

Style Guide



Pueblo
Community
Health Center

Providing primary health care to those in need since 1983

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For more information about the Pueblo Community Health Center Style Guide please contact:
The Pueblo Community Health Center Chief Development Officer, 719-543-8711 ext 152.

Last revised: March 2021

Pueblo Community Health Center, Inc. Brand

This style guide defines parameters for the visual identification of Pueblo Community Health Center, Inc. to all its audiences. The consistent application of these guidelines will ensure the establishment of a strong professional identity and a cohesive brand image.

All printed, interactive, and visual materials produced by or for Pueblo Community Health Center must contain proper identification of Pueblo Community Health Center, using the approved logo and/or typography. Please submit mock-up materials to the Development department for review and/or revision, and approval before production, at least two weeks prior to when needed. This will enable the Development department to maintain a complete collection of materials and ensure adherence to guidelines.

Color Palette

Primary Colors

The PCHC primary colors are purple and green.

Secondary Colors

The PCHC secondary colors are black and white.

Pantone Colors

The Pantone Matching System (PMS) assures color matching across several product lines. It is the standard used in the printing industry. Each color has a specific Pantone code and is created from various combinations of ink.



PANTONE
2582 CP

RGB: 159 90 156

HEX/HTML: 9F5A9C

CMYK: 41 77 0 0



PANTONE
368 CP

RGB: 129 185 32

HEX/HTML: 81B920

CMYK: 54 0 100 0

Typography

Columbia-Serial-Medium

Columbia-Serial-Medium is the official font used in the PCHC logo. It should be used for the “Pueblo Community Health Center” name in all logo creation.

Myriad Pro

Myriad Pro is the official typeface family for all titles and page headings in the Quality Newsletter. It is the official typeface for all material in PULSE incentive graphics. Italicized, is the official font for the following taglines, in all appearances:

“Your Health. Our Mission.”

“Providing primary health care to those in need since 1983”

Calibri

Calibri is the official typeface family for all paragraph text in the Quality Newsletter, all paragraph text in clinic signage, and all paragraph and heading text in the PULSE newsletter and the official PCHC PowerPoint slides.

Tahoma

Tahoma is the official font for the *Version C: Words Only* PCHC logo.

Embroidery

The following colors are approved for colored embroidery thread:

Madiera Purple: 1880

Madiera Green: 1748

The following clothing colors are approved for embroidery products:

Black

Charcoal/Grey

Local Vendor

Color Splash

2403 Santa Fe Dr Ste 2

Pueblo, CO 81006

(719) 544-1560

csue1813@hotmail.com

Company Store

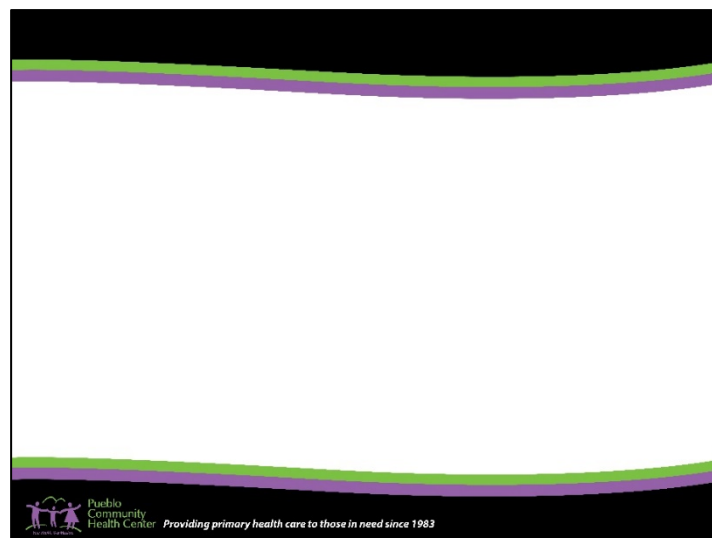
Employees may also order approved clothing through the PCHC Company Store. All clothing options will be branded with the Pueblo Community Health Center logo.

