



**Logo Guidelines** / Color Use Guide

## I / Logo Guidelines

## Logo

Our logo represents us. When used correctly, it raises the profile of our organization and strengthens our brand.



## Primary Logo

The Augusta Health logo is the strongest visual element used to promote our name. Therefore it must be used consistently and correctly in order to effectively build awareness and to reinforce its legal protection as our identity.

The logo must be applied to all materials in accordance with the following standards and guidelines to ensure maximum consistency and visibility is achieved with every application.



Clear space  
for margins

Clear space  
for content

To ensure optimal legibility, and maintain legal protection of the Augusta Health identity, a minimum clear space surrounding the logo must be maintained.

The clear space is proportional to the logo and is based on the width of the A in the logotype.

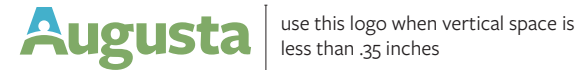
minimum width 1 inch



## Secondary Logo

Augusta Health has one secondary logo, which consists of the abbreviated name “Augusta.”

This logo should be your second choice and only used when there is limited vertical space of less than .35 inches.



## Icon

This icon should be your third choice, used in smaller spaces where a more square aspect ratio is preferred.



## Digital Avatar

Augusta Health has one avatar to be used for social media profile pictures and other digital applications.

Because of its gradient, it is not appropriate for print production.



## Watermark

We have a suite of watermarks to add to content that will be shared digitally. These should be placed unobtrusively in the bottom right corner.





**Our Logo in Color**

We care for people every hour of every day.

Our logo reflects that.







Patient Entrance



## Light Mode

Use this logo on white or very light backgrounds.

This logo uses our two primary brand colors, Augusta Green and New Day.

### Augusta Green

PMS 7737U / 7489C  
HEX #78AA65

### New Day

PMS 631U / 7702C  
HEX #51B0CB

## Dark Mode

Use this logo on navy, charcoal, or very dark backgrounds.

This logo uses our two secondary brand colors, New Life and Reflection.

### New Life

PMS 366U / 359C  
HEX #A7DA7E

### Reflection

PMS 628U / 628C  
HEX #B1DEE6



## One-color

Use this logo where a two-color logo is not possible or optimal.

### Night

PMS 7737U / 7546C  
HEX #78AA65

## Reversed

Use this logo on all mid-tone backgrounds, and on dark backgrounds where a two-color logo is not possible or optimal.

### White

HEX #FFFFFF



### Tagline

Readily identifiable, totally  
memorable: our tagline captures  
our personality and our purpose.

Care that makes a lifetime.

## Logo and Tagline Lockup

With very few exceptions, the tagline should always be locked up with the logo. When using the tagline, always use the art files. Do not type set the tagline yourself. The tagline should never exceed the width of the logo.



Care that makes a lifetime.

### Our tagline in color

The tagline comes in four colorways to suit different environments: light mode, dark mode, reversed, and one-color. The tagline colorway should always match the nearest logo colorway. For example, if a garment or document uses a dark mode logo, it should use a dark mode tagline.

#### Light Mode

Care that makes a lifetime.

#### Dark Mode

Care that makes a lifetime.

#### One-color

Care that makes a lifetime.

#### Reversed



### **Mayo Clinic Care Network Membership**

Members of the Mayo Clinic Care Network are a group of carefully vetted, independent health care organizations who have special access to Mayo Clinic's knowledge and expertise.

## Co-branded Collateral

Augusta Health's logo should appear to the left of the MCCN logo and be as-large or larger. The MCCN logo should only appear in black or white. Any collateral featuring the MCCN logo must be reviewed and approved by Mayo. Contact MCCNBrandAdmin@mayo.edu for review and approval.

### Use of the MCCN logo is intended to:

- Acknowledge a formal collaboration with Mayo Clinic
- Convey a clinically meaningful relationship
- Emphasize our focus on providing a superior patient experience
- Endorse each member's reputation and name

### Brand use and marketing may not:

- Imply a legal partnership
- Appear to endorse business or other activities beyond use of the network's tools and services
- Promote market exclusivity

Please refer to Mayo Clinic Care Network's logo usage guide for more information.



## Improper Logo Use

Clarity and consistency works. Avoiding these mistakes helps us build brand recognition. These rules apply to the Augusta Health, Augusta Medical Group, Augusta Care Partners, and Augusta Health Foundation logos.



Don't squish, stretch, or change dimensions.



Don't use drop shadows, strokes, or other effects.



Don't use low-resolution versions of the logo.



Don't crop the logo.



Don't alter the colors of the logo.



Don't lock up the parent logo with a subsidiary logo.



Don't lock up the parent or subsidiary logo with a center or department or name.



Don't add elements to the logo.

II / **Typography**

### Primary Typography

Typography gives our written words a tone of voice. Ours is warm, professional, and approachable.

# This is FreightSans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

It comes in a lot of  
weights so that you can  
**give your message the  
emphasis it needs.**

**Short on space?**

Use FreightSans Compressed

## Secondary Typography

The Freight family of fonts consists of other typefaces that are appropriate for special use cases. Please only use these fonts in 20% or less of the total design.

## Special Use Font

Marydale should only be used in very specific instances to highlight a single word or phrase. It adds a casual element of human touch and brings warmth and familiarity. This is the font used to highlight the words “a lifetime” in our tagline.

## This is Freight Macro

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

## This is Freight Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

This is Marydale

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz



### Alternate Primary Typography

Sometimes you won't have access to FreightSans.  
We have a plan for that, too.

## This is OpenSans

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

It *also* comes in a lot of  
weights so that you can  
**give your message the  
emphasis it needs.**

This font is loaded onto all  
Augusta Health machines or  
you can download it for free.

