EmpowHER®

Improving **Health**. Changing **Lives**.

EmpowHER Brand Standards
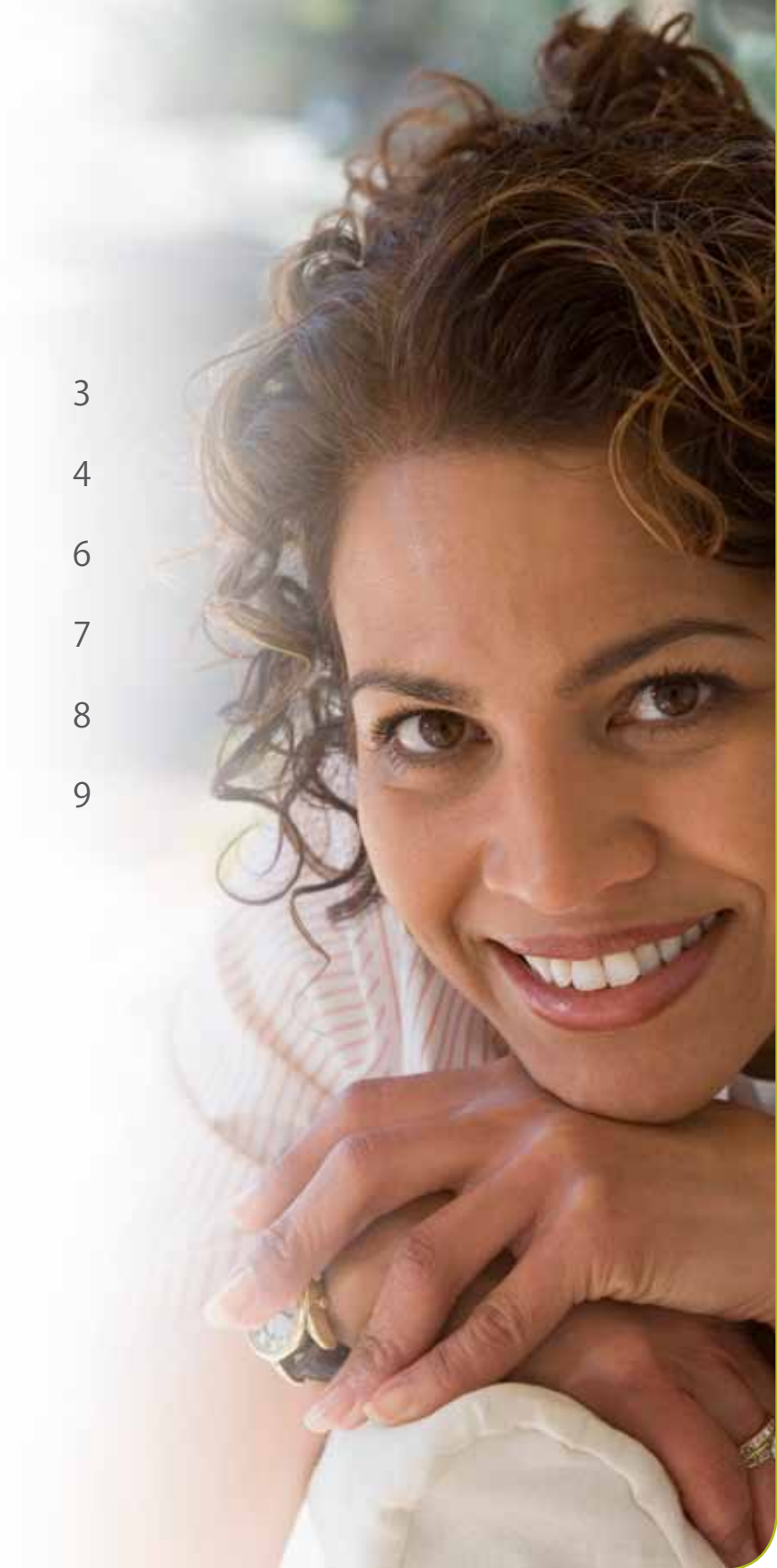
Contents

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Brand Standards

EmpowHER's Brand Standards provide a foundation for clear and consistent communication of the EmpowHER identity. This document has been created to reveal the new refinements and introduce you to the personality, appearance, and voice of the new EmpowHER brand. Adhering to common standards ensures that EmpowHER's correct name and visual identity appears on all official communications.

