

A professional meeting is taking place in a modern office. A man in a blue sweater and glasses is standing and gesturing with his hands while speaking. Several other professionals are seated around a table, listening attentively. The office has large windows in the background.

January 2021 | V3-01

# Brand Identity Standards

CORPORATE EDITION

**hfma**<sup>™</sup>

healthcare financial management association

# BEING WHO WE ARE IS UP TO US.

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 guidelines create a framework to ensure consistency across the channels which make up HFMA's organizational identity; in other words, our brand.

These guidelines contain the basic information necessary for maintaining a consistent visual style for the Association's chapters, and its affiliates. The look of HFMA is a reflection of our principles and commitment to the healthcare financial management profession.

## BRAND MESSAGING

Communication Pillars	4
Voice	9
Tone	10
Personas	11
Guiding Questions	16

## BRAND IDENTITY

HFMA Logo	18
Color Palette	19
Color Usage	20
Incorrect Applications of the Logo	21
Clear Space Exceptions	22
Sub-Brands	23
Non-Sub-Brands	24
Digital Badging	25
Co-Branding	26
Business Partner Member Logo	27
Business Partner Member Logo Applications	28
Business Partner Member Organization Logo	29
Business Partner Member Logo Organization Applications	30
Typography	31
Lifestyle Photography	32
Our Members	33
Visual Metaphor	34
Content Support	35
Promo Items	36
Social Media	37
Iconography	38
Figures & Diagrams	39
Campaigns	40

## QUESTIONS

41

# BRAND MESSAGING

# Brand Messaging

## COMMUNICATION PILLARS

**EXPERT**  
**DIRECT**  
**OBJECTIVE**  
**USEFUL**

Our Communication Pillars embody the HFMA brand. By featuring these pillars throughout our content, our stakeholders will know and trust HFMA as a leading voice in the industry.

# Brand Messaging

## COMMUNICATION PILLARS

### EXPERT

#### WHAT DOES IT MEAN?

Knowledgeable, respected, informative, trusted, credible, aware, alert, & forward-thinking to help you meet today's challenges while creating a sustainable healthcare industry.

- Explain the meaning and insights from research – not just stating facts.
- Simplify the complex - When it comes to complex ideas, issues, terms and situations leverage info-graphics, charts, images, etc., to help the audience understand the details.
- Quote and embrace sources – even if they aren't you. Being an expert means being ok to admit when others know better than you.

#### WHAT IT DOES NOT MEAN.

Overly scientific, pretentious and without humanity.

- Avoid focuses too much on the mechanics or data of the issue – be human.
- Assuming your audience doesn't know any better.
- Steer clear of clichés and overused metaphors they will dilute your voice.

# Brand Messaging

## COMMUNICATION PILLARS

### DIRECT

#### WHAT DOES IT MEAN?

Clear and concise. Limited use of buzzwords or jargon. State things plainly.

We get to the point and respect your time, done without fluff, pragmatic but not rude.

- Be focused and get to the point.
- Plan your key messages and action points before you create the content.
- Stick to one theme at a time.
- How can you be as straight-forward as possible without losing impact?
- Consider your content format: To be direct with this subject matter – what format would be best?

#### WHAT IT DOES NOT MEAN.

Aggressive, it's not obscure or elusive. It doesn't waste time getting to the point.

- Avoid using a passive voice.
- Avoid repetition and try and keep bodies of copy to short paragraphs and no jargon.

# Brand Messaging

## COMMUNICATION PILLARS

## OBJECTIVE

### WHAT DOES IT MEAN?

Content should explore the different perspectives in the industry without shutting them down. We take a position of understanding to help our audience navigate the complex industry.

- Focus on current affairs.
- Emphasize relevance to the situation.
- Be a voice of reason.

### WHAT IT DOES NOT MEAN.

Taking a political, controversial or unexpected point of view..

- Avoid ignoring current market situations or realities.
- Avoid subject matter or topics that are likely to be forefront in the audience's mind.

# Brand Messaging

## COMMUNICATION PILLARS

## USEFUL

### WHAT DOES IT MEAN?

All content is created to fulfill an audience need and is focused on solving a problem or providing guidance. Our offerings are accessible/digestible, relevant, timely, personalized, easy to use/consume, find/discover, and enjoyable.

- Provide real world examples and use cases – provide references.
- Think about the audience - What part of this is the most important to them?  
What problems can they use this to solve?
- Provide tools, takeaways and other modular content to enable the audience to leverage the material more easily.
- Provide a concise summary of the key points.

### WHAT IT DOES NOT MEAN.

Patronizing, dumbed down or filler.

- Avoid over explaining areas that most of the audience would already understand.
- Avoid content that can not be supported with practical example.

# Brand Messaging

## VOICE

### ACTIVE

Avoid passive voice.

