

rayogram



COMMUNITY
HEALTH CARE
ASSOCIATION
of New York State

chcanys.org

STYLEGUIDE

January 2021 DRAFT

MARK	2
LOGOTYPE AND MARK LOCKUP	3
MAIN COLORS	4
SECONDARY COLORS	5
FONTS	6
EMAIL SIGNATURE	8
POWERPOINT SLIDES	9
LETTERHEAD AND DOCUMENTS	10
EMAIL NEWSLETTER	11

MARK

The single continuous line mark combines the forms of a heart (healthcare, affection) and an apple (New York State's symbol).



LOGOTYPE AND MARK LOCKUP

The logo and mark can be organized horizontally:



or vertically:



Or very horizontally:



It can also be put into a box:



MAIN COLORS

The main colors for our brand style are black and red.



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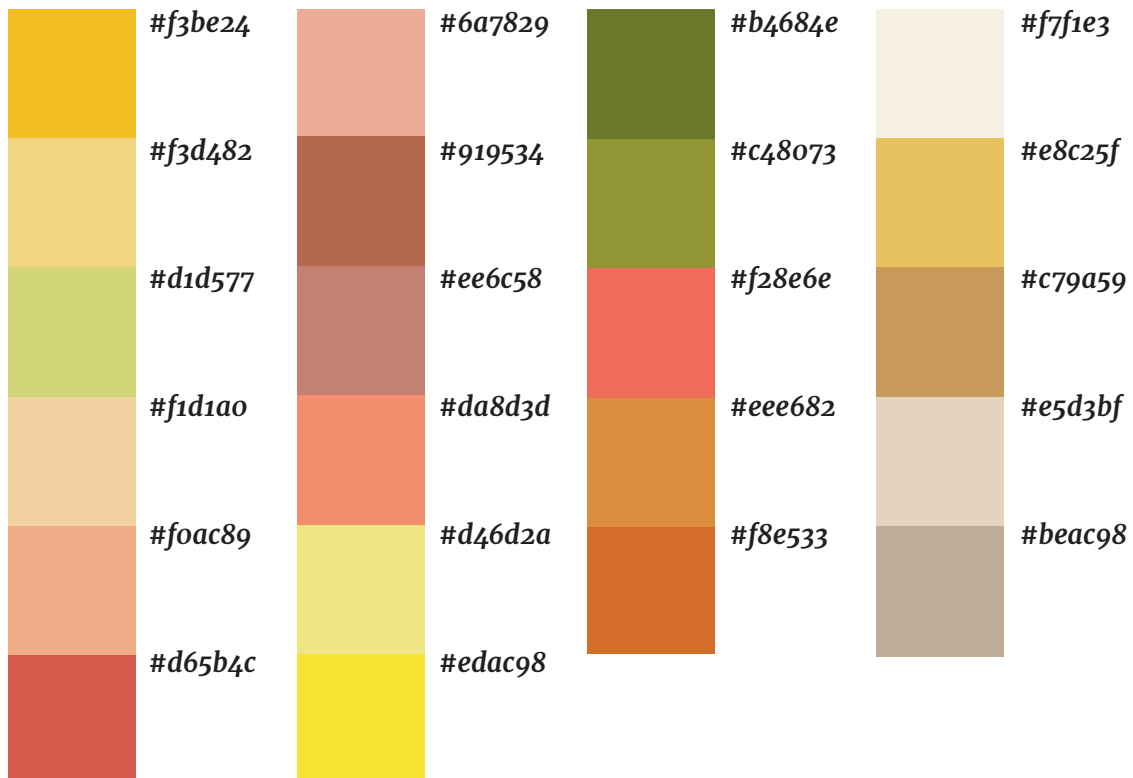
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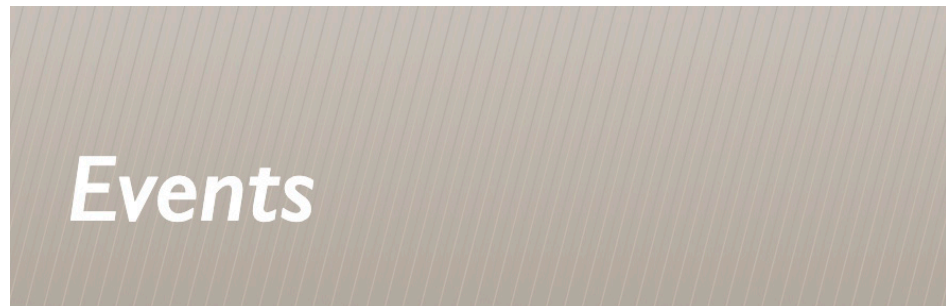
#231f20

SECONDARY COLORS

There is a large palette to use as highlights and accent colors. These are derived from colors found naturally in apples.



On the website, the colors are sometimes rendered with as a gradient with a contrasting gradient diagonal line overlay.



