

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.

Artwork may be obtained at:

cancommunityhealth.org./marketing-materials

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

CAN logo



CAN logo centered



THE LOGO ON DIFFERENT BACKGROUNDS

Below are examples of the CAN logo on different backgrounds. Always use the appropriate version of the CAN Community Health logo so that it can be seen clearly on whatever background you choose.

Use "CAN logo black" or "CAN logo" when printing on a white or very light background this is the preferred logo for most applications.

When printing on a dark background or when reproducing the logo on a solid Pantone 186 background use the file named "CAN logo reverse."

Avoid placing the logo on an especially busy or detailed portion of an image. When you do place the logo over an image or video, use "CAN logo reversed."



CAN logo reverse



CAN logo reverse



CAN logo



CAN logo



CAN logo reverse



CAN logo reverse



CAN logo black



CAN logo black



CAN logo reverse

SIZE AND SPACE GUIDELINES

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 for the minimum amount of clear space area around the logos in every application.

The CAN logos should not appear at any size smaller than those indicated below.

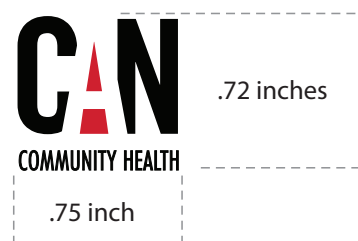
CAN LOGO



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



CAN LOGO C SM



CAN LOGO TINY

CAN COMMUNITY HEALTH

COLORS

principal CAN colors

c0 m100 y81 k10
r207 g10 b44
#cf0a2c
Pantone 186

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

additional support colors

54704b

b02527

498253

dd6c5e

71bf44

ef402f

6b6c6d

a9a89e

ffce07

4e5484

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.

c0 m100 y81 k10
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 creativeservices@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.

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

coated paper



PANTONE
186 U

uncoated paper



PANTONE
Process
Black C

coated paper



PANTONE
Hexachrome
364 U

uncoated paper

TYPOGRAPHY

Trade Gothic, Future Light Condensed, and Metropolis font families are the standard type styles used in CAN's communications materials. You can contact CAN's Marketing Department at CreativeServices@cancommunityhealth.org to obtain these fonts.

Fonts shown here should always appear in their original form. They should never be distorted (condensed or expanded). Additional font weights or italic versions are not displayed below, but may be used for emphasis within communications.



TEXT AND SUB HEADLINE

Open Sans Bold 20/22pt

Open Sans Regular 11/15pt

Donec nulla nune, 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.

Metropolis Bold
(drop caps always Red)

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

ABCDEFGHIJKLMN OPQRSTU
VWXYZÅÁÉ abcdefghijklmn
opqrstuvwxyzåáé; (\$%!?)
1234567890

TRADE GOTHIC BOLD COND #20

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

GOTHAM BOLD

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

OPEN SANS

ABCDEFGHIJKLMN-
MOPQRSTUVWXYZÅÁÉ
abcdefghijklmnopqrst
uvwxyzåáé; (\$%!?)
1234567890

OPEN SANS

**ABCDEFGHIJKLMN OPQRS
TUVWXYZÅÁÉ
abcdefghijklmnopqrst
uvwxyzåáé; (\$%!?)
1234567890**

METROPOLIS LIGHT

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÁÉ
abcdefghijklmnopqrst
uvwxyzåáéi(\$%!?)
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.