

# LOGO USAGE GUIDELINES

## Promotional Items & Apparel

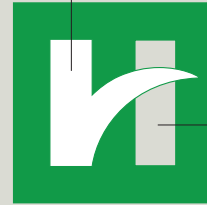
### Embroidery

#### Logo Treatment

## SEE-THROUGH BAR IN THE "H"

- PMS 347
- White

At Hendricks Regional Health, we are focused on the well-being of our community, both in and outside of our walls. By keeping the right bar of the "H" transparent or with no fill, our logo literally blends in with whatever photo or ad specialty is placed beneath it – symbolizing our mission to reach out and be a part of the community around us.



White fill with PMS 347 stroke

No fill with PMS 347 stroke  
The right bar of the "H" should show through to the substrate.  
See examples below.

**Hendricks**  
Regional Health

PMS 347 fill

#### 2-Color Logo Variations

Please request an approved EPS logo file from [RLSage@hendricks.org](mailto:RLSage@hendricks.org)



2-color box logo, PMS 347 and white



2-color horizontal logo with green type, PMS 347 and white



2-color horizontal logo with white type, PMS 347 and white

#### 1-Color Logo Variations

Please request an approved EPS logo file from [RLSage@hendricks.org](mailto:RLSage@hendricks.org)



1-color box logo, black or white



1-color horizontal logo, black or white

#### Minimum Size Requirements

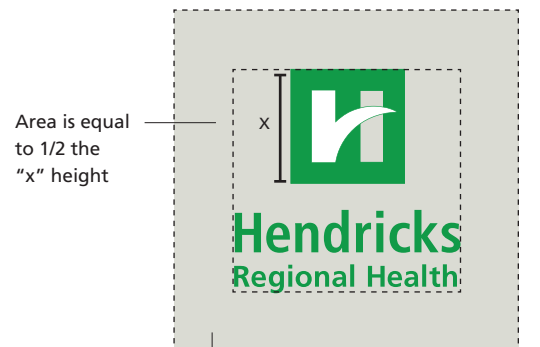


**Box logo:**  
Minimum overall size: 2.68" wide x 2.37" tall  
Stitch count: 5525



**Horizontal logo:**  
Minimum overall size: 3.76" wide x 1.22" tall  
Stitch count: 5192

#### Space Boundaries



Area is equal to 1/2 the "x" height

No graphic or type element should appear within this area

#### Acceptable Fabric Colors

To ensure that the logo is extremely readable, please keep the color of the item to be embroidered to one of the families listed:

- Tan
- Black
- Light blue
- Pale yellow
- Lilac
- Bright green
- Light grey
- Pale pink
- Muted orange
- Navy
- Chartreuse



#### Acceptable Thread Colors

To keep our embroidered items consistent, we must limit the thread colors to the following three listed:

- Black
- White
- Isacord 5515 Green
- Madeira PolyNeon 1651