



**READY**  
**RELIABLE**  
**CARE** **ANYTIME,  
ANYWHERE**

# **MHS READY RELIABLE CARE**

## **VISUAL STYLE GUIDE**

# VISUAL STYLE GUIDE



## Introduction

Welcome to the MHS Ready Reliable Care (RRC) visual style guide, which provides guidelines on the use, reproduction, and format of approved graphic elements.

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# LOGO USAGE GUIDELINES



## When to Apply the RRC Logo

This logo has been carefully designed to promote and reflect a consistent visual theme across the MHS RRC program. This logo should be appropriately applied to new and existing products which advance the RRC message, including, but not limited to flyers, brochures, web pages, memos, and slide decks. **Please reference the appendix of this document for pre-made RRC templates.**

## Clear Space Requirements

A specific amount of clear space around the RRC logo should be maintained at all times. The magenta area shown to the right represents the amount of space that must be maintained between the logo and any other page element, including the edge of a page. The unit of measure (X) is equal to the height of the red tagline box, which is the clear space requirement.



## Sizing Restrictions

The logo should be reproduced at a reasonable size to maintain legibility and clarity. The preferred minimum height for print and online usage is shown below.

.75" minimum  
OR  
100 pixels



Logo must be at least .75" tall for printed materials or 100 pixels tall for online usage.

### PRO TIP!

TO INSERT THE RRC LOGO INTO AN EXISTING PRODUCT, SIMPLY RIGHT CLICK THIS IMAGE TO COPY AND PASTE INTO YOUR DOCUMENT.

## Use of the RRC Logomark

Use of the RRC logomark (i.e., blue pentagon) without the corresponding RRC moniker is permitted in a product or resource once the full logo has been introduced. This version of the logo will improve utility across various product types and applications.



# LOGO USAGE GUIDELINES



## Improper Use

The RRC logo should never be recreated or modified. Adherence to this guide is critical to maintaining the integrity of the RRC logo and communicating a cohesive message across products.

Do not alter or distort the RRC logo in any way. When inserting the RRC logo into your product, avoid the following modifications. **Always use an approved electronic file, as provided in the logo package.**



### Color

The logo colors should never be changed.



### Scaling

The horizontal and vertical scale should always change proportionately. Never stretch or condense the logo.



### Drop Shadows

The logo should not appear with drop shadows.



### Axis of the Logo

The axis of the logo should never be skewed.



### Tints

The logo should not appear as a tint or transparent watermark.



### Other Effects

The logo should not include 3D effects, such as beveling or embossing.



### Imagery

The logo should not be placed on top of imagery.



### Reversed Logo

The reversed/white logo should not be reproduced on any colored background other than the two primary colors (dark blue and red), or black.



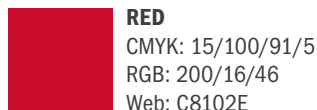
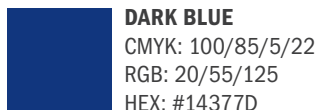
# BRAND COLOR PALETTE



## Color Specifications

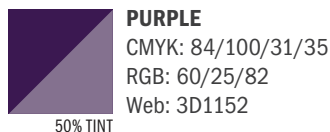
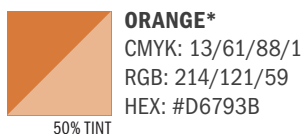
### Primary Colors

The **primary colors** for the RRC logo are dark blue and red (see colors below). No tints of either color are permitted.



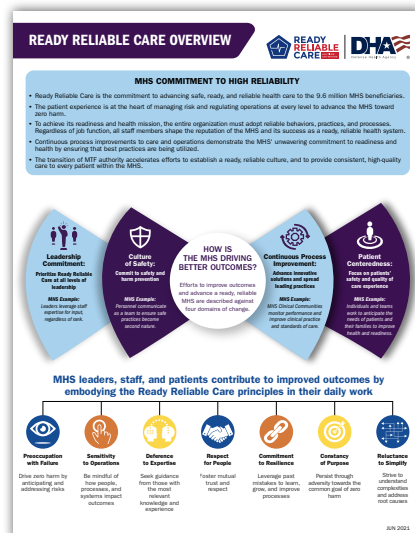
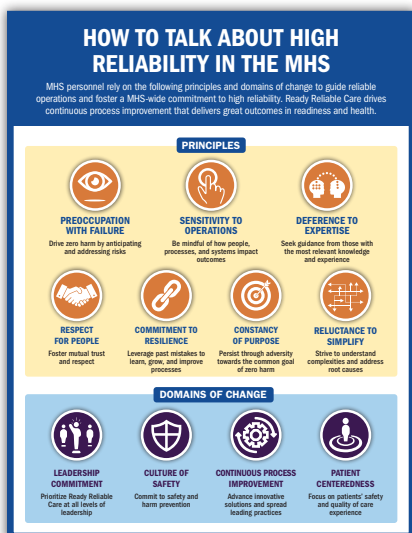
### Secondary Colors

