

OUT HERE

SEXUAL HEALTH

Brand Guidelines

How to protect the consistency of the Out Here branding and applications.

Primary Logo

For all branded materials and website, use the logo pictured to the right. Black should be the default color fill unless placing the logo on a black background, in which case default to the white version pictured to the right.

Use "Powered by APLA Health" icon on all branded Out Here materials. Exempt for social media posts, though the APLA parent brand should be in Social Media bios.

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

OUT HERE
SEXUAL HEALTH



OUT HERE
SEXUAL HEALTH



Logo Family

Additional stacked logo option



For all information about:
std & hiv testing, treatment, prep & pep

OUT HERE
SEXUAL HEALTH SERVICES

For all information about:
trans wellness, party wise, healthy him,
el saludable & networx services

OUT HERE
COMMUNITY RESOURCES

Logo Usage

OUT HERE

OK to omit subhead when logo is used as an icon under 150px wide



OK to use as a watermark

OUT HERE

SEXUAL HEALTH

×

OUTFEST

Example when using logo with collaborative brand partner



OUT HERE
SEXUAL HEALTH



~~OUT HERE~~
sexual health

Changing fonts

~~OUT HERE~~
SEXUAL HEALTH

Tilting logo at an angle

~~OUT HERE~~
SEXUAL HEALTH

Strokes around logo mark

~~OUT HERE~~
SIGN UP FOR UPDATES NOW!

Changing secondary wording

~~OUT HERE~~
SEXUAL HEALTH

Changing proportions

~~OUT HERE~~
SEXUAL HEALTH

Changing logo colorways

~~OUT HERE PRIDE~~
SEXUAL HEALTH

Adding words to logo mark



Drop shadow

Logo Lockups

Use this pyramid as a guide to know when to use each Out Here logo lockup in print & digital assets.

OUT HERE

SEXUAL HEALTH

PARENT LOGO - FOR ALL BRANDED MATERIALS
AND WEBSITE

OUT HERE

SEXUAL HEALTH SERVICES

FOR ALL INFORMATION ABOUT:
STD & HIV TESTING, TREATMENT,
PREP & PEP

OUT HERE

COMMUNITY RESOURCES

FOR ALL INFORMATION ABOUT:
TRANS WELLNESS, PARTY WISE, HEALTHY HIM,
EL SALUDABLE & NETWORK SERVICES

POWERED BY

APLA
Health

Gradients

In place of a traditional color palette, Out Here branding is supported by a range of gradients.

For specific usage of each gradient, refer to the swatches on the right.



For use on major marketing and branded materials



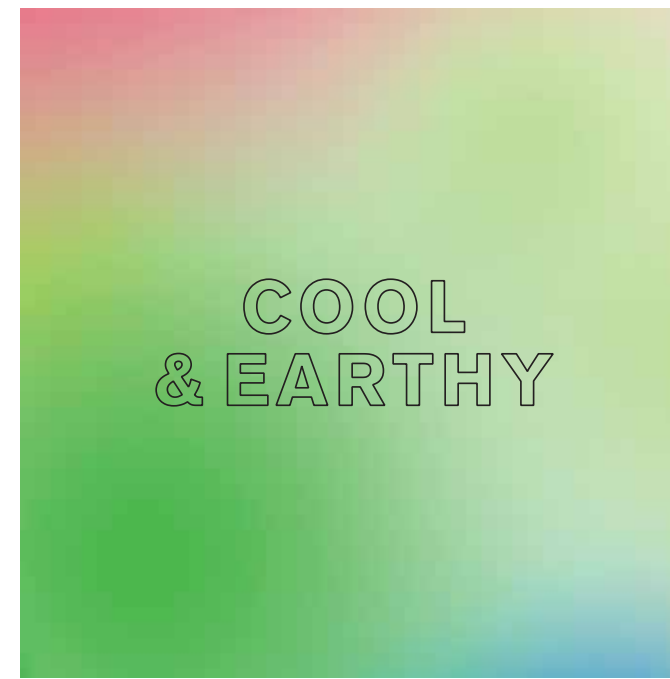
For use on major marketing and branded materials (secondary brand palette)



For use on Trans Wellness branded materials



For use in segmented marketing in surrounding areas.



For use in segmented marketing in surrounding areas.

Typography

When writing about the brand, capitalize the O & H in Out Here for consistency - in addition, keep all url's consistant as well.

For example, when talking about the url and handles; visit us at OutHereHealth.com, and tweet us @OutHereHealth.

