B R A N D  S T A N D A R D S  G U I D E

Living Every Moment™

Hospice of the Valley™
Our Brand Identity

Hospice of the Valley exists to support patients and their families during one of life’s most challenging – yet most meaningful – times. As a serious illness progresses and limitations become more apparent, patients and families realize that every moment is precious.

At Hospice of the Valley, we work to help patients and families enjoy life to the fullest of their abilities, helping them create more cherished moments and memories together. We also honor their wishes, providing support they need to live each day with dignity and hope for a better tomorrow.

Patients and families rely on us not only for our expertise in matters pertaining to serious illnesses and end-of-life care, but also for our unflagging compassion and respect for their unique situations. This balance of professional skill and personal concern should be evident in every interaction they have with our organization: from the way we answer the phone, to how we talk face-to-face, to the feel of our communications materials.

Consistency is the cornerstone of successful branding. Think of the community getting to know our brand the same way you become familiar with a person you’ve just met. Through repeated interactions, you learn what they are like and what you can expect from them in the future.

This is why each individual element of Hospice of the Valley’s communications must be consistent, speak in the same tones, and demonstrate the same combination of specialized medical care as well as expert emotional and spiritual support.

Remember, not every person will see each piece of communication from us. What may seem repetitive to you will be fresh and new to people throughout the community.

They may see our website today and two months later see a brochure or newsletter. Consistency in the look, tone and feel of every piece of communication will help ensure the greatest synergy among the elements, creating a stronger, more identifiable brand.

The Brand Standards Guide details the primary components that compose Hospice of the Valley’s communications. You’ll find specifics about logo usage, color, type fonts and more.

Be very persistent in sticking to these standards, every time. Persistence builds consistency. Consistency builds a strong brand. A strong brand builds the recognition that draws more patients and families to us for the help they need.
Our Brand Overview

Hospice of the Valley wants our community to know that the challenging times of a serious illness and even life’s final months can be highlighted with many positive experiences – connecting with family and friends, recalling fond memories, the joys of reflecting on lives well-lived.

Our logo and themeline have been crafted as an outward reflection of our internal commitment to help patients and families embrace life, supported by our vast range of knowledge and expertise.

The logo icon is an intersection of three lines that form the shape of foothills and a valley, reflecting a strong sense of place. With three lines, the design is infused with appropriate symbolism. Many aspects of our expertise can be represented by combinations of three: physical, emotional and spiritual care; palliative care, hospice care and grief support; care, compassion and companionship, to name just a few trios. The intersection of the lines also reflects the integration of our various aspects of care.

The icon lines look like brush strokes with varying degrees of thickness – elements that convey a very human touch. In addition, the lines represent different paths of individualized journeys for each patient and family.

Two of the logo colors – a life-affirming green and earthy orange – are tones from the warm color spectrum, representing our organization’s values and nurturing qualities. The third color, a vivid blue, suggests the sky, aspiration and innovation.

The themeline – Living Every Moment™ – is a brief, direct statement of our philosophy. Everything we do is geared to help patients and families make the most of their time and live life the way they desire. Many letters that families write to us describe how Hospice of the Valley enabled them to go on living moment by moment with fulfillment.

Together, our logo and themeline are vital elements of our brand identity as well as our brand personality – offering an integration of expertise and compassion with the purpose of helping others enjoy Living Every Moment for as long as possible.
Logo and Color Usage

LOGO USAGE
The logo height and width must always be used in the same proportion; do not stretch the logo. The logo should never appear smaller than 1.5". See second example to the right.

NOTE: The logo should be used in color except when used in one- and two-color print items or collateral. Other color logo details are on page 4.

OFFICIAL LOGO AND CORE COLORS
The full-color logo and core colors are composed of the following:

- “Hospice of the Valley™” appears in Pantone® 7496 (meadow green).
- The pieces of the logo graphic are made up of the following colors: the hill appears in Pantone 7496 (meadow green), the valley appears in Pantone 145 (golden) and the sky appears in Pantone 633 (blue).

