

Health Care for Oregon

BRAND STYLE GUIDELINES

LOGO

The Health Care for All Oregon logo comes in two formats, horizontal and vertical for versatility when creating marketing materials.



Horizontal logo - color



Vertical logo - color



Horizontal logo - black & white



Vertical logo - black & white

LOGO

When using the Health Care for All Oregon logo allow at least a 1/4 inch “safety” area around all sides of the logo. Be sure to not manipulate logo by condensing or elongating to fit.



1/4" Safety area observed around all sides of logo



1/4" Safety area observed around all sides of logo



Do not distort the proportions of the logo
(condense or elongate)



Do not distort the proportions of the logo
(condense or elongate)

COLOR PALETTE

The Health Care for All Oregon logo uses two colors, a red and a blue. For brand consistency only these colors should be used throughout all marketing materials. There are 4 color system modes shown below: Pantone, CMYK, RGB and HEX.

Pantone ink is for professional commercial printing.
CMYK is for professional commercial process and digital printing.
RGB is for online use (Word documents for example).
HEX is for the web.



Pantone® 185

CMYK Process

Cyan: 0
Magenta: 91
Yellow: 76
Black: 0

RGB

Red: 239
Green: 62
Blue: 66

HEX

#ef3e42



Pantone® 280

CMYK Process

Cyan: 100
Magenta: 72
Yellow: 0
Black: 18

RGB

Red: 19
Green: 75
Blue: 142

HEX

#00468e

TYPOGRAPHY

There are two fonts Health Care for All Oregon will use on all materials for brand consistency. A “Professional” font called Gotham for use by designers and a “Universal” font called “Arial” for use by members within the organization.

Note: If members within the organization would like to use the font Gotham it can be purchased by visiting www.fonts.com or www.myfonts.com.

PROFESSIONAL FONT:

Gotham Family

AaAa

Gotham Book:

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUWXYZ
12345678910

Gotham Bold:

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUWXYZ
12345678910

UNIVERSAL FONT:

Arial Family

AaAa

Arial Regular:

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUWXYZ
12345678910

Arial Bold:

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUWXYZ
12345678910