

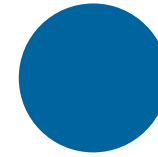
BRAND TOOLKIT



**Thank you for your
One Day for Jackson
partnership!**

Below you will find branding guidelines to keep in mind as you help us raise awareness of this day of giving to support Jackson Health System. To co-brand your organization's digital and print materials and help us spread the word, click on the resource links in this document.

Jackson Blue



PMS 301 C
CMYK 100, 45, 5, 18
RGB 0, 82, 147
HEX #005293

Brand Guidelines

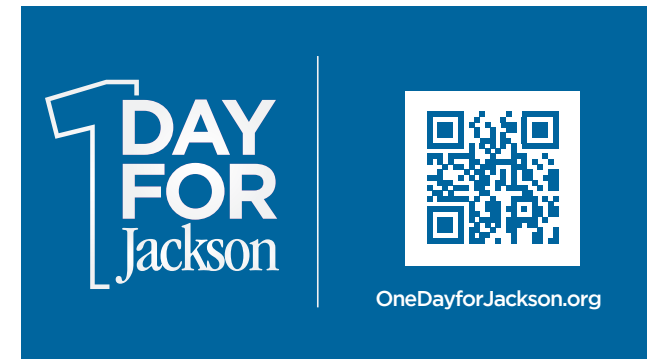
Full Color Logo with Tagline



Full Color Logo with QR Code



White Logo with Tagline



White Logo with QR Code



Logos

In PDF, JPG and PNG formats.

To maintain a uniform appearance, the One Day for Jackson logo must have clear space or clearance. No text or graphics may be added to the logo's natural white space.

The diagram to the right will help you determine the appropriate amount of minimum clearance. As the logo increases or decreases in size, the necessary clearance increases or decreases proportionately.



Examples of improper uses of the logo



Don't scale disproportionately



Don't change colors or fonts



Don't rotate



Don't print against a busy background

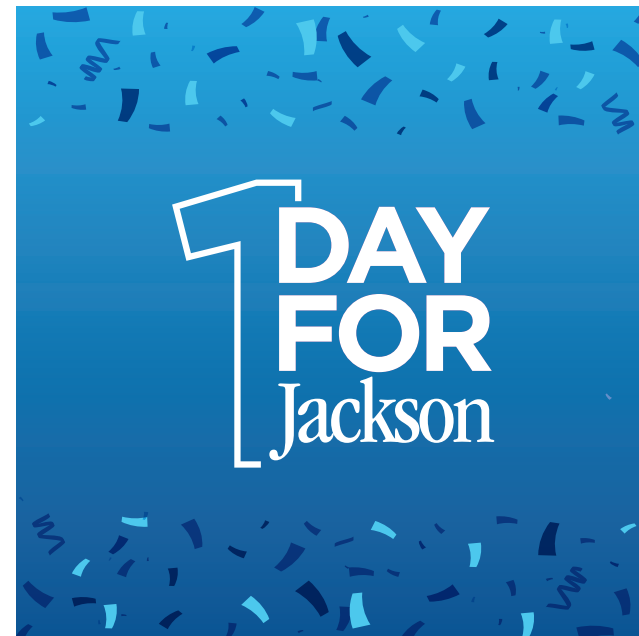


Don't print against a background without sufficient contrast

Hero Images

For your convenience, we are providing images that include the One Day for Jackson logo.

Please see the illustrations here for examples of how the logo should be placed on images.



Hero Images

In JPG and PNG formats.

Have a unique opportunity to promote One Day for Jackson or questions about this toolkit?

Contact Gradon Hadaway, senior director of development, at gradon.hadaway@jhsmiami.org or 786-270-6230.