

PARKER COUNTY HOSPITAL DISTRICT

Section: Marketing	Reference Number:
Subject: Style Guide Procedures	Initial Effective Date:
Title: Use and Guidelines of Logo	Last Revision Date:

Purpose: The Parker County Hospital District (PCHD) logo is the sole and exclusive property of the Parker County Hospital District. The logo is one of the most important and frequently recognized graphic representations of PCHD. The following guidelines are hereby established in order to ensure proper use of the PCHD logo for purposes of identity, branding and/or marketing. It is important that the logo retains its intended shape, form and color. Therefore, it is imperative that no attempts be made to modify or recreate the logo under any circumstances. This policy applies to all uses of the logo including departmental use such as printed materials and for use on social media platforms. All departments requesting use of the PCHD logo should abide by the provisions set forth for use of the logo. This policy additionally applies to PCHD employees requesting use of the logo for PCHD-approved purposes. **PCHD logos and department lockups are available upon request to the Marketing Department. Any NEW print, apparel or promotional items must be submitted for approval to brandreview@pchdtx.org. Reprint DOES NOT require a new approval.**



Parker County Hospital District

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General:

1. All departments and/or employees must remain in compliance with this policy. The Marketing Department has the authority to remove any event advertising, printed material, fundraising, etc., and on PCHD media platforms such as the PCHD website and social media that does not comply with this policy. Requests for review and approval of NEW materials by the Marketing Department is required before sending to print by emailing items to brandreview@pchdtx.org.
2. Do not copy or use any logo that is used in any form of visual communication such as printed material or the PCHD website or from PCHD social media platforms.
3. These conditions must be followed:
 - a. Logo may only be used in marketing or other public materials for the benefit of PCHD.
 - b. Logo may not be used in any confusing way that suggests that PCHD is affiliated with sponsors, approves or endorses any person, organization, website, product or service, when such a relationship does not officially exist.
 - c. Logo may not be used in any way that mis-characterizes any relationship between PCHD and an individual or group of individuals.
 - d. Vendors, contractors, etc. may not use the PCHD logo to advertise their businesses as clients on their websites or promotional pieces without the written permission from the Marketing Department.
 - e. The logo may not be modified in any way:
 - i. Do not change scale, skew or rotate any logo.
 - ii. Do not change the design of any logo.
 - iii. Do not change or vary the colors of any logo.
 - iv. Avoid screening logo to less than 150 pixels wide.
 - v. Do not shrink any logo less than 2 inches.
 - vi. Do not combine the logo with any other design, trademark, graphic, text or other element, including a name, trademark or any generic term.
 - vii. No other design, trademark, text, graphic or other element may be placed closer to the logo within one-half inch.
 - viii. Logo may be placed only on solid backgrounds (preferably bright white), and not over an image or pattern, and no artistic effects (such as dropshadows) may be applied.
 - ix. Logo must not be altered in any way to create a department logo. Departments will be issued a departmental lockup to correspond with logo.
 - f. The logo may not be used or displayed in any manner that tarnishes its reputation and goodwill.
 - g. The logo may not be used in any manner that is false or misleading.
 - h. The logo may not be used in connection with any pornography, illegal activities or other materials that are defamatory, libelous, obscene or otherwise objectionable.

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Color

The accurate use of color must be maintained to ensure consistent control of the logo. Color reproduction is Pantone 647 and C.

The logo may also be reproduced in Transparent White or True WHITE.

A color palette has been provided to cross-reference when creating documents that does not allow the Pantone color to be chosen. The conversion includes RGB, CMYK and HEX numbers. A slight variation may exist when entering these numbers and if you have a question or concern, please contact the Marketing Department.



