



Brand Guidelines

OCTOBER 2021

Our Mission

Elevate Health's mission is to build and drive community coalitions that transform health systems and advance whole-person health for all. Our vision is that every person in every community we serve lives a full, healthy and vibrant life.

The Elevate Health brand carries our organization's mission, vision and values through clearly defined graphics, imagery and messaging.

Our Brand

Our brand is one of the powerful ways we tell our story, reflect our mission and reinforce our work to the world. Every communication with our stakeholders, our communities, and our internal audiences – every website page, social media post, PowerPoint presentation, brochure, branded item, video, photograph, or email– contributes to our overall impression. When these pieces are aligned, they intentionally reinforce our purpose and strengthen our message.

To best represent Elevate Health now and as we evolve, we have thoughtfully redesigned our logo and created new elements and templates that collectively form our brand identity – ensuring they convey our core work through the deliberate use of color, design, imagery and copy. This redesign also allows us to create an identity that is more responsive in digital formats and scalable across many mediums and platforms.

Our Purpose

The primary purpose of this brand style guide is to serve as a reference resource to our Elevate Health partners, vendors and staff in order to protect, maintain and accurately represent the Elevate Health brand. Secondly, this guide will help all of us project a dynamic, unified brand that speaks to and reflects Elevate Health's expertise, collaborative nature, commitment, and passion to the work of health equity and to the communities we serve.

Please use this style guide as the foundation for all public-facing and internal marketing and communications messaging.

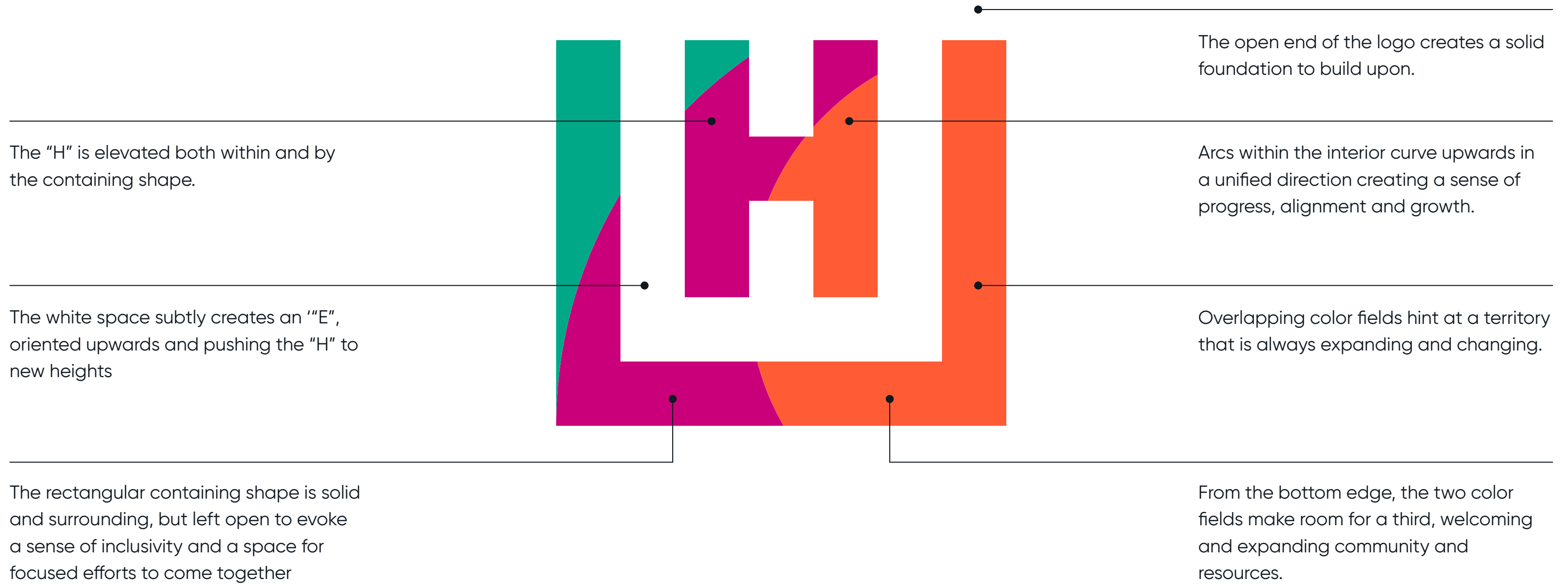
If you have questions about the brand or use of brand elements, please contact the Marketing & Communications team at marcom@elevatehealth.org.







