

NC AHEC

Brand Guidelines

JANUARY 2023

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Statewide Logo

LOGO USAGE

Statewide Logo

The logo for North Carolina Area Health Education Centers, NC AHEC, was designed to be bold, trustworthy, and simple. The simplicity allows the logo to be used across many geographies and applications and in conjunction with partner and program brands. The NC AHEC logo should be used primarily in the distinctive brand blue color, but can also be seen in black or white. Additional rules on logo misuse can be seen on page 8 in the Brand Guidelines.

NC AHEC

NC AHEC

NC AHEC

NC AHEC

Statewide Logo with Tagline

The logo can be used in conjunction with the organizational tagline, "Recruit, Train, and Retain" when context about the organization is needed. The tagline is set off from the logo with a thin vertical line.

NC AHEC

RECRUIT
TRAIN
RETAIN

NC AHEC

RECRUIT
TRAIN
RETAIN

NC AHEC

RECRUIT
TRAIN
RETAIN

NC AHEC

RECRUIT
TRAIN
RETAIN

Anniversary Marks

In celebration of the 50th anniversary of NC AHEC, both a badge design and a special edition of the main logo design have been created. The badge design can be used on its own, or paired with the statewide and regional logo (see page 10) designs. When pairing the badge and main logo, do not include the tagline or banner.

BADGE



MAIN LOGO
WITH BANNER



Clear Space & Minimum Size

Clear Space – To ensure legibility, there should always be as much clear space around the logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance away, as illustrated below. Using the height of the “N” in the logo is an easy guide to determine the necessary minimum clear space on all sides.

Minimum Size – The minimum size for the logo is 1.25 inches wide, and 2 inches when the tagline is included. There is no maximum size for the logo. This rule is in place to ensure that all text and elements of the logo are legible.

CLEAR SPACE



MINIMUM SIZE

NC AHEC

————— 1.25" —————

NC AHEC

RECRUIT
TRAIN
RETAIN

————— 2" —————


Logo Misuse

 **Do not** crop the logo


NC AHEC

 **Do not** distort the logo


NC AHEC

 **Do not** change the transparency of the logo


NC AHEC

 **Do not** use drop shadows or any other effects


NC AHEC

 **Do not** use colors outside of the brand blue, black or white

NC AHEC

 **Do not** recreate using any other typeface

NC AHEC

 **Do not** rearrange or resize the logo elements

RECRUIT
TRAIN
RETAIN

NC AHEC

 **Do not** outline logotype

NC AHEC

Regional Logos

LOGO USAGE

Regional Logos New Audience

Regional AHEC programs have their own individual logotypes. When communicating externally, especially among new audiences, the "Part of NC AHEC" identifier should be used with the regional logo. Color standards for regional logos are derived from the individual regional color palettes.

AREA L AHEC

PART OF NC AHEC

SOUTH PIEDMONT AHEC

PART OF NC AHEC

EASTERN AHEC

PART OF NC AHEC

PIEDMONT AHEC

PART OF NC AHEC

MOUNTAIN AHEC

PART OF NC AHEC

NORTHWEST AHEC

PART OF NC AHEC

SOUTH EAST AHEC

PART OF NC AHEC

SOUTHERN REGIONAL AHEC

PART OF NC AHEC

DUKE AHEC

PART OF NC AHEC

WAKE AHEC

PART OF NC AHEC

Regional Logos New Audience with Tagline

Just as with the statewide logo, an expanded version of each regional logo has been created to include the tagline for NC AHEC. This can be used to communicate the message and mission of NC AHEC.

AREA L AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

SOUTH PIEDMONT AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

EASTERN AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

PIEDMONT AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

MOUNTAIN AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

NORTHWEST AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

SOUTH EAST AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

SOUTHERN REGIONAL AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

DUKE AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

WAKE AHEC

PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

Regional Logo Existing Audience

Acronym versions of the regional logos can be used when communicating to internal and existing audiences. For regions without an acronym, the new audience logo should be used.

SEAHEC
PART OF NC AHEC

MAHEC
PART OF NC AHEC

Regional Logo Existing Audience with Tagline

SEAHEC
PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

MAHEC
PART OF NC AHEC

RECRUIT
TRAIN
RETAIN

Regional Color Distinctions

Each program office of NC AHEC has a primary brand color assigned to it. This helps audiences distinguish between the regions.