COLOR FORMULAS



PANTONE: 647 C
CMYK: 100, 75, 11, 1
RGB: 21, 91, 158
HEX: 155B9E

COLOR FORMULAS



PANTONE Trans. White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

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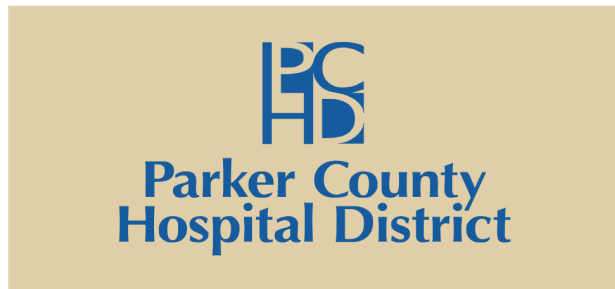
Background

The logo should only be used as shown, in the approved color options. The preferred background is white. If white is not a background option, the logo should maintain a transparent background and the color background should be light shade, not dark.

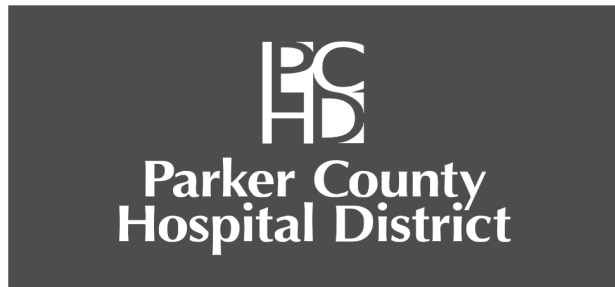
✓ White Background



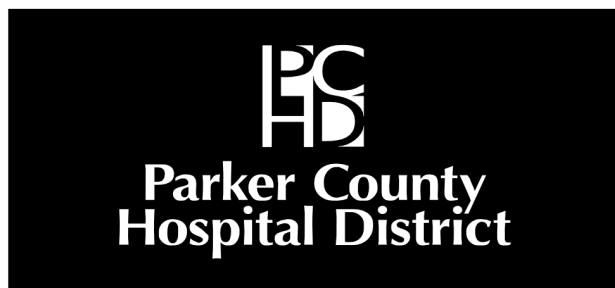
✓ Light Background



✓ Dark Background



✓ Black Background



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Space and Positioning

A clear space is defined to maintain the logo's integrity. If the minimum clear space is not applied, the logo's impact will be compromised.

Do not allow any graphic or text elements such as copy, photography, clipart and background patterns to clutter the clear space surrounding the logo.

This includes positioning the logo close to the edge of documents.

SPACE AND POSITIONING



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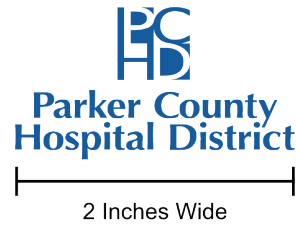
Size and Proportions

To ensure legibility, the logo may not be reproduced less than 2.0 inches in width for printed materials.

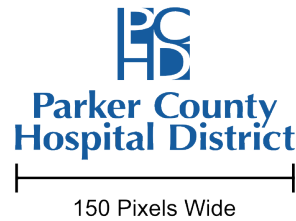
For electronic media (on-screen), it is important to maintain consistency when presenting the logo on the internet, on a CD ROM or other types of media. The minimum size for the logo is 150 pixels wide.

Distortion of the logo is NEVER permitted. The logo must maintain proper proportions; never stretch or distort the logo in any way. If the logo needs to be formatted larger for any reason, it must be approved by the Marketing Department.

✓ Print Materials



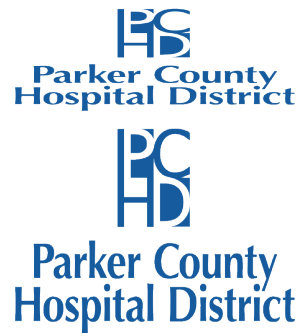
✓ Electronic Media



✓ Correct Proportions



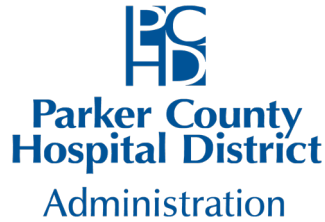
✗ Incorrect Proportions



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Department logo lockup

PCHD departments will be issued a department logo lockup for discretionary use. The PCHD logo must not be manipulated, redesigned or altered to represent a department. Departments have the option to use one of two options. Below is an example of the department lockups that must be used to identify departments:



Department lockups are available upon request to the Marketing Department.

