# Brand Guidelines

## Visual Identity Style Guide

VERSION 2

11/18/2025

# Welcome to Troy Regional's Visual Guidelines

This document is here to guide you through the basic elements of our visual identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable, and meaningful experience for the patients of Troy Regional.

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Troy
Regional

Troy
Regional
Healthcare Close To Home
TOP 100 RURAL &
COMMUNITY HOSPITAL

Troy
Regional
↑ EMERGENCY
← Main Entrance

Troy Regional
Healthcare Close To Home

Version 1
Troy Regional Brand Manual
Troy Regional
Brand Manual
Healthcare Close to Home

Troy Regional
2024
BEST
PIKE
Troy Regional is
HIRING!
Are you looking for a healthcare position where you can truly make a difference? Troy Regional is looking for RNs, PCTs (patient care technicians), and medical assistants.
Join our team of dedicated and caring professionals!
Apply online or email your resume to hr@troymedicalcenter.comt
(334) 670-5000 | troymedicalcenter.com

Troy Regional
EMERGENCY CARE
CLOSE TO HOME
EMERGENCY
SERVICES

Troy Regional
Rick Smith
FACHE/CEO

Healthcare Close to Home

# Logos

# Our Logomark

This is our brand's core identifier! This logomark means Troy Regional and Troy Regional means this logomark. We are a hospital that is compassionate, professional, and most importantly, close to home. This logomark, consisting of a house and its reflection separated by a cross, should be used wherever the main logo lockups cannot fit.

The logomark will most often be used as a website favicon and on printed and digital materials.

# Clearspace

Clear space is used around a logo to ensure its visibility and impact. It creates a protective area that prevents other elements, like text or graphics, from cluttering or distracting from the logo. By maintaining this buffer zone, the logo remains legible, preserving its integrity across various applications and enhancing recognition.

Our clearspace is defined by the “Home” element from our Logomark repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.

# Logo Lockup

Here are the other two of three logo lockups! This slide shows how the different ways your logo can be locked up in horizontal and vertical formats. These are handy for fitting the logo into spots or different layouts, like a website header, a letterhead, or a chamber ad.

These lockups can be used interchangably, however, the bottom lockup requires more vertical space than the top.

# Clearspace

These lockups also need clearspace which is used around a logo to ensure its visibility and impact. It creates a protective area that prevents other elements, like text or graphics, from cluttering or distracting from the logo. By maintaining this buffer zone, the logo remains prominent and legible, preserving its integrity across various applications and enhancing recognition.

Our clearspace is defnined by the “Home” element from our Logo repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.

# Horizontal Logo

This is the first of three logo lockups. This particular orientation of our logo is to mainly be used in places with ample horizontal room such as billboard, page headings, or certain signage.

# Horizontal Logo

Our clearspace is defnined by the “Home” element from our Logomark repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.

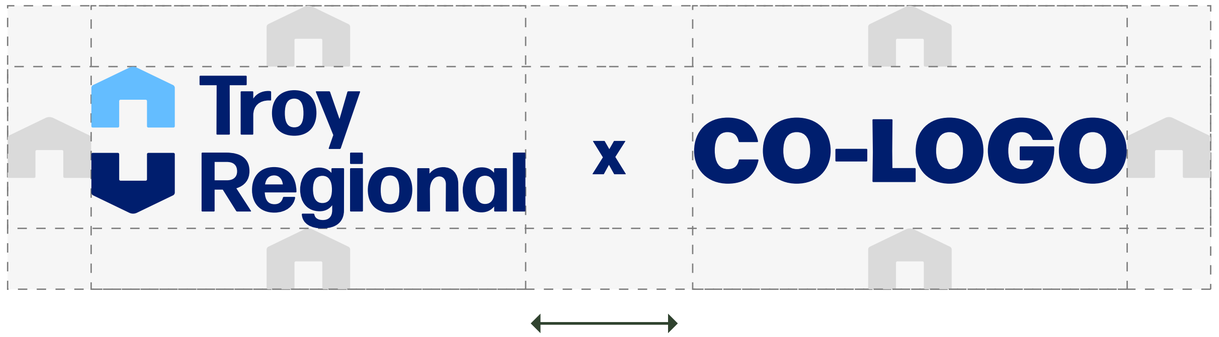
This maintains the integrity of the lockup and improves recognition.

