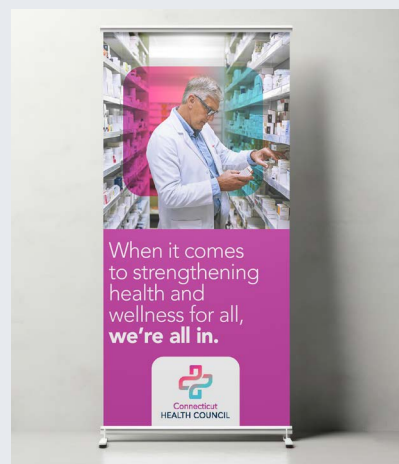




# BUSINESS DESIGN IDENTITY SYSTEM

For you, the business of healthcare is personal. It's about having an impact on the workforce. On policies. On innovation. On care. It's about influencing the bigger picture, but it's more than one organization can accomplish alone. That's why the Connecticut Health Council was formed—to unite those who are invested in Connecticut's healthcare environment. We use our independent position to provide critical, timely information and connections across the public, private, and nonprofit sectors, so members are empowered to address the state's most pressing healthcare opportunities.

Together, one agenda—a thriving healthcare ecosystem for Connecticut.



## LOGO

Our logo was developed to represent continuous care and connection in healthcare. Its flowing, infinite form is a nod to our endless commitment to collaboration and excellence as we seek to strengthen the relationship between patients, providers, and communities throughout our state.



## COLOR

A combination of blues, purples, and pinks, this fresh, modern, and unique palette is meant to invoke a sense of calm and trust. Signifying the empathetic approach that we take to health and wellness.



## TONE OF VOICE

Our tone is conversational, yet authoritative. Copy should be written in a way that demonstrates our combined expertise while remaining human, open, and approachable. Clarity is key as we look to showcase our values to the healthcare industry.

We write and present ourselves as we speak—**authentically, candidly, and with confidence.**

## TYPOGRAPHY

Avenir is the brand's primary typeface and provides a sense of strength and reliability while remaining friendly and approachable. The typeface is clean, professional, intelligent and easy to read. It has multiple weights which allows for greater flexibility.

# Avenir

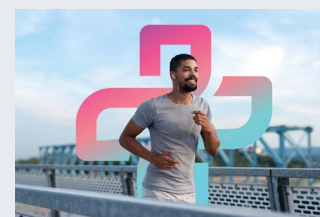
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abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz1234567890

## PHOTOGRAPHY WITH DESIGN ELEMENT

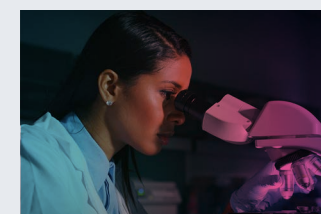
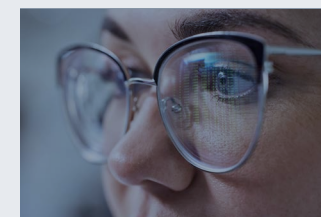
Where possible and appropriate, integrating the CHC branding and colors into the imagery will help reinforce the brand and make the images more ownable and recognizable.



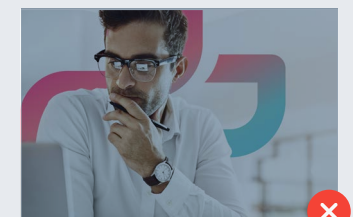
The **CHC logomark** can be integrated into the photography to highlight individuals.



The **gradient square** is a simpler way to embrace the brand color while making an impact.



**Colored overlays** may be multiplied on top of visuals. This is especially helpful when placing text on a photo.



Do not use more than one technique on any image or manipulate any of the shapes.