



HARPER HEALTH

CORPORATE IDENTITY USAGE GUIDE

SYMBOL & LOGOTYPE:

Intent / Meaning:

The Look and Feel is designed to reference the traditional values from earlier era(s). Values, predicated on the highest of quality, care and attention to detail. Values, specific to the prestige and traditions culled from the University of Chicago's illustrious medical school, and Dr. Harper's long-standing relationship with the U of C. Value's that are the bedrock of Dr. Harper's practice of medicine. The Identity is designed to present Harper Health as a high-end entity that provides state of the art service, delivered through a hands on approach.



The Symbol:

The double H's are composed with perfect symmetry and placed inside of a rounded lozenge shape, which lends a feeling of balance and warmth (no hard geometry). The mark is similar to a seal of approval or stamp used during the time of the craft guilds. The line work is rough-hewn which lends a rustic air to the mark and alludes to the "hands on" approach.

HARPER HEALTH

The Logotype:

The choice of the primary typeface (Terracotta) references a stylistic period that is particularly Chicago born (American Arts and Crafts and Frank Lloyd Wright's Prairie Style) and simultaneously alludes to craftsmanship and personal attention by using a typeface that is calligraphic in nature. The Logotype is set all caps and loosely letter-spaced to lend a more formal and elegant appearance. The rustic/calligraphic typeface contrasts with its ultra-formal composition, which gives a humanistic feel to the whole.

SYMBOL & LOGOTYPE:

The Lock-up(s): The Symbol/Logotype combinations have been composed to accommodate different spatial situations. The stacked/centered version is the ultra formal application and intended to be used in taller, vertical situations. The horizontal version is less formal (due to its asymmetry) and is intended to be used in rectangular situations. (see: Spatial Considerations)

Both versions have been provided in high resolution version, in various file formats for your use (to be found in the asset suite).



stacked/centered version:
lends itself to vertical and square
spatial situations



horizontal version:
lends itself to horizontal and
oblong spatial situations

TYPOGRAPHY:

FLLW TERRACOTTA™
A A B B C C D D E E F F
G G H H I I J J K K L L
FRANK LLOYD WRIGHT



0 1 2 3 4 5 6 7 8 9
(É À Î Õ Ñ Ç Æ & Auml)
—————:—————

original drawing of the
Terracotta typeface

Primary Typeface: Terracotta

Terracotta was designed based on the hand written comments Frank Lloyd Wright used, to detail his drawings and architectural renderings. This was developed during the American Arts and Crafts movement, which coincides with Wright's Prairie Style. Simultaneously Art Nouveau, Art Deco and Jugendstil were sibling art movements occurring in Europe. All of these movements aimed at countering the cookie cutter products that were churned out as a result of the Industrial revolution's push towards mass production. The choice of this typeface is intended to mirror the need for Concierge services in contrast with current medical practices.

The use of Terracotta is to be used for the Identity (logotype) alone, and should not be used as a display face, or as running text, to accompany future materials. Doing so would dilute the importance of the logotype.

Terracotta typeface
full character compliment

A A B B C C D D E E F F G G H H I I J
K K L L M M N N O O P P Q Q R R S S T T
U U V V W W X X Y Y Z Z
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY:

Secondary (Adjunct) typeface: Joanna

Joanna is a “modern style” slab serif (a.k.a. Egyptian serif). Modern serifs utilize strong geometry and are less calligraphic than “Old Style” and “Transitional” serif typefaces. Joanna has thinner thick strokes and thicker thin strokes which pulls it’s character away from hand written alphabets. The choice is intended to act as counter point to the rough-hewn character of Terracotta. The Joanna type family includes a full compliment of fonts, including several weights and italics, which will service future typographic hierarchical schemes.

roman font variations

FC Joanna Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque congue ultricies dolor eget molestie. Praesent mollis lobortis est quis hendrerit. Suspendisse quis tristique est, eu placerat lacus. Donec rhoncus, est nec mollis euismod, mauris dui cursus ex, id tempor turpis purus sed elit. Donec vestibulum, enim eu gravida congue, risus augue luctus purus, non eleifend turpis quam vel elit.

FC Joanna Semi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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FC Joanna Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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FC Joanna Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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italic font variations

FC Joanna Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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FC Joanna Semi Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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FC Joanna Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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RULES: DO'S & DONT'S

NEVER type set or Re-typeset (keyboard) the logotype typography.

