



Brand Guidelines

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The purpose of this document is to guide you in appropriate and consistent use of Alliance for a Healthier South Carolina logos, colors, fonts and overall branding. If you have any questions about appropriate use or would like to obtain alternate file versions, contact lperret@scha.org.

While the Alliance for a Healthier South Carolina makes this guide readily available, all Alliance marketing material must be approved by the Alliance for a Healthier South Carolina Program Director lperret@scha.org.

Brand Guidelines

1 Logo

The Alliance for a Healthier South Carolina logo is the primary logo and visual representation of our brand. It should be used for all communications unless an alternate logo is approved by lperret@scha.org.

1.1 Primary Logo



1.2 Additional logo configurations

There are three additional configurations approved: black and white, greyscale, and inverted.

Greyscale Logo



Black and white



Inverted



For social media, only use the full-color version of the logo.

Social media logo:



1.3 Logo Usage Rules

- **Proportional Scale:** Please constrain when scaling to maintain proportion so as to not squeeze or squash the logo

Examples of unacceptable use of logo:



- **Relative to Baseline:** Please do not rotate or flip the logo
- **Logo Only:** Printing type or other elements inside the logo is unacceptable.
- **Minimum Size and Clear Space:** Please make sure the logo is no less than .25 inches tall. Also, be sure the logo is at least as far away from the edge of a document (and any other objects, including type) as the symbol in the logo is tall. In other words, if the symbol of the logo is 0.25 inches tall, the entire logo must have at least 0.25 inches of space around it. If the symbol is 0.5 inches tall, there must be at least 0.5 inches of space around it.

There is no maximum size, but please place the logo at an appropriate size for the space it is in without it being too big.

- **Solid Backgrounds Only:** Please place the logo on solid backgrounds, not photos or backgrounds with a busy pattern as that would make the logo difficult to distinguish.
- **Dark and Colored Backgrounds:** The inverse logo is ideal on dark/nonwhite backgrounds.
- **On-Screen Usage:** RGB versions of most logos are available for on-screen (web site, PowerPoint, etc.) usage in PNG format. The PNGs have a transparent background.

2 Desired use of the logo

Members of the Alliance are encouraged to use the Alliance logo in their website along with lines such as:

- Organization X is a proud member of the Alliance for a Healthier South Carolina
- Organization X presents Initiative Y in support of the Alliance for a Healthier South Carolina vision

Member organizations require written permission from the Alliance Chair to use the Alliance Logo in the following cases:

- Legislative Advocacy materials
- Materials designed to sell services or products
- Materials designed to apply for grant funding or contracts
- Any materials and documents that could put in question the Alliance non-partisan nature

3 Type faces and colors

3.1 Color Standards

These colors are a standardized palette to be used with the Alliance for a Healthier South Carolina brand. Aim to use these colors consistently on Alliance-branded materials. Over time, these colors will help build the visual recognition and brand of the Alliance for a Healthier South Carolina.

Primary Color Palette








Pantone: 7697C
 RGB: 79, 134, 160
 HTML: #4f86a0



Pantone: 360C
 RGB: 112,191,76
 HTML: #70bf4c

Secondary Color Palette

				
Pantone 130 C	Pantone 623 C	Pantone 1215 C	Pantone 533 C	Pantone Cool Gray 10 C
RGB 244, 170, 0	RGB 155, 187, 176	RGB 251, 222, 129	RGB 34, 49, 78	RGB 97, 98, 101
HTML f4aa00	HTML 9bbbb0	HTML fbde81	HTML 22314e	HTML 616265

3.2 Typeface and Fonts

The selected fonts are to be used across Alliance for a Healthier South Carolina communications. Along with the logo and colors, these fonts will help build a consistent Alliance.

Primary Fonts

- Calibri light
- Arial Narrow

4 Referencing the Alliance for a Healthier South Carolina

4.1 First Reference:

The “Alliance for a Healthier South Carolina” spelled out and capitalized. “The” should only be capitalized at the beginning of a sentence.

4.2 Secondary References:

- The “Alliance for a Healthier SC” is acceptable as long as Alliance, Healthier, and SC are capitalized
- “Alliance” is acceptable as long as Alliance is capitalized.
- Acronyms are not acceptable.
 - Refrain from using AHSC

5 Website and social media

Website: <http://HealthierSC.org>

Twitter: @HealthierSC

Facebook: www.facebook.com/HealthierSC

Weekly Newsletter: Subscribe at <http://eepurl.com/C4X9X>

Any member website can link itself to the Alliance’s website or social media pages