



PALS HOME HEALTH
PASSIONATE ABOUT PEDIATRIC HEALTH

Brand Style Guide

Last Revised: March 8, 2019

Official PALS Home Health Brand Style Guide.

Includes detailed specifications in order to uphold the values of the company and maintain brand integrity.

Company Name

The spelling of the company name should be as follows:

PALS Home Health




- All of the letters in “PALS” should be capitalized.
- The first letter in “Home” and “Health” should always be capitalized.
- After the formal introduction as PALS Home Health in any publication, article, etc. the abbreviated title of PALS is acceptable. This is only acceptable after a full and formal introduction of the entire company name.

Company Logo Variations

All logos portrayed are the only correct variations of the logo.*

Any other variation shown in print, online, in person, etc. that does not comply with the logos listed below are not company approved logos unless specified by the company.

Logos should be included on any and all company materials that are distributed internally and externally.

<p>Burst Only</p> <ul style="list-style-type: none"> • Uses may include but are not limited to branding of merchandise, tangible goods, printed materials, website materials, etc. 	
<p>Vertical PALS Home Health Logo</p> <ul style="list-style-type: none"> • Uses may include but are not limited to being a header, a page marker in the upper right hand corner, a page marker in the lower right hand corner, etc. 	
<p>Horizontal PALS Home Health Logo</p> <ul style="list-style-type: none"> • Uses may include but are not limited to being a header for a document, a footer, space constrained social media graphics, printed materials, branding materials, etc. 	

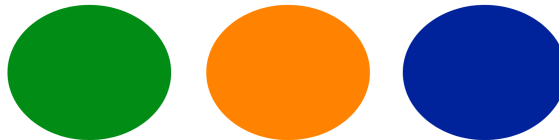
*Aside from grayscale logo variations. These are illustrated under the Color Standards section of this brand style guide.

Color Standards



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PALS Match Color	Pantone Equivalent	CMYK	RGB	HEX
Blue	Pantone Dark Blue	98 - 82 - 0 - 0	0 - 35 - 156	00239C
Green	Pantone 2426 C	89 - 0 - 100 - 10	0 - 140 - 21	008C15
Orange	Pantone 151 C	0 - 60 - 100 - 0	255 - 130 - 0	FF8200



For grayscale use of logos, utilize either of the two options listed below:

- Black background with all white text and logo.
- White background with all black text and logo.

No other color options are permitted unless explicit written permission from the company is acquired.

Font Specifications

Logo	Arial Bold
Titles	<i>Lora Italics</i>
Subtitles	Lora Regular
Body Information	Lora

Photography Style

All photography should contain but is not limited to real people, vibrancy, and the essence of the portrayed event and/or message all in adherence to brand standards.

Web Content

All outlined and public web content must adhere to all brand standards listed in the brand style guide and be compatible with required fonts, colors, styles, etc.

Brand Voice

In this section of the brand style guide, a list of preferred and prohibited diction and tone will be outlined in order to maintain consistent brand voice. This list is constantly being edited and improved.

Ideal Language/Tone	Prohibited Language/Tone
<ul style="list-style-type: none">● PALS family● PALS Home Health● In-home pediatric nursing● Positive diction● Encouraging and bright tone	<ul style="list-style-type: none">● Derogatory terms relating to the realm of special needs● Profane/Abusive Language● Hateful, spiteful and negative diction

For inquiries or concerns regarding the specifications outlined in this brand style guide, email PALS Home Health at info@palshomehealth.com.