



MILITARY HEALTH SYSTEM

BRAND STANDARDS

2024



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INTRODUCTION

The Military Health System fosters, protects, sustains, and restores the health of active duty and reserve component forces to support the mission. It provides the direction, resources, healthcare personnel, and other means necessary for promoting and improving the health of our country's fighting forces, their families, and those who served and retired.

MISSION: The Military Health System's mission is to enable the Department of Defense to provide medically ready and ready medical forces by improving the health of all those entrusted to our care.

VISION: Our vision is to become the world's role model of an integrated military system of health and readiness delivering technology-enabled, innovative, and military service-focused care in support of our nation's military mission—anytime, anywhere.

VALUES:

- **Helping People Achieve Greatness:** We work in teams with passion, respect, and loyalty to create tomorrow's leaders.
- **Selfless and Courageous Service:** We honor those who serve and commit to the health needs of our nation's warfighters, military families, and all beneficiaries. We have the courage to do what is right and go into harm's way to save lives.
- **Caring, Healing, and Creating Health:** We are healers dedicated to our patients. We build trusting relationships to support our patients in taking control of their health. We are compassionate and committed to reducing disease, easing suffering, and achieving peak health and wellness.

INTRODUCTION

Why do we need brand guidelines?

The MHS brand represents the trust our leaders place in us to provide a medically ready and ready medical force. Using the brand in a positive and consistent manner is part of showing the MHS is worthy of that trust. This guide provides the details and specifics on how to use the MHS brand.

The latest version of this brand guide is always online at dvidshub.net/feature/MHSbrand.

This brand guide details the required use of the MHS marks to ensure:

- Protection of the MHS brand
- Appropriate use of the MHS marks in relation to all services and products
- Consistent use of the MHS seal in compliance with trademark registration

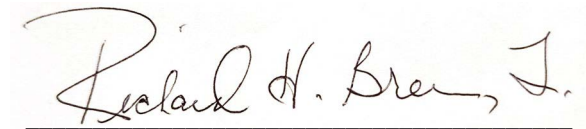
Who should use this brand guide?

MHS staff, contractor partners, and licensees should use these guidelines when reproducing MHS logos on or in relation to their communications products and services.

What does this brand guide cover?

The specific parameters of this guide are intended to preserve and protect MHS's brand identity related to:

- Seal and logo standards
- Color palette and usage
- Font selection
- Trademark use guidelines



Richard H. Breen, Jr.

Director

MHS Communications and Public Affairs

MHS SEAL

The MHS seal logo is the primary mark for MHS products and may not be altered in any way.

This is important to maintain the integrity of the Military Health System brand. Do not emboss the logo, apply shadows, layer other images on top of the logo, alter the colors, or distort the size of the logo. Also, prospective users must be sure to size the logo proportionately so it remains a circle and not an oval.

The seal must be printed in a white background at all times. The seal should not be printed on a background of any other color pattern or design at any time. The seal should not be printed over photographs or artwork.

Spacing

To ensure the prominence and legibility of the MHS logo, always surround it with a field of clear space. This field area isolates the MHS logo from competing graphic elements such as text, photography, or other logos that may divert attention from the MHS logo.

The amount of clear space required around the logo is equal to one-half height of the MHS logo. This ratio should be maintained as the minimum amount of space on all materials where the logo appears.

DO



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum

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INCORRECT USE OF THE MHS SEAL

Unacceptable Use

Incorrect use of the MHS seal can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the seal, always use the approved digital artwork. Never alter, add to, or recreate the MHS seal.

Examples:

DON'T



Do not reverse out the logo



Do not tint the logo colors



Do not scale the logo in a way that elongates the mark.



Do not add other effects to the logo

The MHS Seal is also registered for trademark protection with the U.S. Patent & Trademark Office. Specifics about trademarks are in the [Trademark Usage section](#) of this guide.

