

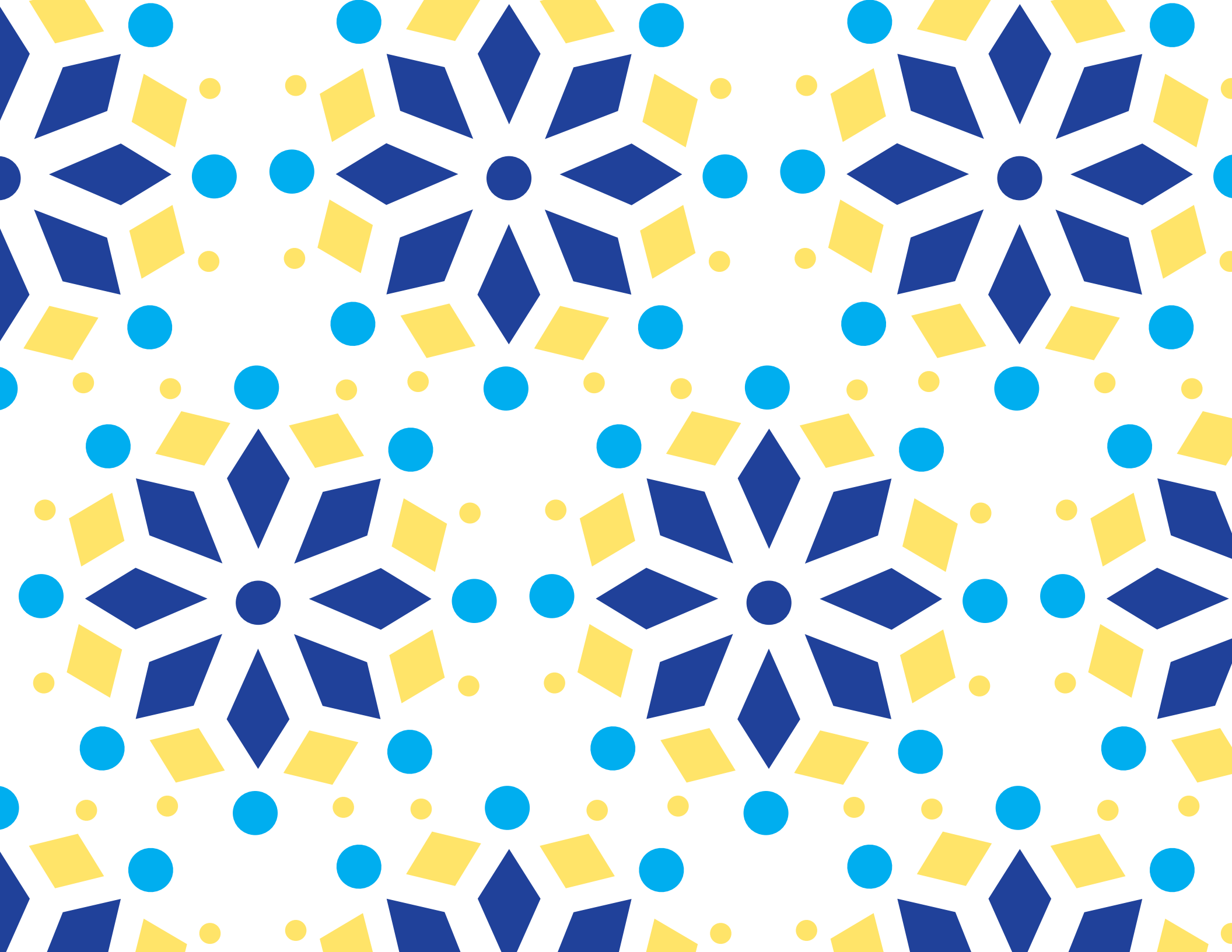


# Mary's Center

Quality healthcare. Stronger communities.

## **BRAND GUIDELINES**

JUNE 2019 | VERSION 1.0



BRAND ON A PAGE

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





- 1.0 CONTENT
- 2.0 BRAND STORY
- 3.0 LOGO
- 4.0 TYPOGRAPHY
- 5.0 COLOR
- 6.0 BRAND CHARACTER
- 7.0 TOOLKIT

# CONTENT



## 1.1 CONTENT

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.



