

PIH ENGAGE Branding Reference Sheet

This sheet is for the chapters across the country to use as reference, so they will be easily recognized. Please follow these visual identity guidelines. If you have any questions, contact Sheena Wood at swood.pih.org. Thank you!

PRIMARY LOGOTYPE



THE LOGO. The primary logo should be placed on all communications materials, including presentations and print materials.

CLEAR SPACE. The logo should be surrounded with a minimum amount of clear space free from text and graphics in order to ensure legibility and impact.

MINIMUM SIZE. 1.25" wide for print or 130 pixels wide for screen. All text should be legible without squinting.

COLOR PALETTE

PANTONE 2221 C
CMYK 81 20 28 11
RGB 0 142 160
WEB #008EA0

PANTONE 144 C
CMYK 0 48 100 0
RGB 248 151 29
WEB #F8971D

ADDING YOUR CHAPTER

If you'd like to add your chapter name to the logo, be sure to follow these instructions:

- Add your chapter name on a new line, directly beneath the word "ENGAGE"
- Only use the font Myriad Pro Light, in 70% black, 9 pt font.
- Right align the chapter name so it does not extend beyond the width of the logo
- Capitalize the first letter of each word



["Rochester University" fits on one line, font size 9, right aligned, 70% black.]



["California State University, Long Beach" fits on two lines, font size 9 pt over 10 pt leading, right aligned, 70% black.]

LOGO VARIATIONS

When it is not possible to use the primary logo, the following variations may be used. When using a photographic background, a white logo should be placed on an area of the image that is free from visual clutter.



TYPOGRAPHY

Building the **Right to Health** movement

- The official tagline of PIH Engage is: “Building the **Right to Health** movement”
- The words “**Right to Health**” should always be blue and Myriad Pro Semibold
- The surrounding tagline text should be Myriad Pro Regular and can be either all black or all white
- There is no period at the end of the tagline
- The “B” in “Building,” “R” in “Right,” and “H” in “Health” are always capitalized

Myriad Pro is the official PIH Engage font. Talk to an organizer to learn how to install it on your computer!

Myriad Pro Light	1234567890
<i>Myriad Pro Light Italic</i>	1234567890
Myriad Pro Regular	1234567890
<i>Myriad Pro Italic</i>	1234567890
Myriad Pro Semibold	1234567890
<i>Myriad Pro Semibold Italic</i>	1234567890
Myriad Pro Bold	1234567890
<i>Myriad Pro Bold Italic</i>	1234567890
Myriad Pro Black	1234567890
<i>Myriad Pro Black Italic</i>	1234567890

LOGO DON'TS

DON'T change the color



DON'T change the typeface



DON'T add unapproved elements



DON'T change the configuration



DON'T change the scale



DON'T stretch or distort

