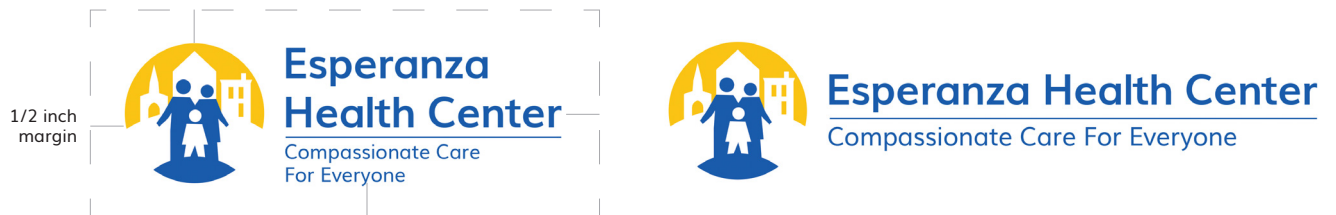


Esperanza Health Center

Identity Standards Sheet

Compassionate Care For Everyone is our descriptive tagline focused on EHC's desires to engage in graceful humble engagement, listening and caring for the community.

Following this sheet is critical to achieving continued visibility and awareness of our logo and new tagline and in establishing the desired image for EHC in the community. When the logo and the tagline is used together, it is called a *lock-up*. There are various lock-ups in different shapes to fit various spaces. (See below. Talk to the communications dept. to request a lock-up.) Following this sheet will help us reproduce the logo and tagline correctly and help EHC achieve the coherency and consistency that is necessary to effectively promote its image and communication efforts. When placing the EHC logo and tagline in various print/digital spaces, please leave at least a 0.25 inch margin to ensure its integrity and full visibility.



EHC Logo/Logo Lock-Ups

Only 2-color variations are shown. Variations on the logo/logo lock-ups' shape is necessary so that they can fit in various print/digital spaces. For example, the logo (below left) is a rectangular shape while the one (below right) is a horizontal shape. (Same color logos and lock-ups are not shown and should be used sparingly. Check with the communications dept.)



DO NOT...



**Esperanza
Health Center**
Compassionate Care
For Everyone

Stretch the logo (Hold shift key when reducing/enlarging to keep proportions)



**Esperanza
Health Center**
Compassionate Care
For Everyone

Squish the logo (Hold shift key when reducing/enlarging to keep proportions)



**Esperanza
Health Center**
Compassionate Care
For Everyone

Do not change the font or its weight



**Esperanza
Health Center**
Compassionate Care
For Everyone

Do not move the tagline



REVISED LOGO COLORS

We darkened both EHC colors slightly to make them more vibrant. RGB and Hexadecimal are used for digital formats (website, social media, etc.). CMYK and Pantone are used for offset printing formats (brochures, fliers, etc.).

EHC Blue	EHC Yellow
Flat-color offset printing Pantone 300C	Flat-color offset printing Pantone 116C
CMYK: 92.1% cyan, 68.85% magenta, 0.2% yellow, 0% black	CMYK: 1.4% cyan, 15.26% magenta, 99.42% yellow, 0% black
RGB: R:25, G:92, B:171	RGB: R:249, G:196, B:20
Hexidecimal: 195CAB	Hexidecimal F9C414

EHC Typefaces

The primary typeface for the EHC logotype and tagline is Muli (see right). We chose it because we wanted a single story letter a instead of a double story letter a. (See below)

Muli Bold is what we will use for the EHC name and Muli Regular for the tagline. Muli has font variations from extra light to bold italic. There is no condensed font variation.

**Esperanza
Health Center**



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NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
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