



2023



NPHI Brand Guidelines



National Partnership
for Healthcare and
Hospice Innovation



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I Brand Positioning



Grace Under Pressure

Caring for the aging and ill is heroic. Doing it in a healthcare landscape that too often incentivizes the wrong things at the wrong time is herculean. Fortunately, we've had a lot of practice doing it the right way in communities across the country.

From illness to aging to end of life, we are the experts that know how to deliver elite care in chaotic circumstances. Private equity and for-profit networks focus on low-cost, high-value patients. We focus on people.

We've seen it all. We're the architects of care in the home. And only we have the expertise to lead a transformation in healthcare.

To the complex care ecosystem,
NPHI is
the trusted authority
that offers values, vision, and expertise
because people shouldn't have to carry
the burdens of declining health alone

Brand Personality: We are...

TRUSTED

COURAGEOUS

VISIONARY

100 Members Strong





II Visual Brand

Logo

New Logo

The NPHI logo is already well established and recognized in the market. For this brand refresh, the logo has been simply updated to reflect the new color palette.

The logo is displayed in two variations. A green logo for white and light colored backgrounds and a white logo for green and dark colored backgrounds.

The logo has both the lettermark, which is the initialism of the company name, as well as the full company name as the wordmark. There are certain use cases in which the lettermark is used alone to represent the brand.

wordmark



lettermark



wordmark



lettermark



Logo

Variations

This logo variation can be used in certain use cases. In the instance where a sub-brand needs to be separate and distinguishable from the main brand, this logo can be used to show that the sub-brand is still a part of NPHI.



Acceptable Usages

The logo must be represented in a specific way to maintain consistency across the range of internal communications, web materials, as well as promotional materials and advertisements.

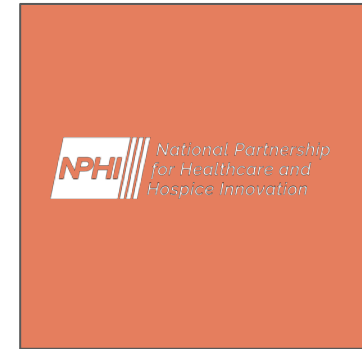
Since there is a wordmark and a lettermark in the NPHI logo, the acceptable usages of the three variations of the logo depend on the background colors that allow for the most legibility.



✓ USE PRIMARY LOGO



✓ USE WHITE LOGO ON GREEN BACKGROUND



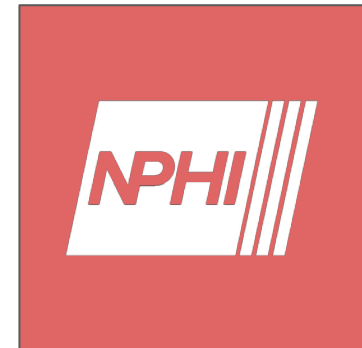
✓ USE WHITE LOGO ON COLORED BACKGROUND



✓ USE WHITE LOGO ON GREY BACKGROUND



✓ USE GREEN LETTERMARK ON WHITE BACKGROUND



✓ USE WHITE LETTERMARK ON COLORED BACKGROUND

Unacceptable Usages

Incorrect usages of the logo include changing the logo colors or adding a colored outline. The colors are intentional and important for consistency and distinctiveness.

The shape of the logo must also stay consistent. Variations in which the logo is stacked, distorted, or used without a background is considered incorrect usage.



X STACK THE LETTERMARK ON TOP OF WORDMARK



X RESIZE THE LETTERMARK OR WORDMARK



X CHANGE LOGO COLORS FROM GREEN OR WHITE



X USE AN OUTLINE/STROKE ON THE LOGO



X REARRANGE OR MOVE THE LOGO SHAPES



X ROTATE OR FLIP THE LOGO

Logo

Social Media Profile Pictures and Icons

In the case of social media, these logos can be used as profile pictures. They have been adapted for use on social media platforms with round profile pictures. For cases with a rectangular social media profile image, the mail logo lettermark can be used.

