VERMONT HEALTH
CONNECT

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COLOR BREAKS

- **REPRO IN PMS COLORS:** When the Vermont Health Connect logotype appears in full color (2 PMS colors), it should always print 100% of PMS 624 SAGE, 100% of PMS 3302 EVERGREEN. See figure 1.

- **REPRO IN 4-COLOR PROCESS:** In situations where the logo is reproduced in process color, use the color build formula listed under "color designations" to designate the PMS to 4-color build conversion for your logo. See figure 2.

- **REPRO FOR BROADCAST, WEB DESIGN OR POWERPOINT:** When the Vermont Health Connect logotype appears in broadcast media (television, film, video), web or PowerPoint, use the available, specified versions of the RGB/Websafe color signatures. Where the broadcast, web or screen background would impede the legibility of the signature, use the logotype as pure white on a solid field. See figure 3. If the hexadecimal number is needed, see figure 4.

- **REPRO IN ONE PMS or COLOR:** When the Vermont Health Connect logotype must appear in 1-color it should appear 100% of PMS 3302 EVERGREEN. It may also be reversed out of a solid or dark background.

MARK COLOR DESIGNATIONS/BUILDS

- **SPOT (PMS) COLORS** are:
  PMS 624 SAGE, PMS 3302 EVERGREEN

- **4-COLOR PROCESS (CMYK)**
  CMYK Builds are:
  PMS 624 SAGE: **C**47 **M**6 **Y**28 **K**18
  PMS 3302 EVERGREEN: **C**94 **M**16 **Y**48 **K**65

- **POWERPOINT/WEB**
  RGB Builds (broadcast, Web or PowerPoint use) are:
  PMS 624 SAGE: **R**124 **G**162 **B**149
  PMS 3302 EVERGREEN: **R**0 **G**77 **B**70

  Hexadecimal Builds (Web) are:
  PMS 624 SAGE: **#**7CA295
  PMS 3302 EVERGREEN: **#**004D46

TYPOGRAPHY

The TYPEFACE used in the Vermont Health Connect logotype is Agenda. The logotype has been custom kerned. Therefore the Vermont Health Connect logotype should NEVER be approximated by retyping the identity's text component.

The logos are provided as font independent file formats; it is not necessary to purchase this font for use of the logo. Should you need to use the typeface for your own Vermont Health Connect collateral materials, Agenda may be purchased. If it is unavailable Arial may be used as a substitute.

Minimum Size Reproduction
The logotype must always be reproduced so the height of the Vermont Health Connect mark measures a minimum of .5" high to ensure all elements of the identity are legible.

.5"

figure 1

PMS COLOR

PMS 624 SAGE

PMS 3302 EVERGREEN

figure 2

PROCESS COLOR

CMYK SAGE: **C**47 **M**6 **Y**28 **K**18

CMYK EVERGREEN:
C94 **M**16 **Y**48 **K**65

figure 3

RGB & WEB

RGB SAGE: **R**124 **G**162 **B**149

RGB EVERGREEN:
R0 **G**77 **B**70

figure 4

HEXADECIMAL

HEX SAGE: **#**7CA295

HEX EVERGREEN:
#004D46

COLOR PALETTE

One of the most powerful ways to help build consistency in the Vermont Health Connect identity is through color. With only a glance, a limited and unified color palette helps audiences recognize Vermont Health Connect materials. The distinctive color palette shown here will bring integration and unity to all of Vermont Health Connect communications.

The primary palette is recommended for use on all materials. The secondary colors provide flexibility to the system and should be used to complement the primary palette. A complete breakdown of the primary palette is below. The secondary palette is to the right.

PRIMARY PALETTE

Pantone	Four-color Process	Powerpoint/Web	Hexadecimal
PMS 624 C/U	C47 M6 Y28 K18	R124 G163 B149	#7CA295
PMS 3302 C/U	C94 M16 Y48 K65	R0 G77 B70	#004D46

SECONDARY PALETTE

PMS 131
C3 M36 Y100 K6
R206 G142 B0
HEX CE8E00

PMS 5425
C44 M15 Y7 K22
R125 G154 B170
HEX 7D9AAA

PMS 2965
C100 M56 Y19 K73
R0 G43 B69
HEX 002B45

PMS 371
C53 M14 Y89 K56
R83 G104 B43
HEX 53682B

PMS 5777
C22 M7 Y51 K22
R163 G168 B107
HEX A3A86B

PMS 1605
C7 M72 Y100 K32
R134 G67 B30
HEX 86431E

TYPOGRAPHY

When creating collateral materials, the typeface Memphis should be used as a headline font only, while Agenda should be used for body copy. Agenda is preferred for memos and internal documents, but Arial can be used when Agenda is unavailable. When designing for the web, we recommend using the Google web font Rokkitt in place of Memphis.

