



Brand Identity
Guidelines
2017



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The Gilchrist brand identity

The new Gilchrist brand identity was created to eliminate the word “Services” from the organization’s name, to communicate that Gilchrist offers more than hospice care, to make the brand more informal, approachable, and patient-focused, and to signal change with a logo that respects the past while focused squarely on the future.

FROM



TO





Brand Assets

The Gilchrist logo

The Gilchrist logo consists of the wordmark of letters rendered in custom Whitney and Museo Sans typefaces, and the stylized leaf above the letter “i”. Alternate versions of the logo include lock-ups with Gilchrist’s three service lines, with the tagline, and with individual service lines.

gilchrist

Logo lock-ups



Logo variations

	Print (300dpi/CMYK/Spot)	Screen (72dpi/RGB/Hex)	Usage
<p>Core logo</p>	<p>gilchrist-logo-core-clr-lg-cmyk.eps</p> <p>gilchrist-logo-core-clr-lg-cmyk.tif</p>	<p>gilchrist-logo-core-clr-lg-rgb-72.jpg</p> <p>gilchrist-logo-core-clr-lg-rgb-72.png</p>	<p>Primary usage</p>
<p>With tag line</p>	<p>gilchrist-logo-tagline-clr-lg-cmyk.eps</p> <p>gilchrist-logo-tagline-clr-lg-cmyk.tif</p>	<p>gilchrist-logo-tagline-clr-lg-rgb-72.jpg</p> <p>gilchrist-logo-tagline-clr-lg-rgb-72.png</p>	<p>Alternate usage</p>
<p>Service lock-up: All</p>	<p>gilchrist-logo-all-serv-clr-lg-cmyk.eps</p> <p>gilchrist-logo-all-serv-clr-lg-cmyk.tif</p>	<p>gilchrist-logo-all-serv-clr-lg-rgb-72.jpg</p> <p>gilchrist-logo-all-serv-clr-lg-rgb-72.png</p>	<p>Alternate usage</p>
<p>Service lock-up: Counseling & Support</p>	<p>gilchrist-logo-c-and-s-clr-lg-cmyk.eps</p> <p>gilchrist-logo-c-and-s-clr-lg-cmyk.tif</p>	<p>gilchrist-logo-c-and-s-clr-lg-rgb-72.jpg</p> <p>gilchrist-logo-c-and-s-clr-lg-rgb-72.png</p>	<p>Service line usage</p>
<p>Service lock-up: Elder Care</p>	<p>gilchrist-logo-elder-clr-lg-cmyk.eps</p> <p>gilchrist-logo-elder-clr-lg-cmyk.tif</p>	<p>gilchrist-logo-elder-clr-lg-rgb-72.jpg</p> <p>gilchrist-logo-elder-clr-lg-rgb-72.png</p>	<p>Service line usage</p>
<p>Service lock-up: Hospice Care</p>	<p>gilchrist-logo-hospice-clr-lg-cmyk.eps</p> <p>gilchrist-logo-hospice-clr-lg-cmyk.tif</p>	<p>gilchrist-logo-hospice-clr-lg-rgb-72.jpg</p> <p>gilchrist-logo-hospice-clr-lg-rgb-72.png</p>	<p>Service line usage</p>

Logo clear space

The logo has clear space based on the width and height of the letter 'g'. Make certain to keep all design elements outside of the logo's prescribed clear space.



Logo usage

DO use the approved Gilchrist logo from the approved logo files.



DON'T stretch or skew the logo.



DON'T use a color other than Green 363 for the logo.



DON'T make the entire logo one color unless reversed to white.



DON'T reposition the leaf.



DON'T use a color other than the specified gray for the tag line or service lines.



DON'T change the color of the leaf.



DON'T use shading or special effects.



DON'T change the wording of any lock-up.



DON'T turn the logo on its side.



The Star icon

The Star icon was created for the identity system using a dynamic pattern of five stylized leaves. It may be used in a variety of ways, as indicated on the following page.



