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## Brand Guidelines

HCCI™

HOME CENTERED CARE  
INSTITUTE

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# 1.0 The Logo

The logo is the most visible element of the HCCI identity. The following guidelines have been designed to help ensure the proper application of the logo across all mediums.

## 1.1 Logo Anatomy

The HCCI logo should appear as shown in all print and/or electronic applications. The LOGO consists of two basic elements, the LOGOTYPE ("Home Centered Care Institute") and the LOGOMARK (HCCI). These elements should not be separated, rearranged, or altered in any respect.



## 1.2 Clear Space

Every logo lives in a variety of environments, surrounded by various design elements – patterns, images, graphic elements, or even other logos.

For this reason, the space allotted around the logo is essential to properly representing the brand.

As a rough rule of thumb, the height of the “INSTITUTE” type should be left on all sides of the logo.





## 1.3 Backgrounds

To ensure maximum readability and brand recognition, different HCCI logo variations should be used on certain backgrounds.

On photography with lighter backgrounds, the full-color version of the logo can be used as long as the background is “empty” enough to not interfere with the logo’s legibility.

On photography with darker or more complex backgrounds, the full reversed version of the logo should be used.



## 1.4 Misuse

To establish and reinforce awareness and recognition of the HCCI logo, consistent reproduction is essential.

To ensure consistency, never alter the color or typeface of the logo. Always use the approved logo art provided in the electronic templates included in these guidelines.

The HCCI logo must never be typeset. Use only the approved digital files that accompany these guidelines.



Don't change the logo's colors



Don't stretch/distort the logo



Don't cover any portion of the logo



Don't add shadows or embellishments

## 1.5 Misuse (cont.)

**HCCI**<sup>™</sup>  
HOME CENTERED CARE  
INSTITUTE

Don't move the typeface

**HCCI**<sup>™</sup>  
HOME CENTERED CARE  
INSTITUTE

Don't outline the logo in any color

HOME CENTERED

CARE  
INSTITUTE

Don't separate the type

**HCCI**<sup>™</sup>  
HOME CENTERED CARE  
INSTITUTE

Don't recolor or erase any part of the logo

**HCCI**<sup>™</sup>  
HOME CENTERED CARE  
INSTITUTE  
COUNSELLING

Don't add or move type



## 1.6 Minimum Size for Print/Web

To protect legibility and impact, the HCCI logo must be reproduced no smaller than shown on this page. When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.



Print



Digital

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## 1.7 Color Formats

Choosing the right color mode for a project is key to maintaining color consistency.

Files are labeled with one of the following color designations:

### **PMS**

The Pantone® colors in these files offer the highest color accuracy for the brand. When color is crucial, use these.

*(Uses coated formulas unless otherwise noted).*

### **CMYK**

When printing with PMS colors isn't available, CMYK files offer a close alternative. CMYK refers to the four colors in the process-color printing method (cyan, magenta, yellow, and black).

### **RGB**

For digital uses of the brand, RGB colors offer the highest available accuracy. These files are made to match on-screen color values with printed values, keeping the brand consistent.

### **Greyscale**

When color isn't available, greyscale files use only tints of black to represent the logo. These are specifically created to ensure readability and contrast when color is absent.

### **REV**

When the logo is placed on dark backgrounds, these files use reversed color (white) to ensure readability.

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## 1.8 File Formats

When creating a new piece for HCCI, it's important to use the right file format. Learn more about the included file formats when to use them:

### **EPS**

An Encapsulated Post-Script file is a vector-based format that is primarily used for print purposes.

Since they are vector-based, EPS files scale infinitely without any loss in quality and are used in a wide variety of applications.

EPS files can even sometimes be imported into some programs (Like Microsoft® Office) even if a computer can't display the EPS file on its own.

### **Color Options**

CMYK  
PMS

### **PNG**

A Portable Network Graphics file is a raster-based format that is primarily used for digital purposes.

Unlike an EPS file, PNGs are entirely rasterized – meaning that at no time should it ever be used at more than 100% of its original size.

A major benefit of PNGs over other raster-based file-types is the presence of a true alpha channel. This means no more pesky white box around your logo.

### **Color Options**











RGB

### **JPG**

*While JPGs are a popular file-format, they're intended for photographs and not logos. The absence of an alpha channel and the manner in which it compresses data make it an inferior option to PNGs for logo files. Therefore, it's not recommended that you use a JPG to represent your brand.*

## 1.9 File Usage

Choosing the right file-type for a project is imperative for achieving the best reproduction of the brand. Follow this chart for choosing the right logo file.

