

Center for Health and Research Transformation

Brand Standards & Style Guide

CHRT



Updated July 2018

CHRT



Health systems can be complex, layered, and difficult to navigate. The ecosystem and resulting policies should promote access and public good. That's where CHRT comes in. We provide a bridge from complexity to greater clarity, helping decision-makers and the public understand how health policy affects us all, every day. We share knowledge and facilitate understanding to create a positive impact on the health of people and communities. We invite you to join our mission.

Welcome to CHRT. Improving Health. Informing Policy.

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1.

Positioning

The following pages detail our positioning: message consistency, brand values, brand position of brand, and statement of brand.

Brand Values

These are the never-wavering statements that set the CHRT brand apart. These four terms, when used together, make up our brand DNA that is specifically us. These terms are not necessarily to be used in materials; rather, these are the concepts that should come across in every brand touchpoint.

Independent

It is our autonomy that allows for unbiased, non-partisan perspectives on complex health-care legislation. We present straightforward reports that inform, save time, and provide invaluable understanding.

Responsive

We combine accuracy and comprehensiveness with a sense of urgency. This builds trust and accountability, creating enduring relationships.

Insightful

More than translators, we provide an in-depth, go-to resource for our clients and partners. Our ability to help make sense of the complex comes from our wide understanding of history, of individuals, of the healthcare ecosystem, and of pressing needs.

Indispensable

We exist to help move health forward, and it simply could not happen without our expertise. We immerse, give guidance, build trust, and help people and communities thrive.



Brand Personality

These are the traits that personify CHRT. These terms will not be used in materials; rather, these are the attitudes and emotions that should come across.

Easy/Straightforward

We offer clarity in complexity. Therefore, the brand must take on a clear tone that practices what we preach. Never wonky. Always approachable. Always bigger picture.

Understanding/Aware

The brand should be aware and connected to our audience. Always understanding of the impact on people and communities. That is why we exist.

Highly Informed

Information is our currency. Therefore, the brand must be more fact-based than marketing speak, offering insight based on knowledge and experience.

Excited/Passionate

We are on a mission to make a true difference: improve access to care, create an impact on systems, and help populations, communities, and people.



Positioning Statement

CHRT is a health policy center working to transform complex information into tangible insight that improves the health of people and communities.

2.

Logos

The following pages detail the correct application of CHRT logos.



Logo

The CHRT logo is one of the most important and recognizable assets of the company. The CHRT logo must be used consistently and treated with the utmost care and integrity.



Logo + Logomark

The logo can appear on color, illustrated, or photographic backgrounds, so long as it remains legible and easily recognizable.



Pantone 380 & 7532



Pantone 380 & Reversed on image

Black



Reversed on black



Acronym

The logo can appear on color, illustrated, or photographic backgrounds, so long as it remains legible and easily recognizable.

CHRT

CHRT

Pantone 7532



Reversed on image

Black



Reversed on Black



Wordmark Stacked

It is important to never alter this wordmark in any way. Always use the approved reproduction art. Do not recreate the typeset wordmark, unless using in body copy.

Center for Health
and Research
Transformation

Center for Health
and Research
Transformation

Pantone 7532



Reversed on image

Black



Reversed on black



Tagline

Short, memorable, and reflective of our mission, just like a tagline should be. It encapsulates the spirit of why we exist.

It is important to use this tagline and never alter it in any way. Use the approved reproduction art or typeset in Sentinel. Do not recreate the typeset tagline, unless using in body copy.

Improving Health. Informing Policy.



Incorrect Usage

Do not change the color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. In order to maintain legibility, the logo should never be reproduced over a complex or visually congested background.



Do not use unapproved colors.



Do not recreate the logo or change the fonts.



Do not apply effects.



Do not rotate, skew, or distort.



Do not change proportions of logo elements.



Do not use on a complex background.



Clear Space & Minimum Size

Clear Space

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the CHRT logo is defined as the height of the logomark. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear-space rule should be maintained as the logo is proportionately enlarged or reduced in size.

Minimum Space

Assuming readability, the logo should be reduced to no less than 1 inch in width for print or 100 pixels for web.



3.

Visual Identity

The following pages detail the brand's core elements: colors, typography, photography, identity, and more.

