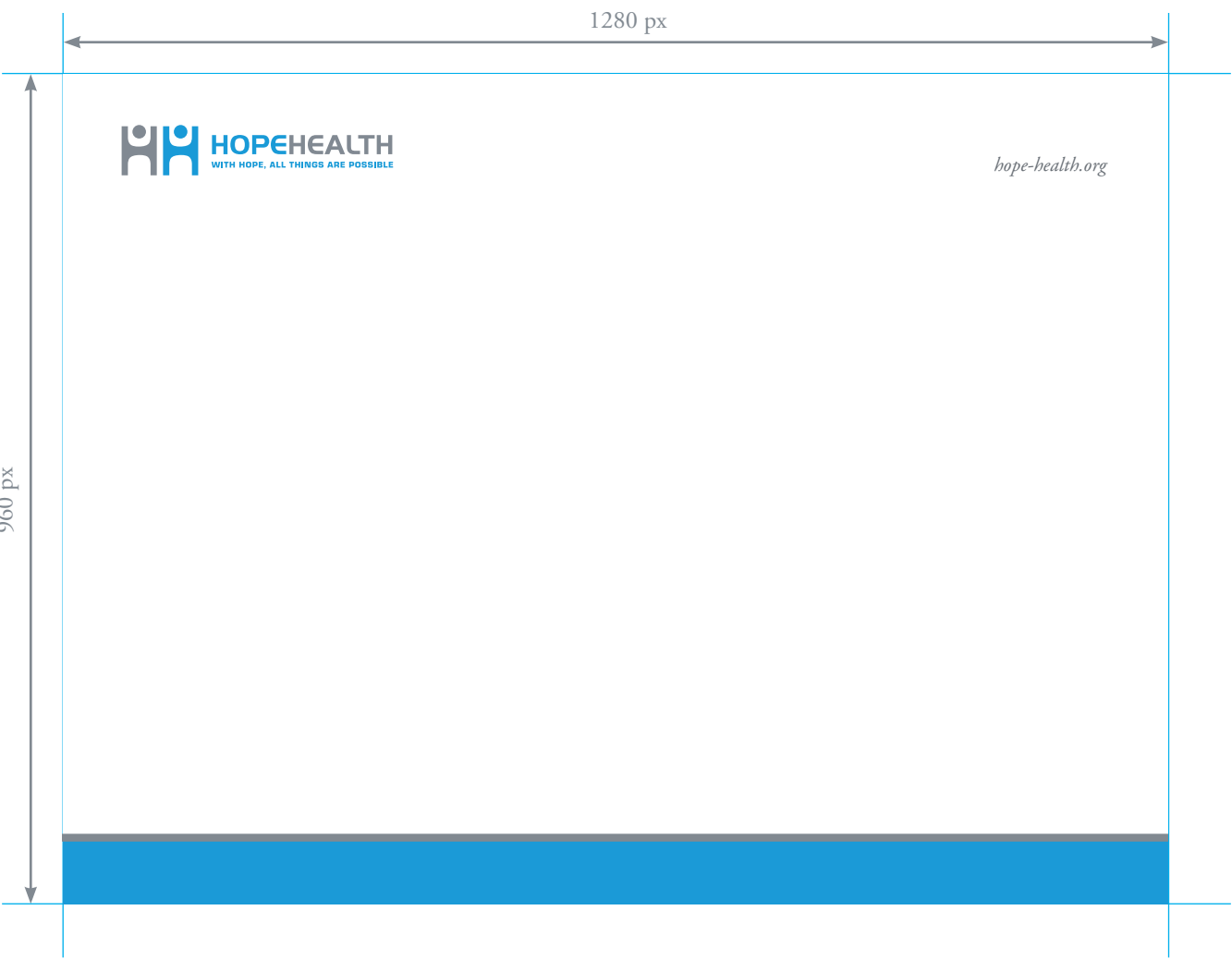
Thank you cards



Format:
Width 6 in. x 8.5 in. (6 in. x 4 .25 in. folded)

Colors:
(Pantone Uncoated 2925 U, Pantone Uncoated 430 U)

PowerPoint background



Format:
Width 1280 px x Height 960 px

Colors:
(Pantone Uncoated 2925 U, Pantone Uncoated 430 U)

Note cards



Format:
Width 7 in. x Height 5 in.

Colors:
(Pantone Uncoated 2925 U, Pantone Uncoated 430 U)

Brochures & Mailers



Example brochure design with use of the standard and alternate logo.