- The “HARPER HEALTH” type was re-drawn and altered to integrate the weight relationship of the thickness of the larger H’s characters to the rest of the title.
 - The letter-spacing is perfectly manicured to give the proper “greyness” to the overall title.
 - Letter-spacing is set “open” and visually (versus mathematically) to create the appropriate sense of elegance.
-

Proper usage
visually letterspaced
altered “H”

HARPER HEALTH

Improper usage
default kerning
(none)

HARPER HEALTH

Improper usage
default wide kerning
mathematical

HARPER HEALTH

Improper usage
default kerning
(none)

HARPER HEALTH

Improper usage
default wide kerning
mathematical

HARPER HEALTH

RULES: DO'S & DONT'S

Proper Lock-up configurations:



NEVER disassemble the symbol/logotype lock-ups. The spatial relationships are set in stone!

NEVER move the symbol closer or farther to its accompanying logotype.



NEVER scale the symbol or logotype individually.

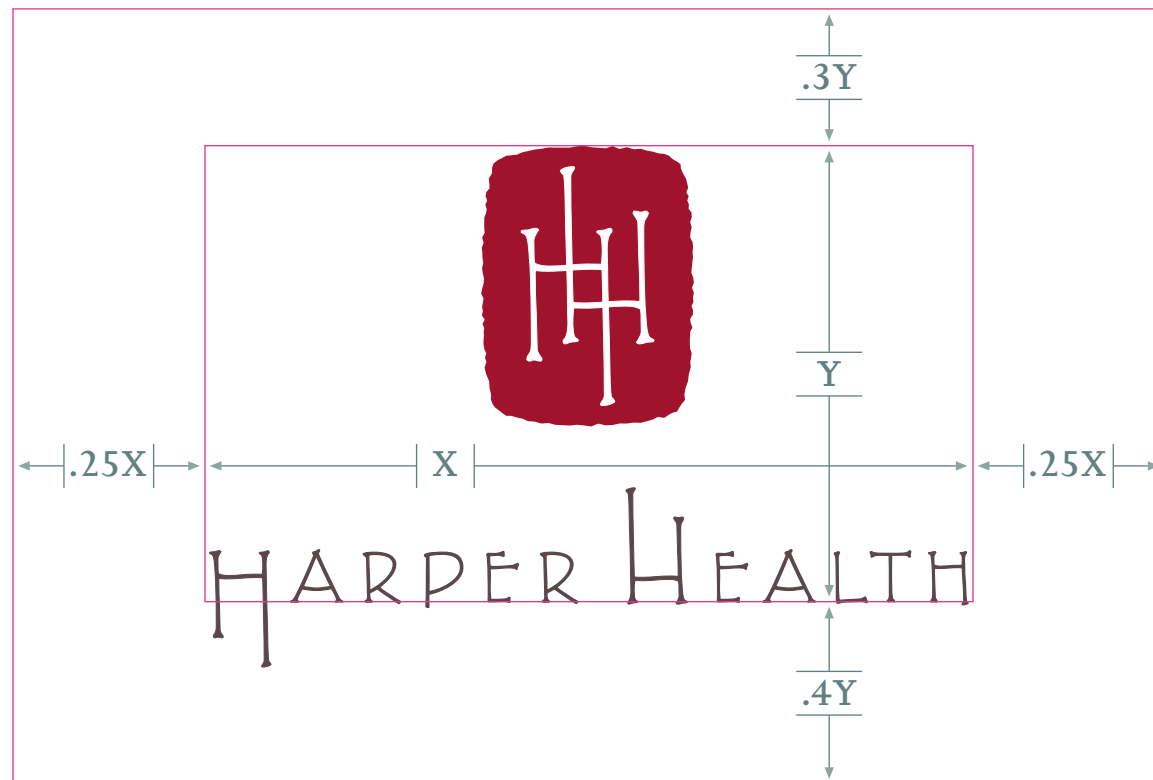


The Symbol and Logotype MAY be used separately and/or alone in situations that may require them (for the sake of brand enhancement), emphasis of the particular element and spatial limitations. Preferably this will happen after the lock ups have been seen consistently over a period of time.