[PCHC Company Store](#)

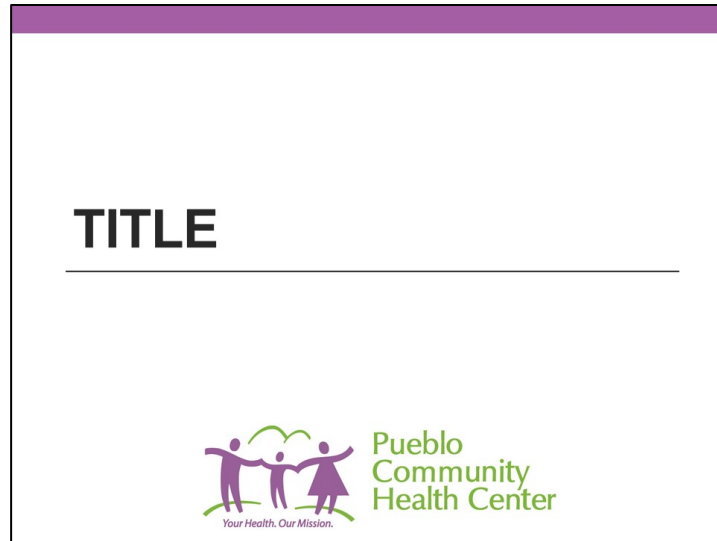
Electronic Media

PowerPoints

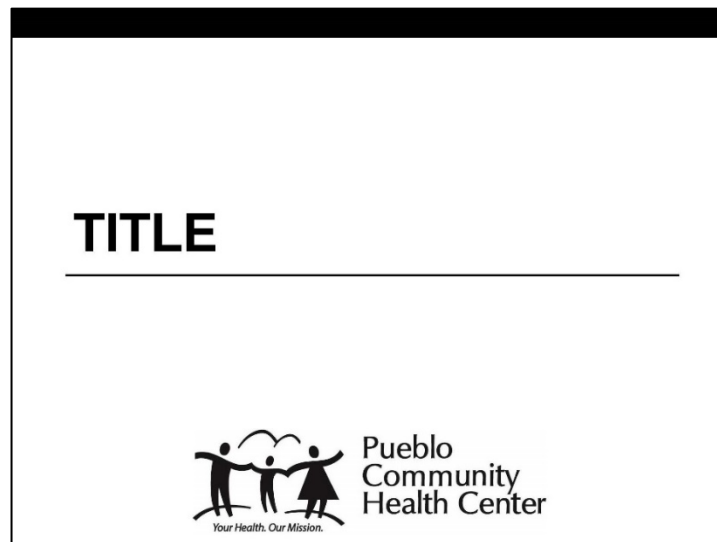
All PCHC PowerPoints should be made with official PCHC background slides. These can be accessed on SamePage under the Development & Marketing tab, or by clicking on “Site Contents,” “Development & Marketing,” and then “Marketing Materials.”



Version A - Branded



Version B - Purple



Version C - Black

Signage

All PCHC signage should be made with the official PCHC templates. These can be downloaded as Word documents from SamePage under the Development & Marketing tab, or by clicking on “Site Contents,” “Development & Marketing,” and then “Marketing Materials.”



Branded 8.5 x 11 Template - Portrait 2020



Branded 8.5 x 11 Template - Landscape 2020



Branded 11 x 17 Template - Portrait 2020



Branded 11 x 17 Template - Landscape 2020

Print Materials Policy

1. Purpose

To provide a framework for print material.

2. Policy

Provides standards for using consistent formats with printed communication and guidelines for revisions and inventory management.

3. Applicability

All departments to include: Administrative, Medical, Dental, Finance, and Operations.

4. Definitions

N/A

5. Procedures

Nomenclature

Sites

Departments/Programs

Logo Usage

Guidelines for Logo Usage

Official Logo Colors

Print Media Design and Usage Specifications

Abbreviations

Advertisements

Affiliation Representation

Brochures

Business Forms

Business cards

Name badges

Letterhead

White 2-Color

Envelopes

Address typography

Oversized mailing envelopes

Content—Required

Content—Optional

Exhibits and Displays

Fax Cover Sheet

Memorandum

Posters and Flyers (Internal and External)

Postcards

Signage

Print Media Revision and Inventory Management Responsibilities

Signature and Title Usage

This policy defines parameters for the visual identification of Pueblo Community Health Center, Inc. to all its audiences. The consistent application of these guidelines will ensure the establishment of a strong professional identity.

All printed, interactive, or visual materials produced by or for Pueblo Community Health Center must contain proper identification of Pueblo Community Health Center, using the approved logo or typography. Please submit mock-up materials to the Development department for review

and/or revision, and approval before production, at least two weeks prior to when needed. This will enable the Development department to maintain a complete collection of materials and ensure adherence to guidelines.

Nomenclature

For Pueblo Community Health Center and its various departments/programs (hereinafter referred to as departments), the official name is Pueblo Community Health Center, Inc. When referring to Pueblo Community Health Center in print, the full name must appear prior to any acronym use (i.e., Pueblo Community Health Center, Inc. (PCHC)).