## BRAND STORY

## 2.1

## BRAND STORY

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](http://www.maryscenter.org)**







- 3.1 LOGO USAGE
- 3.2 THE ICON
- 3.3 ICON USAGE
- 3.4 PRIMARY LOGO
- 3.5 SIZE + CLEAR SPACE
- 3.6 LOGO TAGLINE + USAGE
- 3.7 LOGO INCORRECT USAGE
- 3.8 LOGO COLORS + BACKGROUNDS
- 3.9 LOGO CO-BRANDING
- 3.10 LOGO APPLICATIONS



# LOGO

## 3.1

### LOGO USAGE



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.**

Its color, position and size are all specified within this document.



3.2

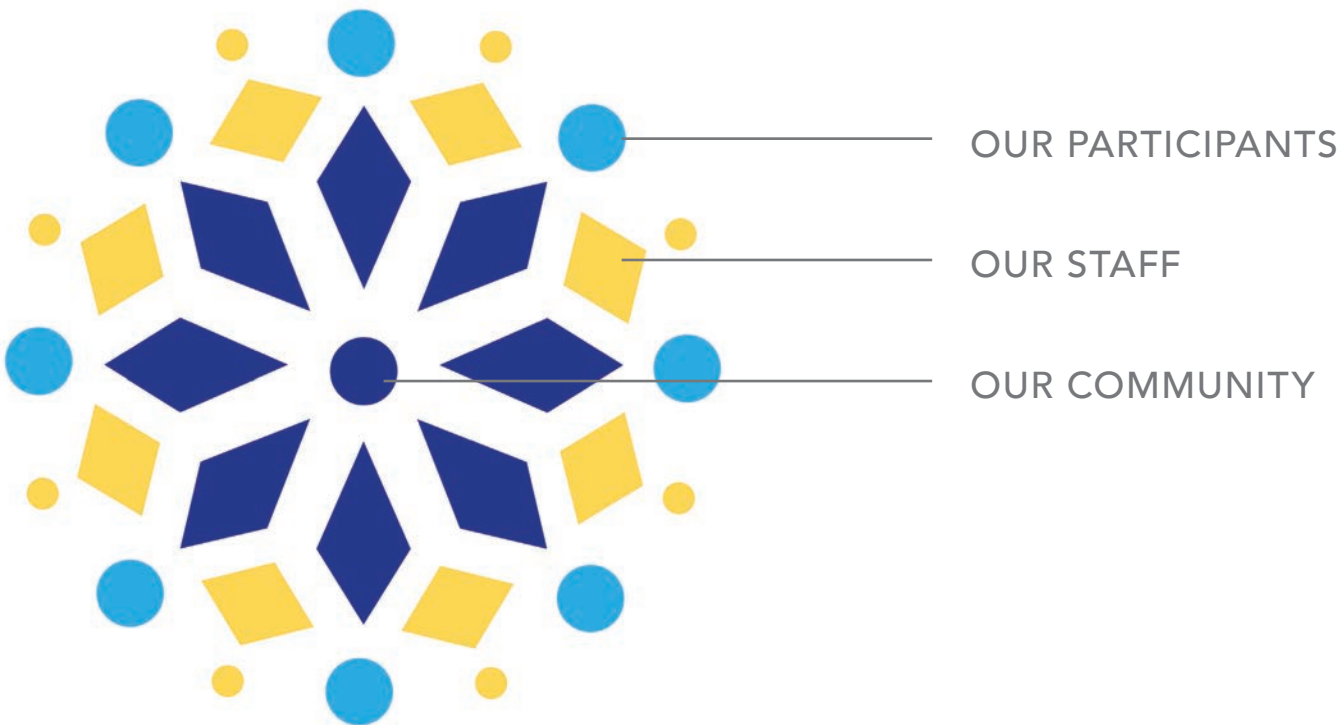
LOGO  
THE ICON

Our icon consists of 3 main elements, which represent our community, our staff, our participants.



