

Brand Guidelines



Our Signature

Our symbol consists of four single quotation marks set in a continuous circle to suggest ongoing dialogue and open communication.

Parent Signature

The Hartford HealthCare parent signature is the cornerstone of our visual identity. It consists of the wordmark and the symbol, and is the basis for all other signatures in our identity system.

The symbol represents our four interconnected groups: patients, providers, communities, and staff. It also evokes our multiple specialties and strengths interacting to create a compassionate, effective organization. The serif typeface of the wordmark elegantly expresses the essence of the brand.

The signature makes a distinctive statement wherever it is used in order to ensure that all of our communications convey the full integrity and authority of our organization.

Please remember that the signature is not to be altered, added to, or recreated under any circumstances.

Hartford HealthCare Parent Signature



Member Signatures

Our member organizations are represented by their own signature variations. Based on the parent signature, they feature the same typestyle for their wordmarks, and the symbol is shared across the entire system.

To emphasize our affiliations, the line “A Hartford HealthCare Partner” has been locked up with the artwork. In signage, small-usage applications, and other highly specific situations, the descriptor is not required. (See page 2.5 for more.)

As with all signatures in the system, these variations are not to be altered, added to, or re-created under any circumstances.

Member Organization Signatures



Note: Clinical Laboratory Partners does not feature the affiliation line in its signature artwork.

Clear Space

The signature must be surrounded by a generous field of clear space in every use. The space isolates the artwork from competing visuals such as graphics and type to ensure its visibility. Additionally, clear space prevents the signature from being positioned too close to gutters, trims and edges.

As shown at right, an area equal to the width of two quotation marks must border the signature on all four sides.

The clear space requirement applies to all versions of the signature, without exception.



Minimum Size

The signature should be sized prominently in every application to ensure that the symbol is highly visible and the wordmark and affiliation line are easy to read. If sized too small, it risks going unnoticed or being illegible.

Although member signatures vary in size, the clear space must always be applied adjacent to the longest line of the signature, using the quote symbol as shown in the exhibit on the previous page.

Each member signature has a specific size below which it must not be reproduced. Please see the examples at right to determine the minimum allowable size for your signature.

Signatures with minimum width of 1.5"



Signatures with minimum width of 1.25"



Signature with minimum width of 1"



Signature with minimum width of 0.875"



Special Usage

The special-usage signatures do not feature the affiliation line, “A Hartford HealthCare Partner.”

These signatures are not to be used arbitrarily in place of the preferred variation. They are intended only for signage and small-usage situations where the design area is insufficient to accommodate the affiliation line, and for occasions such as local sponsorships where the mention of Hartford HealthCare is unnecessary.

The minimum allowable sizes for the special-usage signatures are shown at right.

Signatures with minimum width of 1.25"

MidState
Medical Center

Eastern
Rehabilitation
Network

Hartford
Medical Group

Signatures with minimum width of 1"

Hartford
Hospital

Rushford

Windham
Hospital

Natchaug
Hospital

Signature with minimum width of 0.875"

VNA
HealthCare

Color Variations

If the production method allows, the full-color signature is always preferred in all applications.

The grayscale variation distinguishes parts of the signature by using contrasting gray tones, and should be selected only when color reproduction is impractical owing to budget or other constraints.

The one-color black and reverse signatures are for use only when color reproduction is fully unavailable.

Color



Grayscale



One-color Black



Reverse



Background Control

White is always the preferred background color for the signature artwork. It provides the highest level of contrast to ensure that the artwork pops visually and grabs the viewer's attention.

Light backgrounds are also acceptable as long as they contrast vividly with the artwork.

A dark background should be used only when a specific application requires it. When a dark background is unavoidable, the reverse variation is the only signature option.



A white background is preferred.



Never compromise the visibility of the signature with an incompatible background.



If a color background is necessary, it must provide significant contrast.



Never place the signature on a background that does not provide ample contrast.



If a dark background is used, the reverse signature is the only option.



Never place the full-color signature on a black background.

Misuse

The importance of using the signature properly cannot be overstated.

At right are examples of unacceptable manipulation of the signature. Avoid such treatments at all times.



Never change the typeface or the colors of the signature



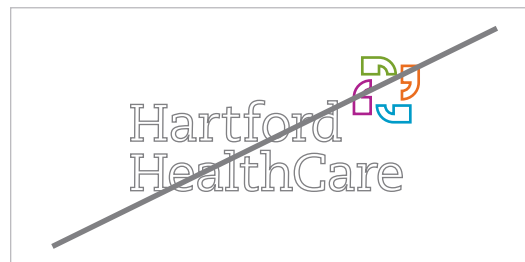
Never rearrange the elements of the signature



Never distort the signature



Never add any effects to the signature



Never outline the signature



Never place the signature on a color background that challenges its legibility

Our Color Palette

The colors we use in our brand are vivid, energetic, and inspiring. They speak of our compassion and commitment to the people we help every day.

Color Palette

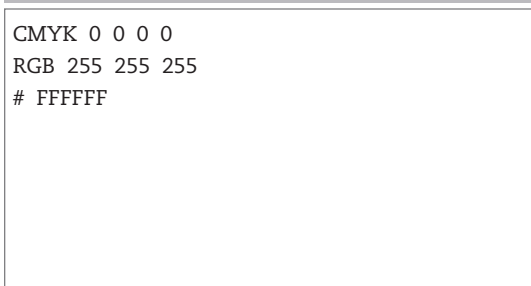
The Hartford HealthCare house style relies on color to make distinct visual statements that catch and hold the viewer's attention. Visible in a variety of features, including super graphics, backgrounds, and display type, our color palette mirrors the signature artwork.

