



hfma™

healthcare financial management association

HFMA

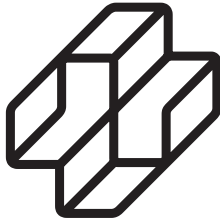
Graphic Identity Standards

Our brand strategy has been developed through both introspection and projection—looking forward to create a compelling and enduring message. Through discussions with HFMA members at many levels of professional experience and organizational involvement, we know both who we are and what we strive to be.

An important strategic component of the HFMA brand is our corporate logo, and the purpose of this document is to help promote consistent application of the logo and visual standards. These graphic identity guidelines create a framework to ensure consistency across the pieces which make up HFMA's organizational identity; in other words, its brand.

These guidelines contain the basic information necessary for maintaining a consistent visual style for the Association, its chapters, and its affiliates. The look of HFMA is a reflection of our principles and commitment to the healthcare financial management profession. Actually being who we say we are is up to us.

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V1. Version One

For all usages where size permits adequate legibility of association name. When association name becomes too small to be legible, Version 2 should be used.



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┌──────────┐
hfma and healthcare
are the same width

V2. Version Two

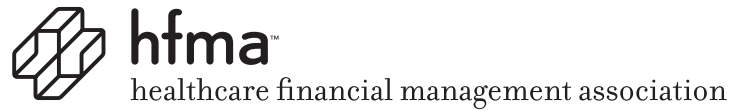
For smaller usages.

The HFMA logo should be used with the signature “Healthcare Financial Management Association” unless there are size limitations. The two configurations should be used when there is adequate room to accommodate them. Do not crowd either version with other elements that will affect readability and do not manipulate artwork. (See HFMA Logo: Legibility.)



V3. Vertical

To be used when horizontal space is limited.



V4. One Line

To be used when vertical space is limited.

For example small collateral materials such as pens.



V5. Without Signature

To be used in extreme cases when space prohibits the use of the signature.

In situations where there are size or space limitations which do not accommodate the preferred HFMA logo, these alternate logos should be used. These three configurations should be used when either horizontal and/or vertical space is limited. Do not crowd any version with other elements that will affect readability and do not manipulate artwork. (See HFMA Logo: Legibility.)



When using any version of the logo, make sure that there is at least space equivalent to the height of one "h" in "hfma," on all sides of the logo. Do not allow type or imagery to exist inside of this space.

Whether applying the logo to print applications or new media, **space around the logo** will help maintain integrity and legibility. It is important to be conscious of the amount of space and to keep it clear of all imagery and type. The clear space gives the logo importance in situations where it exists among other graphic elements.



version 1
width = 1.75 inch



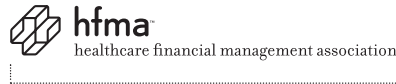
version 2
width = 1.25 inch

Preferred Versions: Size

Do not reduce the size of the preferred versions of the logo smaller than the above examples.



vertical
width = .95 inch



one line
width = 2 inches



without signature
width = .3 inch

Alternates: Size

Do not reduce the size of the alternate versions of the logo smaller than the above examples.

Since the logo will be used in a variety of applications (banners, brochures, disk labels, etc.) and media (print and on-screen), **adequate sizing is critical**. With new media, such as web pages, the elements have to hold up well in small sizes with the added limitation of the low resolution of computer monitors.

To maintain legibility in small applications, Version 2 of the preferred logo, in which the signature has been enlarged in relationship to the symbol and acronym, HFMA, is to be used.

If horizontal or vertical space limitations make the preferred versions of the logo absolutely unusable, then the alternate versions of the logo may be used. If size limitations give the combined logo and signature poor legibility, then the logo may be used without the signature.