A few examples on how to treat Out Here headlines & body copy, to the right.

MAIN HEADLINE EXAMPLE

S C O N D A R Y
H E A D L I N E
E X A M P L E

Body Copy

Berthold Akzidenz Grotesk - REGULAR

Berthold Akzidenz Grotesk - MEDIUM

Berthold Akzidenz Grotesk - BOLD

Berthold Akzidenz Grotesk - SUPER

Berthold Akzidenz Grotesk - BOLD EXTENDED

Our Brand Voice

We're Out Here to provide sexual health services & community resources to the LGBTQ+ community. When speaking to our audience we should sound informative, educated, in the know and inclusive. We're not Out Here to sound preachy or cancel anyone.

OUT HERE IS

SEX POSITIVE

INCLUSIVE

FOR EVERYONE

AN LGBTQ+ SAFE SPACE

FLUID

FRIENDLY

OUT HERE IS NOT

PREACHY

AN EXCLUSIVE SERVICE

YOUNG / GEN Z FOCUSED ONLY

A MEDICAL OFFICE

FOR GAY CIS MEN ONLY

TOO COOL

Language

~~SEXUAL HEALTH EXPRESS~~

Out Here Sexual Health Center, Baldwin Hills

- Out Here Sexual Health Services, CDU/MLK (Existing Health Center)
- Out Here Sexual Health Services, Mid-Wilshire (Existing Health Center)
- Out Here Sexual Health Services, Long Beach (Existing Health Center)

Out Here Sexual Health Center, West Hollywood (In Planning)

~~EDUCATION CENTER~~

Out Here Community Resources Center, Baldwin Hills

Out Here Community Resources Center, East LA (Hypothetical)

~~APLA HEALTH PREVENTION~~

Out Here Community Resources

- Healthy Him
- Trans Wellness
- El Saludable
- Party Wise
- NetworX
- Project Impact

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SEXUAL HEALTH

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COMMUNITY RESOURCES

Professional Taglines

Consumer facing taglines with a more professional tone

LGBTQ+ Sexual Health Services & Community Resources

Sexual Health Services & Community Resources for Him, Her, or Them

Same-Day Sexual Health Services

Low / No Cost HIV Testing, STD Testing / Treatment, PrEP, PEP & Community Resources

Low / No Cost HIV Testing, STD Testing / Treatment, PrEP, PEP & Resources, for & by the LGBTQ+ Community

Professional Taglines

Consumer facing taglines that are more fun, social media focused

Whether You Play with Him, Her, or Them, We're Out Here for You

Sexual Health Services & Community Resources... No Strings Attached

Cruise In. Get Serviced. Cruise Out

Get Off. Get In. Get Out

We Can Host

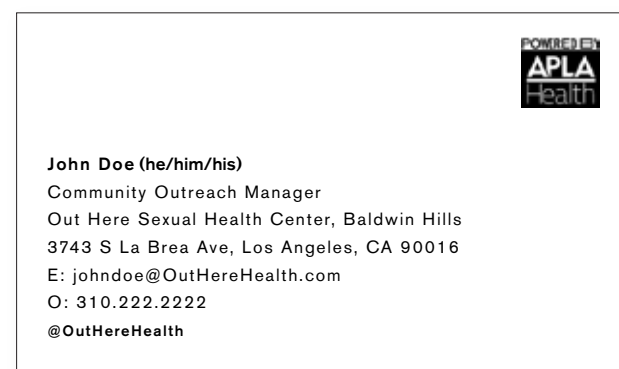
Sexual Health Services, from Top to Bottom

Applications

Letterhead & business cards



Business Card Front



Business Card Back



Letterhead example + branding in plain text

Out Here Sexual Health

Use title case when writing out the brand name in plain text.

310.222.2222

Use periods in between numbers instead of dashes.

Applications

PARTY WISE

A RESOURCE FOR GAY OR
BISEXUAL MEN WHO
USE CRYSTAL METH

**Wherever you are on your crystal
journey, we are here for you.**

- 1:1 SUPPORT
- GROUP DISCUSSIONS
- HARM REDUCTION SUPPLIES
(Fentanyl strips, Naxolene)

**For more information
323.329.9730**

THE PLUG ON DRUGS
WEDNESDAYS 3pm-4pm on Facebook & YouTube APLA Health Prevention

OUT HERE
COMMUNITY RESOURCES

OutHereHealth.com

POWERED BY
APLA
Health

OUT HERE

COMMUNITY RESOURCES



@OutHereHealth
OutHereHealth.com

Example of marketing for Partywise, a program offered by Out Here - and "Powered by APLA Health" lockup on all collateral.

