



# **Applied Visual Identity**

**MDH Office of Communications**

Reflects August 2019 standards issued by GOV Comms

# What is visual identity?

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Visual identity includes the colors, type, graphics and imagery that represent a brand.

# Best practices

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Public-facing communications—especially those with strong visual components—are to be reviewed and approved by the Office of Communications prior to release.

The Office of Communications is the starting point for guidance, collaboration, review and approval in developing and distributing communicative material for a mass audience.

This does not include provider or constituent correspondence.

# Best practices

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For all creative projects and any communications-based procurement or production—both large-scale (e.g., campaigns) and small-scale (e.g., tri-fold brochures)—please engage the Office of Communications as early as possible in the process.

Contact the Office of Communications prior to engaging with vendors on communications-based projects; this includes signing a use agreement or issuing an RFP. Vendors must be provided MDH brand/visual identity guidelines prior to beginning production.

The Office of Communications should never see projects for the first time as a final product.

# Type and color

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## Color Palette

Our brand colors match those of our flag.



CMYK - 0/25/95/0  
RGB - 255/194/51  
HEX - #FFC838  
PMS - 136



CMYK - 0/100/65/20  
RGB - 196/14/62  
HEX - #C8122C  
PMS - 186



CMYK - 0/0/0/100  
RGB - 35/31/32  
HEX - 231f20  
PMS - process black



CMYK - 0/0/0/0  
RGB - 255/255/255  
HEX - ffffff  
PMS - (paper)

## Typefaces

**Montserrat Semi Bold**

Montserrat Regular

**Colors** may not be modified.

**Calibri** is the acceptable alternative typeface if Montserrat is not available or accessible.



# Primary MDH logo

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Primary Logo



Primary Logo - Grayscale



Primary Logo - White

## Clearance



The height of "M" in Maryland is the minimum clearance required around the logo. No additional text or graphic elements may encroach on this space.



# Secondary MDH logo

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*Secondary Logo*



Clearance



The height of "M" in Maryland is the minimum clearance required around the logo. No additional text or graphic elements may encroach on this space.



*Secondary Logo - White*



*Secondary Logo - Grayscale*



# MDH logo use guidelines

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- Do not outline the logo
- Do not change the colors, typefaces or layout in the logo
- Do not add new elements (e.g., words or graphics) to the logo
- Do not distort or manipulate the logo; resize the logo using the software's procedure for resizing
- Do not use the logo as a pattern
- Do not place the logo on a background/image that doesn't provide maximum contrast for legibility; the best background is white or black
- Do not place the logo over words or other graphics
- Do not apply effects to the logo (e.g., drop shadow, outer glow)
- Do not tint the logo; it should always appear at 100% opacity



# MDH logo use guidelines

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- Email [mdh.communications@maryland.gov](mailto:mdh.communications@maryland.gov) to request logo files and to request review for logo use
- Administrations, offices, programs, initiatives, etc. may not create their own logo
- **Only one logo represents the whole of MDH**

# Imagery best practices

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Because imagery spans a very broad range of materials and subjects, there is no single style designated.

However, the tone and quality of all imagery should project quality and professionalism. Imagery should also support the message and content of the piece to which it is applied, in order to help tell the story.

# Imagery best practices

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Full color imagery is always preferred.

Use of clip art and cartoons is generally discouraged, unless it is audience-appropriate.

Please contact the Office of Communications to download stock images through Shutterstock.

# Imagery best practices

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**When using imagery, follow legal requirements.**

Copyrighted images (including those found via Internet search) should not be used.

Appropriate licensure/permission for using images is required.

# Imagery best practices

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Ensure logos and images are **not distorted**.



# Templates

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Email  
[mdh.communications@maryland.gov](mailto:mdh.communications@maryland.gov)  
to receive MDH templates for  
letterhead, PowerPoint, etc.

# Email signature

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## **Name**

Title, Office/Program/Etc.  
Maryland Department of Health  
Office Address Line 1  
Office Address Line 2  
Email  
Phone

**\*Please do not add other graphics to the email signature.**

# Contact

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For questions, please contact the Office of Communications.

**[mdh.communications@maryland.gov](mailto:mdh.communications@maryland.gov)**