



CORPORATE
IDENTITY MANUAL

BASIC USE

2015



BASIC USE GUIDE

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INTRODUCTION

Our ultimate goal is to present ChiroHealthUSA with an image that is attractive and conveys trust, know-how, strength, in a consistent fashion. This basic use guide provides the necessary tools for the correct use of ChiroHealthUSA new graphic identity.

By carefully following the guidelines contained in this guide, ChiroHealthUSA will ensure a successful implementation of its identity, wherever it needs to be deployed.





IDENTITY

Horizontal Use

This version is the preferred and default one, and will always be used if the deployment format allows for it.

In order to maintain ChiroHealthUSA's identity intact, the size proportions and placement have to be respected at all times.

No other use, except the ones specified in this guide, are allowed.



IDENTITY COLORS

Color is one of the most important components of the identity; ChiroHealthUSA's identity can only be reproduced using the colors hereby specified.

The colors reproduced in this guide are simulations provided as a guide, and do not attempt to match colors formulated by Pantone.

In order to match the colors in the identity, please refer to the Pantone CMS and the attached files, so the correct colors and inks can be attained during printing or other media deployments.

Additionally, colors are presented in CMYK and RGB values.



CHUSA Orange

C 10 M 80 Y 80 K 10

R 200 G 81 B 60

Print Coated:

Pantone ® 180

Print Uncoated and other applications:

Pantone ® 173



CHUSA Grey

C 0 M 0 Y 0 K 50

R 147 G 149 B 152

Print Coated:

Pantone ® Cool Gray 8

Print Uncoated and other applications:

Pantone ® Cool Gray 8

COLOR VERSIONS

CMYK

Whenever there are no limitations for implementation, the version using CMYK values is to be used. This version is the preferred and default one.

The electronic files cannot be manipulated and/or changed/alterd in any way.

Electronic Files Available:
chu_cmyk.eps

ChiroHealthUSA[®]
The Network That Works for Chiropractic!



CYAN



MAGENTA



YELLOW



BLACK

COLOR VERSIONS

Grayscale

A grayscale version of the logo has been created, which can be used ONLY in those deployments where color is NOT possible.

Consistency is key when using the grayscale version of the logo; please ONLY use the original version.

The electronic files cannot be manipulated and/or changed/alterd in any way.

This version is to be used for newspapers (B/W), flyers and promotional material that do not allow for the use of the preferred version of the identity.

Electronic Files Available:
chu_gray.eps



COLOR VERSIONS

Plain Black

The plain black version created must be used only in special cases.

The electronic files cannot be manipulated and/or changed/alterd in any way.

Electronic Files Available:
chu_black.eps

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COLOR VERSIONS

Monochrome

The monochrome version created must be used only in special cases.

The electronic files cannot be manipulated and/or changed/alterd in any way.

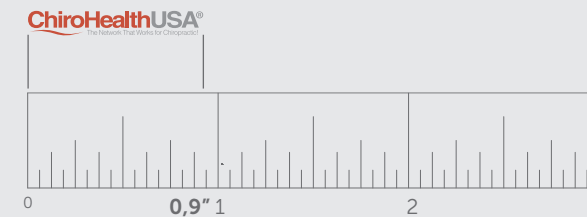
Electronic Files Available:
chu_mono.eps

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MINIMUM SIZE

All versions of the identity are presented in vector-based files, so they can be enlarged and reduced at will, keeping the proportions and quality intact.

The next graphic shows the minimum recommended size for the logo to ensure legibility.



RESERVED AREA

The more space we can devote to the identity, the higher its impact and branding potential.

To ensure that the legibility is not compromised, a reserved area is established around the logo, which has to be respected at all times.

For a quick reference, the height of the letter “C” in the word ChiroHealthUSA is equivalent to the reserved area around the logo.



INCORRECT USES

The consistency of a visual program or corporate identity –and its strength- depends on the effort and commitment to the right deployment.

Good use yields coherence and consistency.

Some incorrect uses that are to be avoided are shown in the next page.



Colors that are not the ones specified in this guide are to be used



The logo will never be applied in a vertical or inclined way.



Never use printed or low resolution images as originals. Always use the files provided with this guide.



The logo is never to be distorted.



The typography is never to be changed or substituted



The logo will never be displayed over backgrounds that compromise its legibility and visibility.



Elements or images that are not part of the logo are not to be placed beyond the reserved area of the logo.



The configuration of the logo is not to be altered in any way.

NAMING CONVENTION

The naming convention used for the different electronic files provided is specified below.

These files can be used on PC and Mac platforms.

ELECTRONIC FILES AVAILABLE:

COLOR VERSIONS

chu_cmyk.eps
chu_pd.eps
chu_rgb.eps

Grayscale Versions

chu_gray.eps

Plain Black (white/black) Versions

chu_black.eps
chu_mono.eps

Colors

cmyk	color process
pd	Pantone® direct
rgb	web color
gray	grayscale
black	b/w solid
mono	monochrome

chu_cmyk.eps

Prefix identity

chu	chirohealthUSA
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File Extension

.eps	vector-based file for printing
.jpg	raster-based file for screen, web, or office use