3.2

LOGO  
THE ICON





3.3

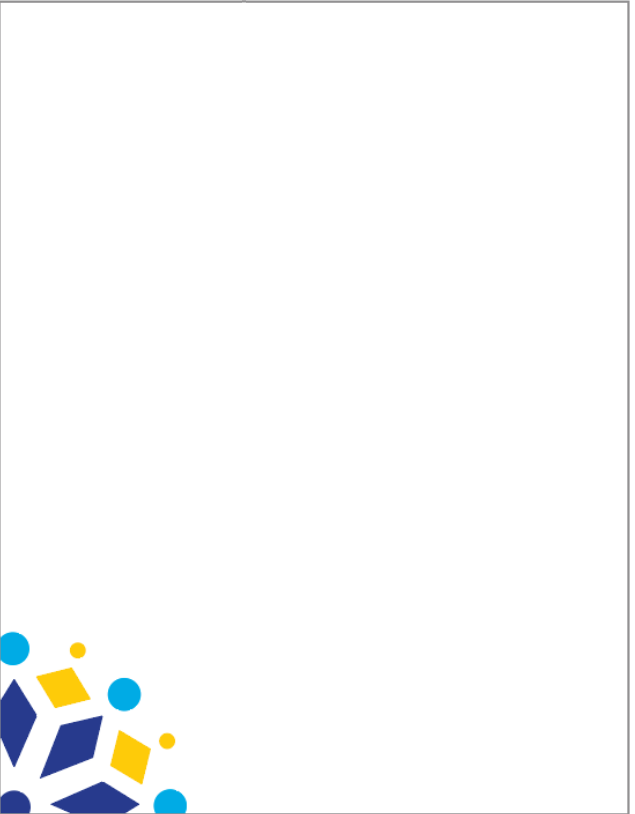
LOGO  
ICON USAGE

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.



3.3

LOGO  
ICON USAGE







3.4

LOGO  
PRIMARY

VERTICAL MARK



HORIZONTAL MARKS



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



3.6

LOGO  
TAGLINE CONFIGURATIONS

TAGLINE SPANISH

In Spanish only communications  
use Spanish tagline/logo lockup.





3.6

LOGO  
TAGLINE + CLEAR SPACE

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.



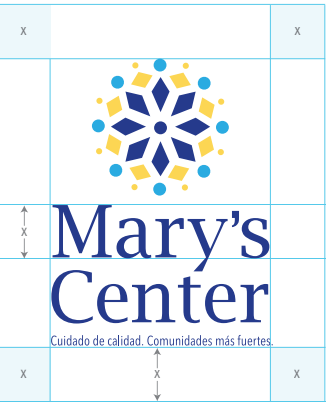
3.6

LOGO  
TAGLINE + CLEAR SPACE

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.







3.6

LOGO  
TAGLINE + MINIMUM SIZE

MINIMUM SIZE

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.



3.6

LOGO  
TAGLINE + MINIMUM SIZE

MINIMUM SIZE

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



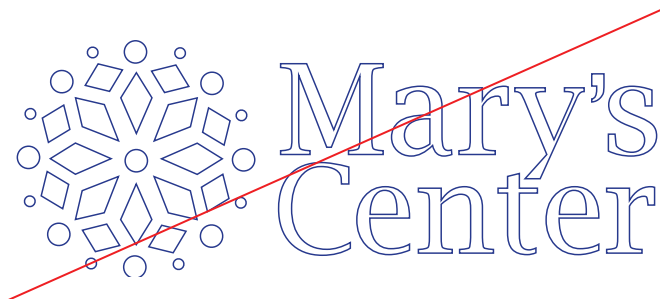
NEVER USE A DROP SHADOW UNDER THE LOGO



NEVER CHANGE THE COLORS OF THE LOGO



NEVER OUTLINE THE LOGO



3.8

LOGO  
COLORS

4-COLOR



2-COLOR



BLUE



100% BLACK WITH TINT OF GRAY



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.

