Applied Visual Identity

Corresponds with Maryland Department of Health Policy 01.04.05: *Brand Management Policy*.
Expanded in the Office of Communications subsite: *branding.health.maryland.gov*.

Sept. 2018

MARYLAND
Department of Health

What is Visual Identity?

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

Engagement Best Practices

All 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 to be the starting point for guidance, collaboration, review, and approval in developing and distributing communicative material. The following are key points related to brand and visual identity:

Logo Use: All external-facing publications using the Department's logo must receive approval from the Office of Communications prior to release.

Templates: If a template-based publication will be circulated outside the Department, send the final publication to the Office of Communications for review and approval prior to release.

Creative: For all creative projects and/or any communications-based procurement or production — both large-scale (e.g., campaigns) and small-scale (e.g. tri-fold brochures) — engage the Office of Communications as early as possible in the process. This way, the Office of Communications (the brand experts) can steward the brand as it relates to the project, working with program staff (the subject matter experts) and, when necessary, vendors (the production experts) throughout each iterative phase, as opposed to seeing something for the first time as the final product. Contact the Office of Communications prior to engaging with vendors; this includes signing a use agreement or issuing an RFP. Vendors must also receive a copy of the Department's *Applied Visual Identity* guide prior to beginning production.

MDH Logo

Logo and logo "safe zone"

Logos may be used for official purposes only.

All external-facing publications or media using the Department's logos must receive approval from the Office of Communications.

Logos must be displayed with ample surrounding whitespace (i.e., roughly twice the height of the "a" in the "Maryland Department of Health" type component of the logo, relative to the size of the logo displayed).

MARYLAND
Department of Health

MDH Logo Styles

Primary full-tone color: horizontal

MARYLAND
Department of Health

Solid black: horizontal

MARYLAND
Department of Health

Solid white: horizontal

MARYLAND
Department of Health

Logos may be displayed only in either the primary full-tone color, solid black, or solid white version. Use the solid black or solid white version only if the primary full-tone color version may not be accurately represented or reproduced.

Logos may be displayed in either a stacked or horizontal orientation.

MDH Logo Styles

Primary full-tone color: stacked

MARYLAND
Department of Health

Solid black: stacked

MARYLAND
Department of Health

Solid white: stacked

MARYLAND
Department of Health

Logos may be displayed only in either the primary full-tone color, solid black, or solid white version. Use the solid black or solid white version only if the primary full-tone color version may not be accurately represented or reproduced.

Logos may be displayed in either a stacked or horizontal orientation.

MARYLAND
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MDH Logo Styles

"One Maryland — One MDH"

MARYLAND
Department of Health

MARYLAND DEPARTMENT OF HEALTH
Center for Chronic Disease Prevention and Control

MARYLAND DEPARTMENT OF HEALTH
Office of Minority Health and Health Disparities

Administrations, offices, programs, etc., may neither create nor continue to use their own logo or identifying mark.

Administrations, offices, programs, etc. should contact the Office of Communications to create a custom variation of the Maryland Department of Health's logo to represent their individual interest.

Type

Headers

Georgia Bold

ABCDEF

abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Use Georgia bold for headers only.

Body Text

Times New Roman

ABCDEF

abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Verdana

ABCDEF

abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

*Use **either** Times New Roman **or** Verdana for body text.*

MARYLAND Department of Health

Color

Primary

PANTONE 1235 C
Process: 0 36 100 0
HEX: #FBAD18

PANTONE Process Black
Process: 72 66 64 75
HEX: #060808

PANTONE 7622 C
Process: 26 90 80 22
HEX: #993333

*Secondary**

PANTONE 1245 C
Process: 19 46 100 2
HEX: #CC8D14

PANTONE 446 C
Process: 67 60 59 44
HEX: #434343

PANTONE 178 C
Process: 0 82 62 0
HEX: #FF5555

PANTONE 134 C
Process: 0 22 70 0
HEX: #FFCA65

PANTONE Cool Gray 7 C
Process: 43 35 35 1
HEX: #999999

PANTONE 176 C
Process: 0 46 24 0
HEX: #FFA1A1

**PANTONE U specifications are available for primary colors; contact the Office of Communications.*

For creative projects and/or components of template-based publications that require an expanded palette (i.e., charts and graphs), use the colors above as a foundation from which a project-specific palette is built, to ensure it is in brand.

