 <p>DR. PABLO O. TORRE MEMORIAL HOSPITAL</p> <p>B.S. Aquino Drive Bacolod City 6100</p>	DCN: - HW-QP-15
	REVISION NO: 00
	DATE EFFECTIVE: 03-01-11
	PAGE NO: 1 OF 3
	SUBJECT: <b>OFFICIAL COLORS AND FONT OF HOSPITAL LOGO</b>

**PURPOSE:** To standardize the look and use of the Dr. Pablo O. Torre Memorial Hospital (DPOTMH) logo.

**LEVEL:** MCRO, all employees, Top Management

#### POLICY


1. The hospital requires the use of a standardized logo for all external and internal communications, as well as for any other external use such as, but not limited to, advertisements and announcements.
2. This policy shall provide and indicate the exact colors used in the hospital logo, the fonts utilized, and the various allowable placements or formats.
3. This policy further provides that the DPOTMH logo or its likeness shall not be used without proper authorization by Top Management.

#### PROCEDURE

1. The DPOTMH logo shall be the image provided below:



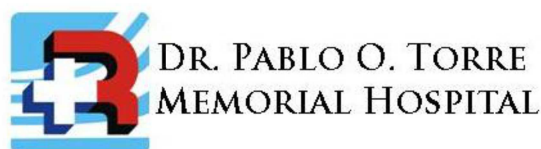
2. The official colors of the DPOTMH logo, using the CYKM color model are: Blue (C 70, Y 0, K 0, M 14), Red (C 0, Y 100, K 0, M 100), Cross sidings (C 100, Y 0, K 0, M 100), and Black (C 100, Y 100, K 100, M 100). The colored DPOTMH logo may be converted to grayscale when used as a black and white image, keeping the grayscale shade and hue proportional to the colored image of the logo.


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3. When using the DPOTMH logo, the name Dr. Pablo O. Torre Memorial Hospital is required to appear with the DPOTMH logo.
4. The font used in printing the name Dr. Pablo O. Torre Memorial Hospital shall be Trajan Pro. The font size shall vary depending on the size of the DPOTMH logo. Font color should be black.
5. The DPOTMH logo and name placement or format may be any of the following, depending on the requirements of the advertisement or announcement:



6. The size ratio and placement of the name from the DPOTMH logo shall be observed at all times.
7. When using the DPOTMH logo for your external communication letterhead, the arrangement or format shall be:



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## DOCUMENTATION

DPOTMH Letterhead  
DPOTMH Print Communications  
Advertisements (Print or Video)  
Print Announcements

Prepared by:

Reviewed and Approved by:

**GERONIMO P. ESTRELLA**  
Client Relations

**ARLENE P. LEDESMA**  
President