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.

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.
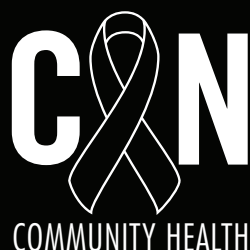
CAN logo centered
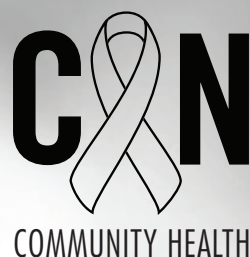
CAN logo centered

CAN logo centered k

CAN logo reverse

CAN logo centered reverse

CAN logo c k

CAN logo

C🎗N COMMUNITY HEALTH

CAN logo

C🎗N COMMUNITY HEALTH

CAN logo reverse

C🎗N COMMUNITY HEALTH

CAN logo k

C🎗N COMMUNITY HEALTH

CAN logo reverse

C🎗N COMMUNITY HEALTH

CAN logo k

C🎗N COMMUNITY HEALTH

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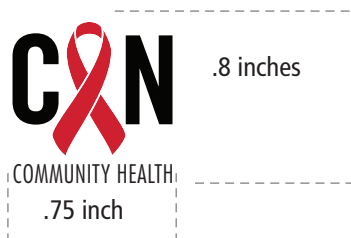
The width of the N will scale along with the logo. Use that measurement as a buffer.
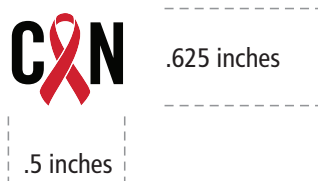

CAN logo

.375 inches

1.5 inches

CAN logo c sm

.8 inches

.75 inch

CAN logo ribbon sm

.625 inches

.5 inches

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 tiny

CAN logo tiny stacked

Color Palette

c12 m100 y92 k3
r207 g10 b44
#cf0a2c
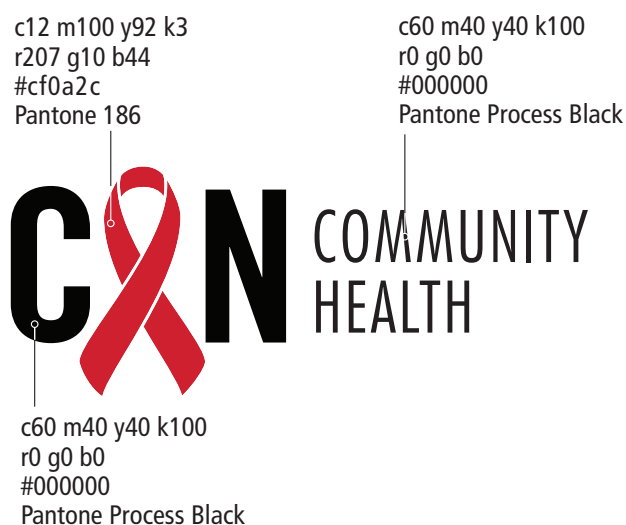Pantone 186

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.

c12 m100 y92 k3
r207 g10 b44
#cf0a2c
Pantone 186

c60 m40 y40 k100
r0 g0 b0
#000000
Pantone Process Black

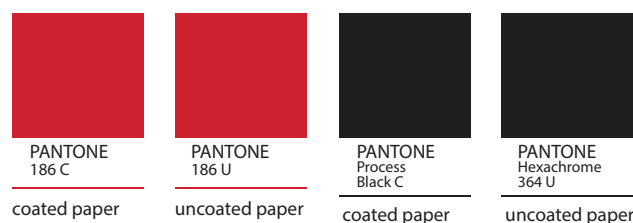c60 m40 y40 k100
r0 g0 b0
#000000
Pantone Process Black

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.

PANTONE 186 C	PANTONE 186 U	PANTONE Process Black C	PANTONE Hexachrome 364 U
coated paper	uncoated paper	coated paper	uncoated paper

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

CAN COMMUNITY HEALTH

Trade Gothic
Bold Condensed No. 20

Future
Light Condensed

Text and Subheadline

Open Sans
Bold
20/22pt

Open Sans
Regular
11/15pt

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

C etsed 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

DIAM SAGITTIS EGET

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 IN-CEPTOS HIMENAEOS.

Type Fonts

Future Light Condensed

ABCDEFGHIJKLMNOPQRSTU-
VWXYZÅÁÉ abcdefghijklm-
nopqrstuvwxyzåáé¡($%!?)
1234567890

Open Sans

ABCDEFGHIJKLN-
MOPQRSTUVWXYZÅÁÉ
abcdefghijklmnopqrstu-
vwxyzåáé¡($%!?)
1234567890

Trade Gothic Bold Cond #20

ABCDEFGHIJKLMNOP
QRSTUVWXYZÅÁÉ
abcdefghijklmnopqr
stuvwxyzåáé¡($%!?)
1234567890

OPTIGiant

ABCDEFGHIJKLMNOPQRSTU
VWXYZÅÁÉ abcdefghijklm
nopqrstuvwxyzåáé¡($%!
?)1234567890

Gotham Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÁÉ
abcdefghijklmnopqrs
tuvwxyzåáé¡($%!?)
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.