



Brand Style Guide

The purpose of the following guidelines is to assist members in implementing our new association name and logo into their own materials. Brand positioning is key in raising awareness of our new look and name. The attached policies and logos will help to create a consistent voice, look and feel to all business and marketing materials using the Home Care Association of America logo. Please follow this policy as outlined.



Home Care Association of America Logo Policy

HCAOA restricts the use of its logo as stated in the following policy:

The Association's logo is the property of HCAOA. However, HCAOA permits use of the HCAOA logo to its members in good standing. Only members who have maintained their paid membership in the Association can use the HCAOA logo. Membership, thereby logo use, is given to the specific office/location of the company.

Members in good standing are authorized to use the HCAOA logo for the purpose of identifying their membership in HCAOA. The HCAOA logo may not be used in any manner to imply that a member is in any way an agent of HCAOA or that HCAOA in any way approves or endorses any product or service provided by the member.

The HCAOA logo can be used on your business cards, website, stationary, brochures or any other promotional materials.

Home Care Association of America Logo Usage

The HCAOA logo can be used in the following colors:

The combination of blue, green and blue:

<p>PMS 541 C</p> <p>C - 100 M - 57 Y - 0 K - 38</p> <p>R - 0 G - 70 B - 127</p> <p>HEX #00467f</p>	<p>PMS 377 C</p> <p>C - 45 M - 0 Y - 100 K - 24</p> <p>R - 120 G - 162 B - 47</p> <p>HEX #78a22f</p>	<p>PMS 3005 C</p> <p>C - 100 M - 34 Y - 0 K - 2</p> <p>R - 0 G - 129 B - 198</p> <p>HEX #0081c6</p>
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Graytones:



Or black/white if on a colored background.



It should be printed with readability taken into consideration.

The logo formats are available for download on the member section of the association's website.

Print Versions: .JPG (Color), .TIF (Color), .JPG (Grayscale), .TIF (Grayscale)

Web Versions: .GIF (Color), .PNG (Color), .GIF (Grayscale), .PNG (Grayscale)

The type face used within the logo is Optima LT Std. In print material, this font should be used primarily for header text, and not for larger blocks of text. Arial, a standard Windows typeface, is recommended for use in larger blocks of text.

The right to use the HCAOA logo shall terminate or be revoked upon the member's expiration of membership, failure to remain in good standing, in the event of misuse by the member as determined by HCAOA or any other breach of this policy. Upon such termination and/or revocation, the member will eliminate the use of the HCAOA logo from all materials regardless of whether such materials are preprinted or pre-existing at the time.

Legal action will be taken against anyone who uses the HCAOA logo in violation of the above policy.