



GRAPHIC
STANDARDS
MANUAL

OCTOBER 17, 2017

Objective

Our objective is to provide easily applicable standards for messaging and graphic representation.

HOW TO USE THESE GUIDELINES

Refer to these guidelines when creating any type of marketing materials. They define the visual branding elements that make up our communications system. Great care has been taken to allow users an appropriate degree of creative license, while within the clearly defined brand parameters.

WHO TO CONTACT WITH QUESTIONS

When questions arise during the creation of communications materials, contact CAN's Advancement Department. Any deviation from these guidelines requires approval. All materials require final approval prior to publication (print or digital) from CAN's Advancement Department.
info@cancommunityhealth.org

GUIDELINE CONTENTS

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PRESERVING OUR CORPORATE IDENTITY IS CRITICAL TO BUILDING A RECOGNIZABLE AND CONSISTENT BRAND ACROSS OUR EVER EXPANDING FOOTPRINT. PLEASE JOIN US IN ADHERING TO THESE STANDARDS TO SAFEGUARD THE CAN COMMUNITY HEALTH BRAND IN ALL YOUR COMMUNICATIONS.

Thank you!



Richard E. Carlisle, ACHE
President & CEO
CAN Community Health

Logo Use

Below are two versions of the CAN Community Health logo. The CAN logo (horizontal version) is the default choice. Please use the version that works best in the space you have available. Always use the appropriate reproduction digital art for any version of the CAN Community Health logo. This digital art may be obtained by contacting CAN's Advancement Department at info@cancommunityhealth.org.

The height to width ratio of the logo must be maintained in all applications. The CAN logo may NEVER be digitally condensed or extended to fit available space. No stretching or squeezing of the logo.

CAN logo



CAN logo centered



Logo Use on Different Backgrounds

Below are examples of the CAN logo centered on alternative backgrounds. Always use the appropriate reproduction digital art for any version of the CAN Community Health logo. Digital art may be obtained by contacting CAN's Advancement Department. info@cancommunityhealth.org

Use only the files named CAN logo or CAN logo centered when printing on a white or very light background. Printed in PMS 186 (red) and black, or equivalent CMYK mixes—this is the preferred logo in most applications.

Use only the files named CAN logo k or CAN logo centered k when printing in one color on a white or light background.

Use only the file named CAN logo outline w or CAN logo centered outline w when printing on the CAN red background (pms-186).

When printing on a dark background use the file named CAN logo reverse or the one named CAN logo centered reverse. Avoid placing the logo on an especially busy or detailed portion of an image.

Use either the file named CAN logo or CAN logo k on a photograph that provides adequate color contrast between the logo and the background. Avoid placing the logo on an especially busy or detailed portion of an image.

CAN logo centered



CAN logo centered



CAN logo centered k



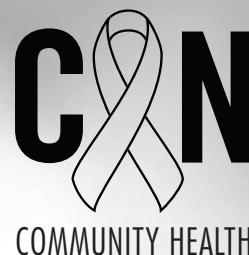
CAN logo outline w



CAN logo centered reverse



CAN logo c k



CAN logo



CAN logo



CAN logo outline w



CAN logo k



CAN logo reverse



CAN logo k



Minimum Size and Clear Space Guidelines for the Logo

Please ensure that the CAN logo maintains distinction from all other graphic elements. To do so, use the width of the N in CAN as a unit of measure to include the required clear space area around the logos in every application.

The CAN logos should not appear at any size smaller than those indicated below. When the space limitations require the use of a very small logo please use the "small" versions of the logos provided. They include small modifications to ensure visual consistency.

The width of the N will scale along with the logo. Use that measurement as a buffer.



CAN logo

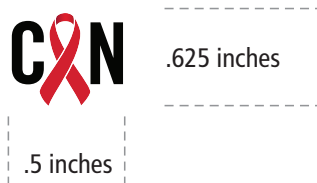


CAN logo c sm



In cases where the ribbon portion of the logo must be less than .5 of an inch wide use either the CAN logo tiny or CAN logo tiny stacked version of the logo.

CAN logo ribbon sm



CAN logo tiny



CAN logo tiny stacked



Color Palette

c12 m100 y92 k3

r207 g10 b44

#cf0a2c

Pantone 186

c60 m40 y40 k100

r0 g0 b0

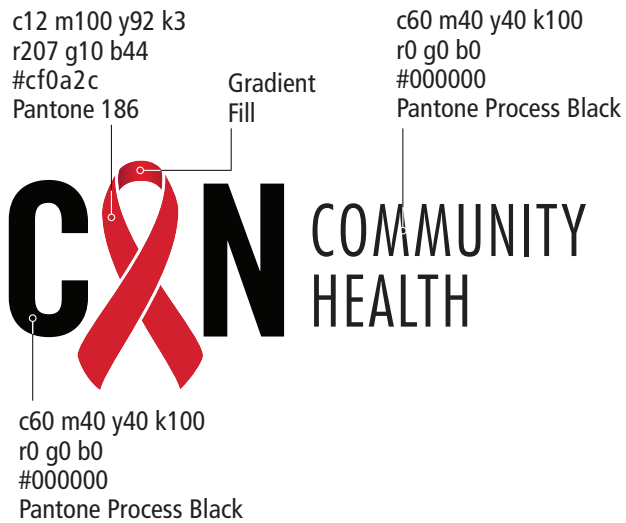
#000000

Pantone Process Black

Color Specifications

COLOR SPECIFICATIONS FOUR COLOR PROCESS

Below is an example of the CAN logo. This logo is used as the default for most applications. The color breaks are clearly indicated and labeled with color formulas.



Above are the settings for the gradient fill used inside the dark areas of the ribbon.

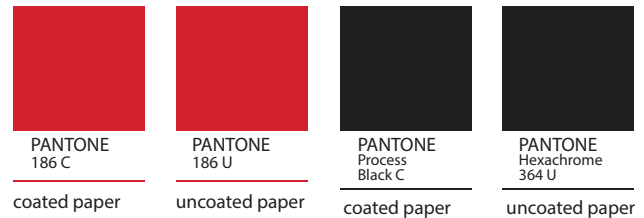
Our color palette has been developed to provide unified recognizable appearance across all CAN communications. The Pantone Matching System (PMS) colors shown here have been selected as the standard colors to be used in all CAN's communications materials.

The use of any color other than one specified here needs to be approved, prior to use, by CAN's Advancement Department at info@cancommunityhealth.org.

The colors presented here have been reproduced to simulate the formulas specified. They are not to be used for purposes of color matching. Always reproduce these colors as shown in the current edition of the Pantone Color Specifier swatch book.

COLOR SPECIFICATIONS TWO COLOR

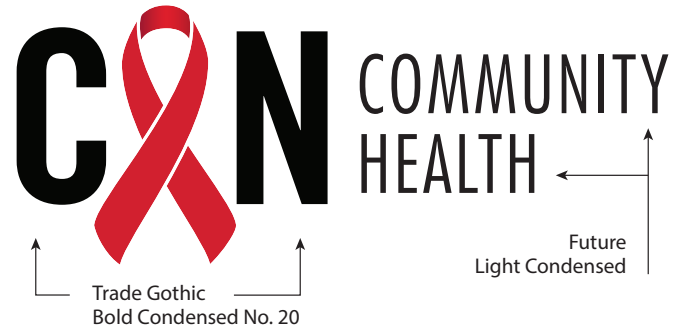
The two color logo files are set up with separate red and black layers. Use only these files for two color printing such as two color stationery applications and two color screen printing.



Typography

Trade Gothic, Future Light Condensed, Opti Giant Regular, and Gotham font families are the standard typestyles used in CAN's communications materials. You can contact CAN's Advancement Department at info@cancommunityhealth.org to obtain these fonts.

