
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*.

Jan. 2019

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:

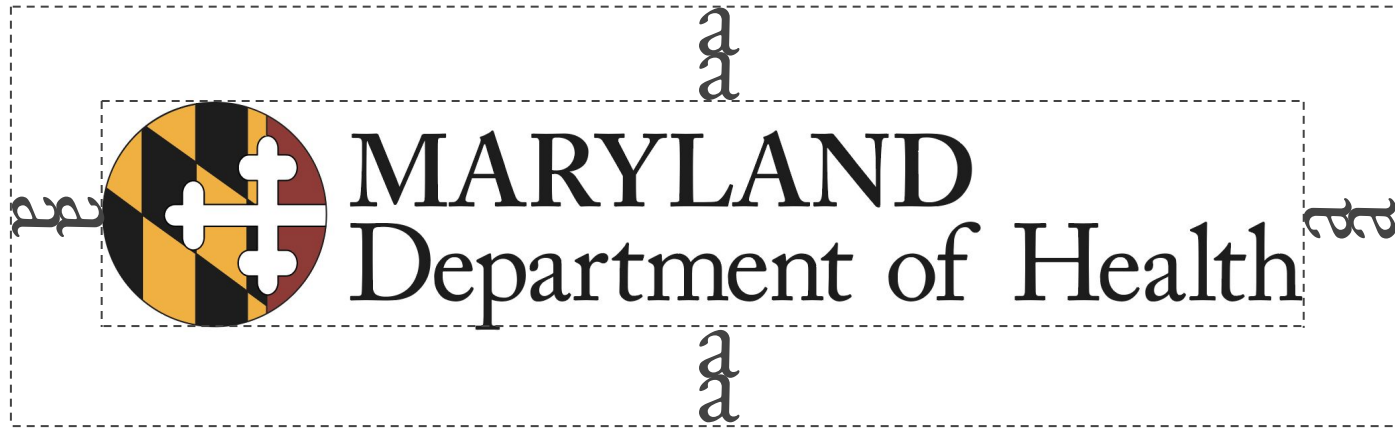
Logo Use: All external-facing publications using the Department’s logo must receive approval from the Office of Communications prior to release.

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).

MDH Logo Styles

Primary full-tone color: horizontal



Solid black: horizontal



Solid white: horizontal



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.

MDH Logo Styles

“One Maryland – One MDH”



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

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890!@# \$%^&*()

Use Georgia bold for headers only.

Body Text

Times New Roman
ABCDEF
abc1234

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890!@# \$%^&*()

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

Verdana
ABCDEF
abc1234

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890!@# \$%^&*()

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.

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



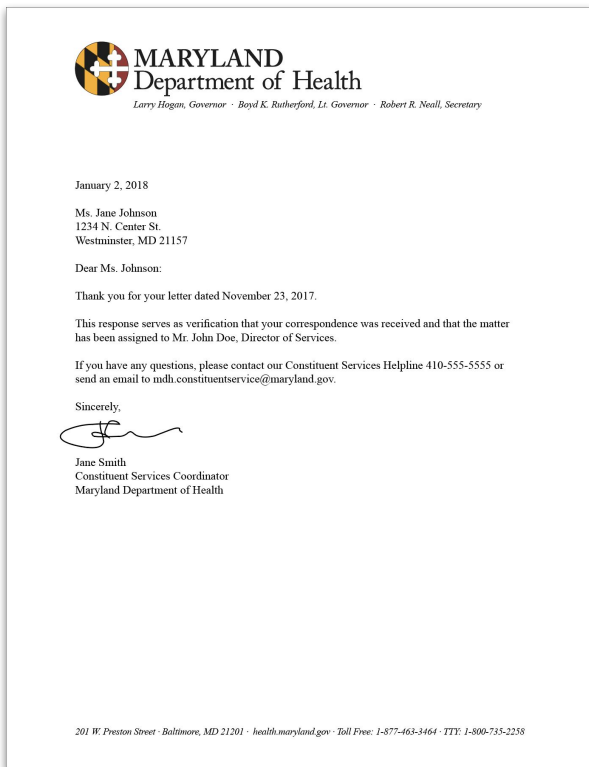
Ordered Assets



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.

Letterhead



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.).

