



**HOSPICE  
FOUNDATION**

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GRAPHIC STANDARDS

# COLORS

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## TWO-COLOR LOGO

*The two-color Hospice Foundation logo can only be used on a white or pastel colored background.*

### PANTONE

Nautilus Shell and rule—PMS 5493

“Hospice Foundation”—PMS 5265

### FOUR-COLOR PROCESS

Nautilus Shell and rule—50c / 5m / 20y / 10k

“Hospice Foundation”—100c / 85m / 35y / 0k

### RGB

Nautilus Shell and rule—115r / 167g / 159b

“Hospice Foundation”—40r / 34g / 91b

### RGB FOR WEB

Nautilus Shell and rule—102r / 153g / 153b

“Hospice Foundation”—51r / 51g / 102b



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## ONE-COLOR LOGOS

*The one-color Hospice Foundation logos can be used on any color background as long as it is legible.*

### PMS 5265

Nautilus Shell, “Hospice Foundation” and rule

### BLACK AND GREY

Nautilus Shell and rule—40% Black

“Hospice Foundation”—100% Black

### BLACK ONLY

Nautilus Shell, “Hospice Foundation” and rule

### WHITE ONLY

Nautilus Shell, “Hospice Foundation” and rule

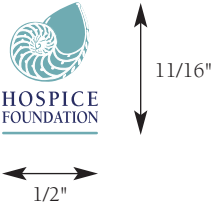


# SIZING & PROPORTIONS

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## SIZING

*In order for the Hospice Foundation logo to be legible, it must not measure any smaller than 1/2" wide.*



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## PROPORTIONS

*The Hospice Foundation logo must always be used without distorting the height or width.*

