
Healthcare Businesswomen's Association

Brand Style Guide

This document articulates all core elements of the new HBA brand. It is divided into three parts: Brand Introduction, Visual Identity, and Brand in Action. When all verbal and visual components work together in harmony, the resulting experience will be a unified and compelling statement about HBA — as a organization, an offering, and a source of community.

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The HBA Brand

The overall impression of the Healthcare Businesswomen's Association brand identity is formed by the combination of key visual elements.

The more we employ these elements in a consistent manner across all communications, the stronger our overall brand impression will be.

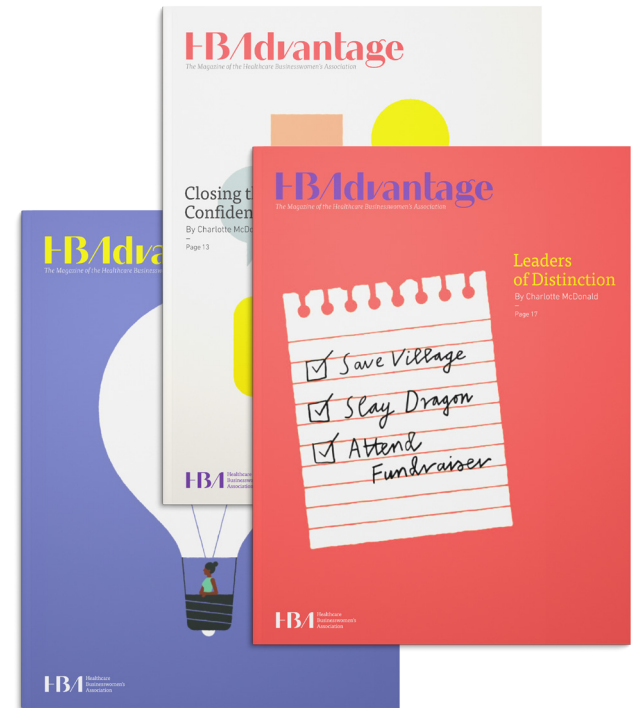
—

LOGO We have one HBA logo. Depending on use, the logo may appear in full color HBA Purple, HBA teal, or reversed to solid white.

COLOR Our brand's approach to color is simple and straightforward. Bold and consistent use of our color palette strengthens the brand, especially when combined with dynamic photography.

TYPOGRAPHY The brand typeface is Tisa Pro, rendering a smart and friendly brand impression.

PHOTOGRAPHY Images are given the special brand gradient treatment style, or are black and white and engaging to reinforce the brand personality.