# Co-Branding

Co-branding clearspace ensures that both logos in a partnership are displayed clearly and maintain their integrity. By establishing a dedicated amount of space around each logo, co-branding guidelines prevent overlap or clutter, allowing each brand's identity to stand out. Clearspace rules ensure that both logos are visually balanced and aligned, reinforcing the collaboration while preserving individual brand.

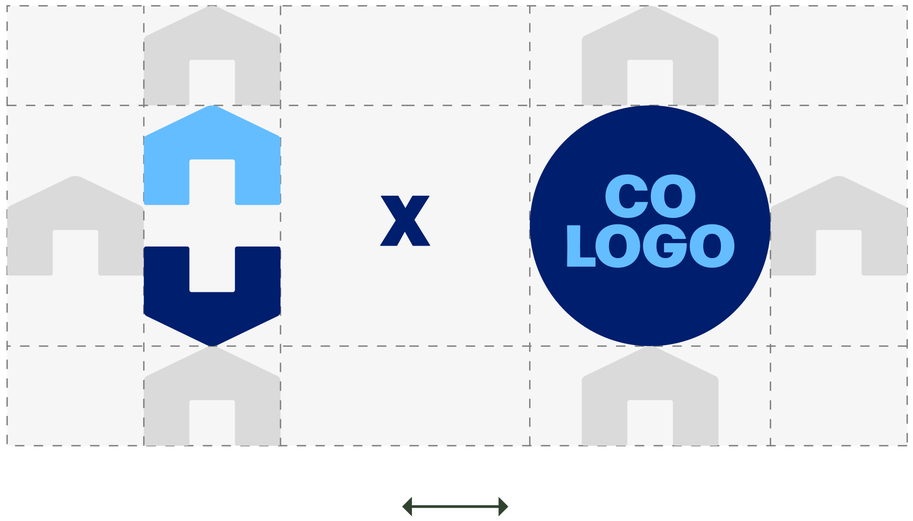
Both our lockup and symbol can be co-branded. To define the clearspace between the logo partnerships, simply dupilcate our clear space and place it next to our logo.

## WORDMARK CO BRANDING




Logo Clearspace doubled to define co branding clearspace.

