



Building a **HEALTHIER COMMUNITY**

Brand Guidelines

Color Palette

Primary Colors



Secondary Colors



Logo



Logo



Logo

 | HUDSON REGIONAL HOSPITAL

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Corporate Identity



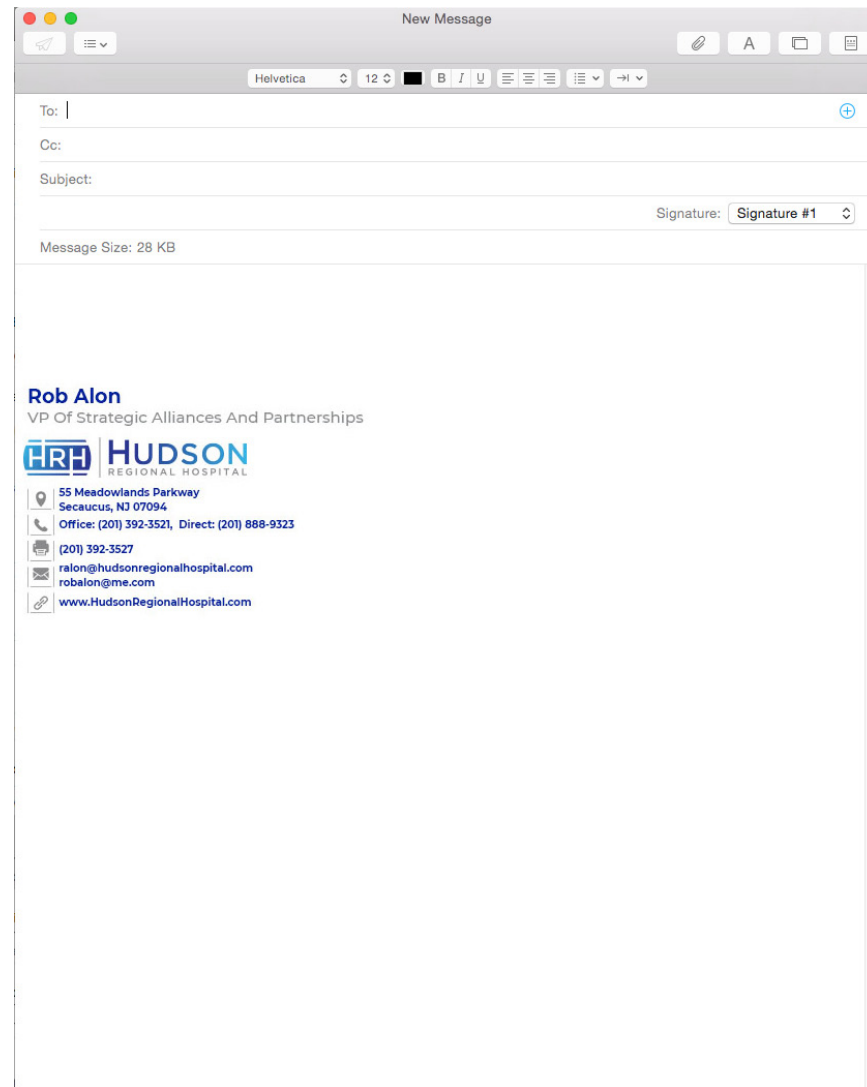
Corporate Identity



Corporate Identity



Email Signature



Typography

Montserrat Bold

aAbBcCdDeEfFgGhHiIjJkKlLmMn-
NoOpPqQrRsStTuUvVwWxXyYzZ

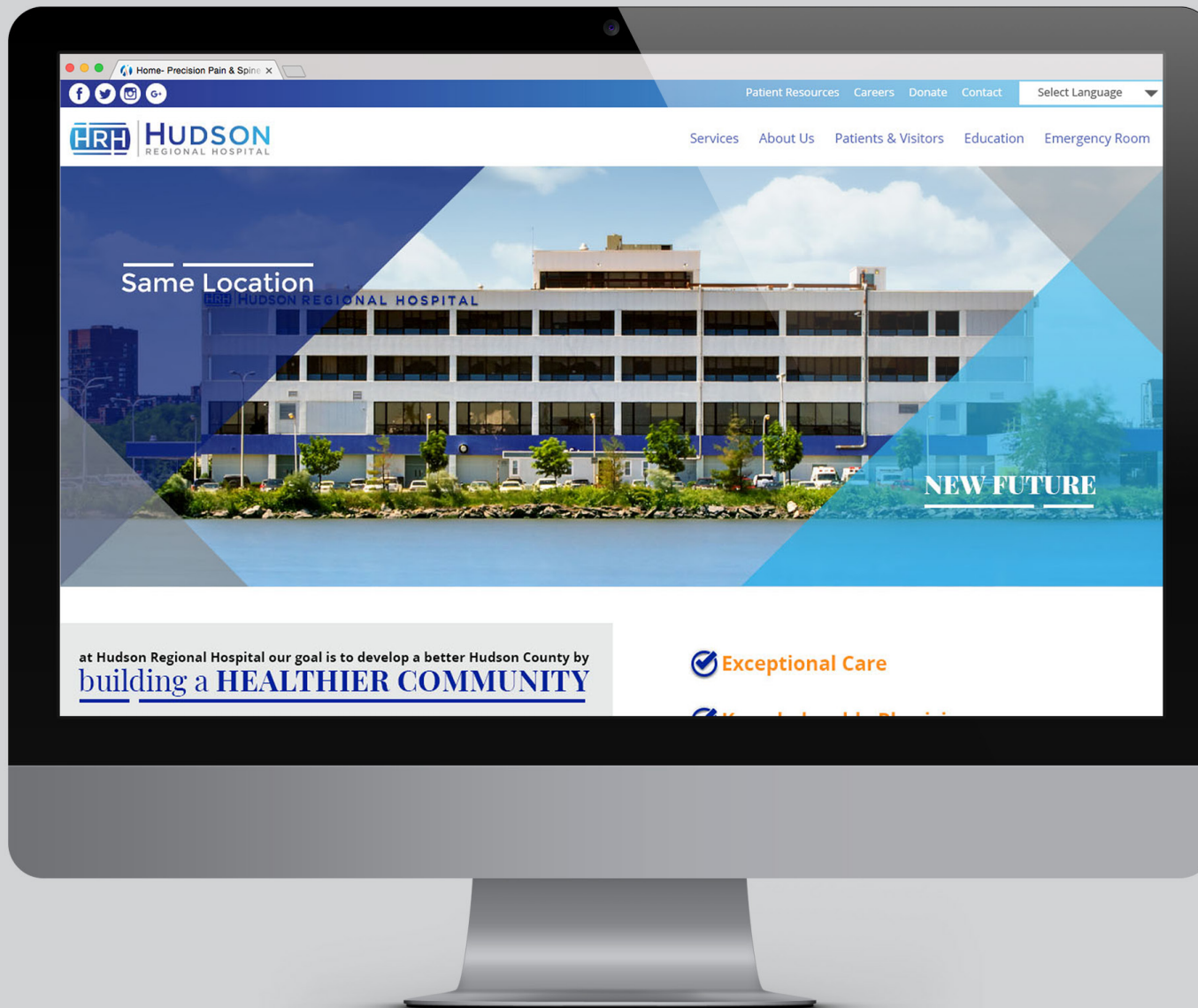
Montserrat Regular

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOp-
PqQrRsStTuUvVwWxXyYzZ

Montserrat Medium

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOp-
PqQrRsStTuUvVwWxXyYzZ

Website Splash Page



Ambulance Wrap



Sleep Center Brochure



Sleep Center Brochure



EMS Badges



Front



Back

ID Badges



Patient Handbook



Patient Handbook



Print Ads



Security Badges



