BRANDING GUIDE

DECEMBER 2019

GFA | Greg Facktor & Associates

INTRODUCTION

The Greg Facktor & Associates ("GFA") identity represents one of its greatest assets. It's brand message is conveyed through all mediums of communication with intelligent use of color, typography, imagery, and other GFA brand elements. If used properly, it can powerfully communicate a message, reinforce our position in the marketplace and distinguish us from other similar organizations in the industry. Improper use can diminish its value and dilute our brand.

Like any company asset, our logo needs to be protected. You can help by adhering to these guidelines to ensure its consistent representation.

Adaptable to internal and external communication materials, the logo provides a visual foundation and focus for all of GFA's communications. It projects strongly in both large and small sizes, in color, and in black and white.

These graphic specifications are designed to ensure consistent visual representation of GFA. Strict adherence is required. There may be exceptions that justify slight departures from these guidelines. For these and other questions regarding the guidelines, please contact Danielle Jackson at danielle.jackson@gfahealth.com or 310.297.0157. Danielle is responsible for identity standards compliance.

Please familiarize yourself with these standards and faithfully apply them. Your cooperation will ensure that GFA maintains consistency and integrity in all communications.

CONTENTS

PRIMARY LOGO

SECONDARY LOGO

GFA LOGO

These are the approved logos to represent the GFA brand. Only these versions of the logo are permitted for use in our materials. They may be reproduced in any of these formats for all media, from electronic for the web to print for advertising and collateral.

The proportions and placement of the GFA logo are extremely important and may be enlarged or reduced to suit various applications.

Within each of the configurations, the relationship of the elements are fixed, and must not be manipulated or altered in any way other than the way they are presented here in this Branding Guide. Please note:

1 Use rules, borders and accents with discretion.

2 The logo should not be altered in any way and should always be reproduced from an approved electronic file.

CMYK or RGB

PMS

GRAYSCALE

BLACK

WHITE

COLOR FORMATS

The examples demonstrate proper color treatments for the primary version of the logo. When a background color interferes with readability, "white" versions of the logo should be used. The logo may be reproduced in PMS inks, when reproduction considerations restrict the use of CMYK printing.

WHAT IS CMYK?

The CMYK color model is often referred to as four-color process due to the fact that it utilizes four different colored inks to create an array of different hues. The name CMYK comes from the four colors applied during the printing process:

Cyan │ Magenta │ Yellow │ Key (Black)

Commercial color offset printing presses and top-quality color laser printers use the CMYK color model.

CMYK colors are mixed during the printing process itself, which can sometimes cause very slight inconsistencies in color throughout a printing run. It's usually not a particularly perceptible change, but it's something to keep in mind when using logos with specific color branding.

WHAT IS RGB?

The RGB color profile is used exclusively in digital design, as it represents the same colors used in computer screens, televisions and mobile devices. Rather than ink, colors in the RGB color wheel are created by blending light itself.
The letters RGB represent the different colors used to create different hues: Red, Green and Blue. Website design and desktop publishing programs, such as Microsoft Word or PowerPoint, use the RGB color model.

WHAT IS PMS?

PMS stands for Pantone® Matching System, which is a universal color matching system used primarily in printing. Unlike RGB and CMYK, PMS colors are created with pre-mixed ink long before the image is actually produced, resulting in the most consistent color possible. Commercial offset printing presses and promotional materials vendors (such as embroidery for a hat) use PMS colors, when they want to guarantee a consistent color match.

