



GIHCC
GREATER IDAHO
HEALTH CARE COALITION

BRAND GUIDE

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The Greater Idaho Health Care Coalition (GIHCC) is dedicated to enhancing the resilience and preparedness of Idaho's healthcare infrastructure. Our mission is to foster collaboration across healthcare organizations, emergency responders, and community partners, ensuring an effective response to public health emergencies. By promoting integrated communication, resource sharing, and strategic planning, we empower healthcare providers to better serve their communities in times of need. At GIHCC, we believe that strong partnerships create healthier, safer communities, and we are committed to building a more prepared and unified health network across Idaho.

Our company's primary logo is its most important graphic representation and is used to identify and promote the brand in the market.

It is essential to follow the visual identity guidelines explained in this brand guide to maintain the integrity and consistency of the logo in all its applications.



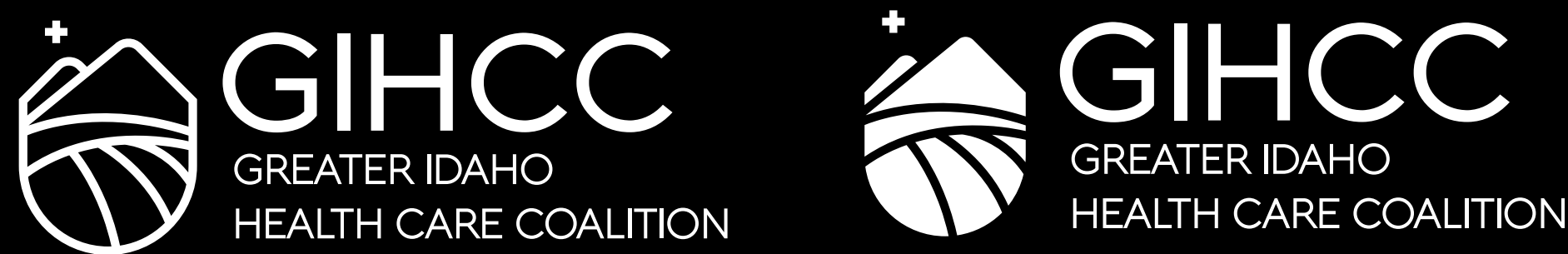
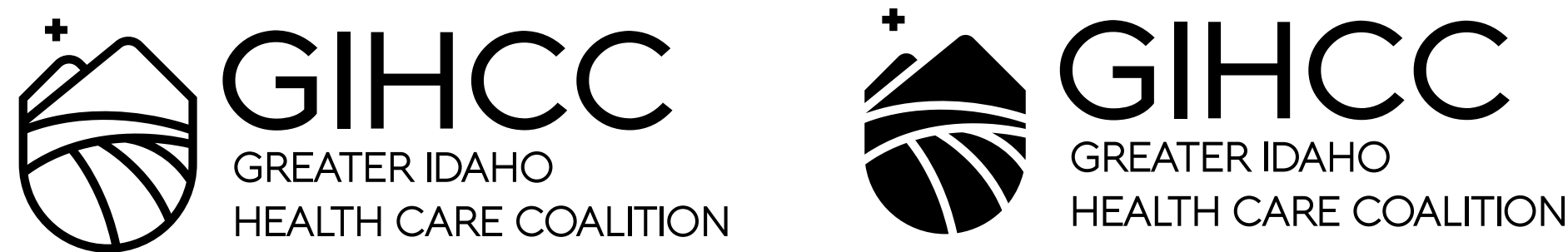
In certain uses or applications of the brand where the primary or full logo is not clearly visible, it is recommended to use these secondary versions of the logo.

This ensures that the brand identity remains consistent and recognizable, even when faced with space or format limitations.



Black and white versions of the logo should only be used in contexts where the original design is too complex to be faithfully reproduced or where a simple and inexpensive reproduction is required, such as on promotional materials, stationery, embroidery or small prints where corporate colours are not applicable.

Black and white logos also offer a versatile alternative to multicoloured or transparent backgrounds, ensuring that the brand identity remains clear and recognisable.



Simplification is key to brand identification and recall. The brandmark, being a more condensed and easily recognizable version of the primary and secondary logo, is ideal for situations where space is limited or an immediate visual impact is required.