MARYLAND Department of Health

Imagery Best Practices

Because imagery such as photographs and illustrations will span a very broad range of materials and subjects, there is no single style designated. There are some best practices to follow in the selection and/or art direction of photography to establish a consistent approach.

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

When using photo stock imagery, make sure that legal requirements are followed. For new and existing photography, use a tight crop on the subject, which will help control the viewer's focus. Eliminate busy background clutter to the extent possible. Full color imagery is always preferred.

Use of clip art and cartoons is generally discouraged, except for when it is audience-appropriate.

If using Google images from searches, it is important to note, many are copyrighted images and should not be used. Even if used innocently in blogs, websites, and PowerPoint presentations, there can be consequences.

Imagery Best Practices

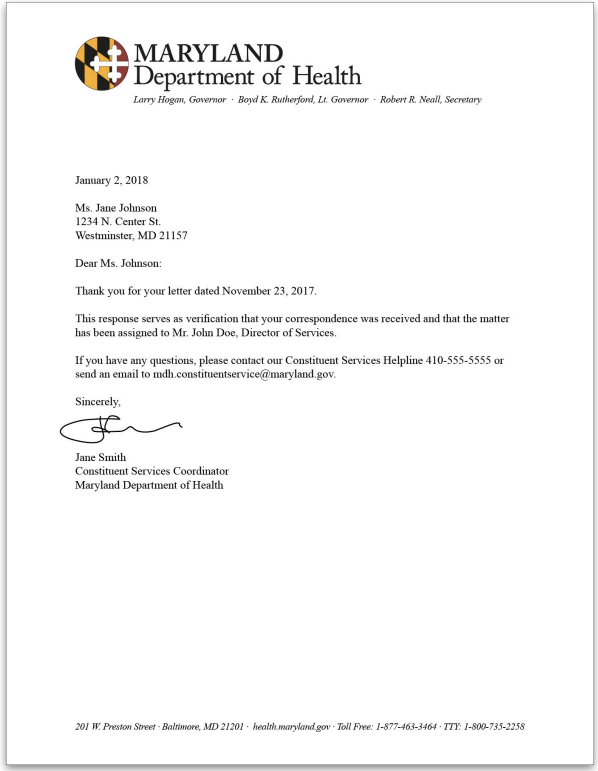
Ordered Assets

Ordered assets are not produced in-house; they are ordered from Maryland Correctional Enterprises (MCE) (e.g., business cards, envelopes, and letterhead).

Print-ready templates and production guidance have been provided to MCE for reference; continue to order these publications from MCE as usual.

MARYLAND
Department of Health

Letterhead



MARYLAND
Department of Health

Larry Hogan, Governor · Boyd K. Rutherford, Lt. Governor · Robert R. Neall, Secretary

January 2, 2018

Ms. Jane Johnson
1234 N. Center St.
Westminster, MD 21157

Dear Ms. Johnson:

Thank you for your letter dated November 23, 2017.

This response serves as verification that your correspondence was received and that the matter has been assigned to Mr. John Doe, Director of Services.

If you have any questions, please contact our Constituent Services Helpline 410-555-5555 or send an email to mdh.constituentservice@maryland.gov.

Sincerely,

Jane Smith
Constituent Services Coordinator
Maryland Department of Health

201 W. Preston Street · Baltimore, MD 21201 · health.maryland.gov · Toll Free: 1-877-463-3464 · TTY: 1-800-735-2258

Letterhead is formatted for standard letter size paper (8.5" x 11"), may not be modified, and may be used for official purposes *only* (e.g., correspondence, position papers, cover letters, etc.).