The official corporate mailing address is 110 East Routt Avenue, Pueblo, CO 81004-2117. This address must be printed as the return address when mailing any document from any PCHC site or for any PCHC-related correspondence.

Official Site Names and Physical Addresses

Official mailing address: 110 East Routt Avenue, Pueblo, CO 81004-2117

Colorado Avenue Clinic, 300 Colorado Avenue, Pueblo, CO 81004

Park Hill Clinic & Pharmacy, 1302 East Fifth Street, Pueblo, CO 81001

O'Rourke Dental Clinic, 2030 Lake Avenue, Pueblo, CO 81004

Avondale Clinic, 328 Avondale Boulevard, Avondale, CO 81022

Grand Avenue Clinic, 1008 North Grand Avenue, Pueblo, CO 81003

Pharmacy and Administrative Services, 110 East Routt Avenue, Pueblo, CO 81004-2117

Walsenburg OB Clinic, 129 Kansas Avenue, Walsenburg, CO 81089

Pueblo Community College-Student Health Clinic, 900 W. Orman Avenue, Pueblo, CO 81004

Centennial High School-Based Wellness Center, 2525 Mountview Drive, Pueblo, CO 81008

Central High School-Based Wellness Center, 216 East Orman Avenue, Pueblo, CO 81004

East High School-Based Wellness Center, 9 MacNeil Road, Pueblo, CO 81001

Risley International School-Based Wellness Center, 625 Monument Avenue, Pueblo, CO 81001

Chavez/Huerta K-12 (CHPA) School-Based Wellness Center, 2727 W. 18th Street, Pueblo, CO 81003

Administration & Foundation, 112 East Pitkin Avenue, Pueblo, CO 81004

Logo Usage

Guidelines for Logo Usage

The official logo is the endorsed visual mark representing PCHC to the public. This impression serves as a visual identifier.



Version A: One-color (black)



Version B: Two-color (official logo colors)

Pueblo Community Health Center

Version C: Words only (Tahoma Font)



***Version A
(minimum size 1" wide)***

Pueblo Community Health Center's logo has been designed in exact proportions within a horizontal framework. Do NOT scale the logo disproportionately. It must be reproduced at a size equal to or larger than 1" in width.

Do NOT

- Scale the logo disproportionately
- Separate the graphic family from the name
- Skew the logo; it must appear in a horizontal format
- Do not rearrange the elements of the official logo. It is treated as one element

The elements of PCHC's logo have been designed as complementary. They should never be redrawn, reset, or recreated. The elements of PCHC's logo should not be separated,

repositioned, or otherwise altered using additional spaces or other elements without design approval from the Development department.

PCHC's logo must appear as shown on all visual communications produced by or for PCHC. If space does not permit, Version C (above) may be used.

Individual departments may not use unique or separate identifying mark without written consent from the Development department. PCHC's logo must be more prominent than the approved department identifier.

Correct Use:



Medical

Incorrect Use:

Medical



Official Logo Colors:

Pantone Purple 2582C

Pantone Green 368C

Print Media Design and Usage Specifications

Abbreviations

Complete words should be used when space permits. When space is limited, abbreviations may be used and must follow the following criteria:

| | |
|--------------------------------|------|
| Pueblo Community Health Center | PCHC |
| Avenue | Ave |
| Colorado | CO |

Street

St

Boulevard

Blvd

Advertisements

All advertisements placed in a print or multimedia format must contain an acceptable version of PCHC's logo and be created in conjunction with and approved by the Development department.

Affiliation Representation

If another organization's logo is used to represent an affiliation between said organization and PCHC, the organization must provide an official print and electronic logo, as well as authorization to use the logo.

Affiliates include but are not limited to Pueblo County United Way; Accreditation Association for Ambulatory Health Care; Southern Colorado Affiliate of Susan G. Komen for the Cure; etc.


Brochures

PCHC's logo should be located in a prominent place on all brochures. Brochures must be created in conjunction with and approved by the Development department.

Business Forms

Business Cards

Layout

| | | | |
|---|--|---|--|
|  | | <p><Name> <Official Title></p> | |
| <p>Physical Address (if applicable) <physical address> <City, State Zip></p> | | <p>Mailing Address 110 East Routt Avenue Pueblo, Colorado 81004 (719)< phone> Extension <ext> Fax (719)< fax number> <email extension>@pueblochc.org</p> | |
| <p>www.pueblochc.org</p> | | | |

Name Badges

All name badges will be designed and created by the Human Resources department and will follow this policy's guidelines.