Color Palette

Primary

<p>PANTONE® 380</p> <p>C 18 M 0 Y 82 K 0</p> <p>R 219 G 228 B 66</p> <p>DBE442</p>	<p>PANTONE® 583</p> <p>C 26 M 1 Y 100 K 10</p> <p>R 183 G 191 B 16</p> <p>B7BF10</p>	<p>PANTONE® 7532</p> <p>C 23 M 37 Y 45 K 65</p> <p>R 99 G 81 B 61</p> <p>63513D</p>
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Color Palette

Secondary

PANTONE® 7529	PANTONE® 282	PANTONE® 3155	PANTONE® 624	PANTONE® 7628	PANTONE® 7620	BLACK
C 7 M 14 Y 20 K 22	C 100 M 60 Y 0 K 60	C 100 M 9 Y 29 K 47	C 48 M 8 Y 34 K 20	C 8 M 93 Y 78 K 33	C 0 M 95 Y 94 K 28	C 0 M 0 Y 0 K 100
R 183 G 169 B 154	R 0 G 39 B 76	R 0 G 98 B 114	R 120 G 159 B 144	R 158 G 42 B 43	R 183 G 49 B 44	R 0 G 0 B 0
B7A99A	00274C	006272	789F90	9E2A2B	B7312C	000000

Typography

HEADLINE 1

Aperçu
Regular

HEADLINE 2

Sentinel
Book

BODY COPY

Sentinel Light ... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam blandit orci auctor, tristique nulla porta, euismod ligula. Pellentesque a nibh et metus ornare molestie. Nulla interdum eu libero nec rutrum.

SUBHEAD

APERÇU
MEDIUM

Aperçu
Medium

NOTE

The underline can be used to add emphasis to the headline and call to action.

Typography

One brand font is Apercu, and it is available in multiple weights. Our primary weights used in materials are Regular and Medium.

Foundry
Colophon

Apercu
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789&%@%(:;?!)

Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>

The font is also available for purchase at: <https://www.colophon-foundry.org/typefaces/apercu>

Typography

Another brand font is Sentinel, and it is also available in multiple weights. Our primary weights used in materials are Light and Book.

Foundry
Hoefler & Co.

Sentinel
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789&%@%(:;!)

Light *Light Italic*
Book *Italic*

The font is also available for purchase at: <https://www.typography.com/fonts/sentinel/styles/>

Typography

When using Microsoft Office® documents, including Word®, PowerPoint®, and Excel®, and HTML-based text where our brand fonts are not available, use Arial/Arial Unicode MS as a replacement. Note that these guidelines do not apply to email correspondence, as default fonts are designated by the email client in use.

Arial
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular
Italic
Bold
Bold Italic

Photography

Our visual identity is dependent on strong photography that focuses on our people, our customers, our process, and our impact. All images here are shown in our monotone look, with Pantone 7532 as it's single color.



NOTE

All images are for position and style direction only. Rights have not been purchased to use in materials.



Internal Materials

Fact Sheet

CHRT

FACT SHEET

Health Care Provisions in the Tax Cuts and Jobs Act

JAN 2018

The Tax Cuts and Jobs Act passed the U.S. House of Representatives on November 16, 2017, and an amended version passed the U.S. Senate on December 2, 2017. Congress reconciled the differences between the two bills, and it was signed into law on December 22, 2017 (Public Law No. 115-97). While the purpose of the law is to reduce tax rates for businesses and individuals, it includes several major health care policy changes. These provisions are described below.

	INDIVIDUAL MANDATE	MEDICAL EXPENSE DEDUCTION	ORPHAN DRUG TAX CREDIT
Description	Requirement that most individuals have health insurance or pay a tax penalty	Allows individuals to deduct qualified health care expenses that exceed 10% of income	Tax credit for pharmaceutical companies that develop drugs to treat rare diseases (defined as diseases that affect less than 200,000 individuals)
Changes in the Tax Cuts and Jobs Act	Public Law No. 115-97: Repeals the tax penalty for those who choose not to enroll in health insurance	Public Law No. 115-97: Keeps the deduction and lowers the threshold from 10% to 7.5% of income for tax years 2017 and 2018	Public Law No. 115-97: Limits the tax credit amount for qualified expenses
Estimated Policy Impact of the Law	CBO estimates 13 million fewer individuals will have health insurance over 10 years; health insurance premiums for ACA Marketplace plans will increase an additional 10% per year ¹	In tax years 2017 and 2018, more taxpayers and/or more expenses will be eligible for the deduction than under current law	The current tax credit rate is cut from 50% to 25% of qualified clinical testing expenses
By the Numbers	6,665,480 Americans paid the tax penalty in the 2015 tax year ² 189,160 Michiganders paid the tax penalty in the 2015 tax year ²	8.8 million Americans took the deduction in the 2015 tax year 235,145 Michiganders took the deduction in the 2014 tax year ³	Approximately 7,000 rare diseases affect 25-30 million Americans ⁴

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Editor's Note: CHRT updated this fact sheet Jan. 12, 2018 to include more recent Medicare beneficiary numbers, updated information on PAYGO, and reflect that the confidence report is now law.