Logo Criteria









Logo Clearspace

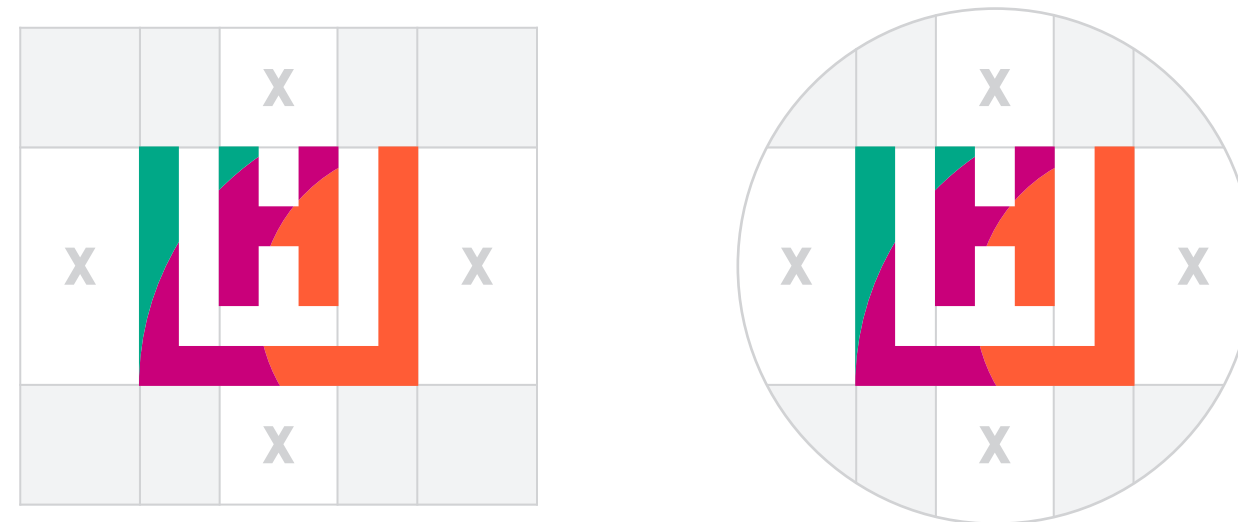
Primary Logo

Allow sufficient white space around the logo.
The minimum clearspace is the cap-height of the wordmark, (indicated as "X").



Logo Icon

Allow sufficient white space around the logo.
The minimum clearspace is the cap-width of the H within the icon, (indicated as "X").



Incorrect Logo Usages

In order to protect the integrity and consistency of the brand, it's important to use the logos as described in these guidelines.



Do not stretch, bend, rotate or transform the logos.

Do not change the size relationship between the icon and the wordmark.

Do not apply any effects.

Never put the full color logo on a color background other than white and midnight navy.



Do not change the color in the wordmark.

Do not change the color as a whole in the primary mark.

Do not change the icon to outlines.

Never put the full color icon on a color background other than white and midnight navy.