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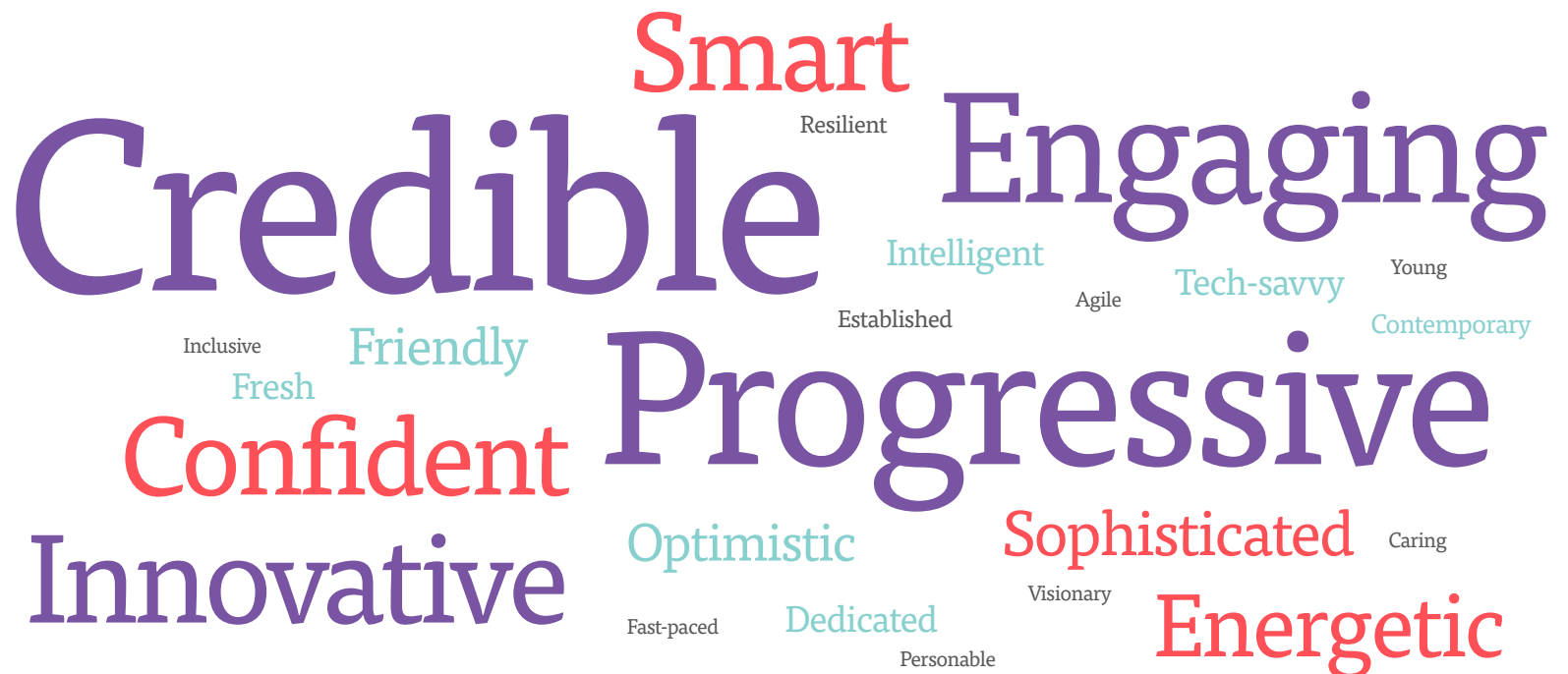
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Personality

Our word cloud captures the essence of who we are. The size and weight relationships of the descriptive words here suggest the relative importance of each to our overall brand personality. When you're developing brand communication materials, make sure this personality shines through.





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Brand Promise

Core Purpose

To further the advancement and impact of women in the business of healthcare.

Vision Statement

The HBA is the global leader in gender equity, advancing women into positions of influence and decision-making to improve health equity and outcomes.

Mission Statement

The Healthcare Businesswomen's Association is a global nonprofit organization comprised of individuals and organizations in healthcare committed to:

- Achieving gender parity in leadership positions
- Providing equitable practices that enable organizations to realize the full potential of women
- Facilitating career and business connections to accelerate advancement

The HBA accomplishes its mission through strong business networks, education, research, advocacy and recognition for individuals and companies.



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Identity: A United Force For Change

When members of the Healthcare Businesswomen's Association come together, it's with a shared purpose: to be a united force for change. We connect diverse groups of both women and men, across all healthcare and life science disciplines. By taking focused action to advance our mission, we're creating a powerful movement that directly drives professional opportunity and corporate growth. We believe that by joining forces in the relentless pursuit of gender parity, we are doing more than uniting individuals—we are strengthening the business of healthcare.



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Key Audiences

At HBA, the majority of our communication is with two audiences: business professionals and our corporate partners. This sample language represents how all our materials should speak to each group.

Business Professionals

We connect you with other passionate healthcare and life science professionals with a shared commitment to gender parity. By fostering a supportive and diverse environment, we give you the freedom to explore new skills, advance your career, and be a catalyst for change.

Corporate Partners

Uniting around the changing face of healthcare is the key to a competitive edge. And it's the smart business leader who anticipates that new direction. Through HBA, you'll connect with the diverse industry voices who will be the architects of this shift—supporting your long-term growth and bolstering your success.



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Core Messages

The four elements of our core strategy help us communicate the HBA experience to internal and external audiences.

Inclusion

Our strength comes from our diverse partnerships. We drive change by uniting women and men of all backgrounds in a shared purpose—offering everyone a voice and a seat at the table.

Professional Enrichment

We create opportunities for our members to grow their skill sets in an open and supportive environment, promoting global change through individual advancement.

