



CENTRAL HEALTH

# Brand Standards Guide

v. 2.2015

The Central Health brand creates clarity and connection — a straightforward and authentic statement of the organization's role, mission and vision. It tells the world that this is a place where healthcare stakeholders come together to create better outcomes for patients, providers, taxpayers and communities.

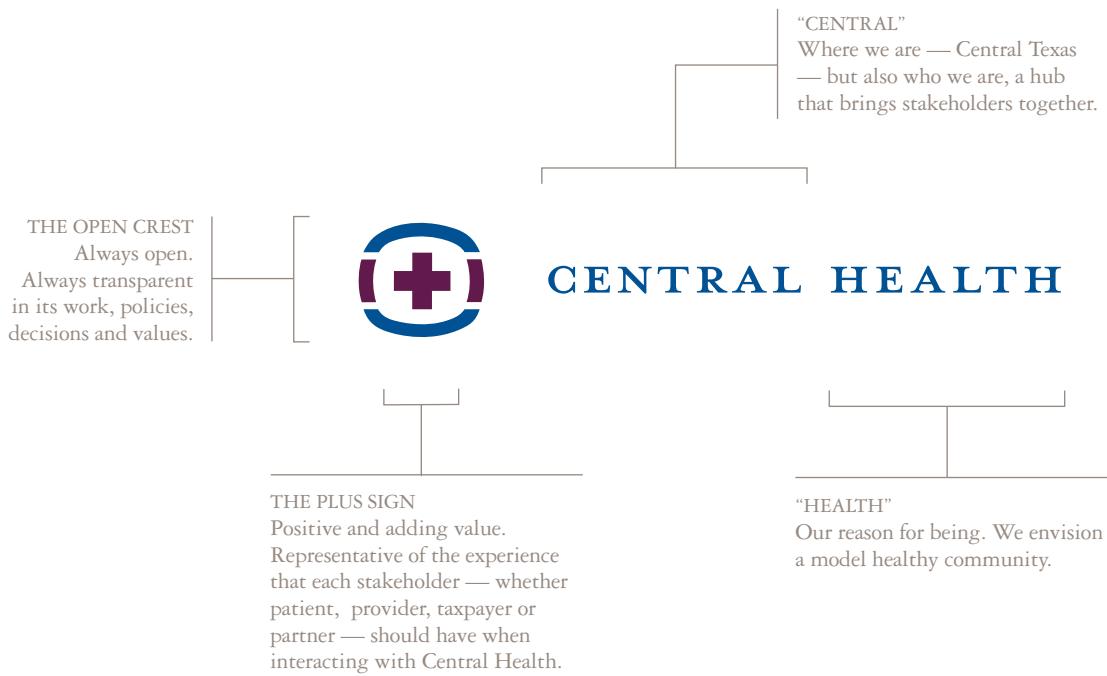
Central Health can best protect the equity and value of its brand with careful implementation. This brand standards guide has been created to help you best express your new identity and communicate with partners, stakeholders and the public.

## Introduction



## Logo Graphic Breakdown

We serve the public as the master planner of community health care in Travis County.



### Value Propositions

- MATCHING PEOPLE TO PROPER CARE
- Creating better access
  - Directing people to appropriate care
  - Assessing community needs

- ORGANIZING A SMARTER SYSTEM
- Identifying and implementing best practices
  - Aligning information, experts and providers
  - Strategic and community planning

- BALANCING COSTS WITH BENEFITS
- Optimizing taxpayer investments
  - Carefully allocating funds
  - Managing community healthcare system performance

Vertical Configuration



Horizontal Configuration



## Brand Mark and Symbol

### THE BRAND MARK

The Central Health logo includes both the organization symbol and the logotype of the name. The brand mark refers collectively to the various configurations of the logo, including the white space surrounding these elements.

To maintain consistency across varied applications, only 2 configurations of the brand mark should be used. The top configuration, with the “Central Health” logotype centered and stacked below the symbol, is preferred for primary use. In situations where a horizontal configuration is required for scale or impact, please use the alternate(s) provided.

The positions, proportions, size and color of the elements of the Central Health brand mark are part of the execution of the brand and should not be altered. Please do not attempt to replicate the Central Health brand mark without access to the original elements.

### THE SYMBOL

The central device in the Central Health symbol recalls the familiar medical plus sign. It is designed to represent the positive impact and added value Central Health provides to patients, providers, partners and taxpayers as the master planner of community health care.

The open crest that surrounds the plus sign creates and symbolizes the transparency and commitment to inclusion and consensus that define the way Central Health does business.