The logos that do not have a background are meant to be used for cases where the logo is needed in a simple icon format. They can be seen in headers or footers of documents, or on NPHI presentation decks.



Social media icon



Document icon

Logo

Alternative logos for specific sub-brands

In some cases, there are NPHI logos that exist for specific purposes. In many cases, the logos already exist in the previous brand and have been refreshed with the new color and new line graphic element.

The logos are available in 2 colors: NPHI green, and white. The green logo may be used on light backgrounds and the white logo may be used on dark backgrounds. The logos are available in both PNG and JPEG format.

The logos are available in a small and large sizes, to assist with selection depending on use case. The logos labeled “small” are for cases where the logo is less than 1 inch in size. The logos labelled “large” are for cases where the logo is more that 1 inch in size.



color variation



small



large

Acceptable and Unacceptable Usages

Incorrect usages of the logo usually make the logo harder to read or feel disconnected from the brand. On the right are some things to avoid to make sure the logo is used correctly.

The logo should not be rotated or adjusted in color, transparency, or ratio. For logo formatting, use PNG logos in cases where the background is not green or white – as PNGs allow for better transparency than JPEGs. An example of this is also available on the right.



✓ USE PRIMARY LOGO



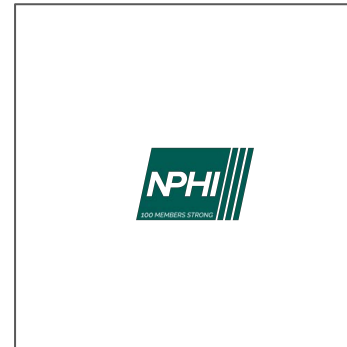
✓ USE WHITE LOGO ON GREEN BACKGROUND



✓ USE WHITE LOGO ON COLORED BACKGROUND



✗ USE THE MAIN LOGO WITH DIFFERENT TEXT TREATMENTS



✗ SIZE DOWN THE 'LARGE' LOGO UNTIL TEXT IS ILLEGIBLE



✗ USE JPEG LOGO ON DIFFERENT COLORED BACKGROUNDS

Color Palette

Primary and Secondary

The color palette has been refreshed to represent the brand in a new and more authoritative way. The green has been darkened and cooled to represent the strong and clean brand while still being consistent with the previous brand elements.

The main green color is also available at 80, 60, 40, and 20 percent tint for use in various graphic cases.

The secondary colors are light green, orange, and dark navy, all to be used as accents or to separate sub-brands such as the caregiver journey.



RGB: 0, 92, 82
CMYK: 100, 0, 11, 64
HEX: 005c52



80%
RGB: 66, 113, 105
CMYK: 72, 33, 53, 25
HEX: 427169



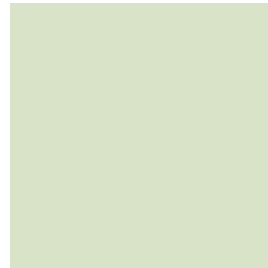
60%
RGB: 106, 138, 132
CMYK: 72, 33, 53, 25
HEX: 6a8a84



40%
RGB: 148, 168, 164
CMYK: 36, 17, 26, 12
HEX: 94a8a4



20%
RGB: 195, 204, 202
CMYK: 18, 18, 13, 6
HEX: c3ccca



RGB: 217, 227, 200
CMYK: 15, 4, 24, 0
HEX: d9e3c8



RGB: 229, 126, 94
CMYK: 7, 62, 65, 0
HEX: e57e5e



RGB: 22, 41, 54
CMYK: 88, 71, 54, 59
HEX: 162936

Typography

Raleway

The primary typeface for this brand is Raleway Light, which is a contemporary sans serif font. It is used for most headings. Raleway is highly legible and is a Google font. The heading text should be at least 14pt size.

In a few use cases, where the header and subheader text both appear at a large size, Raleway Light Italic may be used. Examples of this are large size posters and document cover pages. However, in smaller print, Lato Bold should be used as the subheader typeface.

