KHA

Kansas Hospital
ASSOCIATION

Brand Style Guide

Why Brand Identity Matters

Effective January 1, 2019, KHA will begin using a new logo. We can all take pride in what it signifies:

- The well-known hospital "H" emblem in the center our great state illustrates our core purpose of serving Kansas hospitals.

- The new logo honors our gold-and-blue legacy while revitalizing it with brighter tones that more closely match the Kansas state flag, evokes feelings of optimism and security, and reflects endearing Kansas attributes such as sunflowers and the glow of the sun over sprawling landscapes.

- The new, contemporary font includes bold treatment for the words "Kansas Hospital" to convey that everything we do, we do in support of them.

As the health care industry continues to evolve in ways that keep people healthy, we stand firm in our belief that hospitals will always be integral to that mission. Our new logo reflects that position as it underscores our commitment to Kansas hospitals and the communities they serve.

This style guide is a resource for all KHA employees, affiliates and partners to use in establishing, maintaining and communicating the KHA brand identity. By using the guidelines on a regular basis and following the examples in the next few sections, you will help create a consistent KHA brand in all communications.

Logo Usage

Three versions of the KHA logo are available to accommodate various layouts. See below for more details on when to use each version.

Square Logo
This is the preferred version of the logo and should be the first consideration in all cases.

Horizontal Logo
Use this logo when vertical space is limited and/or when a wide format is most practical.

Vertical Logo
This version, which mirrors the height of our old logo, is best for layouts that offer ample vertical space.

Logo Components

The KHA logo comprises two components: the brandmark and the logotype. Both should be present at all times – do not crop, fade or otherwise leave out any part of either component. The brandmark may be used alone – only with approval

brandmark

logotype

Spatial Relationships and Logo Size

The square and vertical logos should not be sized smaller than 1-1/4 inch in width. The horizontal version should not be smaller than 1-1/2 inch. The area surrounding the logo on all sides must be kept clear of any other typography or graphic elements, including but not limited to photographs, illustrations, thematic images and patterns, as well as the trim edge of a print communication or the perceived edge of an electronic communication (web page, HTML email, etc.). Minimum free space on all sides is one-half inch.

1 -1/4" minimum

1 -1/2" minimum
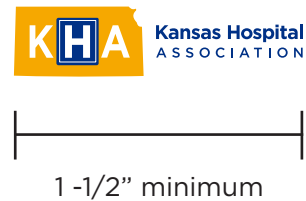
Logo Color Applications

Each version of the KHA logo is available in the following color applications:

- Full color - PMS 287 and 124
- Black
- Grayscale
- Reverse (white)

Logo color and file format will be determined by use and reproduction method. Consult your supervisor or Cindy Samuelson for additional guidance if needed.

Elements of the logo and their relationships to each other may not be altered in any way.

Full color logo
Pantone 287 and 124

Positive black logo
(option for use only when limited to one color)

Grayscale logo

Reversed black background
(use when limited to one color)

File formats provided include:
- AI and EPS - highest quality for professional printing and signage
- JPG - ideal for Microsoft Office documents and online. Includes a white background.
- PNG - also ideal for Microsoft Office documents. Has a transparent background.
  (GIF available upon request.)

Color Palette

The KHA visual brand includes a primary and secondary color palette. Corresponding PMS (Pantone® Matching System, a universal ink system for offset printing), RGB, CMYK and hex colors are listed below.

Primary color palette:

Print:	100C 75M 2Y 18K	0C 30M 100Y 0K
Web:	0R 48G 135B	234R 170G 0B
Pantone:	Pantone 287 C	Pantone 124 C
Hex:	003087	EAAA00

Secondary color palette:

Print:	60C 19M 1Y 4K	78C 0M 95Y 5K	0C 98M 91Y 30K
Web:	123R 175G 212B	49R 155G 66B	171R 35G 40B
Pantone:	Pantone 542 C	Pantone 7739 C	Pantone 7621 C
Hex:	7BAFD4	319B42	AB2328

65C 43M 26Y 78K	11C 13M 16Y 32K
51R 63G 72B	172R 163G 154B
Pantone 432 C	Pantone Warm Gray 5 C
333F48	ACA39A

Corporate Typefaces

Type style, or typography, is also an integral part of KHA's brand identity. When used together with the KHA logo and color palette, it becomes a powerful visual communication tool. Consistent typography enables all materials to be presented in a clear, distinctive manner.

Marketing campaign fonts
For marketing campaign materials including but not limited to print advertising and promotional collaterals, the **Gotham** font family is the primary font. Gotham is also a web-safe font and should be used on kha-net.org.

Corporate font family
Tahoma is the acceptable font that can be used in Microsoft Office documents.

Gotham Book
ABCDEFGabcdefg 12345

Gotham Book Italic
ABCDEFGabcdefg 12345

Gotham Medium
ABCDEFGabcdefg 12345

Gotham Medium Italic
ABCDEFGabcdefg 12345

Gotham Bold
ABCDEFGabcdefg 12345

Gotham Bold Italic
ABCDEFGabcdefg 12345

Tahoma Regular
ABCDEFGabcdefg 12345

Tahoma Italic
ABCDEFGabcdefg 12345

Tahoma Bold
ABCDEFGabcdefg 12345

Tahoma Bold Italic
ABCDEFGabcdefg 12345

Thank you in advance for using this resource to help ensure a consistent KHA brand identity through correct logo, color and font usage at all times. Please consult Cindy Samuelson at (785) 233-7436 for additional guidance, if needed.