



Brand Identity Guidelines

FALL 2022

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CONTACT

If you have any questions about the Pottstown Area Health & Wellness Foundation brand or use of our logo and typefaces, please contact:

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BRAND & LOGO USAGE

In order to maintain consistent brand identity, the name of the Foundation and common abbreviations must be clearly established.

The Foundation's name should be listed as: Pottstown Area Health & Wellness Foundation. An ampersand should always be used in the name rather than the word "and." The Foundation's logo should be included in publications and communications when possible.

The Foundation's name should always be spelled out on first reference, and may be shortened to "PAHWF" or "the Foundation" on subsequent references. As community partners highlight PAHWF's role in funding projects and programs, an example of appropriate recognition language includes: "This project/program was made possible through a grant from the Pottstown Area Health & Wellness Foundation."

The components that make up the signature are the logotype, and the surrounding field.

- The identity and its letterforms must never be altered in any way.
- Use only approved digital versions of the logo.
- Do not attempt to electronically reproduce the logo yourself, because it may inadvertently be modified or distorted.



LOGO USAGE

Color is an important part of the Pottstown Area Health & Wellness Foundation brand identity, and the designated colors are essential to all communications. It's preferred that the Pottstown Area Health & Wellness Foundation logo be reproduced in the PMS colors shown (or process color equivalent). The grayscale, solid black or white options are also acceptable when use is appropriate. Great care should be taken to ensure sufficient contrast between the Pottstown Area Health & Wellness Foundation logo and its respective background. Color variations are illustrated here.

GRAYSCALE



BLACK



WHITE



PMS

298



PMS

7740

CMYK

70-15-0-0

RGB

39-170-225

HEX

41B6E6

CMYK

79-18-100-5

RGB

57-148-68

HEX

3A913F

LOGO USAGE

PROTECTED AREA

The “clear zone,” or the area surrounding the logo, helps determine legibility. It is to remain free of trim edges, typography, lines or any other distractive imagery at all times.

The clear zone is determined by using a unit of measure equal to the height of the letterform “S.” This unit is referred to as X. The clear zone is a surrounding imaginary rectangle X distance from the signature. This is the minimum area to be kept clear. A generous amount of additional space is preferred to enhance visibility of the signature.



LOGO RESTRICTIONS

IMPROPER LOGO USAGE

Inconsistent display of the logo creates confusion and reduces recognition. We jeopardize our trademark rights by using logo variations such as those shown here.

Please adhere to the following guidelines:

- Do not use the logo in any color other than approved color versions shown earlier in this guide.
- Do not change the appearance or shape of any elements in the Pottstown Area Health & Wellness Foundation logo (stretch, extend, etc.).

- Do not combine the Pottstown Area Health & Wellness Foundation logo with any other graphic elements.
- Do not use any element of the Pottstown Area Health & Wellness Foundation logo as a substitute for the company brand name, such as in headlines, titles or text.
- Do not split any element of the logo.
- Do not use the logo in a size that is not specified in these guidelines.



COLOR PALETTE

PRIMARY

Color is an important part of the Pottstown Area Health & Wellness Foundation brand identity, and the designated colors are essential to all communications. It's preferred that the Pottstown Area Health & Wellness Foundation logo be reproduced in the PMS colors shown (process or RGB color equivalent). The grayscale, solid black or white options are also acceptable when use is appropriate. Great care should be taken to ensure sufficient contrast between the Pottstown Area Health & Wellness Foundation logo and its respective background. Color variations are illustrated here.



PMS
298

CMYK
70-15-0-0

RGB
39-170-225

HEX
41B6E6



PMS
7740

CMYK
79-18-100-5

RGB
57-148-68

HEX
3A913F

SECONDARY

Secondary colors are also important part of the Pottstown Area Health & Wellness brand identity, and the designated colors are essential to all communications. These are to be used as accent colors to call out key messaging, accent graphic elements and support the primary colors.



PMS
123

CMYK
3-18-88-0

RGB
239-192-65

HEX
EFC041



PMS
158

CMYK
0-60-100-0

RGB
255-131-0

HEX
E8814F



PMS
661

CMYK
100-84-28-14

RGB
41-74-147

HEX
294A93

FONT USAGE

PRIMARY FONT

This font is an important part of the Pottstown Area Health & Wellness Foundation brand. The Frutiger typeface is essential for all marketing material.

Available in many weights and styles, this typeface rounds out Pottstown Area Health & Wellness Foundation's typographic palette, helping to create distinction across all marketing communications.

Open Sans
Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

Open Sans Condensed
Light
Light Italic
Bold

Opens Sans Bold

History and Heritage

In 1970, the Boards of Memorial Hospital (originally Homeopathic Hospital) and Pottstown Hospital agreed to merge and construct a new facility, known as Pottstown Memorial Medical Center. Within a year, groundbreaking was held for the seven-story, 300-bed facility that still stands at Armand Hammer Boulevard. This not-for-profit institution served residents in Montgomery, Chester and Berks counties for medical, surgical, OB/GYN, pediatrics, coronary care and intensive care, oncology, and inpatient and outpatient services.

Opens Sans Light

FONT USAGE

SECONDARY FONT

Email and office applications require primary typefaces that are generally available throughout the organization and work across platforms.

Arial shares similar attributes with the primary font Frutiger and should be used on all digital applications, such as PowerPoint documents.

Arial
Regular
Italic
Bold
Bold Italic

Arial Bold

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Arial Regular