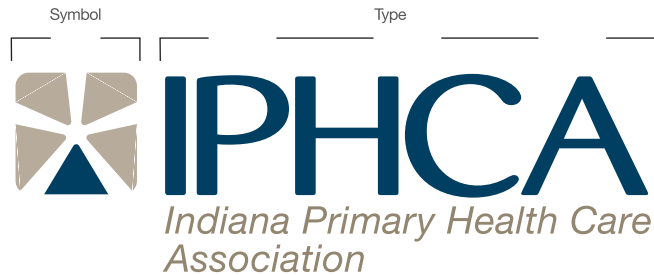


# Indiana Primary Health Care Association (IPHCA): Identity Guidelines

## OFFICIAL LOGO



The softness of the rounded corners represents the compassion that embodies everyone who chooses a career in serving and promoting health care.

The shape of the square was chosen to represent the individual Health Centers themselves. The four equal sides that encompass the square represent the four main areas of customized technical assistance - governance, financial, administrative, and clinical.

The five lines bursting and radiating from the center point represent the initial effect a Health Center can have on an individual - the spark of healing.

The radiating lines represent IPHCA's mission - to advocate for access to primary health care initiatives that are affordable, available, accessible, appropriate and acceptable for all Indiana residents.

The blue triangle pointing upward represents the continued organizational growth in servicing IPHCA's three main membership groups - individuals, organizations and Health Centers - that support its mission.

### THE LOGO REPRESENTS:

- 1) the foundation of IPHCA's customized technical assistance for Community Health Centers;
- 2) the initial spark of healing;
- 3) the five areas of advocacy for all Indiana residents;
- 4) the compassion of the individuals providing health care; and
- 5) the overall growth of the organization.

**THE CHALLENGE** The challenge for the Indiana Primary Health Care Association's (IPHCA) identity and logo is to continuously educate the organization's current and potential members, and the state as a whole, to all the various services it provides.

**THE SYMBOL** The logo itself is broken into two components – the symbol and the type treatment. In focusing only on the symbol, the shape of the square was chosen to represent the individual Health Centers themselves. The four equal sides that encompass the square represent the four main areas of customized technical assistance - governance, financial, administrative, and clinical - that form the foundation for the services provided by IPHCA for Community Health Centers.

The five lines bursting and radiating from the center point represent the initial effect a Community Health Center can have on an individual - the spark of healing - that radiates to all Indiana residents. The five radiating lines represent IPHCA's mission - to advocate for access to primary health care initiatives that are affordable, available, accessible, appropriate and acceptable for all Indiana residents.

The softness of the rounded corners represents the compassion that embodies everyone who chooses a career in serving and promoting health care.

And finally, the blue triangle pointing upward represents the continued organizational growth in servicing IPHCA's three main membership groups – individuals, organizations and Health Centers – that support its mission.

**THE LOGO** The font that was chosen for the logo, Barmeno, has a style that uniquely suggests rounded corners (compassion) as it constructs each piece of type and builds the overall character or feel of the typeface. When combining the type treatment with the symbol, more than a logo is born. Its sum is much greater than its two parts (symbol and type). IPHCA now has a logo that represents: 1) the foundation of IPHCA's customized technical assistance for Community Health Centers; 2) the initial spark of healing; 3) the five areas of advocacy for all Indiana residents; 4) the compassion of the individuals providing health care; and 5) the overall growth of the organization.

The logo should be considered the foundational element to be consistently used in conquering the ongoing challenge of educating IPHCA's current and potential members and the state.


# Indiana Primary Health Care Association (IPHCA): Identity Guidelines


## 1. OFFICIAL LOGO



## 2. TAGLINE

## 3. COLORS

IPHCA Blue =  
 PMS 302  
 C100, M25, Y0, K50  
 R1, G60, B89

IPHCA Taupe =  
 PMS 7531  
 C0, M10, Y27, K50  
 R148, G134, B113

## 4. POSITIVE COLOR OPTIONS



A. One-Color



B. Two/Four-Color

## 5. REVERSED COLOR OPTIONS



## 6. CLEAR SPACE RULE



The MINIMUM clear space distance is defined by half the height of the capital letter "A" in the logo.

## 7. MINIMUM SIZE



Width = 1.5"

## 8. TYPEFACES

Barmeno Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstUvwxyz  
 0123456789:;.,/;{}[]!\$%&\*()~|\

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxz  
 0123456789:<>?.,/;{}[]=-\_+!@#\$\$%^&\*()~|\

(When Helvetica Neue is not available Arial is acceptable.)

**1. OFFICIAL LOGO** This is the only logo that may be used with the Indiana Primary Health Care Association (IPHCA) identification system. Any other versions of the logo are unacceptable. To protect the integrity of the brand, the logo must not have anything added to it or placed over it, or be distorted in any way. The logo must be used in accordance with the following standards:

**2. TAGLINE** The IPHCA logo may not be reproduced without the tagline, "XXXXXXXXXX XXXXXXXXXXX XXXXX" without approval from the IPHCA marketing director. Please note that the tagline must be used in this position only whenever the logo is reproduced.

**3. COLORS** The logo should be reproduced in IPHCA Blue and IPHCA Taupe whenever possible. When printing in four-color process use the CMYK values.

**4. POSITIVE COLOR OPTIONS**  
 (A) One-Color. Shown is the only preferred version of the logo in a one-color application. It is also acceptable for the logo to be reproduced in the single darkest color available when IPHCA Blue is not available.

(B) Two-Color. Shown is the preferred version of the logo in a two-color application. The logo should never be printed in two colors other than IPHCA Blue and IPHCA Taupe. Please note that the colors shown here are not to be transposed.

**5. REVERSED COLOR OPTIONS** The logo may be reversed out of IPHCA Blue or IPHCA Taupe or the darkest background color available.

**6. CLEAR SPACE RULE** To ensure maximum visual impact, the IPHCA logo must be surrounded by a constant area of clear space. The minimum area is defined by half the height of the capital letter "A" in the logo and is to be applied to all sides of the logo. No type or art of any kind may intrude into the clear space.

**7. MINIMUM SIZE** The IPHCA logo must never be reproduced smaller than the width (distance left to right of the logo) of 1.5". This is to ensure the logo is reproduced clearly and with maximum legibility, unless with permission for specialty advertising.

**8. TYPEFACES** The typeface chosen in the IPHCA headlines is Barmeno Regular. The typeface chosen in the IPHCA text is Helvetica Neue 55 Roman. If Helvetica is not available Arial may be substituted for text only. Do not substitute for Barmeno.

**9. STATIONERY** Please see guidelines on the following pages for stationery design.