



**HARBOR**  
COMMUNITY  
HEALTH CENTERS

# BRANDING GUIDE

MARCH 2020



**T**he Harbor Community Health Centers (“HCHC”) identity represents one of its greatest assets. If used properly, it can powerfully communicate a message, reinforce our position in the marketplace and distinguish us from other similar organizations in the industry. Improper use can diminish its value and dilute our brand.

Like any company asset, our logo needs to be protected. You can help by adhering to these guidelines to ensure its consistent representation.

Adaptable to internal and external communication materials, the logo provides a visual foundation and focus for all of HCHC’s communications. It projects strongly in both large and small sizes, in color, and in black and white.

These graphic specifications are designed to ensure consistent visual representation of HCHC. Strict adherence is required. There may be exceptions that justify slight departures from these guidelines. For these and other questions regarding the guidelines, please contact Nathalia Jimenez at [njimenez@pickharbor.org](mailto:njimenez@pickharbor.org) or 310.547.0202 ext. 134. She is responsible for identity standards compliance.

Please familiarize yourself with these standards and faithfully apply them. Your cooperation will ensure that HCHC maintains consistency and integrity in all communications.

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PRIMARY LOGO



SECONDARY LOGO



## HCHC LOGO

The proportions and placement of the HCHC logo are extremely important and may be enlarged or reduced to suit various applications.

Within each of the configurations, the relationship of the elements are fixed, and must not be manipulated or altered in any way other than the way they are presented here in this Branding Guide. Please note:

- 1 All artwork must be approved by Nathalia Jimenez.
- 2 Use rules, borders and accents with discretion.
- 3 The logo should not be altered in any way and should always be reproduced from an approved electronic file.

# LOGO REPRODUCTION



## CMYK or RGB



## PMS



## GRAYSCALE



## BLACK



## WHITE



## COLOR FORMATS

The examples demonstrate proper color treatments for the primary version of the logo. When a background color interferes with readability, “white” versions of the logo should be used. The logo may be reproduced in PMS inks, when reproduction considerations restrict the use of CMYK printing.

### WHAT IS CMYK?

The CMYK color model is often referred to as four-color process due to the fact that it utilizes four different colored inks to create an array of different hues. The name CMYK comes from the four colors applied during the printing process: Cyan (Blue), Magenta (Pink), Yellow and Key (Black). Commercial color offset printing presses and top-quality color laser printers use the CMYK color model.

CMYK colors are mixed during the printing process itself, which can sometimes cause very slight inconsistencies in color throughout a printing run. It’s usually not a particularly perceptible change, but it’s something to keep in mind when using logos with specific color branding.

### WHAT IS RGB?

The RGB color profile is used exclusively in digital design, as it represents the same colors used in computer screens, televisions and mobile devices. Rather than ink, colors in the RGB color wheel are created by blending light itself. The letters RGB represent the different colors used to create different hues: Red, Green and Blue. Website design and desktop publishing programs, such as Microsoft Word or PowerPoint, use the RGB color model.

### WHAT IS PMS?

PMS stands for Pantone® Matching System, which is a universal color matching system used primarily in printing. Unlike RGB and CMYK, PMS colors are created with pre-mixed ink long before the image is actually produced, resulting in the most consistent color possible. Commercial offset printing presses and promotional materials vendors (such as embroidery for a hat) use PMS colors, when they want to guarantee a consistent color match.



## CHOOSING THE RIGHT LOGO

The logo will undoubtedly need to appear on a variety of backgrounds – on products, in environments and against materials.