You must take precaution to protect the integrity of *all* letterhead:

- Do not externally circulate as a Word or Google document
- Must be printed on watermarked stock
- Must be issued electronically as a protected .pdf

Use guidelines for MDH letterhead:

- Maintain margins: 1" side, .5" top and bottom
- Use 12 pt. Times New Roman or Verdana regular black font for body text throughout
- First line begins 2.5" from the top of the page

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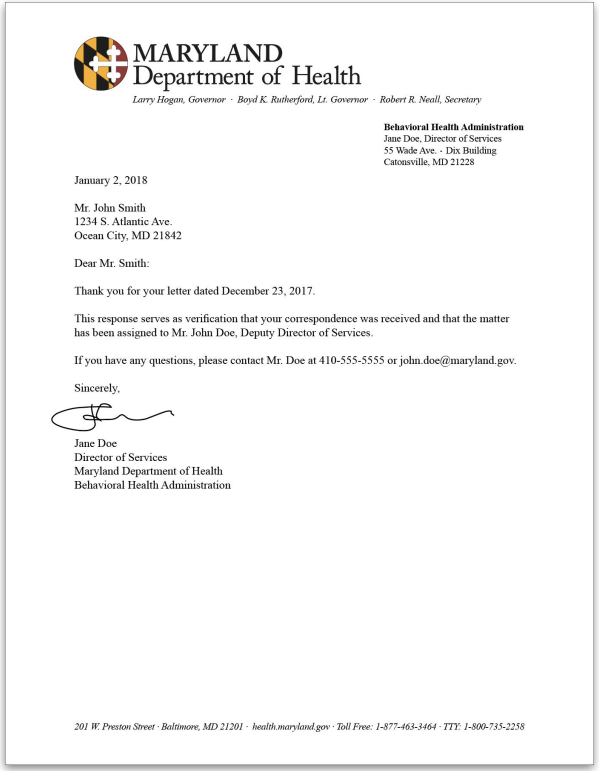
Department of Health

Custom Letterhead



MARYLAND
Department of Health

Larry Hogan, Governor · Boyd K. Rutherford, Lt. Governor · Robert R. Neall, Secretary

Behavioral Health Administration
Jane Doe, Director of Services
55 Wade Ave. · Dix Building
Catonsville, MD 21228

January 2, 2018

Mr. John Smith
1234 S. Atlantic Ave.
Ocean City, MD 21842

Dear Mr. Smith:

Thank you for your letter dated December 23, 2017.

This response serves as verification that your correspondence was received and that the matter has been assigned to Mr. John Doe, Deputy Director of Services.

If you have any questions, please contact Mr. Doe at 410-555-5555 or john.doe@maryland.gov.

Sincerely,

Jane Doe
Director of Services
Maryland Department of Health
Behavioral Health Administration

201 W. Preston Street · Baltimore, MD 21201 · health.maryland.gov · Toll Free: 1-877-463-3464 · TTY: 1-800-735-2258

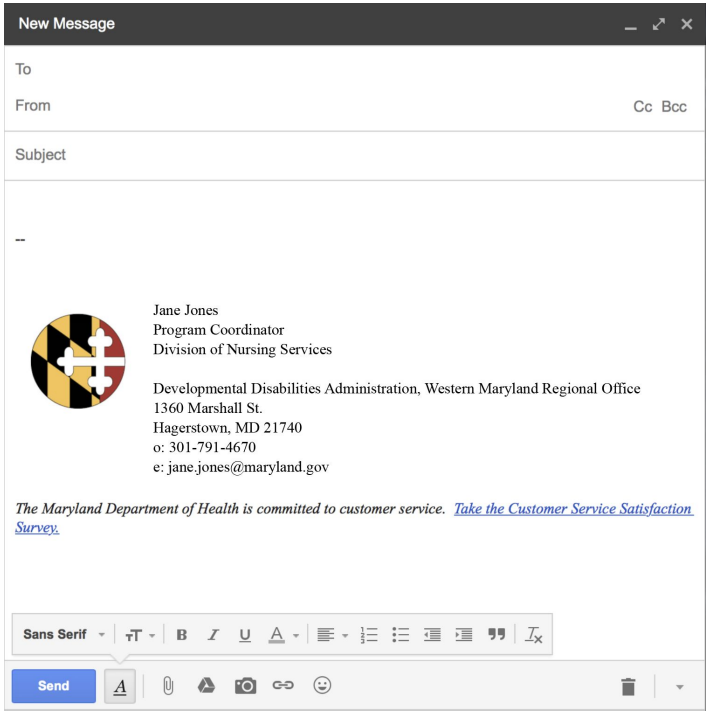
To maintain consistent presentation, do not modify header and footer areas; custom letterhead information may appear below the header, on the right.