**Positive Ground
Option One**

PMS 294 and
PMS 144



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**Positive Ground
Option Two**

Black



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**Reverse Ground
Option One**

Background:
PMS 144



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CMYK	RGB	Hex#
C = 0	R = 255	FF9900
M = 47	G = 153	
Y = 100	B = 0	
K = 0		

**Reverse Ground
Option Two**

Background:
PMS 294



hfma[™]

healthcare financial management association

CMYK	RGB	Hex#
C = 100	R = 0	006699
M = 56	G = 102	
Y = 0	B = 153	
K = 18.5		

Color is one of the most visceral tools that a company can use to identify a product or service. The HFMA color palette was chosen for both contrast and flexibility. A warm orange (Pantone Matching System 144) was chosen for dual contrast working on both light and dark grounds. A cool blue (Pantone Matching System 294) was chosen as a contrasting color.

Whenever the HFMA logo is used in media where one color has to be used, black or white, all components should be that color.

While the national organization will use an identity system based on the two core colors from the palette, regions and chapters may choose their own unique color combinations from the extended color palette.

Non-Core Color Palette Options

When core colors are not available, always reverse HFMA logo out of a full color field (do not place in a box).



Extended Color Palette

Neutral Palette

<p>PANTONE 1205</p> <p>C:0 R:255 Hex# M:0 G:255 FFFFCC Y:27 B:204 K:0</p>	<p>PANTONE 451</p> <p>C:34 R:153 Hex# M:27.5 G:153 999966 Y:51 B:102 K:0</p>	<p>PANTONE Cool Gray 11</p> <p>C:0 R:102 Hex# M:0 G:102 666666 Y:0 B:102 K:79</p>	<p>PANTONE Process Black</p> <p>C:0 R:0 Hex# M:0 G:0 000000 Y:0 B:20 K:100</p>
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Core Identity Palette

This color palette was devised to take advantage of the energy that occurs when colors on the opposite sides of the color wheel are juxtaposed. Cool blues, representative of confidence and maturity, are balanced with warm colors that communicate activity and energy.

Instead of prescribing one or two specific colors to represent this diverse organization, a palette of options has been developed. More neutral colors can be used to "anchor" a design and communicate textual information. A combination of warm and cool colors from the palette should be used predominately to visually express the organization's character, while a number of other colors may be used as accents. The color spectrum below is an example of how this bold palette—which avoids pastels, tints, and earth tones—communicates the energetic nature of HFMA members.

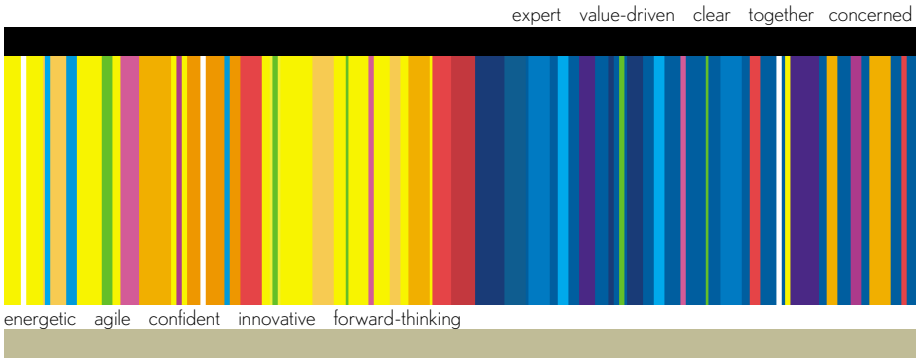
While the organization will use an identity system based on two core colors from this palette, regions and chapters may wish to choose their own unique warm/cool color combinations.