Typography

The base fonts used to create “Parker County Hospital District” and department name is Zapf Humanist BT.

1. Zapf Humanist BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Fonts are available upon request to the Marketing Department, if necessary.

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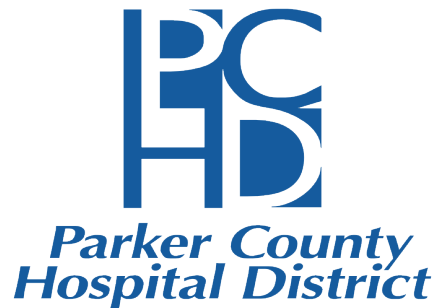
Color Manipulation

The logo colors should not be manipulated in any way other than as indicated by this document. Only the approved color combinations are permissible.

 Examples of incorrect
Color Combinations



 Examples of incorrect
Element Manipulation



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Business Cards

There is one format for PCHD business cards. The official PCHD logo as seen in this document will be used to brand all business cards. No variation of this format will be allowed. Department lockup can be added under official PCHD logo. EMS can add badges.

The following information for business cards should be provided to Purchasing:

Name (First, Last)

Title

Office Phone

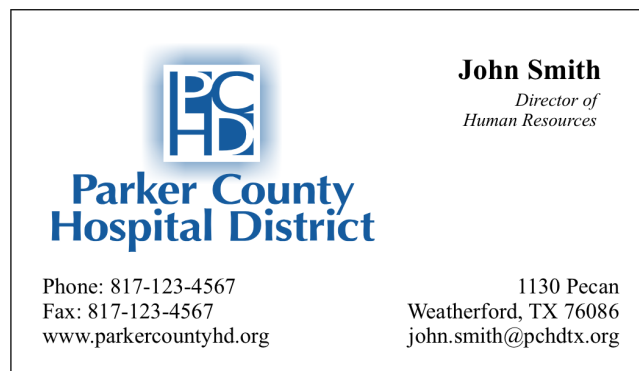
Cell Phone (optional)

