



# Signage Guide

## Integral Care - Signage Guide

The purpose of this guide is to create a unified and comprehensive look for all Integral Care facilities, including building signage, door treatments and external and internal signs. It outlines the standards and guidelines for various types of signage. Signage is another way Integral Care maintains a consistent brand identity in our community. All designs and signage must be approved by the Communications department.

### Building Signage

- Signage that appears directly on a building should only include the logo, both mark and name.

### Exterior Door Treatment

- There are several scenarios for door treatments, depending on the number of programs housed within the building.
- The different scenarios are outlined on pages 4 through 6.
- The agency font Aller should be used on all exterior doors.
- All text should be white.

### Exterior Signage

- If the building is a clinic, the sign will have the logo, including both mark and name, with the clinic name as well as the street number (example on page 7). This signage is intended to be street-side.
- If the building houses multiple programs (like N. Lamar), the sign will have the logo, including both mark and name, with the street number, similar to the treatment mocked up on page 7.
- If Integral Care is part of an office park (like S. Lamar), the logo, including both mark and name, will be on the marquis.
- The agency font Aller should be used on all exterior signage.
- Clinics should be referred to in the following way: Dove Springs Clinic, Rundberg Clinic, etc.

### Interior Signage

- The font on interior door signs is Calibri Bold. This includes room numbers.
- Color should be selected based on interior color scheme. We request that you include the Communications team early in the decision-making process.

For all logo usage, please refer to the following page for basic branding information, and the expanded Brand Guide for additional rules about spacing and legibility. It is important that appropriate white space is included in all designs so that no element is unnecessarily close to the edge of the design or to another, unrelated element.

Please contact Lisa Quinn at [Lisa.Quinn@integralcare.org](mailto:Lisa.Quinn@integralcare.org) or **512.445.7740** with any questions. Lisa can also route materials for approval and provide logos and fonts.

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## 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	#fcf17	#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

## 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.



## 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.



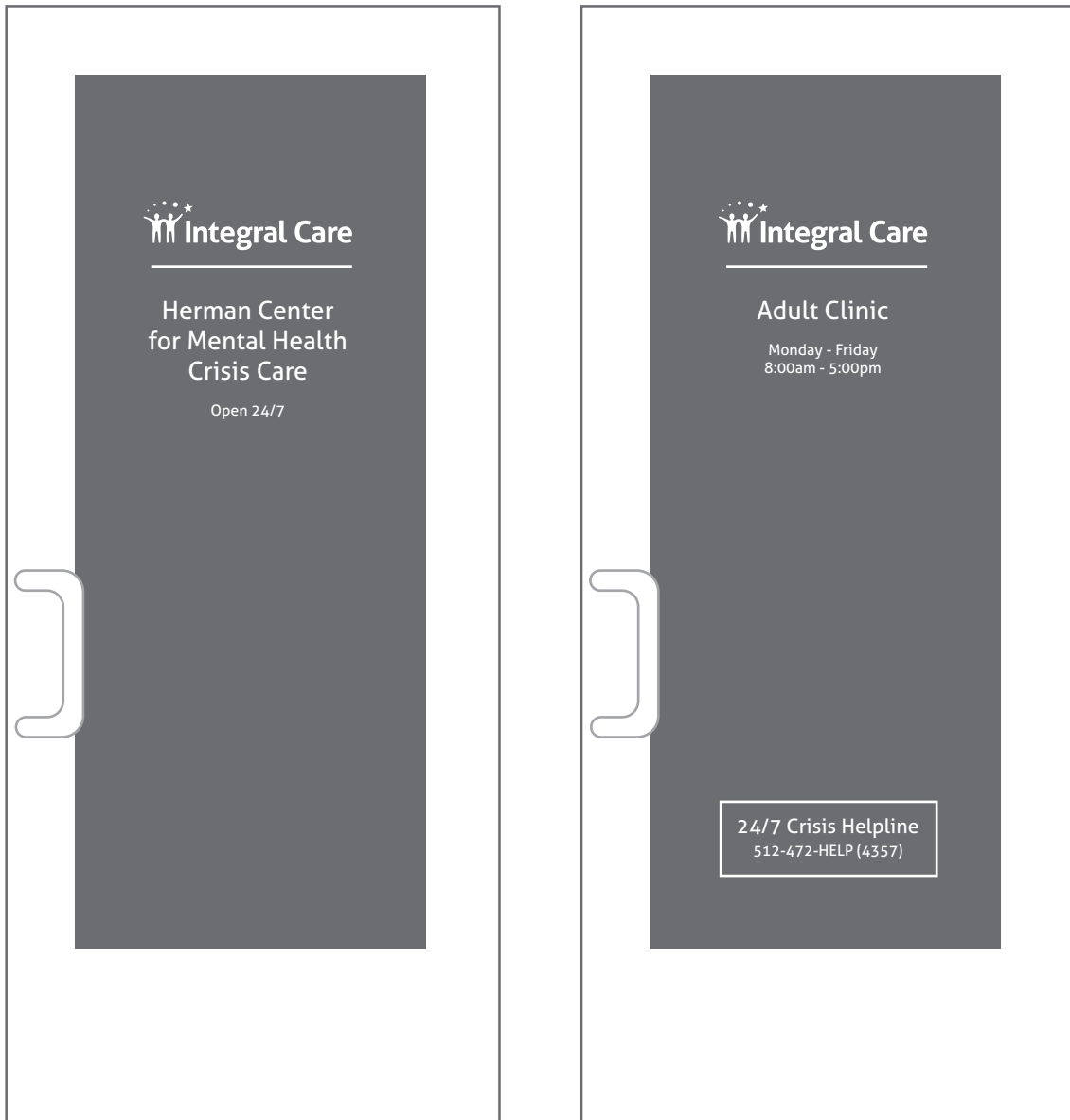
Don't crowd the logo.