Our Communication Pillars represent the Voice of HFMA, and are consistent throughout our content. One way we write empowering content is by being aware of our Voice and Tone.

### SIMPLE

Avoid slang and jargon;  
write in plain English.

### POSITIVE

Avoid using negative language.

# Brand Messaging

## TONE

### INFORMAL

Be clear, but not casual.

### STATE OF MIND

Is the audience learning,  
or seeking advice?

Unlike our Voice, our Tone may change depending on the topic we are writing about, or the audience we are engaging with.

HFMA's tone is usually informal, but it's always more important to be clear than casual.

When you're writing, consider the reader's state of mind. Are they looking for advice, or do they just want a straight, objective answer?

Do they want to read and learn, or participate in the conversation as well? Are they confused and seeking our help? Once you have an idea of their emotional state, you can adjust your tone accordingly.

# Brand Messaging

## PERSONAS

### EXECUTIVE MANAGEMENT FINANCE PRO CLINICIAN

Our members/customers interact with our content based on professional expertise and role. They demand current, job-specific, and in-depth information. This relates to our members' need for continuing expertise in their jobs. Essential to their professional success is the need to understand the business environment, make change happen, and lead others.

# Brand Messaging

## COMMUNICATION PERSONAS

### EXECUTIVE

#### OVERVIEW

Mid 40's – Mid 60's. Likely married with children. Bachelors and Master's and/or CPA, CMA, FHFMA, or FACHE.

Has had many roles within the industry and is very knowledgeable.

#### GOALS:

- Company growth, job retention, staff growth and education.
- The executive is focused first and foremost on providing leadership and direction to make the company successful and the staff as effective as possible.

#### CHALLENGES:

- Limited time. The executive is usually pulled in many directions at once. They may be unable to commit to a single initiative for very long and need trusted, knowledgeable lieutenants to delegate to.
- Budget constraints. Organizational budgets for education and travel are minimal, so they must be compelled to spend.

#### VALUES:

Time saving resources, straightforward communication, analysis, and tools and content that can be used immediately.

#### FEARS:

Being unknowledgeable or blindsided by external factors. Falling behind the industry. Not having the right support and execution staff.

#### SUBJECT MATTER:

- Personnel management, growing staff abilities, information about where the industry is heading and how to address ongoing issues.
- Industry drivers and trends, such as, impact of regulatory and legislative initiatives; strategic planning, both long-term and shorter-term; governance; financial and reimbursement models and impacts; profitability.

#### COMMUNICATION PREFERENCES:

Summary emails, short lists, ability to connect with other leaders, insights and analysis, case studies illustrating strategies, tools to be used for presentations to staff, executives and board members.



*Make me the smartest person  
in the board room.*

# Brand Messaging

## COMMUNICATION PERSONAS

### MANAGEMENT

#### OVERVIEW

Late 20's – Mid 40's. Likely married with children. Bachelors and potentially Master's degree, and/or CPA, CMA or CHFP. Broad scope of experience, from just starting to manage people to looking for opportunities to move up to the next management or executive level.

#### GOALS:

Continued professional growth and industry knowledge. Eager to prove their contribution is valuable and has the company's best interest at heart. Committed to the industry and feels very knowledgeable about the subject matter they have encountered during their career.

#### CHALLENGES:

Required to grow skills in order to continue to bring value to their organization, including leadership and change management expertise, as well as on the technical financial side, but limited time and reduced resources make professional development difficult.

#### VALUES:

Time saving resources, straightforward communication and job aids that can be used immediately.



*Help me build my staff's competencies, and help me grow professionally to make change happen.*

#### FEARS:

Wasting personal time. Appearing unknowledgeable in front of peers/supervisors/direct reports. Not being prepared for next advancement or growth opportunity that presents itself.

#### SUBJECT MATTER:

Executive presence, personnel management, growing as a leader, improving their personal skills, staying on top of healthcare finance industry trends and changes.

#### COMMUNICATION PREFERENCES:

Summary emails, short lists, job aids with reusable content, audio and presentable material.

# Brand Messaging

## COMMUNICATION PERSONAS

### FINANCE PRO

#### OVERVIEW

Early 20's – Mid 40's. Likely has formal education focused on business, finance or accounting (Bachelors to Master's degree) and potentially a certification (CPA, CMA, CRCR, CHFP).

#### GOALS:

- Continued professional growth, learning and career advancement. Eager to prove their contribution is valuable and has the company's best interest at heart.
- Not yet committed to the industry, but feels comfortable with the knowledge they have to perform their current role.
- Interested in networking with management and executives within the industry.

#### CHALLENGES:

- Required to grow skills in order to continue to bring value to their organization, including leadership and change management expertise, as well as on the technical financial side, but limited time and reduced resources make professional development difficult.
- Doesn't have significant expendable income to spend on development nor the flexibility to attend events.

