

Integral Care - Quick Reference Brand Guide

Brand Colors

Primary Colors	Dark Blue	Yellow	Gray	
CMYK	90-55-3-0	0-35-100-0	45-36-36-1	
RGB	1-110-177	252-175-23	146-149-151	
HEX/web	#016eb1	#fcraf17	#939596	
Secondary Colors	Orange Red	Purple	Blue	Green
CMYK	0-84-96-0	53-77-0-0	72-23-0-0	67-0-100-0
RGB	240-81-39	136-87-164	44-158-217	91-186-71
HEX/web	#f05127	#8857a4	#2c9ed9	#5bba47

Brand Fonts

The agency font **Aller** is used in official agency collateral. For everyday-use, **Calibri** is the Microsoft Office equivalent. It should be used in Powerpoints, Word Documents, Emails, etc.

Integral Care Collateral

The Communications department has provided you with multiple tools for daily communication that can be found on Sharepoint here: bit.ly/IntegralCareCollateral, including examples of how they have been used by other programs.



Letterhead

Letterhead is to be used for official internal and external correspondance. Letterhead should NOT be used for things like FAQs, flyers, etc.



Agency One Sheet and Program One Sheets

There is a one sheet template for each main programmatic area of the agency. These are intended for creating program materials that are not official brochures. Communication examples are FAQs, event flyer, etc. If the topic pertains to only one program, please use that program's branded one sheet. If the topic is general and/or covers multiple areas, use the Agency One Sheet.



PowerPoint Template

The new template includes many slide options. Included in the template is an overview of the different types of slides as well as helpful tips.

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Logo Usage

The horizontal logo is our primary logo and should be used in most situations.



In certain circumstances, such as in restricted space or when the orientation of a communication requires it, the logomark will need to be vertically aligned rather than the standard horizontal.



Pillars

There are four main pillars that represent the services Integral Care provides noted below. These colors are used on agency collateral to further brand the programmatic areas.



Don'ts

Do not alter the Integral Care logo in any fashion. Please adhere to these demonstrations of what not to do.



Don't alter the colors.



Don't change the proportions.



Don't remove parts of the logo.



Don't change the font.



Don't crowd the logo.



Don't add anything to the logo.

Please contact communications@integralcare.org with any questions.