



wabash community
health center™

brand guidelines



our brand promise

Wabash Community Health Center is dedicated to providing quality healthcare to the communities we serve. Our compassionate healthcare providers administer healthcare services needed in rural areas where access to traditional care is difficult.

We care deeply for our communities, providing every patient quality primary and preventive care. Wabash Community Health Center is an FQHC facility, caring for patients regardless of ability to pay. We prevent pain and alleviate suffering by providing quality healthcare to those in need.

In collaboration with Wabash General Hospital and Wabash County Health Department, Wabash Community Health Center promises to expand access to healthcare and meet the physical and psychological needs of all patients.

Health and healing with compassion and dignity.

graphic identity

Approved logos

Horizontal



Vertical



Heart Icon





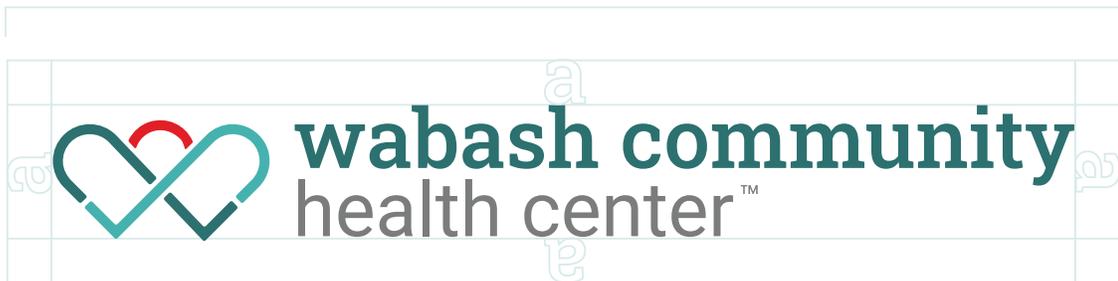
graphic identity

Minimum Size and Clear Space

To ensure readability, never reproduce the horizontal Wabash Community Health Center logo smaller than 1.5" wide. The vertical logo should never be used at less than 1" wide. The heart icon can be used independently when size is at a premium and the brand is easily identified or in digital formats. In print, it should be no less than 0.5" wide. Digitally, the heart icon should be no less than 180 pixels wide. Maintain a clear space around the logo. This prevents text, illustrations, photos or other elements from interfering with the logo's legibility. More space is generally preferred.

For all versions of the logo, the lowercase "a" in the word "Wabash" is used as a measure to determine the minimum amount of space required between the logo and the other elements and text.

1.5" Minimum



1" Minimum



0.5"/180 px
Minimum



graphic identity

Incorrect Usage

Following are some examples of how NOT to apply the Wabash Community Health Center logo. A good rule to follow is the logo should never be modified or changed and only an approved version should be used.



Do not place the logo at an angle.



Do not use a drop shadow or any effects on the logo.



Do not stretch or distort the logo.



Do not change the font in the logo.



graphic identity

Color Options

The logo can be shown in all black, reverse (for dark backgrounds), full color, and full color with white text. This allows for maximum flexibility and color choice within all marketing segments.