Full color



Cool Gray 1 or 20% black



Knock-out white



Black

Using the Star icon



Lock-up with service line



Lock-up with non-profit descriptor



Call-out device for photo or text



Stand alone signature



Watermark

Typography

Museo Sans and Georgia are the required sans-serif and serif typefaces for marketing collateral and designed materials. Calibri and Garamond are the required typefaces for everyday PC and MAC-compatible MS Office applications, including email.

Typefaces for designed marketing collateral

Museo Sans 300	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz0123456789
Museo Sans 500	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz0123456789
Museo Sans 700	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz0123456789
Museo Sans 900	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz0123456789
Georgia	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz0123456789

Typefaces compatible with Mac and PC MS Office applications

Calibri	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz0123456789
Garamond	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz0123456789

Color

The Gilchrist color palette is defined by the distinctive use of the green color palette. Dark, medium and light gray, and a complementary blue and deep purple, complete the color system.

<p>Medium Green Pantone 363 C C6 M97 Y100 K1 R225 G38 B28 Web #e1261c</p>	<p>Bright Green Pantone 360 C C57 M47 Y48 K14 R112 G114 B113 Web #707271</p>	<p>Dark Green Pantone 357 C C57 M47 Y48 K14 R112 G114 B113 Web #707271</p>	<p>Lime Green Pantone 374 C C31 M24 Y25 K0 R177 G180 B179 Web #b1b4b3</p>
<p>Cool Gray 1 C58 M4 Y2 K0 R85 G193 B233 Web #55c1e9</p>	<p>Cool Gray 6 C58 M4 Y2 K0 R85 G193 B233 Web #55c1e9</p>	<p>Cool Gray 10 C58 M4 Y2 K0 R85 G193 B233 Web #55c1e9</p>	
<p>Blue Pantone 7701 C C100 M58 Y21 K4 R0 G96 B156 Web #00609c</p>	<p>Deep Purple Pantone 299 C80 M18 Y0 K0 R0 G161 B224 Web #00a1e0</p>		

Pattern

Two repeating patterns using the stylized leaf may be used as backgrounds and other design elements. Patterns should always be rendered in Cool Gray 6 at a low 10-20% tint (depending on application) or as white knocked out of a gray background.

Cool Gray 6 (used at 10 -20% tint depending on application)



White knocked out from background



Imagery

The Gilchrist brand tonality is patient-centered – clear, straight-forward, and approachable. To the extent possible, photography should reflect this tonality and celebrate life, human relationships, and family. It should not feel “institutional”. Rather, photography should be happy and positive, focusing on people, not on illness.