SPATIAL CONSIDERATIONS: PROXIMITY

Proximity describes the allotted amount of space surrounding the mark, designed to give ample and appropriate room for the Identity to display itself properly, and establish its importance in the visual hierarchy. This is especially important to building brand recognition and familiarity. The amount of space allotted is also gauged to keep the usage of the mark in the Formal/Elegant mode.

The amount of space is measured in percentage-units, based on the width and height of the mark. This accounts for flexibility of scaling when the mark is used at varying sizes. Below you see the “invisible” border represented as the magenta outline. No additional elements will intrude within that border.

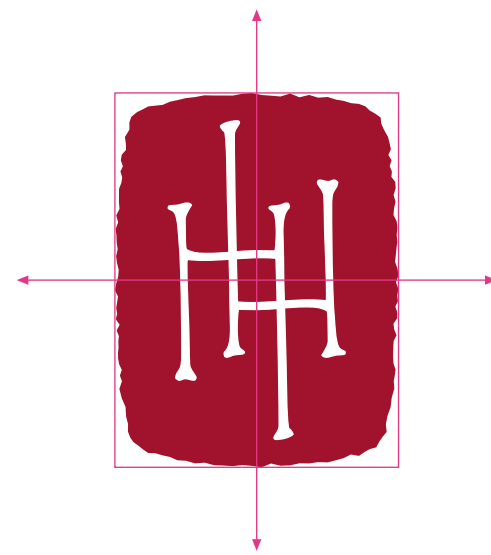


stacked/centered version



horizontal version

SPATIAL CONSIDERATIONS: ALIGNMENT RULES & SUGGESTIONS



Symbol:

When composing elements that relate to the symbol alone, alignments should be made to the center of the symbol on either axis.



stacked/centered version:

When composing elements that relate to the stacked centered version, the major vertical alignment is the central axis generated by the symbol.

When composing elements that relate to this version, horizontally there are two possibilities: the center of the symbol, and the baseline of "HarperHealth".



horizontal version:

When composing elements that relate to the horizontal version, the primary vertical alignment is the central axis generated by the symbol. The secondary vertical alignment is the flush left axis of "HarperHealth".

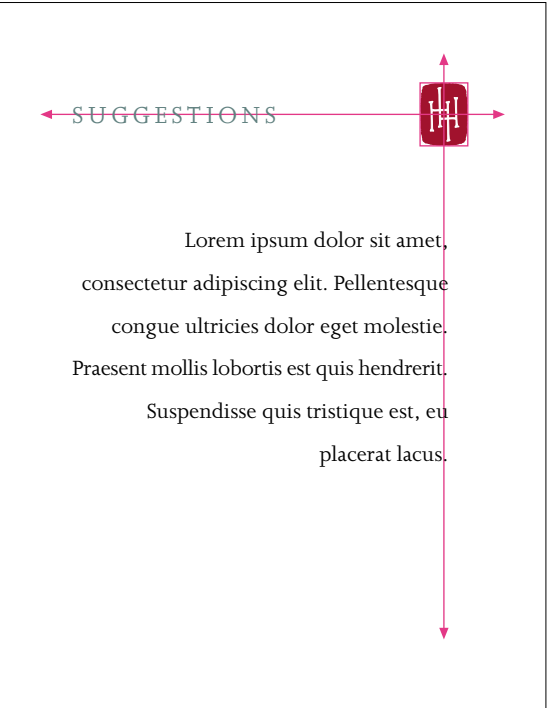
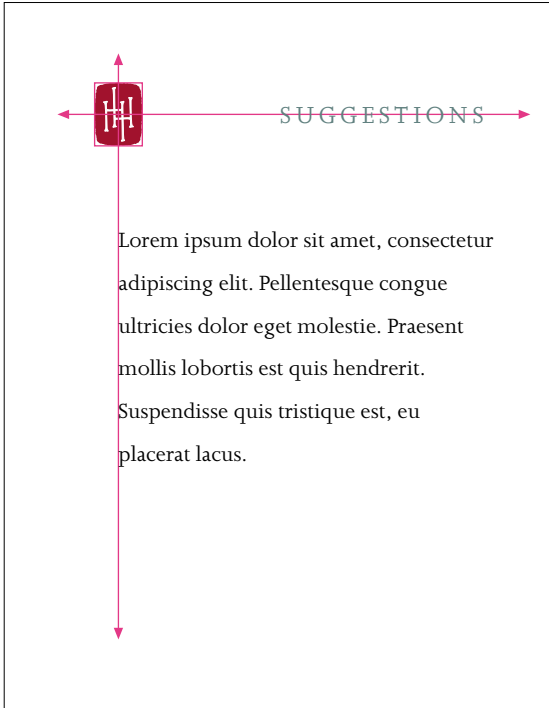
When composing elements that relate to this version, horizontally, the baseline of "HarperHealth" is the major horizontal axis.