## SYMBOL CO BRANDING



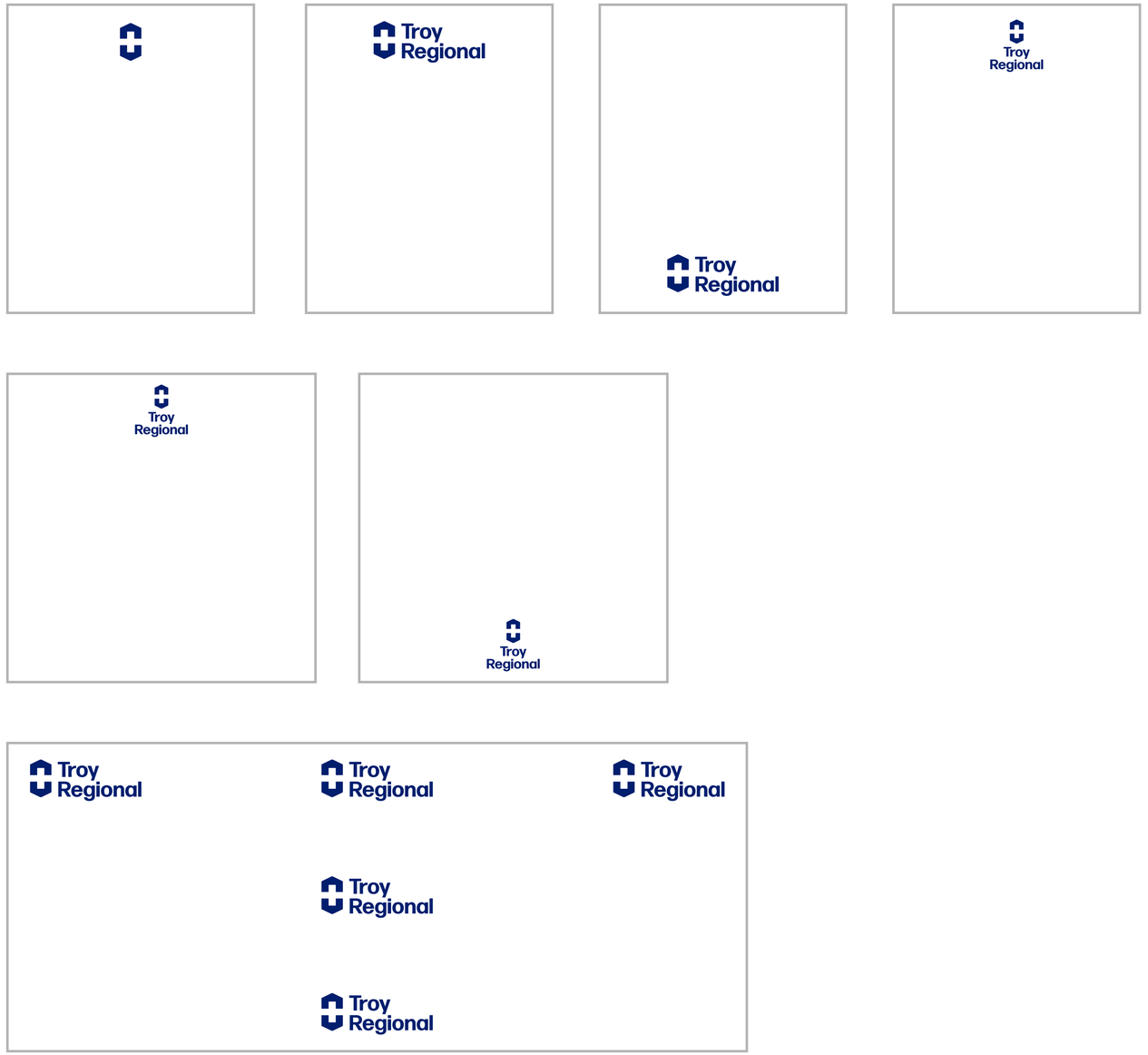

Logo Clearspace doubled to define co branding clearspace.

# All Logo Lockups

This page shows all the ways our logo and it's variations can be used! Everything from the logomark to lockups to badges, each logo is a part of the Troy Regional brand and has the integrity to stand on its own.

# Placement

Within our visual guidelines, this is where our logo can be placed on digital and printed canvas' for maximum effect. Please do not place logo anywhere else.



# Logo Colors

Our Logos must only be colored in our Primary colors of “EDGE Blue”, ”New Day Blue”, White and Black. Our Logo must not be colored in any of our secondary colors, our secondary colors are only used for supporting graphics, texts, and backgrounds. Please see the next few pages for more indepth Brand color info.

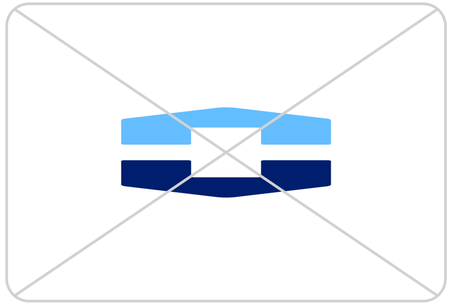
Where the logo absolutely cannot be printed in our brand colors, or for certain accesibility with digital use, black and white may be used if needed, but only for one off circumstances.

# Logo Dont's

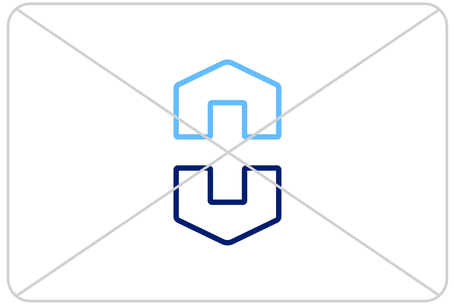
Our Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color, and composition should remain as indicated in this document.

To illustrate this point, some of the more likely mistakes are shown on this page. These rules apply to all elements of the Logo including the logomark and all versions of the Lockups.

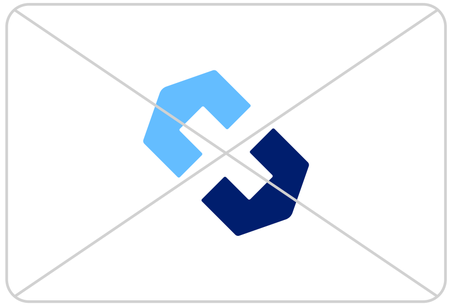
This list is meant for illustrative purposes, and should not be considered an exhaustive list of mistakes.



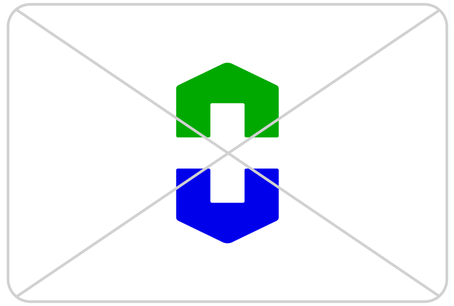
Do not squash or stretch our logo.



