



the power
behind
healthcare

Your guide to our brand.

Brand platform

For engineers, North Carolina Healthcare Engineers Association offers continuing education and networking opportunities. By being a member, NCHEA will empower you to be successful and advance in a healthcare facilities career.

Brand workshops

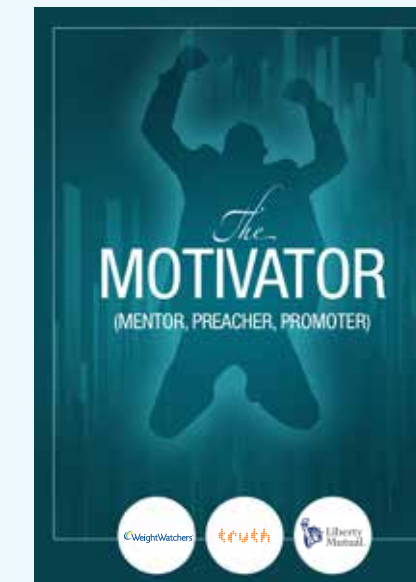
Brand archetype

This exercise is designed to reveal the brand character, personify NCHEA and help guide the tone of the creative work. From a deck of 18 archetype cards, the stakeholder team discussed the role they wanted the brand to play for members and found the best matches.

Primary archetype:

Motivator (mentor, promoter, preacher)

This archetype describes the way NCHEA motivates students and engineers to advance the healthcare engineer profession and the quality of healthcare facilities in the state. It defines the way NCHEA encourages the next generation of engineers to set out on a path in healthcare engineering to continue to improve healthcare for everyone. The motivator also speaks to the way in which NCHEA fosters collaboration, knowledge sharing and self improvement amongst its members and its leadership.



Secondary archetypes:

Philosopher (sage, intellectual, expert)

The Philosopher archetype gets to the expertise within NCHEA. By offering continuing education opportunities, resources, training and networking, NCHEA provides true expertise in healthcare facilities management.

Explorer (pioneer, trailblazer, wanderer)

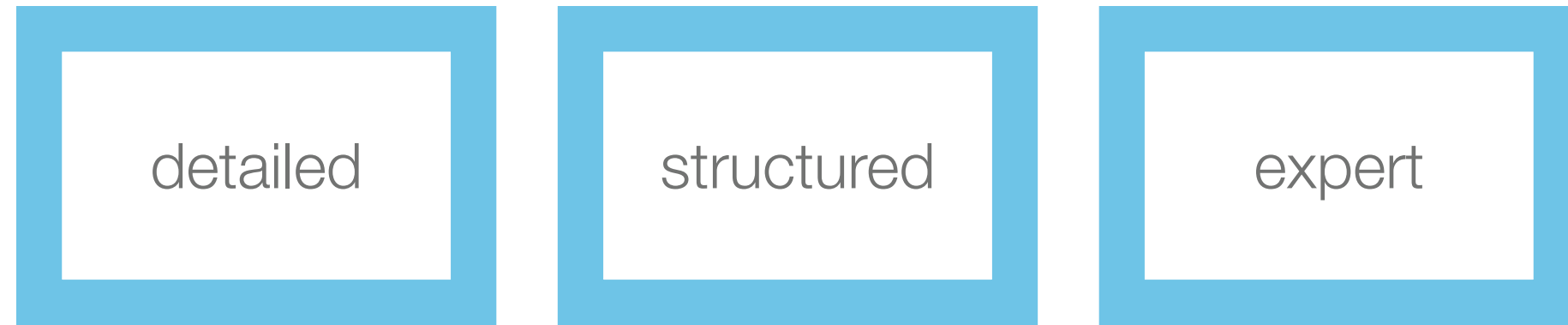
The Explorer archetype describes the innovative approach NCHEA takes to advancing the healthcare engineer profession and the goal of remaining ahead of industry changes.



Brand personality

This activity is a collaborative way to fine tune the brand personality and make sure all communication stays true to the brand. A deck of cards with opposing personality traits on each side is reviewed by the stakeholder team. A process of elimination focuses on the best descriptors, which informs the tone of the brand voice and brand design.

