



# Brand Style Guide

Last Updated November 2019

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## Introduction

MHS GENESIS is the next-generation electronic health record (EHR) launching across the Department of Defense (DoD). When deployment is complete, it will provide patients with a single record of care throughout their military service, from recruitment through separation. The EHR also integrates inpatient, outpatient, and dental records. It improves communication, not only with military hospitals and clinics, but also with the Department of Veterans Affairs and civilian providers. Patients will benefit from a record that allows seamless secure messaging with providers and access to their medical history through a new patient portal. MHS GENESIS is an historic transformation in the delivery of health care across the Military Health System (MHS).

## MHS GENESIS Brand Style Guide

The purpose of this style guide is to establish the MHS GENESIS brand guidelines and educate its users to observe the brand standards. Branding is a key supporting element for communication, training, and deployment activities. This helps the MHS workforce and patients understand the brand and encourage endorsement among the workforce to the deployment and appropriate implementation of MHS GENESIS. This style guide advocates consistent and appropriate messaging across DoD.

### Who Should Use This Style Guide?

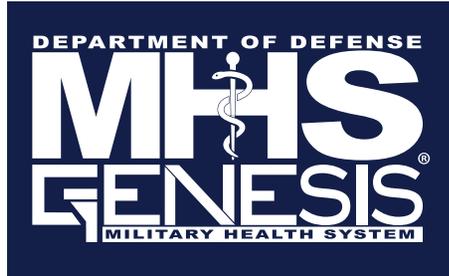
MHS staff, other DoD organizations, contractor partners, and licensees should use these guidelines when reproducing the MHS GENESIS registered mark on or in relation to their communications products and services.

### What Does This Style Guide Cover?

- Logo standards
- Publication and web guidelines
- Trademark usage guidelines
- Aesthetic application

## The MHS GENESIS Logo

The MHS GENESIS logo comprises two elements – the symbol and the registration mark. The logo application must include both elements. must maintain the proportions of height and width. The preferred width by height minimum size should be 1.5" X .8".



## MHS GENESIS in Writing

The official name of the EHR, MHS GENESIS, was decided in December 2015. The full name, MHS GENESIS, must be capitalized and always appear as the full name. It is not an acronym and cannot be shortened to "GENESIS." The meaning of "genesis" is the origin or process of origin. "MHS GENESIS" represents the origin of a new electronic health record and business process for the MHS. MHS GENESIS is the initial stage of the developmental process of building and implementing an electronic health record by organizing the critical medical and business administrative data needed to provide quality and safe medical care. It arranges it into an operational document that can be easily used by all medical facility personnel. It signifies a new beginning of integrated documentation, work flow process, and business transformation for the MHS.

MHS GENESIS is replacing a system that has been challenged to keep up with technological and operational advances. It is a new beginning to place information at a health professional's fingertips for rapid decision-making, reducing duplication of procedures, and other activities. MHS GENESIS initiates substantive improvements in this critical area, including modernized technology for healthcare professionals. MHS GENESIS originates a process for providing greater population health data, tracking, and alerting capabilities, enabling healthcare professionals to more easily monitor beneficiaries' health care and encourage healthy behaviors. This new system will help respond to increasing demand for access, availability, entry, and portability of health information across the spectrum of military operations, to the Department of Veterans Affairs (VA) and to civilian providers. MHS GENESIS initiates substantive improvements in this critical area, including modernized technology for healthcare professionals.

## Ownership Statement

Any use of the logo must include the following ownership statement.

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

## Spacing

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

The amount of clear space required around the logo is equal to the width of “S” in “GENESIS” in the logo. This ratio should be maintained as the minimum amount of space on all materials where the logo appears.

### Example Below: Clear Space Surrounding MHS GENESIS logo

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# Primary Color Palette

An integral part of the MHS GENESIS brand is its use of a defined color palette. Using exact matches of the color variants in the MHS GENESIS logo color palette reinforces the link between content and the look and feel associated with design layout. Wherever possible these approved colors should be used for any designed graphic and text applications outside the scope of established logo design.