dark teal

R: 4 C: 83
G: 112 M: 40
B: 112 Y: 52
Hex: 2C7070 K: 16



teal

R: 67 C: 69
G: 177 M: 8
B: 175 Y: 35
Hex: 43B1AF K: 0



red

R: 225 C: 6
G: 31 M: 100
B: 39 Y: 100
Hex: E11F27 K: 0



grey

R: 124 C: 53
G: 125 M: 44
B: 125 Y: 44
Hex: 7C7D7D K: 9



gold

R: 246 C: 4
G: 203 M: 18
B: 17 Y: 100
Hex: F6CB11 K: 0

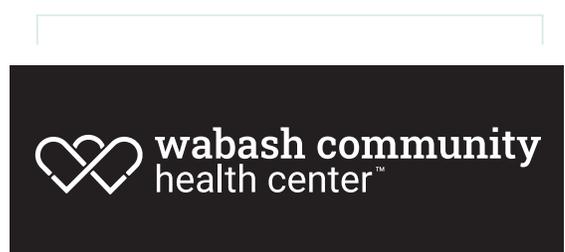
Full Color



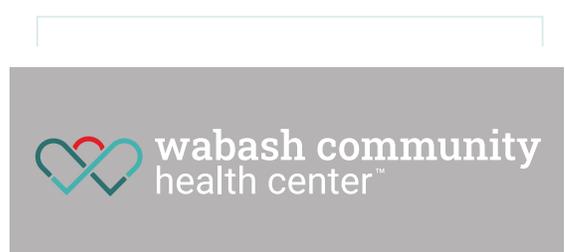
Black



Reverse



Full Color with White Text



typography

Typefaces

Both Roboto and Roboto Slab font families are available via Google Fonts. Roboto Slab should only be used for headlines and subheads, whereas Roboto can be used for headlines, subheads, and copy.

Roboto Slab (headlines and subheads)

bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Roboto (headlines, subheads, & copy)

black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

bold italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

If Roboto is not available Arial can be substituted for both headlines and copy.

Arial (headlines, subheads, & copy)

bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



in print

Envelopes



wabash community
health center™

120 Jaquess Avenue • Mt. Carmel, IL 62863

Please
Place
Stamp
Here

Patient Name
100 Main Street
Bellmont, IL 62811

in print

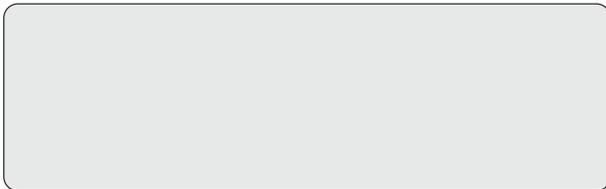
Envelopes



wabash community
health center™

120 Jaquess Avenue • Mt. Carmel, IL 62863

Please
Place
Stamp
Here





in print

Letterhead



Dear Mr. Henshaw:

Temolectusa dollitium et quis ium fugiam si dolut et am eri dolupta tqibus alibus, inctis doloribus. Magnam, sapientiunt vel im hit aut eicius soluptam faceribus porrum dolenti aut utemperuptas del eium atem conet dunt dolo bla inctus maximporro il idis nestius sequatet aliquo que quia sitatinusam, sequate sus, vita quos int aut hil eatemoluptur sita volore, te nullaboreium aut omnimag natibusdae parumqu iatquo odi commihictota di core nis dolorerem reniator sitasi consequos a dolor aut ut omnime eum id eati denem et et fuga. Et que et vent.

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Cullupta pa velita a vel minctoreptio essinihil et dio dolupiet odia ditemped qui aut voluptat parchilist peri velis volor adio occae pererume quiatempedi adis aut estionseque lam la qui aut diorerer imusandel eum veliquamet harit vel ium quaectis sam asincil in inis aut qui renderibus aliqui natur antiate niendis apelescipis nis vendi dolo odit, to et ducia cone. Riaeper umenit mi, atius estio. Neque derum que et, si voloreriae. Nam aliquis et paria dis sedi optibus, tem dolum quasiti od quatus, quuntem aut es esti re doluptasitat por arum explabo. Otaquam ut provit faccaec torectia quam cullicias re ex eossequos que venieni hiciet volorest, sus, officii rempor audition nossequae non rem dolest dis quam eos doluptassum inum quatatem simpos eum qui alibus et explia aruntio nsequae officia corestem adite voluptat.

Sincerely,
Stephen D. McGill, CEO

Email: smcgill@wabashgeneral.com • Fax: (618) 263-6461 • Mail: 120 Jaquess Avenue • Mt. Carmel, IL 62863

in print

Business Cards & Appointment Cards



Stephen D. McGill, CEO

Email: smcgill@wabashgeneral.com
Phone: (618) 263-6305 • Fax: (618) 263-6461
Mail: 1418 College Drive • Mt. Carmel, IL 62863



Has an appointment with

Dr. _____

On _____ at _____ AM PM

If unable to keep appointment, please call (555) 555-5555.





merchandise





120 Jaquess Avenue • Mt. Carmel, IL 62863

brand developed by

MCD

REMARKABLY UNCOMMON.