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You can find an electronic version
of this manual online at
www.HHCorp.org



1. The Health & Hospital Identity Standards



A brand and the subsequent experience encountered reflects the promise and personality of any successful organization. It's what people think of whenever they interact with the name Health & Hospital and its family of sub-brands, Marion County Health Department and Wishard. The brand, or identity experience, is directly connected to Health & Hospital continuing to offer the finest services to every resident. One part of the identity experience is portrayed through the organization's visual identity or logo. When used consistently in communications materials, it will ensure relevant core messages reach our publics.

The identity guidelines outlined in this manual will ensure a professional, consistent and effective image of Health & Hospital and its sub-brands, Wishard and Marion County Health Department. This manual serves as the primary reference tool for implementing and managing the Health & Hospital identity and brand. Over time, it will help build brand equity, aware-

ness and recognition for Health & Hospital and its integral community programs.

This manual is a teaching tool, guidebook and reference for preparing all the Health & Hospital communications materials (print, electronic and otherwise).

This manual outlines common logo uses. While many possibilities are represented, you may have additional questions or concerns that are not covered here. If any such situations arise and you have questions, please contact the Health & Hospital marketing staff at (317) XXX-XXXX.

You can find an electronic version of this manual online at www.HHCorp.org/IDStandards



2. Basic Graphic Standards and Logo Usage

Elements of the core logo



The Health & Hospital logo is composed of two elements:

- 1) The *logomark*, or “Double H” plus “horizon icon,” is the dominant icon that forms the main visual element of the logo. The “horizon icon” serves as a unifying visual element and is shared with the Wishard logomark. These elements in this exact combination and orientation are always positioned above the Health & Hospital Corporation logotype.
- 2) The *logotype*, or the typography, always accompanies the logomark elements and identifies the organization.

All of the following elements are required in every application of the Health & Hospital Logo: logomark, logotype, horizon icon and intellectual property designation. None of these elements, in part or in whole, may be omitted under any circumstance when using the Health & Hospital logo.

The logomark is indicative of Health & Hospital’s dedication to serving the greater Marion County area. The mark brings together a lower and upper case “H” to symbolize the collaboration and commitment to the community. Providing a hopeful & trustworthy foundation, the “horizon icon” element also serves as the unifying visual between the HHC family of sub-brands (except for the yet-to-be redesign MCHD identity). Colors, graphic choices and typography were chosen that indicate the organization’s relevance to current issues in Marion County and the longstanding credibility of the organization and to, once again, create unity between all the HHC family of sub-brands.

Correct logo usage

To ensure correct spacing around the Health & Hospital logo, and consistent placement of the logo in relation to any adjacent graphic elements, please adhere to these guidelines:

- The logo is shown with a ratio equation to establish space boundaries. Do not place elements inside the clear area around the logo, as indicated.
- As with any reproduction of the logo, obtain an original in either camera-ready or digital format.

LOGO CLEAR AREA – Area around the logo in which no other elements should be placed. The logo clear areas are indicated in the diagram (right) by the light blue area around the logo. This area is equal to $2x$, where x is equal to the height of the word “Corporation”.



To maintain quality and uniformity, use the preferred original high-resolution, vector-based (EPS) version of the logo. All logo versions can be obtained from the Health & Hospital Web site (www.HHCorp.org/IDStandards). A password is required and can be obtained from the Health & Hospital Marketing and Communication Department by calling (317) XXX-XXXX. If the provided electronic formats are not suitable for a particular application, contact the Marketing and Communication Department. Although the logo may appear in varying sizes, it is to be used in the proportions as it appears in this manual and in the digital files available. *Since it is critical to maintain consistency and quality of the logo, please do not modify the logo in any way.*

The Logo on Backgrounds

The Health & Hospital logo must always appear clearly and legibly on any background on which it is placed. When putting the logo on a background, please observe clear area specifications in section 2.2. Below are **acceptable** uses of the Health & Hospital logo in the preferred colors, black and white (reversed) versions on various backgrounds.

Full-color logo – This version of the logo can appear on white, light gray or neutral backgrounds, or light photographic treatments in black-and-white or full-color. On a photographic treatment, place the logo in a simple or uncluttered area. In most situations where the logo is placed on top of a photograph, however, a subtle drop shadow should be used to create visual differentiation of the background from the logo. The full-color logo should never appear on a dark color.



