



**hfma**<sup>™</sup>

healthcare financial management association

HFMA  
Branding Document

One hundred years ago, it was easy for a simple logo to communicate the scope of a company's services. A cobbler could use the image of a shoe, or a dentist could use the image of a tooth with great communicative success.

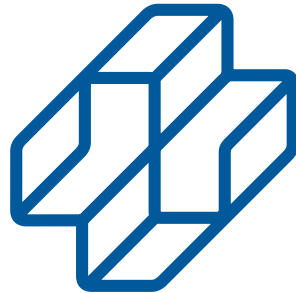
As companies and organizations have grown and expanded their focus, it has become impossible to sum up the range of their endeavors with a simple picture. This is especially evident when describing complex subject matters like intellectual capital, technological and financial systems, and abstract emotional characteristics, like caring.

The purpose of this document is to promote understanding of the more subjective and abstract attributes that make up HFMA's organizational identity; in other words, its brand. This document helps us set the stage for communicating our desired character through color, type, and imagery. Actually being who we say we are is up to us.

An important strategic component of our brand is our corporate logo, and to help promote consistent application of the logo and other visual standards, a separate document with detailed guidelines will be provided.

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## Healthcare beyond the numbers

Financial managers are in a unique position. At the center of every healthcare organization, they respond to current demands, anticipate change, and develop strategies that ensure long-term viability. HFMA unites financial managers around common goals while recognizing the unique challenges that each member faces in managing complex issues.

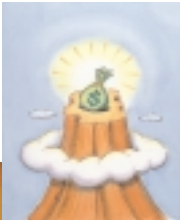
We foster excellence by delivering information and support that allows each member to excel. It is our nature to adapt and respond, remaining in front of critical issues and advocating best practices, clarifying the opportunities and engaging leaders in the industry.

The look of HFMA is a reflection of our principles and commitment to the healthcare financial management profession.

**Uniting reality and perception**



Distant  
Disconnected  
Indecisive



Trite  
Uncaring



Rigid  
Uncaring  
Complex



Complicated  
Disconnected

The HFMA brand will be expressed in positive words and messages, and by images that convey the real nature of our purpose, our value, and our processes.

The first step in articulating our brand is to define those attributes that hurt our image within our marketplace. We are not: Reactive, Disconnected, Uncertain, Rigid, Complicated, Apprehensive, Uncaring.

While representing our organization visually, misconceptions may be created by promotional and informational images that are cluttered, complex, and distant.

**WE ARE**

Expert

Clear

Value-Driven

Agile

Concerned

Forward-Thinking

Together

Confident

Energetic

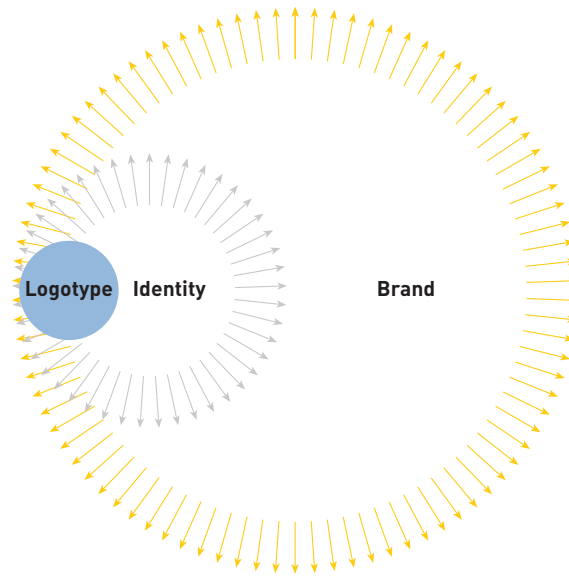
Innovative

**Looking inside. Looking forward.**

Our brand strategy has been developed through introspection and projection—looking forward to create a compelling and enduring message. Through discussions with HFMA members at many levels of professional experience and organizational involvement, we know both who we are and what we strive to be.