<p>AREA L AHEC</p> <p>PMS 7689 C RGB 41 143 194 CMYK 79 26 0 24 HEX #298FC2</p>	<p>SOUTH PIEDMONT AHEC</p> <p>PMS 321C RGB 0 129 139 CMYK 100 0 40 14 HEX #00818B</p>
<p>EASTERN AHEC</p> <p>PMS 367 RGB 149 185 62 CMYK 48 9 100 0 HEX #96BA3D</p>	<p>PIEDMONT AHEC</p> <p>PMS 320 RGB 0 162 178 CMYK 78 16 29 0 HEX #00A2B2</p>
<p>MOUNTAIN AHEC</p> <p>PMS 2685 RGB 49 0 111 CMYK 93 100 18 21 HEX #31006F</p>	<p>NORTHWEST AHEC</p> <p>PMS 8640 RGB 158 126 56 CMYK 35 45 92 12 HEX #9D7C2F</p>
<p>SOUTH EAST AHEC</p> <p>PMS 269 C RGB 81 45 109 CMYK 71 98 12 18 HEX #512D6D</p>	<p>SOUTHERN REGIONAL AHEC</p> <p>PMS 201 C RGB 163 38 56 CMYK 24.47 99.53 78.49 17.48 HEX #A32638</p>
<p>DUKE AHEC</p> <p>PMS 280 U/C RGB 1 33 105 CMYK 100 85 5 22 HEX #012169</p>	<p>WAKE AHEC</p> <p>PMS 7696 RGB 96 147 175 CMYK 65 32 21 1 HEX #6193AF</p>

Regional Logos Color Usage

The "Part of NC AHEC" identifier must always be shown in AHEC Navy for color applications. Otherwise black or white are acceptable.

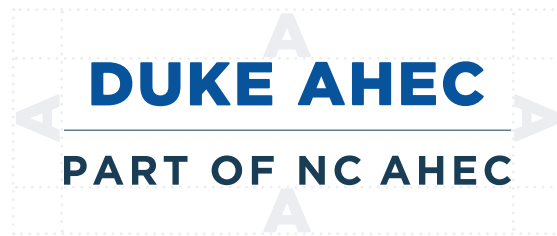


Clear Space & Minimum Size

Clear Space – Just as with the statewide logo, to ensure legibility, there should always be clear space around the regional logos. Using the height of the “A” in “AHEC” is an easy guide to determine the necessary minimum clear space on all sides.

Minimum Size – The minimum size for the logo is 1.25 inches wide, and 2 inches wide when the tagline is included. There is no maximum size for the logo. This rule is in place to ensure that all text and elements of the logo are legible.

CLEAR SPACE



MINIMUM SIZE



Partnerships & Lockups

When pairing partnership logos, a thin vertical line and clear space must be used to properly allow each logo to be legible and distinctive. For the statewide and regional logo lock up, "Part of NC AHEC" can be dropped from the regional logo design to avoid repetition.

Clear Space – For legibility, use the height of the "A" in "AHEC" as an easy guide to determine the necessary minimum clear space on all sides, and between the logos and the dividing line separating them.

STATEWIDE & REGIONAL LOGO LOCKUP

NC AHEC | **SOUTH PIEDMONT AHEC**



ANNIVERSARY LOGO LOCKUP

WAKE AHEC
PART OF NC AHEC



PARTNERSHIP LOCKUP

EASTERN AHEC
PART OF NC AHEC



Secondary Logos

LOGO USAGE

MyAHEC & NC AHEC Digital Library

NC AHEC Digital Library is a portal to AHEC library services, information, and education. Offering this portal ensures all providers in the state have high-quality health information.

MyAHEC is an online service of the North Carolina Area Health Education Centers (NC AHEC) Program that combines resources from the nine NC AHEC regional offices and the Duke AHEC office and makes them available on a single website to a statewide audience.

Note: These logos should only be used to promote the AHEC Digital Library and MyAHEC, and do not serve as substitutes for the main NC AHEC logo.



NC AHEC
DIGITAL LIBRARY

The logo consists of the text "NC AHEC" in a large, bold, dark blue sans-serif font. A thin horizontal line is positioned below "NC AHEC". Below the line, the words "DIGITAL LIBRARY" are written in a smaller, bold, dark blue sans-serif font.