The following provides specific guidelines on their hierarchical use so audiences can process information as intended. Fonts shown here should always appear in their original form. They should never be distorted (condensed or expanded). Adjustments to letter kerning or tracking is permitted where required or desired. Additional font weights or italic versions are not displayed below, but may be used for emphasis within



Text and Subheadline
 Open Sans Bold 20/22pt
 Open Sans Regular 11/17pt

Donec nulla nue, trque

Ut sed risus enim, dapibus rhoncus arcu. Mauris sed tortor metus. Nullam vehicula bibendum risus, vitae congue diam sagittis eget. Cis, et consequat tellus commodo sit ame ornare. Nullam molestie ornare eu consectetur in, viverra vitae massa.

Text and Drop Cap
 Open Sans Regular

Cetsed risus enim, dapibus rhoncus arcu. Mauris sed tortor metus. Nullam vehicula bibendum risus, vitae congue diam sagittis eget. Cis, et consequat tellus commodo sit ame ornare. Nullam molestie dui in nisi congue consequat. Donec orci arcu, ornare esectetur ine massa.

Gotham Blod (drop caps always Red)

Red Ribbon Feature
 OPTIGiant
 c12 m100 y92 k3
 r207 g10 b44
 #cf0a2c
 Pantone 186



Pull Out Quote or Sidebar
 Open Sans Light

NULLAM VEHICULA BIBENDUM RISUS, VITAE CONGUE DIAM SAGITTIS EGET. CLASS APTENT TACITI SOCIOSQU AD LITORA TORQUENT PER CONUBIA NOSTRA, PER INCEPTOS HIMENAEOS.

Type Fonts

Future Light Condensed

ABCDEFGHIJKLMN OPQRSTU-
VWXYZÅÁÉ abcdefghijklm-
nopqrstuvwxyzåáéj (\$%!?)
1234567890

Trade Gothic Bold Cond #20

**ABCDEFGHIJKLMN OP
QRSTUVWXYZÅÁÉ
abcdefghijklmnopqr
stuvwxyzåáéj (\$%!?)
1234567890**

Gotham Bold

**ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÁÉ
abcdefghijklmnopqrs
tuvwxyzåáéi (\$%!?)
1234567890**

Open Sans

ABCDEFGHIJKLMN-
MOPQRSTUVWXYZÅÁÉ
abcdefghijklmnopqrstu-
vwxyzåáéj (\$%!?)
1234567890

OPTIGiant

**ABCDEFGHIJKLMN OPQRSTU
QRSTUVWXYZÅÁÉ abcdefghijklm
nopqrstuvwxyzåáéj (\$%!
?)1234567890**

The fonts on this page are available for use in OTF or TTF font formats. Please contact CAN's Advancement Department at info@cancommunityhealth.org for download or delivery instructions.

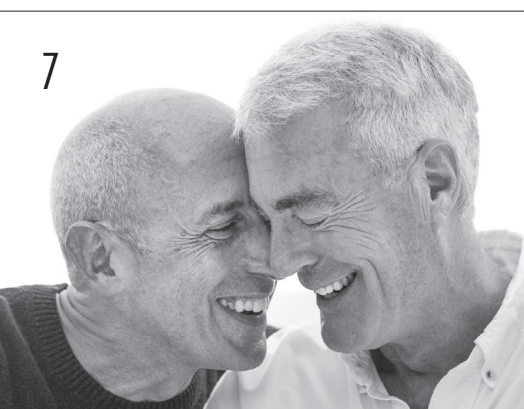
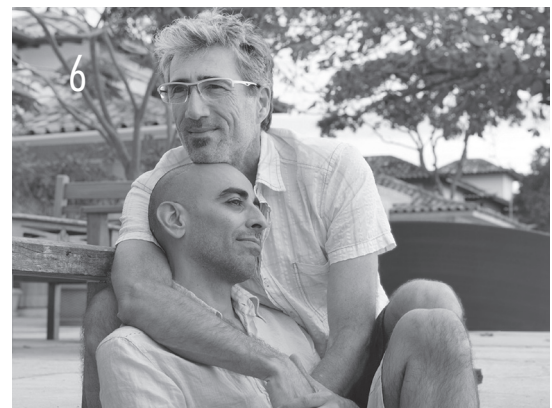
Imagery Criteria

Imagery used in CAN's communications plays an important role in defining and reinforcing our identity as a community healthcare provider. When selecting imagery for use in communications refer to the following criteria: Imagery should reflect and support the intended message and be appropriate to one or more of positive guiding ideas.

All Imagery should feature people engaged in an activity or a relationship – showing how we put people and their health first.

In keeping with our monochromatic or near monochromatic style, full color photography should be avoided in most cases. Black and white images are best.

Below and on the following pages are a number of approved images which are available to you upon request. You may contact our Advancement Department for download or delivery information at info@cancommunityhealth.org.



10



11



12



13



14



15



16



17

Layout Guidelines

Creating targeted and cohesive communications for CAN requires the assembly of the messaging and graphical branding elements outlined on the previous pages. By looking to the specification for logo usage, color, fonts, and imagery, CAN can successfully develop unified marketing materials for print literature, corporate identity, advertising, Internet, presentations, promotional items and more.

Always use the appropriate reproduction digital art for any printed materials used internally or externally to represent our organization. Digital files for any of the items on the following pages may be obtained by contacting CAN's Advancement Department at info@cancommunityhealth.org.

brochure pg. 14

**CREATING HOPE
& HEALING**
FOR THE COMMUNITY

**COMBATING
STIGMA**

**INCREASING
KNOWLEDGE
& PREVENTION**

**REMOVING
OBSTACLES TO CARE**

**CONTINUING
RESEARCH**

CAN COMMUNITY
HEALTH

ad poster pg. 23

**THIS IS THE
FACE OF HIV**

CAN COMMUNITY
HEALTH

We're here and we have answers.
941-366-0461
cancommunityhealth.org

CAN COMMUNITY
HEALTH

1281 N TUTTLE AVE.
SARASOTA, FL 34237
TELEPHONE 941.366.0461
CANCOMMUNITYHEALTH.ORG

RICHARD E. CARLISLE, ACE
President and CEO
rcarlisle@cancommunityhealth.org

OUR MISSION IS TO PROVIDE A CONTINUUM OF MEDICAL, SOCIAL AND EDUCATION SERVICES ESSENTIAL TO THE HEALTH AND WELL-BEING OF THOSE LIVING WITH HIV/AIDS, HEPATITIS C, SEXUALLY TRANSMITTED DISEASES, OTHER DISEASES AND TO ENHANCE PUBLIC AWARENESS.

business card pg. 16

Brochure

Brochure Standard sizes are:

Rack Card size: 4" X 9"

Brochure size: folded 3.875" X 9" flat 7.75" x 9"

Text font is Open Sans Regular 11/17pt

Subhead font is Open Sans Bold 20/22pt

Additional information related to typography and image use can be found on pages 9 and 10.



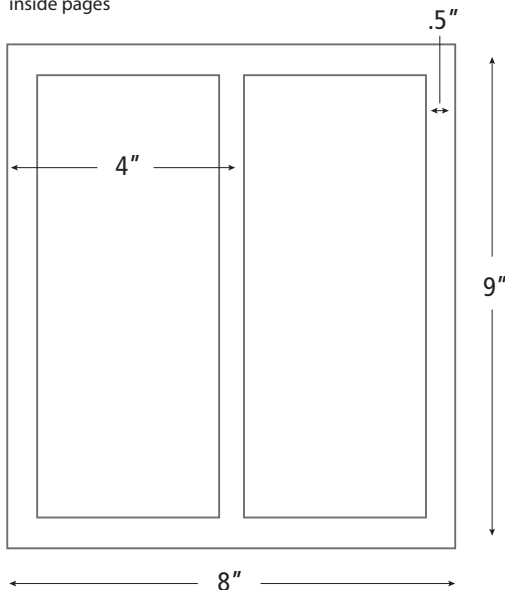
Cetsed risu, daibus rhoncus arcu. Mauris tortor metus. Nullam vehicula bibendum risus, vitae congue diam sagittis eget. Cis, et consequat tellus commodo sit ame ornare. Nullam molestie dui in nisi congue consequat. Donec orci arcu, ornare esectetur i. Cis, et consequat tellus commodo sit ornare. Donec orci arcu, ornare eu consectetur in, viverr.