More than understanding HFMA as an organization, we also recognize the qualities of those individuals who shape, guide, and lead HFMA. We are: Expert, Value-Driven, Agile, Forward-Thinking, Clear, Concerned, Confident, Together, Energetic, Innovative.

At every opportunity to communicate or connect, we reflect on these brand attributes. They can be a continual reminder of what we strive to be.



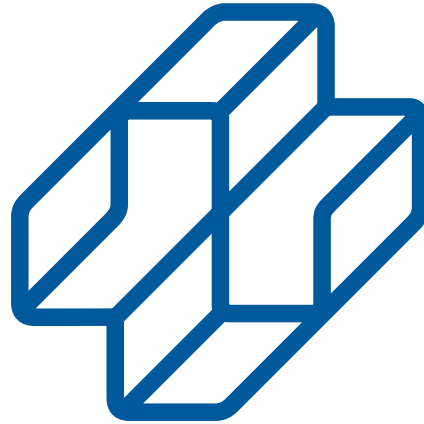
### Elements of the system

Logotype: Form for the future

Our logotype is a symbol that triggers important and immediate recognition of HFMA. The mark itself does not contain literal meaning to express everything that HFMA as an organization is, but over time, it comes to embody those positive attributes of the larger organization.

The lowercase treatment of the hfma acronym creates an informal identity that is not rigid or inflexible. It creates a casual and therefore inclusive feeling. The rounded letterforms are friendly, supportive and approachable.

**HFMA** hfma



## Elements of the system

Symbol: A reminder of our purpose

Our symbol stands for the qualities of HFMA. It is the banner that flies in advance of all the members that collectively make up the organization. In communication, it provides context; reminding the audience of the organization's purpose and mission.

Our current symbol shares the shape and form of the previous mark but there are significant refinements. The lines are thin and refined, and in relation to the white space, help to create a light, open form. The corners are rounded, consistent with the tone of the logotype and with HFMA's brand characteristics.

The placement, above the logotype, activates the symbol in a very dynamic way, expressing energy and upward movement.



Extended Color Palette

Neutral Palette

<p><b>PANTONE 1205</b></p> <p>C:0 R:255 Hex# M:0 G:255 FFFFCC Y:27 B:204 K:0</p>	<p><b>PANTONE 451</b></p> <p>C:34 R:153 Hex# M:27.5 G:153 999966 Y:51 B:102 K:0</p>	<p><b>PANTONE Cool Gray 11</b></p> <p>C:0 R:102 Hex# M:0 G:102 666666 Y:0 B:102 K:79</p>	<p><b>PANTONE Process Black</b></p> <p>C:0 R:0 Hex# M:0 G:0 000000 Y:0 B:20 K:100</p>	<p><b>Core Identity Palette</b></p>
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<p><b>PANTONE 3945</b></p> <p>C:6 R:255 Hex# M:0 G:255 FFFF00 Y:91 B:0 K:0</p>	<p><b>PANTONE 143</b></p> <p>C:0 R:255 Hex# M:30.5 G:204 FFCC33 Y:83 B:51 K:0</p>	<p><b>PANTONE 144</b></p> <p>C:0 R:255 Hex# M:47 G:153 FF9900 Y:100 B:0 K:0</p>	<p><b>PANTONE 294</b></p> <p>C:100 R:0 Hex# M:56 G:102 006699 Y:0 B:153 K:18.5</p>
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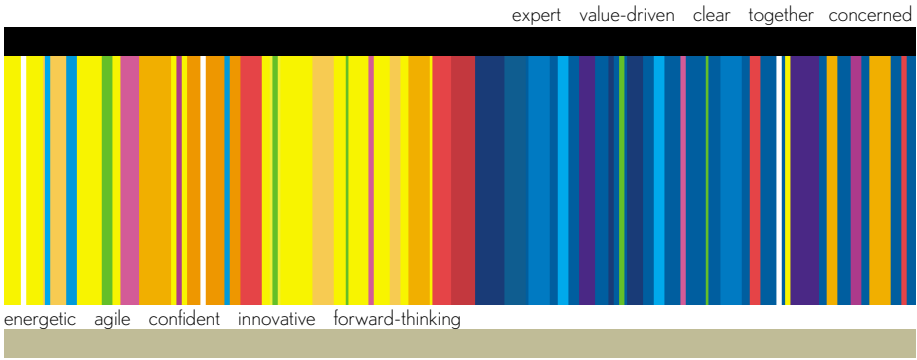
<p><b>PMS 185</b></p>	<p><b>Warm Red</b></p>	<p><b>PMS 165</b></p>	<p><b>PMS Yellow</b></p>	<p><b>PANTONE 187</b></p> <p>C:0 R:153 Hex# M:91 G:51 993333 Y:72 B:51 K:23.5</p>	<p><b>PANTONE 647</b></p> <p>C:94 R:51 Hex# M:43 G:102 336699 Y:0 B:153 K:38</p>	<p><b>Cyan</b></p>	<p><b>Process Blue</b></p>	<p><b>PMS 300</b></p>	<p><b>PMS 266</b></p>		
<p><b>Warm</b></p>				<p><b>Secondary Palette</b></p>						<p><b>Cool</b></p>	