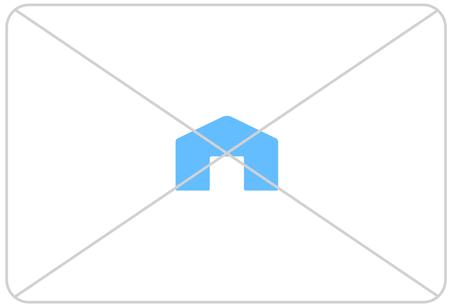
Do not outline our logo.



Do not rotate our logo.



Do not use non-approved colors on our logo.



Do not remove elements of our logo.

Do not let any elements obstruct our logo.

# Colors

# Brand Colors

Our brands color palette establishes a cohesive and recognizable visual identity for Troy Regional. Consistent use of our specific colors across all of our materials helps evoke the right emotions, reinforces brand messaging, and enhances brand recall. It ensures that our brand's look remains uniform across various platforms, from digital to print, creating a strong and memorable association with the brand.

To help Troy Regional and the communities you serve better connect this brand to you, we have kept a similar color scheme like before. A dark blue, a lighter blue, black, and white. The colors have been bightened and saturarted to modernize them and to ensure they feel brighter and welcoming.

## PRIMARY COLORS

**Black**
HEX 000000
RGB 0, 0, 0
CMYK 0, 0, 0, 0
PANTONE 6C

**EDGE Blue**
HEX 001E6E
RGB 0, 30, 110
CMYK 100, 95, 25, 21
PANTONE 662C

**New Day Blue**
HEX 64BDFF
RGB 100, 189 255
CMYK 51 13, 0, 0
PANTONE 297C

**White**
HEX FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

## SECONDARY COLORS

**Color Name**
HEX A8A8A8
RGB 168, 168, 168
CMYK 36, 29, 29, 0
PANTONE 2331C

**Color Name**
HEX DADADA
RGB 218, 218, 218
CMYK 13, 10, 11, 0
PANTONE Cool Gray 1C

**Color Name**
HEX F6F6F6
RGB 246, 246, 246
CMYK 2, 2, 2, 0
PANTONE 663C

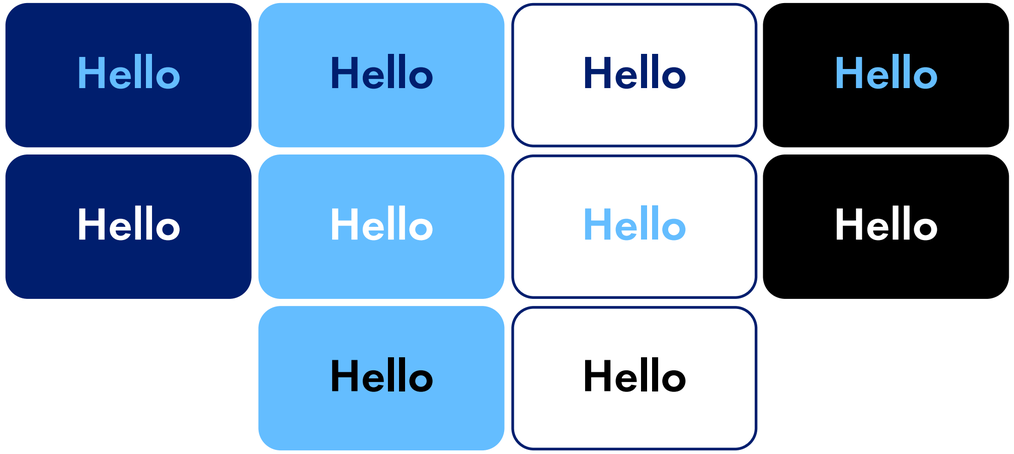
# Color Pairings

When using our brands colors, those shown on the top right are the correct pairings. This is for text and supporting elements.

Underneath are examples of colors that should NOT be paired as they do not create enough contrast and therefore become difficult to make out.

Do NOT introduce any colors outside of our color palette under any circumstances.