Illustrative Applications

Business card



Cathy Hamel
President

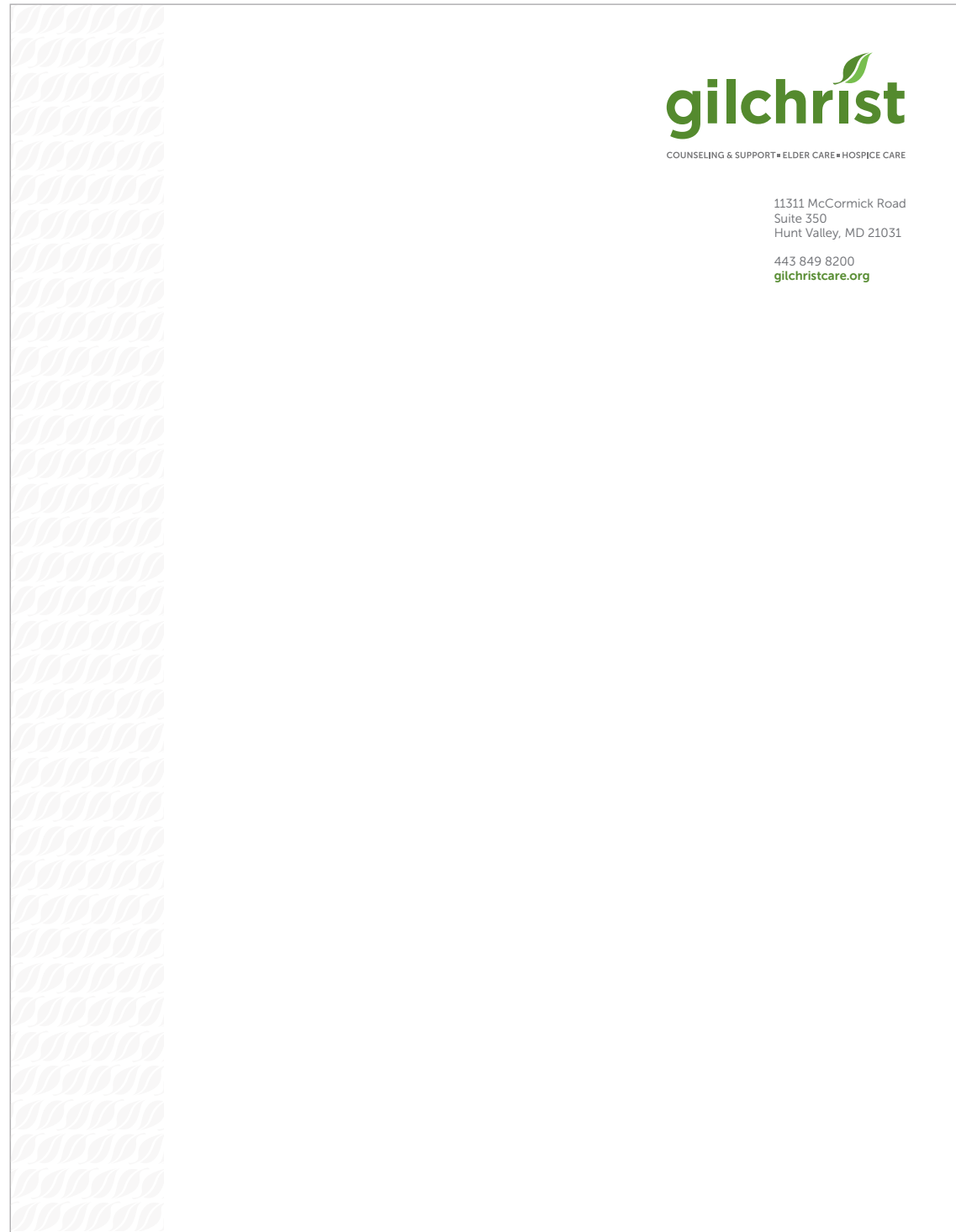
T 443 849 8204
M 301 529 9345
chamel@gilchristcare.org
gilchristcare.org