MYAHEC
NORTH CAROLINA

The logo consists of the text "MYAHEC" in a large, bold, sans-serif font. The letters "MY" are in a light green color, while "AHEC" is in dark blue. A thin horizontal line is positioned below "MYAHEC". Below the line, the words "NORTH CAROLINA" are written in a smaller, bold, dark blue sans-serif font.

Color Palette

BRAND SYSTEM

AHEC Colors

The colors used in the logo (navy and lime) are the official colors of NC AHEC, but note the lime green color should be used sparingly. At least 10% of AHEC blue should appear on all designs. It's important to use proper color modes and breakdowns for specific applications. Print and web color breakdowns are shown below.

PRINT

WEB

AHEC Navy CMYK 92 70 45 35	 PMS 2965 U	 PMS 7463 C	 HEX #1D3E55 RGB 0 67 99
AHEC Lime CMYK 50 0 99 0	 PMS 382 U	 PMS 376 C	 HEX #8CC640 RGB 140 198 64

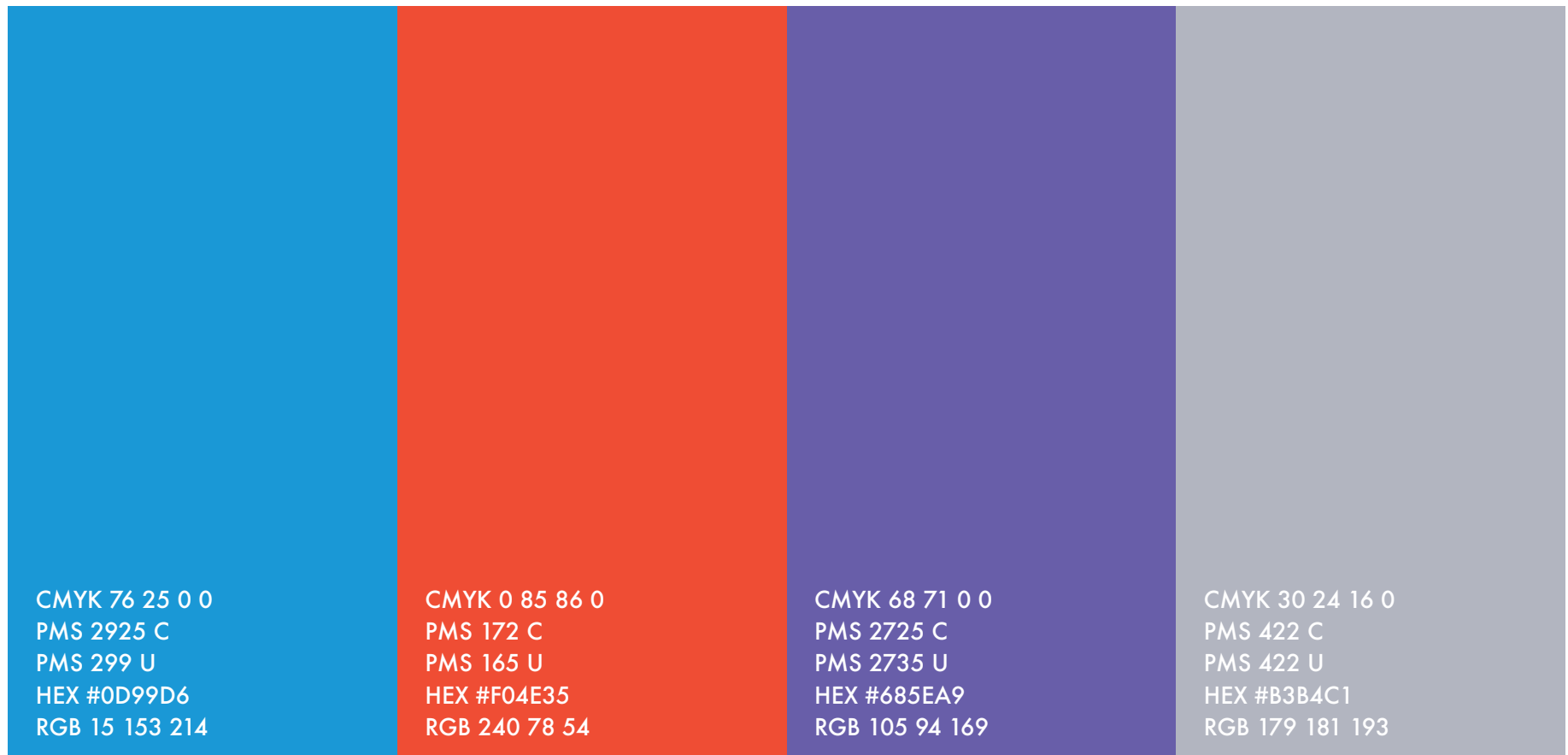
Additional Colors

Secondary and tertiary color palettes provide more design flexibility. These palettes may be used for web or print.

A Note on Accessibility – NC AHEC is taking steps to ensure our website and print publications follow accessibility guidelines. When designing a website or document, make sure that all colors and typography are accessible.

Visit webaim.org/resources/contrastchecker to verify that your contrast ratio passes.