APPROVED BACKGROUND COLORS



NOT APPROVED BACKGROUND COLORS



ON IMAGES







3.9

LOGO  
CO-BRANDING  
LARGE FORMAT

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



3.9

LOGO  
CO-BRANDING  
SMALL FORMAT

CONFIGURATIONS



MINIMUM SIZE

Minimum size for each small format co-branded units: 0.75" in height



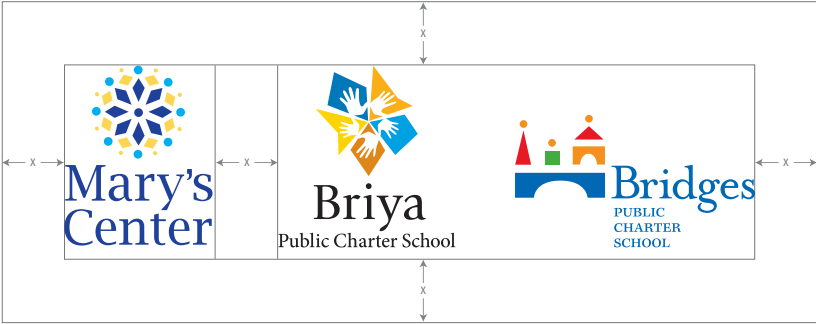
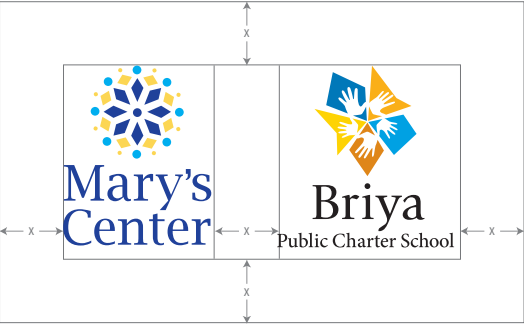


### 3.9

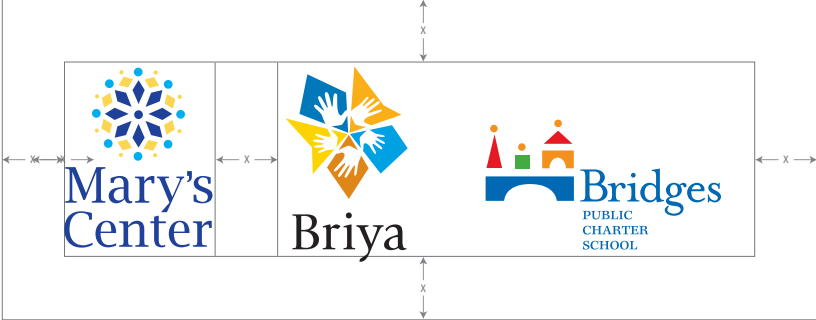
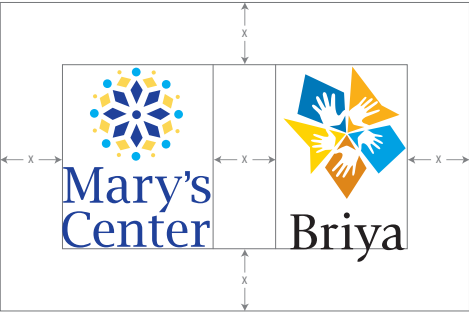
## LOGO CO-BRANDING CLEAR SPACE

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.

LARGE FORMAT



SMALL FORMAT



### 3.9

## LOGO CO-BRANDING COLOR

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 can not 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.

