

rayogram



COMMUNITY
HEALTH CARE
ASSOCIATION
of New York State

chcanys.org

STYLEGUIDE

January 2021 DRAFT

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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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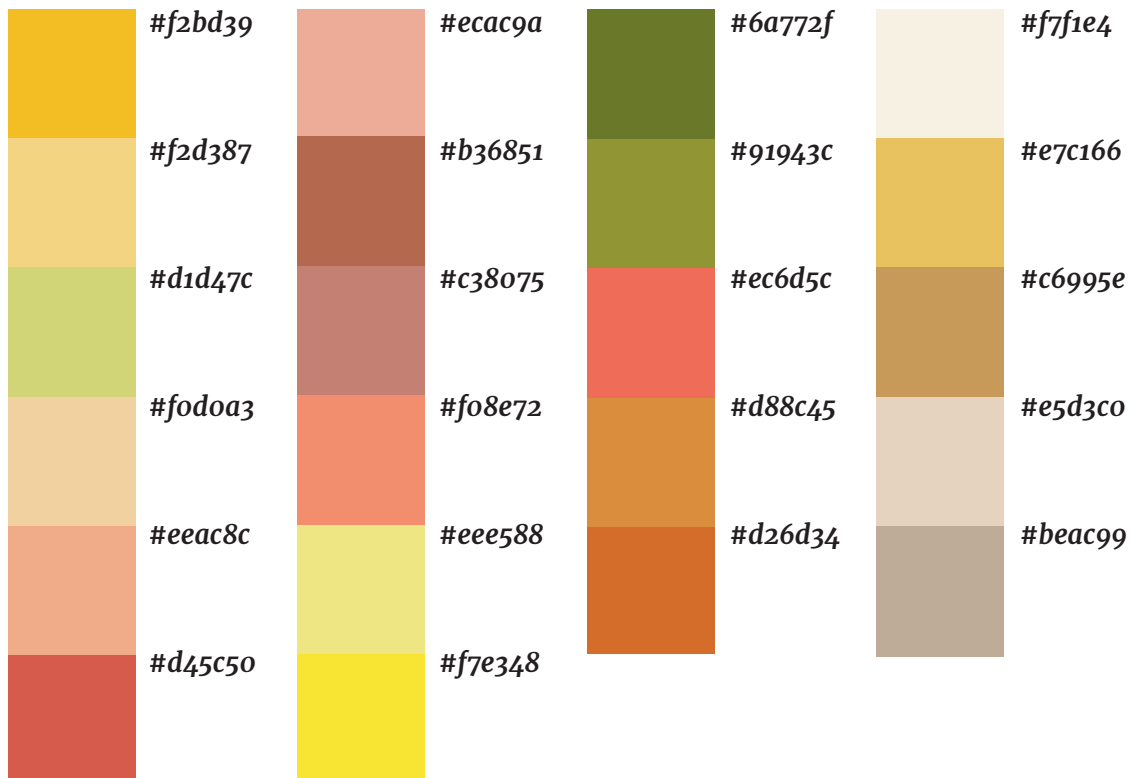
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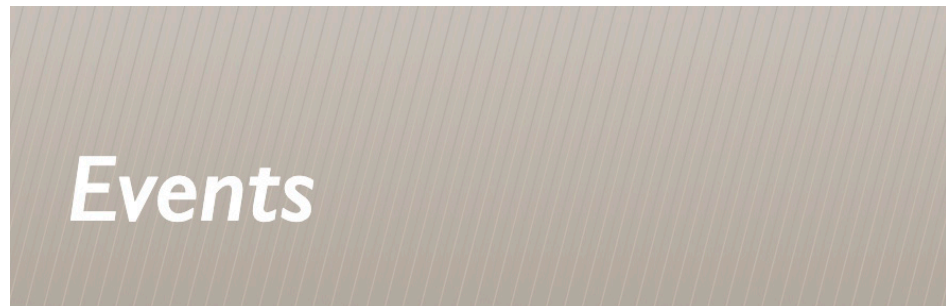
#231f20