#### VALUES:

Knowledge-building resources, technical guidance, certifications and additional training to boost professional status. Low cost, high ROI.

#### FEARS:

- Missing regulatory requirements, incorrect information, missing out on new ways of tackling challenges, not having the right tools.
- Lacking skills needed to be considered for advancement opportunities.

#### SUBJECT MATTER:

Financial topics, regulatory concerns or answers; healthcare finance industry trends and changes.

#### COMMUNICATION PREFERENCES:

Straightforward and simplified tools and job aids. Detailed reports and analysis to increase working knowledge of current and future topics, challenges and changes.



*Help grow me as a leader both personally and professionally.*

# Brand Messaging

## COMMUNICATION PERSONAS

### CLINICIAN

#### OVERVIEW

Late 20's – Mid 50's. Formal medical training, medical, or nursing school (likely physicians, nurses or other advanced practitioners). Dedicated to caring for people. Likely employed by a larger integrated health system, a large independent specialty group or a health plan.

#### GOALS:

- Either has aspirations or currently has a role beyond just clinical care, either in administration or a population health focus.
- Improve patient health. Reduce errors. Raise practice quality of service and patient outcomes.
- Improve productivity but not to the extent it impacts patient care; reduce cost of care, time with patients, administrative burden; improve clinician satisfaction.

#### CHALLENGES:

- Identifying and enacting quality improvements; managing patient health and the business at the same time, with limited resources.
- Staying connected with the changing industry.
- Recruiting, retention and productivity challenges (e.g., talent shortages, burnout, etc.).

#### VALUES:

Patient connections, improving outcomes, evidence based knowledge, accuracy and transparency. Leading with quality of care rather than cost—better quality drives lower cost.



*Give me the practical finance knowledge so I lead clinical leaders to improve quality and decrease cost of care.*

#### FEARS:

- Incorrect information, untrustworthy data/studies, missing out on new ways of tackling challenges, not having the right tools.
- Loss of autonomy in clinical practice. Administrative hassles/increasing burden.

#### SUBJECT MATTER:

Patient health, patient outcomes, business health, reducing costs of care, quality of care, care models, population health, patient safety.

#### COMMUNICATION PREFERENCES:

- Options and easy-to-digest information (40-minute on-demand programming, just-in-time education, case scenarios, etc.).
- Content stratified by their clinical purview (specialty, role, type of facility they work in). Content delivered by their peers (other clinical leaders).
- Tools and job aids. Empirical evidence of an approach.
- In-person education.

# Brand Messaging

## COMMUNICATION PERSONAS

## GUIDING QUESTIONS

GUIDING QUESTIONS HELP CONTENT CREATORS AND AUTHORS BETTER DELIVER THEIR MESSAGE:

- What is the experience level of the person who will read this?  
(i.e. Understanding, Application or Mastery)
- Why would the reader want or need to read this?
- What is the key takeaway we want the reader to have?
- What tools or aids can we provide to help them put this into practice?
- What is the best format to deliver this message?

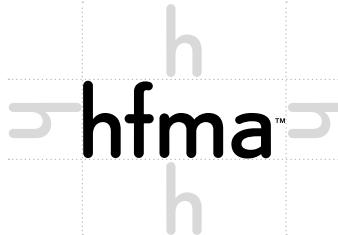
# BRAND IDENTITY

# Brand Identity

## OUR LOGO



LOGO



healthcare financial management association

LOGO WITH FULL NAME



### LOGO SAFE SPACE

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 this space.

1/3 INCH, or 24 PIXELS  
A logo with a dashed rectangular border representing the 'safe space' around the logo.

7/16 INCH, or 75 PIXELS  
A logo with a dashed rectangular border representing the 'safe space' around the logo.

### LOGO MINIMUM SIZE

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

The logo consists of the HFMA logo mark and can include the full company name.

#### Think of it as an introduction.

The primary instance of the logo should only contain the letters, HFMA. If the communication is targeted towards an audience that may be unfamiliar with HFMA, or allows for a longer message, the logo with the full name can be used.

Legal sign-offs should use the logo with the full name.

