APLAHealth

Brand Guidelines

How to protect the consistency of the new APLA Health branding and applications.

Primary Logo & Usage

APLA Health logomark is comprised of the original wordmark lockup with an updated bar in the center featuring our new, rainbow color palette.

This mark has been designed to embody the diverse LGTBQ+ communities APLA Health serves. This mark visually represents APLA Health's brand purpose of restoring dignity to underrepresented communities and providing world-class healthcare and HIV specialty services.

A new logo family* has been created for adaptability throughout print and digital usage. The full color logo should be used on a white background for the highest contrast and visibility. For other materials where various colors are being used, the solid color block versions are recommended. In instances where we use the full color logo, we recommend defaulting to using the secondary color palette along with secondary elements to keep the logo in the forefront.

*(See next page for the full logo family.)

Logo Family

The logos pictured to the left are our primary logomarks. These should be the default mark we use in most instances across our various outputs and formats.

Profile pictures for social:

When placing our logo on a solid black background, use the combination white and rainbow color logo above.

When placing our logo on a full color background or when our logo appears in close proximity to other colorful elements, use the white logo above.

In instances in which we are limited to black and white formats, use the all black logo above.

Color Palette

The APLA Health color palette includes six primary colors and four secondary colors. It was designed to embody the diverse LGTBQ+ communities, with an overall goal to visually represent APLA Health's brand purpose. Our primary palette speaks specifically to the rainbow flag, while our secondary palette extends into other niche groups within the LGBTQ+ community.

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB, and HEX values for consistency across different media. Where possible, the logos should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.
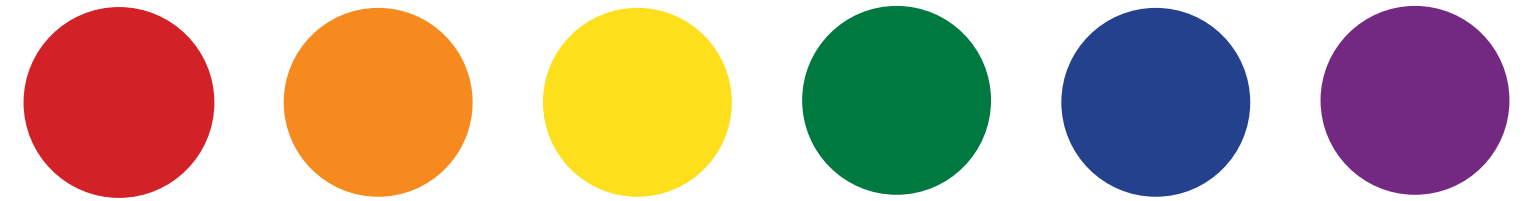
RGB	210/34/40	246/138/30	253/224/27	0/121/64	36/65/142	115/41/130
CMYK	11/99/98/2	0/56/100/0	3/7/96/0	89/28/98/16	99/88/11/1	67/100/11/2
HEX	#D22228	#F68A1E	#FDE01B	#007940	#24418E	#732982
Pantone	2035 C	1495 C	102 C	348 C	661 C	2603 C
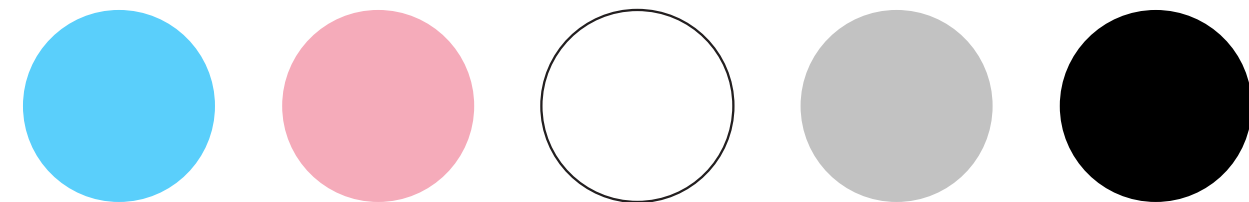
RGB	90/207/251	245/171/186	255/255/255	194/194/194	0/0/0
CMYK	53/0/0/0	0/40/11/0	0/0/0/0	24/19/19/0	100/100/100/100
HEX	#5ACFFB	#F5ABBA	#FFFFFF	#C2C2C2	#000000
Pantone	2985 C	183 C	N/A	Cool Gray 4 C	Process Black

Typography

APLA Health's brand typeface is Titillium. This font comes with five weights; lighter weights such as Titillium Light and Titillium Regular should be reserved for body copy while Titillium Semibold, Bold, and Black should be reserved for header copy.

DO NOT use all caps for body copy or headlines unless absolutely necessary; i.e. on pieces that require additional emphasis. For example, pieces announcing FREE HIV Testing.

In design, mixed weights in headlines is encouraged. This added secondary design element echoes the logo and connects to our overall brand system. See example below.

HIV Testing

Primary Care

Support Services

Header & Body Copy

Titillium Light

Titillium Regular

Titillium Semibold

Titillium Bold

Titillium Black

Iconography

Icons are used to communicate messages quickly and grab attention, and can be used in a multitude of ways.