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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**Bold
Light**

Proxima Nova



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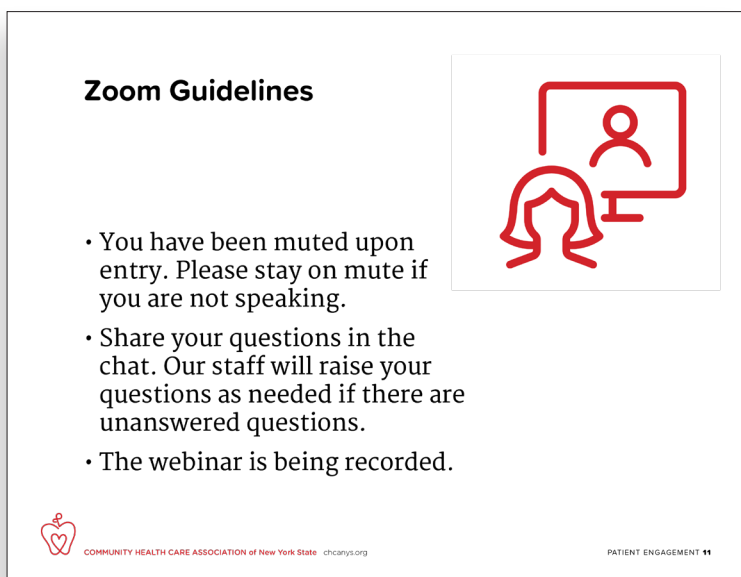
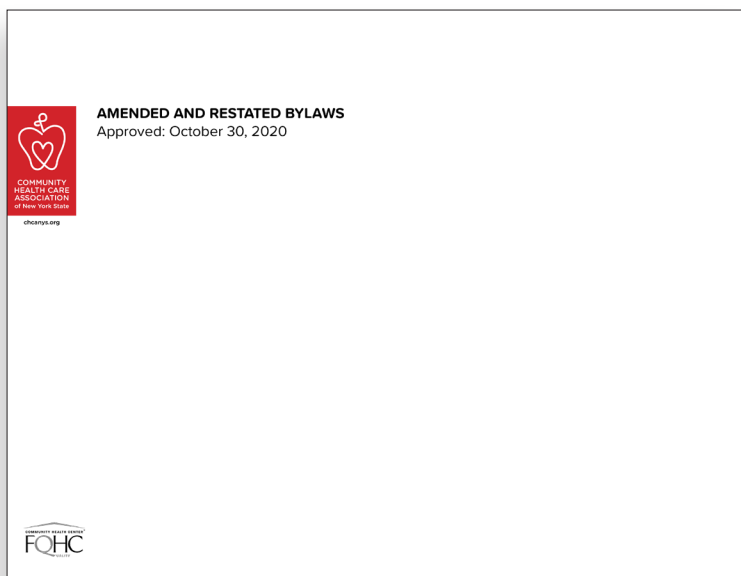
Helvetica