The **secondary colors** of the RRC brand are shown below. Tints of the secondary colors may be used if needed. These secondary colors are used in combination with the primary colors. These colors should be used as accents for subtitles, backgrounds, secondary messaging, charts and diagrams, lines, and call-out boxes.



\*In order to adhere to section 508 color contrast requirements, these colors should not be used for font. Black text may be used over light blue or yellow backgrounds or an orange tint of 50% or lighter. Text smaller than 14 point must pass both Normal WCAG Level AAA and Normal WCAG Level AA requirements. Text that is 14 point and bold or larger, or 18 point and larger must pass both Large WCAG Level AAA and Large WCAG Level AA requirements. Go to <https://webaim.org/resources/contrastchecker> to check your color contrast against standard 508 requirements.

## Examples of Proper Color Usage



# ICON USAGE GUIDELINES



## Iconography

The strategic use of icons enhances readability and engagement. Iconography can be used to bring attention to different sections of content and serves as an entry point to draw in the reader. The following principle and domain icons serve as identifiers that tell the reader, at a quick glance, generally what type of information is covered.

Depending on placement and shape, a circle around the icon can be used. **Icons can be presented in black and white, or any of the approved color combinations presented in the appendix of this document.** Icons should appear on white or solid colored backgrounds and not over photographs or other complex imagery. Graphics should not be altered in any way, including, but not limited to coloring, shading, stretching, and adding 3D effects. Color and style should remain consistent throughout a product.

## Tagline Language

See below for approved RRC principle and domains of change tagline language. This language should be used when summarizing the principles/domains on a single page within an overview or foundational product. Users may stray from this standardized language when referring to the principles/domains in narrative form. When listing all principles and domains, they must appear in the below sequence.

**Please directly copy and paste various principle/domain icons and tagline language into your product from the appendix of this document.**

