

# mercyFLIGHT

WHEN MINUTES MATTER

**BRAND STANDARDS MANUAL** | *Identity Specifications & Usage Instructions* | Version 4- October 2017

standard logo:

mercy**FLIGHT**

w/ tagline:

mercy**FLIGHT**  
**WHEN MINUTES MATTER**

## THE LOGO

standard logo **2-COLOR**

The standard logo consists of two elements: the wordmark and tagline. Standard logo is 2-colors. Alternate logo includes tagline.

*The logo should never be redrawn, digitally manipulated, distorted or altered in any way.*

standard logo elements:

wordmark

mercy**FLIGHT**

tagline

**WHEN MINUTES MATTER**

### FILE FORMAT & USAGE

eps: professional usage

MercyFlight\_NewLogo\_NoR\_PMS662PMS165\_print.eps

tif: professional usage

MercyFlight\_NewLogo\_NoR\_print.tif

jpeg: desktop publishing / digital usage

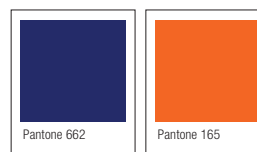
MercyFlight\_NewLogo\_NoR\_print.jpg

gif: digital usage

MercyFlight\_NewLogo\_NoR\_web.gif

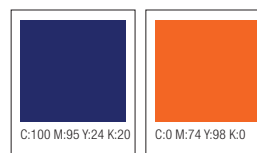
PMS:

mercy**FLIGHT**  
WHEN MINUTES MATTER



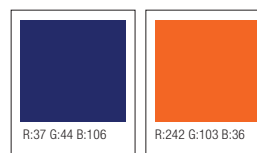
CMYK

mercy**FLIGHT**  
WHEN MINUTES MATTER



RGB

mercy**FLIGHT**  
WHEN MINUTES MATTER



## BRAND COLORS

### PMS (Pantone) color

The logo should always appear in the standard color combination of PMS 662 Blue, and PMS 165 Orange. This may also be referred to as spot color.

When printing offset on a press, choosing PMS (Pantone Matching System) colors makes the process less expensive than printing in full four-color. PMS chip color matching is critical.

#### FILE FORMAT & USAGE

eps: professional usage

MercyFlight\_NewLogo\_NoR\_PMS662PMS165\_print.eps

### 4-color (CMYK)

If the logo is printed in 4-color process, CMYK color breakdowns are used.

This is for 4-color printing, digital printing, full color ads and for use on any materials that you intend to print from your own desktop color printer.

#### FILE FORMAT & USAGE

tif: professional usage

MercyFlight\_NewLogo\_NoR\_print.tif

### RGB

For use on your website or in email correspondence. Some desktop publishing programs may also require RGB usage.

#### FILE FORMAT & USAGE

jpeg: desktop publishing / digital usage

MercyFlight\_NewLogo\_NoR\_web.jpg

gif: digital usage

MercyFlight\_NewLogo\_NoR\_web.gif

grayscale logo:

mercyFLIGHT  
WHEN MINUTES MATTER

1-color logo:

mercyFLIGHT  
WHEN MINUTES MATTER

mercyFLIGHT  
WHEN MINUTES MATTER

mercyFLIGHT  
WHEN MINUTES MATTER

mercyFLIGHT  
WHEN MINUTES MATTER

mercyFLIGHT  
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mercyFLIGHT  
WHEN MINUTES MATTER

## BRAND COLORS (CONT.)

### Grayscale

Alternate 1-color grayscale logos are available for usage that does not permit 2-color printing.

#### FILE FORMAT & USAGE

eps: professional usage

MercyFlight\_NewLogo\_NoR\_gray\_print.eps

### 1-color

Alternate 1-color logos are also available.

