# Table of Contents

- Introduction 03
- Primary Logo Usage 04
- Logo Rules 05
- Secondary Logo Usage 07
- Color Palette 08
- Typography 09
Our logo is an important asset—it expresses to the world who we are and what we stand for.

When referencing, keep in mind that this guide is what binds our brand together. It helps keep the logo consistent across all member, consumer and internal touchpoints.

Applied consistently, it will set up our organization for success, now and into the future.

Reinforcing the brand and its unique elements over time builds equity and ultimately greater value for the Arizona Hospital and Healthcare Association.
Primary Logo Usage

The primary four-color logo should be used in almost all cases. If there is not a four-color option available, there are two black-and-white approved options.

This new identity strongly ties AzHHA to the state in which it serves. By portraying the graphic depiction of the state of Arizona, this logo creates a strong visual representation of our mission: To be the champion of healthcare leadership in Arizona.
Logo Rules

Clear Space
In order to preserve the legibility of the logo, it is important that there is a space around the logo equal to the height of the stem of the ‘H’.

Minimum Size
In order to preserve the legibility of the logo, it is important that it is not smaller than 1.5” or 375px wide. In the case where it needs to be sized smaller, “Arizona Hospital and Healthcare Association” should be removed, as seen below.

Print | The logo should never appear smaller than 0.75” wide.

Web | The logo should never appear smaller than 200px wide.
Logo Rules

It is very important to maintain the integrity of the logo so it remains consistent every time it is used. Please follow these simple guidelines.

1. Do not stretch or scrunch the logo to fit a space. Please scale it accordingly when needed.

2. Do not tilt the logo to odd angles. It should be horizontal or at a 90-degree angle when appropriate.

3. Do not change any of the colors in the logo for any reason. Full color or black and white are the only appropriate color options.

4. Avoid placing the logo over any patterns. If necessary, use the logo option of black or white with the most contrast for visibility.

5. Do not decrease the opacity of the logo in parts or entirety.

6. Do not delete parts of the logo. If you need something for a different layout, pick from the provided logo options only.
Secondary Logo Usage

To create flexibility when applying the logo to different publications, four approved color options have been created.

Please use full color whenever possible, but follow this guide when printing restrictions apply.

Logotype Without Icon

Logotype Without Tagline

Icon
Color Palette

AzHHA Blue and AzHHA Red are our primary colors. These should be used in almost all cases.

To complement these colors, our AzHHA Gold and AzHHA Gray can be applied.
Typography

A carefully chosen typeface expresses a personality and style to complement a brand’s identity.

The typeface presented is bold and authoritative. It communicates to the consumer that they can trust us to lead Arizona’s healthcare now and into the future.

Primary Typeface

Calibre

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@&%$1234567890

Calibre Regular
Calibre Regular Italic
Calibre Medium
Calibre Semibold
Calibre Bold
THANK YOU