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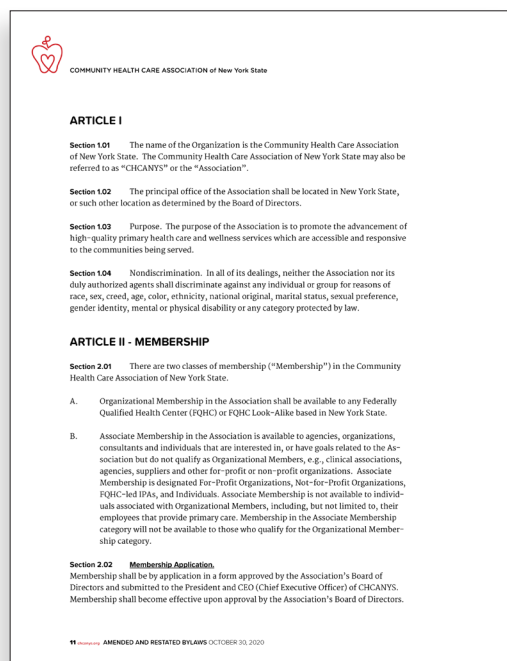
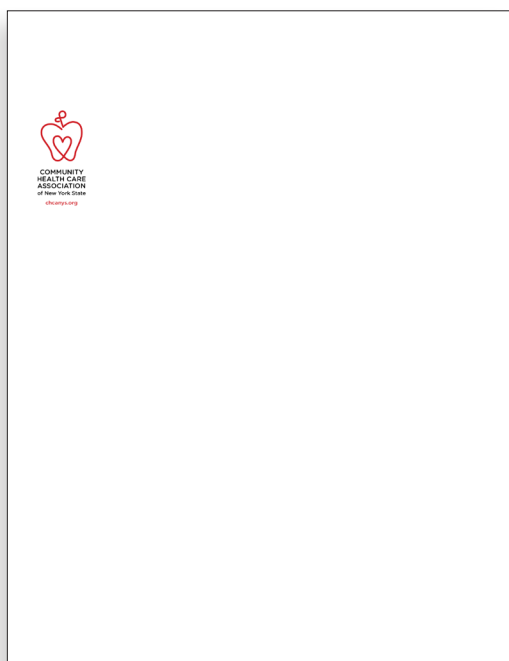
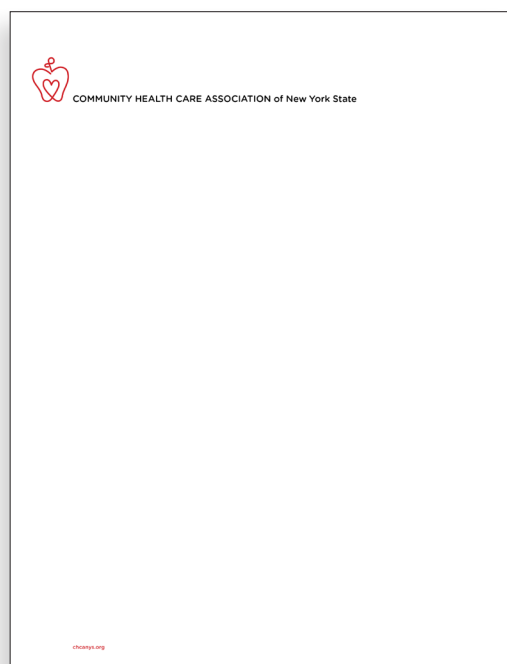
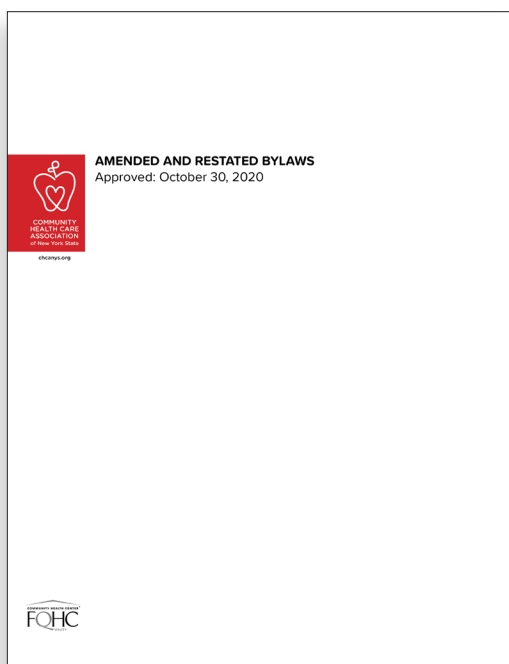
POWERPOINT SLIDES

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



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.