All mediums – publications, Web sites, advertising, signage, letterhead, or business cards – layout, color, and typography are designed to impart a unified "signature." This publication includes a description of the new logo, HER icon, vocabulary and guidelines for its use including official colors and typefaces.

The standards within were created to give you a technical understanding of the components and structure of our new image. Keep in mind that this is a living document and look for electronic updates and additions online.

Introduction

Empow**HER**
Improving **Health.** Changing **Lives.**

Brand Standards
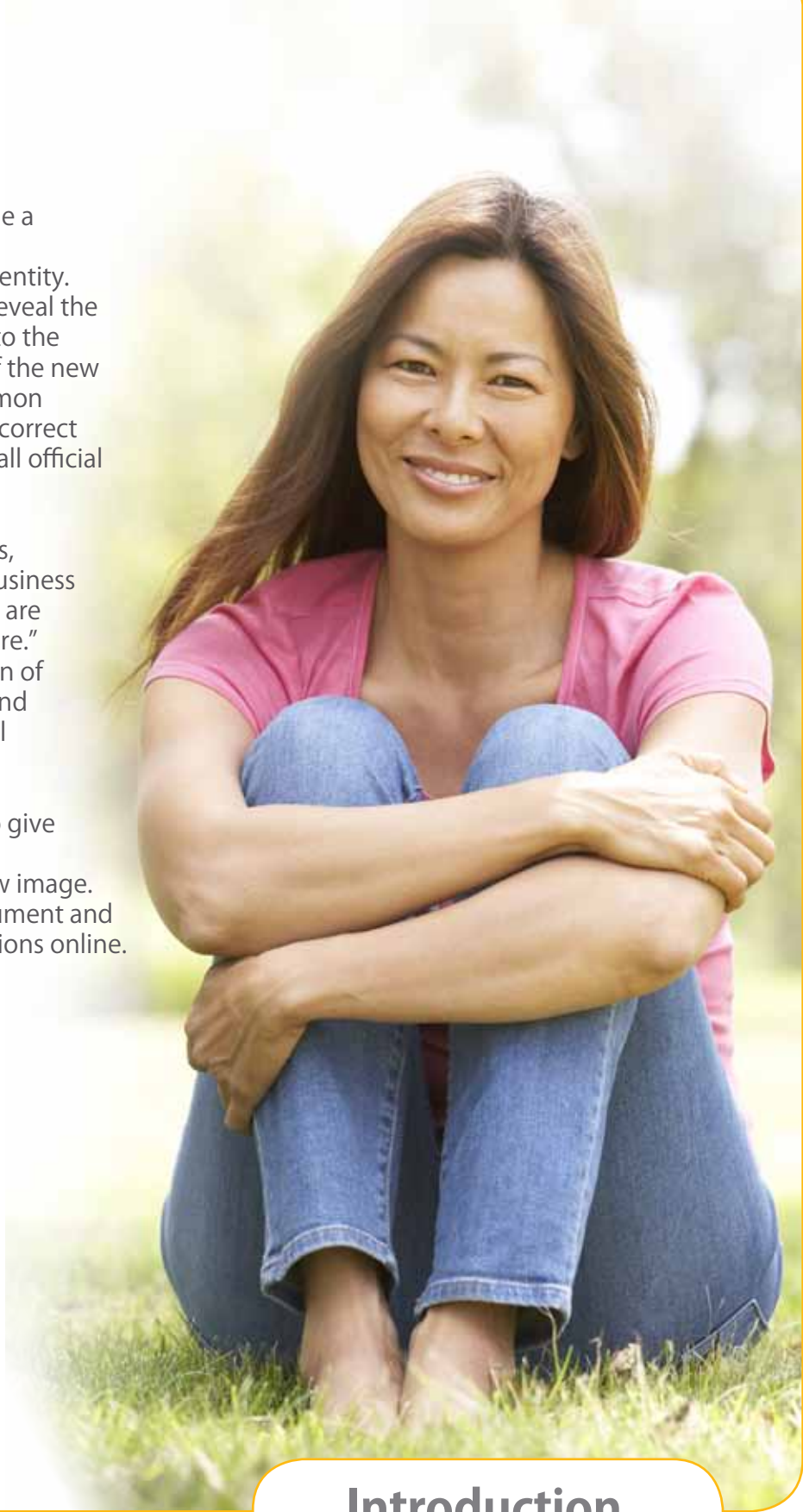
EmpowHER

The name EmpowHER is always represented as one word with no spaces, a starting capital letter E and capital HER.

Incorrect uses: EmpowHer, Empowher, empowher, empowHer, Empow HER, Empower HER

HER

The term HER, when used in reference to EmpowHER's audience, members and target demographic is always represented in all capital letters – HER.

Incorrect uses: Her, her

HERWriter

The term HERWriter is always represented with a starting capital HER. The two words HER and Writer are always displayed with no space between them – as one word.

Incorrect uses: HerWriter, Her Writer, HER Writer

HERStories

The term HERStory is always represented with a starting capital HER. The two words HER and Story are always displayed with no space between them – as one word.

Incorrect uses: HerStory, Her Story, HER Story

ASK or Ask

The term ASK, when used in reference to the function of ASKing a question on EmpowHER.com, or the ASK content type is always represented in all capital letters – ASK.

Incorrect uses: Submit an ask and get a response in 24hrs.

SHARE or Share

The term SHARE, when used in reference to the function of SHAREing a story on EmpowHER.com, or the SHARE content type is typically represented in all capital letters – SHARE. Or as a proper noun and capitalized – Share.

Incorrect uses: You can share your health story on EmpowHER

EmpowHER Vocabulary

EmpowHER

Improving Health. Changing Lives.

Brand Standards

Health care