#### Space to shine.

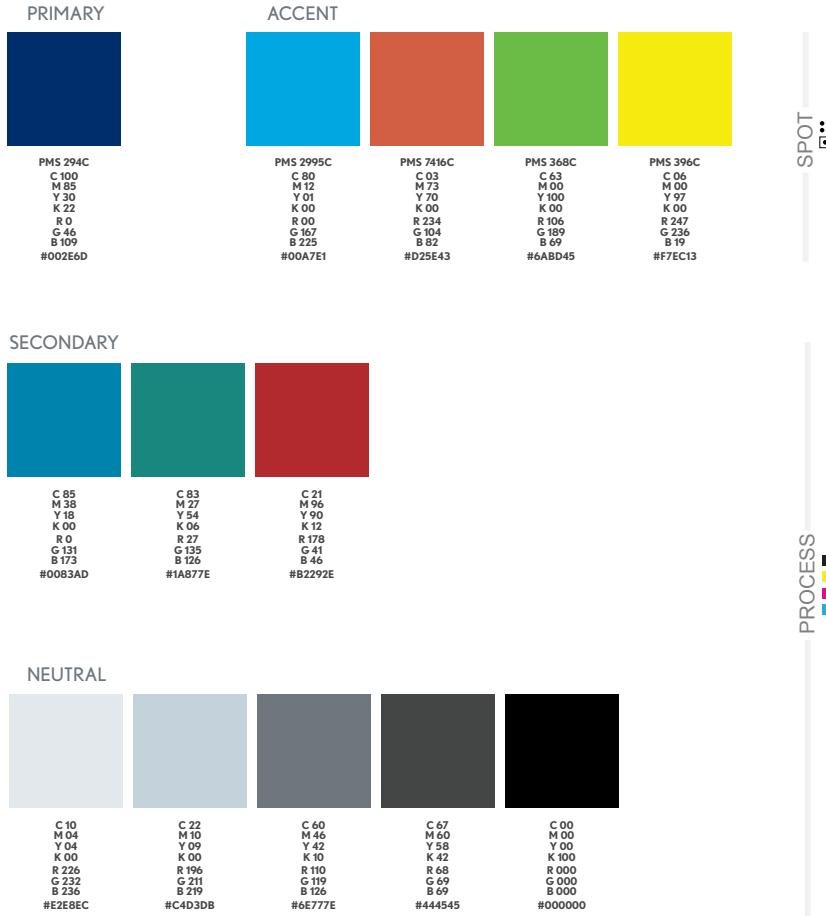
Whether applying the logo to print applications or new media, space around the logo will help maintain integrity and legibility. The clear space gives the logo importance in situations where it exists among other graphic elements. It is important to be conscious of the amount of space and to keep it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

#### Not too small, please.

The logo will be used in a variety of applications: banners, brochures, websites, social media, etc. Adequate sizing is critical to maintain legibility.

# Brand Identity

## COLOR PALETTE



### Keep it focused.

The primary color is dark blue, PMS 294C. The HFMA logo, and sub-brand logos (See page 23.) may appear only in the primary color, white, or black. Accent colors may be used to draw visual attention, or indicate functionality. These colors may be reproduced with spot or process inks. CMYK, RGB, and hex values are included.

### There's plenty of room.

The secondary colors provide muted selections that extend across the color wheel from blue to yellow. The neutral colors scale in value while maintaining their cool hue.

# Brand Identity

## COLOR USAGE



PRIMARY DARK BLUE



BLACK



KNOCKOUT



OFF BRAND BACKGROUND COLOR  
KNOCKOUT



KNOCKOUT MAINTAINS  
CONTRAST



OFF BRAND BACKGROUND COLOR  
BLACK



BLACK COLOR  
MAINTAINS  
CONTRAST

The HFMA logo may appear only in the following colors:  
**Primary Dark Blue**  
**Black**  
**Knockout (white)**

**Off Brand Background Colors:** Use either knockout or black versions of the logo when placing over a color that is not within the HFMA color palette. Discretion should be applied to maintain contrast and legibility.

# Brand Identity

## INCORRECT APPLICATIONS



CROWDING



BACKGROUND PATTERN



ORIENTATION



LOW CONTRAST



CONTAINMENT

ANOTHER LOGO  
IS WITHIN CLEAR  
SPACE.

BOUNDING BOX  
IS TOO TIGHT.



DISMEMBER



OUT OF PALETTE

DO NOT ALTER  
LOGO ART

DISMEMBER

OUT OF PALETTE

A picture says a lot.

Brand integrity is critical in maintaining unity and limiting confusion across channels. The positioning and relationship of the graphical elements is prescriptive and purposeful.

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

# Brand Identity

## CLEAR SPACE EXCEPTIONS



EMAIL BANNER



GRAPHICAL ELEMENT USED  
FOR VISUAL EMPHASIS,



SOCIAL POST



POSITIONED TO MAXIMIZE  
VISUAL SPACE.



WEBFORM BANNER



EXTREME ASPECT RATIO LIMITS  
VISUAL SPACE.

### We can all get along.

Digital media offers a wide variety of application sizes, and technical attributes. The following are examples of expectable brand guideline infringements when space and size are constrained.