Memphis
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Agenda
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

AREA OF ISOLATION

The Vermont Health Connect logotype should always be afforded a predetermined area of breathing space, referred to as an area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a margin of clear space equivalent to the x height of the mark. See figure 5.

CO-BRANDING LOCK-UPS

When the Vermont Health Connect logotype is used as a sponsorship or endorsement for a project, product or business venture, the rules governing the use of the logotype still apply as stated on page 1 of this identity usage guideline. However, when the logotype is used to signify a sponsorship, partnership or affiliation, a secondary area of isolation and identity lock-up with another logo is needed. In this case, the logotype should always appear first in sequence if Vermont Health Connect is dominant in the partnership agreement. If Vermont Health Connect is subordinate in the agreement/relationship, the logotype should always appear second but adjacent, NEVER underneath the other logo. The other logo must maintain a visual not mechanical balance with the Vermont Health Connect logotype.
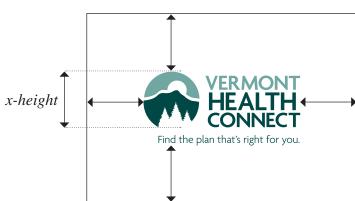
figure 5

AREA OF ISOLATTION

x-height

figure 6

LOGO LOCK-UP

TECHNICAL TERMS

- **EPS:** (vector-based) Abbreviation for Encapsulated Postscript. A common vector-file format, generally associated with line drawings or files generated out of such programs as Adobe Illustrator.

  With vector graphics, the file that results from a designer's work is created and saved as a graphic format that uses mathematical plotting of points to form an image. Vector image files are resolution-independent, meaning they can be scaled an infinite amount without any loss of quality.

- **JPG:** Abbreviation for Joint Photographic Experts Group. A raster graphic image file created by choosing from a range of compression qualities. Usually for broadcast, Word or web use, this file format is only suitable for print reproduction if it has enough resolution.

- **PNG:** Abbreviation for Portable Network Graphics. This format was designed as an alternative to the older and simpler GIF (Graphic Image Format). Built into the file format is a level of background transparency that is perfect for use in PowerPoint presentations.

APPLICATION FILE FORMATS

- **BROADCAST = EPS**

  It is not possible to anticipate the resolution necessary for all broadcast media without knowing the final intended target resolution. Vermont Heath Connect should supply their broadcast editors with the vectorbased EPS files of their logo. From this file, the broadcast vendor/editor will be able to rasterize the logo to fit their exact needs.

- **MICROSOFT WORD OR WEB = JPG**
- **POWERPOINT OR WEB = PNG**
- **PRINT MATERIALS = EPS**

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LOGO VARIATIONS

The logo should be used in any of the four configurations listed below.

FULL COLOR

figure 7

Try to use the full color version of the logo whenever possible.

BLACK & WHITE

figure 8

Use the black and white version when printing black and white.

ONE COLOR

figure 9

Use the one color version when printing one color.

KNOCKOUT

figure 10

Use the knockout version with darker backgrounds and photos.

NO TAGLINE

figure 11

Use the no tagline version when the logo would be too small for the tagline to be legible, and for collateral pieces or other materials where including the tagline would be redundant or undesirable given the context.

LOGO USAGE

No elements of the logo should be modified. Some examples of what should be avoided and when other versions should be used are listed below. Avoiding these common mistakes helps maintain the visual integrity of the brand and allows for a cohesive look across all materials.

Do not substitute colors for any elements in the logo.

Do not stretch or physically alter the proportions of the logo.

Do not reconfigure elements of the logo or change the wording.

Do not use other fonts for the logo.

Do not place additional the logo on a densely patterned background.

Do not place additional graphic elements on the logo, such as the border.