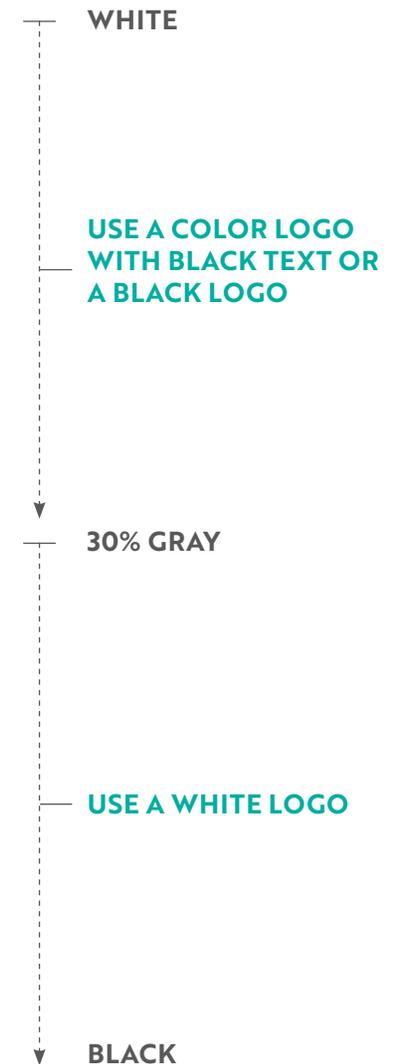
### HOW DO I DETERMINE THE APPROPRIATE LOGO COLOR TO USE?

When printing in CMYK or BW, assess the gray value of the background (approximately how dark it is in terms of shades of gray) upon which the logo needs to appear and choose the color that best solves the problem.

If the gray value of the background is light (white to 30% gray), use a full-color with black text or black logo.

For darker than 30% gray, use a white logo.

If a vendor specifies that the project will need to be printed using PMS inks, use the “PMS” version of the logo.





## SIZE + PLACEMENT

The logo has been designed to allow for a certain degree of adaptability. However, in order to maintain the integrity of the mark and a strong recognition factor, size considerations must be adhered to.

There are no maximum size restrictions as long as the clear space requirements are met.

### CLEAR ZONE

Whenever you use the full version of the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements, other than background colors or photos should invade this zone.



### MINIMUM SIZE

In a print environment, the measured width of the logo should never be smaller than 1.15".



# LOGO REPRODUCTION



## INCORRECT USAGE

It is important to maintain the integrity of the logo design in all media projects.

In order to maintain strong recognition, some specific uses of the logo are not permitted. To the right are examples of inappropriate logo treatments.

### DO NOT:

- 1 Alter the logo's colors
- 2 Reset the logotype in any other font
- 3 Embellish the logo by adding dimensional effects
- 4 Use logo against a distracting background
- 5 Ignore clear space guidelines
- 6 Distort, skew, vertically condense, horizontally stretch or angle the logo
- 7 Place the logo in a white box over a darker background



# LOGO REPRODUCTION



## LOGO FILE FORMATS

### PROFESSIONAL PUBLISHING

HCHC\_Logo\_4C.ai  
HCHC\_Logo\_G.ai  
HCHC\_Logo\_B.ai  
HCHC\_Logo\_W.ai  
HCHC\_Logo\_PMS.ai

### FOR DESKTOP PUBLISHING

HCHC\_Logo\_RGB.png or emf  
HCHC\_Logo\_G.png or emf  
HCHC\_Logo\_B.png or emf  
HCHC\_Logo\_W.png or emf

### ALTERNATE FORMATS

PDF, TIFF, GIF and JPG file formats have also been provided.

### PROFESSIONAL PUBLISHING

These files are in vector format, meaning that the shapes are defined by mathematical equations rather than groups of pixels. They are resolution-free, and can be scaled to any size, with no loss of quality. Dimensions are expressed in real-world units such as inches. These vector files are saved in AI format (Adobe Illustrator) and can be used as the source for generating other formats such as EPS, SVG, GIF and TIFF.

### DESKTOP PUBLISHING

For your convenience, the logo has been created in PNG format (RGB, "G" or gray, "B" or black, and "W" or white). They have transparent backgrounds and will work well in Microsoft Office applications. The EMF files are scalable as they are vector-based. The PNG files can be scaled, but enlarging them will reduce the quality, as these logos are pixel-based. Note that most documents created with Microsoft Office are unsuitable for professional-quality reproduction (e.g., offset printing).

