



LOGO SPECIFICATIONS AND APPLICATION GUIDELINES

Please follow this guide when developing print and electronic materials on behalf of the Home Visiting Coalition.

A. Logo Formats



Horizontal, full color
Minimum size: 1" wide



Horizontal, B/W
Minimum size: 1" wide



Variation B/W or single color
Minimum size: 1" wide



Vertical, full color
Minimum size: 1" wide



Vertical, B/W
Minimum size: 1" wide



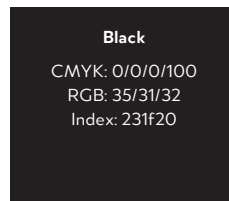
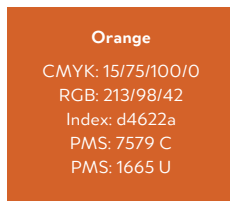
Variation B/W or single color
Minimum size: 1" wide



Social media format, B/W or single color

- The icon (house) portion of the logo cannot ever be used separately from the type portion of the logo.
- The logo must not be modified in any way.
- Do not shadow, outline, skew or texturize the logo.
- When working with the logo, make sure to only use original digital graphic files. Please contact Max Mallory at mmallory@hamiltonps.com for electronic files (JPEGs, PNGs, and vector files).

B. Colors





C. Fonts

Aa Aa **Aa**

Merel Family: Light, Regular, Extra Bold for headlines, subheadlines, website address, etc. for official printed materials and display applications.

Aa Aa **Aa**

Arial Family: Regular, Bold and Extra Bold and its italic versions for electronic templates such as WORD and PPT, website bodycopy, etc. This is an universal type and will simplify sharing of electronic files.

D. Letterhead/Memo Specifications

Opening page or single-page option
Text begins at 2" vertical
and 1.65" horizontal



Subsequent pages
Text begins at 1.5" vertical
and .5" horizontal



For questions, templates and/or logo files, please contact:

Max Mallory
Hamilton Place Strategies
mmallory@hamiltonps.com