MHS SQUARE LOGO

The MHS square logo is presented either in black on a light background or in white on a dark background. Presentation in color for campaigns or observances are approved on a case-by-case basis at the enterprise level. Submit your requests via email to: dha.ncr.comm.mbx.mhs-marketing-and-branding@health.mil



Proportions:

The width of 'Military Health System' spelled out is three times the width of the MHS unit.

The width of 'health.mil' is two times the width of the MHS unit.



DO

Square Alone:

You can use just the square for smaller social media images, where using the full logo is not appropriate.



MHS Clearance:

To ensure the prominence and legibility of the MHS logo, always surround it with a field of clear space.

This field area isolates the MHS logo from competing graphic elements such as text, photography, or other logos that may divert attention from the MHS logo.

The area around the MHS logo should be free of other elements (including page or other surface edges). A clear space of one full width of the "lower case e" in 'Health' is recommended.



MHS SQUARE LOGO

DON'T

Incorrect use of the MHS logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to, or recreate the MHS logo.

Under no circumstance may any of the following applications be used to represent the MHS logo.

All of the below mentioned are misuses of the MHS square logo.



Do not change the size of any part of the overall unit



Do not put URL on top of Military Health Systems or change the size



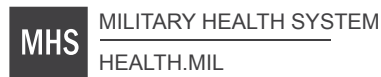
Do not rearrange any of the elements in any way



Do not compress the dimension



Do not re-align any part of the overall unit



Do not change case



Do not rotate or overlap the logotype and URL



Do not change the stroke weight

WHICH LOGO TO USE

MHS Seal Logo



Use the seal logo on all messages:

- Coming from the Assistant Secretary of Defense – Health Affairs
- For external, non-beneficiary audiences (for example, Congress and media releases)
- Cobranded with other DOD entities whose official logo is a seal style (NOTE: Cobranding with agencies outside the DOD require the use of department-level logos or seals.)

MHS Square Logo



Use the square logo for:

- Health messages directed toward beneficiaries
- Social media imagery and profiles where a simpler mark is necessary. The MHS box may be used alone if space requires it.

MHS TYPOGRAPHY

The correct use of typefaces is essential to maintain the MHS brand identity by adding consistency and continuity. For MHS, this includes the typefaces Franklin Gothic and Garamond. Both typefaces include a wide variety of styles and weights that can be used in different arrangements to give MHS products a consistent and professional appearance.

Typeface Usage Best Practices

Adhere closely to these guidelines when using MHS typefaces:

- Use Franklin Gothic for titles and shorter text blocks
- Use Garamond for longer text passages
- Condensed versions of these font families are reserved for graphics and visual aids. Do not use these versions in publications.
- Use 12-point font for documents such as reports, fact sheets, and web content
- Do not use special effects, such as drop shadow, that compromise legibility
- Do not expand, condense, or modify letterforms

MHS TYPOGRAPHY

ITC Franklin Gothic Font Family (Typeface Samples)

ITC Franklin Gothic Book

ITC Franklin Gothic Book Italic

ITC Franklin Gothic Medium

ITC Franklin Gothic Medium Italic

ITC Franklin Gothic Demi

ITC Franklin Gothic Demi Italic

ITC Franklin Gothic Heavy

ITC Franklin Gothic Heavy Italic

ITC FRANKLIN GOTHIC | REGULAR | 9PT

ITC Franklin Gothic, a sans serif font designed to be highly legible at a distance and in small text sizes, is the proposed primary typeface for headers and subheaders.

ITC FRANKLIN GOTHIC
REGULAR | 48PT

Aa

ITC FRANKLIN GOTHIC
DEMI | 48PT

Aa

ITC FRANKLIN GOTHIC
BOLD | 48PT

Aa

ITC FRANKLIN GOTHIC
MEDIUM ITALIC | 48PT

Aa

ITC FRANKLIN GOTHIC | REGULAR | 12PT

The Quick Brown Fox
Jumps Over The Lazy Dog
1234567890!@#\$%^&*()

Garamond Font Family (Typeface Samples)

Garamond Regular

Garamond Italic

Garamond Medium

Garamond Medium Italic

Garamond Semibold

Garamond Semibold Italic

Garamond Bold

Garamond Bold Italic

Garamond Light

Garamond Light Italic

GARAMOND | REGULAR | 9PT

Garamond, a classic old-style serif font, is the proposed primary typeface for body text. Its organic, yet structured style makes it adaptable to different layouts and well-suited for copy.