Header

Raleway Light

abcdefghijklmnopqrstvw

xyz0123456789

Subheader

Raleway Light Italic

abcdefghijklmnopqrstvwxyz01

23456789

Typography

Lato

The second typeface is Lato, in both bold, normal, and light weights. It is used for most copy and smaller size text. The bold weight can be used for smaller headings or subheadings in section breaks. The subheading font size should be 11pt or larger. The body copy should be between 9pt and 11pt font size. Small text should be between 8pt and 9pt font size and is usually only used for references or sources.

Lato and Raleway can appear in the same document side by side as they are both sleek sans serif fonts. An example of this can be seen above in the heading and subheading for this slide.

Subheader

Lato - bold

abcdefghijklmnopqrstvwxyz0123456789

Body Copy

Lato - normal

abcdefghijklmnopqrstvwxyz0123456789

Small Text

Lato - light

abcdefghijklmnopqrstvwxyz0123456789

Photography

The photography of the NPHI brand is made up of two elements:

PEOPLE

NATURAL PROCESS



Photography Dos

Choose photography that represents the full spectrum of American society, including a good mixture of ethnicities, abilities, and age range.

Stylistically, try to find imagery with a touch of green or terra to make it fit the overall brand. The green used in the photography should be cool toned to match the NPHI brand colors. Alternative imagery representing fragility, natural textures, or passing of time are also acceptable.

Aim to include positive and/or hopeful elements in each image. Generally, images should be friendly, dynamic, diverse, emotional, natural, and as real as possible in order to well represent the NPHI brand.

Friendly



Dynamic



Emotional



Natural



Diverse



As real as possible



Photography Don'ts

The objective of the NPHI guideline is to create a visual branding that represents the complex care ecosystem and NPHI's role in it.

In order to remain distinct, as well as create a brand that is authoritative and instills hope, certain imagery should be avoided. This includes black and white photos, close-up shots of people's hands, staged emotional imagery, religious leading imagery, and afterlife symbolism.

Images displaying extreme suffering or dark and moody aesthetics should also be avoided. On the other hand, imagery should be grounded in reality without overly romanticizing the end-of-life stages. Aim to achieve a natural and realistic balance.

No black & white



No zoomed-in hands



No extreme suffering



Staged emotional imagery

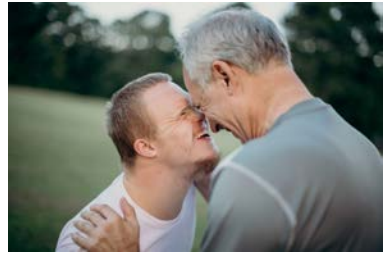


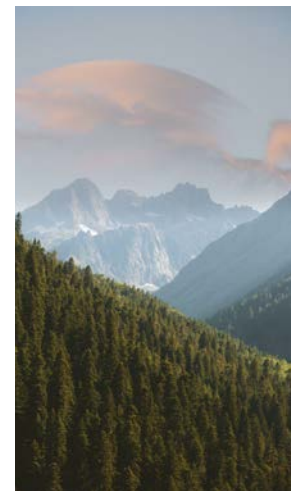
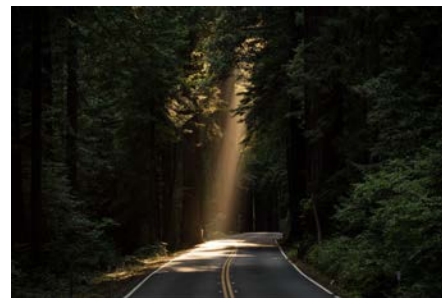
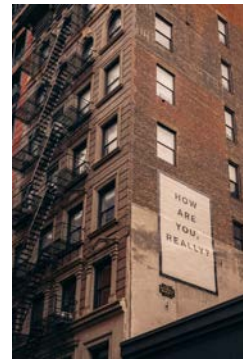
No religious leading imagery



No afterlife symbolism







Graphic elements

Blocked grid layout

The block grid layout is to be used as a visual treatment for main covers and section covers. Its shape may vary and its colors should follow the brand color palette. It is used for print materials.