Applications



ARE YOU...

A Black or Latino gay, bisexual, or queer man between 18-39?

Contact #HealthyHim
323.329.9730



#HealthyHim CHECKLIST
(For all your sexual health needs)



SAWB & CHILL PLUS
(At-Home HIV Test)



THE LOUNGE
(Friday Night Meet Ups)



LINKAGE TO HIV CARE


OUT HERE
COMMUNITY RESOURCES

OutHereHealth.com



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SEXUAL HEALTH SERVICES



@OutHereHealth
OutHereHealth.com

Example of marketing for Partywise, a program offered by Out Here - and "Powered by APLA Health" lockup on all collateral.

Applications

TRANS WELLNESS

ARE YOU...

**A Person of Trans Experience
age 19-29?**

**Seeking a safe space and
access to resources specific to
transgender wellness?**

Contact Trans Wellness
323.329.9730

 **SAWB & CHILL PLUS**
(At-Home HIV Test)

 **LEVEL UP!**
(One on One Sessions)

 **LINKAGE TO
HIV CARE**

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COMMUNITY RESOURCES

OutHereHealth.com

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COMMUNITY RESOURCES



@OutHereHealth
OutHereHealth.com

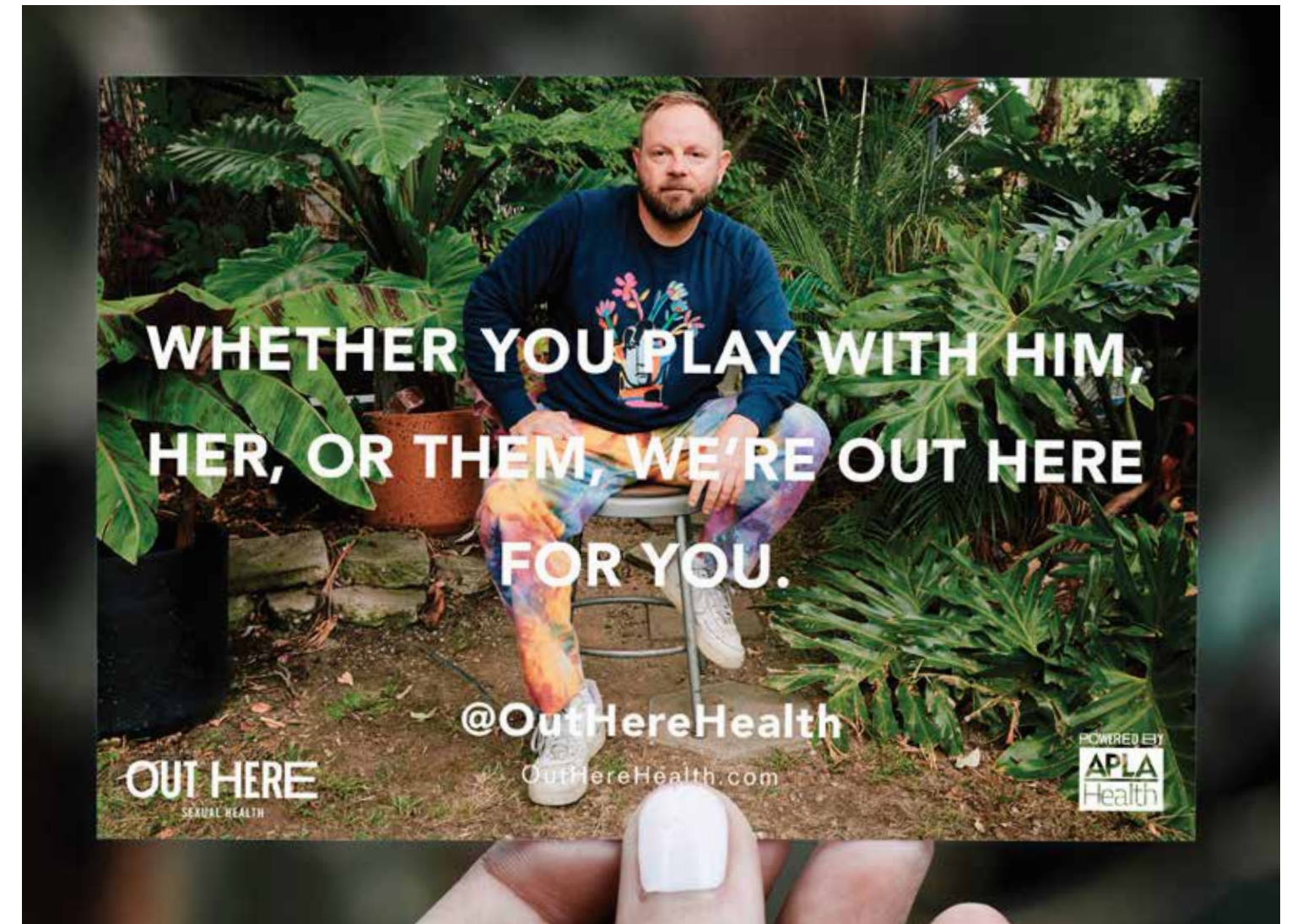
Example of marketing for Partywise, a program offered by Out Here - and "Powered by APLA Health" lockup on all collateral.

