



**AZHHA**

**Arizona Hospital and  
Healthcare Association**

**Brand standards**

**AUGUST 2023**

# Table of contents

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Introduction	<b>03</b>
Primary logo usage	<b>04</b>
Logo rules	<b>05</b>
Secondary logo usage	<b>07</b>
AzHHA Foundation logos	<b>08</b>
AzHHA national programs logos	<b>09</b>
AzHHA program logos	<b>10</b>
Color palette	<b>11</b>
Typography	<b>12</b>

# Introduction

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Our logo is an important asset—it expresses to the world who we are and what we stand for.

When referencing, keep in mind that this guide is what binds our brand together. It helps keep the logo consistent across all member, consumer and internal touchpoints.

Applied consistently, it will set up our organization for success, now and into the future.

Reinforcing the brand and its unique elements over time builds equity and ultimately greater value for the Arizona Hospital and Healthcare Association.

Brand architecture guides and helps our audiences understand how we are structured and provides clarity and simplicity. In order to strengthen the AzHHA brand, we have adopted an umbrella (or master) brand strategy. This means all subsidiaries and programs (that are not national) will follow AzHHA's brand standards, including usage guidelines, colors and typography.

# Primary logo usage

The primary four-color logo should be used in almost all cases. If there is not a four-color option available, there are two black-and-white approved options.

This identity strongly ties AzHHA to the state in which it serves. By portraying the graphic depiction of the state of Arizona, this logo creates a strong visual representation of our mission: To be the champion of healthcare leadership in Arizona.



# Logo rules

## Clear space

In order to preserve the legibility of the logo, it is important that there is a space around the logo equal to the height of the stem of the 'H'.

## Minimum size

In order to preserve the legibility of the logo, it is important that it is not smaller than 1.5" or 375px wide. In the case where it needs to be sized smaller, "Arizona Hospital and Healthcare Association" should be removed, as seen here.

**Print** | The logo should never appear smaller than 0.75" wide.

**Web** | The logo should never appear smaller than 200px wide.



PRINT



1.5"

WEB



375 px



0.75"



200 px

# Logo rules

It is very important to maintain the integrity of the logo so it remains consistent every time it is used.

Please follow these simple guidelines:

1. Do not stretch or scrunch the logo to fit a space. Please scale it accordingly when needed.
2. Do not tilt the logo to odd angles. It should be horizontal or at a 90-degree angle when appropriate.
3. Do not change any of the colors in the logo for any reason. Full color or black and white are the only appropriate color options.
4. Avoid placing the logo over any patterns. If necessary, use the logo option of black or white with the most contrast for visibility.
5. Do not decrease the opacity of the logo in parts or entirety.
6. Do not delete parts of the logo. If you need something for a different layout, pick from the provided logo options only.

1.



2.



3.



4.



5.



6.



# Secondary logo usage

To create flexibility when applying the logo to different publications, four approved color options have been created.

Please use full color whenever possible, but follow this guide when printing restrictions apply.



Wordmark without icon



Wordmark without tagline



Icon



# AzHHA Foundation logos

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The AzHHA Foundation, a 501 (c) (3) public charity, is organized for education and social welfare purposes. These logos closely align with the AzHHA logo to establish the tie to the umbrella brand while representing the Foundation's unique work.

**Note:** The horizontal version should be used as the primary logo. The stacked logo can be used as a secondary logo to allow for flexibility when applying the logo to different publications. Additionally, when using either of the AzHHA Foundation logos, all other logo and usage rules apply, as outlined in this brand guidelines document.



# AzHHA national program logos

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When AzHHA participates in national programs or leads state-initiatives that are part of a national effort, such as Alliance for Innovation on Maternal Health (AIM) and Physician Orders for Life-Sustaining Treatment (POLST), the logos for these national programs are used to establish the connection between the program being run by AzHHA and the overarching one.

**Note:** When using national program logos, the guidelines and standards established by the entities responsible for these logos will be followed to maintain compliance with these programs.



ALLIANCE FOR INNOVATION  
ON MATERNAL HEALTH

Arizona P  LST

# AzHHA program logos

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When necessary, as determined by AzHHA's vice president of communications, a major program of AzHHA can have a logo, but only if it closely aligns to the overarching AzHHA brand.

These logos align with the AzHHA logo to establish the tie to the umbrella brand while calling attention to the specific program represented.

**Note:** When using AzHHA program logos, all other logo and usage rules apply, as outlined in this brand guidelines document.



**AFFILIATED PARTNERS PROGRAM**



**THOUGHTFUL LIFE CONVERSATIONS**



**TRANSITION TO PRACTICE PROGRAM**

# Color palette

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AzHHA Blue and AzHHA Red are our primary colors. These should be used in almost all cases.

To complement these colors, our AzHHA Gold and AzHHA Gray can be applied.

## Primary

### AzHHA Blue

RGB 59 / 68 / 172  
CMYK 89 / 77 / 00 / 00  
Hex #3B44AC

### AzHHA Red

RGB 211 / 639 / B51  
CMYK 11 / 98 / 88 / 2  
HEX #D32733

## Secondary

### AzHHA Gold

RGB 244 / 175 / 28  
CMYK 03 / 34 / 100 / 00  
HEX #F4AF1C

### AzHHA Gray

RGB 88 / 89 / 91  
CMYK 00 / 00 / 00 / 80  
HEX #58595B

# Typography

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A carefully chosen typeface expresses a personality and style to complement a brand's identity.

The typeface presented is bold and authoritative. It communicates to the consumer that they can trust us to lead Arizona's healthcare now and into the future.

Primary font

# Calibre

Thin

Light

Regular

Medium

**Semibold**

**Bold**

**Black**

Alternative font

# Calibri

Light

Regular

**Bold**