Primary Logo • Single Color

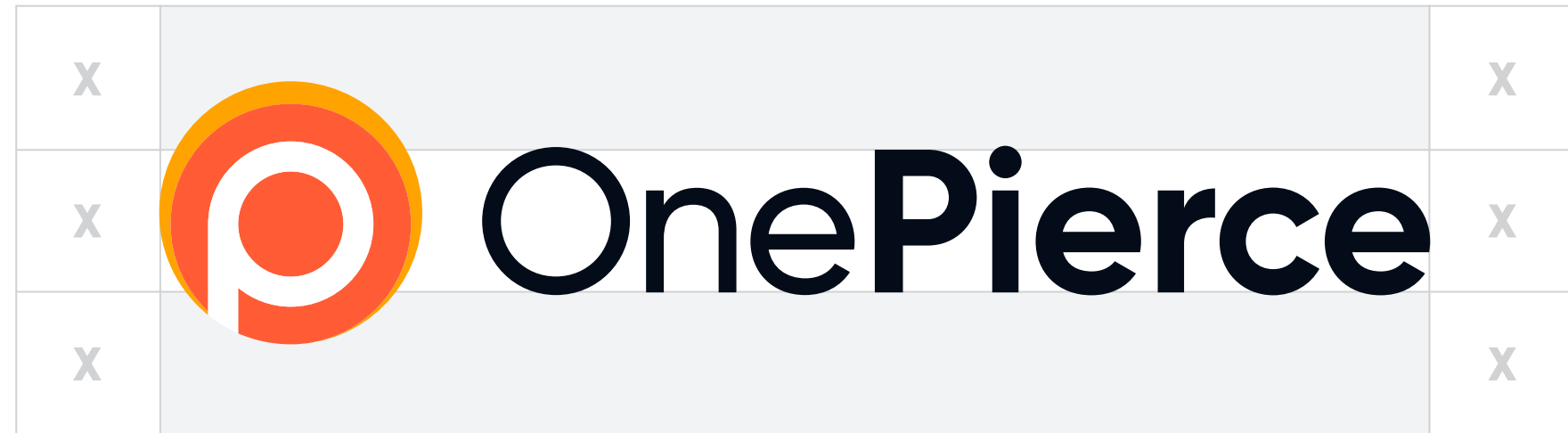




Logo Clearspace

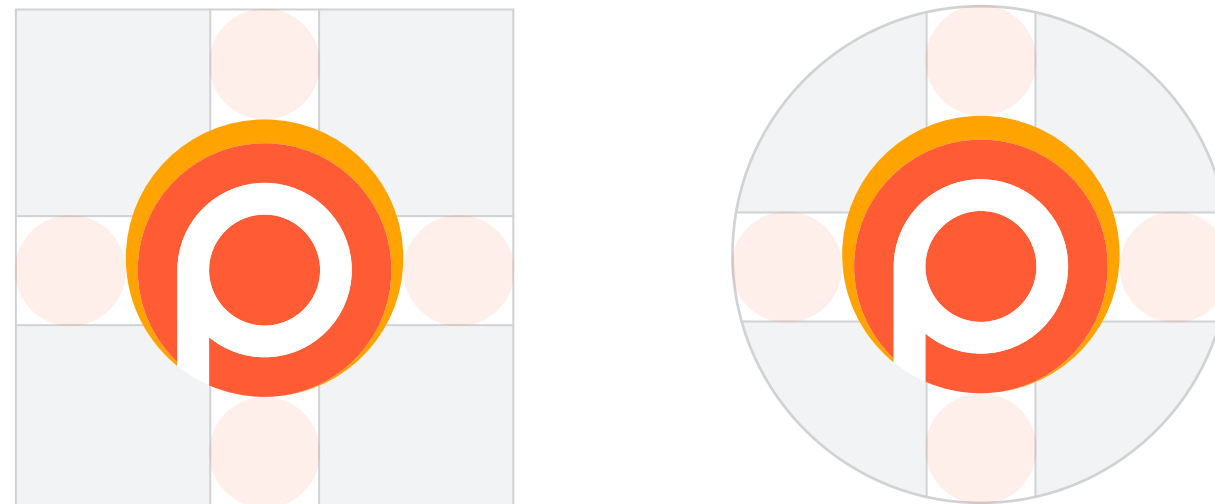
Primary Logo

Allow sufficient white space around the logo.
The minimum clearspace is the cap-height of the wordmark, (indicated as "X").



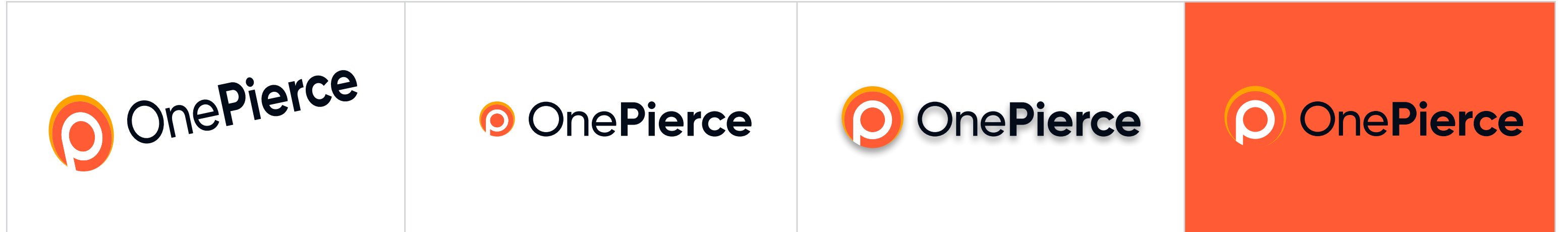
Logo Icon

Allow sufficient white space around the logo.
The minimum clearspace is the center circle within the "P" of the icon.



Incorrect Logo Usages

In order to protect the integrity and consistency of the brand, it's important to use the logos as described in these guidelines.

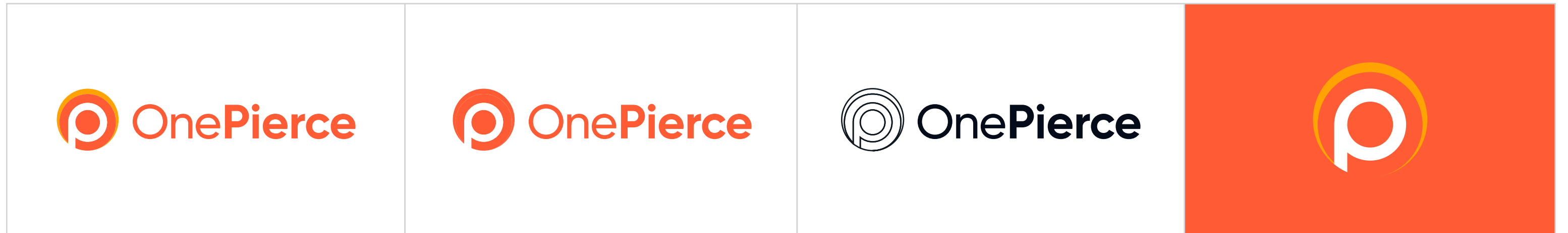


Do not stretch, bend, rotate or transform the logos.