100% BLACK



4-COLOR PROCESS CMYK







3.9

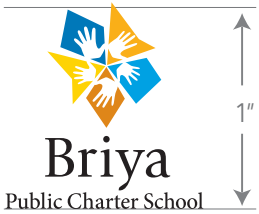
LOGO  
CO-BRANDING VERTICAL  
LARGE FORMAT

CONFIGURATIONS



MINIMUM SIZE

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



3.9

LOGO  
CO-BRANDING VERTICAL  
SMALL FORMAT

CONFIGURATIONS



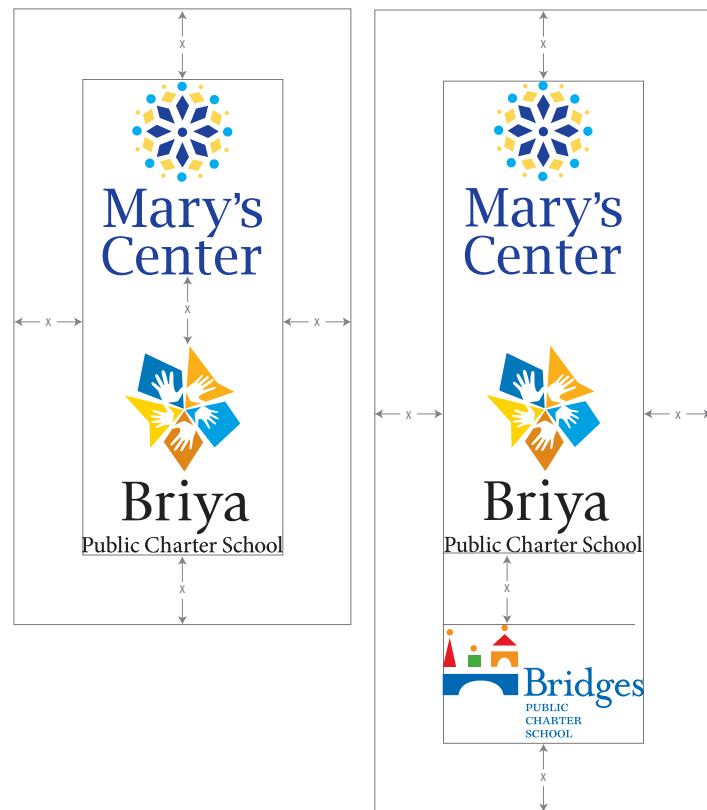
MINIMUM SIZE

Minimum size for co-branded units: 0.75" in height

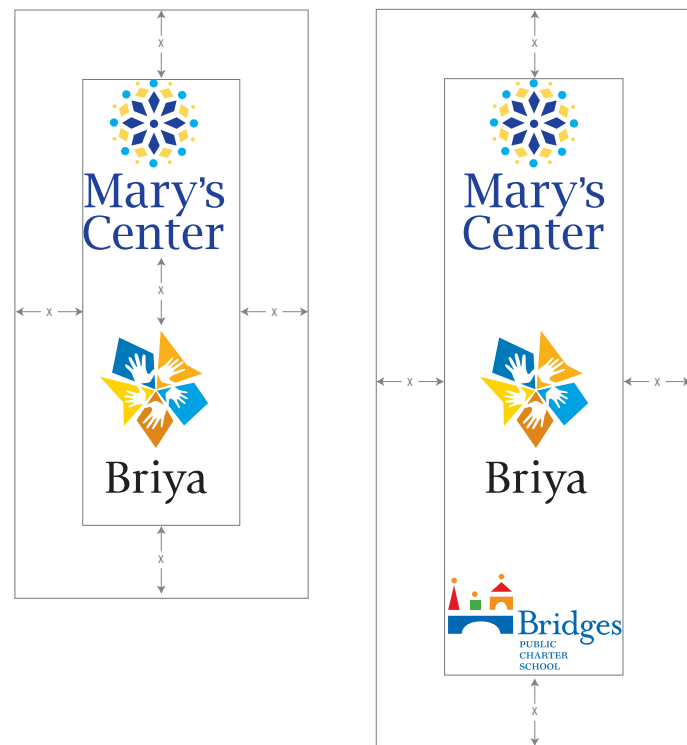


# LOGO CO-BRANDING VERTICAL CLEAR SPACE

LARGE FORMATS



SMALL FORMATS



# LOGO CO-BRANDING VERTICAL COLOR

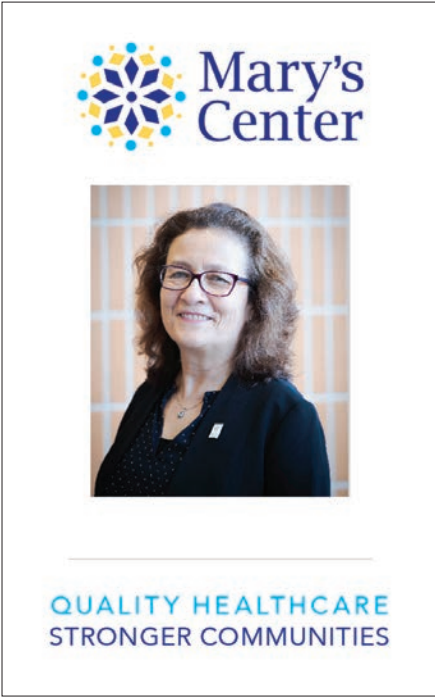
MARY'S CENTER BRAND GUIDELINES







3.10  
LOGO  
APPLICATIONS



EMPLOYEE BADGE



PROMOTIONAL MATERIALS

3.10  
LOGO  
APPLICATIONS

SHIRT



FRONT



BACK





- 4.1 TYPOGRAPHY INTRODUCTION
- 4.2 PRIMARY TYPEFACE
- 4.3 SECONDARY TYPEFACE

# TYPGRAPHY



- 4.1 TYPOGRAPHY INTRODUCTION

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 compliments our logo.

AVENIR NEXT  
BOLD

HEADLINES  
ALL CAPS  
TRACKING 80

AVENIR NEXT BOLD

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z

AVENIR NEXT  
REGULAR

BODY COPY  
INITIAL CAPS  
TRACKING -10

AVENIR NEXT REGULAR

A a B b C c D d E e F f G g H h I i J j  
K k L l M m N n O o P p Q q R r S s T t  
U u V v W w X x Y y Z z

FALL-BACK FONT  
ARIAL | HELVETICA

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

ARIAL

A a B b C c D d E e F f G g H h I i J j  
K k L l M m N n O o P p Q q R r S s T t  
U u V v W w X x Y y Z z



4.3

TYPOGRAPHY  
USAGE SAMPLES

About Avenir:

Avenir is a geometric sans-serif typeface.  
  
