PURPOSE
To improve lives and strengthen communities, unconditionally, inclusively, one person at a time.

MISSION
Mary’s Center embraces all communities and provides high-quality healthcare, education, and social services to build better futures.

ORGANIZING IDEA
Care at the Core

BRAND PROMISE
Quality healthcare. Stronger communities.

PERSONALITY
Warm, Welcoming, Positive, Respectful, Fair
These are our brand guidelines, which explain how to use the new visual identity with confidence and clarity.

Our guidelines have been designed to ensure consistency within our brand, which creates strong, recognizable, and innovative communications.

The following pages demonstrate the flexibility within our identity and should be used to inspire and motivate creative expression.

Our unique identity, color palette, and typographic style create distinctive frameworks for our brand, helping us stand out from other health centers.
Mary’s Center has been a leader in community health and economic growth in Washington DC and Maryland for over 30 years. Nationally ranked for the quality of our care, we offer primary healthcare services, along with free educational programs and social services to more than 53,000 people. We embrace all communities, including but not limited to, those whose needs are often unmet by the public and private systems. Our mission is based on a belief that quality healthcare is a basic human right, and the foundation on which stronger communities are built. We include these important ideologies in our brand identity.

Our brand identity design demonstrates our values of connection, support, and inclusivity. The complimentary yellow and blue color palette uses interweaving shapes to represent the bond between Mary’s Center’s staff and participants. These shapes converge into a circle that symbolizes our infinite commitment to creating meaningful relationships and providing quality care to everyone in the community.

Learn more about Mary’s Center by visiting www.maryscenter.org.
Our logo is an important asset to our organization and should serve as a foundation for all visual communications. The logo mark consists of three main shapes representing our community, our staff, and our participants. To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted.

The color, position and size are all specified within this document.
Our icon consists of 3 main elements, which represent our community, our staff, our participants.
Our icon is an important element of our brand. It is to be used in the full logo configuration whenever possible. The icon can be used as a graphic element to enhance the design and branding of marketing materials.
3.5 LOGO CLEAR SPACE + MINIMUM SIZE

The clear space and minimum display sizes have been identified for clarity and eligibility across all applications.

CLEAR SPACE
To ensure legibility, always keep a minimum clear space around the logo. This space is equivalent to the x-height of the letter M.

The outer blue area is the exclusion zone. No other graphic elements such as text, iconography or pattern can intrude there.

MINIMUM SIZE
The minimum width/height for reproduction of the four approved versions of the logo are provided here.
3.6 LOGO TAGLINE CONFIGURATIONS

TAGLINE PRIMARY

TAGLINE SECONDARY

TAGLINE SPANISH

In Spanish only communications use Spanish tagline/logo lockup.
To ensure legibility, always keep a minimum clear space around the logo. This space is equivalent to the x-height of the letter M.

The outer blue area is the exclusion zone. No other graphic elements such as text, iconography, or pattern can intrude there.
For the tagline to be effective, the minimum size of the width and height of the logo and tagline should correspond with the images on the right.
3.7 LOGO INCORRECT USAGE

- Never stretch, crop, or alter the proportions of the logo.
- Never use a drop shadow under the logo.
- Never outline the logo.
- Never change the colors of the logo.

3.8 LOGO COLORS

When possible, use the original 4-color process (CMYK) logo. When using the original logo mark, consider backgrounds that work well with the 3 main colors. The 4-color, 2-color and black logo marks should always appear on a white background.

When using the logo on an image, ensure the logo isn’t covering people’s faces, and that the background is not too busy.

4-COLOR

- Approved background colors
- Not approved background colors

2-COLOR

- Approved background colors
- Not approved background colors

BLUE

- 100% black with tint of gray

ON IMAGES
Illustrated on this page are the co-branded logo units. These units should only be used with approval from all organizations.

The sequence, size relationships, and space between these logos in the units should not be changed from the electronic files that have been provided. The co-branded logos are to be used on a white background only.

**CONFIGURATIONS**

**MINIMUM SIZE**
Minimum size for each large format co-branded units: 1" in height

Minimum size for each small format co-branded units: 0.75" in height
When the horizontal co-branded logo units are accompanied by additional text or other graphic elements, it is imperative that an image-free zone be maintained around the units to protect them from visual interference from other elements on the page. As a rule, a minimum distance—equal to X, with X represented by the established spacing between the logos—must be maintained around each co-branded unit of logos.

For printing, the co-branded logo units may be reproduced in either 100% black with screen tints of black or in 4-color process (CMYK). The co-branded logo units cannot reverse out of a solid color or photographic background to white. The black or 4-color process co-branded logo units should always appear on a white background.
3.9 LOGO CO-BRANDING VERTICAL
LARGE FORMAT

CONFIGURATIONS

Minimum size for co-branded units: 1" in height

3.9 LOGO CO-BRANDING VERTICAL
SMALL FORMAT

CONFIGURATIONS

Minimum size for co-branded units: 0.75" in height
3.9 LOGO CO-BRANDING VERTICAL
CLEAR SPACE

3.9 LOGO CO-BRANDING VERTICAL
COLOR
MARY'S CENTER BRAND GUIDELINES

3.10 LOGO APPLICATIONS

MARY'S CENTER
QUALITY HEALTHCARE
STRONGER COMMUNITIES

BE A P.A.R.T.
OF QUALITY CARE

PARTICIPANT-CENTERED
ACCOUNTABLE
RESPONSIBLE
TEAM-ORIENTED

Employee Badge
Promotional Materials

3.10 LOGO APPLICATIONS

MARY'S CENTER BRAND GUIDELINES

MARY'S CENTER
QUALITY HEALTHCARE
STRONGER COMMUNITIES

This card is property of Mary's Center and must be returned to the HR Department. Loss of this card may result in immediate replacement fee of $10.00

Shirt
Front
Back
Typography plays a big role in Mary’s Center brand identity. It was chosen with a purpose – to communicate our message as effectively as possible and to promote our mission and values.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.
4.2 TYPOGRAPHY OVERVIEW

Avenir is our primary brand font. It should be used in all instances where a title or typographic header is required. It is a simple, clean, and legible typeface that complements our logo.