# Brand Identity

## SUB-BRANDS

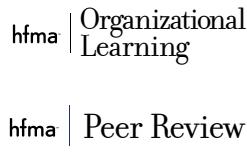


HORIZONTAL

SUB BRAND LOGO EXAMPLE



STACKED



SUB BRAND FAMILY

HFMA's Brand Identity covers a wide range of content and offerings. In an effort to focus attention, this content is divided into sub-brands. This level of organization allows our audience to quickly identify our content.

### What makes it special?

An HFMA sub-brand is an offering that is unique. The content is focused on a specific subject or objective.

### Not everything is unique.

The medium that distributes content does not dictate branding. HFMA content may be consumed in a number of ways; print, digital, social gatherings. This distribution and consumption is not a brandable attribute.

# Brand Identity

## NON-SUB-BRANDS



CERTIFICATION BOX AD



WEBINAR BOX AD



HFS eNEWSLETTER E-MAIL



HFMA HOTLIST E-MAIL

SUB-BRAND CHILDREN BRANDING EXAMPLES

### Sub-brand family members

HFMA offers a number of products that are important to their audiences, however they do not rise to the level of a sub-brand. This distinction provides a brand hierarchy that communicates area of focus, while maintaining product organization.

### Sub-brands and their children

#### ONLINE EDUCATION & CERTIFICATIONS

CERTIFIED HEALTHCARE FINANCIAL PROFESSIONAL (CHFP)

CERTIFIED REVENUE CYCLE REPRESENTATIVE (CRCR)

CERTIFIED SPECIALIST ACCOUNTING & FINANCE (CSAF)

CERTIFIED SPECIALIST BUSINESS INTELLIGENCE (CSBI)

CERTIFIED SPECIALIST MANAGED CARE (CSMC)

CERTIFIED SPECIALIST PHYSICIAN PRACTICE MANAGEMENT (CSPPM)

FELLOW OF HFMA (FHFMA)

VIRTUAL CONFERENCE

WEBINARS

#### HFMA

HEALTHCARE FINANCIAL STRATEGIES

HFMA DAILY

HFMA EXPRESS

HFMA HOTLIST

FINANCIAL SUSTAINABILITY REPORT

LEADERSHIP

REVENUE CYCLE INSIGHTS

# Brand Identity

## DIGITAL BADGING



## BADGE CERTIFICATE

## DIGITAL BADGING EXAMPLES



## EMAIL SIGNATURE



CANNOT APPLY  
TO AN ENTIRE  
COMPANY



## DIGITAL BADGING USAGE EXAMPLES



## SOCIAL PROFILES



NOT TO BE USED ON  
PROMO ITEMS

## Sub-brand family members

HFMA certification products are represented by a digital badge. This allows recipients to display their credentials to their peers, either on their social networks, or in their digital communications.

When a certification is a prerequisite for another, those pairs share a color.

## Digital Badge Family

<b>BADGES</b>	<b>CERTIFICATES</b>
CERTIFIED REVENUE CYCLE REPRESENTATIVE	PATIENT ACCESS ESSENTIALS
CERTIFIED HEALTHCARE FINANCIAL PROFESSIONAL	PATIENT FINANCIAL COMMUNICATIONS
CERTIFIED SPECIALIST BUSINESS INTELLIGENCE	HFMA BUSINESS OF HEALTH CARE®
CERTIFIED SPECIALIST PHYSICIAN PRACTICE MANAGEMENT	OPERATIONAL EXCELLENCE
CERTIFIED SPECIALIST ACCOUNTING & FINANCE	<b>FELLOWSHIP</b>
CERTIFIED SPECIALIST MANAGED CARE	FELLOW HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION

## Usage

Digital badging only applies to an individual. Its usage is encouraged when it cites an individual's credentials, such as an email signature, or social profile. Its usage cannot apply to an entire company. It is not appropriate to apply the digital badge to promotional items.

# Brand Identity

## CO-BRANDING



CORRECT CO-BRANDING APPLICATIONS



INCORRECT CO-BRANDING APPLICATIONS

### Equal but not the same.

HFMA partners with peer organization on joint efforts. When presenting this relationship, it is important to maintain the guidelines contained in this document, including color and clear space.

When co-branding avoid the following:

- The HFMA logo color may be dark blue, black, or knockout. The HFMA logo never inherits another logo's colors;
- The logos should appear equal in terms of size and visual weight.
- The logos should not appear visually as one unit.

# Brand Identity

## BUSINESS PARTNER MEMBER LOGO



LOGO



LOGO KNOCKOUT

When required, the logo may appear as a knockout.



1INCH, or 72 PIXELS

LOGO MINIMUM SIZE

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

COLORS



C 100  
M 100  
Y 30  
K 22  
R 0  
G 46  
B 109  
#002E60

C 60  
M 45  
Y 42  
K 20  
R 110  
G 119  
B 126  
#6E777E

C 0  
M 0  
Y 2  
K 0  
R 255  
G 255  
B 255  
#FFFFFF



LOGO SAFE SPACE

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



ALTERED ARTWORK



OUT OF PALETTE COLORS

The Business Partner Member logo consists of the HFMA logo mark and a work mark with the year.