LOGO REPRODUCTION

CHOOSING THE RIGHT LOGO

The logo will undoubtedly need to appear on a variety of backgrounds – on products, in environments and against materials.
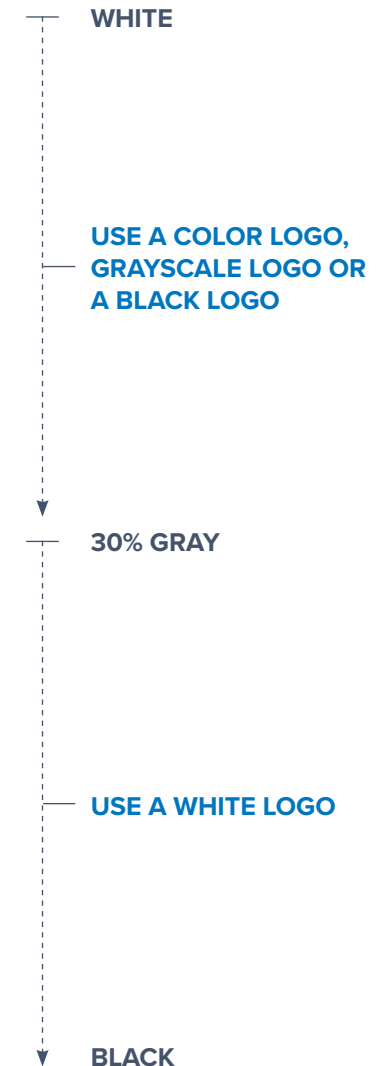
HOW DO I DETERMINE THE APPROPRIATE LOGO COLOR TO USE?

When printing in CMYK or BW, assess the gray value of the background (approximately how dark it is in terms of shades of gray) upon which the logo needs to appear and choose the color that best solves the problem.

If the gray value of the background is light (white to 30% gray), use a full-color, grayscale logo or black logo.

For darker than 30% gray, use a white logo.

If a vendor specifies that the project will need to be printed using PMS inks, use the "PMS" version of the logo.

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WHITE

USE A COLOR LOGO, GRAYSCALE LOGO OR A BLACK LOGO

30% GRAY

GFA Greg Facktor & Associates

USE A WHITE LOGO

BLACK

SIZE + PLACEMENT

The logo has been designed to allow for a certain degree of adaptability. However, in order to maintain the integrity of the mark and a strong recognition factor, size considerations must be adhered to.

There are no maximum size restrictions as long as the clear space requirements are met.

To maintain readability of the company name, there is a minimum size restriction.

Please remember, a clear zonwe surrounding the logo is important to allow for clear visibility of the logo within the context or environment it is being used.

CLEAR ZONE

Whenever you use the full version of the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements, other than background colors or photos should invade this zone.

GFA GREG FACKTOR & ASSOCIATES

MINIMUM SIZE

In a print environment, the measured width of the logo should never be smaller than 1.15".

GFA GREG FACKTOR & ASSOCIATES

1.15"

LOGO REPRODUCTION

INCORRECT USAGE

It is important to maintain the integrity of the logo design in all media projects.

In order to maintain strong recognition, some specific uses of the logo are not permitted. To the right are examples of inappropriate logo treatments.

DO NOT:

1 Alter the logo's colors

2 Reset the logotype in any other font

3 Embellish the logo by adding dimensional effects

4 Use logo against a distracting background

5 Ignore clear space guidelines

6 Distort, skew, vertically condense, horizontally stretch or angle the logo

7 Place the logo in a white box over a darker background

LOGO
FILE FORMATS

PROFESSIONAL PUBLISHING

GFA_logo_4C.ai
GFA_logo_G.ai
GFA_logo_K.ai
GFA_logo_PMS-U.ai
GFA_logo_W.ai

FOR DESKTOP PUBLISHING

GFA_Logo_G.png or svg
GFA_Logo_K.png or svg
GFA_Logo_RGB.png or svg
GFA_Logo_W.png or svg

ALTERNATE FORMATS

Individual file formats have also been included for the "GFA" and curve element of the primarly logo.

PROFESSIONAL PUBLISHING

These files are in vector format, meaning that the shapes are defined by mathematical equations rather than groups of pixels. They are resolution-free, and can be scaled to any size, with no loss of quality. Dimensions are expressed in real-world units such as inches. These vector files are saved in AI format (Adobe Illustrator) and can be used as the source for generating other formats such as EPS, SVG, GIF and TIFF.

DESKTOP PUBLISHING

For your convenience, the logo has been created in PNG format (RGB, "G" or gray, "B" or black, and "W" or white). They have transparent backgrounds and will work well in Microsoft Office applications. The EMF files are scalable as they are vector-based. The PNG files can be scaled, but enlarging them will reduce the quality, as these logos are pixel-based. Note that most documents created with Microsoft Office are unsuitable for professional-quality reproduction (e.g., offset printing).

