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 an organization, an offering, and a source of community.
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Brand Introduction
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.
**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.
Brand Promise

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

Mission Statement
The Healthcare Businesswomen’s Association is a global organization comprised of individuals and organizations in healthcare committed to:

- Achieving gender parity in leadership positions
- Facilitating career and business connections
- Providing effective practices that enable organizations to realize the full potential of their female talent

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

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.

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.

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.
Visual Identity
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 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.
**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.
**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 to 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.
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.
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 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 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.

Do not create regional or chapter name logos or signatures.

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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.
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.
**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.
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

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.
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 however they are.
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.
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.

A united force for change.

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

A united force for change.

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A united force for change.

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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.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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A united force for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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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.

A united force for change.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz(.,;?!@$&*) 0123456789

A united force for change.

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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.

A united force for change.

DIN PRO MEDIUM

A united force for change.

DIN PRO MEDIUM ITALIC
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.
Brand in Action
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.
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.
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.
**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.

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**HBA San Francisco – Bay Area**

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**Coffee Chat**

October 7, 2017

Chapter name should never exceed the size or compete with the headline.
HBA Chapters (continued)

Please use the examples below when setting up HBA chapter collateral.
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.
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).
Approved Logo Artwork & Questions Approved logo artwork files may be downloaded at the link below. The link will let you download a complete set of approved logo artwork files in a range of color spaces (PMS, CMYK, RGB) and formats (JPG, EPS, PNG, etc.). The files are contained within a .zip package.

Download the Healthcare Businesswomen’s Association Logo Files at this link: Healthcare Businesswomen’s Association Logo Files

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