CHRT

MICHIGAN PHYSICIAN SURVEY

EHR Interoperability and Patient-centered Care

FEB 2017

In 2009, Congress passed the Health Information Technology for Economic and Clinical Health (HITECH) Act to modernize the U.S. healthcare system through the implementation of Electronic Health Records (EHRs), software systems that create a digital version of a patient's medical chart. HITECH incentives accelerated widespread adoption of EHRs. However, the ability to exchange information between different EHRs across various healthcare settings — known as interoperability — was not a key requirement when the digital systems were first developed. Eight years later, EHRs are in place at almost 80 percent of physician offices¹, and doctors are increasingly reporting that interoperability is important. Data from the Center for Healthcare Research and Transformation (CHRT) Michigan Physician Survey shows primary care physicians (PCPs) consider interoperability an important feature for providing patient-centered care.

Our data show a significant change in just two years in the perception among PCPs of the value an EHR with interoperability can play in patient care. In 2014 and 2016, CHRT's Michigan Physician Survey asked PCPs how important having an EHR with interoperability was to their ability to deliver patient-centered care. Significantly greater proportions of PCPs in 2016 said it was "very important" to have EHRs that are interoperable between hospitals and practices, and practice to practice. There was no significant change in the proportion of physicians who saw just having an EHR in their own practice as "very important."

Category	2016	2014
EHR in own practice	62%	61%
EHRs that are interoperable with EHRs in hospitals	55%	69%
EHRs that are interoperable with EHRs in other physician practices	40%	60%

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Source: CHRT Michigan Primary Care Physician Survey, 2014 & 2016
¹ Washington, K. Dedalos, F. Mostafaei et al., "The HITECH Era and the Path Forward" New England Journal of Medicine, July 2017; 377(3): 904-906.



Internal Materials

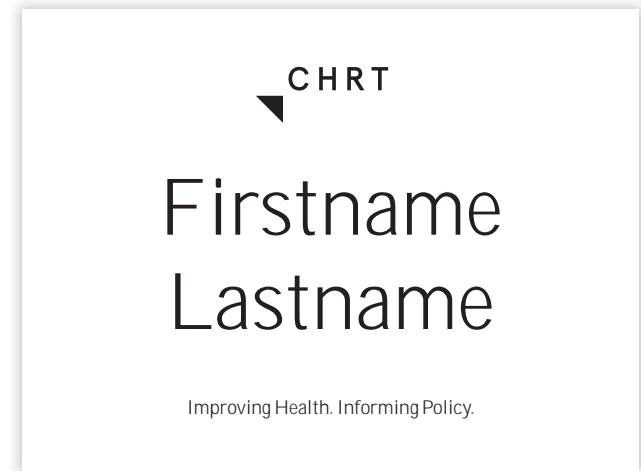
Name Tags

Use the primary version when color printing is available.

Use the secondary version for black-and-white printing



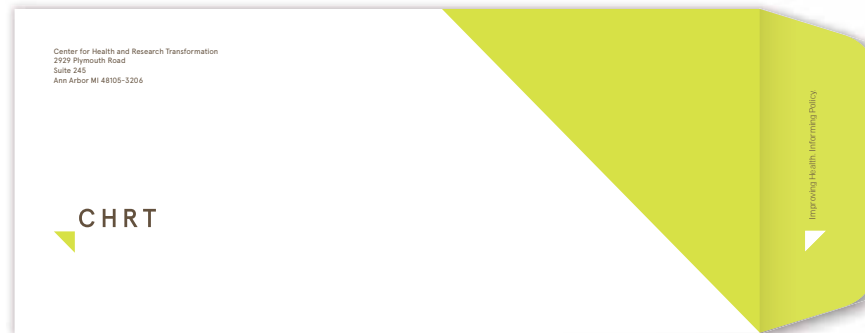
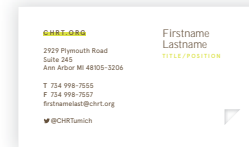
Primary



Secondary



Corporate Identity





Email Signature

Our email signature does not use our brand fonts because they are not available through all email clients. In this case, we use Arial as an alternative font to ensure consistency.

