

Using the HCA Healthcare logo

Versions of the HCA Healthcare logo are available in both a stacked form, meaning HCA and the Diamond Plus rest atop the word Healthcare, and a horizontal form. The preferred logo usage is in its stacked form.

Clear space requirements



The HCA Healthcare logo must always be surrounded by clear space that contains neither text nor graphics. The clear space surrounding the logo should be proportionate to the size of the Diamond Plus mark within the logo.

Primary color palette



HCA Healthcare Orange
Pantone 7579 C
CMYK 5, 80, 100, 0
RGB 224, 89, 41
HEX #E05929

HCA Healthcare Navy
Pantone 289 C
CMYK 100, 85, 45, 50
RGB 3, 23, 62
HEX #03173E

White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

Preferred color application



HCA Healthcare Navy and
HCA Healthcare Orange logo on white



White logo on HCA Healthcare Orange



White and HCA Healthcare Orange
logo on HCA Healthcare Navy

Using the HCA Healthcare logo download file

For questions on how to use our logo according to brand guidelines, please contact Brand@HCAHealthcare.com.

What's in the logo zip file

Once you have downloaded the HCA Healthcare logo, extract the .zip file to find all of the versions and formats that you will need. There will be two folders inside:

HCA Healthcare primary logo folder

The preferred format of the HCA Healthcare logo is the one that is stacked with HCA and the Diamond Plus resting atop the word Healthcare. Various color applications and file formats for the preferred HCA Healthcare logo are located in the HCA Healthcare logo folder.

HCA Healthcare horizontal logo folder

Use the horizontal HCA Healthcare logo when you have space limitations. For example, if the preferred logo would be hard to read because of the design area or required layout, then use the horizontal logo. Color and file type variations for this logo format are available in the horizontal logo folder.

Note: Each folder contains a subfolder titled "Optimized for digital use." These logos are best for digital assets such as websites because they have been saved as a smaller file size and RGB color format, and should not be used in print assets.





File types

Two file types are included in the logo zip file:

- **EPS files** can only be previewed or opened using graphic design software such as Adobe Illustrator and InDesign. EPS files are the source files that designers use to produce branded assets. EPS files are often used for high-resolution printing for large-scale banners, signage, awards, etc., and may be requested by vendors who produce those materials.
- **PNG files** are typically used in PowerPoint, Word, printed materials, digital screens and web assets. PNG files have a transparent background, so the image will not display in file preview. Open the .PNG file with image viewing software to verify you have selected the appropriate file.

➤ Use the chart on the next page to help you know when to use which type of logo file.

HCA Healthcare primary logo folder: Logo file cheat sheet

Logo	Description	File name	Use(s)*
	Full-color HCA Healthcare logo	Primary HCA_logo_primary_fullcolor Horizontal HCA_horizontal_logo_fullcolor	<ul style="list-style-type: none"> • Use on white background. • May be used on photos as long as sufficient contrast is upheld.
	White HCA Healthcare logo with the Diamond Plus in HCA Healthcare Orange	Primary HCA_logo_primary_white-orange Horizontal HCA_horizontal_logo_white-orange	<ul style="list-style-type: none"> • Use on HCA Healthcare Navy background only.
	HCA Healthcare logo in white	Primary HCA_logo_primary_white Horizontal HCA_horizontal_logo_white	<ul style="list-style-type: none"> • Use on a HCA Healthcare orange or navy background color with enough contrast to meet accessibility standards. • May appear blank when you preview the file. • If the logo is placed on a background that does not allow for enough contrast to meet accessibility requirements, use the full-color logo. • May be used on photos as long as sufficient contrast is upheld.
	HCA Healthcare logo in black	Primary HCA_logo_primary_black Horizontal HCA_horizontal_logo_black	<ul style="list-style-type: none"> • Use on white background. • Only use the black logo in black and white designs; the black logo should not be used in full-color assets.

*Usage guidelines mentioned here are the same for both primary and horizontal logos.