



The Central Health System Logo Guidelines

UPDATED JUNE 2024

The foundation of our visual identity

Our logo serves as the most immediate visual representation of who we are and what we stand for. Consistent and proper usage of our logo across all platforms is crucial in establishing a strong, unified brand presence. This section provides detailed guidelines on how to correctly use our logo in various contexts to ensure clarity, recognition, and impact. By adhering to these guidelines, we protect the integrity of our brand and maintain a cohesive visual identity across all touchpoints.

Logo is a general term used to reference any graphic that represents a company, organization, or brand. It is a visual mark designed to be easily recognizable and memorable. Logos are often composed of images, symbols, and/or text that convey the essence of the brand's identity.

A **brandmark** is a specific type of logo that consists of a symbol, icon, or design element without any text. It visually represents a brand and is designed to be instantly recognizable and associated with the brand. Brandmarks are often used to create a strong visual identity that can stand alone and still convey the essence of the brand.

A **wordmark** is a logo that focuses on the brand name itself, using unique letterforms to create a memorable and distinctive visual identity. It emphasizes the name of the brand as the primary element of the logo.

A **signature** in branding typically refers to a logo arrangement and is comprised of a combination of brandmark, wordmark, and byline. Our logos have specific signatures detailed on the following pages. No signatures beyond those detailed herein have been approved for official use.

LOGO ANATOMY



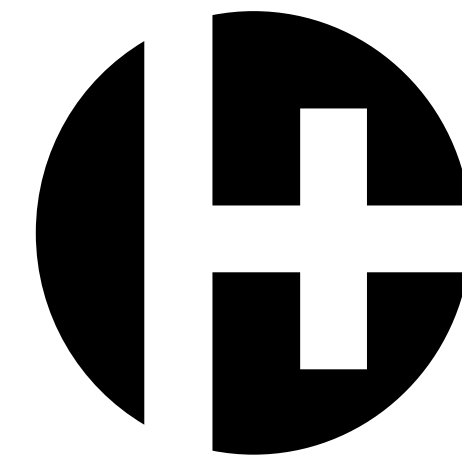
Our system brandmark

Our brandmark captures the essence of the Central Health system brand. It features our core palette, a combination of teals that evoke feelings of trust and healing. The design incorporates key elements of our identity:

- The “C” stands for “community,” “central,” “care,” and “connection.”
- The “H” stands for “health” and “heart.”
- The internationally recognized healthcare cross symbolizes unity, compassion, and care.

This brandmark is a visual embodiment of our commitment to providing comprehensive, inclusive, and high-quality healthcare.

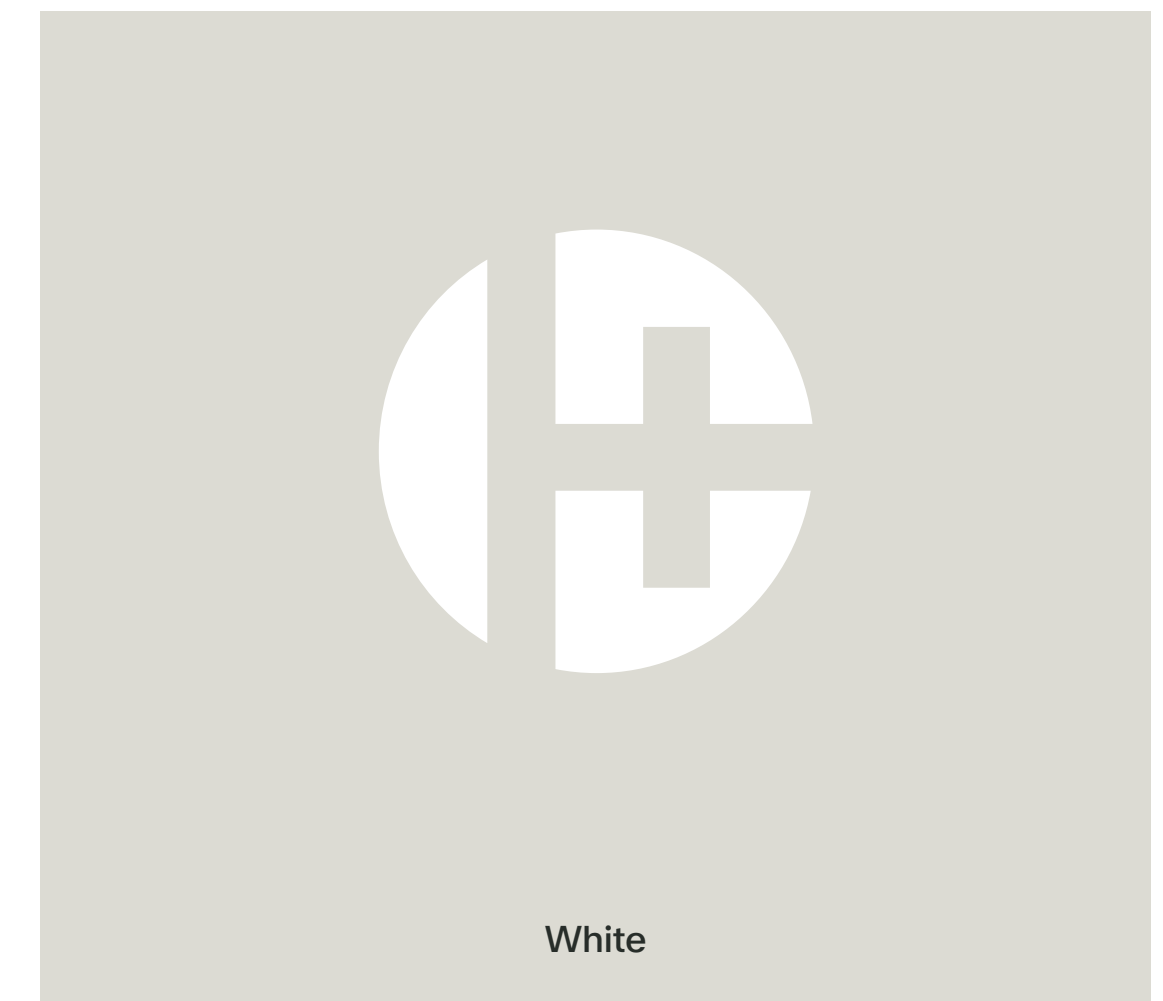
The brandmark should always be surrounded by clear space that is equal to the width of the stem in the “H” element.