Do not change the size relationship between the icon and the wordmark.

Do not apply any effects.

Never put the full color logo on a color background other than white and midnight navy.



Do not change the color in the wordmark.

Do not change the color as a whole in the primary mark.

Do not change the icon to outlines.

Never put the full color icon on a color background other than white and midnight navy.

Dual Brand Lockup • Vertical • Color



Dual Brand Lockup • Stacked • Color



Dual Brand Lockup • Vertical • Single Color



Dual Brand Lockup • Stacked • Single Color



Dual Brand Lockup • Vertical • Grayscale

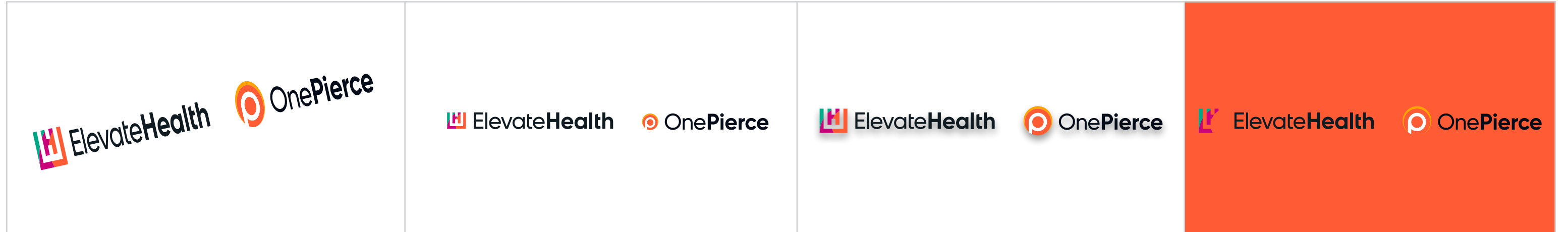


Dual Brand Lockup • Stacked • Grayscale



Incorrect Logo Usages

In order to protect the integrity and consistency of the brand, it's important to use the logos as described in these guidelines.

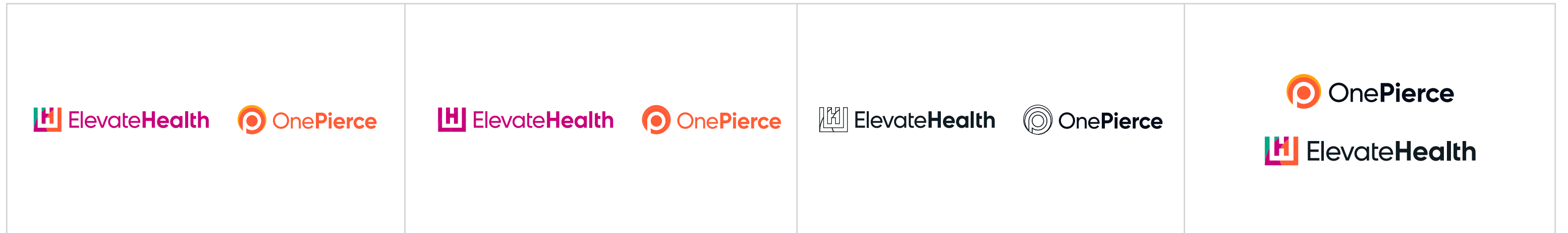


Do not stretch, bend, rotate or transform the logos.

Do not change the size relationship between the icon and the wordmark.

Do not apply any effects.

Never put the full color logo on a color background other than white and midnight navy.



Do not change the color in the wordmark.

Do not change the color as a whole in the primary mark.

Do not change the icon to outlines.

Never stack OnePierce above ElevateHealth. Only use below or beside.

Dual Branded Logos Clearspace

Vertical Lockup

Allow sufficient white space around the logos. The minimum clearspace is the cap-height of the wordmarks, (indicated as "X").

