

# Logo Standards & Guidelines

# Introduction

Our brand is so much more than a logo and tagline. Our brand is expressed in many ways and is interpreted by consumers through a collection of experiences—from the way we answer to phone to the quality of the products and services we offer.

The purpose of this guide is to equip and empower the user to manage how our brand is presented in a consistent, professional way. In it we look at how we use words, imagery and design elements to express our brand in written, verbal and visual forms.



# The CaroMont Health Brand

Many health systems talk about care. None demonstrate it as passionately and personally as CaroMont Health. Since 1946, our entire team has been fully dedicated to caring for the communities we serve. Our brand—and every expression of it—is designed to share this story. Our goal is to communicate our health system’s unique blend of extraordinary medical advances and remarkable human compassion.

The CaroMont Health brand is an invitation to our communities. Our brand colors are warm and diverse, reflecting our vibrant region. Our photography captures the authentic spirit of our employees, our network and our daily interactions. Our core messaging stems from our mission, vision and values, giving life to our commitment to “Care First”—to always put patients and their families before everything else.

**Two of the most critical and recognizable elements within the CaroMont Health brand include:**

## **Our Logo**

The CaroMont Health logo is a constant symbol representing our brand and all that we stand for. Wherever the community sees our logo mark, they will see a place that delivers expert care in a way that is uniquely compassionate; a place that provides “Care First.”

## **Our Blue**

Similarly, when used consistently and prominently, the CaroMont Health blue serves as a beacon, helping to increase awareness and build trust among consumers, ultimately creating a recognizable brand presence across the region.



# CaroMont Health Logo



# Primary Logos

## Horizontal

When space in height is a limitation—as well as all horizontally formatted mediums—use of the horizontal logo is recommended.



## Vertical Stack (Wide)

When space in width is a limitation—as well as all vertically formatted mediums—use of the vertical stack logo is recommended.



# Logo Lockup

## Preferred Configurations

The primary logo features the symbol and wordmark in dedicated horizontal lockup. This is the preferred logo for all brand communications. It is essential that this logo is always, in every application, applied with care and respect.

Use only the approved artwork files. Never alter, add to or redraw the signature in any way.



# Logo Usage

## Spacing

Using the logomark as a guide will ensure maximum legibility and proper spacing between visual elements.



## Color Integration

A full-color logo is recommended whenever the background is white. When color or duotoned imagery is used as the background, a white logo is recommended.



## Minimum Reproduction Size

In printed material, the logo mark should not be reproduced when the symbol is smaller than .25" in width.



# Logos on Backgrounds

## Background Control

The full-color logo is always best presented against a white background because it provides colors with a clean, crisp contrast. If the full-color logo appears on color or photographic backgrounds, there must always be sufficient contrast between the background and the logo colors. If the logo is being placed on a background where the full-color signature will be illegible, use the reverse logo.





# Logos Misuses

## Incorrect Logo Usage

Incorrect use of the CaroMont Health logo can compromise its integrity and effectiveness. Shown below is a small sample of possible misuses. To ensure accurate and consistent reproduction of the signature, always use the approved artwork.



# Previous Logos

## Incorrect Logo Usage

The CaroMont Health logo has evolved over the years and has always been intended to represent the brand positively. The current logo is the only logo that should be used on any print, digital and signage.



DO NOT USE PREVIOUS CAROMONT HEALTH LOGO



# Logo Symbol

## Proper Symbol Usage

The logo symbol can be used independently only in specialized applications, such as social media avatar and website favicon. All other applications must be approved on a case-by-case basis.



250 x 250 px

Social Avatar (Digital Use Only)



16 x 16px

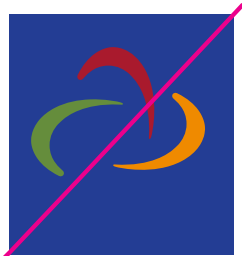
Favicon (Digital Use Only)



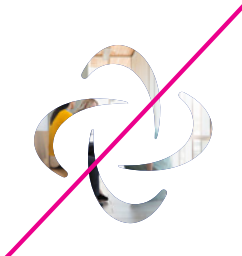
# Logo Symbol

## Improper Usage

The logo symbol should always compliment the brand and not be a distraction.



