



# ROCHESTER HEARING & SPEECH CENTER

BRAND STANDARDS  
2023

## RHSC CORPORATE LOGO

The new corporate logo is comprised of these major elements:

1

The font **Le Havre Rounded Regular** and **Bold** were chosen for its solid look and soft corners that offer a classic, professional feel that mirrors the curves of the logo mark itself. Given its length, the use of different colors and weights in the name itself help heighten and brighten the work of the organization.

2

The simple “waves” mark is meant to evoke both the work that the organization does, but also a gold standard of care one can expect from working with RHSC, rising from a darker, uninformed place to a brighter, more personal relationship they can depend on.



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3

The logo also has a vertical version if the spacing of other elements call for it.



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4

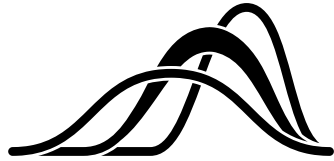
The logo “mark” can be used for social media, apparel, or any other uses that need a more simple icon to be a supportive “sibling” to the full corporate logo.



## RHSC CORPORATE LOGO CONTINUED

5

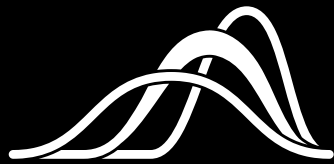
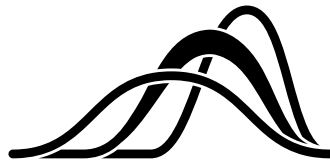
When the logo must be used in either black or white, there are separate logo files, seen here, that are to be used.



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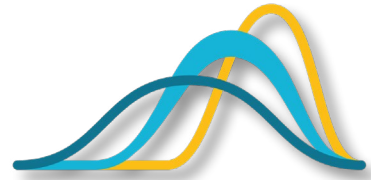
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**INCORRECT** uses of the new logo:



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& SPEECH CENTER**



**ROCHESTER HEARING  
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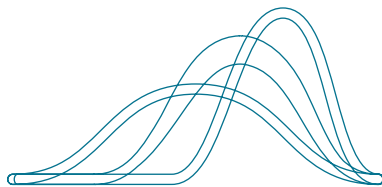


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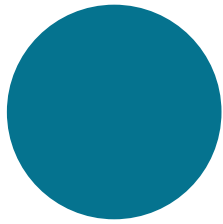
**ROCHESTER HEARING  
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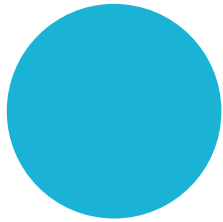
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## RHSC CORPORATE COLORS

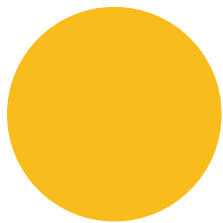
Three colors were chosen for the corporate logo and should inform all major color decisions for the organization:



RGB 5 115 143  
HEX/HTML 05738f  
CMYK 89 45 32 6



RGB 191 88 84  
HEX/HTML 1ab3d5  
CMYK 71 7 11 0

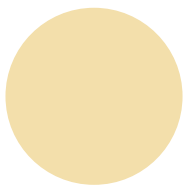


RGB 248 188 28  
HEX/HTML f8bc1c  
CMYK 2 27 98 0

The following colors are secondary brand colors for extended design use but never for the logo itself:



RGB 183 212 68  
HEX/HTML b7d444  
CMYK 33 0 92 0



RGB 243 223 171  
HEX/HTML f3dfab  
CMYK 0 6 34 5



RGB 220 221 222  
HEX/HTML dcddde  
CMYK 0 0 0 15

## RHSC CORPORATE FONTS

Le Havre Rounded Regular

abcdefghijklmnopqrstuvwxy

1234567890

**Le Havre Rounded Bold**

**abcdefghijklmnopqrstuvwxy**

**1234567890**

For fonts that can visually support the logo font (headlines, body copy, web based), utilize the following:

Roboto Regular

abcdefghijklmnopqrstuvwxy

1234567890

Museo Sans Rounded

abcdefghijklmnopqrstuvwxy

1234567890

Gotham Rounded Book

abcdefghijklmnopqrstuvwxy

1234567890

Trebuchet

abcdefghijklmnopqrstuvwxy

1234567890