

Support & Services for Pregnant Women, Babies, Children & Teens

Style Guide 2020



The primary Hoosier Healthwise logo is four-color and includes the owl image and program name. This is to be used whenever possible (example: business cards, legal documents). The secondary logo is similar and includes the addition of a support statement that easily conveys what Hoosier Healthwise does, and is only to be used when necessary (example: the cover of a brochure).

The logo must be surrounded by a designated amount of clear space on all sides, called the safe area. Below is a diagram showing the safe area boundary for the logo. DO NOT crowd the logo's white space. No text can be placed within that area. Use the height and width of the H from the logo as a measurement to determine the minimum size of white space to allow on all sides.





Four-Color Logo (Primary)

Four-Color Logo with Support Statement (Secondary)





Safe area around logo.



Logo Guidelines

The primary, four-color Hoosier Healthwise logo is preferred for all use and to be utilized as much as possible. If the four-color logo cannot be used, then the two-color, one-color, black & white and reversed logos are recommended. The one-color logo may only be used in the defined primary color palette. You may use

Other Logo Versions



Two-Color Logo

One-Color Logo



Black & White Logo



Reversed Logo

the reversed logo on the primary color palette. Logo can also be reversed out on a photo, but is not recommended.

Regardless of whichever version you are using, please use it correctly (see incorrect usages below).

Incorrect Usage 🗙





Do not change color values

or rotate logo.

Do not stretch logo.





Do not alter size of elements.

Do not use other colors.



Do not use incorrect logo on incorrect brand colors.



Color Guidelines

The primary colors for Hoosier Healthwise are dark purple and purple. Primary colors are the dominant colors in the palette. They're used to construct the logo and word mark and may also cover large surface areas. These should be the first choices when selecting colors. Light purple, orange and light orange are secondary colors that should be used sparingly as accent colors. Possible uses include design elements or colors for charts or graphs.

Always refer to these PMS, CMYK, RGB and Hex codes to ensure you are using the correct color.

Dark Purple	PMS 525	C=41 M=74 Y=0 K=61	R=80 G=40 B=85	Hex #502855
Purple	PMS 2583	C=41 M=74 Y=0 K=0	R=158 G=95 B=166	Hex #9E5fA6
Light Purple	PMS 7437	C=18 M=33 Y=2 K=0	R=204 G=174 B=206	Hex #CCAECE
Orange	PMS 165	C=0 M=74 Y=98 K=0	R=242 G=103 B=36	Hex #F26724
Light Orange	PMS 1495	C=0 M=59 Y=99 K=0	R=247 G=142 B=32	Hex #F78E20



Font Guidelines

The primary font for Hoosier Healthwise is the Gotham family. Gotham Book and Gotham Book Italic should be used for general copy and long-form pieces. Gotham Bold, Gotham Bold Italic, Gotham Black and Gotham Black Italic should be used for headlines and subheads as needed. If the Gotham font is not available, please use the secondary font family Effra.

Primary Font

Gotham Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789 Gotham Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Font

Effra Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Effra Medium Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Effra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Effra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Effra Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Effra Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



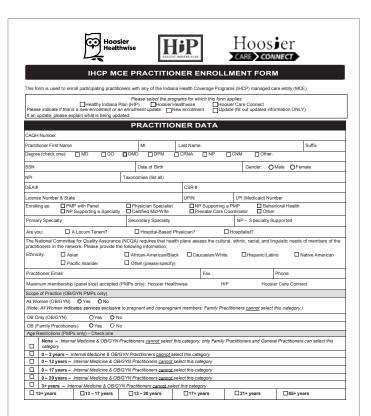
Logo Applications

Examples of proper use of the Hoosier Healthwise logos.



Brochure Sample

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REEPE 004236 REPCN: MCAUADV	Hoosier Healthwise	
RADADUP: RXS440		Card Sam



MCE Practitioner Enrollment Form Version: 2.0, Revised: June 2015



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Form Sample