The icon library for APLA Health includes symbols from various departments and services that APLA provides; such as dental care, HIV testing, primary care, PrEP / PEP, etc. These icons have been designed to echo our primary logomark, taking queues from the lines weights represented in the word "Health."

These icons should be used sparingly and only to connect or further emphasize a particular message.

Secondary Elements

Pattern design is a great way to build and strengthen brand identity and style. Our patterns have been customized to four specific categories based on our available products and services.

Pictured here is the general APLA Health pattern that can be used for non-specific messages and/or for overall brand recognition. Such instances include (but are not limited to): secondary web textures, letterhead, business cards, folders, APLA Health specific brochures, etc.
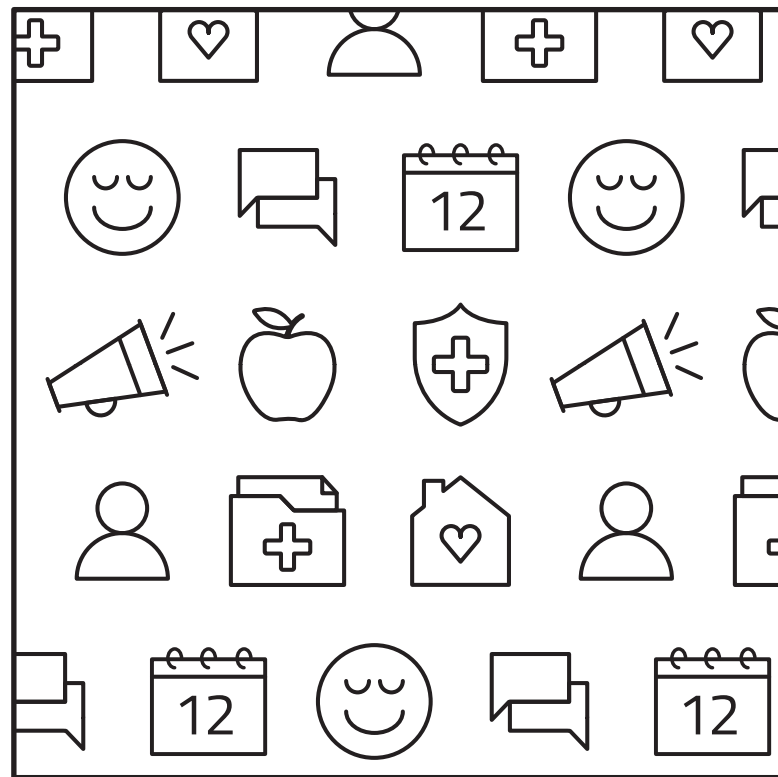
The icons can be pulled out of these patterns and utilized as separate design elements throughout APLA Health materials.
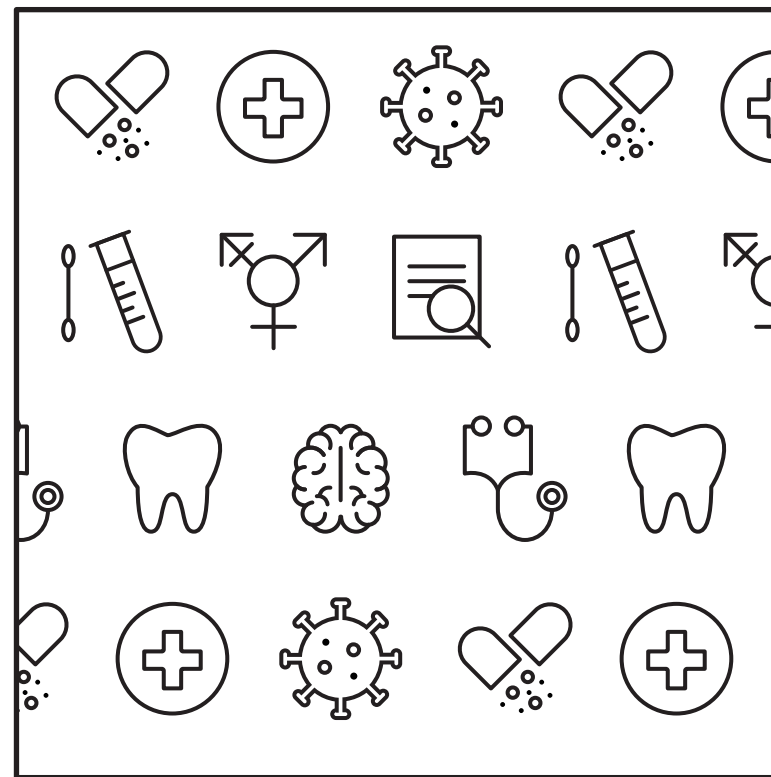
General APLA Health
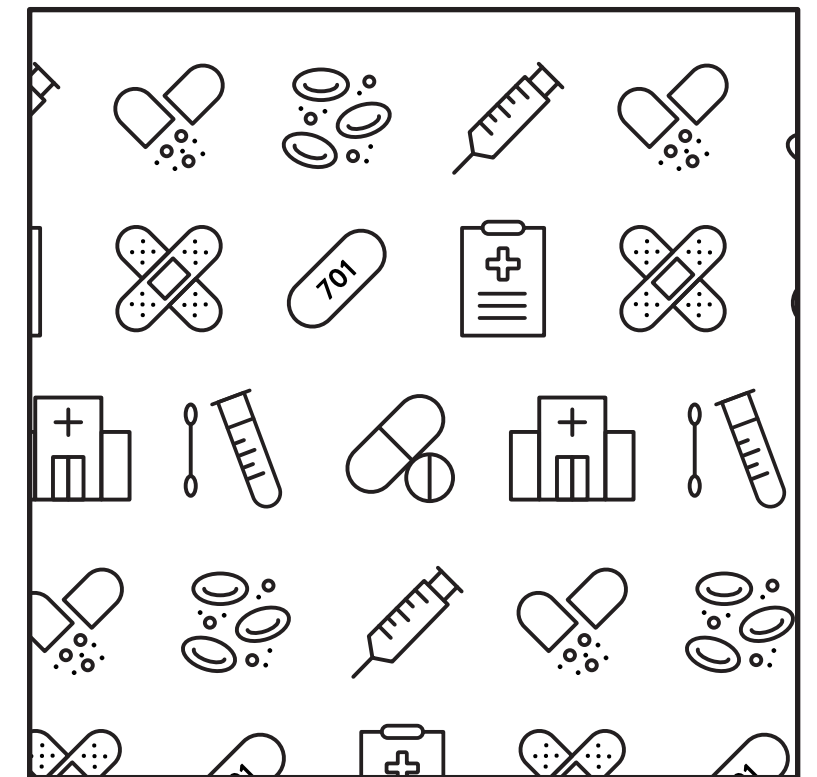
Secondary Elements