Its use is recommended in applications such as social media, mobile applications and merchandising, where a quick and direct connection with the audience is sought.



To preserve the integrity of the logo, always maintain minimal clear space around the logo.

This clear space ensures that the logo has sufficient presence and is easily recognizable, avoiding visual clutter and ensuring that the logo stands out without competing for attention with other graphic elements such as other logos, illustrations or photographs.



Setting a minimum width for a logo is crucial to ensure its readability and recognition on different platforms. This allows the logo to be clearly seen even on small screens such as mobile phones.

Maintaining this consistency in size helps strengthen brand identity and ensures that the logo is effective and functional in all contexts of use.



100px x 34px

The minimum width allowed for the primary logo is 100 px



20px x 26px

The minimum width allowed for the brandmark is 20 px

Our brand typeface is Kontora, it is a sans serif font used to create the logo, it is simple and contemporary, although it is available in two styles, its use is restricted as the main font of the logo.

For other uses, it is recommended to use the suggested secondary font.

Kontora

Paragraph font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Aa Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Vestibulum non imperdiet.

Although our company logo contains multiple colors, the restriction to the use of two primary colors ensures that the representation of the brand is always accurate and professional. This is intended to ensure that regardless of where the logo is seen, the brand always conveys the same values and the same visual identity.

This color palette should cover most of the brand's needs. It has an intentionally small in variety so as not to dilute the image and facilitate brand recognition.



RGB
R54 G76 B97

CMYK
C84 M64 Y43 K27

HEX
364C61



RGB
R164 G157 B122

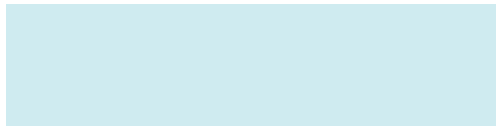
CMYK
C37 M32 Y57 K3

HEX
A59E7A



Although colors from this palette are also present in the primary and secondary logo design, they should only be used as accent colors to highlight key elements and guide visual attention.

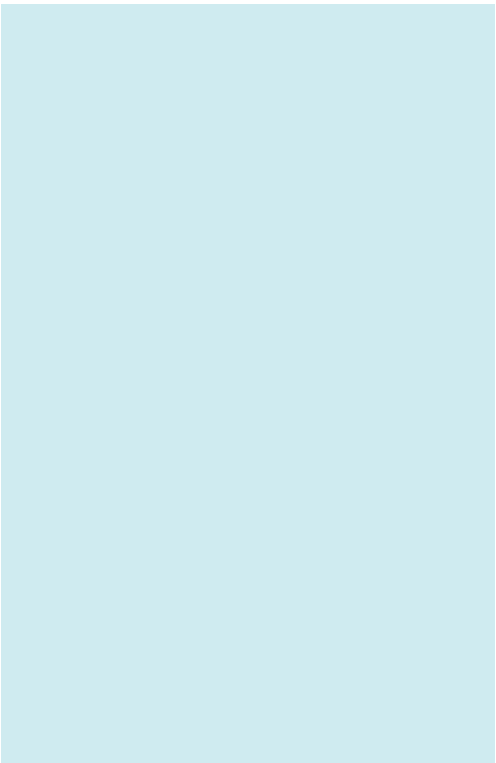
This color palette should cover most of the brand's needs. It is intentionally small in variety so as not to dilute the image and to facilitate brand recognition.