It is acceptable to use the 1-color logo in solid black, solid PMS 662, solid PMS 165 or solid white on a color field. PMS 662 or PMS 165 is suggested although any dark color field is acceptable based on the context of the usage

#### FILE FORMAT & USAGE

eps: professional usage

MercyFlight\_NewLogo\_NoR\_PMS662\_print.eps

MercyFlight\_NewLogo\_NoR\_PMS165\_print.eps

MercyFlight\_NewLogo\_NoR\_k\_print.eps

MercyFlight\_NewLogo\_NoR\_wht\_print.eps

business card:  
front

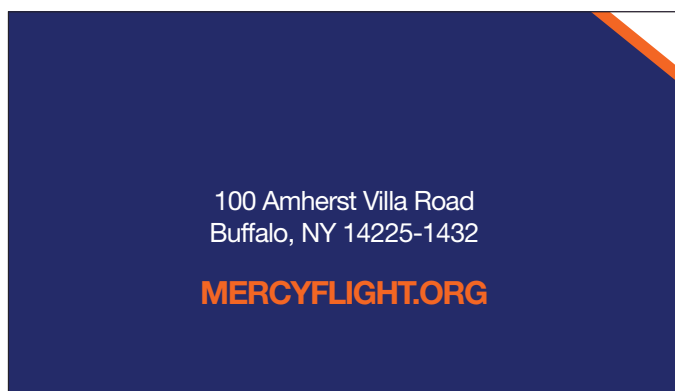


standard 2-color logo  
MercyFlightLogo\_PMS662&PMS165.eps

all information center aligned

gray employee information box 10% black field

back



PMS 662

social icons center aligned

## CORPORATE ID

### Business Card

Corporate business cards print 2-sided with branding elements on both sides. Front consists of the logo and contact information. The back contains the address and website.

#### FRONT

Font Usage:

Helvetica Neue Bold 11 pt / 11 (name)  
Helvetica Neue Roman 11 pt / 11 (job title)  
Helvetica Neue Regular 8 pt / 10 (office phone)  
Helvetica Neue Regular 8 pt / 10 (cell phone)  
Helvetica Neue Medium 8 pt / 10 (email)

Colors:

Text: 100% PMS 662 & 100% PMS 165  
85% Black (bottom phone & email)

Logo: Standard 2-color PMS 662 & PMS 165

#### BACK

Font Usage:

Helvetica Neue Roman 10 pt / 12 (address)  
Helvetica Neue Bold 12 pt / 11 (URL)

Colors:

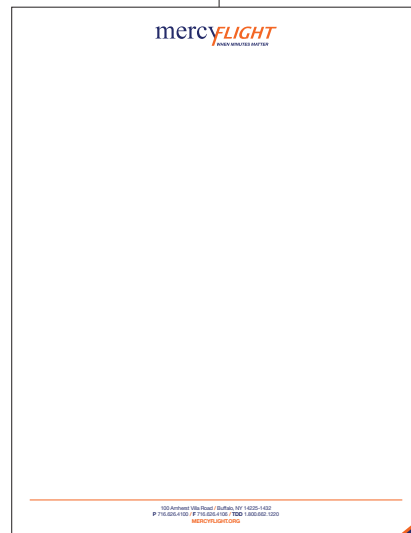
Text: Reverse on 100% PMS 662 color field

letterhead:  
printed version

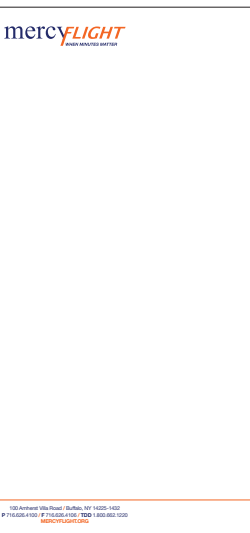
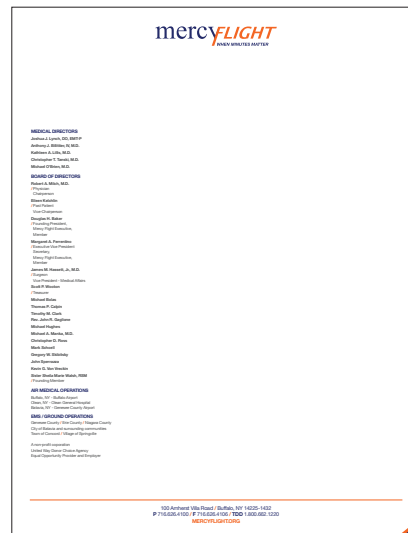
Board of Directors version

digital in-house version

logo placement is .40" from center edge



Mercy Flight corner  
piece locked into  
bottom right corner



## CORPORATE ID

### Letterhead

Corporate letterhead prints 1-sided with branding elements. Front consists of the logo, contact information, social media icons, and website URL. *Digital in-house version omits bottom right corner piece element.*

