



California Health Care Foundation

HEALTH CARE THAT WORKS FOR ALL CALIFORNIANS

Style Guide



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LOGOMARK



LOGOTYPE



LOCKUP

ALTERNATE LOCKUPS

HORIZONTAL

Without tagline



California Health Care Foundation

HORIZONTAL

Stacked logotype



California
Health Care
Foundation

VERTICAL

Full company name or as an acronym



California
Health Care
Foundation



CHCF

CLEAR SPACE

The CHCF identity must be clearly separated from other elements, including type, illustration, and photography. Clear space is the appropriate type of unviolated space around the logo. The amount of clear space is 1/2 the height of the box surrounding the CHCF logomark.



MINIMUM SIZE

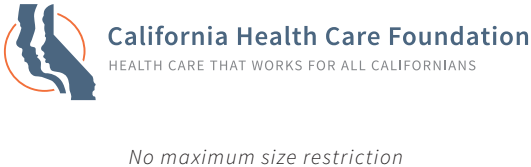
HORIZONTAL

To ensure legibility, the minimum horizontal size for reproduction of this specific CHCF lockup is 1.5” (44.45 mm) wide.

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

To ensure legibility, the minimum horizontal size for reproduction of this specific CHCF lockup is .85” (21.59 mm) wide.

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



MINIMUM SIZE

VERTICAL

To ensure legibility, the minimum vertical size for reproduction of this specific CHCF lockup is .5" (12.7 mm) wide.

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



To ensure legibility, the minimum vertical size for reproduction of this specific CHCF lockup is .325" (8.255 mm) wide.

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



INCORRECT LOGO USAGE



DO NOT change the fonts within the logo.



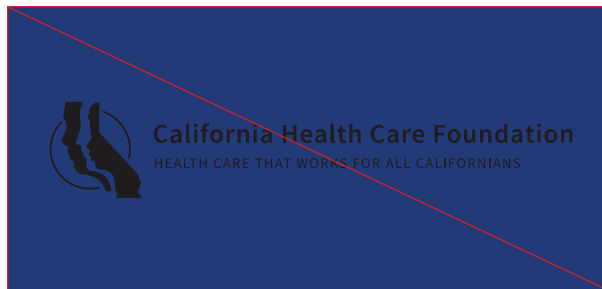
DO NOT place the white logo on a light background.



DO NOT rearrange the elements of the logo.



DO NOT change the colors of the logo.



DO NOT place the black logo on a dark background.



DO NOT clip any part of the logo.



DO NOT put the logo on an angle.



DO NOT distort the logo.



DO NOT apply a drop shadow to the logo.



COLOR PALETTE



WEDGEWOOD BLUE

CMYK: C75 M54 Y34 K11
RGB: R77 G103 B128
HEX: 4d6780



ORANGE

CMYK: C0 M70 Y83 K0
RGB: R242 G112 B62
HEX: f2703e



GREY

CMYK: C0 M0 Y0 K57
RGB: R110 G110 B110
HEX: 6e6e6e



BLACK

CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
HEX: 000000

TYPOGRAPHY

SOURCE SANS PRO

The typeface for CHCF is Source Sans Pro, and must be used for all company-related materials when possible. If the font is not available, a preapproved alternative typeface has been selected below.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

ARIAL

In cases where Source Sans Pro is not available, Arial can be used as a substitute.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

CORRECT PHOTO USAGE

When using the CHCF logo with photography, it is important to abide by the following rules to ensure that the logo remains legible.

The color version of the logo should only be used with photography that consists of lighter color values. If it is not possible to use the color version, the black version of the logo should be used.

The white version of the logo should only be used with photography that consists of darker color values.



INCORRECT PHOTO USAGE

DO NOT use the white version of the CHCF logo with photography that consists of lighter color values.

DO NOT use the color or black version of the CHCF logo with photography that consists of darker color values.