The Rules of Alignment are intended as a guide for the future usage of the mark. At this juncture it is impossible to account for ALL future usages and in many respects these should be seen as a universal suggestions based on compositional intent. The way in which additional elements relate (visually) to the mark, should serve to enhance or bring the focus to the mark. The Dominant element of the identity is the symbol, and therefore, the object that you will compose additional elements to. There will be situations where strict adherence to these rules will not be possible to meet due to spatial limitations. In those cases it is the designer's decision to make the best placement possible, keeping the compositional intent as a consideration.

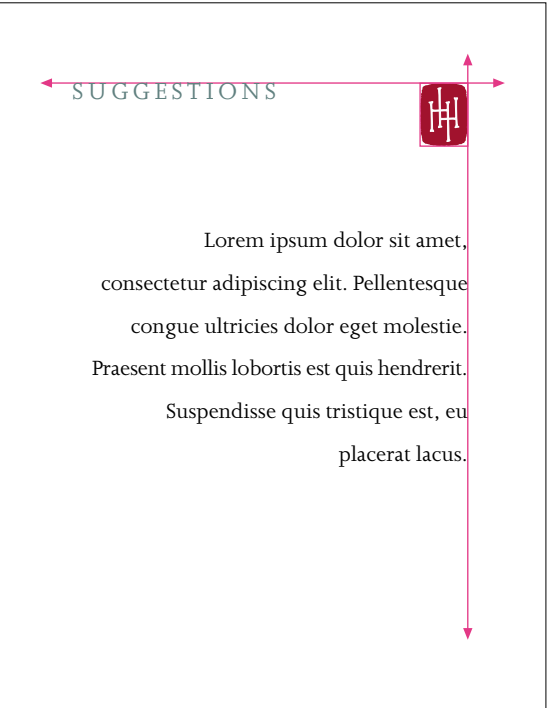
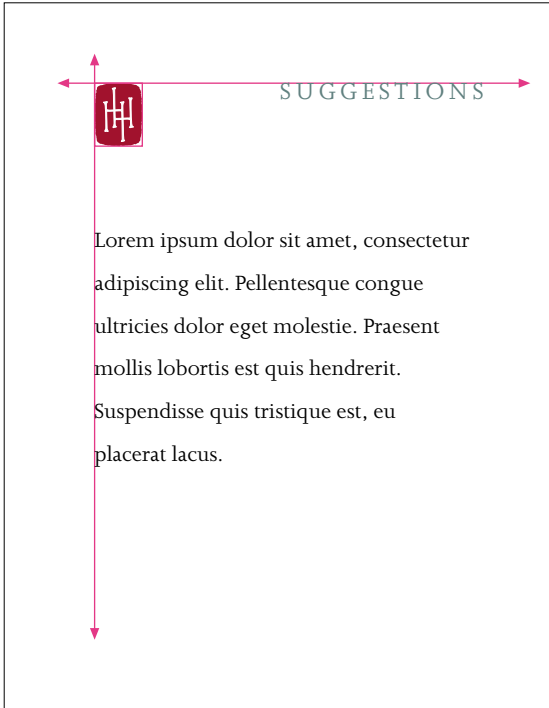
Compositional examples are found on the following pages.