Donec nulla neque, tristisque

Ut sed risus enim, dapibus rhoncus arcu. Mauris sed tortor metus. Nullam vehicula bibendum risus, vitae congue diam sagittis eget. Cis, et consequat tellus commodo sit ame ornare. Nullam molestie dui in nisi congue consequat. Donec orci arcu, ornare eu consectetur in, viverra vitae massa.

Ut sed risus enim, dapibus rhoncus arcu. Mauris sed tortor metus. Nullam vehicula bibendum risus, vitae congue diam sagittis eget. Cis, et consequat tellus commodo sit ame ornare. Nullam molestie dui in nisi congue consequat. Donec orci arcu, ornare eu consectetur in, viverra vitae massa.

inside pages



**EVEN AFTER
THIRTY SIX
YEARS OF RESEARCH
AND OVER
50,000
NEW CASES EVERY YEAR
THERE IS STILL
NO
CURE
FOR
HIV/AIDS
BUT THERE IS HOPE**



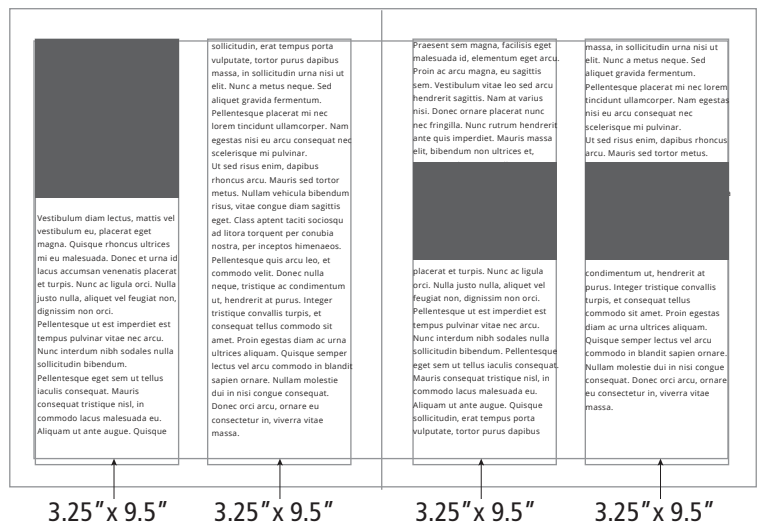
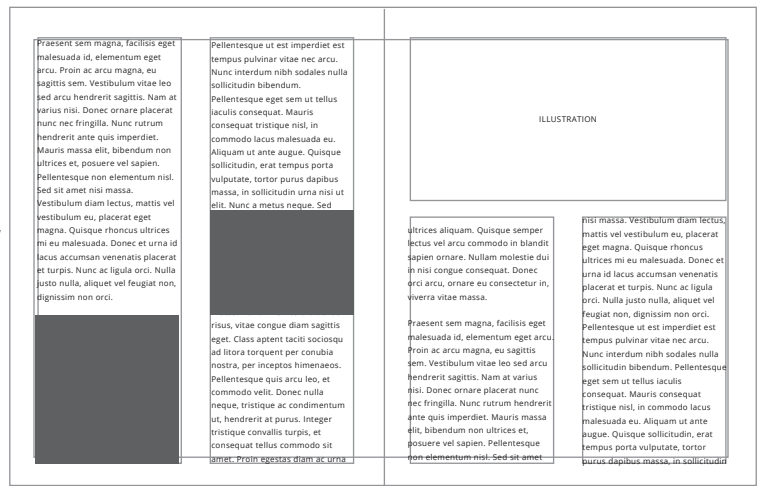
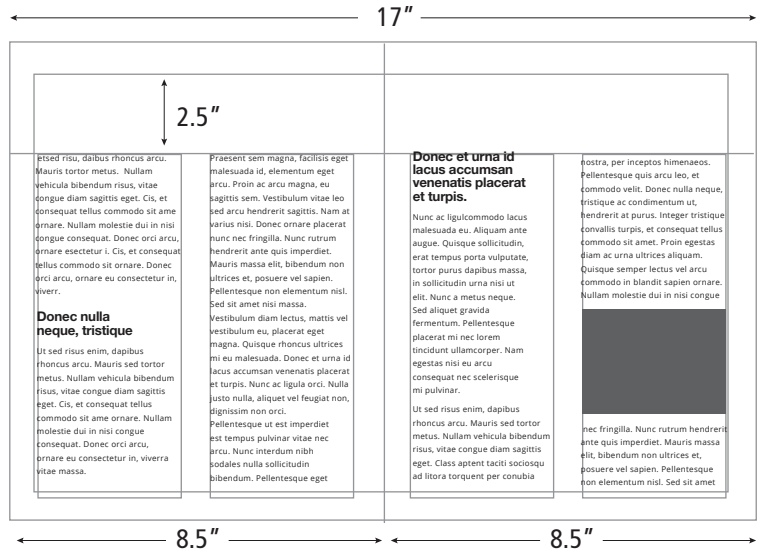
Manuals and Guides

Two-column formats will function best for manuals and guides. Because of their technical nature, it is best to use most of the space on the page.

Break up the volume of type as indicated in the images or diagrams (examples 1, 2 and 3). Some pages may make use of the white band across the top of the pages to incorporate an important headline or small illustration (example 1). Break up top to bottom use of space but with some open areas of illustration, diagrams, etc. Outlines should be used around all open charts or diagrams. Rules should be used to separate articles (examples 2 and 3).

Text font is Open Sans Regular 14/21pt
Subhead font is Open Sans Bold 24/26pt

Additional information related to typography and image use can be found on pages 9 and 10.



Templates with grids in place are available and may be obtained by contacting CAN's Advancement Department at info@cancommunityhealth.org.

Business Cards

The CAN business card is a standard size: 3.5" X 2"

The name font is 8.5/9 pt. Open Sans Bold all caps.

The title and designations font is 8/9 pt.

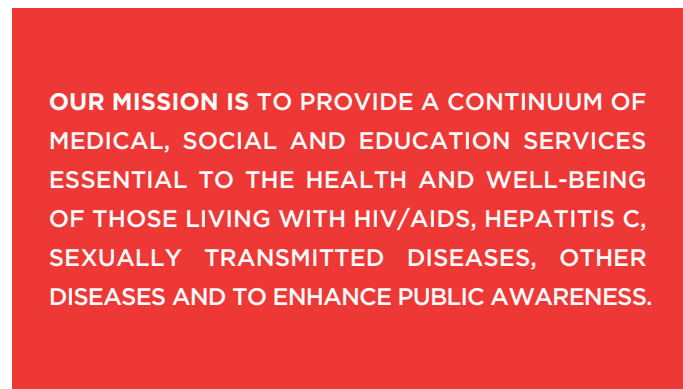
Open Sans Regular upper and lower case.

The address font is 5.5/6.5 pt.

Open Sans Regular all caps.



