

# LOGO USAGE GUIDELINES

## Promotional Items & Apparel

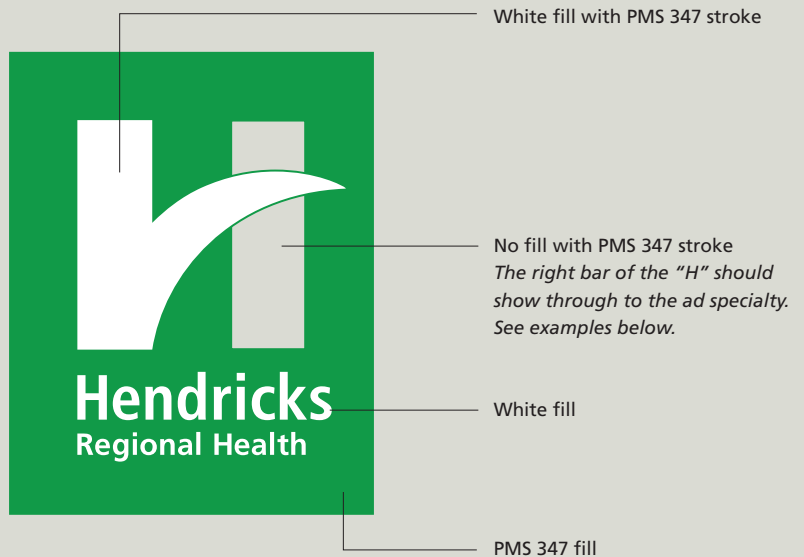
### Imprint

#### 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.



#### 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

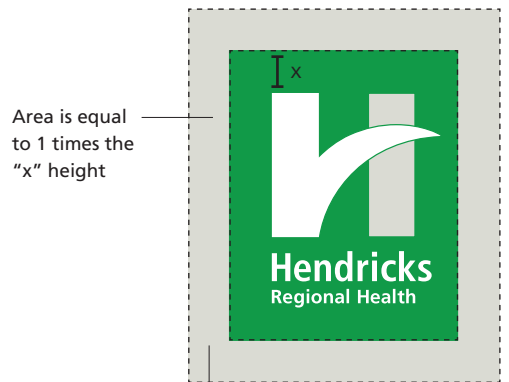


**Box logo:**  
Minimum overall size: 1.25" wide x 1.58" tall



**Horizontal logo:**  
Minimum overall size: 1.75" wide x .558" tall

#### Space Boundaries



No graphic or type element should appear within this area

#### Acceptable Ad Specialty Colors

To ensure that the logo is extremely readable, please keep the color of the ad specialty to one of the families listed:

- |   |   |
|---|---|
| <span style="color: tan;">■</span> Tan                  | <span style="color: lightgrey;">■</span> Light grey     |
| <span style="color: black;">■</span> Black              | <span style="color: palepink;">■</span> Pale pink       |
| <span style="color: lightblue;">■</span> Light blue     | <span style="color: mutedorange;">■</span> Muted orange |
| <span style="color: paleyellow;">■</span> Pale yellow   | <span style="color: navy;">■</span> Navy                |
| <span style="color: lilac;">■</span> Lilac              | <span style="color: chartreuse;">■</span> Chartreuse    |
| <span style="color: brightgreen;">■</span> Bright green |   |