Step and Repeat Banner



Thank You Cards



Social Media

Inspirational Quotes

“Ask not what your
country can do for you-

**ask what you can do
for your country.”**

-John F. Kennedy



“Each person must live their lives

as a model for others.”

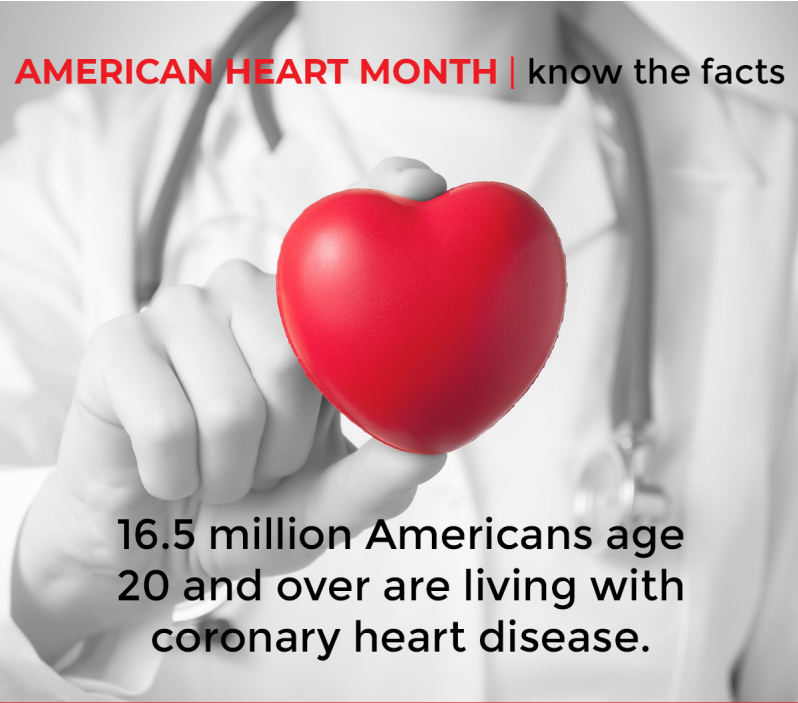
-Rosa Parks



Social Media

Stat Tues

AMERICAN HEART MONTH | know the facts



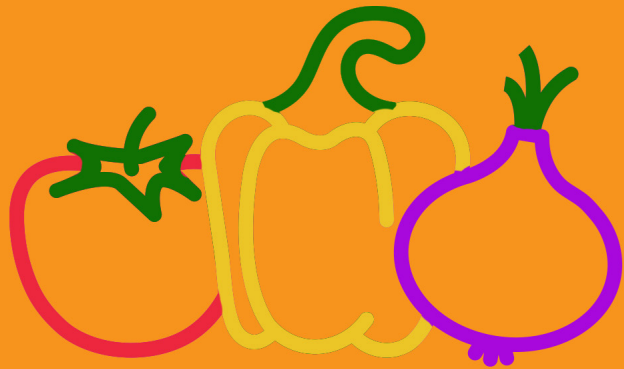
16.5 million Americans age 20 and over are living with coronary heart disease.

HRH | HUDSON
REGIONAL HOSPITAL

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NATIONAL NUTRITION MONTH

Stock your freezer with frozen vegetables to steam or stir-fry for a quick side dish



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Social Media

Throwback Thurs

Washington Street

Hoboken, NJ 1908



Liberty State Park Terminal

Jersey City, NJ 1953



