



Connecticut  
HEALTH COUNCIL

# BRAND GUIDELINES





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.



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# BRAND FUNDAMENTALS

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## FUNDAMENTAL 1

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# EMPOWERING CONNECTORS

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CHC nurtures and elevates Connecticut's healthcare ecosystem by doing what we do best—putting the right leaders in the room to do what they do best. Public, private, and nonprofit. Business focused and care focused. Bringing an independent perspective, we unite, inform, and empower this network continuously—actions that are reflected in our brand mark.





## FUNDAMENTAL 2

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# NEUTRAL YET PURPOSEFUL

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We side with Connecticut's healthcare industry—for businesses, patients, and the economy. So there are no agendas other than helping the industry thrive. But our neutral, collaborative approach is not visually dull. Our brand colors reflect the passion we have for helping bring meaningful innovation, evolution, and growth to the ecosystem.



## FUNDAMENTAL 3

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# PRAGMATIC INFORMERS

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Key to empowerment is information that is timely, actionable, and thought provoking. But we never cloud the delivery of that information—or the point we are making—with overused industry jargon or concepts. So we avoid clichés in language and in visuals.

Staged scenes and overused tropes to convey connection are out, along with language that uses a robotic cadence or overly manufactured emotion. We write and present ourselves as we speak—authentically, candidly, and with confidence.



## FUNDAMENTAL 4

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# THOUGHTFUL IN WORDS AND ACTION

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We're helping address the rapid changes affecting Connecticut's healthcare industry. But there's a difference between being responsive and being reactive to the changing needs of our members and our ecosystem. That's why we approach each challenge and opportunity with thoughtfulness—carefully deciding what we take on and how we communicate our actions. This not only helps ensure that change is sustainable but reinforces our credibility.





## FUNDAMENTAL 5

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# EXPERIENCED AND CREDIBLE

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Our actions reflect our expertise—an organization anchored in Hartford but serving the state. And sharing our achievements—from elevating Hartford’s business landscape to using our deep state-wide relationships to connect public and private leaders—drives credibility. We celebrate wide-ranging wins without overclaiming our role, so that success is a shared source of Connecticut pride.





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# BRAND ASSETS

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# 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.

The full-color, stacked logo is the primary version and should be used whenever possible. There are alternative versions that may be used when space and/or color is a concern.





# 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.

HEX  
103254

RGB  
16, 50, 84

CMYK  
100, 82, 41, 35

HEX  
496f87

RGB  
73, 111, 135

CMYK  
76, 49, 33, 8

HEX  
72cddc

RGB  
114, 205, 220

CMYK  
51, 0, 13, 0

HEX  
b9519e

RGB  
185, 81, 158

CMYK  
27, 82, 0, 0

HEX  
f05a94

RGB  
240, 90, 148

CMYK  
0, 80, 10, 0

HEX  
f48795

RGB  
244, 135, 149

CMYK  
0, 59, 25, 0

The gradient artwork is built from the logo and is available in its own logo file. The colors should not be altered or adjusted.

# TYPOGRAPHY

Avenir is the brand’s primary typeface and provides a sense of strength and reliability while remaining friendly and approachable. As the primary typeface, it should be used for all copy needs. The typeface is clean, professional, intelligent and easy to read. It has multiple weights which allows for greater flexibility.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz1234567890

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abcdefghijklmnopqrstuvwxyz1234567890

In rare cases where Avenir isn’t available (PowerPoints, HTML emails, etc.) Arial may be used as a secondary, more universal typeface.

