Applied visual identity
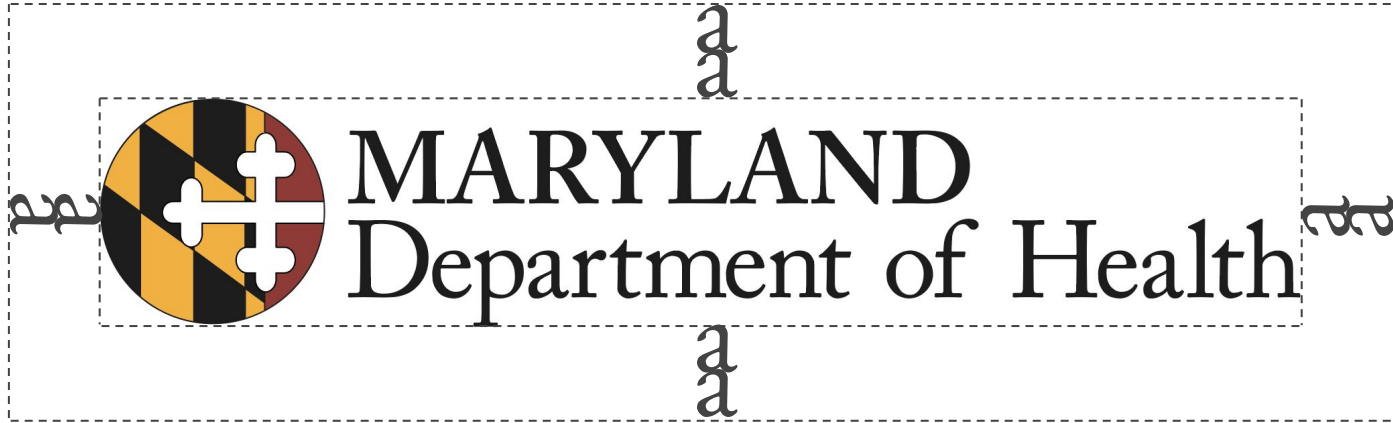
Publications Best Practices

MARYLAND
Department of Health

What is Visual Identity?

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

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MDH Logo

Logo and logo "safe zone"

Type

Headers

Georgia Bold
ABCDEF
abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Body Text

Times New Roman
ABCDEF
abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Verdana
ABCDEF
abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

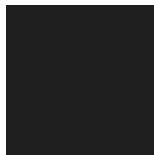abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

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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

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MDH Logo Styles

Primary full tone color: horizontal

Solid black: horizontal

MDH Logo Styles

Primary full tone color: stacked

Solid black: stacked

MDH Logo Styles

"One Maryland—One MDH"

Graphics 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 the 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.

The preference is not to use stock cartoons and clip art should be avoided.

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.

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Graphics 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

