



Michigan Health Specialists

Brand Identity Guidelines

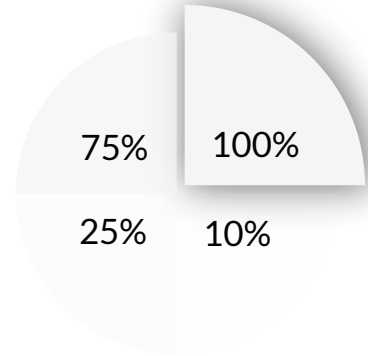
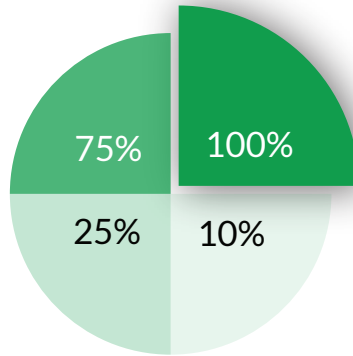
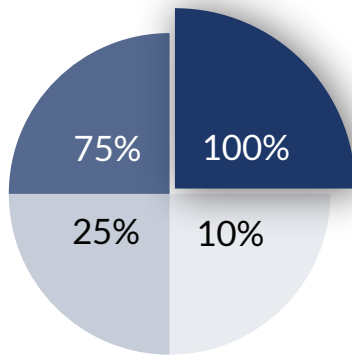


ABOUT

The primary colors are a key indicator of MHS brand design, black is most often used for typography while the MHS green, and MHS blue act as supporting colors that can be used for backgrounds and design elements.

Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.

PRIMARY PALETTE



HEX	#1d3868	#019c4d	#f2f2f2
RGB	29, 56, 104	1, 156, 77	242, 242, 242
CMKY	100, 87, 32, 20	85, 13, 96, 1	4, 2, 2, 0

TYPOGRAPHY

Aa **Aa**
Lato Regular Lato Bold



Logo scalability

Adapting Logos in a Responsive World.

- Incremental Reduction
- Vertical Stacking
- Ditch The Wordmark



Clear Space

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Michigan Health Specialist brand.

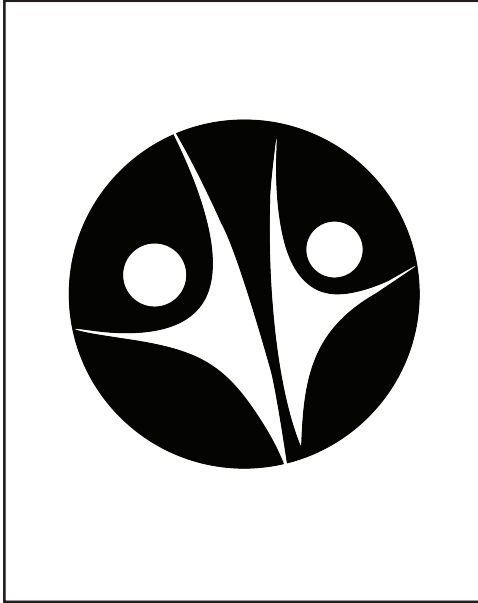


Logo Variants

FULL COLOR ON WHITE BKG



BLACK ON WHITE BKG



GREY SCALE ON WHITE BKG



Same CMKY as defined

FULL COLOR ON BLACK BKG



BLACK ON WHITE BKG



GREY SCALE ON BLACK BKG



Same CMKY as defined

GREY SCALE CMKY

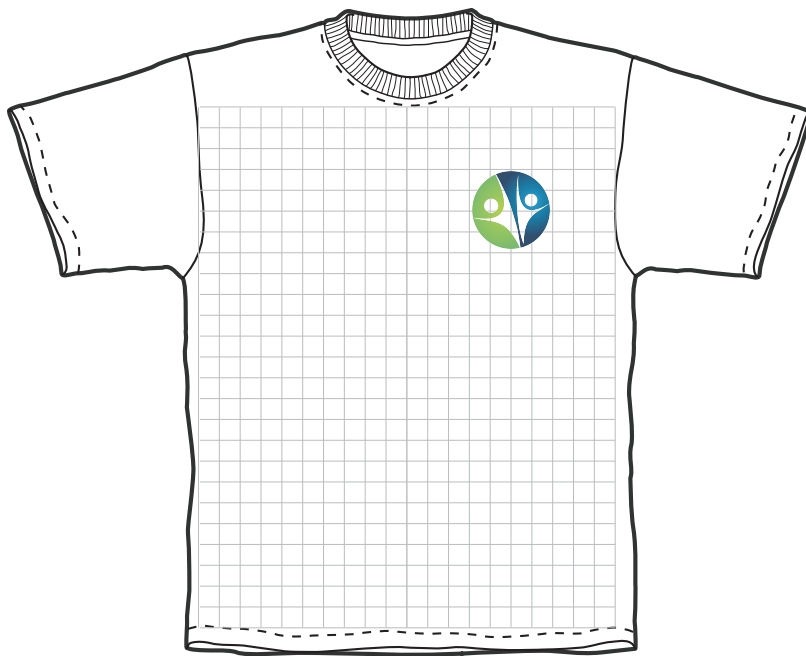


C: 0	C: 0	C: 0
M: 0	M: 0	M: 0
Y: 0	Y: 0	Y: 0
K: 26	K: 33	K: 100

Applications



Back - Logo Size Recommendation: 7.5 in



Front - Logo Size Recommendation: 3.5 in

Photography Assets