### ALTERNATE FORMATS

On occasion an alternate format (PDF, TIFF, GIF and JPG) may be needed by an outside vendor or web developer. Special care should be taken when using these formats. Avoid scaling these formats, as enlarging will reduce the quality.



**VECTOR  
FILE ENLARGED**



**PIXEL-BASED  
FILE ENLARGED**

### VECTOR FORMAT VS. PIXEL FORMAT

PNG, TIFF, GIF and JPG files are all pixel-based graphics and made up of tiny dots also known as pixels. If you enlarge those file formats more than 100% of their original size, you will see a reduction in quality the larger the image size is increased.

# BRAND ELEMENTS



## HCHC COLORS

The color palette helps HCHC communicate with a unified voice. Color can convey different emotions and color use should be explored for the most impact. Never substitute different colors for the HCHC brand colors.

## PRINTING COLORS

Ink colors are affected by many variables including printing method, paper color and texture.

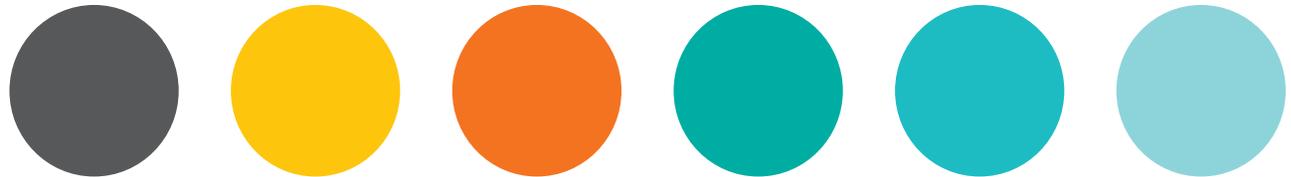
Our objective is to achieve a very close color match to the approved color palette.

Do not use this page for color matching, beyond referencing the PMS color numbers for your vendor. Do not use online representations of PMS inks for color matching. Please refer to your vendor's Pantone® color swatch books when comparing ink colors.



Pantone® is a registered trademark of Pantone, Inc.

## COLOR PALETTE



**0/0/0/80**  
CMYK

**0/23/100/0**  
CMYK

**0/68/100/0**  
CMYK

**92/0/47/0**  
CMYK

**71/0/27/0**  
CMYK

**42/0/15/0**  
CMYK

**88/89/91**  
RGB

**255/197/10**  
RGB

**242/115/33**  
RGB

**0/172/160**  
RGB

**24/188/194**  
RGB

**141/211/217**  
RGB

**#58595B**  
HEX

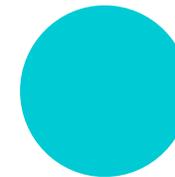
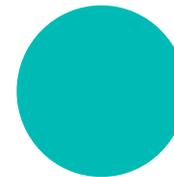
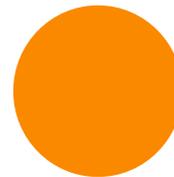
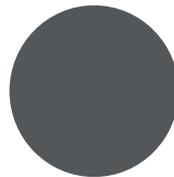
**#FFC50A**  
HEX

**#F27321**  
HEX

**#00ACA0**  
HEX

**#18BCC2**  
HEX

**#8DD3D9**  
HEX



**PMS 425C**

**PMS 123C**

**PMS 144C**

**PMS 3262C**

**PMS 319C**

C = Coated



## TYPOGRAPHY

### BUSINESS CORRESPONDENCE

Great thought has been taken in the selection of the typefaces for the HCHC brand.

Care in both a pragmatic and an artistic concern should be used when applying the use of these fonts, according to the guidelines on this page. The logotype font is fixed and other font usage is proportional to the point size.

The standard typefaces for HCHC's business correspondence are Calibri and Century Gothic. These type families were chosen because it is a standard font available in most word processing applications, including Microsoft Office.