<p>PANTONE 3945</p> <p>C:6 R:255 Hex# M:0 G:255 FFFF00 Y:91 B:0 K:0</p>	<p>PANTONE 143</p> <p>C:0 R:255 Hex# M:30.5 G:204 FFCC33 Y:83 B:51 K:0</p>	<p>PANTONE 144</p> <p>C:0 R:255 Hex# M:47 G:153 FF9900 Y:100 B:0 K:0</p>	<p>PANTONE 294</p> <p>C:100 R:0 Hex# M:56 G:102 006699 Y:0 B:153 K:18.5</p>
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PMS 185	Warm Red	PMS 165	PMS Yellow	<p>PANTONE 187</p> <p>C:0 R:153 Hex# M:91 G:51 993333 Y:72 B:51 K:23.5</p>	<p>PANTONE 647</p> <p>C:94 R:51 Hex# M:43 G:102 336699 Y:0 B:153 K:38</p>	Cyan	Process Blue	PMS 300	PMS 266
Warm				Cool					

Secondary Palette

Dark Palette	<p>PANTONE 188</p> <p>C:0 R:102 Hex# M:79 G:51 663333 Y:65 B:51 K:47</p>	<p>PANTONE 281</p> <p>C:100 R:0 Hex# M:72 G:51 003366 Y:0 B:102 K:38</p>
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Do not reverse out of lighter colors.



Do not locate the logo on an active background which affects readability.



Do not crowd the logo within a tight box.



Do not reverse orange and blue.



Do not use yellow on white.



Do not use non-standard colors.



Do not scale the logo and logotype independently.



Do not reposition the logo and logotype.

One of the most common mistakes of any identity is the **degradation of branding assets**. This includes modification of the logo or logotype, adding or changing colors arbitrarily, changing the tone of content for several integrated media tools or using or misusing typefaces.

Here you will find the most common mistakes that should be avoided.

Print

Preferred

Version 1

.AI Files
V1_4C.ai
V1_K.ai
V1_PMS.ai

.BMP Files

V1_K.bmp
V1_RGB.bmp

.EPS Files

V1_4C.eps
V1_K.eps
V1_PMS.eps

Version 2

.AI Files

V2_4C.ai
V2_K.ai
V2_PMS.ai

.BMP Files

V2_K.bmp
V2_RGB.bmp

.EPS Files

V2_4C.eps
V2_K.eps
V2_PMS.eps

Alternates

Version 3, Vertical

.AI Files
V3_4C.ai
V3_K.ai
V3_PMS.ai

.BMP Files

V3_K.bmp
V3_RGB.bmp

.EPS Files

V3_4C.eps
V3_K.eps
V3_PMS.eps

Version 4, One line

.AI Files

V4_4C.ai
V4_K.ai
V4_PMS.ai

.BMP Files

V4_K.bmp
V4_RGB.bmp

.EPS Files

V4_4C.eps
V4_K.eps
V4_PMS.eps

Version 5, No Signature

.AI Files

V5_4C.ai
V5_K.ai
V5_PMS.ai

.BMP Files

V5_K.bmp
V5_RGB.bmp

.EPS Files

V5_4C.eps
V5_K.eps
V5_PMS.eps

Screen

Preferred

Version 1

.JPG Files
V1_RGB.jpg

Version 2

.JPG Files
V2_RGB.jpg

Alternates

Version 3, Vertical

.JPG Files
V3_RGB.jpg

Version 4, One Line

.JPG Files
V4_RGB.jpg

Version 5, No Signature

.JPG Files
V5_RGB.jpg

Logo files have been created, named and organized based on their usage. Files, as well as descriptions of file formats, are available at: www.hfma.org/logos.

NOBEL

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

FILOSOFIA

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

Typography is a major asset to any identity and branding initiative. HFMA uses two typefaces, Nobel and Filosofia, which work well with each other yet have different functions.

Nobel is a strong sans-serif typeface that is a multiple master font (weights and widths can be customized). This family of typefaces should be used for all main headings and accent typography.

Filosofia (used in this text) is clear and very functional for use as a text face. Only the regular weight should be used. Italics can be used for emphasis.

Within web pages, type is either *image-based* or *system-based* depending on its usage. *Image-based type* is usually static, anti-aliased type created in illustration programs such as Adobe Illustrator or Photoshop. This is usually preferred for larger type, such as navigation buttons, or when image is important. Nobel and Filosofia should never be used for image-based type smaller than 8 point. *System-based type* is non-anti-aliased type generated by HTML code. It is preferred for larger quantities of text because it requires minimal download time. For system-based type, the cross-platform, sans-serif face Verdana should be specified.

