

Brand Guideline

UPDATED: 4.02.2021



LOGO



Community
Health Workers
Help. Guide. Thrive.

LOGO

ENGLISH



SPANISH



LOGO: CLEAR ZONE | Applies to both English and Spanish versions

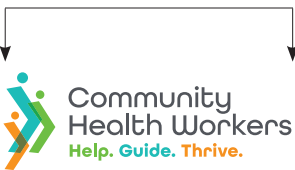


Minimum size: .5 inches (w)

LOGO: USAGE

PRIMARY LOGO: FULL COLOR

Whenever possible, the full color logo should be used at all times.



Minimum size: .5 inches (w)

Logo on COOL GRAY background

The logo can be placed on COOL GRAY only and on percentages below.



COOL GRAY 11 tint 5%



COOL GRAY 11 tint 10%

Black and White logo

Used on Black and white materials only



Logo on image background

The logo can be placed on imagery but it must be readable and on a light background.

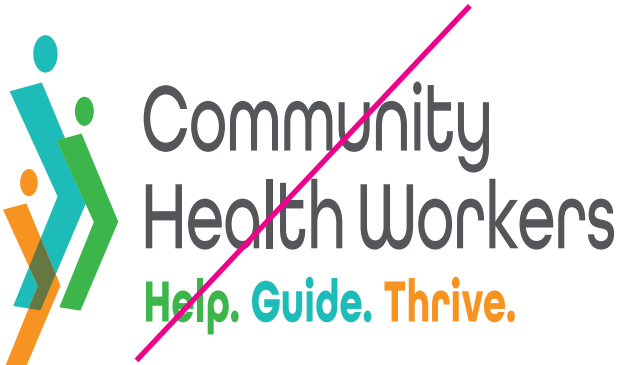


LOGO: DO'S AND DONT'S

To keep the integrity of the logo, don't manipulate the logo in any way. Use the different formats given to you.



DON'T put the logo on colored backgrounds



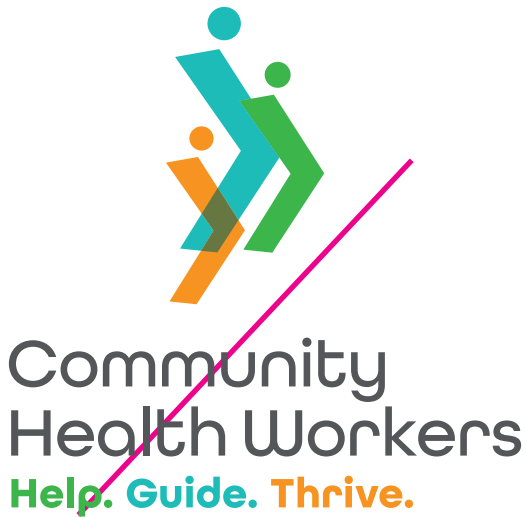
DON'T stretch or distort the logo in any way



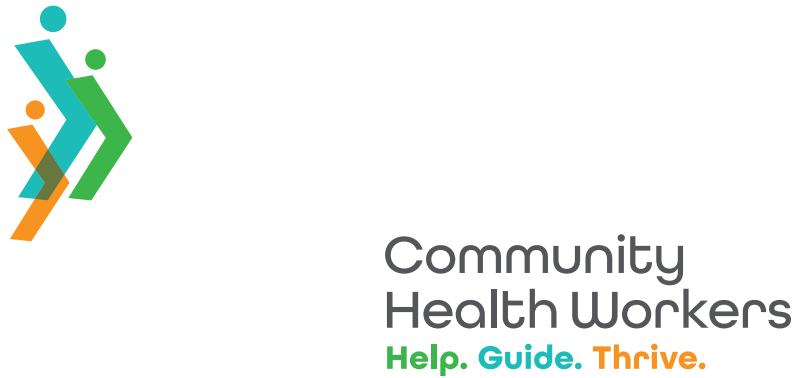
DON'T reverse out the logo on any colored backgrounds or images



DON'T change the color of the “people icon” in any way



DON'T change orientation



DON'T split up the logo in any way

Fonts

Fonts have personality and a visual tone of voice.

All Round Gothic was chosen for its rounded curves to convey warmth, compassion and friendliness.

And **Urbane** was chosen as its counterpoint for strength and friendliness.

FONTS: ALL ROUND GOTHIC | APPLICATION EXAMPLES

HEADLINE SAMPLE: All Round Gothic Bold

Whenever possible, if the headline contains “help, guide, thrive” in the headline, add the matching color.