FONTS

The logo is based on the font Gotham Rounded. It is used in a variety of weights.



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These fonts should be used for producing documents and website content.

For headlines, titles, captions and credits:

PROXIMA SOFT

Proxima Soft

PROXIMA SOFT

For body text and subheads:

Merriweather was designed to be a text face that is pleasant to read on screens.

It features a very large x height, slightly condensed letterforms, a mild diagonal stress, sturdy serifs and open forms.

EMAIL SIGNATURE

The email signature should include Name, Title, Phone Number and logo. The font can look different depending on the receiving email client. The signature can be coded into “html” email using a priority of font choices. In order of preference:

Proxima Soft



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VICE PRESIDENT, COMMUNICATIONS
518-795-3663
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**Bold
Light**

Proxima Nova



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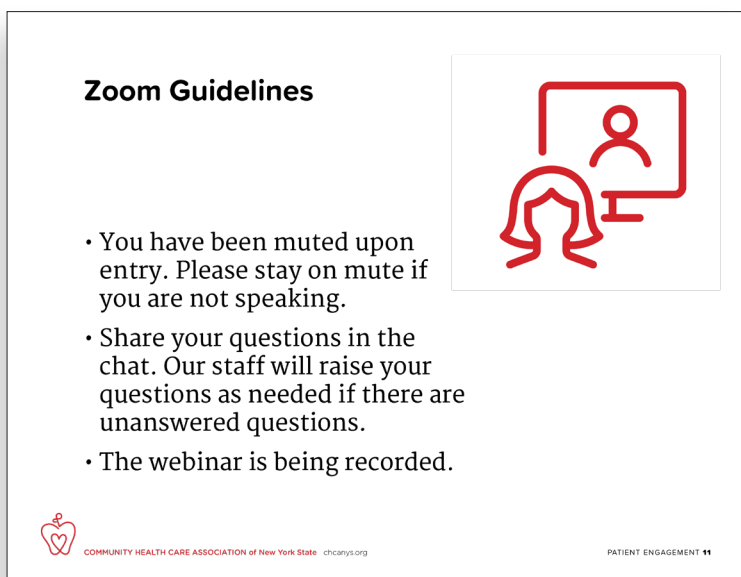
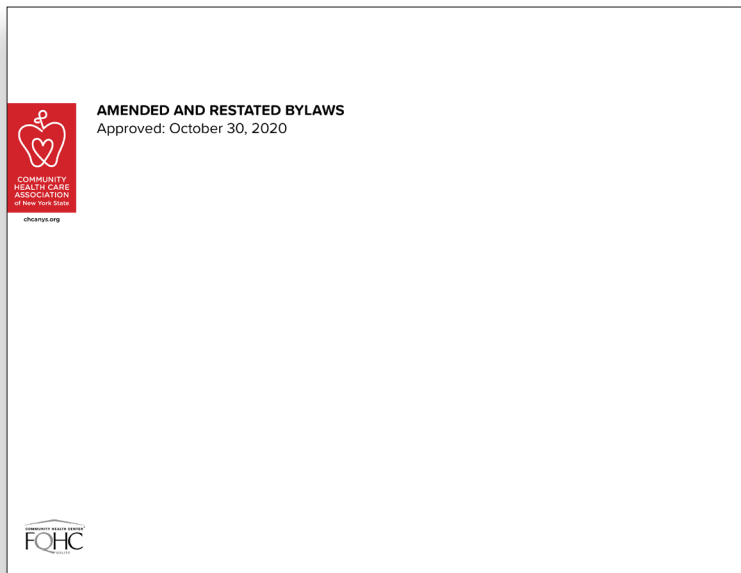
Helvetica