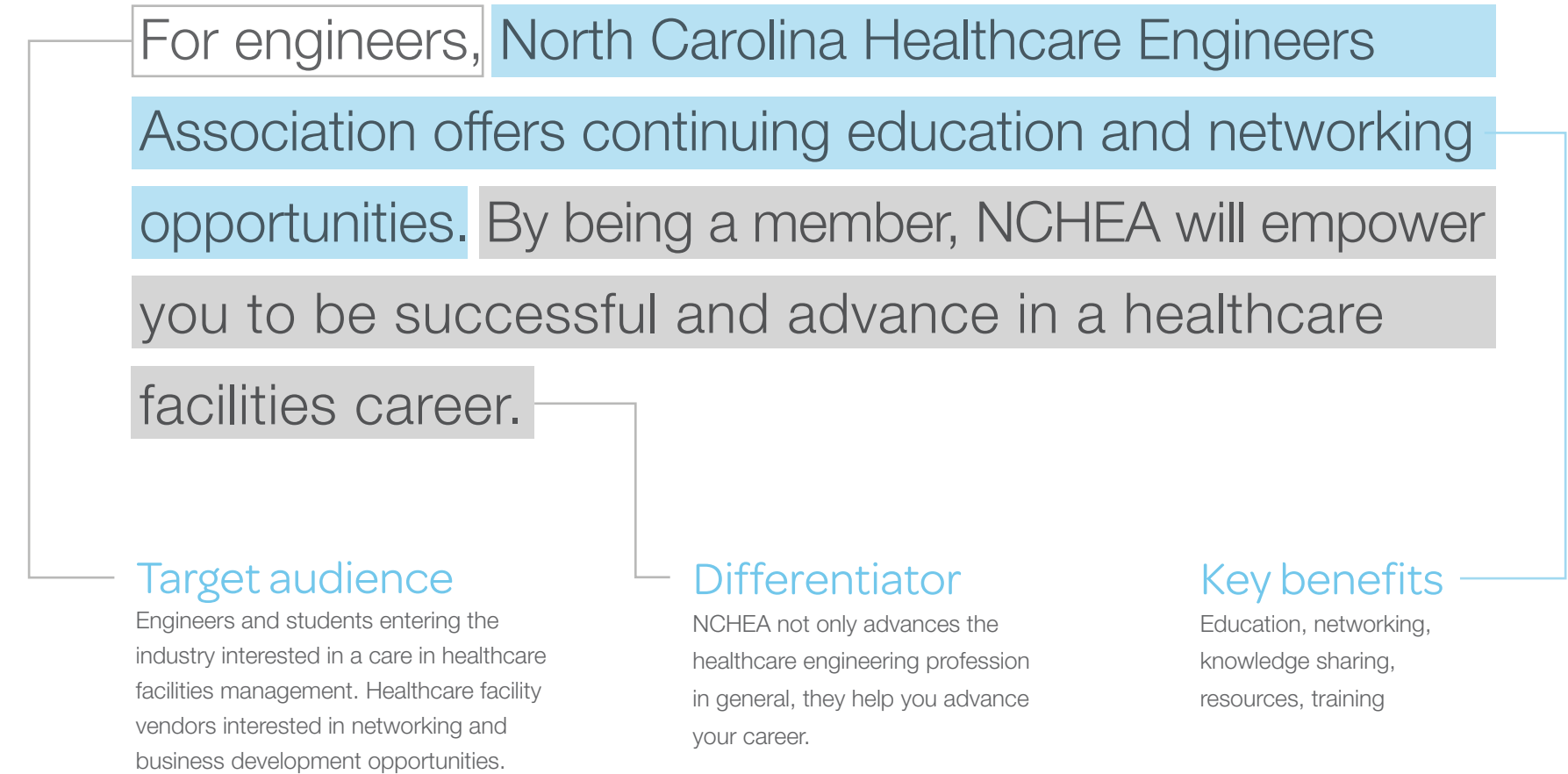
How does the brand sound?



How does the brand look?



Brand platform breakdown

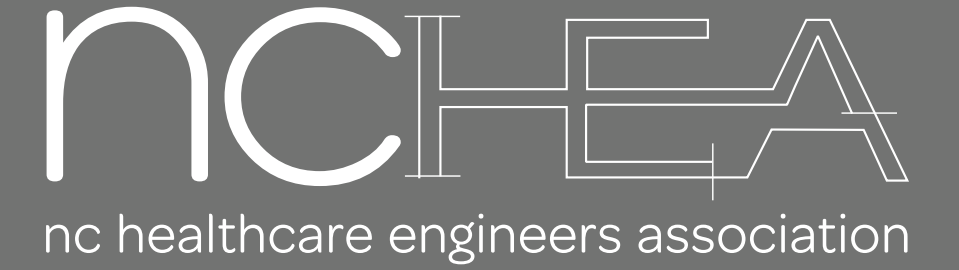


Logo usage



Reversed logo

The logo must be reversed out of the background when the value of the background is more than 30% or provides no contrast with PMS 424, PMS 298 or PMS 297 in the logo.



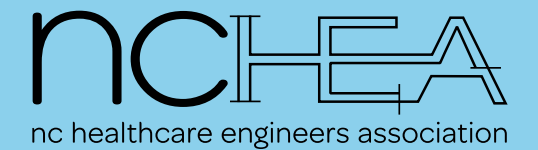
Single-color logos

All elements can be used as the same color or dropped out to white when printed with limited ink colors. If the ink colors are not part of the NCHEA palette, it is preferable to use black, gray or a drop out to white.