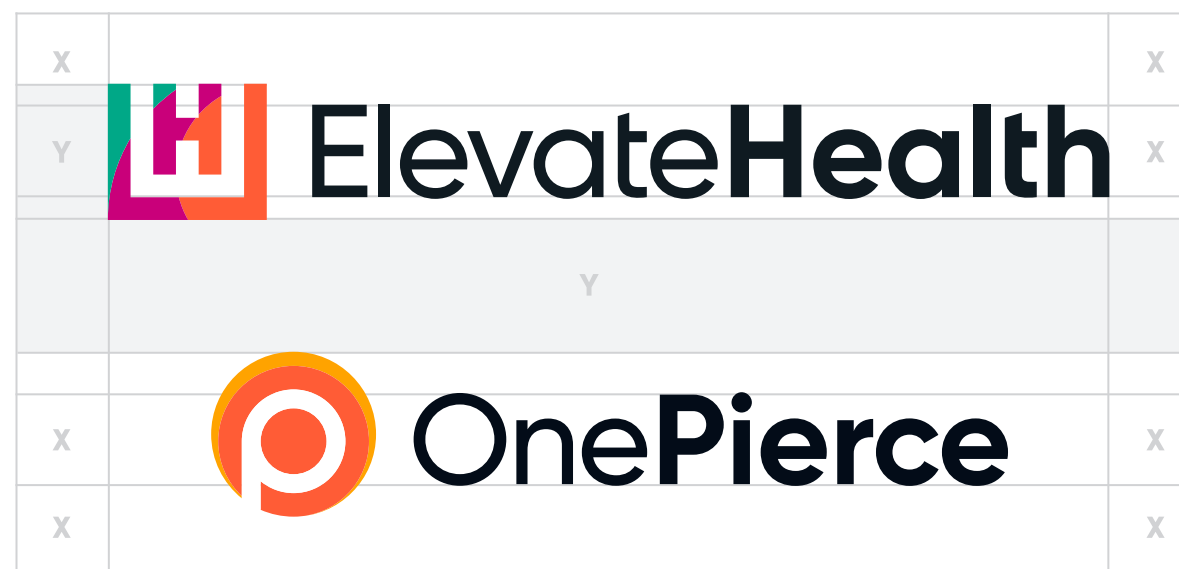
The space between logos is the width of the OnePierce icon, (indicated as "Y").



Stacked Lockup

Allow sufficient white space around the logos. The minimum clearspace is the cap-height of the wordmarks, (indicated as "X").

The logos are center aligned with each other and the space between is the height of the ElevateHealth icon, (indicated as "Y").



ElevateHealth Brand Colors

The following colors are defined for digital use. Use the hexadecimal (hex) colors on this page when designing for digital or in desktop publishing documents.

For print and publication use the CMYK values provided.

The Midnight Navy should be used as a ground color for logo marks and details.

Incorrect Color Usage



Magenta color should never be used as a main color or by itself and never used for OnePierce.



Green is never used for OnePierce.



Midnight Navy is just for backgrounds and small details.

HEX: **00A887**
CMYK: **78 / 5 / 75 / 0**

HEX: **CB007B**
CMYK: **17 / 100 / 5 / 0**

HEX: **FF5C35**
CMYK: **0 / 75 / 76 / 0**

HEX: **101820**
CMYK: **96 / 79 / 62 / 77**

OnePierce Brand Colors

The following colors are defined for digital use. Use the hexadecimal (hex) colors on this page when designing for digital or in desktop publishing documents.

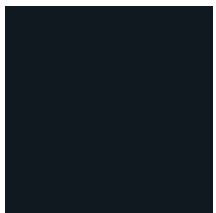
For print and publication use the CMYK values provided.

The Midnight Navy should be used a ground color for logo marks and details.

Incorrect Color Usage



Light orange should never be used as a background color.



Midnight Navy is just for backgrounds and small details.

HEX: **FFA300**
CMYK: **0 / 42 / 100 / 0**

HEX: **FF5C36**
CMYK: **0 / 79 / 82 / 0**

HEX: **101820**
CMYK: **82 / 71 / 59 / 75**

Typography

The primary typeface is Gilroy which is the main typeface for all of the communication platforms.

Gilroy features twenty different styles. Gilroy ExtraBold is used for display, headlines and important pieces of information. Gilroy Bold is used as subtitle headlines for body copy. Gilroy Regular is used for the body copy.

Typography should be primarily left aligned. In presentations and for web, it is ok to center align. The horizontal letter-spacing or 'tracking' should be set to 0.

When typesetting body copy, avoid having long lines as it makes it hard for the eye to follow onto the next line.

Gilroy ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrst uvwxyz !@#\$%^&*()+?/

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrst uvwxyz !@#\$%^&*()+?/

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrst uvwxyz !@#\$%^&*()+?/

Headline: ExtraBold
0 Tracking

Headline Example Lorem Ipsum

SubHeadline: Bold
1/2 headline pt size
0 Tracking

Subhead Example

Body Copy: Regular
3/4 headline pt size
0 Tracking

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip

Imagery

We want to demonstrate our reverence and respect for the community through each individual image. The use of colors influences the effect an image can have on the viewer. Use vivid colors to convey energy and motion.