## Principles



### PREOCCUPATION WITH FAILURE

Drive zero harm by anticipating and addressing risks



### SENSITIVITY TO OPERATIONS

Be mindful of how people, processes, and systems impact outcomes



### DEFERENCE TO EXPERTISE

Seek guidance from those with the most relevant knowledge and experience



### RESPECT FOR PEOPLE

Foster mutual trust and respect



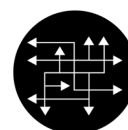
### COMMITMENT TO RESILIENCE

Leverage past mistakes to learn, grow, and improve processes



### CONSTANCY OF PURPOSE

Persist through adversity towards the common goal of zero harm



### RELUCTANCE TO SIMPLIFY

Strive to understand complexities and address root causes

## Domains of Change



### LEADERSHIP COMMITMENT

Prioritize Ready Reliable Care at all levels of leadership



### CULTURE OF SAFETY

Commit to safety and harm prevention



### CONTINUOUS PROCESS IMPROVEMENT

Advance innovative solutions and spread leading practices



### PATIENT CENTEREDNESS

Focus on patients' safety and quality of care experience

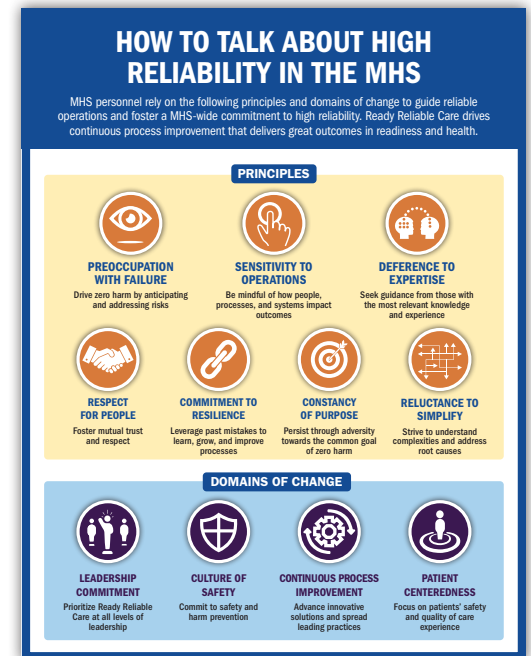
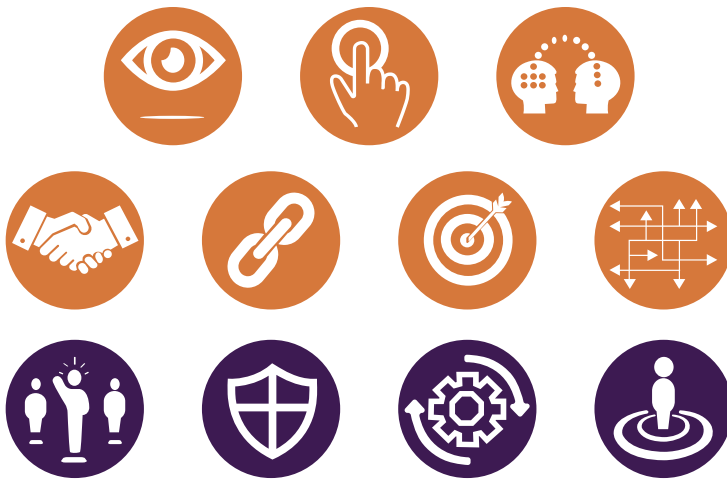
# ICON USAGE GUIDELINES



## Principle and Domain Icon Usage Guidelines

### Use Case No 1

Use a single color for the principle and domain icons (i.e. all principles orange, all domains purple) when inserting them into an overview, or foundational product which displays the principles and domains as a cohesive unit. See the adjacent product as an example of this use case.



### Use Case No 2

Use a variety of colors from the approved palette when calling out the principles and domains individually. See the adjacent product as an example of this use case.



# MHS CLINICAL COMMUNITY DESIGN ELEMENTS



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## MHS Clinical Community Graphics

The following graphics should be used to represent the collective MHS Clinical Community network, as well as identify individual Clinical Communities. These design elements should be strategically applied to products which feature the Clinical Communities, or highlight the work of a single community. Graphics should not be altered in any way, including, but not limited to coloring, shading, stretching, and adding 3D effects.

### MHS Clinical Community Network



### MHS Clinical Community Icons



Behavioral Health  
Clinical Community



Cardiovascular  
Clinical Community



Complex Pediatrics  
Clinical Community



Critical Care and Trauma  
Clinical Community



Dental  
Clinical Community



Military Specific Care  
Clinical Community



Neuromusculoskeletal  
Clinical Community



Oncology  
Clinical Community



Primary Care  
Clinical Community



Surgical Services  
Clinical Community



Women and Infant  
Clinical Community

### Clinical Support Service Icons



Pain Management Clinical Support Service



# IMAGERY USAGE



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## Imagery

Please adhere to the following guidelines when considering and selecting imagery to use in RRC products. These guidelines apply to both print and web-based materials and platforms.

### Photography

#### Imagery **SHOULD**:

- ✓ Be high-quality in resolution, sharpness, contrast, brightness, composition, and relevant to the content.
- ✓ Use only CMYK, high resolution (300 dpi) files for printed material. Acceptable file types include JPEG, PSD, and TIFF files.
- ✓ Use RGB, screen resolution (72 dpi) files for web use. Acceptable file types include JPEG, GIF, and PNG files.
- ✓ Represent the audience; RRC is a Tri-Service program, and thus, products should feature each Service (Army, Air Force, Navy, Marine Corps, Coast Guard).
- ✓ Be diverse in age, gender, ethnicity, race, job position, Service branch, etc.
- ✓ Reflect the most current Service uniforms; uniforms should be shown in compliance with current regulations.
- ✓ Reflect grooming and dress regulations regarding hair style/color, fingernail length and color, tattoos, etc.
- ✓ Be mindful of outdated imagery (for example, old uniform styles, hairstyles, gestures).