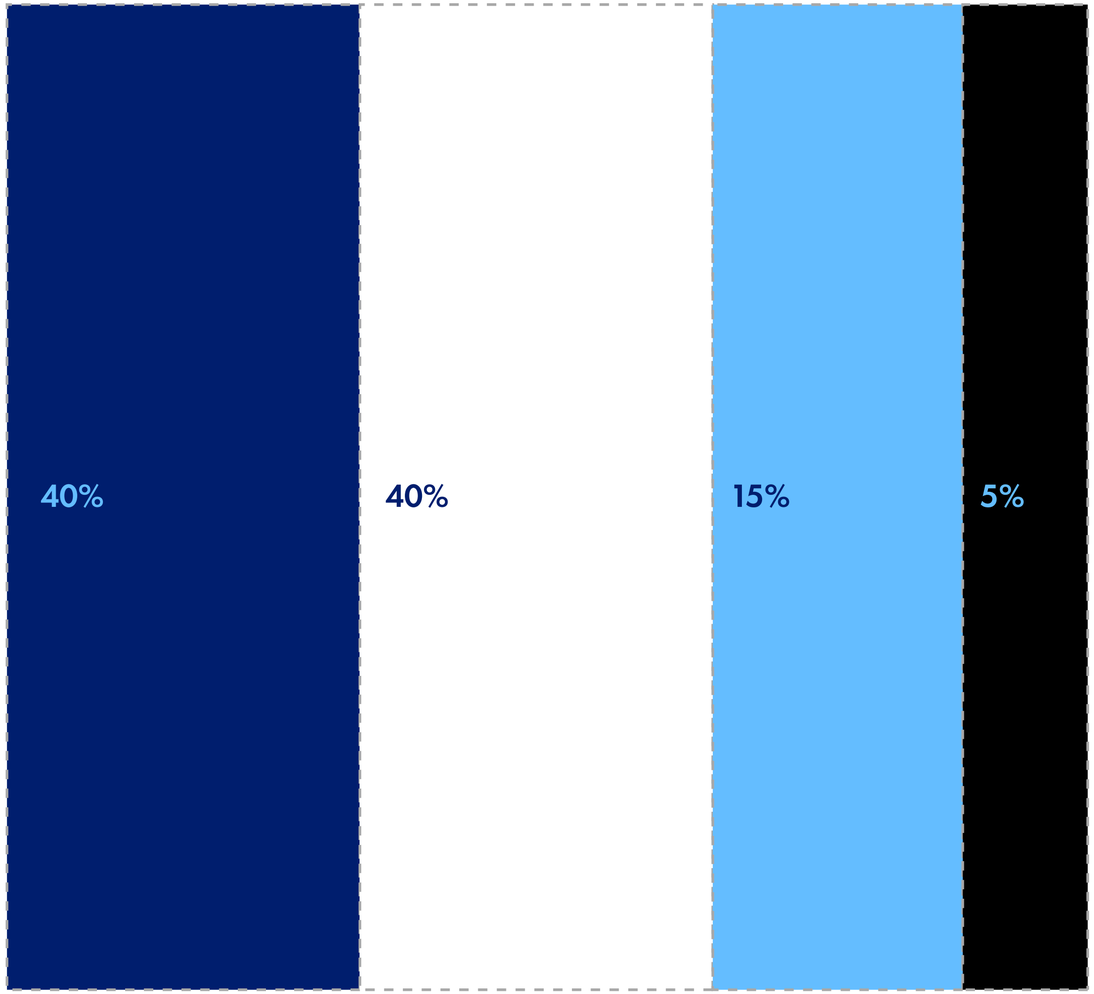
CORRECT USAGE




INCORRECT USAGE

# Color Hierarchy

You can see here how Troy Regional's colors should be distributed. "EDGE Blue" and White are primarily used due to their strong contrast and good visual pairing. "New Day Blue" is largely the supporting color providing pops of color, variation, and calls-to-action. Since Black and "EDGE Blue" do not work well with eachother, Black should be used the least of all the colors.