Arial Bold, 14 pt, Color: 63513D — **First Last**
Arial Regular, 12 pt , Color: 63513D — Title/Position

Arial Regular, 12 pt , Color: hyperlink — flast@chrt.org

Arial Bold, 12 pt, Color: 63513D — **CHRT.ORG**

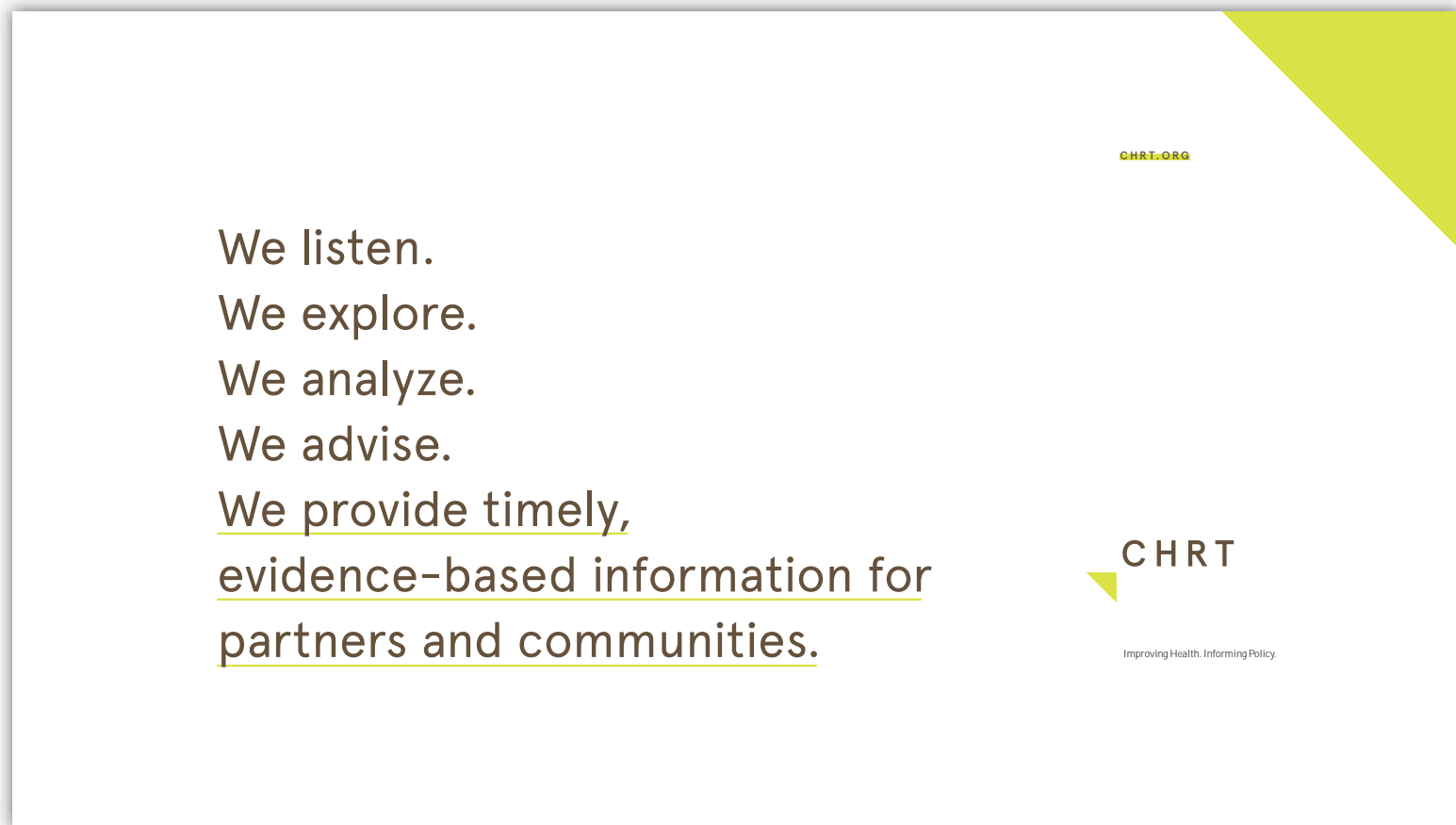
Arial Regular, 12 pt , Color: 63513D — [2929 Plymouth Road
Suite 245
Ann Arbor MI 48105-3206
T 734 998-7555