**VECTOR
FILE ENLARGED**

**PIXEL-BASED
FILE ENLARGED**

**VECTOR FORMAT VS.
PIXEL FORMAT**

PNG, TIFF, GIF and JPG files are all pixel-based graphics and made up of tiny dots also known as pixels. If you enlarge those file formats more than 100% of their original size, you will see a reduction in quality the larger the image size is increased.

GFA COLORS

In the stress-filled environment of healthcare management, the combination of blue hues, black, gray, and white combine to make the perfect palette that conveys trustworthiness, loyalty, reliability, credibility, and sophistication.

In most communications, the signature GFA blue and various hues of gray (which are present in the logo) can be used as accent colors while black and white should dominate the visual field.

Consistent use of the primary GFA palette will make the brand more recognizable and uniform, providing a strong visual link across a wide range of applications.

Never substitute different colors for the GFA brand colors.

PRINTING COLORS

Ink colors are affected by many variables including printing method, paper color and texture.

Our objective is to achieve a very close color match to the approved color palettes.

PRIMARY COLOR PALETTE

GRAY DARK	GRAY LIGHT	BLUE 1	BLUE 2	BLUE 3	BLUE 4	BLUE 5	BLUE 6
77/63/40/22 CMYK	16/13/11/0 CMYK	96/67/10/5 CMYK	90/48/0/0 CMYK	74/31/0/0 CMYK	58/18/0/0 CMYK	38/9/0/0 CMYK	18/3/0/0 CMYK
68/84/106 RGB	210/211/214 RGB	0/89/142 RGB	0/119/189 RGB	51/145/202 RGB	102/173/215 RGB	153/200/229 RGB	204/227/242 RGB
#44546A HEX	#D2D3D6 HEX	#00598E HEX	#0077BD HEX	#3391CA HEX	#66ADD7 HEX	#99C8E5 HEX	#CCE3F2 HEX
			3005 U PMS				

SECONDARY COLOR PALETTE: TO BE USED <u>ONLY</u> ON REPORT INFOGRAPHICS

PURPLE	LAVENDER	SKY BLUE	AQUA BLUE	SEA GREEN	MINT GREEN	LIME GREEN	APPLE GREEN
39/42/0/0 CMYK	50/40/0/0 CMYK	64/17/0/0 CMYK	69/0/17/0 CMYK	69/0/46/0 CMYK	70/0/84/0 CMYK	51/0/100/0 CMYK	35/0/100/0 CMYK
163/147/244 RGB	130/148/244 RGB	57/174/242 RGB	11/191/212 RGB	10/201/169 RGB	18/211/100 RGB	132/214/9 RGB	177/214/0 RGB
#A393F4 HEX	#8294F4 HEX	#39AEF2 HEX	#0BBFD4 HEX	#0AC9A9 HEX	#12D364 HEX	#84D609 HEX	#B1D600 HEX

TYPOGRAPHY

DESTOP PUBLISHING

When used carefully and consistently, typography is a powerful tool that helps create a constant and credible brand.

Open Sans has been chosen as the main font because it is simple, readable, and web compatible.

Oswald is the secondary font because of its modern, clean, and bold appearance. This typeface is perfect for titles and information that needs to be prominent and attract attention.

BOTH FONT FAMILIES ARE AVAILABLE THROUGH GOOGLE FONTS:

https://fonts.google.com/specimen/Open+Sans

https://fonts.google.com/specimen/Oswald

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

OPEN SANS ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

OPEN SANS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

OPEN SANS BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

OSWALD REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

OSWALD MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TYPOGRAPHY

PROFESSIONAL PUBLISHING

For GFA collateral materials produced using Adobe InDesign, Illustrator or Photoshop, the main typeface is called Proxima Nova. When a secondary font is required, Oswald Medium is used.

