



# Brand Standards

The new brandbook for HealthLinc

## CORPORATE HEADQUARTERS

2401 Valley Dr.

Valparaiso, IN 46383

1-888-580-1060 | [healthlincchc.org](http://healthlincchc.org)



**HealthLinc**  
YOUR COMMUNITY HEALTH CENTER®

# About This Brand

At HealthLinc we are invested in the communities we serve. Our highly educated and experienced providers will care for you and your family. We'll work to help you stay healthy and care for you when you're sick or injured. With a team-based approach, we focus on treating you as a whole person and offer a variety of services at each of our locations.



***We create healthy  
communities.***

- Our Mission -

# Table of Contents

## 01 THE LOGO DESIGN

The Logo and Usage	6
Legal Use	7
Marketing Use	8
Logo Construction and Clearspace	9

## 02 THE TYPOGRAPHY

Fonts	13
Typography and Hierachy	14

## 03 THE COLOR SYSTEM

The Color Palette	17
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## 04 HELP OR FEEDBACK

Contact	20
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The logo for HealthLinc is mounted on a light-colored building facade. It features the word "HealthLinc" in a blue, sans-serif font. A blue arc curves over the letters "l", "i", and "n". To the right of the "c" is a stylized blue starburst icon. Below the main text, the words "YOUR COMMUNITY HEALTH CENTER" are written in a smaller, blue, sans-serif font. Three white outdoor light fixtures are visible above the logo.

HealthLinc  
YOUR COMMUNITY HEALTH CENTER

# The Logo Design

# 01

*Our logo is the touchstone of our brand  
and one of our most valuable assets.*

# The Logo + Usage

The HealthLinc logo is our identity and the visual focal point for the organization. It is important that the logo representation remains consistent throughout all usages.

The primary HealthLinc logo should include the subhead Your Community Health Center unless otherwise cleared with marketing.

The HealthLinc logo should appear at least once on all products and materials that are directly tied to the organization.

## The General Logo



The HealthLinc logo is a combination of the specifically drawn logotype and graphics.

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## SPANISH VERSION



# Legal Use

The legal, registered name of the organization is HealthLinc, Inc.

- The HealthLinc logo is a registered trademark of HealthLinc, Inc.
- Patient-facing marketing materials must contain the FQHC and PCMH logos, as well as our deeming statement.
- HealthLinc, Inc. is the corporation registered under the laws of Indiana. It should be used on all contracts and license agreements.
- Domain name and similar registrations should be cleared by marketing and coordinated through IT.

# Marketing Use

HealthLinc is to be used in its entirety without any abbreviations, e.g. HL.  
The exception is in the internal abbreviation used in email addresses; healthlincchc

- HealthLinc should always be one word with no space. Do not separate into Health Linc.
- The first letter (H) and seventh letter (L) should both be capitalized.
- HealthLinc should be spelled with a (c), not a (k).
- The name should never be italicized or altered in any way.



# Logo Construction + Clearspace

The HealthLinc logo should be displayed clearly and prominently to maximize the wordmark's visual presence. It must retain a clear space of half (50%) of the cap-height (x). Use this distance for the negative space around the logo with all graphic elements, including supporting typography, images, separate logos, et cetera.

To continue the logo's visual integrity, a minimum size was determined based on legibility at small scales. The minimum size requirements do not allow the type to scale below 1.5 in by 0.5 in – any size below this will need to be cleared by marketing.

## FULL LOGO



Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility.

## MINIMUM LOGO SIZES





## LOGO: CORRECT USE

Please note: The logo cannot be changed!  
Do not alter the logo in anyway.



## LOGO: INCORRECT USE

Please note: The logo cannot be changed!  
Do not alter the logo in anyway.

 Don't rotate the logo	 Don't add a drop shadow	 Don't rearrange elements	 Don't stretch the logo
 Don't use different colors	 Don't outline the logo	 Don't add gradients	 Don't use low resolution

DENTAL & OPTICAL

# The Typography

# 02

*Typography is 95% of design –  
it's a driving force in all forms of  
communication art.*

# Fonts

## Primary

Font **Optima**

## Secondary

Font **Montserrat**

### TYPOGRAPHY

The HealthLinc logotype is comprised of variations of the Optima typeface. To avoid repetition, it is ideal to use another typeface such as Montserrat for most uses. The Montserrat font family consists of 6 weights plus obliques. Due to the variety of design projects at HealthLinc, including posters for children's events, there is no limit on typefaces to be used, aside from high standards of quality and taste.