Black logo – This version of the logo can appear on white, light gray or neutral backgrounds, or on light photographic backgrounds. Ensure that the logo appears in an uncluttered area of the photo. The black logo may also appear on a light color from the Health & Hospital color palette in section 3.2.



White logo – This version of the logo may appear on black or any dark color in the Health & Hospital color palette in section 3.2. It can also be placed on a simple and uncluttered area of a photograph. In most situations where the logo is placed on top of a photograph, however, a subtle drop shadow should be used to create visual differentiation of the background from the logo.



Incorrect logo usage

Please adhere to these guidelines:

- Do not redraw or reproduce the logos from second- or third-generation copies.
- Do not alter the Health & Hospital logos in any way.
- Do not tilt on an angle, flip or distort the logos.
- Do not reproduce the logos in any color except those colors outlined in section 3.0.
- Do not place the logos within any confining shape.
- Do not outline with a stroke or rule any of the graphic elements in the logo.



- ◀ Never use the type without the "Double H" logomark.



- ◀ Never use the "Double H" logomark without the type.



- ◀ Do not stretch disproportionately the logo or any of its visual elements.



- ◀ Do not place the logo or any part at an angle.



- ◀ Do not reproduce the logo in any colors except the Health & Hospital primary palette (see section 3).



- ◀ Do not place the logo inside a confining shape of any sort.



3. Health & Hospital Color Palettes

Color and logo

Two-color and full-color version



One-color versions



Two-Color Treatments

Only produce a two-color logo in PMS #653 (H & H Dark Blue) plus PMS #299 (H & H Sky Blue). No other two-color combinations may be applied to the Health & Hospital logo. Always consult the Pantone® Matching System (PMS) Guide for spot colors on uncoated stocks for exact color matching and specifying.

Four-Color Process and RGB Treatments

When four-color process is used, specify the logo in the PMS #653 (Health & Hospital Dark Blue) plus PMS #299 (Health & Hospital Sky Blue) equivalent breakdowns. Where the logo is used in full color (CMYK), convert the colors with the following process color build percentages:

PMS #653 (H & H Dark Blue):	C:96	M:59	Y:4	K:17
PMS #299 (H & H Sky Blue):	C:86	M:8	Y:0	K:0

With the exception of a solid process black, no applications of four-color process combinations other than those listed above are permitted.

For electronic versions of the Health & Hospital logo where the logo must be converted to RGB color profiles, use only the following RGB combinations:

PMS #653 (H & H Dark Blue):	R:33	G:87	B:138
PMS #299 (H & H Sky Blue):	R:0	G:161	B:222

One-Color Treatments

If it is not possible to use the Health & Hospital logo in two-color or four-color, the logo can appear in one-color line art versions. In one-color applications, use (in order of preference) PMS #653 (H & H Dark Blue) and PMS #299 (Health & Hospital Sky Blue), Black, or White (reversed). Other colors may be used only with the permission of the Health & Hospital Marketing and Communication Department, (317) XXX-XXXX. Use only the line art logo versions. No halftone version is permitted.

Primary and secondary color palette

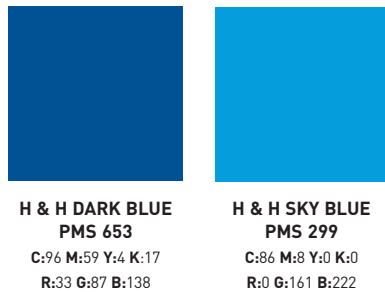


The Health & Hospital primary color palette consists of PMS #653 (H & H Dark Blue) plus PMS #299 (H & H Sky Blue). Additionally, a secondary palette has been developed for use in all Health & Hospital communications including brochures and print materials, charts and Web site or screen applications (MS PowerPoint, web applications, etc.). For precise color matching, always refer to a Pantone® Uncoated fan or swatch book.

Although the Health & Hospital palette of colors is provided as a guideline in choosing the tone, sense, saturation and hue of colors, always consult with the Marketing and Communication Department, (317) XXX-XXXX, when specifying any color not listed on this page.