Avenir has some slightly humanist features that add warmth to the face, such as the tail on the t and the o that isn't a perfect circle.

USAGE SAMPLE

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.



- 5.1 INTRODUCTION
- 5.2 COLOR PALETTE PRIMARY
- 5.3 COLOR PALETTE SECONDARY

# COLOR



- 5.1 COLOR PALETTE

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.

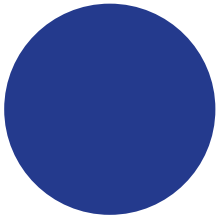




5.2

COLOR PALETTE  
PRIMARY

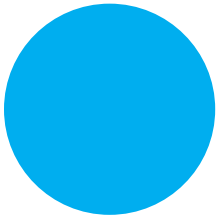
Blue and yellow are both primary and complementary colors. The two together symbolize the sun and water which are both needed for life and growth. Where yellow is cheerful and ambitious, blue is calming and protective—much like Mary’s Center supports our participants while igniting in them a desire for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



DARK BLUE

CMYK 100, 92, 7, 3  
RGB 0, 38, 154  
HEX 00269A  
PMS DARK BLUE C

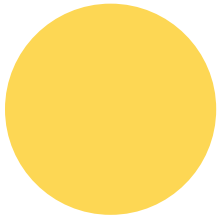
BLUE is calming and breathes of open spaces and comfort. It is the most common color used for healthcare and financial services. It is also associated with water and the sky.



PROCESS CYAN

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

AQUA 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.



YELLOW

CMYK 1, 14, 78, 0  
RGB 253, 215, 87  
HEX FDD756  
PMS 121 C

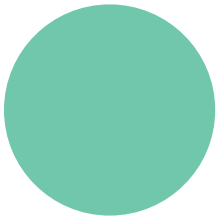
YELLOW is life affirming, positive, cheerful, and vibrant. It is the color of optimism and sunshine. Often associated with success and light. Yellow stimulates the brain.



