

North Penn Community

**Health
Foundation**



Style Guide



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These guidelines are intended to help you effectively use the North Penn Community Health Foundation logo in various applications.

If your intended application is not specifically outlined on these pages, please contact us for guidance and/or approval of usage (see page 16).

By coordinating everything we publish, we can assure that we are presenting a consistent image. We appreciate your attention and adherence to the specific guidelines we have outlined.



The Foundation's logo is comprised of two components, the structured typography and the three arches.

Typography:

The font was chosen because of its strong, solid, legible structure that communicates strength, clarity, leadership and innovation.

Arches:

The three graduated arches are optically linked into the typography ("Foundation") and symbolize values important to the foundation and the community it serves. The stepped sweeping graphics suggest progression, diversity, vision, harmony, participation and growth. The arches emanate from the Foundation and progressively gain strength and character as they flow forward. The three elements are also symbolic of the foundation's core purpose, "Partnering, Investing, Improving".

Colors:

The steel blue contributes to the logo's strength as a "traditional" hue, communicating stability, longevity, education and investment. The progressive green tone symbolizes hope, future, growth, change and independence.

The preferred use of the logo is with the tag line, however certain applications may not lend themselves to this use, in which case you are permitted to use the logo without the tag line.

The following examples show the logo as it is to be used as a complete unit. This applies regardless if the tag line is used or not.

With tag line

There are no specific rules regarding the use of the tag line logo in different applications, other than the consideration of size. This logo version should be used with the consideration of legibility.



Without tag line



Single color applications

Alterations to the logo and application of color are not permitted. In cases where the specific green and blue versions cannot be used, a one-color logo application is acceptable if used in the NPCHF blue, black or reversed out to white from a solid background.



Color palette

Alterations to the logo and the application of colors are not permitted. However, solid, process and screen tints of the established colors are permitted on all support materials.

Following, are the specific color numbers for the NPCHF logo color scheme. Percentages for each color are acceptable for support graphics. Several examples are shown.

100% Pantone 370 C:56 M:0 Y:100 K:27

70%

40%

10%

100% Pantone 3035 C:100 M:0 Y:5 K:72

70%

40%

10%

The following logo basic standards apply for all media, including the web, print collateral, news articles and signage.

Clearance space

There must be adequate clearance space around the logo measuring at least one fourth of an inch. The clearance space in larger logo applications (such as signage) should be measured and applied proportionately.



Minimum size restrictions

The smallest dimensions permitted for use of the logo measure one and one quarter inches wide.



Arches

The green arch elements of the logo are permitted for use as a graphic design element, but only when separate from the North Penn Community Health Foundation word portion of the logo. They can be rotated, used individually or appear in the specified NPCHF blue or green. An example of this application can be seen on the cover of this Style Guide.

Typography recommendations

The recommended typefaces for use within support materials are as follows. Please note that the fonts are NOT included on the support CD due to license agreements. They are common fonts and can be purchased from any reputable font house.

Adobe Garamond Regular 1 2 3 4 5 6 7 8 9

Adobe Garamond Regular Italic 1 2 3 4 5 6 7 8 9

Adobe Garamond Semi-Bold 1 2 3 4 5 6 7 8 9

Adobe Garamond Semi-Bold Italic 1 2 3 4 5 6 7 8 9

Adobe Garamond Bold 1 2 3 4 5 6 7 8 9

Adobe Garamond Bold Italic 1 2 3 4 5 6 7 8 9

Futura Light 1 2 3 4 5 6 7 8 9

Futura Light Oblique 1 2 3 4 5 6 7 8 9

Futura Book 1 2 3 4 5 6 7 8 9

Futura Book Oblique 1 2 3 4 5 6 7 8 9

Futura Medium 1 2 3 4 5 6 7 8 9

Futura Bold 1 2 3 4 5 6 7 8 9

Futura Bold Oblique 1 2 3 4 5 6 7 8 9

Futura Extra Bold 1 2 3 4 5 6 7 8 9

Logo requirements for the web and presentations

Color specifications for RGB and HTML color conversions must be used for all web and digital presentations.

R: 79 G: 140 B: 13 HTML: 4F8C0D

R: 0 G: 61 B: 77 HTML: 003D4D

Orientation

The logo may not be displayed in any orientation different from what is provided in the artwork. The text should always be read horizontally on the medium it is being placed.



Locked elements

The logo may not be taken apart and combined in any way to create new artwork. No part of the logo may be changed or re-sized in any way relative to the rest of the logo.



Stretching and re-sizing

The logo may not be distorted by stretching or re-sizing. If re-sizing is needed, it should only be done keeping the proportions intact.



Borders

Do not enclose the logo within a visible border.



Change of color

The color hue or value of the logo cannot be altered.



Background

The logo may not be placed on top of an image or photo. Nor can it be placed on top of a background that does not offer sufficient contrast.



Please contact us for guidance, approvals or any concerns that you may have with the application of the logo or colors. We would be happy to assist you.

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Lansdale, PA 19446

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Fax: 215.412.0328

www.npchf.org

The North Penn Community Health Foundation identifies, selects and invests in programs and agencies that will improve the health, welfare and quality of life of children and families, older adults, people with disabilities and other disadvantaged populations in the community. The foundation values the individuals and agencies that work together in partnership to enhance the overall health of the community.

The foundation is particularly interested in promoting innovative and sustainable initiatives that will improve the overall quality and availability of health and human services to meet the unique needs of at-risk populations in our community.

www.npchf.org

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