



AMERICA'S  
ESSENTIAL  
HOSPITALS

## Design Guidance for Posters

America's Essential Hospitals seeks to present a consistent and cohesive visual identity across all documents, presentations, online content, and other communications. The association employs specific and carefully chosen typefaces, colors, graphic treatments, and other design elements to achieve a distinctive and immediately recognizable brand.

As you prepare your poster, please keep the following guidance in mind when developing charts, graphs, and other supporting content, and when providing image files, such as your hospital's logo.

### Chart Design

**Keep it simple**—An overarching principle for designing charts is to keep the design as simple as necessary to effectively communicate your data. A simple bar or pie chart or line graph *without* decoration—three-dimensional effects, shadows, and outlines, for example—is best.

**Supply charts and graphs in their native format**—An original Microsoft Office document used to create a chart, for example, is better than providing the chart as an image file (a JPG or TIFF file, for example). Providing the source file will allow America's Essential Hospitals staff to more easily adjust colors or other aspects of the design, if needed, to meet association branding guidelines.

**Use the association's color palette when designing a chart**—America's Essential Hospitals has a core brand palette of four colors:



Brand Teal



Brand Red



Brand Blue



Brand Gray

The RGB formulas for creating these colors in Microsoft Office products and other desktop document applications are as follows:

Color	R (Red) Value	G (Green) Value	B (Blue) Value
Brand Teal	53	189	178
Brand Red	240	83	51
Brand Blue	0	174	239
Brand Gray	113	112	115

If you have more than four data points to color, an expanded, brand-correct palette is available; please contact [COMM.admin@essentialhospitals.org](mailto:COMM.admin@essentialhospitals.org) for guidance and formulas for these additional colors.

## Images

**Provide high-resolution images**—For your hospital logo or other image, provide a high-resolution image file. Ideally, such files would be saved at a resolution of 300 pixels per inch.

If you're unfamiliar with image formats, consult your communications department. Often, communications staff are the keepers of a hospital's official, high-resolution logo and other print-ready graphics. Alternatively, America's Essential Hospitals staff can work directly with your communications or other appropriate staff to secure images; please let us know if we can help.

## Question?

Please contact America's Essential Hospitals communications staff at [COMM.admin@essentialhospitals.org](mailto:COMM.admin@essentialhospitals.org) or 202-585-0102 if you need assistance or additional guidance.