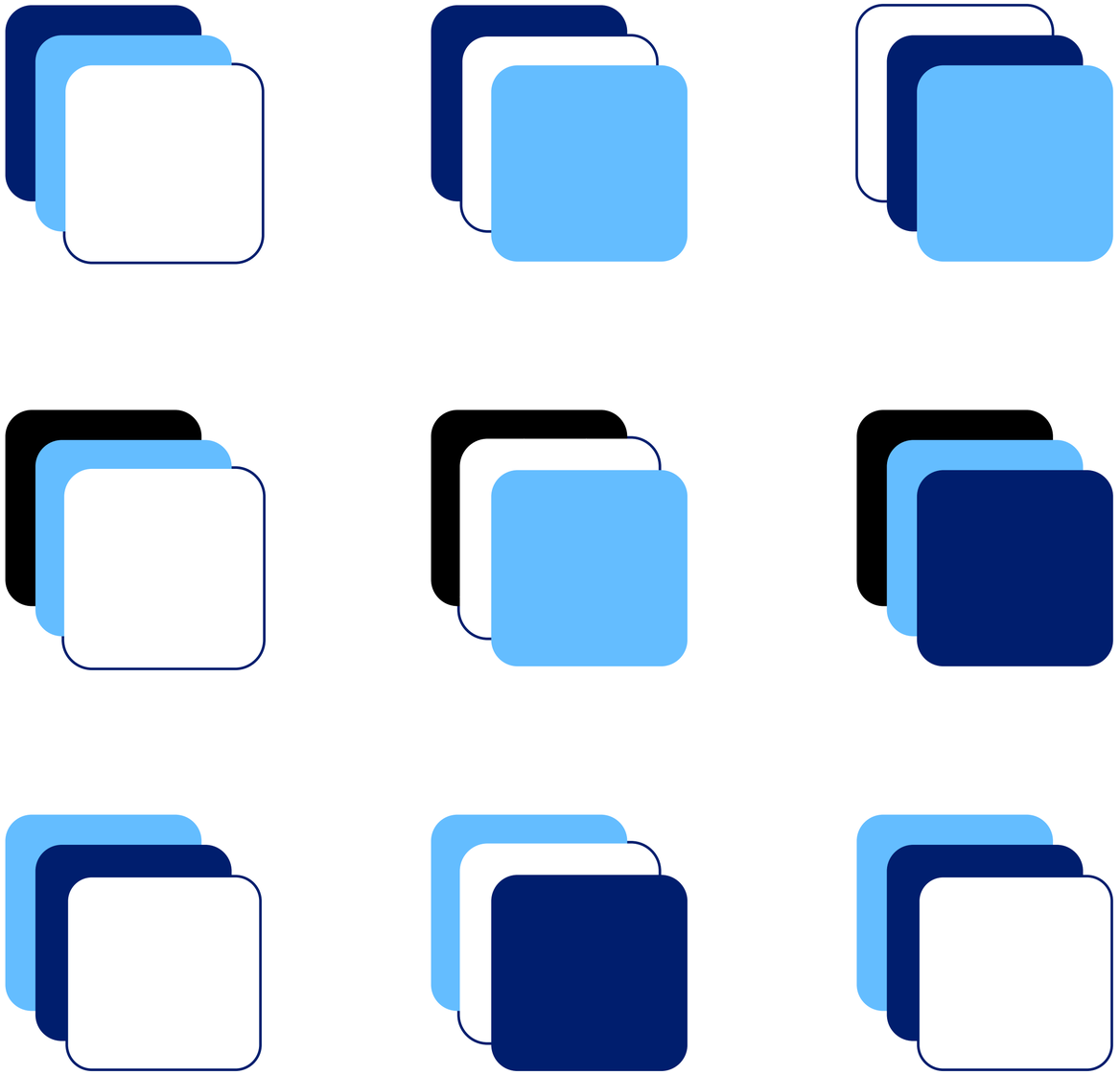


# Color Schemes

Here are some examples of suggested color schemes you can use when creating graphics, social media content, marketing materials, or posters for Troy Regional.

Refer back to page 20 Color Pairings if your not sure on what colors work and do not work.

Background Color
Typography Color
Decorative Color



# Typography

# Primary Typeface

Troy Regional's primary typeface is Forma DJR Display. It is a bold typeface that is clear, profesional, readable, but is less harsh and more friendly than its alternatives. This typeface should only be used for titles, headings, and subheadings, not body copy.

Forma DJR Display has many font weights allowing for ample variation when designing media for Troy Regional.

## Forma DJR Display

Display, Headings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

Medium — Aa Bb Cc

**Bold** — **Aa Bb Cc**

**Extra Bold** — **Aa Bb Cc**

# Body Copy

Futura PT is to be used for longer blocks of text due to its simplicity and readability. This typeface was used in Troy Regional's past branding, so including this typeface in the new branding help viewers more easily connect the two.

This typeface also comes in many font weights which again allows for creative choices like highlighting certain words by using bolder or italic fonts.

