



YOUR HEALTH, OUR COMMUNITY, OUR COMMITMENT.

Brand Standards Guide

2022

This document is your guide to understanding the usage standards for the **HUNTSVILLE MEMORIAL HOSPITAL** identity program across a variety of applications — from print advertising and collateral materials to website and stationery. The graphic identity program supports our overall branding strategy and will help build recognition for **HMH**.

Building equity in the brand involves a significant investment of resources on the part of the company. To help us all realize the best return on our investment, we ask that you follow the standards outlined here. By doing your part to ensure consistency, you will maximize the effectiveness of the graphic identity and enhance the value of the brand.

QUESTIONS & APPROVALS

- + Please contact **Brian Goldgar** at **936-435-7979** or email **brian.goldgar@huntsvillememorial.com** with any questions or approval needs.

LOGO USAGE

The Huntsville Memorial Hospital logo is the most fundamental element of our identity. When used according to corporate guidelines, it establishes continuity and maximizes HMH's brand. The HMH logo should be placed on a white background only. However, when a white background cannot be used, choose either the 100% black or knockout version, depending on which is most readable. It's important to use the combination that gives the highest contrast between the logo and the background, as shown here. Always use the authorized artwork, which can be scaled as needed. Do not redraw, modify or change the logo in any way. Do not typeset the logo with existing typefaces.

100% BLACK

Use for 1 color (black) printing on a white background.

**KNOCKOUT**

Use for printing on a background of any color, including black.

**COLORS**

The logo may be reproduced in the corporate colors:

PMS 425 = grey

PMS 1945 = red



COLORS

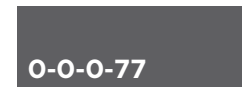
Following is the corporate color palette for HMH.

PRIMARY COLORS

PMS



CMYK



RGB



HEX#

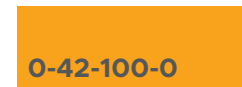
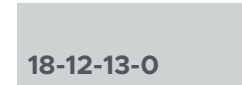


SECONDARY COLORS:

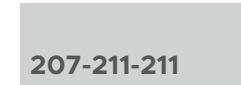
PMS



CMYK



RGB



HEX#



TYPOGRAPHY

Font usage for creating a consistent look for all HMH communications. A limited number of approved typefaces have been selected for all print applications.

Microsoft Word font usage, for internal/office use only (if needed):

Arial Regular (sans serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

Calisto MT (serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

HMH CORPORATE TYPEFACES:**Gotham Font Family (sans serif)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

New Spirit Font Family (serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

PHOTOGRAPHY & ILLUSTRATION STYLING

Photography focusses on people. Warm, friendly, relaxed settings both in the day of the life of a patient as well as those on staff at HMH.

Illustrations include stars, star cutouts and patterns of stars to mimic the star in the logo.