RGB
R208 G236 B239

CMYK
C17 M0 Y5 K10

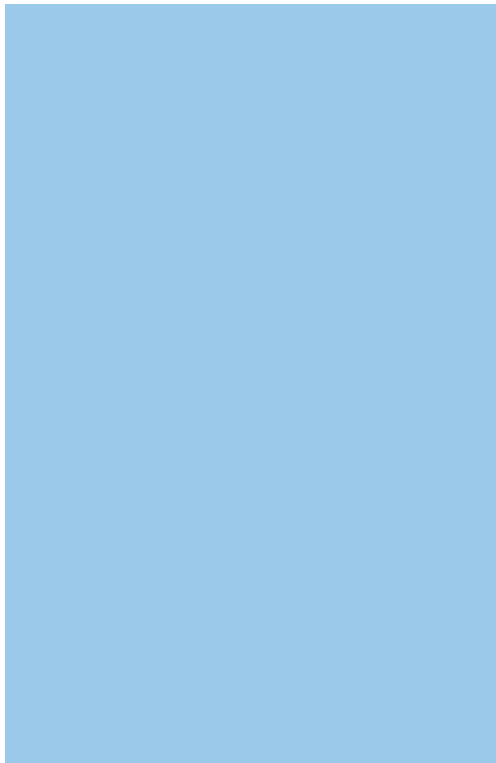
HEX
d0ecef



RGB
R161 G200 B232

CMYK
C37 M9 Y1 K0

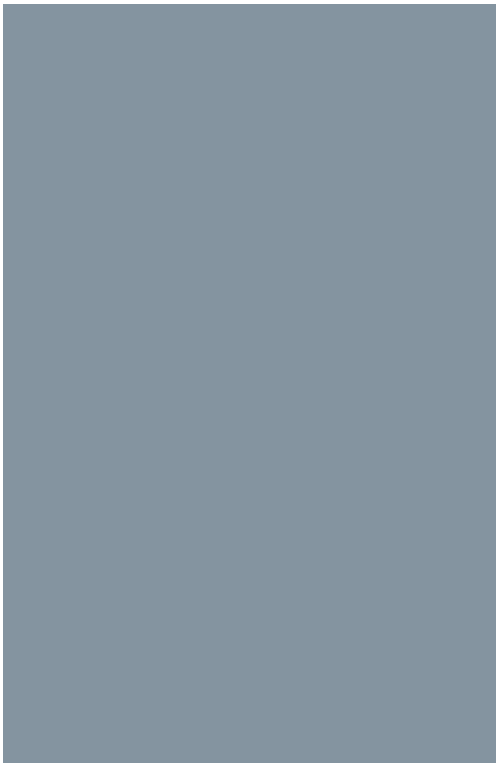
HEX
a1c8e8



RGB
R135 G148 B160

CMYK
C51 M35 Y30 K1

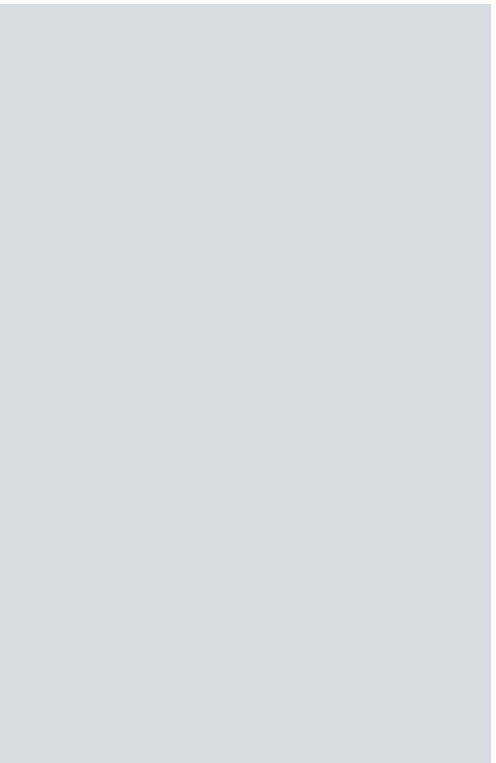
HEX
8794A0



RGB
R215 G219 B223

CMYK
C15 M9 Y8 K0

HEX
D7DBDF



Misuse of a logo can significantly impact brand perception. It is essential to follow the design guidelines set out in this brand guide to maintain visual and corporate integrity across different contexts and platforms. Common mistakes include altering proportions, using inappropriate colors, or modifying the original design without authorization.

The following guidelines apply to both the primary logo and secondary logos.



✗ Do not stretch or compress



✗ Do not apply outlines



✗ Do not modify the typography



✗ Do not add drop shadows



✗ Do not change the proportions



✗ Do not change the colors

Brand application

The brand application is a creative process that allows the logo to be adapted to different products and services. While some variations in brand usage may be permitted, such as the incorporation of new colors and backgrounds, it is essential that any new application of the logo receives approval from Northern Idaho Health Care Coalition (NIHCC) to ensure it aligns with the brand's values and strategy.