5.3

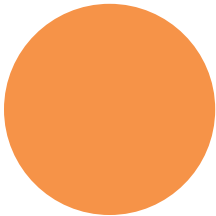
COLOR PALETTE  
SECONDARY

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.



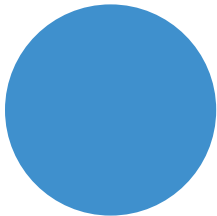
MINT

CMYK 54, 0, 41, 0  
RGB 108, 208, 176  
HEX 6CD0B0



MANDARIN

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



CELESTIAL BLUE

CMYK 70, 33, 0, 0  
RGB 72, 145, 206  
HEX 4992CE

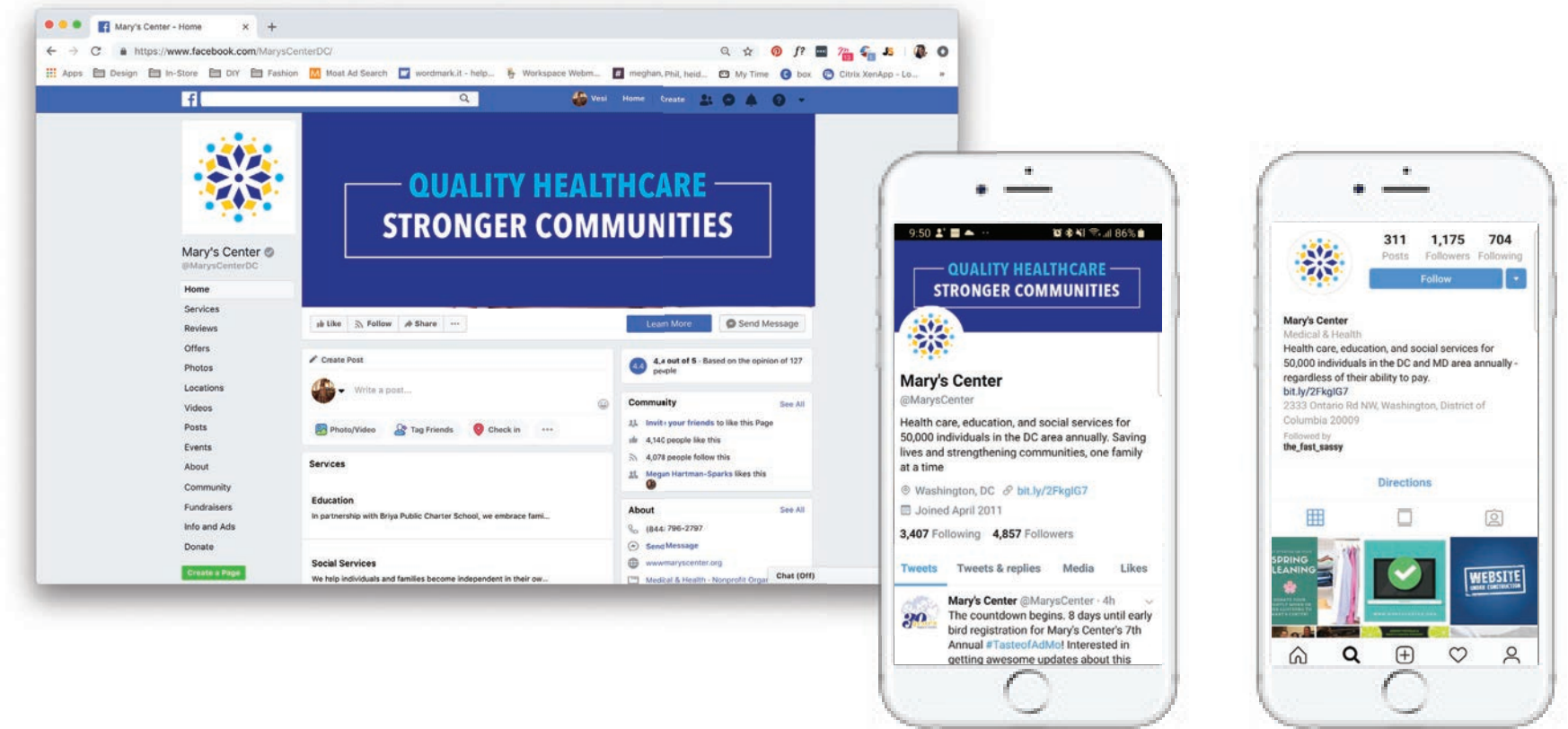




# 5.4 COLOR PALETTE ADA RULES

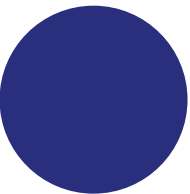
The Americans with Disabilities Act or ADA calls for businesses and service providers, profit and nonprofit, to make their products and services accessible to people with disabilities. This is increasingly important when designing for the web and mobile. To ensure Mary’s Center meets these requirements, 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.