#### FRONT

Font Usage:

Helvetica Neue Roman 8 pt / 10 (address)

Helvetica Neue Roman 8 pt / 10 (office phone)

Helvetica Neue Bold 8 pt / 10 (URL)

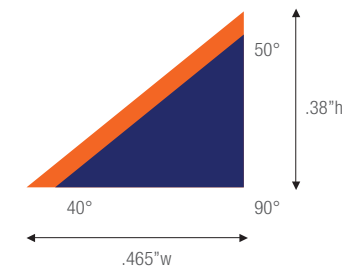
Colors:

Text: 100% PMS 662 & 100% PMS 165

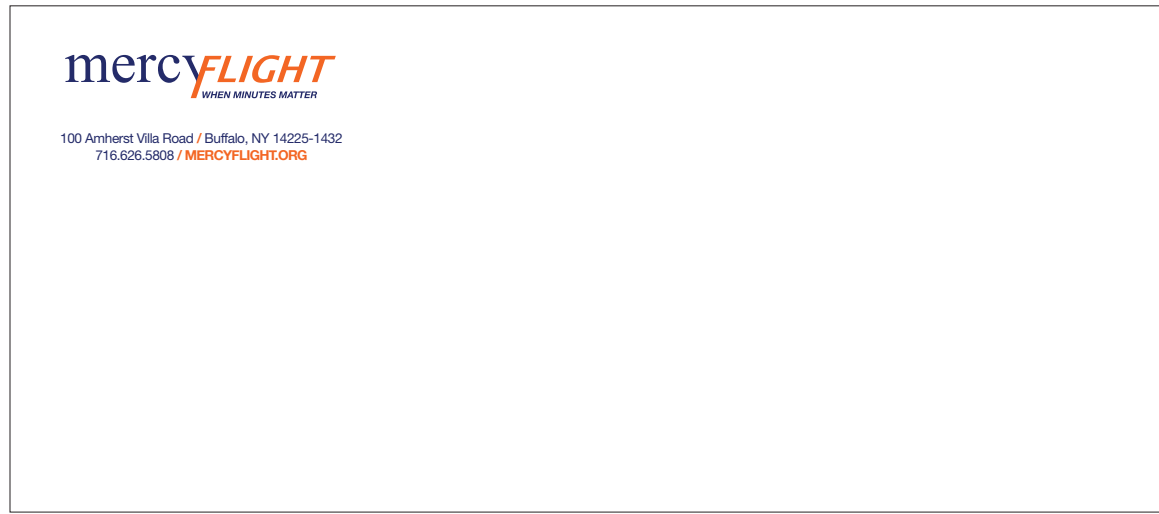
Logo: Standard 2-color PMS 662 & PMS 165

#### CORNER PIECE

Triangle: Standard 2-color PMS 662 & PMS 165



envelope:  
front



logo placement is .40" from left edge

## ***CORPORATE ID***

### No. 10 Envelope

Corporate business envelope prints 1-side only. The logo, contact information is on the front.

#### **FRONT**

Font Usage:

Helvetica Neue Roman 8 pt / 10 (address)

Helvetica Neue Roman 8 pt / 10 (office phone)

Helvetica Neue Bold 8 pt / 10 (URL)

Colors:

Text: 100% PMS 662 & 100% PMS 165

Logo: Standard 2-color PMS 662 & PMS 165

# ***SERVICES***





mercy  
FLIGHT EMS

mercy  
FLIGHT SPECIALTY CARE

mercy  
FLIGHT PARAMEDICINE

supporting logo elements:

Mercy Flight wordmark

mercy  
FLIGHT

service mark

EMS

## SERVICE LOGOS

standard logo 2-COLOR

The service logos consist of two elements: the Mercy Flight wordmark and service mark. The Mercy Flight wordmark has been re-arranged into a vertical format to allow the service mark ample visual space.

