Hospice
of the
Foothills

Hospice of the Foothills | **Graphics Standards & Guidelines**

How to Use the *Graphics Standards & Guidelines Manual*

The Hospice of the Foothills (HOF) *Graphics Standards and Guidelines* manual has been developed to provide guidance on suggested usage of the HOF logo and to assist with building a unique brand. Visual symbols impact how an institution is viewed and consistent logo use is an important component of building and maintaining a strong identity. The *Graphics Standards and Guidelines* covers basic elements and can be easily used by anyone working on printed or web materials for HOF. This would include departments that produce or direct the production of pieces, all outside agencies and design firms, and vendors who provide marketing collateral or any items requiring the HOF logo.

The Official Logo

It is important that the HOF logo appears consistent from one application to another. Just as the Mission Statement remains consistent, so should HOF logo identity. Consistent use of the logo offers dependability to those who experience HOF from a distance through print publications, collateral materials and online content.

The official logo should appear in one of the options as shown below. Since the logo uses custom-created fonts, it should always be placed as a graphic element and not attempted to be re-created with type. Digital files in a variety of file formats are readily available.

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Logo Colors

Since subtle differences in color can really impact the way an identity is perceived, it is important that the HOF logo appears in its official colors whenever possible. The logo can be reproduced also as a one-color logo in black, but only when the context or environment in which it appears is limited to black and white.

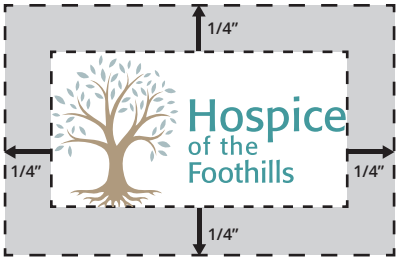
Official logo colors:

CMYK 73 • 23 • 38 • 1 RGB 70 • 153 • 157 HEX #43999D	CMYK 85 • 56 • 44 • 22 RGB 47 • 89 • 106 HEX #a69276	CMYK 34 • 17 • 20 • 0 RGB 170 • 189 • 193 HEX #AABDC1
CMYK 85 • 56 • 44 • 22 RGB 47 • 89 • 106 HEX #2F596A	CMYK 85 • 56 • 44 • 22 RGB 47 • 89 • 106 HEX #DDD7C0	

Logo Size

Size and proportion are critical components of good design. It's important that the logo isn't crowded or boxed in by text or other elements, such as photographs. Allow breathing room around all four sides of the graphic so the identity is clear and legible. In design terms, this breathing room is referred to as "clear space."

The example below provides a guideline for specific spacing and margins.



When using the HOF logo, please make sure that all text is easily legible. The minimum size at which the logo may be successfully reproduced is 1" in width.

✓ *acceptable usage*

UNacceptable usage

Logo Application

The HOF logo is designed to work on its own without the addition of other elements. Never put the logo in a box, in a circle or any other shape. Never rotate the logo on an angle. Always keep the HOF logo on a straight base line. The height and width of the logo graphic should not be distorted.

UNacceptable usage

logo in a circle

UNacceptable usage

logo in a box

UNacceptable usage

logo rotated

UNacceptable usage

logo distorted

Logo Placement/ Proportion

Multiple logos can facilitate brand extension or diversification efforts by signaling different offerings under the same organizational umbrella.

The impact of multiple logos on the brand depends on how effectively they are managed, whether they maintain consistency and cohesion, and whether they align with the organization's overall brand strategy.

It's important to establish a clear hierarchy among the logos within the organization:

Fonts

The **official font** for HOF is Zwo Pro.
Zwo Pro in any of these versions and weights is recommended for use with the HOF logo.

Zwo Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zwo Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zwo Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zwo Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zwo Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zwo Pro Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Need Help or Approval?

For questions, clarifications or special approval for any exceptions to the policies of this *Graphics Standards & Guidelines* information, please contact Mai Lee at Foothills Compassionate Care.

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