The term health care is always represented as two words – health care - unless referring to a company name (United Healthcare).

Incorrect uses: healthcare, health-care

Payer

According to AMA editors, the noun form of the verb to pay is payer.

Incorrect uses: Payor

Web & Web site

The word Web or Web site, when used in reference to the World Wide Web or the Internet is always represented with a capital W – Web.

Incorrect uses: searched on the web, went to their web site

Internet

The word Internet, as in The Internet, is a proper noun and is always capitalized – Internet.

Incorrect uses: the internet

EmpowHER Vocabulary

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EmpowHER®

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The Slogan

"Improving Health. Changing Lives." should always accompany the logo except when small size prevents readability. Placement of the slogan should be directly below the logo. The slogan should also remain the same width as the logo. For alternative size or placement of the slogan please request approval from the Marketing department via email at design@EmpowHER.com.

Minimum Size

Refers to the smallest size at which the EmpowHER logo may be reproduced to ensure its legibility. The minimum reproduction size of the EmpowHER logo is 1/2" in height, based on the height of the HER block of the EmpowHER logotype. Minimum font size of the slogan is 6pt. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact the EmpowHER Marketing Department for approval of those special applications. Observe the reproduction size requirements of the logo to avoid poor quality or distortion.

The Registered Trademark Symbol (®)

Is a legal component of the EmpowHER logo and must always be present to protect our identity. This symbol must always be placed to the upper right of the logo, as it refers the word EmpowHER, not the graphic logo. Special consideration should be taken with respect to the sizing of the registered trademark symbol (®): when resizing the logo, please consider the context and use your best judgment to determine the appropriate size of the trademark symbol (®).