*The logo should never be redrawn, digitally manipulated, distorted or altered in any way.*

### FILE FORMAT & USAGE

NOTE: These service logos follow the same color usage guidelines as the Mercy Flight primary mark. 1-color and 2-color options are available and also included in the full logo suite. Please refer to the logo suite for various color options.

business card:  
front



back



## CORPORATE ID – SERVICES

### Business Card

Corporate business cards print 2-sided with branding elements on both sides. Front consists of the logo and contact information. The back contains the address, website and social icons.

#### FRONT

Font Usage:

Helvetica Neue Bold 11 pt / 11 (name)  
Helvetica Neue Roman 11 pt / 11 (job title)  
Helvetica Neue Regular 8 pt / 10 (office phone)  
Helvetica Neue Regular 8 pt / 10 (cell phone)  
Helvetica Neue Medium 8 pt / 10 (email)

Colors:

Text: 100% PMS 662 & 100% PMS 165  
85% Black (bottom phone & email)

Logo: Standard 2-color PMS 662 & PMS 165

#### BACK

Font Usage:

Helvetica Neue Roman 8 pt / 10 (address)  
Helvetica Neue Bold 12 pt / 11 (URL)

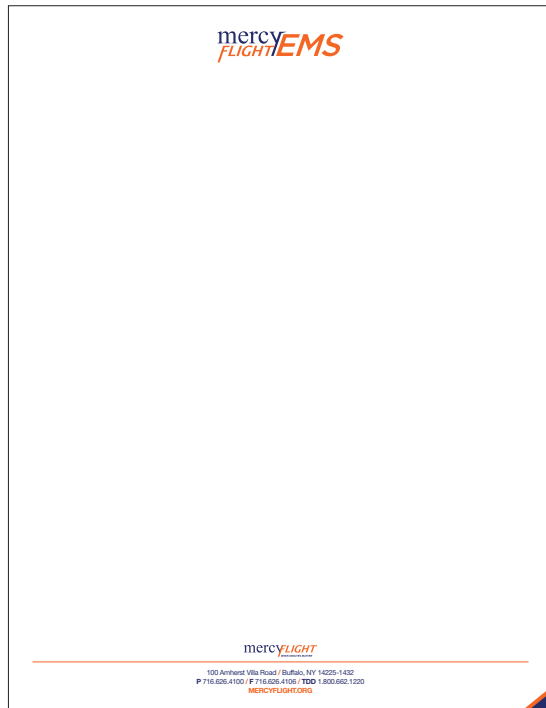
Colors:

Text: Reverse on 100% PMS 662 color field

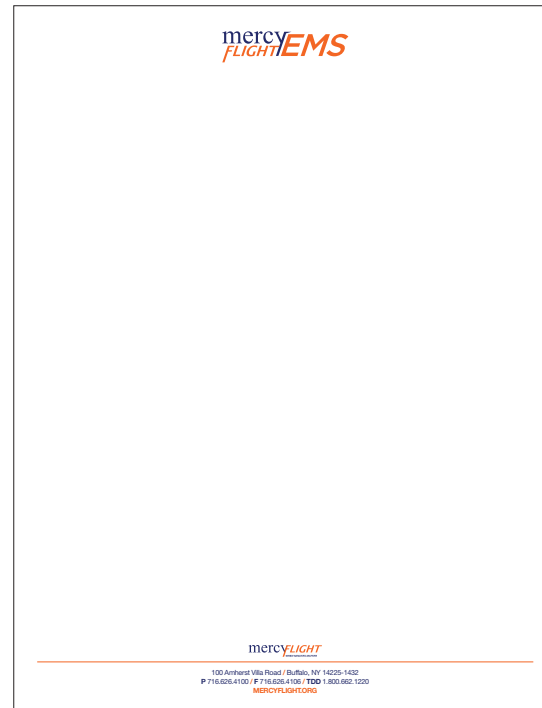
letterhead:  
printed version

digital in-house version

service logo placement is .40" from center edge



Mercy Flight corner piece locked into bottom right corner



## CORPORATE ID – SERVICES

### Letterhead

Corporate letterhead prints 1-sided with branding elements. Front consists of the logo, contact information, social media icons, and website URL. *Digital in-house version omits bottom right corner piece element.*

