

est. 1976



brand style guidelines



HOSA BRAND #1



HOSA BRAND #2



the hosa brand

Welcome to future health professionals! The HOSA brand has been modernized and establishes HOSA's identity. The HOSA brand took careful thought and bold moves. In the eyes of HOSA, the design represents a 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 future health professionals, advisors, and HOSA partners.

Of major note is the main watermark presented in lowercase. On the surface, this change creates a welcoming, organic look for the brand 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 identity, Future Health Professionals, it is important to move away from the past—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 modernization, our identity is positioned directly under HOSA so that it completes the natural eyeline, making it hard to miss. Future Health Professionals is colorized in maroon to empower students and remind the health industry that HOSA members are future health professionals and are committed to pursue their middle school, secondary, postsecondary/collegiate, and professional or graduate school credentials to become a certified health professional in the private or public health industry.

Accenting the brand is a simplified version of the original HOSA emblem. The encircled triangle had long been the emblem of HOSA and will be key in retaining familiarity with the past and celebrating our organization's history since 1976. The points on the triangle will continue to represent what they did when adopted: the three aspects of humankind's well-being—social, physical, and mental.

The accompanying color palette and textures offer support to the brand by positioning HOSA as friendly and alive. Colors were chosen 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 brand. Typography is kept lowercase as well, to support the friendly nature of the identify since future health professionals are patient-centered.

Stationery and marketing elements 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 and willing to accept new challenges and offer innovations to resolve health issues.

We ask that your HOSA State Association and local HOSA chapters take full advantage of the HOSA brand and take pride when you represent HOSA-Future Health Professionals.

-HOSA, Inc. Board of Directors



hosa mission statement

HOSA is a global student organization that provides a unique program of leadership development, technical skills training and recognition exclusively for middle school, secondary, postsecondary, and collegiate students enrolled in health and biomedical sciences. HOSA is 100% health!

Since its inception in 1976, HOSA has grown steadily reaching nearly 225,000 members through 54 chartered HOSA State Associations and approximately 4,500 secondary and postsecondary/collegiate chapters in 2016-2017.

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 and Biomedical Science curriculum and classroom. Health and Biomedical Science instructors are committed to the development of the total person. Those who join the Health and Biomedical Science-HOSA Partnership recognize the importance of providing students with training far beyond the basic technical skills needed for entry into the field of health. 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 industry. It is essential that the Health and Biomedical Science - HOSA Partnership maintain its momentum and encourage all Health and Biomedical Science instructors to integrate HOSA methodology into their curriculum, classrooms, and HOSA chapter.





hosa

future health professionals

STANDARD STACKED BRAND



hosa
future
health
professionals

STANDARD



hosa

STANDARD - WITHOUT IDENTITY



hosa
future
health
professionals

REVERSE



hosa

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.



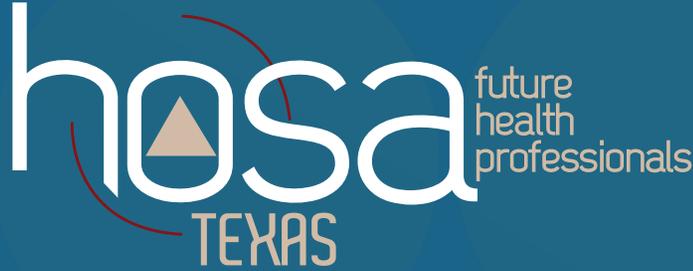
STATEASSOCIATION



STATEASSOCIATION



LOCAL CHAPTER



STATEASSOCIATION



STATEASSOCIATION



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

ARIAL

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

CALIBRI

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

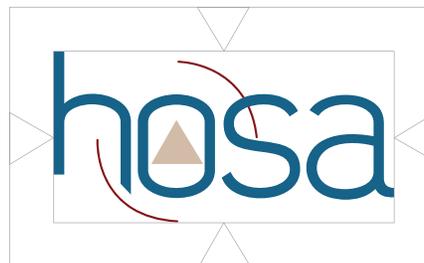
TAHOMA

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

Your font library should consist of: Arial, Calibri, DeKar, and Tahoma. Arial is preferred as the standard font. For headlines, you might want to consider Tahoma and DeKar, subtitles and large text.

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.



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.

incorrect usage



DO NOT ALTER APPROVED COLORS.



DO NOT ROTATE THE BRAND.



DO NOT STRETCH, COMPRESS, OR DISTORT



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 NEVER be referred to as 'Health Occupations Students of America.' It is now simply referred as: "HOSA - Future Health Professionals." HOSA no longer 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) or online at hosa.org/brand.

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

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:

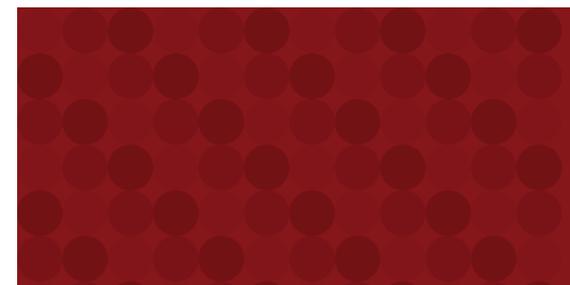


As an element within the brand or affiliated brand, visually centered with the letter a's lower ligature

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

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

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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