



**PARTNERSHIP**  
for Better Health

BRAND GUIDE

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## WHO WE ARE

The Partnership for Better Health is a community foundation that works collaboratively with key stakeholders throughout Perry County, parts of Adams and Cumberland Counties, and the Shippensburg Area to positively influence the lives of our neighbors.

Through community investment, engagement and good stewardship, we foster sustainable solutions to some of today's toughest health challenges.

We are making a difference — together.

## » OUR MISSION

The Partnership for Better Health champions and invests in ideas, initiatives, and collaborations to advance equity and improve the health of the people and communities in our region.

# LOGO & USAGE

## » OUR LOGO

The Partnership for Better Health logo is an energetic, active mark designed to represent the collaborative spirit of the foundation. The overlapping “leaves” in our icon symbolize improvement in health and wellbeing, and call to the strength and vitality of trees — a symbol that our organization has historically embraced.

The typography is clean, friendly and modern; the colors are approachable, bright and fresh. Marketing collateral should be designed with this essence in mind.

- a. The primary logo consists of the leaf icon, wordmark and tagline.
- b. The foundation logo should never be re-created or altered in any way.
- c. To print in grayscale, use file **partnership-logo-b.eps**. This icon has been tailored for grayscale reproduction, the wordmark has been converted to 70% black and the tagline is reproduced in 30% black.
- d. To print on a black background in grayscale, use file **partnership-logo-w.eps**.



A Community Foundation  
Making a Difference — Together



..... partnership-logo-b.eps



..... partnership-logo-w.eps

# LOGO & USAGE

## » AREA OF ISOLATION

Clear space is essential for proper presentation of the logo. The minimum amount of acceptable clear space is equal to the height of the letter "e" in the wordmark as shown.

## » SIZE RECOMMENDATIONS

For optimal clarity and readability, the logo should be displayed no smaller than the specified dimensions (below).

In printed materials, logo resolution must be 300dpi or higher. For digital applications, the resolution should be at least 72dpi.

- The icon may be reproduced at a minimum of .5" wide.
- The wordmark may be reproduced at a minimum of .7" wide.
- The logo without tagline may be reproduced at a minimum of 1" wide.
- The complete logo with tagline may be reproduced at a minimum of 2" wide.



The icon without wordmark may be used as a decorative element in design, or as a feature of promotional items, like t-shirts and mugs.



The wordmark may be used in areas of unique or extremely limited space. While acceptable in certain cases, this is not a preferred format.



The logo without tagline is an excellent option in materials with limited visual space, or in longer materials, like brochures, when the tagline is stated elsewhere.



The full logo with tagline is the preferred format, particularly when used in co-branded materials.



# LOGO & USAGE

## » PALETTE COLORS

- a. The color palette for the Partnership for Better Health consists of two primary, one secondary and five tertiary colors. To ensure brand consistency across all mediums, Pantone, CMYK, RGB and HEX values are provided.
- b. PMS Cool Gray 10 should only be used as an accent or text color.
- c. Any of the tertiary colors may be used as primary background colors in collateral designed for the foundation.

### Primary Colors



PMS: Process Cyan  
CMYK:  
100 / 0 / 0 / 0  
RGB:  
0 / 173 / 238  
HEX:  
#00ADEE



PMS: 376c  
CMYK:  
50 / 0 / 100 / 0  
RGB:  
143 / 202 / 67  
HEX:  
#8FCA43

### Secondary Color



PMS:  
Cool Gray 10      CMYK:  
0 / 2 / 0 / 60      RGB:  
173 / 175 / 178      HEX:  
#ADAFB2

### Tertiary Colors



PMS: 374c  
CMYK:  
24 / 0 / 57 / 0  
RGB:  
200 / 225 / 144  
HEX:  
#C8E190



PMS: 3405c  
CMYK:  
85 / 0 / 65 / 0  
RGB:  
0 / 178 / 133  
HEX:  
#00B285



PMS: 360c  
CMYK:  
58 / 0 / 80 / 0  
RGB:  
121 / 196 / 104  
HEX:  
#79C468



PMS: 585c  
CMYK:  
11 / 0 / 66 / 2  
RGB:  
224 / 230 / 122  
HEX:  
#E0E67A



PMS: 633c  
CMYK:  
100 / 0 / 10 / 25  
RGB:  
0 / 138 / 175  
HEX:  
#008AAF

# LOGO & USAGE

## » BACKGROUND USAGE

- The logo should always be placed on a white background or 10% or lighter tint of one of the palette colors, except PMS 633, which should be used at 5%.
- The logo should normally be reproduced in full color on a white or light-colored background. When necessary, it may be reversed in grayscale on white or black.
- If placed over a photo, there should be sufficient, light-colored clear space.

## » INCORRECT BACKGROUND USAGE

- Do not use the logo on a background color that is a 100% tint of one of the palette colors.
- Do not place the logo on a complex background texture or photo.



# LOGO & USAGE

## » INCORRECT LOGO USAGE

- a. Never change the colors of the logo elements.
- b. Never outline the logo.
- c. Do not rearrange logo elements.
- d. Do not embellish the logo.
- e. Do not distort, skew or rotate the logo.





# GLOSSARY

**cmymk** CMYK stands for cyan, magenta, yellow and black. It refers to the four ink colors used in standard, four-color printing. Pantone ink colors (see below) are an alternative method for printing in color.

**dpi** Dots per inch (dpi) is a unit of measure with regard to printing or video / digital resolution. Images intended for print should be a minimum of 300dpi. Images intended for screen / digital publishing should be at least 72dpi.

**hex** Web colors are typically denoted in either hexadecimal (HEX) format, or RGB (see below). HEX web colors are represented by six digits or characters, preceded by a hashmark (#).

**pantone** Pantone inks are a standardized suite of colors that allow brands to print colors consistently. CMYK colors may vary slightly from print to print. Pantone colors are mixed specifically, and print as a solid color, rather than a composite of four different inks. In one- or two-color printing, Pantone inks allow us to achieve custom color affordably.

**rgb** RGB stands for red, green and blue. It is a digital color model that should be used for electronic applications.

**sans-serif** In typography, sans-serif refers to fonts that do not have serifs, or small lines attached to the end of a stroke in a letter or symbol. The alternative would be a serif font, like Times New Roman. The foundation uses the sans-serif fonts Avenir and Arial.

**wordmark** Also known as a logotype, a wordmark is a typographic treatment of a company, initiative or product name used for the purpose of identification and branding. A wordmark may be used in conjunction with an icon for the creation of a logo.

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