E-mail Signature
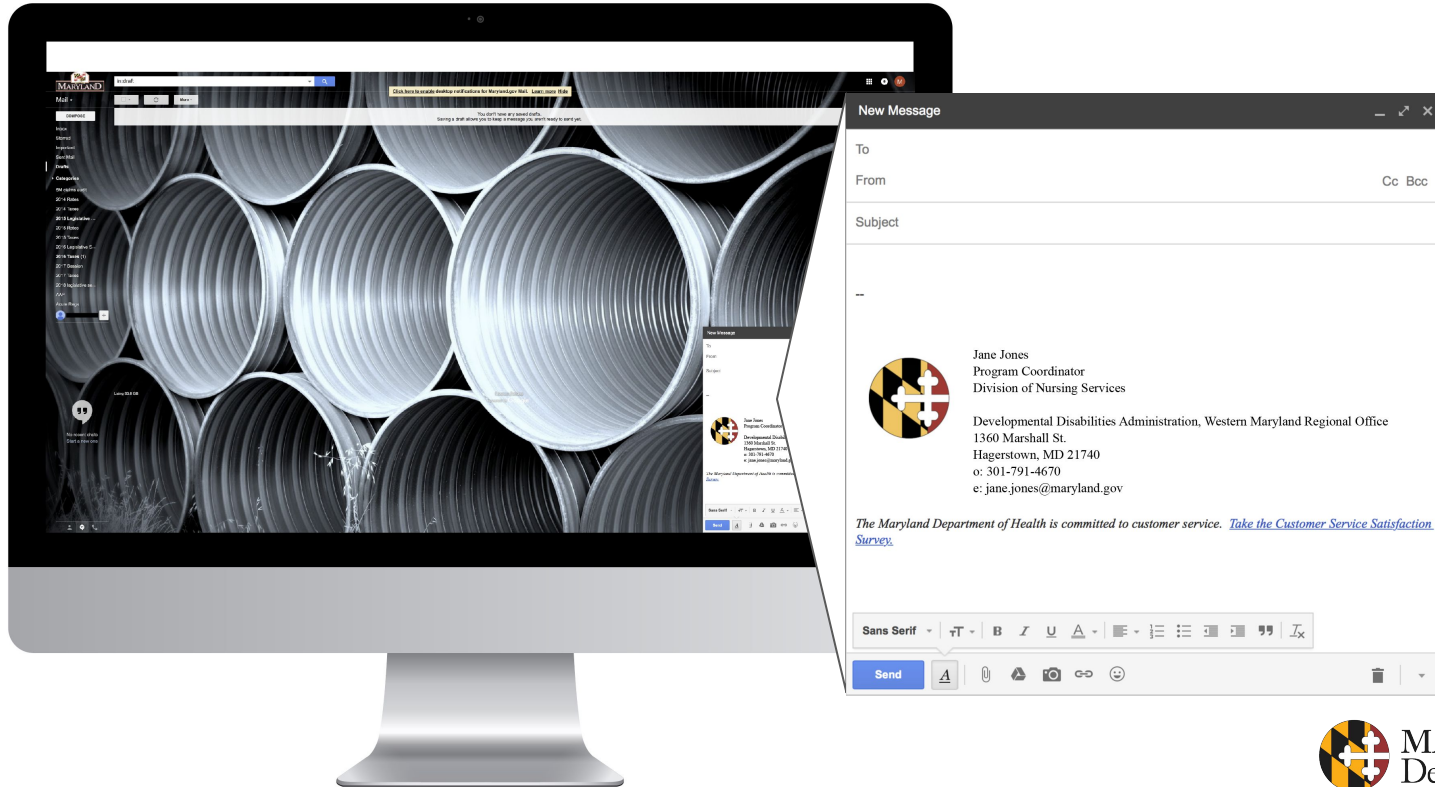
E-mail Signature
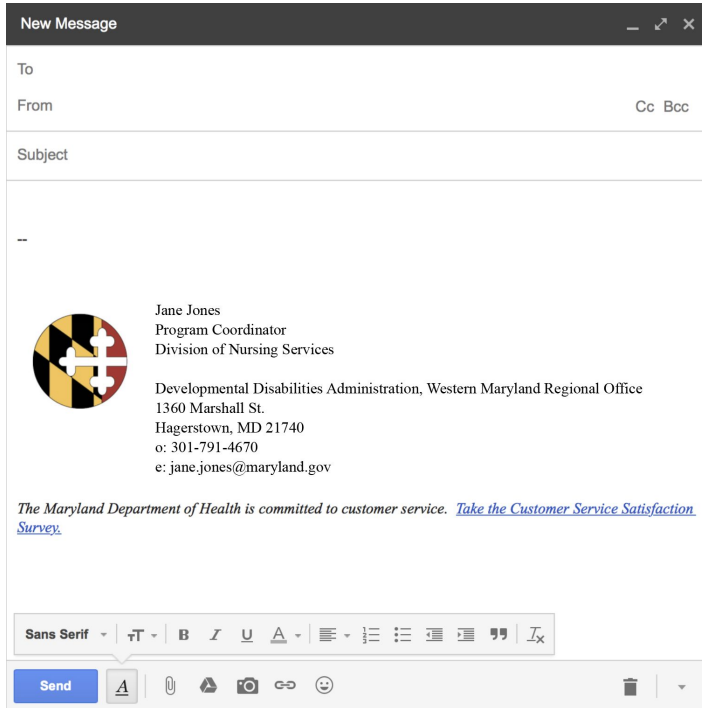
All emails must:
- Use either "Serif" or "Sans Serif" font (these are Google's names)
- Use black, "normal" size font (this is Google's name; Google also does not specify by point size in Gmail)

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 slogan are permitted.

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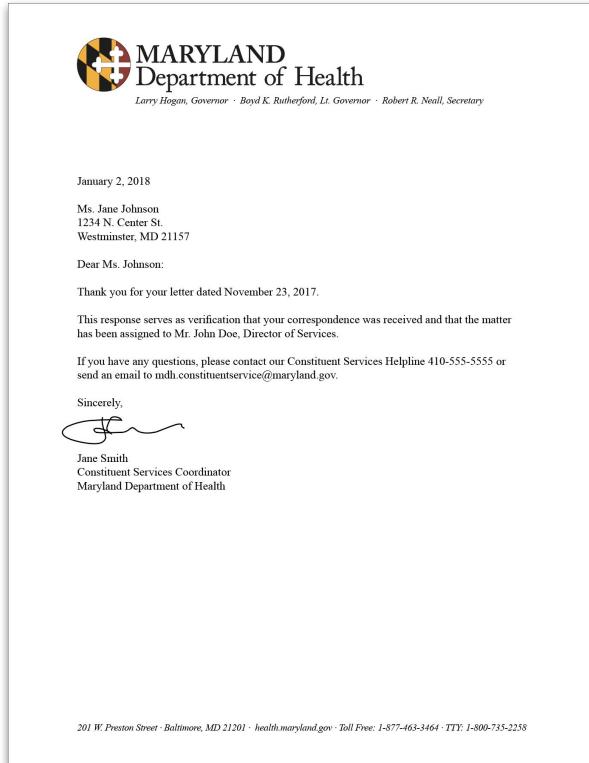
Letterhead

