BRAND GUIDE
January 2019

PRIMARY LOGO - HORIZONTAL

W WINDOM AREA HEALTH

PRIMARY LOGO - STACKED

W WINDOM AREA HEALTH

SECONDARY LOGO - STACKED

W WINDOM AREA HEALTH

IN REVERSE

W WINDOM AREA HEALTH

W WINDOM AREA HEALTH

W WINDOM AREA HEALTH

GRAYSCALE

W WINDOM AREA HEALTH

W WINDOM AREA HEALTH

W WINDOM AREA HEALTH

REQUIRED SPACE

W WINDOM AREA HEALTH

W WINDOM AREA HEALTH

W WINDOM AREA HEALTH

MINIMUM SIZE

0.125" H **W WINDOM AREA HEALTH**

0.44" H **W WINDOM AREA HEALTH**
0.75" W

0.23" H **W WINDOM AREA HEALTH**
1.125" W

LOGO LOCKUPS

A template has been provided in order to create new lockups as needed.

W WINDOM AREA HEALTH
Hospital

W WINDOM AREA HEALTH
Foundation

W WINDOM AREA HEALTH
Outreach

"W" ICON

TYPOGRAPHY

CALIBRI FONT FAMILY

Calibri Light
Calibri Regular
Calibri Bold

Used for body text and tertiary subheaders.

RALEWAY FONT FAMILY

Raleway ExtraLight
Raleway Light
Raleway Regular
Raleway Medium
Raleway Semibold
Raleway Bold*
Raleway ExtraBold
Raleway Heavy

***Raleway Bold** is used in the logo lockups.

A template has been provided.

SIGNIKA BOLD

Used for main headline, TAGLINE text, large text callouts, and displaying URL (see pg. 3 for Tagline Usage and pg. 4 for example).

GOTHAM BOLD

Used for subheaders in documents that use the tagline (see pg. 4) as the main headline.

Also used in substitution of Raleway when 'w' is present to avoid hex design.

Can be used as the main headline font if the tagline is used as the subhead line (see pg. 4).

PRIMARY COLOR PALETTE

DARK BLUE
PMS 3005 C
CMYK 100/46/2/0
RGB 0/119/200
#0077c8

LIME GREEN
PMS 368 C
CMYK 59/2/100/0
RGB 120/190/32
#78be20

CYAN BLUE
PMS 2995 C
CMYK 81/12/1/0
RGB 0/169/224
#00a9e0

BLACK
SPOT BLACK
CMYK 100/100/100/100
RGB 0/0/0
#000000

OVERLAP GREEN
PMS 7739 C
CMYK 81/15/100/2
RGB 49/155/66
#319b42

OVERLAP BLUE
PMS 3015 C
CMYK 100/58/21/4
RGB 0/98/155
#00629b

WHITE
SPOT WHITE
CMYK 59/2/100/0
RGB 250/250/250
#ffffff

TINTS
Tints are allowed between 100% and 0%.

TAGLINE - 1 LINE

FIND YOUR HEALTHY

TAGLINE - 2 LINES

FIND YOUR HEALTHY

TAGLINE - 3 LINES

FIND YOUR HEALTHY

TAGLINE USEAGE

The color order for the tagline should always be DARK BLUE, CYAN BLUE, LIME GREEN. The multi-line versions should overlap slightly and be set to Blend Mode "Multiply" (always at 100%) to mimic the overlaps in the "W" icon.

The tagline should **ALWAYS be used in color on a white background**. NEVER use the tagline on a colored background.

When used as a headline, the preferred order of placement should always be 1.) 3 line version, 2.) 2 line version, and lastly the single line version. The size and potential layout of the marketing piece being created will determine which version works best.

When used as a tagline, the single line version should always be used. Place at a size that is about 4-6 points smaller than the headline text size.

GRAPHIC ELEMENT - "W" ICON

The Windom "W" may be used to mask an image. The third segment (cyan blue) of the "W" should be the only segment to feature an image, and only the dark blue segment should overlap the image with the blend mode set to "Multiply."

PHOTOGRAPHY

Photography used should include images specific to Windom Area Health in that they depict patient/carer interactions and other healthcare scenarios.

Colorful images that reflect the natural area of Minnesota surrounding Windom may also be used throughout the brand, as well.

GRAPHIC ELEMENT - POWER BAR

The "power bar" may be used to 1.) border images or 2.) as a page border.

It should only appear once on the page in order to maximize the space for content and keep the design from becoming too busy.

Vary the widths of the brand colors that make up the bar. The "OVERLAP" colors should always be thinner than the 3 main brand colors and appear in a similar order to the "W" icon.

MAX HEIGHT for HORIZONTAL Page Border: 0.25 inches
MAX WIDTH for VERTICAL Page Border: 0.25 inches

MAX HEIGHT for HORIZONTAL Image Border: 0.375 inches
MAX WIDTH for VERTICAL Image Border: 0.375 inches

EXAMPLES

General

Image Header

Icon as Element

Tagline as Header

Gotham Subhead

Primary Logo

Care Center Specific

Logo (Dept. Lockup)

Gotham Header

Tagline as Subheader

Body Copy - Calibri

URL - Signika

Callout - Signika

0.375"

0.25"