



Community HealthCare Association of the Dakotas

BRAND GUIDE

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OPENING STATEMENT

The Community HealthCare Association of the Dakotas (CHAD) is a nonprofit membership organization that serves as the primary care association for North Dakota and South Dakota. At CHAD, we believe that everyone has a right to high-quality, reliable, affordable health care, regardless of where they live. We work with health centers, community leaders, and partners to increase access to and improve health care services in areas of the Dakotas that need it most.

For more than 35 years, CHAD has supported the work of health centers through training, technical assistance, education, and advocacy. CHAD works with nine health center organizations across North Dakota and South Dakota by providing resources to strengthen key areas of operations, including clinical services, human resources, finance, outreach, marketing, and advocacy.

To advance our mission, we have created the following brand style guide. A brand has a unique personality and features that become recognizable with key audiences through consistent use of voice and design elements. As these elements are reinforced, brand recognition grows.

The guidelines in this document will serve as a reference as you develop your own marketing materials. By maintaining a consistent visual and verbal identity, these guidelines will help foster awareness, recognition, and support for the association.



BRAND STORY

CHAD is more than a nonprofit organization; it is a network dedicated to **improving health care access** and quality across the Dakotas. We work alongside health centers, community leaders, and partners to **close gaps in care**, especially in the areas of the Dakotas with the greatest need.

At the heart of our vision lies a simple but powerful idea: **a high-quality system of care for all Dakotans**. Achieving this means recognizing and addressing barriers that have historically limited access in certain communities. These challenges—often tied to location, resources, and other systemic factors—require thoughtful and coordinated action. CHAD meets this challenge with **a commitment to collaboration, continued learning, and consistent advocacy**.

Our mission is fueled by the belief that access to **health care is not a privilege but a right**. Together with health centers and partners, we are building a stronger, healthier future for the Dakotas—one where every individual, family, and community can thrive.

WE ARE:

- Empathetic;
- Collaborative;
- Supportive;
- Resilient;
- Forward-Thinking; and,
- Welcoming.

WE OFFER:

- Comprehensive tools, training, and technical assistance to support health centers in delivering high-quality care;
- A strong voice in advancing policies and practices that improve access to care and address systemic challenges;
- Decades of experience in areas like clinical care, finance, human resources, outreach, and marketing to enhance health center operations; and,
- A network of partnerships with health centers, community leaders, and organizations working toward shared goals.



LOGO & USAGE

The strongest component of CHAD's brand is the logo. This single element represents how we are perceived in both of our states and across the nation. Consistent usage of the logo is essential to creating a distinct brand presence.

Inspiration for the logo is derived from CHAD's mission to advocate for improving access to health care in North Dakota and South Dakota. The outline of North Dakota and South Dakota is subtly incorporated into the logo, symbolizing CHAD's commitment to serving both states. The abstract human figure within the state outlines represents individuals and communities, reinforcing CHAD's mission of people-centered health care. The figure's upward motion symbolizes progress, support, and well-being.

The following examples showcase the proper color usage when placing our logo on both light and dark backgrounds.

- | | |
|---|---|
| ❗ Do not crop, stretch, or rotate the logo. | ✅ Do ensure readability of the logo. |
| ❗ Do not apply a stroke to the logo. | ✅ Do ensure clear space around the logo. |
| ❗ Do not adjust the colors of the logo. | ✅ Do use the logo with consistency and care. |
| ❗ Do not use old or out-dated logos. | ✅ Do use photography or a background that does not compete with the legibility of the logo. |



COLORS

CHAD has a distinct palette of colors for use across all mediums. The colors are grouped in categories by primary and secondary. These colors play a huge role in defining who we are as an organization. Our modern palette helps us stand out and gives a cohesive identity to our brand. In addition to these colors, black and shades of gray are acceptable.