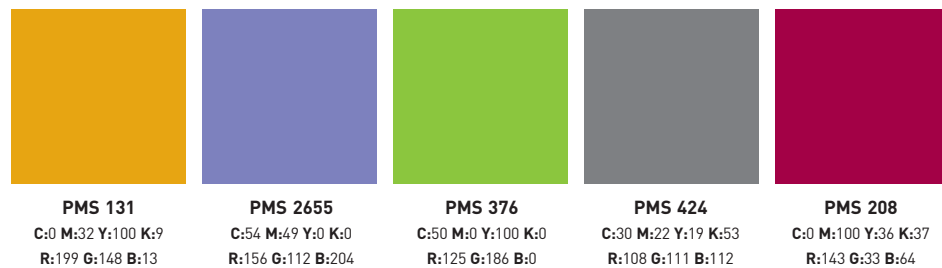
The Primary Palette and its application to the Health & Hospital Logo or any of the Health & Hospital Logo graphic elements should never be changed, whether in hue, saturation or variation.

Primary Palette

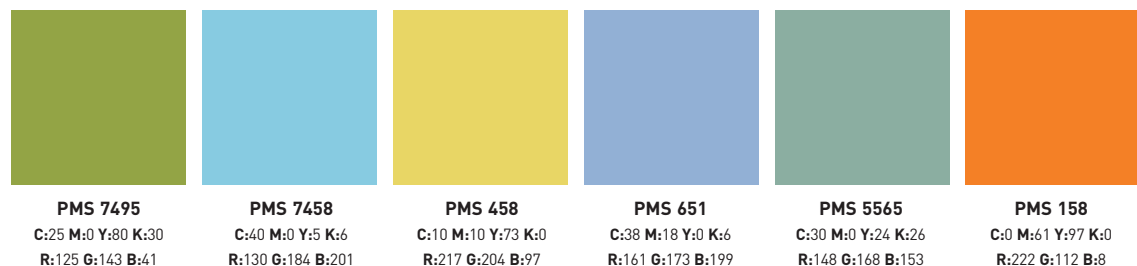


Collateral Palette

Secondary Palette



Tertiary/Accent Palette





4. Health & Hospital Typography

Primary Typefaces & Usage

“DIN” and “EideticNeo” type families are part of the Health & Hospital Corporation identity system. These typefaces provide basic consistency and variety of styles that give ultimate flexibility to the brand while maintaining coherency.

The DIN type family is to be used in headlines, subheads, callouts, pulled quotes and wherever a sans serif typeface is deemed necessary. This family is available in Light, Regular, Medium, Bold, and Black.

EideticNeo is the serif typeface to be used for all body copy or text with any materials for official correspondence by Wishard. The EideticNeo family includes Regular, Italic, Bold, Bold Italic, Black, and Small Caps. However, the preferred weight for body copy is Regular.

All type should be aligned flush left. For maximum legibility, hyphenation should be kept to a minimum.

Adjust leading and kerning to ensure a comfortable visual line and character spacing.

Ensure maximum legibility and ease of reading with appropriate word and letter spacing. Avoid tight or loose spacing. Use adequate spacing after punctuation to make clear the intended punctuation break.

For common body copy uses, set type in EideticNeo at 11 point over 14 point leading and DIN at 10 point over 13 point leading. For other copy applications (i.e., photo captions, bylines, pulled quotes), do not set any type below 6 point.

If it is impossible to use either of the preferred Health & Hospital typefaces, Times New Roman may be substituted for EideticNeo and Arial substituted for DIN. If questions arise regarding typefaces, please contact Marketing and Communications staff at Health & Hospital, (317) XXX-XXXX.

San Serif Typeface

DIN Light
DIN Regular
DIN Medium
DIN Bold
DIN Black

Serif Typeface

EideticNeo Regular
EideticNeo *Italic*
EideticNeo Bold
EideticNeo Bold Italic
EideticNeo Black
EIDETIC NEO SMALL CAPS

Minor Type Specimens

DIN Normal (10/12 pts)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ.,\$&*...
The quick brown fox jumps over the lazy dog.

EideticNeo Regular (11/12 pts)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ.,\$&*...
The quick brown fox jumps over the lazy dog.



5. Health & Hospital Business System

Standard Business Envelope

The #10 business envelope is a standard size 4.125" x 9.5." It is printed in the ink colors PMS #653 (H & H Dark Blue) plus PMS #299 (H & H Sky Blue) on the Health & Hospital stationery paper stock, high-end paper line, pre-converted.