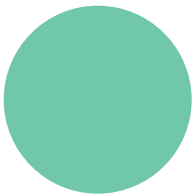
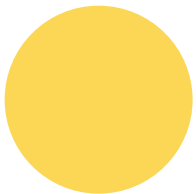


# 5.4 COLOR PALETTE USAGE SAMPLE

PRIMARY



SECONDARY





- 6.1 INTRODUCTION
- 6.2 BRAND CHARACTER

# CHARACTER



- 6.1 CHARACTER INTRO

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.



6.2

BRAND CHARACTER  
TONE & VOICE

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.



## 7.1 TOOLKIT INTRODUCTION

### 7.2 PRINT EXAMPLES

# TOOLKIT

## 7.1 TOOLKIT INTRODUCTION

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:

**Meghan Tucker**  
Marketing Director

202-809-0456

[meghan@maryscenter.org](mailto:meghan@maryscenter.org)

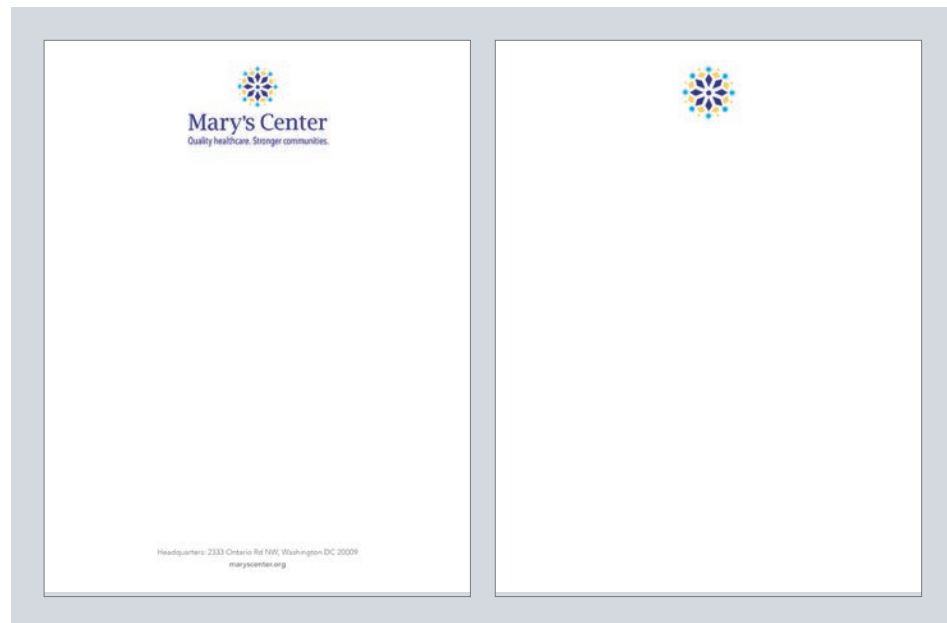


## TOOLKIT PRINT

### BUSINESS CARDS



### LETTERHEAD



## TOOLKIT PRINT

### 4X9 CARD



### RETRACTABLE BANNER



### SIDEWALK DISPLAY