Letterhead is formatted for standard letter size paper (8.5"x11"), 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
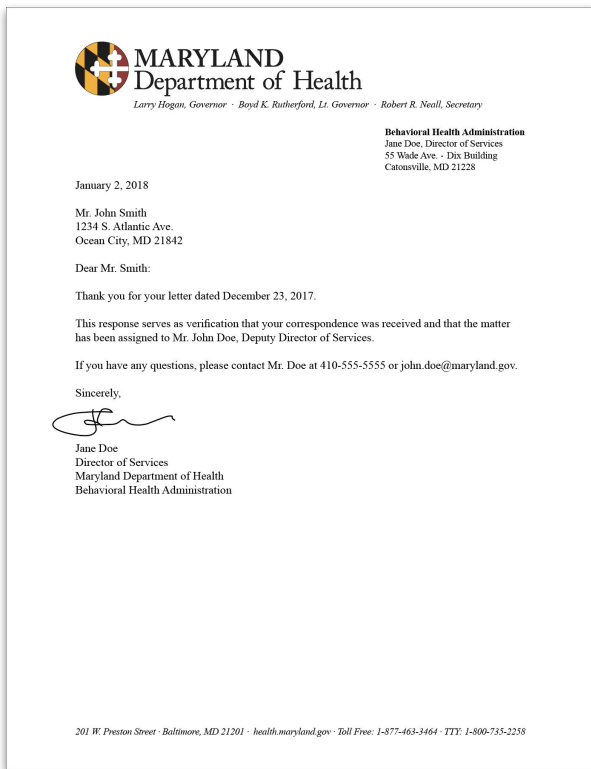
To maintain consistent presentation, do not modify header and footer areas; custom letterhead information may appear below the header, on the right

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

Memorandum

The memorandum template is formatted for standard letter size paper (8.5"x11") 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 (i.e., "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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Miscellaneous Use Sheet
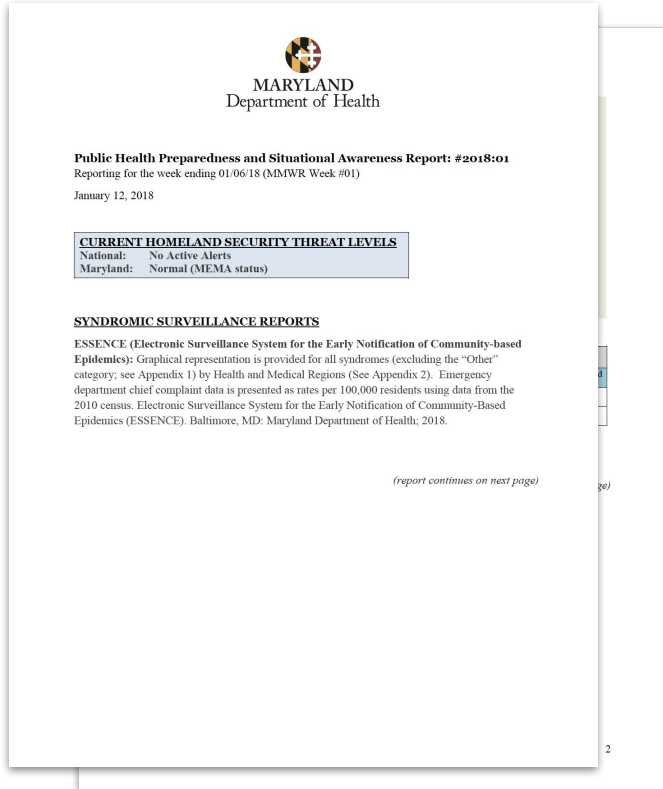
The miscellaneous use sheet is formatted for standard letter size paper (8.5"x11") and should be used for less formal documents (e.g., fax sheets, reports, sign-in sheets, meeting agendas, temporary signage, etc.)