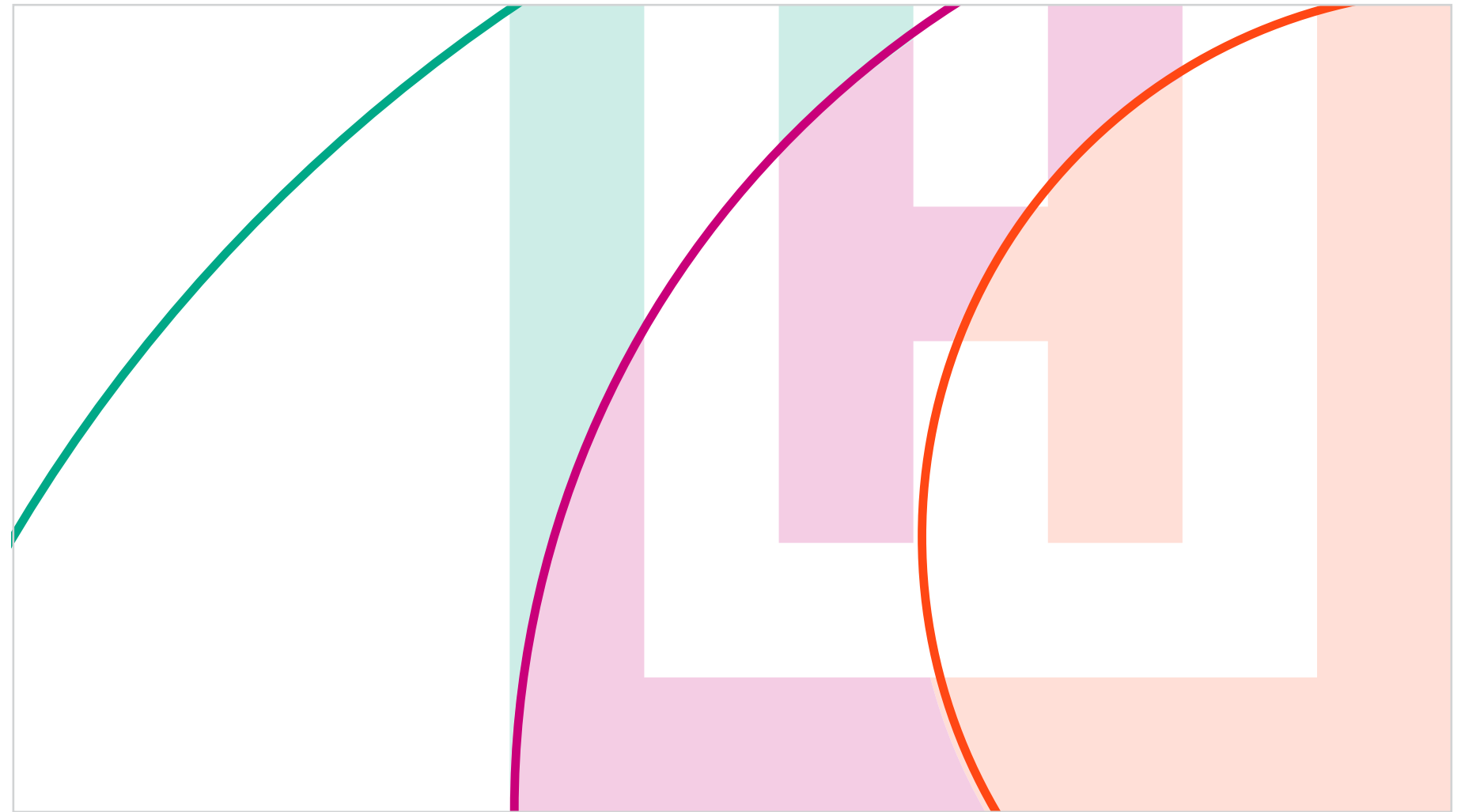
Image Overlay

The ripple image overlay is a design aesthetic that enhances the page and overall look. Adding the overlay should be used in minimal fashion.

Placement of the ripples should replicate the curves in the Elevate Health icon.

Color treatments should remain consistent with the icon as well. If using a double ripple it should either be green/magenta OR magenta/orange. Never green/orange.

Having a consistent treatment makes the creative more recognizable over time, making it a point of brand association for the viewer.