Radical Hospitality

By building a supportive and welcoming atmosphere, we create a genuine sense of unity among all our members. Through deeper and more meaningful connections, we strengthen our efforts toward change.

Business Growth

We unite diverse viewpoints and areas of expertise, understanding that gender parity in the healthcare and life science businesses is a vital change not only for individual advancement, but for corporate success.

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The Logo

The strong yet elegant HBA logo complements both feminine and masculine aesthetics. Its style is contemporary, credible, and sophisticated. The way the letterforms converge mirrors the idea of sharing diverse points of view. The redrawn 'A' moves the eye forward more dramatically, communicating upward mobility and growth.

LOGO



ICON

LOGOTYPE ELEMENT



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Logo Color

Using the logo consistently will help build brand strength.

The HBA logo should only appear in approved colors, which are limited to HBA Purple, HBA Teal, and reversed.

This guide provides specifications for color reproduction using spot colors, CMYK process color, RGB, and hexadecimal values.

PREFERRED COLOR USE



HBA PURPLE ON WHITE BACKGROUND



REVERSED TO WHITE ON GRADIENT BACKGROUND



REVERSED TO WHITE ON HBA PURPLE



REVERSED TO WHITE ON PHOTOGRAPHY

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Logo Secondary Color

The logo secondary color use brings vibrancy in select instances.

Below are a few of the successful color combinations. The HBA logo should only appear in approved colors, which are limited to HBA Purple, HBA Teal, and reversed.

This guide provides specifications for color reproduction using spot colors, CMYK process color, RGB, and hexadecimal values.

See page 30 for examples.

ADDITIONAL COLOR USE



HBA TEAL LOGO ON HBA PURPLE BACKGROUND



HBA YELLOW LOGO ON HBA PURPLE BACKGROUND



HBA PURPLE LOGO ON HBA TEAL BACKGROUND



HBA YELLOW LOGO ON HBA RED BACKGROUND

Yellow may be only used in combination with HBA Purple or HBA Red to ensure adequate contrast for maximum visibility and clarity.

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Clear Space

Clear space should always be used to separate the HBA logo from other elements that may distract from or interact with the logo. The minimum amount of clear space is equal the cap height and width of the H in the HBA logotype.

Always keep clear space at the top, bottom, left, and right of the HBA logo.

CLEAR SPACE



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Minimum Size

Proper sizing also protects the integrity of our logo. Minimum size guidelines have been established to ensure that the logo remains legible in all applications.

Although maximum size guidelines have not been specified, it's important to note that a proper balance should always be struck between the logo and the surface on which it sits. When using the logo at small sizes, please be sure to consider the fidelity of the reproduction method so that the logo maintains its readability.

MINIMUM SIZE



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Improper Usage

It's critical to maintain the integrity of the logo at all times.

The following examples illustrate improper logo usage:



Do not recreate the logo with another typeface.



Do not change the position of the logo elements.



Do not create regional or chapter name logos or signatures



Do not stretch or modify the proportions of the logo.



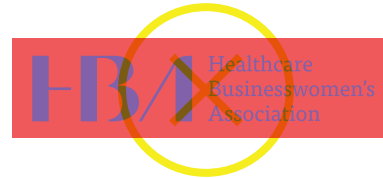
Do not add a drop shadow, or any other effects, to the logo



Do not use the logo within a block of text.



Do not use the logo in a non-approved color.



Do not use the logo without the proper color contrast.



Do not put the logo in a box or other shape.



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Symbol Usage

In certain instances where HBA is familiar, our HBA icon may be used on its own as a graphic element. Please use the examples on this page for guidance and context. Please contact Nancy White at nwhite@hbanet.org for approval of any individual use of the HBA icon.



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Color Palette

Color is an integral part of the HBA brand. The primary brand colors are HBA Purple, Red, and Teal. HBA Yellow is a supporting color, used primarily for adding emphasis to designs and headline copy. HBA Charcoal Gray is a supporting color, primarily used for body copy.

The table below provides color specifications and values. Please follow these to ensure that your use of color is consistent across HBA communications.