The suggested typefaces, Nobel and Filosofia, may be ordered for Macintosh and Windows through Fontbureau and Emigre.

www.fontbureau.com
www.emigre.com

FUTURA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

TIMES NEW ROMAN

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

If the suggested typefaces, Nobel and Filosofia, are not available, alternative typefaces, Futura and Times New Roman, may be used. Futura should be used for the same purpose as Nobel: for all main headings and accent typography. Times New Roman should function mainly as a text face. Only the regular weight should be used. Italics can be used for emphasis.

The alternative typefaces, Futura and Times New Roman, are common typefaces readily available for all platforms.

Photography



These images reflect the HFMA brand personality: clear, agile and confident.

Illustration



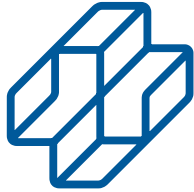
Illustrations should convey that HFMA is value-driven, honest and caring.

There are many opportunities to present images to express ideas, explain concepts, and support written communication. Our system calls for images that build our brand and reveal the character and value of financial management.

Specifically, we want to be authentic. No staged sentimentality. No generic, stock images that project “stock” solutions. Our emphasis will be less on technology and more on people using technology to facilitate real solutions.

Complex images attempt to convey the complex nature of the economic climate or of the financial management industry. This kind of visual complexity often accentuates a sense of discomfort and confusion. We strive to eliminate the clutter and provide clarity, confidence, and reassurance through the use of imagery.

Logo



hfma[™] southern california chapter
healthcare financial management association

Letterhead



hfma[™] southern california chapter
healthcare financial management association

Business card



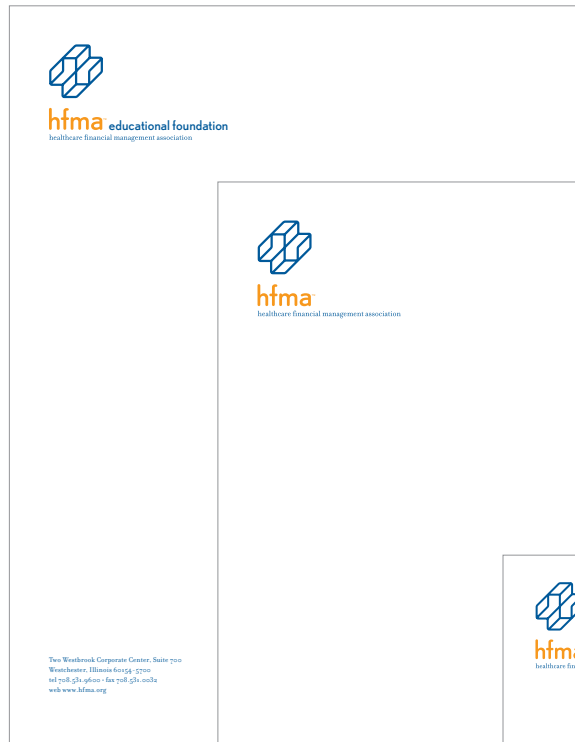
Lee Guthrie
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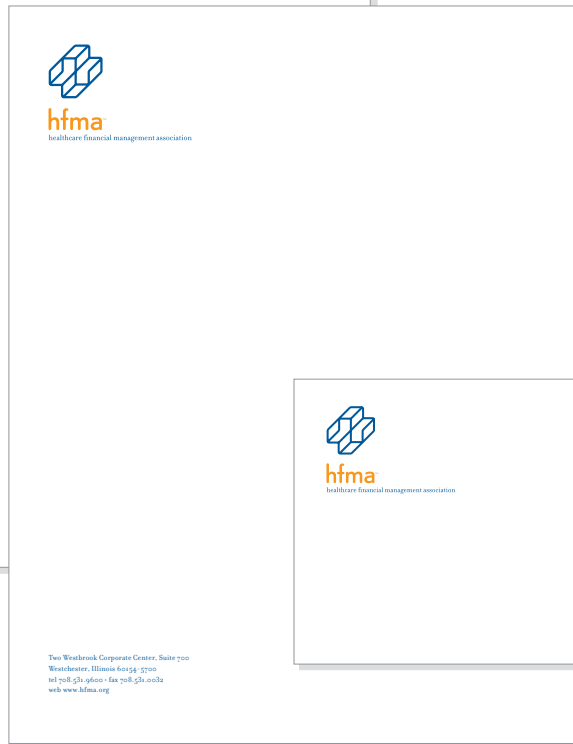
Chapters should use the suggested layout for their logo and letterhead. Chapters and regions should use the same identity system based on the two core colors from the palette which the national organization will use.