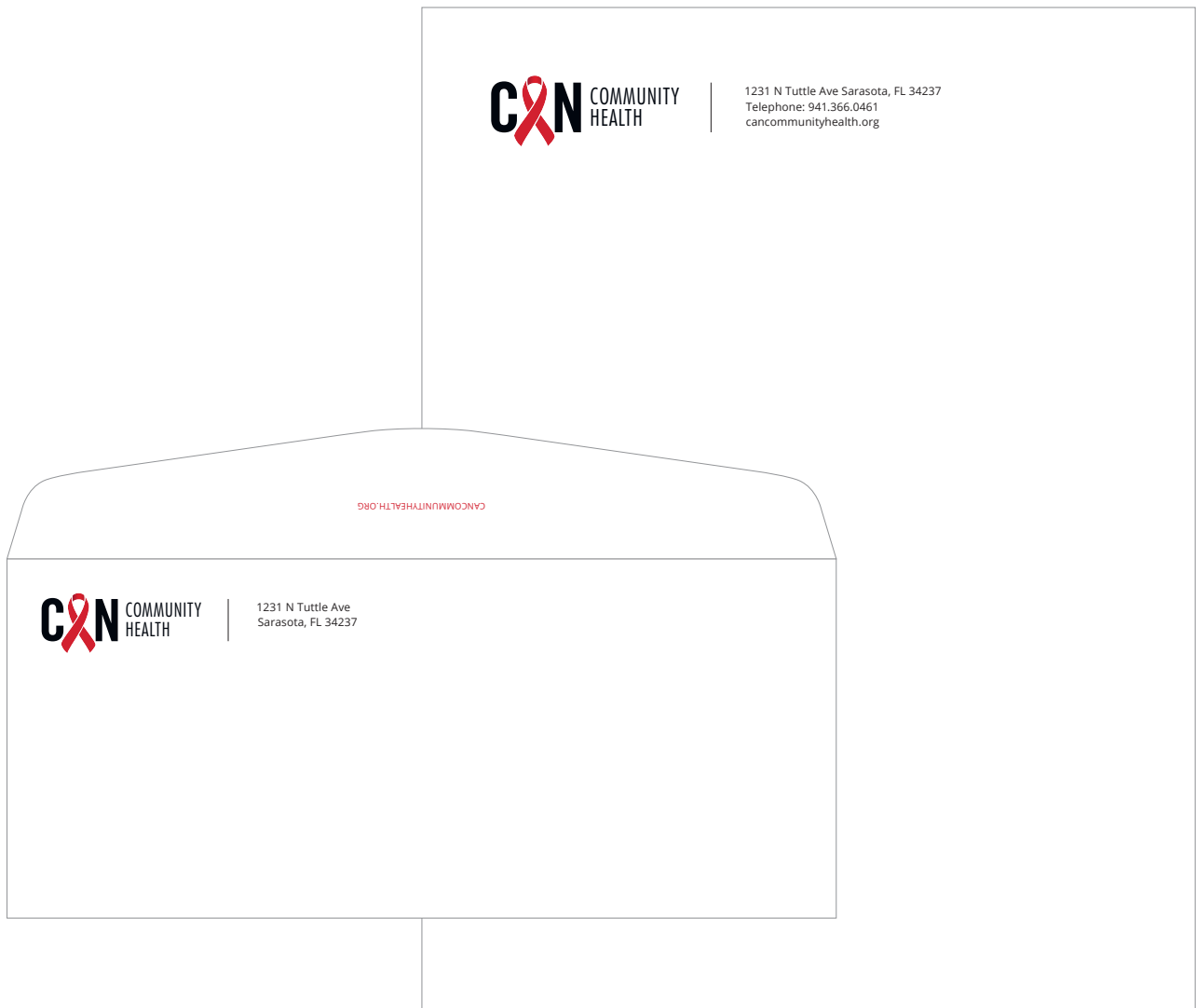
front



back

Letterhead and Envelope

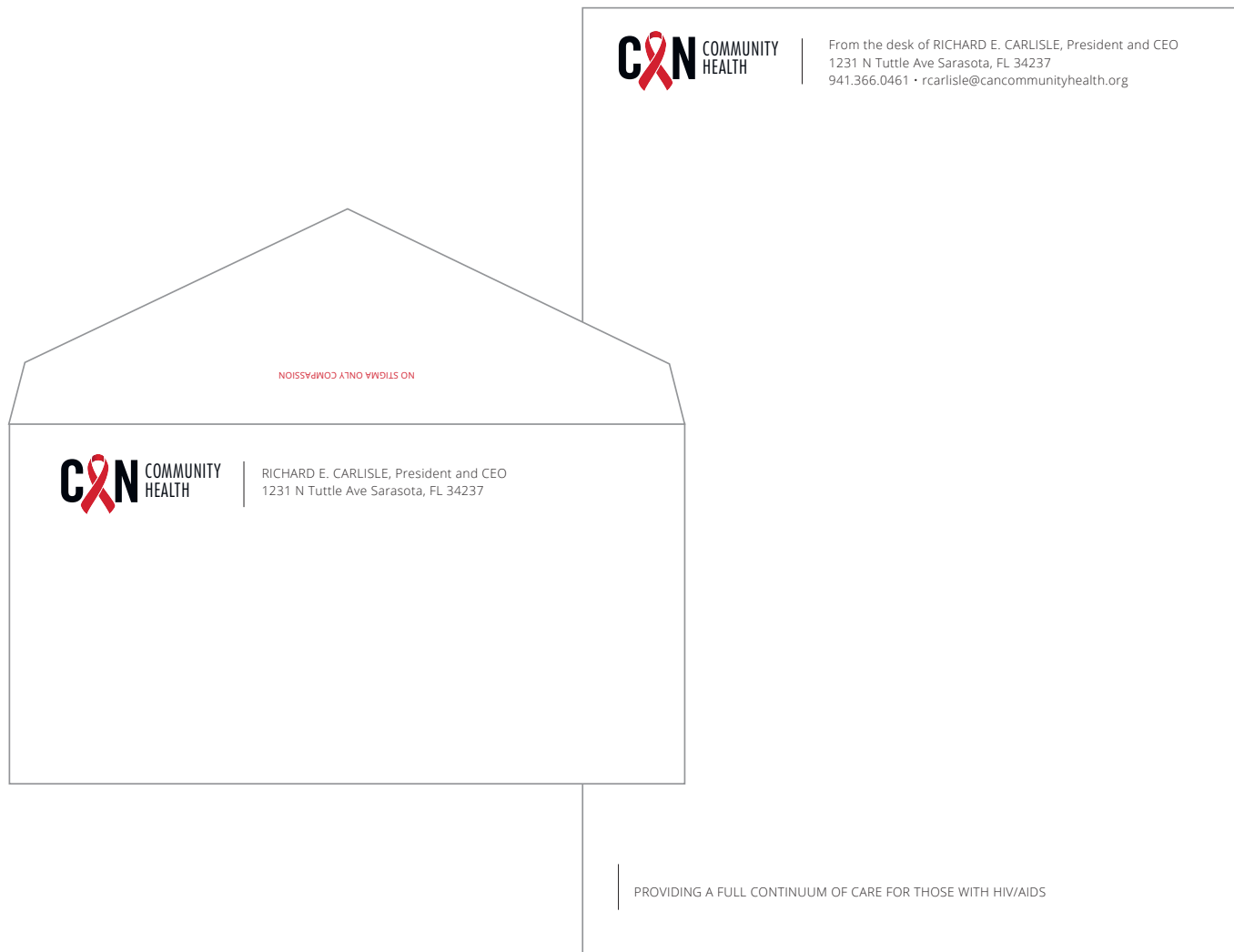
The CAN letterhead and envelope are standard sizes: an 8 1/2" x 11" letterhead and a 4 1/8" x 9 1/2" #10 envelope. The envelopes have a red flap and the inside is flood coated with red ink. A .525" cap height CAN logo is always used in combination with 9/12.5 pt. Open sans Regular upper and lower case type.