About our new logo

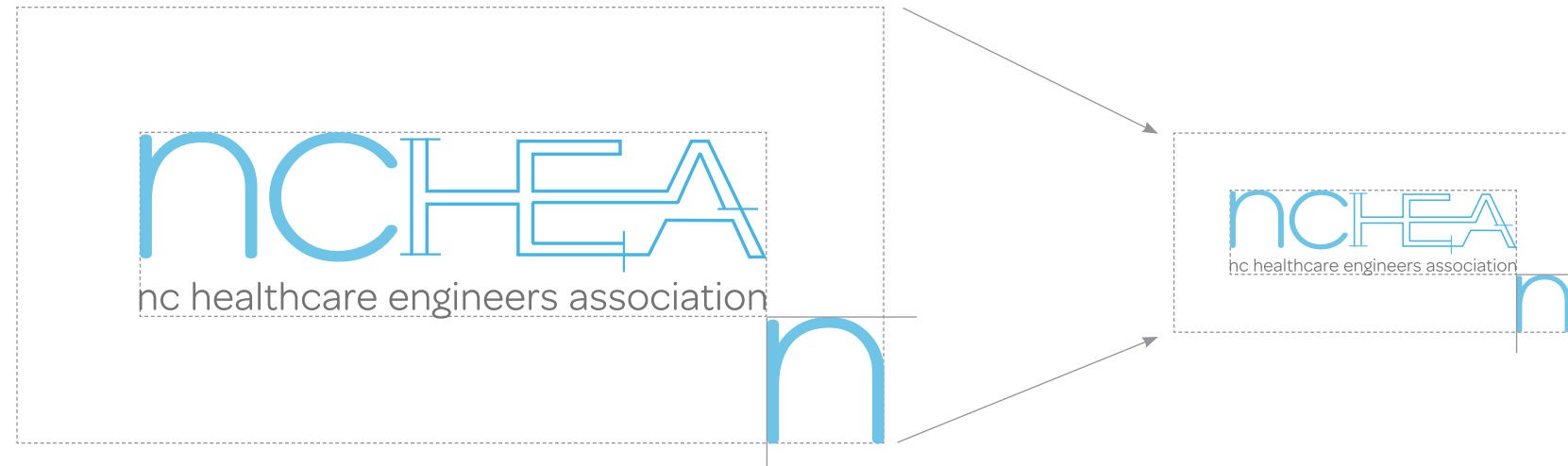
Our logo features solid NC and HEA outlined in an architectural style. (Evocative of Structure, Balance and Form. The logo can be used in its spot, three-color version or the press-ready, four-color version. Single color versions should be used in one-color applications.

- The NC section of the icon must always be PMS 297, unless it is reversed out to white on a dark background. The HEA section is always PMS 298. PMS 298 is slightly darker to balance the logo.
- The text under the mark, “nc healthcare engineers association,” should always stay aligned left and right under the icon. This text should always be PMS 424, unless it is reversed out to white on a dark background.



Restricted space

The empty space around the logo must be the height of the initial “n” in the NCHEA mark. This empty space will be applied to the logo during any use and at any size specified within these guidelines.



Tagline

The tagline is a separate element from the NCHEA logo and should never be used as a “lock-up” with the NCHEA logo. This text can be any of the NCHEA colors, dropped out to white, or black. It can also be stacked as shown here or used as a single line of text.

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Using the logo on a background

It is preferred that the color logo only be used on white or light tints of the NCHEA colors. When using the color logo on a background, avoid using the logo on colors outside of the NCHEA color palette or full-color photographic images. You may use the logo over photographic images if at least 30% contrast still exists with all elements of the logo and the restricted area is maintained. There needs to be sufficient contrast between the background color and the logo color at all times. If the contrast and readability of the logo becomes an issue, you must use one of the single color options. Never change the colors of the logo to make it work on a background outside of the NCHEA color palette. Bad practices like these weaken the integrity of the brand.

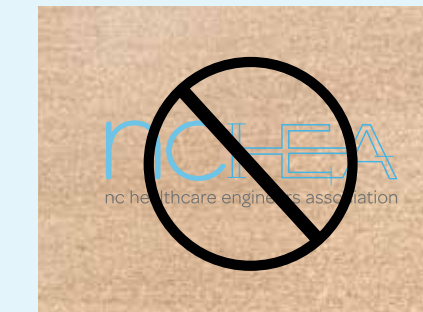
Never use the color logo on colors outside of NCHEA color palette.



Never use the logo on complex background images.



No. Insufficient contrast.



Yes. Logo restricted space and color contrast are maintained.