BOTH FONT FAMILIES ARE AVAILABLE THROUGH THE ADOBE FONTS SITE:

https://fonts.adobe.com/fonts/proxima-nova

https://fonts.adobe.com/fonts/oswald

PROXIMA NOVA MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

PROXIMA NOVA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

PROXIMA NOVA EXTRA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

OSWALD MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TYPOGRAPHY

WEBSITE

For GFA website produced on the Squarespace platform, we use various weights of Proxima Nova.

PROXIMA NOVA REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

PROXIMA NOVA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ONLINE PUBLISHING

We use Canva.com for GFA promotional materials, including print, social media, and graphics used onthe website.

On that platform, we use Open Sans, Oswald and Acherus Grotesque.

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

OSWALD REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ACHERUS GROTESQUE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

PHOTOGRAPHY

Photography is one element that can be used in combination with our logo to effectively represent the GFA brand.

Images should portray a professional, collaborative, and modern work environment.

Use photos with a consistent style that are imaginative, dynamic and trigger a response, an emotion or a call to action.

Look for images that are simple, clear and direct; original and thought-provoking; universally understood; and straightforward rather than overly manipulated or contrived.

Please keep in mind that interesting cropping can make lifestyle photos more dynamic and thought-provoking. Our photography style should feature clean, contemporary images. The subjects should not look posed, but appear natural. Color photography is preferred to black and white.

FOR DESKTOP PUBLISHING, ONLINE PUBLISHING + GFA WEBSITE

A library of approved images for GFA presentations and promotions is available on Dropbox. These photos include a pre-applied blue-tint for branding consistency. If there is a specific image your project requires that is not included in the image library, be sure to contact Danielle Jackson to with your details. She will arrange for the designer to obtain the image and apply the required tint.

FOR GFA INSIGHTS BLOG ARTICLES

When writing your article submission for the GFA Insights blog, please be sure to include some photo options to help provide visual interest for the reader. Refer to the guidelines on the left, when researching your image selections. There are many resources for royalty-free photos online, such as Unsplash.com, Pexels.com, Pixabay. com and Kaboompics.com. Unlike the items noted above, we will be using full-color images for the Insights blog.
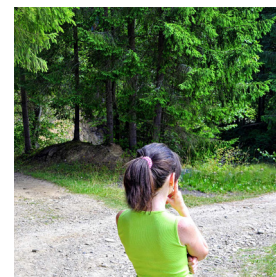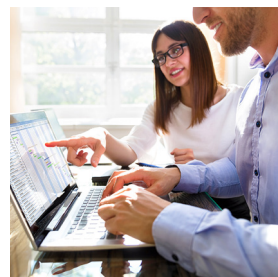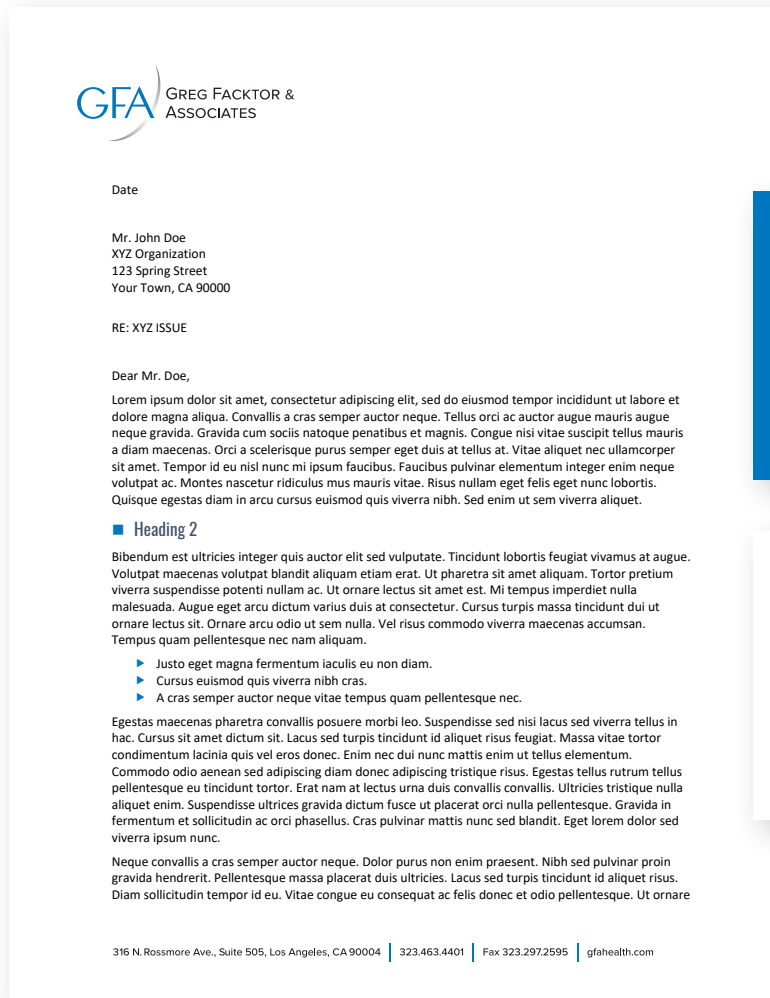
BUSINESS COLLATERAL SYSTEM