SPATIAL CONSIDERATIONS: ALIGNMENT RULES & SUGGESTIONS

Proper alignments

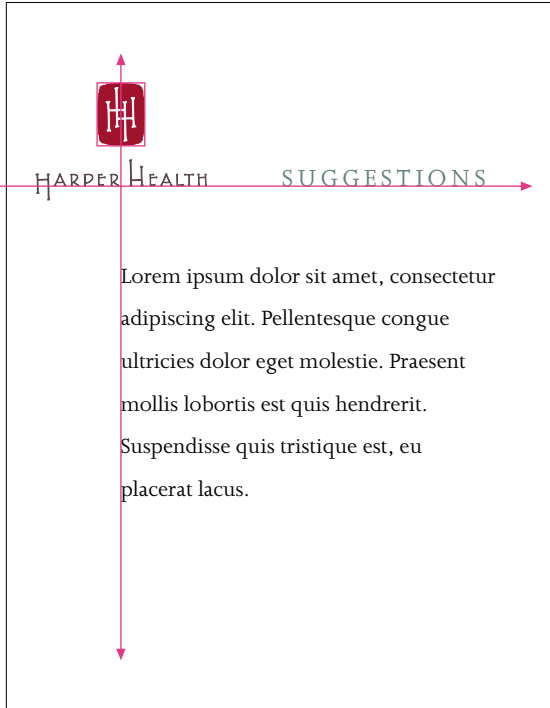
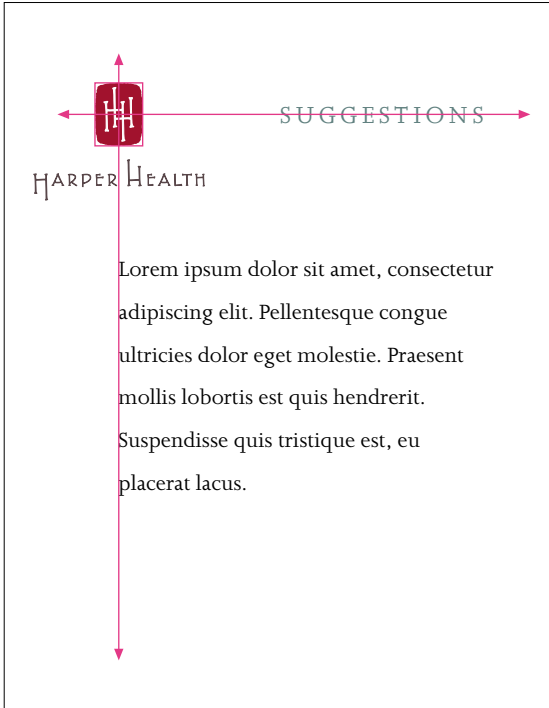


Improper alignments

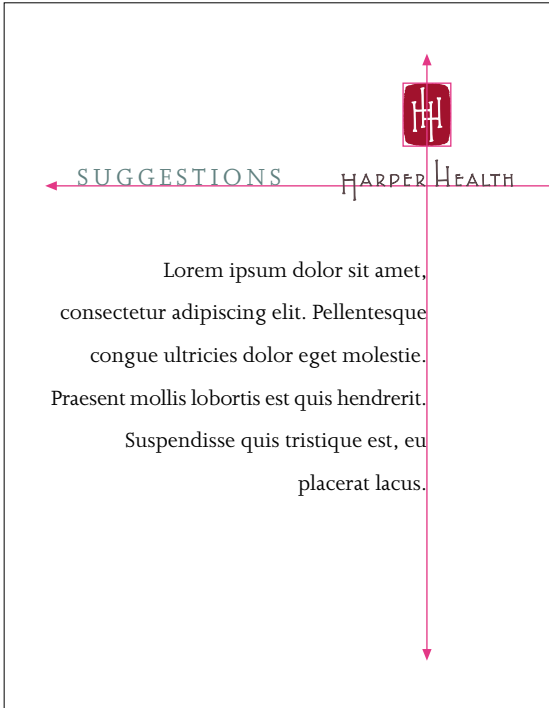
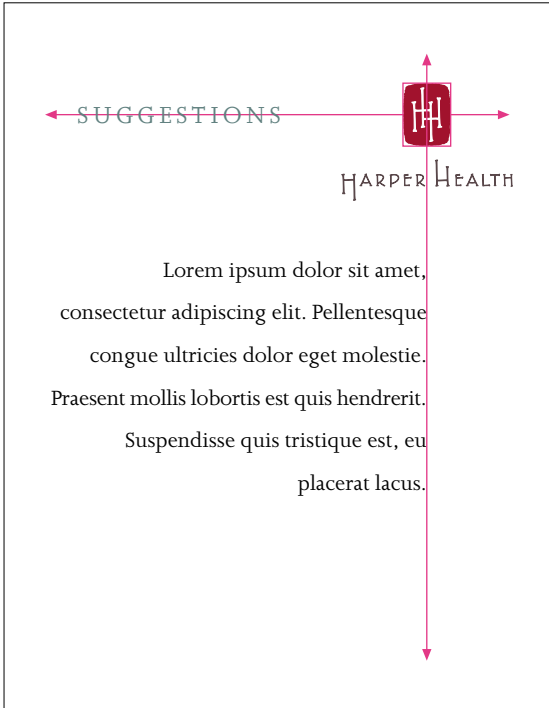