HBA PURPLE

PANTONE
PMS 2607U
—
PROCESS (CMYK)
C62 - M78 - Y0 - K0
—
RGB
R119 - G87 - B161
—
HEX
7757A1

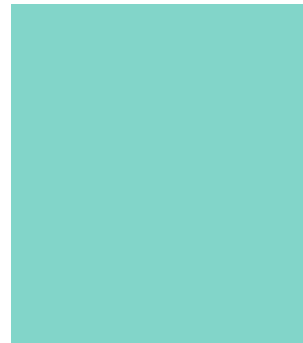
Coated
PMS 2095 C



HBA RED

PANTONE
PMS 032U
—
PROCESS (CMYK)
C0 - M80 - Y60 - K0
—
RGB
R251 - G81 - B91
—
HEX
FB515B

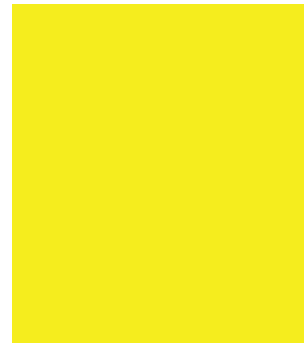
Coated
PMS 032 C



HBA TEAL

PANTONE
PMS 318U
—
PROCESS (CMYK)
C45 - M0 - Y22 - K0
—
RGB
R134 - G213 - B200
—
HEX
86D5C8

Coated
PMS 318 C



HBA YELLOW

PANTONE
PMS 3955U
—
PROCESS (CMYK)
C5 - M0 - Y95 - K0
—
RGB
R249 - G235 - B59
—
HEX
F9EB3B

Coated
PMS 3955 C



HBA CHARCOAL

PANTONE
PMS COOL GRAY 11U
—
PROCESS (CMYK)
C0 - M0 - Y0 - K80
—
RGB
R88 - G89 - B91
—
HEX
58595B

Coated
PMS Cool Gray 9 C

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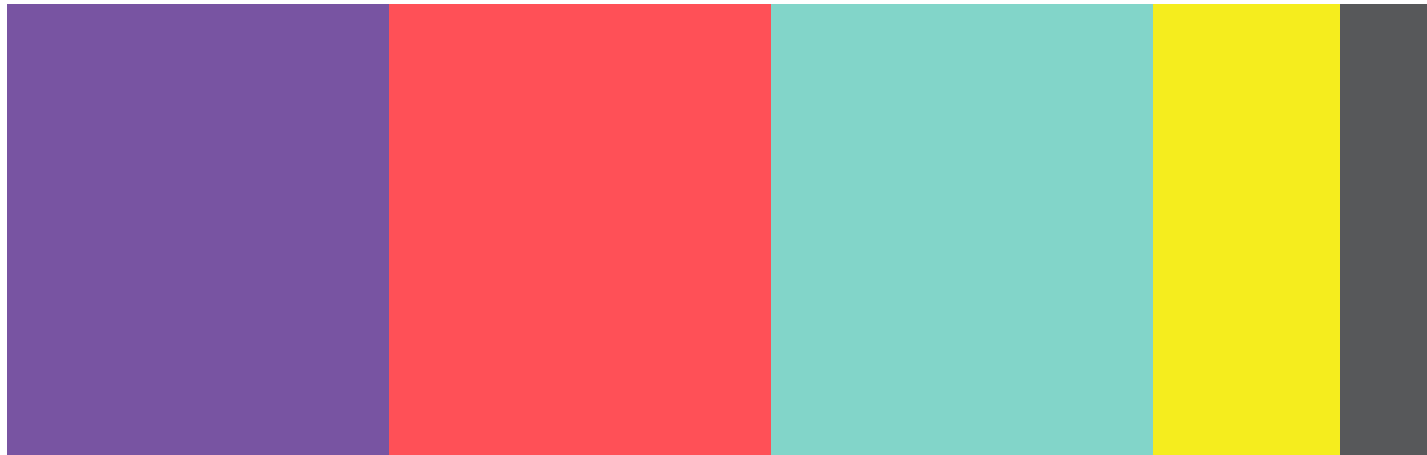
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Color Usage

Consistent balance of color is key to maintaining the HBA brand. The chart below shows the approximate proportions at which the brand colors ought to appear in materials.