MDH letterhead follows the same *general* guidelines, with some additional specification for the custom information areas:

- Maintain margins: 1" side, .5" top and bottom
- Use 12 pt. Times New Roman regular or Verdana regular black font throughout body
- Body begins 2.5" from the top of the page
- Custom information is limited to four lines and is 10 pt. Times New Roman regular, first line bold
- Custom information is left-aligned, with the longest line flush with right margin; maintain white space on the left

MARYLAND
Department of Health

Email Signature



All emails must:

- Use either “Serif” or “Sans Serif” font (these are Google’s names)
- Use black, “normal” size font (this is Google’s name; Google also does not specify by point size in Gmail)

There are size exceptions if you require the font size to be larger in order to be able to read it.

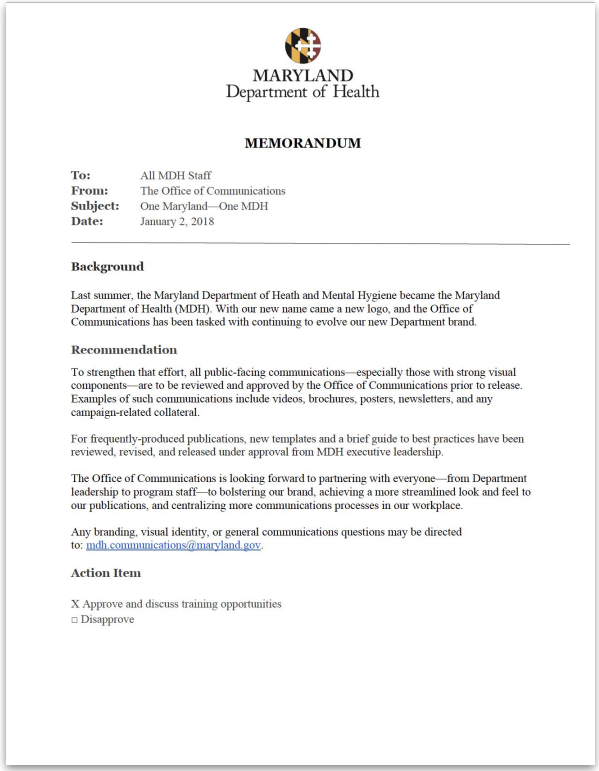
For best customer service, all email signatures must:

- Include your name, title, and office in the first information block
- Include office location information, phone number, and email in the second information block
- Include the Customer Service Satisfaction Survey link

If you choose to embed the logo in your signature and you need help setting it up, contact the Office of Communications; no other images — including animated images — may be used in email signatures. No quotes or slogans are permitted. **Unless otherwise directed, do not send emails to the Office of Communications for review prior to sending.**

MARYLAND Department of Health

Memorandum



MARYLAND
Department of Health

MEMORANDUM

To: All MDH Staff
From: The Office of Communications
Subject: One Maryland—One MDH
Date: January 2, 2018

Background

Last summer, the Maryland Department of Heath and Mental Hygiene became the Maryland Department of Health (MDH). With our new name came a new logo, and the Office of Communications has been tasked with continuing to evolve our new Department brand.

Recommendation

To strengthen that effort, all public-facing communications—especially those with strong visual components—are to be reviewed and approved by the Office of Communications prior to release. Examples of such communications include videos, brochures, posters, newsletters, and any campaign-related collateral.

For frequently-produced publications, new templates and a brief guide to best practices have been reviewed, revised, and released under approval from MDH executive leadership.

The Office of Communications is looking forward to partnering with everyone—from Department leadership to program staff—to bolstering our brand, achieving a more streamlined look and feel to our publications, and centralizing more communications processes in our workplace.

Any branding, visual identity, or general communications questions may be directed to: mdh.communications@maryland.gov.

Action Item

X Approve and discuss training opportunities
□ Disapprove

The memorandum template is formatted for standard letter size paper (8.5" x 11") and may be used for internal documents (e.g., intra- or inter-office communications).