## Futura PT

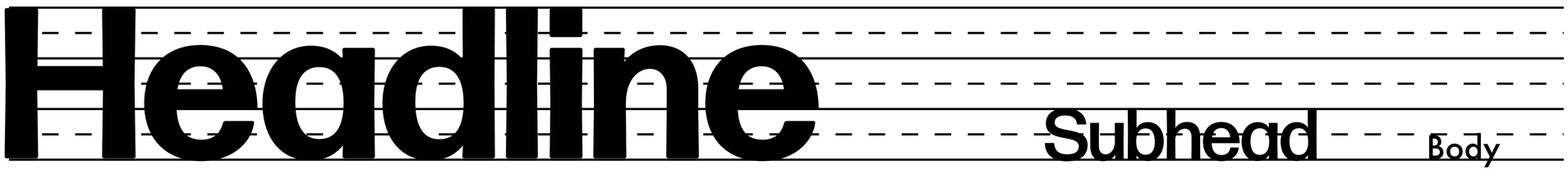
### Body, Info, Paragraph

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

Book Aa Bb Cc

Medium Aa Bb Cc

**Demi Aa Bb Cc**






# Typesize Relationship

When creating layouts using both typefaces, clear hierarchy can be established by making sure subheadlines are no larger than 33% of the ascender height of the headline, and body copy is no larger than 50% of the cap height of subheadlines.

Forma DJR display
Headline

# Headline

Forma DJR display
Subhead

## Subhead goes here

Futura PT
Body Copy

Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer

Futura PT
Label

Enquire Now



# Typesize Overview

You can see the hierarchy of how our typefaces should be used. Our primary heading typeface should never be overused and not too many words in length as this is a display typeface. Using the primary typeface with a thinner weight on subheadings can do the rest of the heavy lifting. The body copy fonts will be used for small, medium, and large bodys of text.

This hierarchy must be present across all our print and digital materials.

# Display Leading & Tracking

Spacing can make or break our headings. Leading refers to the amount of space between each line of text. Tracking refers to the space between each letter. It is very important that you use the correct leading and tracking on our primary typeface so it looks correct for our brands visuals; using the incorrect units can make it look unreadible and unprofessional.