### Space to shine.

When applying the logo, space around the logo will help maintain integrity and legibility. The clear space gives the logo importance in situations where it exists among other graphic elements. It is important to be conscious of the amount of space and to keep it clear of other elements.

### Not too small, please.

Adequate sizing is critical to maintain legibility.

### Usage

The Business Partner Member Logo may be used by an individual working at company that provides products and services to provider organizations.

# Brand Identity

## BUSINESS PARTNER MEMBER LOGO APPLICATIONS



BUSINESS CARD



CORPORATE STATIONERY

Jane Smith  
ABC Company  
Certification Operations Administrator  
(800) 555-5555, ext. 55 | [jsmith@abccompany.com](mailto:jsmith@abccompany.com)



EMAIL SIGNATURE



NOT TO BE USED  
CORPORATE  
MARKETING



NOT TO BE USED ON  
PROMO ITEMS

BUSINESS PARTNER MEMBER USAGE EXAMPLES

### Usage

The HFMA Business Partner Member logo only applies to an individual. Its usage is encouraged when it cites an individual's credentials, such as an email signature, or social profile. Its usage cannot apply to an entire company. It is not appropriate to apply the HFMA Business Partner Member logo to promotional items.

# Brand Identity

## BUSINESS PARTNER MEMBER ORGANIZATION LOGO



### LOGO



### LOGO KNOCKOUT

When required, the logo may appear as a knockout.



1INCH, or 72 PIXELS

### LOGO MINIMUM SIZE

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

### COLORS



C 100 H 209 Y 30 K 22 R 0 G 46 B 109 #002E60	C 60 H 445 Y 42 K 20 R 110 G 119 B 126 #6E777E	C 0 H 450 Y 2 K 0 R 255 G 255 B 255 #FFFFFF
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### LOGO SAFE SPACE

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



### ALTERED ARTWORK



### OUT OF PALETTE COLORS

The Business Partner Member Organization logo consists of the HFMA logo mark and a work mark with the year.

#### Space to shine.

When applying the logo, space around the logo will help maintain integrity and legibility. The clear space gives the logo importance in situations where it exists among other graphic elements. It is important to be conscious of the amount of space and to keep it clear of other elements.

#### Not too small, please.

Adequate sizing is critical to maintain legibility.

#### Usage

The Business Partner Member Organization logo may be used by Enterprise Member business partner organizations.

# Brand Identity

## BUSINESS PARTNER MEMBER ORGANIZATION LOGO APPLICATIONS



CORPORATE WEBSITE



POWERPOINT PRESENTATION



TRADE SHOW SIGNAGE



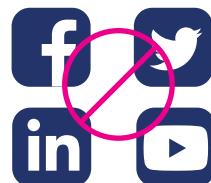
CORPORATE STATIONERY



CANNOT APPLY  
TO AN EMAIL  
SIGNATURE



CANNOT APPLY TO  
BUSINESS CARD



CANNOT BE  
APPLIED TO SOCIAL  
PROFILES



NOT TO BE USED ON  
PROMO ITEMS

### BUSINESS PARTNER MEMBER ORGANIZATION USAGE EXAMPLES

#### Usage

The HFMA Business Partner Member Organization logo only applies to a company. Its usage is encouraged when it represents a company's relationship to HFMA. It is not appropriate to apply the logo to individual's credentials, such as an email signature, social profile or promotional items.

# Brand Identity

## TYPOGRAPHY

### Nobel

Lite                    **Regular**

*Lite Italic*            *Regular Italic*

Book                    **Bold**

*Book Italic*            **Bold Italic**

PRINT MEDIA

### Mallory

Book                    **Medium**

**Bold**

**Black**

PUBLICATIONS

### Filosophia

The Filosophia font is reserved for HFMA sub-brand logos.

### Lato

Regular

**Semibold**

**Bold**

**Black**

DIGITAL MEDIA

### Acta Poster

PUBLICATIONS

#### The letters' shape matters.

Typography is a major asset to any identity and branding guidelines. HFMA uses three typefaces, *Nobel*, *Lato*, and *Filosophia*, which work well with each other yet have different functions.

*Nobel* is a strong sans-serif typeface that has four weights that are included in our identity: Light, Book, Regular, and Bold. This family of typefaces should be used for all typography.

*Lato* is a free Google Web font that is reserved for website usage. Web fonts are designed to render more accurately in pixel-based media.

*Mallory* is a sans-serif typeface that is used primarily in the *hfm* publication.

*Acta Poster* is a display typeface. Its usage should be selective where it provides a unique personality.

