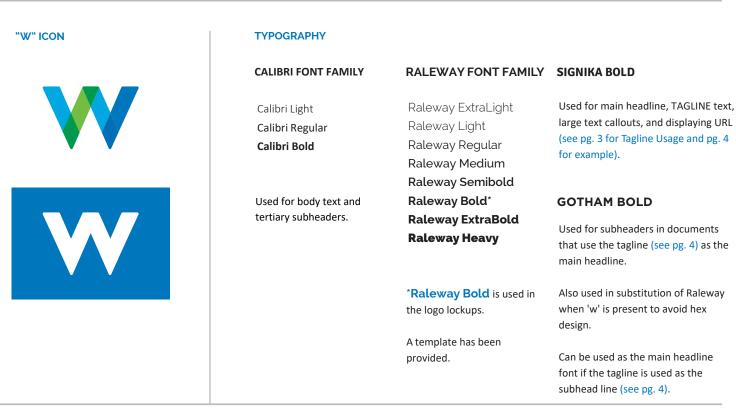




PRIMARY LOGO - HORIZONTAL	PRIMARY LOGO - STACKED	SECONDARY LOGO - STACKED
IN REVERSE	W WINDOM AREA HEALTH	WINDOM AREA HEALTH
GRAYSCALE	W WINDOM AREA HEALTH	WINDOM AREA HEALTH
O.125" H [ ₩ WINDOM AREA HEALTH	0.44" H WINDOM AREA HEALTH 0.75" W	0.23" H [ WINDOM AREA HEALTH 1.125" W
LOGO LOCKUPS A template has been provided in order to create new lockups as needed. WINDOM AREA HEALTH Hospital	WINDOM AREA HEALTH Foundation	WINDOM AREA HEALTH Outreach

# Windom Area Health



### 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** 

**TAGLINE - 2 LINES** 

**FIND YOUR HEALTHY** 

**TAGLINE - 3 LINES** 

#### **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

# 0.25" [

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# EXAMPLES

## General



## **Care Center Specific**

	Logo (Dept. Lockup)	WINDOM AREA HEALTH Birth Place
GET BACK IN <	Gotham Header	
THE GROOVE		
& MOVE AGAIN	Tagline as Subheader	FIND YOUR
Lorem ipsum dolor sit amet, consectivuer adipicing elit, sed dam norummy nibh euismod trioddur ut laoreet dolore magna aliquam erat volutgat. Ut wai enim ad minim veniam, quia notartud exect tabion alimencoper suscipi lobortis nil ut aliquip ex ea commodo consequat.	Body Copy - Calibri	Lorenti puum dolor sit amet, consectetuer adjacitorg etit, sed dan nonumumy nibh eukumod tincidus ut larenet dolore magna aliquam erat voltaptat. Ut wai enim ad minime weniam, qaia nostrud erent tation duncorger sacupatio bottori stil ut aliquip
WINDOM AREA HEALTH Rehabilitation 2350 Hospital Dr., Windom, MN 95003 507-533-2400   WINDOMAREAHOSPITAL.COM	URL - Signika	ex ex a commodo consequat. Schedule your appointments today by calling Sunday by calling 507-831-2400.

Callout - Signika