Monarch Size Letterhead and Envelope

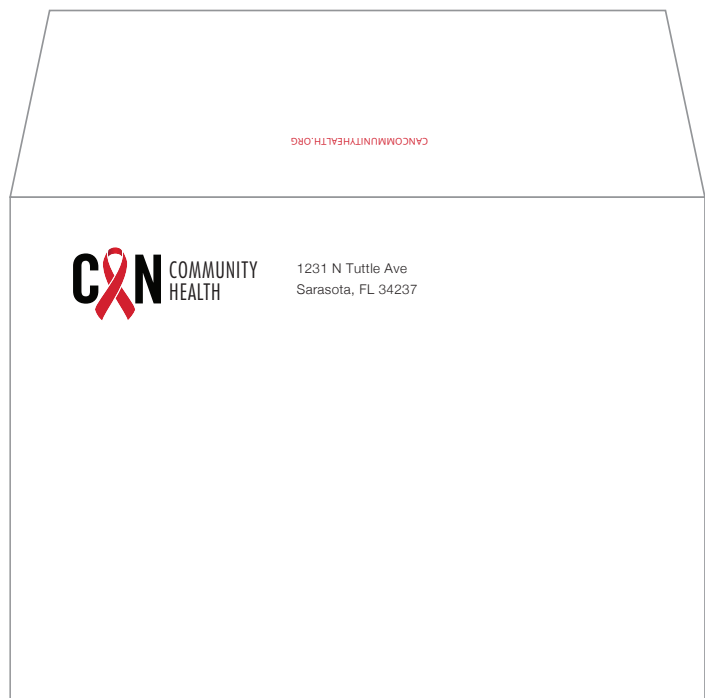
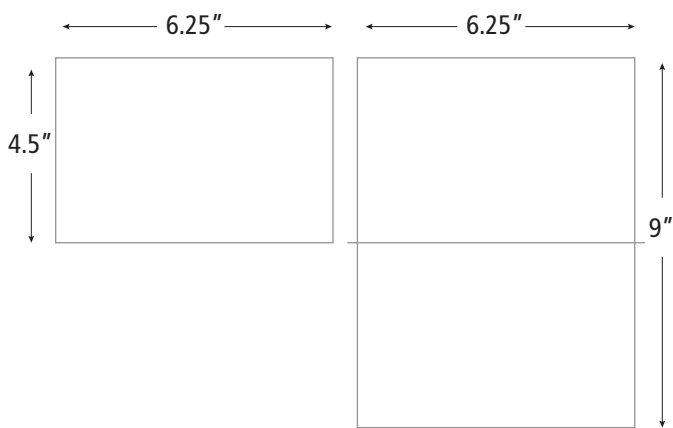
The Monarch size CAN letterhead is 7.25" x 10.5".
The envelope is 7.25" x 4".

The envelopes have a red flap and the inside of the envelope is flood coated with red ink. A .4821" cap height CAN logo is used in combination with 10/14 pt. Open Sans Regular.



Notecards and Envelope

The announcement size CAN notecards and envelope are a standard A6 size: 6.25" X 4.5" when folded; 6.25" X 9" when flat and a 6.5"x 4.75" A6 envelope. Envelopes have a red flap and the inside of the envelope is flood coated with red ink.



Folders

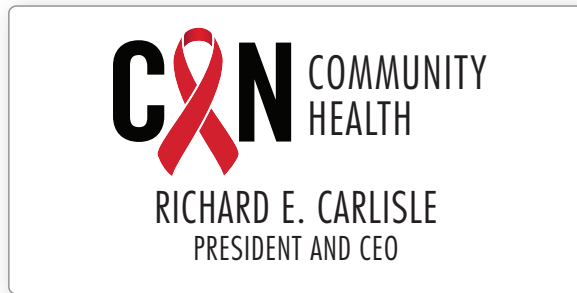
The CAN folder is available in either RED or WHITE. Inside on both sides have die cuts for business cards and list the current CAN Community Health Center locations.

Digital files may be obtained by contacting CAN's Advancement department at info@cancommunityhealth.org.



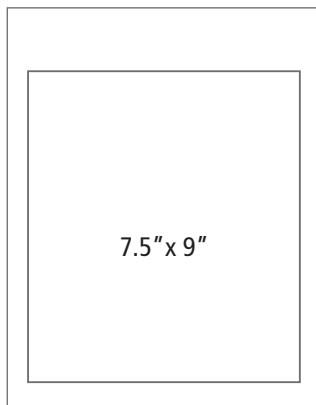
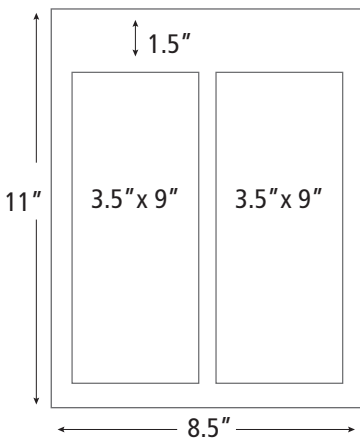
Name Tags


The CAN Name tag is 3" X 1.5"



Forms

An example of the CAN form format is provided below.
 Use standard sizes: 8 1/2" x 11"
 10/11 pt. Open Sans Light and/or Medium upper and lower case (small typography) and 24pt. Open Sans Semi Bold upper and lower case (large typography).





FIBROSCAN CONSULTATION REFERRAL FORM

REFERRING PHYSICIAN:

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 NPI: _____

PATIENT'S DEMOGRAPHICS:

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Notes: _____

INSURANCE INFORMATION

Insurance Company _____ Policy # _____
 Group# _____ Plan Name _____
 Insured _____ Relationship to patient _____ Insured's D.O.B. _____
(IF OTHER THAN PATIENT)

IMPORTANT-PLEASE FILL OUT BELOW

IMPORTANT REMINDERS:
 Fasting 3 hours before test is required for FibroScan at time of appointment.

NOT candidates for FibroScan:
 • Pregnant patients • Patients with pacemakers
 • Patients with active ascites
 • Previous liver biopsy within 6 months

1. Please see the above-named patient for a FibroScan evaluation for: HEP B HEP C Other _____
2. Consultation and evaluation - **provide treatment** Consultation with recommendation and - **refer back**
3. Referring Physician Signature: _____

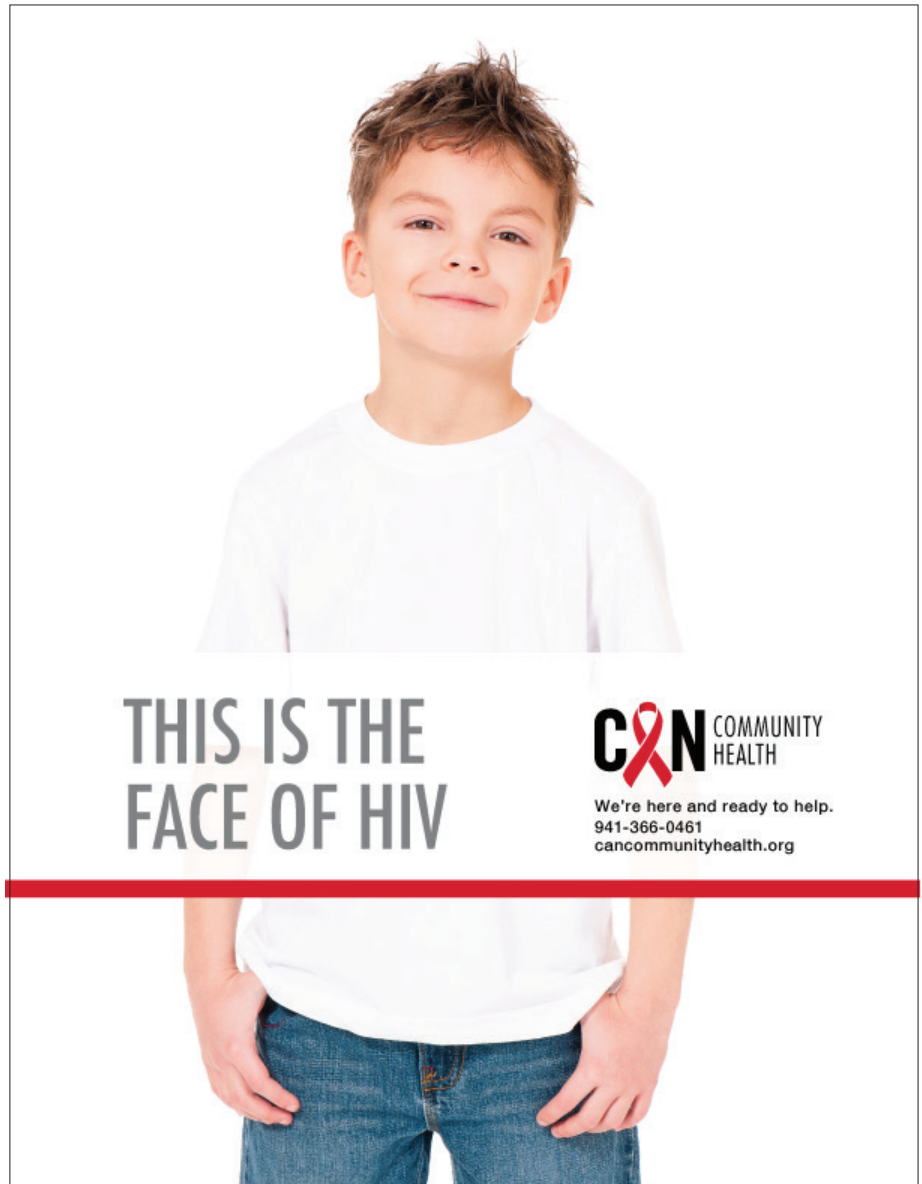
LABORATORY DATA
(IF AVAILABLE)