*Filosophia* is reserved for HFMA sub-brand logos. Its usage outside of that function dilutes the brand identity. It is not to be used outside of sub-brand logos.

#### Licensing

Font usage is controlled via licensing. If the *Nobel*, *Lato*, and *Mallory* fonts are not available, *Arial* or *Helvetica* may be substituted.

# Brand Identity

## LIFESTYLE PHOTOGRAPHY



*Knowledge-based interactions  
in both large scale and intimate settings.*

*Eliminate the clutter and provide clarity,  
confidence, and reassurance.*

*People using technology  
to facilitate real solutions.*

**What is not in the frame means as much as what is.**  
Photography can be a valuable extension of a brand's voice. What cannot be said in text can be conveyed through visual communication and interpretation.

Depth of field, spatial control, subject matter focus, and cropping are all important aspects of photography.

HFMA photography should:

- Utilize a short depth of field, with attention to bokeh;
- Feature clean, simplified environments, with attention to architecture and set styling;
- Cropping should focus attention to the subject and create dynamic areas of visual interest;
- Subjects should reflect a diverse audience. Subject posture should be natural, not composed or forced.

# Brand Identity

## MEMBER PHOTOGRAPHY



### Members make it happen.

Our members are a diverse community that represent a vibrant spectrum of healthcare finance professionals. Featuring them in marketing efforts conveys an authentic, honest message.

HFMA member photography should:

- Capture actions in real-world, professionally appropriate situations;
- Follow the same photographic aesthetics found in HFMA lifestyle photography (See previous page.)

HFMA member photography should NOT:

- Portray members in an unfavorable light;
- Be used without expressed consent;
- Feature patients to ensure HIPPA compliance.

# Brand Identity

## VISUAL METAPHOR



*Singular idea or concept.*

*Not a narrative.*

*Isolated object.*

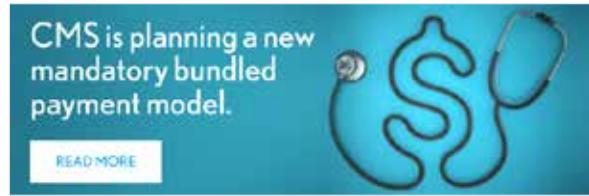
### **Keep the story in your message.**

Visual metaphor is a powerful method of reinforcing ideas and messaging. There is a direct relationship between the strength of message and simplicity of image.

A visual metaphor is an object that represents an idea or action. It is not a story, or a still life photo. It is important to keep in mind that although visual metaphors' subject matter do not reflect the HFMA brand, their style and approach can reflect the HFMA voice and tone.

# Brand Identity

## CONTENT SUPPORT



### Speak fast and command attention.

HFMA's subject matter can be complex and nuanced. Visual metaphors and analogies are powerful methods to quickly communicate content through simple ideas.

When selecting imagery for such usage, keep in mind that more variation, in terms of style, composition, and voice is allowed. Metaphors and analogies can be clever, emotional, and humorous.

FEATURED ARTICLE GRAPHICS

# Brand Identity

## PROMO ITEMS



### Promotional Items

The HFMA branding may be applied to various promotional items. It is critical to adhere to the graphic standards specified in this document. It is also important to consider the context of the item. What the branding is applied to will affect the brand's message.

If you have a question about a specific item, please contact HFMA (see page 41).

# Brand Identity

## SOCIAL MEDIA



PROFILE ICONS



SOCIAL CHANNELS



APPROVED  
Application links  
directly to social  
channel.



DO NOT USE  
Application that does  
not provide direct link  
to social channel.

SOCIAL BADGE USAGE

### Social Media

Social media channels provide a limited space for individual branding. HFMA Chapters should use the HFMA Corporate logo. This will provide strength and unity across the social spectrum.

### Mobile Apps

Mobile apps can also provide an opportunity for branding. The scalable nature of mobile apps limits the amount of direction this document can provide. When developing a mobile app, it is critical to adhere to the guidelines specified in this document.

### Social Badges

Social media presence is important to reinforce to our audience. However, the media in which it is communicated should dictate its usage. The badge should direct the audience to the social landing page. If the media does not provide this function, it should not be used. **If the art is clickable, use it. If not, then don't.**

If you have a question about a specific application, please contact HFMA (see page 41).

# Brand Identity

## ICONOGRAPHY



FONT AWESOME



CUSTOM ICONS



INAPPROPRIATE SUBJECT



MULTIPLE IDEAS

**There is strength in simplicity.**

Iconography is a powerful method to quickly communicate ideas. Icons may be used to visually separate messages, while providing the audience quick comprehension.

### Font Awesome

Open source solutions can provide a consistent, globally recognized set of icons. Their strength is the uniformity of usage for common ideas, or functions.