The example on the right is the cover and Table of Contents of the NPHI 2023 Blueprint.

White Lines

White lines are used throughout the brand as a section break and tool to point the user toward relevant information. In many cases, white lines end in a circle shape to point toward the necessary information.

The example on the right displays this usage on the Table of Contents.



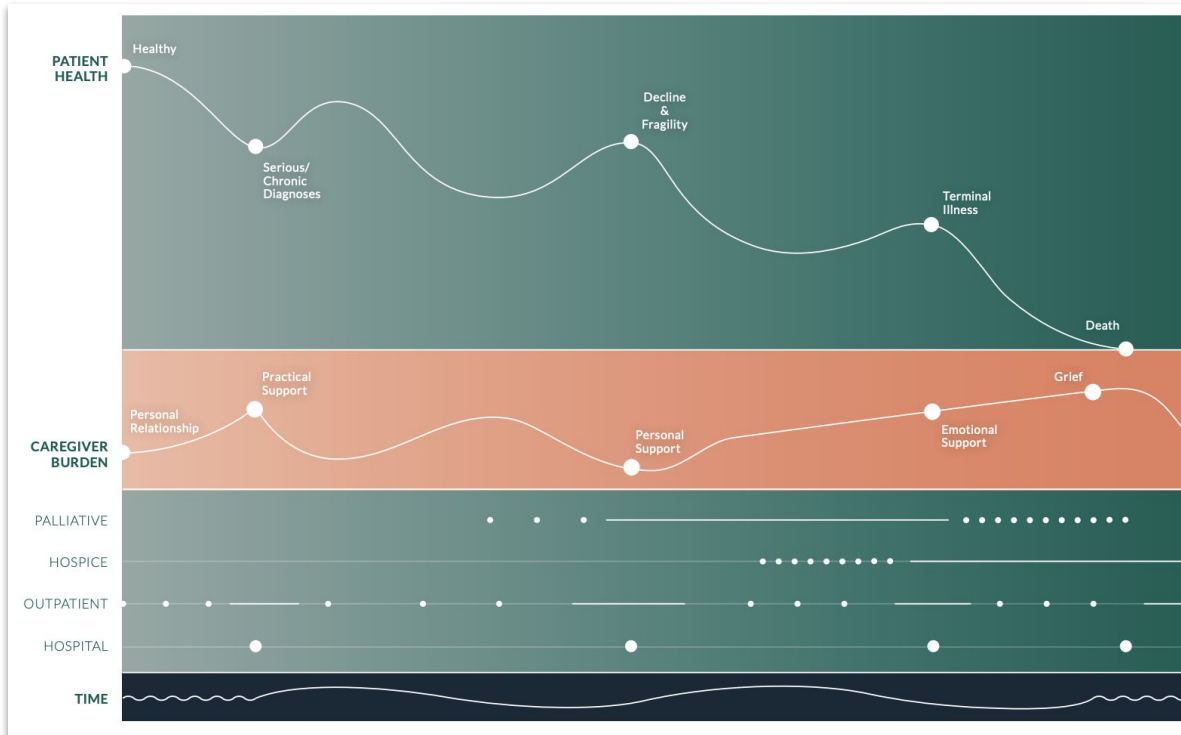
III

Print



Infographics

Patient Journey

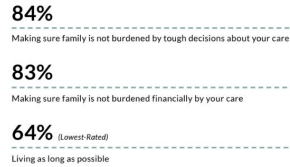


Infographics

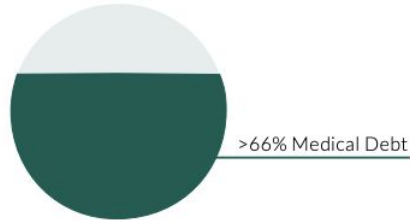
Bar Graphs and Pie Charts

Infographics are used in NPHI branding in order to highlight important data. They follow the brand color palette and are meant to contrast against a typically white background. They come in a variety of shapes and sizes in order to be visually appealing. Bar graphs and pie charts are the preferred template for simple data visualizations where a section break is needed and there is a lot of comparable data.

