



# MILITARY HEALTH SYSTEM

## BRAND STANDARDS

2020

**MHS** Military Health System  
[health.mil](https://www.health.mil)

# CONTENTS

<b>Introduction</b> .....	<b>3</b>
<b>MHS Square Logo</b> .....	<b>5</b>
<b>MHS Seal Logo</b> .....	<b>7</b>
<b>Which Logo to Use</b> .....	<b>9</b>
<b>Cobranding</b> .....	<b>9</b>
<b>MHS Typography</b> .....	<b>10</b>
<b>Official Color Palette</b> .....	<b>12</b>
<b>Trademark Usage</b> .....	<b>13</b>
<b>Questions</b> .....	<b>14</b>



# INTRODUCTION

**The Military Health System (MHS)** is one of America's largest and most complex health care institutions and the world's preeminent military health care delivery operation. We save lives on the battlefield, combat infectious disease around the world, and care for 9.5 million TRICARE beneficiaries, the nation's largest health benefit plan.

**The MHS is more than just combat medicine.** We are a system that provides health care delivery at home, medical education, public health, and innovative medical research and development.

While our system is complex, our goals are clear:

- Ensure America's active duty and reserve component personnel are healthy so they can complete their national security missions
- Ensure that all active and reserve medical personnel in uniform are trained and ready to provide medical care in support of operational forces around the world
- Provide a medical benefit to service members and their families that is equal to the service and sacrifice they give to our country

**Our unique patient needs** related to combat readiness and recovery means the MHS has experience and conducts research others will not. Readiness goals – not profit margins – drive how we provide care and conduct research. Because of this, many MHS treatments and discoveries have been adopted for use in the private sector.

The MHS logo is a registered trademark of the U.S. Department of Defense (DoD), Defense Health Agency (DHA) and may not be used or reproduced without its written consent.

## **Why do we need brand guidelines?**

The MHS brand as an enterprise is new to some of our beneficiaries. It's important that MHS launches as an enterprise brand in a consistent manner to ensure our highly transient population receives the same care and information no matter where they may be. Consistent application of these guidelines builds trust in our beneficiary audiences. This brand guide provides the details and specifics on how to use the MHS brand.

# INTRODUCTION

## Who should use this brand guide?

DHA staff, staff at military hospitals and clinics, their support organizations, contractor partners, and licensees should use these guidelines when reproducing MHS logos on or in relation to their communications products and services.

## Which brand guide should I use?

The MHS has three primary enterprise brands: TRICARE, MHS, and DHA.

Refer to the TRICARE style guide when communicating about the health benefit plan and coverage.

Refer to this guide when communicating health and lifestyle information to beneficiaries; official communications from the office of the Assistant Secretary of Defense, Health Affairs; and for wayfinding and signage within military hospitals and clinics.

Refer to the DHA brand guide when communicating administrative, management, and training information to DHA staff, including staff at military hospitals and clinics, and for official DHA correspondence.

## How do I cobrand with other organizations?

There are four scenarios where you could cobrand with other organizations.

### *Between MHS and military hospitals or clinics:*

If your military hospital or clinic has a logo registered for trademark protection from the U.S. Patent & Trademark Office or if your seal was created by the Institute of Heraldry, you may use that logo or seal

with the MHS logo on your products. You must submit your trademark certificates or Institute of Heraldry documentation to the DHA trademark manager. The MHS logo is always to the top or left of your logo or seal and is at least as large.

Any logos or seals that don't meet the requirements above are not authorized for use. In these cases, you will use only the MHS branding.

### *Within the Enterprise:*

From time to time, we create products for beneficiaries that include messaging from more than one brand. For example, a product talking about the benefits of getting your flu shot and how TRICARE covers that cost would be cobranded MHS and TRICARE. The MHS square logo is the appropriate logo in this situation.

Cobranded opportunities are not available with either DHA logo and the MHS logo. Exceptions must be approved by the MHS brand manager.

### *Within the Department of Defense:*

When MHS is working with another DoD office or program on a communications product, cobranding between MHS and that office is appropriate, matching seal to seal or logo to logo. We never use the MHS square logo with another seal or the MHS seal logo with another logo.

### *Outside the Department of Defense:*

If your communications partner is outside the DoD, branding occurs at the department level. For example, if you're working with the Department of Veterans Affairs, the DoD seal and VA seal are used.

# MHS SQUARE LOGO

The MHS square logo is presented either in black on a light background or in white on a light background. Presentation in color for campaigns or observances are approved on a case-by-case basis at the enterprise level.



## DO

### 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 MHS unit.

### 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 MHS MHS MHS

MHS

# 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. Approved artwork can be downloaded from [www.www.xxxxxx](http://www.www.xxxxxx).

