AHF
Brand Guidelines

AHF
Association for Healthcare Foodservice

healthcarefoodservice.org

WHO WE ARE

Mission
To provide the professional network, resources, and tools to promote self-operated foodservice and hospitality in healthcare, senior dining, and related industries.

Why Self-Operated?
We strongly believe self-operated foodservice improves food quality and customer satisfaction. We are committed to providing high-quality, nutritious, and comforting meals to those in our care: our patients, residents, colleagues, and their families.

Who Are We?
We are dedicated foodservice directors, managers, chefs, dieticians—we are problem-solvers, innovators, educators, trainers, and leaders. We work hard to provide the best for our customers and organizations. We are the intersection of hospitality, healthcare and excellence

BRAND ELEMENTS

gettyimages
Credit: naveebird

AHF Primary Logo

The AHF main logo appears in full color and includes both the acronym logotype and full name.

AHF Association *for* Healthcare Foodservice

Chapter Logos

Association for Healthcare Foodservice
Florida Chapter

Association for Healthcare Foodservice
New Jersey Chapter

Association for Healthcare Foodservice
Purdue Student Chapter

Association for Healthcare Foodservice
New York Chapter

Association for Healthcare Foodservice
Philadelphia/South Jersey Chapter

Association for Healthcare Foodservice
Chicago Chapter

Association for Healthcare Foodservice
Hoosier-Buckeye Chapter

Association for Healthcare Foodservice
Texas Chapter

Association for Healthcare Foodservice
Wisconsin Chapter

Association for Healthcare Foodservice
Michigan Chapter

Association for Healthcare Foodservice
Washington State Chapter

AHF Primary Logo

In order to maintain the integrity of the AHF logo and maximize the brand's presence, it is important to give the logo breathing room and define a minimum clear space.

AHF Primary Logo

The AHF logo comes in four color combinations. These are the only four combinations in which the logo should appear. When it is not possible to use the full color logo please use one of these variations. For 1-2 color printing, it is recommended to use the blue version. For black and white printing, use the black or white versions. The white version is the preferred version for use on top of images or color blocks.

Brand Guidelines

AHF Primary Logo with Tagline

The AHF main logo appears in full color and includes the acronym, logotype, full name and tagline.

Brand Guidelines

Leading the Way in Self-Operated Healthcare, Senior Dining & Hospitality

AHF Stacked Logo
and Variations

The stacked version of the AHF logo should **only** be used in settings where there is limited space and the horizontal logo would not be legible.

Incorrect Logo Usage

DO NOT change the logo's
orientation or rotation

DO NOT disproportionately
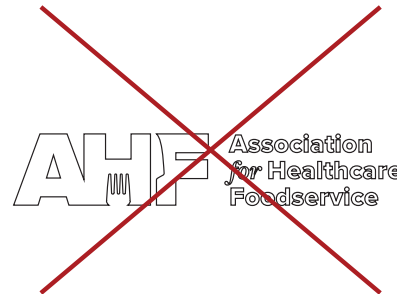scale the logo

DO NOT change the
logo's colors.

DO NOT display the logo in a
different configuration

DO NOT attempt to
recreate the logo

DO NOT add special
effects to the logo

DO NOT display the logo
as an outline

DO NOT display the logo with
limited legibility

AHF Color Palette

Use the following color specifications for the entire AHF color palette using labeled hierarchy.
Do not modify the colors, and avoid approximating and visually matching the colors.

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PRIMARY PALETTE

Teal	AHF Blue	Midnight Blue
#18A8AA	RGB 24, 168, 170	CMYK 86, 1, 0, 33	#3A7FBE	RGB 58, 127, 190	CMYK 69, 33, 0, 25	#262262	RGB 38, 34, 98	CMYK 61, 65, 0, 62
PANTONE 7710 C	PANTONE 660 C	PANTONE 273 C

SECONDARY PALETTE (to be used sparingly, only as accent to primary palette)

Pear	Tangelo	Plum
#C1DC1F	RGB 12, 0, 86, 14	CMYK 12, 0, 86, 14	#F6511D	RGB 246, 81, 29	CMYK 0, 67, 88, 4	#93458C	RGB 147, 69, 140	CMYK 0, 53, 5, 42
PANTONE 382 C	PANTONE 166 C	PANTONE 7656 C

AHF Typography
Primary Font

Use Proxima Nova in all communications. When Proxima Nova isn't available, such as in PowerPoint and Word, use Arial. See page 18 for more information on Arial usage.

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (&$#@?!:;"<>%{}"')

ADDITIONAL FONT WEIGHTS

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA LIGHT

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA MEDIUM

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA BOLD

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA BOLD ITALIC

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA EXTRABOLD

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA EXTRABOLD ITALIC

AHF Typography
Accent Font

Use Freight Sans Text as an accent font.
Accent fonts should be used sparingly.

Freight Text Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (&$#@?!:;”<>%{}”’)

ADDITIONAL FONT WEIGHTS

abcdefghijklmnopqrstuvwxyz

FREIGHT TEXT PRO BOOK

abcdefghijklmnopqrstuvwxyz

FREIGHT TEXT PRO SEMIBOLD

abcdefghijklmnopqrstuvwxyz

FREIGHT TEXT PRO BOOK ITALIC

abcdefghijklmnopqrstuvwxyz

FREIGHT TEXT PRO SEMIBOLD ITALIC

abcdefghijklmnopqrstuvwxyz

FREIGHT TEXT PRO MEDIUM

abcdefghijklmnopqrstuvwxyz

FREIGHT TEXT PRO BOLD

abcdefghijklmnopqrstuvwxyz

FREIGHT TEXT PRO MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz

FREIGHT TEXT PRO BOLD ITALIC

AHF Typography
Online and Editable Text

Use Arial Regular and Arial Bold for online text and documents that use editable text such as PowerPoint and Word when Proxima Nova is unavailable.

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Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (&$#@?!:;"<>%{}"')

SECONDARY FONT WEIGHTS

abcdefghijklmnopqrstuvwxyz

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