

# CAL HEALTHCARE COMPARE BRANDING KIT





# BRANDING KIT

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# BRANDING KIT

## CAL HEALTHCARE COMPARE

### ABOUT

Cal Healthcare Compare provides two free, publicly available websites to help Californians choose the hospital or long term care provider that best fits their needs. The free websites, Cal Hospital Compare and Cal Long Term Care Compare, offer an unbiased, one-stop snapshot of how local facilities measure up against each other and to statewide averages on a variety of quality metrics. Users can quickly search for hospitals or long term care providers by inputting their zip code, city, or facility name, then save and compare their favorite facilities.

Cal Healthcare Compare is a non-profit, health plan funded organization managed by a multi-stakeholder Board of Directors, with representatives from hospitals, nursing home advocates, purchasers, health plans, and consumer groups. We firmly believe that by making this information publicly available, we will improve the health care system. Cal Healthcare Compare translates data from trusted sources, such as CMS Care Compare and California Department of Health Care Access and Information, into an understandable and usable format that can help guide important choices about hospitals and long term care providers. Because Cal Healthcare Compare is a not-for-profit, non-commercial entity, individuals and caregivers can be assured that the information is objective and unbiased. For additional information visit the Cal Healthcare Compare website.

### VISION

Our vision is a stronger more vibrant state where Californians receive best health care compared with national standards as a result of transparency and collaboration.

### MISSION

The mission of Cal Healthcare Compare is to promote better, higher-value health care, improved decision making by diverse stakeholders, enable consumers to make better informed choices, and strengthen the public trust through standardized measurement and reporting of meaningful hospital performance and provide a forum for collaboration and discussion.



# BRANDING KIT

## COLOR SCHEME

### COLOR



ce2029



539db6



2a4c55



d1e0e5

Primary



539db6

Secondary



ce2029

Tertiary



2a4c55

Compliment



d1e0e5

### TITLES

Main aspects to the titles should be in **TEAL**

Secondary text should be in **RED**

**TOPIC IMPROVEMENT SERIES**  
**LARGE HOSPITAL AFFINITY GROUP**

### HEADINGS

**HEAD HEADING SHOULD BE CAPITALIZED AND IN TEAL**

**SUBHEADING SHOULD BE CAPITALIZED AND IN RED**

### BODY TEXT

Black or Tertiary Color



# BRANDING KIT

## TEXT

### FONT

Avenir

### TITLES

Main aspects to the titles should be in **Avenir BLACK - size 18**

Secondary text should be in **Avenir HEAVY - size 18**

### HEADINGS

**Avenir Black - size 14 or 16**

### BODY TEXT

Avenir BOOK or Avenir LIGHT - size 11

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### SPACING

Spacing should be 1.5 in Word documents

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If an alternative text is needed, use **ROCKWELL** Regular.



**BRANDING KIT**  
**LOGO**

For branded documents, use logo on first page and magnifying glass on following



Logo can be found [here](#)



Logo can be found [here](#)



Logo can be found [here](#)

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**BRANDING KIT**  
**LOGO**

For branded documents, use logo on first page and magnifying glass on following



**Cal Hospital Compare**

Logo can  
be found  
[here](#)



Logo can  
be found  
[here](#)



# BRANDING KIT

## VOICE

### EMAIL TONE

Data-driven, educational, facts-based

### EXAMPLES

1. [Cal Hospital Compare's Opioid Care Honor Roll - Fall Showcase](#)
2. [Cal Hospital Compare's Opioid Care Honor Roll - Fall Showcase #2](#)
3. [The 2023 Opioid Care Honor Roll Results are In!](#)





# BRANDING KIT TEMPLATES

## WORD

Template can be found [here](#).

## EXCEL

Template can be found [here](#).

## POWERPOINT

Template can be found [here](#).

## SIGNATURE EMAIL

Template can be found [here](#).



# BRANDING KIT

## TEAM CONTACTS

NAME	TITLE AND ROLE	CONTACT INFORMATION