Guidelines for the memorandum template:

- Maintain margins: header is .5" from top, all other margins 1"
- Maintain simple headers (e.g., “Background,” “Recommendation,” and “Action Item”)
- Use 14 pt. Georgia bold black for headings, 12 pt. Times New Roman or Verdana regular black font throughout
- No other prescriptive conventions, but conventions established must be consistent

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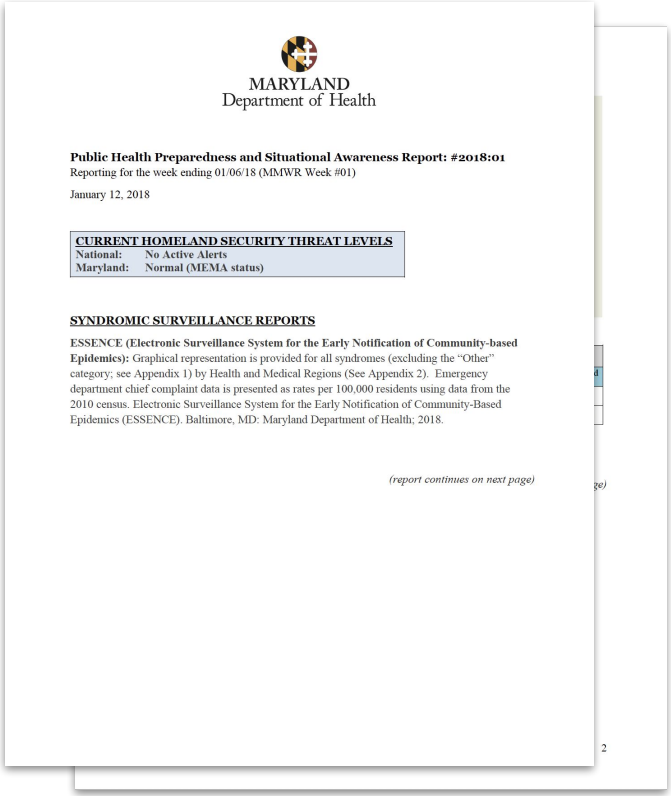
Department of Health

Miscellaneous Use Sheet



MARYLAND
Department of Health

Public Health Preparedness and Situational Awareness Report: #2018:01
Reporting for the week ending 01/06/18 (MMWR Week #01)

January 12, 2018

CURRENT HOMELAND SECURITY THREAT LEVELS	
National:	**No Active Alerts**
Maryland:	**Normal (MEMA status)**

SYNDROMIC SURVEILLANCE REPORTS

ESSENCE (Electronic Surveillance System for the Early Notification of Community-based Epidemics): Graphical representation is provided for all syndromes (excluding the "Other" category; see Appendix 1) by Health and Medical Regions (See Appendix 2). Emergency department chief complaint data is presented as rates per 100,000 residents using data from the 2010 census. Electronic Surveillance System for the Early Notification of Community-Based Epidemics (ESSENCE). Baltimore, MD: Maryland Department of Health; 2018.

(report continues on next page)

The miscellaneous use sheet is formatted for standard letter size paper (8.5" x 11") and should be used for less formal documents (e.g., fax sheets, reports, sign-in sheets, meeting agendas, temporary signage, etc.).

Guidelines for the miscellaneous use sheet:

- Maintain margins: header is .5" from top, all other margins 1"
- Use Georgia bold black for headings, 12 pt. Times New Roman or Verdana regular black font throughout
- No other prescriptive conventions, but conventions established must be consistent