Don't add anything to the logo.

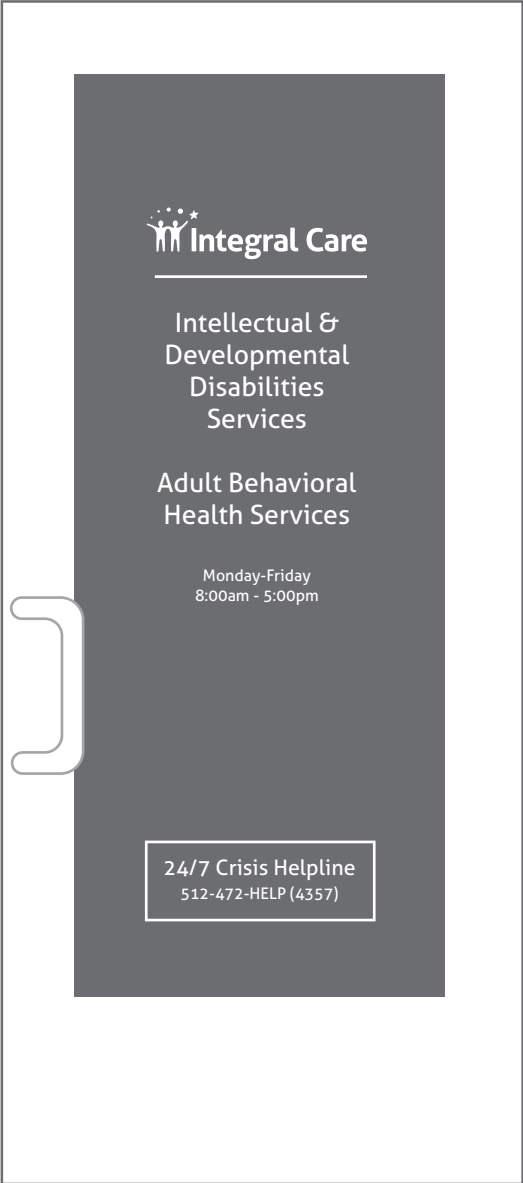
## Integral Care - Signage Guide

Exterior door sign with a unique building name or a single program



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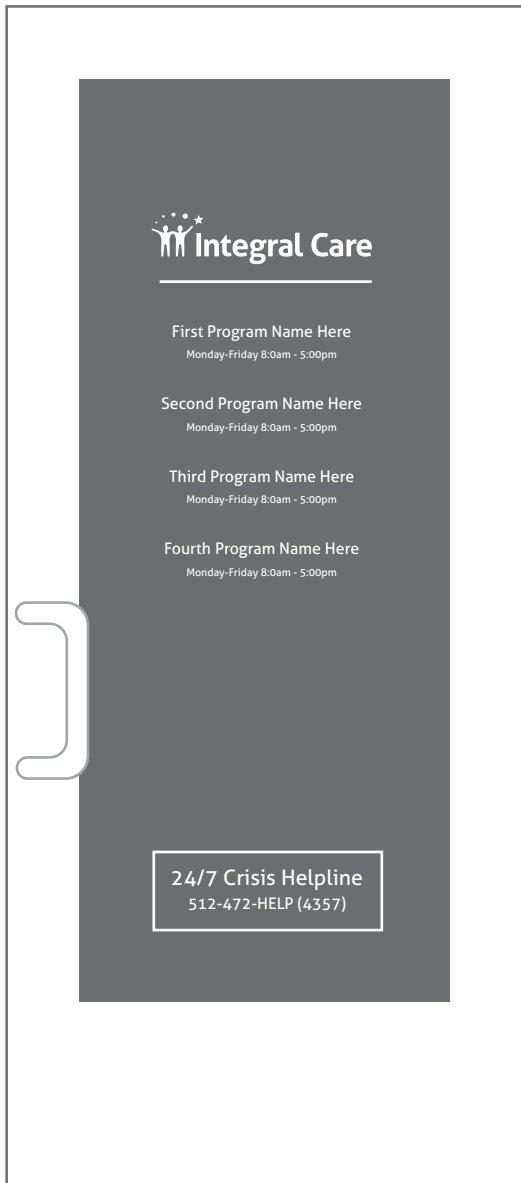
Exterior door sign  
with multiple services



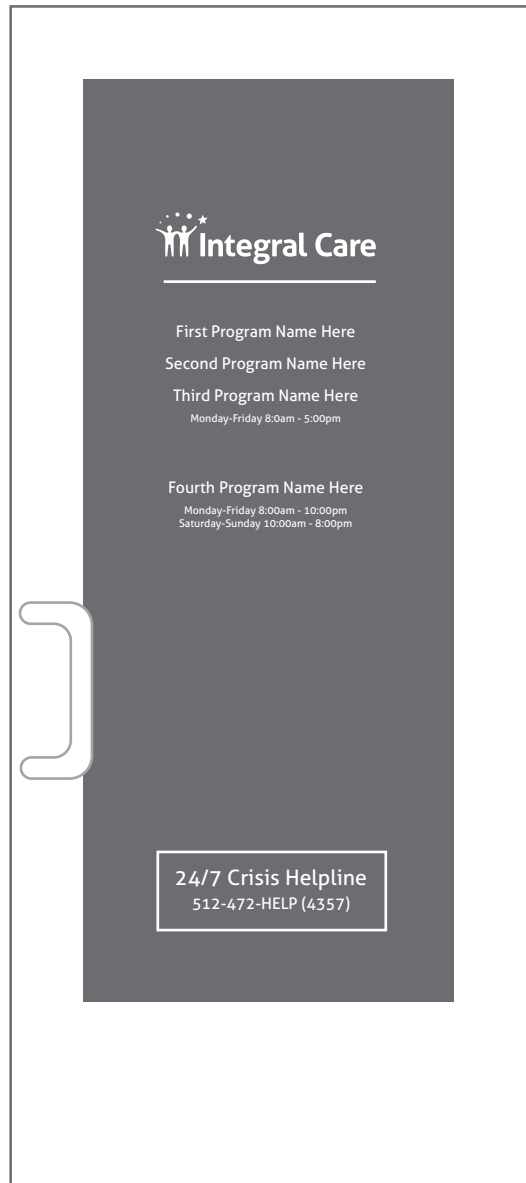
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Exterior door sign when many programs are represented in a building or other size restrictions

Example 1 - All programs with different hours



Example 2 - Some programs have similar hours



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Treatment for interior signs.



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Exterior building signage.