SECONDARY



Additional Colors (cont.)

TERTIARY



Fonts

BRAND SYSTEM

Typefaces

Roboto Slab

Roboto Slab is a slab serif display font featuring friendly and open curves. It is used for headings in print and on the website.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%&*{}()ç¶

Thin Light Regular **Bold**

Raleway

Raleway is an elegant sans-serif typeface with a sharp and functional appearance. It is used on the NC AHEC website as body text, but should not be used for body text in lengthy reports or other primarily text documents.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%&*{}()ç¶

Thin	Light	<i>Medium Italic</i>	Black
<i>Thin Italic</i>	<i>Light Italic</i>	Semibold	<i>Black Italic</i>
Extralight	Regular	<i>Semibold Italic</i>	ExtraBold
<i>Extralight Italic</i>	<i>Italic</i>	Bold	<i>ExtraBold Italic</i>
<i>Italic</i>	Medium	<i>Bold Italic</i>	<i>Italic</i>

Futura

Futura is a geometric sans-serif typeface that is used to create the NC AHEC logo. Futura has an appearance of efficiency and forwardness. *This font should not be used outside of logo design.*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%&*{}()ç¶

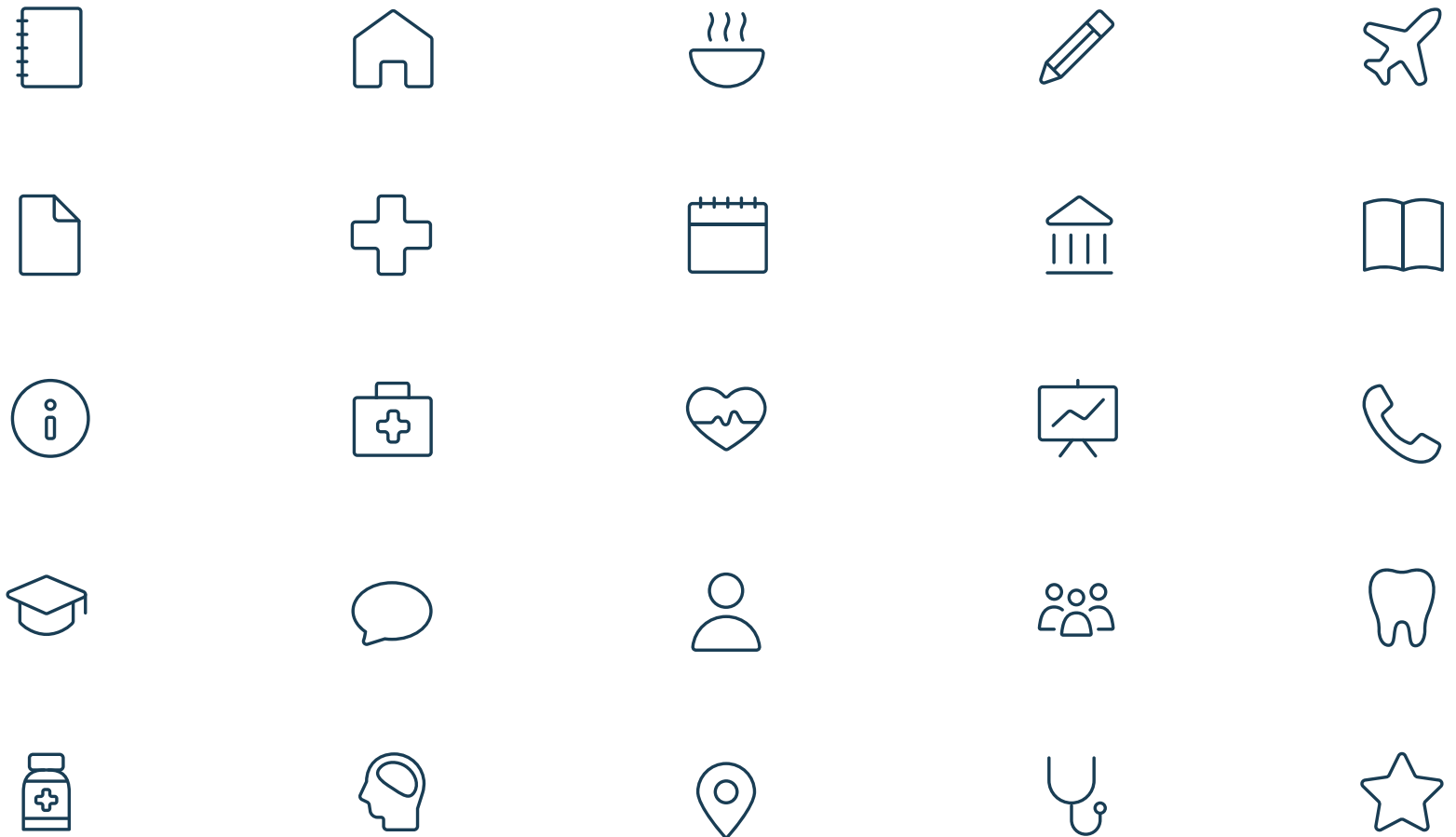
Condensed Medium **Condensed ExtraBold** Medium *Medium Italic* **Bold**

