



## Overview

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

- Explaining corporate, subsidiary and product names and how they are used correctly.
- Describing the elements of Hospice of Michigan's corporate identity and subsidiary identities, including the logotype and corporate colors.
- Illustrating common mistakes in using the logo.

## Logo Graphics

Hospice of Michigan's identity system employs a related logo for the following entities:



Hospice of Michigan



Hospice of Michigan Foundation

Almost without exception, only one logo should be used at a time. High resolution images of all logos may be downloaded from [www.hom.org/logos](http://www.hom.org/logos).

## Corporate 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.

### Hospice of Michigan

The full name of Hospice of Michigan must appear at least once within the text of any printed document (form, contract, brochure, advertisement, etc.) or audio/visual message (radio, TV, video, computer, etc.) intended for external use. After the initial use, it can be referred to as HOM. (pronounced as letters).

### Hospice of Michigan Foundation

The Hospice of Michigan Foundation is the fund-raising entity for Hospice of Michigan and Hospice of Michigan Institute.

## CORPORATE COLOR

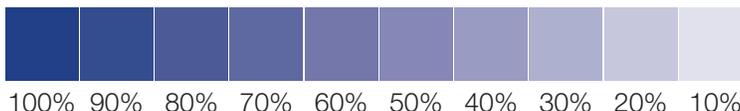


**Pantone 2146**

CMYK: 100/72/0/20

RGB: 0/72/141

Web: #00488d



## Color Guidelines

Each entity under Hospice of Michigan uses the same color palette. Color formulas usually depend on context.

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

Microsoft Office products, such as Word, Publisher and Powerpoint, use RGB values (red/green/blue). This format is not compatible with commercial printing and should be avoided.

Web standards employ a hexadecimal color palette.

When logos are rendered as a custom color, the color is typically specified by its Pantone Matching System (PMS) number.

The logo should be reproduced in these specific corporate

colors whenever possible. If using these specific colors is not practical or feasible, the logo should appear in black. Any attempt at emulating the corporate colors must be reviewed and approved by the Communications Department. The logo should never be printed in any color other than black without prior approval of the Communication Department

When producing a 1-color item where a custom color or black is not an option, the logo may appear in bronze, 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.

## Background Color

In some contexts, such as a building sign or a one-color imprint on clothing, the logo must be "reversed out," or printed so that it appears in stark contrast to the background.



**Graphic Elements for all corporate entities**



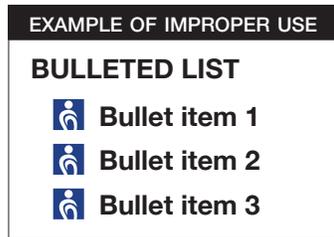
The illustrations at left apply generally to all of the Hospice of Michigan family of services. Graphically, the logos consist of the icon and the logotype to its right.

**The Logo**

The icon, when combined with the entity's logotype, forms the logo. Do not recreate or substitute the type. The logo is to be treated as a single art element.

The logotype should never be separated from the icon and used on its own.

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



**Logo Use**

Whenever possible, the logo should appear on all printed materials, internal and external.

The policies guiding logo usage were developed by the Communications Department and are intended to maintain a consistent identity and satisfy legal requirements.

**Logo Placement Guidelines**

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, the trim edge of a printed page, or the edge of a building.

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 logos within the Hospice of Michigan family of services. In such a situation, other logos must never dominate, i.e. they must never appear larger than the Hospice of Michigan logo, without first consulting the Communications Department.

**Incorrect Logo Use**

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



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



Do not use a distorted image of the logo.



Do not attempt to recreate the logo.



### ***Typographic Preferences***

#### **WEB:**

The website uses two typefaces: Open Sans Light (height extended 140%) is used for headlines.

#### **OPEN SANS**

Merriweather Light is used for body copy.

**Merriweather Light**

#### **PRINT:**

For brochures and other print materials, Gotham Light is used for titles and body copy. (Uppercase for titles; sentence case for body copy)

Gotham Medium (uppercase) is used for subheads and Gotham Bold and/or Italic is used for emphasis.

Merriweather Light Italic is used on covers under the title.

#### **GOTHAM LIGHT TITLE**

*Merriweather Light Italic subtitle*

#### **GOTHAM MEDIUM SUBHEADS**

GothamLight body copy