White is one of the dominant colors of this system. When used as a background, it ensures a clean, clinical quality and supplies a blank canvas to support messages and visual elements. HHC Light Gray can also be used as a background color to add dimension to photographic images and variety to page layouts.

HHC Gray is used frequently in headlines and body copy, and suggests our determination and professionalism.

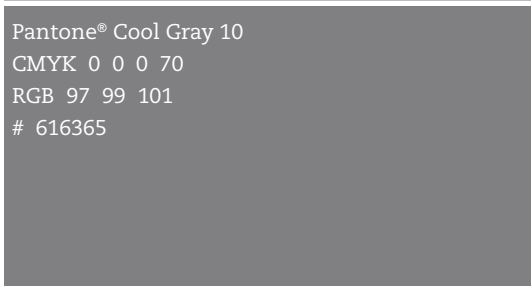
HHC's accent colors are intended for highly specific uses, such as graphic elements (discussed later in these guidelines), backgrounds (usually with silhouetted photography), and display type (titles, headlines, posters, etc.).

White



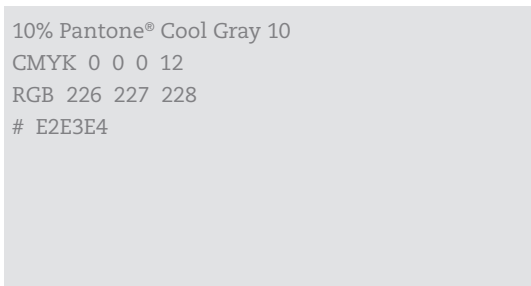
CMYK 0 0 0 0
RGB 255 255 255
FFFFFFFF

HHC Gray



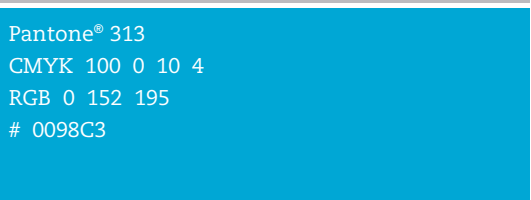
Pantone® Cool Gray 10
CMYK 0 0 0 70
RGB 97 99 101
616365

HHC Light Gray



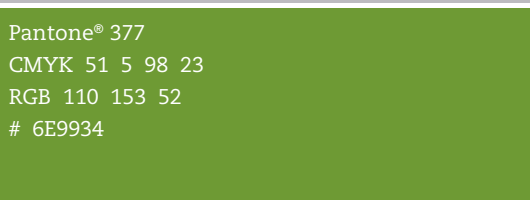
10% Pantone® Cool Gray 10
CMYK 0 0 0 12
RGB 226 227 228
E2E3E4

HHC Blue



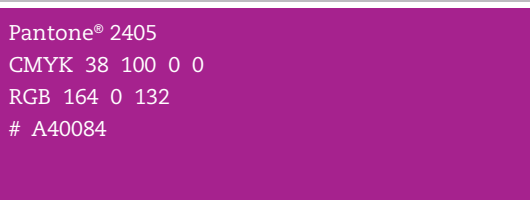
Pantone® 313
CMYK 100 0 10 4
RGB 0 152 195
0098C3

HHC Green



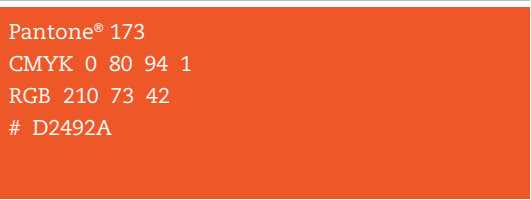
Pantone® 377
CMYK 51 5 98 23
RGB 110 153 52
6E9934

HHC Magenta



Pantone® 2405
CMYK 38 100 0 0
RGB 164 0 132
A40084

HHC Orange



Pantone® 173
CMYK 0 80 94 1
RGB 210 73 42
D2492A

Our Typeface

PMN Caecilia is our typeface.
Its approachable and
humanistic quality reflects
our brand personality.

Primary Typeface

PMN Caecilia is a modern and distinctive serif typeface that reinforces both the Hartford HealthCare wordmark and the member descriptor lines.

PMN Caecilia 55 Roman is the preferred weight in most applications, from titles and headlines to subheads, body copy, captions, legal copy, and more.

When setting text in layout, you may use other weights and styles of PMN Caecilia for emphasis or variety. A clear text hierarchy will lead the reader effortlessly through the material. Text should always be set to maximize readability while maintaining a neat and clean appearance.

PMN Caecilia 55 Roman

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@#
\$%^&*()-+=

PMN Caecilia 56 Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@#
\$%^&*()-+=

PMN Caecilia 45 Light

ABCDEFGHIJKLMNOPQRSTU
vwxyz
1234567890!@#%^&*()-+=

PMN Caecilia 46 Light Italic

ABCDEFGHIJKLMNOPQRSTU
vwxyz
1234567890!@#%^&*()-+=

PMN Caecilia 75 Bold

ABCDEFGHIJKLMNOPQRSTU
vwxyz
1234567890!@#%^&*()-+=

PMN Caecilia 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTU
vwxyz
1234567890!@#%^&*()-+=

Secondary Typeface

When PMN Caecilia is unavailable (e.g., in Microsoft® Office and online applications) use Verdana instead.

Verdana Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@#
\$%^&*()-+=

Verdana Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@#
\$%^&*()-+=*

Verdana Bold

**ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwx
1234567890!@#\$%^&*()**

Verdana Bold Italic

***ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwx
1234567890!@#\$%^&*()***