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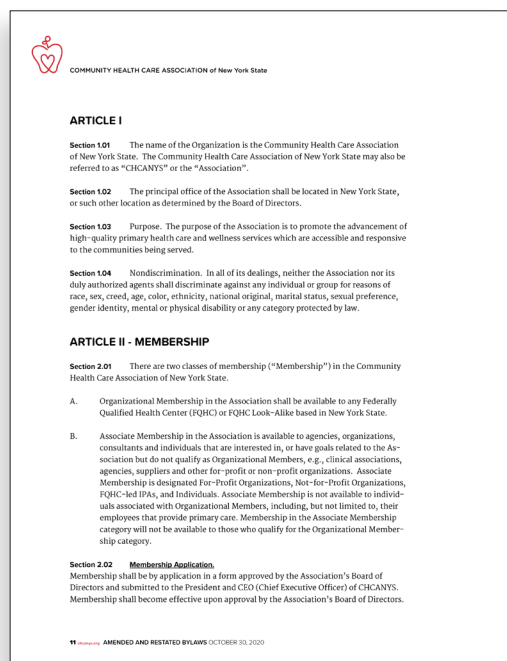
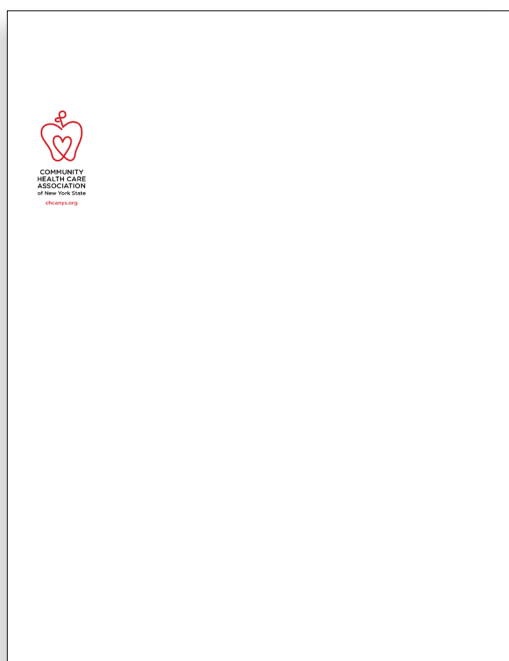
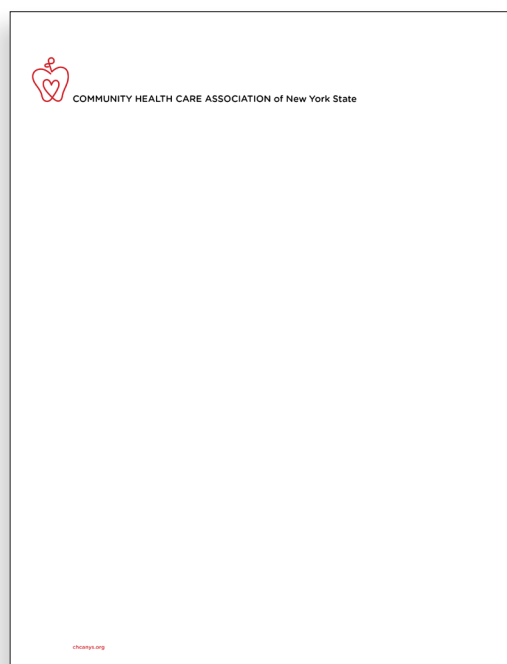
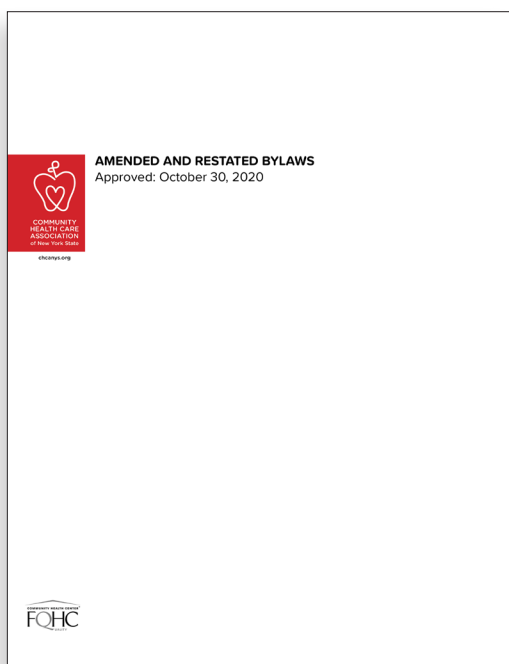
POWERPOINT SLIDES

A master PowerPoint deck includes slide templates for the cover page and other content.



LETTERHEAD AND DOCUMENTS

There are a variety of templates for creating “letter” sized documents.



EMAIL NEWSLETTER

COMMUNITY HEALTH CARE ASSOCIATION of New York State

March 2021

The coronavirus Fact Sheet
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

New Funding for Fighting COVID-19
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

Expansion of Telehealth in Medicaid
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

NACHC Cancels P&I
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

Advocacy Day 2020 Draws Hundreds to Albany
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

CHCANYS Announces New Board Chair
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

Consumer Advocate Joanne Baker Honored
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

HIV/Hep CISTI Sub-Committee March & April Calls
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

MRT II Holds Second Hearing
Nec feugiat nisl pretium fusce id velit ut tortor pretium. Volutpat ac tincidunt vitae semper quis. »

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tristique tellus quis neque consectetur faucibus. Aliquam erat volutpat. Etiam gravida lacus porttitor tristique iaculis. Fusce enim felis, egestas vitae erat nec, feugiat laoreet lorem. Vivamus molestie mattis enim, non finibus turpis convallis id. Aliquam porta tortor in faucibus suscipit. Etiam volutpat lacus in mollis laoreet. Nulla malesuada porta fermentum. Nullam ut odio id eros laoreet tempus ut sed ex.

A template will be available via the website's content management system for creating email newsletters. The style will be aligned with the site's design and support linking to website content.