



# Center for Hearing and Communication

The logo consists of three curved, overlapping lines that resemble a stylized ear or sound waves. The lines are dark blue and curve from the top left towards the bottom right, with the innermost line being the darkest and the outermost being the lightest.

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Center for  
Hearing and  
Communication



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Center for  
Hearing and  
Communication



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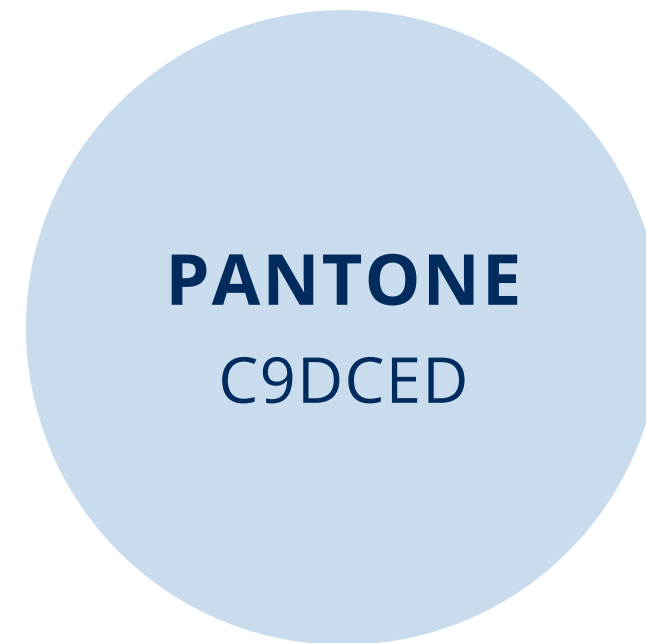
*Connect to Life*<sup>®</sup>

# About the Logo

## THE CHC LOGO TODAY

CHC launched this logo in 2009 when it changed its name from League for the Hard of Hearing to CHC. We received our certificate of incorporation in April, 2009.

# CHC's Colors



**OUR COLOR PALETTE FOR LOGO USAGE**

# CHC's Colors

**PANTONE**

F06D22

**PANTONE**

5091CD

**PANTONE**

002B5C

**PANTONE**

C9DCED

**PANTONE**

AFCD36

**OUR COLOR PALETTE FOR BRAND USAGE**

# Logo Font

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CENTER FOR HEARING  
AND COMMUNICATION

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**OUR HEADING FONT IS  
WORKING SANS BOLD**

**OUR BODY FONT IS  
OPEN SANS REGULAR**

Mak

**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  
1 2 3 4 5 6 7 8 9 0**

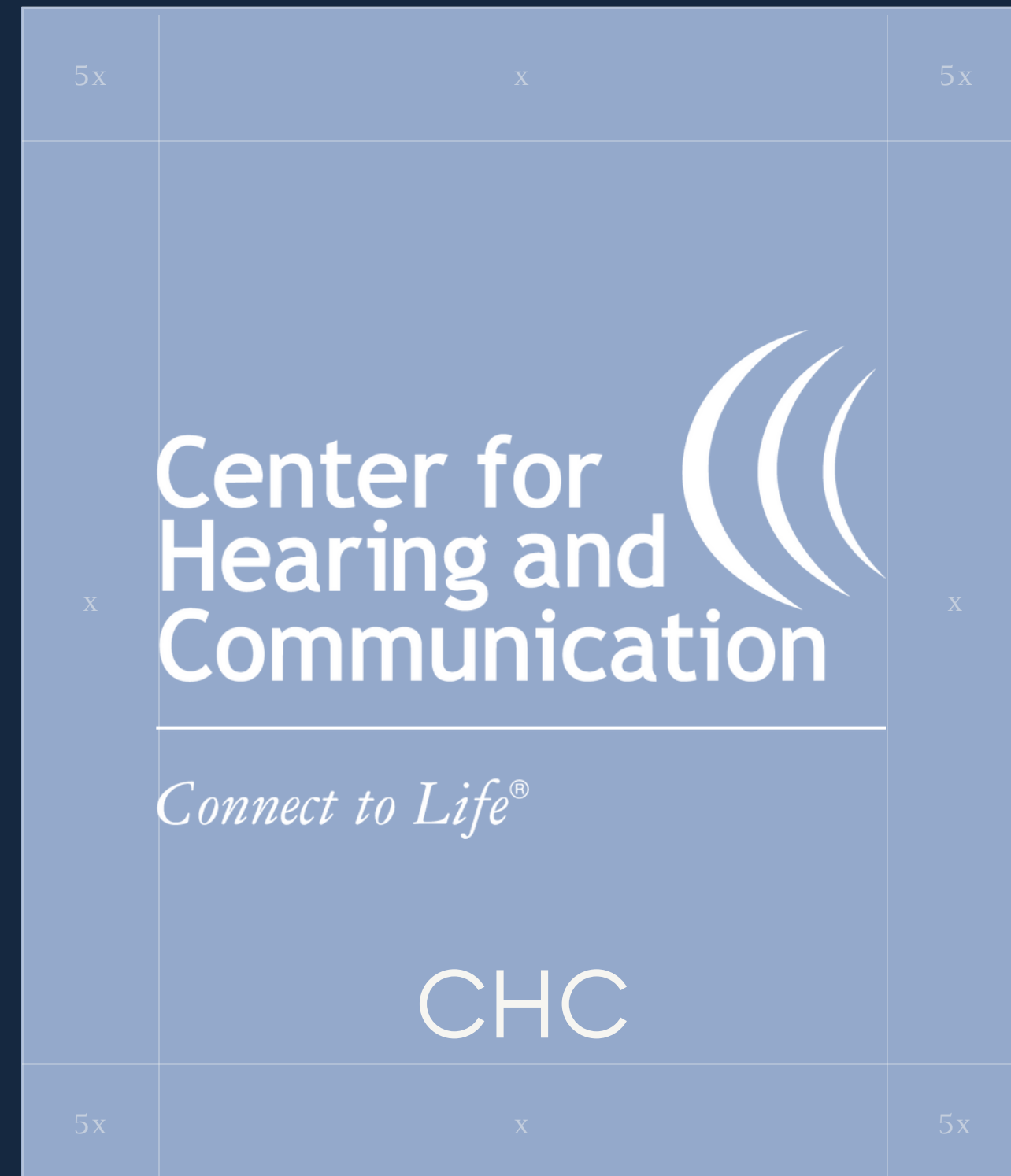
Mak

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  
1 2 3 4 5 6 7 8 9 0

# Exclusion Zones

## THE SAFE DISTANCE TO PUT OUR LOGO IN

Presentations are communication tools that can be used as lectures, speeches, reports, and more. It is mostly presented before an audience.





# Logo Variations



## **Vertical**

Presentations are communication tools that can be used as lectures.



## **Horizontal**

Presentations are communication tools that can be used as lectures.



## **Icon**

Presentations are communication tools that can be used as lectures.



# Reminders



## RULES ON LOGO USE TO KEEP IN MIND



**DO NOT** change the color. Use only the colors in the palette.



**DO NOT** crop the logo.



**DO NOT** add shadows or effects.

# Reminders

## RULES ON LOGO USE TO KEEP IN MIND

Do not put the logo to appear in a box.  
Use the transparent version of the logo rendered white when it's positioned on a dark background.



**DO NOT** rotate the logo.



**DO NOT** put over another illustration.



**DO NOT** use tint or opacity.