Icons

BRAND SYSTEM

Icon Set

This icon style is used on the NC AHEC website and on print and display materials. You must have access to Adobe Illustrator to use these icons.



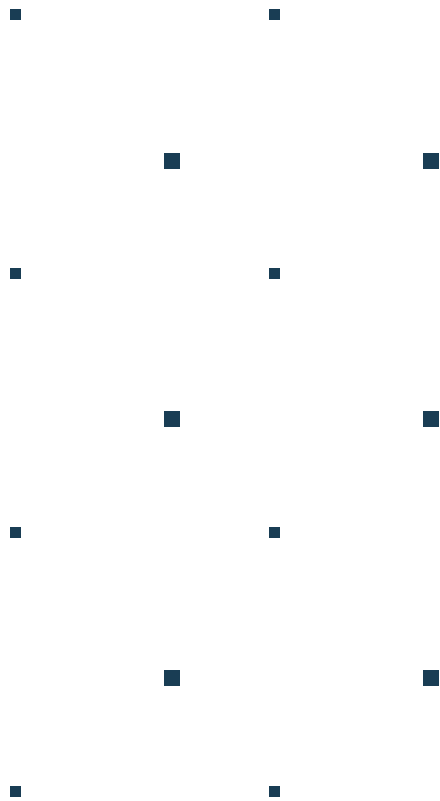
Patterns

BRAND SYSTEM

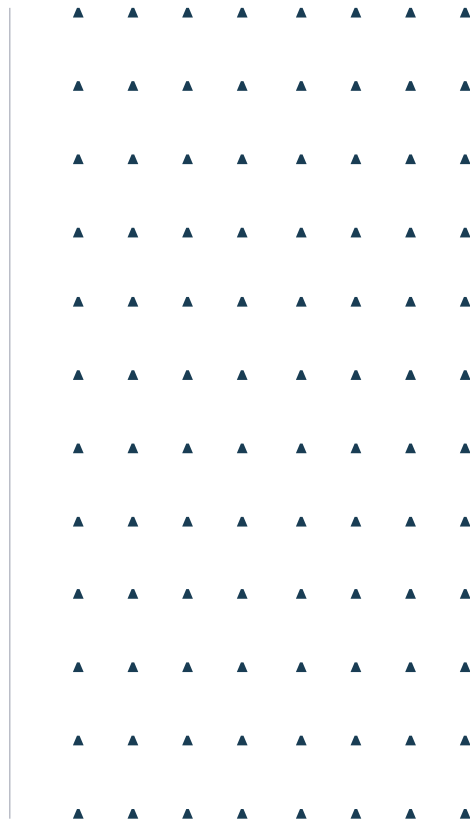
Brand Patterns

Patterns are used to create continuity throughout our materials and increase brand recognition. These patterns have been designed and added to the NC AHEC identity system as optional elements.