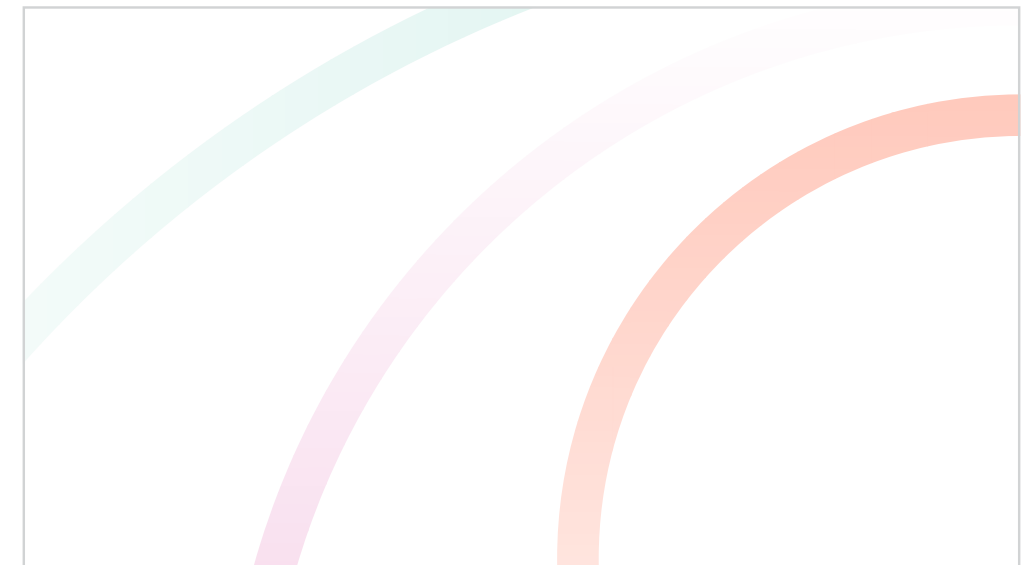


Transparent White Double Ripple



Transparent Color Double Ripple

- Green/magenta
- Magenta/orange
- Never green/orange



Transparent Color Triple Ripple

Correct Image Usage



Transparent white double ripple over image. Ripples should always be on right side.