GARAMOND
REGULAR | 48PT

Aa

GARAMOND
ITALIC | 48PT

Aa

GARAMOND
BOLD | 48PT

Aa

GARAMOND BOLD
ITALIC | 48PT

Aa

GARAMOND | REGULAR | 12PT

The Quick Brown Fox
Jumps Over The Lazy Dog
1234567890!@#\$%^&*()-+:;?'

OFFICIAL COLOR PALETTE

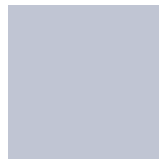
MHS's approved color palette is below. Give preference to this palette before any other. This will help ensure the aesthetic quality and visibility of marketing materials. Note that some health observances are associated with certain colors (for example, red for HIV/AIDS awareness, pink for breast cancer awareness, and green for brain injury awareness). It is appropriate to create suites of products in these observance colors since they are often recognized by our audiences.

To present a clean and modern look, use gray plus **one** other color as an accent.

Avoid using red, gray, and blue in the same product.



RGB: 40/52/70
CMYK: 85/72/49/46
HEX: #283446
Pantone: 7667 C



RGB: 191/198/212
CMYK: 24/17/9/0
HEX: #BF6D4
Pantone: 537 C



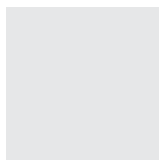
RGB: 120/0/0
CMYK: 30/100/100/42
HEX: #780000
Pantone: 7421 C