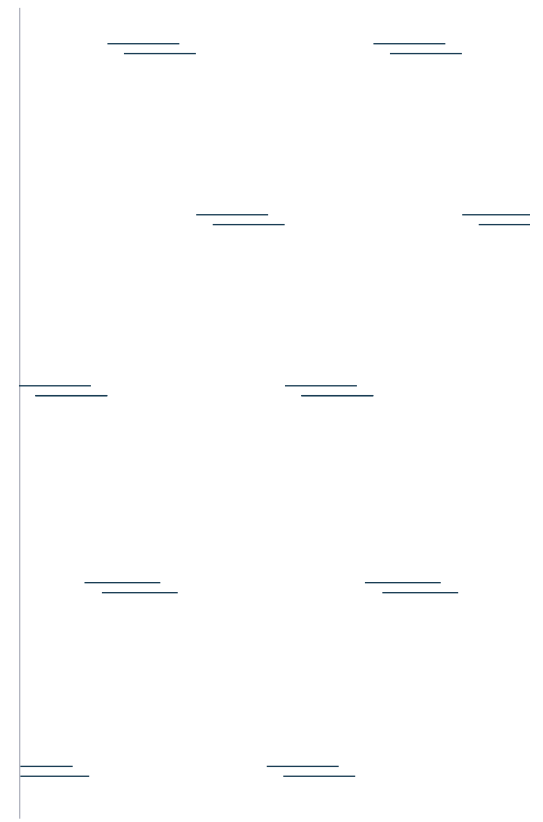
SQUARE
PATTERN



TRIANGLE
PATTERN



LINE
PATTERN



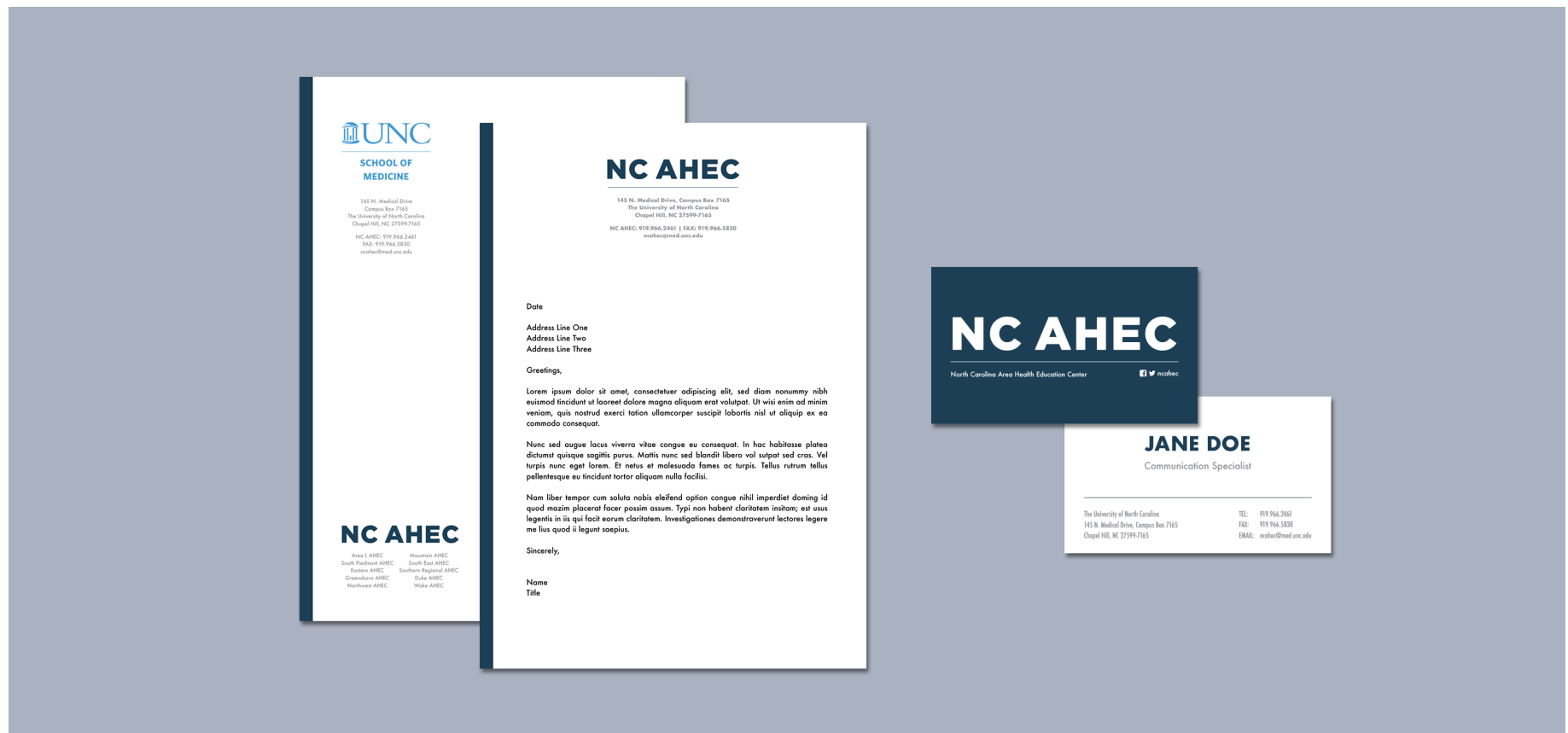
Branded Materials

APPLICATIONS

Printed Materials

Letterhead – NC AHEC-branded digital letterhead and joint UNC/AHEC letterhead is available to NC AHEC employees for NC AHEC business. The NC AHEC letterhead should be used 95% of the time for most day-to-day business. The joint letterhead should only be used as appropriate, when representing both UNC and NC AHEC.

Business Cards – Business cards for NC AHEC Program Office employees should be ordered through the communications specialist.



Email Signatures

All NC AHEC Program Office employees' email signatures should follow NC AHEC brand standards. You are encouraged to use one of the email signatures shown here.

New Message ×

To

Subject

JANE DOE
Director of Communications & Marketing

NC AHEC
UNC Chapel Hill
145 N. Medical Drive, Campus Box 7165
Chapel Hill, NC 27599

TEL: 919.966.2461

NC AHEC

[Website](#) | [Facebook](#) | [Twitter](#)

Send

New Message ×

To

Subject

JANE DOE
Director of Communications & Marketing

NC AHEC

NC AHEC
UNC Chapel Hill
145 N. Medical Drive, Campus Box 7165
Chapel Hill, NC 27599

TEL: 919.966.2461

[Website](#) | [Facebook](#) | [Twitter](#)

Send

New Message ×

To

Subject

JANE DOE
Director of Communications & Marketing

NC AHEC
UNC Chapel Hill
145 N. Medical Drive, Campus Box 7165
Chapel Hill, NC 27599

TEL: 919.966.2461

[Website](#) | [Facebook](#) | [Twitter](#)

Send

Communication

STYLE GUIDELINES

OUR VOICE

NC AHEC communications should portray the quality and enthusiasm that embodies our mission-driven approach to creating a healthy North Carolina. When composing content, keep in mind the personality of a family physician with a jovial bedside manner or a down-to-earth professor who is influential without being pretentious.

TIPS

- Be concise. Long blocks of text can discourage reading.
- Capital letters should be used only in headings. Bold type can be used sparingly to provide emphasis to particular words or phrases in body text.
- Be conversational. Write like you're telling a story, not issuing a press release.
- Use the active (not passive) voice to engage your audience.
- Think like the audience you're speaking to. Don't use professional lingo or insider references. Spell out acronyms and explain proprietary terms.
- When composing headings, consider the design principle of visual hierarchy. Headings should include the most important information about your topic in just a few words.
- Be honest and transparent. Share measures of success without over embellishing accomplishments.

Statewide Messaging

When conveying a message, think about how it can embody NC AHEC's core values of excellence, diversity, integrity, collaboration, and improvement.