HBA Purple, Red, and Teal can be used equally across all communications and can be paired together in any combination. HBA Yellow is to be used as a punctuating element to add emphasis, and HBA Charcoal Gray is used for text.



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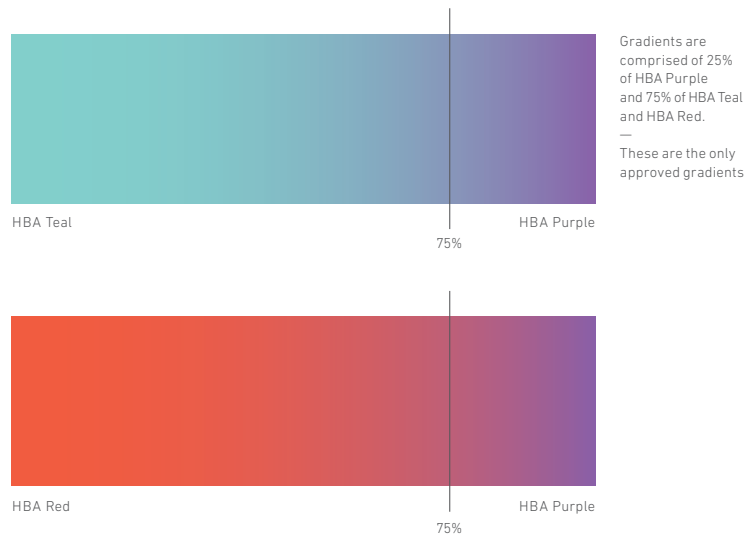
Gradient Usage

Two gradients are an integral part of the HBA visual identity, and they are to be used sparingly to add visual interest to the brand.

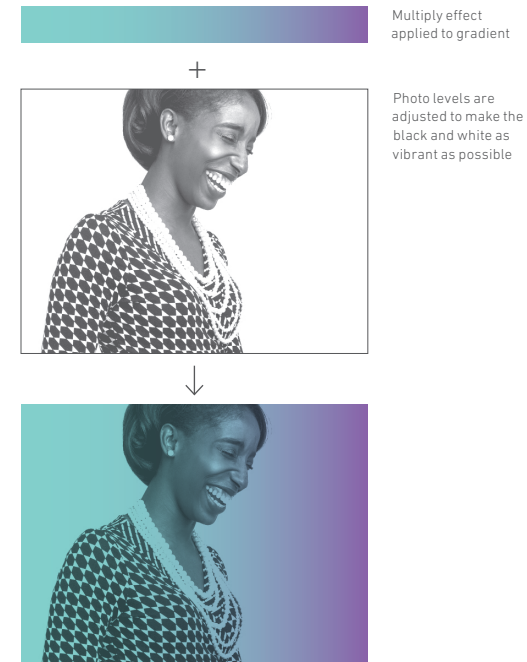
Both gradients can be used horizontally or vertically, either on their own or atop an image. When using a gradient atop an image, please ensure the image has been edited with the following:

- Image is set to grayscale
- Image levels are adjusted to make the black and white as vibrant as possible

GRADIENT FORMULA



If using the HBA gradient is not an option, black and white photography may be paired with a solid band of color from the HBA color palette. Please see an example of this in the brochure design on page 30.



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Photography: Portrait

HBA is comprised of a diverse group of men and women, across all healthcare and life science disciplines. In order to tap into this unique characteristic and to reinforce a spirit of authenticity, portraits of active HBA members should be used in collateral materials whenever possible.

HBA Members photographed naturally in their office environment.



Studio shots with people looking natural and comfortable. Free to pose how they are.

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Photography: Environmental

Whether featuring real HBA members or using stock photography, it is vital that the images capture authentic moments of professional work life. It is also important to capture women as active leaders. Empower all viewers through an authentic mixture of age and ethnicity.



Images should reflect a natural portrayal of HBA work life. In these moments, the camera should be invisible: no posing and situations should not appear contrived or overtly staged.

Detail images are a useful tools to enhance the depiction of authentic HBA work life.

Unconventional, asymmetrical compositions are preferred.

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Primary Typeface

The primary HBA typeface is Tisa Pro. Tisa is a contemporary serif typeface with precise, open forms that give it an approachable yet sophisticated quality. The Tisa Pro family is a robust one with numerous weights, styles, and characters, making it suitable for a variety of uses and applications.