Support Services

LGBTQ+ Primary Care

HIV Specialty Care

Each of the three patterns above have been customized to highlight our available products and services. These patterns pull icons from the originating APLA Health texture to be specific to the products and services they're representing. This allows for flexibility to add and remove icons as appropriate to best represent and promote using this secondary element.

Applications

The application to the right showcases the usage of our general APLA Health icon pattern.

In this instance, we've demonstrated how to treat a logo overlay on a pattern at 15% opacity to ensure our mark is always legible. This includes removal of background icons in lieu of a color block.

In design, mixed weights in headlines is encouraged. This added secondary design element echoes the logo and connects to our overall brand system. See example below.

HIV Testing, **Primary** Care, **Support** Services

Your signature should contain the following elements:

- First Name (Bold), Last Name (Regular) followed by Pronouns in Parentheticals (Cool Gray)
- Title
- Telephone and Fax Number
- Email address

Site name followed by address will be contained in the footer in Cool Gray.
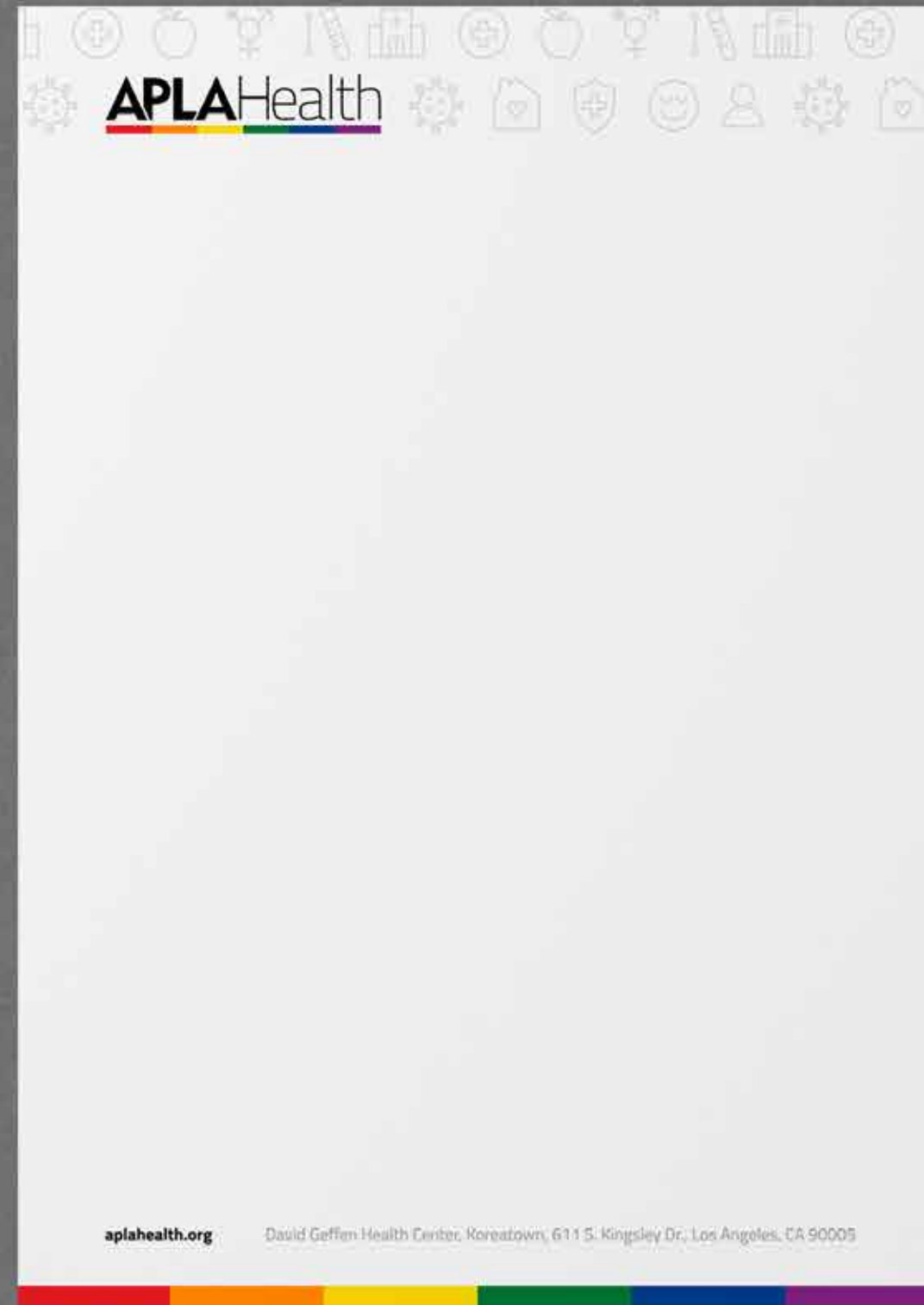
Applications

