

identity guidelines



the logo

Colour

There are two versions of the logo. One has blue lettering for use on white and light coloured backgrounds (shown right). The other has white lettering to ensure sufficient contrast on darker backgrounds (see 'Examples' section). On rare occasions, a mono version of the logo can be used on white or black backgrounds.

Exclusion Zone:

The logo should always be surrounded by an exclusion zone measuring the same as the height of the letter 'c' of the logo itself.

Size

No logo should appear smaller than 24mm. See below for further size guidelines.

A4 (and 1/3 A4): 32mm

Usage

Only 1 logo per page should be used and the headline 'association of healthcare communicators' always appears.

Example



Exclusion zone proportional to the height of the 'C'

the typeface

Printed Material

Swiss 721 should be used. Light, Regular, Medium and Bold typefaces can be used where emphasis is required.

Electronic Media

Arial should be used.

Swiss 721 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Swiss 721 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Swiss 721 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

background

Backgrounds should not be textured, and white or light coloured backgrounds are preferred. If using a dark background, it should be a tint of the colours used in the logo, which are:

Blue: Pantone 302 (C:100 M:25 Y:0 K:50) and

Green: Pantone 383 (C:20 M:0 Y:100 K:19).

images

The AHC is about Communication and any images used should reflect this. They should also be clear, diverse and not detract from the text.

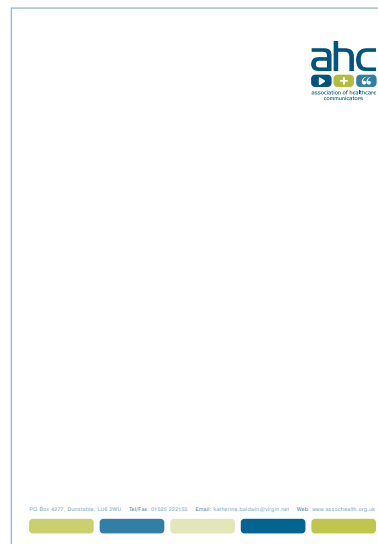


stationery

White paper should be used for all stationery. Wherever possible the logo should be positioned in the top right of the page. If this is not possible the logo may be split into two parts, with 'ahc' in the top left and the three icons plus endline in the top right.

Examples

A4 Letterhead



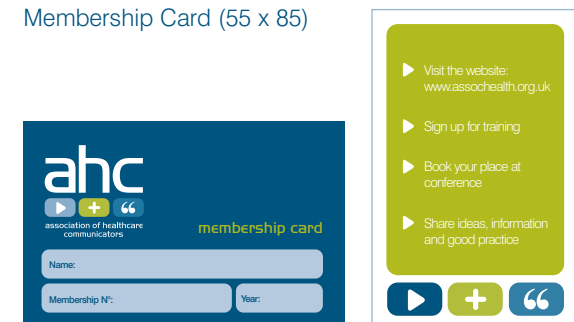
1/3 A4 Compliment Slip



Business Card (55 x 85)



Membership Card (55 x 85)



artwork

To obtain master artworks of the logo or for further assistance please contact **Kate Baldwin**.

All artwork containing the AHC logo must be signed off by **Kate Baldwin**, AHC Administrator, contacted at:

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