Health Plan
of San Joaquin

Brand Style Guide

ver.13

History of the Butterfly
A butterfly's metamorphosis represents transformation – the "whole of your life changing." As a symbol, it encourages us to accept change readily and without conflict. It beckons us to keep our trust in HPSJ as we undergo transitions in health over time.

1996

1998

2005

Logo Style
The HPSJ logo has three components: the typography, the butterfly and a solid horizontal line. The gradient orange in the butterfly's wings should be reserved for the logo only.

Butterfly
Typography
Horizontal Line

None of the logo components should be used separately. The four-color version is used in most situations; however, a black and white version is available when it is needed.

- color logo to be used on white background
- white logo to be used on all other color backgrounds
- black logo to be used in black and white documents and where it is not possible to use the reverse white logo
- all other instances, please contact HPSJ Marketing Department

Four-Color Logo

Black Logo

Reverse White Logo

The HPSJ logo includes four colors: PMS 300 blue, PMS 367 green, PMS 144 orange and PMS 7620 red. No other colors should ever be substituted. No color screens (lightening or darkening) are allowed for logo usage. Gradient specifications for the butterfly's wings are provided below.

Pantone 300

Pantone 367

Pantone 144
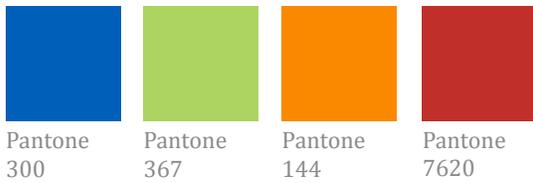
Pantone 7620

Butterfly wings are a gradient of Pantones 144 to 7620

The typography in the logo should never be italicized, rotated or distorted in any way. Correct and incorrect usages of the HPSJ logo are demonstrated below.

Correct

Incorrect
(distorted)

Incorrect
(color change)

The logo should not be placed on a busy or colorful graphic, photo or background. It can be placed on a colored background or subtle photo.

Incorrect
(logo on busy photo)

Correct
(logo on white space)

Spatial Relationships and Logo Size

The HPSJ logo should not be sized smaller than 1/2" in height for print. Embroidery may need a larger minimum size to accommodate reduced dots per inch (dpi).

Minimum Free Space

Minimum free space refers to the area surrounding the logo on all sides. For print, this space must be kept clear of any other typography or graphical elements, including but not limited to photographs, illustrations, thematic images and patterns, as well as the trim edge of a print communication or the perceived edge of an electronic communication (web page, HTML email, etc.). Minimum free space on all sides is x, where x is equal to the height of the entire logo, at any size (see example below). Digital ads are the exception on logo size and minimum free space as space is typically limited on these size ads.

Correct digital ad example
(minimum free space
around logo)

Incorrect digital ad example
(logo placed on busy photo
in crowded space)

Correct print example
(minimum free space
around logo and correct
logo size)

Incorrect print example
(small logo placed on busy
photo in crowded space)

File Formats

The HPSJ logo has been created in a variety of file formats. Please use the following guidelines to provide or use the proper file format:

EPS – Encapsulated Postscript vector graphics (Adobe Illustrator). This vector file scales easily for all sizes and has a transparent background. It is ideal for handing off to printers and designers when they request the HPSJ logo.

JPEG – Compressed bitmap. This low-resolution image file is only suitable for web, email, PowerPoint presentations or other computer-based viewing. JPEGs do not have transparent backgrounds.

PNG – Portable Network Graphic. This low-resolution image is ideal for websites because it loads quickly and maintains background transparency. PNG files are lossless, which means that they do not lose quality during editing.

Please contact the HPSJ Marketing Department for the appropriate logo file format.