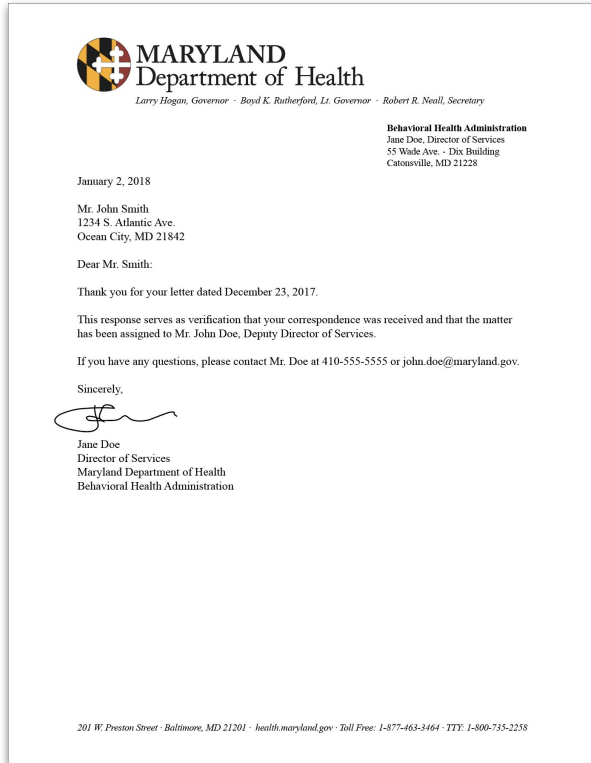
You must take precaution to protect the integrity of *all* letterhead:

- 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

Custom Letterhead

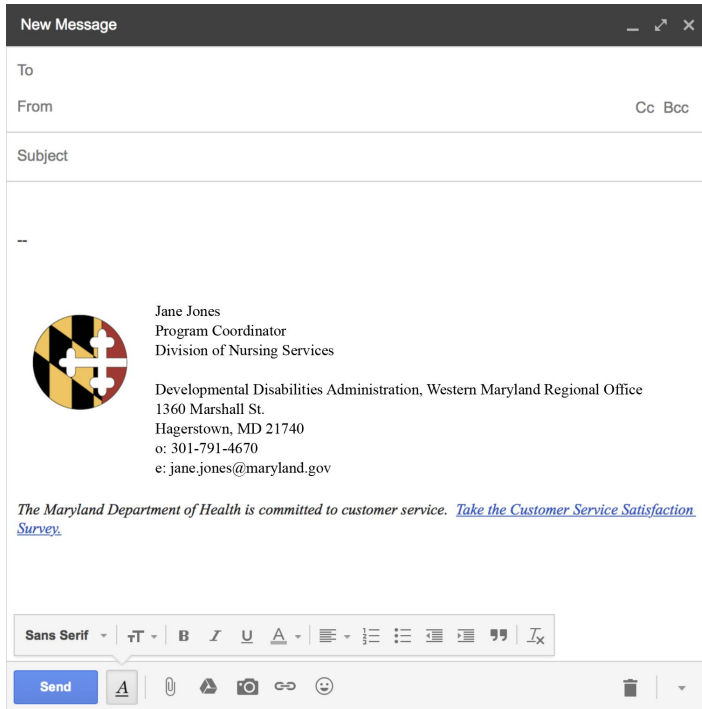


To maintain consistent presentation, do not modify header and footer areas; custom letterhead information may appear below the header, on the right.

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

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.**



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 Health 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

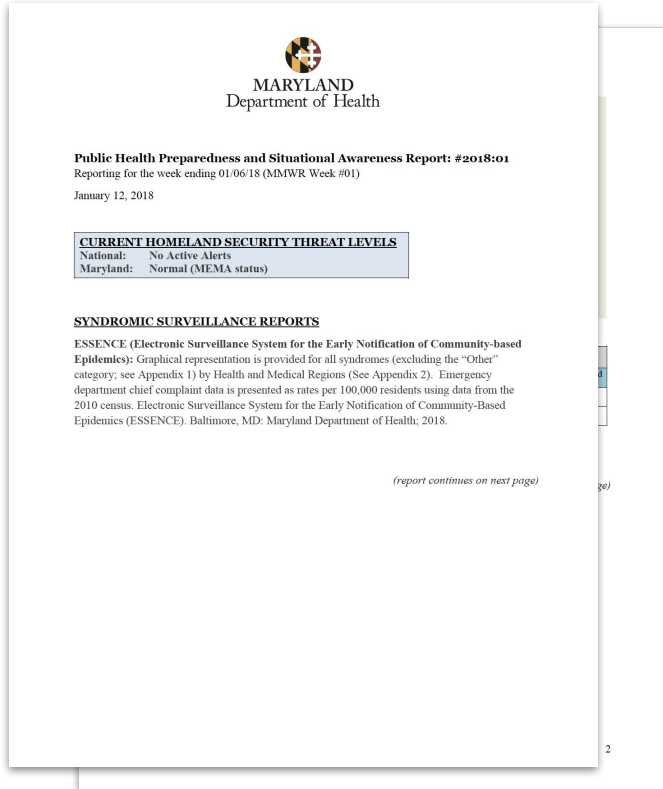
Approve and discuss training opportunities
 Disapprove