PRIMARY



TEAL

CMYK: 100-45-46-20
RGB: 0-98-113
HEX: #006271



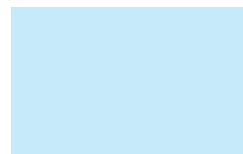
CYAN

CMYK: 100-0-0-0
RGB: 0-174-239
HEX: #00AEEF



LIME

CMYK: 29-1-100-0
RGB: 196-214-0
HEX: #C4D600



LIGHT BLUE

CMYK: 20-0-0-0
RGB: 199-234-251
HEX: #C7EAFB



DARK TEAL

CMYK: 93-64-52-44
RGB: 13-60-73
HEX: #0D3C49

SECONDARY



RUST

CMYK: 34-80-100-42
RGB: 115-50-2
HEX: #733202



PERSIAN

CMYK: 19-57-81-3
RGB: 200-125-71
HEX: #C87D47



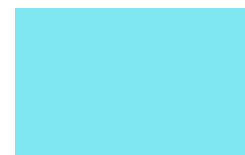
NAVY

CMYK: 86-65-37-20
RGB: 51-82-110
HEX: #32526E



STONE

CMYK: 69-40-39-7
RGB: 89-127-138
HEX: #597F89



AQUA

CMYK: 42-0-9-0
RGB: 126-231-242
HEX: #7EE7F2

TYPOGRAPHY

CHAD utilizes a variety of typefaces. To ensure consistency of typefaces, please refer to our brand fonts for any marketing materials.

HEADLINES

PROXIMA NOVA BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / () [] \ \$ & % @ # *

INTERSTATE CONDENSED BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / () [] \ \$ & % @ # *

BODY COPY

PROXIMA NOVA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / () [] \ \$ & % @ # *

INTERSTATE CONDENSED REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / () [] \ \$ & % @ # *

PROXIMA NOVA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / () [] \ \$ & % @ # *

INTERSTATE CONDENSED LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. ! ? / () [] \ \$ & % @ # *

GRAPHIC ELEMENTS

CHAD's brand utilizes a number of visual elements to help tell our story. This includes capsules, iconography, faded diamonds, deep-etching and gradients.

CAPSULES

These can be used in any color, with an opacity within a background, or include a photo or text within them. Keep them in groups of one or three.



ICONOGRAPHY

Icons help tell stories by featuring certain part of a fact or information. Examples can be seen below. These can be featured within a circle or on their own.



FADED DIAMONDS

This feature is used on white backgrounds to add a dimensional element. Can be used on one or both sides of a design.

GRAPHIC ELEMENTS

DEEP ETCHING

This feature of digitally isolating or extracting a subject from its original photograph is used to highlight different personnel or featured persons.

GRADIENTS

This feature can be used horizontally or vertically, with a color that spans from our Deep Teal to Teal.



SUB-BRAND

Get Covered South Dakota and Get Covered North Dakota are two of CHAD's sub-brands that focus on providing Dakotans with access to health insurance so they can receive high-quality health care at any stage of life. Each sub-brand has its own webpage connected to CHAD's website: <https://communityhealthcare.net/get-covered-nd/> and <https://communityhealthcare.net/get-covered-sd/>. They also have distinctive logos, colors, and graphic elements that complement CHAD's while still allowing for clear brand identification.



GET COVERED SD & ND

COLORS

The Get Covered sub-brands boast the same color family as the CHAD brand. However, there is a focus on lime and teal over the other colors to create a bold and bright look.



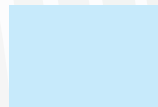
LIME
CMYK: 29-1-100-0
RGB: 196-214-0
HEX: #C4D600



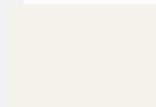
TEAL
CMYK: 100-45-46-20
RGB: 0-98-113
HEX: #006271



CYAN
CMYK: 100-0-0-0
RGB: 0-174-239
HEX: #00AEEF



LIGHT BLUE
CMYK: 20-0-0-0
RGB: 199-234-251
HEX: #C7EAFB



SAND
CMYK: 3-2-5-0
RGB: 244-233-238
HEX: #F4F3EE



ORANGE
CMYK: 3-65-100-0
RGB: 237-119-12
HEX: #ED770C

GRAPHIC ELEMENTS

The Get Covered sub-brands utilizes the deep etching and iconography elements from the CHAD brand. In addition, they focus on using the Get Covered icon throughout their designs and emphasize circle elements, both in bold colors and as faded backgrounds.



LOGOS

The Get Covered sub-brand logos showcase outlines of both North Dakota and South Dakota, symbolizing their commitment to serving each state. The following examples showcase the proper color usage when placing our logo on both light and dark backgrounds. These sub-brands follow the same logo usage as the CHAD brand. Refer to page 5.



SUB-BRAND

As one of CHAD's sub-brands, Get Covered Coalition harnesses the collective power of personal stories and strategic partnerships to drive meaningful improvements in awareness and ease of enrollment in health coverage. This sub-brand has its own webpage connected to CHAD's website: <https://communityhealthcare.net/get-covered-coalition/>. It also has a distinctive logo, colors, and graphic elements that complement CHAD's while still allowing for clear brand identification.



GET COVERED COALITION

COLORS

The Get Covered Coalition sub-brand boasts the same color family as the CHAD brand. However, there is a focus on lime and cyan over the other colors to add a bright and inspiring feel to each of its designs.



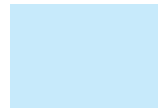
LIME
CMYK: 29-1-100-0
RGB: 196-214-0
HEX: #C4D600



CYAN
CMYK: 100-0-0-0
RGB: 0-174-239
HEX: #00AEEF



TEAL
CMYK: 100-45-46-20
RGB: 0-98-113
HEX: #006271



LIGHT BLUE
CMYK: 20-0-0-0
RGB: 199-234-251
HEX: #C7EAFB



PINK
CMYK: 0-78-20-0
RGB: 252-94-139
HEX: #FC5E8B



CERULEAN
CMYK: 83-39-4-0
RGB: 0-131-191
HEX: #0083BF

GRAPHIC ELEMENTS

The Get Covered Coalition sub-brand utilizes photography and wave elements throughout its designs.



LOGOS

The Get Covered Coalition sub-brand logo showcases the South Dakota outline, symbolizing its commitment to serving the state. A rising sun symbolizes the collaborative effort the coalition strives to integrate into all of its efforts. The following examples showcase the proper color usage when placing our logo on both light and dark backgrounds. This sub-brand follows the same logo usage as the CHAD brand. Refer to page 5.



SUB-BRAND

As one of CHAD's sub-brands, Great Plains Health Data Network (also known as GPHDN, GP11, or HCCN) supports its members through collaboration and shared resources, expertise, and data to improve clinical, financial, and operational performance. This sub-brand has its own webpage connected to CHAD's website:

<https://communityhealthcare.net/gphdn/>. It also has a distinctive logo, colors, and graphic elements that complement CHAD's while still allowing for clear brand identification.



GPHDN

COLORS

The GPHDN sub-brand boasts the same color family as the CHAD brand. However, there is a focus on deep teal and lime over the other colors to add a dark and bold feel to each of its designs.



DEEP TEAL

CMYK: 93-64-52-44
RGB: 13-60-73
HEX: #0D3C49



LIME

CMYK: 29-1-100-0
RGB: 196-214-0
HEX: #C4D600



TEAL

CMYK: 100-45-46-20
RGB: 0-98-113
HEX: #006271

GRAPHIC ELEMENTS

The GPHDN sub-brand utilizes the iconography elements from the CHAD brand. In addition, it focuses on using data elements from the GPHDN logo to incorporate into designs.



LOGOS

The GPHDN sub-brand logo showcases the rolling plains of the Midwest, symbolizing the members it serves. The data elements and rising arrow showcase the resources and data focus that the sub-brand holds. The following examples showcase the proper color usage when placing our logo on both light and dark backgrounds. This sub-brand follows the same logo usage as the CHAD brand. Refer to page 5.

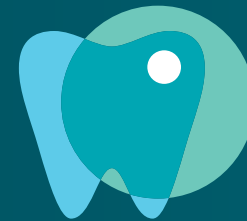


SUB-BRAND

North Dakota Oral Health Coalition (NDOHC) is one of CHAD's sub-brands, focusing on fostering collaborative solutions to achieve better oral health outcomes for all. This sub-brand has its own webpage connected to CHAD's website:

<https://communityhealthcare.net/nd-oral-health-coalition/>.

It also has a distinctive logo, colors, and graphic elements that complement CHAD's while still allowing for clear brand identification.



ND Oral Health

COALITION

NDOHC

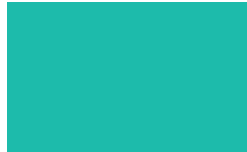
COLORS

The NDOHC sub-brand holds its own color family, with a focus on brighter blue hues to bring out a dental health theme.



TURQUOISE

CMYK: 58-0-6-0
RGB: 84-200-231
HEX: #54C8E7



MINT GREEN

CMYK: 71-0-41-0
RGB: 45-187-171
HEX: #2DBBAB

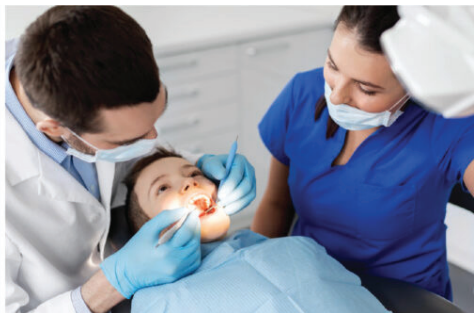


THUNDERSTORM

CMYK: 93-69-20-5
RGB: 36-88-141
HEX: #24588D

GRAPHIC ELEMENTS

The NDOHC sub-brand utilizes iconography elements from the CHAD brand. In addition, it focuses on using real-life dental photography, full-color box elements, faded hexagonal line elements, and overlapping triangle elements within its designs.



LOGOS

The NDOHC sub-brand logo showcases its dental focus. The following examples show the proper color usage when placing our logo on both light and dark backgrounds. This sub-brand follows the same logo usage as the CHAD brand. Refer to page 5.



SUB-BRAND

As one of CHAD's sub-brands, Dakota AIDS Education & Training Center (DAETC) focuses on serving both North and South Dakota statewide to offer provider education to improve patient health outcomes for individuals affected by HIV. This sub-brand has a distinctive logo, colors, and graphic elements that complement its funding source, regional Mountain West AETC (MWAETC), while still allowing for clear brand identification.



DAETC

COLORS

The DAETC sub-brand holds its own color family, with a focus on red and gray hues to connect people with its HIV focus. The first line consists of primary colors, followed by secondary colors.



FIREBRICK

CMYK: 15-100-100-20
RGB: 174-27-31
HEX: #AE1B1F



CRIMSON

CMYK: 4-93-77-0
RGB: 230-56-65
HEX: #E63841



BLACK

CMYK: 0-0-0-100
RGB: 0-0-0
HEX: #231F20



DIM GRAY

CMYK: 62-57-54-30
RGB: 89-87-87
HEX: #595757



GRAY

CMYK: 49-41-38-4
RGB: 136-137-141
HEX: #88898D



SEA GREEN

CMYK: 76-8-39-0
RGB: 26-173-168
HEX: #1AADA8



SADDLE

CMYK: 25-68-100-13
RGB: 173-95-26
HEX: #AD5F1A



VIOLET

CMYK: 31-100-32-4
RGB: 173-26-105
HEX: #AD1A69



YELLOW GREEN

CMYK: 65-9-100-0
RGB: 104-173-26
HEX: #68AD1A



INDIGO

CMYK: 78-93-0-0
RGB: 94-26-173
HEX: #5E1AAD

GRAPHIC ELEMENTS

The DAETC sub-brand utilizes iconography elements from the CHAD brand. In addition, it focuses on using real-life photography to showcase the health impact.

LOGOS

The DAETC sub-brand logo outlines both North Dakota and South Dakota, symbolizing its commitment to serving each state, along with highlighting the red HIV symbol to reiterate its mission. The following examples show the proper color usage when placing our logo on both light and dark backgrounds. This sub-brand follows the same logo usage as the CHAD brand. Refer to page 5.

