



NORTHERN IDAHO  
**HEALTHCARE  
COALITION**

Brand guide

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The Northern Idaho Health Care Coalition (NIHCC) is a regional healthcare coalition encompassing stakeholders from ten northern counties of Idaho and cross-jurisdictional partners from Washington, Oregon, Montana, and tribes like Coeur d' Alene, Kootenai, and Nez Perce Tribe. It represents key sectors such as hospitals, EMS, local emergency management, public health, and tribal entities.

Governed by the Regional Readiness Response Coordinators and the Executive Committee, the NIHCC operates under the provisions of the ASPR Memorandum of Understanding with the Idaho Department of Health and Welfare. Regular meetings ensure active collaboration and robust response systems.

The coalition's primary purpose is to streamline emergency preparedness and response efforts, including obtaining medical supplies, real-time information, communication systems, and appropriate response personnel. It aims to build partnerships for a unified response during emergencies, develop regional risk assessments, enhance community planning, expand resources, and establish effective emergency-related information sharing processes.

[info@nihcc.org](mailto:info@nihcc.org)

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.



Horizontal secondary Logo



Stacked secondary logo



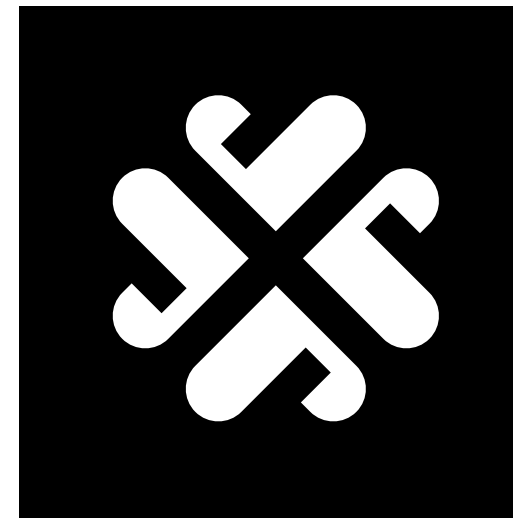
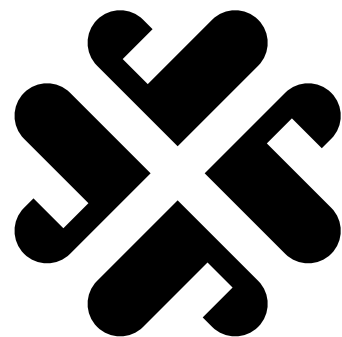
Black and white versions of the logo should only be used in contexts where the original design is too complex to be faithfully reproduced or where a simple and inexpensive reproduction is required, such as on promotional materials, stationery, embroidery or small prints where corporate colours are not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

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



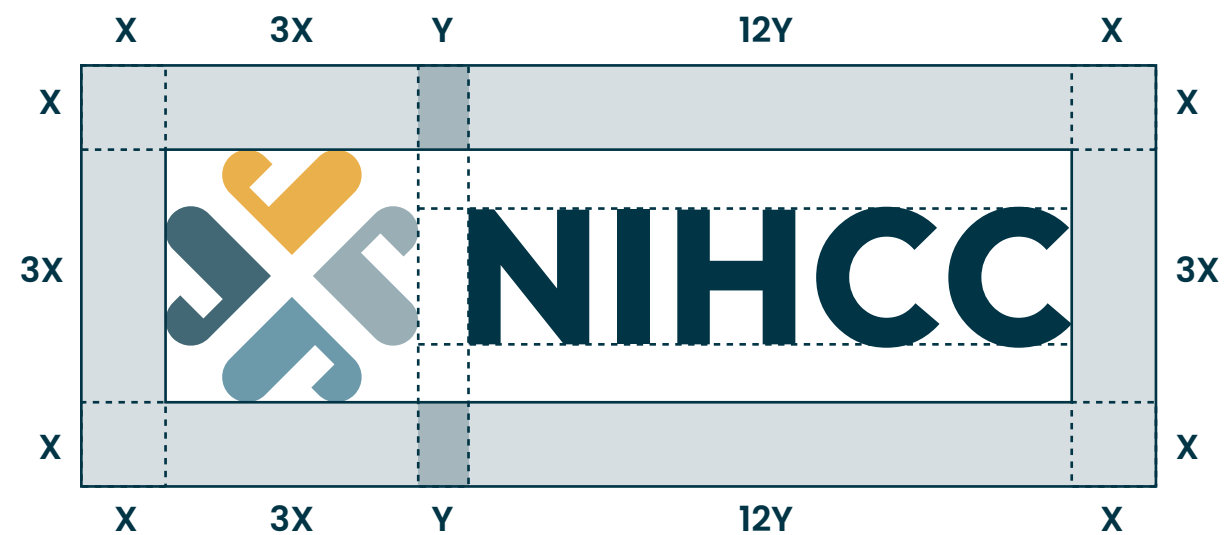
Simplification is key to brand identification and recall. The brandmark, being a more condensed and easily recognizable version of the primary and secondary logo, is ideal for situations where space is limited or an immediate visual impact is required.

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.



The minimum width allowed for the primary logo is 100px



The minimum width allowed for the horizontal secondary logo is 50px



The minimum width allowed for the stacked secondary logo is 40px



The minimum width allowed for the brandmark is 20px

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.

Our secondary brand typeface is poppins, is simple, clean and contemporary, is available in eighteen font styles for maximum flexibility across applications.

This font can be used for texts, paragraphs, web or where correct and easy legibility is the main objective.

# Poppins

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**  
R1 G53 B70

**CMYK**  
C98 M65 Y48 K50

**HEX**  
013546



**RGB**  
R233 G176 B76

**CMYK**  
C9 M34 Y77 K1

**HEX**  
E9B04C



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**  
R65 G104 B116

**CMYK**  
C74 M42 Y40 K26

**HEX**  
416874



**RGB**  
R109 G154 B171

**CMYK**  
C60 M27 Y26 K6

**HEX**  
6D9AAB



**RGB**  
R153 G174 B181

**CMYK**  
C44 M23 Y25 K4

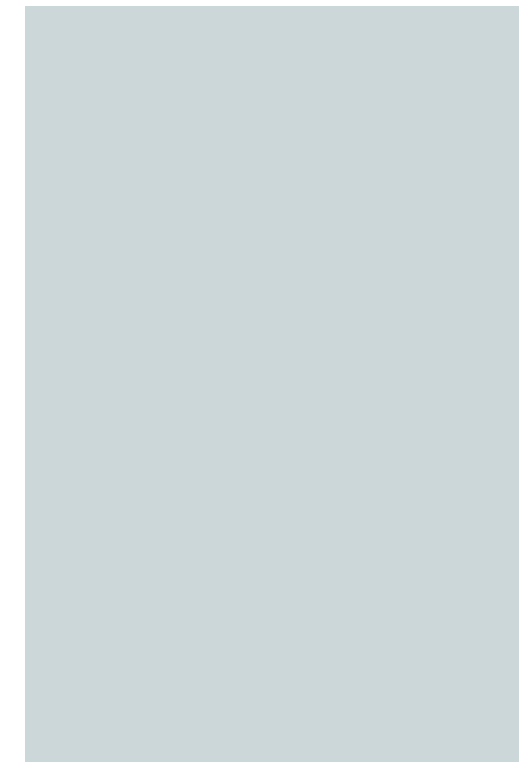
**HEX**  
99AEB5



**RGB**  
R204 G215 B218

**CMYK**  
C24 M11 Y14 K0

**HEX**  
CCD7DA



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

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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.