#### Imagery **SHOULD NOT**:

- ✗ Feature weaponry or violent scenarios.
- ✗ Have effects or filters such as heavy drop shadows, glows, fades, outline borders, overlapping images, bevel and emboss, 3D effects, or feathered edge treatments.
- ✗ Be rotated, stretched, skewed, or placed in unusual shapes. The horizontal and vertical scale should always change proportionately.

#### EXAMPLES OF APPROVED IMAGERY



# IMAGERY USAGE



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## Sources

### Approved DOD Imagery Sites:

#### DEPARTMENT OF DEFENSE:

<https://www.dvidshub.net>

<https://www.flickr.com/photos/39955793@N07>

<https://www.defense.gov/Photos>

#### AIR FORCE:

<http://www.af.mil/News/Photos>

<https://www.flickr.com/photos/usairforce>

#### ARMY:

<https://www.army.mil/photos>

<https://www.flickr.com/photos/soldiersmediacenter>

#### ARMY NATIONAL GUARD:

<https://www.flickr.com/photos/thenationalguard>

#### COAST GUARD:

[https://www.flickr.com/photos/coast\\_guard](https://www.flickr.com/photos/coast_guard)

#### NAVY:

<http://www.navy.mil/viewGallery.asp>

<https://www.flickr.com/photos/usnavy>

#### MARINE CORPS:

<https://www.marines.mil/Photos>

[https://www.flickr.com/photos/marine\\_corps](https://www.flickr.com/photos/marine_corps)

### Some recommended search terms include:

Health, Medical, Patient; Care; Hospital

## EXAMPLES OF APPROVED IMAGERY





## The ITC Franklin Gothic Font Family

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

Any typeface within the ITC Franklin Gothic family (e.g. book, medium, demi, etc.) is available for use at the designer's discretion. In some instances, a condensed font is necessary due to limited space, excess copy, and/or narrow column width. The ITC Franklin Gothic Condensed font family can be used in these cases, but should not be the first option. Whenever possible, use the standard non-condensed fonts.

If ITC Franklin Gothic is not available, Arial is a suitable replacement.

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 is the recommended font used for body copy, captions, and smaller text for both print and web applications. Example below:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()-=:."?

ITC Franklin Gothic Demi is the recommended font used for headers, section titles, icons, etc. when a bold style is needed. Example below:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**!@#\$%^&\*()-=:."?**

# ADDITIONAL RESOURCES FOR READY RELIABLE CARE CHAMPIONS



## Resources

For additional information and resources, visit the Ready Reliable Care public website at: [health.mil/ReadyReliableCare](https://health.mil/ReadyReliableCare).





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# APPENDIX



**READY**  
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# PRINCIPLE AND DOMAIN OF CHANGE ICONS WITH TAGLINES

# ICON USAGE GUIDELINES



**READY  
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## Principle Icons and Taglines



### PREOCCUPATION WITH FAILURE

Drive zero harm by anticipating and addressing risks



### SENSITIVITY TO OPERATIONS

Be mindful of how people, processes, and systems impact outcomes



### DEFERENCE TO EXPERTISE

Seek guidance from those with the most relevant knowledge and experience



### RESPECT FOR PEOPLE

Foster mutual trust and respect



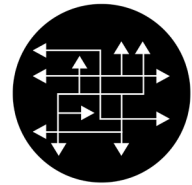
### COMMITMENT TO RESILIENCE

Leverage past mistakes to learn, grow, and improve processes



### CONSTANCY OF PURPOSE

Persist through adversity towards the common goal of zero harm



### RELUCTANCE TO SIMPLIFY

Strive to understand complexities and address root causes

## Domains of Change Icons and Taglines



### LEADERSHIP COMMITMENT

Prioritize Ready Reliable Care at all levels of leadership



### CULTURE OF SAFETY

Commit to safety and harm prevention



### CONTINUOUS PROCESS IMPROVEMENT

Advance innovative solutions and spread leading practices



### PATIENT CENTEREDNESS

Focus on patients' safety and quality of care experience

# ICON USAGE GUIDELINES



**READY  
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## Principle Icons and Taglines



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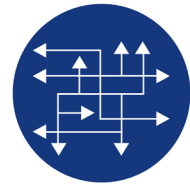
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### CONTINUOUS PROCESS IMPROVEMENT