## **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.**



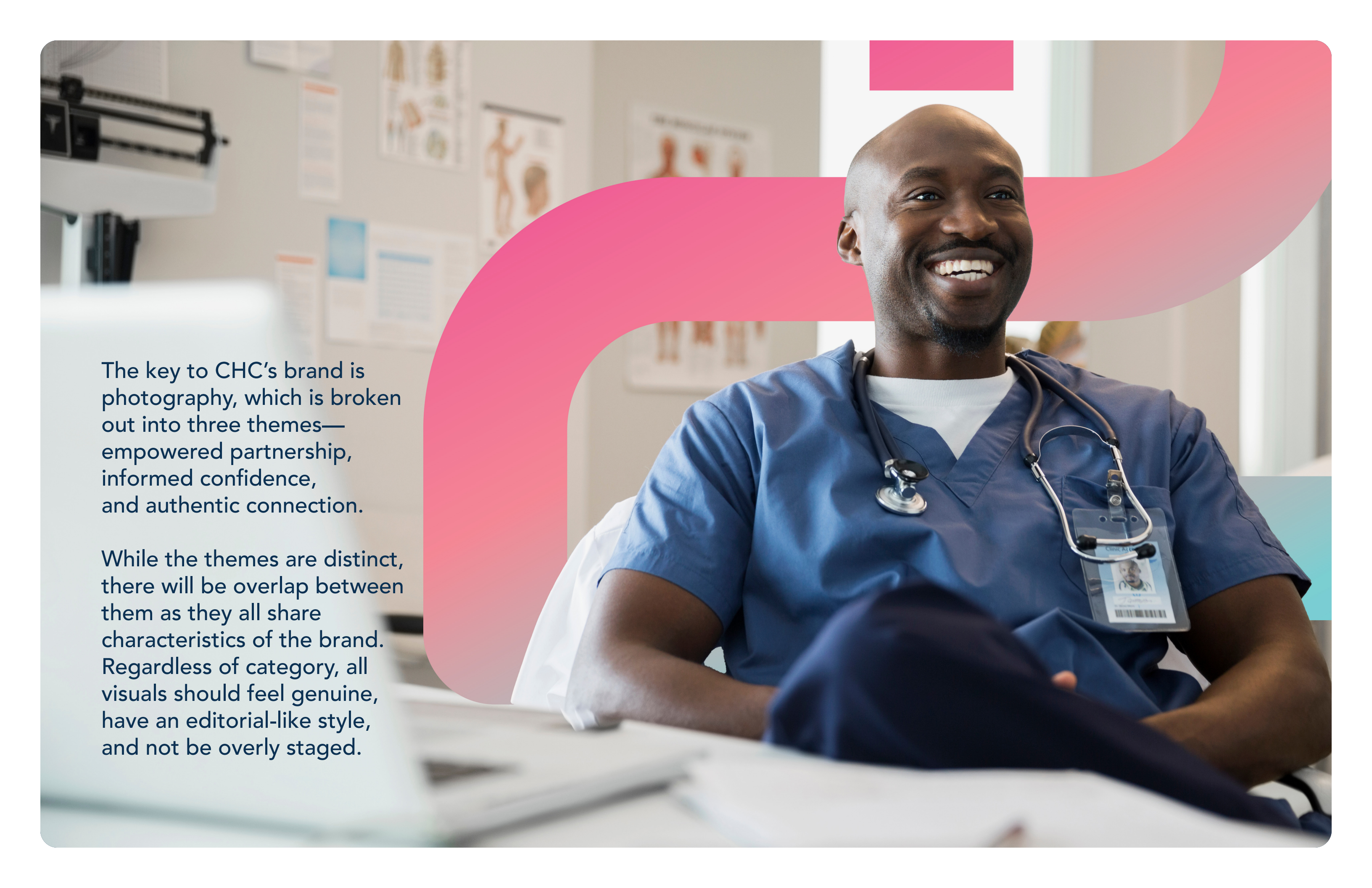


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# BRAND PHOTOGRAPHY

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The key to CHC's brand is photography, which is broken out into three themes—empowered partnership, informed confidence, and authentic connection.

While the themes are distinct, there will be overlap between them as they all share characteristics of the brand. Regardless of category, all visuals should feel genuine, have an editorial-like style, and not be overly staged.



# EMPOWERED PARTNERSHIP

CHC is not doing the work alone—we are empowering the right people at the right moment across the value chain to help advance healthcare in Connecticut. So photography should be focused on their efforts—coming together to achieve success.



Avoid images that are overly contrived or too conceptual.