This page shows the approved layouts of the primary elements of GFA's business collateral system.

The letterhead will be used for all official communication that is going out of GFA.

Do not alter the header or footer graphics within the electronic letterhead documents in any way.

▶ Numbers below ten should be written in full unless they are in tables.

▶ We use short dashes (ens) when there are no spaces between words ie: 2000-2005, and long dashes (ems) when there are spaces between words ie: Level 4 – Text

▶ Avoid widows at the end of paragraphs.

▶ Do not hyphenate words.

EMAIL SIGNATURE

A standardized email signature has been established for GFA and should be utilized as a sign-off to all email correspondence.

need content

PPT PRESENTATIONS

CareMessage
FQHC Finance & Operations Learning Session
Zoom Video
June 13, 2019

GFA | GREG FACKTOR & ASSOCIATES   CAREMESSAGE

AGENDA

Part I	▶ Introduction to GFA & Learning Objectives
Part II	▶ HRSA Overview
Part III	▶ Financial Considerations & FQHC Revenue Streams
Part IV	▶ Operational Considerations
Part V	▶ Summary & Opportunities
Part VI	▶ Discussion + Q & A

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MANAGING PARTNER

GREGORY FACKTOR

Working out of the Los Angeles office, Facktor is considered a leader nationwide in community health care compliance and regulatory field. With an education background encompassing finance and law, Facktor has been an instructor of health care models, HIT and innovation at Cal State Los Angeles, UCLA, and Cal State Fullerton. Facktor oversees the firm's strategic and resource development and client retention.

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INTRODUCTION TO GFA & LEARNING OBJECTIVES

SOME OF OUR AWESOME PROJECTS

$38M	$89K	$900B
YOUR TITLE HERE	YOUR TITLE HERE	YOUR TITLE HERE
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using.	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using.	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using.

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YOUR TITLE HERE

	Title 1-2 days	Title 3-7 days	Title 8-12 days	Title 13-21 days
First Feature				
Second Feature				
Third Feature				
Fourth Feature				
Fifth Feature				

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SAMPLE BRANDING APPLICATIONS

MEETINGS

REPORTS

PROMOS

canva
content
to come

canva
content
to come

**ORGANIZATIONAL &
OPERATIONAL ASSESSMENT**

09.15.2019 | PREPARED FOR
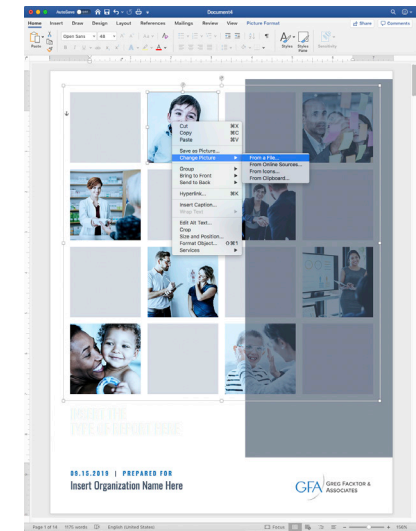Morris Heights Health Center, Bronx, NY