The application to the right showcases what a blank letterhead should look like.

All pre-printed letterhead features the APLA Health logo nested amongst our general vector pattern, the aplahealth.org url, and the branded rainbow bars at the botom of the page.

All copy should be nested between the header and footer.

Applications

The application to the right showcases what co-branded letterhead will look like featuring APLA Health branding and other branded, entities that may fall beneath APLA; this example features the Out Here and AHH logos.

This design features the same APLA Health brand elements as our primary letterhead, but these elements have been rearranged to accommodate additional brand logos. The APLA logo has been center justified and the Out Here/AHH logos are placed on either side of the main brand with the aplahealth.org url centered on the bottom. All copy should appear below the header.

This layout allows for future iterations based on need; i.e. AWLA, Healthy Him, Party Wise, and other APLA Health co-branded letterhead.*

Your signature should contain the same elements that would appear on the primary letterhead.

*These versions are readily available upon request.
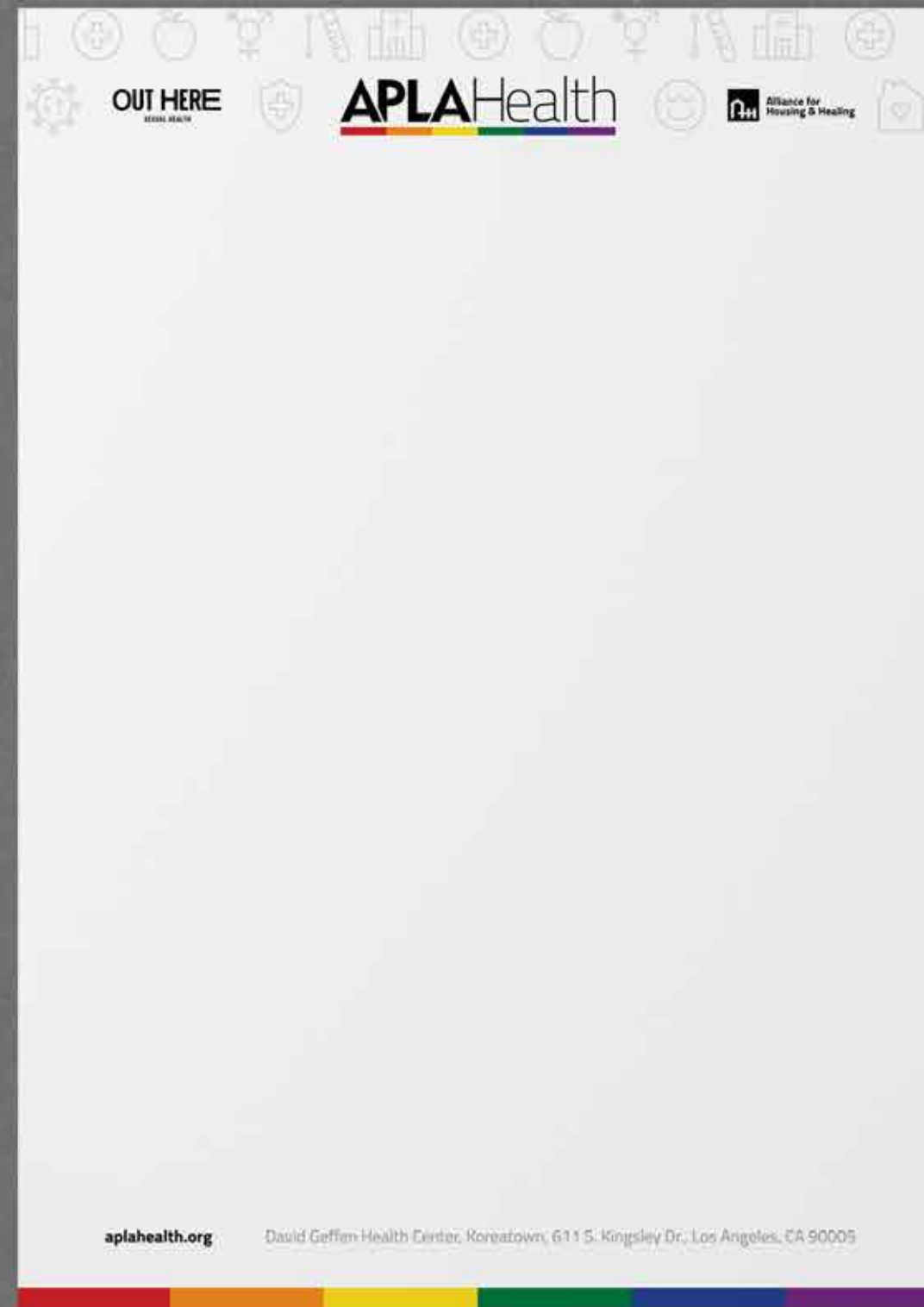
Applications