SPATIAL CONSIDERATIONS: ALIGNMENT RULES & SUGGESTIONS

Proper alignments

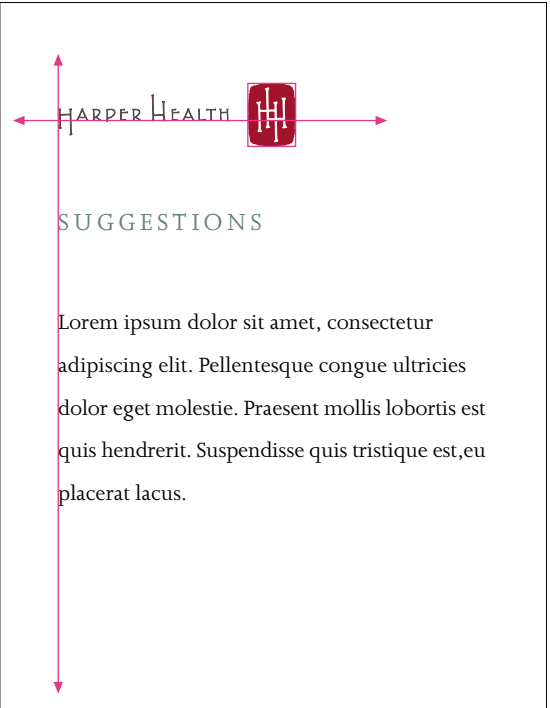
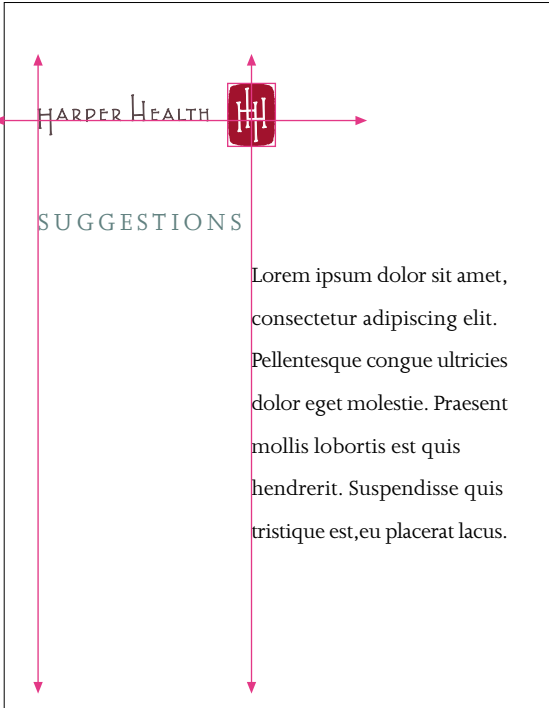