GFA | GREG FACKTOR & ASSOCIATES
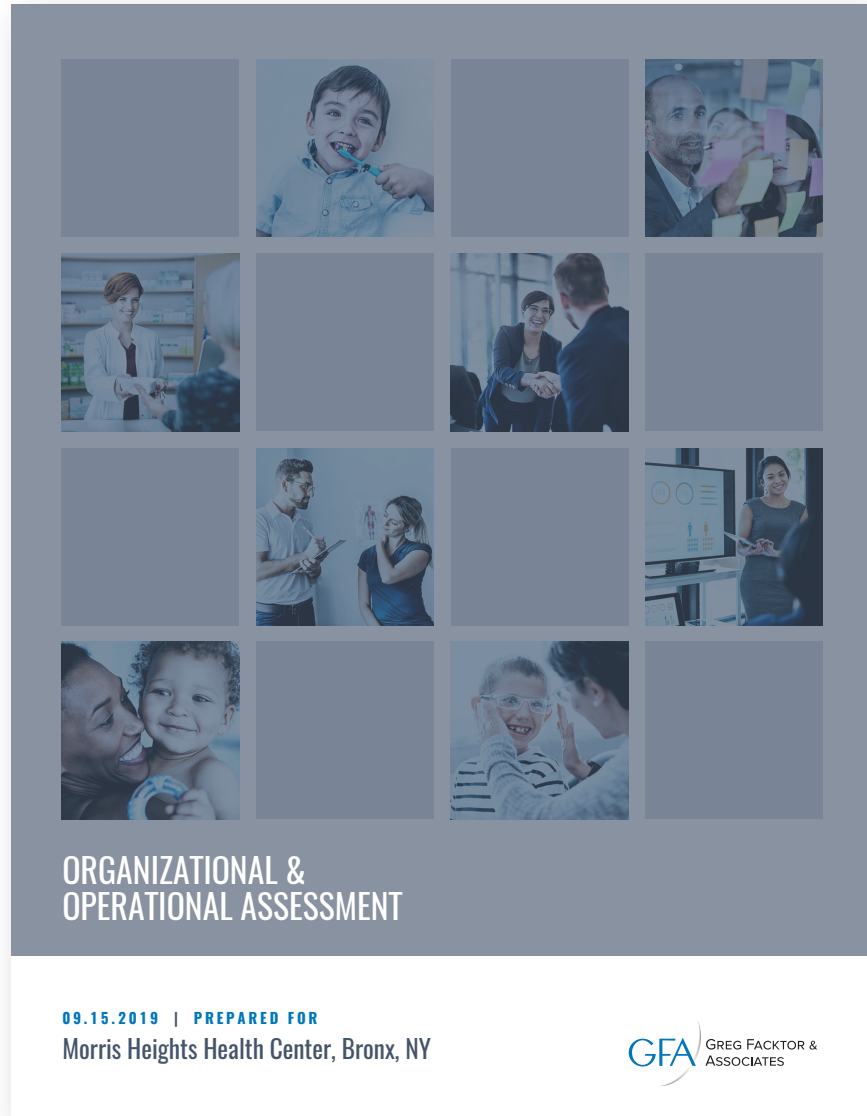
CHANGING A COVER PHOTO
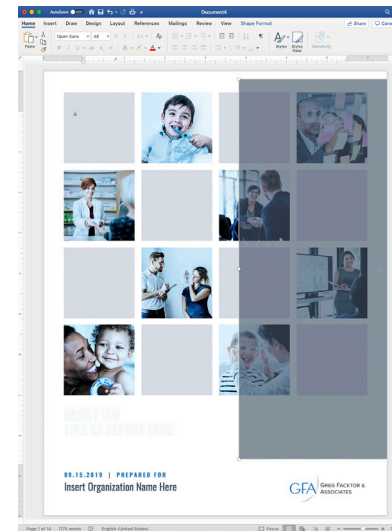
1 Move the gray overlay off to the side