TISA PRO LIGHT

A united force
for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@ \$&*) 0123456789

TISA PRO REGULAR

A united force
for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@ \$&*) 0123456789

TISA PRO LIGHT ITALIC

A united force
for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@ \$&*) 0123456789

TISA PRO REGULAR ITALIC

A united force
for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@ \$&*) 0123456789



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Primary Typeface (continued)

The primary HBA typeface is Tisa Pro. Tisa is a contemporary serif typeface with precise, open forms that give it an approachable yet sophisticated quality. The Tisa Pro family is a robust one with numerous weights, styles, and characters making it suitable for a variety of uses and applications.

TISA PRO MEDIUM

**A united force
for change.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@\$&*) 0123456789

TISA PRO MEDIUM ITALIC

***A united force
for change.***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@\$&*) 0123456789

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Secondary Typeface

Din Pro is the secondary HBA typeface and should be used sparingly in support of Tisa Pro. Din Pro is an upright sans-serif typeface family with precise, geometric forms.

DIN PRO LIGHT

A united force
for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@\$&*) 0123456789

DIN PRO REGULAR

A united force
for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@\$&*) 0123456789

DIN PRO LIGHT ITALIC

*A united force
for change.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@\$&*) 0123456789*

DIN PRO REGULAR ITALIC

*A united force
for change.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@\$&*) 0123456789*

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Secondary Typeface (continued)

Din Pro is the secondary HBA typeface and should be used sparingly in support of Tisa Pro. Din Pro is an upright sans-serif typeface family with precise, geometric forms.

DIN PRO MEDIUM

**A united force
for change.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@\$&*) 0123456789

DIN PRO MEDIUM ITALIC

***A united force
for change.***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@\$&*) 0123456789

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Substitutions

Most brand applications should use the primary brand typeface Tisa Pro and secondary typeface Din Pro. Materials created for electronic distribution (e.g., PowerPoint decks, Word templates, emails, etc.), however, are often shared with individuals who may not have the primary brand font installed on their computers. In these cases, Palatino Linotype should be used in place of Tisa Pro, and Tahoma should be used in place of Din Pro.

PALATINO LINOTYPE REGULAR (IN PLACE OF TISA PRO)

A united force for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@\$&*) 0123456789

PALATINO LINOTYPE BOLD (IN PLACE OF TISA PRO)

A united force for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@\$&*) 0123456789

TAHOMA REGULAR (IN PLACE OF DIN PRO)

A united force for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@\$&*) 0123456789

TAHOMA BOLD (IN PLACE OF DIN PRO)

A united force for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@\$&*) 0123456789

Brand in Action



Brand Introduction

The HBA Brand
Personality
Brand Promise
Identity
Key Audiences
Core Messages

Visual Identity

The Logo
Logo Color
Logo Secondary Color
Clear Space
Minimum Size
Improper Usage
Symbol Usage
Color Palette
Color Usage
Gradient Usage
Photography
Primary Typeface
Secondary Typeface
Substitutions

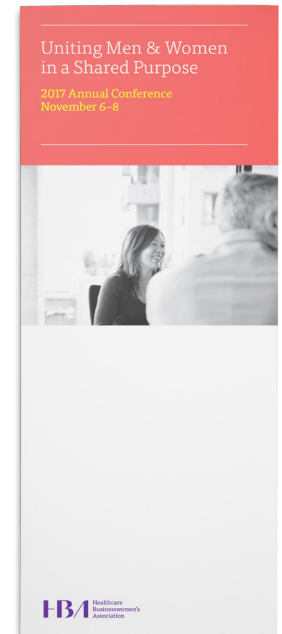
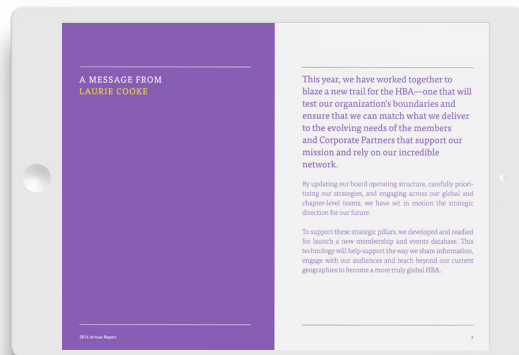
Brand in Action

Corporate Collateral

Social Media
Campaign/Event
HBA Chapters
HBA Education
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Corporate Collateral

All HBA collateral material should take cues from the business card: a simple division of space, adherence to the grid, bold use of color, and generous use of white space.