Fax

Email Address

Website

Address



Font

Zapf Humanist BT

Name: PS 14, caps

Title: PS 10

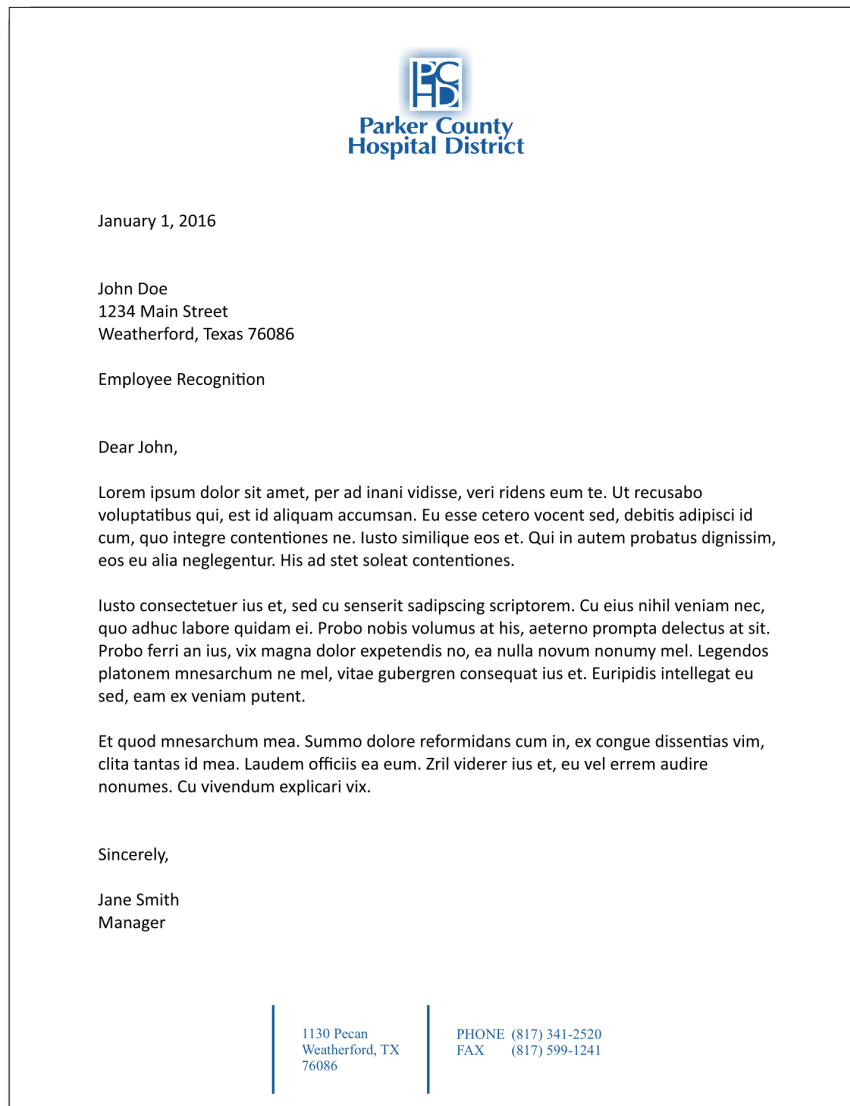
Address and phones: PS 9

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Letterhead and Memos

Perhaps no document leaves a more lasting impression than written correspondence. The look of the letterhead reinforces the importance of your message. Letterhead may be ordered in bulk to save in cost. Bulk letterhead is not customized to specific department/employee.

The letterhead format may also be used as both internal and external memos and is available in a digital Word document. Departments and employees may personalize this digital document in regards to phone numbers, email and address. Please avoid altering the font type or size of this document. Department lockup can be added under the official PCHD logo. EMS can add patches or badges.



Font

Calibri at 10 points.

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Envelope

When an envelope with the PCHD logo is received in the mail, it will be immediately identified as a PCHD document.

There is one format for the PCHD envelope. No variation is allowed. However, department lockup can be added below PCHD logo. Address may also be altered.



Font

Return address is bold Times New Roman BOLD at 9.5 points. Recipients name is bold Calibri at 12 points in black. Recipient address is Calibri at 12 points in black.

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Business Communication Email

Email communication is another important way to convey a consistent brand message. The email signature shown below is an example of a format employees may use. Employees may also want to incorporate a signature footer. Options are shown below.

Email Signature Tips:

- Limit signature to no more than 7 lines; information may be condensed into fewer lines by using (|) or colons (::).
- Make it easy to read by using plain text such as Arial; do not use colors or special fonts.
- Avoid using color and/or patterned backgrounds.
- Do not include quotes or other personal sayings or images.
- Use PCHD logo with department lockup. EMS department may add badges.

Sample Signature Format:

Thank you,

John Doe

Director

Parker County Hospital District | EMS

1130 Pecan Dr. | Weatherford, TX 76086

P: 817-123-4567 | F: 817-123-4567 | W: www.pchdtx.org

Signature Foot Options:



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Business Communication - Power Point Presentations

Presentation Tips

- Use a simple design template such as one of the options.
- Use an appropriate font and size. San Serif fonts such as Arial are best; 32 point font size.
- Use good quality images. They should reinforce the message; not to be used as space fillers. Remember, white space is good; clutter is distracting. Avoid using clip art if possible.
- Avoid using too many special effects.

Limit the content on each slide and do not read from slides when presenting. Content should be brief and used as an outline for the presentation. Add details to the notes section. PowerPoint slide dimensions should be set at 16:10 ratio for presentation in the PCHD Board Room, located in the Administration Building.