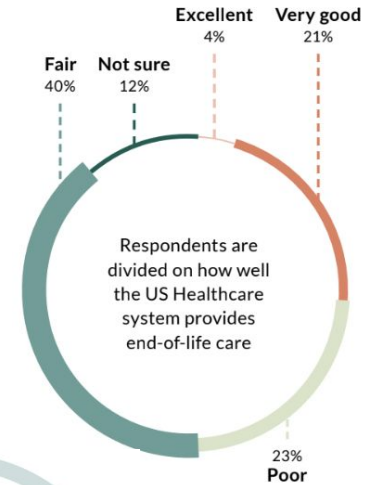
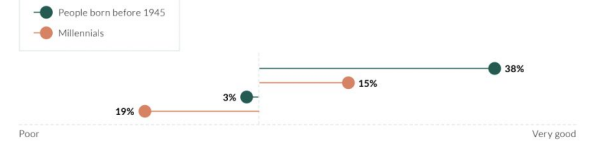
Thinking about the circumstances that might surround the end of your own life, how important is each of the following to you?



All Bankruptcies in the US



How do you rate the US healthcare system overall?

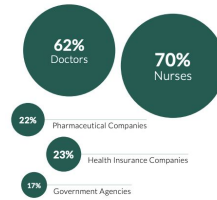


Infographics

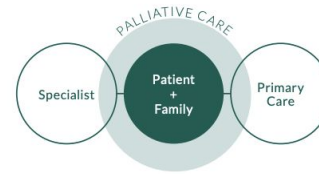
Abstract Bubble Charts

In cases where contrast between few data points is the main objective, bubble charts may be used to highlight differences. For abstract bubble charts, both full color as well as gradients can be used. Transparency can also be used in these cases but the colors must be at least at 30% so that they are visible.

How much do you trust the following?

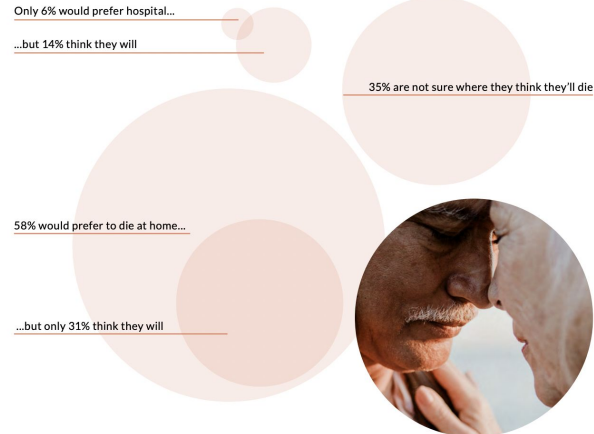


Integrated Care

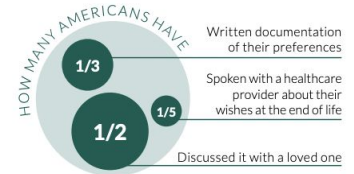
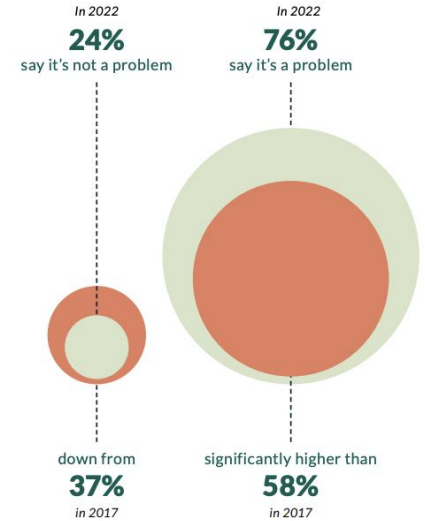


Where would you prefer to die?