Arial Regular, 12 pt , Color: hyperlink — [Twitter](#) [Linkedin](#)

Brand Panels



Brand Panels

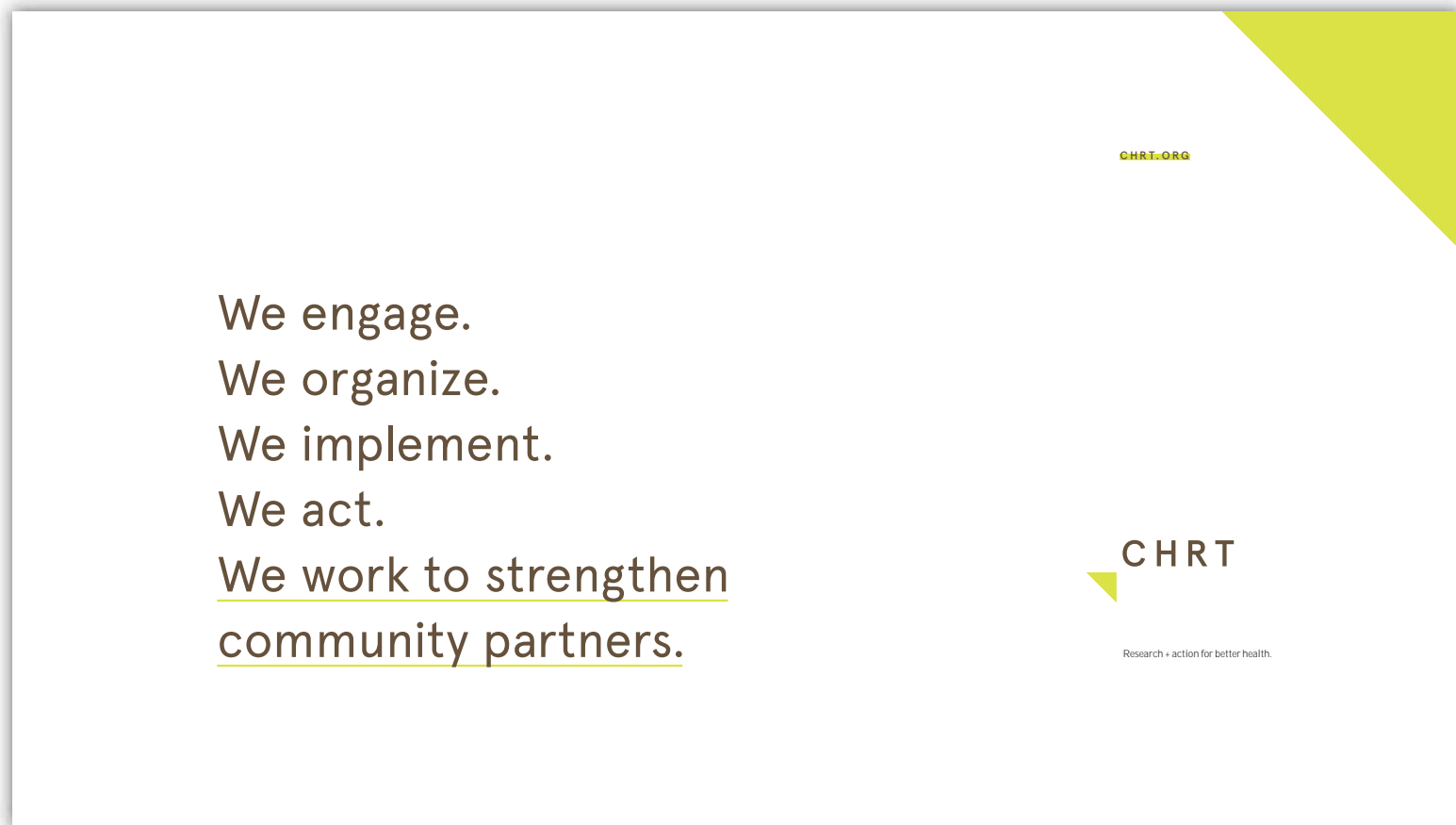


Brand Panels

Our work is focused on what matters most: improving health.



Brand Panels



Brand Panels

