

Brand Identity Standards



Small Hospital. Big Medicine.

User Information

This guide will serve as a tool on how to use the basic identity elements.

Within this guide you will be shown the basic elements of Witham Health Services identity system.

- Primary Logomark
- Logo Usage
- Color Usage
- Maintaining the Brand
- Application Samples
- How To Insert the Logomark

If you are ever in doubt or have a question about any identity usage, please contact MaryBeth Searles, Director of Marketing and Public Relations, at (765) 485-8107 or e-mail to msearles@witham.org.

Primary Logomark

The Primary Logomark for Witham Health Services consists of a blue square with the words, Witham Health Services reversed out in white.



Primary Logomark with Tagline

The tagline is centered under the logomark. Please see page 3 for example of the tagline placement. The tagline is considered artwork and should never be typeset. If you have questions concerning the tagline, please see page 8 for contact information.



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When and Where to Use

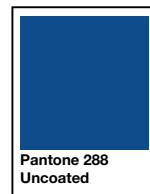
The Primary Logomark should appear in a prominent location on all materials published by Witham Health Services, whether in print or digital form. Marketing & PR recommends using the Primary Logomark with the tagline whenever possible. Do not clutter other design elements or type too close to the Logomark. This will keep it very clean and legible.

Color Usage

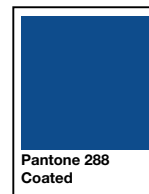
The Symbol uses a Blue (PMS 288), and the Wordmark uses Process Black.

The Logomark should be set on a white background, noting the minimum safe area, so that it stands out distinctly.

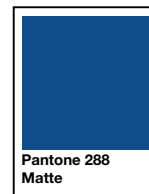
NOTE: The Process (CMYK) color make-up, is a custom build. Please use the percentages provided.



Pantone 288
Uncoated



Pantone 288
Coated

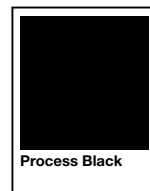


Pantone 288
Matte

Process – 4c – CMYK | C = 100%, M = 72%, Y = 0%, K = 32%

RGB | R = 0, G = 75, B = 141

Hexadecimal | #004B8D



Process Black

Safe Area

It is important to set the logo into a “safe area” away from other design elements. To create a safe area, take the height of two W’s, and place around the logo. The tagline is centered under the logo. The tagline also sets on an invisible line that is the height of one W. No other design element can be inside the safe area. Please see the example illustrated on this page.

Do not reduce the logo below 3/4” wide.



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Alternative Logomark

In some cases, the logo will have to be smaller than 3/4” tall, like on a pen. Please see example of alternative logomark shown here. The alternative logomark can never be used unless you have permission from the Marketing & PR Department. If you have questions concerning the alternative logomark, please see page 8 for contact information.



Logomark Usage

The logo can be placed on a solid background. If placing it on a solid background, please make sure the white frame around the box is the same thickness as the weight of the letters in, "Health Services."

Never use a black logo on a color background. Use the color logo in color positions and the black logo in black and white positions.

Logomark Usage Continued

The tagline must appear as shown. Examples of non acceptable tagline placements are also shown and indicated with a circle and slash.



On lighter backgrounds, please change tagline back to black.



Logomark Usage Continued

The logo can be placed over photographs as long as the tagline is legible. Please see examples.



Never place the logo over a photo and solid background as shown.



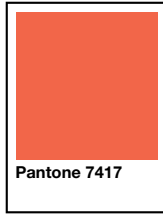
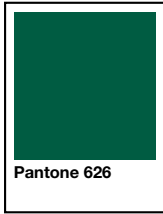
Witham Color Palette

The following colors have been authorized for use on Witham print materials. No other colors can be used with the Witham blue unless you have received permission from Witham.

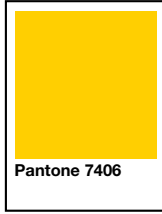
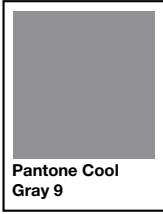
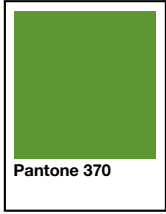
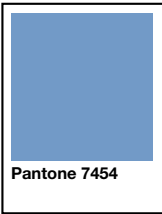
LOGO COLOR



PRIMARY COLOR PALETTE



COMPLEMENTARY COLOR PALETTE



Corporate Promotional Items Samples

These samples are provided to show how the Logomark can be applied to promotional items for the hospital.