Logo & Slogan

EmpowHER®
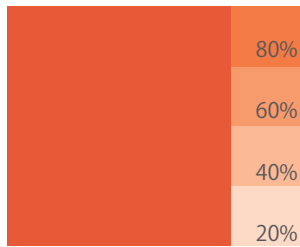
Improving **Health.** Changing **Lives.**
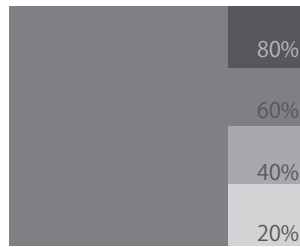
Brand Standards

The **HER Mark** or **HER Icon**
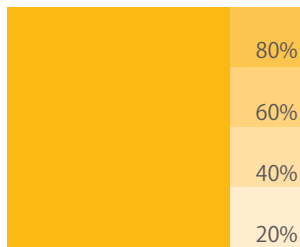Should always be displayed as an exact square.

HER Mark

Empow**HER**
Improving **Health.** Changing **Lives.**

Primary Colors

	80%
	60%
	40%
	20%

PMS 179C
C4 M80 Y87 K0
R232 G90 B55
#E85A37

	80%
	60%
	40%
	20%

PMS CoolGray 10C
C0 M2 Y0 K60
R128 G127 B131
#807F83

Secondary Colors

	80%
	60%
	40%
	20%

PMS 130C
C0 M30 Y100 K0
R232 G185 B19
#FDB913

	80%
	60%
	40%
	20%
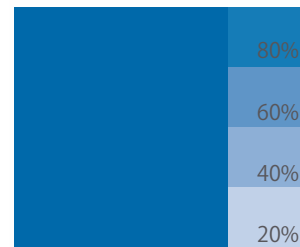
PMS 2945C
C92 M58 Y6 K1
R0 G105 B170
#0069AA