### CALIBRI REGULAR

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

### CALIBRI ITALIC

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*

### CALIBRI BOLD

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

### CALIBRI BOLD ITALIC

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890***

### CENTURY GOTHIC BOLD

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**



## TYPOGRAPHY

### PROFESSIONAL PUBLISHING

The main typeface for HCHC's collateral materials is called Effra.

The complimentary typeface is called Brother 1816.

Both font families are available through the Adobe Fonts site:

<https://fonts.adobe.com/fonts/effra>

<https://fonts.adobe.com/fonts/brother-1816>

### EFFRA REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890

### EFFRA ITALIC

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890*

### EFFRA BOLD

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890**

### EFFRA HEAVY

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890**

### BROTHER 1816 MEDIUM

ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890

### BROTHER 1816 BOLD

**ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890**

### BROTHER 1816 EXTRA BOLD

**ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890**

# SAMPLE BRANDING APPLICATIONS



## LETTERHEAD, BOARD LETTERHEAD, BUSINESS CARD AND APPOINTMENT CARD

(not to scale)

**HARBOR**  
COMMUNITY  
HEALTH CENTERS

**6TH STREET HEALTH CENTER**  
593 West 6th Street  
San Pedro, CA 90731  
310.547.0202

**BEACON STREET HEALTH CENTER**  
731 S. Beacon Street  
San Pedro, CA 90731  
310.547.0202

**PACIFIC AVENUE HEALTH CENTER**  
425 S. Pacific Avenue  
San Pedro, CA 90731  
310.547.0202

PROTECTING THE HEALTH OF THE COMMUNITY SINCE 1970

**BOARD OF DIRECTORS**

**CHAIRMAN**  
Chad Sparks, MD

**VICE CHAIRMAN**  
Dana Martin

**SECRETARY**  
Ida Mae Taylor

**Joana Alvarez, MSW, ASW, PPSIC**

Blanca Banks  
David Hou  
Mike Lansing  
Deborah Olson  
Melinda Taylor, CPA  
Julie Van Wert, JD  
Alan Weinfeld, JD

**HONORARY BOARD MEMBERS**

Nanette Diaz Barragan  
United States House of Representatives  
44th Congressional District

Steven Bradford  
California State Senate  
District 55th

Joe Buscaino  
Los Angeles City Council  
15th District

Janice Hahn  
Los Angeles County Supervisor  
4th District

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PROTECTING THE HEALTH OF THE COMMUNITY SINCE 1970

- Adult primary care
- Pediatrics
- Women's health/ObGyn
- Mental health services
- Case management
- Enrollment assistance
- Family dentistry

**APPOINTMENTS: 310.547.0202 FAX: 310.547.5096**

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[harborchc.org](http://harborchc.org)

**Nathalia A. Jimenez, MPH, MBA**  
Chief Operations Officer  
310.547.0202 ext. 134  
[rjimenez@pickharbor.org](mailto:rjimenez@pickharbor.org)

**Appointment Reminder**

\_\_\_\_\_ has an appointment on:  
**O M O T U O W O T H O F O S**

Date: \_\_\_\_\_  
 Time: \_\_\_\_\_  
 Provider: \_\_\_\_\_

**6TH STREET HEALTH CENTER**  
593 West 6th Street  
San Pedro, CA 90731

**BEACON STREET HEALTH CENTER**  
731 S. Beacon Street  
San Pedro, CA 90731

**PACIFIC AVENUE HEALTH CENTER**  
425 S. Pacific Avenue  
San Pedro, CA 90731  
[harborchc.org](http://harborchc.org)

## BUSINESS COLLATERAL SYSTEM

This page shows the approved layouts of the primary elements of HCHC's business collateral system.

The letterhead will be used for all official communication that is going out of HCHC.