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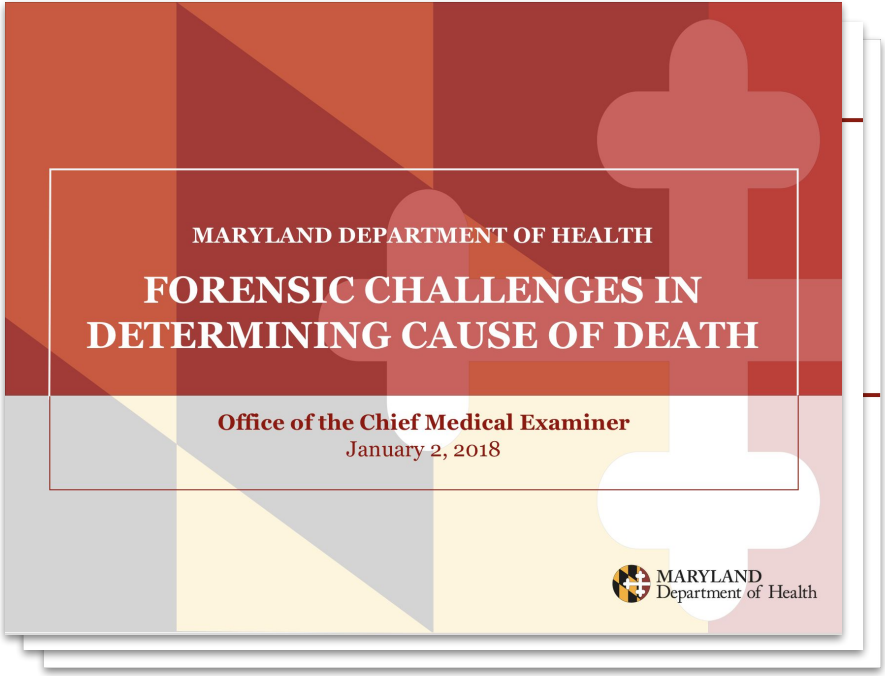
Slide Presentations



Slide format shown is 4:3 (standard)

Slides are available in both 16:9 (widescreen) and 3:4 (standard) display ratios.

Graphic elements scale according to the display ratio; note variety in type point size.

Some staff may find that using Google Slides is a more convenient way to collaborate on presentations.

Please be advised that the Google Suite and the Microsoft Office Suite are not 100 percent compatible and that formatting issues may arise when switching between the two platforms.

Google Suite templates are available by request; contact the Office of Communications.

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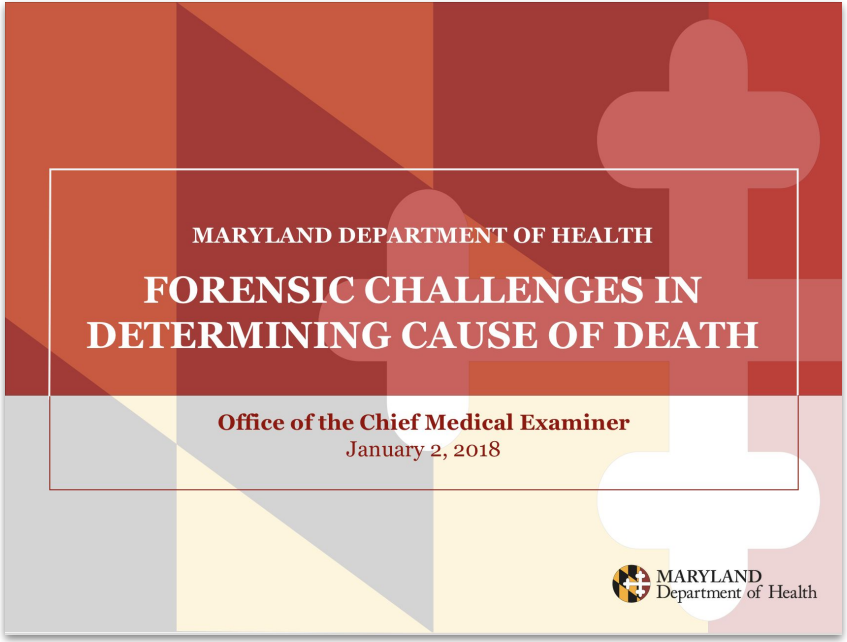
Slide Presentations: Title



The various title components can be moved to achieve more balance on the title slide.