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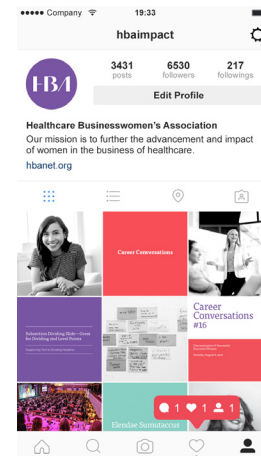
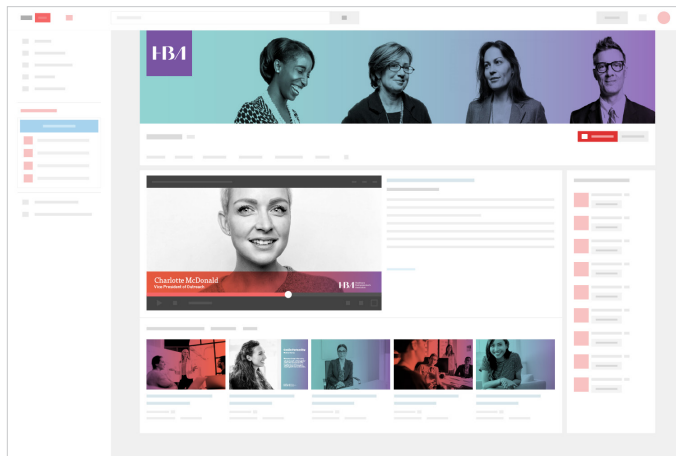
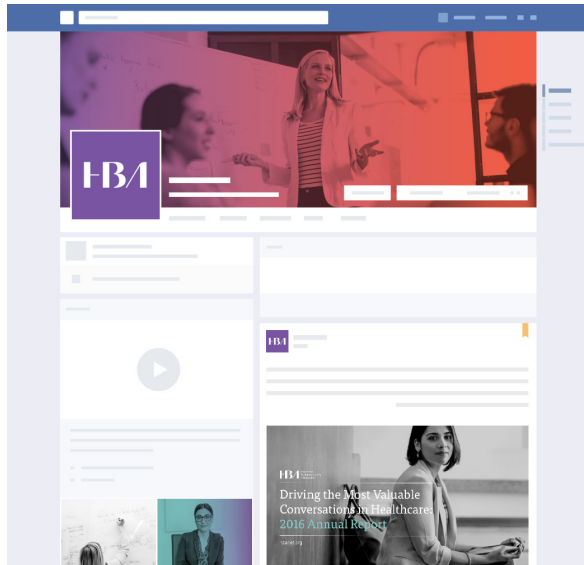
Corporate Collateral

Social Media

Campaign/Event
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Social Media

HBA social media platforms should be used as an extension of the brand. Imagery and copy should be curated with the brand voice in mind. Please see page 35 for chapter specific social applications.



All profile images should be the reversed HBA mark on purple. Since most social platforms have a lot of white space, this will help the logo to stand out and stay consistent.



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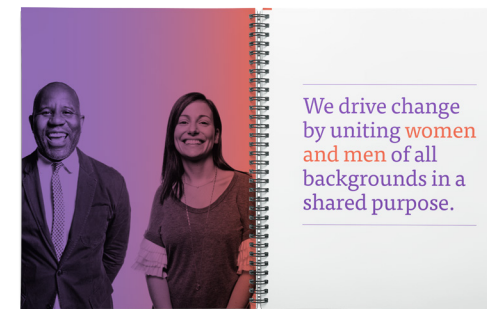
Corporate Collateral
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Campaign/Event

In instances like Woman of the Year (WOTY) and HBA Annual Conference, the new HBA brand materials can come alive by incorporating all elements of the brand in an exciting and contemporary manner. In certain instances where HBA is familiar, our HBA icon may be used on its own as a graphic element.



