



STYLEGUIDE January 2021 DRAFT

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MARK

The single continuious 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:





HEALTH CARE ASSOCIATION of New York State

chcanys.org

Or very horizontally:



COMMUNITY HEALTH CARE ASSOCIATION of New York State

It can also be put into a box:







MAIN COLORS

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



#D2232A

#231f20

SECONDARY COLORS

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



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



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FONTS

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



COMMUNITY HEALTH CARE ASSOCIATION of New York State

chcanys.org

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:

<u>Merriweather</u> 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.

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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



		Bold
)	VICE PRESIDENT, COMMUNICATIONS	Light
/	518-795-3663	2
	COMMUNITY HEALTH CARE ASSOCIATION of New York State	

Proxima Nova

TIFFANY PORTZER VICE PRESIDENT, COMMUNICATIONS 518-795-3663 COMMUNITY HEALTH CARE ASSOCIATION of New York State

Helvetica



TIFFANY PORTZER VICE PRESIDENT, COMMUNICATIONS 518-795-3663 COMMUNITY HEALTH CARE ASSOCIATION of New York State

POWERPOINT SLIDES

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

AMENDED AND RESTATED BYLAWS Aproved: October 30, 2020	
Zoom Guidelines • You have been muted upon entry. Please stay on mute if you are not speaking.	
 Share your questions in the chat. Our staff will raise your questions as needed if there are unanswered questions. The webinar is being recorded. 	PATIENT ENGAGEMENT 11

LETTERHEAD AND DOCUMENTS

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

AMENDED AND RESTATED BYLAWS Approved: October 30, 2020	COMMUNITY HEALTH CARE ASSOCIATION of New York State
FCHC	
	cheange ang
	COMMUNITY MEALTH CARE ASSOCIATION of New York State
CORNERS AND A CONTRACT AND A CONTRAC	ARTICLE I Section 101 The name of the Organization is the Community Health Care Association of New York State. The Community Health Care Association of New York State may also be referred to a v CHONN'S or the "Association". Section 102 The principal efficie of the Association shall be located in New York State, or such other Declation as determined by the Bland of Directores. Section 103 Purpose: The purpose of the Association is not promote the advancement of high equility primary health Care and wellness service switch are accessible and responsive to the communities being newed.
	ARTICLE II - MEMBERSHIP
	Section 2.01 There are two classes of membership ("Membership") in the Community Health Care Association of New York State.
	Organizational Membership in the Association shall be available to any Federally Qualified Health Center (FQHC) or FQHC Look-Alike based in New York State. Associate Membership in the Association is available to agencies, organizations, computers and individuals trait interested in or here gasher federate to the As-
	comultants and individuals that are interested in, or have gash related to the As- sociation but do not quality accomparizational Memory, e.g., clinical acconstantions, agencies, suppliers and other for-profit or non-profit organizations. Associate Membership is designated For-Profit Organizations, Memory, Socie-For-Profit Organizations, FQHC-bet IDAs, and Individuals. Associate Membership is not available to individ- uals associated with Organizational Members, including, but not limited to, their employees that provide primary care. Membership in the Associate Membership category will not be available to those who qualify for the Organizational Member- ship category.
	agencies, suppliers and other for-profit or non-profit organizations. Associate Membership is designated For-Profit Organizations, Non-for-Profit Organizations, FQHC-Hell DPA, and Individuals. Associate Membership is not available to Individ- uals associated with Organizational Members, Including, but not limited to, their employees that provide primary care. Membership in the Associate Membership category will not be available to hous who qualify for the Organizational Member-

EMAIL NEWSLETTER



A tempalte 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.