4.3 TYPOGRAPHY USAGE SAMPLES

**QUALITY CARE IS NOT A SERVICE. IT’S A RIGHT.**

Mary’s Center, founded in 1988, is a Community Health Center that provides health care, family literacy and social services to individuals whose needs too often go unmet by the public and private systems.

**AVENIR NEXT BOLD**

**ABCDFGHJKLMNO**

**PQRSTUVWXYZ**

**AVENIR NEXT REGULAR**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**

**Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt**

**Uu Vv Ww Xx Yy Zz**

**FALL-BACK FONT**

**Arial | Helvetica**

For PC or when Avenir Next font is not supported, fall-back font must be used.

**ARIAL**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**

**Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt**

**Uu Vv Ww Xx Yy Zz**

**QUALITY CARE IS NOT A SERVICE. IT’S A RIGHT.**

Mary’s Center, founded in 1988, is a Community Health Center that provides health care, family literacy and social services to individuals whose needs too often go unmet by the public and private systems.
Color plays an important role in our brand identity. Our primary color palette is designed to be fresh, modern and distinctive.

Different combinations of color can dramatically change the tone and appearance of a document; it is important to consider how they work together.

To help achieve greater brand recognition it is important that our color palette is applied consistently.
5.2 COLOR PALETTE

PRIMARY

DARK BLUE
CMYK 100, 92, 7
RGB 0, 38, 154
HEX 00269A
PMS DARK BLUE C

Blue and yellow are both primary and complementary colors. The two together symbolize the sun and water which are both needed for life and growth. Where yellow is cheerful and ambitious, blue is calming and protective—much like Mary’s Center supports our participants while igniting in them a desire for growth.

AQUA
CMYK 100, 92, 7
RGB 0, 38, 154
HEX 00269A
PMS AQUA C

PROCESS CYAN
CMYK 100, 0, 0
RGB 0, 174, 239
HEX 00AEEF
PMS PROCESS CYAN C

YELLOW
CMYK 100, 92, 7
RGB 0, 38, 154
HEX 00269A
PMS YELLOW C

YELLOW is the color halfway between blue and green. It is highly intuitive, independent, and inward-thinking. Unusually confident and not looking for approval from others, it denotes clarity and idealism.

5.3 COLOR PALETTE

SECONDARY

MINT
CMYK 100, 92, 7
RGB 0, 38, 154
HEX 00269A
PMS MINT C

AQUA is a color halfway between blue and green. It is highly intuitive, independent, and inward-thinking. Unusually confident and not looking for approval from others, it denotes clarity and idealism.

MANDARIN
CMYK 0, 51, 80
RGB 246, 147, 71
HEX F69347

CELESTIAL BLUE
CMYK 100, 92, 7
RGB 0, 38, 154
HEX 00269A
PMS CELESTIAL BLUE C

SECONDARY colors add dimension and are used as accent colors, complementing the primary color palette. Note: Please do not use all of the colors in our palette at once. The best uses for colors of the secondary palette are for items that require differentiation; for example, within charts and graphs, or for updates or call-out buttons in digital applications.
The Americans with Disabilities Act (ADA) calls for businesses and service providers, profit and nonprofit, to make their products and services accessible to people with disabilities. This is increasingly important when designing for the web and mobile. To ensure Mary’s Center meets these requirements, the following rules should be applied:

- White or cyan text should be used on dark blue backgrounds.
- Dark blue or black text should be used on white backgrounds.
- Do not use white text on a cyan or yellow background.
- Please send your designs to the marketing team for verification.
Brand voice is the purposeful, consistent expression of a brand through words and prose styles that engage and motivate. Above all, we want our brand to be optimistic and inspirational. Our goal is that every interaction feels exciting and filled with possibility.
6.2 BRAND CHARACTER
TONE & VOICE

WARM
Authentic
Engaging

WELCOMING
Accessible
Approachable

POSITIVE
Uplifting
Clear

RESPECTFUL
Considerate
Polite

FAIR
Candid
Trustworthy

STRENGTHS
Stewardship, altruism, respect, fairness, accountability. Tendency to be a good listener and a hard worker.

SHADOW
Righteousness, apathy, rebelliousness, recklessness.

Mary’s Center is driven by a deeply instilled sense of personal integrity, fairness, equity and responsibility to the community. We are shaped by our experience to be a peer rather than a subject or ruler. We believe in and work to manifest values that are higher than profit or individual gain. Meaning is found in the personal sense of alignment between beliefs and action. Seeing the value in the collective, we trust in the inherent good of human beings to contribute positively to society.
The templates provided help us continue to strengthen Mary’s Center brand, by projecting a consistent, high-quality image across all of our communications. If you have questions about the use of any of these templates, please contact:

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