Please do not subject the symbol to any kind of modification or retreatment. Alterations will detract from the integrity of the logo and the value of the Central Health brand.

## Brand Mark and Symbol

Vertical Configuration



CENTRAL  
HEALTH

### THE LOGOTYPE

The Central Health logotype was specially designed to convey the personality and voice of the organization and the brand. It should be viewed not as text but as a graphic element in its own right. The serif style was derived from the type MrsEaves all petite caps with several proprietary enhancements. It is favored for its classic quality, with overtones of stability and credibility, and its harmony with the scale and shape of the Central Health symbol.

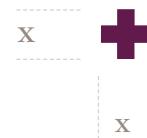
In order to protect the integrity of the brand, this logotype should not be altered or replaced with other type.

Horizontal Configuration



CENTRAL HEALTH

## Clear Space



Horizontal Configuration

## Minimum Size



The smallest size at which the Central Health logo may be reproduced to ensure legibility is 1/4 inch in height in the horizontal configuration, which is preferred for small spaces, or 5/8 inches in height in the primary (stacked) configuration.

Vertical Configuration





CENTRAL HEALTH  
EQUITY POLICY COUNCIL



CENTRAL HEALTH  
EQUITY POLICY COUNCIL



CENTRAL HEALTH  
ASSISTANCE PROGRAM



CENTRAL HEALTH  
ASSISTANCE PROGRAM



CENTRAL HEALTH  
BRACKENRIDGE CAMPUS



CENTRAL HEALTH  
BRACKENRIDGE CAMPUS



CENTRAL HEALTH  
SOUTHEAST HEALTH AND WELLNESS CENTER



CENTRAL HEALTH  
SOUTHEAST HEALTH AND WELLNESS CENTER

## Extended Logo

In some cases additional text may appear below the Central Health logo to identify a department, facility, or project.

Extended logos may be created as needed if one does not yet exist. The Communications Department will be responsible for creating extended logos upon request.

As with the primary Central Health logo, horizontal and vertical orientations exist, and either is acceptable depending on the dimensions and/or requirements of the usage.

## Extended Logo

In some cases additional text may appear below the Central Health logo to identify a department, facility, or project.



## Clear Space

In these cases, the same proportion of clear space should surround the entire extended logo as with the logo on its own.

Extended logos are created on an as-needed basis. If one is needed, please request an extended logo through the Communications Department. Do not attempt to design an extended logo.

## Minimum Size

As with the Central Health logo, the smallest size at which the extended Central Health logo may be reproduced to ensure legibility is 1/4 inch in height in the horizontal configuration, which is preferred for small spaces, or 5/8 inches in height in the primary (stacked) configuration.

Horizontal Configuration



Vertical Configuration





## Incorrect Applications

Please avoid altering in any way the electronic logo artwork provided, either by changing the elements' placement and proportion or by using unspecified colors (see "Color Specifications").

When placing the Central Health brand mark, in whatever configuration, on a solid dark background, colors within the logo should revert to white as needed for legibility and impact. Examples of a reversed mark can be seen in "Internal Applications."

Remember that the white space and clear space around the logo are part of the mark. Avoid placing the Central Health logo over a busy background image.

## Print

|   | PMS  | C   | M   | Y  | K  |
|---|------|-----|-----|----|----|
|  | 511c | 83  | 100 | 60 | 0  |
|  | 653c | 100 | 60  | 0  | 19 |
|  | 437c | 38  | 38  | 43 | 0  |

## Color Specifications

The color palette of the Central Health brand offers rich, inviting and unexpected hues that convey integrity and sophistication. These color reference charts indicate the color formulas for the Central Health logo elements in all media. Please use this reference guide to maintain brand consistency.

In some instances it may be necessary for the Central Health logo to appear in a single color. In this case there are three configurations suggested: solid black, solid PMS 511 purple or solid PMS 437 gray.