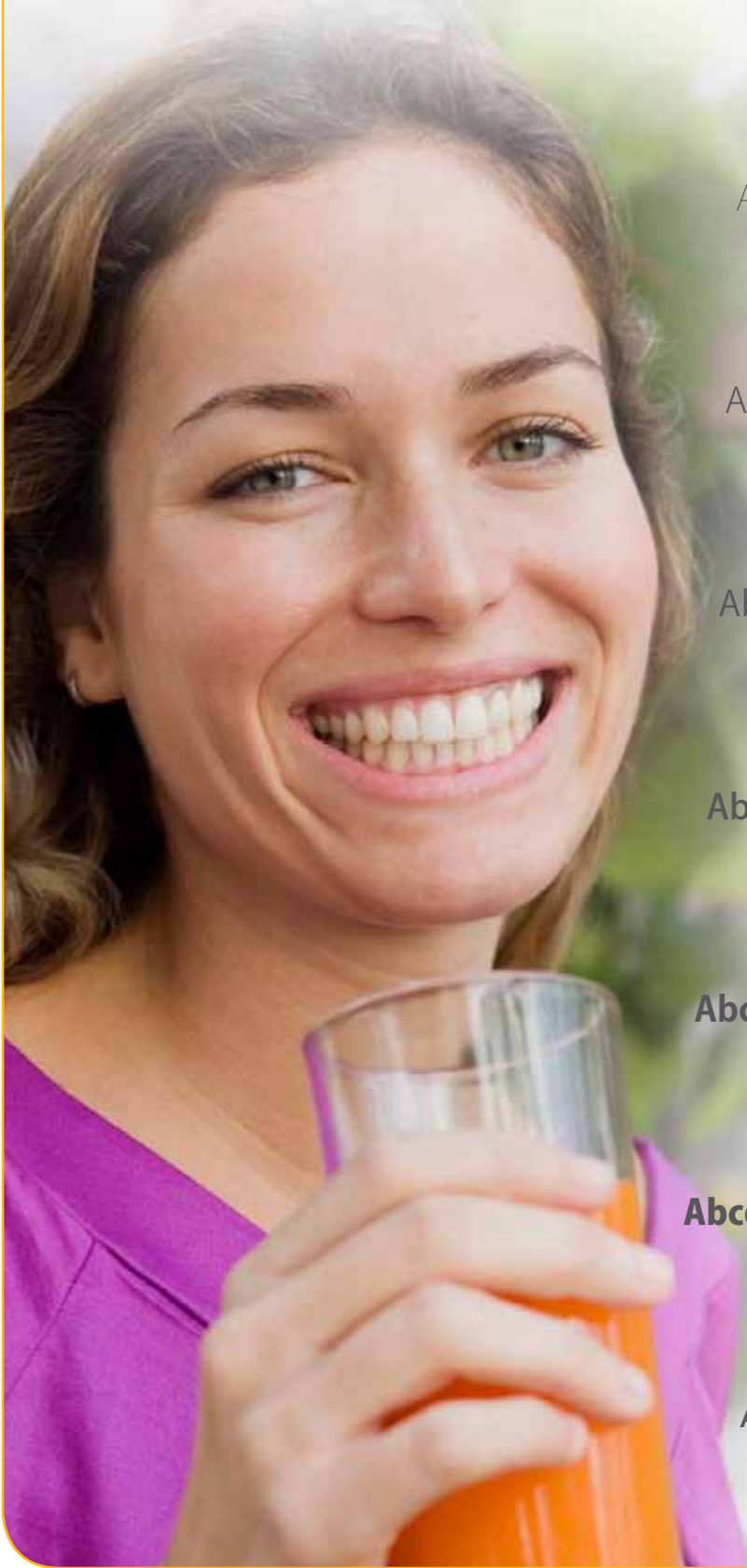|	80%
	60%
	40%
	20%
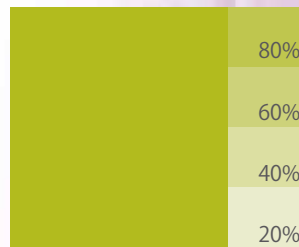
PMS 583C
C20 M0 Y100 K19
R178 G187 B30
#B2BB1E

The Objective

Of the color palette is to provide a consistent choice of colors to create a distinctive corporate image.

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Colors

Kozuka Gothic Pro Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz0123456789

Kozuka Gothic Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz0123456789

Kozuka Gothic Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz0123456789

Kozuka Gothic Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz0123456789

Kozuka Gothic Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz0123456789

Kozuka Gothic Pro Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz0123456789

Trebuchet MS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz0123456789

Fonts & Typography

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Brand Standards

Corporate Font for In-House Printing and Electronic Media
(Microsoft Word, Excel, Microsoft PowerPoint, CD-Roms etc)

Kozuka Gothic Pro

To maintain a consistent typographic look throughout printed documents a limited family of fonts should be used. For in-house printing purposes, i.e. writing letters, reports etc., the preferred font is Kozuka Gothic Pro.

The font Kozuka Gothic Pro should also be used for electronic media including Microsoft Powerpoint™ and other digital media such as video and flash. This can be downloaded on the EmpowHER Intranet on the Corporate Identity page. Trebuchet MS can be used as body text in situation where Kozuka Gothic Regular may not be appropriate.

Professional Printing

Kozuka Gothic Pro and its variations are to be used in all professional printing of marketing and sales materials and the corporate identity system - letterhead, envelopes, business cards, etc.

Web Site

Trebuchet MS

All body text on all EmpowHER Web properties should be Trebuchet MS. Graphically rendered fonts in images of interface graphics should be set in the Kozuka family.

General Rules for Body Text

Body text should be set between 8 and 12pt for printed and electronic documents.

Italic versions of the Kozuka family can be used within the body text.

General Rules for Headings

Headings should be set in the **Medium** or **Bold** versions of Kozuka.

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