Print the mailing address no less than 3.5" from the left edge of envelope and 2" from the top. Typeset the text in Arial, 12 point over 14 point leading.



OCR Area

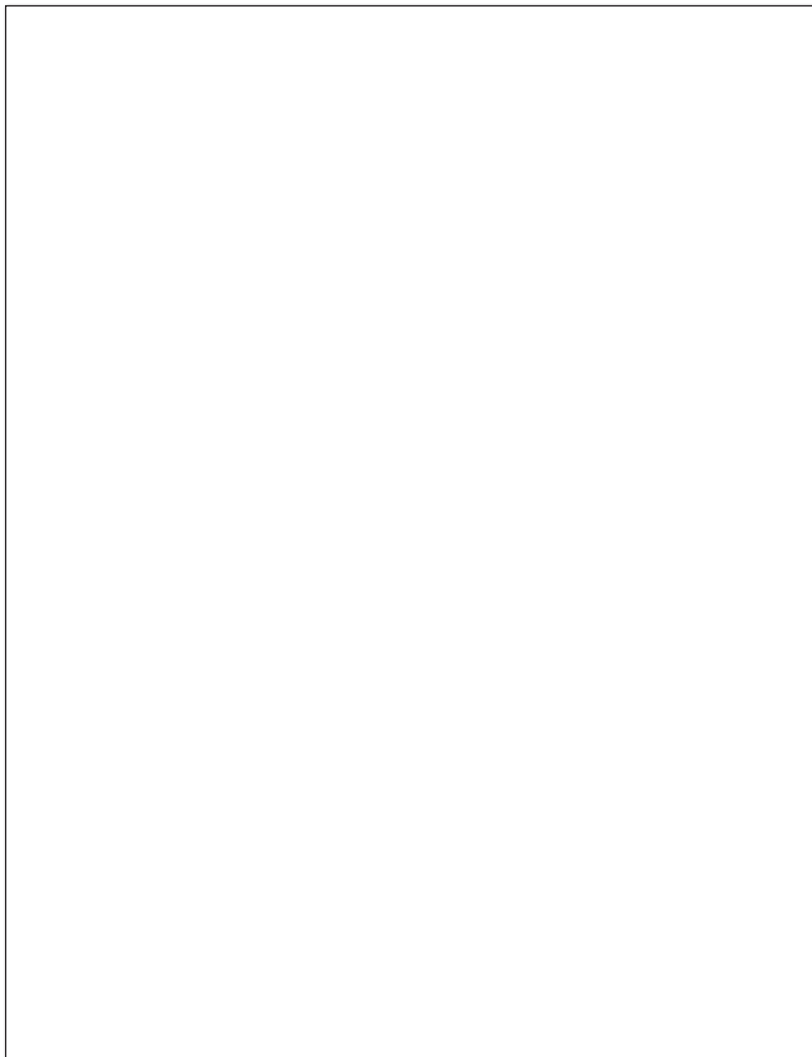
not actual size

Standard Letterhead

The Health & Hospital letterhead is a standard 8.5" x 11" sheet. It is printed in the ink colors PMS #653 (H & H Dark Blue) plus PMS #299 (H & H Sky Blue) on the Health & Hospital stationery paper stock.

Place text within the margins indicated below with the blue line: 1.75" from the top, 1.0" from the left, 1.0" from the right and 1.5" from the bottom. Use Times New Roman, 11 point over 14 point leading. To begin a new paragraph, insert a hard return between paragraphs; no indent should appear.

If you wish to provide a phone number (or fax) so the recipient of your letter can call you directly, be sure to include your department, program or direct phone number in the body of your letter or in the signature block below your name as shown in the example. Health & Hospital *departments* and *programs* (see page 7.3 for guidelines) use the standard Health & Hospital letterhead.