COLOR GUIDELINES
- Primary colors are used within the logo and the majority of color accents on pieces.
- Secondary colors are used sparingly for additional accent of color to support the brand personality.
- Text is set in Pantone Warm Gray 11.

Pantone® is a registered trademark of Pantone, Inc.
Optional Logo Usage

ONE-COLOR LOGO USAGE
The green logo is to be used only as a one-color application on collateral or giveaway items printed in two-color. The logo height and width must always be used in the same proportion; do not stretch the logo. The logo should never appear smaller than 1.5” at the edge of “Hospice of the Valley.” See second example to the right.

ONE-COLOR GUIDELINES
The logo is composed of the following:

- “Hospice of the Valley™” appears in Pantone 7496 (meadow green).

- The pieces of the logo graphic are made up of the following colors and screens: the hill appears in 100% Pantone 7496, the valley appears in 40% Pantone 7496 and the sky appears in 65% Pantone 7496.

BLACK & WHITE LOGO USAGE
The black logo is to be used only on black and white print items, collateral or giveaway items.

BLACK & WHITE COLOR GUIDELINES
The logo is composed of the following:

- “Hospice of the Valley™” appears in 100% black.

- The pieces of the logo graphic are made up of the following colors and screens: the hill appears in 100% black, the valley appears in 35% black and the sky appears in 70% black.
ThemeLine

THEMELINE USAGE
The "Living Every Moment™" themeline is to be used separately from the logo. The themeline should be used with an image that visualizes a person living their life the way they desire. The themeline can be used as a headline or a footer to a brochure. See samples at right.

THEMELINE COLOR
The themeline can be composed of the following:
- "Living Every Moment™" in Pantone Warm Gray 11 or four-color process (C-0, M-17 Y-34, K-62).

THEMELINE FONT
The themeline font is Avant Garde Gothic Book and the tracking is set to 110.

TRADEMARK SYMBOL
Our organization’s name in the logo design and our themeline – Living Every Moment™ – must include a superscript “TM” at the end. This is a trademark symbol – a specialized mark that indicates the adjoining design or combination of words should not be copied or used without permission. If another organization uses the same or very similar design or combination of words in a way that may cause confusion about which organization it represents, that is an illegal act. Protecting our logo and themeline with a trademark will prevent others from imitating our brand.
Font Usage

PROMOTIONAL PIECE HEADLINES
Avant Garde Gothic Book and Demi. Used no larger than 28 pt. in 100% Pantone 7496 (meadow green). The text is proportionately spaced according to width available.

SUB-HEADLINES
Avant Garde Gothic Book and Demi. Used no larger than 14 pt. in 100% Pantone 7496 (meadow green).

BODY COPY
In print and collateral components is Avant Garde Gothic Book. Used no larger than 10 pt. in 100% Pantone Warm Gray 11.

CALL-TO-ACTIONS
Avant Garde Gothic Demi – on all pieces. Used no larger than 10 pt. in 100% Pantone Warm Gray 11. The phone number uses a period after the area code and after the first three numbers.

COPYRIGHT LINES
Avant Garde Gothic Book. Used no larger than 6 pt. in 100% Pantone Warm Gray 11.

ALTERNATE FONT
Corbel font is to be used when primary font Avant Garde Gothic isn’t available. It should be used in the same weights, point sizes and colors listed above.

To learn more, call 408.559.5600 or visit hospicevalley.org.

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Letterhead

The role of the letterhead is to provide an appropriate “first impression” of our brand.

A Microsoft® Word template for producing letters can be found on the Hospice of the Valley server. The font used on letters is 12/13 pt. Garamond Regular.
Do Not Deviate From This Guide

For brand consistency, it’s imperative to stick to the usage rules provided. We all must adhere to the exact logo design, fonts, sizes, proportions and colors described.

When creating any new communications materials using these brand standards, you must have approval from the Marketing Department on the final design before printing, publishing or posting on the Internet.

For approval of new materials – or if you have questions regarding specific treatments or any situations not addressed in this Guide – please contact:

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