

CALIFORNIA ACCOUNTABLE COMMUNITIES FOR HEALTH INITIATIVE



...The Next Generation of Health System Transformation

2022 Brand Guidelines

THE LOGO

The primary logo lockup is composed of the logo type and the mark. This lockup should be the primary logo used on all collateral, with the exception of situations where the brand has already been established or there are space constraints.

There are two additional options which may be used only where the brand has been established, when space is limited or in collateral where the full logo has already been used once (this document is an example of the third case). The arrows art element may be used in addition to the logo, but may not be used as the total replacement for one of the other logo iterations. Each logo iteration and the arrows art element is available in CMYK, RGB, grayscale and white versions, as well as a web-friendly white-and-blue variation.

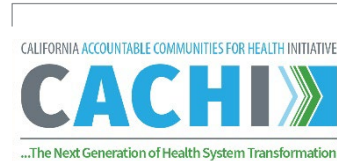
The logo type is chosen from the Sans Serif font family. It was chosen to give a strong, professional but inviting and caring look and feel.

Full Logo



Minimum size

1.75" wide

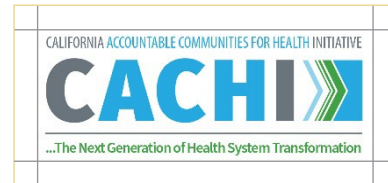


Logo without the Slogan

Abbreviated Logo



White Space



Arrows Art Element



Typography - Alternative

For all printed collateral, the Font Family “Source Sans Pro (OTF)” should be used. Here are the various weights. If “Source Sans Pro (OTF)” is not a default typeface on your computer, please contact CACHI for the font files.

SOURCE SANS PRO (OTF) FONT FAMILY

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Extra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!@#\$\$%



Typography - Alternative

For all collateral, email communications, or other situations when Trade Gothic is not available, the Font Family “Verdana” should be used. Here are the various weights.

VERDANA FONT FAMILY

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%

Bold Italic





ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%






Color

The primary color palette is classic and powerful, speaking to the commitment, professionalism and hopeful nature of the brand.

The primary palette consists of blue, green and dark gray. Color should be used appropriately to remain true to the spirit of the brand and to avoid over-complicating the design. The accent colors should be used sparingly, to highlight a critical message or to complement aspects of the design.

	COLOR	PMS	CMYK	RGB	HEX
	blue	7461	70, 15, 0, 0	39, 170, 225	#27a9e1
	light blue	635	32, 0, 19, 0	172, 220, 212	#abdcd4
	green	363	76, 12, 100, 1	66, 162, 71	#42a147
	gray	437	62, 47, 42, 11	105, 116, 124	#68747b

ACCENT

	off white	7443	7,4,7,0	234,235,231	#eaebe7
	beige	721	11,28,56,0	226,183,127	#e2b77e
	red	711	4,91,91,0	230,62,48	#e54e2f

