

AHN Logo



Clear Space and Minimum size



Alignment



URL.COM



Use



Use our primary logo with care, maintaining the proportions of all its elements.

Use the “H” height from our mark to determined minimum clear space. Maintain clear space proportionately as the mark is enlarged or reduced in size.

Maintain a minimum H cap height of $\frac{3}{8}$ ” so the mark is readable and undistorted.

Preferred mark location is on the left side of the page.

When aligning the mark with any text or objects above and below, use the left vertical of the “diamond” as the alignment reference.

Ensure the edge of the diamond is at least an “H” height away from the page edge.

When used with a left-aligned URL, hashtag, or CTA, right-align the mark with objects and text aligned with the bottom of the “AHN”.

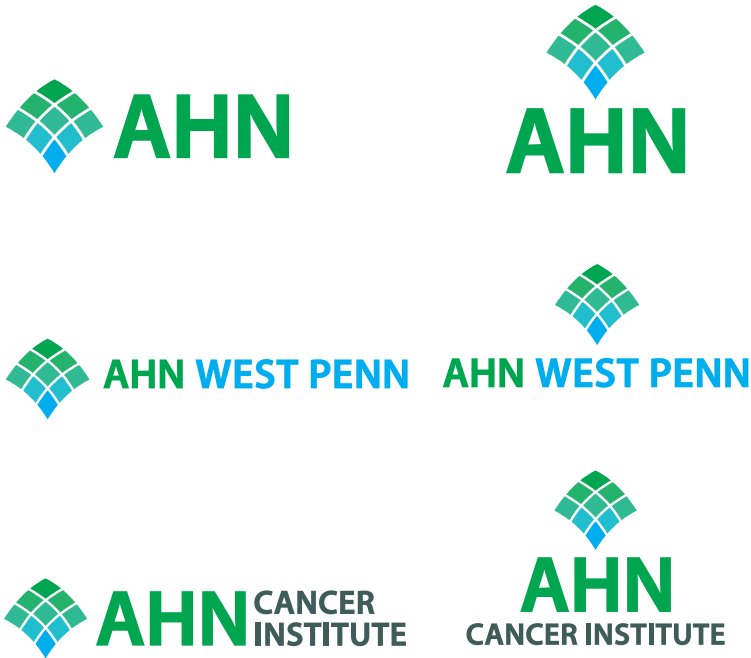
For knocked-out versions, use the white mark with color diamond on high contrast backgrounds. For low contrast backgrounds, use the white mark with white diamond.

Background colors or imagery should be as dark as possible to maximize contrast. Do not use knocked-out versions on a busy background that will obscure the mark.

Do not apply a drop shadow to the marks.

Do not use alternate colors for any part of the mark.

Logo Library Samples



There are preferred horizontal and alternate stacked versions of each mark. There are several categories of the AHN brand; Generic AHN, Hospitals, Neighborhood Hospitals, Institutes, Specialties, etc.

Stacked versions are used only in wayfinding, signage, and digital capacities.

Do not modify any mark elements in proportion or alignment.