Logos, Colors & Fonts

CORPORATE LOGO

PROGRAM LOGOS

CORPORATE COLORS FOR PRINT & WEB

	Logo colors		Secondary colors			
	PMS 288 C	**PMS 158 C**	**PMS 2332 C**	**PMS 2220 C**	**PMS 7489**	**PMS 130 C**

Lighter shades of the same color

PRINT	WEB	PRINT	WEB	PRINT	WEB	PRINT	WEB	PRINT	WEB	PRINT	WEB
C = 100	R = 0	C = 0	R = 232	C = 50	R = 140	C = 76	R = 71	C = 56	R = 116	C = 0	R = 242
M = 80	G = 45	M = 62	G = 119	M = 42	G = 137	M = 13	G = 151	M = 2	G = 170	M = 32	G = 169
Y = 6	B = 114	Y = 95	B = 34	Y = 44	B = 133	Y = 34	B = 168	Y = 78	B = 80	Y = 100	B = 0
K = 32	#002D72	K = 0	#E87722	K = 8	#8C8985	K = 11	#4797A8	K = 7	#74AA50	K = 2	#F2A900

CORPORATE FONTS

Futura
Printed brochures/flyers/etc.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890

Futura Book
Headlines & Subheads

Futura Medium
Subheads or text emphasis

Futura Heavy
**for emphasis within body-text
or headline**

*Futura book italic to note special
areas of interest or quotes*

Montserrat
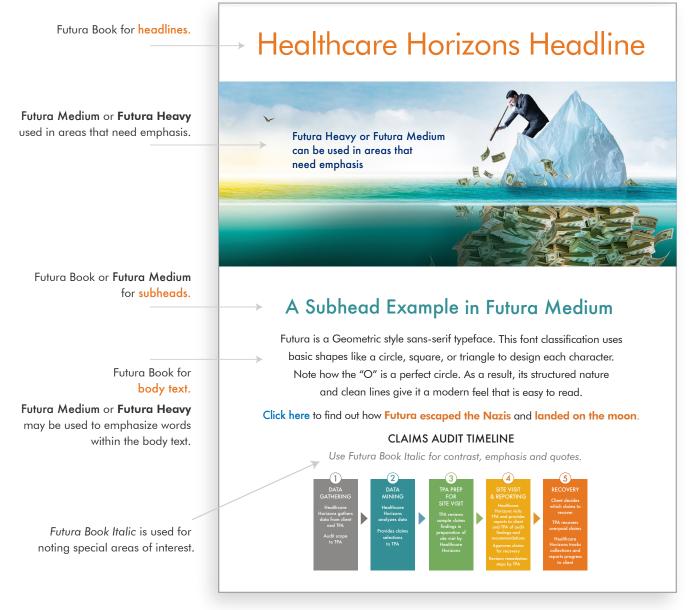Google Font
Website/Internet

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz
1234567890

NOTE: Follow the same guidelines for text weight rules listed
for Futura (Regular/Book, Medium, Heavy/Bold).

These Google fonts have unique text names and weights.
Visually match Futura's guidelines as close as possible.

LATO
Google Font
PowerPoint

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890

FONTS IN A LAYOUT

Futura Book for **headlines.**

Futura Medium or **Futura Heavy** used in areas that need emphasis.

Futura Book or **Futura Medium** for **subheads.**

Futura Book for **body text.**

Futura Medium or **Futura Heavy** may be used to emphasize words within the body text.

Futura Book Italic is used for noting special areas of interest.

Healthcare Horizons Headline

Futura Heavy or Futura Medium can be used in areas that need emphasis

A Subhead Example in Futura Medium

Futura is a Geometric style sans-serif typeface. This font classification uses basic shapes like a circle, square, or triangle to design each character. Note how the "O" is a perfect circle. As a result, its structured nature and clean lines give it a modern feel that is easy to read.

Click here to find out how **Futura escaped the Nazis** and **landed on the moon.**

CLAIMS AUDIT TIMELINE

Use Futura Book Italic for contrast, emphasis and quotes.

1 DATA GATHERING
Healthcare Horizons gathers data from client and TPA
Audit scope to TPA

2 DATA MINING
Healthcare Horizons analyzes data
Provides claims selections to TPA

3 TPA PREP FOR SITE VISIT
TPA reviews sample claims findings in preparation of site visit by Healthcare Horizons

4 SITE VISIT & REPORTING
Healthcare Horizons visits TPA and provides reports to client and TPA of audit findings and recommendations
Approves claims for recovery
Reviews remediation steps by TPA

5 RECOVERY
Client decides which claims to recover
TPA recovers overpaid claims
Healthcare Horizons tracks collections and reports progress to client

In general, use UPPER and lower-case text.
All UPPER-case text can be used for short titles.

PHOTOS, CHARTS, & ILLUSTRATIONS

Select images with creative concepts to **illustrate ideas.**

The photo in the layout above is another example of a creative concept.

People images should have a light tone, feel friendly, and uplifting.

Artwork, charts, and **illustrations** use the corporate color scheme.

THE **100%** DIFFERENCE

CORPORATE LOGO PLACEMENT

Maintain an area of space around the logo.

Nothing should ever touch or be very close to the logo.

HEALTHCAREHORIZONS®
CONSULTING GROUP, INC.
The Difference is in Knowing.

HEALTHCARE
HORIZONS®
CONSULTING GROUP, INC.
The Difference is in Knowing.

- The logo is a piece of art and should be treated as such.
- It should never be altered, recreated, or rearranged in any way.
- Never change the logo colors.
- Use the tagline with the logo at all times unless:
  - Space is limited
  - Text is so small that you cannot read it

PMS 288 C		PMS 158 C	
PRINT	WEB	PRINT	WEB
C = 100	R = 0	C = 0	R = 232
M = 80	G = 45	M = 62	G = 119
Y = 6	B = 114	Y = 95	B = 34
K = 32	#002D72	K = 0	#E87722

THE TAGLINE

The tagline can be used as a stand-alone headline or subhead. It may appear in orange or blue, and whatever font weight seems appropriate.

The Difference is in Knowing.
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The Difference is in Knowing.
The Difference is in Knowing.

LOGO COLOR ARRANGEMENTS

Sometimes it's necessary to print the logo in **one color.**
Use corporate blue/orange or black colors.

HEALTHCARE
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Sometimes it's necessary to print a **white logo** on a dark background.
Use corporate blue/orange or black colors.

HEALTHCAREHORIZONS®
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CONSULTING GROUP, INC.

HEALTHCAREHORIZONS®
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ICON SET

This is the **current icon set.** These may appear in any color within the corporate color scheme. If a new icon is needed, match this style.