Black



0.25 inch min. width



White

Central Health

Primary signature

The primary signature for Central Health consists of three components: **brandmark**, **wordmark**, and **byline**.

It can appear in a vertical configuration (with the wordmark and byline vertically centered below the brandmark) or in a horizontal configuration (with the wordmark and byline horizontally centered to the right of the brandmark).

The signature should always be surrounded by clear space that is equal to the height of the "C" from the wordmark.

Within the signature itself, spacing between the brandmark and wordmark should be equal to the height or width of the "C" from the wordmark.

Secondary signature

The secondary signature for Central Health consists of two components: **brandmark** and **wordmark**.

This secondary signature follows the same clear space and internal spacing rules as the primary signature.



2 inches min. width



2.5 inches min. width



1.25 inches min. width



1.75 inches min. width

CommUnityCare

Primary signature

The primary signature for CommUnityCare consists of three components: brandmark, wordmark, and byline.

It can appear in a vertical configuration (with the wordmark and byline vertically centered below the brandmark) or in a horizontal configuration (with the wordmark and byline horizontally centered to the right of the brandmark).

The signature should always be surrounded by clear space that is equal to the height of the "C" from the wordmark.

Within the signature itself, spacing between the brandmark and wordmark should be equal to the height or width of the "C" from the wordmark.

Secondary signature

The secondary signature for CommUnityCare consists of two components: brandmark and wordmark.

This secondary signature follows the same clear space and internal spacing rules as the primary signature.



2 inches min. width



2.5 inches min. width



1.25 inches min. width



1.75 inches min. width

Sendero Health Plans

The primary signature for Sendero Health Plans consists of two components: **brandmark** and **wordmark**.

It can appear in a vertical configuration (with the wordmark and byline vertically centered below the brandmark) or in a horizontal configuration (with the wordmark and byline horizontally centered to the right of the brandmark).

The signature should always be surrounded by clear space that is equal to the height of the "O" from the wordmark.

Within the signature itself, spacing between the brandmark and wordmark should be equal to the height or width of the "D" from the wordmark.



1 inch min. width



1.75 inch min. width



Usage guidelines

Brandmarks, logos, and signatures should adhere to these general guidelines for usage.

- Color versions are the preferred options for usage in brand communications.
- All-black versions may be employed as necessary in applications where the color version does not display effectively.
- All-white versions are best for usage on darker backgrounds.
- Ensure there is no overlap with any busy patterns or areas of a photo.
- Secondary versions can be used in applications in which the primary version is not appropriate. These include applications in which the byline in the primary version would be illegible (e.g., mobile ads or employee badges) or difficult to reproduce (for example, stitching on a shirt).

Incorrect usage

To ensure the integrity of our communications, brand logos should never be altered in any way.

DO NOT:

- Stretch logos
- Use off-brand colors
- Attempt to recreate or replace brandmarks, wordmarks, or bylines
- Apply drop shadows
- Place logos on backgrounds with poor contrast
- Overlap logos with busy or complex patterns
- Change the positioning of the brandmark and wordmark
- Change the positioning of letters
- Tilt logos
- Apply gradients to logos

For more information

As Central Health's communications continue to evolve over time, so too will these brand guidelines

Branding questions

If you have any questions regarding these guidelines, or if you need help addressing an issue not covered here, please contact a member of our communications team at Communications@CentralHealth.net.