# Optima

---

REGULAR

*REGULAR ITALIC*

BOLD

*BOLD ITALIC*

# Montserrat

---

LIGHT

REGULAR

*ITALIC*

BOLD

*BOLD ITALIC*

BLACK

Headline Title: Optima Bold

# Headline

Sub Headline: Optima Regular

## Sub Headline

Body Copy: Montserrat Bold

### Title Header

Body Copy: Montserrat Regular

Body copy

# Typography and Hierachy

Basic type hierarchy was built to further aid the type system's legibility. Whenever possible, headlines should be in Optima Bold, with sub headlines set in Optima Regular.

The body copy should use Montserrat Bold for title headers and Montserrat Regular for copy.

# The Color System

# 03

*With 93% of customers influenced by colors and visual appearance, make sure you pick the right colors for your company.*



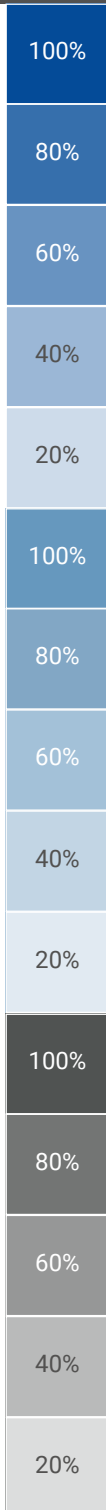
# The Color Palette

## COLOR PALETTE + CODES

The HealthLinc system contains a six-color palette built to convey the brand message in conjunction with the logotypes and logo. Follow all approved Hex, RGB, CMYK and Pantone values to maintain a consistent brand throughout.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

The core colors of the HealthLinc logo are blue, medium blue and gray.



### COLOR CODES

Pantone 280 U  
Hex: #004B97  
RGB: 60, 73, 129  
CMYK: 100, 77, 1, 8

### COLOR CODES

Pantone 2157 C  
Hex: #7594B3  
RGB: 117, 148, 179  
CMYK: 63, 31, 14, 0

### COLOR CODES

Pantone P 179-13 U  
Hex: #63605C  
RGB: 99, 96, 92  
CMYK: 0, 0, 0, 82

**COLOR CODES**

Pantone 375 U  
 Hex: #73C92D  
 RGB: 115, 201, 45  
 CMYK: 47, 0, 97, 0

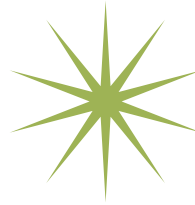
100%

80%

60%

40%

20%



HEALTHLINC  
GREEN

HealthLinc Green is used for design/marketing materials only, and not to be used for a logo color variant.



100% HealthLinc Blue

**COLOR CODES**

Hex: #000000  
 RGB: 0, 0, 0  
 CMYK: 0, 0, 0, 100

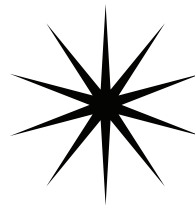
100%

80%

60%

40%

20%



BLACK



100% black

**COLOR CODES**

Hex: #FFFFFF  
 RGB: 255, 255, 255  
 CMYK: 0, 0, 0, 0

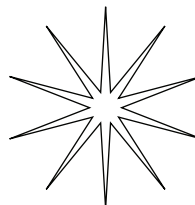
100%

80%

60%

40%

20%



WHITE



100% white

The logo for HealthLinc is displayed in white against a background of a dense green wall. The word "HealthLinc" is written in a large, bold, sans-serif font. A white arch spans over the letters "ealth", and a white starburst graphic is positioned above the "L". Below the main name, the tagline "YOUR COMMUNITY HEALTH CENTER" is written in a smaller, all-caps, sans-serif font.

# HealthLinc

YOUR COMMUNITY HEALTH CENTER

*We create healthy communities.*

- Our Mission -



# Help or Feedback?

*Any exceptions to these guidelines must receive prior approval from the Chief Branding Officer.*

## **BRANDI ANSTINE**

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# HealthLinc

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1-888-580-1060  
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*This health center receives HHS funding and has Federal Public Health Service (PHS) deemed status with respect to certain health or health-related claims, including medical malpractice claims for itself and its covered individuals.*