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

MARYLAND
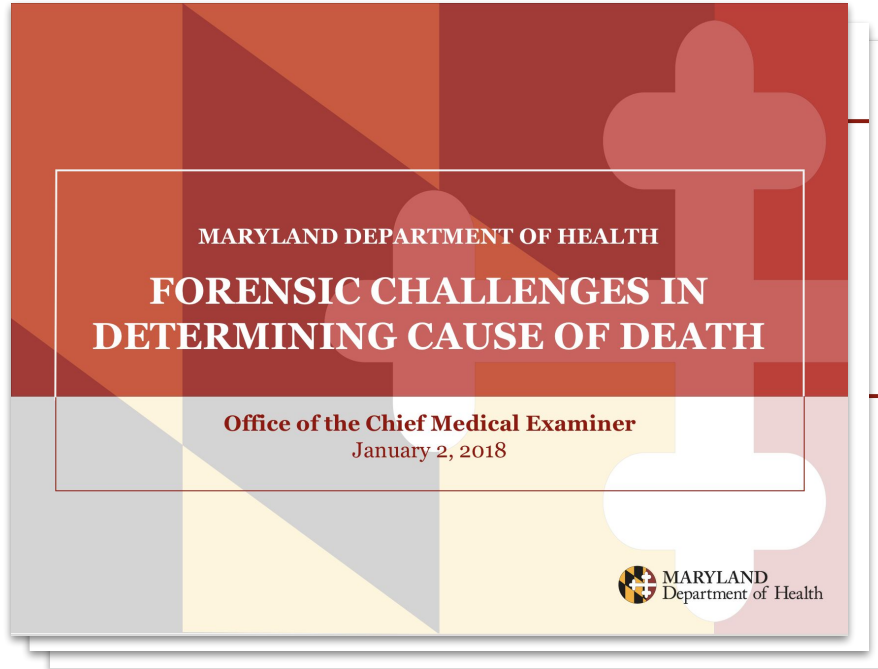Department of Health

Slide Presentations

MARYLAND DEPARTMENT OF HEALTH

FORENSIC CHALLENGES IN DETERMINING CAUSE OF DEATH

Office of the Chief Medical Examiner
January 2, 2018

MARYLAND
Department of Health

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% compatible and that formatting issues may arise when switching between the two platforms

Google Suite templates are available; contact the Office of Communications

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Department of Health

Slide Presentations: Title
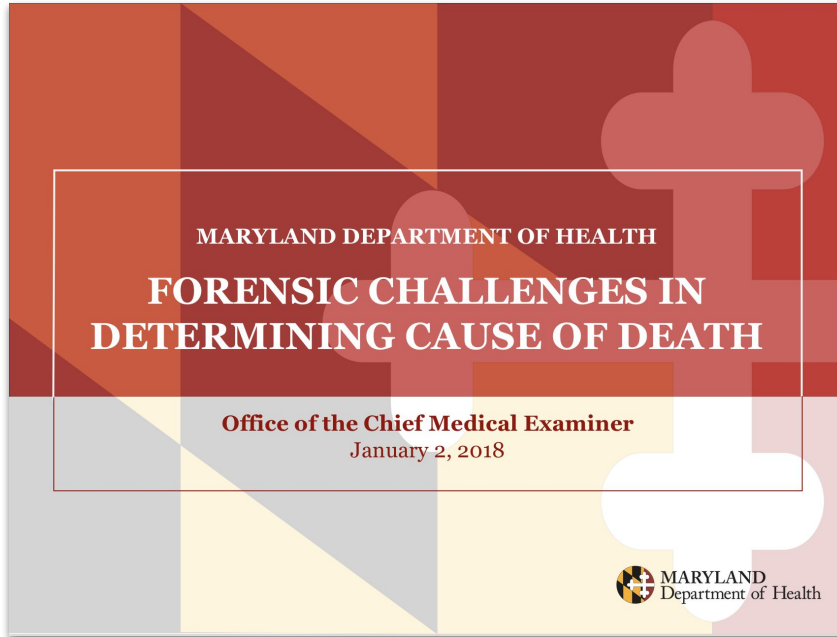
The various title components can be moved to achieve more balance on the title slide

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

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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

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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"

MARYLAND Department of Health

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

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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%), left-aligned
- Body text is indented slightly from header
- Bullets/numbers/list devices should indent from body copy and display at "1.0" 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

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Chapter Intro

Process, Procedures, and Roles

Information Gathering

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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

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Chapter-Reference Header

Information gathering: Process

Case Classification

- Decline case

- Accept case

    ○ Autopsy

    ○ Scene inspection

    ○ OCME inspection with toxicology

    ○ Approval

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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

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Department of Health

MDH Office of Communications

mdh.communications@maryland.gov