Emergency Care
Close To Home

Correct Tracking & Leading

Emergency Care
Close To Home

Incorrect Tracking

Emergency Care
Close To Home

Incorrect Leading

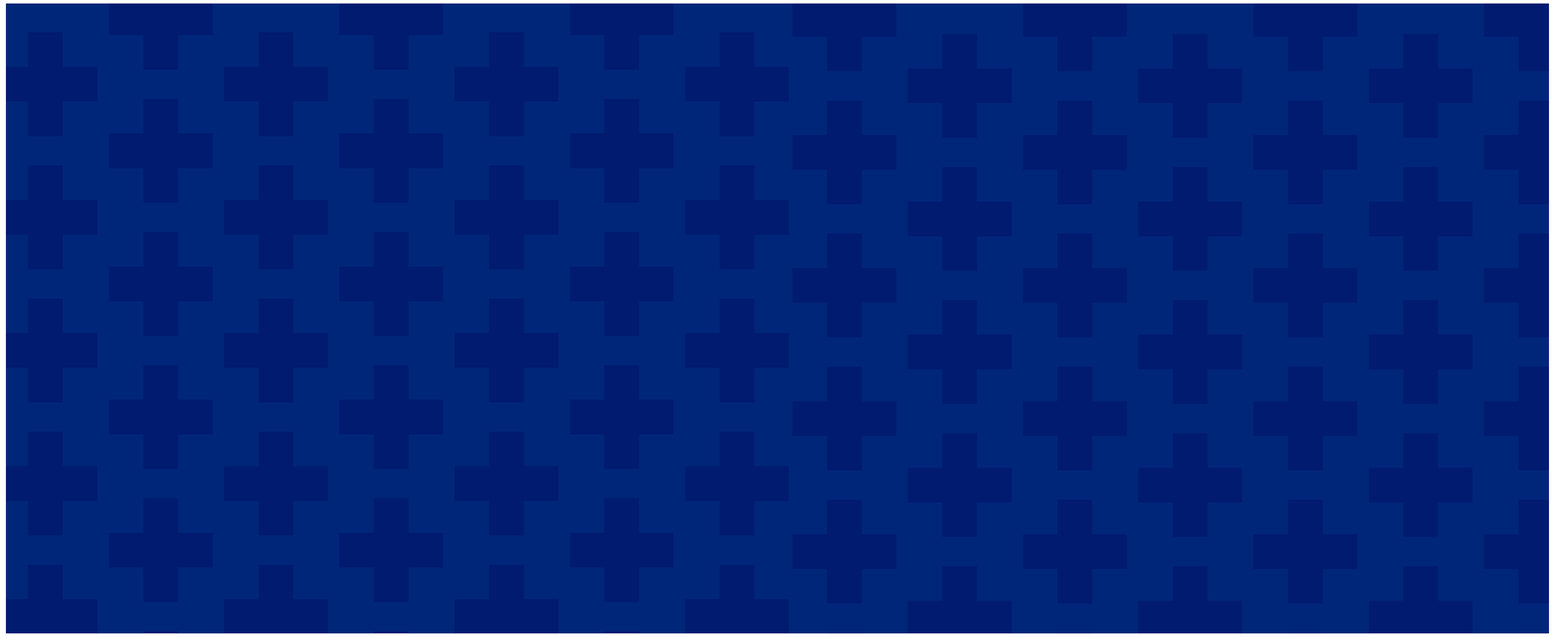
Emergency Care
Close To Home

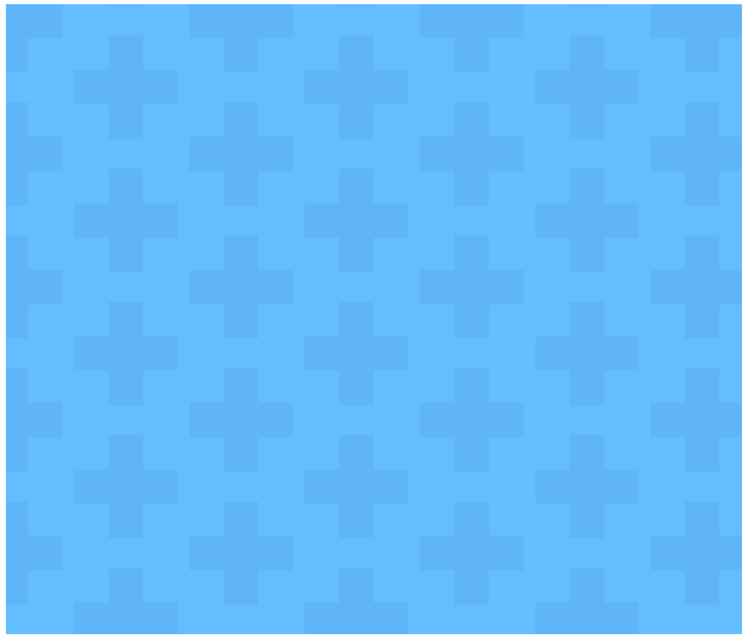
Incorrect Leading & Tracking

# Assets

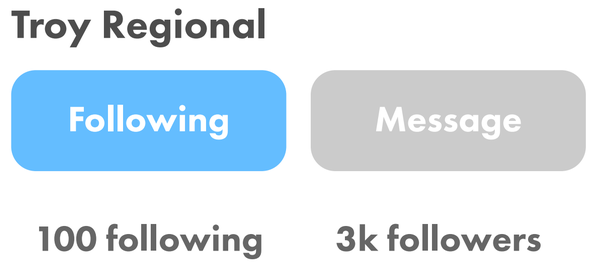
# Brand Patterns

These are our brand's patterns! Each pattern uses our logomark along with our colors to create a subtle background texture for any digital or print ads. These patterns might not work everywhere, but in the right applications, they can liven up a chamber ad or social media post.





# Social Media






# Social Media Example

These are examples of social media profile pictures and headings. For places like Instagram, Facebook, and LinkedIn, the main logo lockups won't fit into a profile picture or are too complicated to be viewed at such a small scale. This is a perfect application for the logomark. The simplicity and professionalism of a logomark in the profile picture and an interesting profile banner is unmatched.

All of Troy Regionals social media outlets should feel similar in how the profile picture and profile banners are treated.

# Additional Information

## Reminder

To ensure consistency and maintain the integrity of our brand, it is essential that all the new brand assets and communications strictly follow the guidelines outlined in this document. These guidelines include the correct usage of our logo, typography, color palette, and imagery. Deviating from these standards can weaken the brand identity and message. Therefore, we kindly request that you review and adhere to these guidelines in all materials. If you have any questions or require clarification, please contact Studio 207 for assistance.

## Contact

If you require any assistance please contact the designer of the brand and the creator of this brand guidelines document. Details are below.

**Studio 207**
**info@studio207.design**

# Thank You!

And always refer back to this document.