Advance innovative solutions and spread leading practices



### PATIENT CENTEREDNESS

Focus on patients' safety and quality of care experience

DARK BLUE  
CMYK: 100/85/5/22  
RGB: 20/55/125  
Web: #14377D

# ICON USAGE GUIDELINES



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## Principle Icons and Taglines



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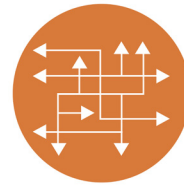
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### CONTINUOUS PROCESS IMPROVEMENT

Advance innovative solutions and spread leading practices



### PATIENT CENTEREDNESS

Focus on patients' safety and quality of care experience

ORANGE\*  
CMYK: 13/61/88/1  
RGB: 214/121/59  
Web: #D6793B

# ICON USAGE GUIDELINES



**READY  
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## Principle Icons and Taglines



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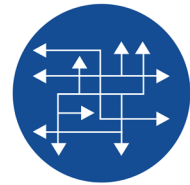
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### PATIENT CENTEREDNESS

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BLUE  
CMYK: 99/80/10/1  
RGB: 21/77/148  
Web: #154C94

# ICON USAGE GUIDELINES



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## Principle Icons and Taglines



### **PREOCCUPATION WITH FAILURE**

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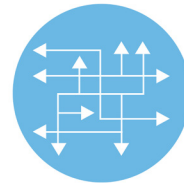
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### **RELUCTANCE TO SIMPLIFY**

Strive to understand complexities and address root causes

## Domains of Change Icons and Taglines



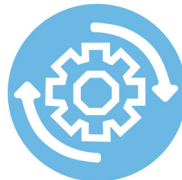
### **LEADERSHIP COMMITMENT**

Prioritize Ready Reliable Care at all levels of leadership



### **CULTURE OF SAFETY**

Commit to safety and harm prevention



### **CONTINUOUS PROCESS IMPROVEMENT**

Advance innovative solutions and spread leading practices



### **PATIENT CENTEREDNESS**

Focus on patients' safety and quality of care experience

LIGHT BLUE\*  
CMYK: 54/12/1/0  
RGB: 107/184/228  
Web: #16AB7E3

# ICON USAGE GUIDELINES



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## Principle Icons and Taglines



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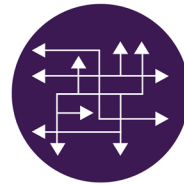
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## Domains of Change Icons and Taglines



### LEADERSHIP COMMITMENT

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### CULTURE OF SAFETY

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### CONTINUOUS PROCESS IMPROVEMENT