2 Select the image you'd like to change and right-click for the drop-down menu

3 Select "Change Picture" and navigate to your new photo file

4 Be sure to move the gray overlay back to its original position as shown on the far left

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2

UPDATING YOUR CONTENTS PAGE
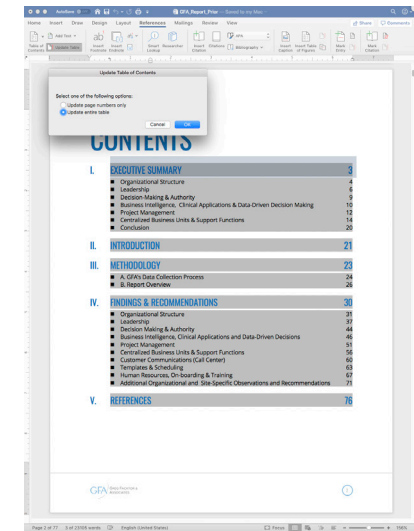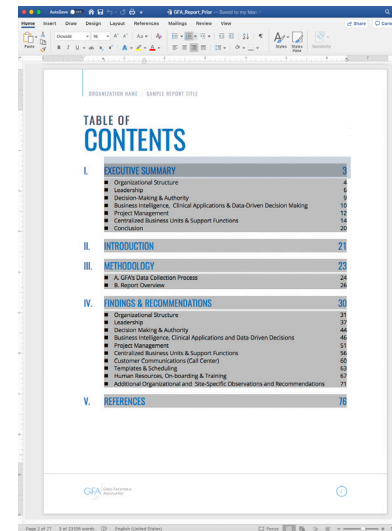
1 Don't forget to update your Table of Contents

2 You can either select your contents text or simply click your cursor somewhere on the Contents page

3 Click on the "References" tab and click "Update Table"

**4** Select "Update entire table" click OK

II.

INTRODUCTION

## CHANGING A SECTION INTRO PHOTO

SECTION TITLE 2

SECTION TITLE 2
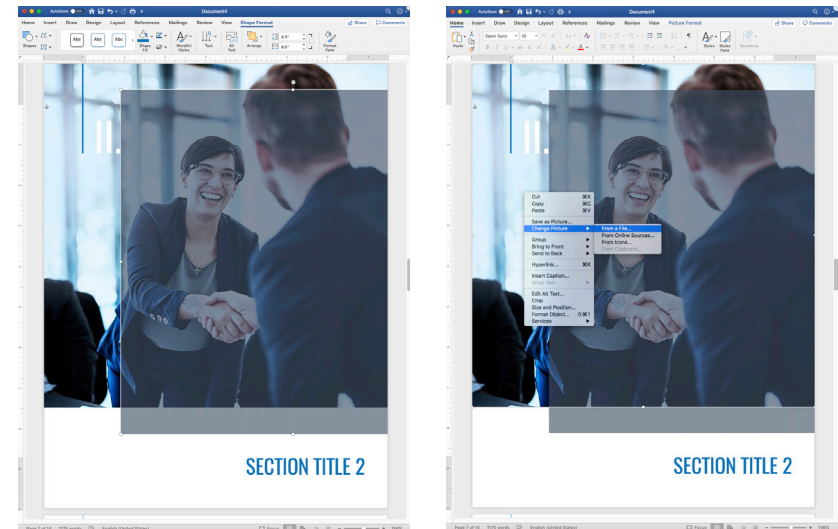
1 Unlike the cover, the section intros are grouped together. You'll need to first double-click the group, to select the gray overlay. Then, once it's selected, simply move it off to the side

2 Select the image and right-click for the drop-down menu

3 Select "Change Picture" and navigate to your new photo file

4 Be sure to move the gray overlay back to its original position as shown on the far left
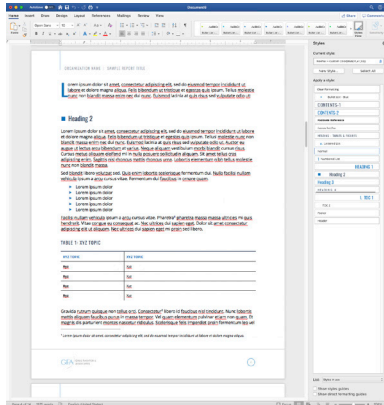
REPORT TEMPLATE STYLE PANE