Proper alignments

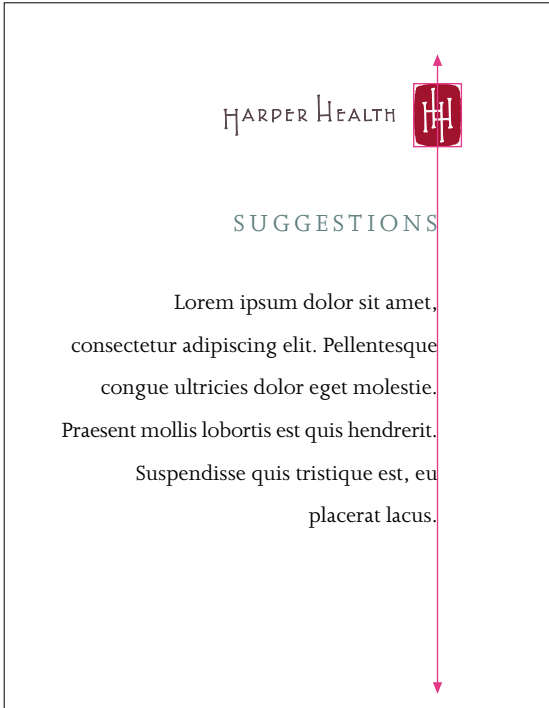
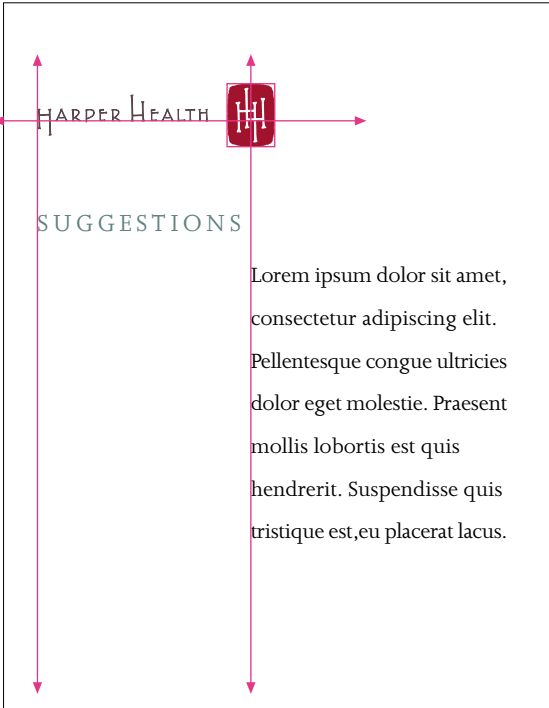


SPATIAL CONSIDERATIONS: ALIGNMENT RULES & SUGGESTIONS

Proper alignments



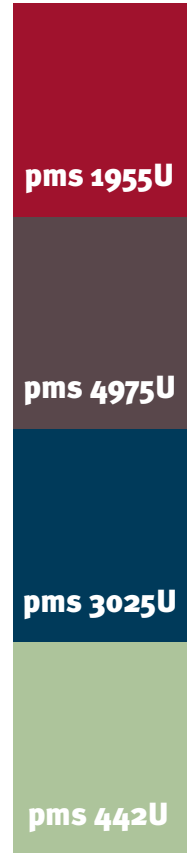
Proper alignments



COLORS:

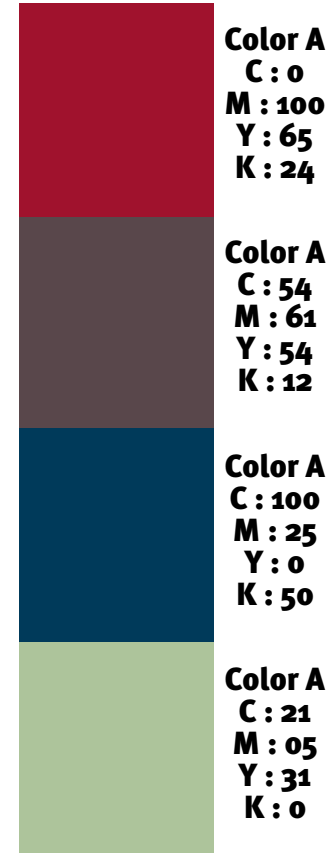
Pantone

Original colors specified for print. These are for your reference only, refer to printed pantone swatches for accurate color.