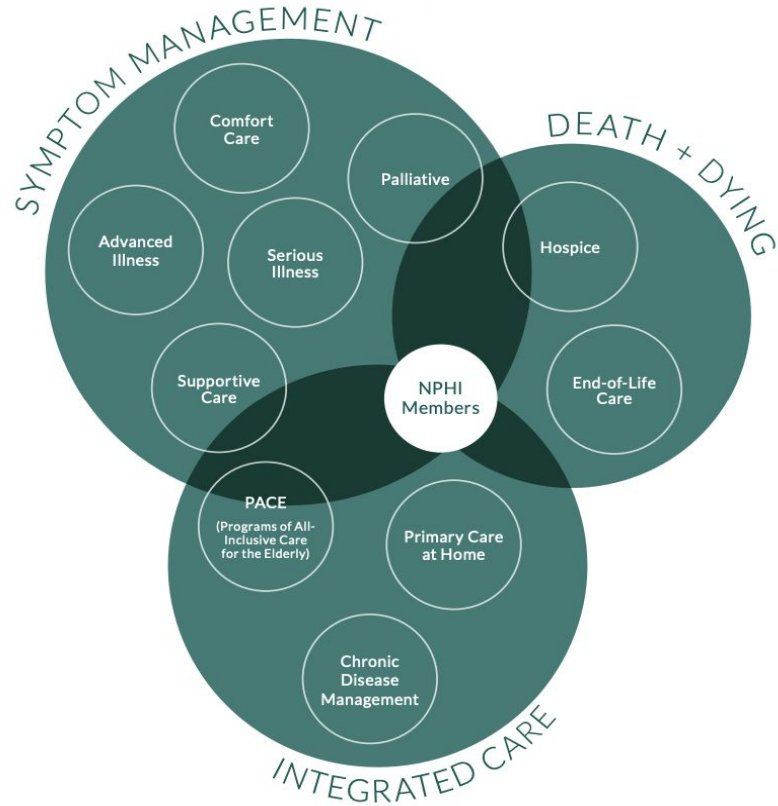
Where do you think you are most likely to die?



How much of a problem, if at all, is the growing number of older people in the US?



Top Concerns About Aging



Date here

Title here

"Quote goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras volutpat at augue nec dictum. Praesent sapien lectus, ultricies in porta in, accumsan ut massa. Suspendisse eu sodales nunc."

Table of Content

- 00 Chapter 1
- 00 Chapter 2
- 00 Chapter 3
- 00 Chapter 4
- 00 Chapter 5

I Chapter title

II Chapter title

III Chapter title

IV Chapter title

II Chapter title

Title here

Subtitle

Text here

Title here

Subtitle

Text here

Text here

Title here

Text here

XX%

Text here

XX%

Text here

XX%

Text here

XX%

Text here

Title here

Subtitle

Text here

Subtitle

Text here

Subtitle

Text here

Title here

Subtitle

Text here

Subtitle

Text here

Subtitle

Text here

Title here

Subtitle

Text here

"Quote goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras volutpat at augue nec dictum."