There are a variety of text formatting styles built in to the template. Click on the "Styles Pane" to see various options.
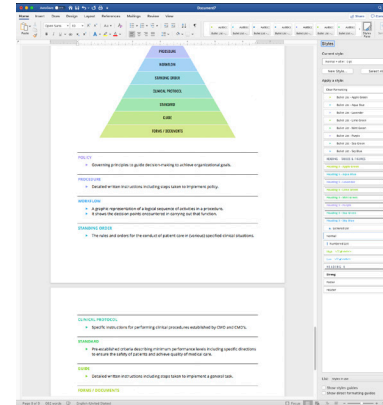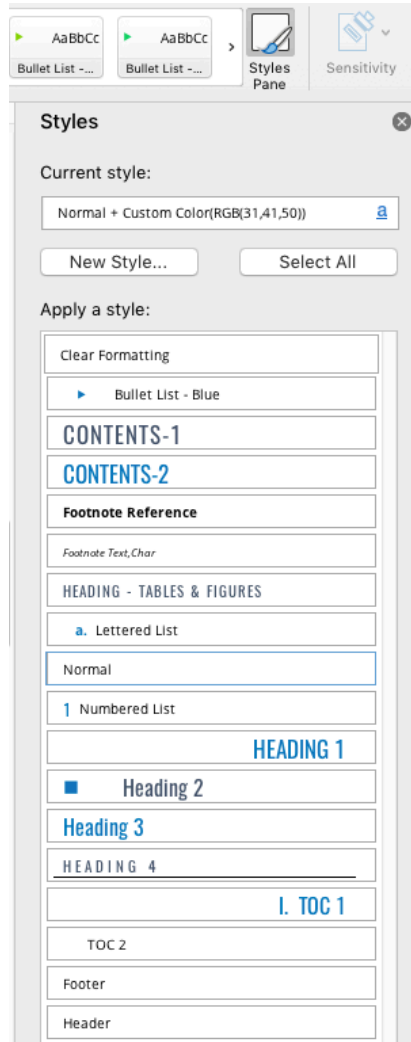
REPORT GRAPHIC STYLES TEMPLATE

There is a separate template that includes infographic and chart styles that can be incorporated into your report. This is the only instance where the secondary color palette should be used. There are additional text styles, within the template, for use with these graphics.
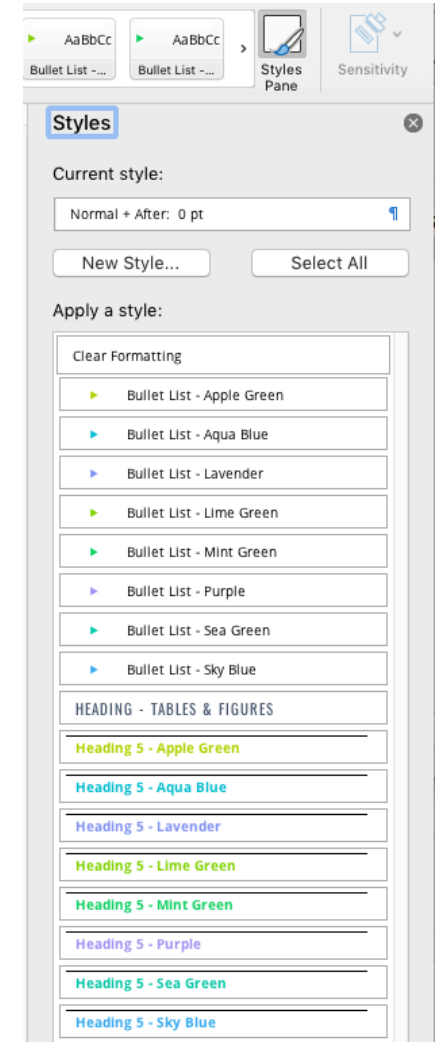
CONTACT INFORMATION

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ASSOCIATES