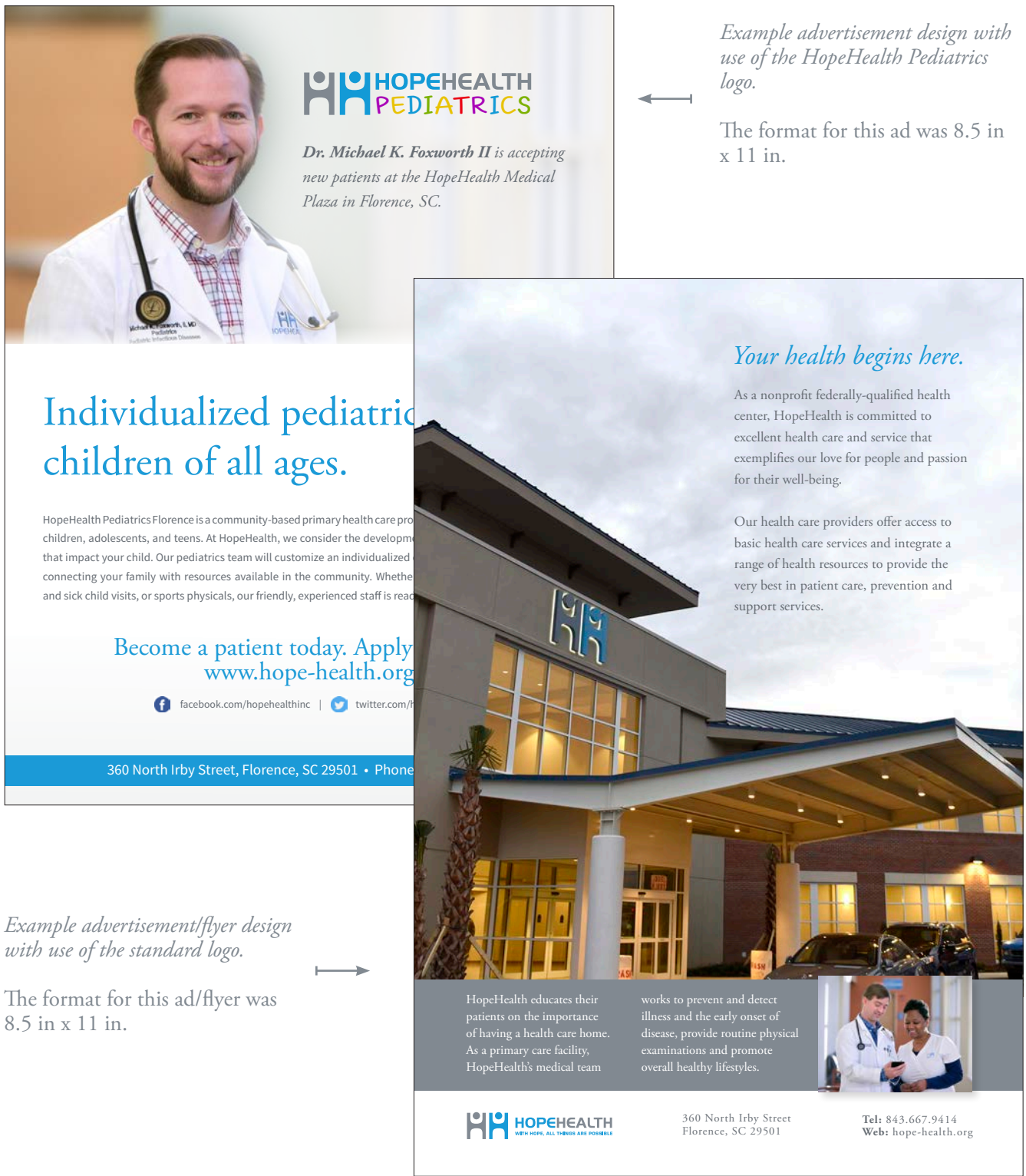
The format for this brochure is 11 in. x 8.5 in.

Example direct mail campaign design with use of the standard logo.

The format for this mailer is 8.5 in. x 4 in.



Ads & Flyers



Example advertisement design with use of the HopeHealth Pediatrics logo.

The format for this ad was 8.5 in x 11 in.

Example advertisement/flyer design with use of the standard logo.

The format for this ad/flyer was 8.5 in x 11 in.

Newsletters & Publications



Example Patient Newsletter design with use of the alternate logo.

The format for the patient newsletter is 8.5 in x 11 in.

Example Quarterly Newsletter with use of the standard logo

The format for the Quarterly Newsletter is 25.5 in x 11 in (fully opened).



Example Annual Report design with use of the standard logo.

The format for this Annual Report was 9 in x 7.5 in.



ABOUT US

As a nonprofit federally-qualified health center, HopeHealth is committed to excellent health care and service that exemplifies our love for people and passion for their well-being. Our health care providers offer access to basic health care services and integrate a range of health resources to provide the very best in patient care, prevention and support services. HopeHealth educates their patients on the importance of having a health care home. As a primary care facility, HopeHealth's medical team works to prevent and detect illness and the early onset of disease, provide routine physical examinations and promote overall healthy lifestyles.



GET IN TOUCH

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