LOGO

PREFERRED LOGO FORMAT

The Arbor Hospice logo is made up of two separate elements: the symbol and the logotype. The logo height and width must always be used in the same proportion; do not stretch the symbol or logotype. NOTE: The two-color logo should be used whenever possible.

MINIMUM LOGO SIZE

The Arbor Hospice logo's minimum size is based on the width of the logo. The minimum size should never appear smaller than 1.5 inches. Never reproduce the Arbor Hospice logo at a size smaller than the minium.

CLEAR SPACE

Clear space has been designed into the Arbor Hospice identity system to ensure the readability, visibility and integrity of the logo and brand. The clear space defined around the logo is based on the height of the logotype. This space, denoted as "A" (as shown in the illustration to the right), is equal distance above, below and to the right of the logotype and also to the left of the symbol.

Design elements, such as photography, illustration, typography, page trim and folds, should remain outside of the logo space. A generous amount of space beyond the minimum recommended is preferred whenever possible.

SYMBOL   LOGOTYPE

ARBOR
HOSPICE

LOGO

ARBOR
HOSPICE

MINIMUM WIDTH 1.5"

A

A

ARBOR
HOSPICE

A

A

A

CLEAR SPACE

COLOR PALETTE

Consistent use of color is a critical element of the Arbor Hospice visual experience. The color palette was selected to reflect the colors found in nature, as well as provide a subtle connection with the previous Arbor Palliative Care palette. The combination of purple and green brings the brand to life in a comforting and beautiful way conveying strength and a calming presence. The Arbor Hospice primary color palette represents the most important branded colors for Arbor Hospice and, as such, should be prominent and featured in all

materials. Achieving accurate, consistent color and following established rules across all Arbor Hospice touchpoints strengthens our brand and ensures a consistent brand experience.

TWO-COLOR LOGO
Please use the specified color values when working with print and digital materials.
Pantone®7447 C should only be used for the logotype.
Pantone 376 C should only be used for the Arbor Hospice symbol.

PRIMARY COLOR PRINT

PANTONE 7447 C PANTONE 3542 U CMYK: C78-M85-Y24-K9	90	60	30
	80	50	20
	70	40	10

PANTONE 376 C PANTONE 3561 U CMYK: C56-M2-Y100-K0	90	60	30
	80	50	20
	70	40	10

Gradations of Pantone 7447 C and Pantone 376 C can be used as support design elements to complement, but not to distract from, the brand essence.

PRIMARY WEB COLOR

RGB: R71-G54-B94	RGB: R129-G189-B0

LOGO REVERSED OUT OF PANTONE® 7447 C

Reversing the Arbor Hospice logo out of purple is the prefered version because it maintains the two colors that comprise the brand essence. When reversing the logo out of the Pantone 7447 C, the value of the purple should not be less than 90% .

LOGO REVERSED OUT OF BLACK

When reversing the logo out of black, the acceptable value range of black is 100% to 70%. The black background should not be lighter than 70%.

REVERSE FOUR-COLOR LOGO 100% PANTONE 7447

REVERSE FOUR-COLOR LOGO 90% PANTONE 7447

REVERSE FOUR COLOR LOGO 100% BLACK

REVERSE FOUR COLOR LOGO 70% BLACK

ONE-COLOR LOGO PRINTED ON A COLOR BACKGROUND

Sometimes print production budgets call for one-color printing on a color background. White on purple and black on green are color options that may be used in certain circumstances, but should only be used as a last resort. It is not ideal to use these color options because it changes the color of the tree from white to the color of the background. A couple exceptions for one color on a color background may be: nurse's overcoat, t-shirt, coffee mug or other silkscreened items.

WHITE ON PURPLE

BLACK ON GREEN

BLACK AND WHITE LOGO USAGE

The black logo is to be used only on black and white print items, collateral or giveaway items. The logo height and width must always be used in the same proportion; do not stretch. The logo should never appear smaller than 1.5 inches.

Reverse black gray scale logo:

- The logotype is white
- The symbol prints 45% black

Black gray scale logo:

- The logotype prints 100% black
- The symbol prints 45% black

100% black logo:

- The logotype and symbol print 100% black

REVERSE BLACK GRAY SCALE LOGO

BLACK GRAY SCALE LOGO

100% BLACK LOGO

PRESERVING THE INTEGRITY OF THE ARBOR HOSPICE LOGO IS A PRIORITY.

Inaccurate reproductions will erode the brand's legal protection, confuse our various audiences and, most importantly, compromise brand equity. Below is a variety of logo violations and misinterpretations for your reference. This is by no means an exhaustive list. Use cases not shown below should be reviewed by the Arbor Hospice Brand Champion prior to any use, internal or external.

Do not place the logo on a purple background that is less than 90% Pantone® 7447 C purple

Do not place the logo on a gray background that is less than 70% black

Do not place a one-color (gray) logo on a gray background that is less than 70% black

• Do not change the color of logotype to match the symbol
• Do not change the color of the symbol to match the logotype

Do not apply effects or dimensional effects (such as drop shadows) to the logo

The tree inside of the arbor whenever possible should print white. Do not place the logo over a background where the background becomes the color of the tree.

Do not use the logotype without the symbol (a tree within an arbor)

Do not alter the size relationships between elements of the logo

Do not allow the logo to appear on a distracting background