

brand guidelines

VERSION I – 10.2024



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Vision and Mission





Being for Others Health and Wellness Foundation was established to support the eight counties that comprise the Memorial Hospital service area, including Dubois, Spencer, Perry, Pike, Orange, Martin, Crawford, and Daviess counties in southern Indiana. Our focus supports health and wellness in our community.



OUR VISION:

Healthy
Communities



OUR MISSION:

Create a culture of
health and wellness
for the betterment of
our communities.



OUR CORE VALUES:

collaboration

integrity

stewardship

respect

compassion

equity

results



Brand Elements



Logos





Being for Others

HEALTH & WELLNESS FOUNDATION

Primary Logo

Our primary logo features an eight-petaled flower symbolizing the eight counties we serve. At the center of the flower is a heart, representing our foundation and one of our seven core values, compassion. The leaves represent the other six core values. Accompanying the icon is our wordmark: “Being for Others Health & Wellness Foundation.”

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



Horizontal Logo

Our horizontal logo features the same eight-petaled flower. The icon is positioned to the left of the wordmark to fit more horizontal applications.

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



Roundel

An alternate mark has been created to surround the eight-petaled flower with our tagline “Be well. Be healthy. Be for others.”

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



Icon

Our icon features an eight-petaled flower symbolizing the eight counties we serve. At the center of the flower is a heart, representing our foundation and one of our seven core values, compassion. The leaves represent the other six core values.

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Wordmark

The wordmark of “Being for Others Health & Wellness Foundation” can be used without the flower icon. When doing this do not try to recreate the wordmark using fonts. Please use the supplied logos and wordmarks.

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



Logo Spacing

The clear space around the logo that is free from any other text or graphic element is called margin. It is important to provide adequate margin to enhance the supporting typography and imagery used in all applications.

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.

Internal Spacing

The spacing of all the elements within the logo is set and should not be altered in any way. This includes the spacing between the icon and any decorative elements associated with it.

Margin

The height of the “O” in the word “Others” (identified as X) is to be used as a rule of thumb for the space around the logo. The margin should be a minimum of X on all sides.

Full Color Logos

Our primary logo features an eight-petaled flower symbolizing the eight counties we serve. At the center of the flower is a heart, representing our foundation and one of our seven core values, compassion. The leaves represent the other six core values. Accompanying the icon is our wordmark: "Being for Others Health & Wellness Foundation."

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



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Full Color Logos on dark backgrounds

When using the full color logo on a dark background, some elements of the logo must be changed to white to allow the proper visual contrast. When using these, please use the supplied versions of the logo.

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



One Color Logos

Any of our logos can be presented clearly as a one-color logo in black, white, or in any of the three brand colors of purple, green, and yellow.

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



Color on Color Logos

Any of our logos can be presented clearly as a one-color logo in black, white, or in any of the three brand colors of purple, green, and yellow. When showing these in a one-color on a dark background, any of the color combinations are acceptable. Tone-on-tone versions are also acceptable.




Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



Our Colors

Color plays a key role in expressing the Being for Others brand. The brand color palette was developed to represent health, nature, and warmth. These color values should never be modified.

Our color palette is limited to three core colors. These colors are featured in the primary logo and are used across all collateral, from type to iconography, to floods of color.

Purple		PANTONE 7649 C C-27, M-100, Y-0, K-25 R-138, G-27, B-103 HEX#: 8A1B67	60%	30%
Green		PANTONE 2279 C C-49, M-2, Y-98, K-40 R-95, G-126, B-44 HEX#: 5F7E2C	60%	30%
Yellow		PANTONE 7408 C C-0, M-20, Y-98, K-0 R-247, G-191, B-10 HEX#: F7BF0A	60%	30%

Our Colors



COMPRESSED



STRETCHED

Examples of Misuse

These examples show application errors and brand don'ts. These rules apply to all logos, alternate logos, wordmarks, and icons that are used to represent Being for Others in the community.

Note: No digital effects are to be used on the brand marks or branding elements (e.g. drop shadows, glows, strokes, etc.)



SLANTED



DISTRACTING EFFECTS



CHANGING COLORS



REARRANGING OR
RECREATING ELEMENTS

Abc
D E F G H

Typefaces



Our Typefaces

The Being for Others typefaces help establish a consistent brand look when used correctly. They were chosen to work well on their own and in harmony with the brand mark.

Wondar Quason is our header font and is most impactful at large sizes. If Wondar Quason isn't available in the program you need, please use Garamond as a substitute.

Calibri is our body copy font. It partners well with our headline font and is legible at any size. If Calibri isn't available in the program you need, please use Arial as a substitute.

HEADER

Wondar Quason

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular

BODY

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Light

Regular

Italic

Bold

Bold Italic

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Social Media

Social Media

The Being for Others logos take center stage across our social media platforms, where visual consistency is paramount. The primary logo and the icon, maintain a cohesive visual identity. Whether our audience encounters us on Instagram, Facebook, or X, the visuals remain a testament to the unwavering standard of excellence synonymous with the Being for Others Health & Wellness Foundation.

Do not alter the forms of these logos. This and other no-nos are outlined on page 18.



SOCIAL MEDIA ICONS



SOCIAL MEDIA COVER PAGE



PERSONAL PROFILE FRAME



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Questions

For brand elements and clarifications on their implementation, please contact:

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Being for Others Health & Wellness Foundation

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