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Brand Identity: What it is

A brand identity is the set of graphic and verbal elements which, combined together, express the promise and personality of the brand, separating it from all others in the eyes and minds of its audiences. These elements may include the brand name, typefaces and styles, colors, graphics, imagery, tagline and overall tone of voice.

By defining and sharing these guidelines with all who help to shape communications for HealthSpark Foundation, we can ensure a consistent expression of our brand identity in all media, forms and experiences.
The HealthSpark Brand Personality

The character of the HealthSpark Foundation Brand is optimistic, progressive and visionary. It is compassionate and pragmatic in equal parts.

As exemplified by the dandelion icon in our logo, our brand is both hopeful and determined, aspirational and down to earth.

Mission

HealthSpark Foundation identifies, selects and invests in programs and agencies that will improve the health, welfare and quality of life of the community.

Positioning

HealthSpark Foundation is a creative thought leader as well as an innovative, energetic and compassionate catalyst in the delivery of support for organizations that feed, shelter, heal and nurture those in need throughout Montgomery County.

Tagline:

Investing in Healthy Communities
Our Identity Mark

The HealthSpark Foundation logo or trademark is the signature of our brand and should be used to identify us in all materials. The dandelion icon at the center of our mark expresses the power of hope and the indomitability of our drive to seed great ideas and promote health.

The mark should be portrayed in lockup with the tagline, “Investing in healthy communities.” It can be portrayed without it, where necessary, in applications where less information is required.

Wherever possible, the mark should be replicated in 2-colors using PMS 653 and PMS 117. When color is not an option, the mark can be portrayed in black or solid PMS mark colors. When against a dark background, the mark can be portrayed in white.
Our Identity Mark Color Variations

- Full Color
- One Color BW
- One Color Reversed
- One Color Pantone 653
- One Color Pantone 117
Color Palette

The HealthSpark color palette begins with the two colors of our mark. Additional colors are to be used for accent and emphasis within more extensive printed and digital communication elements.

**Dominant Colors**

![Pantone 653](#)  ![Pantone 117](#)

**Secondary Color Palette**

![Pantone 4505](#)  ![Pantone 128](#)  ![Pantone 282](#)  ![Pantone 1405](#)  ![Pantone 2706](#)
Identity “Don’ts” “Don’ts”

The integrity of the logo must be respected at all times. Do not stretch, condense or otherwise morph or manipulate it. If resizing is needed it should only be done with the proportions intact.

Do not change the size relationship of elements within the mark
Do not change colors within the mark
Do not place a box around the mark
Do not add graphics to the mark
Do not distort the proportions of the mark
Do not reproduce the mark over photos or busy backgrounds
Do not alter or vary the font of the tagline

Do not stretch, squish, rotate, or otherwise distort the logo.

Do not change the color of the logo.
Only use the approved brand colors.

Do not change the font style of the logo.

If you must place the logo over photography, avoid placing it on distracting patterns.
Logo Clearance

It is necessary to provide proper clearance around the logo to maintain brand integrity. A free area measuring ½” should be left on all sides of the logo whenever possible. Clearance exceptions may be based on specific application requirements (e.g., signage). These exceptions must be approved by HealthSpark Foundation.

Minimum Logo Size

In reproducing our logotype, consider its size and legibility and use common sense. A logo that is too small ceases to serve any communicative function. The logo may not be resized to smaller than 0.75” for print applications.
Fonts

The typefaces and styles we use set and maintain the spirit and attitude of the HealthSpark Foundation brand and should be applied in all internal and external communications.

The Primary fonts used are Calibri bold and Calibri Regular. Calibri Light is used as a secondary font.

Primary Fonts

**CALIBRI BOLD**      **CALIBRI REGULAR**
Calibri bold       Calibri regular

Secondary Font

**CALIBRI LIGHT**
Calibri light
Tone of Voice

In keeping with the HealthSpark Foundation brand personality, our “voice” should reflect our leadership and the spirit of invention and optimism we seek to inspire within our grant recipients and the communities we touch. As experts in public health, we speak frankly and directly, avoiding euphemisms, eschewing hyperbole and embracing clarity.
Contact Information

Please contact us for guidance, approvals or any concerns that you may have with the application of the logo or colors. We would be happy to assist you.

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