

est. 1976



hosa future
health
professionals

brand style guidelines



HOSA EMBLEM



HOSA BRAND



HOSA DECORATIVE OPTION





est. 1976

future
health
professionals
hosa.org

the new hosa brand

Welcome to the future of HOSA! Our goals in developing a new logo for HOSA were to modernize the image, retain familiarity, and establish HOSA's identity. The new HOSA brand took careful thought and some bold moves. In our eyes, this new logo design represents the most natural evolution of the HOSA brand. Its modern type and stylish color palette give the brand a fresh face that will maintain its appeal among current and future generations of eager health science students, advisors, and our partners.

Of major note is the main word mark presented in lowercase. On the surface, this change creates a welcoming, organic look for the logo that conveys HOSA's connections to science and technology. But more than that, this step is crucial in establishing HOSA as its own word, and no longer an acronym. As we introduce HOSA's new identity, Future Health Professionals, it is important to move away from 'Health Occupations Students of America.' In lowercase, it is much less likely that the H, O, S, and A will stand out as individual letters. When written, we will use HOSA or HOSA - Future Health Professionals.

To support this change even further, our identity is positioned directly after HOSA so that it completes the natural eyeline, making it hard to miss. We've colorized 'Future Health Professionals' in maroon to empower students and remind employers that HOSA members leave the program ready to join the workforce and/or pursue further education.

Anchoring the logo is a simplified version of the HOSA emblem. The encircled triangle has long been the emblem of HOSA and is key in retaining familiarity and celebrating the organization's long history. The points on the triangle represent today what they did in 1976: the three aspects of humankind's well-being; social, physical, and mental.

The accompanying color palette and textures offer support to the logo by positioning HOSA as friendly and fresh. We chose colors that would feel crisp and clean and fit naturally into the health environment. The circles and dots further support the curvy and organic feel of the logo. Typography is kept lowercase as well, to support the friendly nature of the identity.

Stationery and marketing elements will feature these colors and shapes in a variety of ways to create a rich and vibrant system of collateral that stands out – reminding those who see it that HOSA is always moving forward.

So move forward with us as we take the organization into the new millennium with a crisp new identity for HOSA - Future Health Professionals!

- HOSA, Inc. Board of Directors



The **mission of HOSA** is to enhance the delivery of compassionate, quality health care by providing opportunities for knowledge, skill and leadership development of health science education students, therefore, helping HOSA members and advisors to meet the needs of the health care community.



HOSA provides a unique program of leadership development, motivation, and recognition exclusively for secondary, postsecondary, adult, and collegiate students enrolled in health science programs. HOSA is 100% health care!

Since its inception in 1976, HOSA has grown steadily reaching nearly 140,000 members through 48 chartered HOSA State Associations and approximately 3,300 secondary and postsecondary/collegiate chapters in 2011-2012.

HOSA is not a club to which a few students in school join. Rather, HOSA is a powerful instructional methodology that works best when it is integrated into the Health Science curriculum and classroom. Health Science instructors are committed to the development of the total person. Those who join the Health Science - HOSA Partnership recognize the importance of providing students with training far beyond the basic technical skills needed for entry into the health care field. The rapidly changing health care system needs dedicated workers who, in addition to their technical skills, are people-oriented and capable of playing a leadership role as a member of a health care team.

HOSA's mission is especially critical when considering the acute shortage of qualified workers for the health care industry. It is essential that the Health Science - HOSA Partnership maintain its momentum and encourage all Health Science instructors to integrate HOSA methodology into their curriculum, classrooms, and HOSA chapter.





STANDARD



STANDARD - WITHOUT IDENTITY



REVERSE



REVERSE - WITHOUT IDENTITY

state association brands

The following examples show how state associations and local chapters should use the HOSA brand. Protecting the name and brand of HOSA is the responsibility of the governing organization, chartered state associations, and local chapters.



STATE ASSOCIATION



STATE ASSOCIATION



LOCAL CHAPTER

REVERSE - STATE ASSOCIATION AND LOCAL CHAPTER



STATE ASSOCIATION




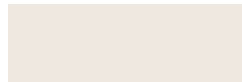

STATE ASSOCIATION



LOCAL CHAPTER

brand attributes

BRAND COLOR VALUES

hosa navy PANTONE: 7462 R: 18 G: 98 B: 137 C: 92 M: 58 Y: 28 K: 7 WEB SAFE: 126289	hosa tan PANTONE: 481 R: 208 G: 187 B: 166 C: 19 M: 24 Y: 33 K: 0 WEB SAFE: D0BBA6	hosa maroon PANTONE: 484 R: 132 G: 22 B: 25 C: 29 M: 99 Y: 98 K: 34 WEB SAFE: 841619
		

FONT LIBRARY

ALDO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

DEKAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Dekar and Aldo should be used for headlines, subtitles, and large text.

PT SANS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

TAHOMA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Tahoma and PT Sans should be utilized for small, body text in media such as letters, webpages and presentations.

BLANK AND WHITE SPACE AROUND THE IDENTITY

The master brand identity should have the following minimum amount of white space around it. The height of the triangle forms the clear or white space.



incorrect usage

The following examples show incorrect usage of the HOSA brand. Consulting the style guide before creation will result in a more consistent and stronger brand.



DO NOT ALTER APPROVED COLORS.



DO NOT ROTATE THE BRAND.



DO NOT STRETCH, COMPRESS, OR DISTORT THE BRAND.



DO NOT COMBINE THE BRAND WITH OTHER GRAPHICS OR LOGOS.



DO NOT CHANGE THE BRAND TYPEFACE.



DO NOT CHANGE THE FONT WHEN CREATING CHAPTER AFFILIATION BRANDS.

Please be advised that HOSA has registered its official emblem, brand, and options. All designs found on the website, all HOSA publications, and on all HOSA products remain the copyrighted property of HOSA.

State, provincial, and local HOSA chapters are permitted to use the trademarked official HOSA brand on printed materials, promotional items, and displays with the important exception that they may not be utilized on media that is re-sold.

HOSA should not be referred to as 'Health Occupations Students of America.' It is now simply: "HOSA - Future Health Professionals," and no longer serves as an acronym.

Because the official HOSA brand may not be re-created, you may obtain high-resolution artwork in digital formats via HOSA's publications (jeff.koeninger@hosa.org).

The 'est. 1976' and 'hosa.org' accessory elements to the identity should only be displayed in Dekar.

The hosa.org website badge may be used at the the user's discretion, but is recommended to be placed where it looks best: in the bottom right corner of the document, if applicable. This can be used on a white background in the blue or red font. On a navy or maroon background, the website badge should be displayed in white text.

The **est. 1976** element may be utilized in the following ways:



As an element within the brand or affiliated brand, visually centered with the letter a's lower ligature

The image shows a solid blue rectangular background. The text "est. 1976" is centered in a white, sans-serif font.

The image shows a solid maroon rectangular background. The text "est. 1976" is centered in a white, sans-serif font.

As a stand alone decorative element only available in this color scheme



design use guidelines

When placing the HOSA brand on a maroon background, please utilize the “HOSA brand on Maroon” format found in the brand package.



EXAMPLE OF HOSA ON MAROON

Textures that can be utilized as design elements with this identity are two sets of circle patterns found below that can be used on a white, blue, or maroon background.

SMALL CIRCLE TEXTURE



LARGE CIRCLE TEXTURE





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