#### FRONT

Font Usage:

Helvetica Neue Roman 8 pt / 10 (address)

Helvetica Neue Roman 8 pt / 10 (office phone)

Helvetica Neue Bold 8 pt / 10 (URL)

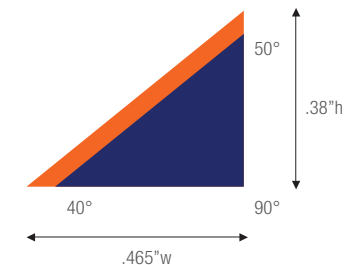
Colors:

Text: 100% PMS 662 & 100% PMS 165

Logo: Standard 2-color PMS 662 & PMS 165

#### CORNER PIECE

Triangle: Standard 2-color PMS 662 & PMS 165



envelope:  
front



logo placement is .40" from left edge

## ***CORPORATE ID – SERVICES***

### **No. 10 Envelope**

Corporate business envelope prints 1-side only. The logo, contact information is on the front.

#### **FRONT**

Font Usage:

Helvetica Neue Roman 8 pt / 10 (address)

Helvetica Neue Roman 8 pt / 10 (office phone)

Helvetica Neue Bold 8 pt / 10 (URL)

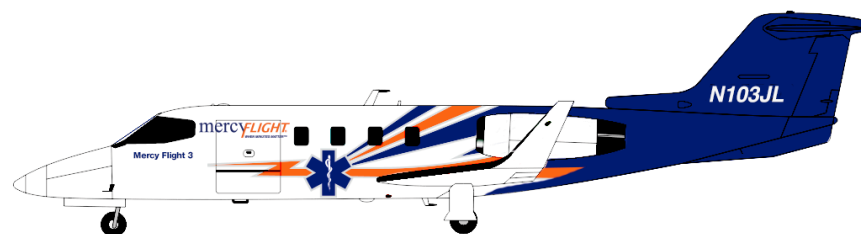
Colors:

Text: 100% PMS 662 & 100% PMS 165

Logo: Standard 2-color PMS 662 & PMS 165

# ***VEHICLES***





## TRANSPORTS

### Service Vehicles

Mercy Flight transportation should always exhibit the following brand characteristics:

- Mercy Flight / Mercy Flight service logo
- Vehicle Identification Number (i.e. Mercy Flight 4)
- Mercy Flight "Star of Life Burst" graphic

*Note: Star of Life Burst should always face vehicle-forward as shown in examples.*

Colors:

Text: 100% PMS 662 & 100% PMS 165

Logo: Standard 2-color PMS 662 & PMS 165

#### Star of Life Burst

Standard 2-color PMS 662 & PMS 165

Decal outlines: 15% K(Black)



# ***SIGNAGE***





## ***SIGNAGE***

### Building / Standalone

Signage displaying the Mercy Flight and/or Mercy Flight service brands should be configured using modern fabrication - 3-dimensional, backlit signage to ensure proper brand focus at distance, low-light, and adverse weather conditions.

Signage should follow general logo background guidelines. *Special cases or instances should be reviewed for brand consistency and accuracy.*



# ***WEARABLES***





## WEARABLES

### Branded Items

Branded wearables that exhibit the Mercy Flight or Mercy Flight service logos must adhere to proper logo usage.

Items that consist of light background materials (whites / light grays) must use the main Mercy Flight Logo:



Items that consist of dark background materials (orange / navy / black) must use the alternative Mercy Flight Logo with reversed colors either 1-color or 2-color options:

