INTRODUCTION

The Mission of the Native American Health Center (NAHC) is to provide comprehensive services to improve the health and well being of American Indians, Alaska Natives, and residents of the surrounding communities, with respect for cultural and linguistic differences. NAHC is an urban community clinic with a foundation in American Indian and Alaska Native cultures and practices.

We began, when, during the American Indian Movement (AIM) occupation of Alcatraz in 1971, it was realized that Native peoples were not accessing healthcare, mostly due to a lack of cultural competency in providers.

As we have developed our services over the years, NAHC has found that the way we provide services leading with community knowledge and strength based approaches, advocating for integration of services, and supporting the development of our members as whole beings, is not only beneficial for our Native members wellness, but for all the communities we serve.

In representing our identity as NAHC, we are moving forward and adopting innovative and dynamic tools and processes to support our development. We are creating images, materials, and messages that are Native centered while speaking to all the individuals, families, and communities we serve.

This style guide helps to demonstrate and guide us on how NAHC thoughtfully, through our visual elements, embraces and represents our multifaceted communities, identities, and services across the Bay Area as a Native American rooted community clinic.
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“The symbol behind our logo is essential and spiritual. The tipi, the circle and the buffalo talk about the family. The tipi represents family. The tipi design represents the family, community together. They center symbol is the buffalo. Buffalo long ago was the way of life. The people and the buffalo were considered one. Their lifestyle is about survival.

The mission of NAHC is about helping families spiritually, mentally, emotionally and physically while and helping them to choose a healthy way of life.”

Richard Moves Camp
Oglala Lakota

BASIC LOGO

Clear space required is .05”-1”
Logo Height (2.5/.05) minimum size to maximum size
SEVEN GENERATIONS ONE DIRECTION

7 Generations 1 Direction is to be used in addition to, not a replacement for, the NAHC master brand signature.

When to use
Promotion of forward movement and new initiatives
Initiatives with a shelf life of more than 24 months

Where can 7Gen1D graphic be used?
Direct Mails
Agency announcements
Newsletters
Recruitment materials
Social Media (SoMe) presence
Internal communications

Never use 7Gen1D for
Invoices
Statements
Contracts
Maps or directional communications
Blank templates or stationary

“‐The symbol of the seven eagles represents our commitment to move the organization forward in one direction. This means turning the page but not turning our backs on our traditions and values. NAHC’s core set of values: community, responsibility, integrity, service, tradition, learning. The seven eagles represent our core values, reminding us that we’ve made it through difficult times, knowing we have difficult challenges in the future. We all need to be working together and flying in one direction. What we do today is very important.”

Martin Waukazoo,
NAHC CEO
Lakota
LOGO USE ON DIFFERENT BACKGROUNDS

Transparent .png on a light background
Integrity of the logo design is retained, and all aspects clearly visible

All-Black Full NAHC Logo .png on a light background
Logo is easy to read, and matches elements of the backing image

Text-Only NAHC Logo, White against full color back
For use on full color backing images with a subtle drop-shadow

Text-Only NAHC Logo, Black against light color back
For use on light colored backing images that make the logo pop

Image-Only NAHC Logo, Full Color, Transparent Back
For use on light colored backing image

Image-Only NAHC Logo, Full Color, Opaque White Back
For use on full color backing images
IMPROPER USE OF LOGO

When logo is displayed in reverse
Correct usage is with the buffalo facing right (East).

When the previous logo design is used
Correct usage is the logo created for the 40th anniversary (c) 2012.

Skewed scaling along a horizontal axis
This makes the logo look squished down and does not retain circular form.

Skewed scaling along a vertical axis
This makes the logo look squished in from the sides and does not retain circular form.

Color use outside of the agency color palette
You can showcase the NAHC logo on different backgrounds without using an alternative color pallette.

Use of .JPEG on a full-color background
When using NAHC logo on a color background, use a .png version of the logo with a transparent background instead of the white-backed .jpeg version.

Use of heavy special effects like drop-shadow or outer glow
Never alter the integrity of the logo design with special effects. This can be distracting to the viewer. Try using a different background if it's still difficult to read.
Consolidating Social Media

All NAHC social media sites include the identification 7Gen1D in the effort of being aligned with our forward movement campaign 7 Generations 1 Direction. This helps NAHC assess social media strategies while finding better ways to engage communities using data and analytics.

Streamlining Social Media

All our social media sites will be searchable and streamlined to increase our presence and represent the digital face of NAHC as a singular, united organization.

All URLs for social media end in 7Gen1D

Presence in Design Materials

All outreach materials created must include our Social Media links. For materials in Spanish, a translated “Visítanos” has been created to be used for those materials.
TYPEFACE AND USAGE

The Native American Health Center makes use of humanistic sans serif fonts that incorporate circular forms.

“In typography, a sans serif typeface is one that does not have the small projecting features called ‘serifs’ at the end of strokes. The term comes from the French word sans, meaning ‘without’. Sans-serif fonts tend to have less line width variation than serif fonts.”

The following section includes a catalog of the fonts that are used in Native American Health Center outreach materials broken down by Header fonts and body fonts as well as a brief section showing combinations of these fonts. Use this guide as a resource to you in the development of NAHC materials and announcements.
Agenda design is a humanist sans-serif font with sharp corners and perfectly circular curves. It is a deceptively simple looking typeface, with narrow stroke widths and no emphasis, false serifs or curling shapes.

*This font is used in our logo, as well as subheadings and body content in company announcements and outreach materials.*
Century Gothic sustains the basic design of 20th Century, but has an enlarged ‘x’ height and has been modified to ensure suitable output from modern digital systems. Its design is influenced by the geometric style sans serif faces which were popular during the 1920s and 30s, and by the desire to give it widths compatible with ITC Avant Garde Gothic.

The Native American Health Center uses Century Gothic in Powerpoint Presentations and as a replacement Header when Agenda is not available. Century Gothic should be used for small quantities of text and display work.
Gnuolane

Gnuolane is a serious headline font. While it borrows from 19th Century grotesque models, it possesses a superelliptical sixties sneer. Gnuolane's condensed formatting adds an element of surprise against traditional circular forms found in Century Gothic, Agenda and Gill Sans.

Gnuolane is used in headline text as well as punctuation throughout body content. Gnuolane should be used sparingly in body content and particularly for content relating to urban and Indigenous as well as youth-targetted materials.
Legible and modern though sometimes cheerfully idiosyncratic, the lighter weights work for text, and the bolder weights make for compelling display typography. Originally Gill designed this typeface as an uppercase set. The lowercase characters were added in 1929 and having spent much of the 1930s developing further weights and variations, Gill Sans now represents one of his most widely used typefaces.

This font can be used as a substitution to our agency’s logo font Agenda. You can use Gill Sans in body text. Tracking on bold is set to -100 em while tracking on regular is set to -25 em.
Myriad Pro has become popular for both text and display composition. Designed by Robert Slimbach & Carol Twombly with Fred Brady & Christopher Slye, Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail.

The Native American Health Center uses Myriad Pro in content heavy materials like our agency newsletter for all body content. The Myriad Pro family is designed to be used at a text size of 11.0 points.
BE BOLD
This heading style mimics the Logo Design of Agenda Regular carefully placed alongside Agenda Bold.

This effect can carry your reader through content and point to significance in the bolding of the text. This can be a subtle way of reminding your viewer of what to draw their attention to.

FORWARD thinking
Contrasting a condensed, manufactured heading font like Gnuolane against a warm, approachable form like Myriad Pro can give your design a bold edge that visually represents the concept of walking in two worlds and urban indigeneity.

This style combination can be used to punctuate your text.

Traditional. Modern.
The strength of Century Gothic can be found in its adherence to geometrical form. In design, viewers find balance in asymmetry; opposites often attract. Century Gothic is paired with Gill Sans to bring together humanistic elements with Century Gothic’s mechanical origins.
COLOR PALETTE

These colors are a repositioning of ourselves as a clinic. The core of the Native American Health Center finds its roots in community resistance on behalf of the rights of Native American people living in the urban San Francisco Bay Area. The colors of the land and the structures we now associate with this place, inform the color palette today. The elements are highly contrasted and deeply vibrant in the effort to showcase healthy connections to the environment and pursuit of wellness.

Pantone colors for ordering incentives with vendors
The Pantone colors are the closest relating colors to the CMYK, RGB formulas.

**Cyan, Magenta, Yellow, Khol (CMYK)** refers to how color is created in printed materials, using combination of each color to create a new color.

**Red, Green, Blue (RGB)** refers to how color is displayed on screen using combinations of red, green and blue.
PHOTOGRAPHY AND TREATMENT

NAHC Media is a community based program which serves the Native American Health Center’s marketing needs and engages in stock photo production. All photos used in outreach materials include representatives who are chosen either through self selection or nomination by the community. This level of engagement is an agent of change-making on a community level. Pride is instilled in the participant, and their face becomes recognized as a stand for wellness in their community.

Through consent-based methods of photography, a growing library of stock images has been created. The photos retain their color, and in many the photos are edited to increase contrast and saturation. The Native American Health Center never uses sepia tones for our imagery. This method actively revitalizes imagery of contemporary Native American, Alaska Native, Indigenous and communities of color from a strength-based narrative. This is in compelling contrast to past representations of communities by colonizing entities which center around monolithic stereotypes and violent exotification.

Photos are taken with an up-close personal dynamic. All photographers must maintain transparency and seek to build relationships with the participants grounded in trust and empowerment. Selected photos showcase participants’ strength, joy and pride. All images speak to the diverse populations of the communities we serve. Photographed participants include non-nuclear family structures, LGBTQ-2Spirit, multiracial and interracial families, elders and other-abled persons.

Photo Release forms are located in: S:\_Shared Bulletin Board\NAHC Media and Marketing\Forms
POWERPOINT TEMPLATES

Powerpoint templates were designed to provide NAHC staff the tools for creating presentations that accurately reflect the Native American Health Center and our branding efforts. They have been designed for each user to customize pictures, titles, subheadings and bullet points while maintaining correct logo use and agency aesthetic.

You’ll Find

4 ready-to-use Powerpoint Template files
1 compressed .pdf with each template sample
1 .pdf how-to guide for using the PowerPoint Templates

Why Use these Templates

1. They’re designed in-house! We are making Powerpoint work for us!
   NAHC presentations will be recognizable and high quality for all departments and sites.
2. They’re easy to use! Each template has editable features and comes with a how-to-use guide.
   If you need additional support you can go to https://support.office.com
3. They’re completely customizable! You can change your titles, subheadings, content, bullet points, even pictures!

*Please note that the photos chosen for each template can be replaced to fit the content of your presentation.*

Getting Started

Navigate to the Powerpoint Templates located in. **Double-click** to open. **Select Enable Editing**.

Click the **File** tab, and then click **Save As**. **Name** your project file and **save** to your local files.

To replace the template pictures

Select the picture you would like to replace. **Right-click** and navigate to **Change Picture**.

Navigate to the location of the picture you would like to use.

To insert a picture from a file

Select the **Insert** tab, then click the **Pictures** command in the **Images** group. **Click** the **Pictures** command. A dialog box will appear.

Locate and select the desired image file, then **click Insert**. The picture will appear on the currently selected slide.

*Other guides for Powerpoint Use can be found online.*
LETTERHEAD

Letterhead and Simple stationery should be used for all agency announcements sent outside of the agency as well as announcements issued from Human Resources. Letterhead can be used for one page letters and documents, while the simple stationery is best suited for multiple page documents, informal announcements and reporting.

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To request business cards, please fill out the Business Card request form located in the shared drive (link below) and send your completed form to NAHCMedia@nativehealth.org. Please ensure one week for processing your cards.

### Business Card Front
- Logo, Address
- Name, Position, Phone, Fax, Email
- Social Media Links

### Business Card Back
- Mission Statement

**MISSION STATEMENT**
Native American Health Center's mission is to provide comprehensive services to improve the health and well-being of American Indians, Alaska Natives, and residents of the surrounding communities, with respect for cultural and linguistic differences.

Request Forms for Business Cards are located in: S:\_Shared Bulletin Board\NAHC Media and Marketing\Forms
APPOINTMENT CARDS

Appointment Cards are used by Oakland Medical and Dental as well as San Francisco Medical and Dental as appointment reminders and distributed to NAHC members. To schedule an ongoing set to be printed on a monthly basis, please send an email to NAHCMedia@nativehealth.org.
AGENCY NEWSLETTER

Vision and Purpose

The purpose of the newsletter is to provide staff, members and our wider community access to overall updates of NAHC and our resources through a quarterly digital and limited print edition to promote our mission. Staff may submit articles to www.surveymonkey.com/s/NAHCNewsletterSurvey. Topics include Program Highlights, Event Recap, Creative Corner, Wellness Committee, Healthy Recipes and Youth Voices. Guidelines are on the Survey.

Please note: The NAHC newsletter is a public document and is distributed along our social media channels, specifically Issuu, Facebook, Twitter and our NAHC website.

http://www.nativehealth.org/content/nahc-newsletter
OUTREACH MATERIALS

Editable 8.5x11 Flyer Templates

The examples below have been created for Community Wellness Department ongoing groups. Because the content is subject to change on a quarterly basis, editable templates have been created and released for identified program support staff to update them on an ongoing basis and submit for Social Media posting. Templates are editable in Microsoft Word and maintain the consistency of social media links, correct logo use and inclusion of NAHC's color palette.
The Community Wellness Department serves multiple sites and demographics of the San Francisco Bay Area. The goal of these materials is to have people contact intake and become a registered member at the Native American Health Center. Six unique postcards have been created to represent and recruit different facets of the communities for whom we work. Through community advisory board recommendations, we have moved from trifold brochure style to a more user-friendly small-postcard version of materials that are quick and easy to take for people on the go. These materials are used for tabling efforts and in-person marketing at events, conferences and more. To request postcards for your department, please fill out the Graphic Design Request form and submit to NAHCMedia@nativehealth.org. To receive a batch of the printed set below, send an email with the quantity to NAHCMedia@nativehealth.org.
4x6 Departmental Outreach Postcard - Community Wellness Department

Below represent our Contra Costa and Richmond site community representatives.

Graphic Design Request forms are located in: S:\_Shared Bulletin Board\NAHC Media and Marketing\Forms
4x6 Departmental Outreach Postcard - Community Wellness Department

Below represent our San Francisco site community representatives.
**2x3.5 Youth Focused - Community Wellness Department**

The size and content of these outreach materials have been developed through community advisory boards and feedback to best suit outreach to young people. These materials are the size of business cards and focus on questions relating to identity and mental health. The goal of these materials is to inform younger populations of the services offered by the Community Wellness Department to youth. These materials are used for tabling efforts and in-person marketing at events, conferences, schools and more. To request outreach cards for your department, please fill out the Graphic Design Request form and submit to NAHCMedia@nativehealth.org. To receive a batch of the printed set below, send an email with the quantity to NAHCMedia@nativehealth.org.