Name, location

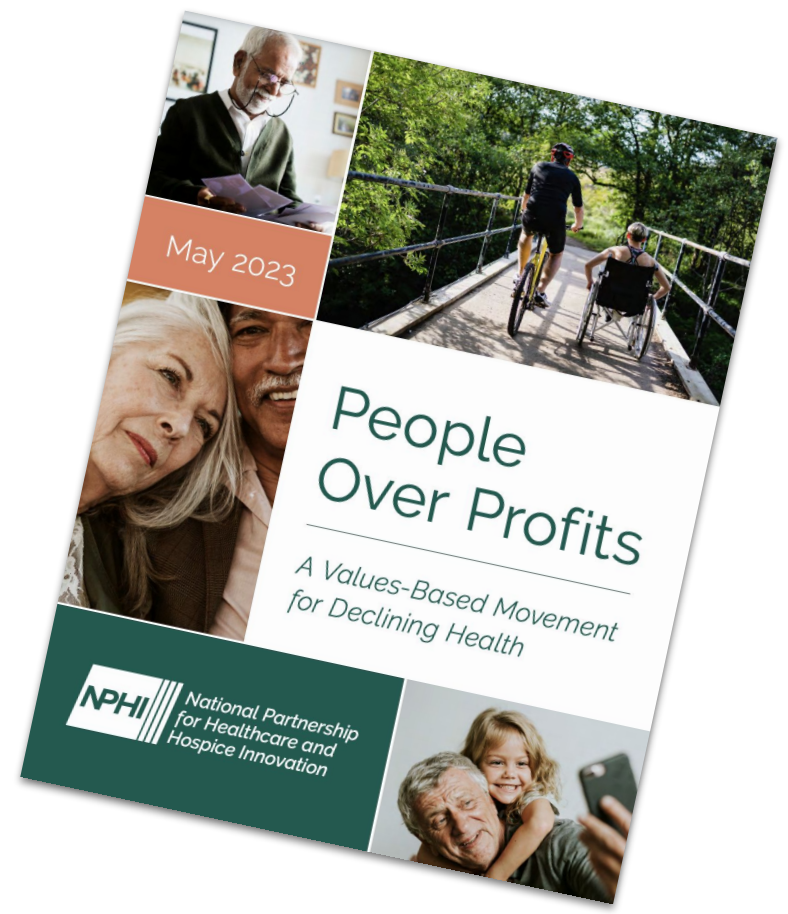
Thank you!

If you have any questions please contact: name@nphi.org

Printed Materials

NPHI Blueprint

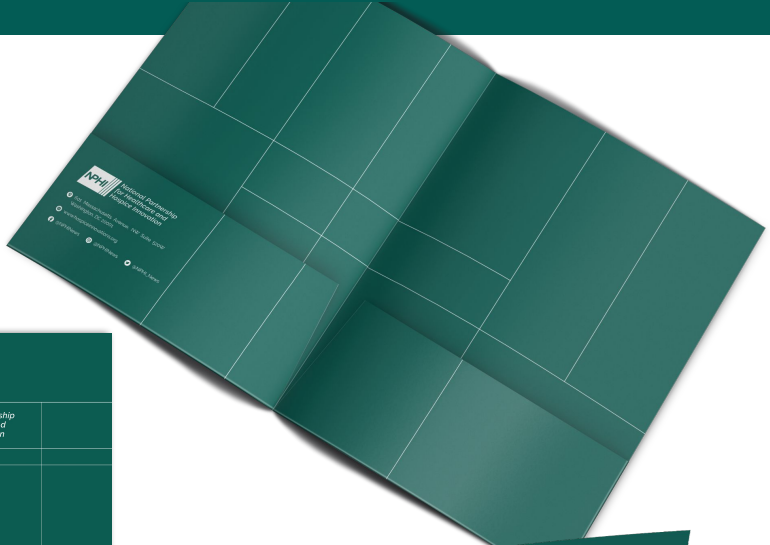
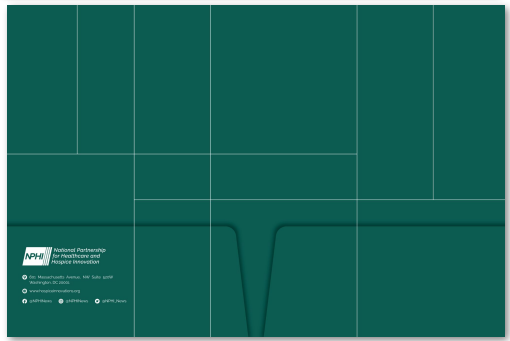
This blueprint was developed by the National Partnership for Healthcare and Hospice Innovation, in collaboration with Emergence Creative. This project was funded by NPHI's 100+ nonprofit, community-based members across the United States.



Printed Materials

Folder

The printed materials for the NPHI brand include the NPHI folder. This folder will be used at the summit and will contain supporting materials.