Applications

Postcard



Front



Back

Applications

Outdoor Marketing

OUT HERE

SEXUAL HEALTH SERVICES

WHETHER YOU PLAY WITH HIM,
HER, OR THEM, WE'RE OUT HERE
FOR YOU.

@OutHereHealth



OutHereHealth.com



000396

Applications

Promotional Tees



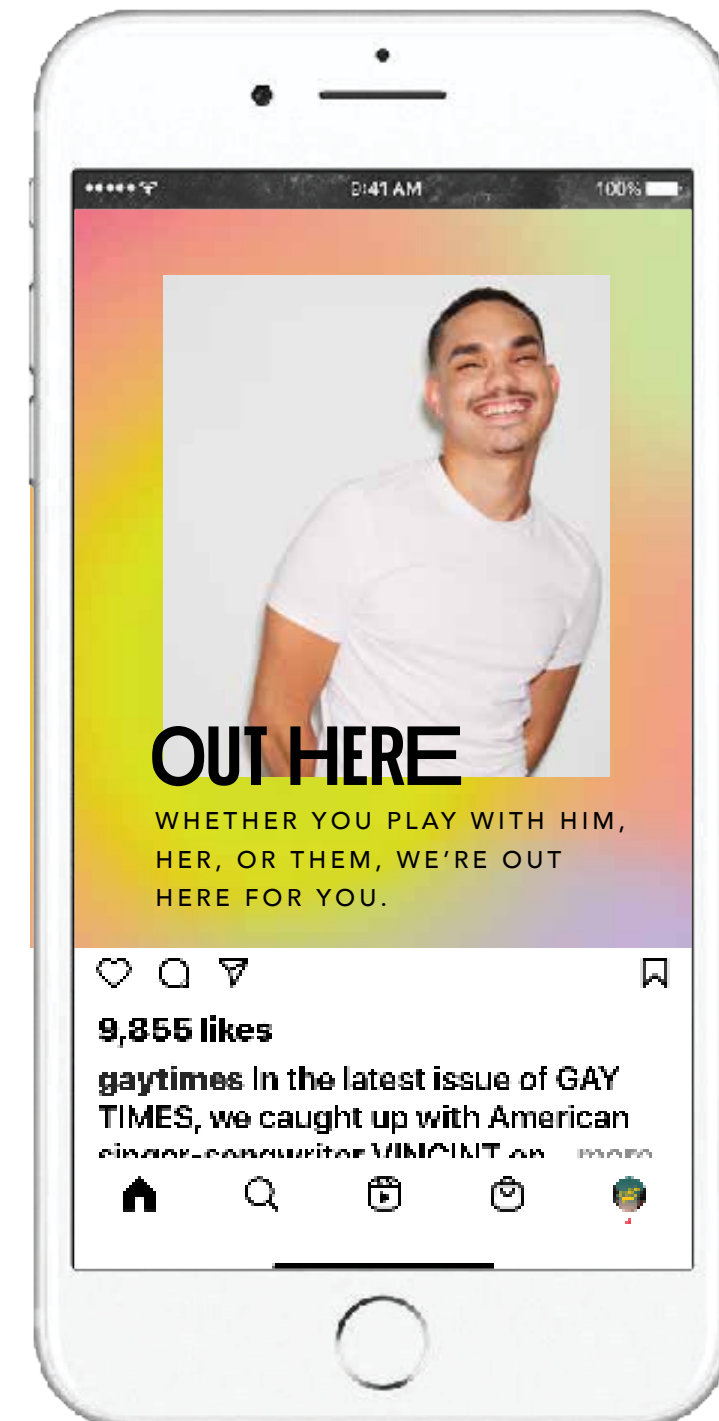
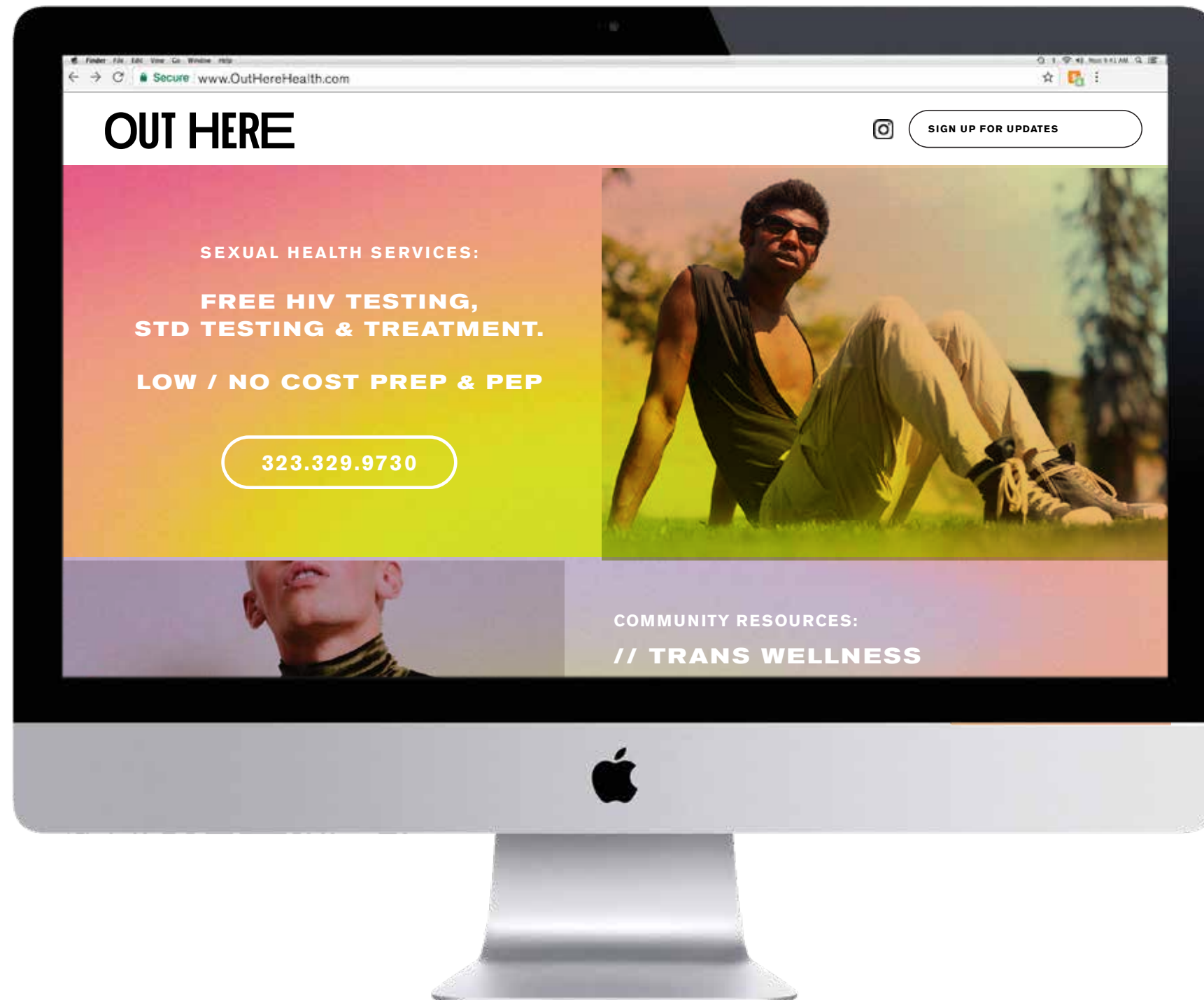
Front



Back

Applications

Digital examples: Website + Social Media



Applications

Branding on building exterior



Applications

Ice Cream Truck



THANK YOU

You can find Out Here logos, gradients and current photography

[BY CLICKING HERE](#)

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