Viral serology: _____
 ALT: _____ AST: _____ GGT: _____ ALP: _____ Bilirubin: _____ Platelet Count: _____
 Appointment Date _____ Appointment Time _____
 Authorization/Referral: _____

Consultation Appointment Line (941) 366-0461 • Fax Number: (941) 951-1795 • Our website: www.cancommunityhealth.org

Ads, Posters, Bus Stop Side Panels

Simple, bold headlines along with uncomplicated graphics will produce a clear message. Remember that the logotype/identification must be large enough and positioned in a clear area for good readership and retention.





1



2



3



4

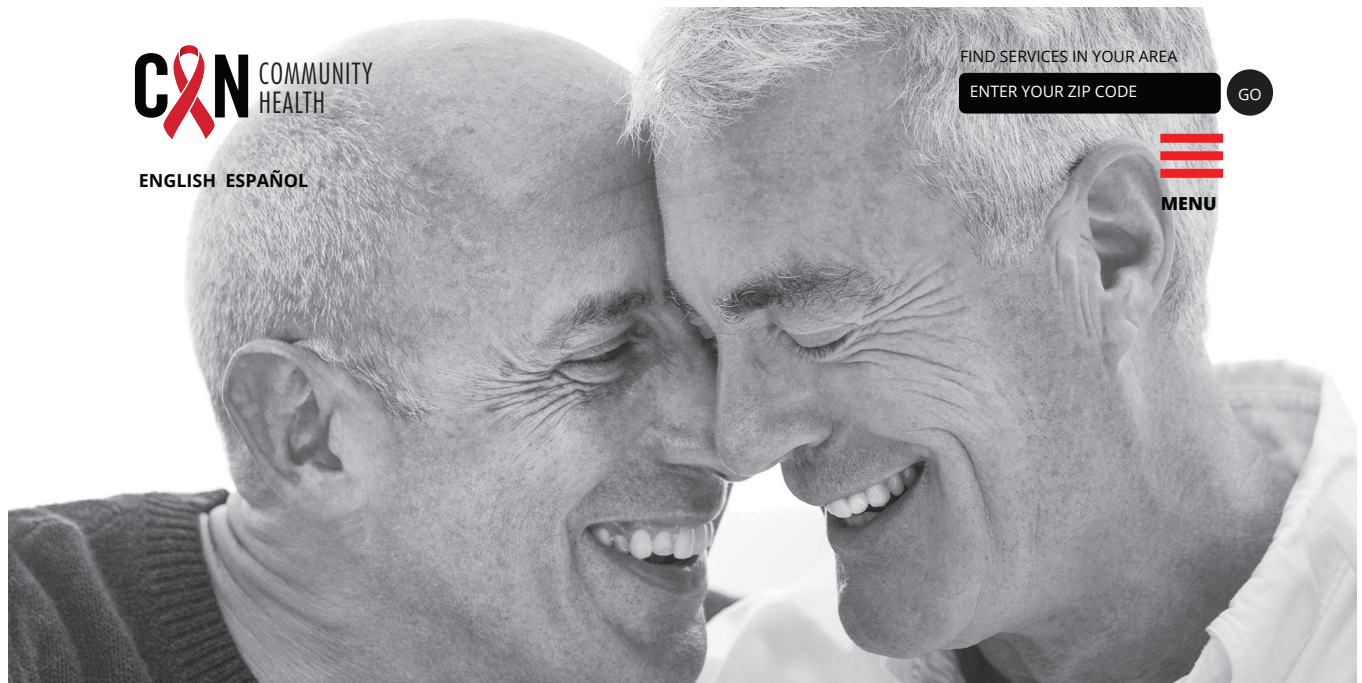


5

4

Website

www.cancommunityhealth.org



CAN COMMUNITY HEALTH
ENGLISH ESPAÑOL

FIND SERVICES IN YOUR AREA

ENTER YOUR ZIP CODE

GO

MENU

ABOUT
US

CLINIC

EDUCATION
PREVENTION

EVENTS
FUNDRAISING

**CREATING
HOPE
& HEALING
FOR THE COMMUNITY
COMBATING
STIGMA**

**INCREASING
KNOWLEDGE
& PREVENTION
REMOVING
OBSTACLES TO CARE
CONTINUING
RESEARCH**

Special Items

Always use the appropriate reproduction digital art for any specialty printed materials whether used internally or externally to represent our organization. Digital files for any of the items on the following pages may be obtained by contacting CAN's Advancement Department at info@cancommunityhealth.org.