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

Miscellaneous Use Sheet

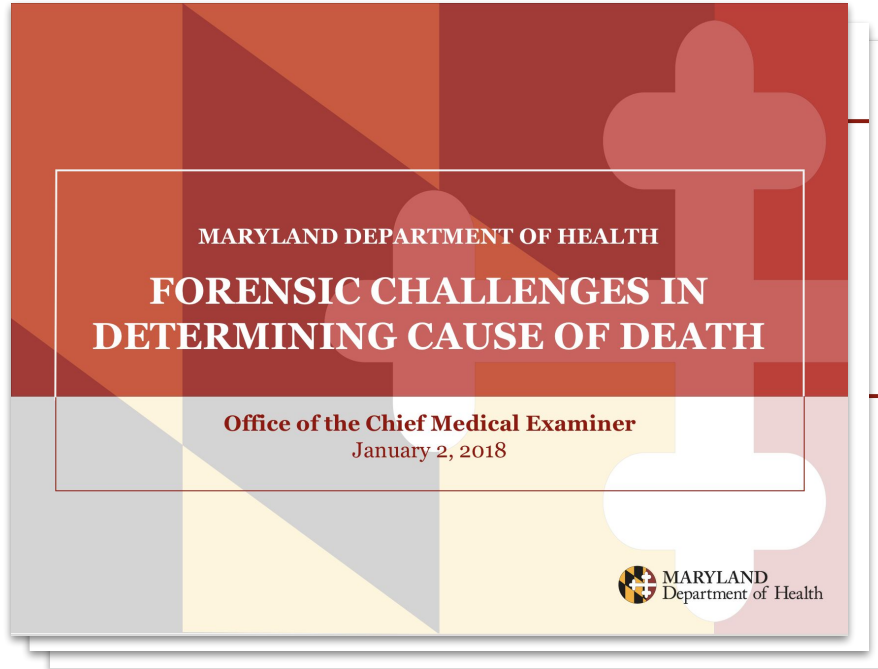


The miscellaneous use sheet is formatted for standard letter size paper (8.5" x 11") and should be used for less formal documents (e.g., fax sheets, reports, sign-in sheets, meeting agendas, temporary signage, etc.).

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

Slide Presentations



Slide format shown is 4:3 (standard)

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

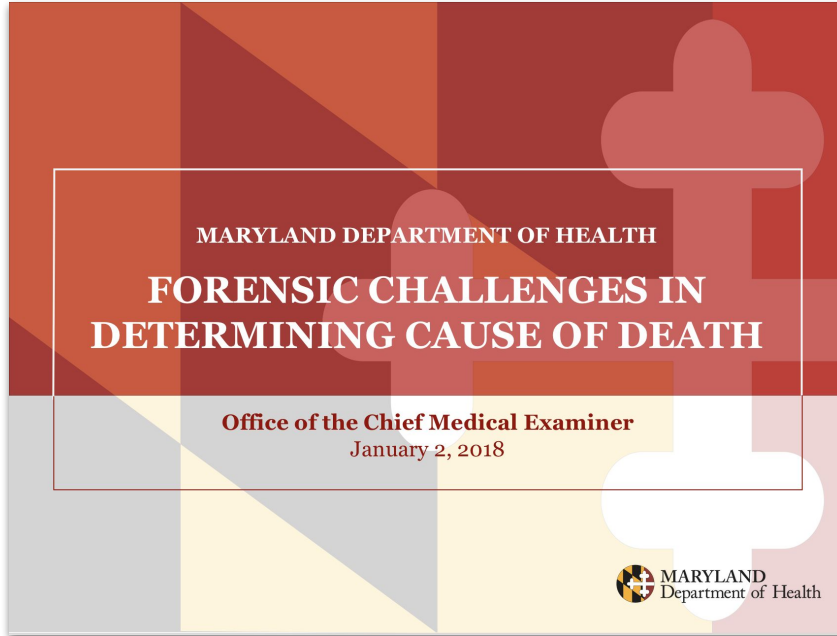
Graphic elements scale according to the display ratio; note variety in type point size.

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.

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 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



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

Office of Communications

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