Never change the color of the logo.



Yes.



Yes.



No. Insufficient contrast.



Scaling the logo

The logo element must stay 100% in proportion. Never stretch the logo horizontally or vertically. Scaling the logo out of proportion changes the appearance of the logo as well as decreases readability.



The logo should never appear is smaller than 1 inch wide. Any smaller will compromise the logo's readability.



Please remember

- When reversing the logo out of a solid background, the whole logo should be white.
- Incorporate empty space around the logo. This promotes readability.
- Always use the logo in its original arrangement.

Never

- Reduce the logo smaller than 1.0 inches.
- Use the logo on background colors outside of the NCHEA color palette.
- Use the logo on complex photographic images.
- Change the colors of the logo.
- Stretch or scale the logo.

Color usage

The color palette is a brand element that further defines the NCHEA logo. The consistent use of these colors will help to strengthen the brand. The secondary colors relate directly to headlines, call-out copy and graphics. You may use tints/screens of any of the colors.

Primary



PANTONE 297	C 52 M 4 Y 2 K 0	R 108 G 197 B 233	6cc5e9
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PANTONE 298	C 65 M 10 Y 1 K 0	R 61 G 181 B 230	3db5e6
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PANTONE 424	C 57 M 47 Y 48 K 14	R 112 G 114 B 113	707271
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Secondary



PANTONE 367	PANTONE 121	PANTONE 144	PANTONE 724	PANTONE 302
C 40 M 0 Y 81 K 0	C 1 M 13 Y 77 K 0	C 2 M 54 Y 100 K 0	C 30 M 72 Y 100 K 24	C 100 M 74 Y 40 K 32
R 163 G 213 B 95	R 254 G 216 B 87	R 242 G 139 B 0	R 148 G 79 B 17	R 0 G 58 B 93
Web a3d55f	Web fed857	Web f28b00	Web 944f11	Web 003a5d

Please remember

- Use the primary color palette for all corporate messaging.
- Use the secondary color palette for headlines, bullets, graphics and bold copy points.

Never

- Use screens of black to replace Pantone 424.

Font usage

The NCHEA brand utilizes multiple fonts for different usages. See below for a guide to using fonts for NCHEA materials.

Display and headlines

Omnes Regular

Headers and subheaders

Omnes Light

Body copy

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 75 Bold

Web and internal communications i.e., PowerPoint

Arial Regular

Arial Bold

Example

The paragraph below illustrates how all of the fonts can be used together in a layout or paragraph.

Cabor aut apere ipsapient Omnes Regular

Sedit et as sequatendae maxim Omnes Light

Borum harum, quis alit omni niscia voluptusam laciliqui od eium solupta dolor mo officii doluptaeste sam quis maximusapedi blant arit rem expere blaborrovid ea dolupta quodit litam asperro que eati sequatibus moloratem ut eos de cumquis nobit, con plibus dusdae sundaepel ma dolut ulpa volora sanditate odit re cum as a que sum imintiasint. Borum harum, quis alit omni niscia voluptusam laciliqui od eium solupta dolor mo officii doluptaeste sam quis maximusapedi blant arit rem expere blaborrovid ea dolupta quodit litam asperro que eati sequatibus moloratem ut eos de cumquis nobit, con plibus dusdae sundaepel ma dolut ulpa volora sanditate odit re. Helvetica Neue 45 Light

Us. Nequam ratur simi, in explab is dolo Helvetica Neue 75 Bold

- Borum harum, quis alit omni niscia
- Borum harum, quis alit omni niscia Helvetica Neue 55 Roman
- Borum harum, quis alit omni niscia

Please remember

- Make sure there is plenty of leading between headlines and subheads.
- Use Arial only for digital/web applications.

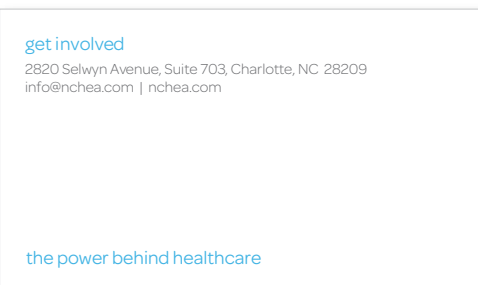
Never

- Use fonts other than the fonts specified in this usage guide.
- Tint/screen fonts with colors from the secondary palette.
- Use fonts within the system for uses other than specified.
- Use multiple secondary colors per text block.

Brand usage

The NCHEA logo can be used to increase brand awareness in a number of ways. Keep the space surrounding the logo clear and the background solid so it is easy for other people to read.

Identity



2820 Selwyn Avenue, Suite 703, Charlotte, NC 28209 | nchea.com

the power behind healthcare

Baseball hat



Coffee mug



T-shirt