To the right is a basic outline of an email signature when the logo is required to sit at the bottom.

Your email signature should contain the following elements:

- Name (Bold) followed by Pronouns in Parentheticals (Gray)
- Title
- Telephone and Fax Number
- Email address followed by the aplahealth.org (blue linking to the www.aplahealth.org website)
- Site Name followed by Address (Gray)
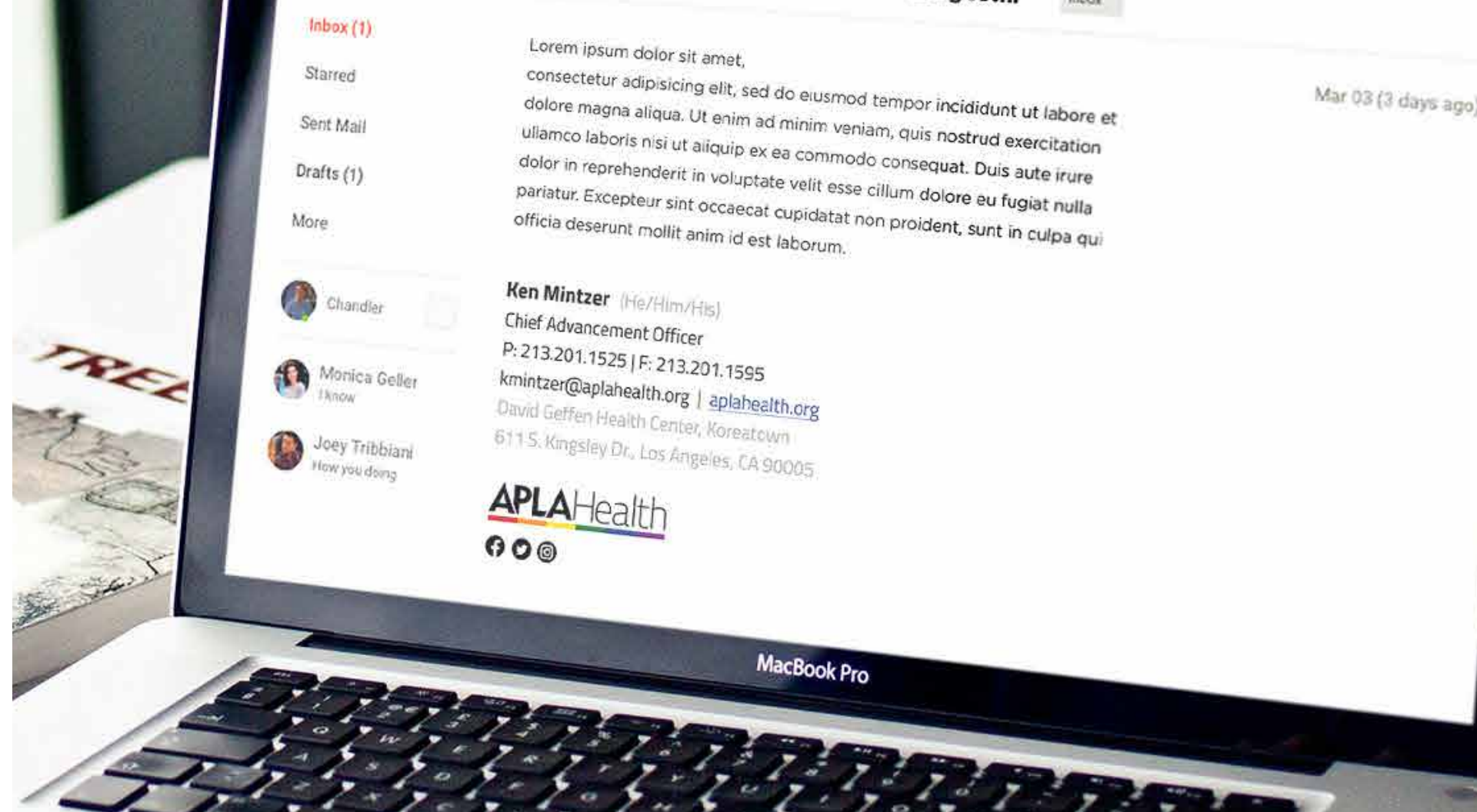- Logo
- Social Media Icons