Advance innovative solutions and spread leading practices



### PATIENT CENTEREDNESS

Focus on patients' safety and quality of care experience

PURPLE  
CMYK: 84/100/31/35  
RGB: 60/25/82  
Web: #3D1152





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**PRINCIPLE AND DOMAIN OF  
CHANGE ICONS WITHOUT  
TAGLINES**

# ICON USAGE GUIDELINES



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## Principle Icons



PREOCCUPATION WITH FAILURE



SENSITIVITY TO OPERATIONS



DEFERENCE TO EXPERTISE



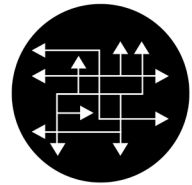
RESPECT FOR PEOPLE



COMMITMENT TO RESILIENCE



CONSTANCY OF PURPOSE



RELUCTANCE TO SIMPLIFY

## Domains of Change Icons



LEADERSHIP COMMITMENT



CULTURE OF SAFETY



CONTINUOUS PROCESS  
IMPROVEMENT



PATIENT CENTEREDNESS

# ICON USAGE GUIDELINES



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## Principle Icons



**PREOCCUPATION WITH FAILURE**



**SENSITIVITY TO OPERATIONS**



**DEFERENCE TO EXPERTISE**



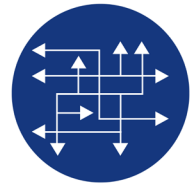
**RESPECT FOR PEOPLE**



**COMMITMENT TO RESILIENCE**



**CONSTANCY OF PURPOSE**



**RELUCTANCE TO SIMPLIFY**

## Domains of Change Icons



**LEADERSHIP COMMITMENT**



**CULTURE OF SAFETY**



**CONTINUOUS PROCESS  
IMPROVEMENT**



**PATIENT CENTEREDNESS**

DARK BLUE  
CMYK: 100/85/5/22  
RGB: 20/55/125  
Web: #14377D

# ICON USAGE GUIDELINES



**READY  
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## Principle Icons



**PREOCCUPATION WITH FAILURE**



**SENSITIVITY TO OPERATIONS**



**DEFERENCE TO EXPERTISE**



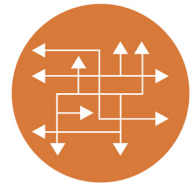
**RESPECT FOR PEOPLE**



**COMMITMENT TO RESILIENCE**



**CONSTANCY OF PURPOSE**



**RELUCTANCE TO SIMPLIFY**

## Domains of Change Icons



**LEADERSHIP COMMITMENT**



**CULTURE OF SAFETY**



**CONTINUOUS PROCESS  
IMPROVEMENT**



**PATIENT CENTEREDNESS**

ORANGE\*  
CMYK: 13/61/88/1  
RGB: 214/121/59  
Web: #D6793B

# ICON USAGE GUIDELINES



**READY  
RELIABLE  
CARE**  
ANYTIME.  
ANYWHERE

## Principle Icons



**PREOCCUPATION WITH FAILURE**



**SENSITIVITY TO OPERATIONS**



**DEFERENCE TO EXPERTISE**



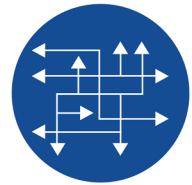
**RESPECT FOR PEOPLE**



**COMMITMENT TO RESILIENCE**



**CONSTANCY OF PURPOSE**



**RELUCTANCE TO SIMPLIFY**

## Domains of Change Icons



**LEADERSHIP COMMITMENT**



**CULTURE OF SAFETY**



**CONTINUOUS PROCESS  
IMPROVEMENT**



**PATIENT CENTEREDNESS**

BLUE  
CMYK: 99/80/10/1  
RGB: 21/77/148  
Web: #154C94

# ICON USAGE GUIDELINES



**READY  
RELIABLE  
CARE**  
ANYTIME.  
ANYWHERE

## Principle Icons



**PREOCCUPATION WITH FAILURE**



**SENSITIVITY TO OPERATIONS**



**DEFERENCE TO EXPERTISE**



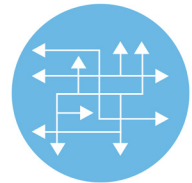
**RESPECT FOR PEOPLE**



**COMMITMENT TO RESILIENCE**



**CONSTANCY OF PURPOSE**



**RELUCTANCE TO SIMPLIFY**

## Domains of Change Icons



**LEADERSHIP COMMITMENT**



**CULTURE OF SAFETY**



**CONTINUOUS PROCESS  
IMPROVEMENT**



**PATIENT CENTEREDNESS**

LIGHT BLUE\*  
CMYK: 54/12/1/0  
RGB: 107/184/228  
Web: #16AB7E3

# ICON USAGE GUIDELINES



**READY  
RELIABLE  
CARE**  
ANYTIME.  
ANYWHERE

## Principle Icons



**PREOCCUPATION WITH FAILURE**



**SENSITIVITY TO OPERATIONS**



**DEFERENCE TO EXPERTISE**



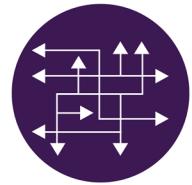
**RESPECT FOR PEOPLE**



**COMMITMENT TO RESILIENCE**



**CONSTANCY OF PURPOSE**



**RELUCTANCE TO SIMPLIFY**

## Domains of Change Icons



**LEADERSHIP COMMITMENT**



**CULTURE OF SAFETY**



**CONTINUOUS PROCESS  
IMPROVEMENT**



**PATIENT CENTEREDNESS**

PURPLE  
CMYK: 84/100/31/35  
RGB: 60/25/82  
Web: #3D1152