## MHS GENESIS Logo Colors



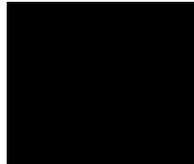
**MHS GENESIS Deep Blue**  
 CMYK: 78, 59, 0, 40  
 RGB: 33, 63, 153  
 #213f99  
 PMS 7687C



**MHS Royal Blue**  
 CMYK: 44, 26, 0, 59  
 RGB: 59, 78, 105  
 #213f99  
 PMS 2377C

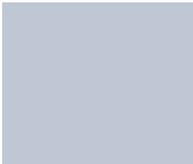


**MHS & Staff of Asclepius Deep Red**  
 CMYK: 0, 85, 82, 53  
 RGB: 120, 8, 22  
 #78126  
 PMS 188C

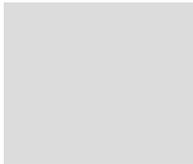


**MHS & Staff of Asclepius Deep Red**  
 CMYK: 0, 0, 0, 100  
 RGB: 0, 0, 0  
 #000000  
 PMS 6C

## Design and Text Colors Compatible to MHS GENESIS Logo



**Blue Gray**  
 CMYK: 24, 16, 9, 0  
 RGB: 191, 198, 212  
 #BFC6D4  
 PMS 537C



**Gray**  
 CMYK: 0, 0, 0, 13  
 RGB: 220, 220, 220  
 #DCDCDC  
 PMS 663C



**Charcoal Text**  
 CMYK: 0, 0, 0, 78  
 RGB: 56, 56, 56  
 #383838  
 PMS 412C



**Medium Blue**  
 CMYK: 61, 43, 17, 0  
 RGB: 111, 133, 170  
 #6C82A7  
 PMS 2137C

## Color Palettes

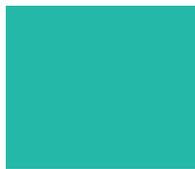
The refreshed look and feel for MHS GENESIS consists of the MHS Deep Blue, Blue Grey, Grey, Charcoal text, and Deep Red colors, which were all pulled from and inspired by the original MHS color palette. In order to maintain the brand equity for MHS GENESIS, the iconic GENESIS Royal blue was preserved and highlighted as the primary brand color in the refresh. Bright colors such as MHS Teal, Lemon Line and Orange were added to the new assortment of colors to bring 'life' and revitalize the brand. It is also meant to invoke feelings of freshness, positivity, and brightness for the future.

# MILITARY HEALTH SYSTEM MHS GENESIS



MHS GENESIS Deep Blue

CMYK: 78, 59, 0, 40  
RGB: 33, 63, 153  
#213f99  
PMS 7687C



MHS Teal

CMYK: 72, 0, 42, 0  
RGB: 2, 191, 172  
#02bfac



MHS Deep Blue

CMYK: 100, 92, 38, 46  
RGB: 19, 30, 71  
#051c48



MHS Lemon Lime

CMYK: 19, 0, 100, 0  
RGB: 217, 224, 34  
#d9e022



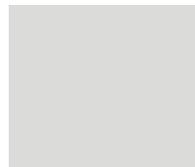
MHS Orange

CMYK: 0, 74, 100, 0  
RGB: 242, 103, 34  
#f26722



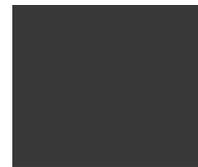
MHS Blue Gray

CMYK: 10, 7, 0, 17  
RGB: 191, 198, 212  
#bfc6d4  
PMS: 537C



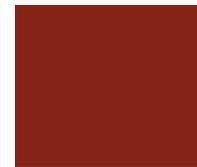
MHS Gray

CMYK: 0, 0, 0, 14  
RGB: 220, 220, 220  
#dcdcdc  
PMS: 663C



MHS Charcoal Text

CMYK: 0, 0, 0, 78  
RGB: 56, 56, 56  
#383838  
PMS: 412C

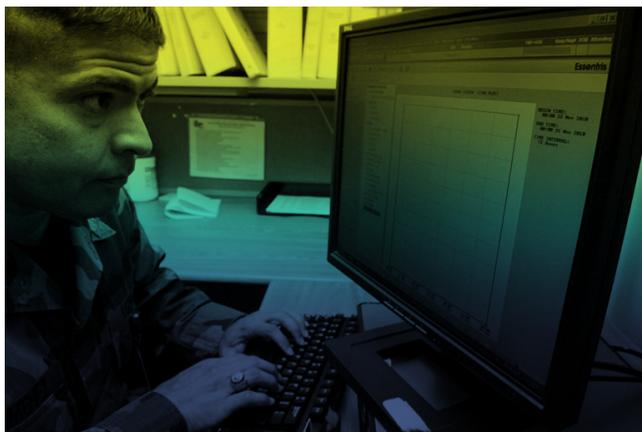


MHS Deep Red

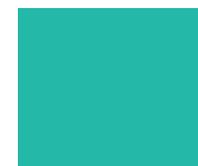
CMYK: 0, 85, 82, 53  
RGB: 120, 18, 22  
#872617  
PMS: 188C

## Image Gradient Guidelines

MHS GENESIS color gradient is only to be used on images. The gradient is not intended to be used as a stand alone design element. When used on images, the gradient is to be vertical with the MHS Lemon Lime color on the top, followed by the MHS Teal, and finally MHS Deep Blue on the bottom.



