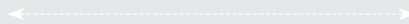


Global Missions Health Conference Identity Guidelines

SPRING 2015



CONCEPT STATEMENT



The conference of MedicalMissions.com is the world's largest gathering of medical professionals, students, and organizations dedicated to healthcare missions. This annual three-day conference features breakout sessions, plenary speakers, exhibitors, and special events. It's the premier event to learn, connect, and build relationships that help advance the Kingdom through medical missions.





The Global Missions Health Conference (GMHC) logo is our unique graphic “signature.” It is one of the most visible aspects of the organization and it plays a significant role in our public image. Our logo and supporting corporate graphic elements have been carefully designed to “brand” GMHC with the image and personality that we want to project to our various audiences and to our communities. With correct use, our corporate logo and identity will be instantly associated with GMHC and everything our organization represents.

The purpose of this Graphic Standards document is to provide guidelines for the correct stylistic presentation of GMHC’s identity and to outline how it should be implemented across various materials. The unified and consistent presentation of our identity helps us maintain a strong, positive image with our customers and potential customers.

To maximize the investment in and value of our corporate signature, anyone involved in any form of GMHC’s communications must consistently adhere to these standards.

Corporate Colors







CORPORATE COLOR GUIDELINES

The approved corporate colors for GMHC are:

- PMS 187 Red
- PMS 302 Blue
- PMS 717 Orange
- PMS 370 Green

These colors are based on the Pantone® Matching System (PMS).

| | | | |
|---|--|---|---|
|  |  |  |  |
| PMS 187 C | PMS 302 C | PMS 717 C | PMS 370 C |
| CMYK Equivalent: C: 5 M: 100 Y: 71 K: 22 | CMYK Equivalent: C: 100 M: 43 Y: 12 K: 56 | CMYK Equivalent: C: 0 M: 60 Y: 100 K: 3 | CMYK Equivalent: C: 64 M: 5 Y: 100 K: 24 |
| RGB Equivalent: R: 167 G: 25 B: 48 | RGB Equivalent: R: 0 G: 65 B: 101 | RGB Equivalent: R: 217 G: 94 B: 0 | RGB Equivalent: R: 91 G: 143 B: 34 |
| Hexadecimal Equivalent: A71930 | Hexadecimal Equivalent: 004165 | Hexadecimal Equivalent: D95E00 | Hexadecimal Equivalent: 5B8F22 |

For 4-color printing applications, use the CMYK equivalents.

For all electronic applications, use RGB or the web-safe Hexadecimal system.

Primary Signature

HORIZONTAL



VERTICAL



MINIMUM CLEAR SPACE

Clear space is defined as the area around the logo that is to be kept free of graphics, logos, type, lines, or any other elements.

Clear space is measured by a unit 'H'. 'H' is equal to the height and/or width of the letter "H" in "Health".



The outer dotted pink line represents the minimum clear space boundary. No other piece of art or layout edge should come within this area.



Primary Signature

MINIMUM SIZE RESTRICTIONS — PRINT

The minimum size to reproduce the horizontal GMHC logo **(A)** is 1.75" in width.

The minimum size to reproduce the vertical GMHC logo **(B)** is 1.25" in width.

(A) Horizontal logo



minimum 1.75" width

(B) Vertical logo



Global Missions
Health Conference

minimum 1.25" width

UNACCEPTABLE LOGO APPLICATIONS

The most effective way to ensure proper logo usage is to use the electronic artwork provided. After placing the logo in a layout, do not alter the colors, proportions, or alignments.

These examples illustrate what not to do to the GMHC logo.



Do not change the proportions



Do not use colors other than approved colors



Do not use on an angle



Do not skew the logo



Never substitute a different typeface



Never outline the logo

IMPROPER BACKGROUND USAGE

The logo should never be placed on a patterned or photographic background that makes it difficult to read.



Primary Signature

APPROVED IDENTITY SECONDARY COLOR COMBINATIONS

When overlaying the logo on a dark background, the colors in the mark may be retained, with the conference name reversed white.



ONE COLOR USAGE

Usage on a Solid Background

The logo may be used over a solid background if the contrast between logo and background make it easy for the logo to be read. On a dark background the GMHC logo should be reversed out as white.

Care should be taken to ensure that a white logo on a light background or a dark logo on a dark background is never used. Neither of these options results in enough contrast for the logo to be easily seen.

The following examples are for one-color situations only. Only the approved corporate colors may be used.



Corporate Typefaces

Primary Typeface: Proxima Nova

GMHC's primary corporate typeface is Proxima Nova. All print/web corporate marketing materials, communications, and/or publications should use these fonts.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Corporate Typefaces

Secondary Typeface: Source Serif Pro

GMHC's secondary corporate typeface is Source Serif Pro. All print/web corporate marketing materials, communications, and/or publications should use these fonts.

Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Source Serif Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Source Serif Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Source Serif Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Alternative Typeface: Proxima Nova Condensed

Proxima Nova Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Condensed Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Proxima Nova Condensed Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+*

Proxima Nova Condensed Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+*

Proxima Nova Condensed Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+*

Proxima Nova Condensed Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+*

Any questions as to GMHC guidelines and usage on any materials, should be directed to Will Rogers for approval.

will@medicalmissions.com



Global Missions
Health Conference