Letterhead

To ensure consistent quality and maintain inventory, orders for all letterhead stationery and envelopes must be placed through the Purchasing department. Revisions to letterhead will be managed through the Development department.

Letterhead may also be accessed on SamePage by clicking on "Site Contents"; "Forms"; "General Office Forms." White paper should be used when generating the letterhead in this manner.


When more than one page for a letter is required, it must match the letterhead; that is, a blank version of same paper type (white).

Envelopes

Use the official envelope issued with the official letterhead as provided by the Purchasing department.

Address typography

All envelopes will have the format shown below. All sites will use the official mailing address. Guidelines, typing formats, and production specs are noted:

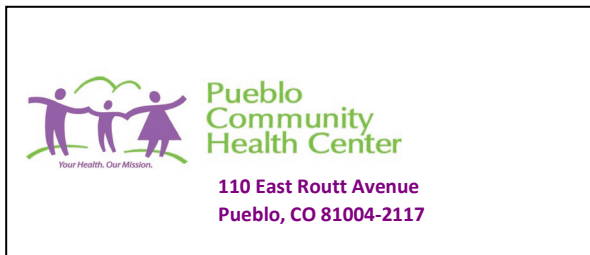
| | |
|--|---|
|  | <p>Pueblo Community Health Center</p> <p>110 East Routt Avenue Pueblo, CO 81004-2117</p> |
| <p><Recipient Name> Optional: <Recipient Title> <Recipient Organization> <Recipient Mailing Address> <Recipient City, State Zip></p> | |

Address labels may be used, or recipient information may be laser/ink jet printed directly on envelope. Handwritten addresses are discouraged.

Oversized Mailing Envelopes

Specifications for a standard 9"x12" envelope follow. Adapt these specifications for other similar envelope sizes.

Return address label



Delivery address label

| |
|-----------------------------|
| <Recipient Name> |
| Optional: <Recipient Title> |
| <Recipient Organization> |
| <Recipient Mailing Address> |
| <Recipient City, State Zip> |

Address labels may be used, or recipient information may be laser or inkjet printed directly on envelope. Handwritten addresses are discouraged.

Content – Required

PCHC Logo

Physical address and/or mailing address

Telephone number

Website address (www.pueblochc.org)

Content - Optional

Department

Fax number

E-mail address (_____@pueblochc.org)

Exhibits and Displays

All exhibits and displays created by or on behalf of PCHC must use the appropriate logo and be approved by the Development department. This includes but is not limited to bulletin boards, portable promotional displays, etc.

Fax Cover Sheet

Fax cover sheets are available electronically on SamePage by clicking on “Site Contents”; “Forms”; “General Office Forms,” and may be customized and generated on a laser or inkjet printer, provided the following guidelines are observed:

Memorandum

Interoffice memorandum forms are available electronically on SamePage by clicking on “Site Contents”; “Forms”; “General Office Forms,” and may be customized and generated on a laser or inkjet printer for all internal employee communications provided the following guidelines are observed:

Posters and Flyers (Internal and External)

Consistent placement of PCHC’s logo on all posters and flyers is critical for corporate identity. Approval of posting all posters, flyers, and similar notices is required by the Development department. All materials intended for posting and/or placement in public areas may be approved for up to two weeks by the Development department. Exceptions may be made on a case-by-case basis.

Postcards

Consistent placement of PCHC’s logo on all postcards is critical for corporate identity. Approval is required by the Development department prior to production and/or distribution.

Signage

All Health Center signage must display PCHC's logo per established guidelines and be approved by the Development department.

Print Media Revision and Inventory Management Responsibilities

Development department will maintain overall responsibility for creating, editing, revising, and working with graphic designer to develop print materials for promotion of PCHC and its programs. At least annually, Development will review the materials for updates and revisions with input from program and clinic managers as well as any other applicable stakeholders.

Each clinic has display cases in waiting room areas in which print materials are placed. It is the responsibility of clinic managers to be sure their display cases at each site, on each floor, are stocked with brochures for each slot that is labeled. Any outdated print materials should be discarded and replaced with current print materials. A description of current print materials may be obtained by contacting the Purchasing department.

Inventory of all print materials will be managed through the Purchasing department. When stock is needed at a site, the clinic manager should request the necessary items via the requisition procedure. The Purchasing department will be responsible for filling requisitions, managing inventory of print materials, and placing re-orders on materials after approval from the Development department. This ensures that the most current version of the print material is being re-ordered and stocked in Purchasing department.

