St. Claire HealthCare

GRAPHIC STANDARDS

The *care* you need. The *caring* you deserve.

GRAPHIC GUIDELINES

It is important to make sure that our logos are used consistently and correctly in all internal and external communications. When all of our brochures, ads, forms and other materials are working together St. Claire HealthCare's name and logo will have the most impact. Each logo has been designed using specific typefaces, colors and proportions which must not be changed.

Consistent and correct usage of the logos associated with St. Claire HealthCare will result in increased brand awareness among patients, prospective patients, referring physicians, employees and the communities we serve.

For questions or assistance in choosing the correct logo, contact Marketing & Public Relations at 606.783.6927 or email schcommunications@st-claire.org.

PREFERRED LOGO

The examples below show appropriate use and color schemes for St. Claire HealthCare's preferred, primary logo.

PMS 202 & PMS COOL GRAY 9C
(may be used on any white or light background color)

PMS COOL GRAY 7C & BLACK
(may only be used in black and white printing)

SOLID BLACK
(may only be used in black and white printing)

SOLID WHITE
(may be used on any dark background color)

PMS COOL GRAY 7C & WHITE
(may be used on a dark background)

SECONDARY LOGOS

The examples below show appropriate use and color schemes for our secondary logos.
See previous page for details on approved color schemes.

RESIZING - Special care should be taken not to distort or stretch logos during re-sizing. One easy way to maintain proper logo proportions is to hold the shift key while dragging the corner of the logo to re-size.

CLEAR SPACE - There should be an area of "clear space" around the logo that is free of other type, images or design elements. Do not crowd the logo.

COLOR VARIATION - Colors should remain consistent. Do not fade or alter colors in any way.

APPROVED TAG LINE

The tag line may be used in any appropriately branded publication of our organization. The two approved formats below should always be used as a graphic, never typed, in order to maintain visual consistency.

*The **care** you need. The **caring** you deserve.*

COLOR PALETTE

The approved colors for the St. Claire HealthCare logo are burgundy, gray/silver, white and black. The specific Pantone colors were carefully selected and should not be altered.

Silver (Pantone 877C) may only be used for promotional items.

For questions or assistance in choosing the correct color scheme, contact Marketing & Public Relations at 606.783.6927 or email schcommunications@st-claire.org.

PANTONE 202C

CMYK	9-100-64-48
RGB	134-38-51
HEX	862633

PANTONE COOL GRAY 9C

CMYK	30-22-17-57
RGB	117-120-123
HEX	75787b

PANTONE COOL GRAY 7C

CMYK	20-14-12-40
RGB	151-153-155
HEX	97999B

PANTONE SILVER 877C

CMYK	45-34-34-0
RGB	138-141-143
HEX	8a8d8f
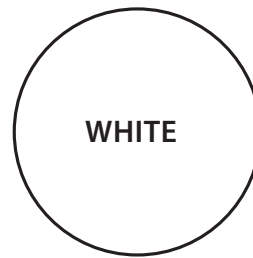
WHITE

CMYK	0-0-0-0
RGB	255-255-255
HEX	ffffff
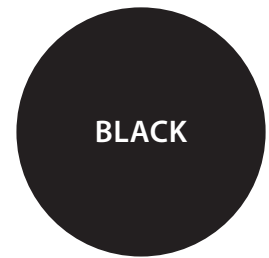
BLACK

CMYK	0-0-0-100
RGB	39-37-31
HEX	27251f

PRIMARY FONTS

St. Claire HealthCare has selected the Henriette, Myriad Pro font families as primary fonts.

Henriette	Myriad Pro	Myriad Pro Condensed
Henriette Regular - *Italic*	Myriad Pro Light - *Italic*	Myriad Pro Light Condensed - *Italic*
Henriette Medium - *Italic*	Myriad Pro Regular - *Italic*	Myriad Pro Condensed - *Italic*
Henriette Bold - *Italic*	**Myriad Pro Semibold - *Italic***	**Myriad Pro Semibold Condensed - *Italic***
Henriette Heavy - *Italic*	**Myriad Pro Bold - *Italic***	**Myriad Pro Bold Condensed - *Italic***
Henriette Black - *Italic*	**Myriad Pro Black - *Italic***	**Myriad Pro Black Condensed - *Italic***