MHS Lemon Lime  
CMYK: 19, 0, 100, 0  
RGB: 217, 224, 34  
#d9e022



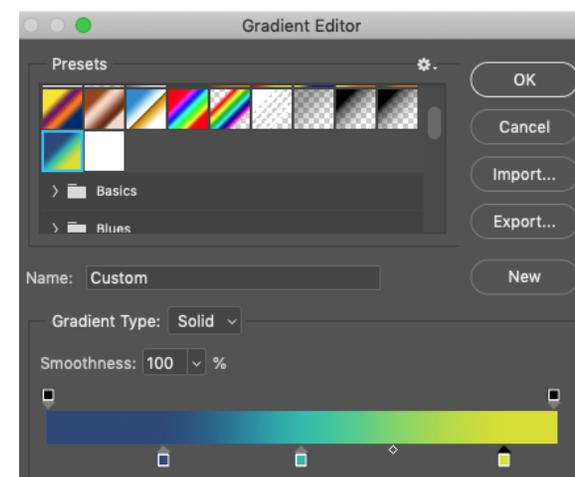
MHS Teal  
CMYK: 72, 0, 42, 0  
RGB: 2, 191, 172  
#02bfac



MHS Deep Blue  
CMYK: 100, 92, 38, 46  
RGB: 19, 30, 71  
#051c48

## Gradient Creation Steps

- 1) Convert the image to **Black and White** using Fill/Adjustment layer.
- 2) Create a new **Gradient Fill** in using Fill/Adjustment layer (see image to right for color positioning)
- 3) Set the “Gradient Fill” layer’s Blending Mode to “**Multiply**” and the **Opacity to 80%**



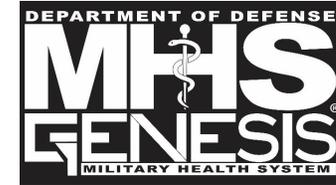
## Four-Color and Single-Color Logo



MHS GENESIS Logo:  
Four-Color



MHS GENESIS Logo:  
Single-Color in Black Text



MHS GENESIS Logo:  
Single-Color in White Text

### Colors

When placing the MHS GENESIS logo on a solid color background:

- Use 100% black or white version of the logo; or
- Set background color opacity at 15% or lower



MHS GENESIS Logo:  
Background 15% Color Opacity



MHS GENESIS  
Logo: 100% Black

## Unacceptable Use

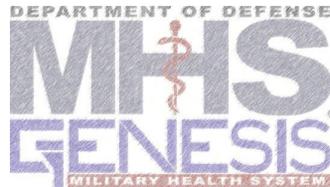
Incorrect use of the MHS GENESIS logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the MHS GENESIS logo. Under no circumstance may any of the following applications be used to represent the MHS GENESIS logo.



Unacceptable MHS GENESIS Logo:  
Do not change or tint the logo colors.



Unacceptable MHS GENESIS Logo:  
Do not scale the logo in a way that elongates or changes the proportions of the logo.



Unacceptable MHS GENESIS Logo:  
Do not add effects to the logo.



Unacceptable MHS GENESIS Logo:  
Do not crop the logo or delete registered mark ®.

## Co-Branding with Other Logos

To maintain graphic integrity of the MHS GENESIS logo, MHS will work closely with contractors and government organizations desiring to create approved materials. For approved co-branded materials, the MHS GENESIS logo may never be smaller than the partner logo(s). The MHS GENESIS logo may be co-located with partner logos in a 50%-50% or greater proportional relationship, with sufficient clear space all around.



# Typography Guidelines

## Lucida Bright Demibold

Arial Narrow body copy: MHS GENESIS, the new electronic health record for the Military Health System, provides enhanced, secure technology to manage your health information.

## Arial Narrow Bold Subheads

MHS GENESIS integrates inpatient and outpatient solutions that will connect medical and active duty dental information across the continuum of care, from point of injury to the military treatment facility. This includes increasing efficiencies for beneficiaries and health care professionals.

- View your health information
- Exchange secure messages with your care team
- View notes from your clinical visits and certain lab/test results, such as blood tests
- Complete a pre-visit active duty dental health questionnaire online

When fully deployed, MHS GENESIS will provide a single health record for service members, veterans, and their families. To access the MHS Genesis Patient Portal, visit <https://patientportal.health.mil>. Beneficiaries can log in to the Patient Portal using their DS Logon. Premium access (Level 2) is required to view the health record.



## Resources

For additional information and products, go to <http://www.health.mil/MHSGENESIS>.