<p><b>Dark Palette</b></p>	<p><b>PANTONE 188</b></p> <p>C:0 R:102 Hex# M:79 G:51 663333 Y:65 B:51 K:47</p>	<p><b>PANTONE 281</b></p> <p>C:100 R:0 Hex# M:72 G:51 003366 Y:0 B:102 K:38</p>
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This color palette was devised to take advantage of the energy that occurs when colors on the opposite sides of the color wheel are juxtaposed. Cool blues, representative of confidence and maturity, are balanced with warm colors that communicate activity and energy.

Instead of prescribing one or two specific colors to represent this diverse organization, a palette of options has been developed. More neutral colors can be used to "anchor" a design and communicate textual information. A combination of warm and cool colors from the palette should be used predominately to visually express the organization's character, while a number of other colors may be used as accents. The color spectrum below is an example of how this bold palette—which avoids pastels, tints, and earth tones—communicates the energetic nature of HFMA members.

While the organization will use an identity system based on two core colors from this palette, regions and chapters may wish to choose their own unique warm/cool color combinations.







**Image is everything**

There are many opportunities to present images to express ideas, explain concepts, and support written communication. Our system calls for images that build our brand and reveal the character and value of financial management.

Specifically, we want to be authentic. No staged sentimentality. No generic, stock images that project "stock" solutions. Our emphasis will be less on technology and more on people using technology to facilitate real solutions.

Complex images attempt to convey the complex nature of the economic climate or of the financial management industry. This kind of visual complexity often accentuates a sense of discomfort and confusion. We strive to eliminate the clutter and provide clarity, confidence, and reassurance through the use of imagery.

## NOBEL

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

Forward-Thinking  
Agile  
Clear  
Energetic

abcdefghijklm  
nopqrstuvwxyz  
1234567890

## FILOSOFIA

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

Expert  
Confident  
Value-Driven  
Concerned

abcdefghijklm  
nopqrstuvwxyz  
1234567890

### A unique type of character

To reflect the strong, simple attributes of our brand's identity, we will be using two different but harmonious typeface families, *Filosofia* and *Nobel*. *Filosofia* is a "serif" face (with small extenders on the ends of the letters), while *Nobel* is a "sans-serif" (no extenders). They work well together because both are based on similar geometry and proportions. At the same time, the combination provides contrast and integration, a range of formality levels, and maximum flexibility and consistency.

The suggested typefaces, *Nobel* and *Filosofia*, may be ordered for Macintosh and Windows through Fontbureau and Emigre. If the suggested typefaces are not available, alternative typefaces, *Futura* and *Times New Roman*, may be used.

Our vision is  
to be an indispensable  
resource for healthcare  
finance professionals.

#### The road ahead

The brand-building tools presented in this document will be a cornerstone to HFMA in the future. We all contribute to building equity in our brand. By applying our identity system consistently and advocating for the character goals of our brand in all communication, we nurture a valuable asset and fulfill our potential as a vital and responsive organization. Build the brand, build success.