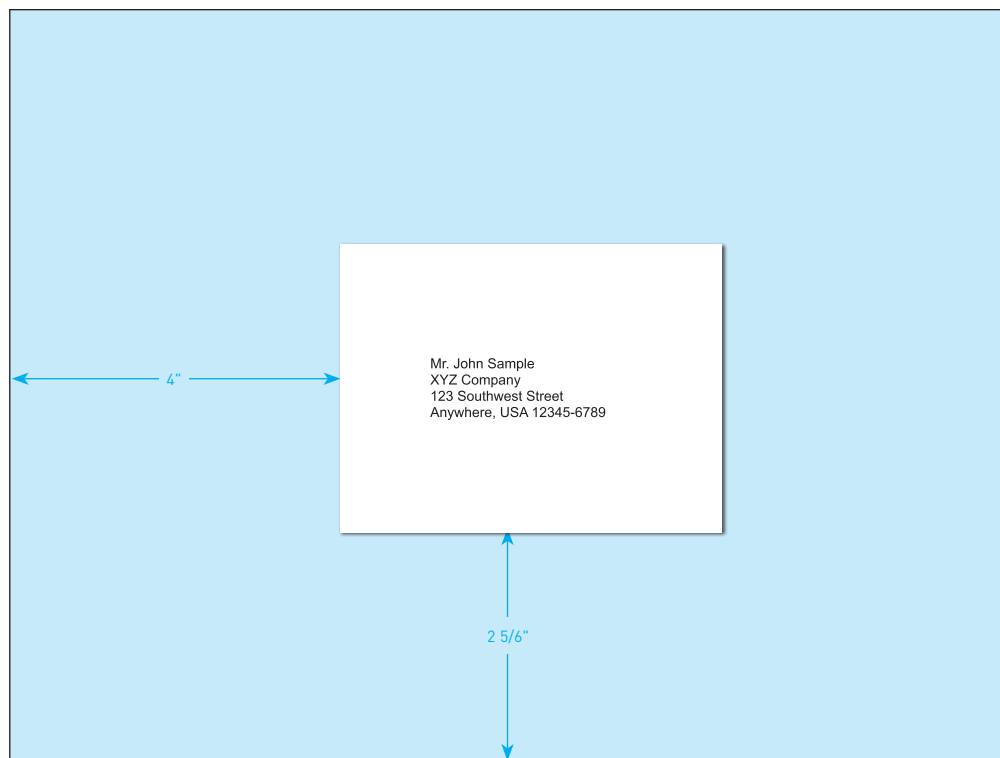


not actual size

Mailing Label

The 9" x 12" envelope label is 4" x 3 1/3." It is printed in the ink colors PMS #653 (H & H Dark Blue) plus PMS #299 (H & H Sky Blue) on Health & Hospital's standard, self-adhesive label stock.

Place the label in the center of the envelope. Typeset the text in Arial, 12 point over 14 point leading.



not actual size

Business Card

Standard business cards are personalized with name, title, address, phone, fax, mobile, e-mail and Web site URL.

Standard business cards are 3.5" x 2." They are printed in the ink colors PMS #653 (H & H Dark Blue) plus PMS #299 (H & H Sky Blue) on the Health & Hospital, 100# cover stock, high-end paper line.

When applying a new name to the business card template, be sure to follow the proportions and measurements outlined below:

LOGO & WEB ADDRESS: The Health & Hospital logo and web address should always be centered horizontally in a 1.75" area on the left side of the business card. All other information is to appear on the right side of the card, left aligned to the 1.75" margin.

EMPLOYEE NAME & TITLE: The employee's name should be typeset in the Health & Hospital Blue using the font Din Black at 9.25pt. The baseline of the name (where a line of text rests) should always sit at .5" from the top of the business card. The employee's title is then placed under that, typeset in the Health & Hospital Grey using the font Din Black at 6.25pt with a 7pt leading.

Health & Hospital HEALTH SERVICES ADDRESS: The Health & Hospital Health Services address block should always share a baseline (where a line of text rests) with the word "Health & Hospital" in the logo at .85". It is typeset in the Health & Hospital Blue using the font EideticNeo Regular at 8.5pt with 8pt leading.

PHONE NUMBERS: The first phone number should always have a baseline at 1.3125" from the top of the business card. All phone numbers have an abbreviated descriptor typeset in the Health & Hospital Gray using Din Black, all caps at 6.5pt with 8pt leading. The descriptor is right aligned to a .2125" tab. The phone numbers are typeset in Health & Hospital Blue using EideticNeo Small Caps at 9.5pt with 8pt leading. Phone numbers are left aligned to a .25" tab and should always appear with hyphens in between the numbers and never with parentheses or periods.

EMAIL ADDRESS: The employee email address is to appear with the baseline at 1.75" from the top of the business card. It is typeset in the Health & Hospital Blue using the font EideticNeo Regular at 8pt.

