



Brand Standards

The new brandbook for HealthLinc

CORPORATE HEADQUARTERS

2401 Valley Dr.

Valparaiso, IN 46383

1-888-580-1060 | 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 -

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The logo for HealthLinc is mounted on a light-colored, paneled building facade. The word "HealthLinc" is rendered in a blue, sans-serif font. A blue arc curves over the top of the letters "ealth", and a blue starburst graphic is positioned to the right of the word, partially overlapping the "i" and "n".

HealthLinc

A white rectangular box with a thin black border is centered over the building facade. It contains the text "The Logo Design" in a blue, sans-serif font. The word "The" is smaller and positioned above "Logo Design".

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.

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 I.T.

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.



In most cases, the full-color logo should be used. Use the white logo on dark backgrounds and the black logo on white backgrounds when printing in b/w. All uses and exceptions need to be cleared by marketing.



LOGO: INCORRECT USE

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

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

MEDICAL

The Typography

HealthLinc
YOUR COMMUNITY HEALTH CENTER

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.

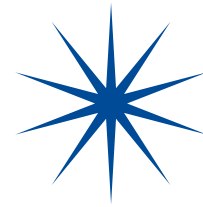
The Color Palette

COLOR PALETTE + CODES

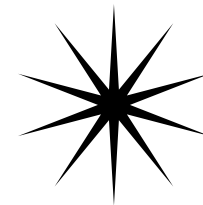
The HealthLinc system contains a six-color palette built to convey the brand message in conjunction with the logotypes and logo. Follow all approved Hex, RGB, CMYK and Pantone values to maintain a consistent brand throughout.

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

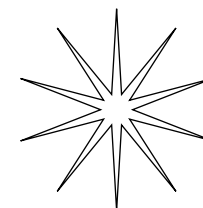
HEALTHLINC
BLUE



HEALTHLINC
BLUE



BLACK



WHITE

100%

80%

60%

40%

20%

100%

80%

60%

40%

20%

100%

80%

60%

40%

20%

COLOR CODES

Hex: #004B97

RGB: 4, 75, 153

CMYK: 100, 77, 1, 8

COLOR CODES

Hex: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

COLOR CODES

Hex: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

COLOR CODES

Hex: #6583ac
RGB: 101, 131, 172
CMYK: 66, 44, 16, 0

100%

80%

60%

40%

20%



HEALTHLINC
MEDIUM BLUE



100% HealthLinc Blue

COLOR CODES

Hex: #63605C
RGB: 99, 96, 92
CMYK: 0, 0, 0, 82

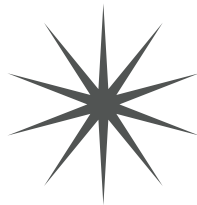
100%

80%

60%

40%

20%



HEALTHLINC
GRAY



100% black

COLOR CODES

Hex: #94c944
RGB: 148, 201, 68
CMYK: 47, 0, 97, 0

100%

80%

60%

40%

20%



HEALTHLINC
GREEN



100% white



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- 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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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.