Prounouns

(she/her/hers)	(he/him/él)
(she/her/ella)	(they/them/theirs)
(he/him/his)	(ze/hir/hirs)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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David Geffen Health Center, Koreatown
611 S. Kingsley Dr., Los Angeles, CA 90005

Site Names

David Geffen Health Center, Koreatown
611 S. Kingsley Dr.
Los Angeles, CA 90005

Gleicher/Chen Health Center, Baldwin Hills
3743 S. La Brea Ave.
Los Angeles, CA 90016

APLA Health Center, Long Beach
1043 Elm Ave., Suite 302
Long Beach, CA 90813

APLA Health Center, Mid-Wilshire
5901 W. Olympic Blvd.
Los Angeles, CA 90036

APLA Health Dental Clinic, Downtown Los Angeles
1127 Wilshire Blvd., Suite 1504
Los Angeles, CA 90017

APLA Health Center, CDU/MLK Medical Campus
1679 E. 120th St.
Los Angeles, CA 90059

Out Here Sexual Health Center, Baldwin Hills
3741 S. La Brea Ave.
Los Angeles, CA 90016

Applications

The application to the right showcases a presentation template.

The presentation template features the general vector pattern on title and divider slides. It also uses the branded rainbow bars along the bottom of each page.

In design of a presentation, mixed weights in headlines and body copy is encouraged. This helps to emphasize important parts of content. See example below.