	Normal	Reversed (Blacks/Photos)
2-Color Printing (Spot PMS Colors)	 16381HCC-logo_PMS-C.eps	 16381HCC-logo_REV.eps
4-Color Printing (Offset; Digital)	 16381HCC-logo_CMYK-C.eps	 16381HCC-logo_REV.eps
Black & White Printing	 16381HCC-logo_K.eps	 16381HCC-logo_REV.eps
Electronic Media (Websites; Screen Presentations)	 16381HCC-logo_RGB.png	 16381HCC-logo_REV.png
Apparel (embroidery; silk-screen)	 16381HCC-logo_PMS-C.eps	 16381HCC-logo_REV.eps

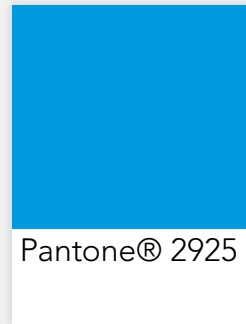
## 2.0 Color

Staying true to a brand's color palette goes a long way in creating a consistent brand experience across all mediums. The HCCI colors evoke the a sense of trust, caring, and dependability with all.

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## 2.1 Primary Color Palette

The primary colors of HCCI evoke a strong feeling of trust and reliability. As the primary palette, it's crucial that only these blues are used to represent the HCCI logo.



C 85  
M 21  
Y 0  
K 0

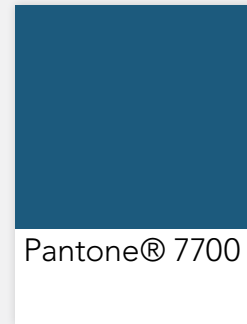
4 Color Process  
(CMYK)

R 0  
G 181  
B 229

RGB

#009CDE

Hex Value



C 84  
M 17  
Y 0  
K 57

4 Color Process  
(CMYK)

R 22  
G 92  
B 125

RGB

#165C7D

Hex Value

## 3.0 Typography

When it comes to properly representing a brand, the consistency of the typefaces that accompany the logo is just as important as the logo itself.

The following typefaces are the primary ones to be used with the HCCI. If these aren't available, choose ones that closely resemble them.



## 3.1 Primary Print Typeface

On printed materials, the primary typeface should always be Avenir. Coming in many weights and several widths, Avenir provides the flexibility to create hierarchy and contrast in any printed piece.

### Avenir

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

Avenir 35 Light

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

Avenir 65 Medium

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

Avenir 95 Black

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

Avenir 35 Light Oblique

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

Avenir 65 Medium Oblique

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

Avenir 95 Black Oblique

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## 3.2 Secondary Print Typeface

In addition to the Avenir, Open Sans can be used for large sections of body text as an accent to increase readability.

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### Open Sans

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

Open Sans Regular

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

Open Sans Bold

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

Open Sans Italic

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

Open Sans Bold Italic

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## 3.3 Primary Web Typeface

On the web, not all typefaces are created equal. That is why we recommend using a typeface that is better suited for cross-platform, cross-browser use, such as Arial.

### Arial

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

Arial Regular

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

Arial Bold

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

Arial Oblique

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

Arial Bold Oblique

## 4.0 Brand Identity

The printed identity is heart of a brand's visual experience. Consistency is king here, creating a sense of familiarity and clarity in communicating a brand's message.

For HCCI, these pieces represent the tightly connected spokes in the wheel of the organization. Unified design of business cards and letter correspondence guarantees that anyone who interacts with HCCI from California to New York, and beyond, will walk away with the same impression of the brand.

## 4.1 Business Cards

Business cards are arguably one of the most integral pieces of a brand's printed identity. Often acting as the brand's visual first impression, the business cards aim to represent the vision and overall tone of the brand's message.



*Back-side of all business cards.*



*Front-side of all business cards.*

## 4.2 Letterhead

When using the brand letterhead, 3/4 inch (.75") margins should be used for any content.

A 5-column grid can be used to help align content within the body of the page. The grid is comprised of five (1.2") columns and four (.25") gutters.