vehicle wraps pg. 38

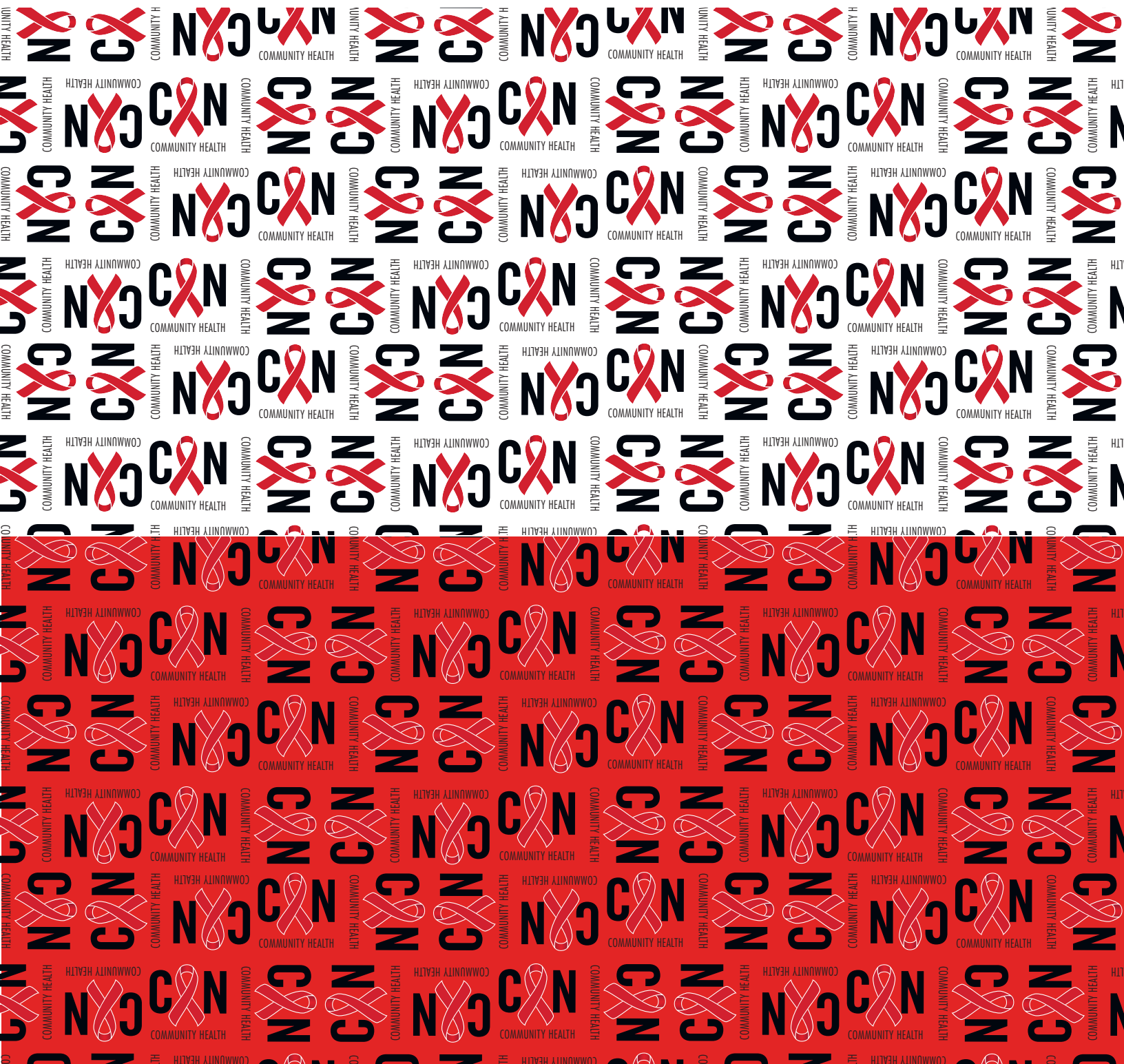


ribbons pgs. 28-29

presentation display panel pg. 30

Patterns

Use the preferred logo pattern provided below. The pattern may be used on a white or a red background only.
Digital files for pattern are available to you upon request. Contact our Advancement Department for download or delivery information at info@cancommunityhealth.org.



Ribbons

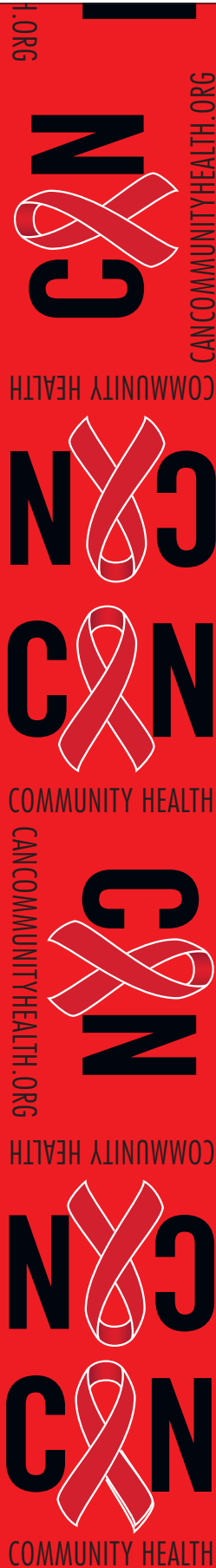
Use .5 inch wide ribbon for applications such as lanyards or gift wrapping. Use only one of the two color combinations displayed on this page.

Always use the red with white type for ID and badge lanyards.



Ribbons

Use 1.5 inch wide ribbon for applications such as award medals, participation ribbons or gift wrapping. Use one of the two color combinations displayed on this page.



Pens

Use the CAN logo tiny or the CAN logo website on pens. The logo may be printed in white or black ink only. Select the color based on which contrasts better with the color of the pen material. Choose any pen style but apply the logo as displayed in our generic pen samples.



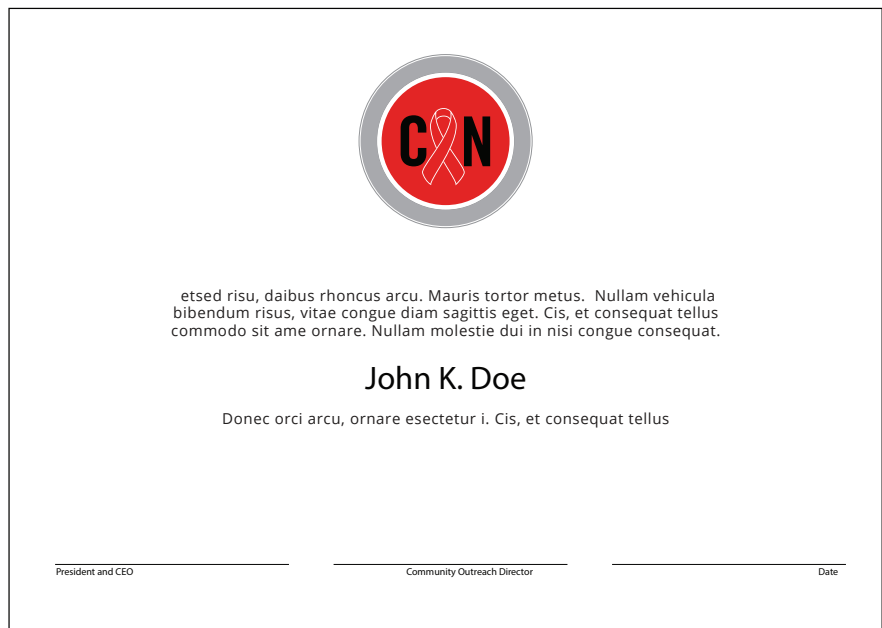
Flags

Below is an example of the flag that may be used at CAN Community Health Centers or pharmacies or at special events. The flags are a 4 to 3 aspect ratio and preferred use is the default 4' x 3' size.

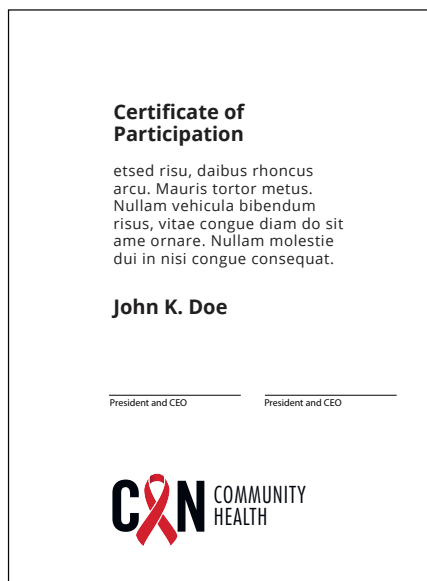


Certificates and Awards

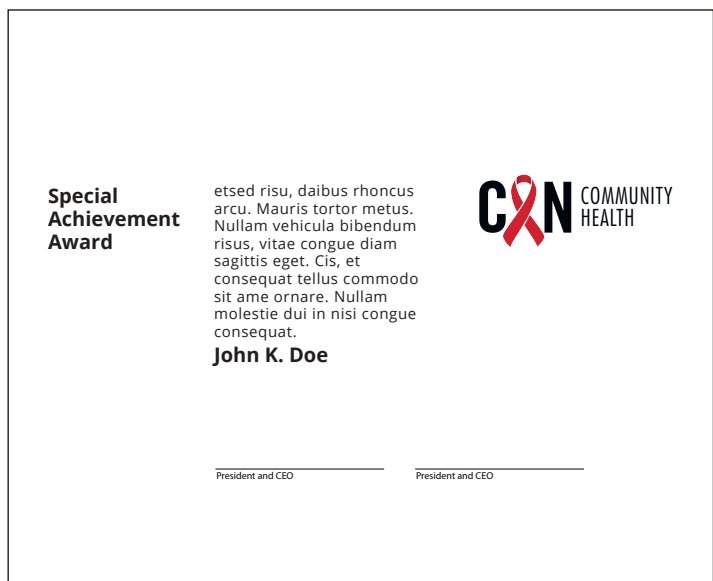
The CAN seal is used only in the design of important certificates and awards. Those awards which are given for exceptional service or performance and are held in high esteem are designed in a more traditional style. Illustration (1) is an example of such an award. Merit certificates of a short-term or lesser rank can be designed in a more contemporary style and may employ the CAN logo as shown in the illustrations (2) and (3).