## Digital or Online

|   | Web    | R   | G   | B   |
|---|--------|-----|-----|-----|
|    | 5f294f | 95  | 41  | 79  |
|  | 20558a | 32  | 85  | 138 |
|  | 7e696d | 126 | 105 | 109 |

## Single-color options



**CENTRAL  
HEALTH**

Single-color - black  
Only on a light or white background



**CENTRAL  
HEALTH**

Single-color - white  
Only on a dark background



**CENTRAL HEALTH**



**CENTRAL HEALTH**

## Print

|  | PMS   | C  | M  | Y   | K  |
|--|-------|----|----|-----|----|
|   | 1788c | 0  | 84 | 88  | 0  |
|   | 339c  | 84 | 0  | 56  | 0  |
|   | 5145c | 30 | 44 | 13  | 0  |
|   | 652   | 50 | 25 | 0   | 10 |
|   | 162   | 0  | 15 | 22  | 0  |
|   | 7416  | 0  | 60 | 60  | 0  |
|   | 3255  | 49 | 0  | 28  | 0  |
|   | 7477  | 80 | 0  | 10  | 68 |
|   | 436   | 24 | 25 | 26  | 0  |
|  | 476   | 57 | 80 | 100 | 45 |

## Digital or Online

|   | Web    | R   | G   | B   |
|---|--------|-----|-----|-----|
|  | f05033 | 240 | 80  | 51  |
|  | 02b294 | 2   | 178 | 148 |
|  | b494b2 | 180 | 148 | 178 |
|  | 7499c6 | 116 | 153 | 198 |
|  | fedcc2 | 245 | 220 | 194 |
|  | f48466 | 244 | 132 | 102 |
|  | 7ecdc3 | 126 | 205 | 195 |
|  | 005568 | 0   | 85  | 104 |
|  | c3b7b2 | 195 | 183 | 178 |
|  | 543019 | 84  | 48  | 25  |

## Secondary Color Palette Specifications

The secondary palette offers a selection of bright, lively hues that add interest or denote importance.

Up to three colors may be used together in a single document.

Secondary colors are for accent only and should never be used to create a single color Central Health logo.

## Print Typography

### 1. Palatino Litotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino Litotype italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Palatino Litotype bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### 2. Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

2. Trebuchet MS bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### 3. Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Fonts from the Palatino Linotype family have been chosen as the Central Health brand typeface for all general uses. Do not use a point size smaller than 10.

Trebuchet MS has been chosen for headline and section heading purposes. Point sizes 12-16 are acceptable.

Century Gothic is to be used for main titles and page headings. Point sizes 16 and greater are acceptable.

The weights shown should be used whenever possible for all communications.

All fonts are standard system fonts installed on all Windows based computers. If for some reason you do not have all of the fonts listed above installed, please contact the I.T. Helpdesk at 978-8457.

## Electronic Typography

### 1. Trebuchet MS

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Trebuchet MS italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

Trebuchet MS bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### 2. Century Gothic

---

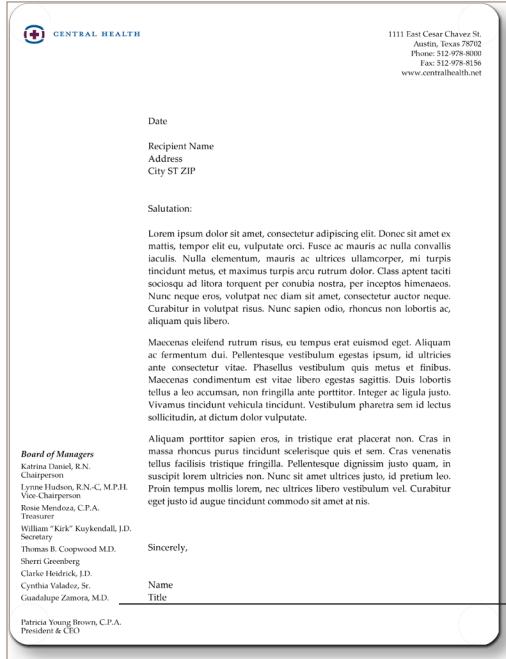
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Trebuchet MS should be used for all content within the main body of a PowerPoint slide. The preferred size is 24-point; minimum should be 18-point, although bulleted text may be 14 to 16-point.

Century Gothic is to be used for main titles and slide headings, and should be no smaller than 30-point.

The weights shown should be used whenever possible for all communications.

All fonts are standard system fonts installed on all Windows based computers. If for some reason you do not have all of the fonts listed above installed, please contact the I.T. Helpdesk at 978-8457.



## Typography Examples

Refer to these examples for proper typeface usage.

11 point  
Palatino Linotype  
1.5 line spacing



**CENTRAL HEALTH**

## Presentation Title

Presentation Sub-Title  
Audience  
Date  
Presenter(s)

Century Gothic  
44 point

Century Gothic  
36 point



## Heading – Century Gothic 40 pt

Slide Content - Trebuchet MS 32 pt (no smaller than 24 pt)

- Bullets
  - Sub-bullets