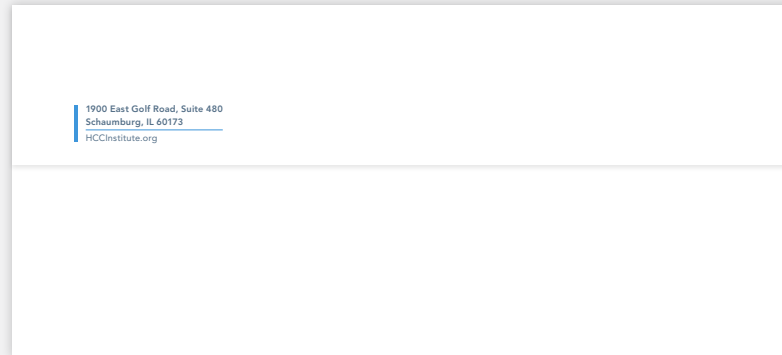
<b>HCCI</b> HOME CENTERED CARE INSTITUTE		1900 East Golf Road, Suite 480 Schaumburg, IL 60173 P 630.283.9200 F 630.283.9201 HCCIinstitute.org		
Ms. Helen Jones President Jones, Jones & Jones 123 International Lane Boston, Massachusetts 01234				
Dear Ms. Jones:				
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.				
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas?				
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat				
Sincerely,				

*Front-side of the letterhead for all official HCCI correspondence.*

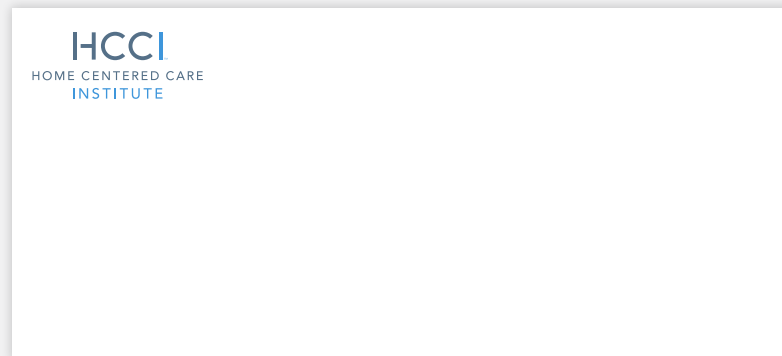
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## 4.3 Envelopes

Regardless of the size, all HCCI envelopes have the same sized/positioned elements. This adds to the visual consistency across the brand.



*Back side of standard #10 envelope.*



*Front side of standard #10 envelope.*

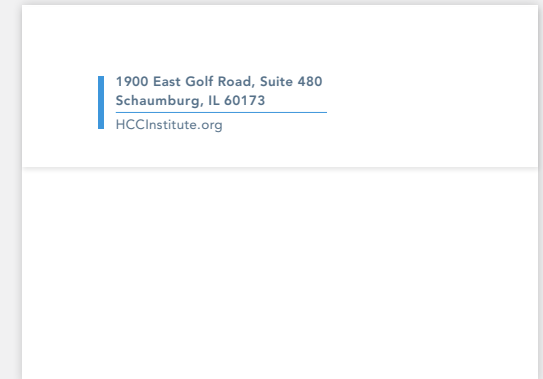


## 4.4 Note Cards

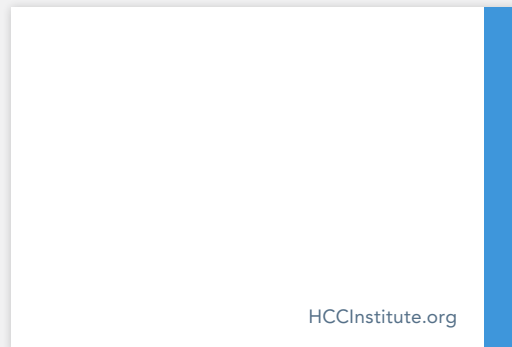
Note cards ensure that hand-written messages or memos will always have the HCCI brand present and be consistent with other HCCI identity materials.



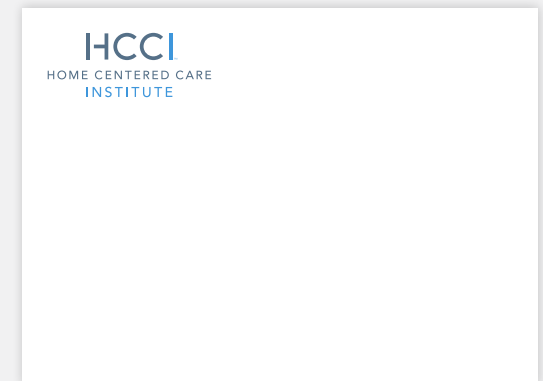
*Back-side of all notes cards.*



*Back-side of A6 envelopes.*



*Front-side of all notes cards.*



*Front-side of A6 envelopes.*