PowerPoint Templates



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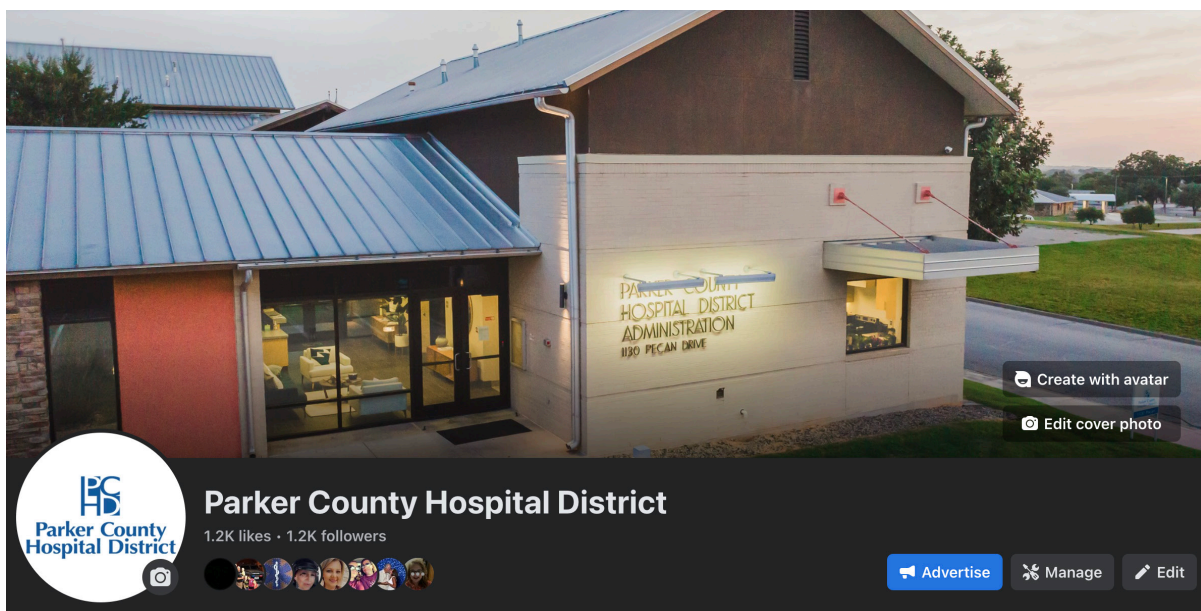
Social Media Pages

All social media tools shall abide by the following branding requirements to ensure consistency city-wide as outlined:

1. Account names for PCHD social media tools should include one of the following phrases:
 - Parker County Hospital District
 - PCHD
2. For Facebook, YouTube, Instagram, and other services providing greater flexibility in the naming of pages, the title of a department's social media account shall be "Parker County Hospital District" followed by the name of the department (for example: Parker County Hospital District Outreach);
3. X (formerly Twitter) accounts should be branded as follows:
 - "PCHD" followed by the department name or acronym (for example, @PCHDEMS, @PCHDOutreach, @PCHDCampbellClinic);
4. All PCHD social media tools shall identify as the "Official" account for PCHD
5. Where possible, the PCHD official logo shall be used as an avatar and badges must be placed in secondary cover photo;
6. Links to the PCHD official website and this policy shall be included on each social media account;
7. Departments shall generally limit the number of accounts for each tool to one (1), unless specific functions, divisions, or programs might merit separate accounts.

PCHD logos and department lockups are available upon request to the Marketing Department.

Facebook Example:



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Uniform Apparel

On uniform apparel applications, the logo must appear on the left chest area of all shirts. On pocketed shirts, the logo must appear approximately 1 inch above the pocket. For embroidery purposes, all threads must be matched as closely as possible to the colors stated in this policy. The logo on uniform apparel should be approximately 2.5 to 3 inches wide. **Must submit for approval to brand review at brandreview@pchdtx.org before sending to production. EMS does not require approval for uniforms.**



Promotional Apparel and Items

Always ensure proper use of logo, size, color and proportions. **Must submit for approval to brand review at brandreview@pchdtx.org before sending to production.**



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PCHD Vehicles

When used on PCHD vehicles, the logo must be placed only on the front driver and passenger doors and must not extend past the seams of any door. The official PCHD logo with department name must be used.



PCHD Flags

The official logo must be used on all PCHD flags. No other flags are permissible.