Here to **help you**
at any time.



Here to **guide you**
at any time.



Here to make our
community thrive.



FontS: ALL ROUND GOTHIC

Font: All Round Gothic (Adobe font)

Fonts have personality and a visual tone of voice. **All Round Gothic** was chosen for its rounded curves to convey warmth, compassion and friendliness. The words “**Community Health Worker**” logotype is created from this type.

All Round Gothic has 10 different weights to choose from. Please use only these 2 weights listed here.

Font characteristics:

This is a very wide font

Adobe font:

This font comes FREE with the Adobe Creative suite

Demi: headlines only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Demi Italic: headlines only

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

Bold: headlines only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Bold Italic: headlines only

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

FONTS: URBANE

FONT: Urbane (Adobe font)

All body copy will be using the font **Urbane**.
This font was chosen as a counterpoint to the warm round edges of *All Round Gotham* and is used for body copy only.

Body cop and subheads:

Use this font for body and subheads.

Urbane has 14 different weights to choose from. Please use only font weights listed here.

Font characteristics:

This is a very wide font. You will be able to go much smaller than normal and still be readable.

Adobe font:

This font comes FREE with the Adobe Creative suite

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Demi Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

Fonts: Arial

Digital Font: Arial

For all digital applications i.e. PPT
Arial will be use.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

COLOR PALETTE

Colors have meaning. They evoke feelings.

Each color is aligned with a word from the tagline in the logo and functions beyond just color but as a visual system as well.

COLOR PALETTE: PRIMARY COLORS

COLORS: Primary colors

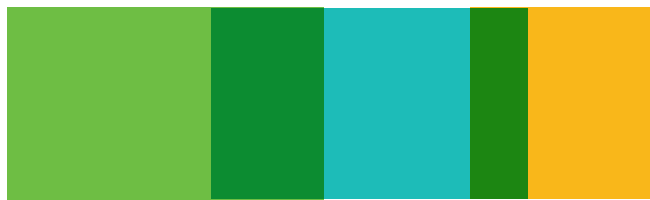
Several colors were chosen from the IPHA brand color palette to align with this brand.

Each color has been given a name to give them meaning and should align with the content of the materials.


Tints can be used to maximize the colors and needs.

SECONDARY COLOR PALETTE:

The colors are created by the overlay of the 3 primary colors. They are mainly used on photography to create greater depths of color.



Primary color palette




CMYK: 61, 0, 100, 0

RGB: 112, 191, 68

HEX: 70BF44

Help.

tints



90-10% is the light tint




CMYK: 0, 50, 99, 0

RGB: 246, 147, 32

HEX: F69320

Thrive.

tints



90-10% is the light tint




CMYK: 01, 30, 99, 0

RGB: 250, 184, 25


HEX: FAB819

“Sunflare effect”
created from this color

tints



90-10% is the light tint



CMYK: 71, 0, 33, 0

RGB: 37, 188, 185


HEX: 25BCB9

Guide.

tints



90-10% is the light tint




CMYK: 65, 57, 51, 29

RGB: 85, 86, 91


HEX: 55565B

Strength. This color is mainly used for body copy.

tints



90-5% is the light tint




Black can be used for body when needed for legibility (small type)

COLOR PALETTE: SUNFLARE EFFECT

COLORS: Sunflare effect

The “sunflare effect” will be placed on all stock imagery to convey “moments of care” in which the CHW are either helping, guiding or leading the individual and community to thrive.



CMYK: 01, 30, 99, 0

RGB: 249, 183, 24

HEX: F9B718

“Sunflare effect”
created from this color

The effect is created with the “sunflare” color and is in the master Photoshop file with this effect.

PLEASE NOTE: Please reach out to lgannarelli@morrealecomm.com on the Morreale team to access this file.





IPHCA
The Voice of Public Health in Illinois
Funding provided by the Illinois Department of Public Health



Community
Health Workers
Help. Guide. Thrive.

Here to make our

community thrive.

Pandemic Health Navigator Program

PLEASE NOTE:
The size and placement of the “sunflare” will change to highlight the “moments of care” and is up to the discretion of the designer where to place this effect.





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The Voice of Public Health in Illinois
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Pandemic Health Navigator Program

IMAGERY

Diverse. Real. Hopeful. Joy. Moving forward.

All images should have this point of view.

Avoid images that look “stocky” and show real moments for each diverse group in which they can see themselves from the Community Health Workers to the diverse communities they serve.