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



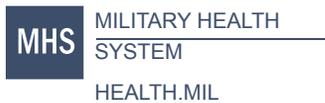
**Do not rearrange** any of the elements in any way



**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

# MHS SEAL

## DO

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

## Spacing

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

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.

### Example:



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 dolor sit amet, consectetur adipiscing elit, sed do eiusmod

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# MHS SEAL

## DON'T

### Unacceptable Use

Incorrect use of the MHS seal 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 seal. Approved artwork can be downloaded from [www.mhs.gov](http://www.mhs.gov).

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

### Examples:



**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

# WHICH LOGO TO USE

## MHS Square Logo



Use the square logo for:

- Health messages directed toward beneficiaries
- Branding and wayfinding in military hospitals and clinics

## 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 TYPOGRAPHY

## Typography Guidelines

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

### Typeface Usage

Adhere closely to these guidelines when using MHS typefaces:

- Do not use special effects, such as drop shadow, that compromise legibility.
- Do not distort the typefaces (for example, expand, condense or modify the letterforms).
- Do not substitute typefaces.

# MHS TYPOGRAPHY

## ITC Franklin Gothic Font Family (Typeface Samples)

ITC Franklin Gothic Book

*ITC Franklin Gothic Book Italic*

ITC Franklin Gothic Book Condensed

*ITC Franklin Gothic Book Condensed Italic*

ITC Franklin Gothic Medium

*ITC Franklin Gothic Medium Italic*

ITC Franklin Gothic Medium Condensed

*ITC Franklin Gothic Medium Condensed Italic*

**ITC Franklin Gothic Demi**

*ITC Franklin Gothic Demi Italic*

**ITC Franklin Gothic Demi Condensed**

*ITC Franklin Gothic Demi Condensed Italic*

**ITC Franklin Gothic Heavy**

*ITC Franklin Gothic Heavy Italic*

ITC FRANKLIN GOTHIC | BOOK | 10PT

**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  
BOOK | 60PT

**Aa**

ITC FRANKLIN GOTHIC  
DEMI CONDENSED | 60PT

**Aa**

ITC FRANKLIN GOTHIC  
HEAVY | 60PT

**Aa**

ITC FRANKLIN GOTHIC  
MEDIUM ITALIC | 60PT

**Aa**

ITC FRANKLIN GOTHIC | BOOK | 12PT

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

## Minion Pro Font Family (Typeface Samples)

Minion Pro Regular

*Minion Pro Italic*

Minion Pro Medium

*Minion Pro Medium Italic*

Minion Pro Semibold

*Minion Pro Semibold Italic*

**Minion Pro Bold**

*Minion Pro Bold Italic*

**Minion Pro Bold Cond**

*Minion Pro Bold Cond Italic*

MINION PRO | REGULAR | 10PT

Minion Pro, a classic serif font, is the proposed primary typeface for body text. Its partially condensed style saves space, making it adaptable to different layouts and well-suited for copy.

MINION PRO  
REGULAR | 60 PT

**Aa**

MINION PRO  
MEDIUM | 60 PT

**Aa**

MINION PRO  
BOLD | 60 PT

**Aa**

MINION PRO  
ITALIC | 60 PT

**Aa**

MINION PRO | REGULAR | 12PT

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

# OFFICIAL COLOR PALETTE

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.



R: 61  
G: 77  
B: 105

C: 82  
M: 68  
Y: 38  
K: 22

HEX: #3D4D69  
Pantone: 7545 C



R: 120  
G: 0  
B: 0

C: 30  
M: 100  
Y: 100  
K: 42

HEX: #790000  
Pantone: 7421 C



R: 40  
G: 52  
B: 70

C: 85  
M: 72  
Y: 49  
K: 46

HEX: #283446  
Pantone: 7667 C



R: 108  
G: 130  
B: 167

C: 63  
M: 45  
Y: 18  
K: 1

HEX: #6C82A7  
Pantone: 7667 C



R: 191  
G: 198  
B: 212

C: 24  
M: 17  
Y: 9  
K: 0

HEX: #BFC6D4  
Pantone: 537 C

# TRADEMARK USAGE

The MHS seal logo is registered with the U.S. Patent & Trademark Office as a trademark 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.”

# QUESTIONS?

If you have questions about the MHS Style Guide, have suggestions for items to include, or need to report an error, [send a message](#) to the MHS Marketing and Branding team.

Send an email to:

[dha.ncr.comm.mbx.mhs-marketing-and-branding@mail.mil](mailto:dha.ncr.comm.mbx.mhs-marketing-and-branding@mail.mil)