DO NOT USE THE COLOR LOGO ON A COLOR BACKGROUND



DO NOT ADD AN IMAGE INSIDE OF THE SYMBOL



DO NOT PLACE ANYTHING OVER THE SYMBOL



DO NOT USE DIRECTLY OVER AN IMAGE



## Logos + Tagline

Our tagline is an expression of our brand—a short, memorable phrase that is the essence of who we are and what we do. It is recommended that the tagline be used appropriately and not add more words for the viewer to read unless it deems itself necessary.

### Horizontal



**Find out how we care.**

### Vertical Stack



**CaroMont Health**

**Find out how we care.**



# Logos + Tagline

The distance between the tagline and the logo is dictated by the height of the lowercase ascenders within the logotype (X). The scale of the tagline in relation to the logo is dictated by x-height of the logotype. The tagline x-height is half the size of the logotype x-height (Y). The tagline is *never* typeset but always placed as a single piece of art with the logo.



# Color Palette



# Full Color Palette

We use color to make a distinctive, positive impression in a crowded marketplace. While there is some flexibility in how we use color, this guideline will help you create dynamic communications that are recognizably CaroMont Health.



Primary Color

Secondary Colors

Tertiary Colors





# Primary Color Palette

It's essential that our color be consistent across all applications. By referring to this guide, we will achieve the desired results for our brand and we'll work more efficiently by eliminating the guesswork.

The CaroMont Health blue is an ownable hue with strong visual impact and serves as our principle color.



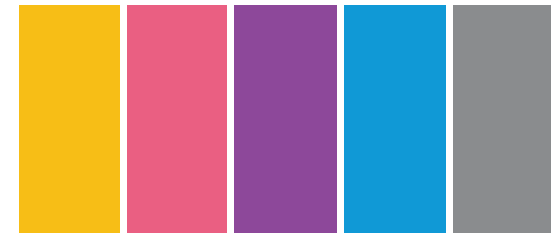
# Secondary Color Palette

Our supporting colors have been selected with the same precision as our principle color. They have been chosen to enable a full range of visually engaging communication.




# Tertiary Color Palette

The tertiary colors provide additional support for CaroMont Health's departments and events. Avoid using these colors in consumer-facing communication unless it has been designated for a specific event or application (i.e. pink for breast cancer awareness).



# Color Palette

Active Palette	Pantone (Coated & Uncoated)	CMYK	RGB	HEX
 Primary	Pantone 286	100/84/12/3	26/70/140	#1A468C
 Secondary	Pantone 370	66/26/100/9	101/141/27	#638C3D
 Secondary	Pantone 144	3/54/100/0	239/139/34	#EF8B22
 Secondary	Pantone 187	23/100/88/15	170/31/46	#AA1F2E
 Tertiary	Pantone 7408	2/26/100/0	247/190/22	#F7BE16
 Tertiary	Pantone 187	23/100/88/15	170/31/46	#AA1F2E
 Tertiary	Pantone 205	4/89/26/0	229/65/123	#E5417B
 Tertiary	Pantone 2925	77/25/0/0	0/153/214	#0099D6
 Tertiary	Pantone 258	50/86/1/0	144/71/153	#904799



# Typography



# Typefaces

CareFirst Sans regular and bold are used for headlines in print and digital applications.

Meta contains weights that range from Book to Black Italic, and is used for subheadline and body copy across a range of brand materials.

## Brand Typefaces

CARE FIRST SANS

CareFirst Sans Regular  
**CareFirst Sans Bold**

META

Meta Book  
*Meta Book Italic*  
Meta Medium  
Meta Medium Italic  
**Meta Bold**  
*Meta Bold Italic*  
**Meta Black**  
*Meta Black Italic*

## Web Typeface

Open Sans Regular  
Arial\*

*\*Arial may be used in cases where  
Open Sans is not available.*

## PC Typefaces

Franklin Gothic Book  
**Franklin Gothic Medium**



# Design Elements



# Color Bar

The color bar is a brand element that uses the brand's primary and secondary collectively. Transitional colors have been applied to lead one color into the next. The transitional colors are not part of the tertiary palette and should only be used in the color bar.



# Photography

Image selection plays a key role in demonstrating CaroMont Health’s genuine care. Only use images that are reflective of real people in real settings demonstrating real emotion. When using stock photography, look for images that capture true moments rather than posed ones. Eye contact from a medical provider to a patient or with the camera is key when try to convey “care”. Images with a shallow depth of field tend to be a good choice, as they emphasize a singular moment. Avoid fake smiles, stiff or unnatural poses, forced interactions between photo subjects, images that look corporate and harsh lighting. Limit the use black and white photography.



