



PARTNERSHIP
for Better Health

BRAND GUIDE

CONTENTS

3 Who We Are & Mission

4 Logo & Usage

- 4 Our Logo
- 5 Area of Isolation
- 5 Size Recommendations
- 6 Palette Colors
- 7 Background Usage
- 7 Incorrect Background Usage
- 8 Incorrect Logo Usage

9 Typography

- » Primary Font
- » System & Web Font

10 Photography

- » Style Recommendations
- » Use of Stock Images

11 Copy

- 11 References in Copy
- 11 Tagline
- 12 Brand Voice

13 Key Messages

- 13 About the Organization
- 13 Community Investment
- 14 Community Engagement
- 14 Community Stewardship

15 Glossary

WHO WE ARE

The Partnership for Better Health is a community foundation that works collaboratively with local and regional organizations throughout parts of Cumberland, Perry, Adams and Franklin Counties to promote responsible health practices and enhance access to affordable, quality health care for all. 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 identifies and addresses health care needs and policies, promotes responsible health practices and enhances access to and delivery of health services.

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.



TYPOGRAPHY

» PRIMARY FONT

The following font should be used on any piece of marketing collateral produced for the Partnership for Better Health.

Avenir: a clean, friendly and legible sans-serif font. It is the primary font used on foundation materials. The full range of weights are available for use in our brand, with preference for the Light weight with open tracking.

» SYSTEM & WEB FONT

The following font should be used whenever Avenir is not available, such as in web applications and PowerPoint presentations:

Arial: a sans-serif font readily available to most users.

Avenir Light

Avenir Book

Avenir Roman

Avenir Medium

Avenir Heavy

Avenir Black

Arial

Arial Bold

Arial Black

PHOTOGRAPHY

» STYLE RECOMMENDATIONS

Whenever possible, high-quality photos of real community members should be used. The photos should capture the subject's humanity and individuality, and photos should be colorful and warm.

» USE OF STOCK IMAGES

In the absence of engaging, high-quality photography of actual foundation staff and community members, stock photos may be used.

The images should feature current-looking models who accurately represent the community. They should be ethnically diverse and show a range of ages and body types.

Avoid images that look overly staged.



COPY

» REFERENCES IN COPY

For consistency across all communications, the name of the organization should be written as: Partnership for Better Health.

The full name should be used on the first and subsequent references. For variety in subsequent mentions, use the alternative of “the foundation.”

When appropriate in context, “the” before Partnership for Better Health should be lowercase, unless at the beginning of a sentence.

Avoid using an acronym (PBH or PFBH) as it disguises the brand values and mission inherent in the organization’s full name.

» TAGLINE

A Community Foundation, Making a Difference — Together

This tagline highlights our stability as a foundation and underscores the community partnership that is a hallmark of our organization.

In graphic treatments, the tagline should accompany the logo whenever possible as space and legibility permits.

In text, if the tagline stands alone (as a header, for example), it should be written out as it is above. If space requires the tagline to separate onto two lines, it should be written as:

A Community Foundation
Making a Difference — Together

If used in sentence form, the initial capitalization should be changed to lowercase: We are a community foundation, making a difference — together.

COPY

» BRAND VOICE

APPROACHABLE The Partnership for Better Health and its staff are freely accessible to current and prospective partners, the medical community and individual community members. Being approachable means being warm, casual but not blasé, communicating in layman’s terms and avoiding jargon.

ENGAGING The more connections we make, the stronger our organization will be. The importance of partnership and togetherness is abundantly clear in our logo and tagline, and should be infused in communications with engaging messaging that encourages stakeholders to get involved and take action.

INFORMATIVE A non-partisan advocate, the Partnership for Better Health has its finger on the pulse of the ever-changing health landscape and is a trusted voice for health and wellness within the community. This should be demonstrated through communications that are educational, fact-based, respectful and data-driven/free of bias.

RESPONSIBLE The Partnership for Better Health is serious about its commitment to community stewardship and fiscal responsibility. As are the foundation’s actions, messaging and word choice should be precise, thoughtful and deliberate.

EMPOWERING Armed with the right knowledge and resources, individuals can — and do — make better decisions about their health. This empowerment is central to our work and should be reflected in action-oriented messaging that inspires yet simultaneously recognizes the gravity of health challenges.

KEY MESSAGES

» ABOUT THE ORGANIZATION

- » The Partnership for Better Health is a community foundation that works collaboratively with local and regional organizations throughout parts of Cumberland, Perry, Adams and Franklin Counties to promote responsible health practices and enhance access to affordable, quality health care for all.
- » Through community investment, engagement and good stewardship, we foster sustainable solutions to some of today's toughest health challenges and are making a difference — together.
- » A trusted pillar of our health care community, the foundation's roots stem from the 2001 sale of Carlisle Hospital and Health Services, Inc.

» COMMUNITY INVESTMENT

- » Each year, we invest more than \$2 million in community health initiatives and grants. We are selective in the programs we fund and support evidence-based programs and services.
- » In 2012, we partnered with more than 30 community organizations and touched more than 30,000 lives with programs designed to advance access to affordable medical and dental care, health education and mental health services, and to prevent drug and alcohol abuse, domestic violence and more.
- » We work extensively with Sadler Health Center to provide a variety of health resources, including medical, dental and prescription drug coverage for the under- and uninsured, tobacco cessation programs, nurse-family partnership and behavioral health services.
- » In addition to thousands of Sadler patients receiving essential health services, we provided 85 promising health professionals scholarships to advance their education.

KEY MESSAGES

» COMMUNITY ENGAGEMENT

- » Beyond traditional grantmaking, we identify community needs that are currently not being addressed by existing programs and we spearhead foundation initiatives to fill these critical gaps.
- » We engage local partners to seed and support these new programs so they swiftly achieve targeted goals, and, when appropriate, become sustainable after our initial investments.
- » Two of our largest foundation initiatives include:
 - » Our signature Wellness@Work program, which provides workplaces with structured support and matching funds to incentivize employees in improving nutrition, physical activity and tobacco cessation; and
 - » 5210 PA Every Day, a national health promotion campaign that we were the first to bring to Pennsylvania.

» COMMUNITY STEWARDSHIP

- » To maximize our impact on the community and ensure our organization's long-term stability, we take the utmost care in financial planning, management and governance.
- » We are firmly committed to engaging in the public policy process to promote good health practices and support the related efforts of community agencies.
- » As a non-partisan community advocate, we:
 - » Serve policymakers and the public by providing reliable, accessible information on timely health issues;
 - » Advocate for improved health policies at the local, state and federal levels; and
 - » Support the targeted health policy and advocacy efforts of area nonprofits.
- » We work to foster dialogue, collaboration and understanding among diverse health leaders to create a common vision for health improvement.

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.

274 Wilson Street Carlisle, PA 17013
717.960.9009 ForBetterHealthPA.org



PARTNERSHIP for Better Health

A Community Foundation
Making a Difference — Together