

Brand Logo Guidelines



Peak Vista
Community Health Centers



LOGO GUIDE

We visually implement the Peak Vista Community Health Centers brand using logos, colors, and typography. These required guidelines keep our brand consistent and make us easily identifiable and consistent to all audiences.

Download Peak Vista Logo Kit [Here](#)

OUR LOGO

The blue version of the logo is the preferred choice whenever possible. When color is not allowed, there are also black and white versions.

There are two orientations of our logo – vertical and horizontal. Horizontal (or landscape), shown here, is the most common use.



INVERSE COLOR

For use on darker color backgrounds, an inverse version of our logo is permissible.

[Download our Logo Kit Here](#)

OUR LOGO

Vertical (or stacked), shown here, should be used when space does not allow for the horizontal/landscape version of our logo.



[Download our Logo Kit Here](#)

HOW TO USE OUR LOGO

To scale (increase/decrease in size) any logo:

- PC: Click on the image (image will highlight), click and hold down Control, use mouse to scale
- Mac: Click on the image (image will highlight), click and hold down Control + Option + Shift, use mouse to scale



CLEAR SPACE

This is the area around our logo that acts as a buffer from text and other competing elements. This area also describes the minimum distance to the edge of a page or screen.



MINIMUM SIZE

The logotype lockup should not be sized smaller than 1.5" in width. The tagline "Community Health Centers" becomes illegible when sized smaller than this.

Logo usage by file type:

JPG/JPEG – Use for print and web; most common usage

PNG – Use for web only; send this file type when vendors are placing on their website

EPS – Use for print; always send this file type when printing materials, can scale infinitely and not lose its sharpness/crispness

PDF – avoid sending this file type when possible

HOW NOT TO USE OUR LOGO

Do not place on a busy background.



Do not alter the font.



Do not add a drop shadow.



Do not stretch the logo.



Do not change colors/add a gradient.