11311 McCormick Road
Suite 350
Hunt Valley, MD 21031

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Stationery



Letterhead page 1



Letterhead page 2

Folder



Front cover

Back cover



Inside





Cover



Inside spread



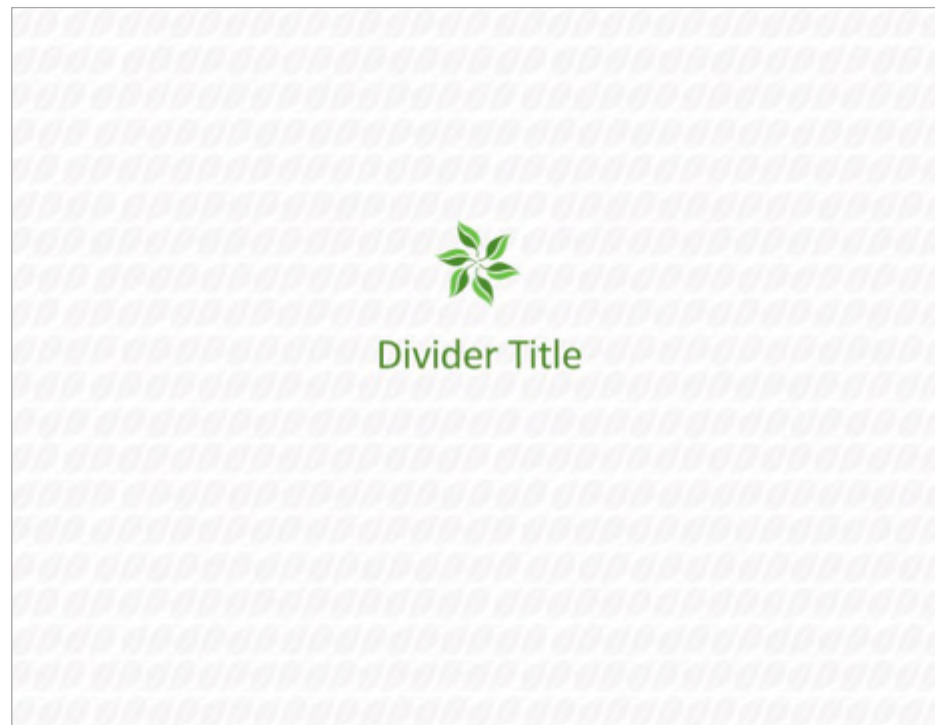
Website



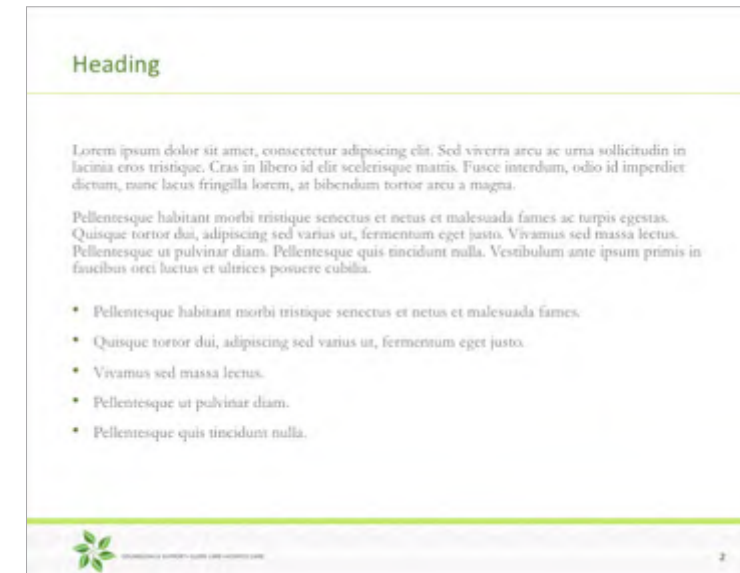
Powerpoint



Title slide



Divider slide



Text slide

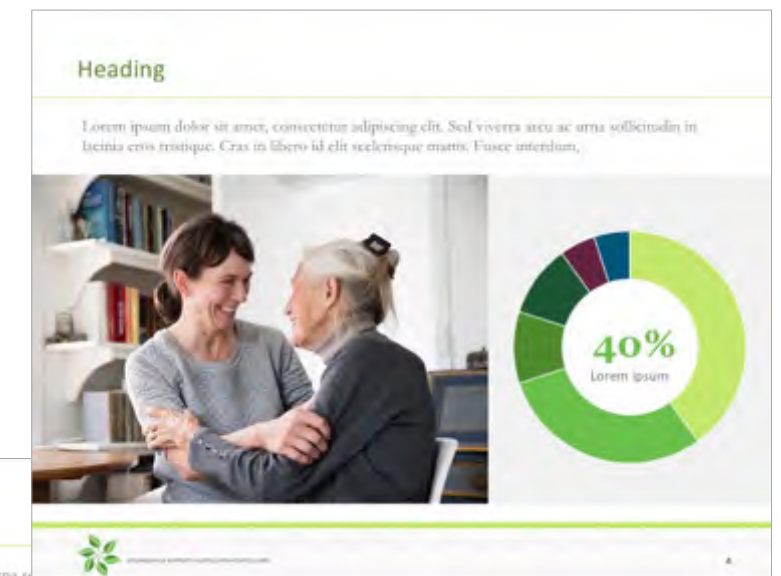


Photo & data slide



Bar graphs slide

Logo apparel



gilchrist
INFORMED CHOICES. BETTER CARE.

These guidelines provide design and creative direction for the proper usage of the Gilchrist logo and brand identity system. Please use all art files provided, and direct any questions to Gilchrist marketing.

Designed and written by Rafkin & Company.
www.rafkin.com



COUNSELING & SUPPORT ■ ELDER CARE ■ HOSPICE CARE

GILCHRIST
A NON-PROFIT ORGANIZATION

11311 McCormick Road, Suite 350
Hunt Valley, MD 21031
gilchristcare.org