Purging occurs as materials are updated or when major organizational changes require it (accreditation, new site, etc.)

Signature and Title Usage

Ensure appropriate organization title is on printed materials. Electronic signatures can be used with appropriate consent of signer.

Marketing Materials & Public Relations Policy

1. Purpose

To provide a framework for marketing materials and public relations.

2. Policy

To ensure consistency of printed material and the coordination of contact by media representatives.

3. Applicability

All departments to include: Administrative, Medical, Dental, Finance, and Operations.

4. Definitions

N/A

5. Procedures

All printed materials, videos, social media, electronic publications, and other promotional activities intended for the public (i.e., not employee-only materials) require approval by the Chief Development Officer or Director of Communications prior to printing and/or distribution.

Pueblo Community Health Center's logo must be on printed public materials (i.e., letters to patients, vendors, promotional items, videos, social media promotion, electronic publications, other promotional activities, etc.) when appropriate. Chief Development Officer or Director of Communications will handle special requests on a case-by-case basis.

Special requests for promotional materials must be approved by the Chief Development Officer or Director of Communications when the materials are customized with PCHC's or PCHC-affiliated programs' information.

Development department staff will distribute printed/electronic materials (i.e., brochures, promotional items, etc.) to appropriate organizations for placement in public areas.

Chief Executive Officer, Chief Development Officer, or Director of Communications are the designated employees to speak with members of the media, including but not limited to newspaper, television, social media, and radio reporters. If Chief Executive Officer, Chief Development Officer, or Director of Communications are unreachable by email or telephone, other designated staff will be authorized to speak to the media.

Chief Development Officer and/or Director of Communications are responsible for coordinating interviews between appropriate staff and media representatives, as well as informing staff of potential publicity coverage.

Social Media Policy

1. Purpose

To provide clear expectations for the use of social media for those representing Pueblo Community Health Center on the internet. All social networking efforts, regardless of whom the responsibility is delegated, must follow this policy.

2. Policy

To provide standards for use of social media.

3. Applicability

All departments to include: Administrative, Medical, Dental, Finance, and Operations.

4. Definitions

N/A

5. Procedures

Scope - All staff given permission to represent PCHC online is responsible for upholding and following this process and procedure.

Only those officially designated by PCHC's Chief Development Officer or Director of Communications have the authorization to speak on behalf of the company or publish from Pueblo Community Health Center's official account(s) on social networking sites (including, but not limited to Facebook; Twitter; YouTube; Instagram; LinkedIn, etc.).

Access to social networking sites will be granted to certain employees and workstations that require such access to perform work on those sites on behalf of PCHC.

Official Pueblo Community Health Center social networking efforts will also adhere to the following guidelines/requirements. Failure to follow these procedures can result in disciplinary action up to, and including, employment termination.

The same principles and guidelines that apply to Pueblo Community Health Center employees' activities in general, (as found in the Standard of Conduct and Employee Handbook), apply to an employee's activity online.

- Responsibility
 1. Exercise good judgment & common sense when posting
 2. Authorized employees are representing Pueblo Community Health Center, the agency, not their personal beliefs/ associations

3. What is published will be available/public indefinitely
 4. All policies on anti-harassment, ethics, and company loyalty extend to conduct and communication on social media
- Consider the audience
 1. Readers include the universe, including current and potential patients/partners/ employees. PCHC's stance on social media is intended to inform, engage a dialogue, but never to alienate
 - Engage customers in conversations & embrace transparency
 1. If engagement addresses an issue/complaint, employee name and title should be included in the interaction
 - Respect copyrights and fair use
 1. People should always be given proper credit for their work
 - Proper attribution
 1. Ensure proper permissions to use any content created by someone else. This includes research, media, or ideas. Permission to use content should be granted and proper credit and attribution provided
 2. Do not cite or reference partners or suppliers without their approval
 - Protect confidentiality
 1. Respect all HIPAA rules, no PHI or unique patient characteristics are to be shared under any circumstances
 - Handling complaints/issues
 1. Use Communicate and Respond with H.E.A.R.T.
 2. Reflect on the brand and purpose of a social media presence
 3. Be open to criticism, not defensive
 - Respect the audience
 1. Prohibited are uses of ethnic slurs, personal insults, obscenity, or any conduct not acceptable in PCHC's workplace
 2. PCHC's goal is to create an environment where readers are comfortable sharing, connecting, and receiving information