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HBA Chapters

When creating materials for individual HBA chapters, please use the identifiers shown below. The space between the top line and the HBA chapter type should be equivalent to the cap height of the "H." Examples of how to set up collateral can be seen on page 35.



Chapter name should never exceed the size or compete with the headline.



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HBA Chapters (continued)

Please use the examples below when setting up
HBA chapter collateral.





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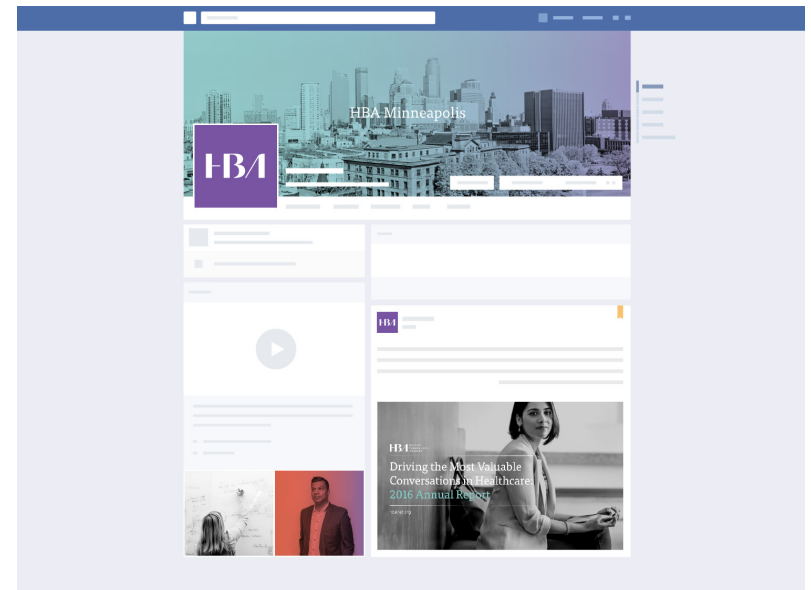
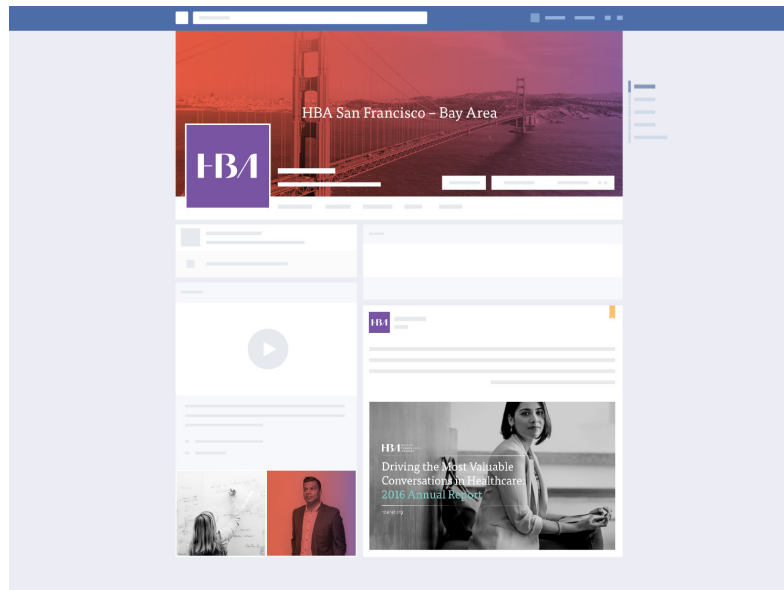
Corporate Collateral
Social Media
Campaign/Event

HBA Chapters

HBA Education
Approved Logo Artwork

HBA Chapters (continued)

For chapter Facebook pages, it is suggested that all chapters use landscape photography of their city/region in combination with one of the gradient overlays.





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HBA Education

Approved Logo Artwork

HBA Education

HBA Education material could pair the HBA Charcoal Gray with the Teal to Purple gradient. The “HBA Education” identifier should appear in the top left or right corner of each piece (as shown on example items below).



For any questions about implementing the brand,
please contact Nancy White at nwhite@hbanet.org