HIV Testing

Primary Care

**Support** Services
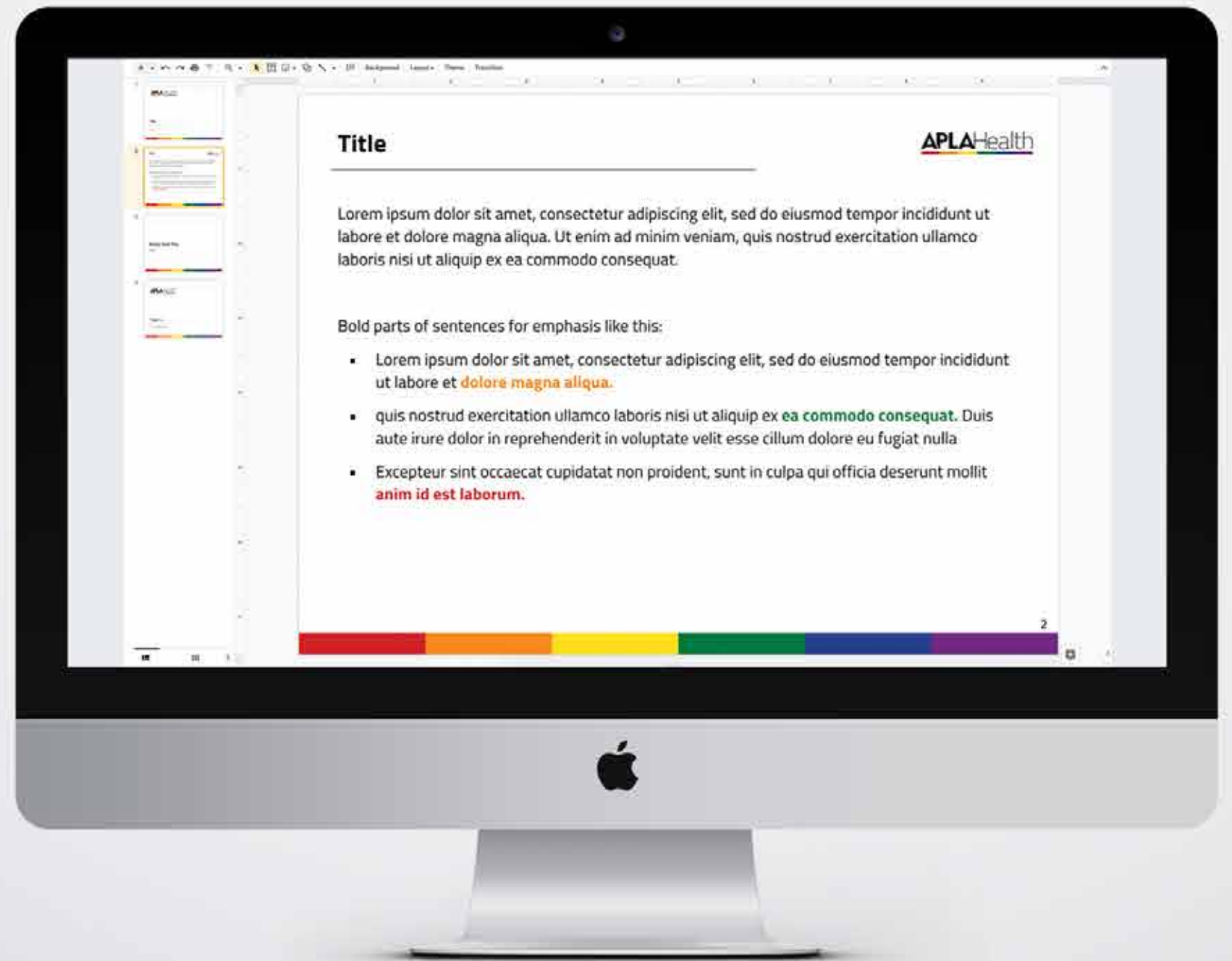
Applications

In this example of poster design, we've demonstrated how to treat a logo overlay on a pattern at 15% opacity to ensure our mark is always legible. This includes removal of background icons in lieu of a color block.

Additionally, important imagery and iconography has been housed in squares (a shape derivative of our rectangles). The icon here has been lifted from our pattern for emphasis and color coded to match the featured color most prominent on the poster. Here we've created a faux drop shadow for emphasis in the color of our choosing (example is purple). To ensure the white icon box doesn't bleed into the background and stays connected to the drop shadow, a matching stroke should be included. If it interferes with typography, exclude the stroke around the box altogether.

In design, mixed weights in headlines is encouraged. This added secondary design element echoes the logo and connects to our overall brand system. To ensure viewers grasp what is most important, critical information should be color coded to match the featured color on the poster.

To ensure a design doesn't become over saturated with color, italics can be used to highlight important information without color coding. When locking up an address, always include the site name.