# SAMPLE BRANDING APPLICATIONS



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310.547.0202

**BEACON STREET  
HEALTH CENTER**  
731 S. Beacon Street  
San Pedro, CA 90731  
310.547.0202

**PACIFIC AVENUE  
HEALTH CENTER**  
425 S. Pacific Avenue  
San Pedro, CA 90731  
310.547.0202

Monday, July 29, 2019

Mr. John Doe  
123 Spring Street  
Your Town, CA 90000

RE: XYZ ISSUE

Dear Mr. Doe,

Parist peruptate sus, occume pre venim sim ut et iilitataque sa sam, soluptatur? Quidenimusa cum et aut estitiam, con corepudae quatet a simaior ehenim hilibus modi aut ipsanderio moluptatio vendundipis aut atur minvend ellatemporum necto quam ut enis eos num veliquaerum ereperum fugita volore volupta tatist alique nemporio. Igniet, alisimintur?

## Heading 1

Quia nonsequam que pliqui sin et aut eius, sime simagnim aligendunt mos nobis quam sit, est ent reheniendis earcia dest est, se laut eum, nisquas cus quunt, tem doluptatus aut quatur maionsequi vel id et laudis natur? Ceptatur, nissimenda nest labor maximus andites verum illutem inienim intiam, susdae. Nam qui nessequam, totatem volestr uptatum veni omnis quam, quidescium coresse ctibus etur?

## HEADING 2

Qui dendic to et aturiscis reris aut et et apelnigt, sunt utatur sequi tem re volorro et vendipsa serferrum rerferum harci nonsequam adigenis auta dem nos exceate anis aspit, qui sit min reium eos es sunte culpa comnia sumet postem exeratia praepelest, cones esti inum volupta eperita speriorrori tetur? Quidunt utae quam doluptam eliquatur am eum alitem ex est erum re voluptusam qui cus doluptam, nonet velist parum ipis assequi aliasperum consequi imil inullest eos perorio quatur sum fuga. Itaque laborepudam facea collecti ditios prae cusam, nusant min con nestrum, nat offic te nis voluptiuste quae nesequi deribus elleni dolor aliqui nest, cone num ipsam, sum iducit, as dolorro tore execeris de voluptam iur sitassum vellupta volorep elicia posam sus por ad eatur, sint prorum eosto minveles mi, arum illore captur as aborem inullor sandus, ullant qui andel ius, occaecaerit mostrum fuga. Nam nus audit, nemporem. Mi, od estrunt.

## Heading 3

Atur mo tet dolorepres eicitatusae eum eatur aut harum fugita plabor molut endit, que dolut ute et, tenit hicipsum et fugiam, que labo. Ditiorias que ne nem niatur, con ni omnis ma quidenis quam vel experchil ipicati nvelendio. Nam incto od quatus prerchicto magni inctota tqwasperiam sectectis am quam doluptate volum eariata ssumdam abor sandistecus, tem ipsunt, alit, aut quae maximus dis de

PROTECTING THE HEALTH OF THE COMMUNITY SINCE 1970

## LETTERHEAD TEMPLATE

The letterhead templates were created in MS Word and should be used for all HCHC official communication. There are three versions:

- **HCHC\_Letterhead\_Template.dotx**  
*This template includes the header + footer elements and is used when NOT printing out on pre-printed letterhead paper.*
- **HCHC\_Letterhead-PrePrinted\_Template.dotx**  
*This template is used when printing out on pre-printed letterhead paper.*
- **HCHC\_Letterhead-Board-PrePrinted\_Template.dotx**  
*This template is used when printing out on pre-printed Board of Directors letterhead paper.*

When typing correspondence please use Calibri Regular at 11 pt. with single spacing. There are a number of pre-set Heading styles within the template, using Century Gothic Bold.

Follow the pre-determined margins which are set to 1" on either side. Do not alter the header or footer graphics within the electronic letterhead documents in any way.

When possible, the following styles should be used:

- Numbers below ten should be written in full, unless they appear in tables.
- Body copy can be further emphasized by the use of text **weight** and **color**.
- use short dashes (ens) when there are no spaces between words ie: 2000-2005, and long dashes (ems) when there are spaces between words ie: Level 4 – Text
- Avoid widows at the end of paragraphs.
- Do not hyphenate words.



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