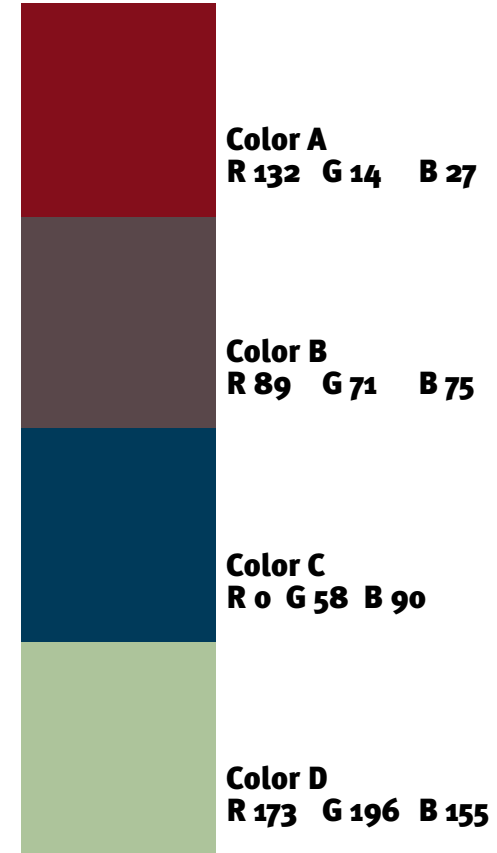
CMYK equivalents

CMYK equivalent formulas



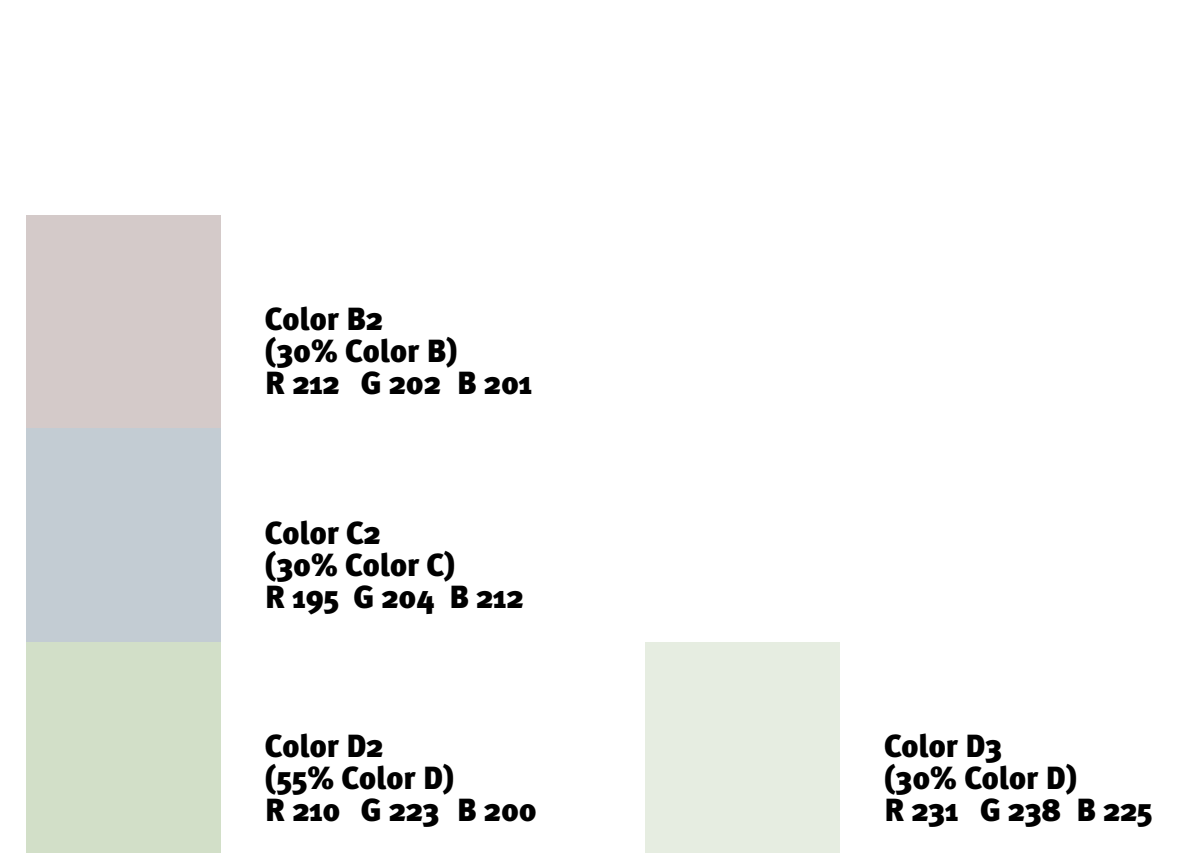
RGB equivalents

RGB equivalent formulas



RGB tints

RGB tints used on some of the backgrounds.



Secondary Palette

