



LOGO & GRAPHIC STANDARDS

PREPARED BY EVOLVE

PURPOSE

The following pages contain detailed instructions and guidelines for implementing the Port Health identity system in a variety of applications.

The purpose of this Logo & Graphic Standards is to add consistency to every level of printed and digital communication. Each piece of communication relies upon and complements the established image guidelines, and over time, this consistency will provide staff, clients and the general public with a clear impression of the company.

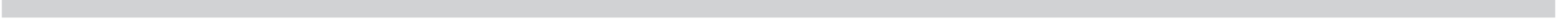
BENEFITS

The benefits of adhering to an identity system are far-reaching in the marketplace. The consistent presentation of the Port Health image will build the company's stability as a brand and raise its level of recognition in the community. We ask our staff and partners to adhere to the standards in this guide to promote and support the company's image. The strength of this system relies upon your consistent implementation. Do not hesitate to ask if there are any areas requiring further explanation.

THE PURPOSE OF GRAPHIC STANDARDS



PORT HEALTH



The Port Health signature, or logo, is the keystone of the brand identity. As an expression of the personality of the company, it represents Port Health as a trusted, stayed institution of both rehabilitative and clinical services. The logo is composed of two basic elements: the symbol and logotype.

SYMBOL

The Port Health symbol serves as a simple representation of what we do and is a memorable complement to our logotype.

LOGOTYPE

The logotype utilizes a polished and well-structured serif typeface with the goal of portraying us as a reputable and established company.



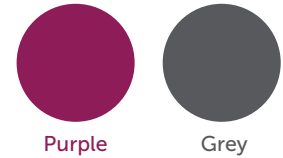
THE SIGNATURE

Consistent use of **purple** and **grey** as the colors for the presentation of our logo is vital. Text shall be set using **90% black** or **white** where applicable. The Port Health logo can be printed using CMYK , RGB and Pantone printing processes. In instances that require a matte finish such as letterhead, envelopes and other print material, the Pantone Uncoated colors will be used. For all vinyl, plastic and typically glossy surfaces, the Pantone Coated colors will be used.

When it is not possible to present the logo in the branded colors, it may appear in 90% black or white as indicated by the samples.

To ensure a unified look, which is vital to a strong brand identity, it is important to reproduce the colors in the Port Health color palette as accurately as possible in all print and electronic applications.

CMYK
RGB
Pantone



White on
Grey



White on
Purple



Knockout



CMYK	CMYK
c 39	c 63
m 100	m 56
y 40	y 52
k 18	k 27
RGB	RGB
r 142	r 89
g 11	g 89
b 86	b 92
Pantone	Pantone
228 C	11 C
Pantone	Pantone
228 U	11 U

COLOR ASSIGNMENTS

Logo Protection Zone

The Port Health logo is one of the most important pieces of intellectual property we own, and must be protected through proper use. To communicate most effectively, a minimum amount of space should be clear of text, symbols, logos and other extraneous graphic elements.

In no instance should a line of text or any other visual element overlay the logo. The protection zone specifications are proportionate to the logo, and are derived from the height and width of the negative space with the letter "H" in mark. A minimum of one "H" on each side of the logo will contribute to the legibility of the logo.

Equally important to the successful use of the Port Health logo is the minimum size at which it should appear. Wherever possible, do not size the logo any smaller than 1.25" in width.



Minimum Logo Size



SIZE & PROTECTION ZONE

For any questions or suggestions concerning the usage of the Port Health logo or any supporting visual elements, contact brian@evolveinc.com or call 252.754.2957.

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