III / **Color**

### Color

Color sets the mood and evokes feeling. Our ShenValley-inspired palette says, “You can trust us to help you live a healthy, whole life.”







## Primary

### Augusta Green

PMS 7737U / 7489C

HEX #78AA65

### New Day

PMS 631U / 7702C

HEX #51BoCB

## Secondary

### New Life

PMS 366U / 359C

HEX #A7DA7E

### Reflection

PMS 628U / 628C

HEX #B1DEE6

## Neutral

### Shelter

C 6 M 5 Y 7 K o

HEX #EBE7E3

### Dawn

PMS 5483U / 5483C

HEX #5D8089

Web-accessible HEX #597982

### Night

PMS 5463U / 7546C

HEX #3D4D55

## Color and White Space

Give our colors room to breathe by incorporating plenty of white space in your designs.

## Tips for Using Color

Keep our colors bright and beautiful by carefully selecting their pairings.

Beritati ntionsequae ratemporia que perop-  
tatus moluptatus, te ipicientia soloreh entur-  
erro culpa sae estrum reped qui blaborrum  
ium coribusae cone estius veli

When using colored type on a white or light background, select darker, more saturated colors like **Augusta Green**, **New Day**, and **Night**.

Beritati ntionsequae ratemporia que perorro  
maiorpore et te ipicientia soloreh enturerro  
culpa sae est ibusae cone estius velibus aut  
eatet ullaut utae. Ut odi eatet

When using colored type on a dark background, select lighter, less saturated colors like **White**, **New Life**, and **Reflection**.



When choosing colors for your project, you can be a little more flexible than the type examples shown above, but be mindful when placing one color over another. When it doubt, use fewer colors and lots of white space.

## Color and Causes

Only use official PMS colors to promote Augusta Health's involvement with various causes and awarenesses. When pairing these ribbons, use an Augusta Health color that complements, rather than matches the cause. Ensure that Augusta Health's colors make up at least 85% of the color palette of the design.



### PMS 186

AIDS Awareness  
Blood Donor  
Heart Disease



### PMS 288

Arthritis  
ME/CFIDS  
Colon Cancer



### PMS 1767

Birth Parent  
Breast Cancer Awareness  
Breast Cancer Survivor  
Testicular Cancer



### PMS 158

Kidney Cancer  
Leukemia



### PMS 292

Eating Disorder  
Esophageal Cancer  
Gerd  
Graves Disease  
Irritable Bowel Syndrome  
Lymphedema  
Ovarian Cancer  
Prostate Cancer  
Scleroderma  
Sexual Assault  
Thyroid Disease



### PMS 464

Anti-Tobacco



### PMS 114

Bladder Cancer  
Endometriosis  
Liver Disease  
Spinal Bifida  
Suicide



### PMS 7538

Allergies  
Aphasia  
Asthma  
Brain Cancer/Tumor  
Diabetes  
Emphysema  
Lung Cancer  
Lung Disease  
Mental Illness  
MS  
Parkinson's Disease



### PMS 375

Mental Health



### PMS 2593

Alzheimer's  
Cancer  
Colitis  
Crohn's Disease  
Cystic Fibrosis  
Epilepsy  
Fibromyalgia  
Gynecological Cancer  
Hodkin's Disease  
Leiomyosarcoma  
Lupus  
Lymphoma  
Macular Degeneration  
Pancreatic Cancer  
Rett Syndrome  
Sarcoidosis



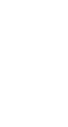
### White

Bone Cancer



### PMS 354

Bone Marrow  
Depression  
Kidney Transplant  
Kidney Disease  
Lyme Disease  
Organ Donation  
Tissue Donation



### Black

Melanoma



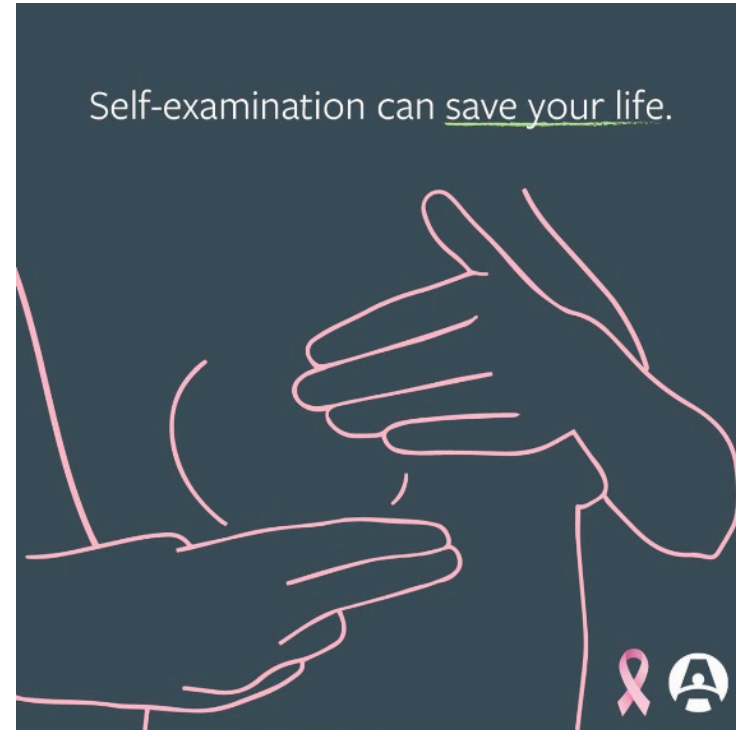
### PMS 322

Substance Abuse



### PMS 228

Cesarian Section  
Headache  
Hospice Care



Examples of cause colors used in appropriate amounts





Questions? Email [branding@augustahealth.com](mailto:branding@augustahealth.com)