Graphic Identity Guide At-a-Glance

July 2016

Adventist Health International

Our graphic identity system helps us define and distinguish our brand family. Through our logo, colors, typefaces, images and other visual elements, we communicate the connections that join us together and the qualities that set us apart.

Consistently and correctly applying our graphic identity is crucial to creating a unified and recognized corporate image. In view of that, our Administrative Committee have stipulated that these guidelines apply to:

- All entities, hospitals, clinic, healthcare systems, volunteer programs and services connected with Adventist Health International
- All promotional and/or informational applications — regardless of medium — used to represent all or part of the organization, whether internally or externally

The Logo | The logo consists of two components: the logomark and the logotype. These two components are always placed in a fixed relationship and should never be redrawn or modified in any way.

[Preferred Configuration]

— Logomark

— Logotype

All non-standard icons and old logos are to be replaced with the approved, organization-wide logo.

Logo Configurations | The preferred logo configuration (shown in the previous column) features a vertically centered single line (always Adventist Health) with International directly below it.

When space limitations preclude the use of the preferred configuration, use the stacked or horizontal configuration.

In some cases, and only with permission, it may be appropriate to use the logomark without the logotype.

[Logotype Only (No Logomark)]

[Horizontal Configuration]

Logo Size | Sizes at which the logo is to be displayed are based on the width of the logomark. In most print applications, show the logo at standard size. Never use the logo at a size smaller than minimum size. In applications that are too small to accommodate the minimum size requirement, use the logotype alone.

Standard Size

¾" (0.75") or 225 Pixels

Minimum Size

½" (0.5") or 150 Pixels
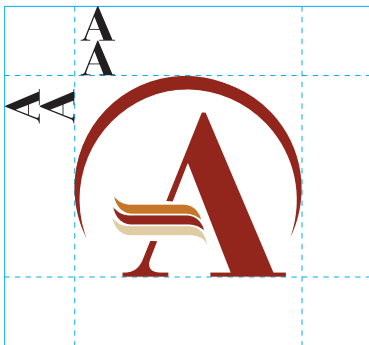
Logo Minimum Clear Space | To ensure its integrity and visibility, keep the logo free of competing text, images and other marks. On all sides, allow a clear space equal in size to twice the height of the "A" in Adventist (or, for the logomark only, the height of the A).

[Preferred Configuration]

[Logomark Only (No Logotype)]

Incorrect Logo Use | Always use the official, approved logo. It should never be edited, recreated or combined with other graphic or typographic elements. The following are examples of unacceptable usage.

Don't substitute Palatino typeface.

Don't reposition the elements.

Don't substitute logo colors.

Don't add a fill to the logomark.

Don't add effects (shadows, etc).

Don't alter aspect ratios.

Don't alter the logomark in any way.

Don't add other visual elements.

Don't translate the logotype.

Don't put logo in a box.

Don't use old versions of logomark

Don't alter size relationships.

Typography | Choose fonts from the typefaces shown below, which should be available on all computers.

Any exception will need to be approved.

Palatino Regular

Palatino Italic

Palatino Bold

Arial Regular

Arial Italic

Arial Black

Logo Mark Colors | AHI logo mark colors are to be used as shown. Color configuration cannot be altered under any circumstances.

Complementary colors for design application are shown in the palette below. If you wish to use a color outside of this color palette for your personal logo you are free to do so.

CMYK: 25, 94, 100, 28   R:130, G:31, B:32 (Hex #821f20)

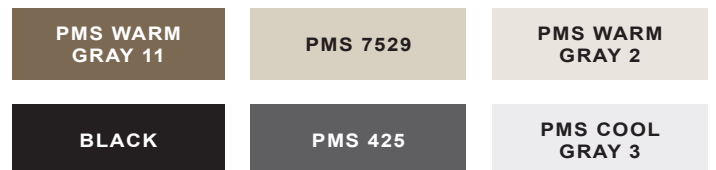CMYK: 19, 60, 100, 5   R:182, G:105, B:46 (Hex #b6692e)

CMYK:12, 16, 37, 0   R:219, G:200, B:162 (Hex #dbc8a2)

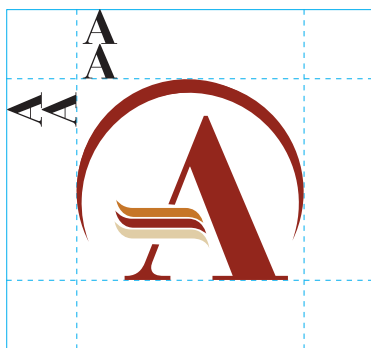| PMS WARM GRAY 11	PMS 7529	PMS WARM GRAY 2
BLACK	PMS 425	PMS COOL GRAY 3

GOLD TONES, NOT SILVER

Affiliations | To ensure its integrity and visibility, keep the logo free of competing text, images and other marks. On all sides, allow a clear space equal in size to twice the height of the "A" in Adventist (or, for the logomark only, the height of the A).

Use vertical logo when standing alone on affiliated materlials.

Affiliations continued | Co-branding guidelines

Use horizontal logo when combining with affiliated hospitals / clinics logos.

an affiliate of Adventist Health INTERNATIONAL

HOPITAL ADVENTISTE D'HAITI
an affiliate of Adventist Health INTERNATIONAL

HOPITAL ADVENTISTE D'HAITI
an affiliate of Adventist Health INTERNATIONAL

Business Suite | Order letterhead, envelopes, business and appointment cards, note stationery and invitations through Digital Production Ink by calling **909-558-4552**. Allow at least two weeks for processing.

For all questions on the Business Suite, please call **909-558-4552**.

Adventist Health
I N T E R N A T I O N A L

Adventist Health
I N T E R N A T I O N A L

Office of President
11060 Anderson Street
Loma Linda, California 92354

A Seventh-day Adventist Organization

Adventist Health
I N T E R N A T I O N A L

John Smith, MD
Management Specialist

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*909-555-4526 · **fax** 909-555-4181*
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llu.edu

A Seventh-day Adventist

A Seventh-day Adventist Organization
ADVENTIST HEALTH INTERNATIONAL | Office of the President
11060 Anderson Street, Loma Linda, California 92354
909-555-4544 · *fax* 909-555-0444 · www.ahiglobal.org

Additional Resources | The Graphic Identity Guide offers detailed information on the business suite and on creating items such as those listed below.

- Advertising
- Brochures, Flyers/ Posters
- Certificates
- Electronic Correspondence
- Fleet Graphics

- Folders
- Invitations
- Mailing Labels
- Merchandise and Premiums
- Newsletters
- PowerPoint Slides

Consult the Graphic Identity Guide prior to updating or creating any informational or promotional materials. You will find the guide online at:

- **ahiglobal.org**

Answers and Approvals | Any material promoting the organization to external audiences must be approved in advance. To request project approval or an exception to the requirements detailed in the Graphic Identity Guide, contact **ahi@llu.edu** and you will be redirected to the right area for assistance. Help with any aspect of our corporate identity system is available.

- For all requests or questions, please email or call: **ahi@llu.edu** or **909-558-8705**

Accessing the Logo | For help with accessing any application of the logo, please visit www.ahiglobal.org.

Approved users can find and download the appropriate logo application online by using the naming convention outlined below.

[CONFIGURATION]
pref (preferred) · **stack** (stacked)
horiz (horizontal) · **type** (logotype only)

[FILE TYPE]
eps · **png**

ahi_pref_spot.eps

Filename

[AREA]

[COLOR]
black · **cmyk** (four-color process) · **rev** (reversed out; white)
spot (two Pantone spot colors) · **rgb** (Web)