



MONTROSE

REGIONAL HEALTH

Graphic Standards

This graphic standards document provides the correct usage of the Montrose Regional Health logo and colors. The logos are supplied in 3 different formats (EPS, JPG & PNG).



Color



Black

The **EPS** logo should be used when printing spot colors (PMS colors). EPS files are vector-based and therefore, resolution independent. They can be enlarged or reduced as much as possible without losing quality or clarity.

The **JPG** file is used in word processing documents, as well as on the web. It is an RGB file, which consists of Red, Green and Blue. This file cannot be used in 2-color OR 4-color process printing. JPG files are resolution dependent, and can not be enlarged without losing quality and clarity.

The **PNG** file is an image file stored in the Portable Network Graphic format. It contains a bitmap of indexed colors and uses lossless compression. It is the most frequently used uncompressed raster image format on the internet. PNG files have the ability to display transparent backgrounds.

ALTERNATE LOGOS

In the instance that reproducing the logo mark with the teal gradient is NOT possible (i.e. embroidery, specialty items, 1 color items, reversed), the following logos may be used:



Reversed - no gradient



Black - no gradient



1 color - no gradient

Please note that **ONLY** teal (PMS 7474) may be used for a 1-color/no gradient option

Caring for you like family.

Caring for you like family is the official tagline of Montrose Regional Health. This tagline is best presented in a Chaparral Pro font featuring our brand colors.

LOGO USAGE

In order to preserve the integrity of the Montrose Regional Health brand, **DO NOT** alter the logo in any manner, including:



MONTROSE
REGIONAL HEALTH

DO NOT change the proportion



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DO NOT change the font



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DO NOT alter the colors



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DO NOT add a drop shadow or other visual effects



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DO NOT distort or skew the logo



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DO NOT place on a busy background

LOGO ARCHITECTURE

Below are examples of using a department or center name with the Montrose Regional Health logo. Please **DO NOT** create your own setup. If your logo is not available in the MRH Brand Center on the intranet, please contact Marketing at 252-2513 for assistance.



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Mountain View Therapy



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Cardiology Clinic



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Joint Replacement Center



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Alpine Women's Centre

PRIMARY COLORS



PMS 7474
C=88 M=39 Y=41 K=9
R=0 G=118 B=132
Hex #007684



PMS 7472
C=63 M=7 Y=33 K=0
R=88 G=183 B=179
Hex #58b7b3



PMS 7650
C=51 M=98 Y=38 K=23
R=117 G=32 B=87
Hex #752057



PMS 7409
C=3 M=33 Y=100 K=0
R=245 G=177 B=30
Hex #f5b11e

LOGO FONT

The following fonts were used to create the Montrose Regional Health logo:



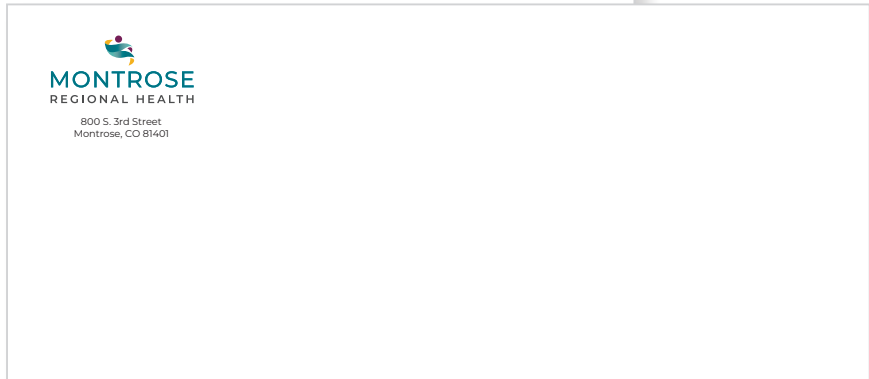
COLLATERAL (DOCUMENT) FONT

The following fonts are used in Montrose Regional Health collateral:

Chapparral Pro
Chapparral Pro Italic

Montserrat Light
 Montserrat Regular
Montserrat Italic
 Montserrat Medium
Montserrat SemiBold
Montserrat Bold

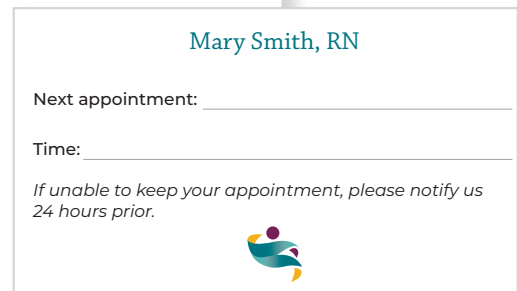
BUSINESS PAPERS



#10 Envelope



Business Card - Front



Business Card - Back

800 S. 3rd Street · Montrose, CO 81401
970-249-2211
MontroseHealth.com

Letterhead - Preferably printed on white linen paper.

SPECIALTY ITEMS



UNIFORMS