1



2



3

Tradeshow Booth and Display Items

Below are examples of the outdoor pop-up shelter and the curved background and podium. They may be used alone or in combination with other tradeshow materials. Contact our Advancement Department for specifications or delivery information at info@cancommunityhealth.org.

This outdoor pop-up shelter is intended for outdoor use and may not be used indoors based on safety or size restrictions.



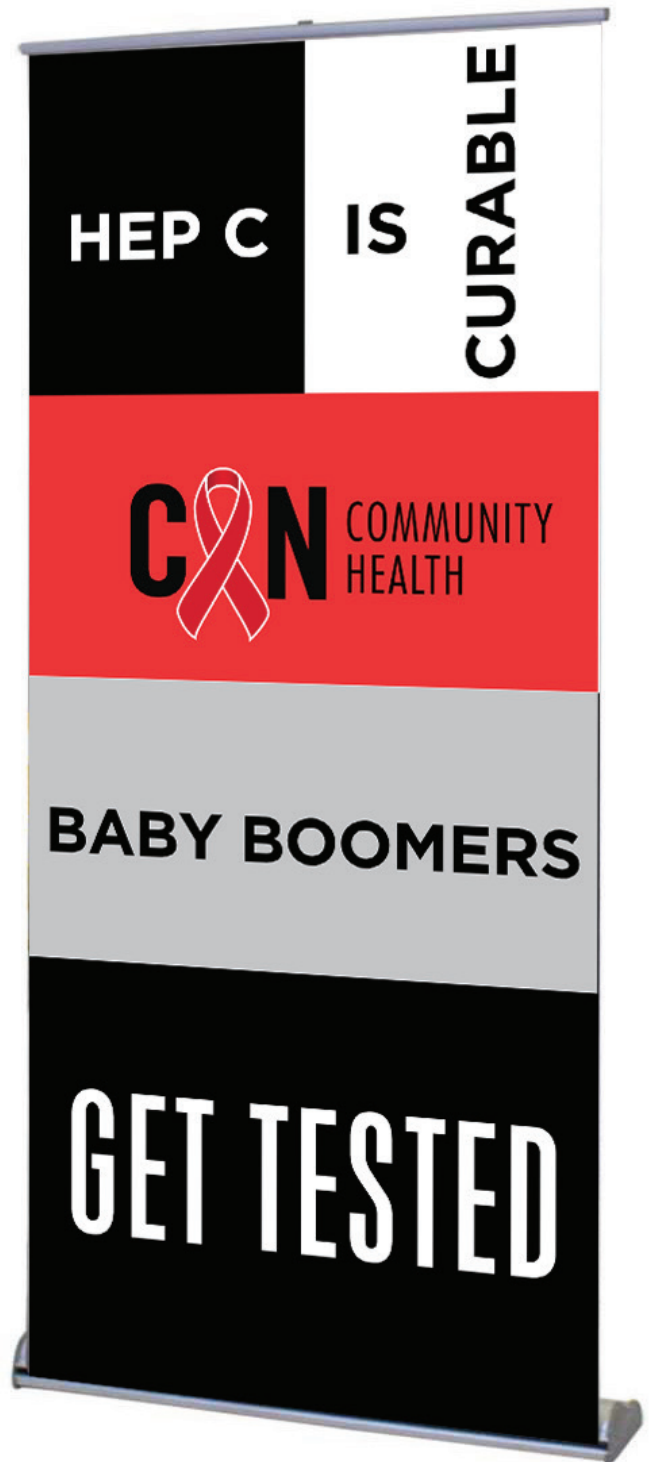
outdoor pop-up shelter



curved background and podium

Tradeshow Display Panels

Display Panels may be ordered for pickup at any of our locations. Contact CAN's Advancement Department for information on where you may pick up the panels in your area. Panels are available in cardboard, pulldown shades and in rotating shade formats.



HEP C

IS

CURABLE



BABY BOOMERS

GET TESTED

1

**CREATING HOPE
& HEALING
FOR THE COMMUNITY**

**COMBATING
STIGMA**

**INCREASING
KNOWLEDGE
& PREVENTION**

**REMOVING
OBSTACLES TO CARE**

**CONTINUING
RESEARCH**



2



REMOVING OBSTACLES TO CARE



3

CREATING



HOPE & HEALING



4

Table Covers

There are three types of table covers. The fitted cover (1). The high quality fabric fitted cover and runner (2) and the roll vinyl cover (3).

Always use the appropriate reproduction digital art for any printed materials used internally or externally to represent our organization. Digital files for any of the items on the following pages may be obtained by contacting CAN's Advancement Department at info@cancommunityhealth.org. You can request artwork for the pattern or Advancement Department staff can order the materials for you.



Powerpoint Template

Keep it simple. If you have a lot of text on your slides, people read the slides. While they're reading, they are not listening to you. Divide a text-heavy slide into multiple slides.

Simplify charts as much as possible so that the point leaps out at the audience.

State the point in your slide title and show it with an image, chart, or diagram. One side should tell the story and the other side will show it with a BIG picture.

CAN's Powerpoint template has all the slide types you will need to create an effective presentation. Colors and typography have been adjusted to our corporate identity system. Contact our Advancement Department at info@cancommunityhealth.org for a copy of the template.

Si dignissim scelerisque, ligula sem varius turpis, a commodo arcu erat id libero. Etiam bibendum ultricies metus, sed tincidunt dui rhoncus id.

A black silhouette of a person in a business suit stands on the left, pointing their right hand towards a large pie chart on the right. The pie chart is divided into four segments: one with diagonal hatching, one with horizontal lines, one with vertical lines, and one solid black.

Si dignissim scelerisque, ligula sem varius turpis,

a commodo arcu erat id libero. Etiam bibendum ultricies metus, sed tincidunt dui rhoncus id.

Si dignissim scelerisque,
ligula sem varius turpis,
a commodo arcu erat id
libero. Etiam bibendum
ultrices metus, sed
tincidunt dui rhoncus id.



**Si dignissim scelerisque, ligula sem
varius turpis,**



1231 N TUTTLE AVE SARASOTA FL
TELEPHONE: 941.366.0461
CANCOMMUNITYHEALTH.ORG

Vehicle Wraps

LOGOS FOR USE AS SIGNAGE

Below are examples of the style to be applied to vehicle that represent CAN Community Health. Additional wraps are available for other makes and models of vehicles. They may be obtained by contacting CAN's Advancement Department at info@cancommunityhealth.org.

Driver's Side



Exterior Signage

LOGOS FOR USE AS SIGNAGE

Below are examples of the CAN logo used as a sign on a building exterior.



The CAN health center file is the only logo to be used as a sign on any health center building throughout the CAN Community Health network.



The CAN health pharmacy file is the only logo to be used as a sign on any health pharmacy facility throughout the CAN Community Health network.

The CAN logo and descriptive type is applied directly to the building using a spacer to provide adequate distance to cast a shadow on the surface of the building.

Please ensure that the CAN building signage maintains distinction from all other architectural or graphic elements. To do so, please include a clear space area around the building sign in every application. The open space must be equal to or greater than the cap height of the C in CAN.

The descriptive type: COMMUNITY HEALTH CENTER or COMMUNITY HEALTH PHARMACY must always to be set in the type font Future Light Condensed. No other fonts may be substituted.



the height of the capital C scales along with the logo





For information please contact CAN's Advancement Department at info@cancommunityhealth.org.

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Graphic Design: BGD-Bryan Gordon Design at www.bgdweb.com