Font Awesome is approved for usage, under their licensing agreement. HFMA cannot provide individual licenses for this font.

A complete library can be accessed here:  
<https://fontawesome.com/icons?d=gallery>

### Custom Icons

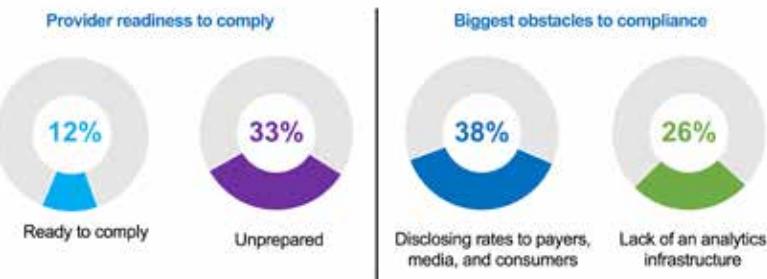
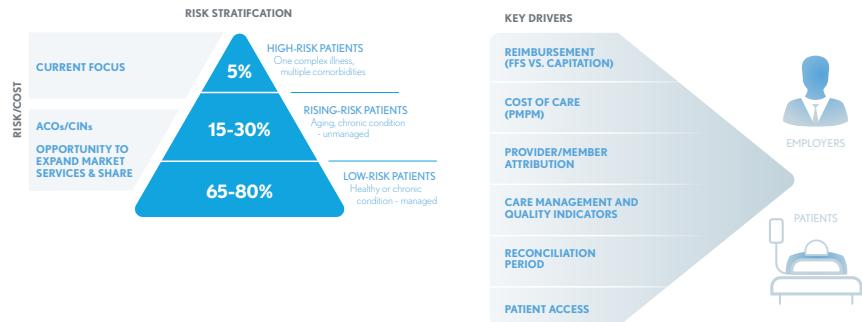
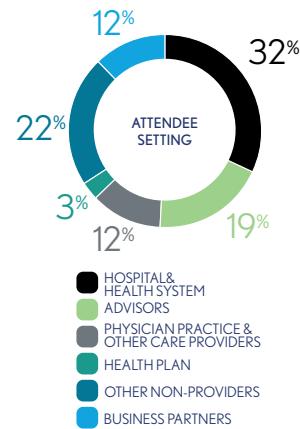
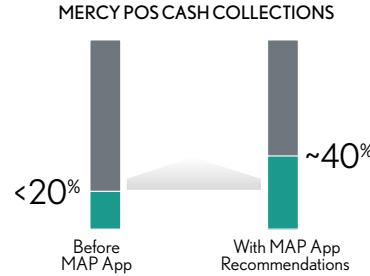
At times, subject matter may require a unique solution. In these cases, custom iconography is allowed.

Please use the following guidelines:

- The subject or idea represented is relevant and reflects positively on the brand;
- Singular, simplified ideas communicate quickly.

# Brand Identity

## FIGURES & DIAGRAMS



## SAMPLE CHARTS

### A picture is worth a thousand words.

HFMA content can be complex and nuanced, at times. Figures and diagrams are a useful tool to convey this content to our audience. It is important that the visual style remain true to our brand guidelines.

Please use the following criteria:

- The visual style should be simple, but also expert, and refined;
- The elements should utilize the approved color palette (see page 19);
- The elements should utilize the approved fonts: (see page 32);
- The elements should utilize the approved iconography: (see page 38);

# Brand Identity

## CAMPAIGNS



### A picture is worth a thousand words.

Campaign messaging is a powerful way to lift unique marketing efforts that span multiple HFMA channels, and utilize diverse media. The longevity of the campaign provides a common theme that is longer than immediate marketing messages, but more temporary than HFMA communication pillars, or mission statement.

Please use the following criteria:

- Elements that stray from HFMA brand guidelines, such as typography, color palette, image selection must be loyal to our core brand messaging;
- The HFMA logo usage guidelines must be applied (See pages 18-22.);

# QUESTIONS?

## **What about this?**

If you have any questions regarding the use of the HFMA identity or need additional information or artwork, please contact HFMA.

### **HFMA Marketing**

[marketingdepartment@hfma.org](mailto:marketingdepartment@hfma.org)



#### ABOUT HFMA

The Healthcare Financial Management Association (HFMA) equips its more than 64,000 members nationwide to navigate a complex healthcare landscape. Finance professionals in the full range of work settings, including hospitals, health systems, physician practices and health plans, trust HFMA to provide the guidance and tools to help them lead their organizations, and the industry, forward. HFMA is a not-for-profit, nonpartisan organization that advances healthcare by collaborating with other key stakeholders to address industry challenges and providing guidance, education, practical tools and solutions, and thought leadership. We lead the financial management of healthcare.

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