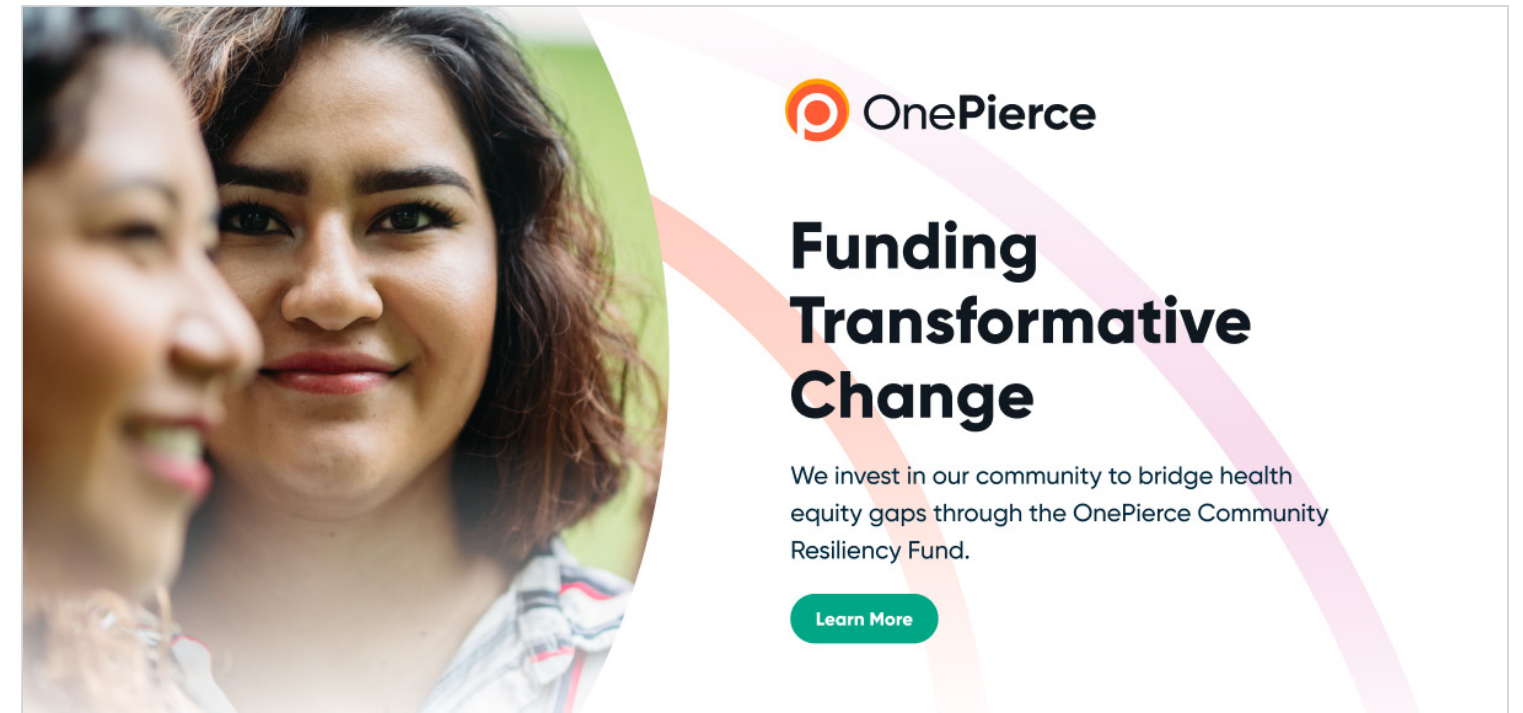
Incorrect Image Usage



Ripples should never be on the left side.



Transparent color double ripple over image and background. Ripples should always be on right side.



Ripples should never be on the left side.

Icon Guide

Icons are a great way to highlight key messages and content. The main goal of Elevate Health's iconography is to help viewers absorb and process information effectively. These icons are intended to give substance to content and highlight important pieces of information without overshadowing or replacing them.

Elevate Health has 42 approved icons available for use in PowerPoint, web design, written documents, and other branded materials. Themes include: core values, general, concepts, medical and people. While general, concepts and people icons can be used in many ways, value icons are intended for exclusive use with their corresponding Elevate Health core value. Read more on page 34.

Please visit [Sharepoint](#) to download the icon files.


Correct Icon Usages

To protect the integrity and consistency of the brand, it's important to use the icons as described in these guidelines:











supporting copy
 ← ↓
COMMUNITY
 We recognize that community drives us and it at the heart of all we do.


Use icons to distinguish actions, objects or values. Always have supporting copy/text next to the icon.



Use icons on a white background or any of Elevate Health's approved colors from our style guide EXCEPT for black.

 EQUALITY	 DIVERSITY	 INTEGRITY	 INCLUSION
 COMMUNITY	 INNOVATION	 REVERENCE	 EMPOWERMENT







Use icons with intended values, themes and topics (as seen in file names).



Allow sufficient clearspace around the icon, indicated at "X".



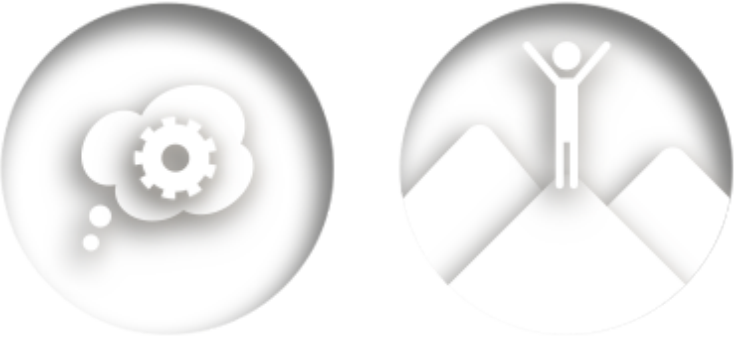


Incorrect Icon Usages

To protect the integrity and consistency of the brand, it's important to use the icons as described in these guidelines:

 <p>Do not stretch, bend, tilt or adjust the transparency of the icon.</p>	 <p>Do not use icons on a black background.</p>	 <p>Do not overlap icons.</p>
<p>header copy</p> <p>↓</p> <p>EXAMPLE TITLE</p> <p>icon</p> <p>↓</p>  <p>Do not make icons the same size or smaller than header copy size.</p>	 <p>Do not place icons on photos.</p>	 <p>Do not change the color of the icons.</p>

Icon Categories

Elevate Health has 42 total approved icons in the following categories: core values, general, concepts, medical and people. Click the links below to download icons from [Sharepoint](#).

 <p>Core Values</p>	 <p>General</p>	 <p>Concepts</p>
 <p>Medical</p>		 <p>People</p>

Core Value Icons

Please use the following set of icons **exclusively with their associated value**. Each icon was created with the intent to represent a specific value (listed below) and should not be used to represent other values, concepts or topics.



COMMUNITY



DIVERSITY



EQUITY



INCLUSION



INTEGRITY



INNOVATION



REVERENCE



EMPOWERMENT

Keep in mind:

Context is key.

Icons gain clarity and meaning through context. How and where icons are placed impacts how effective they are.

Layout impacts clarity.

What are the other elements in view? Do the icon(s) appropriately draw the eye to important content or do they compete with other visuals?

Use labels.

The icons should be used to give some context, but including titles and supporting text will hammer the point home.

Use color minimally.

Using the icons on a white background or the lighter colors in Elevate Health's secondary color palette will create the most clean and professional look.