# INFORMED CONFIDENCE

CHC is trusted for the timeliness, relevance, and accuracy of the information it shares. We approach topics with quiet certainty—a reassuring, steady tone that is reflected in our photography.



Images should not feel overly staged or forced.



# AUTHENTIC CONNECTION

Uniting the healthcare landscape is a key feature (and benefit) of CHC membership. Photography should portray partnerships and interactions that feel optimistic and purposeful in nature.



Stay clear of the obvious and generic healthcare-focused imagery.



**PHOTOGRAPHY  
WITH DESIGN  
ELEMENTS**





# PHOTOGRAPHY WITH DESIGN ELEMENTS

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.



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# BRAND IN ACTION

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BANNER ADS



Connecticut  
HEALTH COUNCIL

What unites us?  
A thriving healthcare  
ecosystem for all.





What unites us?  
A thriving healthcare  
ecosystem for all.

Connecticut  
HEALTH COUNCIL







What unites us?  
A thriving healthcare  
ecosystem for all.

Connecticut  
HEALTH COUNCIL





What unites us?  
A thriving healthcare  
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Connecticut  
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SOCIAL POSTS



Connecticut Health Council

659 followers

2mo



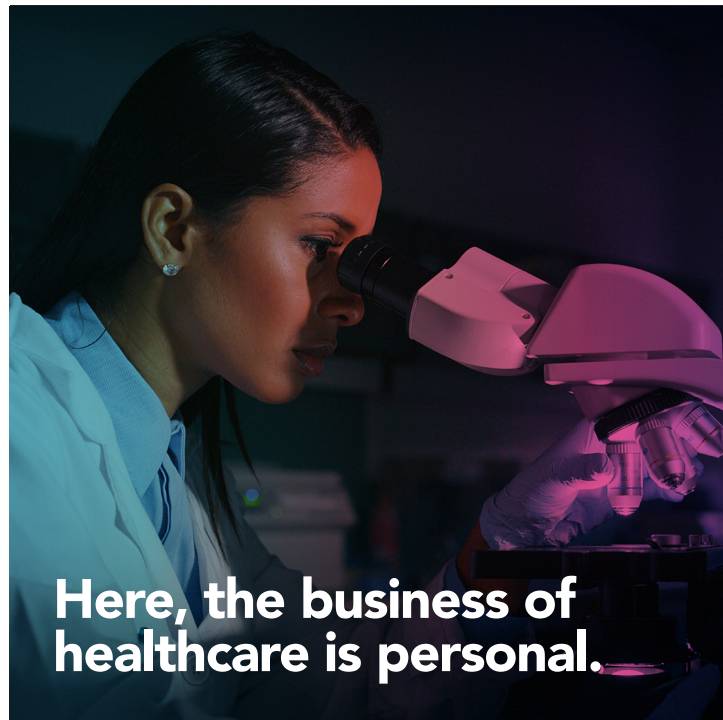
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Connecticut Health Council

659 followers

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Connecticut Health Council

659 followers

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Connecticut Health Council

659 followers

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CONNECTICUT HEALTH COUNCIL

Here, the business of healthcare is personal.

**Our members have one agenda—a thriving healthcare ecosystem for Connecticut.**

Connecticut is nationally recognized for healthcare, but those invested in the sector know there’s always more work to be done. The Connecticut Health Council brings public, private, and nonprofit leaders around a common table, providing them with the information and support necessary so that they can address the state’s most pressing healthcare opportunities, together.

[Learn more](#)



POSTER/AD

A man with a beard and short dark hair is running outdoors, wearing a grey t-shirt and white earbuds. He is smiling and looking to his right. The background features a large, stylized letter 'U' composed of pink and teal geometric shapes, set against a blurred outdoor scene with a blue sky and a bridge railing.

**What unites us?  
A thriving health-  
care ecosystem  
for all.**

That’s why the Connecticut Health Council was formed. To unite those who are invested in our healthcare environment and empower our members to address the state’s most pressing healthcare opportunities as one.

Connecticut  
HEALTH COUNCIL





TRADE SHOW/POP-UPS





Questions? Please reach out to:  
Name name  
Email@email.com