Guidelines for the title slide:

- Title must reflect presentation content; be succinct
- Maintain “Maryland Department of Health” at top
- Use 36-46 pt. all caps Georgia bold font, white, centered title
- Use 20-24 pt. Georgia bold font, red, centered for presenter name and title
- Use 18-22 pt. Georgia regular font, red, centered for date

Standard Header

Overview

At the end of this program, the user will have an understanding of:

- The legal responsibilities of the Medical Examiner
- The method of information gathering
- The "medical model"
- Diagnostic criteria

2

MARYLAND Department of Health

This slide and the following slide address the standard header and body conventions for slides.

Guidelines for the header:

- Header is 40-44 pt. Georgia bold, true black, left-aligned
- Use title capitalization conventions
- Copy and paste red line from previous slides to maintain alignment; adjust according to header length
- Space between the end of the header and beginning of red line should be the width of a 40-44 pt. Georgia bold lower-case "x"

Standard Body

Overview

At the end of this program, the user will have an understanding of:

- The legal responsibilities of the Medical Examiner
- The method of information gathering
- The "medical model"
- Diagnostic criteria

2

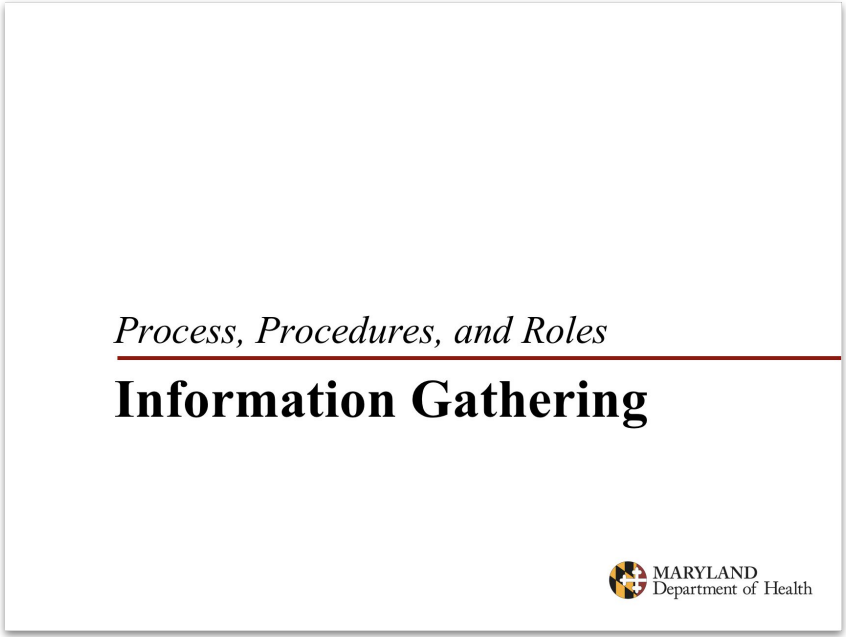
MARYLAND Department of Health

This slide and the previous slide address the standard header and body conventions for slides.

Guidelines for the body:

- Body text is 28 pt. Times New Roman or Verdana regular, off-black (lighter 15 percent), left-aligned
- Body text is indented slightly from header
- Bullets/numbers/list devices should indent from body copy and display at "1" to "1.5" spacing
- Do not include end punctuation at the end of statements or bullet points
- Do not crowd slides; use more slides if necessary

Chapter Intro



You may use divider slides to help break long presentations into “chapters” and help reduce header length. The same format may also be applied to “thank you” or “questions” slides.

Guidelines for the chapter intro slide:

- Chapter overview is 35 pt. (standard) or 40 pt. (widescreen) Times New Roman or Verdana italic, black, left aligned
- Chapter title is 45 pt. (standard) or 55 pt. (widescreen) Times New Roman or Verdana bold, black, left aligned
- No page number on this slide
- Keep these short and sweet

Chapter-Reference Header

Information gathering: Process

Case Classification

- Decline case
- Accept case
  - Autopsy
  - Scene inspection
  - OCME inspection with toxicology
  - Approval

4

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This is the chapter-reference in action in the slide header; employing this option can help cut down on header length and enhance visual clarity.

Guidelines for the chapter-reference header:

- Reference header is 20-22 pt. Georgia italic, light grey, left-aligned, on top of header
- Styling does not follow title capitalization conventions

Office of Communications

mdh.communications@maryland.gov
branding.health.maryland.gov

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