



SFCCHC

SAN FERNANDO COMMUNITY
HEALTH CENTER

LOGO USE

SFCHC: PRIMARY LOGOS

SFCHC_Horz_Text

SFCHC_Vert_Text

Available in a variety of color and file formats



SFCHC: LOGO ALTERNATES



SFCHC_Horz_Tagline

SFCHC_Vert_Tagline

These logos include the tagline and can be used in situations where the full name of San Fernando Community Health Center has been mentioned within the content.



SFCHC_Horz

SFCHC_Vert

These logos are used in two situations: (a) either the full name has been mentioned within the content or (b) the logo will appear too small for the full name to be legible.

LOGO USE

Color Backgrounds

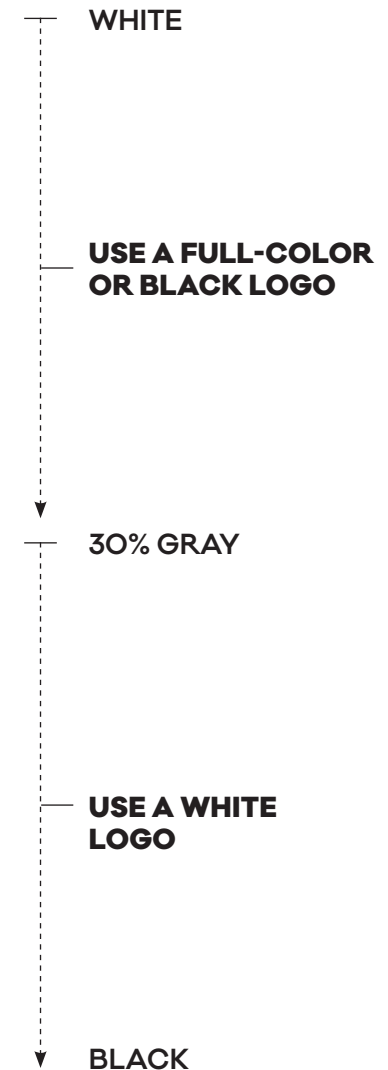
The logo will undoubtedly need to appear on a variety of backgrounds — on products, in environments and against materials.

How do I determine the appropriate logo color to use?

Assess the gray value of the background (approximately how dark it is in terms of shades of gray) upon which the logo needs to appear and choose the color that best solves the problem.

If the gray value of the background is light (white to 30% gray), use a full-color or black logo.

For darker than 30% gray, the logo should be white.



LOGO USE

Incorrect Usage

Its symbol and logotype are the principal elements of the SFCHC signature.

It is important to maintain the integrity of the logo design in all media projects.

In order to maintain strong recognition, some specific uses of the logo are not permitted. To the right are examples of inappropriate logo treatments.



Do not alter the logo's color



Do not reset the logotype in any other font



Do not embellish the logo by adding dimensional effects or drop-shadows



Do not use logo against a distracting background



Do not ignore the need for clearspace around the logo

Do not distort, skew, vertically condense, horizontally stretch or angle the logo