IV

Social



facebook



Tagline goes here in max. two lines.



National Partnership for Healthcare and Hospice Innovation

395 vind-ik-leuks · 455 volgers

Chatbericht sturen

Vind ik leuk

Zoeken

Berichten Info Vermeldingen Volgers Foto's Video's Meer

Intro

A partnership of non-profit, community-integrated, hospice, palliative, and advanced illness care pr

Pagina - Non-profitorganisatie

Washington D.C., DC, United States, Washington, District of Columbia

+1 844-438-6744

hospiceinnovations.org

Foto's

Alle foto's weergeven

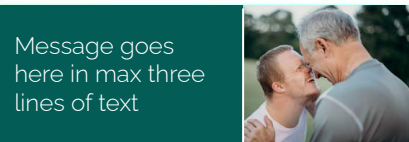


Berichten

Filters

National Partnership for Healthcare and Hospice Innovation

"As the only large scale national hospice pharmacy not owned by for-profit hospice owners or operators that often compete with NPHI members, Delta Care Rx shares NPHI's emphasis on community stewardship, first-rate clinical expertise, ethical decision-making, accountability, and real two-way partnerships," said the company's founder, president and COO Drew Mihalyo. "We know that together we can ensure high-quality, compassionate #hospicecare by mission-driven hospices for all... Meer weergeven



CTA goes here for example, in one long line: www.GOHERE.ORG

Leuk Opmerking plaatsen Delen

Schrijf een opmerking...



GENERAL



General brand visual



Announcement / linked post

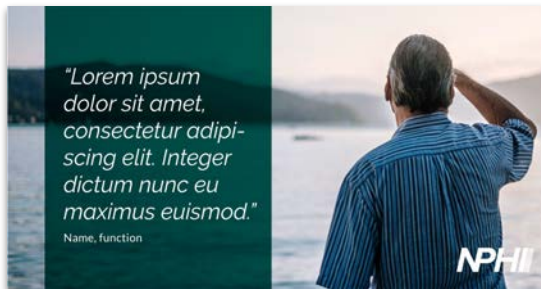


Partner announcement

QUOTES



Quote 1

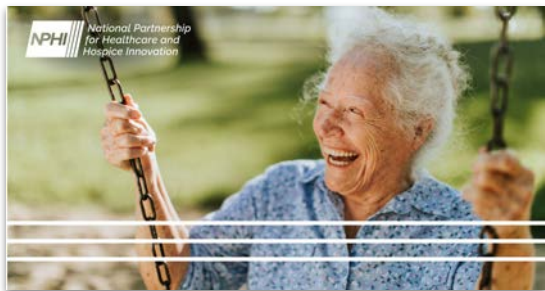


Quote 2



Quote 3

SINGLE IMAGE



General brand image post 1

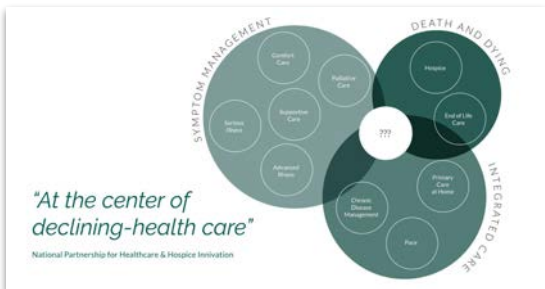


General brand image post 2

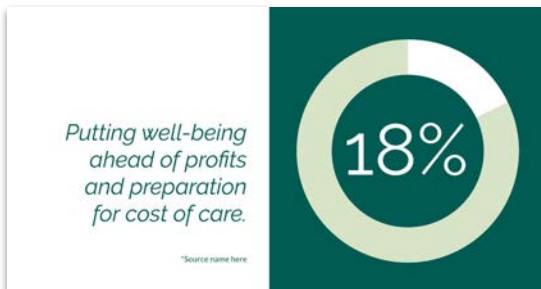


General brand image post 3

INFOGRAPHIC



Infographic 1



Infographic 2



Infographic 3