Identity Guidelines
For External Usage

Revised September 1, 2021

Hattiesburg Clinic's Mission

Hattiesburg Clinic's mission, as a group practice, is to provide quality health care in an efficient and cost effective manner, with emphasis on excellence and service to the patient. Our goal is to be the health care provider of choice in Mississippi.

The purpose of the logo is to represent Hattiesburg Clinic as a distinct entity while recognizing the collaboration of our many physicians, providers, services and locations. Consistent use of our logo builds awareness and recognition for Hattiesburg Clinic and the work that we do. The logo is our most visible and important graphic; it must always be used as described in these guidelines.

Logo Elements

Hattiesburg Clinic's Logo consists of a symbol (4 h's) and logotype (Hattiesburg Clinic).

Layout

The arrangement of the parts of the identity should be: 1. Symbol; 2. Logotype. These should not be changed. Hattiesburg Clinic, as a logo, should never stand by itself.

Proportion

Any Hattiesburg Clinic logo should be scaled proportionately. It should not be stretched horizontally or vertically.

Font

Hattiesburg Clinic has developed standard fonts that are to be used consistently throughout all internal/external marketing and promotional materials. The "Hattiesburg Clinic" portion of all logos should appear in Eras Bold. The name in departmental logos should appear in Eras Medium. Building names should appear in Eras Bold. For other guidelines, see specific information below. Do not use other fonts. The exception is external permanent, way finding signage. Please see specific guidelines.

Hattiesburg Clinic's Logo

Hattiesburg Clinic's logo should always be used as the signature on all printed materials, such as forms, stationery, print advertising, brochures and newsletters which represent Hattiesburg Clinic as a whole or the numerous entities of Hattiesburg Clinic. The "Hattiesburg Clinic" portion of all logos should appear in Eras Bold. The Hattiesburg Clinic logo should only appear in 100% black and/or 100% PANTONE 3145 (teal) in the approved fonts. The logo may also appear reversed out to white only.

Clear Zone: Below is a sample of how Hattiesburg Clinic's logo may appear. In the first graphic below, "X" is the designated height. To ensure the logo remains visible, there is a portion of space around the logo "1/2 X" that must remain white space. When using the logo, make sure that you do not use any type or graphic within the area that is "1/2 X."

Minimum Size: The logo should not be used for printing purposes if the symbol is smaller than 1/4" (.25"), with the exception of approved specialty/collateral items. This prevents the loss of image clarity and detail

Color Palette

The primary Hattiesburg Clinic colors are PMS 3145 (teal) and 100% black. The secondary complementary colors are PMS 423 (gray) and white. Other colors should not be used. Below are the official colors used to create Hattiesburg Clinic logos in print and electronic communications.

Primary Colors

Spot Color: PMS 3145
Four Color Process: **C** 100 **M** 34 **Y** 34 **K** 5
Web Color: **R** 0 **G** 122 **B** 151
Web-safe equivalent: # 007A97

Spot Color: PANTONE PROCESS BLACK
Four Color Process: **C** 75 **M** 68 **Y** 67 **K** 90
Web Color: **R** 0 **G** 0 **B** 0
Web-safe equivalent: **#** 000000

Spot Color: White
Four Color Process: **C** 0 **M** 0 **Y** 0 **K** 0
Web Color: **R** 255 **G** 255 **B** 255
Web-safe equivalent: **#** FFFFFF

Additional Colors
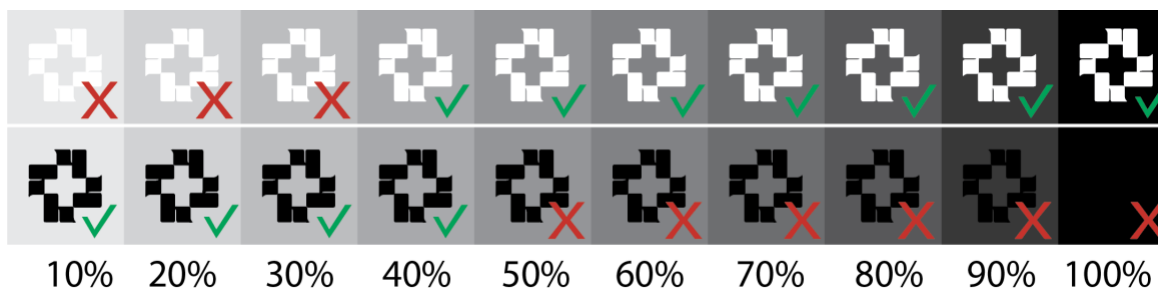The following guidelines should also be used regarding colors:

1. Imprinting of Gold and silver can be used for approved correspondences, such as thank you cards, invitations or other formal purposes. Approval must be obtained from Marketing & Communications. Imprinted colors will be metallic gold or metallic silver.
2. The "cross" in the middle of the symbol should remain transparent unless approved.
3. No portion of any logo, in its entirety, should be outlined in white unless approved.

Contrast

Contrast between the background and logo is extremely important yet often overlooked. To ensure high visibility and brand presence, the following guidelines should be observed.

The above image shows examples of appropriate contrast between the logo and background.

The above image illustrates appropriate contrast between the symbol and the background.

1. **Color Version:** The color version of the logo should never appear on a background with less than 40% contrast between the background color and the teal. It can be used on a background less than or equal to 20% black. It should never appear on a background that is darker in contrast to the teal.

2. **Black Version:** The black version of the logo can be used if the background is less than or equal to 49% black.

3. **White Version:** The white version of the logo should be used if the background color is greater than or equal to 40% black.

4. **"Busy" Backgrounds:** If the logo appears on a background with varying degrees of contrast, then the logo should be placed on a solid area of color within the background that adheres to the guidance above.