All posters must include: APLA Health Logo, aplahealth.org, APLA rainbow bars, an iconographic pattern that matches the content, and a feature icon.
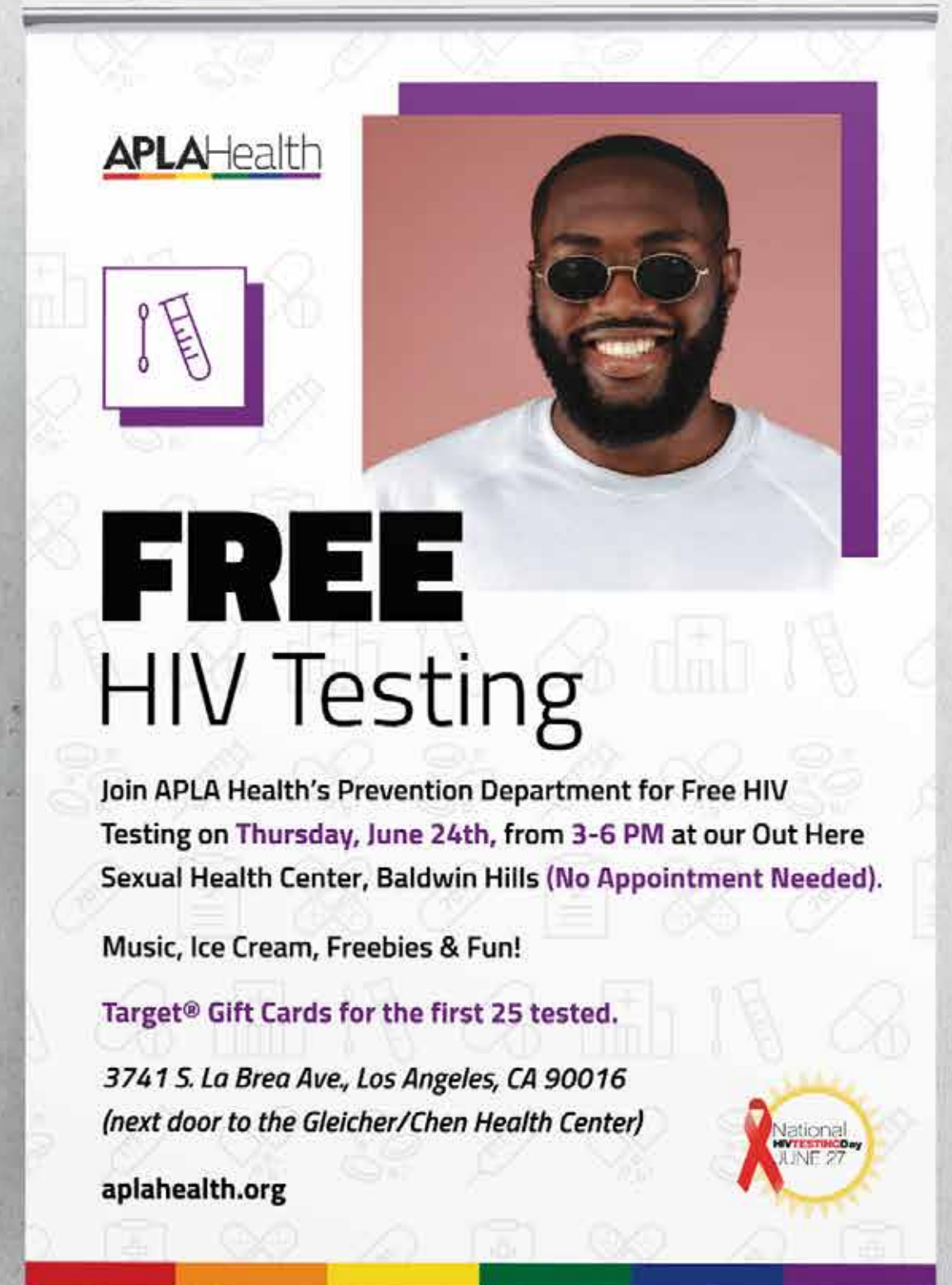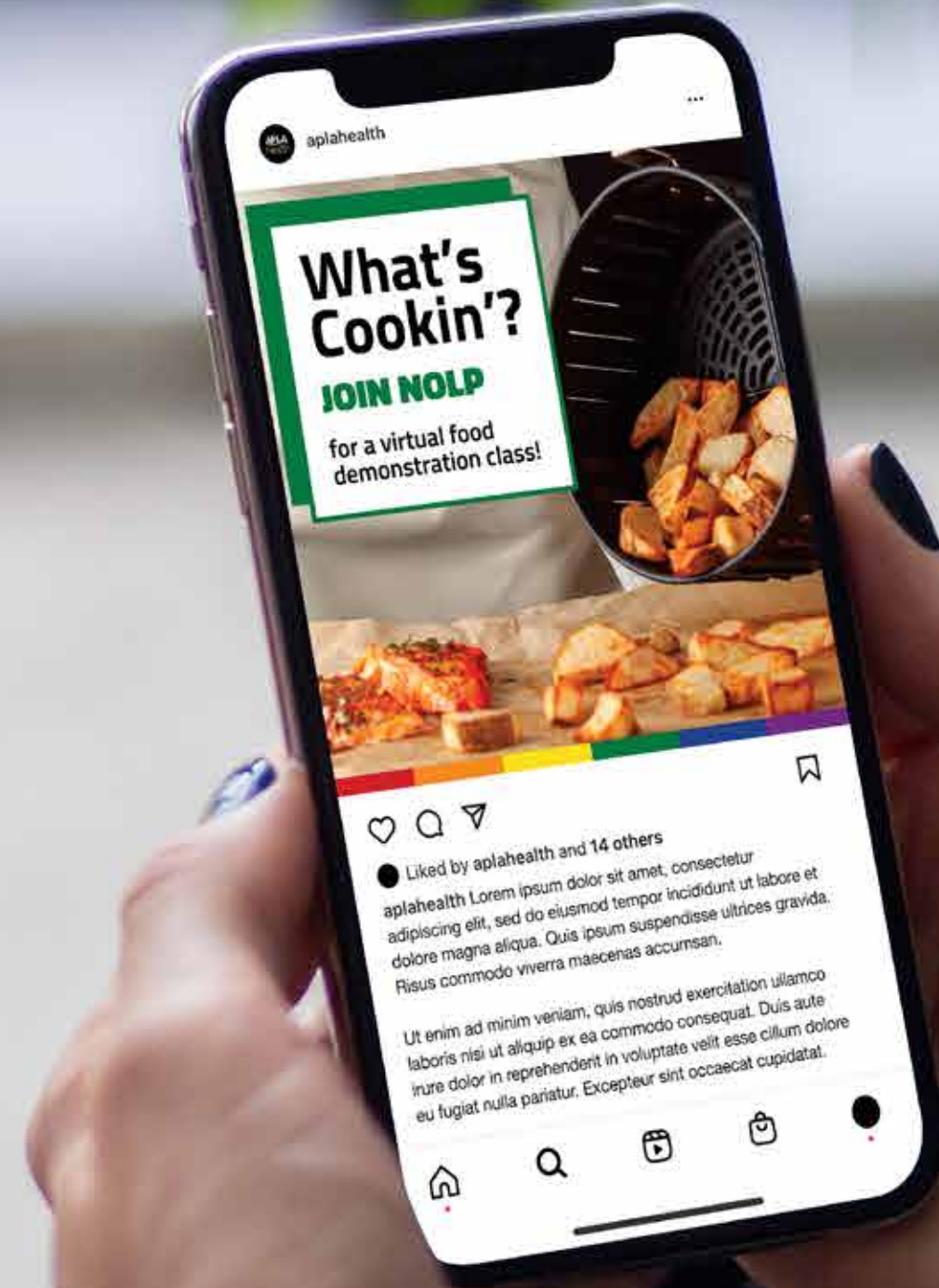
Applications

The application to the right showcases how to treat text on a social media graphic.

In this instance, important typography has been housed in a square (a shape derivative of our rectangles). Here we've created a faux drop shadow for emphasis in the color of our choosing (example is green). To ensure the white box doesn't bleed into the image and stays connected to the drop shadow, a matching stroke should always be included.

In design, mixed weights in headlines is encouraged. This added secondary design element echoes the logo and connects to our overall brand system.

Because this example features a call to action in regards to a APLA Health program/service, include the rainbow bars to refer back to the primary APLA branding.

An APLA Health logo is not mandatory on a social media post as it is contained within a branded platform.

APLAHealth

aplahealth.org