

HPSJ Logo Usage Standards

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 2018

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.



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

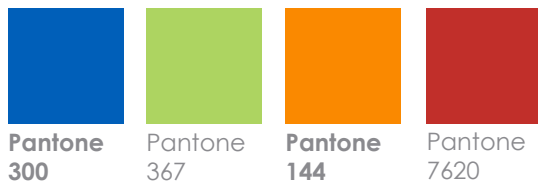


Black Logo



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.



Health Plan
of San Joaquin

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.

Health Plan
of San Joaquin

Correct

Health Plan
of San Joaquin

Incorrect
(distorted)

Health Plan
of San Joaquin

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)

Color

Color is an integral part of our brand identity. When sending documents to an external printer, use the PANTONE (PMS) colors indicated within the color blocks on page 8. CMYK color builds can also be used for external printing.

PANTONE (PMS) colors or spot colors have several uses:

- Precise color matching for logos and branding
- Covering a large area, where consistency and saturation are important
- Using the same color on multiple pages
- Creating more vibrant hues and precise shades
- Adding special effects like fluorescent, pastel or metallic colors

CMYK color builds or process colors are used for:





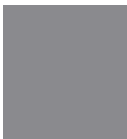
- Full-color photographs and illustrations
- Graphics with multiple colors that require too many colors to reproduce using PANTONE (PMS) shades

To select the correct colors within Microsoft Office applications, choose Font Color, Fill Color or Line Color, and then click on More Colors and Custom. Populate with the RGB values below the color blocks indicated in the next section, Color Palette.

RGB colors (Red, Green and Blue) are best used:

- To create a magnitude of different, sharp and appealing shades for design drafts
- To display images and graphics on monitors, TVs and scanning devices
- In websites and other electronic communications

To select the correct colors for embroidery applications, choose from the following color choices:

					
Embroidery	Blue	Erin Green	Tangerine	Poinsettia	
Thread color	#3522	#5912	#1300	#1902	

- full color logo (see above thread colors) to be used on white shirts
- white logo (white thread only) to be used on bold color shirts
- black logo (black thread only) to be used only when application of white is not visible
- full color logo may be used on shirts when lighter color fabric is used

Color Palette

The HPSJ color palette has been expanded to include both vibrant (primary palette) and neutral (secondary palette) colors. The colors within the HPSJ color palette complement each other and can be used in many combinations as long as the integrity of the brand is not diminished.

For print and web communications, the color palette creates a unique style and tone for the HPSJ brand. The primary and secondary colors are shown below. Primary colors are used in marketing collateral. Secondary colors support and complement the primary colors.

Primary palette



Pantone
300



Pantone
367



Pantone
144



Pantone
7620

Secondary palette



Pantone
Cool Gray 8



White

Print

Pantone, coated	300 C	367 C	144 C	7620 C	Cool Gray 8 C	
Pantone, uncoated	300 U	366 U	143 U	7620 U	Cool Gray 8 U	
CMYK, coated	100/62/7/1	40/0/81/0	2/54/100/0	19/94/94/8	49/40/38/3	0/0/0/0
CMYK, uncoated	92/55/1/0	47/0/77/0	0/44/77/0	18/74/61/3	45/36/35/1	0/0/0/0

Digital Media

RGB	0/93/185	163/213/95	242/139/0	189/48/44	137/139/142	255/255/255
Hexadecimal	#005db9	#a3d55f	#f28b00	#bd302c	#898b8e	#ffffff

The HPSJ color palette also offers a range of screens or tints that coordinate with the primary colors. Screens of the primary color palettes may be used for backgrounds and accents. Below are acceptable screen values for the primary and secondary colors.

Accepted screen values



100% 85% 60% 20%

Accepted screen values



100% 85% 60% 20%

Accepted screen values



100% 85% 60% 20%

Accepted screen values



100% 85% 60% 20%

Accepted screen values



100% 85% 60% 20%



Gradient only to be used in
butterfly wings

Color Meaning

Given the high percentage of Latinos in our target market, creative campaigns must align with Latino preferences to be successful. According to general studies and market research, Latin American cultures prefer more vibrant colors.

The HPSJ color palette has been selected to accommodate the strong Latino demographic present in our region. When used effectively, this palette will allow HPSJ to express our personality, raise brand awareness and differentiate ourselves.



Pantone 300

Blue is generally considered “the safest global color.” It puts people at ease because it is reminiscent of soothing elements like sky and ocean. It is a cool color, which symbolizes calmness and security. Other meanings for blue include trustworthy, dependable, secure and responsible.



Pantone 367

Green is synonymous with calm, freshness and health. Lighter shades of green are associated with serenity. Other meanings for green include wealth, health and prestige. Green represents independence or hope.



Pantone 144

Orange combines the brightness and cheer of yellow with the energy and boldness of red to make a color that is full of life and excitement. Popular in healthcare, this warm color says vitality, fun and exuberance.



Pantone 7620

Orange and reddish-orange tones are popular in Latin American cultures. Adding this warm color offers some balance to the palette to achieve a more powerful effect with colors and enhance vibrancy.



Pantone Cool Gray 8

Gray is a neutral color, added to palette to help tone down other bold colors. This cool shade has been selected to complement the warm colors in the primary palette.



White

White is a neutral color, to be used to balance the vibrant HPSJ primary color palette. Planned white space in HPSJ design will help create a clean and clear message.