Brand Guideline

Brand Logos

Primary Logos

The accepted orientation of the PCIHIPAA primary logo is as shown and should be used on white and light backgrounds. The inverse logo should be used on all dark backgrounds.

The PCIHIPAA logo colors, fonts, orientation, or spacing should never be altered outside of the options shown in this brand guideline.

PCIHIPAA™

Inverse Logo

PCIHIPAA™

Logo Colors

A full color logo should always be the first option of use followed by the inverse logo. The logo should not be used in any other brand colors or brand gradients.

No color or combination of colors outside those listed in this brand guideline should be used until further notice.

Brand Colors

Primary Colors

This is the color palette for PCIHIPAA. Under no circumstances should these colors be tweaked.

Dark Blue is the brand's dominant color. It is used for some headings, icons, drop shadows, and overlays.

Bright Blue should be used for emphasized text, divider lines, icons, and call to action buttons.

Both these colors are used in gradients. Please see the Brand Gradients page for more information.

DARK BLUE

HEX: #2B3990
RGB: 43, 57, 144
CMYK: 99, 93, 6, 0

BRIGHT BLUE

HEX: #27AAE1
RGB: 39, 170, 225
CMYK: 70, 15, 0, 0

Secondary Colors

This is the color palette for PCIHIPAA. Under no circumstances should these colors be tweaked.

Gold should be used for lines, icons, and small design accents.

Magenta should be used for lines, icons, drop shadows, small dessign accents, and occasionally emphasized text.

Both these colors are used in gradients. Please see the Brand Gradients page for more information.

GOLD

HEX: #FFBF0A
RGB: 255, 191, 10
CMYK: 0, 27, 100, 0

MAGENTA

HEX: #C60F7B
RGB: 198, 15, 123
CMYK: 21, 100, 16, 0

Tertiary Colors

This is the color palette for PCIHIPAA. Under no circumstances should these colors be tweaked.

Sea Foam and Coral are accent colors and should be used for icons and infograhics, always in concert with the more dominant brand colors outlined in the Primary and Secondary Colors pages.

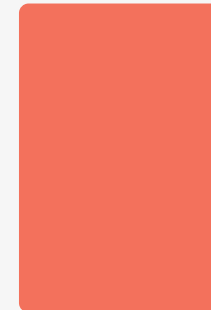Both these colors are used in gradients. Please see the Brand Gradients page for more information.
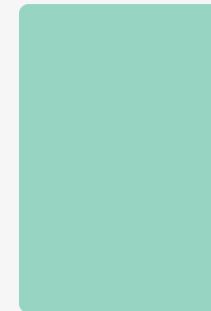
SEA FOAM

HEX: #8BE8CB
RGB: 152, 212, 194
CMYK: 40, 0, 29, 0

CORAL

HEX: #F3715D
RGB: 255, 113, 91
CMYK: 0, 70, 63, 0

Brand Gradients

This is the gradient color palette for PCIHIPAA. Under no circumstances should these colors be tweaked.

Aquamarine and Sunset should be used for backgrounds, callouts, footers, and headers.

There are three colors in each gradient, which are described to the right of the gradient, in order from lightest to deepest color.

AQUAMARINE

HEX: #0D395C
RGB: 13, 57, 92
CMYK: 100, 79, 39, 30

HEX: #26A9E0
RGB: 38, 169, 225
CMYK: 100, 15, 0, 0

HEX: #2B3990
RGB: 43, 57, 144
CMYK: 99, 93, 6, 0

SUNSET

HEX: #FEBE12
RGB: 254, 190, 18
CMYK: 0, 27, 100, 0

HEX: #FEBE12
RGB: 254, 190, 18
CMYK: 0, 27, 100, 0

HEX: #FEBE12
RGB: 254, 190, 18
CMYK: 0, 27, 100, 0

PCIHIPAA™

Brand Fonts

Brand Fonts

Spartan is a free Google Font and should be used for all PCIHIPPA's headings across print and digital. Spartan is offered in many weights and the proper use of each is detailed to the right.

Lato regular is the standard body copy font. It is also a free Google Font and should be used for all body copy across print and digital.

In the case Spartan or Lato are not available, a similar sans serif font should be used.

The colors specified to the right should always be used on light or white backgrounds. All text should be white on dark backgrounds.

Heading One

Spartan Bold
Dark Gray (90% black), title case, -20 letter spacing

Heading Two   Heading Two

SpartanBold
Dark Gray (90% black) OR Brand Dark Blue, title case

Heading Three   Heading Three

Lato Bold
Brand Dark Blue OR Brand Magenta, title case

Body Copy

Lato Regular
Black, sentence case

Brand Components

Brand Components

Brand components are characteristic style elements that are unique to your brand. They show up in all of your branded assets to further reinforce a cohesive look and make your brand stand out as distinctly yours.

PCIHIPAA's brand components are:

- Lines with rounded rectangles as opposed to bulleted lists
- Arrows to indicate sub-lists within larger lists
- Rounded edges for calls to action and banners
- Colorful abstract icons in two sets of three color combinations

Lines and Bullets

Lines
Black (20% tint), .5pt stroke

Bullets
Dark Blue or Magenta, 2pt stroke, rounded edge

Arrows

Acceptable colors are Light Blue or Gold

Icons

Icons should be basic shape components overlapped to create custom configurations.

Acceptable color compositions are Dark Blue + Sea Foam + Light Blue or Coral + Magenta + Gold.

Photos

PCIHIPAA's photo style is friendly, local, and candid. Subjects should be diverse doctors, dentists, and office managers.