



January 2021 | V3-01

# Brand Identity Standards

PARTNER 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.

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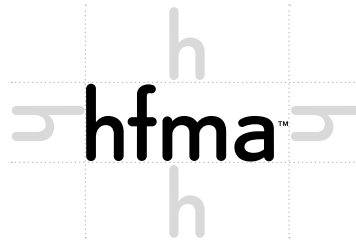
# BRAND IDENTITY

# Brand Identity

## OUR LOGO

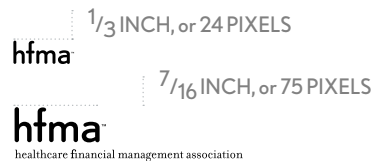
**hfma**<sup>™</sup>  
LOGO

**hfma**<sup>™</sup>  
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.



### 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

### PRIMARY



PMS 294C  
C 100  
M 85  
Y 30  
K 22  
R 0  
G 46  
B 109  
#002E6D

### ACCENT



PMS 2995C  
C 80  
M 12  
Y 01  
K 00  
R 00  
G 167  
B 225  
#00A7E1



PMS 7416C  
C 03  
M 73  
Y 70  
K 00  
R 234  
G 104  
B 82  
#D25E43



PMS 368C  
C 63  
M 00  
Y 100  
K 00  
R 106  
G 189  
B 69  
#6ABD45



PMS 396C  
C 06  
M 00  
Y 97  
K 00  
R 247  
G 236  
B 19  
#F7EC13

SPOT

### SECONDARY



C 85  
M 38  
Y 18  
K 00  
R 0  
G 131  
B 173  
#0083AD



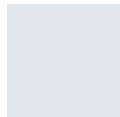
C 83  
M 27  
Y 54  
K 06  
R 27  
G 135  
B 126  
#1A877E



C 21  
M 96  
Y 90  
K 12  
R 178  
G 41  
B 46  
#B2292E

PROCESS

### NEUTRAL



C 10  
M 04  
Y 04  
K 00  
R 226  
G 232  
B 236  
#E2E8EC



C 22  
M 10  
Y 09  
K 00  
R 196  
G 211  
B 219  
#C4D3DB



C 60  
M 46  
Y 42  
K 10  
R 110  
G 119  
B 126  
#6E777E



C 67  
M 60  
Y 58  
K 42  
R 68  
G 69  
B 69  
#444545



C 00  
M 00  
Y 00  
K 100  
R 000  
G 000  
B 000  
#000000

### 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

hfma™

PRIMARY DARK BLUE

hfma™

healthcare financial management association

hfma™

BLACK

hfma™

healthcare financial management association

hfma™

KNOCKOUT

hfma™

healthcare financial management association

hfma™

OFF BRAND BACKGROUND COLOR  
KNOCKOUT

hfma™

healthcare financial management association



KNOCKOUT MAINTAINS  
CONTRAST

hfma™

OFF BRAND BACKGROUND COLOR  
BLACK

hfma™

healthcare financial management association



BLACK COLOR  
MAINTAINS CONTRAST

The HFMA logo may appear only in the following colors:

**Primary Dark Blue**

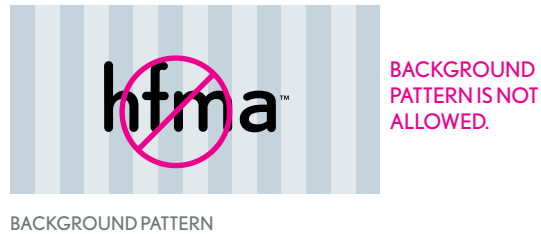
**Black**

**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



### 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.

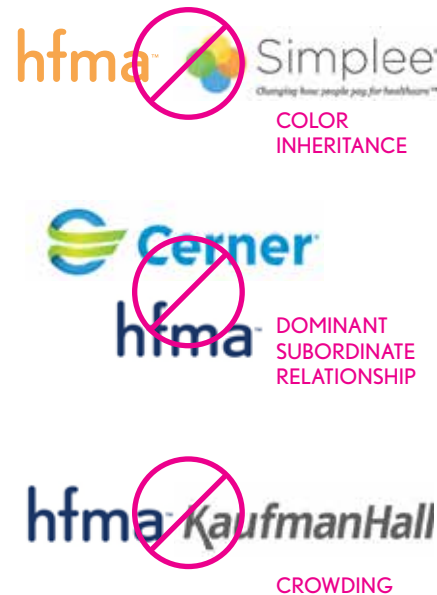
Digital media offers a wide variety of application sizes, and technical attributes. The following are examples of expectable brand guideline infringements when space and size are constrained.

# Brand Identity

## 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.



1 INCH, or 72 PIXELS

LOGO MINIMUM SIZE

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

### COLORS



C 100	C 60	C 0
M 85	M 46	M 6
Y 30	Y 42	Y 2
K 22	K 20	K 0
R 0	R 110	R 255
G 46	G 119	G 255
B 109	B 126	B 255
#002E60	#6E777E	#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



CORPORATE  
STATIONERY



BUSINESS CARD

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.



1 INCH, or 72 PIXELS

### LOGO MINIMUM SIZE

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

### COLORS



C 100	C 60	C 0
M 85	M 46	M 6
Y 30	Y 42	Y 2
K 22	K 20	K 0
R 0	R 110	R 255
G 46	G 119	G 255
B 109	B 126	B 255
#002E6D	#6E777E	#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 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 an enterprise member business partner companies.

# Brand Identity

## BUSINESS PARTNER MEMBER ORGANIZATION LOGO APPLICATIONS



CORPORATE WEBSITE



POWERPOINT  
PRESENTATION



TRADESHOW  
SIGNAGE



CORPORATE  
STATIONERY

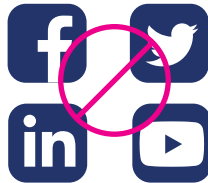
Jane Smith  
**ABC Company**  
Certification Operations Administrator  
(800) 555-5555, ext. 55 | [jsmith@abccompany.com](mailto:jsmith@abccompany.com)



CANNOT APPLY  
TO AN EMAIL  
SIGNATURE



CANNOT APPLY TO  
BUSINESS CARD



CANNOT BE  
APPLIED TO SOCIAL  
PROFILES



NOT TO BE USED ON  
PROMO ITEMS

### 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.

### BUSINESS PARTNER MEMBER ORGANIZATION USAGE EXAMPLES

# Brand Identity

## TYPOGRAPHY

### Nobel

Lite	Regular
<i>Lite Italic</i>	<i>Regular Italic</i>
Book	<b>Bold</b>
<i>Book Italic</i>	<b><i>Bold Italic</i></b>

PRINT MEDIA

### Mallory

Book  
Medium  
**Bold**  
**Black**

PUBLICATIONS

### Filosofia

The Filosofia 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 *Filosofia*, 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.

*Filosofia* 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 page 28.)

HFMA member photography should NOT:

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

# Brand Identity

## PROMO ITEMS



T-SHIRT



MUG

### 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 17).

# 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)



healthcare financial management association

#### 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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