



2024 | V6-01

Brand Identity Standards

BUSINESS PARTNER EDITION

hfma™

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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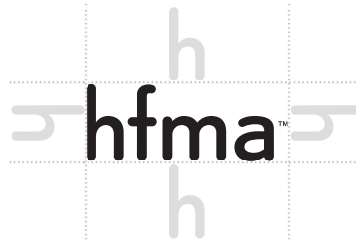
BRAND IDENTITY

Brand Identity

OUR LOGO

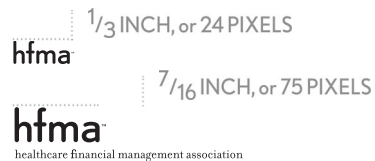
hfma[™]
LOGO

hfma[™]
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

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

ACCENT



C 69
M 93
Y 00
K 00
R 112
G 48
B 60
#7030A0

C 32
M 83
Y 00
K 00
R 212
G 51
B 209
#D433D1

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

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

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

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 219
#444545

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

SPOT

PROCESS

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

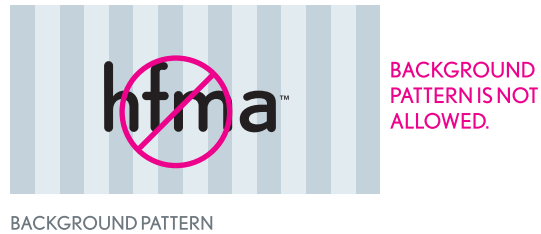
Black

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.



LEADERBOARD AD



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

MEMBER AND MEMBER ORGANIZATION LOGOS



BUSINESS PARTNER INDIVIDUAL MEMBER



BUSINESS PARTNER ENTERPRISE ORGANIZATION



PROVIDER ENTERPRISE ORGANIZATION

LOGOS



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 M 85 Y 30 K 22 R 0 G 46 B 109 #002E6D	C 60 M 46 Y 42 K 20 R 0 G 119 B 126 #6E777E	C 80 M 12 Y 1 K 0 R 0 G 167 B 225 #00A7E1	C 0 M 6 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 individual and organization logos consist 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

There are three Business Partner logos.

The Business Partner Individual Member logo can be used by any individual business partner member.

The Business Partner Enterprise Organization logo is to be used by a business partner organization that has a current Enterprise Solutions contract with HFMA - it's intended to be used to reflect a company's involvement with HFMA, not an individual.

The Provider Enterprise Organization logo is to be used by a provider organization that has a current Enterprise Solutions contract with HFMA - it's intended to be used to reflect a company's involvement with HFMA, not an individual.

Brand Identity

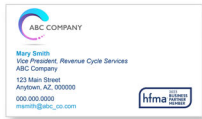
MEMBER AND MEMBER ORGANIZATION LOGOS APPLICATIONS



STATIONERY



CORPORATE
STATIONERY



BUSINESS CARD



BUSINESS CARD

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



EMAIL SIGNATURE



NOT TO BE USED
ON CORPORATE
MARKETING



NOT TO BE USED ON
PROMO ITEMS

BUSINESS PARTNER MEMBER USAGE EXAMPLES

Usage

Organization logos can appear on items like corporate stationary. Individual member logos may appear on business cards, email signatures, LinkedIn profiles, and similar. Logos may not be used on corporate marketing materials or promotional items.

Brand Identity

BUSINESS PARTNER MEMBER ORGANIZATION LOGO APPLICATIONS



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

PRINT MEDIA

Nobel

Lite

Lite Italic

Book

Book Italic

Regular

Regular Italic

Bold

Bold Italic

Mallory

Book

Medium

Bold

Black

Book Italic

Medium Italic

Bold Italic

Black Italic

PUBLICATIONS

Acta Poster

DIGITAL MEDIA

Sans Source Pro

Regular

Semibold

Bold

Black

Italic

Semibold Italic

Bold Italic

Black Italic

Bitter

Regular

Semibold

Bold

Black

Regular Italic

Semibold

Bold

Black

Filosofia

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

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.

Sans Source Pro and *Bitter* are free Google Web fonts that are reserved for digital 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 *Bitter*, *Nobel*, *Mallory*, and *Sans Source Pro* fonts are not available, *Arial* or *Helvetica* may be substituted.

Brand Identity

LIFESTYLE PHOTOGRAPHY



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.

*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.*

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

PROMO ITEMS



MERCHANDISE

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 34).

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



ABOUT HFMA

The Healthcare Financial Management Association (HFMA) equips its 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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