



Northwest Health Services depends on a disciplined approach on the part of all our staff and outside vendors to ensure we achieve a cohesive brand.

# UNIFIED

The logo is an indivisible entity, and as such should not be separated or fragmented. Special care should be taken when the logo is being utilized that the logo does not become distorted from its original proportions.

## ACCEPTABLE



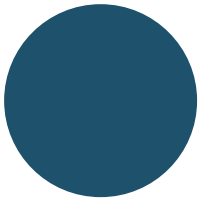
## UNACCEPTABLE



# COLOR

Wherever technically feasible, the new logo should appear in the colors specified within the guidelines below. Color use may be determined by price, availability, and the format of the intended use. Special care should be taken to retain consistency of the colors established within the Northwest Health Services brand.

## BODY COLOR



**PANTONE 534 C** #1a3150

|              |             |               |
|--------------|-------------|---------------|
| <b>C</b> 89% | <b>R</b> 26 | <b>H</b> 211° |
| <b>M</b> 58% | <b>G</b> 49 | <b>S</b> 68%  |
| <b>Y</b> 35% | <b>B</b> 80 | <b>B</b> 31%  |
| <b>K</b> 27% |             |               |



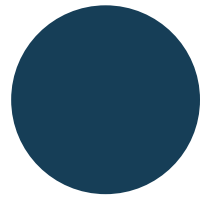
**PANTONE 1788 C** #ec2531

|              |              |               |
|--------------|--------------|---------------|
| <b>C</b> 1%  | <b>R</b> 238 | <b>H</b> 355° |
| <b>M</b> 98% | <b>G</b> 38  | <b>S</b> 84%  |
| <b>Y</b> 88% | <b>B</b> 49  | <b>B</b> 92%  |
| <b>K</b> 0%  |              |               |

## LOW LIGHTS

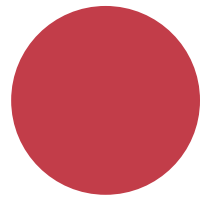
**PANTONE 289 C** #12213c

|              |             |               |
|--------------|-------------|---------------|
| <b>C</b> 92% | <b>R</b> 18 | <b>H</b> 217° |
| <b>M</b> 66% | <b>G</b> 33 | <b>S</b> 69%  |
| <b>Y</b> 39% | <b>B</b> 60 | <b>B</b> 23%  |
| <b>K</b> 39% |             |               |



**PANTONE 7621 C** #c41827

|              |              |               |
|--------------|--------------|---------------|
| <b>C</b> 18% | <b>R</b> 196 | <b>H</b> 354° |
| <b>M</b> 90% | <b>G</b> 24  | <b>S</b> 87%  |
| <b>Y</b> 71% | <b>B</b> 39  | <b>B</b> 76%  |
| <b>K</b> 5%  |              |               |



# FONT

The Northwest Health Services logo is comprised of Frygia light and Frygia bold. When the Frygia font can't be used, the suggested font for use is Helvetica.

## **FRYGIA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## FRYGIA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## **HELVETICA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## HELVETICA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# BACKGROUND

Attention should be paid to the varying color effects on different background materials. Generally speaking, the logo should be navy and red on a white background.

This rule, however is too strict for marketing materials such as brochures, digital graphics, etc.

On a light background, the logo should be presented in navy and red as specified in the color guide. The medical cross should always remain red in contrast to the navy text within the logo.

On a navy background, the logo should be presented in white and red. The medical cross should always remain red in contrast to the white text within the logo.

## GOLDEN STANDARD



## LIGHT BACKGROUND



## DARK BACKGROUND



# SPACE

Every logo needs sufficient space, a protective area, to allow ample room for the eye to process the form of the logo. No pictures or text should appear in this protective area. The protective area can vary depending on how much space is available but should on no account be less than a certain minimum.

## MINIMUM SPACE (HEIGHT OF H)