RGB: 61/77/105
CMYK: 82/68/38/22
HEX: #3D4D69
Pantone: 7545 C



RGB: 108/130/167
CMYK: 63/45/18/1
HEX: #6C82A7
Pantone: 7667 C



10% black



40% black



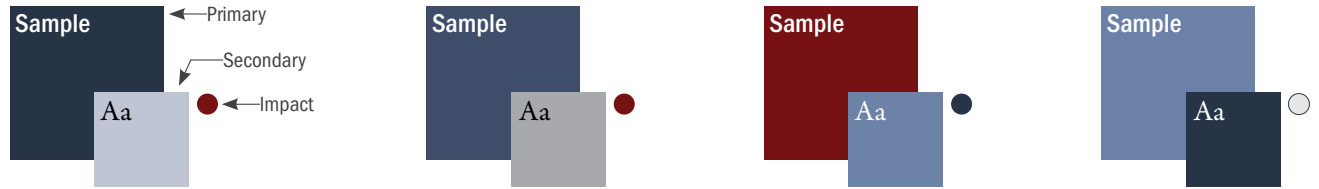
60% black



80% black

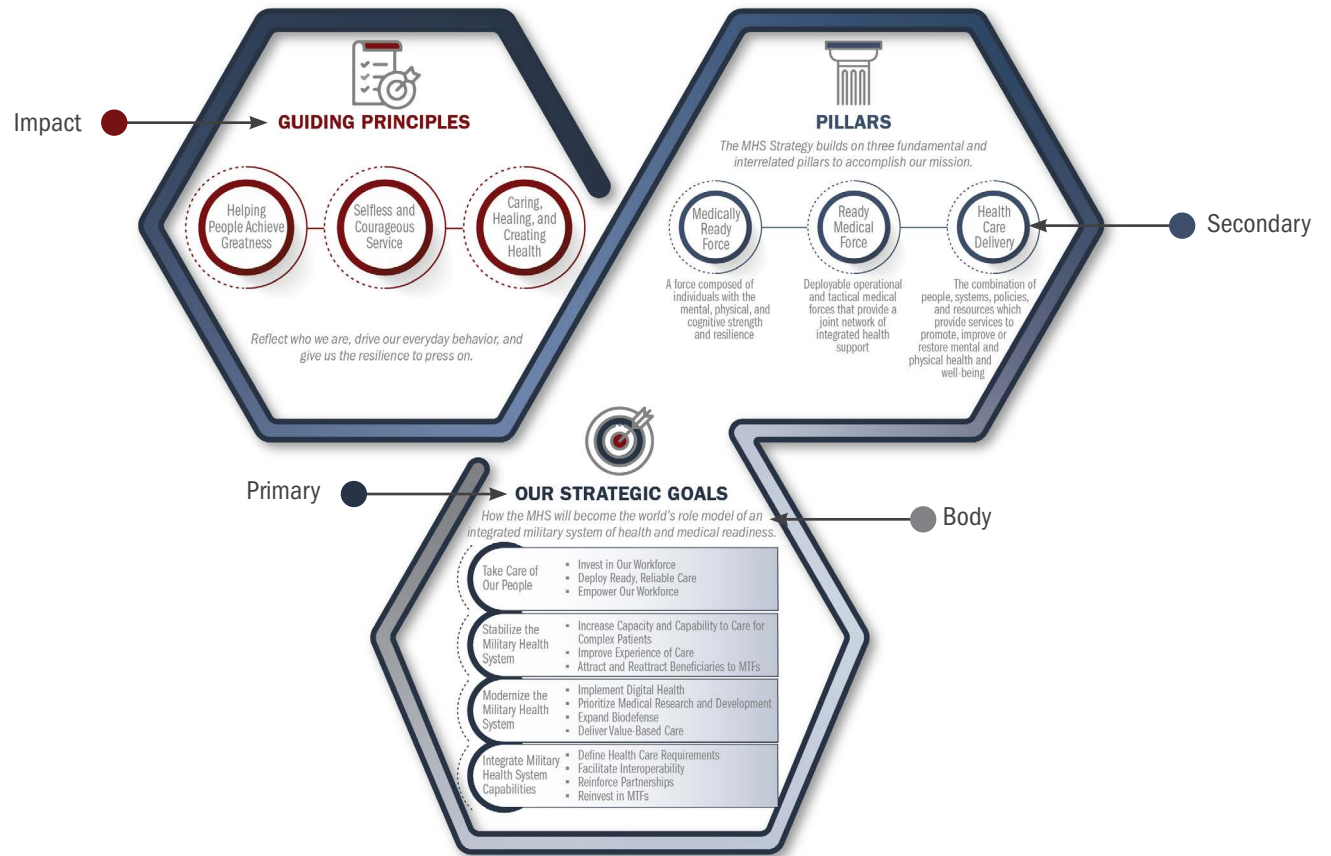
COLOR GROUPING

Here are some suggested color combinations that work especially well together, using the MHS brand colors. It's important to remember that when using any of the colors as text, the contrast between the foreground and background must be at least 4.5:1 to ensure legibility and accessibility. You can use <https://webaim.org/resources/contrastchecker/> to check color contrast.



Color in Action

Here is an example of how to combine the MHS color palette into a designed document. These examples lean into the dark blue color and use the contrasting brightest gray to define the brand and type, drawing the eye into the document. Although each document will be different, your use of color should achieve an overall brand color balance.



TRADEMARK USE

The MHS seal logo is registered with the U.S. Patent & Trademark Office as trademarks of the U.S. Department of Defense (DoD), Defense Health Agency (DHA). The symbol ® denotes that this mark is a registered trademark and may be used only by the DHA and its authorized partners and licensees. The registered ® symbol signifies that the DHA has the exclusive right to use the MHS seal logo in connection with its goods and services. The infringement of DHA's exclusive right to the MHS seal logo shall subject the infringer to such penalties as are provided for in the Trademark Act (15 U.S.C. §§1111-1129).

DHA's trademarks should be used in their exact form. Any alterations can jeopardize their protected legal status.

Whenever the MHS seal logo is used by partner or affiliated organizations on any commercial material, the following statement must appear in a clear, easily readable position on the material:

“MHS is a registered trademark of the Department of Defense, Defense Health Agency. All rights reserved.”