OUR MISSION

The NC AHEC Program provides and supports educational activities and services with a focus on primary care in rural communities and those with less access to resources to recruit, train, and retain the workforce needed to create a healthy North Carolina.

OUR VISION

Every North Carolinian is healthy and supported by an appropriate and well-trained health workforce that reflects the communities it serves.

OUR TAGLINE

Recruit, Train, and Retain:
Developing the Workforce to
Create a Healthy North Carolina.

Editorial Style Guidelines

NC AHEC follows Associated Press style for all written communications, from e-newsletters to tip sheets and Facebook posts to tweets. An abbreviated version of the AP Style Guide can be referenced for free at the [Purdue University Online Writing Lab](#).

1 Numerals

AP Style dictates that numbers below 10 are spelled out and figures should be used for any number above 10.

Example: *Two regional AHECs will collaborate with 10 clinical practices in the project year.*

2 Dates and Times

When opting to abbreviate the name of the month, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. All other months should always be spelled out in full. In addition, all months should be spelled out when they appear alone or with a year.

Do not use st, nd, rd, or th when writing dates.

Example: *The next webinar is scheduled on Wednesday, Dec. 4.*

Example: *Our upcoming meet and greets will take place in December 2019.*

When writing times, use a colon to separate hours from minutes, but do not use :00. Use undercase and periods for p.m. and a.m.

Example: *The webinar will take place from 3:30 p.m. to 5 p.m.*

3 Spelling and Acronyms

Please reference the list below for common words and phrases used in our communications materials that are easily misspelled or misused.

- Health care (not healthcare, or health-care) is always two words when used generally.

Organizational acronyms, including NC AHEC, SEAHEC, MAHEC, and more, should only be used when they have been spelled out in their first usage.

Example: *North Carolina Area Health Education Centers (NC AHEC) include nine regional offices across the state. The NC AHEC Program has been active since 1972.*

Example: *South East AHEC (SEAHEC) kickstarted a new educational campaign on opioid prescription management. SEAHEC staff are supporting the initiative in all five counties they serve.*

Editorial Style Guidelines (cont.)

4

Punctuation

Special attention should be paid to the usage of punctuation. The Purdue Online Writing Lab also serves as a reliable resource for questions about punctuation usage.

The following guidelines are adapted from the Chicago Manual of Style Q&A on dashes.

En dashes (–) are used to indicate temporal distance between two things. Named for matching the length of a lowercase “n,” en dashes should be used to indicate length of time between two dates.

Example: *Open enrollment for Medicaid managed care is projected to take place from October–December this year.*

Em dashes (—), the length of a lowercase “m,” are most commonly used as parentheses to add an additional comment within a sentence, or to separate a dependent clause from an independent one.

Example: *Community health care workers—including peer support specialists and healthcare providers—are the target audience for these learning modules.*

Hyphens (-) are used to connect joint modifiers or other compound words.

Example: *Our full-time practice support coaches are here to assist you with your quality improvement needs.*

Items on bulleted lists should not be punctuated

unless they include a complete thought or sentence.

NC AHEC communications do use the Oxford (or serial) comma. This comma is used after the final item in a list of three or more items. This is important to use because it clears up any potential ambiguity about what the separate entities are within a sentence.

Example: *The goal of this project is to reduce mortality from heart disease, stroke, and diabetes.*

Quotation marks should only be used to format spoken or written language that has come from an individual who is not the author. Do not use quotes around words or phrases you want to emphasize or set apart from other text.

5

NC Medicaid Style Guide

The NC Medicaid Style Guide should be closely adhered to for any communications concerning NC Medicaid. Any guidelines outlined in the NC Medicaid Style Guide override any recommendations contained in this branding guide.

The NC Medicaid Style Guide can be located on the Practice Support Basecamp and on the Program Office Shared Drive under Caroline/Medicaid/Communications/NC Medicaid Style Guide.pdf. Questions about the style guide can be directed to:

DAN GUY

Senior Manager of NC Medicaid Communications
dan.guy@dhhs.nc.gov

NC AHEC

Questions?

If you have questions about the brand, or if you'd like to check to make sure a design you've created is in compliance with NC AHEC's brand standards and visual identity guidelines, please contact Caroline Orth.

CAROLINE ORTH

Communications & Marketing Manager | NC AHEC
919.966.0809
caroline_orth@ncahec.net
