



Jo Elyn Nyman

# Programs for Children

## Logo Usage Guidelines

### Overview

Hospice of Michigan's Anchors Programs for Children is dedicated to serving the needs of seriously ill children and their families. It includes the following entities:

Jo Elyn Nyman & Samuel and Jean Frankel Foundation  
Anchors Programs for Children

Compass Support Services

James B. Fahner Pediatric Hospice

Anchors Perinatal Program

Anchors Center for Research & Education

These guidelines provide policies for logo usage and other key identity elements.

### Program Names

Names must always be used accurately, both to present a consistent image and to avoid potential customer confusion and legal problems. All brands are trademark protected.

#### Jo Elyn Nyman & Samuel and Jean Frankel Foundation Anchors Programs for Children

*This is the full name of the programs that comprise Hospice of Michigan's pediatric care service line.*

#### Jo Elyn Nyman Anchors Programs for Children

*In most instances, this shorter version of the name is the preferred nomenclature.*

#### Compass Support Servicers

*Compass Support Services Program offers a pediatric social worker to provide support for the child and family, connecting them with specialized community resources that can assist with financial, emotional, social, legal and other needs.*

#### James B. Fahner Pediatric Hospice

*This program is designed to care for children who have been diagnosed with a life-limiting illness and to provide support to their families.*

#### Anchors Perinatal Program

*The Anchors Perinatal Program offers support to expectant parents whose unborn child has been diagnosed with either a terminal or potentially life-limiting illness.*

#### Anchors Center for Research & Education

*The Hospice of Michigan Institute oversees Anchors Center for Research & Education. It is focused on pediatric care.*

### Logo Graphics

High resolution images of all Anchors Program logos may be downloaded from [www.hom.org/anchors-logos](http://www.hom.org/anchors-logos).



Jo Elyn Nyman

## Programs for Children



Jo Elyn Nyman &  
The Samuel and Jean Frankel Foundation  
Programs for Children



Compass  
Support Services



## James B. Fahner Pediatric Hospice

Hospice of Michigan



## Perinatal Program

Hospice of Michigan



## Center for Research & Education

Hospice of Michigan Institute

### Color Guidelines

The Anchors family of logos uses 3 custom ink colors, each identified by their Pantone number. (See graphic below.) The logo may also be rendered in process colors and RGB when appropriate.

Commercial 4-color printing uses a combination of cyan, magenta, yellow and black inks, referred to as CMYK.

*cont.*

### APPROVED COLORS



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## Programs for Children

#### Pantone 534C

CMYK: 98/85/36/27

RGB: 29/53/94

Web: #1d355e

#### Pantone 444C

CMYK: 58/42/45/10

RGB: 113/124/124

Web: #717c7c

#### Pantone 644C

CMYK: 29/14/0/11

RGB: 159/181/210

Web: #9fb5d2



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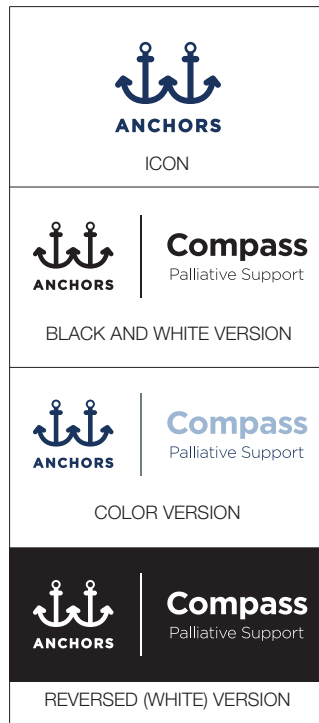
## Logo Usage Guidelines

Color guidelines, cont.

Microsoft Word, Publisher and Powerpoint use an RGB (red/green/blue) color palette, as is the case for most JPG images. This palette is generally incompatible with commercial printing.

The logo should be reproduced in the approved colors whenever possible. If not practical or feasible, the logo should appear in black. Any attempt at emulating the logo colors must be reviewed and approved by the Communications department. When producing a 1-color item where a custom color or black is not an option, the logo may appear in gold, silver or white, as long as the background material provides sufficient contrast. Special care must be taken to ensure that the method used will result in high-quality reproduction.

### Graphic Elements



### The Logo




The logo (icon and type) is to be treated as a single image graphic. Neither element should be used on its own.

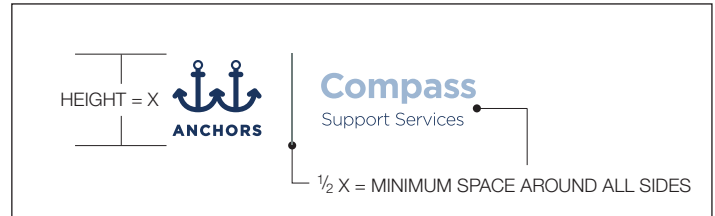
### Improper Use

The logo's icon should **not** be used as a graphic device, such as in the example of the bulleted list at right.

#### EXAMPLE OF IMPROPER USE

##### BULLETED LIST

-  Bullet item 1
-  Bullet item 2
-  Bullet item 3



### Logo Placement

The logo must be surrounded by sufficient white space so that other elements do not interfere with the logo. The guidelines above are minimum requirements for white space between the logo and all other elements, including type, rules, illustrations, photographs or the trim edge of a printed page.

Sufficient space around the logo is equal to a minimum of half the icon height (x), as shown above.

### Use of Other Logos

Occasionally a logo for another company is used in conjunction with one of the Anchors Programs logos. Please consult the communications department for assistance with placement.

### Incorrect Logo Use

Do not embellish the logo with special effects or change its shape.



Jo Elyn Nyman  
**Programs for Children**



Jo Elyn Nyman  
*Programs for Children*

Do not change the proportions of the logo.



Jo Elyn Nyman  
**Programs for Children**



Jo Elyn Nyman  
**Programs for Children**

Do not use the logo in any color other than its approved colors, black or white.



Jo Elyn Nyman  
**Programs for Children**



Jo Elyn Nyman  
**Programs for Children**