IMAGERY: DIVERSE, REAL SITUATIONS

IMAGERY: stock photo image

The imagery will reflect the different regions’ demographic. Specific demographic images will be applied to help the community see themselves in the materials.

Although we are using stock images, they should never look posed or “stocky”. Sense of “joy” and “moving forward” and “relief” should be seen in the photos.

Imagery should also connect to the main theme/content of the collateral.



IMAGERY: 3 CATEGORIES

Here are some examples of what to look for and think about when choosing stock imagery.

PLEASE NOTE: *This is but a small sampling of the imagery. More are being added.*

PLEASE NOTE: *Please reach out to lgannarelli@morrealecomm.com on the Morreale team to access images.*

Help.

Choose images that are on clean background to easily outline. Looking forward. Joy. Single image.



Guide.

Choose images that show engagement or imply engagement from CHW to their community to show points o



Thrive.

Choose images that show joyful moments. Every day moments. Real moments. Simple joys we are all trying to get back to.



Icons

Diverse. Real. Hopeful. Joy. Moving forward.

All images should have this point of view.

Avoid images that look “stocky” and show real moments for each diverse group in which they can see themselves from the Community Health Workers to the diverse communities they serve.

ICONS: CLEAN. SIMPLE.

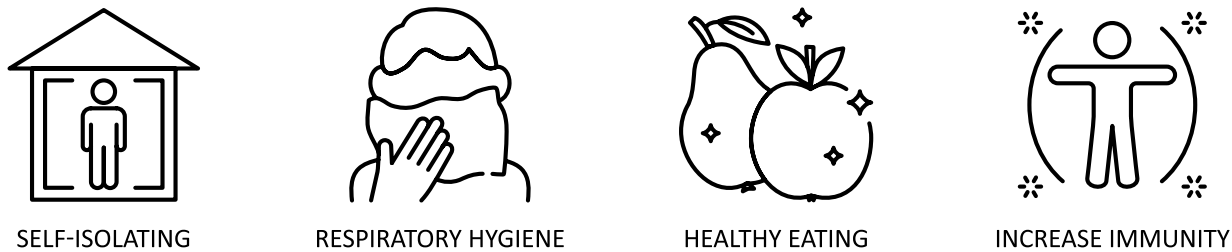
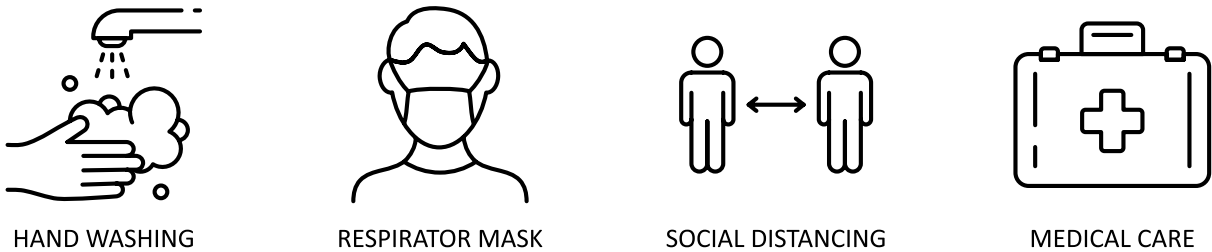
ICONS: Clean. Simple. Friendly. Clear.

To add depth pick an item to “color” to highlight or clarify an idea. This also helps to pull it out of the “stock” look and aligns to the new brand.

Start with the primary color palette whenever possible
If a color doesn’t fit due to items that have specific colors i.e. stop sign is red.



PLEASE NOTE: Please reach out to lgannarelli@morrealecomm.com on the Morreale team for the latest update on icons.



Icons outline color should be STRENGTH (GRAY)
whenever possible. Otherwise black outline.

PLEASE NOTE:
Icons are continuously being added.
This is a sample of the style.

INFO-GRAPHICS: MIX WITH ICON STYLE AND PEOPLE

INFO-GRAPHICS: Stylized. Diverse.

Combine the icon style with the people style to tell a richer story for info-graphics.

The colored areas will be pulled from the pimary color palette whenever possible.

Primary color palette



PLEASE NOTE: Please reach out to lgannarelli@morrealecomm.com on the Morreale team for the latest update on icons.



Icon style

People style



EXAMPLES

TO COME

SOCIAL MEDIA

TO COME

COPY TONE & VOICE

TO COME