Chapters should use the chapter name with the logo.

Educational Foundation Letterhead



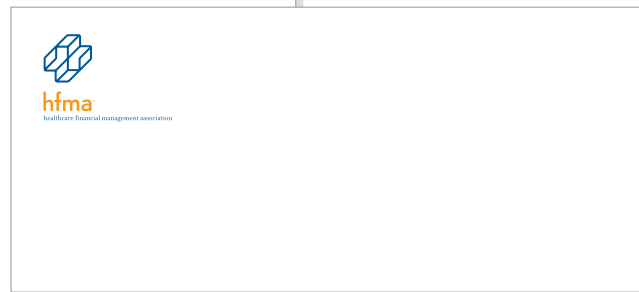
Letterhead



Business card

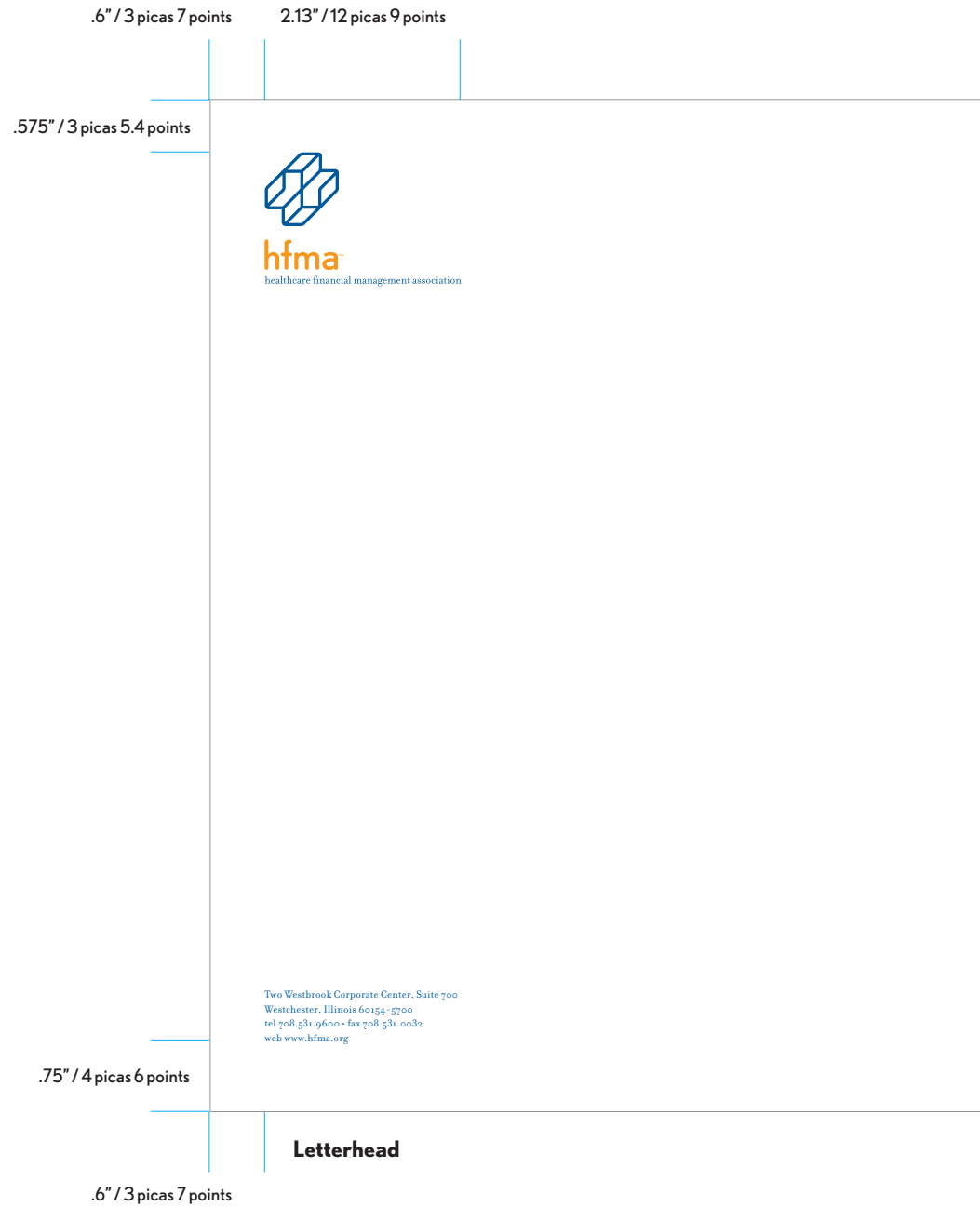


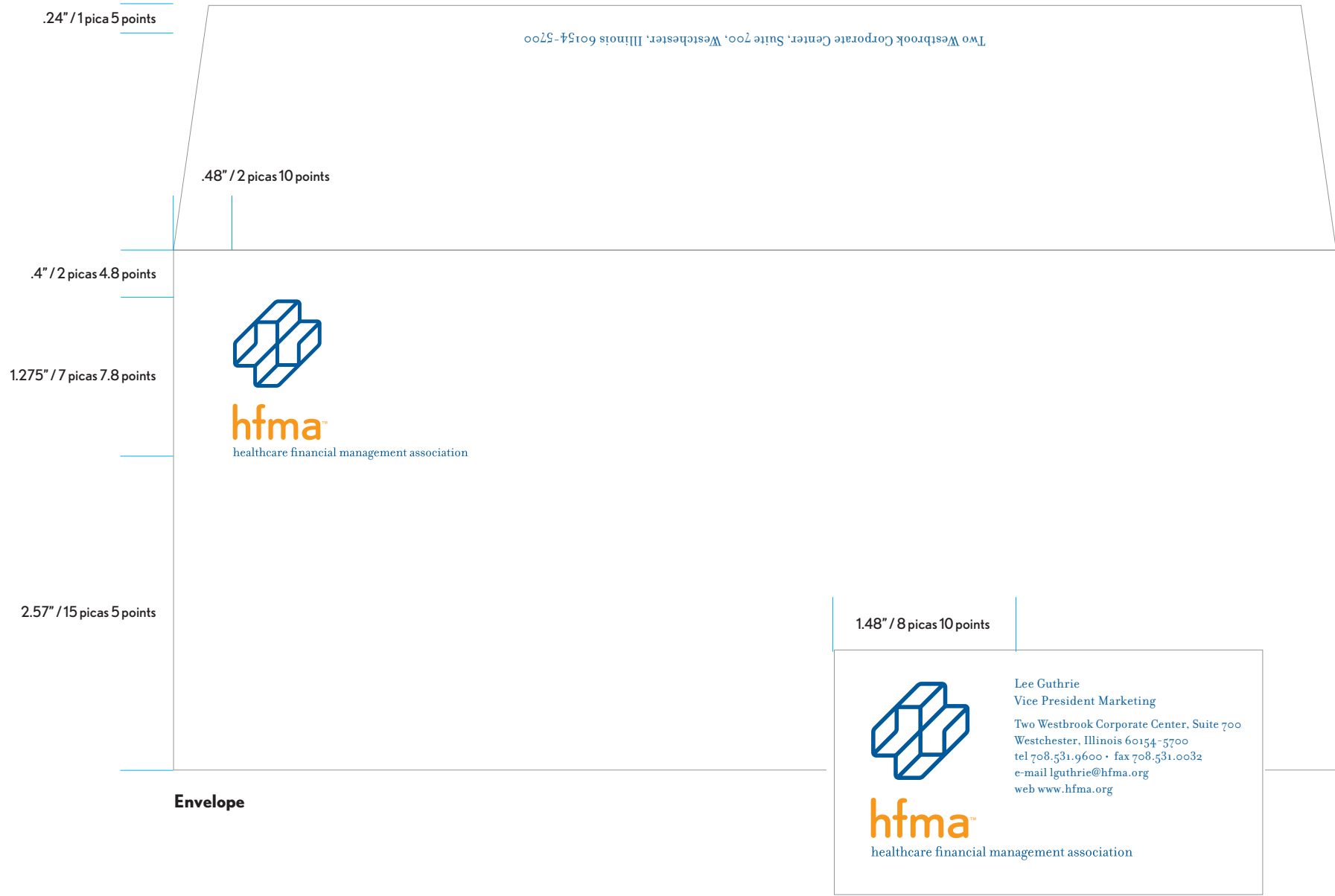
Envelope

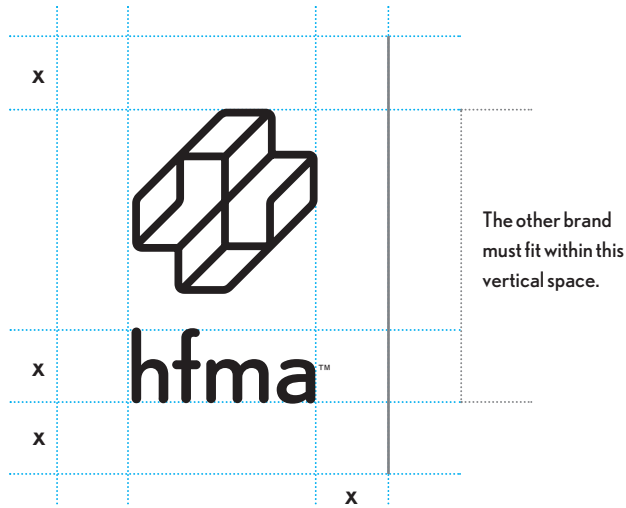


Stationery and business forms should follow the format of the samples shown at left. For specifications refer to the following two pages.

The Educational Foundation should follow the same letterhead and logo guidelines as chapters.







Positioning the HFMA logotype and symbol in proximity to other identities is often necessary. When this kind of co-branding occurs, it is very important that consistent rules are applied. The HFMA identity must remain distinct and should always be given the appropriate priority in relation to other identities. The example at left shows how to maintain consistency when co-branding the HFMA logo, both in terms of proximity and visual priority.



Logo
PMS 294 and
PMS 3945

Leading
@ the speed of light



Leading
@ the speed of light

hfma
healthcare financial management association

Do not use the theme as part of the logo.

Leading
@ the speed of light

Do not change the colors, size or configuration

The Chairman's theme is selected in the fall of each year to reflect a topic or idea that is particularly relevant for the association during the Chairman's term of office.

National will use the theme design in coordination with specific national/chapter events such as the LTC, or in graphics that accompany speeches given by the Chairman or referencing the Chairman's theme.

At left, you will find some common mistakes that should be avoided. This includes using the theme as part of the logo and changing the colors, size or configuration of the theme design.

If you have any questions regarding the use of the HFMA identity or need additional information or artwork, please contact HFMA's Marketing Department, 800.252.HFMA (4362), extension 378.

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